

Registrar-Atlas 2012

21. März 2012

WorldHostingDays 2012

Verband der deutschen Internetwirtschaft e.V.

WIR GESTALTEN DAS INTERNET.

eco

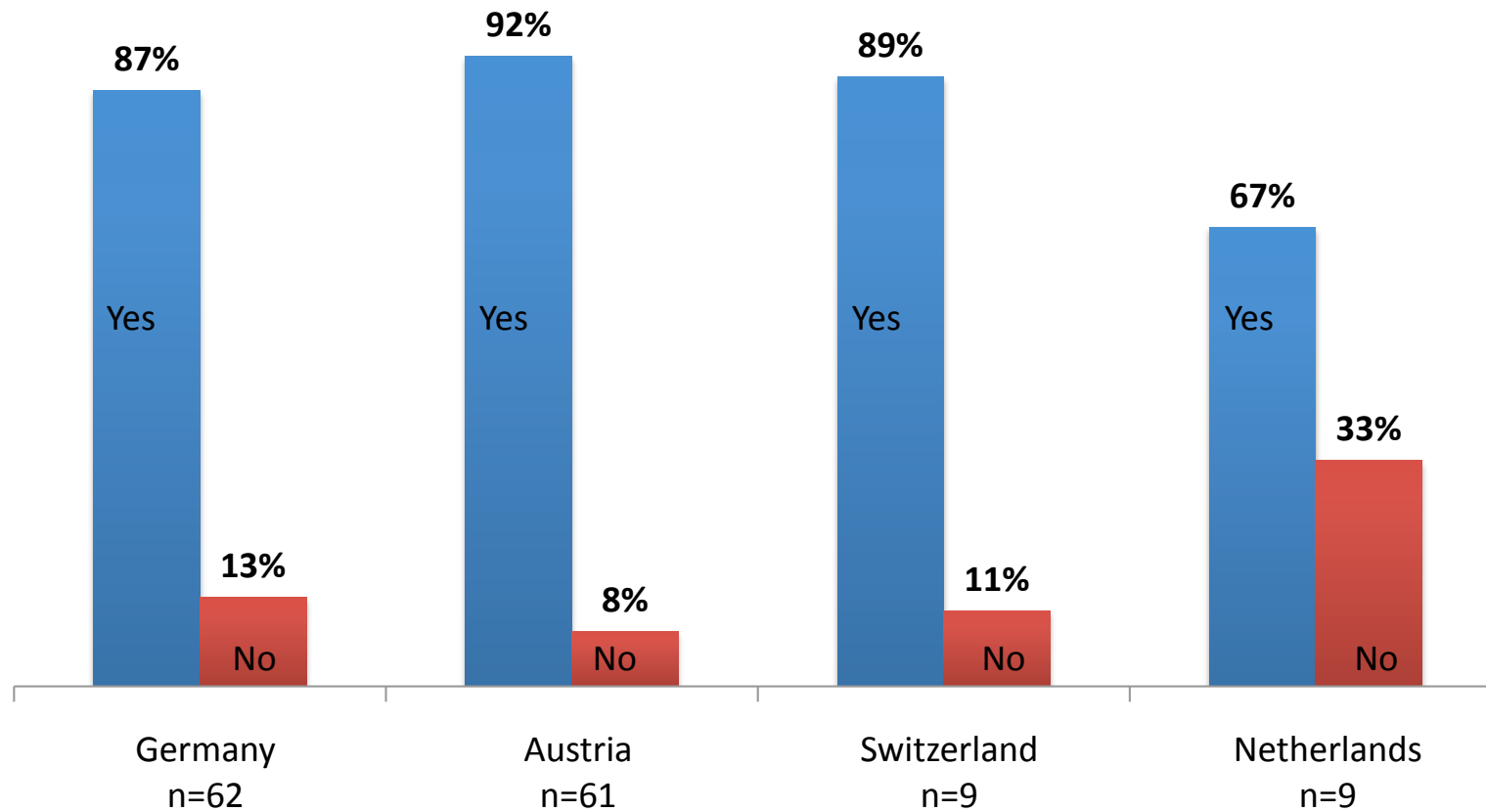
Who is eco?

- Association of the German Internet Industry
- Operates the DE-CIX (100% subsidiary)
- Representing the interests of the industry at the national and international level
- Expert groups on various subjects, e.g. the Names & Numbers Forum

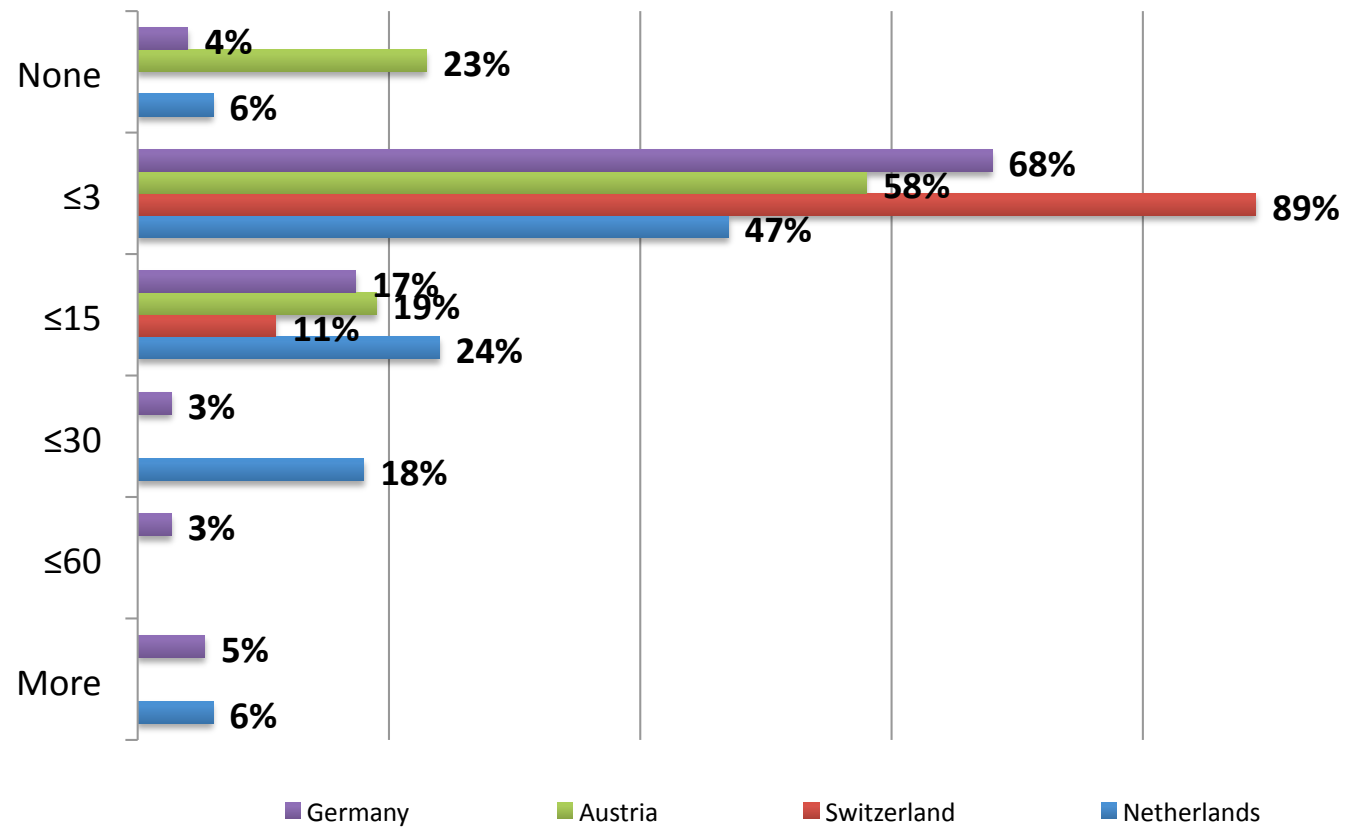
Registrar-Atlas?

- Little is known about the domain industry
- Long reseller chains
- The long tail is unknown territory
- Identify chances / weaknesses
- First study in 2011 for Germany only (available in DE and EN at <http://numbers.eco.de>)
- Huge interest
- Registrar Atlas 2012 in collaboration with ISPA AT, SWITCH and SIDN (THANKS!)
- Thanks to Verisign for their support!

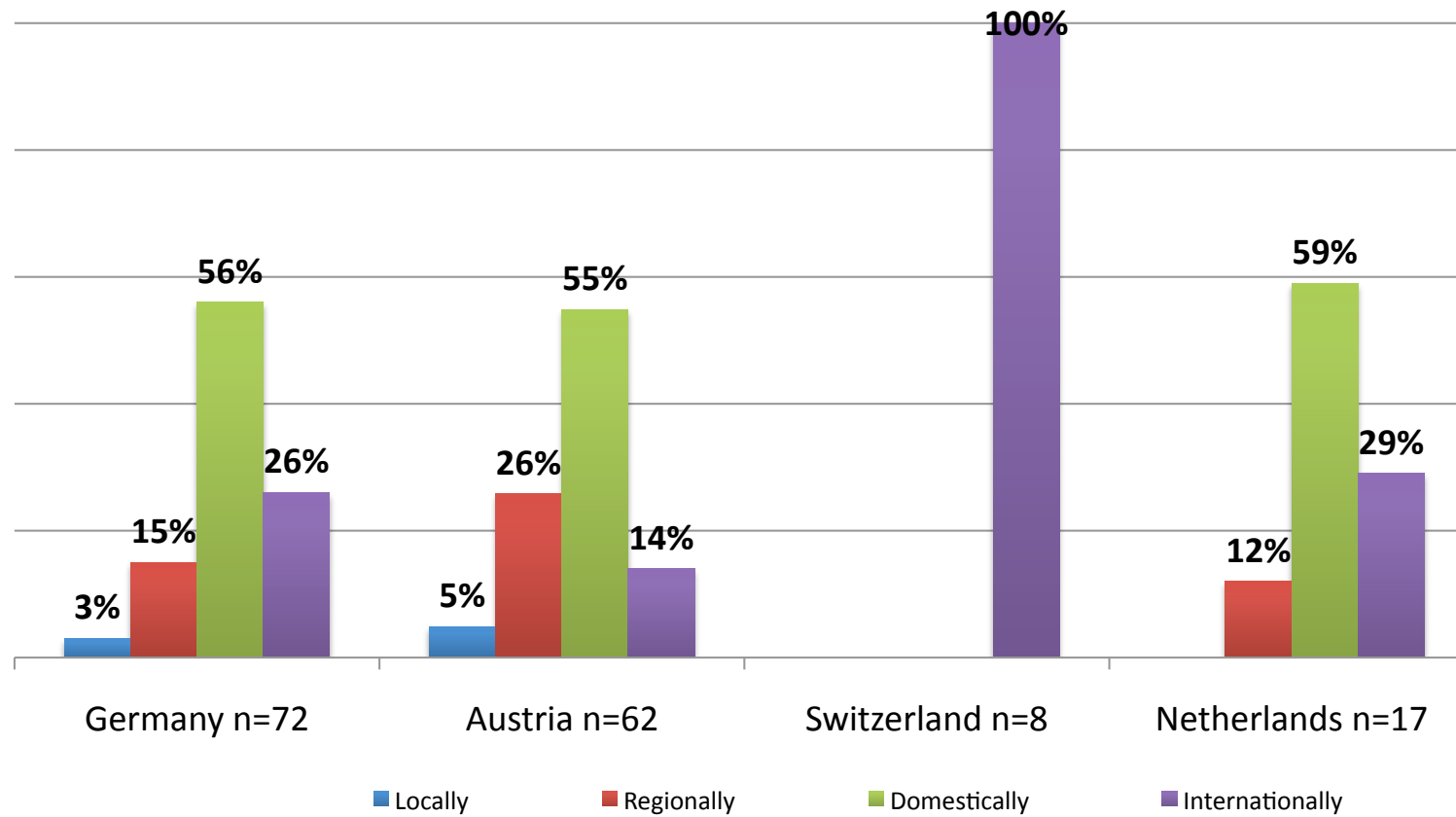
Do you have the impression that it is important for your customers that yours is a domestic company?



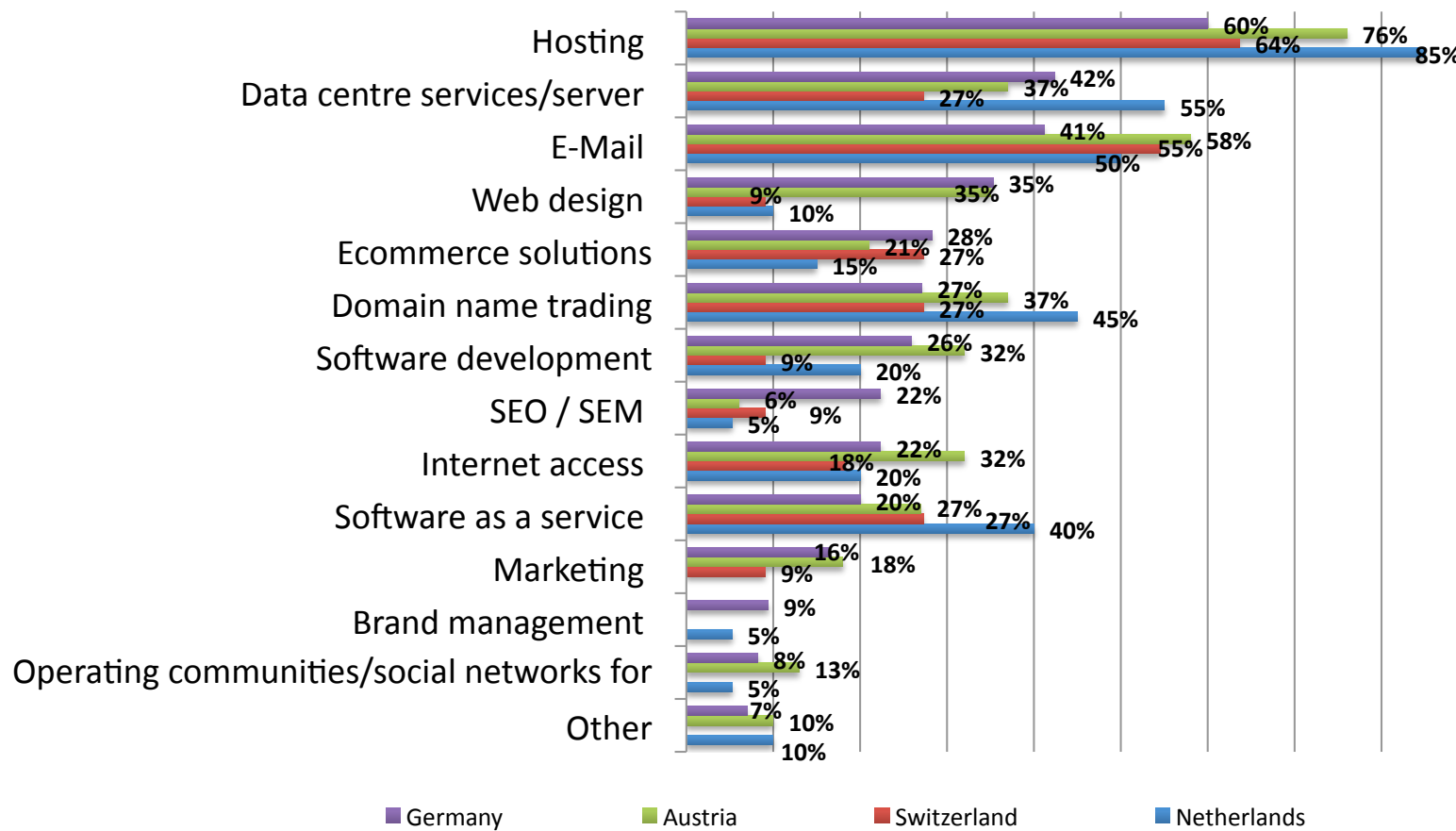
How many full-time positions are allocated to the domain name business?



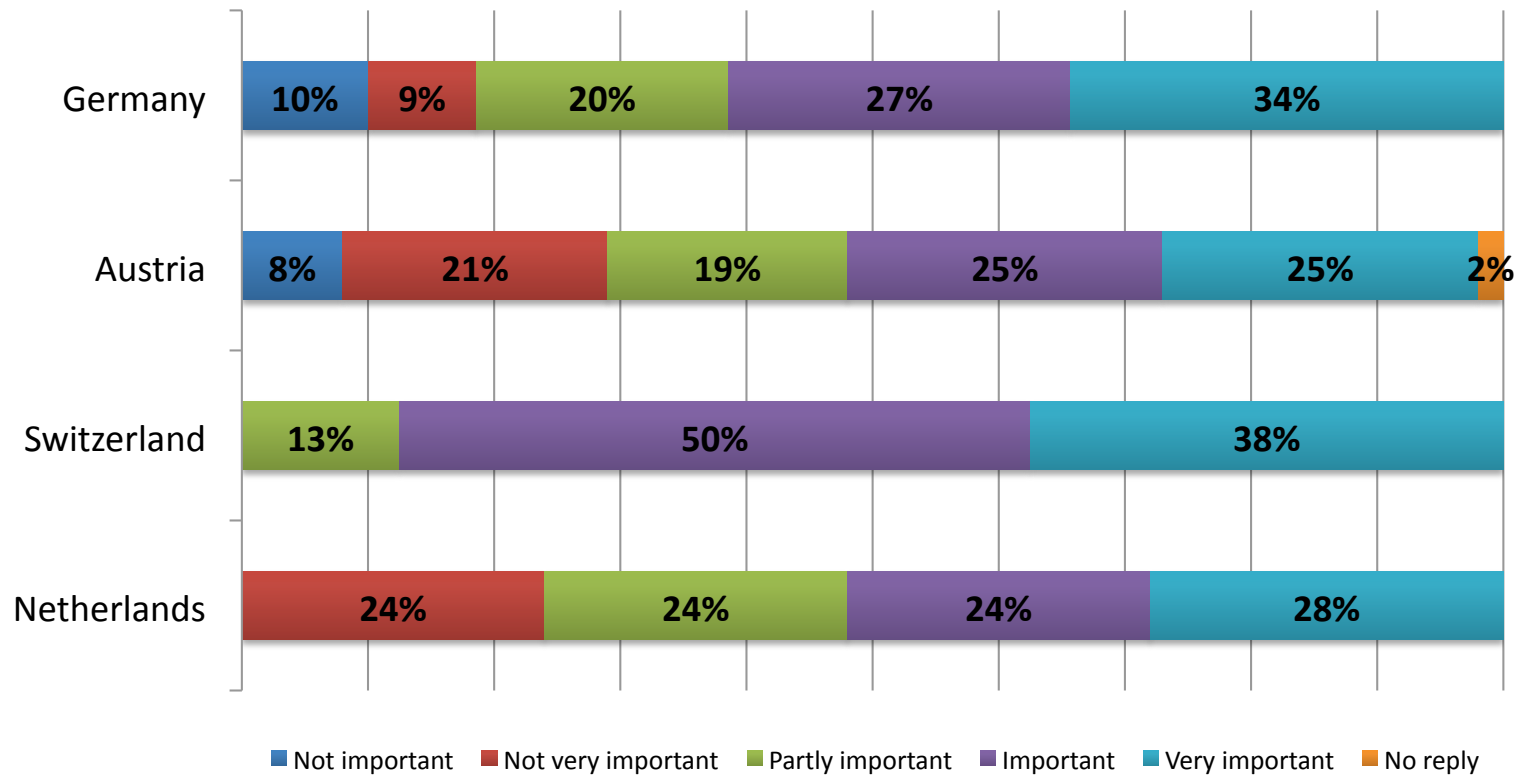
Where do your customers predominantly reside?



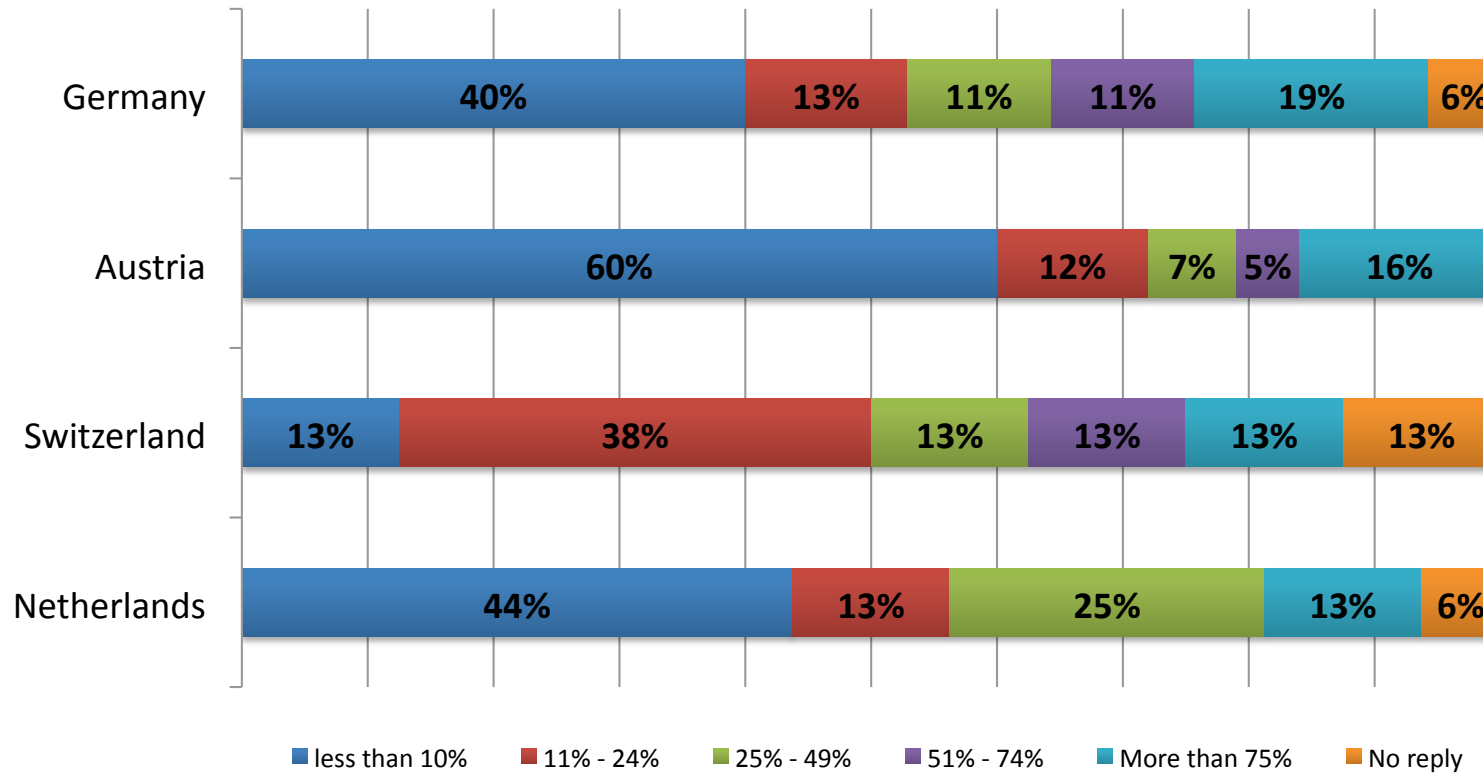
In which business segments are you active as well?



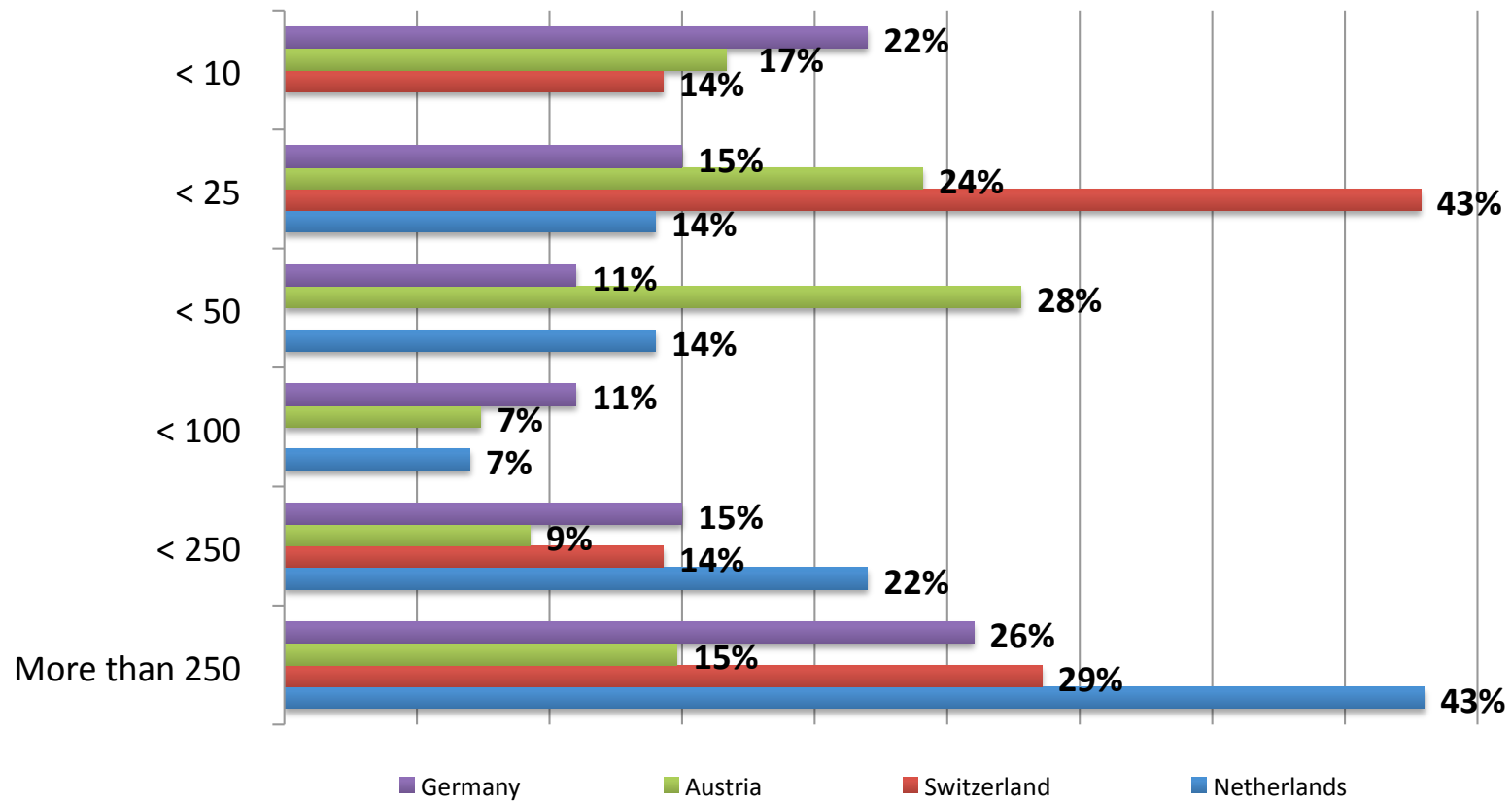
How important is the domain name business for your company?



What share of your revenues is attributable to your domain-name business-related services?

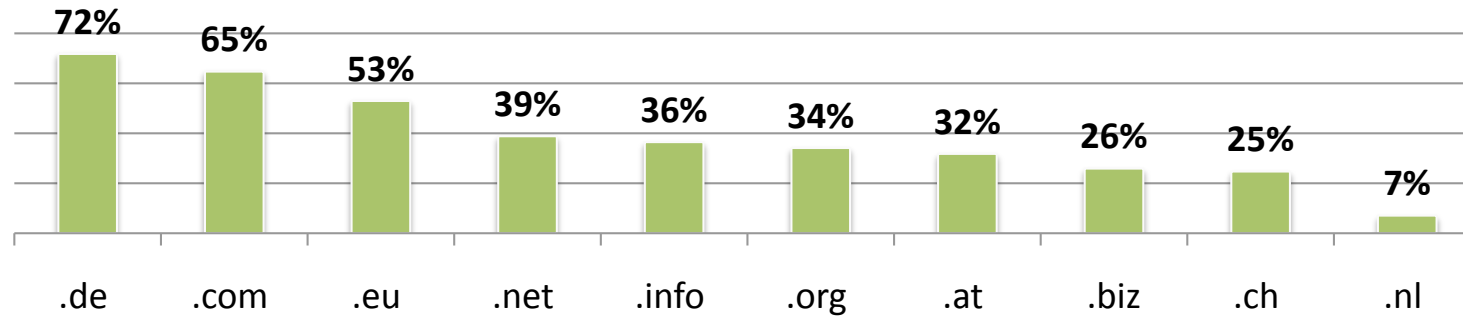


How many different domain name suffixes (top-level domains such as .com, .de and .eu) do you offer your customers?

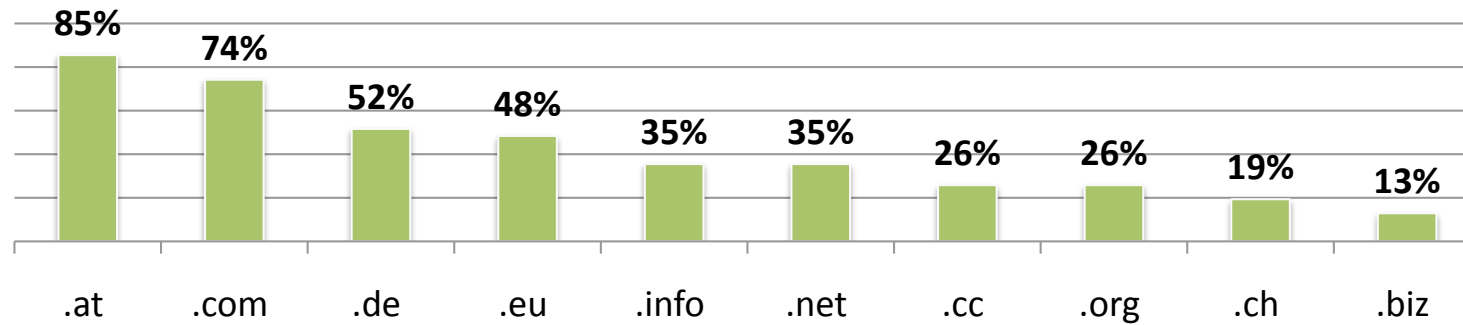


Which 10 top-level domains do you sell the most of?

Germany n=85

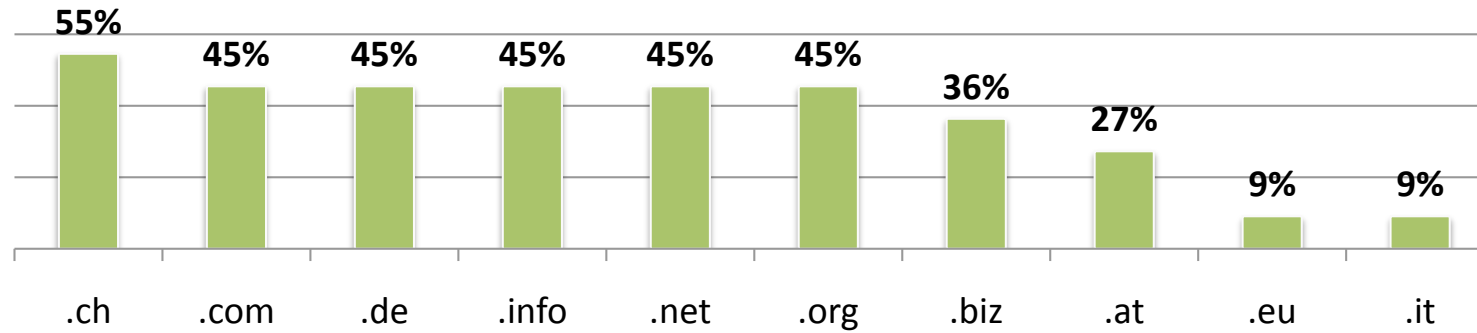


Austria n=62

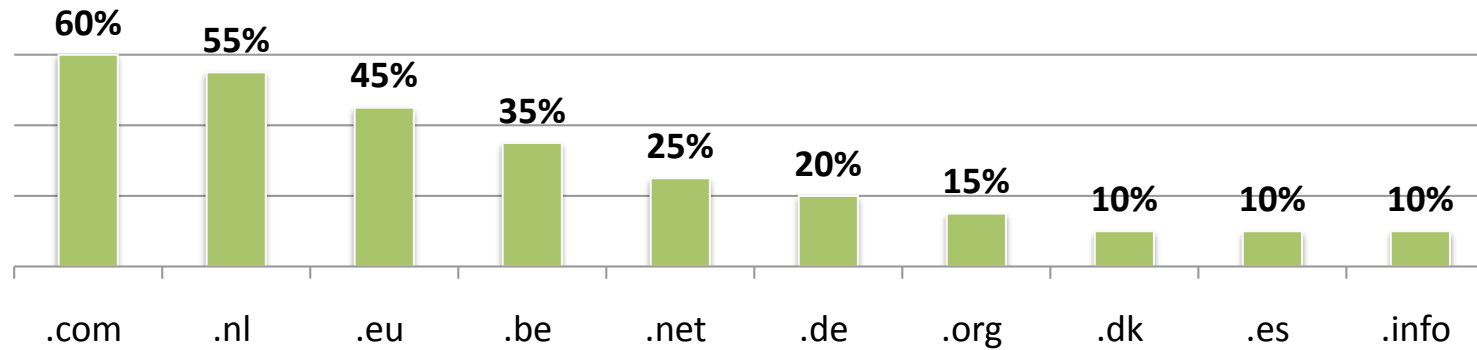


Which 10 top-level domains do you sell the most of?

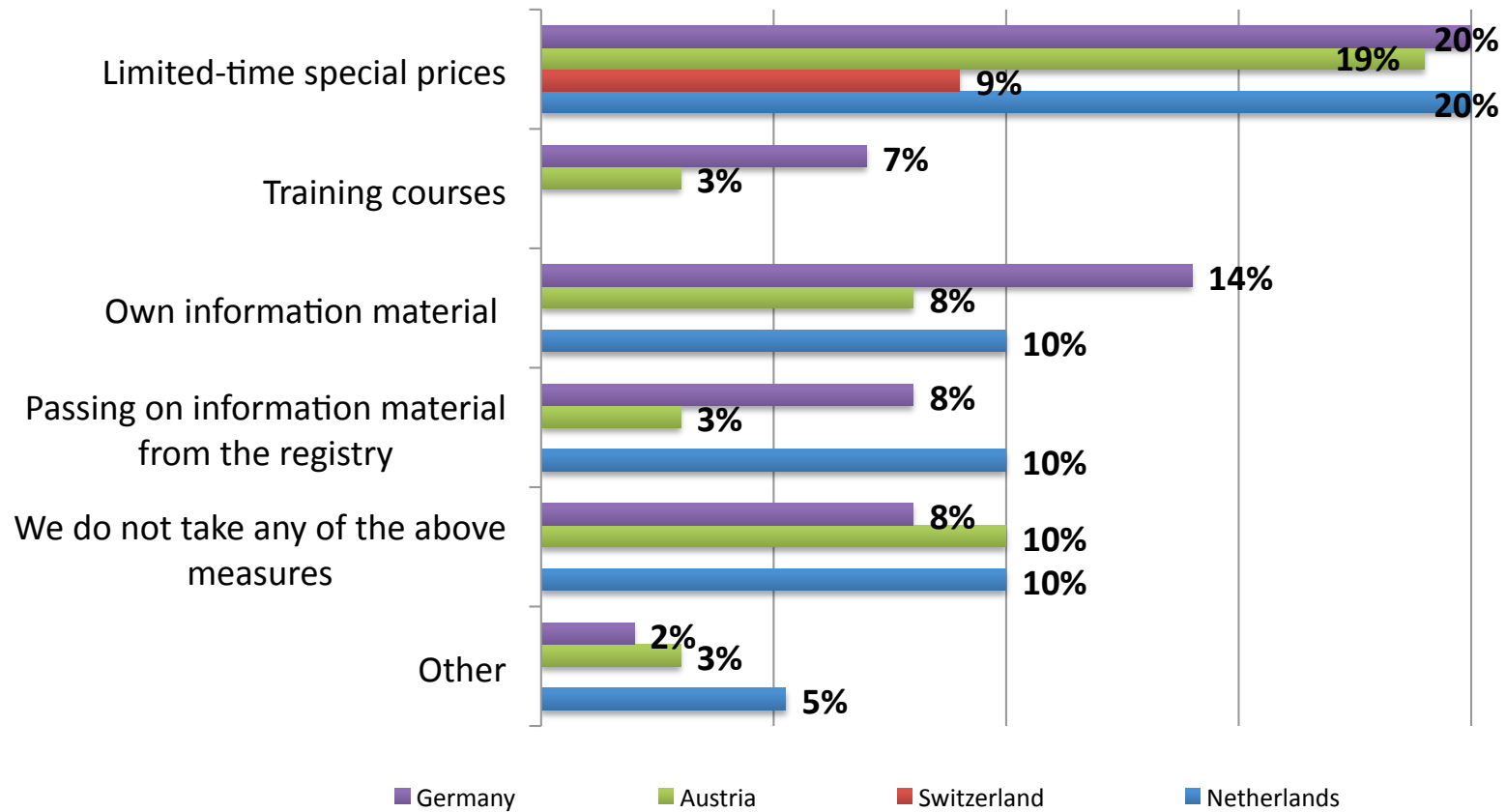
Switzerland n=11



NETHERLANDS N=20

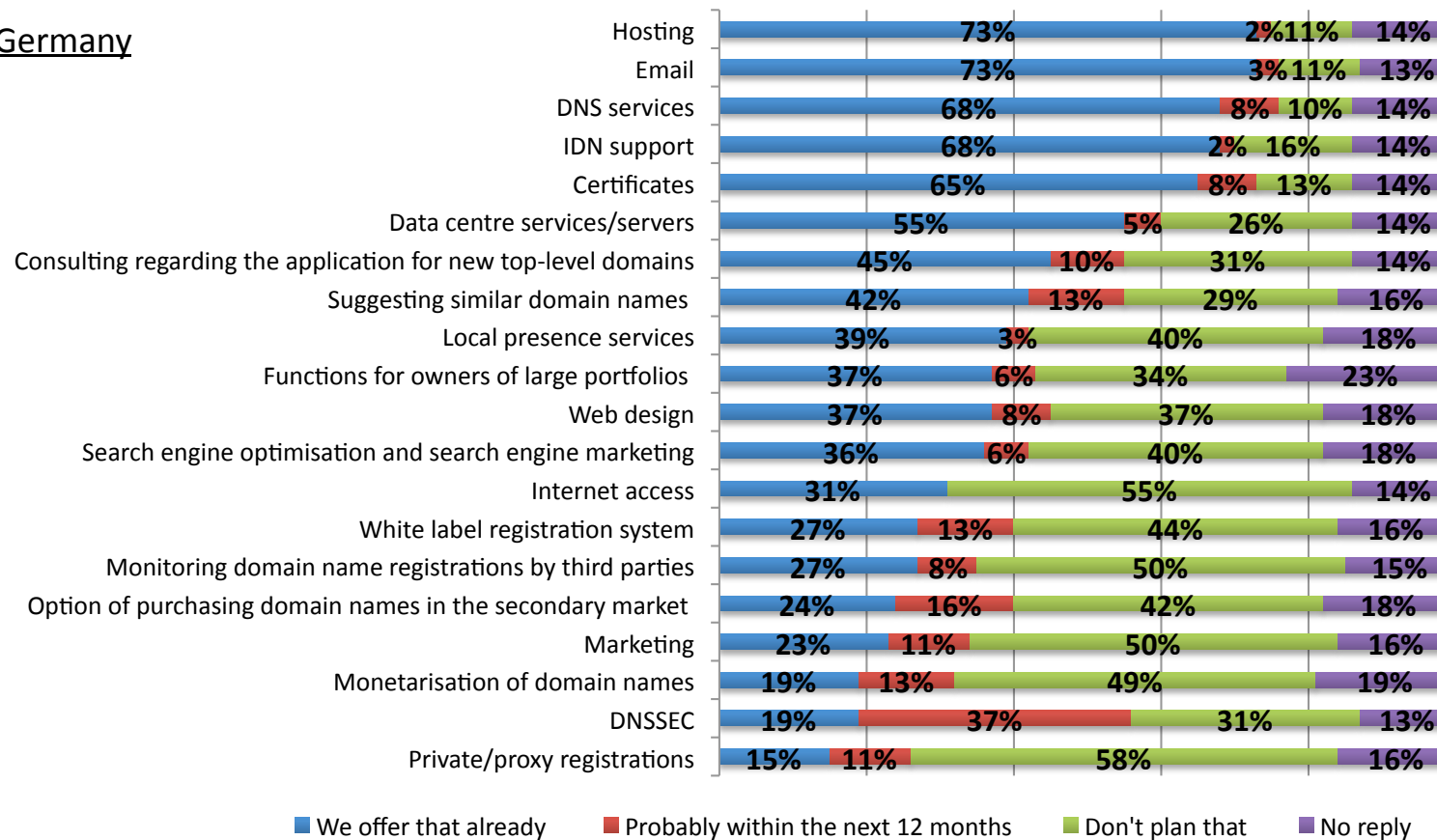


We assist our resellers in their sales promotion by way of:



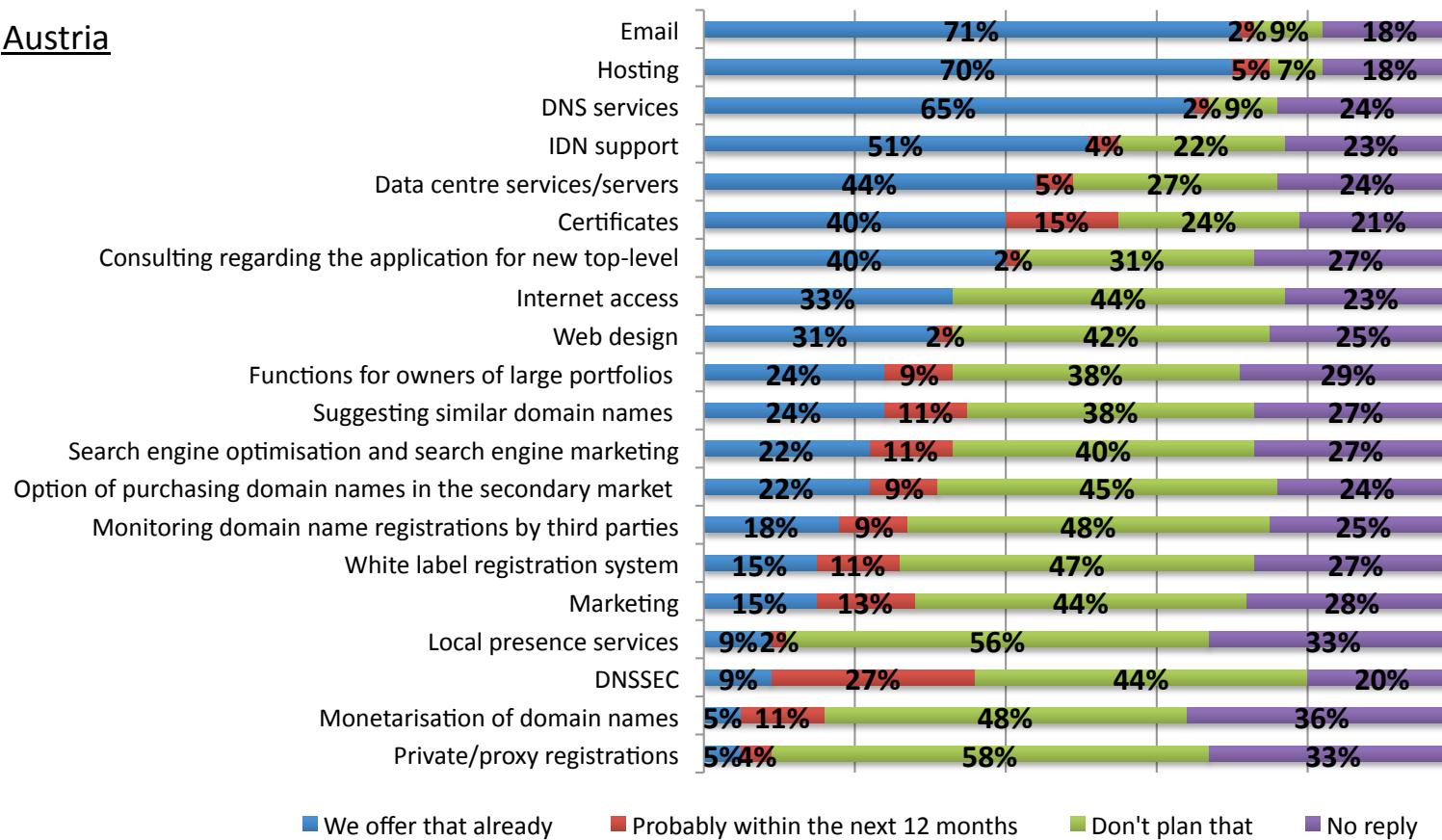
Which innovations or additional services are you planning to offer your customers within the next 12 months?

Germany



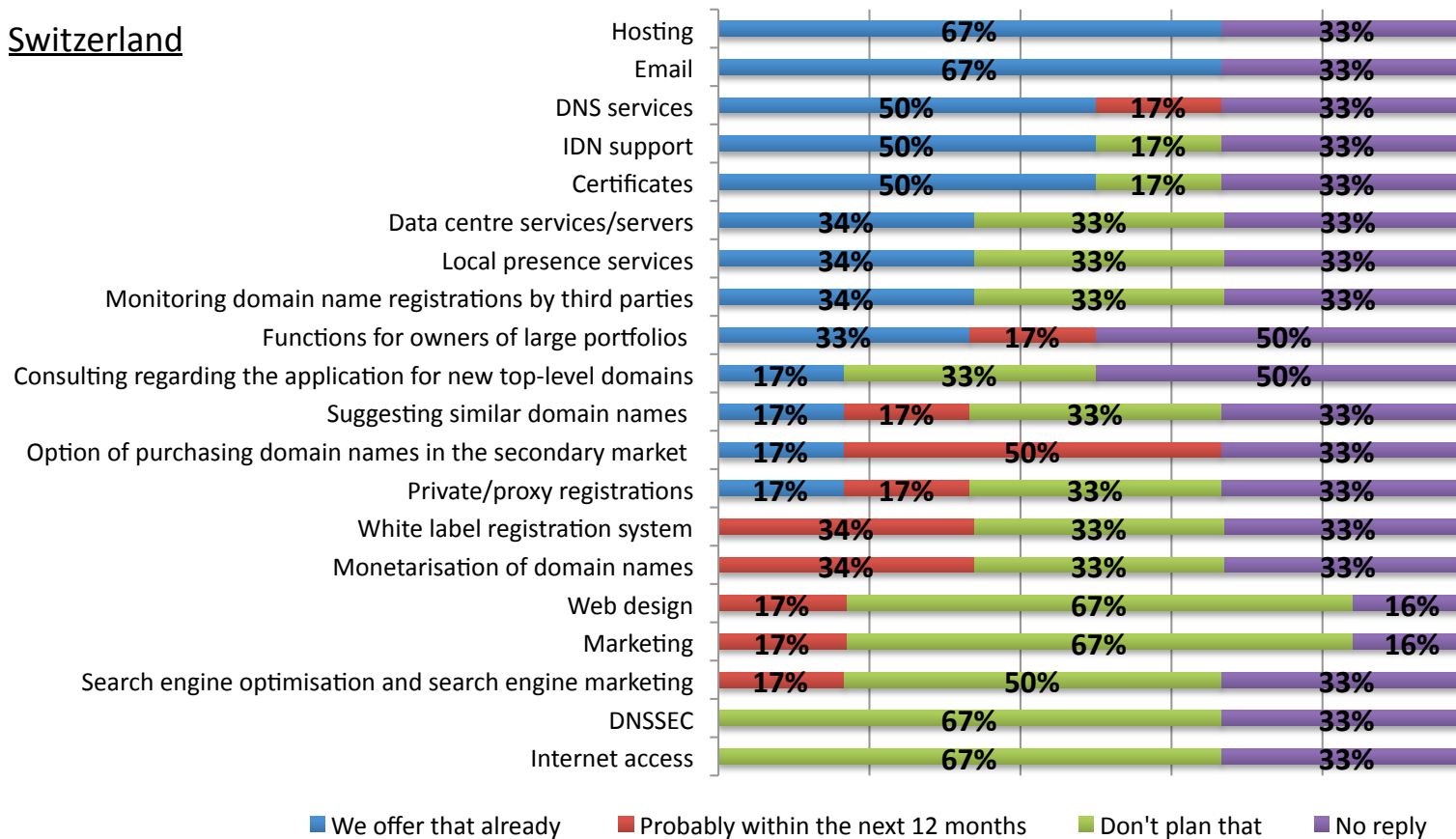
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Austria



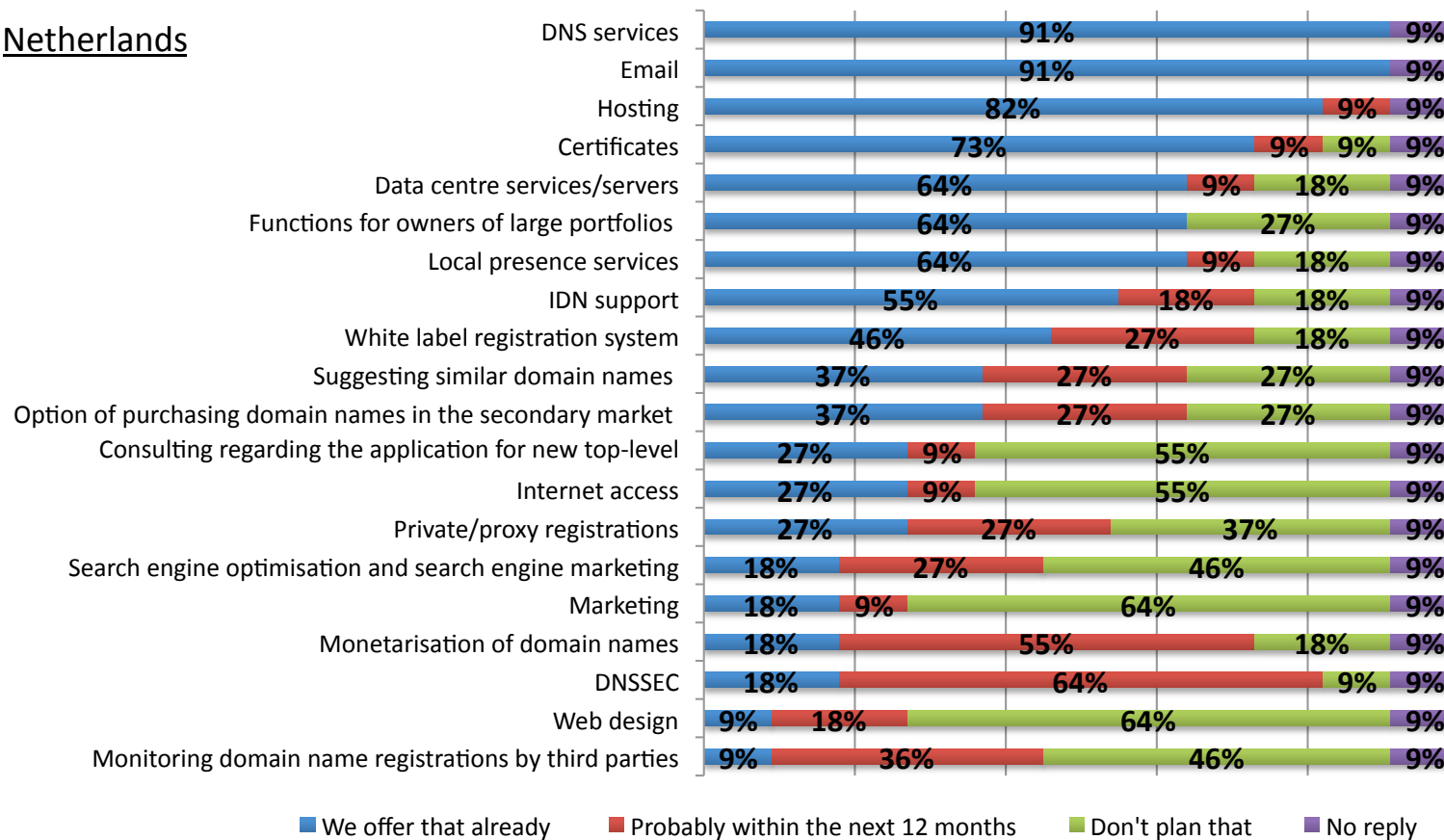
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Switzerland



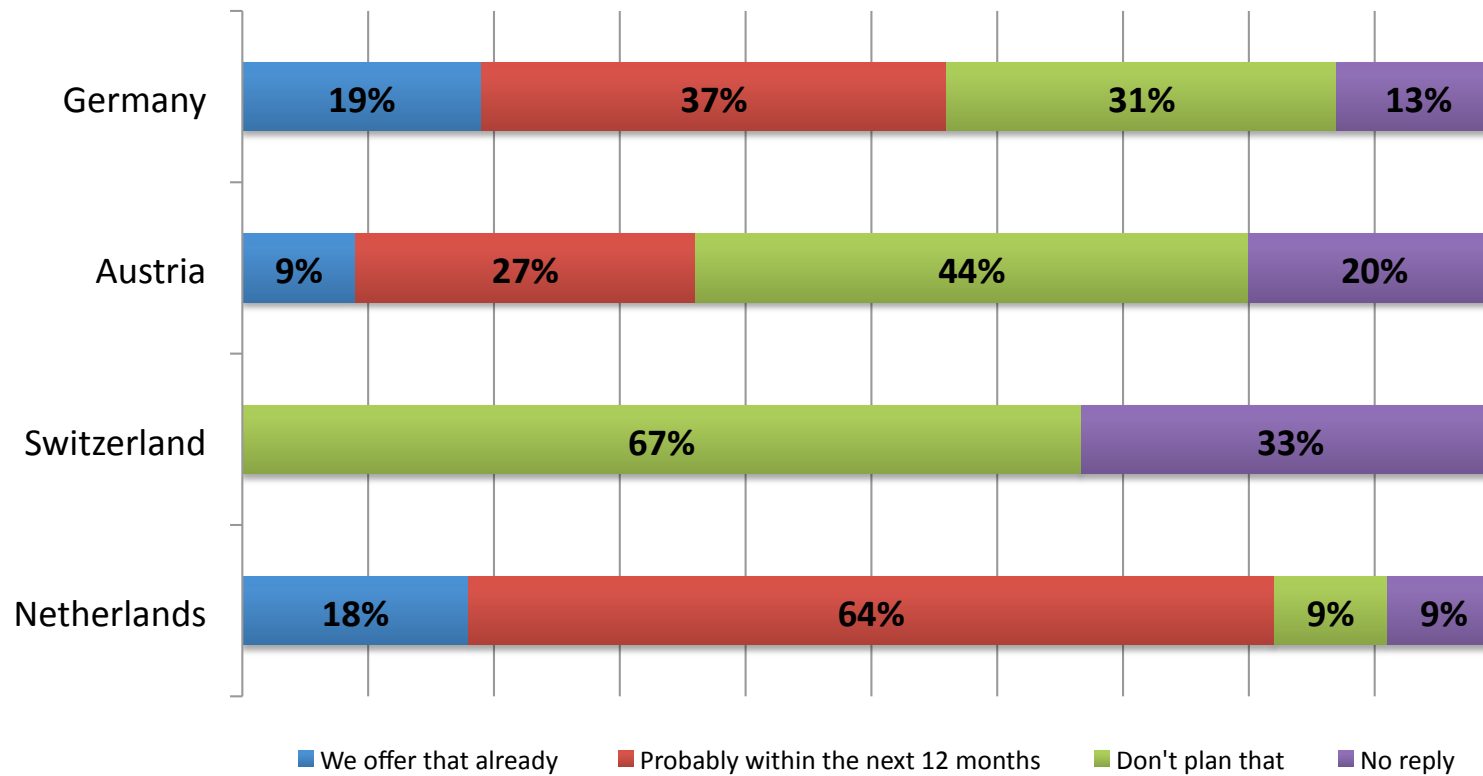
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Netherlands



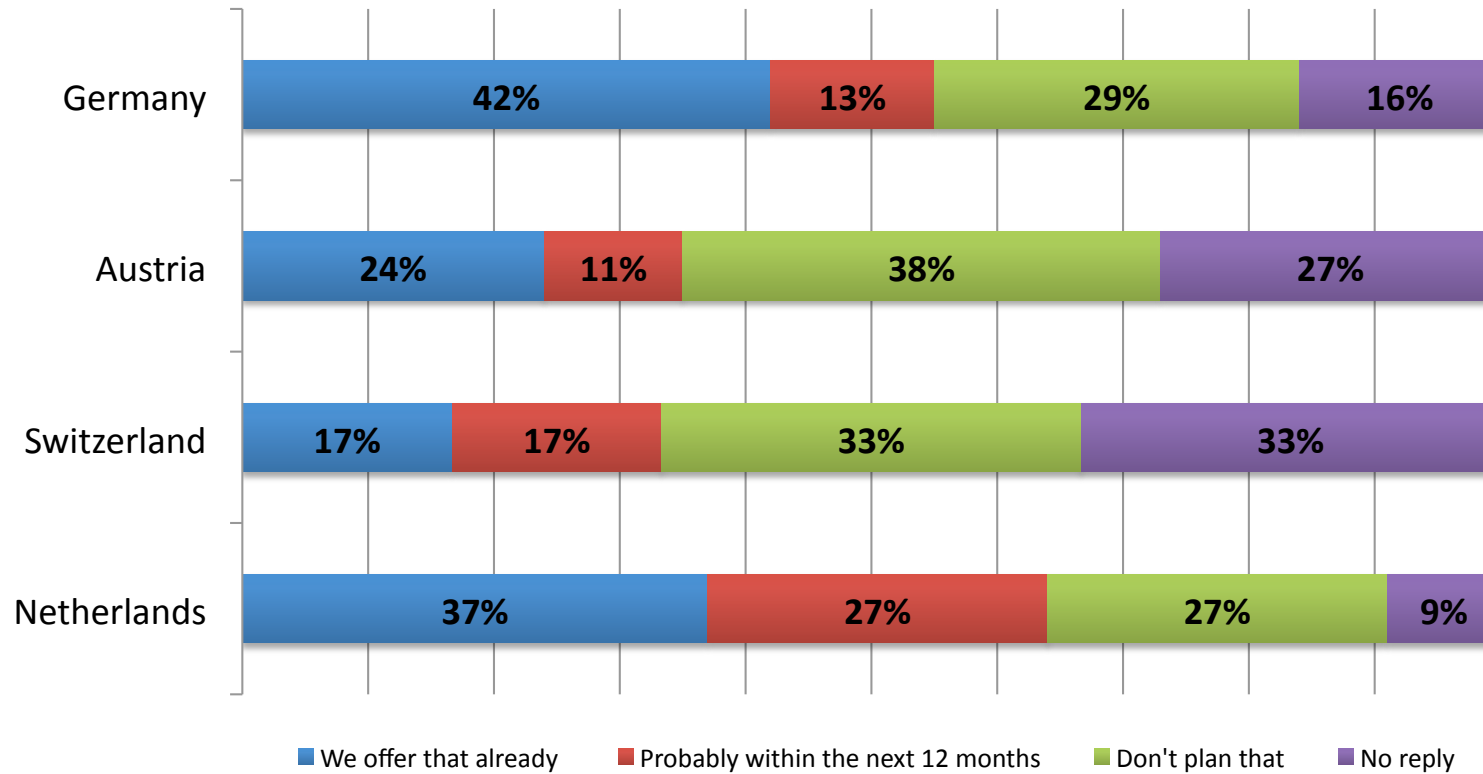
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DNSSEC



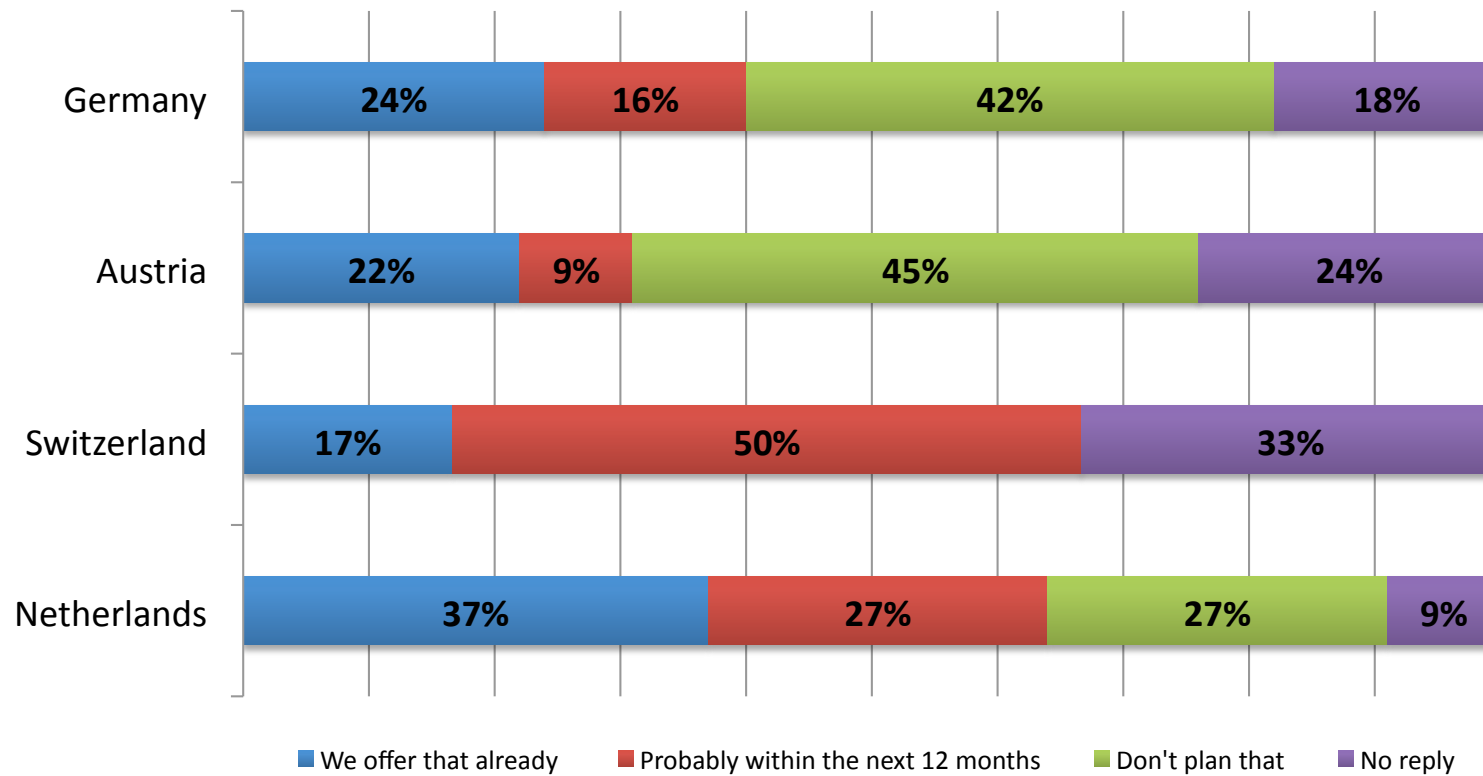
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Suggesting similar domain names



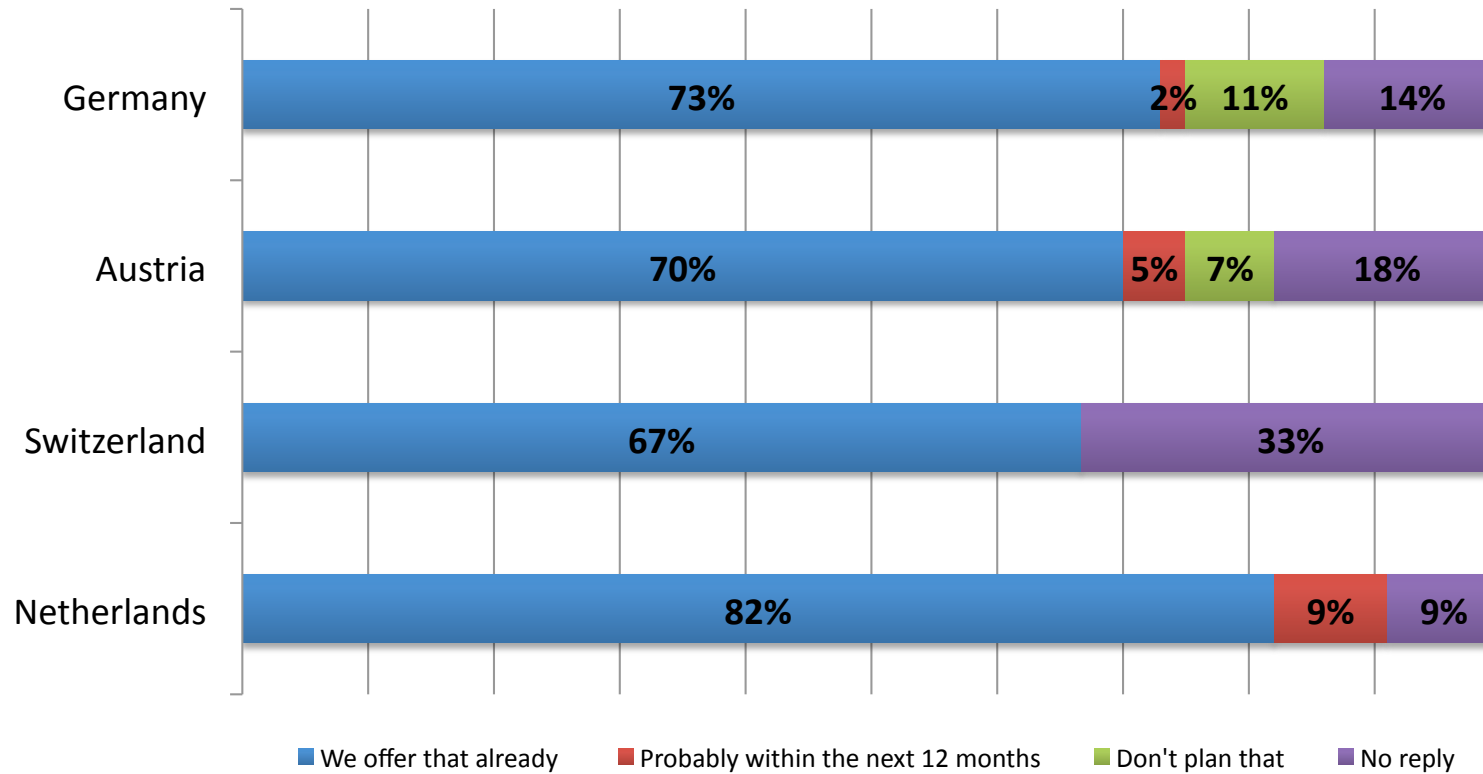
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Option of purchasing domain names in the secondary market

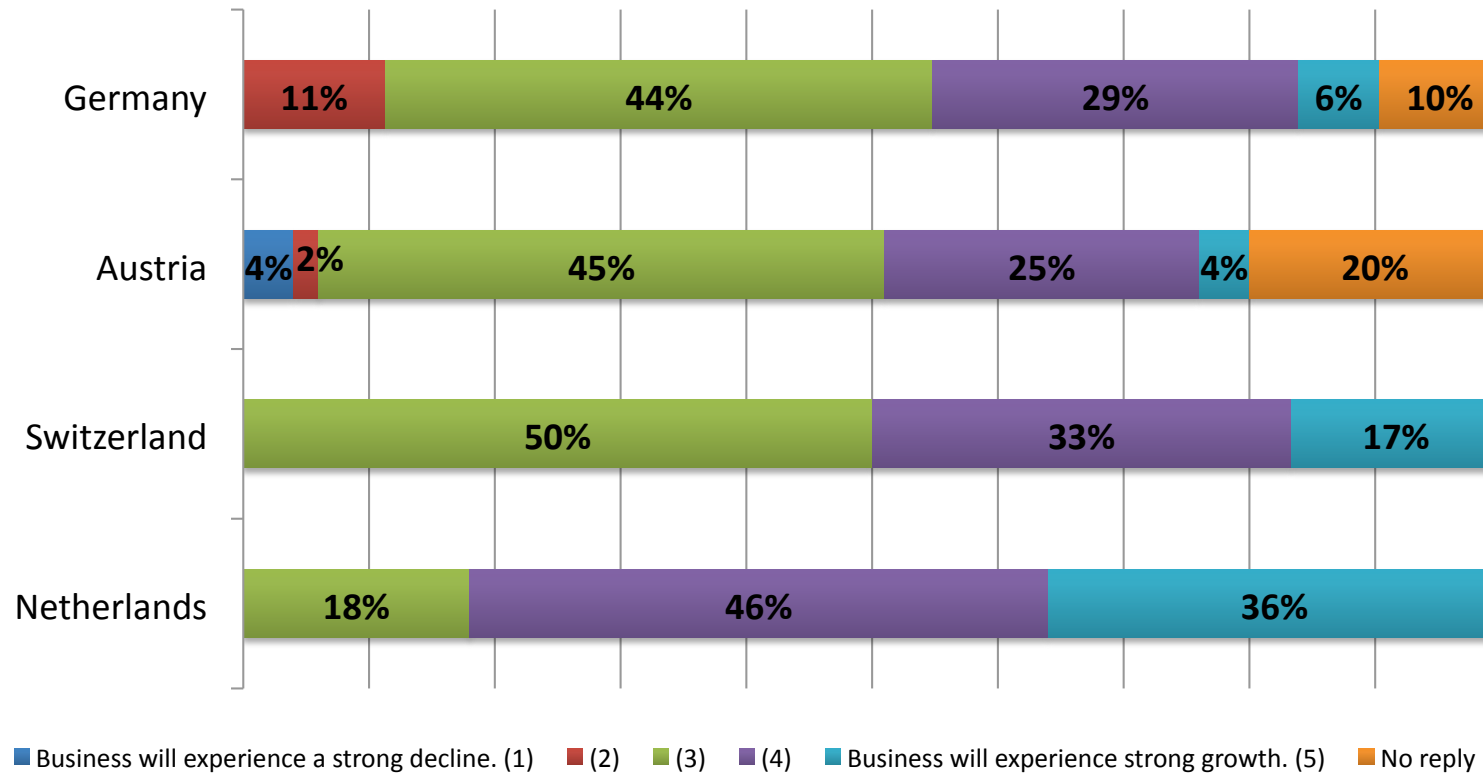


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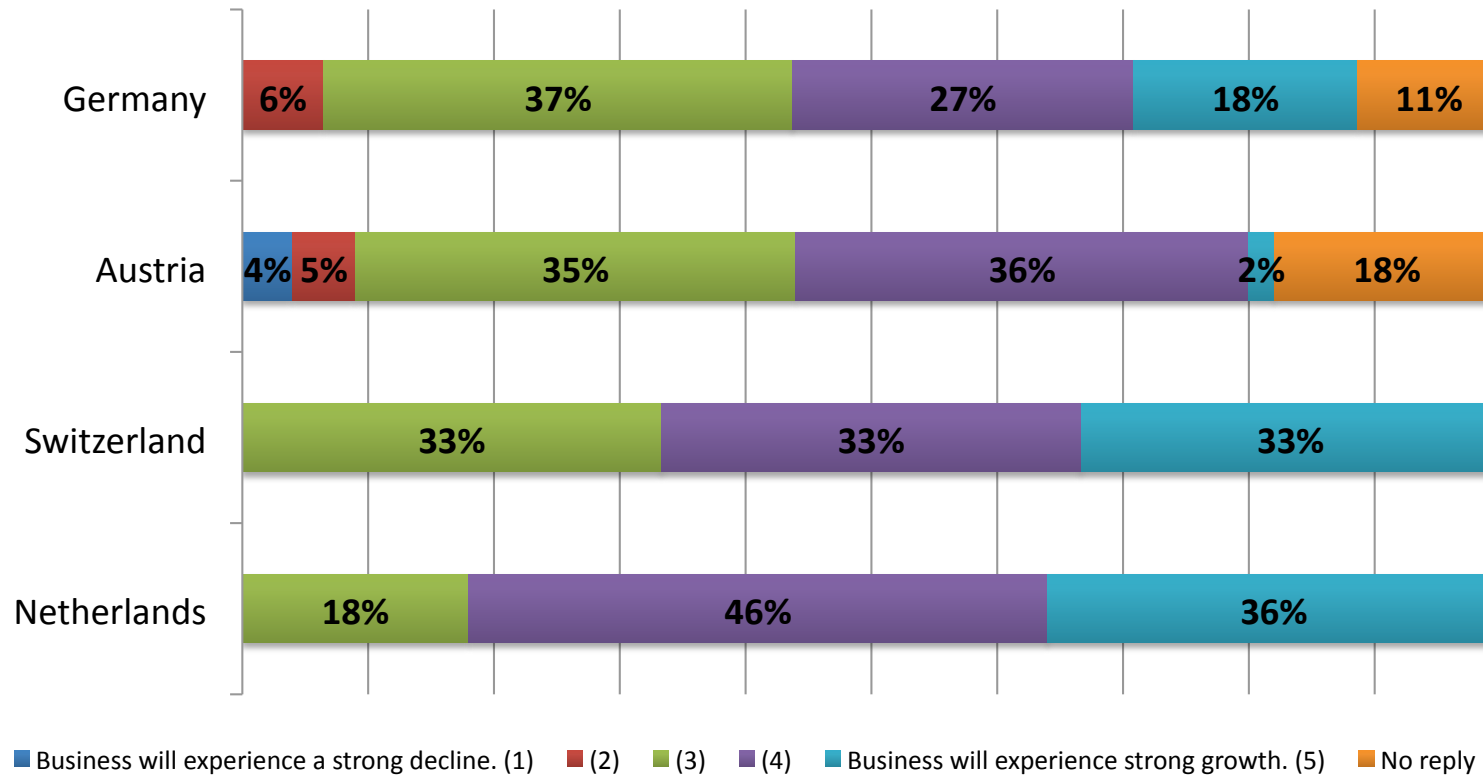
Hosting



What is your assessment of the business development over the next 24 months with respect to the total domain name market?

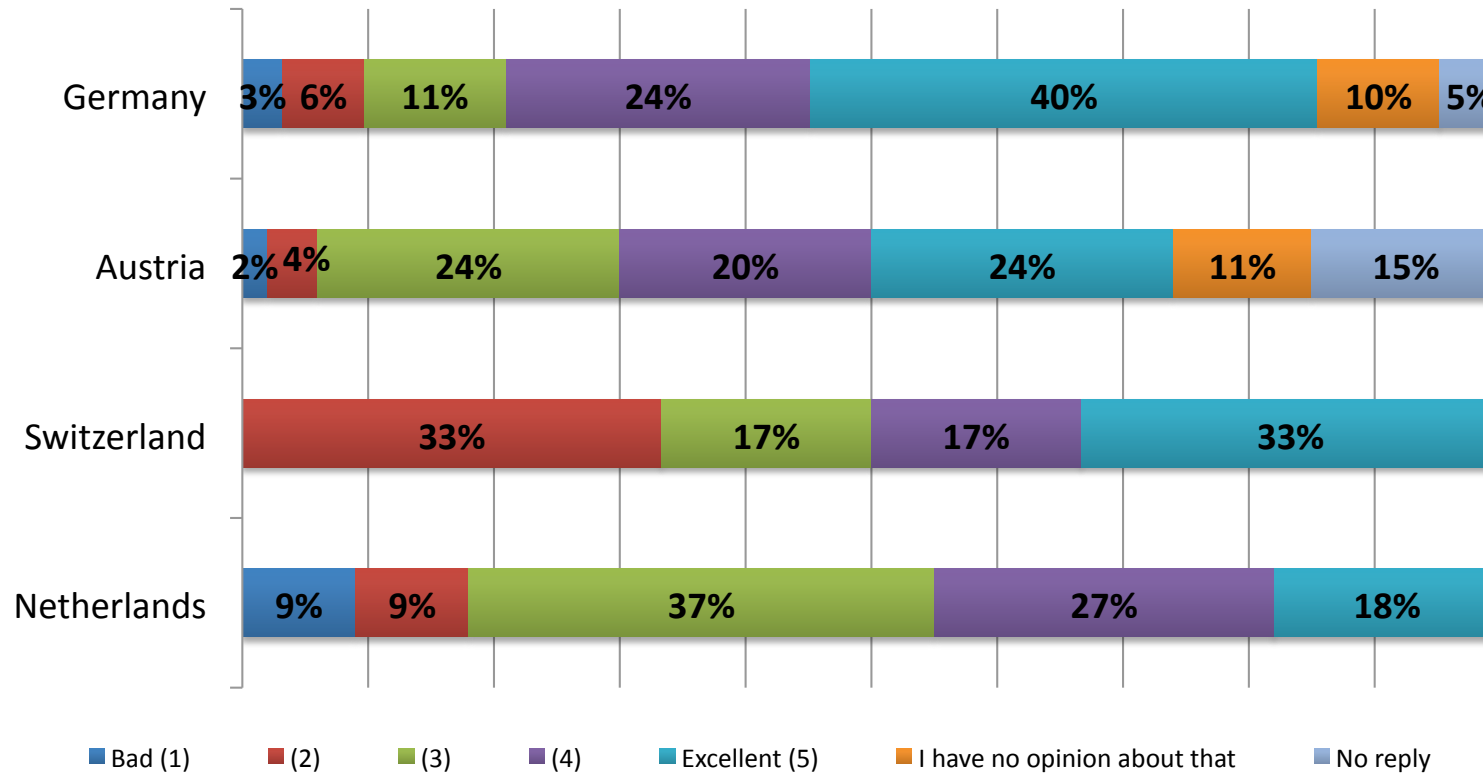


What is your assessment of the business development over the next 24 months with respect to your company?

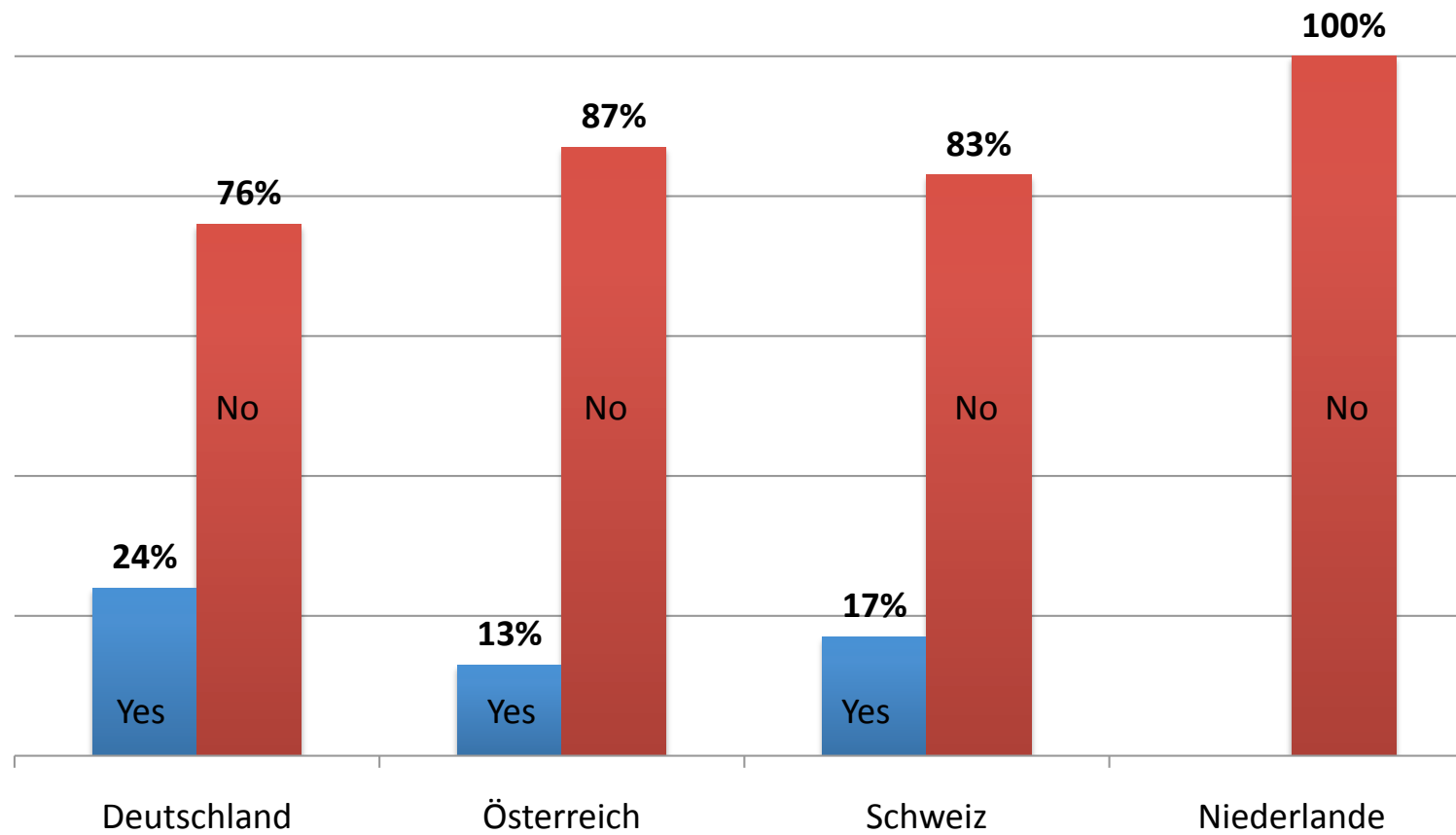


How do you assess the chances of success of new top-level domains?

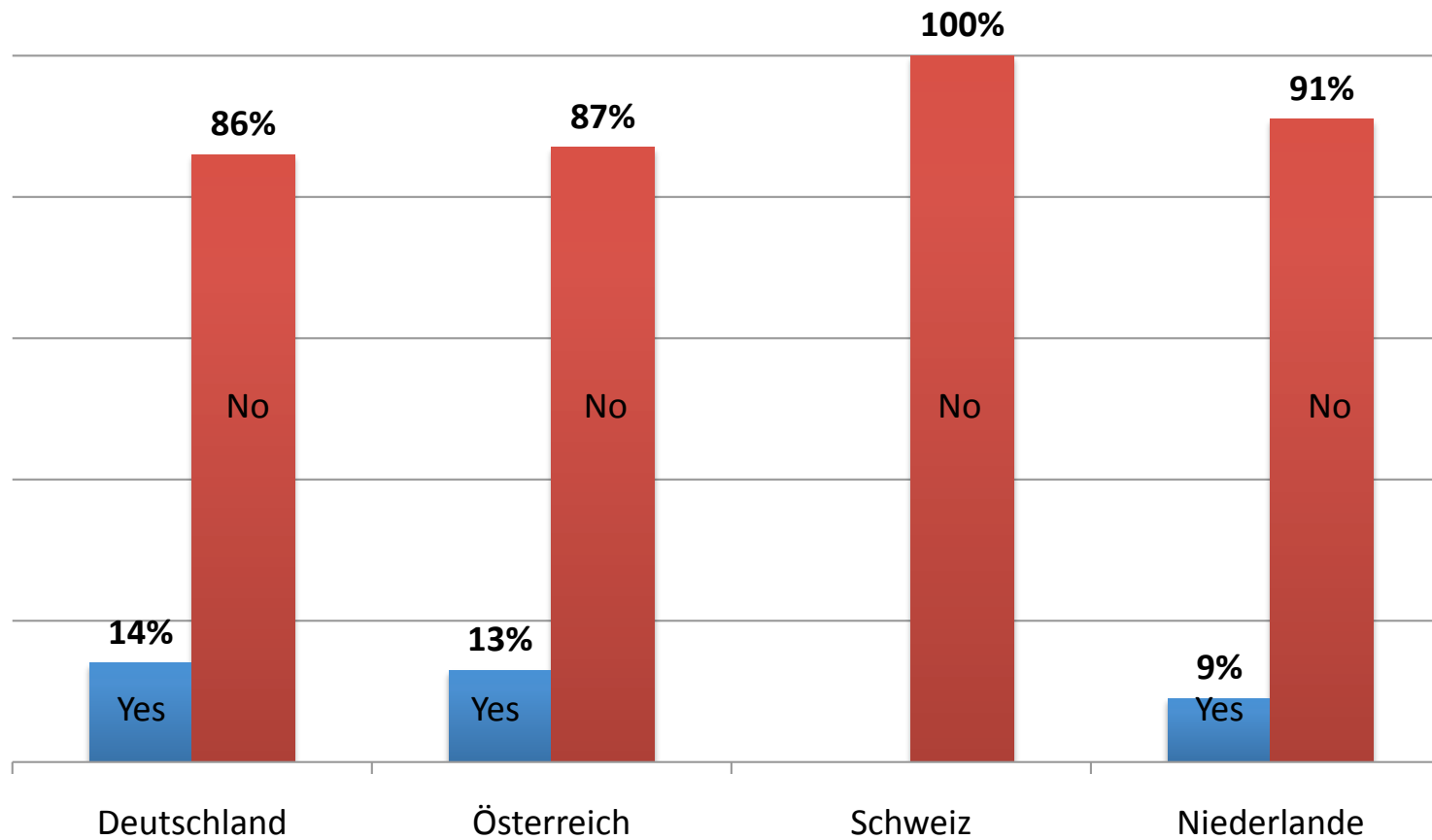
The success will strongly depend on the specific top-level domain



Will you conduct special marketing activities for new TLDs?



Do you expect geographic TLDs to lead to a decline of the domain name registrations of the respective ccTLDs?



Interested?

- New study is available at eco.de in DE and EN
- Please visit the eco booth!
- The next study is going to be interesting with new gTLDs
- Co-operation is possible for more countries!

eco – Verband der deutschen Internetwirtschaft e.V.

RA Thomas Rickert
Director Names & Numbers

Lichtstraße 43h
50825 Köln
Tel. 0221 – 7000 48-0
Fax. 0221 – 7000 48-111

E-Mail: rickert@eco.de
Web: <http://www.eco.de>