

# Illustrated



Dear reader,

Ten years have passed since the .eu extension was made available to residents of the European Union. Throughout these past ten years, the internet landscape has greatly evolved. This is due in large part to the advancement of social media, the creation of numerous new gTLDs and the transition of the stewardship of certain Internet governance functions to the global multi stakeholder community.

The .eu TLD has been an influential leader during this past decade, becoming a centre of excellence in DNS operations, a best practice ambassador, a trustworthy partner of .eu registrars and registrants and a proactive contributor in many working groups that have developed new procedures in the domain name industry.

This .eu Illustrated issue is dedicated to the companies that have embraced .eu since its inception and features an interview with two of the European Commissioners who have tirelessly supported and continue to support the .eu TLD.



Behind .eu there is a truly European and international team.

To conclude, I would like to thank our nearly 3.9 million domain name holders as well as our special family of registrars who have promoted .eu as an extension based on quality and security, emanating from a TLD seeking to be as environmentally-friendly as possible. Finally, and equally important, a big thank you goes out to all past and present EURid employees who strive to make the .eu TLD your European online identity.

Enjoy the read,

Giovanni Seppia,  
External Relations Manager



- 2006 April**  
.eu land rush registration begins resulting in one million registrations on the first day
- 2009 December**  
.eu supports all official EU language scripts by allowing Internationalised Domain Names (IDNs)
- 2010 June**  
.eu implements Domain Name System Security Extensions (DNSSEC), an Internet security standard
- 2011 April**  
EURid celebrates five successful years of registering .eu domain names and begins offering multiyear registrations
- 2012 May**  
EURid becomes the first European TLD registry to achieve Eco-Management and Audit Scheme (EMAS) certification
- 2012 June**  
EURid launches YADIFA, a fast, secure and reliable open-source name server
- 2013 October**  
EURid gets the ISO/IEC 27001 certification and receives the CENTR Award for the Co-funded Marketing Programme
- 2014 January**  
.eu expands its reach as Iceland, Norway and Liechtenstein become eligible countries for registration
- 2014 June**  
EURid launches the .eu Web Awards
- 2016 April**  
.eu celebrates its 10<sup>th</sup> year anniversary and EURid finalizes preparations for managing .eu in Cyrillic



# 3 862 467

.eu domain names registered at the end of Q4 2015.



+14.5%  
Iceland



## 218 046

NEW .eu  
REGISTRATIONS  
IN Q4 2015

TOP 3  
COUNTRIES  
for .eu domain  
name registrations

The Netherlands 2

1 Germany

France 3

+22.7%  
Liechtenstein

### TOP GROWTH COUNTRIES

Q4 2015 vs Q3 2015

+7.1%  
Croatia



## 77%

RENEWAL RATE

The renewal rate during Q4 was 77%. The average renewal rate over the past nine years was 80%.



.eu is the only extension that applies the “Made in Europe” concept online.

**Marc Van Wesemael,**  
General Manager



Share your story! Are you a .eu domain name holder wishing to share your story? For contributions please email [press@eurid.eu](mailto:press@eurid.eu).

## Agenda

March, 15-17

### WHD GLOBAL

Rust, Germany

WorldHostingDays (WHD) is the most important gathering of the international hosting industry. The basic principle of WHD is to unite and foster the interaction between hosting industry experts from around the globe as well as to create new opportunities for partnering companies.

June, 4

### X TARGI EHANDLU

Katowice, Poland

X Targi eHandlu represents a 3 in 1 formula; a trade show including lectures from specialists and an E-Commerce Gala Awards ceremony. The objective of the event is to help SME and Start-up companies establish and develop the most effective e-commerce tools and applications over the Internet.

September, 23-24

### WEBEXPO 2016

Prague, Czech Republic

WebExpo is Central Europe's largest conference dedicated to the web. This event will unite 1600 web professionals and 70 influential speakers from around the world to share their experiences and opinions from their respective fields and show participants how to cultivate success on the web.

October, 26

### XI TARGI EHANDLU

Warsaw, Poland

XI Targi eHandlu represents a 3 in 1 formula; a trade show including lectures from specialists and an E-Commerce Gala Awards ceremony. The objective of the event is to help SME and start-up companies establish and develop the most effective e-commerce tools and applications over the Internet.

October, 25-27

### SMAU

Milan, Italy

SMAU is an event where entrepreneurs, managers and credible individuals share information with the goal of helping participants keep abreast of innovation, technology and the digital landscape. A special platform for start-ups, accelerators and research centres is also provided at this event.

For more upcoming events, check out  
[eurid.eu/about-us/meet-us](http://eurid.eu/about-us/meet-us)

## INTERVIEW WITH MR. ANDRUS ANSIP

*Vice-President of the EC in charge of Digital Single Market*

“.eu is one of the safest domain name extensions.”

**.eu TLD is celebrating its 10<sup>th</sup> anniversary with almost 4 million domain names registered. What are the benefits of having a .eu domain name for a European organization/company?**

“For the past decade, .eu country code top-level domain (ccTLD) has been growing to become one of the most popular extensions in Europe and in the world. According to our data, in 2014, the .eu annual growth reached 5.3%, which is very high compared to the average growth of the 28 Member States ccTLDs. At the end of March 2015, .eu counted almost 4 million registrations, a 4.3% net increase since 2012 that makes the .eu ccTLD the fourth most popular in the EU and the sixth in the world (see graph on page 8).”

“I am very pleased to see more and more users are embracing the .eu domain. And I believe they are doing the right thing, because the benefits of using it are several. In the current increasingly globalized world, no business can be certain it will always operate in a single European country or that all its clients will come from this country. Using a .eu domain name sends out the message that a company is open to business beyond national borders, and this attracts potential customers from far beyond those located just in the country of the company. Moreover, when the time comes to expand cross-borders, the company will not have to set up a new website to accommodate new needs.”

“Most importantly .eu is one of the safest domain name extensions, as the registry offers a Domain Name System Security Extension (DNSSEC) solution. DNSSEC reassures customers that they are actually on the right website, and not on a fake website which might misuse their personal information.”

**How much did you know about the DNS industry before it became part of your portfolio as Vice President at European Commission?**

“As the Prime Minister of Estonia, a country that is at the forefront of digital development, I was quite familiar with the opportunities and challenges related to domain names. In Estonia, the internet country code top-level domain (ccTLD) .ee is operated by the Estonian Internet Foundation on a not-for-profit basis, like most European ccTLDs.”

“The .ee TLD is the 31<sup>st</sup> ccTLD in Europe with around 109,000 domains and it is growing very fast. .ee has around 59% of the local Estonian market. But .eu is also widely used, as you can note with this website helping people to discover our country: “Welcome to Estonia” <http://estonia.eu/>”

“Now as the Vice-President of the European Commission responsible for the Digital Single Market, I am more involved. It is part of my role to help build a global governance architecture for the Internet which is legitimate, transparent, accountable, sustainable and inclusive. This includes ensuring the Internet remains open, a driving force for innovation and an international resource that benefits the European economy and citizens.”

“As I said at the 10<sup>th</sup> [Internet Governance Forum \(IGF\)](#) in Brazil last year, the internet has become a common good for humanity. Bringing its benefits to everyone should be our common goal. The positive outcome of the UN's ten-year review of World Summit on Information Society (WSIS+10) and the extension of the IGF mandate for 10 years give us a new impetus to move forward.”



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Using a .eu domain name sends out the message that a company is open to business beyond national borders.

*Mr. Ansip, Vice-President of the EC in charge of Digital Single Market*



## Total .eu domain name registrations by quarter



“Also since becoming Vice-President I have been even more involved in issues relating to the domain name system. We are participating very actively in the Internet Assigned Numbers Authority (IANA) stewardship transition process and in improving the accountability of the Internet Corporation for Assigned Names and Numbers (ICANN). ICANN is the organisation in charge of the coordination and management of the global Domain Name System (DNS). I am pleased that, for the first time, ICANN will soon have a European CEO, Göran Marby. Also as part of our commitment to the multistakeholder model I accepted a position in the coordination council of the NetMundial Initiative.”

**Prior to your current position at European Commission you were the Prime Minister of Estonia, which is one of the most digitally enhanced countries in Europe. What can Europe learn from Estonia when it comes to digital landscape?**

“There are interesting initiatives in Estonia that Europe can draw inspiration from. For example, in the country I know best, e-government is a reality. Online public services are about bringing more trust,

transparency and efficiency – and they also cut red tape and costs. You do not have to queue, fill in countless paper forms and pay fees to get just one stamp while it can be done without losing time and money, much more efficiently at the click of a mouse.”

“In Estonia, digital signatures are considered equivalent to hand-written signatures. Citizens can vote or fill in their tax forms online. The system is simple and secure. Estonia uses a unique ID methodology across all sectors, from banks to hospitals. What happened with “eEstonia” was an unprecedented level of accessibility to public services. It brought about important improvements in health and education services because people can now access these and other social services much more easily.”

“Estonian public services also apply the “once only” principle. This means that citizens and businesses do not need to give away their information more than once to the public authorities. This is simple and at the same time it leads to greater interoperability between systems. This is an essential element: systems should be able to “talk” to each other, within a country and

across borders. As part of our Digital Single Market strategy, we will work on the interconnection of business registries across the EU, the development of the “once only” principle and a “Single Digital Gateway”, in other words a unique online access point, for people and businesses.”

**In your opinion, how has .eu contributed to the European digital single market project?**

“There is great potential for .eu to contribute to achieving a Digital Single Market in Europe. The .eu TLD model helps increase confidence in e-commerce in the EU – the number of .eu domain names shows it is a trusted extension. A .eu website tells users they are dealing with a legal entity subject to the trading and consumer laws of the European Union (and also Iceland, Liechtenstein or Norway). It can make it easier for businesses to grow cross-borders and meet the needs of users in other countries. This is totally in line with our work under the Digital Single Market strategy. We want to reinforce trust in the online world and boost e-commerce. We have already started our work in this area. Just an example: in December we proposed modern EU rules to better protect consumers who shop online across the EU and help businesses expand their online sales. With these proposals, companies, especially startups, can grow across borders at less cost, with a common set of EU rules instead of a patchwork of national laws. We still have a lot to do this year. One of our objectives is to come with a package to further boost e-commerce in spring. Under this comprehensive approach we will come with initiatives to tackle unjustified geo-blocking, to make parcel delivery more efficient and affordable as well as to further reinforce the enforcement of EU consumer laws across borders.”

**Intellectual property rights have had a special place in your long political career, how important are these rights in the currently expanding domain market?**

“According to recent economic studies, intellectual property rights form part of the most important business assets and contribute greatly to growth and jobs in the EU. The explosive expansion of the internet has allowed domain names to become additional and valuable tools for businesses serving as their identifiers. It is through these domain names that businesses can establish internet presence and attract internet users worldwide. The increasing business value of domain names and

the resulting ever growing domain market has however presented new challenges. In particular brand owners fear having their trade mark infringed (also called cybersquatting). It is therefore essential that the brand owners have at their disposal efficient and effective means to enforce their rights, such as the Alternative Dispute Resolution system in place for the .eu TLD.”

**How do you see the future of the .eu TLD? Should it become the TLD of all Europeans?**

“The domain name landscape has changed dramatically in the past two years because of the introduction of new generic top-level domains (gTLDs) following the opening of the gTLD space by the Internet Corporation for Assigned Names and Numbers (ICANN). Overall, the new gTLD registrations account for 6.3 million domain names, the top one being .xyz with just over 1 million registrations. However, the new gTLD market has not confirmed expectations, because user demand has been much lower than expected.”



A .eu website tells users they are dealing with a legal entity subject to the trading and consumer laws of the European Union.

“Considering the historical trend and the current market situation, I can say that the .eu TLD remains successful thanks to the quality label associated with it. As mentioned, the .eu TLD is still growing; this happens at a time when we start delivering on our Digital Single Market strategy. I am certain that with the work of EURid, the registry of .eu, and its over 700 registrars around the world, .eu will maintain its strong position in the market as a stable, trustworthy and secure extension appreciated and relied upon by people and businesses in Europe and beyond.” ■



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We are nearing 4 million .eu registrations, and in 2015 .eu became the world's sixth largest country code TLD.

*Vivian Reding, Member of the European Parliament*

# “The .eu extension digitally constitutes Europe as an inward and outward entity.”

## **How big is the importance of a single European extension to the domain landscape?**

“The .eu extension got off to a flying start in 2006, because it was a long awaited initiative that provided an answer to a real need. The numbers speak for themselves: we are nearing 4 million .eu registrations, and in 2015 .eu became the world’s sixth largest country code TLD – a resounding success. The importance of this evolution for the domain landscape lies in the fact that it brings clarity to the patchwork of extensions, both for firms and organisations who maintain a European web-presence, and for citizens trying to see clear amidst all this complexity.”

## **You were European Commissioner for Information Society and Media while the .eu TLD was launched on April 7, 2006, what can you tell us about your background in the industry?**

“As European Commissioner for Information Society and Media I understood that Europe’s single market needed to pace up with the societal and economic developments that sprung forth from 20 years of relentless digital innovation. I set out to tackle Europe’s remaining barriers to guide the EU into the digital millennium.”

## **In your opinion, how has .eu contributed to the European digital single market project for the past 10 years?**

“Back in 2006, European firms and organisations were well accustomed to establishing themselves anywhere

they wanted within the European Union and providing their services regardless of borders. Only their digital presence could not reflect their European reach. They had to resort to a single national domain extension, hoping that citizens would cross that digital border, or create websites in every member state – with all the extra costs that entails.”

“The .eu extension has lifted this barrier which is not only important internally for companies and organisations who want to emphasize their European scope and identity, but also for the EU’s visibility in third countries. Henry Kissinger might have wondered what number to dial if he wanted to speak to Europe, today he would certainly not have any problems trying to identify European firms and organisations. The .eu extension digitally constitutes Europe as an inward and outward entity – a first leap towards a truly digital market – that can throw its full economic and political weight behind its actions and demands.”

## **How much are you using the Internet in your daily life and how important is it for you to be online?**

“My digital presence (mainly through my Facebook and Twitter accounts) helps me to connect with Luxemburgish constituents and European citizens at large. Members of the European Parliaments are elected by local constituents, but they legislate for the whole of Europe. This gap could hardly be bridged by traditional media, but the new media – social and digital – allow me to engage with citizens from all over the European Union, while at the same time liaising with Luxembourg about my activities in Brussels.” ■

## .eu across the EU and EEA

3.8  
MILLION  
REGISTRATIONS

.eu SEES

TRANSNATIONAL,  
INTERGENERATIONAL  
AND MULTISECTOR  
POPULARITY

April 2016 marks ten years since EURid opened general registration of the .eu TLD on a first come – first served basis. Since 2006, millions of businesses and individuals from across the European Union – and even the EEA – have opted for the stable and secure domain that is .eu.

The top ten countries for .eu registrations make up 87.5% of .eu registrants, with Germany topping the list, followed by the Netherlands and France. Here's to another successful decade!

*Discover more of our success stories  
on our youtube channel:*

[youtube.com/user/Europeanregistry](https://www.youtube.com/user/Europeanregistry)



**hoogstraten.eu**

**Fresh Fruit & Vegetables**  
Belgium

Coöperatie Hoogstraten cv is utilising its rich history in fruit and vegetable production to meet future demand by constantly searching for innovative and sustainable solutions.



**mountainblog.eu**

**Web Magazine**  
United Kingdom

As a sports blogging site, Mountainblog's goal is to inform the European public about the best sports equipment and brands on the market.



**icfo.eu**

**The Institute of Photonic Sciences**  
Spain

The ICFO exists to study light itself. With hundreds of researchers and scientists, they seek answers to questions that could build the technology of tomorrow.



eu

## langley.eu

**Hotels & Resorts in Europe**  
Sweden

Langley owns and operates hotels that offer active relaxation to discerning guests including personal services, stimulating activities and superb food.



eu

## tartukaubamaja.eu

**Shopping Center**  
Estonia

Tartu Kaubamaja is a leading fashion and beauty shopping center in Southern Estonia with more than 60 retailers and service providers.



eu

## dudek.eu

**Paragliders**  
Poland

Dudek Paragliders has been equipping world champion paragliders with the best canopies available since 1995. The production process takes place entirely in Poland.

eu



## motioncompany.eu

**Web Design**  
Germany

Founded in 2003, Motioncompany supplies companies around the world with bespoke, mobile ready websites and SEO services.

eu



## pilsen.eu

**the City with .eu Identity**  
Czech Republic

The fourth largest city in the Czech Republic, and the home of Pilsner beer, Pilsen was also a European Capital of Culture in 2015.



## dandelion.eu

**API platforms**  
Italy

Dandelion.eu provides an API platform, made by SpazioDati, where users can access semantic engine as a service.

eu



## dodoni.eu

**No1 Feta**  
Greece

Dodoni is a world-renowned Greek dairy company known for its quality products, particularly for its No1 Feta in Greece.

eu

icfo.eu





"ICFO's core spirit is based on ingenuity, fascination for the unknown and hard work. We project this attitude in everything that we do, including how we communicate. .eu allows us to share our mission and convey our values to collaborators and partners all around the world."

"We chose .eu because we support the values promoted by the European Union and, in particular, by the European Research Area."

ICFO –The Institute of Photonic Sciences is a research centre devoted to the science and technology of harnessing light. The ICFO's primary mission is to tackle important challenges facing society at large, focusing on critical

current and future matters such as health, energy, information, safety, security and environmental care. They host over 350 professionals including researchers and PhD students, who publish in the most prestigious journals around the world.

**icfo.eu** aims to give a detailed overview of the work being conducted at the institute as well as an introduction to the women and men who are making amazing advances in the science and technologies of light.



# pilsen.eu

“The City of Pilsen registered domains plzen.eu and pilsen.eu way back in 2006. The choice was a logical and obvious one due to Czech’s affiliation to the European Union and because Pilsen has also been awarded the title of the European Capital of Culture.

The decision was well advised.”

“.eu is simple and intuitive both for citizens living in Pilsen and for its visitors.”

Pilsen is the fourth largest city in the Czech Republic and is conveniently located just one hour away from the Prague Airport. The city is famous for its Pilsner style beer, known as Urquell, as well as many

popular places of interest including the beautiful historical centre, the fourth largest synagogue in the world and multiple apartments with interiors designed by the world famous architect Adolf Loos.

**pilsen.eu** *provides comprehensive information about the city’s local events and tourist attractions.*



# Get an unrivalled online presence with the power of .europa.

## 3 reasons to choose .eu



Signal quality and trustworthiness as a legal entity in the European Union or the EEA subject to EU trading and consumer laws.



Demonstrate your environmental commitment by registering a .eu. EURid, dedicated to compensating its CO<sub>2</sub> emissions, is the only registry in Europe to be registered by the EU Eco-Management and Audit Scheme (EMAS).



Show you are European and an international player open for business across the 28 EU Member States, the EEA countries and beyond.



Visit [www.eurid.eu](http://www.eurid.eu) and register your .eu today.

