Marketing of Prefecture Type JP Domain Names

17 July 2013
ccNSO News session
Yuri Takamatsu <takamatsu@jprs.co.jp>
Content

• Introduction of prefecture type JP domain names
• Publication
• Marketing research
• Registration trend
• Samples of actual use
Introduction of prefecture type JP Domain Names
Geographic type JP Domain names

(examples) Chiyoda city local government

- CITY
- CHIYODA
- TOKYO
- JP

Yuri as individual

- YURI
- CHIYODA
- TOKYO
- JP

Number of registration

- 0
- 1000
- 2000
- 3000
- 4000
- 5000

- 1993
- 1994
- 1995
- 1996
- 1997
- 1998
- 1999
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010

• features
  - long (registration at 4th level)
  - domain name structure is not simple
  - up to 1 domain name per registrant
  - registrant must reside in THE geographic area
Reconstruction of Geographic type JP

• main purpose of reconstruction
  – (re)vitalizing local community activities
  – making it simpler to use than existing geographic type JP

• basic policies in reconstruction
  – registration as 3LD
  – any organization or individual can be a registrant
  – local presence in the prefecture not required
    • presence in Japan is still required as in the case with other JP domain space
  – create domain name spaces for all 47 prefectures in a neutral and homogeneous way
  – multiple domain names can be registered by 1 registrant
  – all 47 domain name space is managed directly by JPRS
    • no delegation to other organizations

• domain name space created under new policies is a new space called "prefecture type JP domain name"
Publication
Press releases

• September 2011
  – creation of 'prefecture type JP' has been decided
• March 2012
  – 'prefecture type JP' will be launched in November
• July 2012
  – sunrise period for trademark holders started
• September 2012
  – concurrent registration period started
• November 2012
  – FCFS registration period started
• March 2013
  – # of registration exceeds 10,000

31 articles were placed on news sites. (On News mailing lists as well.)
Promotional leaflets

- Leaflets are distributed via registrars, at events, and so on.

registrar's name and contact information can be stamped here
Ads on newspapers / magazines / banners

- National / Local newspapers

"local beer, local sweets, and now it's time for local domain"

interviews with nation-wide enterprise about their expectation on prefecture type JP

- Magazines

- Banners

Banners and ads on search engine result pages
- Google RSS,
- yahoo targeting ads,
- yahoo brand panel
Brochures: interviews with local influencers
Copywriter contest on prefecture type JP usage

"waiting for your copies stimulating the usage of prefecture type JP"

prize winning copy

prefecture-name for life for your region
Promotion campaign to registrars

• ~60% cash back to registrars
  – 19 November 2012 - 29 February 2013
  – registrars promote prefecture type JP by
    • special promotion pages
    • banners linked to JPRS promotion site
    • discount sales
    • distribution of JPRS promotion leaflets
    • ...

• result
  – 7,700 were registered in the promotion period
  – without promotion, 5,000 was the estimated number
    • estimation was made based on the experience in opening SLD
Special promotion pages of some registrars

"prefecture type JP for appealing your linkage with local community"

"what is prefecture type JP?"
Marketing research
Result of survey about the intention to register

*(3rd party online survey with 1,032 respondents - influence of press release followed by 5 months various promotions)*

- ratio of Internet users who know 'prefecture type JP'
  - 20% of general Internet users
  - 44% of domain name registrants under any domain name space
- how they come to know 'prefecture type JP'
  - over 80% are through newspapers/magazines/Internet-news
- intention of 'prefecture type JP' domain name registration
  - 27% of general Internet users and 41% of domain name registrants say YES to potential registration
  - those who already hold their domain names have polarized inclination: 33% say YES and 55% say NO
  - general Internet users have no clear image of their intention: 39% say 'no idea about my intention'
- Those who have stronger intention are
  - students
  - in their 20's or 30's
  - domain name holders
Registration trend
trend of registration

• trademark application
  – many national brands
  – 29 labels are applied for in all 47 prefectures
    • ASCII:20, IDN:9
    • product or service names with nation-wide market
    • company names with branches all-over Japan
  – prefectures with largest number of application
    • TOKYO (top in population as well)
    • KYOTO (13th in population; many scenic spots and specialty products)

• concurrent application
  – many common nouns
    • blog.kanagawa.jp, magazine.chiba.jp, お仏壇 toyama.jp, 美容室 aichi.jp

• FCFS
  – many names of specialty products, scenic spots, local events
# of registration of prefecture type JP

# of registration at the end of each month

- **FCFS**
- **Cash back campaign**
- **Concurrent**
- **Trademark**
- **original geographic type JP**
Voices

• Local brandings such as local mascot characters and specialty products can be promoted by prefecture type JP in all 47 prefectures. (advertisement agency)

• With prefecture type JP, local businesses can profile themselves as 'local' and attract attention from local community. In addition, search engines may help potential clients to find them. (net business consultant)

• Prefecture type JP interests audience in IT seminars hosted by local chamber of commerce or local government. (registrar)

• Nation-wide uniqueness of a domain label has been a hurdle to register a good name even for local use. Prefecture type JP is a trigger to create more web sites targeted to specific audience. (registrar)
Samples of actual use
For local foods

http://sakana.ishikawa.jp
  \text{= fish}

http://maguro.wakayama.jp
  \text{= tuna}

http://narutokintoki.tokushima.jp
  \text{= local sweet potato brand}
For local events

http://JA植木まつり.kumamoto.jp
= JA garden tree festival

http://shinmachi.aomori.jp/
= the name of town in Aomori Prefecture

http://お花見ガイド.kyoto.jp/
= guides for cherry-blossom viewing
http://お花見ガイド.kyoto.jp/
= guides for cherry-blossom viewing

JPRS made the page for all prefectures to promote IDN and prefecture type JP
(as for March 2013)
Q&A