



# Introducing multiyear registration

*ccNSO meeting, ICANN 40, 16 Mar 2011*

# Multiyear in the gTLDs

net- adds-1-yr	net- adds-2-yr	net- adds-3-yr	net- adds-4-yr	net- adds-5-yr	net- adds-6-yr	net- adds-7-yr	net- adds-8-yr	net- adds-9-yr	net- adds-10-yr
1968061	189388	38683	1362	37602	166	86	50	88	9147

net- adds-1-yr	net- adds-2-yr	net- adds-3-yr	net- adds-4-yr	net- adds-5-yr	net- adds-6-yr	net- adds-7-yr	net- adds-8-yr	net- adds-9-yr	net- adds-10-yr
174264	20444	4073	117	3863	17	8	2	15	1029

# Registrar survey

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

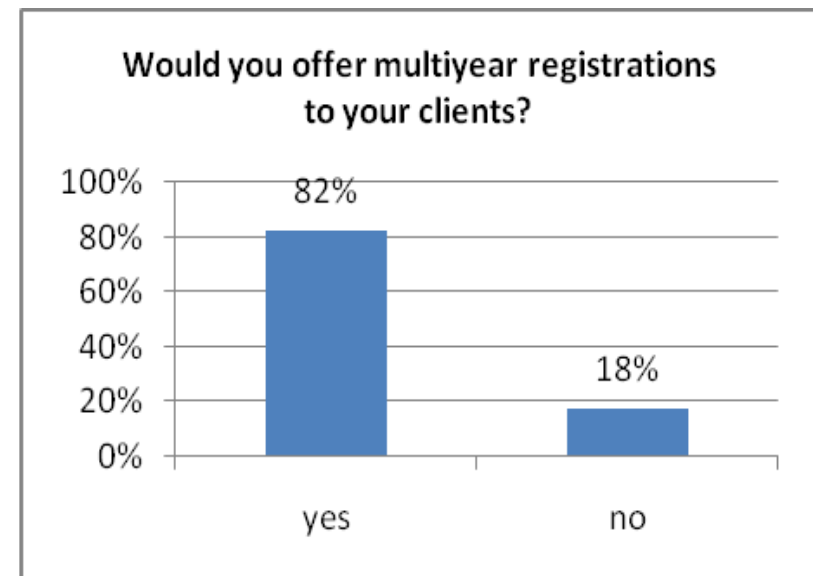
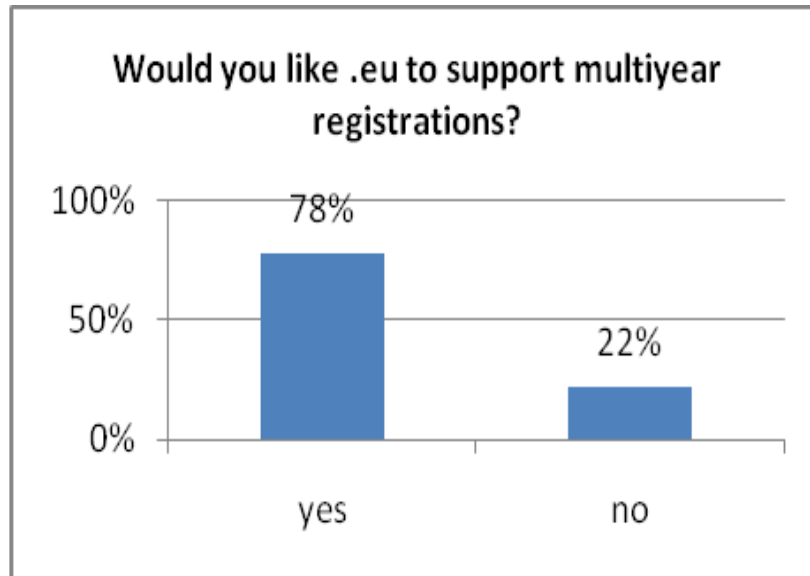
Most of the respondents (79%) were in favour of multiyear registrations and will offer this option to their clients (82%).

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



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*



**MYR .eu**

**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!

Giovanni Seppia  
giovanni.seppia@eurid.eu