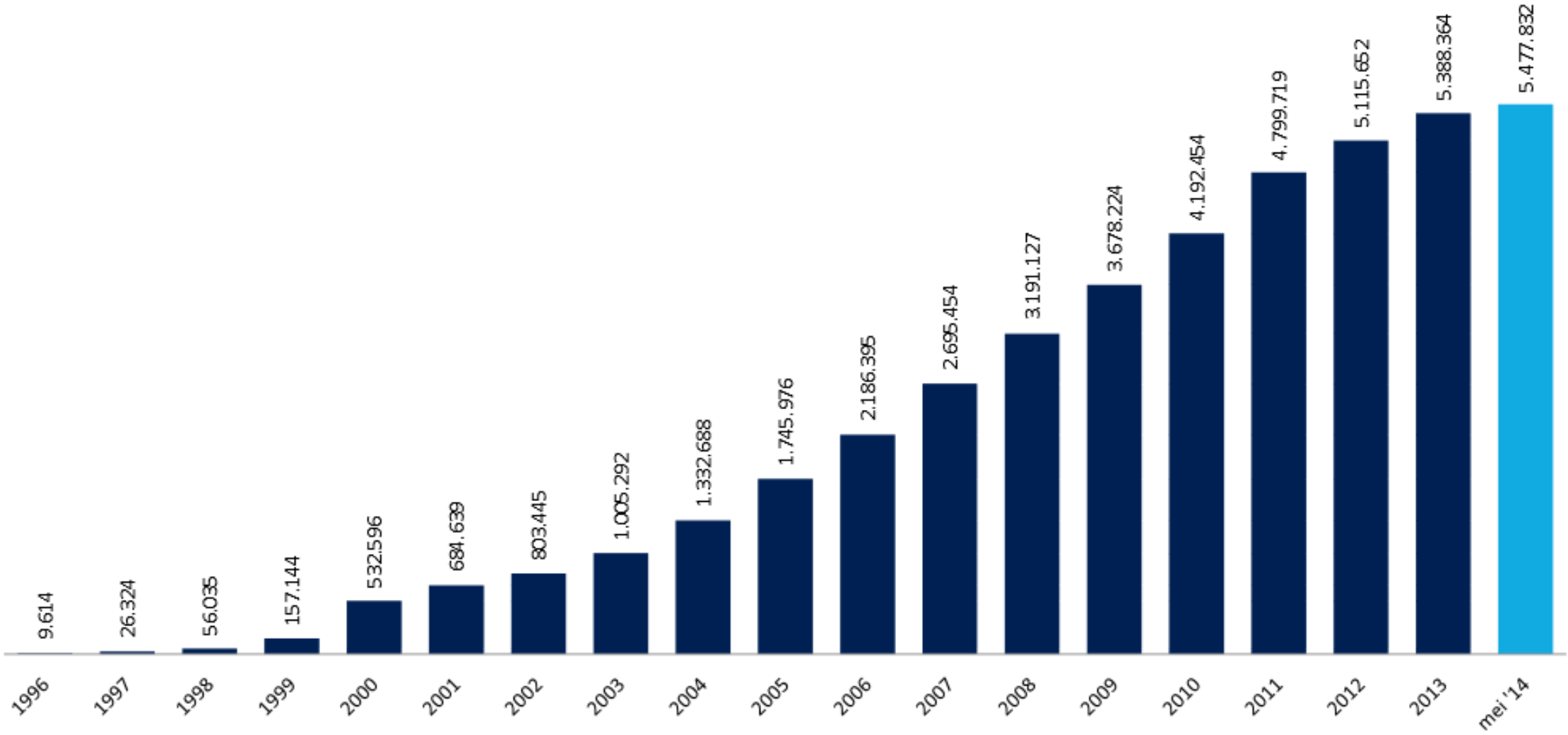
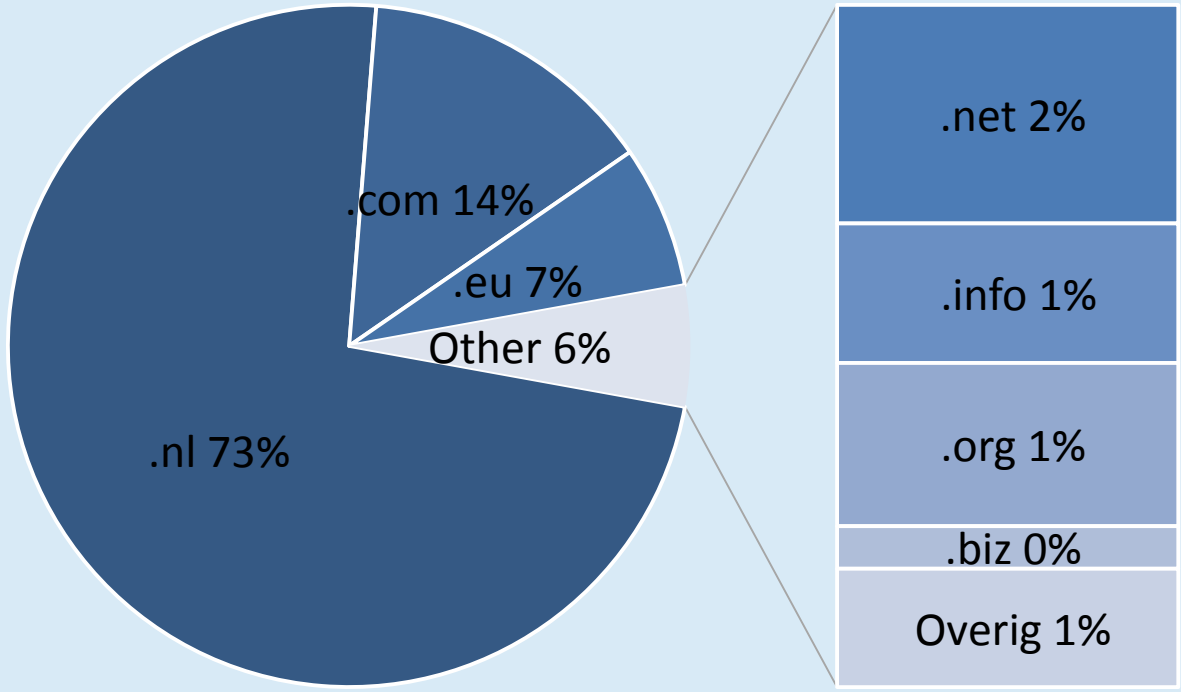
The market position of your ccTLD
(and why it is very relevant today..)

.nl domain count



Market share of .nl



So why look at the perceived position of .nl now?

Two reasons:

- Growth diminishing
- More competition (new gTLD's)

Knowing what distinguishes your domain means you and your registrars can explain why a customer should register it.

Setup:

Questions:

- How do internet users perceive .nl and other prominent tld’s?
- How would internet users perceive new TLD’s?

Method:

- E-mail survey
- Over 1000 respondents

Three degrees of questions:

1. **What do you associate with .nl/.com/ etc.., with?**

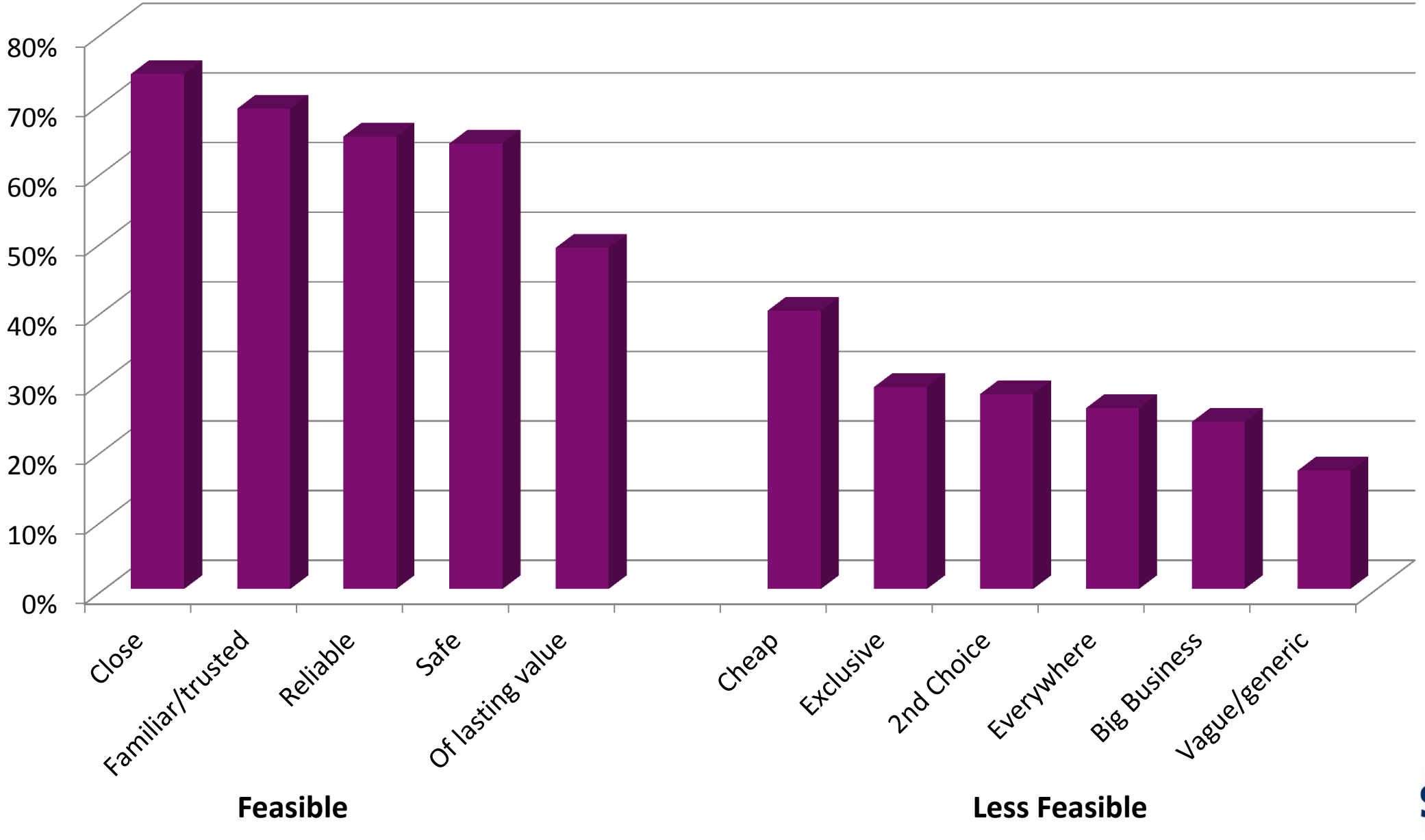
2. **Do you associate .nl/.com/etc.. with:**
   - Reliability
   - Local
   - Large Business
   - Etc..

3. **If you have to choose, between extensions , which would you prefer?**

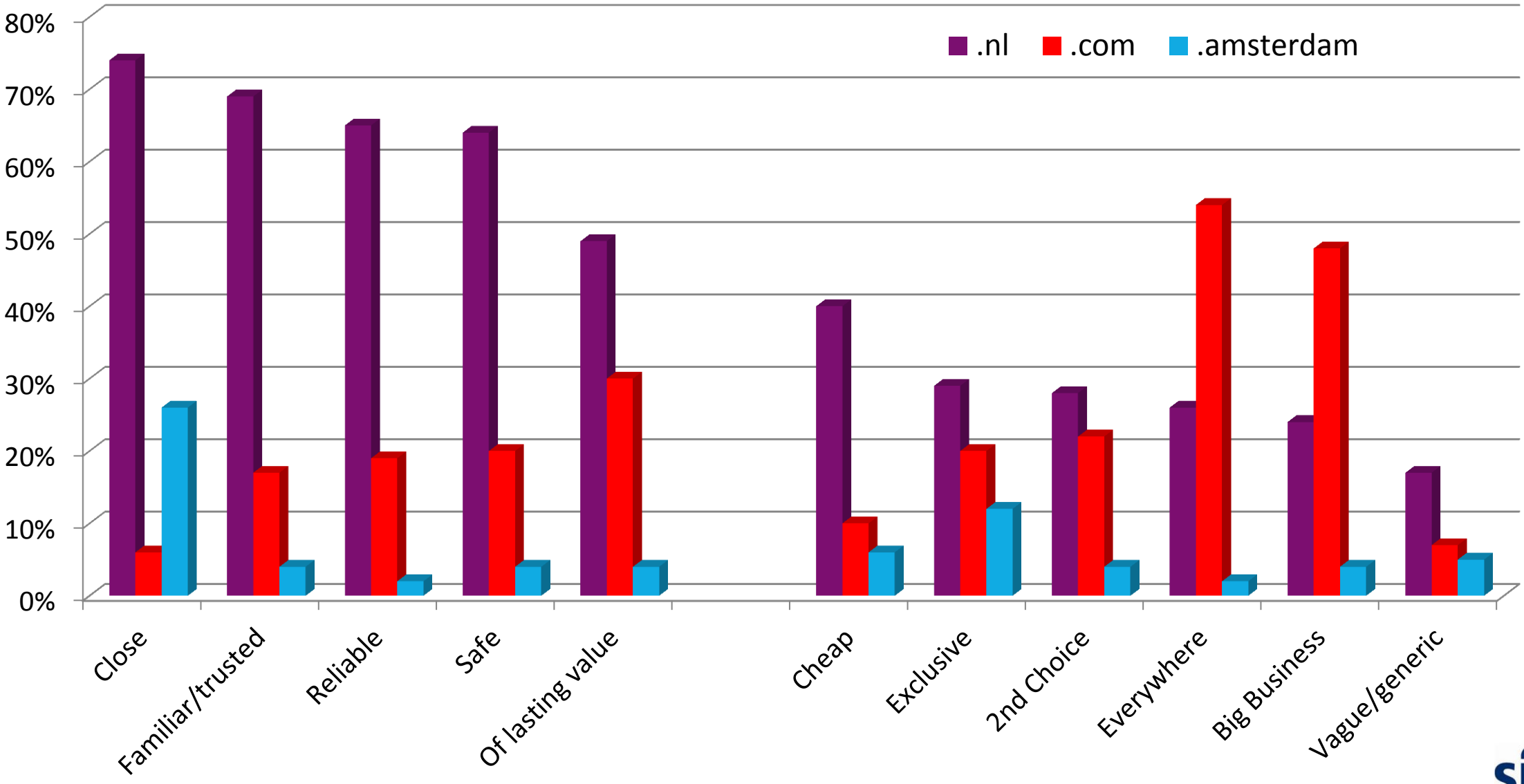
Mix: existing and not-yet-existing tld’s

What do you associate with .nl?

Do you associate .nl with…? (1)



Do you associate .nl with…? (2)



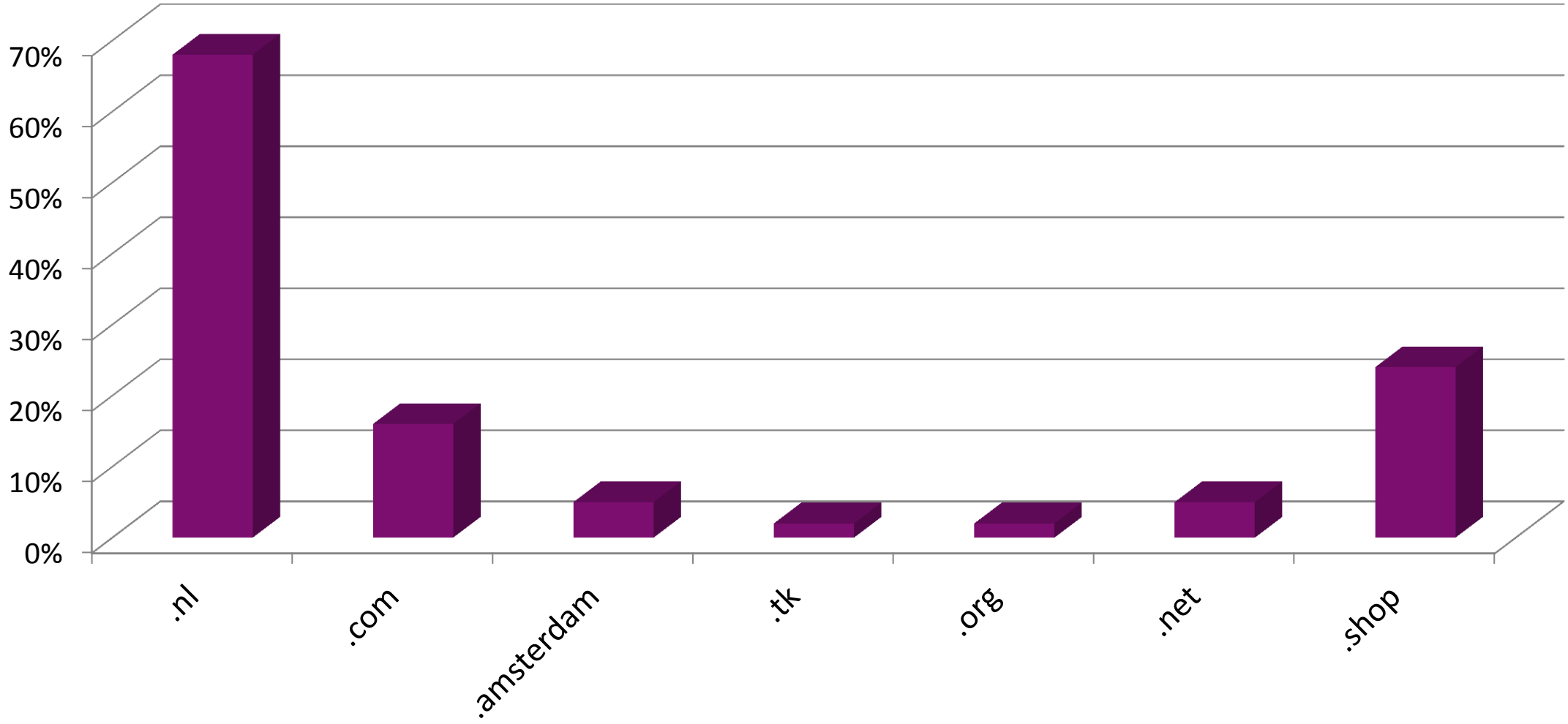
If you have to choose, between extensions..?

What would be your first choice if you were looking for shoes online?

a. www.shoes.com
b. www.shoes.tk
c. www.shoes.shop
d. www.shoes.nl
e. www.shoes.net
f. www.shoes.amsterdam

(randomized sequence per respondent)

.shop does surprisingly well..



Our take-out

- Confirmation of perceived position.

- Users may get used to new gTLD’s easier than expected.

- Use existing position in communication. Promote .nl values. Share them with registrars.

Your take-out

- Learning more about the image of your TLD now may be a very beneficial exercise.
- A TLD is an abstract item: you need multiple forms of questioning to get a clear picture.
- Users seem surprisingly comfortable with the idea of new extensions so…

Don’t grow complacent!

Questions?

If you have any questions? please let me know!

Copy of the report?

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