

# .euidentity

The magazine for Europeans on the web

## ONLINE ADVICE

Dealing with the Cookie Directive

## NEW BUSINESS TRENDS

The app appeal

## WEB STRATEGY

Domain names that work



## .EU SUCCESS STORIES

# The business of racing



# ORDER A IN BRUSSELS, TASTE IT IN GENOA

[www.beerplanet.eu](http://www.beerplanet.eu)

Behind every great business idea, you'll find .eu

How do you sell more than 1 000 unique Belgian beers across Europe when you only have a 40 m<sup>2</sup> shop in Brussels? The answer: beerplanet.eu. The online place to be for all beer connoisseurs from Helsinki to Cagliari. Beerplanet is now such a success that other entrepreneurs seek advice from founders Aram and Sam about how to set up similar shop concepts abroad. Like many others they have found their way into Europe thanks to .eu. **What are you waiting for?**

**.eu**  
Your European Identity

[www.eurid.eu](http://www.eurid.eu)

## From the Editor in Chief



This edition of .eu Identity focuses on the diverse aspects of doing business online.

We explain how you need to change your website to meet the requirements of the European Union Cookie Directive and new media guru, Samuel Colak, demystifies the world of apps. What are they and does your business need one?

The exciting business of motor racing gets a closer look. Owner of the InterNetX-Reiter team Hans Reiter tells the story.

Don't forget to find us in the iTunes Store or Google Play.

Happy reading!  
Brigitte Lagrou

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**.eu Identity for tablets**

Like what you see? The free .eu Identity app is available in the iTunes and Google Play app stores.

**EURid**  
www.eurid.eu



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# .eu mini-guide to big brands

Who uses .eu? The companies behind some of the world's best-known products, that's who. Here are some familiar names with .eu websites.

UTRECHT, THE NETHERLANDS

## Foot Locker Europe

Through its .eu e-store, global player Foot Locker offers the latest styles in sports shoes, clothing and accessories.

[footlocker.eu](http://footlocker.eu)



NORWICH, UK

## Kettle Chips

These distinctive, hand-cooked potato snacks are on supermarket shelves in 15 European Union countries.

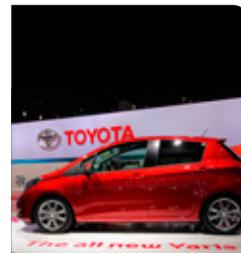
[kettlechips.eu](http://kettlechips.eu)

BRUSSELS, BELGIUM

## Toyota Europe

With some of the best-selling car models in the world, Toyota manufactures cars in the EU and runs an extensive sales operation.

[toyota.eu](http://toyota.eu)



PARIS, FRANCE

## Louis Vuitton

This fashion house crafts the luxury leather and travel goods, jewellery and accessories that are prized for their "LV" monogram.

[louisvuitton.eu](http://louisvuitton.eu)



GUADALAJARA, SPAIN

## Corona Extra

A pilsner-type lager brewed in Mexico and brought to Europe in the 1990s, Corona Extra is the most widely-distributed beer in the world.

[coronaextra.eu](http://coronaextra.eu)

LONDON, UK

## Orangina

Give it a shake! Orangina, the fizzy citrus drink in the iconic bottle, is a firm favourite across Europe.

[orangina.eu](http://orangina.eu)





BONN, GERMANY

**Fairtrade**

As an organisation, 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.

[fairtrade.eu](http://fairtrade.eu)



**A FAIR DEAL FOR ALL**

We've all seen the FAIRTRADE logo on bananas, cocoa, coffee, flowers, sugar and tea. From their headquarters in Bonn, Germany, Fairtrade International sets standards, organises support for producers around the world and promotes trade justice internationally.



Fairtrade offers producers a better deal and improved trade terms. This allows them the opportunity to improve their lives and plan for the future. Fairtrade gives consumers a powerful way to help reduce poverty through their everyday shopping. When a product carries the FAIRTRADE mark it means the producers and traders have met Fairtrade's standards. The label is available on thousands of products in more than 100 countries.

# The cookie confusion

It's been hard to miss the recent publicity about the European Union's "Cookie Directive".

But what exactly is it? And more importantly, how does it affect your website? EURid's Legal Manager, Geo Van Langenhove, explains.

**C**ookies are small text files that are stored on your computer when visiting websites. Some cookies, called session cookies or technical cookies, make surfing to a particular website more pleasant because they remember your language preference, for example, and spare you from having to specify it every time you visit.

Other cookies, called tracking cookies, register and store information about your online behaviour. Although this can be helpful, because it means you get to see more relevant web content, it is even more helpful to marketers who use the

information to build a profile about you and sell you products based on your profile using targeted behavioural advertising.

## LAW OR NOT?

These tracking cookies are one of the major reasons for the existence of the Cookie Directive, which aims to protect your privacy online. That's because tracking cookies collect personal, sometimes sensitive, information to build your profile, such as your name, address and purchase history.

It's important to note that the Cookie Directive is not actually a law. It's more like a minimal instruction that the EU Member States have to incorporate into their own national laws. Only once they've done that, can it officially be called a law.

## HOW TO MAKE YOUR WEBSITE COMPLIANT

Some Member States, like Belgium, Sweden and the United Kingdom, have already implemented the directive, but most others are taking longer to do so. This means that if you own a website you'll have to make sure it complies sooner or later.



"The directive basically recommends that you should clearly and comprehensively inform visitors that your website uses cookies and why."

Geo Van Langenhove, EURid's Legal Manager

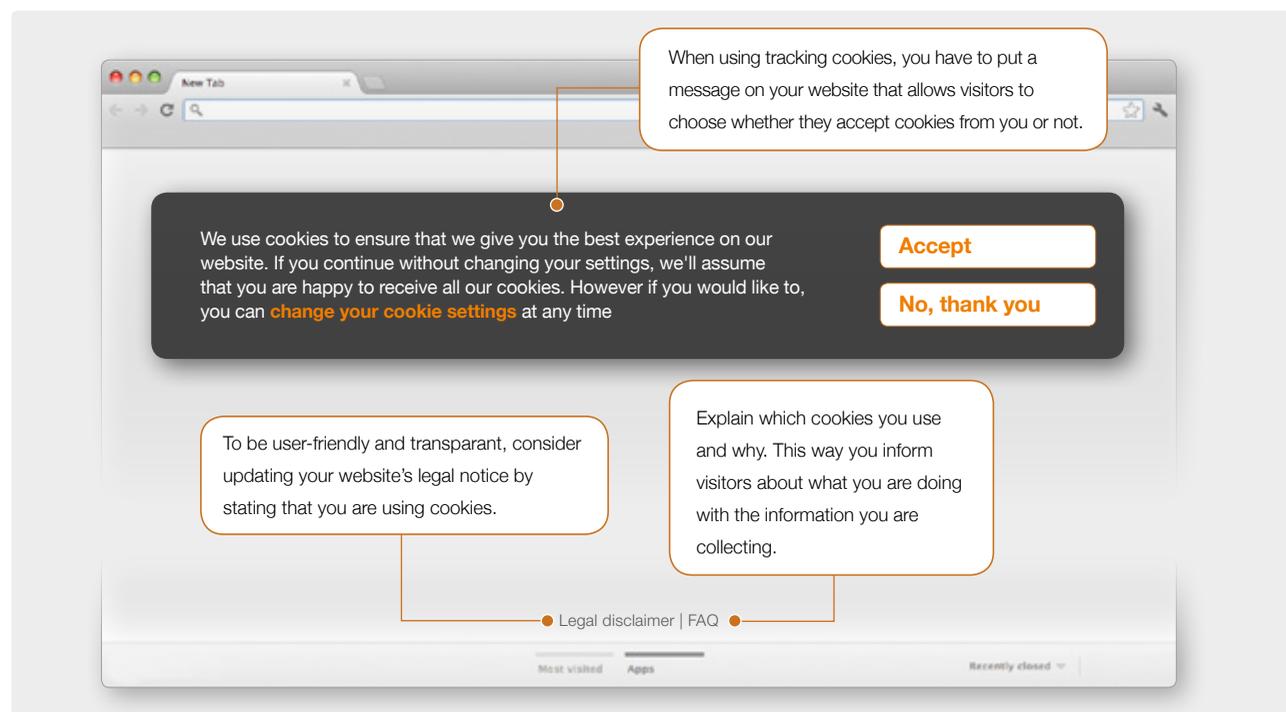
So what needs to be done to make your website legal? The directive basically recommends that you should clearly and comprehensively inform visitors that your website uses cookies and why. Moreover, you must get their permission before you place cookies on their computers.

In practice however, if you are only using session or technical cookies, you won't have to ask permission because you are not collecting private information about website visitors.

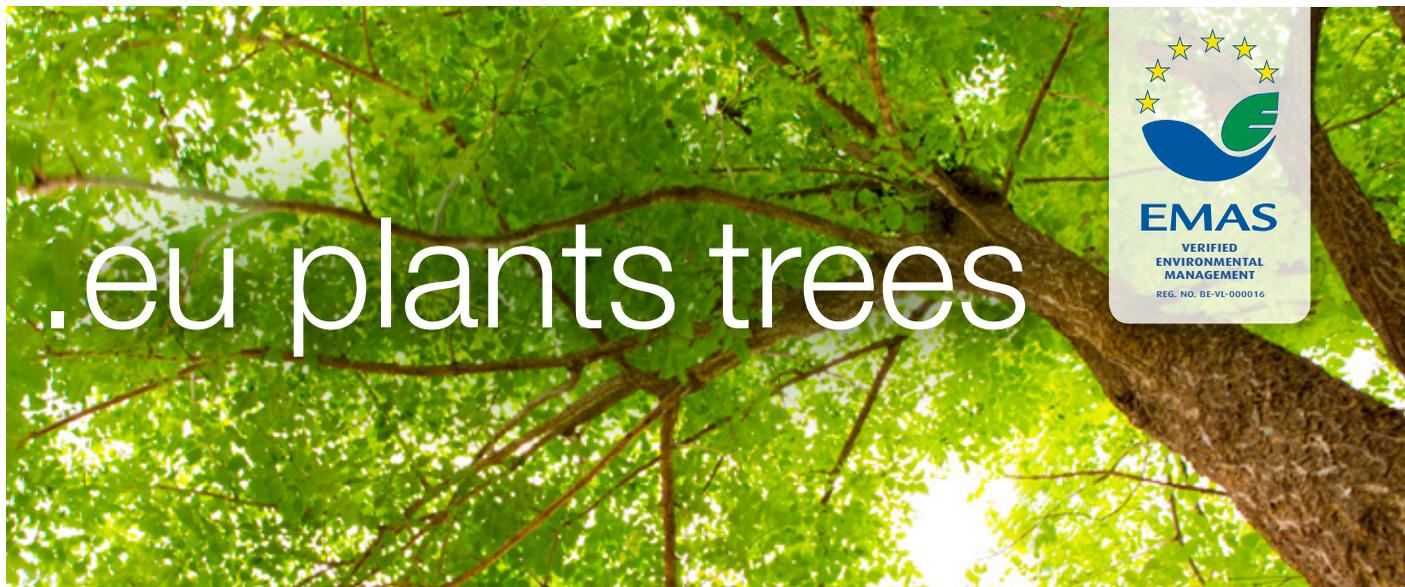
What you need to do to make your website compliant may differ slightly from the directive as described here, because the legal details can be interpreted differently by each EU country. ■

To find out the status of the Cookie Directive in your country, download our magazine app.

## EURid's implementation of the Cookie Directive



We will integrate an information bar at the top of all of our public websites. It gives our visitors a clear and comprehensive explanation about how we use cookies.

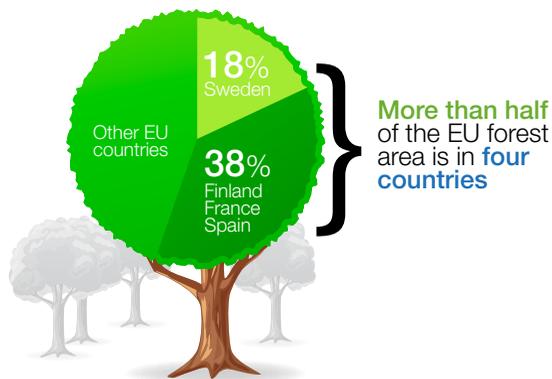


Forests in the European Union are growing. Since 2000, tree cover has increased by 2% to be 41.4% of the EU's land area. At .eu, we think that this upward trend needs nurturing.

**I**nspired by our registration with the EU Eco-Management and Audit Scheme (EMAS) as an environmentally responsible company, we are supporting a reforestation project managed by the Naturefund organisation. Five hundred trees will be planted on disused land in the German region of Hesse in November this year.

Through supporting projects such as this, we are pleased to contribute to a greener Europe. ■

To find out more about our environmental commitment, visit [eurid.eu/green](http://eurid.eu/green).



## Between 2000 and 2010



Forest cover **increased** in 20 countries



Forest cover was **stable** in 3 countries



Forest cover **decreased** in 4 countries

Source: Eurostat, July 2012.

# Fox Hunter: brand watchdogs

Five years ago, a group of colleagues and friends with backgrounds in marketing and communications founded a startup called Fox Hunter. They did not intend to help other businesses build their brands. Yet here they are today, blazing a trail across Central Europe for multinationals like Google, Lenovo, Philips and Mercedes-Benz.



**F**ox Hunter was established in 2007 with one goal in mind: launching the first Central European laptop skin brand. Today, SkinZone is a market leader and is available for other devices, including tablet computers and mobile phones\*.

After almost two years of focusing exclusively on SkinZone, the Fox Hunters realised they should lend their talents to other companies looking to fortify their brands in Central Europe as well. “Since we all come from marketing agencies, it was bound to happen, ambitious as we are,” says László Csömör, Fox Hunter co-founder and Managing Director of its Hungarian office. “Even though we’re a young company, most of our people possess many years – some even several decades – of experience in marketing and communication.”

#### A CROSS-BORDER FRAMEWORK

Today, Fox Hunter has evolved into two successful entities: the SkinZone/Screenshield business and the marketing agency. They have almost 50 employees across three offices in the Czech

\* In 2011, the company debuted ScreenShield, a protective foil brand aimed largely at the same range of equipment.

The Fox  
Hunter team



Republic, Hungary and Slovakia, which provide cross-border services for multinational and regional clients alike, operating either together or independently as needed.

The company's international outlook brings along its fair share of challenges though. There are cultural differences and different consumer and client attitudes to take into account. Communication barriers are bound to pop up occasionally. Plus, the current economic crisis plays out differently in each of the three countries in which Fox Hunter is active, with Hungary being the hardest hit. Yet, Fox Hunter's strategy is to always think ahead, not to focus on any current difficulties but to invest in the future in any way possible. Csömör is fully convinced that if you keep on working, be positive and believe in a brighter future, it's just a matter of time before you reach your goals.

#### SMART AND AGILE

"It helps a great deal that we do not operate according to rigid policies. Our corporate culture is 'work hard, play hard'. Unlike many multinational agencies, we don't have a fancy philosophy to which we subjugate our operation. We handle each project independently and look for the best solution possible – not the other way around, by trying to fit the project to our solutions. We have no magic wands and don't perform any miracles, but we're smart, agile and loyal."

## .eu works for Fox Hunter

"For us, the .eu domain symbolises our roots and our pan-European approach. Our .eu websites are the English language equivalent of our local sites and targeted at the broader European audience. A .eu domain name not only communicates one's European origin, but also reliability and professionalism."

It's this no-nonsense approach that has led Fox Hunter to become a go-to partner in Central Europe for both international and regional enterprises. No matter the size of the company, for them it all starts with correctly positioning a brand. A brand should be clearly defined and in line with the actual products or services that comprise it, because if the image projected is not realistic, it will soon lead to a tarnished brand. To that end, the people at Fox Hunter try out their clients' products, challenge their clients where necessary and help them pinpoint the right target audience.

When it comes to brand building, Fox Hunter offers marketing and communications solutions in various online and offline fields. They're adept at graphic design and can manage events and roadshows, but they can just as easily offer strategic services such as building and operating Customer Relationship Management systems.

#### BRAND BEFORE MEDIUM

While the way of marketing obviously needs to be adjusted to the intended channel, the brand message should be the same whether it is communicated online or offline – and remain consistent throughout. Yet, online offers advantages other media do not.

"If you want to spread your message on television, you have to condense it to 20 seconds and draw people in using appealing visuals and music," Csömör clarifies. "You need to make an instant impact, or you lose a customer's attention. You can do a lot more online: you can involve your audience and most importantly, you can make them act, which in turn can directly be converted into measurable results."

As their clients will testify, the agile team at Fox Hunter knows how to maximise the many marketing and communications opportunities the Internet presents. ■

Visit [foxhunter.eu](http://foxhunter.eu)

## Website examples made for Fox Hunter's clients



Lenovo



Electrolux



Skinzone



Mojeterasa

"You need to make an instant impact, or you lose a customer's attention."

# What's in a web address?

As an entrepreneur, you'll spend a lot of time thinking about how to market your business online. But before you get caught up in colour schemes, flash animation and fonts, consider something more basic: your web address.

**T**he right URL can go a long way to making you and your product more visible on the Internet. So when choosing the domain name that will represent your company, consider the following advice from Claudio Corbetta, CEO of the Dada Group and representative of Register.it, a .eu accredited registrar.

## LENGTH

Should your domain name be short or long? Opinions on this issue are strongly divided because there are convincing arguments for both cases. Shorter domain names are quicker and easier to type, making them less prone to mistakes. However, longer domain names give you the opportunity to include your

website's keywords. Domain names that contain keywords fare better in search engine rankings. If you opt for a short domain name, make sure it's a meaningful combination of characters that is pronounceable, even if it isn't an actual word. If you prefer a longer domain name, limit the length to two to three words at most. Extremely long domain names can be arduous to type, not to mention difficult to fit on marketing material.

## MULTIPLE DOMAIN NAMES

Register more than one domain name. One for your company and another for your product, for example. This way, customers can easily find you online no matter how you first came to their attention. Point the various domain names to different pages on your website. They shouldn't all point to the same page as this could hurt your search engine rankings.

## MISSPELLINGS

People will make typos from time to time when entering your domain name into their browsers. Register possible misspellings and reroute these domain names to your main web page.

Registering misspellings reduces the chance that your customers will end up on somebody else's homepage or nowhere at all.

#### KEYWORDS

Think of words that people might enter into a search engine when looking for your product and use them in your domain name. Tools like WordTracker can show you what people are looking for on the Internet. Simply type in the word or phrase you are looking for and you will see instantly which phrases are most popular.

#### EXTENSION: .CO, .COM OR .EU?

Having the right domain name is good, but it's not everything. Equally important is what you decide to have at the end, after the dot.

The market will get different signals depending on which domain you choose. So you need to think about the message you want to send, before and after the "dot". What does your company do? Where is it based? Then also think about how you see your company's future and what kind customers you hope to attract.

Answering these questions will help you decide what domain is best for you. Whatever extension you decide on, make sure that when you advertise your site, you include the extension as well. Otherwise people might assume that your web address is a .com or a .something-else and end up on another website.

#### WHY .EU?

With .eu, you can show 500 million people in 27 countries that you are interested in doing business with them. Already, more than 3.6 million .eu domain names, or web addresses, have been registered since .eu launched in 2006.

Your company's web address will be the centre of its online identity, so coming up with the right name is crucial. Choose a domain name that gives your business a flying start and supports future growth. A .eu name can mean business for you. ■

## More about Register.it

#### Organisation:

Register.it S.p.A., part of the Dada Group

#### Business:

International leader in domain registration services, hosting, brand protection and performance advertising. More than 500 000 business clients and more than 1.8 million managed domain names.

#### Countries:

In addition to Register.it S.p.A in Italy, the Dada Group is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.

#### Websites:

www.register.it and www.dada.eu

“Your company's location is as important as the location of your market, so registering a .eu domain name is crucial for any company trading in the European market.”

Claudio Corbetta, CEO of the Dada Group and representative of Register.it





HANS REITER, MOTOR RACING TEAM MANAGER, GERMANY

"Racing  
is the only  
legal drug."



The deafening noise and blistering speed that typify motor racing have long turned Hans Reiter into an adrenaline junkie. So much so that 12 years ago, no longer content to be on the sidelines, he started his own engineering company and racing team in his hometown of Kirchanschöring in Bavaria, Germany.

"I used to help out with a team close to my house on weekends. Every two weeks there was a race, and the rush I experienced in those moments quickly became addictive. In between I tried working for normal car companies, but it just wasn't the same," Hans explains.

To get his company Reiter Engineering moving, Hans partnered with Lamborghini to become the exclusive producer of Lamborghini racing cars worldwide. In no time, the company built a solid reputation and these days claims Lamborghini aficionados from Brazil to Australia as its customers.

To show what his customised cars are capable of and to get a regular adrenaline fix, Hans's team competes in the German Touring Association (ADAC) GT Masters series. This year, partnered by their main

sponsor InterNetX, an Internet-domain registration and hosting company, they are competing for the title for the twelfth consecutive season, hoping that their customised Lamborghini Gallardo GP600 can earn them a podium position. The ADAC GT Masters consists of 30 races held throughout Western Europe on some of the world's most famous circuits, including the Nürburgring in Germany, the Red Bull Ring in Austria and Zandvoort in the Netherlands.

Is it possible to get an adrenaline rush even though you're not behind the wheel? According to Hans, that's no problem at all. "The nice thing about racing is that the driver is only a small part of the team's success," he explains. "Each member of the team has a big influence on the results."



".eu fits us, I can relate to it. I think it's nice to show where you are from. If you tell people from abroad you are from Bavaria, they don't know what you are talking about, but Europe and .eu they understand."

Hans Reiter, owner and manager of racing team InterNetX-Reiter, [internetx-reiter.eu](http://internetx-reiter.eu)



**MEET THE TEAM**

The team Hans speaks of is about 50 people strong. Some stay at home in Kirchanschöring to build cars, develop technology and serve customers, but the majority travel with the car from race to race. That may seem like a lot of people to get one car around a track, but each team member has an important role to play.

“Obviously there are the drivers,” Hans says, “but then there are the real heroes – the race engineers and the mechanics, responsible for setting up the car and optimising its performance. If the setup of the car is not good enough, even the best driver in the world can’t help you.”

The InterNetX-Reiter engineers and mechanics are a cut above the rest, and they need to be. If one poorly screwed on bolt causes the car to crash at 300km/h the consequences can be severe, so they have to be responsible people who take their jobs seriously.

Having the same faces at each race builds trust and confidence within the team. The drivers, for example, would have a hard time trusting

"On the Internet, even a small company like ours can create something meaningful."





Driver  
Stefan Rosina



Driver  
Albert von Thurn und Taxis

## Let's get physical

“When we hit the brakes, our necks are exposed to almost 3Gs of force, and if those muscles aren't trained it takes a toll on your body. Your core also has to be really strong. Cornering at 250km/h in a car with 600 horsepower is tough on your stomach muscles – especially when you've been racing for an hour and it's 45 degrees outside.”

## It's good to be scared

“I think to be fearless is counterproductive. You have fearless drivers who are extremely fast, but make lots of errors. Even a little mistake could cost you all the time you've won through your risky driving style. Fear is a natural instinct and can be helpful if you can keep it under control and rationalise it.”

mechanics they had never met before and in turn, would have a hard time pushing the car to its performance limits.

Getting the best performance out of the car is also down to the team at home. Reiter sends track data – one reading for every 10cm of circuit – to the home team who analyses it and returns suggestions to tweak the car's performance. Without the Internet, this long distance engineering would not be possible.

Hans confirms. "Oh yes, racing is all about the Internet. When your team is spread all over Europe like ours is, you need the Internet constantly to stay in touch and coordinate your movements."

#### ON TRACK AND ONLINE

There is another reason why the web has such a crucial role to play in motor sports: more and more fans are watching their favourite races online instead of on television. As a consequence, Hans firmly believes that promoting the team online is the way of the future.

"As a small, privateer company, we do not have the resources of the big factories, like BMW or Porsche, so the Internet is particularly interesting. We would never be able to promote our team through television in a decent way, because you need millions. But on the Internet, even a small company like ours can create something meaningful. Online, if you do it cleverly and you do it well, you can start small but grow to an impressive level."

Hans has not always been this positive about the team's online presence. "For the last ten years we have had issues because there are too many people out there who claim to know how things should work, and that can cause trouble for your brand. We have changed our website about six times already. But finally now, with our sponsor, InterNetX, we have found a specialist who can show us how to do it properly."

InterNetX will certainly be able to keep up with the rapidly changing technology that typifies the Internet, so Hans will be able to focus on what he loves most: the adrenaline rush from racing. ■

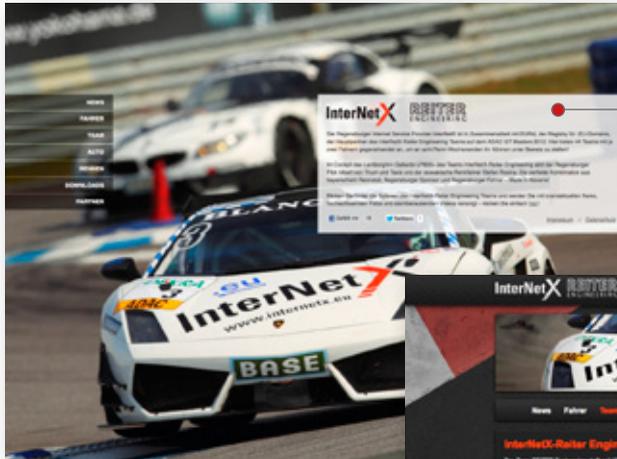
Visit [internetx-reiter.eu](http://internetx-reiter.eu)



## The best alternative to TV

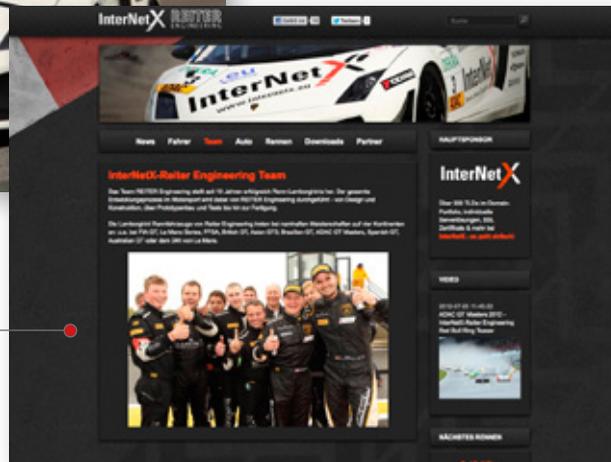
Playing a big part in promoting the InterNetX-Reiter team online is Motion Company, a publicity agency that specialises in public relations for motorsports companies. Founder Matthias Rost is also convinced that the Internet is the way of the future for the sport. "Internet is not going to replace TV entirely, but more and more we notice that it is becoming the best alternative," he confirms.

Visit [motioncompany.eu](http://motioncompany.eu)



Motion Company is the power behind InterNetX-Reiter's .eu website

Hans uses the team's website, internetx-reiter.eu, to provide information about the drivers and the car, and to promote upcoming races



**“.eu was an obvious choice.”**

It might sound strange that an Internet-domain registration and hosting company chooses to sponsor motor racing but it is a well-thought-through part of .eu accredited registrar InterNetX's marketing strategy, according to Marketing Manager Michael Piotrowski. "Racing is hugely popular in Germany. After football it is the biggest sport, so to raise awareness of our company it was an obvious choice. This particular series is also followed in Austria and the Netherlands, our secondary markets, because some of the races are held on circuits in those countries."

And just like the InterNetX-Reiter racing team, InterNetX has a .eu website. Michael explains. "We are active in Europe, not just in Germany, so we didn't have a choice – we just had to get a .eu to reach all our customers. No other extension would have worked."

Visit [internetx.eu](http://internetx.eu)



INTERVIEW WITH NEW MEDIA GURU, SAMUEL COLAK

# Appportunity knocks

Samuel Colak in front of Heineken's offices,  
one of his major clients

Almost half of European mobile phone users have a smartphone\*, so it's clear that there is a market for apps. But is it a market you and your business should be tapping into? .eu Identity spoke to new media guru Samuel Colak to find out more about apps, their business relevance and their future evolution.

#### What is an app?

SAMUEL COLAK: "App" is short for application. An app is a piece of software that organisations use to reach out to their audience, convey a message, provide information or just have fun. Thanks to the smartphone generation, the app is everywhere. It is synonymous with the ecosystem of interconnected people and the next wave of digital commerce where people can buy products through apps.

#### Why do businesses need apps?

SAMUEL COLAK: An app is yet another tool in the marketer's toolbox. It's a way of engaging with your customers.

That said, when building apps, you should first ask yourself whether your app will give users an experience that will make them want to return time and again. Then ask, "Does the app deliver the 'call-to-action' needed to boost the sales process?" If the answer to these questions is "Yes", then an app is relevant for your business.

#### Small businesses might think that apps are something for big enterprises. What do you think?

SAMUEL COLAK: App building is available for all types of businesses. The entry level for building apps is quite low because the tools to build them, and the knowledge required, are widely available. Although large agencies might charge a lot, there are many organisations out there that build apps at competitive prices, starting at around 3 000 euros.

Building the first version of your app is not difficult. You will, however, need to find a partner who will work with you to resolve issues and improve the user experience once your first version is launched. Smaller agencies are often better at adapting to that need. They also frequently have a better understanding of the local market.

**Samuel Colak is a seasoned entrepreneur, new media guru and tech-evangelist. He started writing software at the age of 12, has over 25 years' experience in the IT sector and ten years' experience in new media. In 2006 he started his own business, Im-At-Home, which develops apps for businesses worldwide such as Heineken, Paramount, Philips, Sony and Universal**

\* How smartphones and tablets are shifting media consumption, a study done by Comscore for Telefonica. January 2012.

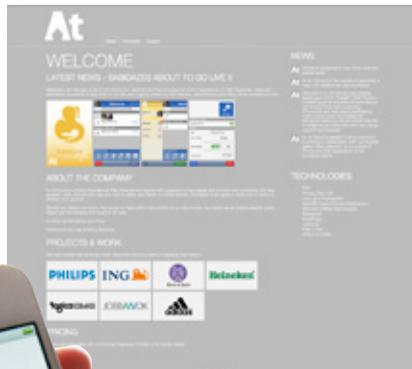
### What makes a good app?

**SAMUEL COLAK:** First of all, it has to be intuitive. App users have very little time, so your app needs to be simple, elegant and above all functional. Users must see the value of your app. You have to offer them an enriched experience during the few seconds you steal them away from their busy lives. Compared with websites, where information needs to be available in four seconds, app information needs to be available instantaneously.

### How do I promote my app?

**SAMUEL COLAK:** It is important to know that the market is already saturated. There are more than 500 000 apps in Apple's iTunes® App Store<sup>SM</sup> alone. To make an app that is an instant hit depends a lot on the first screen the user sees, but most of all the app has to add value to your audience's everyday life and serve your business strategy.

If your app meets those criteria, you can use any tool at your disposal to promote it. Be it a viral campaign, blogs, press, your website, Facebook, Twitter or LinkedIn. Whichever tool you use, know your friends and use that network to promote your app. When marketing budget is made available to you, use it wisely. Focus on knowing who your target audience is, and go where they are.



Im-at-home is Samuel Colak's app creation business

### There are different types of apps:

#### native apps and web apps. Can you explain?

**SAMUEL COLAK:** A native app contains all the functionality within the app, whereas a web app uses a data connection to retrieve data or services from the Internet. Nothing is stored on the user's device. A good example of a web app is Facebook mobile.

#### Is it right to say that web apps require a domain name and native apps don't?

**SAMUEL COLAK:** That is a misleading question. An app always has a domain name that is registered with a central governing authority. It is true that for a native app the user will go to an app domain, like App Store or Google Play, to download the app.

More important than the app format, native or web, is the service companies need to provide to support the app. An app is great to introduce your business, to promote your brand in a fun way, but in the end, people will want to visit your website to buy your products or services. Your website is the digital business card of your

"Your website is the digital business card of your enterprise. As a result, domain names are a key element in the app's support system."



enterprise. As a result, domain names are a key element in the app's support system. I am sure that businesses will become more careful in managing their domain names as the success of apps continues to grow.

#### How do you see apps evolving in the next few years?

SAMUEL COLAK: I am convinced that the web as we know it today is dead. A lot has to do with the way we consume information nowadays. We will need to bring information to the user in the way they want to consume it. Websites and browsers will most likely evolve into apps.

Next to that, I am sure that apps will become more readily available through companies themselves rather than through app stores. The model for creating apps today incorporates some form of policing which is good and necessary, but is not sustainable over time. As a result, businesses will make their apps more directly available to the public. And as a result of that, domain names will continue to play a crucial role, as they are your address or home in the digital world. ■

## Samuel Colak's tips to build an app

- Don't make apps because they are cool or because you want to be part of the app club. Build apps because there is a real business opportunity.
- Build something that your target audience will want to use and come back for.
- Don't waste the user's time. App users don't have time, they are the 'now' generation who don't waste time on frills but directly dive into the application.
- Navigation and design are key. Less is more! Keep it simple, stylish and elegant. Make sure that the app reflects your brand identity but do it in a subtle way.
- Take feedback into account. In app stores, users can leave their feedback. It is human nature not to share a good experience, but to tell many people if the experience is bad. People do read reviews. Not dealing with negative feedback could ultimately harm your reputation.

# Check .eu services on the go

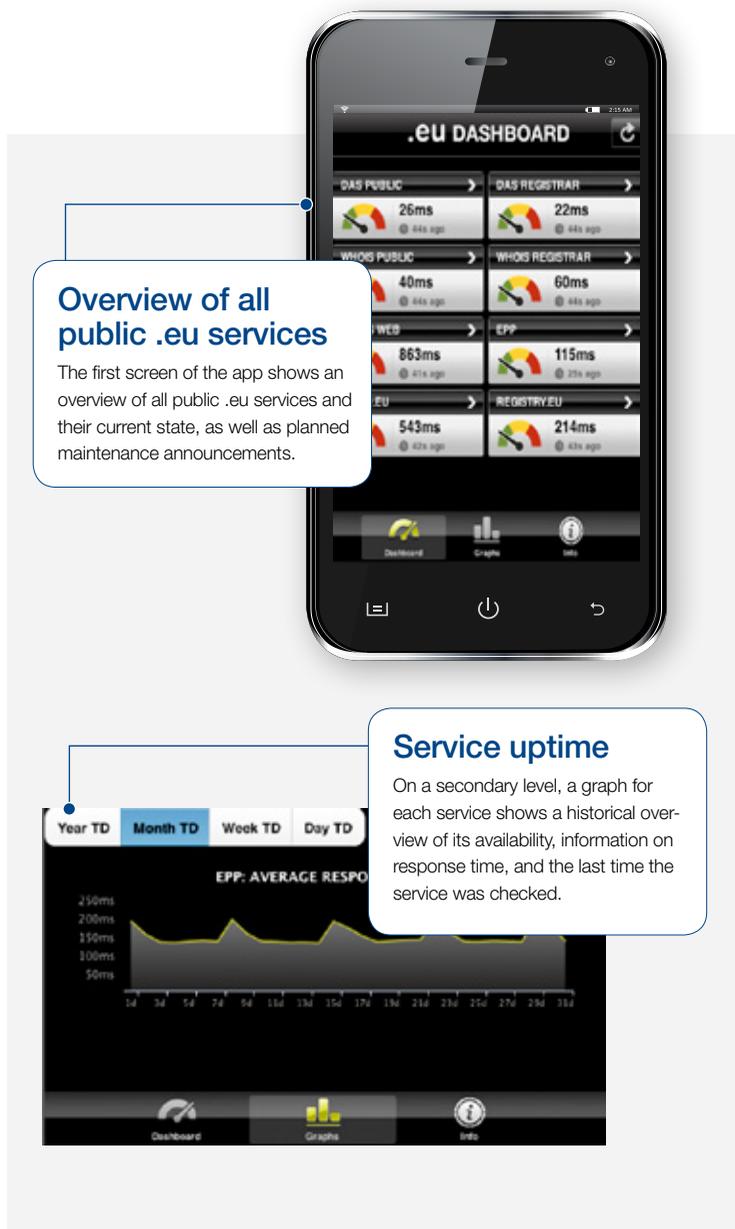
EURid has introduced a new tool to keep registrars and the public at large informed about the public services and interfaces that make the .eu domain space tick. The EURid Dashboard web app, ideally suited for iPhone and Android-based smartphones, allows you to check the performance and availability of our EPP server, the DAS and WHOIS services, as well as our public website and the Registrar Extranet.

“It has always been our strategy to operate as transparently as possible,” says EURid’s Technical Manager Peter Janssen. “This dedicated monitoring app is especially interesting for registrars, because it allows them to quickly pinpoint the issues they may experience when connecting to any of our services.”

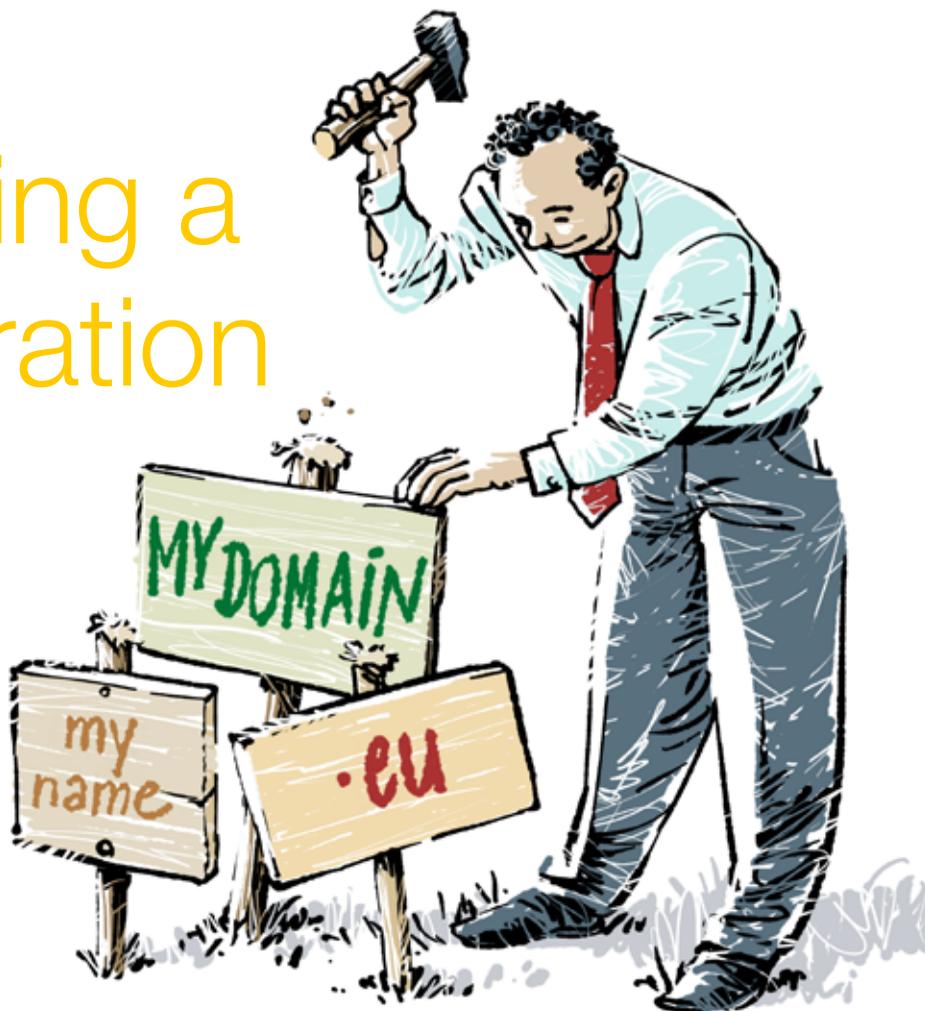
Access the EURid Dashboard web app at: <http://rs.eurid.eu>.

## The DAS and WHOIS services

- EURid offers the XML-based Extensible Provisioning Protocol (EPP) and the Domain Availability System (DAS) to allow registrars to manage their .eu portfolio.
- On our public website, eurid.eu, anyone can check the status of a .eu domain name by using the WHOIS look-up service.



# Challenging a .eu registration just got cheaper



**T**he thought of hiring a lawyer to contest a .eu domain name registration can be off-putting. Thankfully there is a convenient online service that allows you to resolve .eu registration disputes without a courtroom in sight.

Using the .eu Alternative Dispute Resolution (ADR) procedure you can challenge a .eu registration if you believe you have a prior right to the domain name and the current holder has registered the name for speculative or abusive purposes.

No travel is required. All cases are conducted online and by email, in 21 languages, through the independent Czech Arbitration Court using their panel of intellectual property experts.

## LOWER FEES

For six months, from 1 July 2012, basic proceedings are half price at 600 euros. EURid is sponsoring the .eu ADR procedure at the Czech Arbitration Court by providing a financial contribution for this time period. In this way, we maintain the quality of rulings while making .eu ADR more accessible and cost-efficient for brand and trademark owners, domain name holders and registration companies.

Within an average of four months, you will have your legally binding ruling. In 2011, 90% of .eu ADR decisions were in favour of the complainant, so if you think you have a legitimate claim, it's worth flexing your legal muscles.

Visit [eu.adr.eu](http://eu.adr.eu) to find out more.

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