

# Overview of **.ZA Market Survey Report**

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## Why a market survey?

- Understanding .za customer needs & trends
- Understanding views perceptions about .za & .ZADNA
- Understanding the impact of other TLDs on .za space
- Better planning for improvement
  - Improved registration processes
  - Improved domain registry management practices
  - Removal of barriers & bottlenecks
  - Identifying desired & undesired registration options
  - Suitable branding of .za in relation to other TLDs
  - Better informed licensing & policy development processes

## Terms of reference

- Percentage estimate of South Africans with domain names – dot ZA or not didn't matter
- Factors influencing choice of domain
- Influence of price & ease of registration in domain choice
- .ZA customer attitudes towards ZA & other domains
- Public understanding of a domain name – ZA in particular

## Terms of reference

- Awareness levels re new gTLDs by ICANN
- Popularity of .ZA domains & any overlaps
- Which new domains should be added in .ZA
  - Should ngo.za compete with org.za?
  - Should we have biz.za to compete with co.za?
- Should we register directly under .ZA
  - For example: yourname.za instead of yourname.gov.za

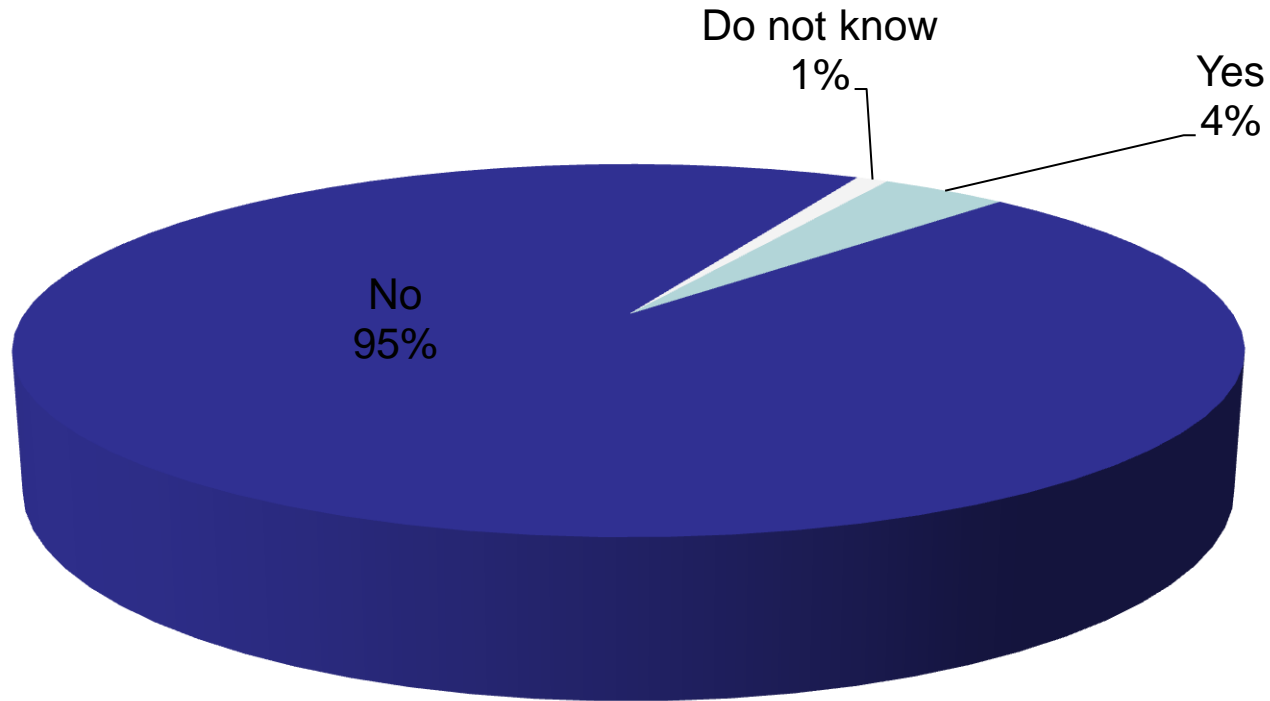
## Methodology

- Consultative research through ISPA
  - Included interviews with individual major ISPs
- Investigative research through statistically valid survey techniques
  - Online survey of co.za domain name holders
    - First wave: registrants with most domain names (Top 3000 - i.e. Registrars)
    - Second wave: registrants with -3000 domain names randomly selected
  - Telephone survey of businesses of different sizes
    - 607 interviews
  - Org.za registrant online survey

# What do you consider to be your primary domain - **.zadna** business

	<b>%</b>	<b>No. of respondents</b>
.co.za	83%	501
.com	15%	86
.org.za	1%	7
.net	1%	5
.ac.za	0%	1
.gov.za	0%	1
Total	100%	601

Ever had to look for alternative name because of 1<sup>st</sup> choice already taken - business



n=607

If your 1<sup>st</sup> choice name was already taken, what did you do  
 – co.za

	First wave	Randomised wave
Demanded that the holder of the name transfers it to you because you have a right to the name?	5.6%	4.2%
Lodged a dispute in terms of that domains' dispute resolution procedure to have the name transferred to you	4.8%	3.3%
Commenced legal proceedings in court to have the name transferred to you	3.2%	2.5%
Changed the name entirely	65.1%	69.2%
Applied under another domain extensions (eg .com instead of .co.za or vice versa)	77.0%	61.7%
<b>Sample size</b>	<b>126</b>	<b>120</b>

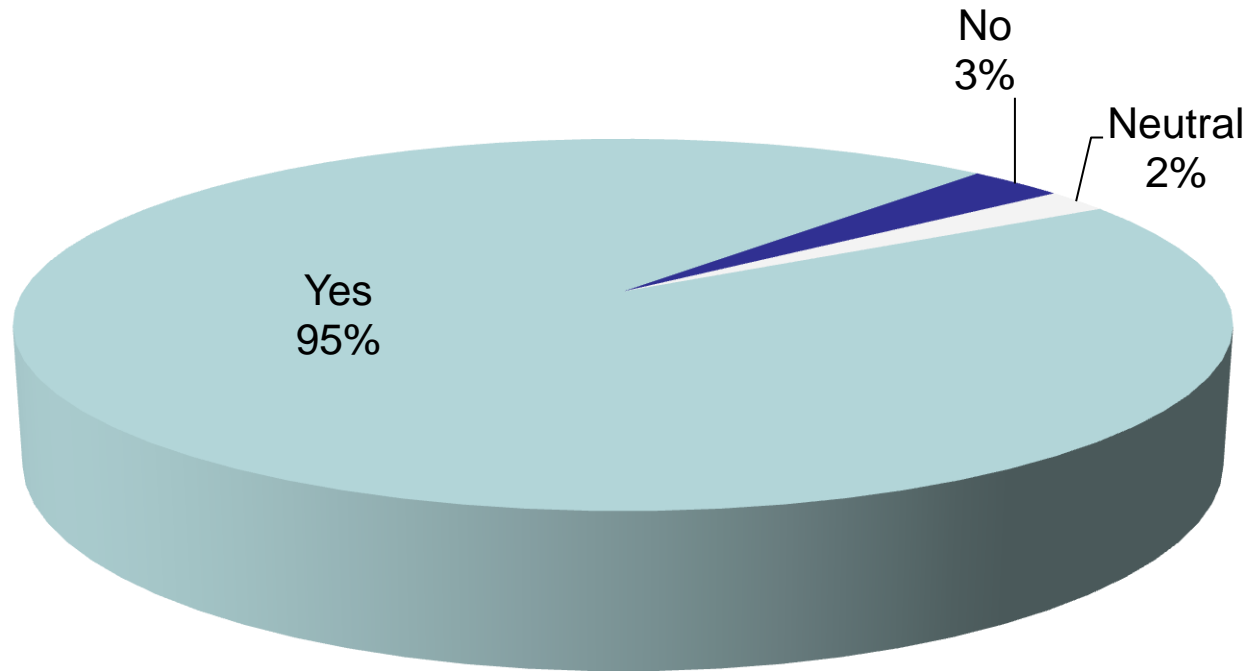


## Factors influencing domain name choice – co.za & business

	First wave	Randomised wave
Cost of registration and annual fees	37.9%	31.8%
International appeal	47.9%	30.3%
Local South African identity	76.3%	73.0%
Ease of registration	41.1%	35.1%
Perceived stability and reliability of domain service	28.9%	21.8%
Market pressures (competition)	24.2%	14.2%
Other reasons (please elaborate)	9.5%	12.3%
<b>Sample size</b>	<b>190</b>	<b>211</b>

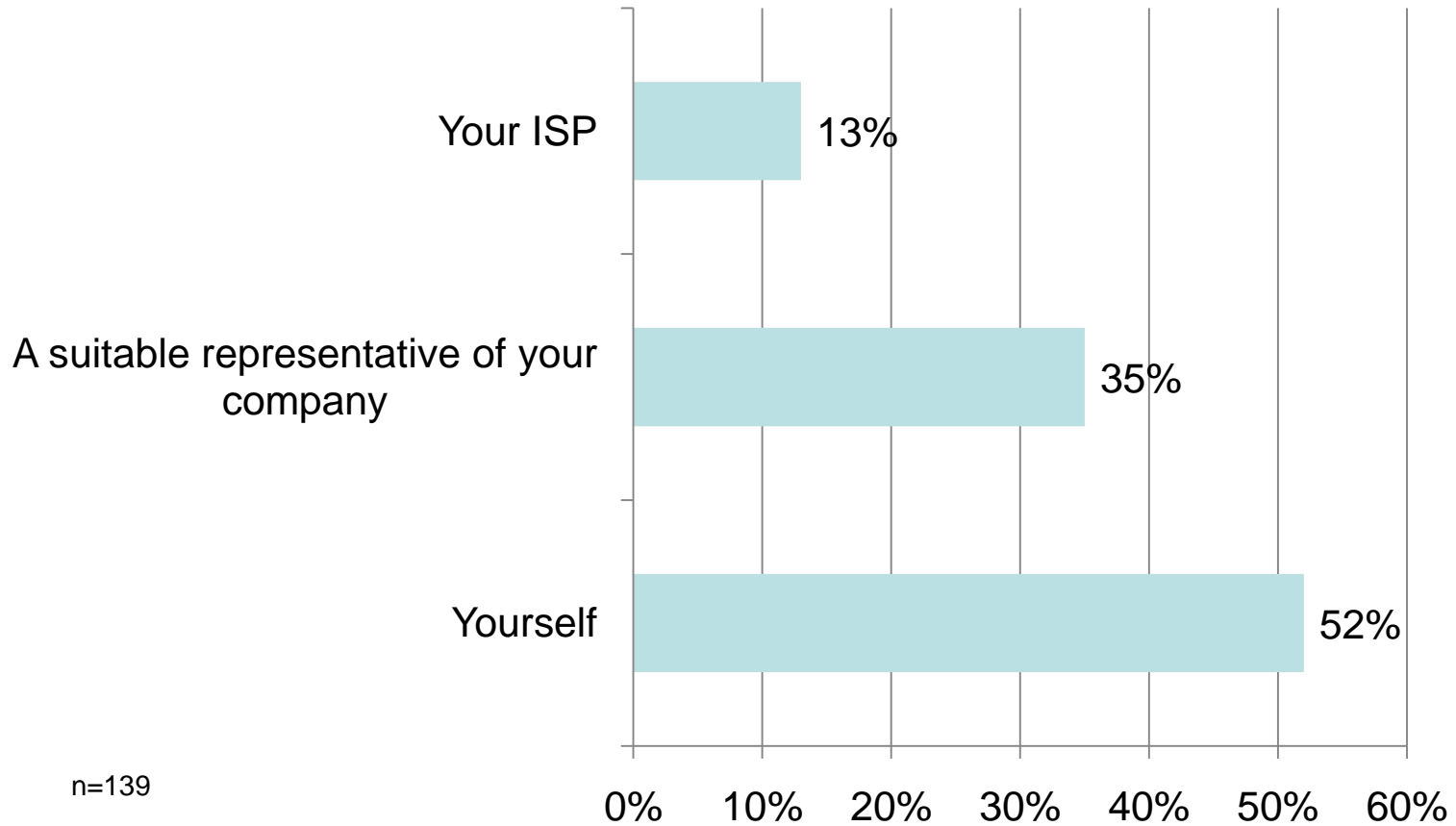
Are you happy with your current domain name fees – business

.zadna



n=601

## If you've checked the .ZA Whois, who is listed as registrant – business



Most businesses either have themselves / right representative listed in Whois. Instances of ISPs listing themselves are minimal.

## What domain name registration fee would you consider to be fair – co.za

	First wave	Randomised wave
Free	4.0%	9.2%
Less than R100	68.0%	61.9%
Between R100 – R200	21.0%	22.9%
Between R201 – R300	6.0%	3.7%
Between R301 – R400	1.0%	0.5%
Between R401 - R500	0.0%	0.9%
Between R501 - R750	0.0%	0.5%
Between R751 - R1,000	0.0%	0.5%
More than R1,000	0.0%	0.0%
<b>Sample size</b>	<b>200</b>	<b>218</b>

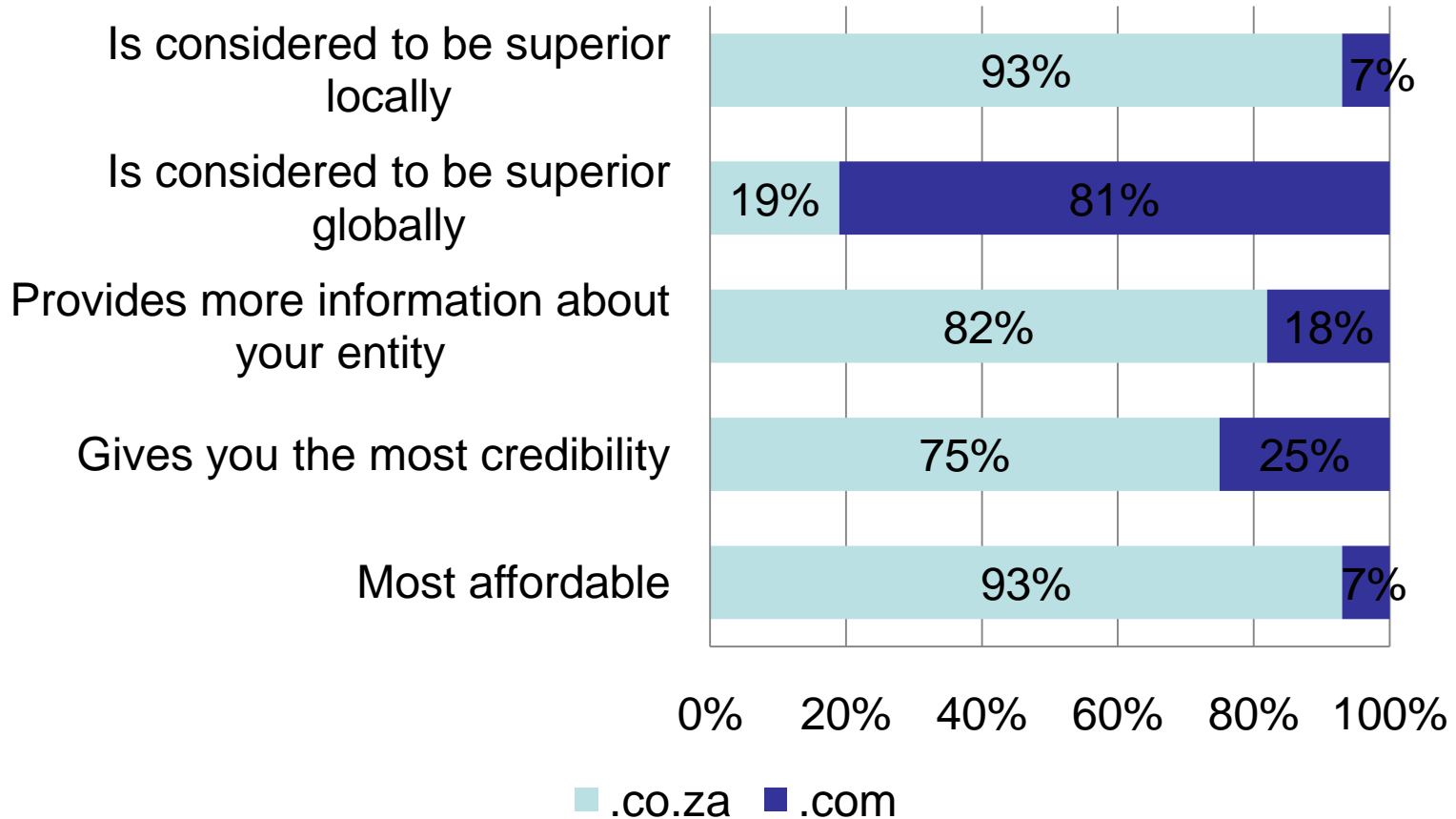
More than 2/3<sup>rd</sup> interviewees feel that anything less than R100 is fair & competitive. In fact, 76% interviewees feel that an annual (renewal) fee of less than R100 is fair.

If you could start from scratch, which domain would you want to register in – business

	1st	2nd	3rd	4th	5th
yourname.com	19%	54%	7%	3%	14%
yourname.co.za	79%	19%	2%	1%	0%
yourname.biz.za	1%	11%	49%	21%	11%
yourname.za	0%	13%	27%	38%	13%
yourname.biz	Less than 1%	2%	12%	31%	44%
yourname.mobi	Less than 1%	1%	3%	6%	18%
Total	100%	100%	100%	100%	100%
Number of respondents	604	596	567	558	551

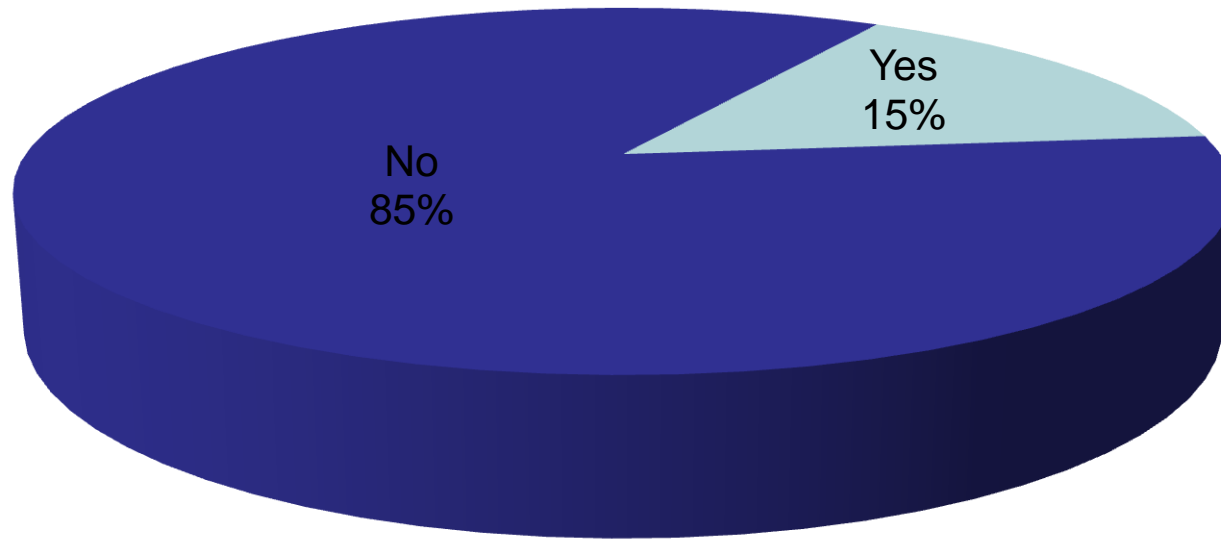
Most businesses would still choose co.za, while none would choose registering directly under .ZA!

## Comparing co.za & .com, which is the most preferred using selected attributes – business



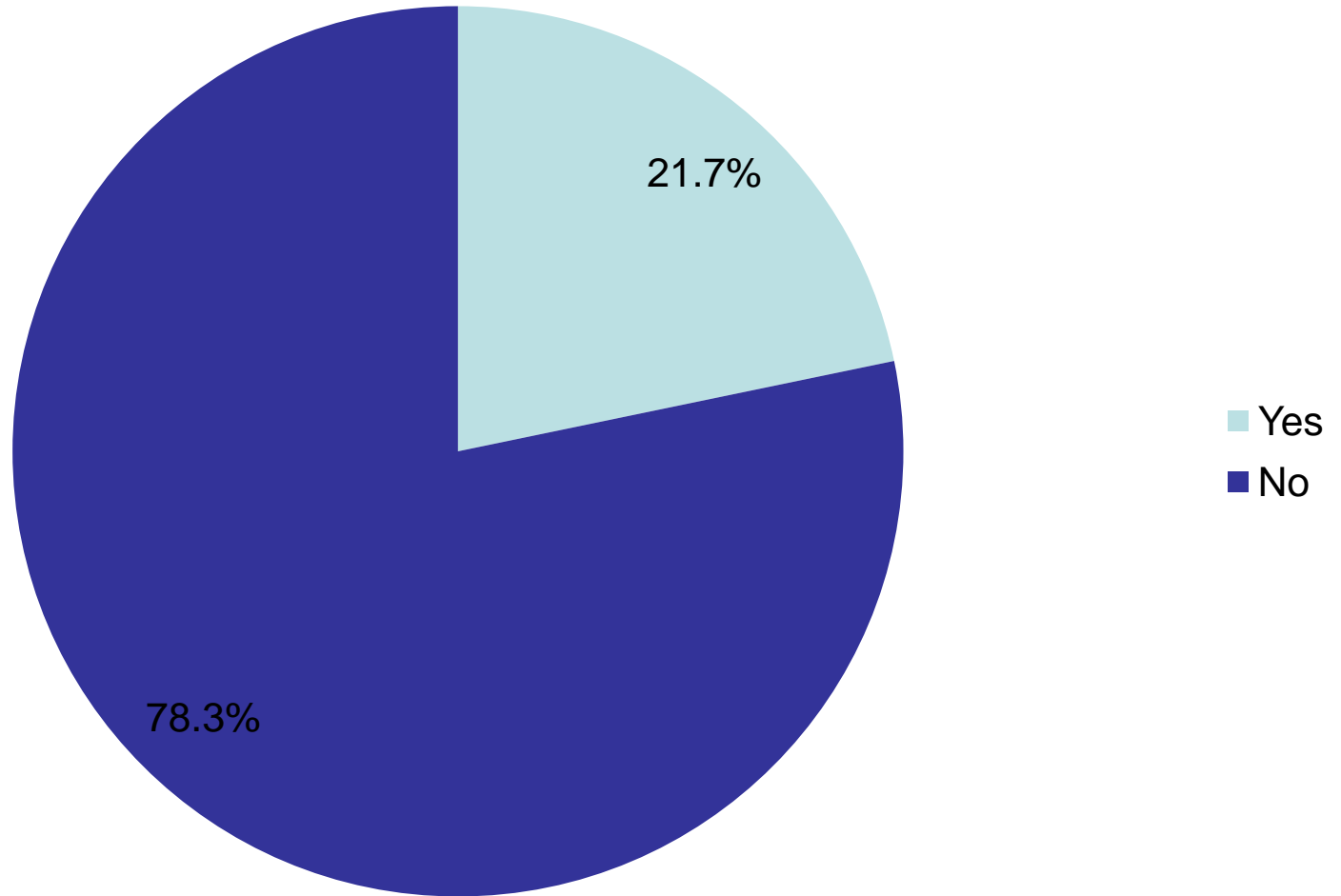
For business, .com only outscores co.za in global superiority

Are you aware of ICANN's planned new generic domains -  
business



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## Or should we add biz.za to compete with co.za – co.za





**Questions???**