

.eu marketing update

5th international conference for ccTLD registries and registrars of CIS, Central and Eastern Europe



Budva (ME). 12-13 September 2012



Agenda

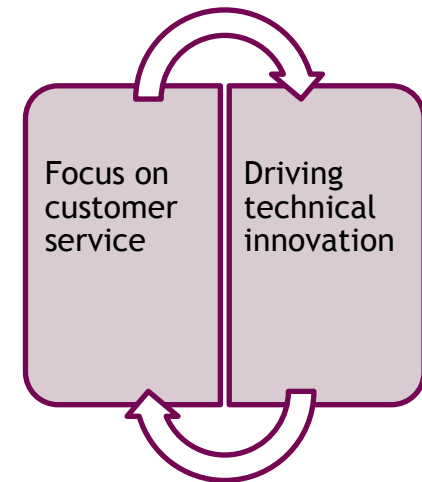
Customer care & marketing

- Highlights
- Registrars, our partners
- Services & Promotions

Technical innovation

- DNSSEC: boost to online security

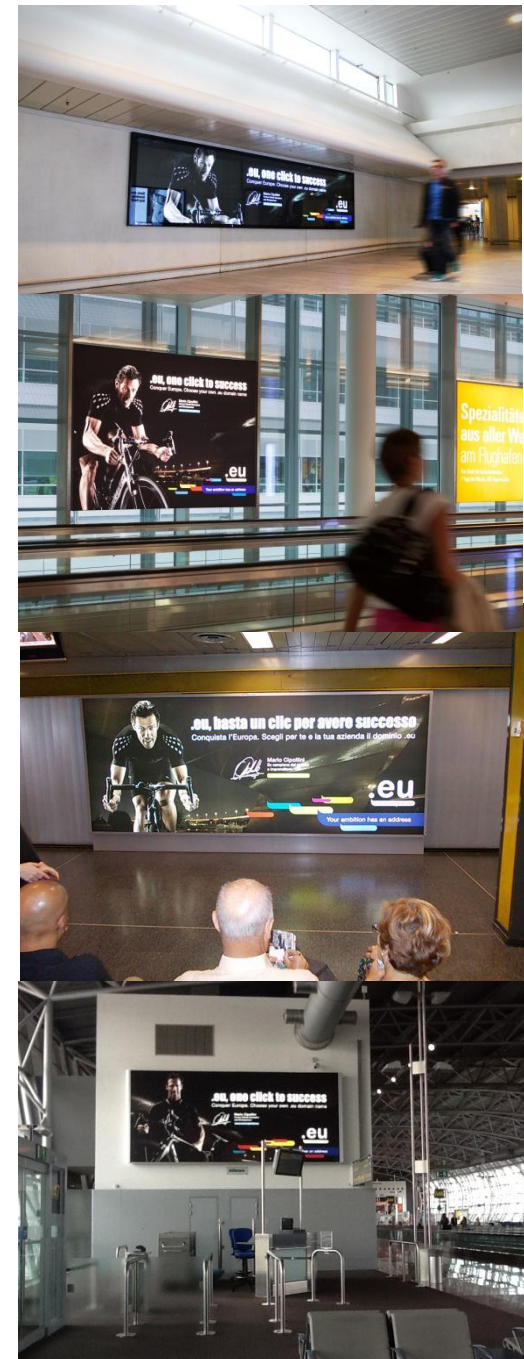
EURid's aim: to be an operational centre of excellence for registry management:



Highlights

- 2011 growth of 5.5% compared to 2010
- Consistent renewal rates: >80%
- Highly rated by registrars:
95% extremely satisfied. 74% responded that EURid performs above average compared to other TLDs
- Industry reports and research
- Business continuity plan successfully tested
- Boost to online security: DNSSEC
- Trade and transfer review, registry lock
- EMAS certification
- New visual identity, SMEs in focus

Making Europe
GREENER



Registrars, our partners

Aim: to make the working lives of registrars as easy as possible

- Online and phone support in all EU languages
- Personal touch: dedicated account management
- Marketing initiatives to promote .eu
- e-learning platform
- Networking opportunities
- Chance to help shape the .eu system and procedures

New services:

- longer registration terms
- Registrar Identity Page
- Payment by credit card
- Nov 2012: reviewed trade&transfer procedure, registry lock

Become a .eu registrar

Read the Registry Registrar Agreement

Fill out the online application form

Print your agreement, sign it and send it back

Make your prepayment
(5000 EUR as of 01/05/2012)

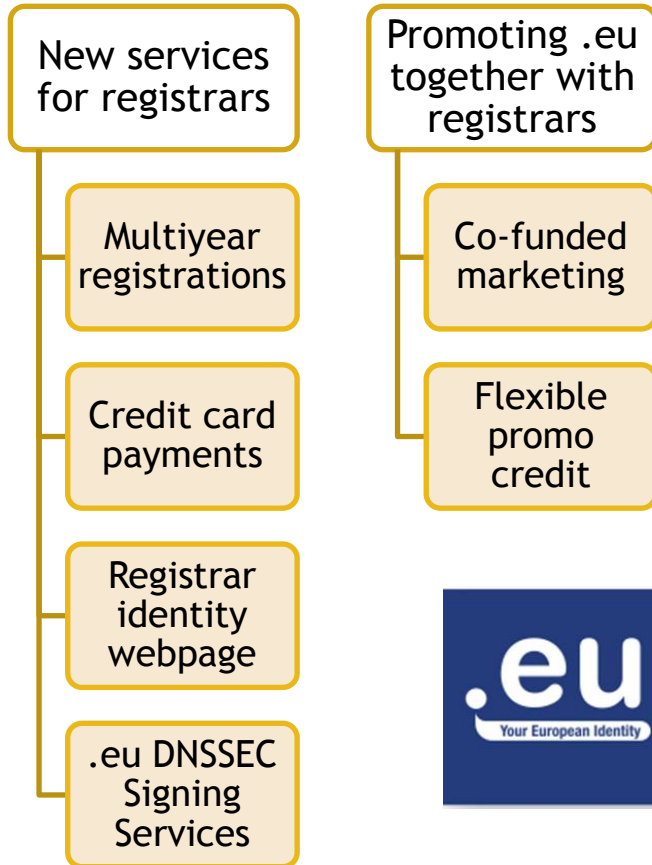
.eu registrar Starter Programme
Reduced prepayment level of 2500 EUR



Joining .eu has never been easier
with the .eu registrar Starter Programme

The Starter Programme is perfect for smaller organisations
that want to join the .eu registrar community.

Services & promotions



- Fairs and events
- Online advertising
- Google Adwords



Thank you!

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