

.kr status in 2008

November 4, 2008



NIDA

National Internet Development
Agency of Korea

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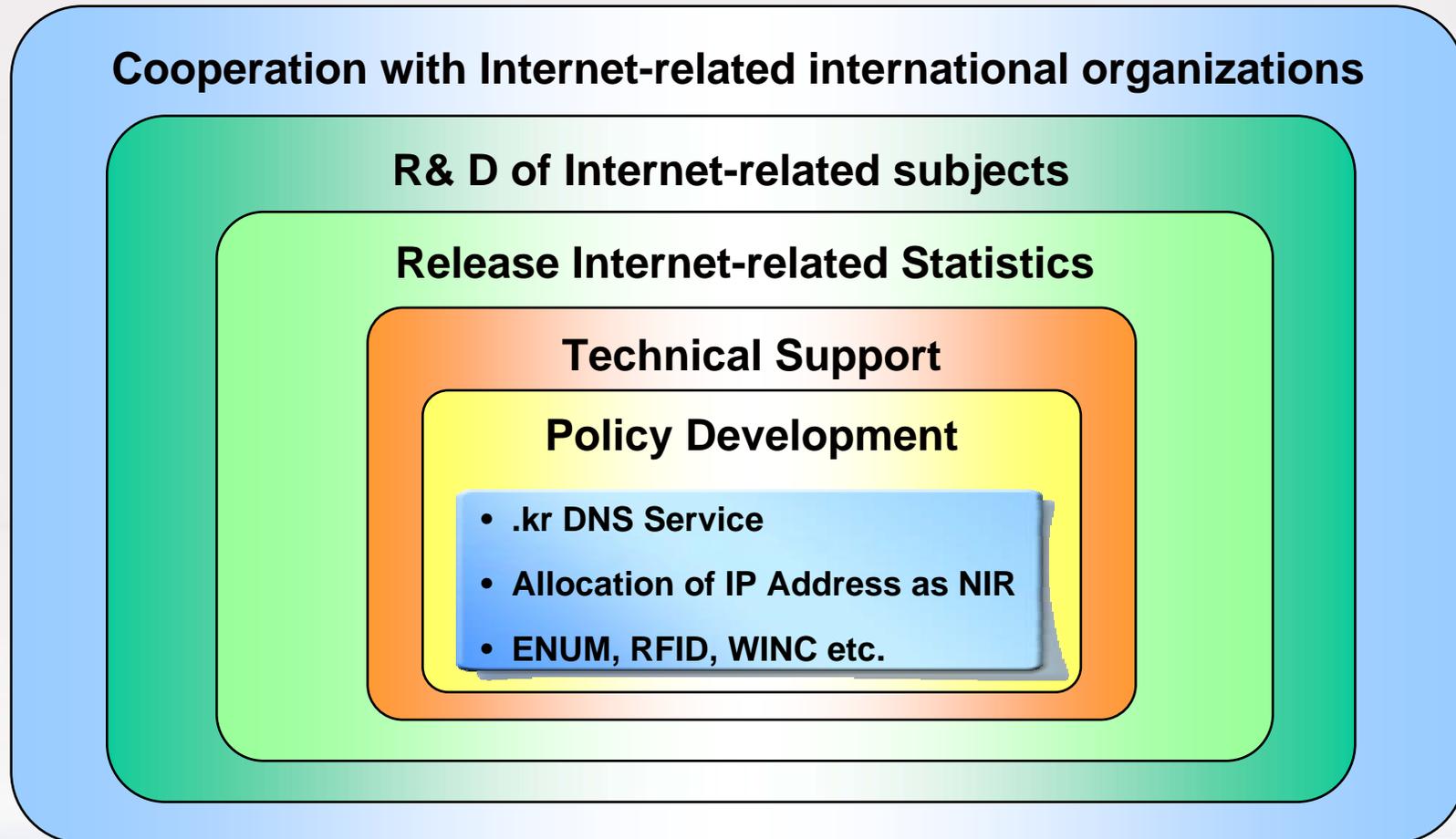
- ❑ Foundation date
 - June 29, 1999 : Established KRNIC
 - July 30, 2004 : KRNIC became NIDA
(‘National Internet Development Agency of Korea’)
- ❑ Location : Seoul, Korea
- ❑ Number of Employees : 87 Employees
- ❑ Role of NIDA :
 - establishes stable framework for managing the Internet address resources
 - promotes international cooperation and comprehensive policies for development of the Internet in Korea.

3rd level .kr(i.e. nida.or.kr)
Third level .kr started in 1986

한글(IDN).kr
Internationalized domain name (IDN).kr service started on
19th Aug. 2003.

nida.kr
Second level domain name(Brand Name : Quickdom)
launched on 18th Sep. 2006.

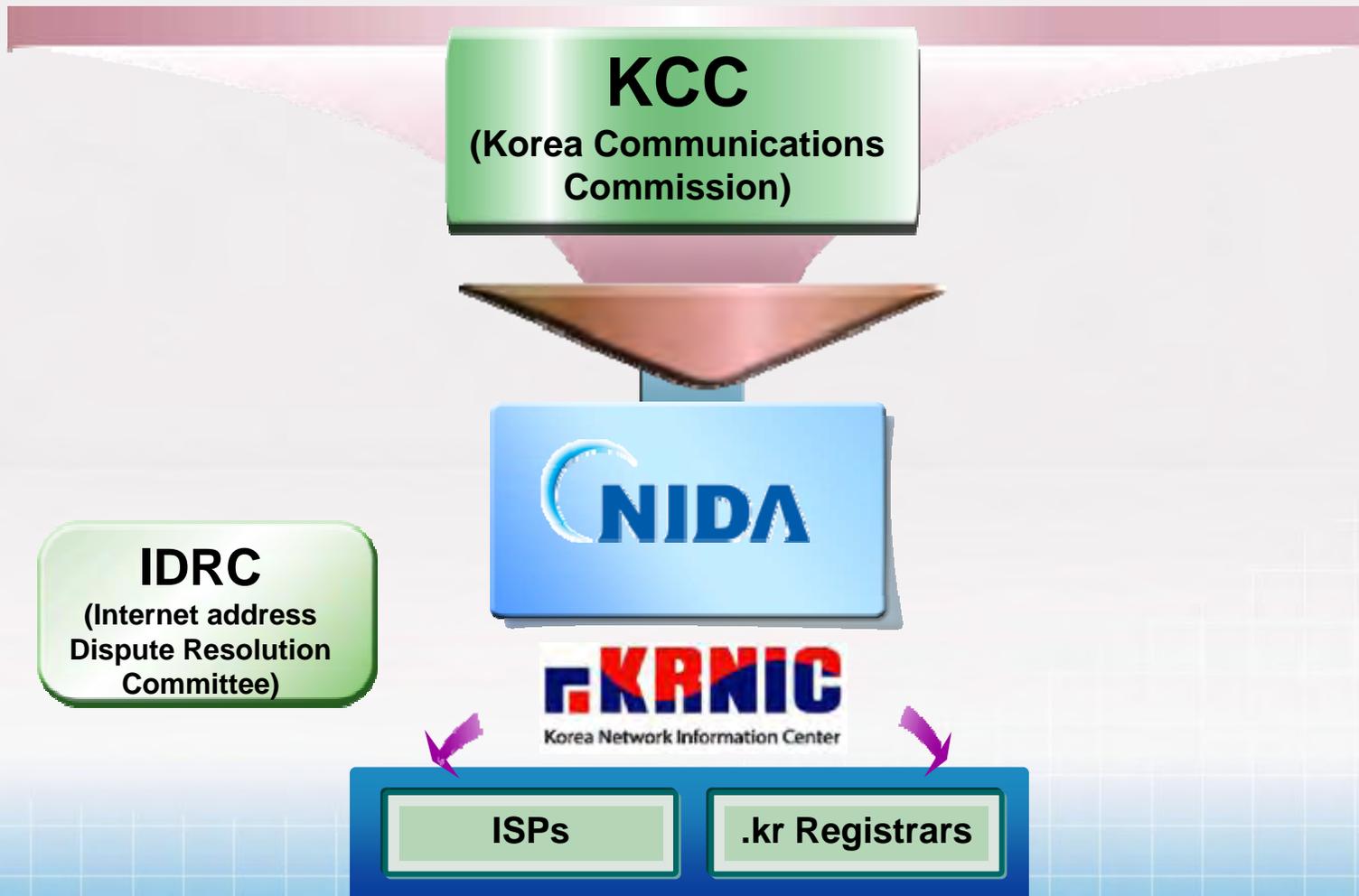
한글.한글
IDN TLD in progress.



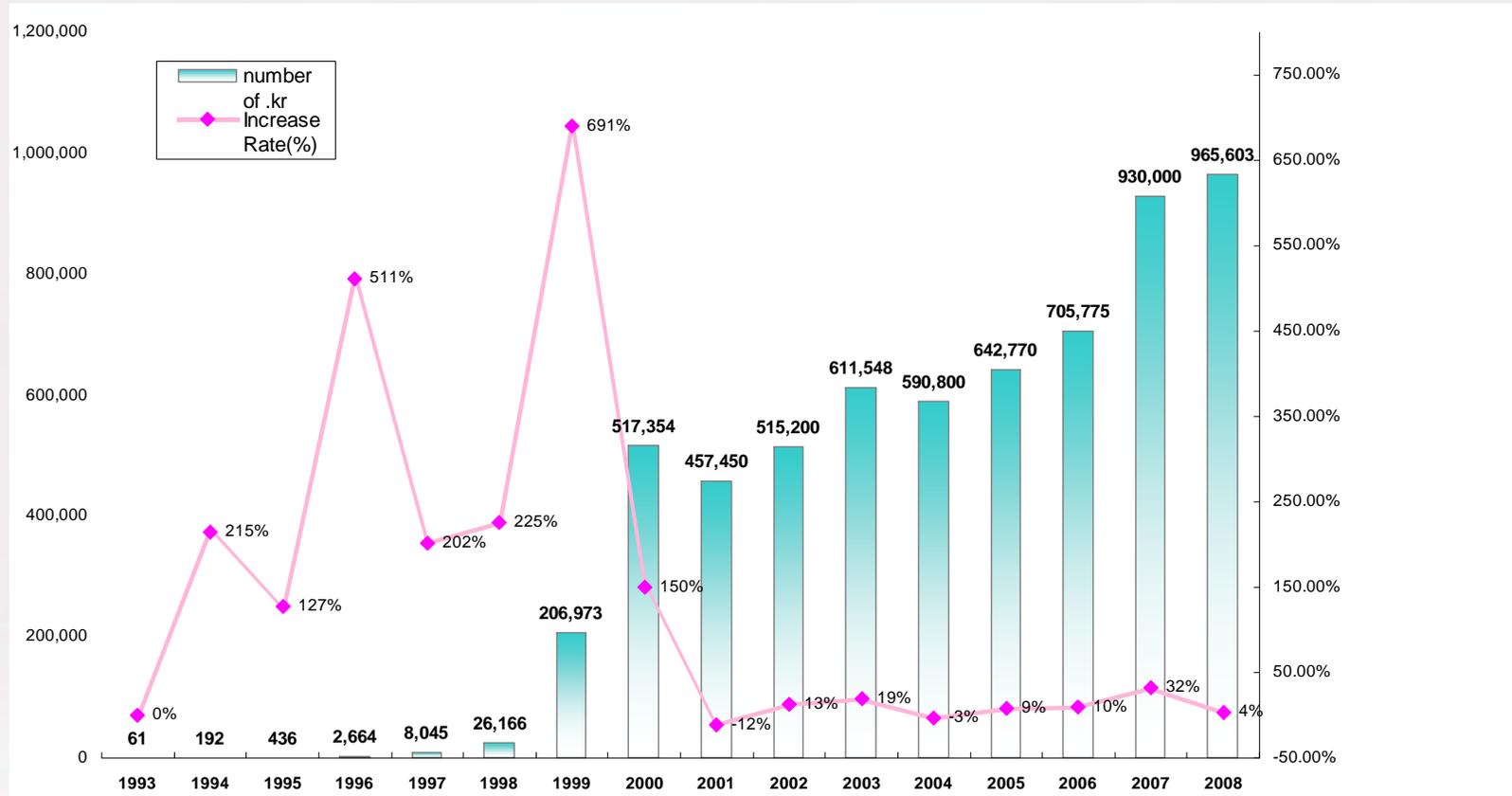
* NIR: National Internet Registry

Internet Governance in Korea

Act on Internet Address Resources



Registration Trends in Korea



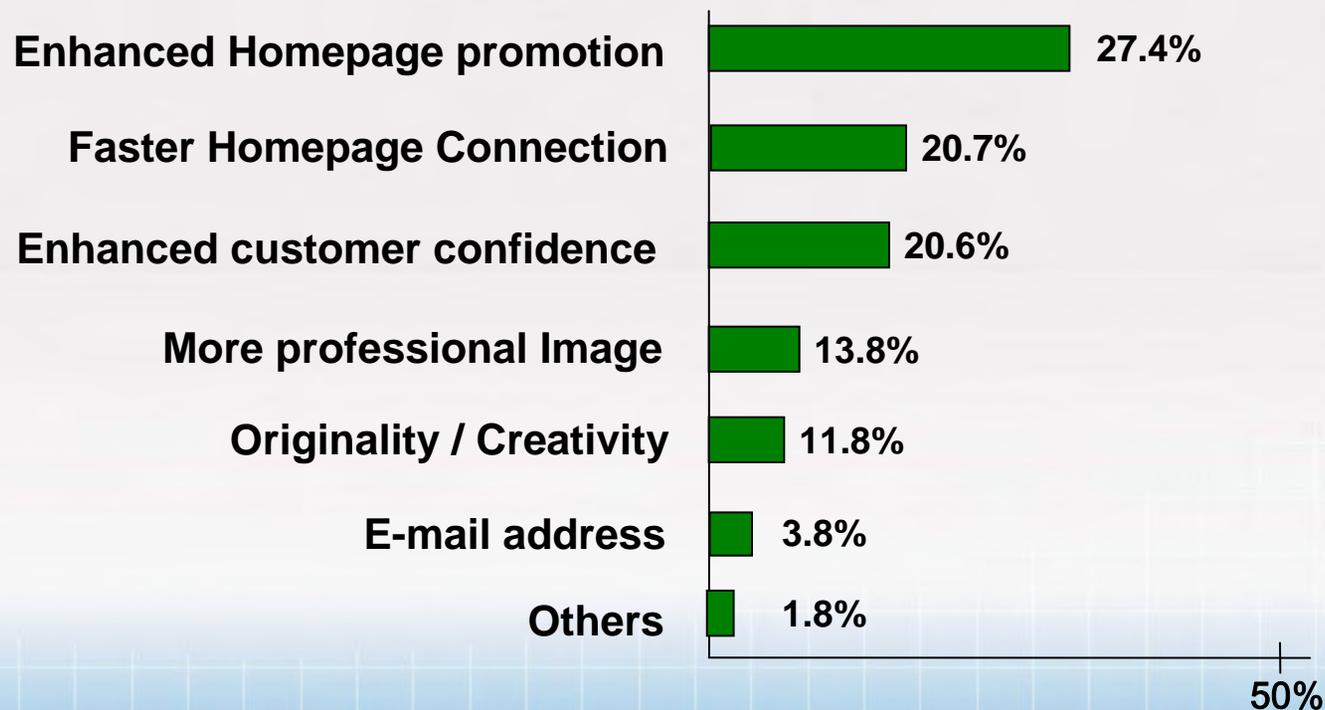
- As of Nov 4th 2008, total .kr registrations numbered 965,603
- With the successful launch of 2nd level English .kr and increase in IDN registrations, there has been a rapid growth between 2006 and 2007

1. Merits of Using .kr
2. Number of Internet Users in Korea
3. The Purpose of Domain Registration
4. Considerations for Registrar Selection
5. Market Share of TLDs in Korea
6. Reasons for TLD selection
7. Domain Deletion/Non-Extension

1. Merits of Using .kr

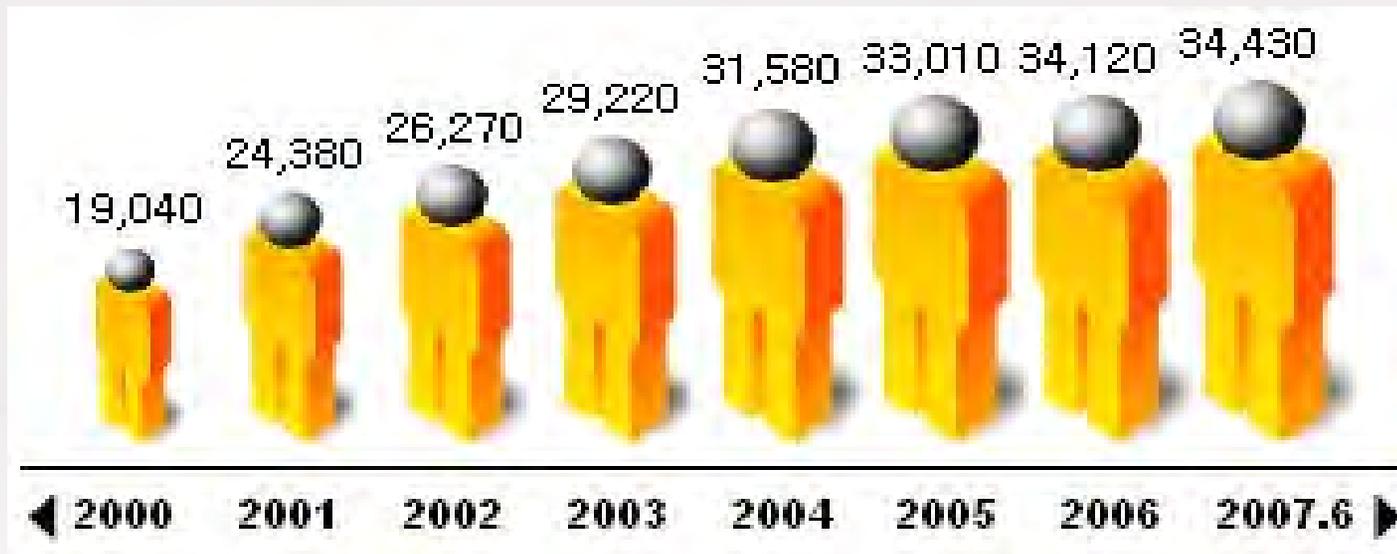
The main merits of using the .kr are...

1. Enhanced Homepage Promotion (27.4%)
2. Homepage Connection Speed (20.7%)
3. Enhanced customer confidence (20.6%)



2. Internet Users in Korea

(unit: thousand, over 6-year-old)



Over 70% of the total population* of Korea use the Internet.

* Population of Korea is about 48,000,000.

3. Domain Registration Purposes



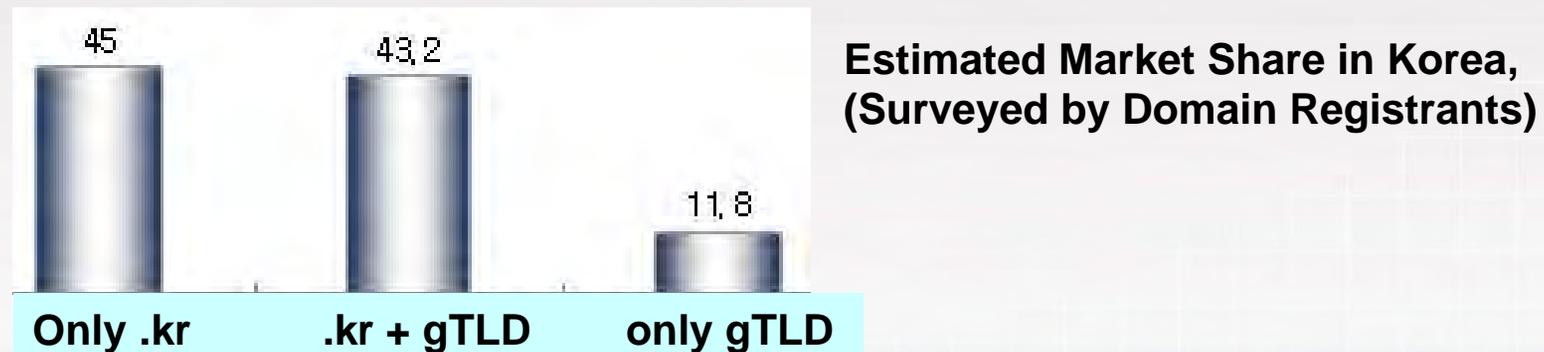
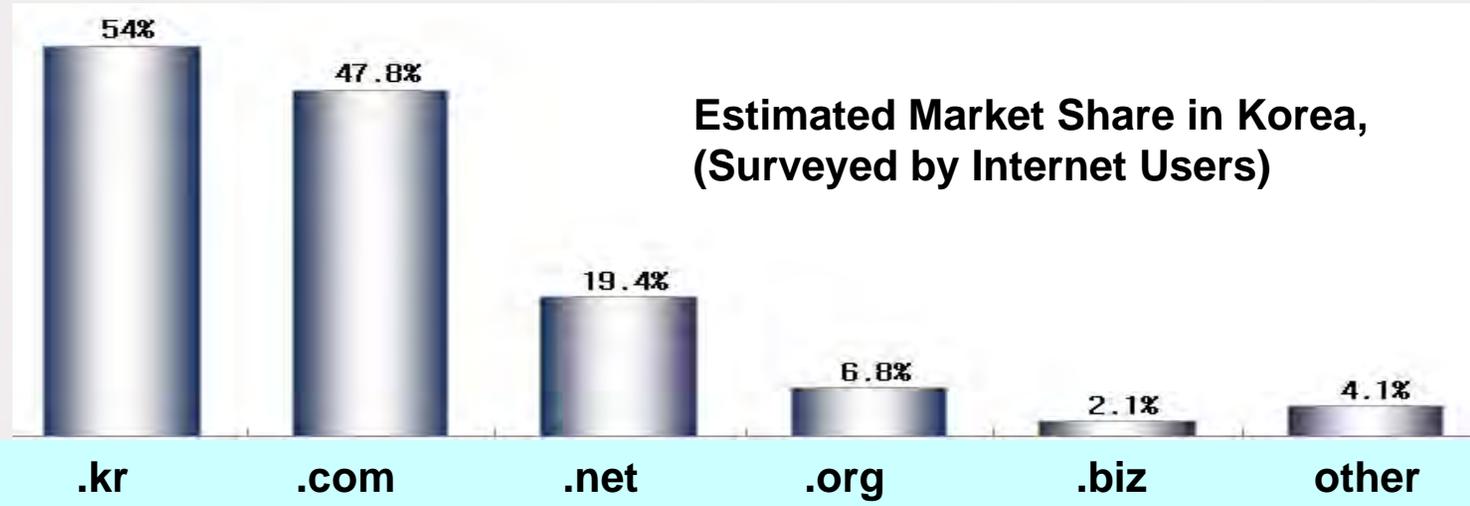
4. Registrar Selection Considerations



(Multiple Responses, Surveyed by domain Registrants)



5. Market Share of TLDs in Korea



6. Reasons for Domain Selection



Only .kr

1. To promote a Korean Company homepage (34.1%)
2. The second best choice against a 3rd party prior registration (27.9%)
3. The .kr image is better than gTLD (9.3%)

.kr + gTLD

1. Provides for clearer domain naming (35.7%)
2. To prevent confusion(27.3%)
3. For future use (19.9%)

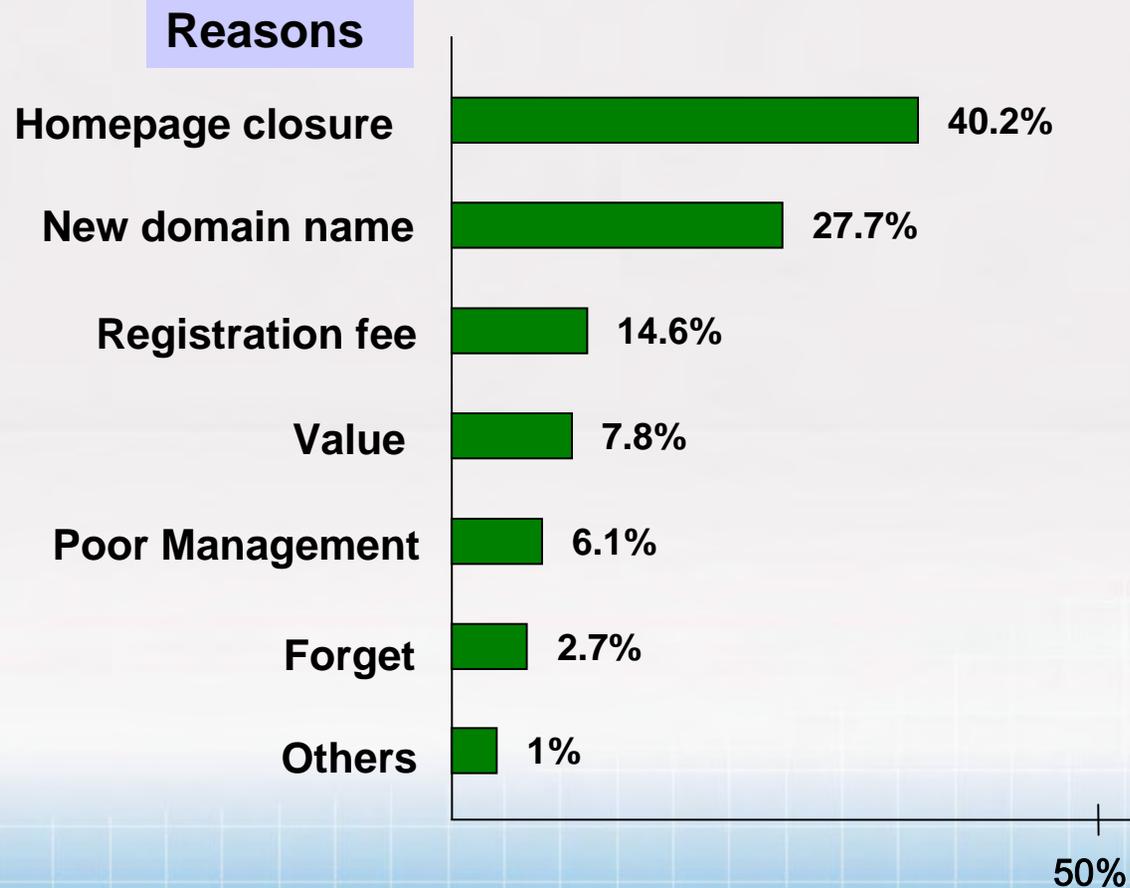
only gTLD

1. A better fit for purpose (.com, .biz, etc) (35.2%)
2. The gTLD image is better than .kr domain(22.8%)
3. The second best choice against a 3rd party prior registration (16.1%)

7. Domain Deletion/Non-Extension



44.7% of registrants delete or do not extend domain name registration





For more Information,
please visit us.

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