



.eu in Sweden and beyond

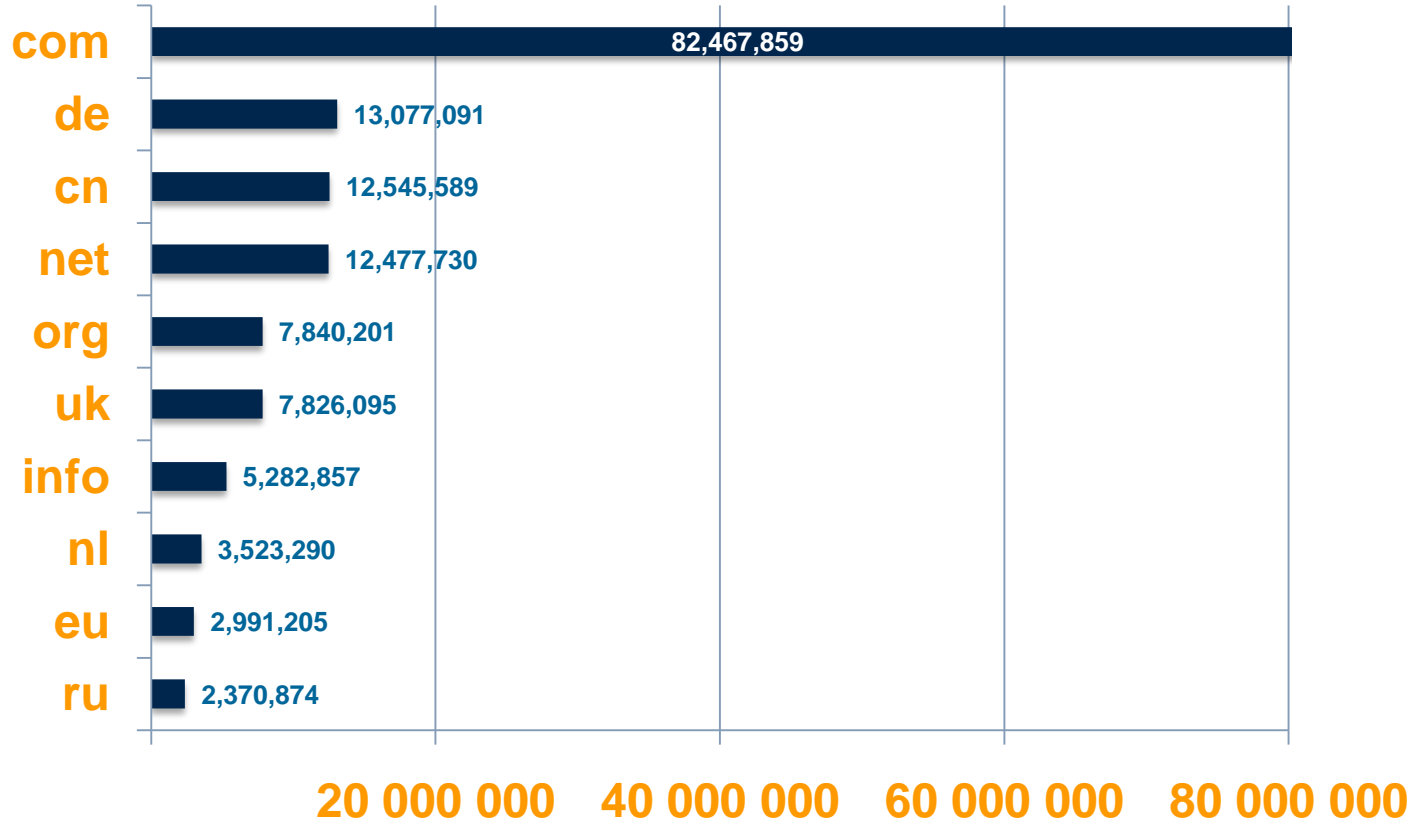
Asta Mineikyte, Regional Manager Northern Europe

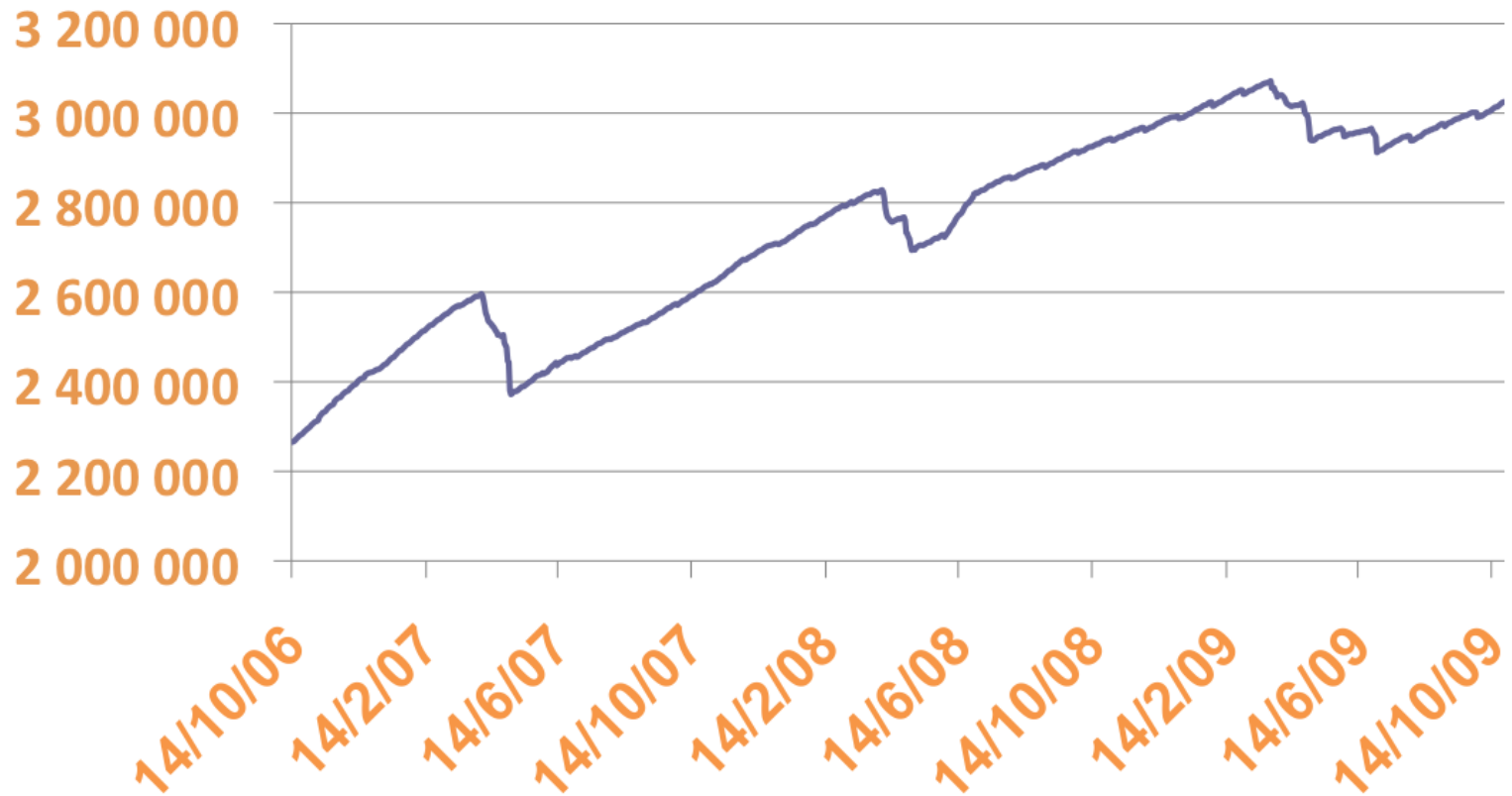
- Highlights 2009
- Facts & Figures, EU
- Facts & Figures, Sweden
- Choosing a domain

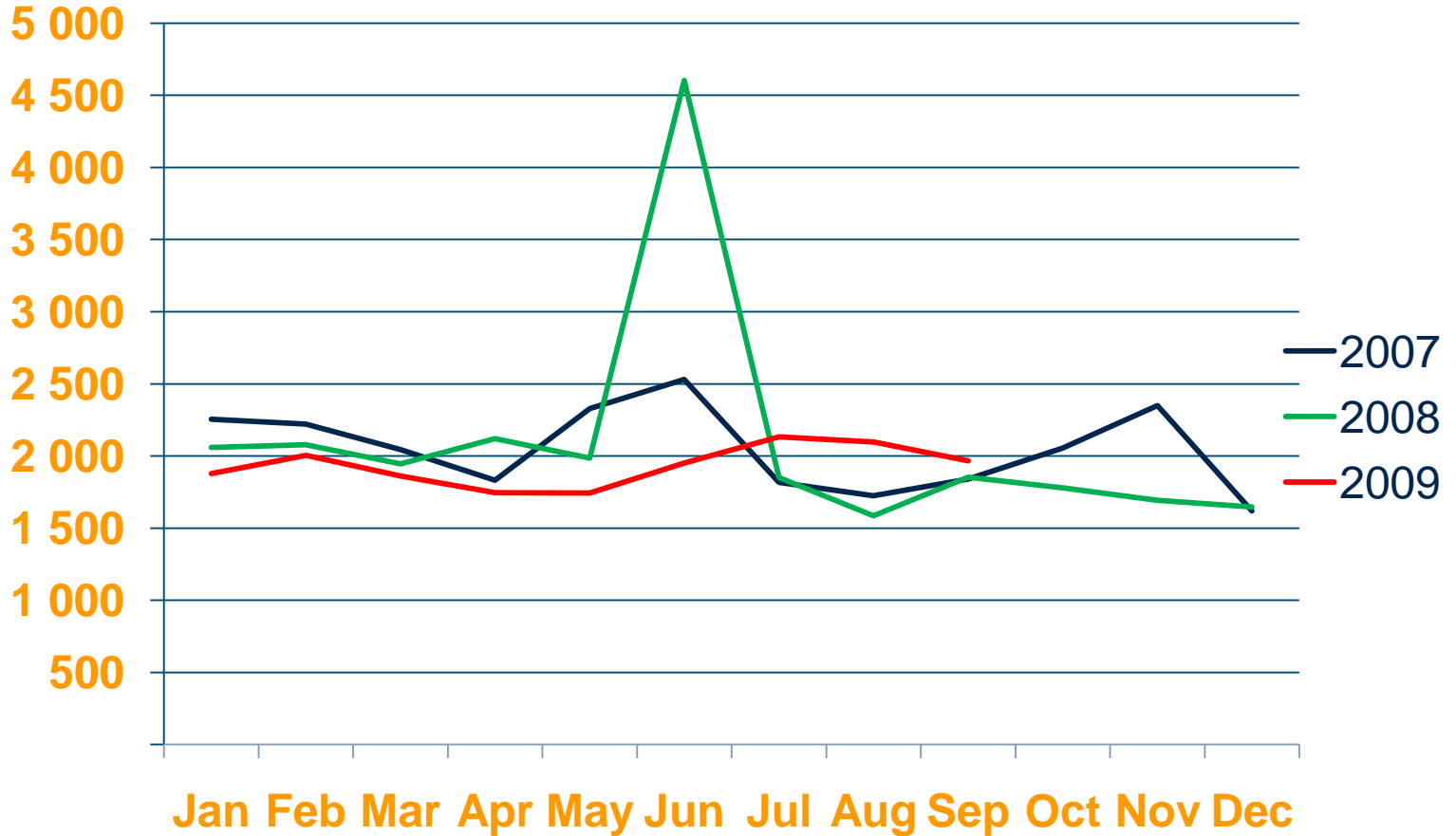
HIGHLIGHTS 2009

- Jan • 3-millionth .eu domain name registered
- Apr • Anniversary = high number of renewals and deletions
- Jul • 66 129 new .eu registrations, 15% rise vs Jul' 08
- Oct • Back to 3 million .eu domain name registrations
- 16 Oct • DNSSEC testbed available
- 10 Dec • Launch of IDNs

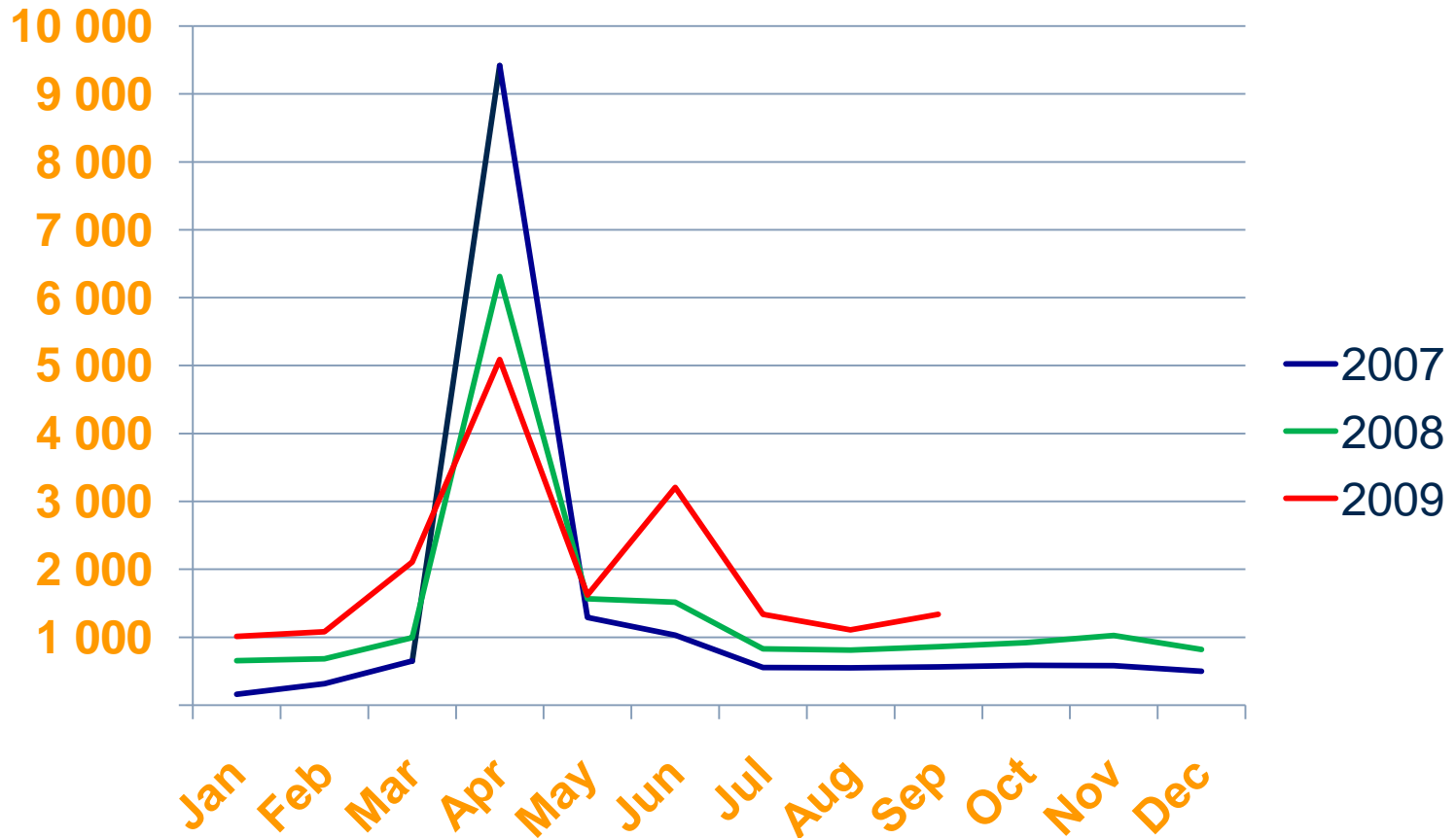
FACTS & FIGURES, EU







Source: EURid Q3 2009



Source: EURid Q3 2009

Month	2009	2008	2007
January	78%	79%	100%
February	78%	80%	100%
March	79%	83%	99%
April	84%	84%	81%
May	80%	81%	82%
June	69%	80%	86%
July	80%	82%	84%
August	81%	82%	80%
September	79%	82%	83%
October		82%	82%
November		79%	83%
December		80%	84%

Source: EURid Q3 2009

Website or e-mail

- 75% of domain names have websites or e-mails

Which type of websites

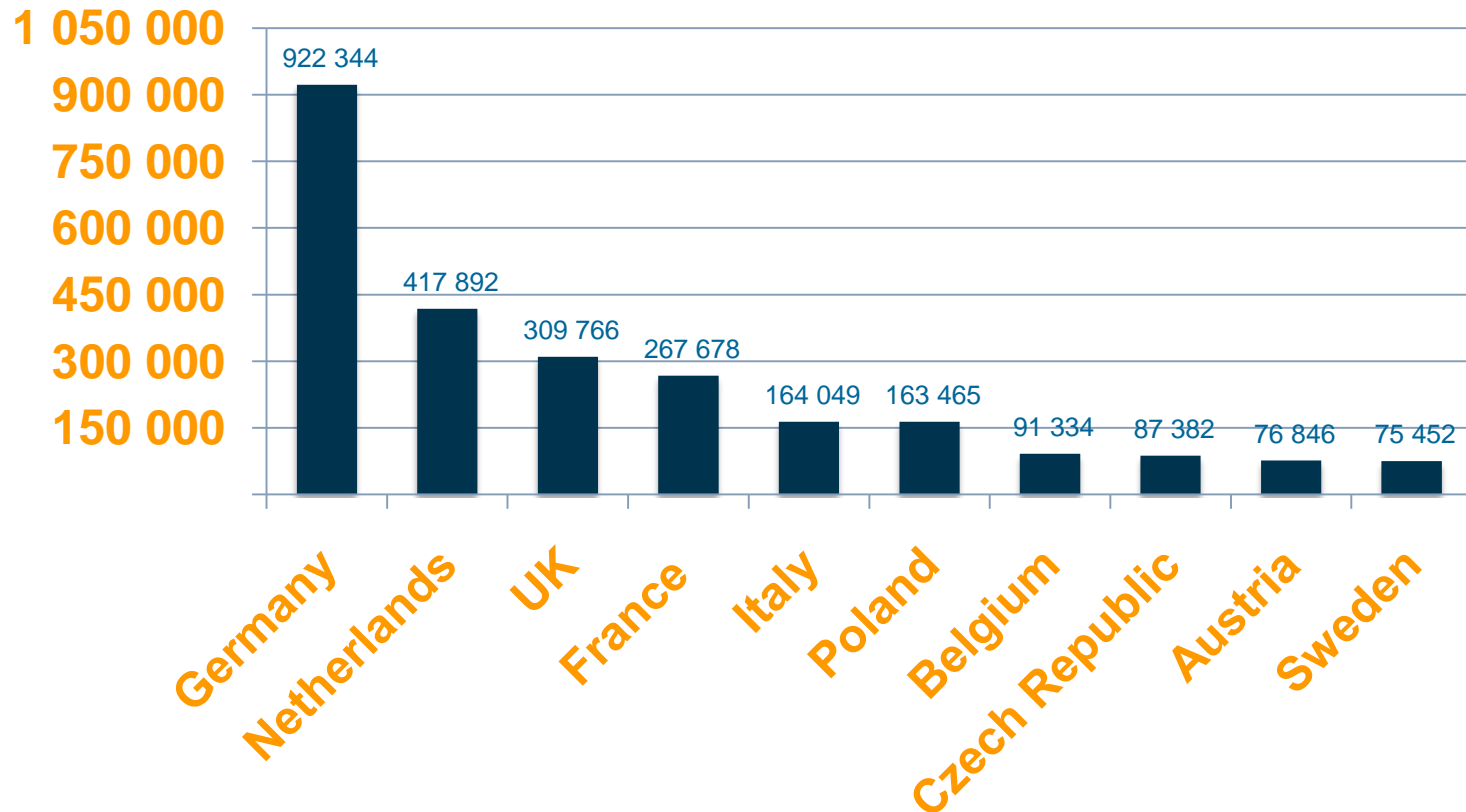
- Similar to gTLD

	.eu	.com
Business	37%	37%
Error	12%	12%
Holding Page	28%	24%
Institutional	2%	1%
Password protected	2%	1%
Pay-per-Click	12%	17%
Personal	3%	4%
Porn	1%	1%
Skip	3%	3%
	100%	100%

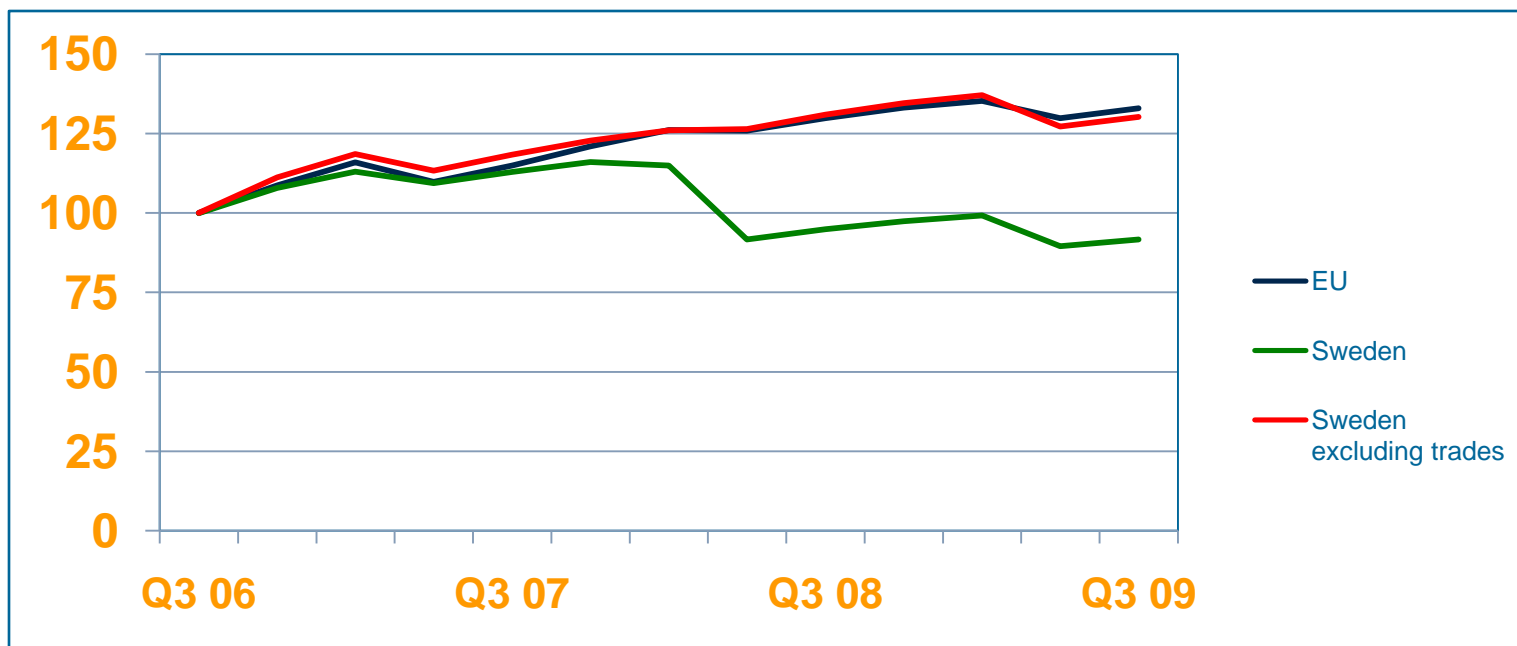
FACTS & FIGURES, SWEDEN

Facts & figures SE

Registrations, country of registrant



Source: EURid Q3 2009



Over past three years, Swedish domain name holders have traded 24 000 domain names to people outside the country.

Facts and figures SE Registrations/1000 inhabitants

SE **8** .eu per 1000 inhabitants

EU **6** .eu per 1000 inhabitants

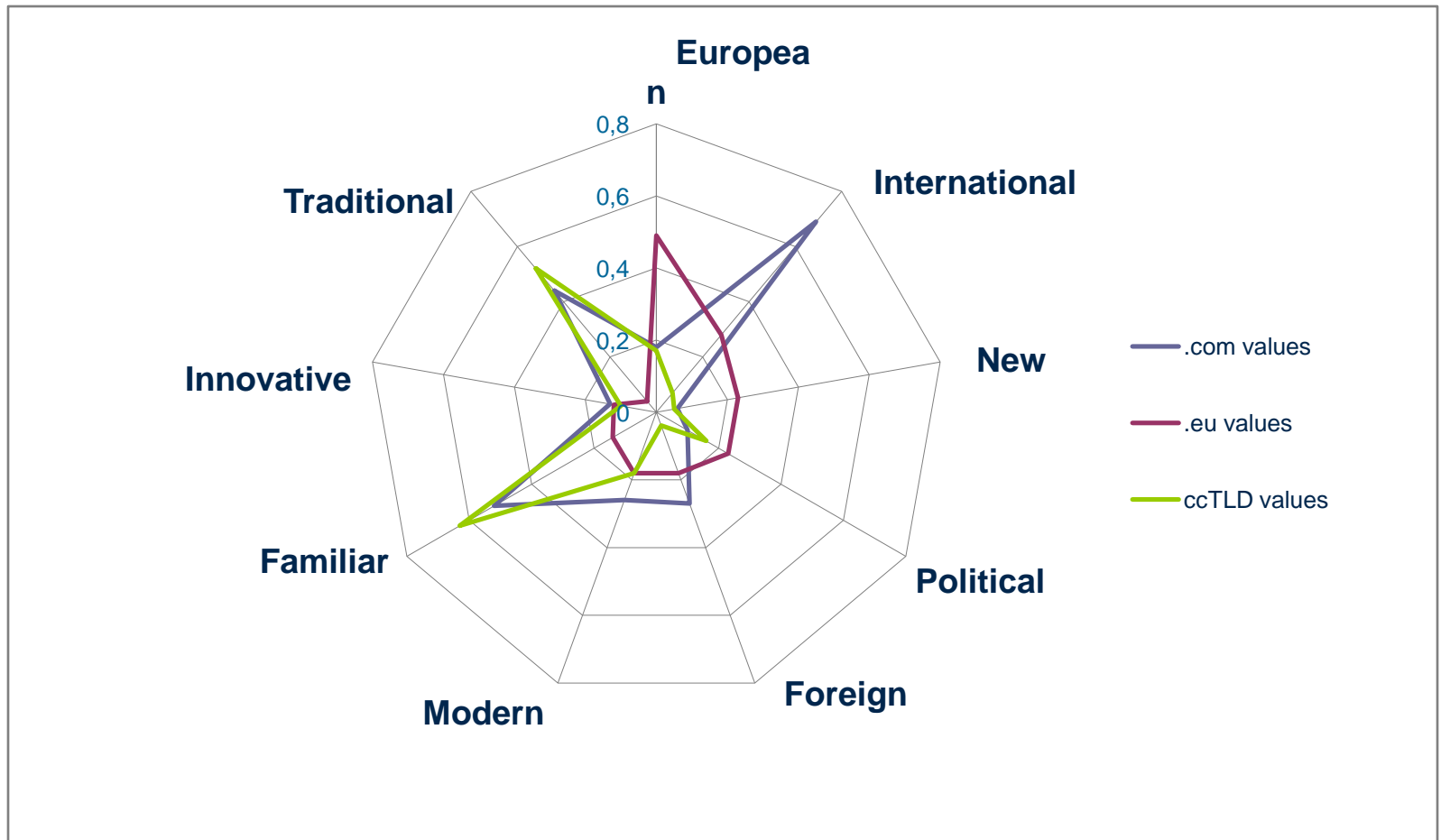
Country	No of .eu / 1000	No of ccTLD/1000
Netherlands	25	213
Germany	11	159
Austria	9	105
Belgium	8	88
Czech Republic	8	57
Sweden	8	98
EU	6	74
UK	5	127
France (b)	4	24
Poland	4	41

Source: EURid Q3 2009

CHOOSING A DOMAIN

Choosing a domain

Brand personality survey



Availability

- Many more .eu domain names available for registration when compared to .com

Utility – practical

- Pioneer Europe replaced many different company web addresses with **Pioneer.eu**. One .eu website can be the central hub for operations all across Europe.

Marketing – helps attract customers

- A .eu address tells customers that a company is located in Europe. Hyundai Heavy Industries Europe after move from Hyundai.be to Hyundai.eu saw an increase in the number of visitors.



- Budkontakt
- Scanfor
- Terravision
- Intereuropa
- Intertrans
- Remitrans

Transport



- Versace
- Crocs
- Cross
- Just-b
- Gucci
- Vans

Fashion



- MAN
- Ford Fiesta
- Hyundai
- Toyota
- Lexus

Automotive



- Se2009
- Riksbank
- Lugo
- Maastricht
- Strasbourg
- Écopolit

Institutional



Thank you!

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