Introducing multiyear registration

ccNSO meeting, ICANN 40, 16 Mar 2011
## Multiyear in the gTLDs

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The survey was launched on the registrar extranet on 15 October 2009 for one month. It was completed by 118 registrars.

Most of the respondents (79%) were in favour of multiyear registrations and will offer this option to their clients (82%).

The majority believes that up to 30% of their domain portfolio will move toward multiyear registrations (66%), but this feature will not impact significantly the demand of .eu domains (67%).

Among the most relevant comments from the respondents:

- Multiyear registrations would make .eu more similar to other gTLDs and this is a plus

- Multiyear registrations should be linked to a fee discount system related to the number of years a domain is registered

- Registrants like to know that a registered domain is “covered” for a long time
Survey response outcome

Would you like .eu to support multiyear registrations?

- Yes: 78%
- No: 22%

Would you offer multiyear registrations to your clients?

- Yes: 82%
- No: 18%
The survey ran in Q4 2009 and had 28 respondents

50% offer multiyear registrations and the rest was planning to do so in the near future

Almost 53% of those who were planning to introduce MYR would offer registrations up to 10 years

Reasons to implement MYR:

- Registrar demand

- Increase renewal rates

- Get closer to the gTLD environment
Launch date: 7 April 2011

.eu domains up to 10 years

Option to extend the registration term of an existing .eu domain up to ten years

Discount system for domains registered for 2 – 5 – 10 years for a limited timeframe
Promoting MYR

Extensive communication to our registrar community

Review of manuals and guidelines

Review of the e-learning courses

Review of templates and Q&A
Thank you!

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