



Annual report 2011

The .eu registry, EURid

.eu at a glance

- .eu is the Internet extension for Europe.
- Any company, individual or organisation residing in the European Union can register a .eu domain name.
- .eu domain names can be registered through 860 .eu accredited registrars.
- Anyone can look up information about .eu domain names through a service called WHOIS, available online at eurid.eu.
- A single .eu website can reach potential customers in 27 EU Member States. A diverse range of businesses use .eu to raise the visibility of their products and services.
- Well-known companies use .eu websites including Bridgestone, Century 21, Hyundai, the MAN Group, Microsoft Corporation and the Unicredit Group.

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Message from the Chairman of the Board of Directors



PIERRE VERBAETEN
Chairman of the Board of Directors since 2004

"I have seen .eu mature to become an established top-level domain and reach today's strong position of over 3.5 million domain names."

What makes .eu different from other Internet extensions is that we represent a region rather than a country or community. .eu has a multicultural scope embracing the European Union's 27 Member States, 500 million people and 23 official languages.

Clearly the concept appeals as, when we celebrated .eu's fifth birthday in April 2011, we did so as one of the world's ten largest top-level domains (TLDs).

As someone who has been involved with .eu from the beginning, I became Chairman of the EURid Board of Directors in 2004, I have seen .eu mature to become an established TLD and reach today's strong position of over 3.5 million domain names. This is thanks to the dedicated and enthusiastic group of people working at EURid.

In 2011, they continued to add value, improve processes and increase public awareness of .eu across Europe. Their hard work has resulted in a registry whose operations are firmly based on a sound technical infrastructure and an excellent relationship with our registrars. The .eu TLD is steadily becoming a part of the European public's consciousness.

On behalf of the board, I would like to thank everyone at EURid for their commitment during 2011. We see how much effort goes into projects and activities even from the board's strategic viewpoint. I would also like to thank my fellow directors and strategic committee members for their contributions to .eu's continued success.



PIERRE VERBAETEN
Chairman of the Board of Directors

Pierre Verbaeten was professor of the Computer Science department at the University of Leuven until October 2010. For more than ten years he was chairman of this department, the largest in Belgium with more than 30 professors and 170 researchers. He led the DistriNet research group, which conducts basic and applied research in computer networks, security, middleware, multi-agent systems and embedded systems; the group counts more than 70 researchers. In 1989 Mr Verbaeten became the first manager of the .be registry, which was transferred to the not-for-profit organisation DNS Belgium on 1 January 2000.



DANNY AERTS
Director of the board

Danny Aerts is the Managing Director of the Swedish Internet Infrastructure Foundation (IIS), the registry for the .se TLD. A native of the Netherlands, Mr Aerts moved to Sweden in the mid 1990s. In 2006 he left his position as CEO at the Swedish web portal Spray to join IIS. Mr Aerts has also been employed at several telecom companies, including Unisource Mobile, Telia and PTT Telecom. He graduated cum laude from Utrecht University, where he studied economic geography.



MARKO BONAČ
Director of the board

Marko Bonač received a Bachelor of Science degree in mathematics (1981) and a masters in computer science (1988) from the University of Ljubljana. Between 1981 and 1992 he worked as a researcher and project leader in the field of computer networks. Since 1992 he has been the Director of Arnes, the Academic and Research Network of Slovenia, which is also the registry for the Slovenian TLD, .si.



DOMENICO LAFORENZA
Director of the board

Dr Domenico Laforenza is the Director of the Institute for Informatics and Telematics of the Italian National Research Council in Pisa. He is also the head of nic.it, the registry for Italy's .it TLD. In June 2011 he was nominated as the Vice-President of the European Consortium for Informatics and Mathematics (ERCIM). Dr Laforenza also serves in the "Future Internet Forum of the Member and Associate States" as Italian representative appointed by the Italian Ministry of Research, Education and University. He holds a doctoral degree in Computer Science from the University of Pisa.



TOMÁŠ MARŠÁLEK
Director of the board

Tomáš Maršálek is an independent IT consultant and member of the CZ.NIC collegium, a body associated with CZ.NIC, the registry for the .cz TLD. Previously he was a chairman of CZ.NIC and the Managing Director of the Czech Neutral Internet eXchange node (NIX.CZ). After graduating from the Czech Technical University in Prague with a masters degree in radio electronic science, he began his professional career at AT&T. Mr Maršálek is a cofounder of GTS, the biggest alternative telecommunications operator in the Czech Republic. He also helped establish the IP network in Central and Eastern Europe on behalf of British Telecom.

Report from the General Manager



MARC VAN WESEMAEL
General Manager since 2005

Marc Van Wesemael has worked in the telecom and software industries as a consultant and as a manager in software engineering, general sales and marketing. For ten years he was the Managing Director of not-for-profit DNS Belgium, the registry for .be. He has an MBA from Lessius Management School (Antwerp) in collaboration with Northwestern University (USA) and a degree in electronic engineering from the University of Ghent.

2011 was the year in which we celebrated .eu's fifth birthday by marking our public launch in April 2006. Since then, .eu registrations have more than doubled to over 3.5 million and Germany, the Netherlands, the United Kingdom, France and Poland have emerged as .eu's largest markets. The past five years have seen us progress from a start-up to a top-level domain with significant international reach.

Domain name registrations are .eu's most important performance measure and we have enjoyed five years of continual growth. I am pleased to report that in our fifth birthday year this upward trend continued and .eu registrations grew by 5.5% when compared with 2010.

Operationally, we aim for EURid to be a centre of excellence for registry management. We do this by focusing on customer care and driving technical innovation. In 2011, we made sure that .eu registrars received new services that help make their working lives easier and add value for their customers, .eu domain name holders. We also ensured that .eu's technical infrastructure continued to be sound and simulated disaster scenarios to test it.

It is worth noting that our continued growth was achieved against the backdrop of Europe's ongoing political and financial crisis. At no time since our launch has promoting .eu been so challenging. I would like to thank everyone at EURid for rising to this challenge. Through enthusiasm, hard work and bright ideas, we have maintained .eu's position as one of the world's leading TLDs.

"Registrations are .eu's most important performance measure and we have enjoyed five years of continual growth."

The proof of this hard work can be seen in the high level of interest shown by end users in retaining their .eu domain names. The registration renewal rate has been consistently above 80% for the past five years and at 81.6%, 2011 was no different. This consumer loyalty stands us in good stead for the future.

Websites are used for many purposes and .eu is particularly strong for business, meaning that the European ideal is still very much alive in the business world. For the past three years we have conducted website categorisation research and 2011's exercise reinforced previous results to show that .eu websites are more likely to be used for business than other TLDs. This means that .eu is seen as an online quality stamp that conveys European business ambitions. Our goal is to further improve this positive image while keeping service excellence at the core of EURid's activities.



www.sgalaxy.eu | Greece



www.myberry.eu | France



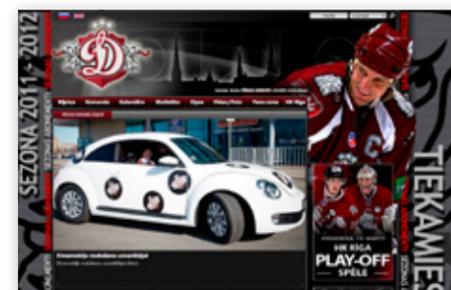
www.kazar.eu | Poland



www.st1.eu | Finland



www.lirio.eu | Netherlands



www.dinamoriga.eu | Latvia



www.nostalgie.eu | Belgium

About us

.eu is the Internet extension for Europe

Connecting 500 million people in 27 countries with one domain name

Who we are



The EURid team

Overview

EURid is the not-for-profit organisation that manages and operates the .eu TLD following a tender process and appointment by the European Commission.

We are the registry that runs .eu, giving EU residents the possibility to express themselves online with a European identity. We design, implement and maintain the databases and technical infrastructure needed for .eu to be present on the Internet. We place Domain Name System (DNS) information into a centralised database and transmit the information to Internet zone files so that .eu domain names are available for people on the world wide web and email.

EURid does not offer .eu domain name registrations directly to end users. Instead, we partner with a global network of .eu accredited registrars that register .eu domain names for their customers. Our audience has two parts: registrars, who are our customers, and end users, also known as registrants. They are our registrars' customers and the holders of .eu domain names.

"Good service is at the heart of everything we do."

What we are about

Service

Good service is at the heart of everything we do. This is how we deliver our twin values of reducing complexity and adding value.

We strive to simplify the working lives of .eu accredited registrars and to make it worthwhile for end users to register a .eu domain name. By way of example, our technical systems ensure that newly registered .eu domain names are useable on the Internet within minutes.

As a group of people, we come from 22 different countries, collectively speak 25 languages and work from four offices in Belgium, the Czech Republic, Italy and Sweden. We work closely with our registrars, in their languages and markets, to understand how to best meet their and their customers' needs and improve the .eu experience.

Security

We contribute to online safety by implementing key security protocols for .eu such as Domain Name System Security Extensions (DNSSEC). This helps reduce the chance that visitors to .eu websites are led to fake websites and tricked into supplying personal information if they type a protected .eu website's address into their browser. In 2011, we made it easier for .eu registrars to offer enhanced security to their .eu customers through the introduction of the .eu DNSSEC Signing Service.

We also combat malicious registrations by actively screening newly registered .eu domain names and we work closely with law enforcement authorities to fight cybercrime.

Our history

EURid was founded by the three organisations running the registries for .be (Belgium), .it (Italy) and .se (Sweden). Later, the registries for .cz (the Czech Republic) and .si (Slovenia) became members, as did the European Chapter of the Internet Society (ISOC) and Business Europe. We operate the .eu TLD under terms set out in EU regulations.

.eu domain names became publicly available for live registrations to businesses, organisations and individuals resident in the EU on 7 April 2006 and 1.7 million names were registered within the launch month. Five years later in April 2011, .eu registrations had doubled.

Before that, we began accepting .eu domain name applications for prior rights holders on 7 December 2005. In the first four months, only companies and people claiming prior rights to a .eu domain name, like a trademark, could apply for it.



EURid ran an advertising campaign at Brussels airport in Belgium during 2011

2011 in review: highlights and statistics

3.5 million domain names and going strong

.eu registrations continued to grow during 2011 and we finished the year with 3.51 million .eu domain names. This represents a growth of 5.5% compared with 2010. Germany continued to be .eu's largest market with the most .eu registrations, followed by the Netherlands and the United Kingdom.

Consistent renewal rates

2011 once again showed that .eu domain name holders are loyal customers, with over 80% choosing to renew their domain names. .eu renewal rates have been above 80% every year since its public launch in 2006.

Longer registration periods

On our fifth birthday, 7 April 2011, we extended the length of time for which a .eu domain name can be registered by introducing multiyear registrations (MYRs). The .eu registrar community can now protect their customers' .eu domain names for longer by registering names for up to ten years. Trends show that two-year MYRs were the most common time length, followed by five and three years.

Industry reports and research

In collaboration with UNESCO, we published a *.eu Insights* report about the uptake of Internationalised Domain Names (IDNs) in May. The report concluded that more work was needed to stimulate online multilingualism. Of the TLD registries surveyed, 82% considered the addition of email support for IDNs to be the single change that would improve the uptake of domain names in non-Latin based scripts.

In November we published a *.eu Insights* report about our website categorisation research. Looking at website usage across 11 TLDs, the study revealed that different TLDs have clearly different profiles. We found that 26.5% of websites were used for business purposes and .eu, with 31.4%, has an above average business usage.

International involvement

The .eu team attended and participated in many industry events during 2011. We gave presentations at ICANN's meetings in San Francisco and Singapore in addition to participating in various working groups and committees throughout the year. Our liaison with the CENTR and RIPE organisations continued and we took part in advisory groups, workshops and presentation sessions.

European Commission reports on .eu

In October, the European Commission published its biennial report to the European Parliament and the Council stating that .eu has been successfully implemented and effectively operated over the past two years.

New visual identity

The .eu brand had a makeover during 2011. We updated our visual identity to reflect a new, more engaging style. Marketing and communications materials for registrars, end users and the domain name industry were all aligned with the new look, a process which continues in 2012.

SMEs in focus

.eu gives companies an effective online means to present themselves as open for business across the EU. With this in mind, we ran a .eu awareness campaign to inspire European small- to medium-sized enterprises (SMEs) to register .eu domain names.

Business continuity plan tested

We successfully tested our disaster recovery plan during a business continuity exercise held in July. During this exercise, the .eu registration services were transferred from our data centre in Brussels, Belgium, to an alternative data centre in Amsterdam, the Netherlands. All .eu services came back online, proving that should disaster strike, we can continue .eu operations in a sustainable manner.

Boost to online security

We further encouraged the adoption of the DNSSEC protocol during 2011 because as more registrars implement DNSSEC and sign more .eu domain names, the collective security of .eu improves. Our new .eu DNSSEC Signing Service simplifies the process for registrars since the service removes much of the complexity and administrative work often associated with implementing this Internet protocol. We also held a series of seminars in different European cities to help registrars work with DNSSEC across their .eu portfolio.

Highly rated by registrars

One of the main pillars of .eu's success is our close working relationship with the .eu registrar community. By the end of 2011, we had 860 .eu accredited registrars representing 46 countries and offering services in all EU languages. We ran our annual .eu registrar satisfaction survey during the fourth quarter and encouragingly, the proportion of registrars that gave us the "extremely satisfied" rating rose from 30% in 2010 to 43% in 2011.

More registrar services

Since September, registrars have been able to quickly and easily top-up their .eu accounts online using our new credit card payment facility. So far, 10-15% of all incoming payments have been received from this payment channel. We also gave our registrars the opportunity to improve their visibility to their customers via a customisable information page on our public website, eurid.eu.

Registrar marketing programmes prolonged

Due to their success, we extended the Flexible Promo-Credit and Co-funded Marketing programmes. The Flexible Promo-Credit Programme now runs until 31 March 2013, continuing to allow .eu domain name registrations using earned credits. The Co-funded Marketing Programme supports registrars to promote .eu and we will continue to deposit funds into registrars' Co-funded Marketing accounts until 31 December 2012.

"One of the main pillars of .eu's success is our close working relationship with the .eu registrar community."

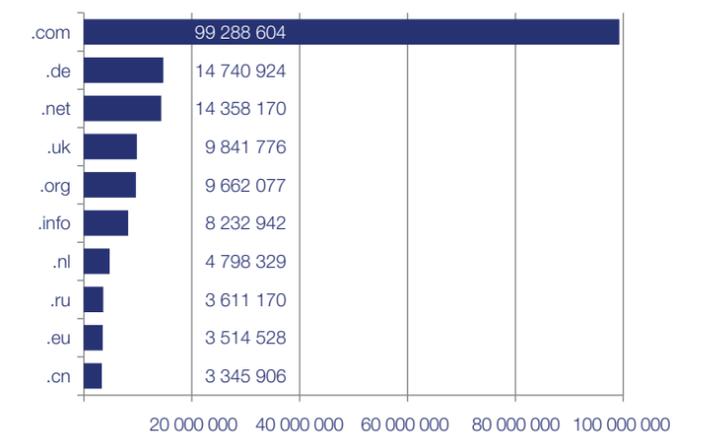
.eu registrations in numbers

.eu completed 2011 with 3.51 million registrations. The total number of .eu domain names at the end of the year represented an increase of 5.5%, or 182 275 registrations, when compared with the total at the end of 2010 (figure 1). This data reflects the net growth of .eu and takes into account new registrations, renewals and deletions and was equivalent to a net increase of 499 names per day.

.eu also maintained its position as one of the ten largest TLDs in the world (figure 2).

2

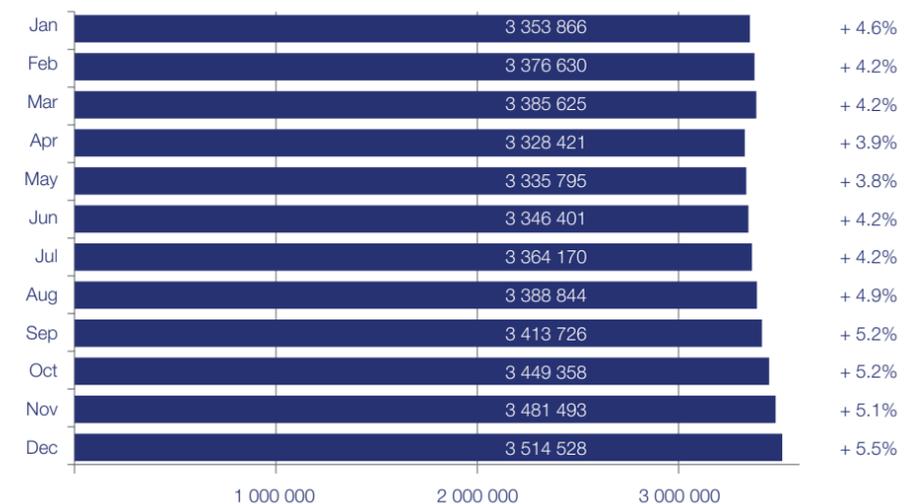
World top ten TLDs, 2011



1

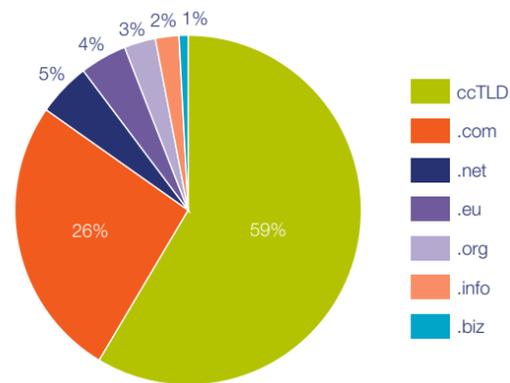
Total .eu registrations by month, 2011

Growth by month compared with 2010



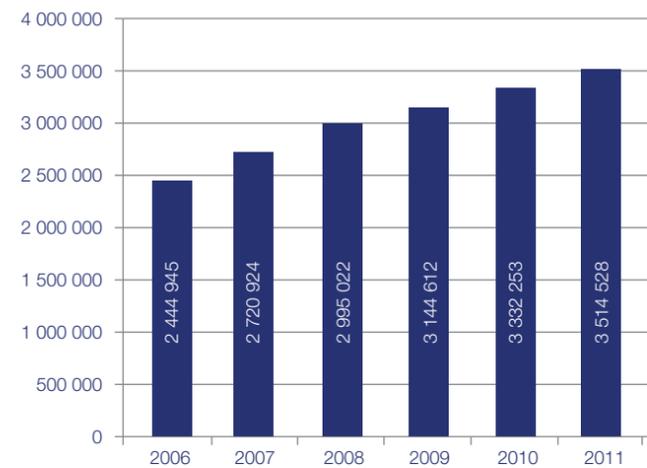
3

EU-wide TLD market share, 2011



4

.eu's growth since 2006



5

New .eu domain name registrations per month, 2011 and 2010

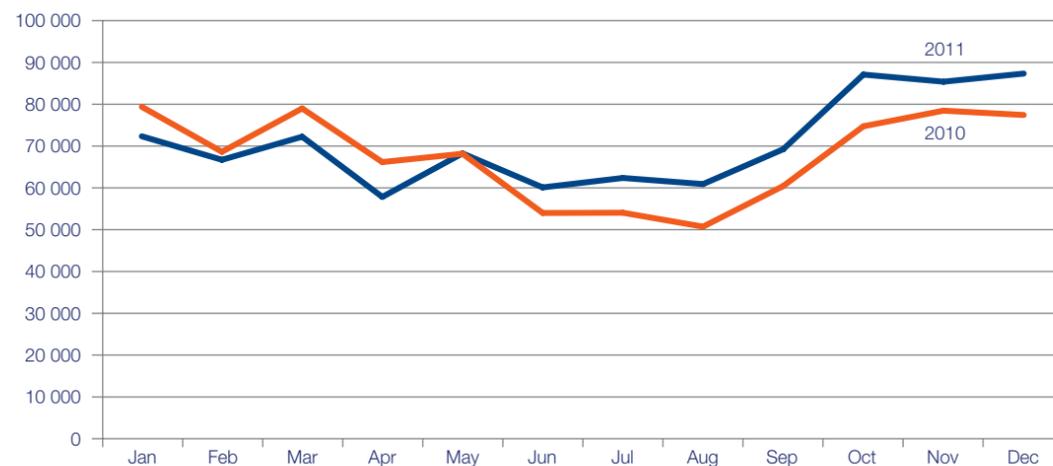


Figure 3 shows the market share in the EU of the largest TLDs at the end of 2011. National extensions, known as country code TLDs, dominate the EU market followed by .com, .net and .eu.

Since launching to the public in April 2006, the number of .eu domain names has grown steadily (see figure 4).

The number of new .eu domain names was 849 809 in 2011. This represents a growth in new registrations of 4.8% when compared with 2010 (figure 5).

Strong renewal rates

In 2011, 81.6% of .eu domain names were renewed which was consistent with 2010's renewal rate (81.7%) and above the industry average. Figure 6 overleaf shows that .eu's renewal rate has stayed above 80% for the past five years.

Multiyear registrations

New for 2011 was the introduction of multiyear registrations (MYRs) in April. Since then, 34 444 new domain names with a registration period of longer than one year have been registered, which represents 5.5% of all new registrations. By far the most common time period for MYRs was two years (87.8%), followed by five years (5.6%) and three years (4.0%).

By country

Ten EU Member States accounted for 87.5% of all .eu domain names in 2011. Germany led the way with 1 084 464 domain names or 30.9% of the .eu portfolio, followed by the residents of the Netherlands (13.5%), the United Kingdom (9.1%), France (9.0%) and Poland (6.4%) (figure 7 overleaf).

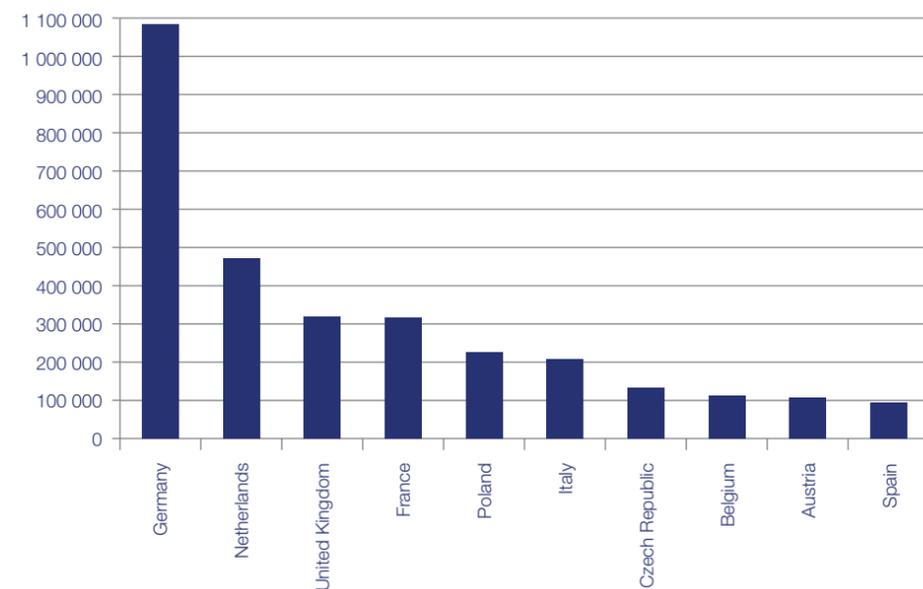
Across the 27 EU Member States, .eu registrations grew in 21 countries during 2011. .eu grew most strongly in Lithuania (35.5%), Romania (22.8%) and Bulgaria (22.7%). Figure 8 overleaf shows national growth rates in more detail.

"Since launching to the public in April 2006, the number of .eu domain names has grown steadily."

Renewal rates remained strong during 2011 and consistent with previous years

MONTH	2011	2010	2009	2008	2007
January	76%	77%	78%	79%	100%
February	78%	79%	78%	80%	100%
March	78%	80%	79%	83%	99%
April	85%	87%	84%	84%	81%
May	80%	83%	80%	81%	82%
June	83%	80%	69%	80%	86%
July	81%	81%	80%	82%	84%
August	80%	79%	81%	82%	80%
September	82%	78%	79%	82%	83%
October	79%	78%	78%	82%	82%
November	78%	77%	79%	79%	83%
December	78%	75%	79%	80%	84%
Annual average	81.6%	81.7%	80.0%	82.6%	81.9%

Top ten countries with the most .eu registrations, 2011



.eu registrations and growth by EU country, 2011

COUNTRY	REGISTRATIONS	GROWTH 2011	COUNTRY	REGISTRATIONS	GROWTH 2011
Austria	108 593	21.7%	Latvia	6 445	5.2%
Belgium	113 692	9.9%	Lithuania	18 395	35.5%
Bulgaria	21 280	22.7%	Luxembourg	18 402	-30.4%
Cyprus	15 386	-71.3%	Malta	7 379	1.8%
Czech Republic	134 259	10.1%	Netherlands	473 109	8.4%
Denmark	36 023	-3.4%	Poland	225 431	10.4%
Estonia	14 617	11.4%	Portugal	12 908	1.6%
Finland	14 532	-2.0%	Romania	28 749	22.8%
France	316 010	10.8%	Slovakia	31 045	21.2%
Germany	1 084 464	5.5%	Slovenia	9 006	9.3%
Greece	35 436	10.5%	Spain	93 737	9.7%
Hungary	42 683	10.4%	Sweden	71 487	-10.5%
Ireland	51 152	0.2%	United Kingdom	318 903	-1.5%
Italy	207 006	5.6%			

"Across the 27 EU Member States, .eu registrations grew in 21 countries during 2011."



Join the team behind
the .eu domain

Become a .eu registrar

Our leaflet about how to become a .eu accredited registrar

Registrars, our partners

We partner with a global network of registrars who, as our distribution channel, offer .eu domain name registrations to their customers. This partnership is our most valued business relationship.

In general, it is easier for end users to get all the domain names they want from a range of TLDs through one source – a registrar – instead of going directly to many different registries. Only registrars that have been accredited by EURid can register .eu domain names on behalf of their customers – companies, organisations and individuals who wish to use a .eu domain name for their website or email address.

.eu registrars can be located anywhere in the world and we work with registrars from 46 countries. The country with the largest number of .eu accredited registrars is the United States of America with 135 (see figures 9 and 10 overleaf). In the EU, the Netherlands has the most registrars (120) followed by Germany (98).

At the end of 2011, there were 860 .eu accredited registrars who each managed an average of 4 083 .eu domain names. Of these, our top performing 100 registrars managed 83% of all .eu registrations during 2011.



Service minded

Our aim is to make the working lives of registrars as easy as possible. One way is through online and telephone support in all official EU languages, covering administrative and registration system matters. We add the personal touch through dedicated account management from our liaison managers in the External Relations department. Since this team is spread across our regional offices, registrars benefit from local market knowledge and support in their own language.

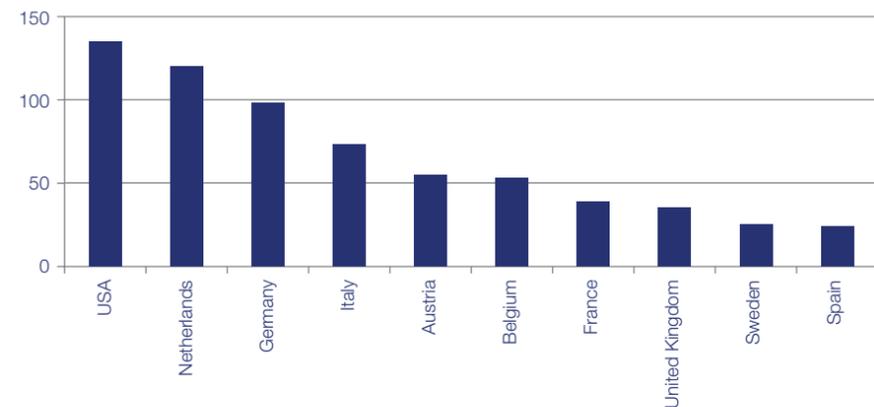
In addition, we also provide our registrar community with:

- Marketing initiatives that allow them to promote .eu while reducing financial and time investment
- A password-protected website, registry.eu, to easily manage their .eu portfolio
- Opportunities to help shape .eu systems and procedures via multiple channels
- Networking meetings and lunches, to learn about the latest .eu developments
- Access to our e-learning platform to help make the most of partnering with .eu.

"Our aim is to make the working lives of registrars as easy as possible."

9

Top ten countries by number of .eu registrars, 2011



10

.eu registrations by registrars in 46 countries, 2011

COUNTRY	NAMES MANAGED	NUMBER OF REGISTRARS	COUNTRY	NAMES MANAGED	NUMBER OF REGISTRARS
Anguilla	362	1	Japan	258	2
Australia	17 335	8	Korea	827	3
Austria	56 160	55	Latvia	1 659	2
Bahamas	8 347	1	Liechtenstein	228	1
Barbados	339	1	Lithuania	14 757	4
Belgium	67 314	53	Luxembourg	39 015	3
Bulgaria	848	2	Malaysia	145	1
Canada	127 416	23	Malta	84	1
Cayman Islands	255	2	Monaco	10 732	1
China	1 014	4	Netherlands	379 758	120
Cyprus	10 233	2	Norway	40 234	4
Czech Republic	114 223	18	Poland	182 246	14
Denmark	121 984	16	Portugal	1 125	4
Estonia	8 524	2	Romania	11 964	10
Finland	4 444	6	Singapore	518	1
France	279 042	39	Slovakia	13 628	12
Germany	1 262 309	98	Slovenia	1 389	2
Greece	30 540	15	Spain	44 677	24
Hungary	28 173	21	Sweden	48 326	25
India	60 639	1	Switzerland	12 611	3
Ireland	8 749	6	Taiwan	180	1
Israel	701	3	United Kingdom	72 668	35
Italy	174 535	73	USA	250 538	135

New services

To continue to expand our offering to registrars, we introduced four new services during 2011:

- **Multiyear registrations (MYRs)**

In April, we extended the time period for which .eu domain names can be registered to up to ten years. For registrars, MYRs reduce the yearly renewal burden, decrease operating costs, cement longer-lasting customer relationships and align the .eu registration policy with other TLDs. To get things started, we ran an introductory promotion that gave registrars a 50% discount on two, five and ten-year .eu registrations.

- **Credit card payments**

Since September registrars have been able to quickly and easily use credit cards to top-up their .eu accounts. This online payment facility accepts major credit cards and following feedback from some registrars, we added American Express in January 2012.

- **Registrar Identity web page**

Also from September, registrars have had a simple way to promote their official .eu registrar status to prospective .eu domain name holders. The Registrar Identity service offers an information page on our public website, eurid.eu, where they can advertise their business and promotions as well as link to their website.

- **.eu DNSSEC Signing Service**

November saw us introduce the .eu DNSSEC Signing Service that removes much of the complexity and administration often associated with enabling the DNSSEC protocol. Ahead of the service launch, we held a series of training seminars to help registrars become more familiar with this protocol.

Promoting .eu together

We continued to offer registrars two initiatives to help them raise .eu's visibility among their customers:

- **Co-funded Marketing Programme**

Through this scheme, we reimburse up to 75% of the cost of an agreed .eu promotional campaign. For every new .eu domain name registered or for the renewal of an existing name, we deposit funds in the registrar's Co-funded Marketing account. Following the successful approval of a .eu promotion proposal, funds are released to the registrar. In 2011, registrars submitted 45 Co-funded Marketing applications.

- **Flexible Promo Credit Programme**

This programme allows registrars to register .eu domain names for free. For each .eu domain name registered, a registrar automatically earns one Promo Credit which can be used to register one .eu domain name at a later date of their choosing.

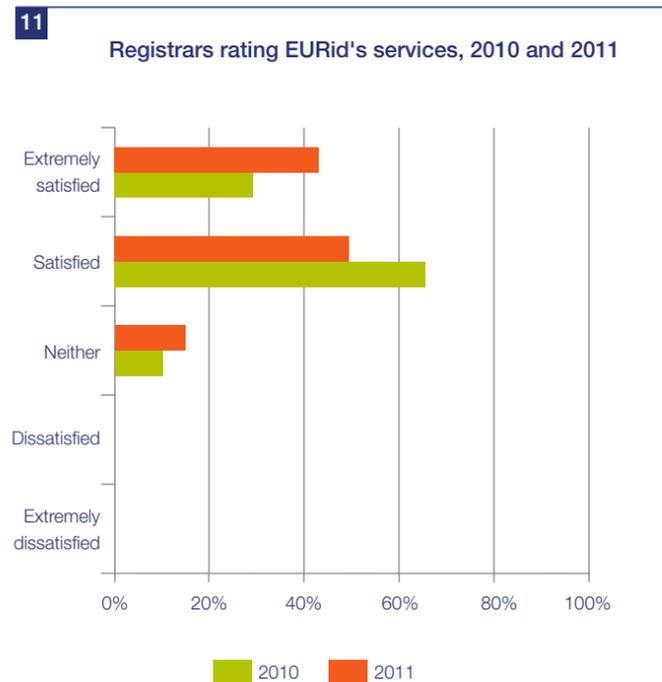
"We extended the time period for which .eu domain names can be registered to up to ten years."

"... the proportion of registrars that gave us the 'extremely satisfied' rating increased to 43% from 30% in 2010."

In addition, we attended selected trade fairs across Europe and often shared exhibition space with a local registrar. This enabled event visitors to hear about .eu from us, check domain name availability and make a registration directly with the registrar. For the online audience, we encouraged our registrars to run online advertising campaigns featuring .eu. To make things easier, we created advertising banners in multiple languages and made them available for download from our registry.eu website.

Satisfied customers

We run a registrar satisfaction survey every year. The results from 2011 show that 93% of the registrars that took part were either "satisfied" or "extremely satisfied" with our overall service. Importantly, the proportion of registrars that gave us the "extremely satisfied" rating increased to 43% from 30% in 2010 (see figure 11).



Tucows



"Because of its popularity, we constantly develop strategies and campaigns to continuously grow our .eu business."

Although our headquarters are located in Canada, our business is extremely international. We are proud to count many of Europe's leading web hosting companies as our resellers. As a result, .eu is one of the most popular ccTLDs offered by our network of more than 12 000 resellers.

Because of its popularity, we constantly develop strategies and campaigns to continuously grow our .eu business. In 2011, this was no different; we were

pleased to execute a number of successful campaigns to promote .eu. Among these was a very successful Co-funded Marketing campaign with a major reseller to position .eu as the preferred TLD for domain name registrations in Europe. This programme used contextual advertising, video marketing and more to promote .eu as "your European identity" to customers. We also executed several targeted campaigns using EURid's Promo Credits, as well as a promotion in Q4 across our entire reseller base.

All of these efforts led to a very successful year for .eu at Tucows. We're looking forward to continued success in 2012 and beyond.

Adam Eisner,
Director, OpenSRS Product Management at Tucows



TUCOWS
 .eu accredited since: 2005
 .eu portfolio: approximately 122 000 domain names
 Location: Toronto, Canada

Register.it



"Register.it firmly believes in the importance of registering .eu domain names for any SME trading in the European market."

Register.it, the first Italian domain name operator to be accredited by ICANN, is part of the Dada Group which manages over 490 000 clients and more than 1.8 million domain names. Dada is one of the leading domain name registration, brand protection and web hosting companies in Europe thanks to the activities of Register.it in Italy and its subsidiary companies, Nominalia in Spain, Namesco in the United Kingdom, Register365 in Ireland and Amen in France, the Netherlands and Portugal.

With such a strong presence in Europe, Register.it firmly believes in the importance of registering .eu domain names for any SME trading in the European market and sees EURid as the ideal partner to help its clients consolidate their online presence.

During 2011, we ran several promotional activities to highlight the value of registering .eu domain names for any company wanting to gain visibility, expand its customer base and improve its European business. These activities were supported by EURid's Co-funded Marketing Programme and included advertising campaigns, specialised newsletters and special offers.

Claudio Corbetta,
Chief Executive Officer of the Dada Group

REGISTER.IT
.eu accredited since: 2005
.eu portfolio: approximately 90 000 domain names
Location: Florence, Italy



Larsen Data



"We have a special web page that explains about .eu in Danish, domæne.eu, which offers .eu at special prices."

Larsen Data is a Danish accredited domain registrar and we run a free DNS service called GratisDNS.dk in addition to offering security certificates from all major certificate providers.

We offer over 140 different Internet extensions and .eu is our fourth largest TLD with more than 5 000 registrations. We have a special web page that explains about .eu in Danish, domæne.eu, which offers .eu at special prices. Our top three TLDs are currently .dk, .com and .net.

In 2011 we ran several .eu promotions. Most of our .eu campaigns were focused on price reductions and were accompanied by a promotional banner on the front page of our website. A campaign like this was online while EURid attended the Danish business start-up trade fair "Iværk 2011" in September. Our promotion made it easy for event participants to choose a .eu domain name.

We also used the .eu Co-funded Marketing Programme to help raise awareness of the .eu brand in the local community by sponsoring a handball team from Copenhagen.

Peter Larsen,
Chief Executive Officer of Larsen Data

LARSEN DATA
.eu accredited since: 2005
.eu portfolio: approximately 5 000 domain names
Location: Copenhagen, Denmark



International relations

EURid is part of a larger, global community and we have working relationships with international institutions and domain name industry organisations.



.eu reaches out across all 27 countries of the European Union

European Union

The European Commission is the executive body of the EU responsible for proposing legislation, implementing decisions, upholding the Union's treaties and the general day-to-day running of the Union.

We manage and operate .eu under contract to the European Commission, following a tender process, using terms set out in two European Commission regulations. These regulations frame how we organise, administer and manage the .eu TLD on the basis of principles of quality, efficiency, reliability and accessibility.

We are proud to be the company chosen by the European Commission to run .eu. Through our relationship with the European Commission, we work towards our shared goal of .eu's continued success.

Keeping all interested parties informed about .eu is part of our mandate. Therefore, we share quarterly activity progress reports with the European Commission and wider public. These reports present .eu registration trends across all EU Member States and updates about our various technical developments and promotional activities. We also have regular meetings with representatives from the European Commission to consolidate our working relationship and discuss matters of common interest.

"... we work towards our shared goal of .eu's continued success."



CENTR

The Council of European National Top Level Domain Registries (CENTR) is a regional organisation for European ccTLDs, of which EURid is a member. CENTR's main purpose is to provide its members with a forum to exchange information and to act as a communication channel to Internet governing bodies and other organisations involved with the Internet. We regularly attend General Assembly meetings as well as administrative, legal, marketing and technical workshops. We also chair the CENTR-IGF working group to ensure that ccTLD matters are brought to the attention of a larger audience.



ICANN

The Internet Corporation for Assigned Names and Numbers (ICANN) coordinates the Internet's naming system and therefore has an important impact on the expansion and evolution of the Internet. ICANN is a not-for-profit, public-benefit corporation based on a multi-stakeholder model with participants from all over the world dedicated to keeping the Internet secure, stable and interoperable.

Members of the .eu team regularly attend ICANN meetings around the world. This makes sure that .eu's voice is heard on a global stage and that our representatives are part of ICANN's decision-making process. We are also a member of ICANN's Country Code Domain Name Supporting Organisation (ccNSO) and actively participate in three working groups.



IGF

The Internet Governance Forum (IGF) brings people together from various stakeholder groups to discuss public policy issues relating to the Internet. The IGF is an open forum and is convened under a mandate from the United Nations. While there is no negotiated outcome, the IGF informs and inspires those with policy-making power in both the public and private sectors.

Discussion topics cover the Internet's sustainability, robustness, security, stability and development.

.eu representatives have attended IGF sessions since the organisation was founded in 2006 and we continued our involvement during 2011.



RIPE NCC

The Réseaux IP Européens Network Coordination Centre (RIPE NCC) is an independent, not-for-profit membership organisation that supports the infrastructure of the Internet through technical coordination. As such, RIPE is a collaborative forum open to all parties interested in wide area Internet Protocol (IP) networks in Europe and beyond.

Representatives from EURid's technical team regularly attend RIPE's meetings across Europe where they participate in working groups that discuss the core technical infrastructure of the Internet and present .eu's technical and infrastructural developments.



UNESCO

One of the functions of the United Nations Educational, Scientific and Cultural Organization (UNESCO) is to promote multilingualism online – an area of interest we share. As the .eu registry, we believe that EU businesses and residents should be able to easily use their own languages and alphabets online.

We started working with UNESCO's multilingual unit during 2011 while we prepared a *.eu Insights* report about the uptake of Internationalised Domain Names (IDNs). The cooperation with UNESCO is expected to continue into 2012 with the production of a subsequent report.



www.estonia.eu | Estonia



www.studiofiftyfour.eu | Spain



www.gout-du-vin.eu | Luxembourg



www.wellnessistra.eu | Slovenia



www.durable.eu | Germany



www.shield.eu | Denmark



www.kyuu.eu | Czech Republic

.eu in action

Your ambition
has an address

Inspirational stories
about .eu websites

Graci.eu, Italy

BOUTIQUE WINERY GRACI

Website: www.graci.eu

Since: 2007

Product: Wines of the Nerello Mascalese, Nerello Cappuccio, Carricante and Catarratto grape varieties

Location: Sicily, Italy

Export: Worldwide

About: Vintner Alberto Graci's wines stand out from the crowd thanks to his simple philosophy to winemaking: use local, indigenous grape varieties with as little human intervention as possible, both in the vineyards and in the cellar. This natural approach, combined with the vineyard's location on the slopes of the Mount Etna volcano and its small-scale production, give the Graci wines that all important edge of exclusivity. The vineyard's website, graci.eu, emphasises the exclusivity of Graci's products and the quality values that stand behind the Graci brand. On graci.eu, visitors can find information about the vineyards and the Mount Etna grape varieties that Alberto uses.



Alberto Graci, vintner of the Graci boutique winery

"I preferred .eu as it communicates the importance of European culture and helps support my point of view."

When he returned home to run his family's vineyards on the slopes of Mount Etna, Alberto Graci did what many people dream of: turning something you love into a viable business. Alberto now runs Graci, a boutique winery on the Italian island of Sicily that produces and sells three exclusive wines.

The decision to use .eu for the company's website instead of another web extension was a natural one for Alberto. "I am an artisan, with a very limited production, but I sell my wines all over the world, in Australia, China, Japan, Russia, the USA and obviously Europe," he says. "I preferred .eu as it communicates the importance of European culture and helps support my point of view."

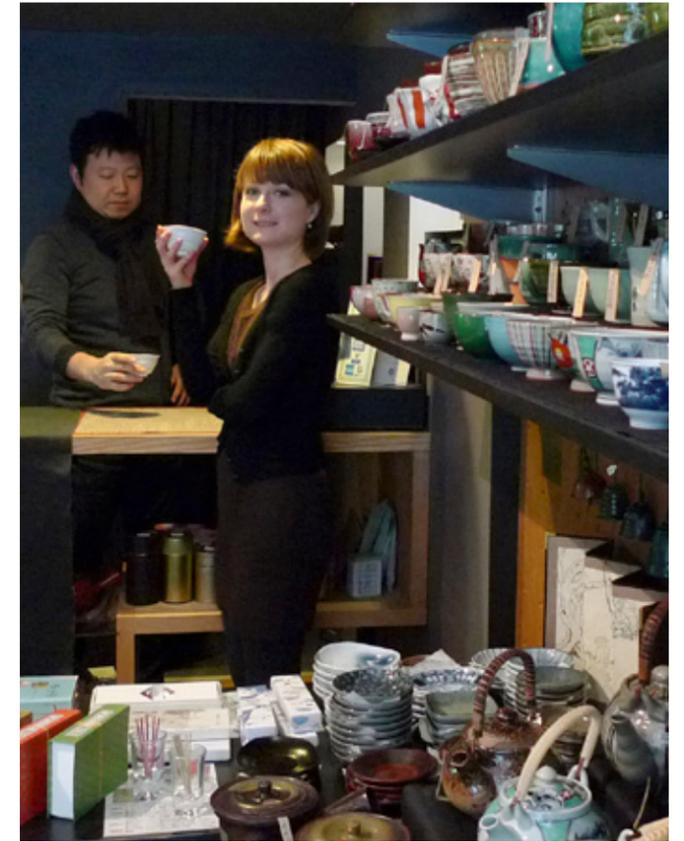
Marumoto.eu, Hungary

"By using .eu, it doesn't matter that we are based in Hungary, or wherever, really."

Their love of Japanese culture and a desire to share it with the rest of Europe led husband and wife team Motonari Jotatsu and Ágnes Balogh to open marumoto.eu, an online store specialising authentic Japanese crockery, refined ornaments and tea.

Perhaps surprisingly, the digital storefront was not an immediate hit, but Motonari and Ágnes would not be deterred. Confident that there was a market for their products, they decided on a different approach and opened a physical store as well. The Marumoto flagship store in the heart of Budapest turned out to be a very wise decision, rapidly becoming a huge success and doing wonders for instilling trust, generating traffic to the marumoto.eu website and sparking online orders.

To be accessible to people from all European countries is the prime reason why Ágnes and Motonari chose a .eu domain name. As Motonari says, "By using a .eu, it does not matter that we are based in Hungary, or wherever, really. Visitors can browse among our products freely, and select what they want solely based on the quality of a product and its price. Our location shouldn't influence their purchasing decisions."



Motonari Jotatsu and Ágnes Balogh, husband and wife behind marumoto.eu

MARUMOTO - ONLINE STORE FOR LOVERS OF JAPANESE CULTURE

Website: www.marumoto.eu

Since: 2010

Product: Japanese crockery, refined ornaments and teas

Location: Budapest, Hungary

Export: Throughout Europe

About: Husband and wife Motonari Jotatsu and Ágnes Balogh are the team behind marumoto.eu. Motonari, who emigrated to Budapest from Kyoto, Japan, hand picks each article in the store and writes a comprehensive product description for online shoppers. His eye for detail and quality has turned fans of Japanese culture from all over Europe into repeat customers.

Hoet.eu, Belgium

HOET EYEWEAR AND DESIGN

Website: www.hoet.eu

Since: 2008

Product: Eyewear, displays, mirrors and accessories

Location: Bruges, Belgium

Export: Worldwide

About: The Hoet family has been optical retailers for generations, having opened their first optometry store in Belgium in 1884. So when Patrick Hoet decided to launch the Hoet eyewear range in 2008, he did so with considerable know-how. Patrick's designs are timeless, expressive and exclusive, sold by a selection of only 40 opticians worldwide. Patrick chose .eu to market the Hoet brand online as he strongly believes in the economic power of the EU.

"'Made in Europe'
should be the stamp for
quality and innovation
throughout the EU;
.eu is the expression
of that online."



*Hoet.eu promotes the Hoet range
of mirrors and accessories in
addition to their eyewear designs*



Patrick Hoet, eyewear designer



Die Tasche creator, Milena Koch-Krachulec

Dietasche.eu, Germany

DIE TASCHE FELT FASHION

Website: www.dietasche.eu

Since: 2009

Product: Felt handbags and accessories

Location: Erkrath, Germany

Export: Throughout Europe

About: Their simple designs and eye-catching colours have made Die Tasche felt handbags the favourite accessory of many a European fashionista. From her home-based office near Dusseldorf, Die Tasche creator, Milena Koch-Krachulec, designs each bag and hand makes the first samples, launching a new collection twice a year. Although she creates many different bags, only a few make it into production and into her online store, dietasche.eu.

".eu was the best choice because it gave me the European edge right from the start."

After her elegant and fun felt handbags received an enthusiastic reception at a trade fair in Austria, Die Tasche designer, Milena Koch-Krachulec sought to make her creations available on a larger scale. Wasting no time, she created her own online store at dietasche.eu.

"A physical shop would have been more expensive to set up and I would have had a high monthly rent from day one, whether I sold a handbag or not," she explains. For her web presence Milena chose .eu. "I had set my mind on another top-level domain, but it was no longer available, so I chose .eu instead," she explains. "Now I realise that .eu was the best choice because it gave me the European edge right from the start."

Delightfull.eu, Portugal



Putting the finishing touches to Delightfull's designs

LIGHTING DESIGN STUDIO DELIGHTFULL

Website: www.delightfull.eu

Since: 2008

Product: Unique floor, table, wall and suspension lighting

Location: Rio Tinto, Portugal

Export: Worldwide

About: Delightfull lighting is formed at the hands of four young entrepreneurs who share a passion for lighting design. Together, Diogo Carvalho, Ana Gomes, Sofia Silva and Amândio Pereira want to recover the class and charm of the best lighting creations of the 40s, 50s and 60s through contemporary design and an artisan approach. They chose .eu because it's the domain they associate most with quality and style, and because they're proud to be European.



www.umdesign.eu | Bulgaria



www.ethereal.eu | Cyprus



www.machiajochi.eu | Romania



www.esztanygaleria.eu | Hungary



fotografiska.eu | Sweden



www.europsparkas.eu | Lithuania

The team behind .eu

The people behind the .eu top-level domain

A multicultural organisation with staff from 22 countries who speak 25 languages

The management team

EURid's management team strives for operational excellence. It is with this goal in mind that each manager structures their team's activities.



1 **MARC VAN WESEMAEL**
General Manager

Marc Van Wesemael has worked in the telecom and software industries as a consultant and as a manager in software engineering, general sales and marketing. For ten years he was the Managing Director of not-for-profit DNS Belgium, the registry for .be. He has an MBA from Lessius Management School (Antwerp) in collaboration with Northwestern University (USA) and a degree in electronic engineering from the University of Ghent.

2 **BART FOUTREL**
Finance Manager

Bart Foutrel worked as an advisor on Global Compliance Service at PricewaterhouseCoopers before joining EURid in early 2008. He has a masters degree in business sciences from Lessius Hogeschool, where he focused on finance and insurance plus accountancy and tax law.

3 **PETER JANSSEN**
Technical Manager

Before Peter Janssen joined EURid, he was technical director for the Belgian registry .be. He was responsible for that domain's liberalisation in December 2000. He has a masters degree in computer science from the University of Leuven.

4 **BRIGITTE LAGROU**
Communications Manager

Brigitte Lagrou worked at VASCO Data Security as Worldwide Product PR Manager and EMEA PR Manager before joining EURid. Prior to that, she held the position of PR Manager at Telenet. She has several years' experience working in PR agencies, on local and pan-European ICT and consumer goods accounts.

5 **GIOVANNI SEPPIA**
External Relations Manager

Giovanni Seppia previously worked at ICANN as European Regional Liaison. Prior to that, he was General Manager at CENTR. He has also served as head of external relations for the Italian Registry (ITT CNR) and has three years' experience in various roles at the European Commission.

6 **GEO VAN LANGENHOVE**
Legal Manager

Geo Van Langenhove joined EURid as Legal Manager in January 2011. Previously he worked for companies in various technology fields, such as Nuance Communications, EuroFiber and IMEC, where his practice focused on intellectual property, contracts and litigation. He graduated from the Universities of Brussels and Leuven, College of Law. He also holds an advanced masters degree in intellectual property rights from the University of Brussels.

7 **ELS VERSTAPPEN**
Human Resources Manager

Els Verstappen held a variety of HR roles at Scarlet, a telecommunications company, before joining EURid. Most recently, as HR Business Advisor, she was responsible for HR support for line management, selection and recruitment, among other things. Before working at Scarlet she was employed at KPN Belgium and at a European non-governmental organisation.



MANAGER: GIOVANNI SEPPIA

Team members: 24

Nationalities: 20

Languages spoken: 23

Areas of responsibility: Account management, helpdesk operations, language translations, marketing activities and representing EURid at international events.

Giovanni Seppia, External Relations Manager since 2007

External Relations

My team, the External Relations department, is the primary interface with EURid's partner registrars. We are a multilingual and multicultural group looking after a mix of registrar liaison tasks that includes account management and helpdesk support via telephone, email and online chat. End users can also contact our helpdesk and we regularly answer their questions about .eu domain names. In addition, we help keep .eu visible globally by participating in industry events and running marketing campaigns. We also provide multilingual information and language translations to support our EURid colleagues.

Organisationally in 2011, we were 24 people spread over four offices. My department's Regional Managers run our local operations and Deputy Managers coordinate the support helpdesk and international relations duties.

Our registrars

Our multiculturalism is a key strength in registrar relations. Registrars benefit from working with a team from similar cultural backgrounds who speak their language. We care about our relationship with registrars and through service-minded collaboration, we work to maintain the trust we have established with them.

Regular meetings

Meeting registrars on a regular basis strengthens our working relationship. During 2011, we met over 100 registrars at their offices and industry events. We also hosted lunches where we had constructive discussions about .eu and the services we provide. Sixty registrars attended our nine lunches held in Athens, Budapest, Copenhagen, Frankfurt, London, Madrid, Paris, Prague and Warsaw.

All registrars were offered the opportunity to hear about our plans and exchange ideas during the Annual Registrar Meeting in June. Another way to engage with the registrar community is the Registrar Advisory Board. This group is made up of nine registrar representatives from nine countries and advises us on business-related issues and matters important to the .eu registrar community. The board met twice during 2011.

Satisfaction survey results

In the results of the 2011 annual registrar satisfaction survey, it is pleasing to note that registrars highly rated our partnership. The results from 2010 were already positive, with 84% stating that their experience with us was either "excellent" or "very good" and this rose to 87% in 2011. It is very rewarding to see the External Relations team's commitment acknowledged in this way.

Keeping registrars informed is important too. In the same survey, 90% of registrars who participated said they were "extremely satisfied" or "satisfied" with how we keep them informed about changes in technical systems, new features and new initiatives.

"Our multiculturalism is a key strength in registrar relations."

Marketing activities

The External Relations department helps raise awareness about .eu through various marketing activities. Here are a few examples of what we did in 2011:

• Trade fairs

We attended 16 trade fairs as an exhibitor and sponsor, reaching a combined audience of 80 000 people across the EU (see figure 12). These events focused on the domain name industry, the Internet, online advertising and SMEs including business start-ups. New for 2011 was our cooperation with the Interactive Advertising Bureau (IAB), a leading association of the European digital and interactive marketing industry. We attended two IAB events in Italy and Poland which attracted a valuable audience for us.

• Online advertising

From September onwards, EURid promoted .eu online using advertisements positioned on 34 registrar websites. This is a good example of a win-win situation where registrars helped us keep .eu in front of consumers while they generated sales through more domain name registrations.

• Shared promotions with registrars

We support registrars to promote .eu to their prospective customers by contributing funds through the Co-funded Marketing Programme. We received 45 submissions during 2011 and promotion examples included Google AdWord campaigns, online and print advertising, taxi sponsorship and social media activities.

International activities

One of this department's responsibilities is to represent EURid on the global stage. We actively participated in 14 meetings and workshops in 2011 held by various international organisations and industry bodies (see figure 13). It is extremely valuable to engage with the international Internet community as it helps us share knowledge and in return, we are inspired by new initiatives.

We are also the main interface towards European institutions. To mark .eu's fifth birthday, we held a three-day exhibition at the European Parliament in addition to hosting a dinner attended by the EC Vice-President and European Digital Commissioner.

We regularly interact with the European Commission. In Q4 2011, the European Commission published its biennial report on .eu to the European Parliament and the Council. The report concluded that "over the past two years the .eu TLD strengthened its position among the biggest and most popular top-level domains in Europe and in the world. It remains successful despite the continued growth of the 27 national country-code TLDs in the Member States and the availability of generic TLDs such as .com and .org."

Looking forward

In 2011 we launched new services for registrars that improved the .eu product, boosted domain name security and simplified payment transactions. I am pleased to say that the new services have been well received and reinforce .eu's reputation as a reliable extension offering good value to the end user.

Keeping things simple is another theme. In 2012, we intend to continue to strip away complexity for registrars where possible.

One focus area will be the streamlining of the current trade and transfer procedures. When a domain name changes hands, EURid calls this process a "trade" and when a domain name holder wishes to change registrars, we call this a "transfer". The procedures surrounding .eu trades and transfers have often been viewed as too complex. We started consulting our registrars about making changes in 2010, a process which continued and was finalised in 2011. We expect to implement the new streamlined procedure later in 2012.



EURid sponsored November's TEDx event in Brussels, Belgium

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The .eu team attended 16 trade fairs across the EU in 2011

- Domain Pulse, Vienna, Austria, 17 – 18 February
- IDC events, Lisbon, Portugal, 24 February
- Ecommretail Show, Barcelona, Spain, 2 – 3 March
- WorldHostingDays, Rust, Germany, 22 – 25 March
- Internet Expo, Helsinki, Finland, 23 – 24 March
- Microsoft NT Conference, Portorož, Slovenia, 23 – 25 May
- Ivaerk and Vaekst, Copenhagen, Denmark, 9 – 10 September
- Eget Företag, Stockholm, Sweden, 4 – 6 October
- Internet Hungary, Siófok, Hungary, 11 – 12 October
- Salons des micro-entreprises, Paris, France, 11 – 13 October
- IAB Forum 2011, Milan, Italy, 12 – 13 October
- Webit Congress 2011, Sofia, Bulgaria, 26 – 27 October
- DailyWeb Conference, Bratislava, Slovakia, 8 November
- Internet Poland Conference and Expo, Warsaw, Poland, 8 – 9 November
- Internetdagarna, Stockholm, Sweden, 21 – 23 November
- TEDx, Brussels, Belgium, 22 November

13

EURid participated in 14 international meetings during 2011

- CENTR General Assembly, Tel Aviv, Israel, 2 – 3 February
- 34th CENTR Administrative Workshop, Vienna, Austria, 16 February
- ICANN Board GAC meeting, Brussels, Belgium, 28 February – 1 March
- ICANN 40th meeting, San Francisco, USA, 13 – 18 March
- 5th CENTR Marketing Workshop, Helsinki, Finland, 28 – 29 April
- ICANN Studienkreis, Budapest, Hungary, 28 – 29 April
- UNESCO Guidelines for Language Policies, Paris, France, 31 May – 1 June
- 23rd CENTR Administrative Workshop, Trondheim, Norway, 7 June
- ICANN 41st meeting, Singapore, Singapore, 19 – 24 June
- European Summer School on Internet Governance, Meissen, Germany, 27 July
- CENTR General Assembly, Brussels, Belgium, 6 – 7 October
- RIPE 63 Meeting, Vienna, Austria, 31 October – 4 November
- CENTR Administrative Workshop, Belgrade, Serbia, 23 November
- CENTR Marketing Workshop, Prague, the Czech Republic, 8 – 9 December



MANAGER: PETER JANSSEN

Team members: 24

Nationalities: 5

Languages spoken: 7

Areas of responsibility: Software development and release management, technical operations and testing, security procedures and IT support for all EURid staff

Peter Janssen, Technical Manager since 2005

Technical Operations

As a department, we ensure that .eu operates smoothly at all times and that our systems respond promptly to the many millions of data queries involving .eu domain names coming in from the Internet.

.eu has come a long way since domain name registrations were opened up to the public in April 2006. In the intervening five years, I have seen .eu become a TLD with a global presence and as a result, the Technical Operations department now caters for an extensive technical infrastructure.

Business continuity exercise

It is always good to know how we would cope if there was a serious problem. So in July 2011, we tested our disaster recovery plan. This entailed my team transferring .eu registration services from our Brussels data centre to the backup centre in Amsterdam. And to include an added dose of realism, we did it during normal business hours. Thanks to everyone's hard work, the exercise was a success and our systems were restored with minimal disruption to registrars.

2011 updates

What makes .eu different on a technical level is that newly registered domain names are live on the Internet within a few seconds – through the process of dynamic delegation which is faster than the batch update approach used by some TLDs – giving an extra dimension to the .eu user experience. It is my department's responsibility to maintain the systems that make this possible and enable registrars to register new .eu domain names for their customers as well as amend existing registrations.

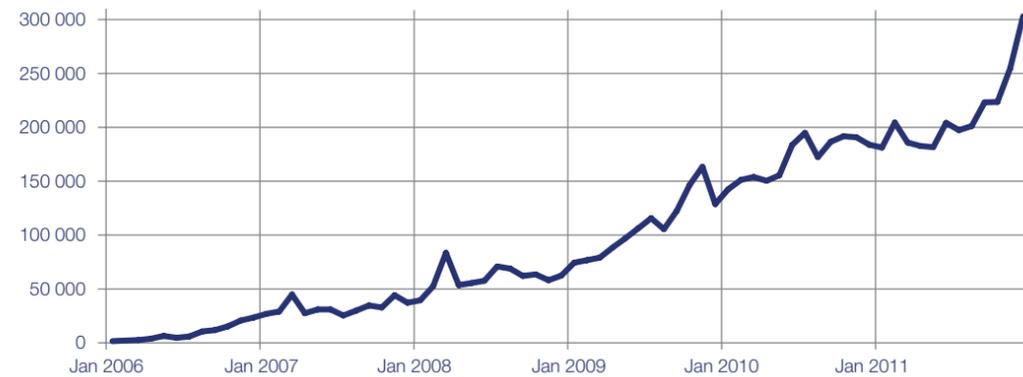
"Optimising is my team's focus for 2012: enhancing all procedures and reducing complexity."

Reduce risk

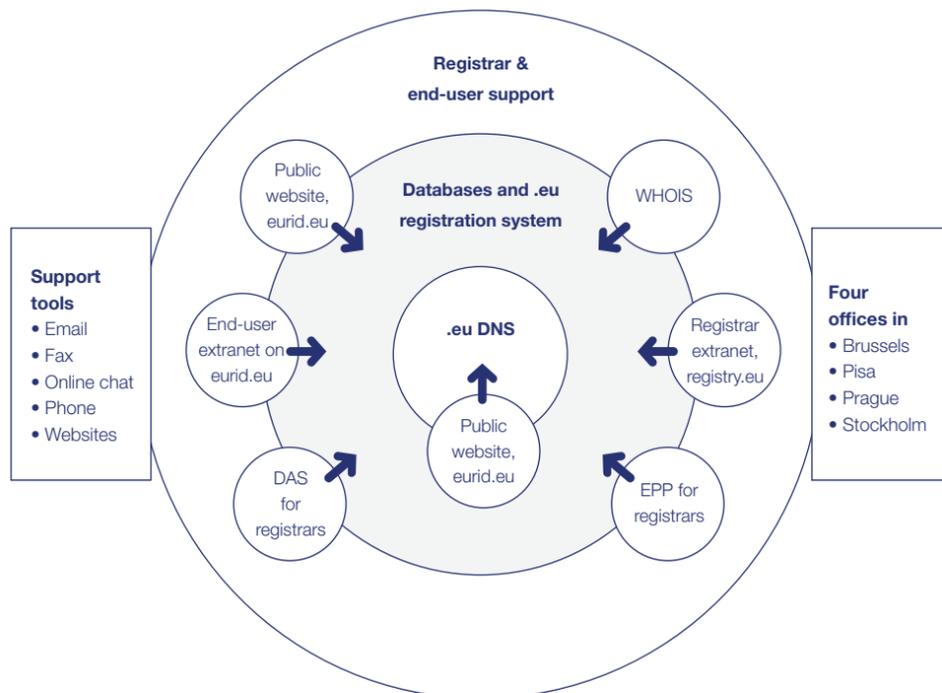
As a registry, it is one of our duties to safeguard the .eu TLD. For my department, this means that we spread operational risk where possible.

Here are some examples of how we do this. We run data centres in different countries, currently Belgium and the Netherlands, and have redundancy against hardware failure built into all our equipment. When it comes to the .eu registration system, the central database is continuously replicated to a mirror database. We also deploy the registration system on fully redundant hardware to ensure that faulty equipment does not stop the system from functioning.

DNS queries per minute indicating relative growth in the use of the .eu extension since 2006



Data flow and access points into the .eu technical infrastructure



The .eu infrastructure is organised in a concentric circle design where each circle represents different access points, data flows and risk levels (see figure 15).

At the centre is our most valuable asset: the .eu DNS infrastructure. The databases and .eu registration system surround this central core. Here we offer various access points for .eu accredited registrars, such as the XML-based Extensible Provisioning Protocol (EPP), the Domain Availability System (DAS) and their own secure website, the Registrar Extranet, where they can manage their .eu portfolio. There are also public access points including the WHOIS look-up service hosted on our public website, eurid.eu. The outer ring contains the registrar and end-user support tools which our liaison managers use on a daily basis.

An essential part of this task is to update .eu systems with new releases and include more registrar-facing services. In 2011, there were two standout additions:

• **Multiyear registrations**

The introduction of multiyear registrations (MYRs) was part of a major software release in April. Since then, it has been possible to register .eu domain names, and therefore protect them, for up to ten years. This meant that far-reaching changes were needed to the registration system. For instance, all interfaces, be it internal, registrar or public-facing, had to be adapted to cope with the extra information associated with having a registration term of longer than 12 months.

• **.eu DNSSEC Signing Service**

November saw us launch the .eu DNSSEC Signing Service which reduces the administration for registrars when implementing and maintaining the DNSSEC protocol. Once registrars have indicated that they would like to sign a .eu domain name, our systems take care of the rest and manage the related procedures, such as regular re-signing and key rollover.

Reducing complexity in 2012

Optimising is my team's focus for 2012: enhancing all procedures and reducing complexity. This builds on work already started in 2011.

A lot will happen that is invisible to the outside world as we upgrade hardware and software. However, more obvious changes that will benefit registrars and end users include:

- Reducing maintenance windows to minimise scheduled downtime
- Keeping the WHOIS search function publically available during maintenance periods
- Streamlining services for registrars, for example launching the new trades and transfers procedure and introducing e-invoicing to save time and paper.

DNS queries and .eu use

EURid depends on an operational Domain Name System (DNS) infrastructure. For .eu, this infrastructure is made up of a network of five name servers located across Europe and two anycast meshes located throughout the world. This guarantees a good geographical spread, network diversity and abundant bandwidth. These qualities are important given the volume of DNS queries that the .eu name servers must handle to keep .eu domain names working globally.

Technical .eu registration details are stored on our name servers. One way to determine the actual use of .eu domain names is to measure the volume of DNS queries to these name servers. This shows that over the past five years, the use of .eu has grown indicated by the steady rise in the number of DNS queries (see figure 14).

MANAGER: BRIGITTE LAGROU

Team members: 4

Nationalities: 4

Languages spoken: 8

Areas of responsibility: Online communications, print material including brochures, magazines and reports, public relations, statistical analysis and visual identity



Brigitte Lagrou, Communications Manager since 2010

Communications

The role of my department is to raise awareness that .eu is an Internet extension available to everyone resident in the EU – not just official institutions.

Our audience covers businesses, the domain name industry, end users, journalists and registrars. They are spread globally which presents us with a unique set of communication challenges. What works in one country does not necessarily work in another. In my view, working with colleagues from different cultural backgrounds is invaluable in this regard. It gives us immediate input about local tastes and habits. We also heavily rely on their language skills for which I am very grateful.

In 2011 we wanted .eu to be seen as approachable and useful for people's online needs. Therefore we warmed up the .eu visual identity by adding more colour and energy, and launched an awareness campaign aimed at businesses with cross-border ambitions.

"I am pleased to see our message becoming ever more consistent and the .eu brand increasingly recognisable."

Business ambitions

Our communication messages target people with ambition and present .eu as good for business. Indeed, our slogan says it all: "Ambition has an address". So during 2011, the Communication department's activities were focused on delivering this message using various channels. Furthermore, we supported our colleagues with marketing materials, such as the *.eu Identity* magazine which was distributed at various events across Europe.

The business theme was reinforced by our website usage research published in November. We found that business websites predominate and .eu is a popular choice with an above average business use.

Fifth birthday

.eu's fifth anniversary in April allowed us to work closely with other departments which resulted in a number of activities and extensive press coverage. The full array of initiatives organised around our fifth birthday, including an event at the European Parliament, contributed to raising .eu's visibility.

New projects

My team's hard work carries on into 2012 as, aside from our continued support for all departments, we will complete the rollout of the updated visual identity across all communication deliverables.

We will launch a new version of our 23-language website, eurid.eu. It is more than a facelift – the content is optimised for search engines and social media channels are added. It will also showcase inspiring stories from businesses that use .eu. The new website project is a cross-departmental effort with colleagues helping us with technical components and language translations. This project is one way in which we support EURid's core values since we are removing complexity by carefully considering the website user experience and information architecture.

As .eu's new look is added to more communication channels, I am pleased to see our message becoming ever more consistent and the .eu brand increasingly recognisable.

MANAGER: BART FOUTREL
 Team members: 2
 Nationalities: 2
 Languages spoken: 6
 Areas of responsibility: Accounts (receivable and payable), audits, contract administration, budgeting, financial forecasts and purchasing



Bart Foutrel, Finance Manager since 2008

Finance

A rewarding part of the Finance department's role is that we are always cooperating with other departments and through this, we helped deliver two major projects in 2011.

- **Multiyear registrations (MYRs)**

The introduction of MYRs in April changed how .eu registration and renewal fees were managed behind the scenes. Therefore our accounting systems needed to be altered extensively and I am grateful to my team for their hard work to make this happen.

- **Credit card payments**

Since September our registrars have been able to add funds to their accounts using our online credit card payment facility. This quick and simple way to transfer funds has proved to be popular as already 10-15% of all registrar payments were being made this way by the end of 2011. And following feedback from the .eu registrar community, American Express (AMEX) was added in January 2012.

Service focus

The Finance department contributes to the growth of .eu through many small actions which add up to a greater whole. I believe that by making the lives of .eu registrars as easy as possible, we will be able to grow our business and become a preferred business partner for them.

It goes without saying that speed and accuracy are fundamental to the efficient running of the Finance department. We are, amongst others, responsible for managing incoming payments from registrars and approving credit lines, so providing a fast and efficient service is vital. I am pleased to lead such a responsive and dedicated team. We strive to provide the best service we can to registrars so they feel valued while interacting with the Finance department.

Looking ahead

The reality of running the Finance department is the amount of bureaucracy and formal procedures that must be followed. One of my goals for 2012 is to further streamline our processes where possible and introduce improved registrar-facing services.

A new service will be e-invoicing, a project that we have been working on throughout 2011 in collaboration with other EURid departments. Instead of issuing registrars with paper invoices each month, we will send an email containing a link to the e-invoice repository. Here, invoices will be made available in PDF and XML formats. The XML format will contain detailed information about all transactions and can be easily imported into registrars' own accounting or domain name management systems. In addition to improving efficiency and providing more information, using less paper reduces everyone's environmental impact and contributes to our overall effort of becoming greener.

"We strive to provide the best service we can to registrars so they feel valued while interacting with the Finance department."

Profit and loss account

Revenues

.eu domain name registrations, renewals, trades and transfers naturally form the most important revenue source for EURid. These transactions are collectively known as registration rights.

According to EURid's accounting rules, the revenue from registration rights is spread equally over the duration of these rights. This means that a portion of the revenue from registrations originating from one accounting year is deferred to the next accounting year. Similarly, the revenue from multiyear registrations (MYRs) is spread over the various accounting years of the registration term.

As a result, the profit and loss account shows revenues of 12 792 963 euro in 2011, compared with 12 277 782 euro in 2010, which is an increase of 4.20%. Of this amount, 5 877 317 euro was transferred from 2010, whereas the remainder originated in 2011.

Most of the total turnover, 78.63%, was generated by .eu domain name renewals, while 16.81% came from new registrations. The remaining portion was generated by other domain name transactions, such as trades and transfers.

The increase in turnover was due to the organic growth of the .eu domain name portfolio, due to steadily increasing renewal revenue but also the introduction of MYRs in April 2011.

The financial revenues, based on the interest received on bank accounts and long-term deposits, amounted to 200 417 euro, up from 168 779 euro in 2010.

Total revenue amounted to 13 049 563 euro. Compared with 2010 (12 456 879 euro), this was an increase of 4.76%.

Costs

Total costs amounted to 12 569 268 euro compared with 12 082 640 euro in 2010. This rise of 4.03% was the net result of cost increases and decreases at various levels.

Small increases were recorded in office, administration and human resources costs, which can be attributed to the natural growth of the registry organisation. A large increase was recorded for operational costs, however. This increase can be attributed to: the start-up of the co-location in the Amsterdam data centre, the supplementary DNS infrastructure that was put into production, the addition of a new third-party anycast provider and the costs of projects such as the .eu DNSSEC Signing Service.

Decreases were noted in marketing and communication costs and depreciation, the latter due to the maturity of the IT infrastructure which only required replacement investments from 2010 onwards.

Surplus

The 2011 surplus amounted to 480 295 euro, slightly higher than the 2010 surplus of 374 239 euro. This was a natural increase given that revenue rose more than costs.

Profit and loss account

	2011	2010
Revenue from registration rights	12 792 963	12 277 782
Other revenues	200 417	168 779
Financial costs and revenues	56 183	10 318
TOTAL REVENUES	13 049 563	12 456 879

	2011	2010
General costs	1 220 824	1 067 673
Marketing & communication	2 856 643	3 104 409
Depreciation	934 069	1 291 878
Human resources	4 044 035	3 594 142
Operating expenses	2 306 342	1 666 156
Subsidiaries	1 207 355	1 358 382
TOTAL COSTS	12 569 268	12 082 640
SURPLUS	480 295	374 239

Cost categories

Internal reporting is organised by budget lines, which group the various costs according to their nature.

• General costs

General costs primarily contains all the administrative costs incurred by running the .eu registry, such as office, travel and legal costs.

• Marketing and communication

The marketing and communication budget line comprises all costs related to promoting .eu.

• Depreciation

Investments in IT infrastructure and equipment are depreciated at 33% over three years. Office equipment and furnishings are depreciated at 20% over five years.

• Human resources costs

Human resources costs refers to direct as well as indirect HR costs and includes expenses, such as salaries and temporary staff, but also the cost for leasing cars and transport.

• Operating expenses

Operating expenses are all costs related purely to the operation of EURid's systems and sites. This includes connectivity expenses, co-location costs and consultancy.

• Cost of subsidiaries

In order to better serve .eu registrars, EURid has three regional offices. The costs of operating these offices is recorded in this section.

Balance sheet

Assets

By the end of 2011, the net value of the fixed assets had decreased from 1 654 094 euro to 1 305 301 euro. Due to the maturity of the .eu IT infrastructure, most investments were replacement investments. This resulted in a slowly decreasing book value of the fixed assets, as IT equipment and infrastructure is depreciated over three years although their actual lifespan is much longer.

Amounts receivable increased by 2 041 240 euro, from 23 887 020 euro in 2010 to 25 928 259 euro by the end of 2011.

At the close of the financial year, accounts receivable were as high as 4 921 132 euro, a slight increase from 2010. This amount is however fully covered by the prepayments made by the registrars which are recorded as liabilities. The bank balance also increased, from 18 210 110 euro at the close of 2010 to 19 863 217 euro at the close of 2011.

Other receivables included the credit lines granted to EURid subsidiaries and amounts owing from the tax authorities. The deferred charges and accrued income account mainly concerned the cost of maintenance agreements to be attributed to future accounting periods.

Liabilities

At the liabilities level, the reserves and provisions increased. Whereas the total reserves decreased, funds were added to the provision for the Co-funded Marketing Programme (increasing from 2 801 445 euro in 2010 to 3 299 409 euro in 2011) and the provision for the transferable surplus.

The amounts payable account decreased from 11 709 119 euro in 2010 to 11 414 540 euro. This is the result of lower recorded outstanding debts to suppliers and a decrease in excess payments made by registrars. In addition, the overall prepayment level also decreased from 9 033 109 euro in 2010 to 8 995 809 euro in 2011.

Accrued charges and deferred income make up the revenue portion that originated from the accounting year in question which will be transferred to the next accounting period. Accrued charges and deferred income increased by 1 106 262 euro in 2011. This is to be expected given 2011's introduction of MYRs.

Balance sheet

	2011	2010
Fixed assets	1 333 533	1 682 326
Fixed assets (hardware, furniture, etc.)	1 305 301	1 654 094
Financial fixed assets (subsidiaries)	28 232	28 232
Amounts receivable	25 928 259	23 887 020
Customer debtors	4 921 132	4 674 927
Banks	19 863 217	18 210 110
Credit lines to subsidiaries	317 628	317 628
Other receivables	826 282	684 355
Deferred charges and accrued income	936 073	963 279
TOTAL ASSETS	28 197 865	26 532 625

	2011	2010
Reserves and profit carried forward	9 564 833	8 711 276
Amounts payable	11 414 540	11 709 119
Suppliers	708 297	846 051
Invoices to be received	48 117	155 040
Customer creditors	1 307 306	1 369 590
Tax and social security	355 011	297 570
Other amounts payable	0	7 759
Registrar prepayments	8 995 809	9 033 109
Accrued charges and deferred income	7 218 492	6 112 230
TOTAL LIABILITIES	28 197 865	26 532 625



MANAGER: GEO VAN LANGENHOVE

Team members: 3

Nationalities: 4

Languages spoken: 9

Areas of responsibility: Combatting domain name abuse, contractual and corporate matters, general legal advice, intellectual property and litigation

Geo Van Langenhove, Legal Manager since 2011

Legal

It is the responsibility of the Legal department to ensure that, as an organisation, we are legally compliant in everything we do. As a team, we provide our colleagues with legal advice and operational support. I joined EURid in January 2011 and enjoy working with .eu's uniquely international outlook.

European remit

We have our headquarters in Brussels and operate the .eu registry under Belgian law, especially in respect to our contractual obligations. Yet, EURid's remit covers all 27 EU Member States so therefore we use the legal framework of EU directives and regulations.

We actively enforce the EU regulations regarding .eu registrations. When the rules are broken, we take appropriate legal action. September 2011 saw the conclusion of a high-profile example where the court ruled in our favour and we revoked almost 9 000 .eu domain names that were registered in violation of .eu regulations.

Combat cybercrime

What is challenging about domain names is that the law is traditionally ruled by geographical boundaries and the Internet is not. Local legislation does not apply globally and cybercriminals are experts in exploiting any online loopholes. Our approach is to have recurring procedures in place behind-the-scenes to combat fraudulent activities.

"We actively enforce the EU regulations regarding .eu registrations."

We strive to protect legitimate .eu domain name holders and ultimately, the .eu brand. This requires constant vigilance from everyone in my team. We also work with law enforcement agencies and cooperate with fellow registry organisations.

Dispute resolution

Sometimes it is necessary for end users to challenge a .eu registration if they believe they have a prior right to the domain name and the current holder registered the name for speculative or abusive purposes.

To facilitate this, we offer the fast and convenient .eu Alternative Dispute Resolution (ADR) procedure through the independent Czech Arbitration Court. No travel is required as all cases are conducted online and by email, and in 21 official EU languages. During 2011, 47 .eu dispute resolution cases were filed and the Czech Arbitration Court published 42 ADR decisions, of which 38, or 90%, were in favour of the complainant.

2012

We already take steps against non-compliant or illegal domain name registrations and usage. But the situation is always changing as new fraudulent schemes are uncovered. To continue to protect .eu, we will add more initiatives to help make the Internet safer.

One way is to increase automation by removing some of the manual steps and processes we currently use. In 2012, we plan to improve the Legal department's internal efficiency as this will free-up time for other matters, including the investigation of dubious activities.

"EURid is... an enthusiastic group of people, full of exciting ideas to take .eu forward."



MANAGER: ELS VERSTAPPEN

Team members: 1

Nationalities: 1

Languages spoken: 3

Areas of responsibility: Compensation and benefits, employment policies and procedures, payroll, performance review management, office administration and recruitment

Els Verstappen, Human Resources Manager since 2007

Human Resources

EURid is a young company in two ways – it was founded in 2003 so we are only eight years old and the average age of the staff is 36. This makes us an enthusiastic group of people, full of exciting ideas to take .eu forward.

Six departments and four offices

The company has both a functional and regional structure, which remained unchanged during 2011.

Functionally, we have six departments each run by a manager who is also a member of the management team. Geographically, we are spread over four offices located in Diegem near Brussels, Pisa, Prague and Stockholm. In total, EURid had 66 employees at the end of 2011 of which 70% were located at our Diegem headquarters (see figure 18 for the headcount per office). The gender representation is equal with 52% men and 48% women.

To support the whole company, I work with local advisors and specialist payroll companies who assist with country-specific obligations and employment regulations. EURid's regional office managers also provide local knowledge and advice for which I am grateful.

Cultural diversity

We employ people from all over the EU and beyond. Combined, we are 22 nationalities and speak 25 languages. The common language is English so this is the official working language, yet Dutch, French, German and Italian are often spoken among colleagues.

When hiring staff, I of course look for a person with the correct skills and competences but they also need to fit into a multicultural environment and be able to work with colleagues located in different countries.

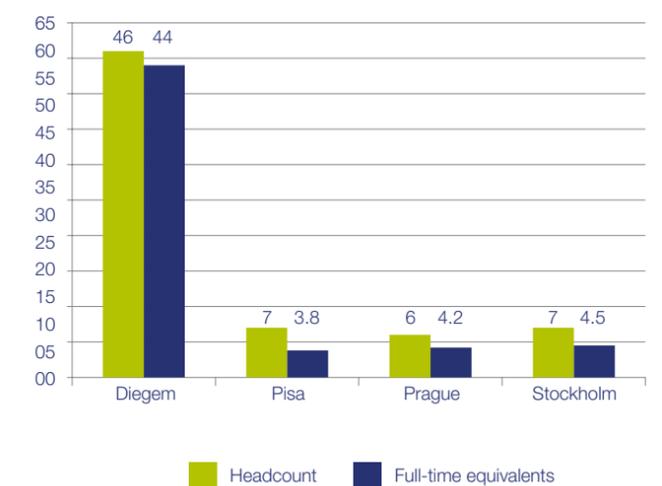
Keeping in touch

Working together is fundamental to any company's success and in reality, technology certainly helps us. We readily use email, online chat and video conferencing to keep in touch.

Face-to-face meetings are equally important and the Human Resources department organises the company retreat every January. For me, 2012's get-together was particularly memorable for everyone exchanging ideas during the brainstorm workshops. I was pleased to see the high level of staff involvement and plan to build on this momentum throughout the year.

18

Headcount in each office at the end of 2011





www.conceptcatering.eu | Portugal



www.tonight.eu | Italy



www.pulsecollege.eu | Ireland



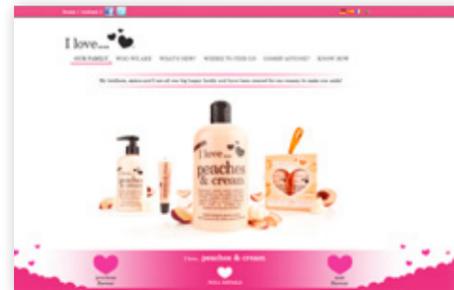
www.salzburg.eu | Austria



www.bicycle.eu | Slovakia



www.smartsurveillance.eu | Malta



www.ilovecosmetics.eu | United Kingdom

Looking forward

The road ahead for .eu

Concluding remarks from the General Manager

In addition to what we achieved in 2011, we started many projects which will come to fruition in 2012. The delivery of these projects will further strengthen our relationship with .eu registrars, continue to reduce complexity and maintain our online security focus.

Looking ahead, the domain name market will change during 2012 as hundreds of new generic top-level domains (gTLDs) are announced ahead of registration launch in 2013. This is a major change to a market which has only seen eight new gTLDs since 2005. I expect there to be a lot of marketing activity around extensions for cities, regions, communities, themes and brands.

While I see this upcoming market liberalisation creating extra competition for existing extensions, the publicity surrounding the new market entrants will, at the same time, draw positive attention to established TLDs such as .eu.

The role of registrars will also change because of this market shift. Some registrars will have a dual role by also becoming gTLD registries meaning that their business interests will be to promote their own extensions over and above others. Whether this will be a temporary or longer term change will depend on how successfully these new gTLDs are commercialised. Furthermore, as the market settles, I expect trademark owners to focus their marketing time and money on five to ten core domains, which could mean less popular extensions miss out.

.eu is well placed in the market as it inherently conveys a strong message that appeals to a large demographic: namely the 27 Member States of the EU. As companies in Europe look to grow, many will need a simple way to signal their European cross-border business intentions. The opening up of the TLD market should not fundamentally affect us, so I am confident that .eu will continue to strongly appeal to businesses and organisations across Europe.

Marc Van Wesemael, General Manager

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Vanessa Cogorno: Make-up artist

Sustainability

This annual report has been printed on paper made from pulp from responsibly managed forests and other controlled sources.



.eu timeline

- 1999** The European Council discusses a single top-level domain for Europe
- 2002 April** The European Parliament and Council adopt the EC regulation 733/2002 on the implementation of the .eu TLD
- 2003 April** EURid is incorporated under Belgian law
- 2003 May** EURid is appointed by the European Commission as the .eu registry following a tender process
- 2004 April** The European Commission publishes public policy rules for .eu (EC regulation 874/2004)
- 2005 May** .eu is added to the root zone of the Internet's Domain Name System (DNS)
- 2005 December** EURid begins accepting applications for .eu domain names from prior rights holders (Sunrise)
- 2006 April** .eu live registrations start with one million registrations on the first day (Landrush)
- 2009 January** .eu records its three-millionth domain name
- 2009 December** All official EU language scripts are supported by .eu Internationalised Domain Names (IDNs)
- 2010 June** .eu enables Domain Name System Security Extensions (DNSSEC), an Internet security standard
- 2010 September** .eu becomes one of the safest TLDs with a complete DNSSEC chain of trust
- 2011 April** .eu celebrates five years of live .eu registrations. We start offering registration periods of up to ten years (multiyear registrations)
- 2011 November** EURid simplifies online security for registrars by adding .eu DNSSEC Signing Service

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