.au Survey 2013

Establishing a baseline for the .au namespace

ccNSO — 20 November 2013

Agenda

- Context
- Methodology
- Findings
- Conclusions
- Summary

Context

BOMBORA TECHNOLOGIES

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ausregistry

AusRegistry + auDA
since 2002

.auDA
.au DOMAIN ADMINISTRATION LTD

ariservices.com
@ausregistryint

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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

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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
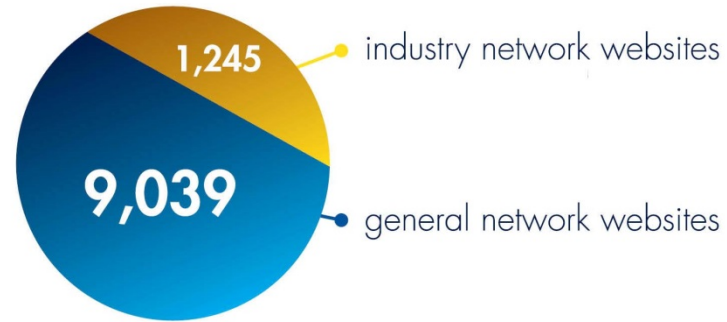
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Methodology

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
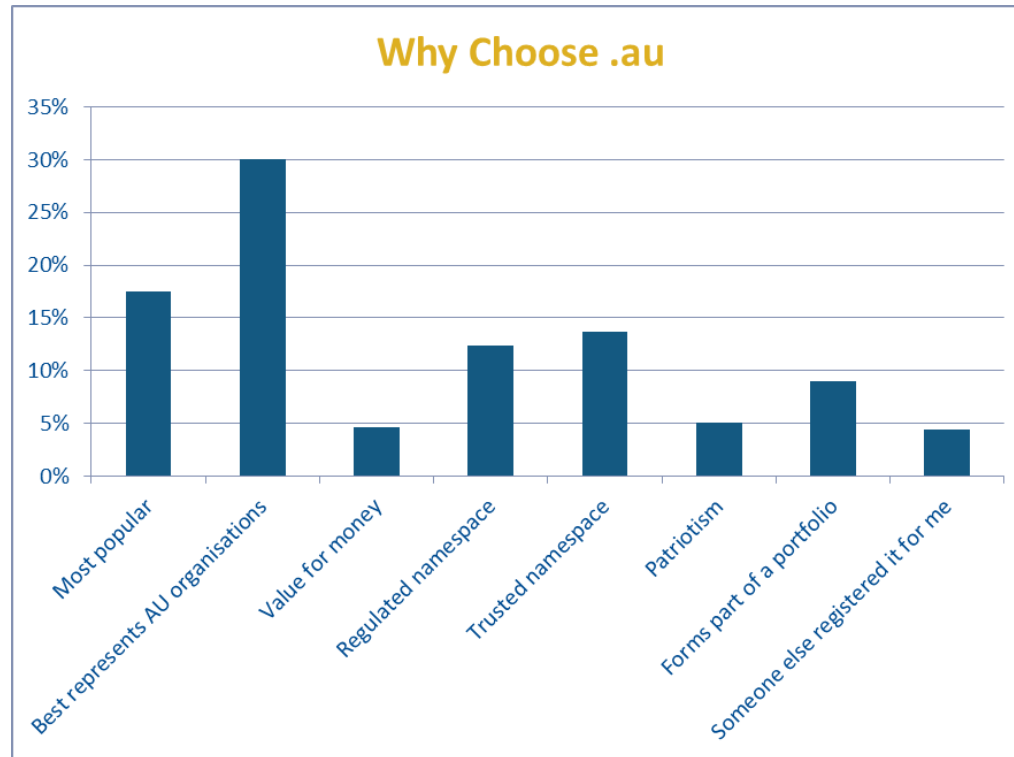
Findings
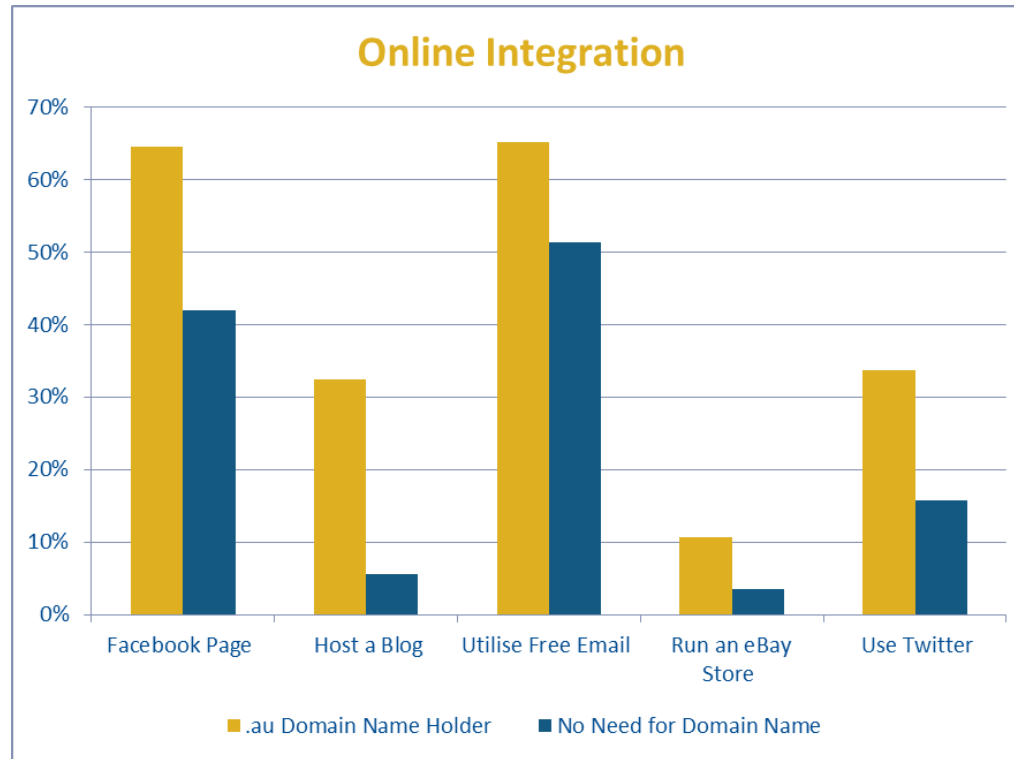
Population sizes

10,284 survey responses

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

Findings

Why pick .au?

Why Choose .au

Category	Percentage
Most popular	~17.5%
Best represents AU organisations	30%
Value for money	~4.5%
Regulated namespace	~12%
Trusted namespace	~13.5%
Patriotism	~5%
Forms part of a portfolio	~9%
Someone else registered it for me	~4.5%

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Findings

Integration

Online Integration

A bar chart titled "Online Integration" comparing ".au Domain Name Holder" (gold) and "No Need for Domain Name" (dark blue) across categories:

Category	.au Domain Name Holder	No Need for Domain Name
Facebook Page	~65%	~42%
Host a Blog	~32%	~6%
Utilise Free Email	~65%	~51%
Run an eBay Store	~11%	~4%
Use Twitter	~34%	~16%

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Findings

Use of the website

Use of the Website

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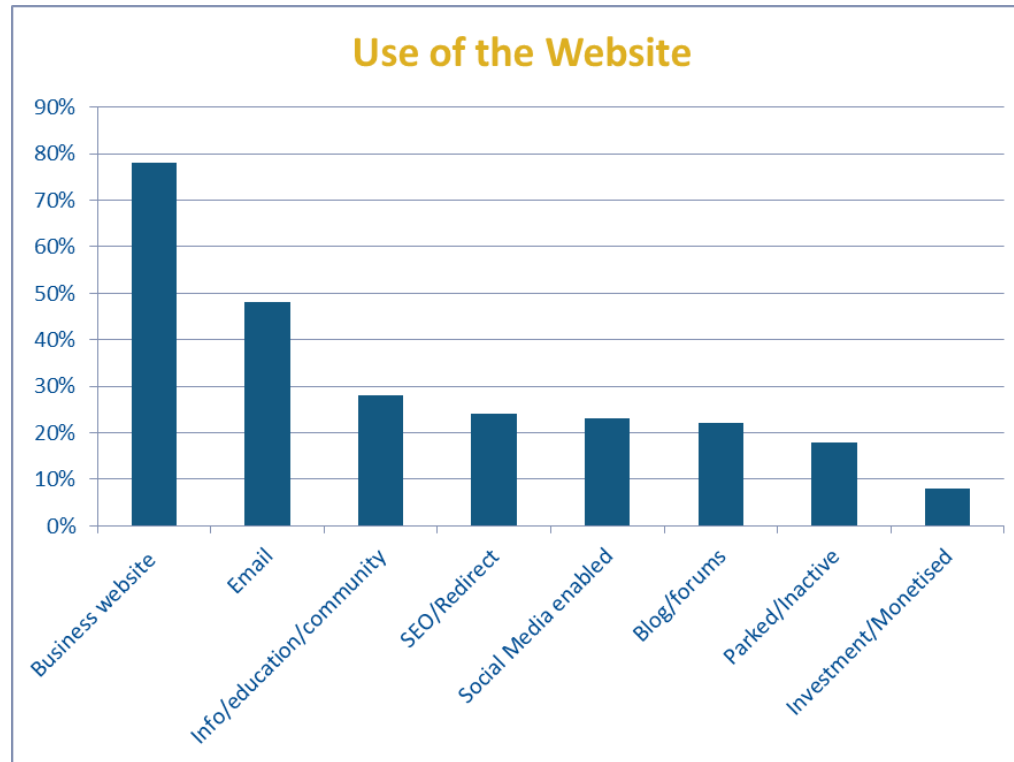
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Findings

Ease of registration

Ease of Registration

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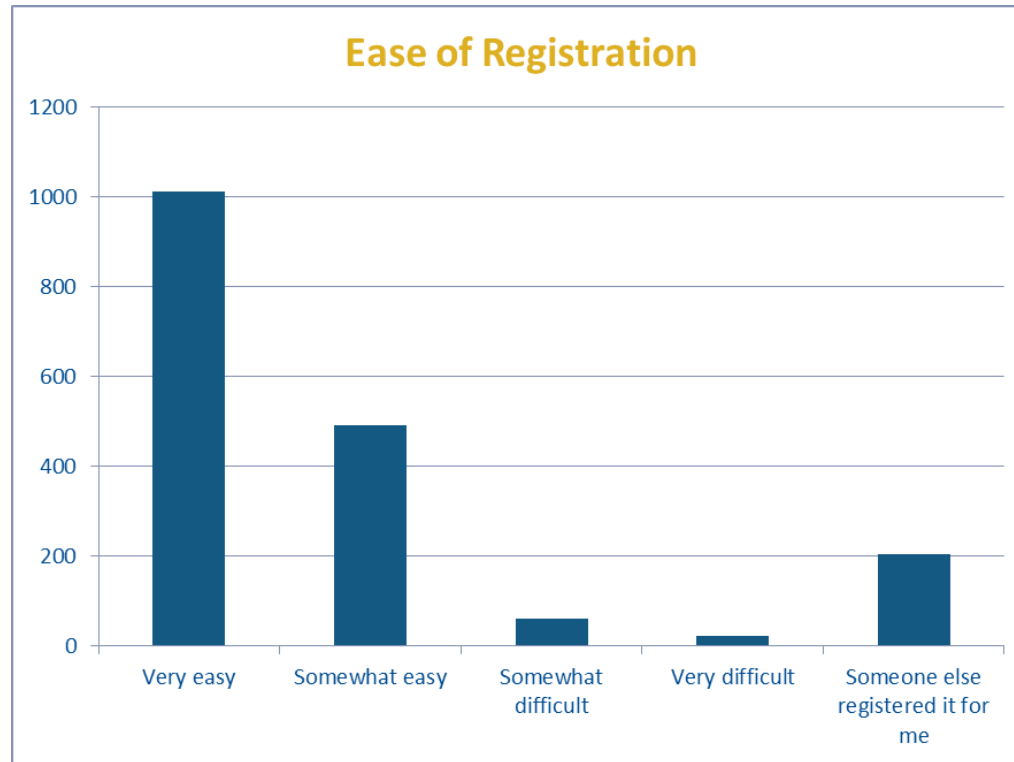
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Survey conclusions

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

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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

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Questions?

Sebastien Ducos

ARI Registry Services

sebastien.ducos@ariservices.com

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