

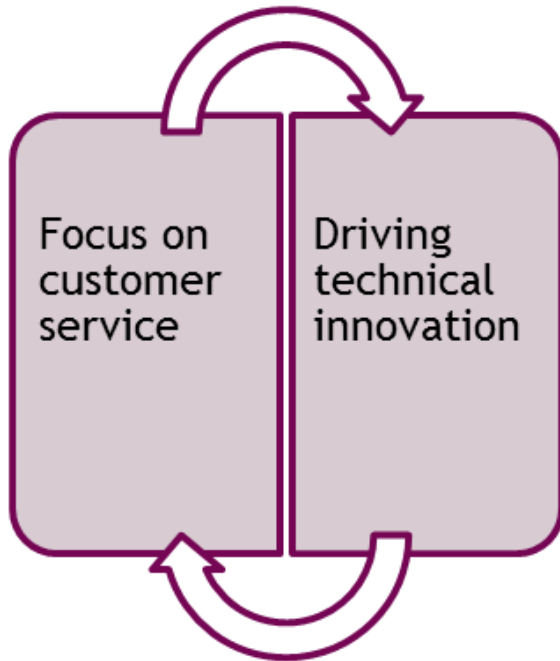
# Session 6: Raising awareness and educating stakeholders

Update by EURid (.eu)

6<sup>th</sup> International conference for ccTLD registries and registrars of CIS, Central and Eastern Europe  
Crete (GR), September 2013



# Operational centre of excellence for registry management



- Multilingual support
- Personal touch: dedicated account management
- Marketing initiatives to promote .eu
- e-learning platform
- Networking opportunities
- Chance to help shape the .eu system and procedures

# Continued focus on improving the quality of the .eu brand

## 5 new StratCom members



the Confederation of Computer User Associations (CECUA)



the European Communities Trade Mark Association (ECTA)



the European Multi-channel Online Trade Association (EMOTA)



the Interactive Advertising Bureau Europe (IAB Europe)



the European Association of Craft, Small and Medium-sized Enterprises (UEAPME)



# EURid signs MoU with UNESCO

## EURid-UNESCO World report on Internationalised Domain Names deployment 2012

November 2012

- Following the IDNs - State of Play Insights report of 2011 and 2012
- Common projects to contribute to the promotion of multilingualism in cyberspace



# .eu: The perfect match for your business

## Google Display Campaign

The perfect match for your business

- SE, RO, PL, ES, IT, GR, HU, FR, UK & IE, DE, BE and NL
- [www.ambitionhasanaddress.eu](http://www.ambitionhasanaddress.eu)

## Airport Campaign



- Flavia Pennetta
- Billboards at Brussels, Copenhagen, Milan Linate, Munich airports

# Ambition has an address!



Flavia Pennetta at the US Open  
26/08/13 - 09/09/13



# New EU Member State

**.eu welcomes Croatia!**

**.eu domena daje Vam i  
Vašem biznisu nove  
mogućnosti online!**

**.eu**  
Your European Identity

- Google Display Campaign
- 01/07/13 - 15/07/13
- 15/09/13 - 31/10/13

**Registrirajte već  
danas Vašu .eu  
domenu!**

**.eu**  
Your European Identity

**Welcome Croatia!**

**Dobrodošla Hrvatska!**

Residents in Croatia get ready to register your  
.eu domain name as of 1 July 2013

**.eu**  
Your European Identity

# Promoting .eu together with registrars

## Flexible Promo Credits

- For each domain name you register, you automatically earn one Promo Credit. You can use that Promo Credit at a later date of your choosing to register another .eu domain name completely free of charge

## Target-based Reduction

- The more domain names you register, the lower the registration fee

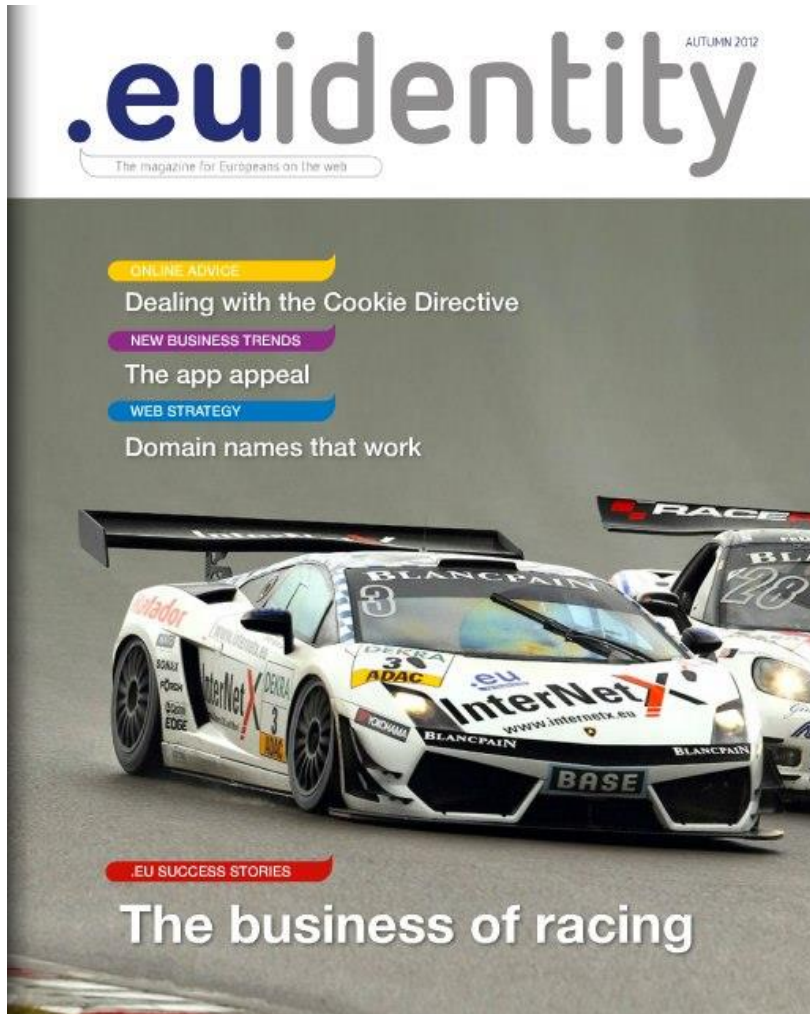
## Four-month Reduction

- You pay 1 EUR per new .eu registration during 4 months of your choosing in 2013

Deadline for signing up: 31/01/2013  
Plans for 2014: to be communicated in Q3 2014



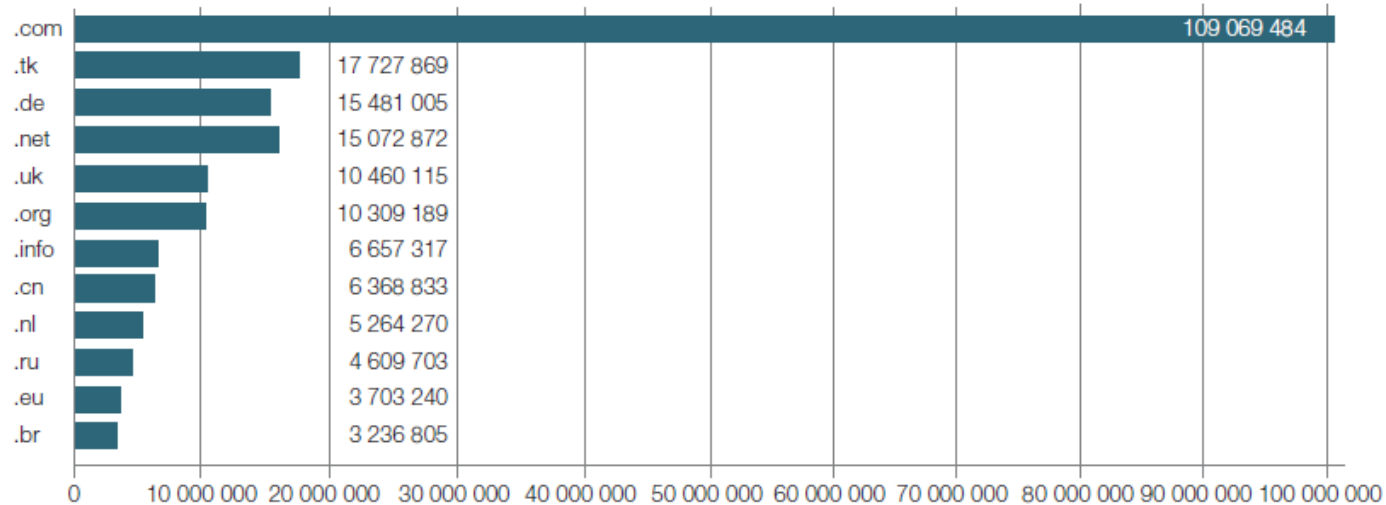
# Co-Funded Marketing



- Funds automatically deposited into the registrar's marketing accounts
  - New .eu registrations: 0.75 euro
  - .eu renewals: 0.35 euro
- Funds to reimburse up to 75% of the eligible costs of approved campaigns

# Facts & Figures: Q2 2013

World top 12 TLDs



Total registrations end Q2 '13, compared to end Q2 '12: + 2,8%

IDNs : 1,6% of the total portfolio

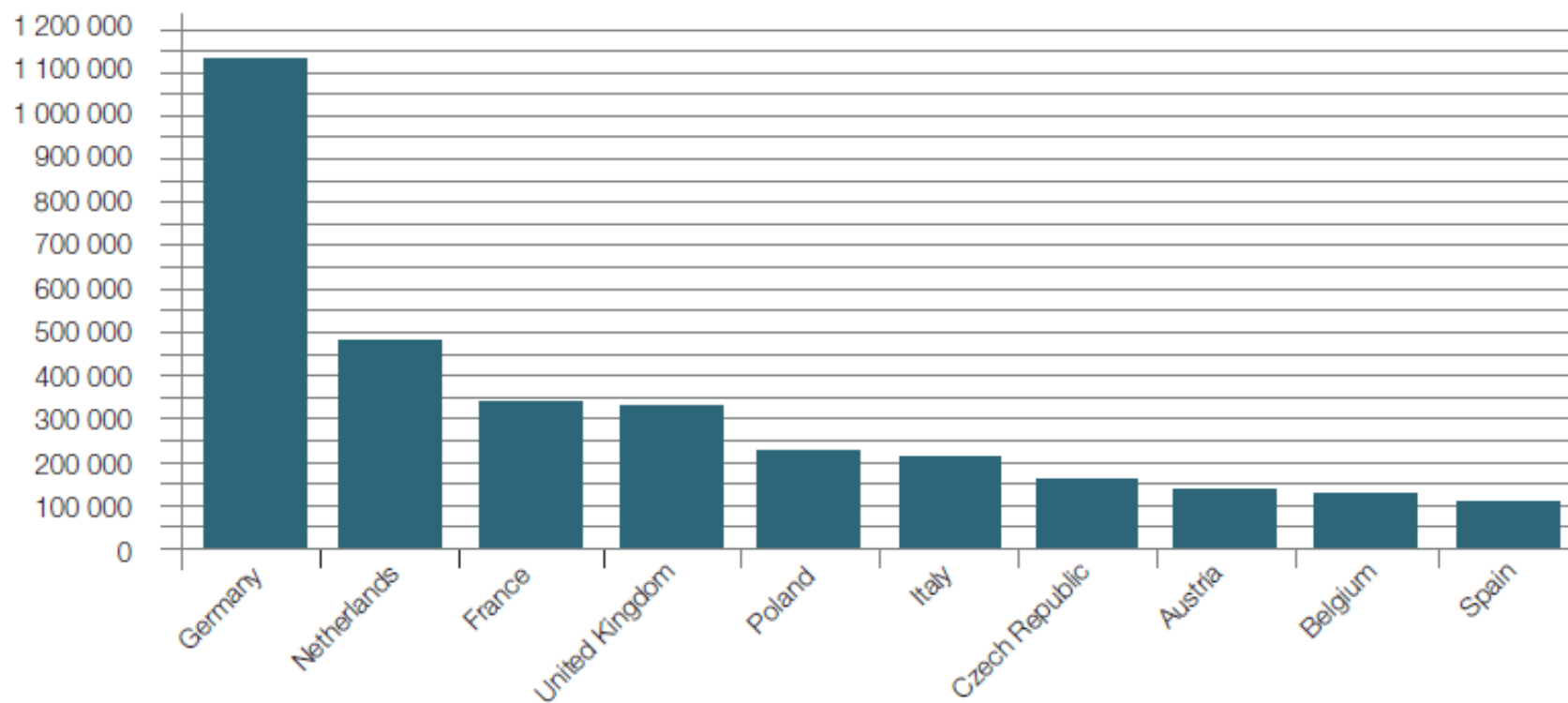
774 accredited registrars, top 10 registrars account for 37%

Growth in 13 member states out of 27

SI, BG, AT: >5% growth

# Facts & Figures

## Top ten countries with most .eu registrations

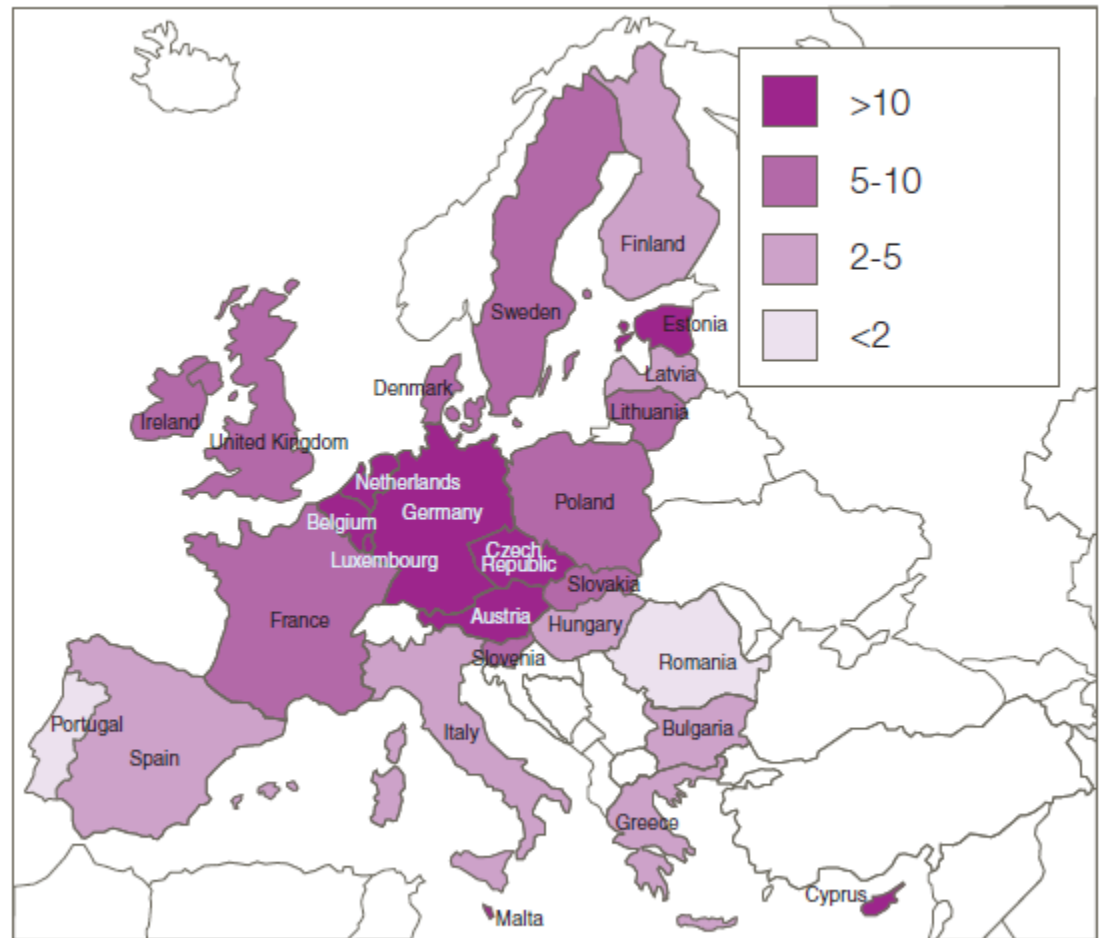


Source: .eu Q2 progress report

# Facts & Figures

## .eu domain names per 1 000 inhabitants, Q2 2013

The number of .eu registrations per 1 000 inhabitants varies from a high of 29 in the Netherlands to around 1 in Portugal and Romania. In general, countries with a large number of ccTLDs per inhabitant also have a large number of .eu registrations per inhabitant.



Source: .eu Q2 progress report

# .eu testimonials



**fairtrade.eu**

Fairtrade International works to secure a better deal for farmers and workers, and the FAIRTRADE mark is the world's most widely recognised ethical label.



# Thank you!

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