



YOUR EUROPEAN IDENTITY



Report on ICANN meeting in Los Angeles, page 8



Think big.
Think .eu!

Reach out to 490 million Europeans in 27 countries with a single domain

The pioneering .eu domain not only enables businesses, public bodies and citizens to choose a pan-European Internet name for their websites and email addresses but also strengthens the European brand. This is an especially important benefit for smaller businesses and citizens, because it enables them to heighten their web presence and extend their reach. Another advantage is that companies, organisations and individuals with a .eu domain are

afforded a certain level of protection under European Union legislation.

A .eu domain tells the world you're open for business across all of Europe. Successful companies such as Sterling, Bridgestone, Century 21 and Daikin are using .eu domains, along with smaller companies such as the ones profiled in this issue. It is easy, fast and effective to reach out with a .eu domain. For more information, visit our website at www.eurid.eu.



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Events company builds on .eu



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Parents register baby names



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Hotelier discovers value of .eu

From the Managing Director

At the end of the third quarter of 2007, .eu had retained its position as the third-largest European top-level domain and eighth-largest domain globally. The increasing use of .eu is a sign of its growing acceptance as a mainstream domain. Even though the excitement of our first year is over, belief in the value of the .eu domain remains.

During the month of September, 2760 new .eu domain names were registered, on average, each business day. EURid measurements also show that actual usage of .eu domains increased by 23 percent between the second and third quarters. Moreover, the renewal rate for registrations stayed above 80 percent over the entire third quarter.

Registrants want to keep their domain names and they want to use them. One example is

innovision, a forward-looking event management company in London that is profiled on page 5. innovision has experienced the business benefits of using a single domain to reach out to 490 million Europeans in 27 countries.

So have the owners of The Claremont, an elegant guesthouse in England's Brighton and Hove area. Competitors were surprised when Stuart Hill and Vicky Banks bought the property and not only changed its name slightly but also changed the domain name of its website. Read how that gamble paid off on page 7.

In this era of cross-border trade, the .eu domain is increasingly recognised as the digital extension of the common market.

Marc Van Wesemael



Fact File: .eu eligibility

Any individual resident in the European Union or any organisation or company established within its territory is able to register a name under the .eu top-level domain. The .eu domain promotes virtual business on the Internet, allowing European companies and individuals to reach out to 490 million people in 27 countries with a single domain. The .eu domain is intended to increase choice and competition within the single EU market and complement, not replace, national country code top-level domains such as France's .fr, Poland's .pl and the United Kingdom's .uk.

EURid News in Brief

Series of luncheons held around Europe

Over the autumn EURid held five business luncheons to welcome new registrars and staff members of current registrars. Friendly discussions were held on how we might enhance our service. Registrars joined management team representatives and EURid support staff for food and conversation in Rome, Copenhagen, London, Cologne and Budapest. These luncheons have been a success and will be followed by further events at various locations in the EU member states.

EURid gears up to attend the European Business Summit 2008

During 21-22 February, the European Business Summit will open its doors to an estimated 2 500 business leaders who will meet international, European and national policy makers in order to discuss business in the European Union. EURid will have a booth at the Brussels event. EURid staff will be there to mingle and hand out information and talk about how .eu can improve your business. We look forward to seeing you there in February!

Rising use of .eu domains spells successful year for .eu

As the new year begins, it is clear that 2007 was a successful year for .eu. More than 2.7 million .eu domain names have now been registered, making .eu the third-largest European top-level domain. On average, 2584 new .eu domain names were registered every business day during last year. By the end of 2007, the number of registered .eu domain names was up 11 percent compared to the year before. The total number of people or organisations with one or more .eu domain names increased by more than 25 percent as well, for a total of just over 1 million domain name holders. As measured by DNS queries to the .eu registry database, the active use of .eu increased dramatically by more than 50 percent. In the table you can also see that during 2007 more people began using their .eu domain names for websites and email addresses.

Use of registered .eu domain names	January	October
Website only	12.3%	15.0%
Email only	8.1%	5.7%
Both website and email	58.4%	61.0%
Total of .eu domain names in use	78.8%	81.6%

Fact File: EURid

The pioneering .eu top-level domain is managed by EURid, the European Registry of Internet Domain Names, under a contract with the European Commission. EURid is a private, not-for-profit organisation that oversees the registration of .eu domain names through a large network of more than 1000 accredited registrars across Europe and around the globe. A list of all registrars and the languages in which registration is offered can be found on EURid's website at www.eurid.eu.

EURid

The European Registry of Internet Domain Names

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We have chosen .eu for our businesses because:

Daniel Eilon, Partner and head of commercial department, Healys Solicitors, London, UK:



“We find that in our European work, the Europeans are rather glad that we have gone for something that is sort of eastward looking rather than westward looking. They consider it a bit of a compliment to the European connection. For our American clients, many of them consider London to be a stepping-stone to Europe since America and England share a language and a similar culture, and they are also curious and interested in .eu.”

Iain Scott, Managing Director, Base Creative marketing and design agency, London, UK:



“We would love to work with people in other parts of Europe rather than keeping it local or London or UK. Not having to change anything when we are accessing a European market will be a huge saving.”

Emmi Helle, Secretary General, ENQA, European Association for Quality Assurance in Higher Education, Finland:

“We are still using our .net extension in parallel with the .eu one, but after January 2008 it expires and we will only be using .eu. We chose the .eu extension since we are a European organisation and our member agencies come from different countries in Europe and beyond. Changing the extension into .eu felt like both a positive action and a natural move for us to do. We feel that using .eu is the right step for those wanting a ‘European profile’ and the feedback we have received has been only positive. We would absolutely recommend it to someone living or working within the EU.”



Business sentiment for websites using a .eu address is very positive, survey reveals

Since late 2006, European businesses, organisations and individuals have been able to register a .eu domain name. To date, more than 2.7 million .eu domain names have been registered, making it the third-largest European top-level domain—and it is growing. In the UK alone, close to 370,000 .eu domain names have been registered, making it the second-largest .eu-country in Europe.

Sweden also ranks high in .eu usage. One company executive in Stockholm told EURid that the .eu domain name is a way to position the company for the future. “We do primarily operate in the Swedish market but as Sweden is a part of the European Union, it was for us a natural step to take in order to position ourselves for the future,” says Håkan Pohl, CEO of Toyota Center Metro Auto in Stockholm. “As a part of a cross-EU-borders corporation, it is in all senses the right suffix to have.”

A survey carried out by the .eu domain registrar 1&1 in December 2006 revealed that business sentiment for websites using the .eu address was very positive. The research found that almost 70 percent of UK businesses which use a .eu domain thought it was effective and half of users of the .eu domain name said that the name enhanced their business’s image. Some 43 percent have noticed an increased accessibility to opportunities within Europe and over 77 percent of UK business users would recommend a .eu domain to another business.

In a separate study, carried out on behalf of EURid, the registry in charge of managing the .eu suffix, Czech and Belgian users of .eu domain names were asked how they felt .eu compared to .com. It revealed that the .eu domain is considered to be less aggressive and commercial than .com and also more transparent since it shows that a company is situated within Europe. In addition, both the Belgian and Czech respondents thought that it was important to make the distance between the end client and the company as short as possible.

Therefore the .eu suffix was preferred over the country extension in those cases a company’s trading market was in several countries, rather than just national.

Many reasons to use .eu

The triggers for using a .eu domain were several. The respondents stated that with the .eu suffix, they could reach more customers and wouldn’t miss anybody as they potentially could do when using only a country domain. They also saw registering a .eu domain as a small investment in order to ensure that they don’t miss a potential client. In addition, they liked the idea of the “umbrella effect” —where .eu can be used as a directional tool for companies who have branches in different countries—making potential clients go to the .eu website to find national websites. As recent members of the European community, the Czech respondents answered that they saw .eu as an opportunity to be part of something big and new and as a way to attract foreign partners and investors.

“Our survey shows that .eu domains carry a lot of potential for businesses that operate on the European market,” says Patrik Lindén, EURid’s communications manager. “We are seeing an increased usage and more companies starting to advertise their .eu domain name. It is becoming the digital extension of the common market since you can reach 490 million Europeans in 27 countries with just one domain extension. By registering a .eu domain name, European companies will be better equipped for competing in the pan-European market.”

Every business needs a domain name strategy

In 2005, Johnson & Johnson reportedly registered hundreds of domain names related to its Splenda sugar substitute. Some companies aggressively register many Internet domain names. Others are happy with as little as one. That's a mistake, according to the experts who spoke with EURid. To protect its business, every company, no matter how small, should develop and follow a domain name strategy.

David Taylor and Chris Abraham disagree about some aspects of developing a domain name strategy. But both agree that businesspeople who ignore the importance of domain names do so at their peril.

Mr. Taylor is a partner at Lovells, a large international law firm that has registered and manages some 12,000 domain names for clients, including .eu domains. From the Paris office of Lovells, the solicitor heads the firm's domain name practice, which includes work on domain name recovery. Mr. Abraham is an Internet analyst, web strategy consultant and founding partner of Abraham Harrison, LLC, a small and specialised international consulting group that focuses on online business and technology strategy advising. Mr. Abraham was based in Washington, D.C. until recently, when he relocated to Berlin.



David Taylor heads the domain name practice at Lovells, a large international law firm. He urges companies to treat their domain names as a valuable investment in online intellectual property.

Keep this in mind

What are the most important things for small to medium enterprises to keep in mind about domain names? EURid asked the two experts for their best advice. Mr. Taylor stresses three points to consider:

- Domain names can be easily registered but just as easily lost if not managed properly.
- A lot of time and effort is often put into trademark filing. Domain names should be treated with equivalent care and respect.
- The cost to register a domain name is generally very small in comparison with its potential value.

Mr. Abraham agrees that the cost of domain names is small compared to their value. And despite stories of some corporations buying up thousands of names, he says few companies register all the domain names they should have. Too many medium-to-large companies may spend \$5,000 per month on a small office but balk at spending a grand on getting the .com, .net, .org, .us, .co.uk, .eu, .nu, .biz, etc., domains, he notes. For defensive reasons, companies may want to register the names of their executives as domain names as well as several versions of the primary business and product domain names, including "misspellings and phonetics and, for German speakers, swapping Ks for Cs and all of that."

Mr. Taylor doesn't agree that companies necessarily need to snap up lots of top-level domains and variations.

"I think there is a tendency to excessively register today. One needs to carefully look at the nature of the business, jurisdictional reach and opportunities online." If a company "is seeking long term to sell or offer in many jurisdictions, then they do need to consider a larger portfolio than if they are intending to limit to their jurisdiction. There are simply too many variations and extensions to cover every angle; it is a question of finding the right balance: balancing registration with watching and recovery work."

Entrepreneurs face different issues

Entrepreneurs may approach domain name issues somewhat differently than established companies. "Most entrepreneurs are more aggressive when it comes to domain name buys," notes Mr. Abraham. "Lots of entrepreneurs realise that brand can and should come before the service. Entrepreneurs also have the freedom to be creative and realize that they can change their name the moment they can buy the domain name they want."



If they have the money, of course. According to Mr. Taylor, "Often an entrepreneur does not have the necessary financing to carry out large scale domain name registration work, nor for that matter do they have the financing to cover important trademark filings. Sometimes trademark availability searches in numerous jurisdictions can be cost prohibitive until business has developed. Often once it has developed sufficiently, unfortunately the brand will have already been registered by unscrupulous third parties and costly recovery work is necessary instead."

Mr. Taylor has his share of horror stories as well about people who registered and then neglected their domain names. He recommends that companies register primary domain names for as many years as possible to avoid such problems.

Both men are fans of the .eu Internet domain. "I love it," says Mr. Abraham, while Mr. Taylor notes that ".eu has proved extremely popular."

Top tips for choosing domain names

There are about 200 top-level domains, both country-specific and generic, so it's not always easy to decide which domain names to register. Your strategy will depend on your company's goals and resources. Here are some tips:

1. Make one person responsible for tracking and managing domain name registrations and renewals so you don't lose a valuable asset.
2. Consider the location of your customers and the scope of your business when choosing a domain name. The Claremont guesthouse (page 7), for example, has seen an uptick in European and American visitors since it moved from a .co.uk domain name to theclaremont.eu.
3. If you offer more than one service or product, register domain names for each one to make it easier for customers to find you.
4. Does your company have strong competition or vocal critics? Some consultants recommend registering potentially competitive or critical domain names to prevent others from using them.

.eu “is another string to our bow and it gives us a bit more resonance. In that way you stand out from the crowd.”

Claudia Bush, innovision



innovision takes innovation to the European level

In Regent’s Park, in a bright, big, lofty office space bang in the middle of London, you will find innovision, an event production agency that delivers events ranging from award ceremonies to product launches. innovision works on a broad range of projects, from small meetings with twenty people up to mega events such as the July 2007 Tour de France, when innovision provided event management for the Grand Depart in London. The company, which has been in business for ten years, seized the opportunity to make the switch to innovision.eu as soon as it became available.

Claudia Bush, a co-owner and co-founder of innovision, works as operations director of the London-based company, which is currently campaigning to be involved in the 2012 Olympics. Ms. Bush says that using a .eu domain name for the company website is an important part of the business.

“Although we are very proud to be London-based and very proud to be British, we are an international agency and work on a global scale,” notes Ms. Bush. Having a .eu domain name “gives us more of a presence,” she says. “When working in Shanghai, Ghana and Nigeria, it is good to be a European company as opposed to just a London company.”

As a communications agency, innovision is highly conscious of the importance of brand and mark and intellectual property. “That is one of the reasons that led us on to choosing .eu as a significant mark,” she says.

Getting the right top-level domain wasn’t easy. For a time the company website was located at innovision.uk.com because .com and .co.uk were already taken. Then the creation of .eu was announced. “We just thought, ‘Right, we have got to get this’, it was really important for us.”

“When working in Shanghai, Ghana and Nigeria, it is good to be a European company as opposed to just a London company.”

The staff celebrated after the company was able to acquire innovision.eu, which was registered nearly two years ago. Since then the .eu domain name has proven quite a talking point among clients, according to Ms. Bush.

“I think it’s been very positive,” she says. “Everybody is just really interested and intrigued. I think for our colleagues and other agencies that we work with, people are always looking for that new edge, that new way to talk about yourself. And for clients, I suppose, it is quite impressive that you are taking that step embracing Europe.”

The innovision.eu domain name attracts attention, which is another part of the company’s marketing strategy. “It’s another string to our bow and it gives us a bit more resonance,” the executive says. “In that way you stand out from the crowd. So if you can tell another story, the .eu story is a really good one.”



Luckybaby.eu

If you need to shop for a baby gift, consider registering the baby's name or a variant as a domain name. It's fast, easy and personal.

Angelina Jolie gave daughter Shiloh a special gift last year. Within hours of Shiloh's birth, an attorney representing the actor registered the domain names ShilohJoliePitt.com, Shiloh-NouvelJoliePitt.com and .net, .org and .info extensions for both names. Jolie has also registered domain names for her other children, and she's not alone. These days even non-celebrity parents are registering Internet domain names for their children.

Annalisa Barbieri, a London-based columnist for the *Guardian* newspaper and *New Statesman* magazine, registered her newborn daughter's full name as a domain name in 2003. "A few of my friends who are also parents have done it," she says. "I know some post pictures and news of their children, which I appreciate is a good way of sharing news with family and friends."

More than two million American children between the ages of six and seventeen have personal websites, according to a survey done by Grunwald Associates. European children are starting to catch up. Steve Gobin registered his son's name as a domain shortly after the baby was born and created a website to display baby pictures to friends and family across the globe.

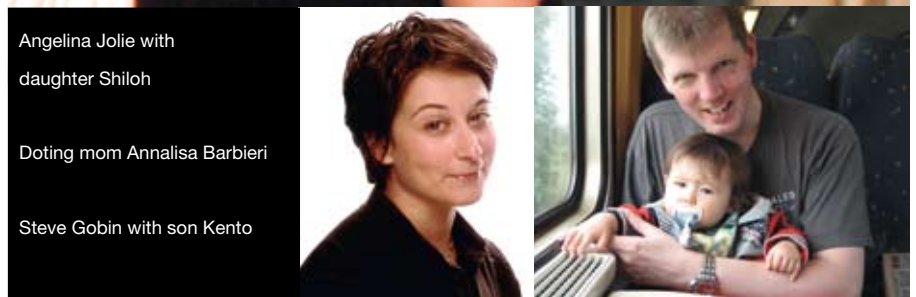
Mr. Gobin, who works in the business department at EURid's head office in Belgium, has many friends in Switzerland, where he lived for nearly six years. His wife, Kayo, is Japanese, and the rest of her family lives in Japan. Now loved ones outside of Belgium "can follow my son's evolution," Mr. Gobin says, despite the vast distances between them.

Ms. Barbieri, the columnist, has not established a website for her young daughter but keeps the domain name for future use. Domain names make original and inexpensive baby gifts according to Ms. Barbieri, who also helps run a parenting website. They can also be practical, since it's much easier to remember an email address such as mybaby@firstname.eu than the kind of generic address such as maria773@hotmail that individuals may be forced to use if they don't have their own domain names.

It's fast and easy to give the gift of a .eu domain name. Simply check to see if the name you want is available at www.whois.eu, and then register it with one of the more than 1000 accredited .eu registrars available throughout Europe and the world. A full list is available at www.eurid.eu.



Photo: James Devaney / Getty Images



Angelina Jolie with daughter Shiloh

Doting mom Annalisa Barbieri

Steve Gobin with son Kento

Brighton guesthouse attracts more business after switch to .eu

Tourists from around the world flock to the seaside town of Brighton in the UK, often to escape the hustle and bustle of London which is just an hour away by train. In a city that entices visitors with traditional, cosy British lanes and dramatic beachfront, running a guest accommodation business can be lucrative. The Claremont recently switched to a .eu website from a .co.uk address. Judging by the growth in number of visits to their website both from mainland Europe and the US, it was a successful move.

Stuart Hill and his business partner Vicki Banks recently celebrated their first anniversary of running the only five-star guest accommodation in Brighton. The two bought the elegant guesthouse just over a year ago. They changed the name slightly, to The Claremont, and moved the website from a co.uk address to theclaremont.eu.

"We inherited a website with the hotel and, of course, in this day and age it is absolutely paramount to get the website right because it represents more than eighty percent of my incoming business," he notes. "So it was very important that we got that correct."

The website move wasn't painless but "a great web optimiser" helped the hoteliers cope with initial problems. "The business dropped off for probably two to three months and then it sort of caught up very rapidly with itself," says Mr. Hill. "It certainly reclaimed and grew the number of visits that we are getting." He has no regrets about the move to .eu. "A lot of my competitors thought it was a strange move and rather foolhardy because of the way the business is optimised. However, in the long run it's certainly proved a roaring success."

Mr. Hill notes that quite often guests are interested in the fact that the business has chosen a .eu domain name, which is unique and attracts attention. He adds that the switch to a .eu website has encouraged business from mainland Europe.

"The amount of business that we have seen coming through the website has grown. It's interesting to see the analysis of where they are coming from in the world." Since the switch, theclaremont.eu site has received many more visitors from Europe. There's been a rise in visitors from America as well.

When it comes to businesses of similar size, Mr. Hill would recommend switching to a .eu, although it was risky.

"For me, it was a gamble but it was a gamble that paid off," he says. "It was definitely a good move for us."



Stuart Hill's guesthouse, The Claremont, offers modern accommodation in central Brighton and Hove. Since switching to a .eu website, The Claremont has attracted more visitors from mainland Europe and America.

.eu Code of Conduct highlights best-in-class registrars

EURid has introduced a .eu Code of Conduct for its registrars as an incentive to provide a high quality of service. This will help you to make an informed choice when choosing registration services, as it gives an indication of those registrars who are prepared to conform to additional, consumer-friendly standards. A specially dedicated website for the Code of Conduct was launched in February 2007. Thus far more than fifty .eu registrars have signed up for the Code of Conduct.

"EURid believes that allowing registrars subscribing to the Code to carry the official subscriber logo on their websites will enable the public to make a more informed decision when choosing which accredited registrar to use when registering their .eu domains," says Bob Walraet, business manager at EURid.

The Code of Conduct is also a means of dealing with issues that are inherent to the domain name industry but that are difficult to regulate adequately in a legal context. A platform for receiving complaints against registrars subscribing to the Code has been set up by EURid. The Code of Conduct is a voluntary instrument for self-regulation.

In broad terms, the Code of Conduct charter describes what principles subscribing registrars should adhere to when registering

domain names on behalf of their customers. It also details the level of service quality they are to provide, the data privacy policies they are to adhere to and the conditions surrounding the use of the official Code of Conduct logo.

For more information about the Code of Conduct and the full list of subscribers, visit the website at www.coc.eu.



EURid speaks your language

Accredited .eu registrars can help you register a .eu domain name and answer any questions you may have about the process in a variety of languages. If for any reason you need more help or have problems with a registrar, you can contact EURid for support. Information in official European Union languages is available on our website at www.eurid.eu. The site also lists telephone times and numbers for our staff members, who come from 25 nations and speak a multitude of EU languages.

.eu goes to Hollywood

EURid present at the LA ICANN meeting

The 30th ICANN meeting, co-sponsored by EURid, was held in Los Angeles at the end of October. EURid representatives were there in full force to share the .eu story. During the week-long conference, over 1 000 delegates from all parts of the world discussed matters relating to the future of the Internet. One of the more light-hearted highlights of the meeting was the Star Wars-themed gala dinner held at Sony Studios as a tribute to Vint Cerf, departing ICANN chairman and legendary Internet pioneer.

After the fun, many serious issues were considered at the ICANN meeting, including the security and safety of the Internet, policy development activities and increasing ICANN's accountability and transparency. One of the most interesting topics at the meeting was about Internationalised Domain Names (IDNs) and how to implement them. Attendees were given the opportunity to try out IDNs in various languages on specially designated computers. The session on how to judge whether new generic top-level domains (gTLDs) should be approved was also well attended. Some people argued that the market could regulate itself. Most people agreed, however, that a certain level of control and monitoring was needed for new gTLDs. More information on this and other sessions is available at www.icann.org.



Vint Cerf, departing ICANN chairman and legendary Internet pioneer



Courtesy of Frederik Tibau

Spotlight on .eu registrars

Henrik Erkkonen and Artur Lindgren, Nictrade, Sweden

How long have you been in the Internet business?

Artur: For ten years. I am brought up with it. I worked part-time during my school years and started working straight after college for a web hotel. I have seen Internet companies grow from three employees to four hundred.

Henrik: Since 2000. I have always been interested of the Internet world. I studied and worked part-time for Nictrade.



What are your clients' main arguments for choosing a .eu name?

Henrik: Many of our clients are Scandinavian and active within the whole of Scandinavia and they want a common extension, so the choice therefore is between .com and .eu. Our clients see .eu as a unifier.

Artur: We see a trend toward .eu increasing while other, more Scandinavian-focused TLDs, are decreasing.

If you got to look into the crystal ball of .eu's future, what would you see?

Artur: European websites will increase—there will be a greater divide between EU and America as a continent. As newer European Union countries develop more, .eu will also develop and grow.

Henrik: The European Union will grow so people will realise that they can reach a greater audience with a .eu domain. More people will identify themselves as Europeans and will feel more a part of the EU with a .eu address, so therefore I believe .eu will grow.

Stéphane Van Gelder, General Director of Indom, France

How long have you been in the Internet business?

Indom was born out of the idea of a universal search engine for domain names and I started up Indom in 1999. Before that I was motorsport journalist, and I've kept up the journalistic part of my expertise through DomainesInfo.

What attracted you to the Internet business?

The sharing of information. Because of my background in journalism, I had already sampled the Internet in my previous professional career. With the introduction of the Internet, my life was made so much simpler.



What are your clients' main arguments for choosing a .eu name?

We are France's leading B2B registrar and we manage portfolios for large corporations, SMEs and IP-professionals. The pan-European side of .eu was seen by them as a good way to protect themselves in the whole of Europe and also as a way of opening up new opportunities for a presence in markets they would not have gone for previously, because it would have meant registering a domain in each country. And also, because it was new there were opportunities to get names that might not have been available in existing suffixes.

If you got to look into the crystal ball of .eu's future, what would you see?

.eu has already proven itself, in that it went from being totally new to having over 2.5 million names in little over a year. I think it will continue growing while new extensions might have a tough time matching that success. I think the registry is doing a good job with communication to its registrars and is showing a real desire to build on this initial success and is not just resting on their laurels.

Francesco Cetraro, Ascio, Denmark

How long have you been in the Internet business and what attracted you to it?

For two and a half years. It was more the domain name part of it that attracted me. My academic background is in political science, international relations and development studies, so the issues regarding domain names and ICANN allow me to bring together my interest in technology with the one for policy development and Internet governance.

What are your clients' main arguments for choosing a .eu name?

The ones that use it see it as a way to reach the European market as a whole and reach that market with just one extension.

If you got to look into the crystal ball of .eu's future, what would you see?

I see a very interesting and challenging opportunity in the launch of IDNs and I hope EURid is going to take the chance to learn from its mistakes and design a sunrise procedure that is more fair and predictable for both registrars and the people of Europe. I have seen some encouraging signs of improvement from EURid so I am positive it is going to go well.

