2009 initiatives

@ your service
- Registrars

Together
- Registrars and registrants

Reaching out
- Targeted groups
@ your service

Registars
Registrar meetings

- 27 registrars visited by the southern team
- 18 registrars visited by the central team
- 40 registrars visited by the western team
- 20 registrars visited by the northern team
- 17 overseas registrar meetings (divided over 13 registrars)
Chatline launched in Q1 2009

Welcome, a000005
Active domain names: 17
Your ranking (overall): 885
Your ranking (national): 57

Registrar Lunches
EURid regularly hosts registrar lunches in various locations throughout Europe.

At these events registrars and EURid staff members meet, a presentation on the latest .eu highlights is given, and .eu-related topics are discussed. If you would like to exchange views on a specific issue, or just meet the EURid team, read more about the planned registrar lunches here.

Recent Announcements

25 April 2009 - Today at 14:30 we successfully completed the switch of our registration systems from the main site to the mirror site (and back), as part of an in depth test of our business continuity plan. Read more »

23 April 2009 - Our offices will be closed on Friday, 1 May 2009. Reminder: Your account will be blocked if there are not enough funds on 30 April to cover all transactions that occur that day. Read more »
2009 Registrar Satisfaction Survey
EURid’s responsiveness ratings

- 2008
  - 2% for grades 1 and 2
  - 5% for grade 3
  - 10% for grade 4
  - 24% for grade 5
  - 21% for grade 6

- 2009
  - 0% for grades 1, 2, and 3
  - 3% for grade 4
  - 2% for grade 5
  - 6% for grade 6
  - 7% for grade 7
  - 27% for grade 8
  - 27% for grade 9
  - 28% for grade 10
2009 Registrar Online Satisfaction Survey
Preferred channels to contact EURid

2008
- Telephone: 7%
- Email: 21%
- Direct Contact: 72%

2009
- Telephone: 17%
- Email: 10%
- Direct Contact: 65%
- Chat: 8%
2009 Registrar Phone Survey

- .eu domains are seen as highly reliable: 88% of respondents scored this aspect at least 7 out of 10
- .eu domains are seen as generally easy to sell by registrars in Europe
- The domain is seen as adding value to SMEs by 56%, to trans-border businesses by 93%, to public authorities by 47%, to individuals by 31%
In overall terms, how would you rate the overall quality of your relationship with EURid, considering all of your experiences with them? Would you say it is...

<table>
<thead>
<tr>
<th>Rating</th>
<th>Description</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td></td>
<td>44.8</td>
</tr>
<tr>
<td>Very Good</td>
<td></td>
<td>41.4</td>
</tr>
<tr>
<td>Good</td>
<td></td>
<td>12.6</td>
</tr>
<tr>
<td>Fair</td>
<td></td>
<td>1.1</td>
</tr>
<tr>
<td>Poor</td>
<td></td>
<td>0.0</td>
</tr>
</tbody>
</table>

### Mean and % Diff. vs Overall

<table>
<thead>
<tr>
<th>Region</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Mean</th>
<th>% Diff. vs Overall</th>
<th>Resps</th>
</tr>
</thead>
<tbody>
<tr>
<td>EURid Overall</td>
<td>45</td>
<td>41</td>
<td>13</td>
<td></td>
<td></td>
<td>4.30</td>
<td></td>
<td>87</td>
</tr>
<tr>
<td>Europe</td>
<td>44</td>
<td>41</td>
<td>14</td>
<td></td>
<td></td>
<td>4.28</td>
<td>-0.6</td>
<td>80</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>57</td>
<td>43</td>
<td></td>
<td></td>
<td></td>
<td>4.57</td>
<td>6.3</td>
<td>7</td>
</tr>
</tbody>
</table>

Scale: 5 = Excellent, 4 = Very Good, 3 = Good, 2 = Fair, 1 = Poor
86% of respondents rated their relationship with EURid as either Excellent or Very good

The figure for customer service is even higher, at 94%

86% rated the ability of EURid to help them on their most recent contact, as either Excellent or Very good
Together

Registrars and registrants
Co-Funded Marketing

- Appeal to a LARGER market!

OrangeNames.com
Co-Funded Marketing
Co-Funded Marketing
Reaching out

Targeted groups
Local awareness activities

- Over 20 local activities developed in 2009
- 2 major banner campaigns
  - Transport sector
  - IDNs launch
- Monitoring and measurement in place for each initiative
- 5 marketing channels experienced
- Some examples
8 Reasons leaflet

.eu ukazuje, že ješte Evropan


Jan Demara, www.hyundai.eu

.eu je praktická

„To, co vidíme v prvním okamžiku, se deje v většině společností. Tohle je stále výrobní či nebo dokonce globální. A velké často citlivé společnosti usílí jednu výrobu, v jednom balení na různé trhy. Pro aspoň místní některé nástroje informace uveden na webová stránky, aniž byste museli uživat přítomno na oběh výrobku. V takovém případě je webová stránka .eu velmi užitečná, protože ji můžete dosáhnout všechny společnosti pouze za jednou kliknutí."

Jiří van Vreden, www.novicefei.eu

.eu je znakem kvality

„Společnost UniCredit Group je třetí největší evropskou bankovní skupinou s pobočkami ve 23 evropských zemích. Podle mé je domů na .eu podobné velmi silně spojené s tím nejlepším, co v Evropě existuje.“

Marc Böhm, www.unicreditgroup.eu
Campaign on the trains in Slovakia

www.8dovodov.eu

Zakotvite svoju doménu bezpečne v Európe
Top banner running on ‘Den Store Danske’
Picture contest in Estonia
Winning picture
Transport campaign in Lisbon
Participation in fairs/events
Participation in fairs/events
José Manuel Barroso félicite EurActiv pour son dixième anniversaire.

Hier soir, le président de la Commission européenne, José Manuel Barroso a félicité EurActiv pour son dixième anniversaire. M. Barroso a remporté pour la première fois le prix spécial du Jury de la Fondation EurActiv à Jerry Buckley, Président du Parlement Européen.
The European comic strip

HEY!
WANT TO KNOW ABOUT MY NEW BUSINESS PLAN?
SURE

I'M GONNA SELL SMILES

THEN TO MY FRIENDS' FRIENDS...

YEAH, SMILES. TO MY FRIENDS AND FAMILY FIRST...

AND AFTER THAT TO THE WHOLE COUNTRY BY LAUNCHING A WEBSITE

YOU SHOULD CALL IT WWW.BUYMYSMILE.EU

SO YOU CAN SELL SMILES ALL OVER EUROPE

GREAT IDEA!

EUROPE... WHAT A MARKET!

YOU'RE A FRIEND, YOU KNOW?
I KNOW

WANNA BUY ME A SMILE?
European school in Belgium
Transport campaign in Lisbon
Postcards in The Netherlands and Austria

DON'T MISS THE LOVE OF YOUR LIFE

MARRY ME SISSI!
BUT WE HARDLY KNOW EACH OTHER
DO YOU HAVE A .EU WEBSITE?
WWW.EURID.EU

YOU CAN HAVE A .EU WEBSITE

IT'S NOT JUST FOR TULIPS

NO?
REALLY?
WHAT ABOUT ME?
YOU TOO!
WWW.EURID.EU