.au Survey 2013

Establishing a baseline for the .au namespace

ccNSO — 20 November 2013
Agenda

- Context
- Methodology
- Findings
- Conclusions
- Summary
Context

AusRegistry + auDA
since 2002
Context

auDA and AusRegistry

- Regularly collaborate on research and education
  - Generate awareness among .au users and their interactions with the industry

- Provide monthly statistics to stakeholders and general public
  - Registration numbers, technical performance, etc.

- Have previously outsourced research initiatives

- Set a benchmark for the .au namespace
  - Introduction of new gTLDs
  - Build internal capability
Context

Why carry out a survey?

- Industry knowledge
  - Acquire a precise knowledge of the .au landscape
- Inform the market
  - Offer the market information and tools to enhance the service offer
- Guide for Policy monitoring
  - Give policy makers the insight required the measure their effect
- Establish a baseline
  - Take a snapshot of the .au in 2013, before New gTLDs
  - Build upon this initial snapshot, year on year to follow trends
Context

Why run the survey in-house?

- Long term commitment
  - Build internal capacity to process data, derive insight and continuity in analysis

- Focused results
  - Gives greater control over survey direction and results gained

- Ownership and access to full results
  - Data can be analysed fully to understand all aspects rather than only receiving a summary from an external survey
  - Ability to maintain full ownership of the Intellectual Property and share Data and Results as we see fit
Methodology

How?

- Formulate questionnaire
  - Targeted to Domain name owners and non-domain name owners
  - Using our internal domain name industry expertise
- Data collection via survey on participating sites
  - auDA, AusRegistry and participating Registrars websites
  - 118 general Australian audience websites
- Collected 10,000+ responses over a 3 month period
- Report written and published internally
  - Data processed and analysed by subject matter expert and a data analyst
Findings

Population sizes

10,284 survey responses

- 9,039 general network websites
- 1,245 industry network websites
Findings

Why pick .au?

Why Choose .au

- Most popular
- Value for money
- Regulated namespace
- Trusted namespace
- Patriotism
- Forms part of a portfolio
- Someone else registered it for me
Findings

Integration

![Online Integration Chart]

- Findings: Integration

[chart showing online integration with categories like Facebook Page, Host a Blog, Utilise Free Email, Run an eBay Store, Use Twitter, comparing "au Domain Name Holder" and "No Need for Domain Name"]]
Findings

Use of the website

[Bar chart showing the use of various website features]

- Business website: 90%
- Email: 80%
- Info/education/community: 70%
- SEO/Redirect: 60%
- Social Media enabled: 50%
- Blog/forums: 40%
- Parked/inactive: 30%
- Investment/monetised: 20%
Findings

Ease of registration

Ease of Registration

- Very easy
- Somewhat easy
- Somewhat difficult
- Very difficult
- Someone else registered it for me
Survey conclusions

Baseline established
- Can now track marketplace trends including gTLD awareness
- Broad nature of the survey gives wide scope for future research, building on gained knowledge
- Builds knowledge for design of future surveys

What did we learn?
- Questionnaire design and choice is everything
- Surveying people outside of industry brings new perspectives and insight
Summary

- Dataset that we can use for comparison and further research
- Available to other parties for co-operative research
- In-house ability to validate the methodology and questions, analyse the data, derive insights
- Cost effectiveness
Questions?

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