



# .SE (Stiftelsen för Internetinfrastruktur)

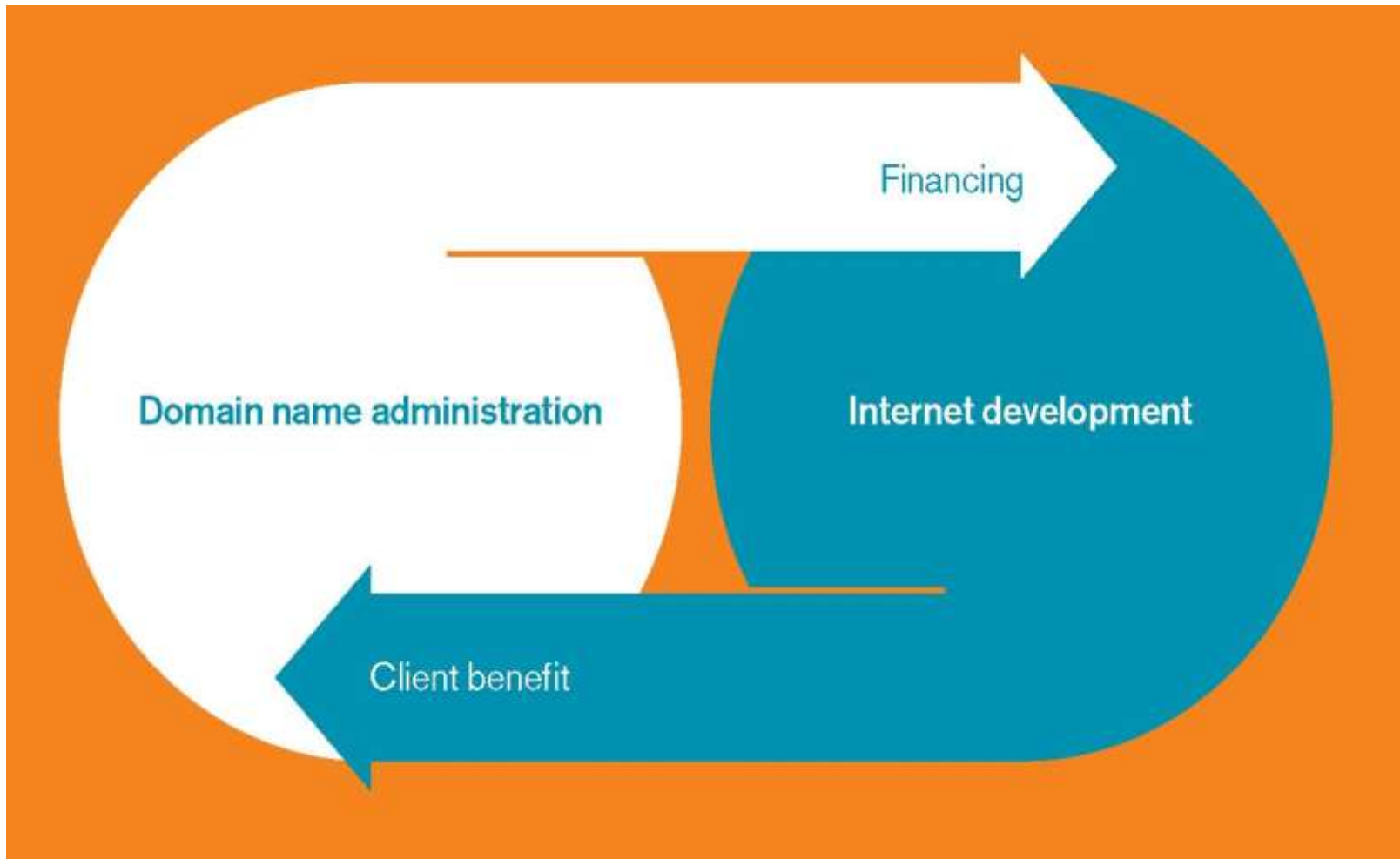
Presentation November 2009

**.se**

# About us

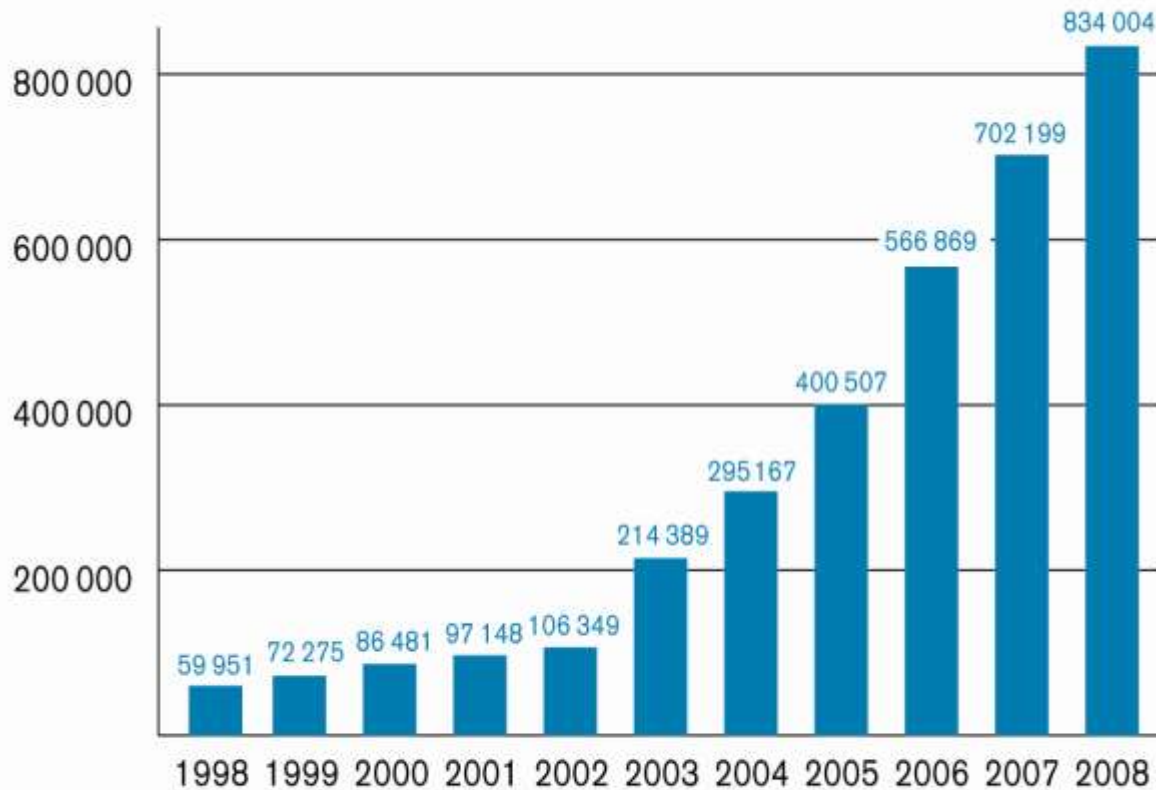
- .SE (The Internet Infrastructure Foundation) is responsible for the .se top-level domain.
- Non-profit organisation founded in 1997.
- Works in the long-term interests of the Internet on assignment from the Swedish Internet community.
- 915 000 registered domain names and over 600 new registrations per day.
- 44 employees.
- Regulated by the Law of National Top-level Domains for Sweden on the Internet, which is monitored by the National Post and Telecom Agency (PTS).

**.se**



**.se**

# Development .se domains



## Some Key figures:

Penetration nearly 10%

Net growth 2008: 19%

Market share: 58%

73% business users, 27% private users

5% IDN domains

Renewal rate: 89%

**.se**



# Main Domain activities 2009

- Launch registry-registrar model in March 2009, including our own registrar .SE Direct.
- Become an EPP-only registry working only with accredited registrars and certified staff (125 registrars).
- Increase the usage of DNSCheck tool and start using the OpenDNSSEC for the .se zone as soon as possible.
- Continue our efforts to increase the penetration of DNSSEC in Sweden.
- Multi-year payments from December 2009.

**.se**

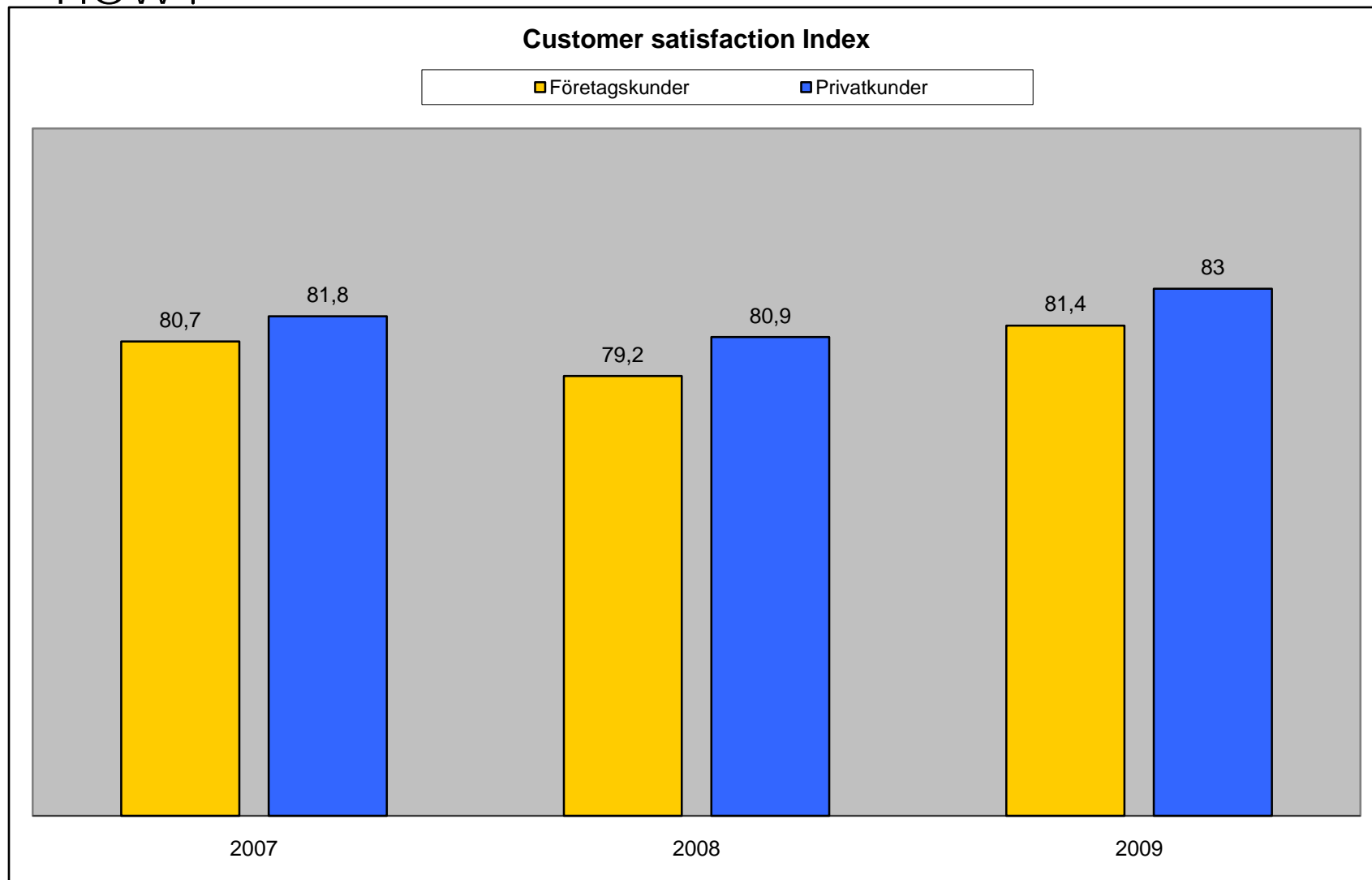


# Why did we change our business model?

- In order to manage the growth of the .se domain (scalability)
- To get more customer satisfaction
- To get more satisfaction and dedication at the registrar level.
- To increase the efficiency and lower the costs to manage the .se tld
- To harmonize with the rest of our tld sector
- To increase competition on the Swedish market

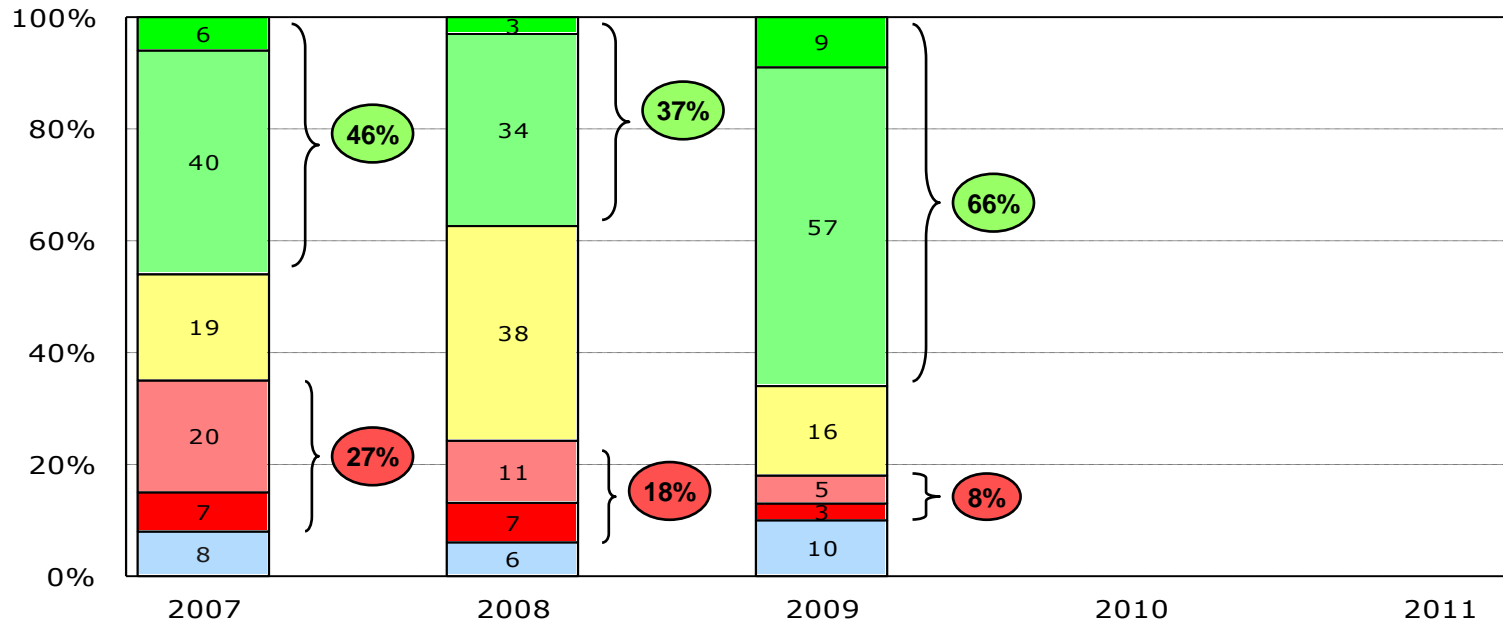
**.se**

Do we have a higher customer satisfaction now?



Looking back one year, do you notice a change in being a registrar at .SE? Is it getting...

Development over time!



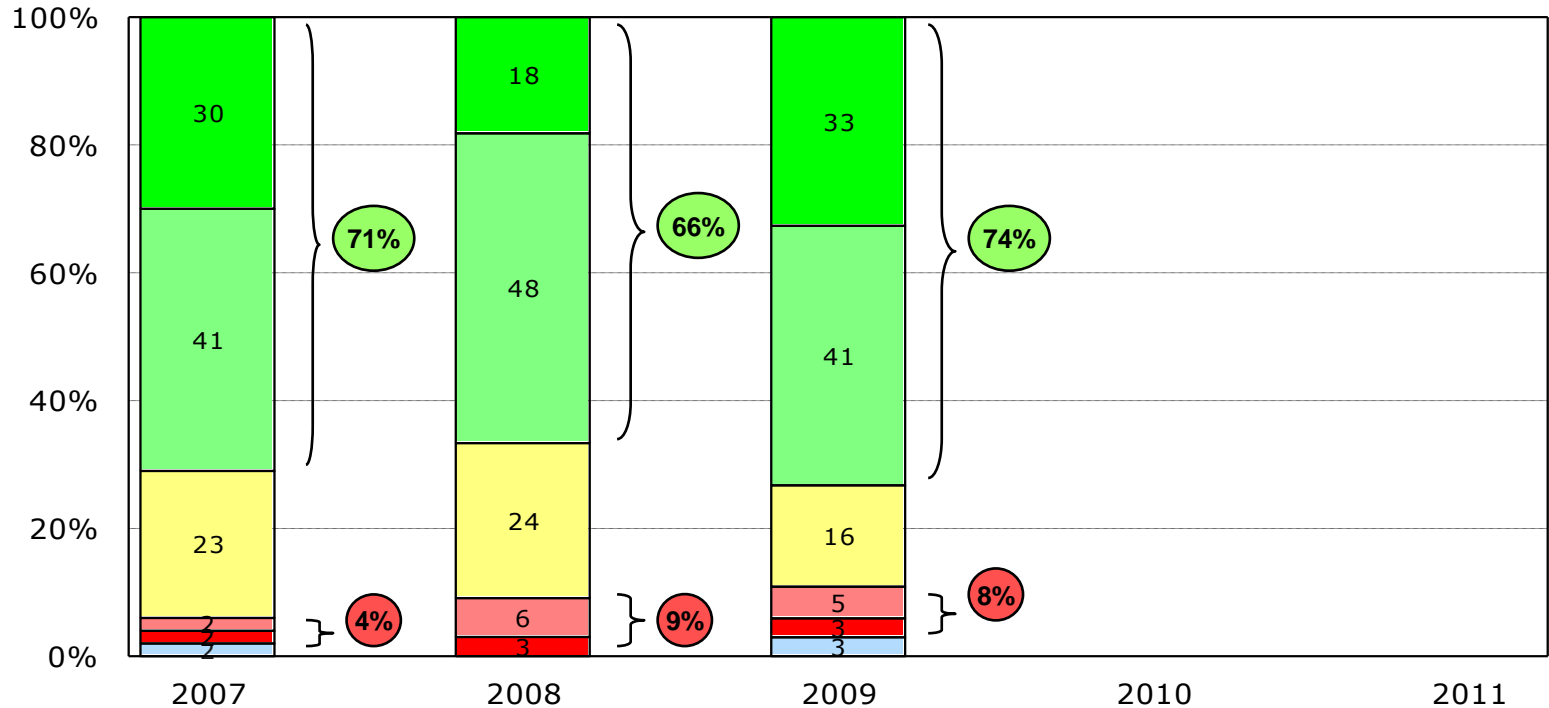
Legend: ■ Vet ej/kan ej svara ■ Mycket sämre ■ Sämre ■ Ingen skillnad ■ Bättre ■ Mycket bättre

	2007	2008	2009	2010	2011
<b>Better</b>					
Member	27%	40%	68%		
No member	56%	35%	68%		
<b>Worst</b>					
Member	39%	17%	11%		
No member	21%	20%	3%		



# How do you look upon the continuation of the cooperation with .SE?

## Development over time!



■ Ej svar 
 ■ Inte alls nöjd (1) 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ Mycket nöjd (5)

Positive	2007		2008		2009		2010		2011
Member	64%		71%		71%				
No member	76%		63%		84%				



## Lovtal till .SE

Publicerat 2009-03-09 av Jimmy Bergman

Vi på Loopia vill ta tillfället i akt att framföra vår fullkomliga tillfredsställelse med .SEs professionellt genomförda övergång till en ny och för alla parter fördelaktig affärsmodell.

Loopia och .SE har haft ett långt och lyckat samarbete där vi som ombud till .SE har registrerat domännamn åt er slutkunder. Detta samarbete har kontinuerligt förbättrats efter hedervärda ansträngningar från bägge parter och har under de senaste åren blommat ut i ett affärsförhållande som vi från vår sida är väldigt nöjda med.



# .se



Tidningen domainersmagazine.com June 2009

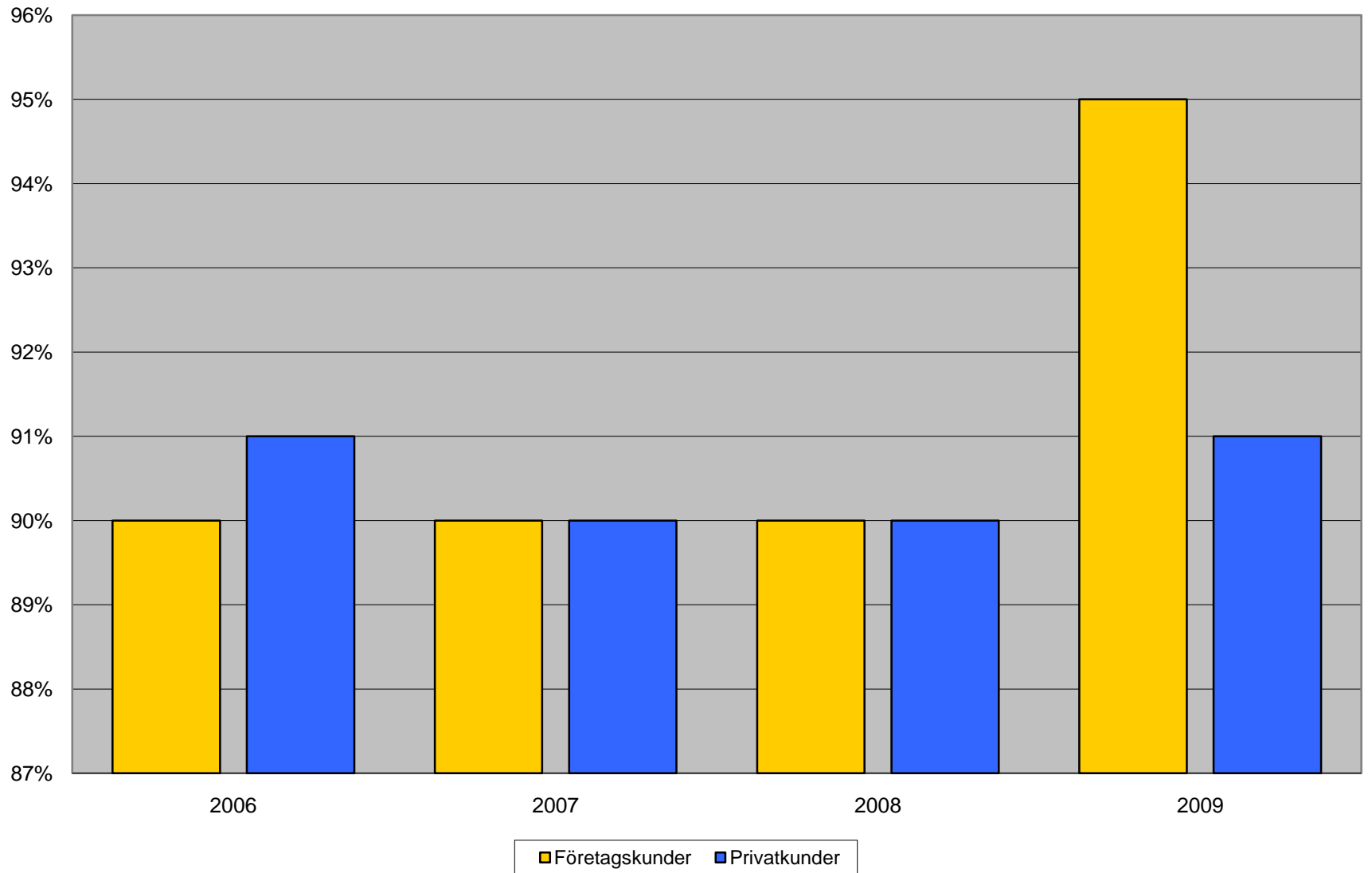
Citat InterNetX:

” **At many registries the accreditation can be done with a few clicks and providing general information.**

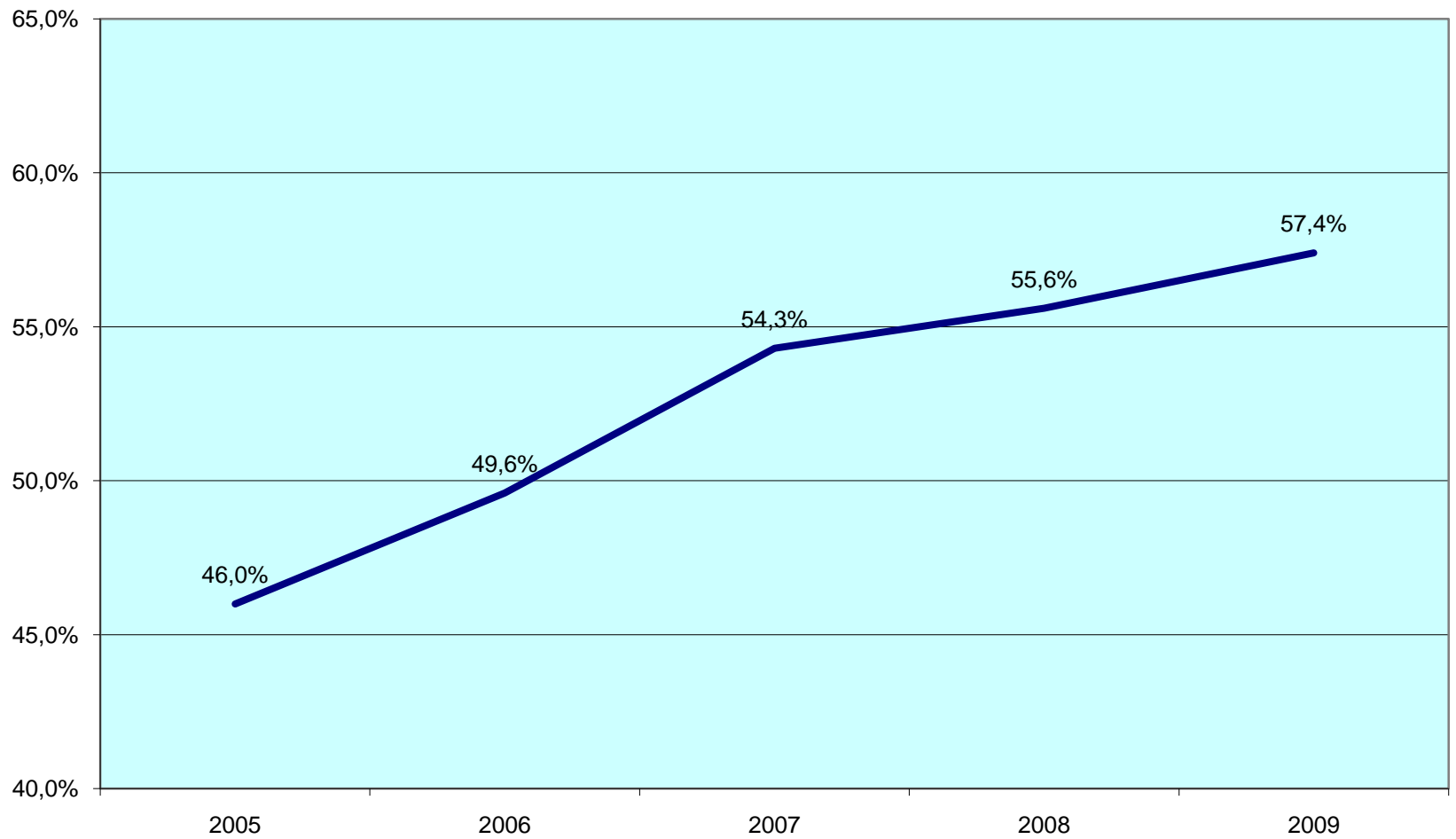
Others, like the Swedish registry IIS.SE, have a strict procedure including quite demanding tests about the technical knowledge of the registrar **staff”**.


**.se**

**.se is the obvious choice in Sweden**



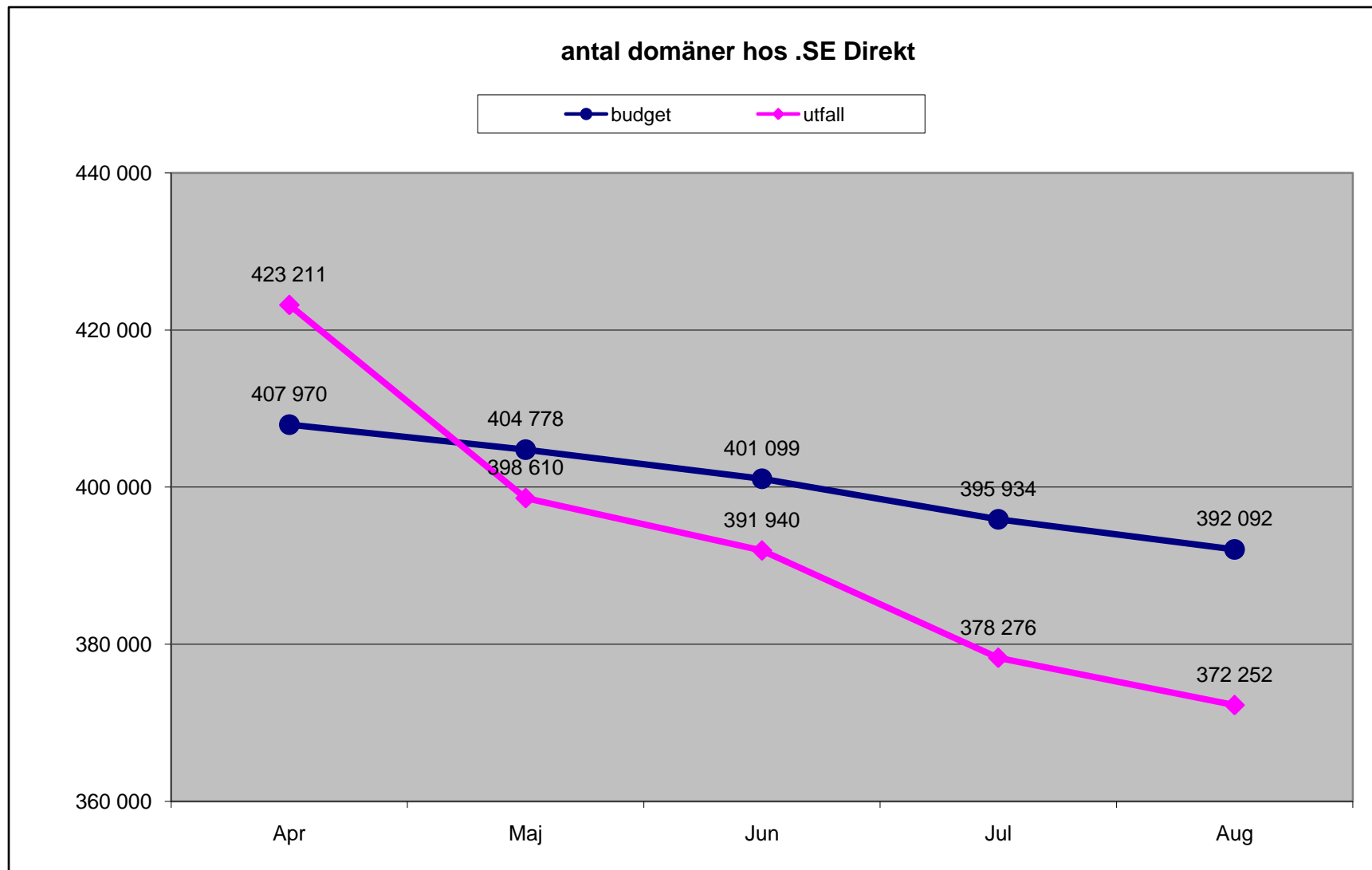
# Market share .SE



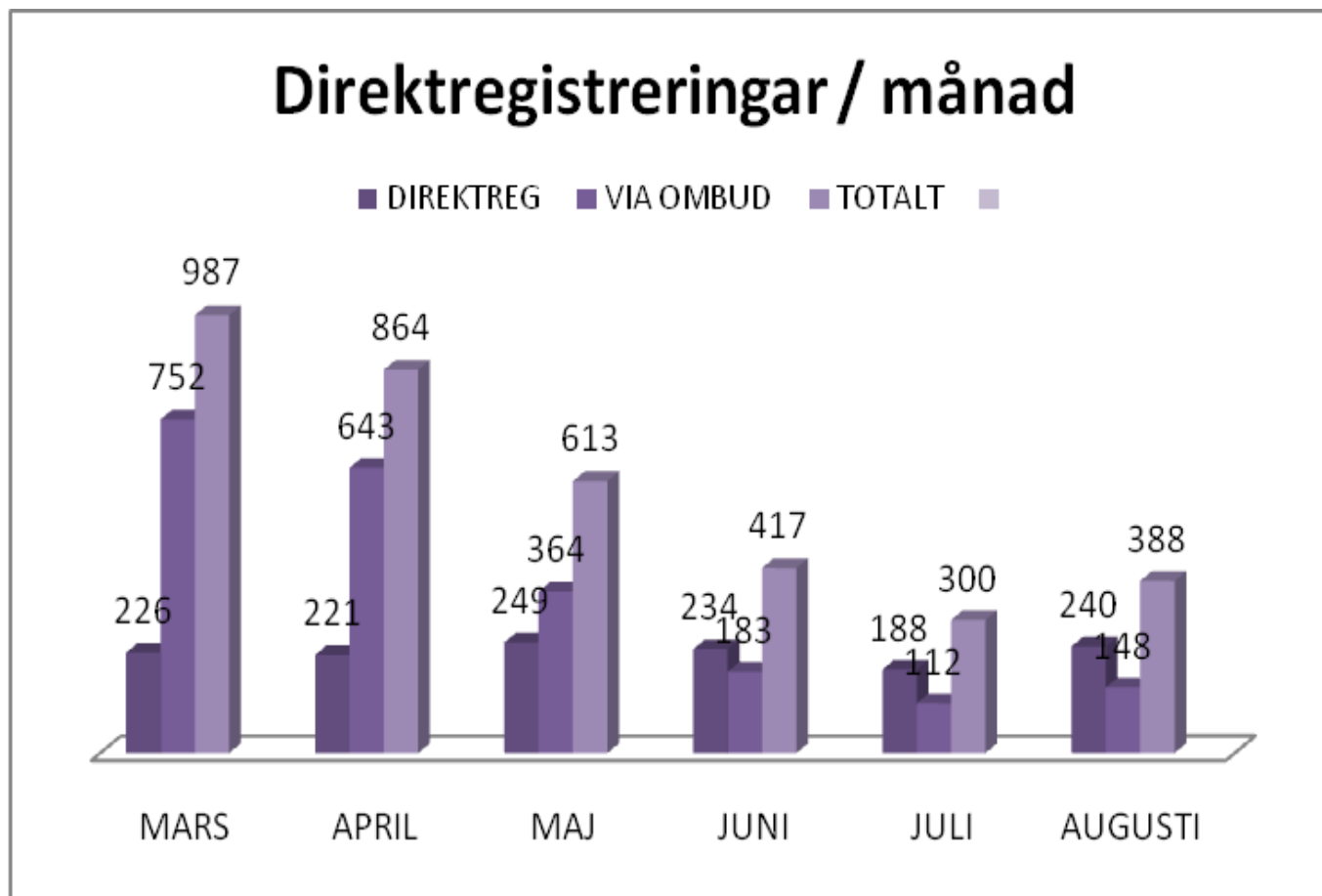
- 
- Change of business model lead to 35% price reduction at registrar level.
  - Amount of Non-Swedish registrars have increased with 10% since March 2009.
  - New registrations through Non-Swedish registrars have increased from 31% to 37% compared to 2008.
  - Growth of new registrations after change of business model doubled.

**.se**

# Development of .SE Direkt



.SE Direkt stands for 2% of all new registrations



**.se**



## Benefit for the Internet's users

- The Internet in schools
- Internet for all

## Vision and information

- .SE's Internet guides
- Internet days
- Internet statistics
- Websites

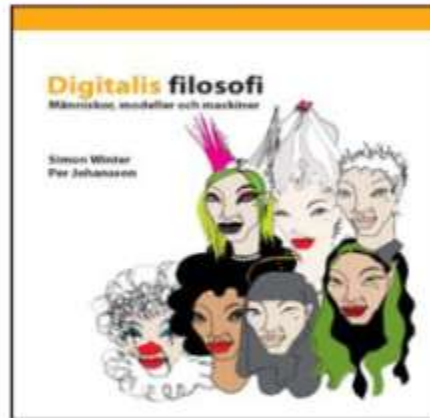
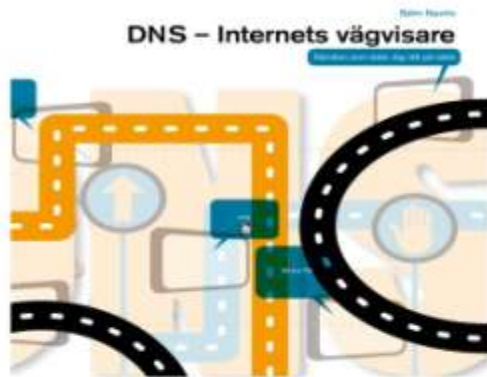
## Internet infrastructure

- DNSSEC
- IPv6
- Reliable e-mail (anti-spam)
- The health of the Internet in Sweden
- Broadband Check

## .SE Internet Fund

- Projects

# Distribution: More than 100 000 guides!





.SE is host for two big events in 2009

**.se**

# Important activities 2009-2010

- Review of ADR and finds an appropriate solution for "b-a-n-k in a domain name.
- Improve routines, checks and staffing at the Registry level.
- Building better relations with our registrars.
- OpenDNSSEC implementation.
- Constantly improve database quality with assistance of med UC and DNSCheck.
- Start a project to investigate possibilities to automate change of ownership
- Ideas concerning a Guard product for .SE Direkt.
- Starting Project ".SE as trust hub".



**.se**