



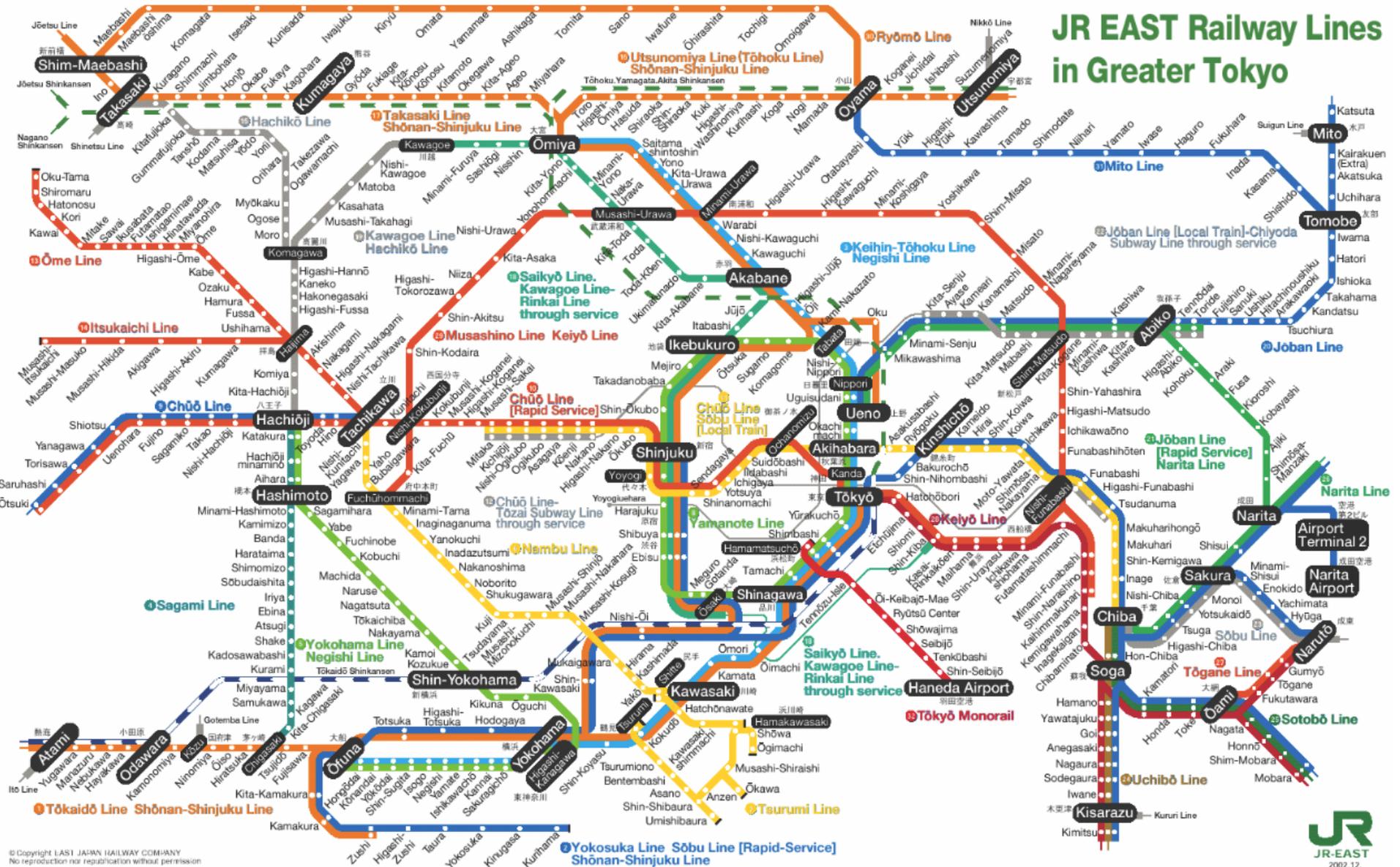
Confusion by new TLDs?

Thoughts and Study Results

June 26, 2007, San Juan, ICANN Meeting
Dirk Krischenowski, CEO dotBERLIN GmbH & Co. KG

We need the Confusers

JR EAST Railway Lines in Greater Tokyo



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2002.12.

Confused by Confusion

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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 1983 single by New Order and Arthur Baker
 - Confusion, a single by [The Zutons](#)
 - [Confused \(song\)](#), a 1993 single by Tevin 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 [Pokemon](#) games.

Look up *confusion* in Wiktionary, the free dictionary.

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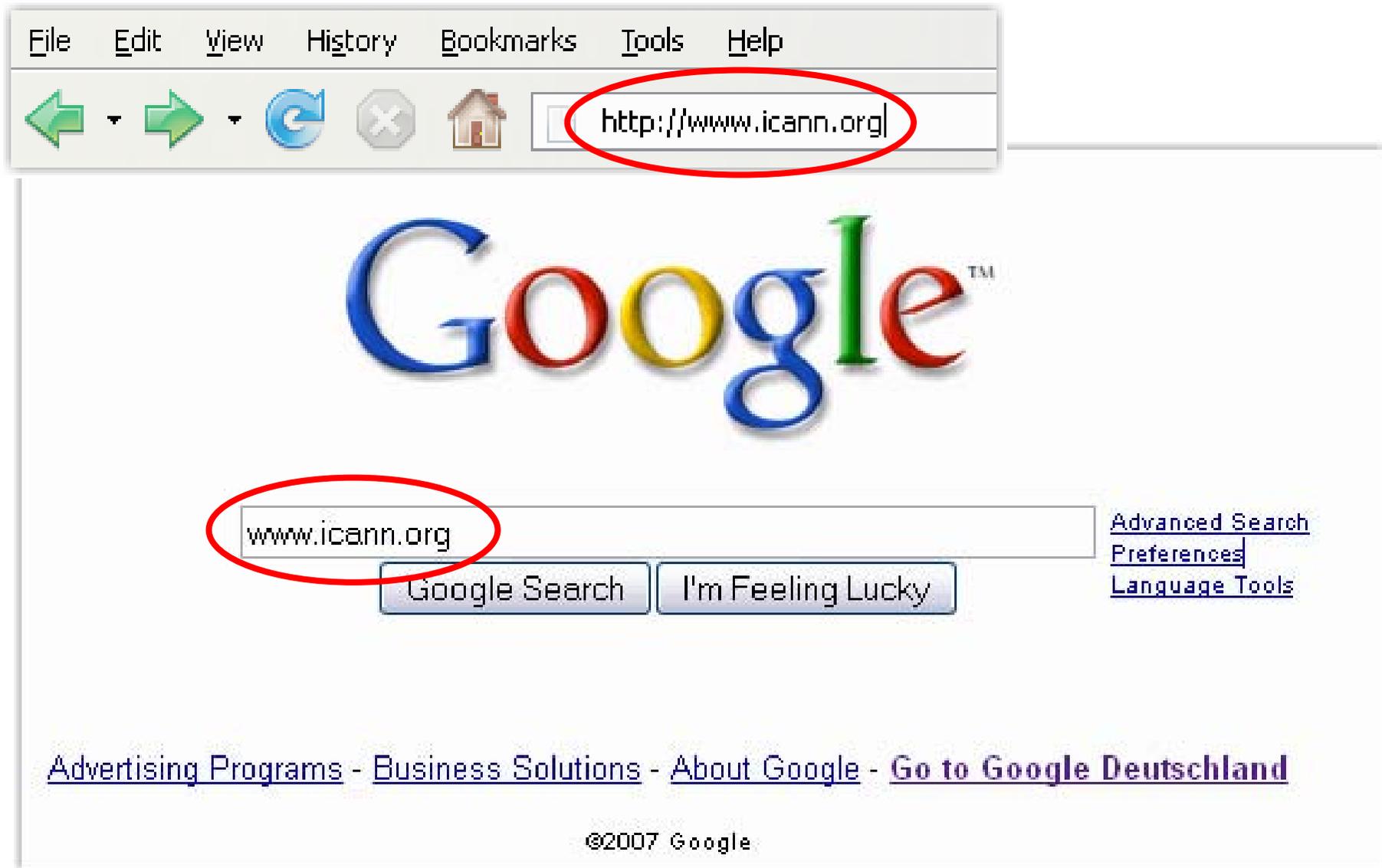
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URL Type-in vs. Google Type-in Confusion



„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?



Or these?



.africa

.arb

.asia

. 서울 / .seoul

.nyc

.lima

.lac

.bairens





„ICANN will not approve a .london because London is a famous condom trademark“

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Portal no. 1

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?“



Connotations with other TLDs

.de	86% - about Germany
.eu	68% - about European Union
.ag	29% - about German AG (shareholder company)
.jobs	57% - about jobs
.asia	74% - about Asian-Pacific region, Asians
.com	31% - international, worldwide 26% - about companies, business

Users are able to differentiate!

	Users think this domain is operated by Government	Users think this domain is operated by Company/Private
cinema.de	1%	88%
cinema.berlin	6%	87%
siemens.de	3%	93%
siemens.berlin	4%	89%
government.de	89%	0%
mayor.berlin	85%	0%

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)**