Confusion by new TLDs?

Thoughts and Study Results

June 26, 2007, San Juan, ICANN Meeting
Dirk Krischenowski, CEO dotBERLIN GmbH & Co. KG
We need the Confusers
Confused by Confusion

Early registration for Wikimania 2007 is open.
The Wikimedia Board Election is accepting candidates. Please help distribute the latest news on the election.

Confusion (disambiguation)
From Wikipedia, the free encyclopedia

Mental confusion is the inability to think clearly and quickly.
Confusion can also have the following meanings:

- Confusion and diffusion, a technical concept in cryptography in popular culture:
  - Any of these songs:
    - Confusion, a song from ELO's 1979 album *Discovery*.
    - Confusion, a single by The Zutons.
    - Confused (song), a 1993 single by Trevin Campbell.
  - Third season of the *Discordian calendar*.
  - The Confusion, a novel by Neal Stephenson.
  - Confusion, a science fiction convention in Detroit, Michigan.
  - Confusion, a fictional bar on the American TV soap opera *All My Children*.
  - Confused.com, car and home insurance comparison service.
  - Confusion, a psychic type attack in the *Pokémon* games.
URL Type-in vs. Google Type-in Confusion
„I‘m confused and by this I confuse others“

www.martin-meyer.de@t-online.de

www.hairdresseronlinenewyorkcity.cc
What is more confusingly?
Are these the Confusers?

.eu
.sco
.cym
.bzh
.gal
.cat
.sapmi
.london
.hamburg
.berlin
.paris
.münchen / .munich
.eus
Or these?

- .asia
- .nyc
- .lac
- .baires
- .africa
- .arb
- .서울 / .seoul
- .lima
- .laco
„ICANN will not approve a .london because London is a famous condom trademark“
Das neue und historische Berlin
En los alrededores: Potsdam Sanssouci
aktuelle Infos und Tipps Übersicht- und Citypläne
80 Seiten – viele exzellente Fotos

El Berlin nuevo y el histórico
En los alrededores: Potsdam Sanssouci

La nova Berlino e la Berlino storica
I dintorni: Potsdam Sanssouci
Informazioni aggiornate e suggerimenti
Cartine generali e pianta del centro
80 pagine con tante foto eccezionali

 새로운 브레신
근교의 팟츠담 산세수시

 베르린

新しいベルリンと歴史的なベルリン
近郊のポツダムサンスーサーシ

ベルリン

新しいベルリンと歴史的なベルリン
近郊のポツダムサンスーサーシ
Who gets confused? – Study Results
Empiric Consumer Perception of TLDs

- Study performed by renowned Online market research company eResult in Feb 2007

- 3,812 participants in certified online panel

- Randomized by age, sex, city, internet usage etc. (official AGOF criteria)

- Representative results for Germany and Berlin based participants

- Results published by lawyer at leading judicial website http://www.jurpc.de/aufsatz/20070062.htm
Free Connotations on .berlin (I)

„Whereof did you thought when you read about the Top-Level-Domain .berlin for the first time?“

Information in & around Berlin/
Relation to Berlin

Operator lives in Berlin

Companies

Berlin/German Government

Individuals

<table>
<thead>
<tr>
<th>Berliners</th>
<th>Germans</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>43,2</td>
</tr>
<tr>
<td>13</td>
<td>21,4</td>
</tr>
<tr>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>9</td>
<td>10,3</td>
</tr>
<tr>
<td>5</td>
<td>8,2</td>
</tr>
</tbody>
</table>

Result
## Connotations with other TLDs

<table>
<thead>
<tr>
<th>Domain</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.de</td>
<td>86% - about Germany</td>
</tr>
<tr>
<td>.eu</td>
<td>68% - about European Union</td>
</tr>
<tr>
<td>.ag</td>
<td>29% - about German AG (shareholder company)</td>
</tr>
<tr>
<td>.jobs</td>
<td>57% - about jobs</td>
</tr>
<tr>
<td>.asia</td>
<td>74% - about Asian-Pacific region, Asians</td>
</tr>
</tbody>
</table>
| .com   | 31% - international, worldwide  
|        | 26% - about companies, business |
Users are able to differentiate!

<table>
<thead>
<tr>
<th>Domain</th>
<th>Users think this domain is operated by Government</th>
<th>Users think this domain is operated by Company/Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>cinema.de</td>
<td>1%</td>
<td>88%</td>
</tr>
<tr>
<td>cinema.berlin</td>
<td>6%</td>
<td>87%</td>
</tr>
<tr>
<td>siemens.de</td>
<td>3%</td>
<td>93%</td>
</tr>
<tr>
<td>siemens.berlin</td>
<td>4%</td>
<td>89%</td>
</tr>
<tr>
<td>government.de</td>
<td>89%</td>
<td>0%</td>
</tr>
<tr>
<td>mayor.berlin</td>
<td>85%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Users are not confused by GeoTLDs!

Users …

- are able to differentiate between domain and content (87%)
- know that GeoTLDs are operated mainly privately (72%)
- have clear perceptions of GeoTLDs
- know upcoming GeoTLDs already (13% awareness of .berlin)