

Autumn 2010

# .eu identity

See what  
EBAS, Van Dievel,  
Lux Express and  
AWT have in  
common

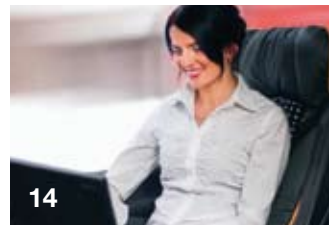
Gap goes .eu

**Transport sector**  
takes the lead in .eu domains



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**W**HAT COULD BE MORE pan-European than the transport sector? So it is no wonder that transport businesses of all sorts have taken to .eu like a duck to water, and that we should have chosen to make the transport sector the focus of this issue of .eu identity.

Transport transposes the .eu domain name from the virtual to the real world: it is physically all around us, as we and you travel around Europe. Watch out for .eu on trains, buses, planes and lorries carrying all sorts of goods, including the personal effects of ERASMUS students. This is a group currently particularly close to our hearts as we launch a second campaign to make .eu the ERASMUS student's domain name of choice for staying in touch across Europe's borders.

As we approach the fifth anniversary of .eu, we can also present some impressive statistics, not just on the number of .eu registrations, but on the image the .eu extension conveys of being businesslike and open to cross-border operations. We are also proud to announce that heightened security is now available from EURid.

We hope you enjoy reading this issue, and welcome your feedback.

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Giovanni Seppia

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## Καλημέρα .eu



What are known as internationalised domain names (IDNs) have been available for registration from .eu since 10 December 2009. In other words, residents of the European Union can register a .eu domain name which uses characters from the whole Latin, Cyrillic or Greek alphabets – for example the Polish ł, the Spanish ñ, the Danish ø, the French é, the Bulgarian л and the Greek θ. The European Union has 23 official languages and their characters are available under .eu.

At the end of the second quarter of 2010, there were more than 65,000 domains in the .eu database containing special characters. This is a great opportunity for Europeans to highlight multilingualism on the net. To learn more and to check the character lists which are supported, see <http://link.eurid.eu/idns>.

Watch the latest on .eu on the EURid YouTube channel and follow us on twitter

The EURid YouTube channel 'Europeanregistry' was just launched a few months ago, but there have already been nearly 5,000 views. Just go to [www.youtube.com/europeanregistry](http://www.youtube.com/europeanregistry) to view our latest promotional videos,

see our involvement in the international internet community and some of the events we have attended. The channel is in three sections: one is .eu Community with testimonials from companies that have chosen a .eu domain to

brand themselves online, as well as ERASMUS and 'Keep .eu safe' videos. The ERASMUS video is one of the most viewed. The second section is .eu Pro. This features videos shot at ICANN meetings and other Internet community events. The third is .eu Clippings which collects videos of our participation in meetings, fairs and seminars. You can also subscribe to our channel and share the videos with your friends. We hope you enjoy it.



The EURid twitter feed has also just been launched. Follow us online at <http://twitter.com/Euregistry>.



# Captured during the ICANN Brussels meeting

“Surrealist Rene Magritte had a unique idea of art and life. There's a new museum here in Brussels holding the world's largest collection of his works. Magritte famously painted a picture of a pipe and wrote on it, ‘This is not a pipe.’ There's a lesson there. Challenge assumptions. Question what you see.”  
*Rod Beckstrom, ICANN CEO, Opening Ceremony*

“The European Community works to build consensus on issues like monetary policy, marine conservation and common commercial policy. There is lots of discussion, lots of disagreement, but, of course, so much has been accomplished, free trade, the euro, the right to work in member countries. So it's come a long way from simply steel and coal. And, of course, much younger and much less formal is ICANN. We, too, have the passionate disagreements, the passionate agreements, and, of course, the accomplishments.”  
*Peter Dengate Thrush, Chairman of the ICANN Board, Opening Ceremony*

“Nowadays, how could any organisation with global responsibilities not be accountable to all of us?”  
*Neelie Kroes, European Commission Vice-President and Commissioner for the Digital Agenda, Opening Ceremony*

“As a wise man said, obstacles are what you see when you don't focus on your objectives. And the objective is clear: an open, stable, and safe Internet, available and accessible for all. Transparency and accountability should be our guides on this path.”  
*Marc Van Wesemael, EURid CEO, Opening Ceremony.*

“Trust in the Internet and the networks is fundamental for it to function suc-

cessfully. It is essential that the users, be they individual citizens or enterprises, can trust that their information is safe when fed on the Internet or that the Internet will not attack them when they use it.”

*Herman Van Rompuy, President of the European Council, Opening Ceremony*

“Tim Berners-Lee says that you are the guardians of the global resource. You're giving away a big slice of this pie. And once you give away dot XXX, you can't take it back.”  
*Paul Foody, Public Forum*

“The Internet has a lot in common with the oceans and the law of the sea. It doesn't belong to anybody. Maybe near in shore, you can exercise some ownership. But it is a common resource that we all need to use. And yet it's beyond anybody's individual policing.”  
*Whit Diffie, ICANN, DNS vulnerability and risk management workshop*

“I think we need to think about not how to have everybody pay for a domain name, but to have everybody have one.”  
*Paul Mockapetris, DNS vulnerability and risk management workshop*

“Maybe what we have as a motto in the EU could also reflect what the motto could be of ICANN and of the global Internet community, and that is we are united for the better.”  
*Silvana Koch-Merin, Vice-President of the European Parliament, Opening Ceremony*

To learn more about the ICANN Brussels meeting and to read all the session transcripts, go to:  
<http://brussels38.icann.org/>.





# A logical consequence of the birth of a new group

“Through this domain, we want to give expression to the international level of services we are providing.”

Petr Jonák, AWT Group

‘Together we have infinite opportunities’ says your website. What objectives are you pursuing with this .eu website?

The AWT Group was formed by merging several traditional freight transport market players. This included OKD Doprava, Cechofracht, SPEDI-TRANS Praha, BlueTrucks, Viamont Cargo, VADs, OKD, Rekulтивace and others. The AWT group now provides complex logistics and transportation services, and transport to any country in the world, regardless of the size or type of cargo. It is directly represented in nine countries in Europe.

As you can see, we have been through fundamental changes in the last two years, all of them needing to be properly communicated externally. We consider that our websites are one of our key communications tools with clients and business partners. In line with our new strategy, final preparations are under way to incorporate in the www. awtgroup.eu portal the websites of all our subsidiaries. They still have .cz domains.

How is the transport sector going in your region and what should be done to improve it?

We are in the transport business, which gives us a very good understanding of what is going on in the different industries and unfortunately we are expecting equally-difficult conditions in the months ahead. We see some positive developments in some businesses. The transport and logistics business is traditionally an acid test of the whole economy. However, the AWT Group can capitalise on advantages from our previous growth – both organic and through acquisitions. Due to the fact that we provide advanced and complex services, we are swimming against the tide.

**In your opinion, was it ‘European-ness’, ‘expanding your businesses in Europe’ or ‘revamping your online presence’, which was the main reason for choosing .eu?**

As we entered the international market under a new brand, Advanced World



Transport (AWT), in May this year, it seemed to us obvious and logical to start using the advantages of the .eu domain. We are now the leading private rail cargo transportation company in the whole of Europe. Through this domain, we want to give expression to the international level of services we are providing. ●

# A perfect match *with a customer focus*

**“I think the eu. domain is a perfect match to show that we are strongly customer-focused within the European market.”**

**EBAS STANDS FOR “European Business Aviation Services”. It is based and operates at Munich airport, one of the most important European hubs. Would you consider yourselves a truly European company?**

Yes, we have customers from all over Europe.



**EBAS has more than 25 years experience in aviation ground handling. However it also offers a wider range of services and facilities to its customers, including catering, hotel or limousine reservations. How important is it in your opinion to work towards excellence and ‘make customers’ lives easier’?**

It is our utmost priority to make our customers’ lives easier. We strive every

day to cover comprehensive details – especially in the VIP Ground Handling & Charter Business, where it is vital to always be “one step ahead!” Fast, reliable, and efficient work is crucial within our business.

**We’ve heard that pilots and crews enjoying a break in the Relax Area of your Business Lounge at Munich Airport are much envied.**

Yes, definitely! Especially our massage chair in combination with relaxing tunes out of the headphones... Flight attendants and pilots appreciate this area where they can relax and regain energy.

**The aviation handling sector recorded boom growth in 2006. In the same year EBAS registered its European domain [www.ebas.eu](http://www.ebas.eu). Is that just a coincidence? What led you to opt for a .eu domain for your website?**

I do not think that it was a coincidence, more of a thoughtful and wise choice. You see, most of our customers are from all over Europe (and overseas), so I think the eu. domain is a perfect match to show that we are strongly customer-focused within the European market.



I am certain that this domain represents what our company stands for – a dynamic, intercultural company with an open mind towards the European business market.

**How much work at EBAS is done online? Do you mainly work with online request forms and emails?**

Most of our daily work (handling, charter, marketing) is done online and by email. This is our preferred way of communicating, especially for our global customers! Of course, we also use the phone, but we hardly use the fax anymore. ●



Britta Martin, EBAS International GmbH

# A dot always

**WE DRIVE, FLY, WALK AND SAIL.** And more and more we see .eu domains around us. The transport sector seems to have taken the lead in the usage of .eu domains.

TEXT: Giovanni Seppia

**W**HETHER IT IS a matter of showing the European profile of the company or communicating quality to potential customers, whether the .eu fits perfectly in the development strategy of an enterprise which wants to expand its businesses or complements well the branding efforts, whether .eu is the most natural choice for dynamic companies when they market themselves online or for existing firms, it is an imperative to refresh their profile. There are many factors that impact on choosing a .eu domain, but one key element for the transport sector is that .eu is a synonym of mobility, cross-border opportunities, openness and excellence.

#### The EU brand is quality

“We chose the extension .eu for our website for several reasons,” says Ramón García, Manager of CONFICARGO SL, [www.conficargo.eu](http://www.conficargo.eu). The main reason is that CONFICARGO is a European



company with wide representation on this continent. We also took into account the future of the global society, where many people and businesses are daily conferring more meaning and value on the European brand. The EU brand is quality, rigorous monitoring

and a job well done. To give just one example of European transport and mobility, young Europeans often use CONFICARGO’s Gran-Paquetería service to move their baggage between European cities swiftly after completing a period of work or studies outside their country of origin.”

#### Signal an openness to the rest of Europe

Danish Transport and Logistics Association – DTL – is another great example of what the choice of a .eu domain means. “For DTL, the .eu domain allowed us to establish a clearer profile because our website name could be shortened to [www.dtl.eu](http://www.dtl.eu). At the same time, going from a .dk name to a .eu allowed us to signal an openness to the rest of Europe. This is relevant for an industry which by its very nature is international and which is very dependent on decisions taken by the EU”, commented Søren Hylstrup Larsen, Director of EU Affairs at DTL.

#### It gives the company an international profile

Sometimes we hear that the .eu domain is selected because no other extensions are available. This is a myth in most cases and it also misrepresents the small and medium enterprise environment where choices are carefully pondered and subsequently enforced. Javier Negredo, Director Manager of Negredo s.a., a 30-year old transport company based in Zaragoza, Spain, [www.negredo.eu](http://www.negredo.eu) confirmed, “We chose a .eu domain name when

our .com registration expired and we found ourselves without a domain name in a matter of hours. In this case, it seemed a good idea for us to choose a .eu and the truth is that we are satisfied. Moreover, it gives the company an international profile.”



#### Our clients find us first at the [www.lpr.eu](http://www.lpr.eu)

The reasoning behind choosing .eu is crystal clear. When they aim to have their businesses breathe and convey a European air, .eu is the right route for going online or the one to switch to. “We chose [www.lpr.eu](http://www.lpr.eu) for our website because we define ourselves as a European group with close proximity [to our clients]. Our .eu address shows our European dimension and we show the fact that we are close to our clients by adapting our address by country, for instance: [fr.lpr.eu](http://fr.lpr.eu) for France, [it.lpr.eu](http://it.lpr.eu) for Italy. We have also improved our ranking in the search engines, so that all our clients, no matter where they are, find us first at the [www.lpr.eu](http://www.lpr.eu) address,” says Patrick Sigwalt, IT direc-



# on the go

tor at LPR, which offers its customers a pallet-pooling service throughout Western Europe via seven subsidiaries.

**More and more .eu around us on the roads**  
Transport and logistics like .eu. To take just a few examples: Rotra, a Dutch family business established more than 100 years ago, which in recent decades has developed into a tried and trusted One Stop Logistics Shop and now has more than 550 employees in the Netherlands and Belgium [www.rottra.eu](http://www.rottra.eu). Terravision has since 2008 been a leading provider of shuttle buses travelling between airports and their respective cities throughout Europe [www.terravision.eu](http://www.terravision.eu) with its 'appendix' [www.terracafe.eu](http://www.terracafe.eu), the first cafés in Europe where customers can check low-cost travel offers), SITL (Salon des Solutions Logistiques), a trade fair with an international dimension in the transport sector, whose director, Laurent Noël, told us "The .eu extension was chosen in 2008 when this extension was still quite new. This extension was perfectly aligned with our strategy", [www.sitl.eu](http://www.sitl.eu). Lux Express Group, the biggest operator of international express coach routes in the Baltic region offers the most frequent service within the Baltic countries and to Russia and European countries [www.luxexpress.eu](http://www.luxexpress.eu). Trapeze ITS is a global leader in providing solutions for vehicle tracking, passenger information and operations control for public transport services, and which currently oper-

ates in more than 200 cities around the world [www.trapezeits.eu](http://www.trapezeits.eu), and there are many more examples around Europe. But .eu is also in the skies. Take airlines like Airitaly [www.airitaly.eu](http://www.airitaly.eu), whose fleet consists of several aircraft carrying the .eu domain name, Luxair [www.luxair.eu](http://www.luxair.eu) or worldwide companies like Air New Zealand [www.airnewzealand.eu](http://www.airnewzealand.eu)?

The 2010 European Mobility Week [www.mobilityweek.eu](http://www.mobilityweek.eu) was drawing to a close as we were preparing this issue of the .eu identity magazine. This well-known week is an awareness-raising campaign aimed at making citizens more aware of the use of public transport, cycling and walking and at encouraging European cities to promote these modes of transport and to invest in the necessary new infrastructures. "Travel smarter, live better" is the motto they have been using, a motto that reminds us of the importance of small environmentally-friendly actions.

.eu has been on the road since 2006, so is soon to celebrate its fifth anniversary. The transport sector has become a champion of the dynamic spirit of the .eu domain. More transport company testimonials are available at [www.goingfor.eu](http://www.goingfor.eu). So do not be surprised if you start to see more and more .eu around you on the roads, on the seas and in the skies. You are not dreaming, it is a fact of modern life. ●



# “For a business to survive locally, it has to think European”

Why is having a European spirit so important to a local transport company?

**T**HE BELGIAN transport giant Van Dievel presents its recipe for marketing success, in which the domain name was also an important strategic choice.

Registering a new .eu domain name and implementing a corporate brand and style across the firm appears to have been an important element in Van Dievel winning second place in the “Award for best European transporter in 2010”, the most prestigious award in the sector.

Van Dievel General Manager, Louis de Wael, is proud when he speaks about the progress his family-owned company has made in the past three generations. “Just before the Second World War, my grandfather transported used paper by horse and carriage to and from Brus-

sels. We still work for the same clients today as we did in those days. More than 70 years later, 100 employees drive for Van Dievel, with 80 trucks and 160 trailers. We operate within a radius of 500 km of Brussels for a number of multinationals, many of which are listed on the stock market. These clients require a 100% guarantee of availability of trucks and drivers, so we have to aim high in order to keep them as customers.”

#### “A Devil in Transport”

The story of continuous growth had a ‘pit stop’ in 1993 when the founder passed away and a major customer reduced its orders. “The customer became too dependent on us and decided also to distribute with other transporters.

“duivel”, which means “devil” in Dutch. And our graphic designers liked the look of the name. As a result, the company logo got a drastic makeover, so that it was even recognisable on trucks going 120 km per hour on the motorway. However, the new yellow devil logo was not welcomed with open arms by everyone. “It was a break from the past, a new style and opinions differed. It was only when we won the Graphic Award for the Transport Sector”, beating the Belgian Post Office, that everyone realised that marketing and promotions are important to our sector as well.”

#### “.eu is the modern choice”

A website is a big part of a company’s image, but to Van Dievel, the choice



“We found .eu to be the modern choice, .com is old-fashioned.”

Even if this was a logical choice for the customer, we saw our market share suddenly decrease.” Van Dievel had to go out and pitch for business for the first time in the family history, and this served as a real wake-up call. “We realised that our brand name was either not known or hardly known. At transportation fairs, even the competitors of our own truck suppliers did not know who we were. We realised we needed a different marketing and communications strategy, and carefully opened the door to European marketing.”

Dievel is a corruption of the word

of domain name extension is a communications tool in itself. “Registering a .eu domain name is a subtle way to stand out from other carriers. It is an extension with a meaning, which also attracts attention in advertising campaigns. We found .eu to be the modern choice, .com is old-fashioned.” The changes involved in switching to the .eu extension were considerable. Both the .be and the .com websites were diverted and the .eu appeared in all communications. Louis De Wael is certain that the choice of a .eu extension played a role in the firm being



“Registering a .eu domain name is a subtle way to stand out from other carriers. It is an extension with a meaning.”

Louis de Wael, General Manager, Van Dievel

*Three devilish marketing tips from Van Dievel:*

awarded its latest and most prestigious award, coming second in a competition for European Carrier of the Year.

“Many carriers go European by simply opening an office abroad. We operate and will continue to operate from one single point in Belgium, but we will use our .eu extension in order to emphasise our European character.”

The Van Dievel website itself focuses on the firm’s contact details, as well as featuring articles and the latest news on the company. Flash or interactive functions have been left off the website on purpose. “Research showed that

only 15% of truckers can be reached by email when they’re on the road. To place orders, our customers still prefer telephone and fax. This does not mean that our site hasn’t provided any added value. For example, despite the recruitment problems in the sector, we still receive more than 600 job applications annually.”

Any transportation business, which wants to survive and prosper, must be European in its approach, according to De Wael. The .eu extension is an important stepping stone on this road. ●

**1. Marketing should not be an empty box, content is crucial. Every step has to be a conscious choice with an underlying goal.**

**2. Measure the effect of every action you take. For example, what is the effect on visitors to your website? Does it result in more orders?**

**3. Advertise your .eu domain name(s) in all communications. In the transport and logistics industry, the extension you choose reflects the scope of your ambitions.**

# A signal of openness

“For DTL, the .eu domain allowed us to get a clearer profile because our website name could be shortened to [www.dtl.eu](http://www.dtl.eu). At the same time going from a .dk name allowed us to signal an openness to the rest of Europe, which is relevant for an industry which is by its nature international and which is very dependent on decisions taken by the EU.”

**Would it be possible to give us a short overview of DTL's activities and objectives?**

The Danish Transport and Logistics Association (DTL) is the trade organisation for the Danish road and rail transport sector. DTL represents its members on political issues at local, national and EU level, as well as helping its members with everything from legislation to specific problems within the companies. DTL is also an employers' association for the Danish transport sector which allows us to cover the needs of the entire sector.

**What are the main challenges which the road- and rail-transport sector will be facing in the next decade?**

The transport sector is facing challenges from environmental and climate issues to ensure sustainable growth for the EU. Economic growth needs transport and transport needs to deliver in a way that contributes to efficient and sustainable growth. At the same time,

the transport sector needs to be allowed to innovate and develop to ensure that the expected growth rates in freight and demand for transport can be accommodated.

**On [www.dtl.eu](http://www.dtl.eu), there are illustrations of “49 ways to save fuel”. Could you give us some further information about this initiative?**

To assist our members in saving fuel, reduce CO2 emissions and gain economic efficiency, we brought together manufacturers of lorries and equipment for lorries and other suppliers to the road transport sector and asked them to show what a road haulier today can do to save fuel. Forty-nine ideas were the result. It is important to understand that this is about things that can be done here and now and not things that need further development. So the transport sector is in fact already delivering substantial solutions to the CO2 challenge.

**Do you believe transport companies can better profile themselves online, when using a .eu domain name?**

Using the .eu illustrates that you are open to the world. For transport companies operating in many countries, this can contribute to having an international profile. ●



The Danish Transport and Logistics Association (DTL) is the trade organisation for the Danish road and rail transport sector.

“Using the .eu illustrates that you are open to the world.”

Søren Hyldstrup Larsen, DTL



# .eu was an *obvious choice*



**Your mission is “to provide better ways to travel”. What is your strategy to achieve this objective? Can you tell us about the challenges of the Baltic routes you cover and the travellers you serve?**

Lux Express Group operates international bus routes under the Simple Express and Lux Express brands. Simple Express is the first low-cost bus operator in the Baltic States, offering affordable and rapid bus connections. The main target groups are younger travellers and backpackers. But of course it is also suitable for other

people who are looking for the best prices for travelling, for example pensioners.

Lux Express is mainly aimed at people who are looking for additional comfort and services, such as more legroom and more comfortable seats, wireless internet, 220V electricity, free hot drinks and news-

papers. The Lux Express timetables are made so that there are many connections throughout the day and so that our business customers can reach early meetings and return home safely after working hours.

With these two brands we manage to target different groups, who can travel according to their needs and capabilities. Our most frequent connections are between the Baltic capitals, St. Petersburg and Warsaw. Bus departure times are planned so that, from Tallinn and Vilnius, it is possible to arrive at Riga airport in time for early flights for any international destination.

**How do you add value for the customer?**

The main value we want to provide to our customers is time. We know that they need to travel between cities and while driving a car they cannot do anything else. We have created the bus service where people can work (using the internet and electricity) and prepare for meetings in the morning and have a rest in the evening while travelling back home.

In addition to the bus journeys, customers can book and buy different services needed for smooth travel: hotel packages, visa, car rental, insurance, taxi services, ferry tickets, holiday trips and other travel services. All of this can be done by internet with a simple mouse click. We have developed an online system where customers can conveniently purchase the services they want. But our sales agents are also available if they prefer.



“The Baltic states and Poland are part of the European Union and we wanted to show to our customers that we are operating in Europe, and therefore are close to them and reliable.”

Liina Pärilin, Lux Express Group

### What are the secrets of your success?

I am sure that our tight schedule, continuous investment in new buses, routes to the main destinations in the Baltic, as well as the high standard of service are the reason why our customer growth is 20% annually, and the number of frequent travellers is increasing year by year. The passengers are satisfied with the services we are offering.

We set a goal for our websites to be the best and most effective travel services provider. There is always room for improvement and this is one of our goals – constant development and innovation. This makes us think further how to increase travel convenience for our customers – how to be even better.

### Lux Express Group has chosen a .eu domain for its online branding. What are the reasons behind this choice?

Just a year ago, we were still using euro-lines.ee as our main address as well as the extensions .lv, .lt, .ru for our other markets. With our new brands (Lux Express and Simple Express) came also a need for a new homepage. Because we operate in the European region, .eu was the obvious choice. The Baltic states and Poland are part of the European Union and we wanted to show to our customers that we are operating in Europe, and therefore are close to them and reliable.

EURid's CEO Marc Van Wesemael stated in the previous magazine that the .eu registry values openness,

innovation and reliability. These are exactly the values which are important to our group as well – customer focus, reliability, innovation and continuous development. That is why I believe we made the right choice with .eu and we can show the company's credibility with our homepage. The introduction of a new domain has also increased the number of visitors to our site.

### Your site has links to your Facebook and twitter accounts. How do you perceive the impact of social networks on your activity?

We started using social media like twitter and Facebook for both our brands, Simple Express and Lux Express, slightly less than a year ago. Today we have a total of over 20,000 followers, many of whom are very active fans, providing feedback on our products and services. Thanks to social media channels, we obtain a great deal of direct, sincere and reliable information that allows us continuously to develop and improve our products and services. I remember that with the launch of the Vilnius, Lithuania-Warsaw, Poland Simple Express route, it was at first difficult to break into the Polish market, but in the end, thanks to our website advertising, partners and social media, we obtained a lot of followers in Poland and the line is doing very well. Social media has allowed us to create a reliable dialogue between our company and customers, and it offers a valued channel for our sales and communications. ●

.eu meets ERASMUS, the first step for students in Europe



EURid is running a marketing initiative this autumn that aims to promote the European online identity and the .eu top-level domain to ERASMUS students. The campaign consists of a tour of three universities – Lessius Hogeschool in Antwerp (Belgium), the University of Pisa (Italy) and the Technical University of Liberec (Czech Republic) – during events taking place for outgoing and incoming ERASMUS students. Students are invited to register a complimentary .eu domain on site. A tool to build a website as well as email addresses will complement the domains. The ERASMUS programme and .eu share some core values: both reflect the vision of a European identity, promote intra-European mobility and can help bridge the digital divide.

It is never too late to learn more, and it is never too late to extend the ERASMUS months by having a customised domain where the student can share experiences with friends and family.

# Gap goes .eu

**One of the most** recent major U.S. brands to opt for a .eu website is Gap Inc., which chose .eu for a dedicated European e-commerce site for both Gap and Banana Republic (www.gap.eu and www.bananarepublic.eu). The site was launched in the UK in August 2010, over forty years after the first Gap store opened in San Francisco.

**We asked a Gap spokesperson how using .eu fitted into the group's strategy.**

Using .eu for our web portal in Europe fits with our focus to grow our business internationally, and in this case, in particular, the growth opportunities we are pursuing in Europe. This includes our e-commerce reach and plans for the first Gap and Banana Republic stores in Milan later this year, and bringing Banana Republic to France in 2011. Opting for .eu against this background made sense and has proved to be the right choice. The feedback we have had about our dedicated Gap.eu and Banana Republic.eu sites has been positive.

**What is involved in setting up an e-commerce site for online clothes shopping?**

We put a lot of research and time into building a dedicated UK e-commerce platform. We established a local distribution centre to enable us to offer an exceptional customer experience within the UK with reliable, local shipping and no hidden charges or fees. This

has also established the foundation to expand online shopping to more European countries this autumn.

**What are the special features of the site?**

The site is based on Gap Inc.'s 'Universality' platform. This brings all the group's brands together with easy navigation and a universal shopping cart. Customers can seamlessly shop Gap, GapKids, babyGap and Banana Republic with one shopping basket, one checkout and one shipping box. Returns are free and can be in-store if the customer prefers that to sending the goods back.

**Where next for your e-commerce operations in Europe?**

Following this initial launch for UK consumers, the company plans to offer shipping to customers in an additional nine countries in time for people who want to do their Christmas shopping online. These are Belgium, Denmark, France, Germany, Republic of Ireland, Italy, Netherlands, Spain and Sweden. ●







# .eu in numbers

**When it launched in April 2006**, EURid experienced the biggest number of registrations of any registry in a single day. More than three million transactions were handled on the first day with peaks above 150 transactions per second, resulting in one million domain names registered during the first 12 hours of operations. This was undoubtedly success on a scale that has never been matched before or since.

TEXT: Marc Van Wesemael

**Four and a half years later**, almost 3.3 million .eu domain names have been registered by registrants from the 27 Member States of the European Union.

The .eu has been most successful in Germany (DE), which passed the one million mark in September 2010 and in the Netherlands (NL) and the United Kingdom. Not surprisingly, these are also amongst the biggest ccTLDs (country code Top Level Domains) in the world. Indeed, as can be seen in Figure 1, there is a high correlation between the size of the local Top Level Domain in a country and the number of .eu domain names registered by registrants from that country.

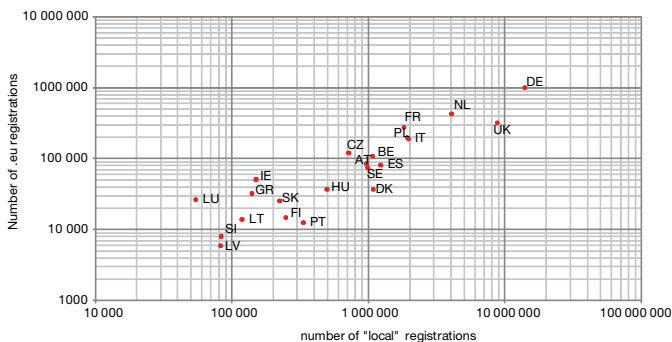


Figure 1: .eu registrations as of September 2010

Since its start-up, .eu has, therefore, become a strong brand name in Europe driven by a quality of service that is unmatched in the industry. This is reflected in the third position that .eu occupies in many countries in Europe, competing mainly with .com and .net for the status of the challenger brand. Being a newcomer in the market, this is a major achievement and shows the attractiveness of .eu for its users.

The .eu extension also carries the connotation of being businesslike. A study conducted in June 2010 about the specific use of a TLD (Top Line Domain) extension showed that the relative use of .eu domain names for business purposes is significantly higher than in any of the gTLDs (generic Top Level Domains) studied (Table 1). Similarly, the proportion of Pay-Per-Click sites in the .eu portfolio is about 50% of that in

the other gTLDs, resulting in a more professional and quality image for those who use .eu for their business.

	.eu	.com	.net	.org	.info	.biz	.mobi	.pro
Business	36.2%	30.5%	29.5%	28.3%	20.4%	32.3%	12.1%	26.9%
Error	19.1%	17.4%	23.0%	16.9%	20.2%	23.2%	25.4%	19.6%
Holding page	23.8%	12.2%	11.8%	11.2%	21.0%	14.2%	27.5%	24.3%
Institutional	1.5%	2.4%	1.6%	6.4%	0.9%	0.5%	0.4%	0.2%
Password	1.4%	1.4%	1.7%	1.1%	1.4%	1.4%	0.4%	1.3%
Community	3.0%	4.2%	3.9%	9.5%	5.9%	1.7%	0.8%	1.7%
Pornography	0.3%	4.3%	0.7%	0.1%	0.6%	0.5%	0.4%	0.9%
Pay-Per-Click	14.5%	27.6%	27.9%	26.6%	29.7%	26.2%	33.0%	25.1%

Source: "The secret code of the Internet", EU Insights report, June 2010

Table 1: Purpose for which domain names are used

The differences in profile between .eu and the gTLDs is graphically represented in Figure 2, which shows clearly how .eu outstrips the market average as well as .com, .net and .org in the business arena.

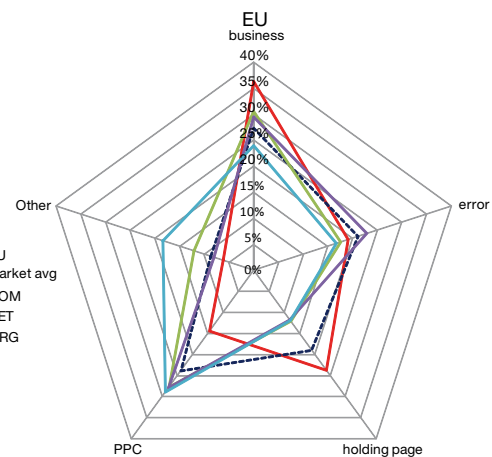


Figure 2: Content profiles of Top Level Domains

More information about this study can be found at <http://www.eurid.eu/en/about/facts-figures/insights>.

Already having a domain name has not been a disincentive to registering a .eu extension. By the time the .eu was made available, most companies already had a domain name under the local extension or under .com. However, companies and organisations wanting to stress their pan-European activities, such as the transport sector (see elsewhere in this magazine), were relatively quick off the mark to register .eu extensions.

Often the first approach, and definitely the quickest way to implement a new extension, is to use it as a forwarding address for an existing website. Nevertheless, more than 75% of the websites with a .eu address are not redirected to another address, and by implication, therefore, are used as the main domain. For those that are forwarded, the most popular TLDs to which they are redirected are: .com (7.1%), .de (4.7%) and .nl (2.6%). The complete list can be found in Figure 3.

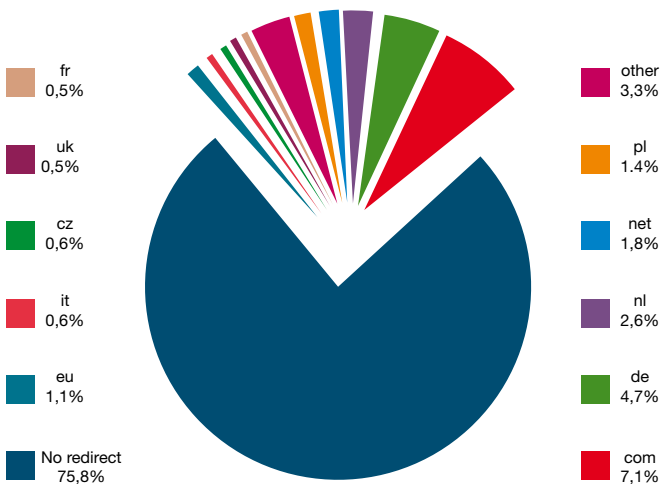


Figure 3: Percentage of .eu portfolio that is redirected to another domain extension

Renewal rates are another indication of the strength of a TLD brand. The higher the renewal rate, the greater the customer loyalty. For .eu, this renewal rate is high compared to other TLDs in the European market, showing that the domain name owners strongly believe in the long-term value of the .eu extension.

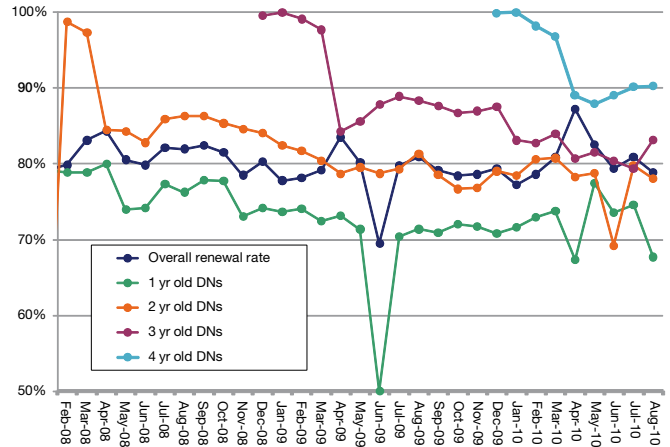


Figure 4: .eu renewal rate per month relative to the age of a domain name

As might be expected, the longer a domain name has been held, the higher the renewal rate. While for a one-year old domain name, the rate is slightly above 70%, 4-year old domain names have a renewal rate of 90%. With these results, .eu scores significantly above the industry average.

Moreover, the .eu portfolio keeps on growing at a healthy rate. The year-on-year growth at the end of Q2 2010 was 9.1%. This is better than that of two of the big three gTLDs (.com, .net, .org) (Figure 5).

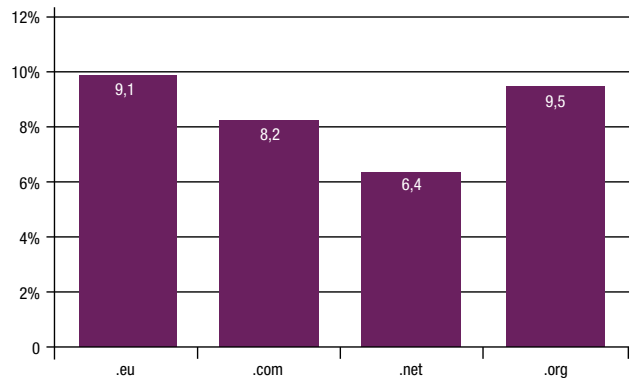


Figure 5: Year-on-year growth of .domain name registrations.

Part of that growth comes from the introduction of IDNs (Internationalised Domain Names) in December 2009. As of 1 September 2010, 2.1% of the .eu domain names were in Cyrillic or Greek, or contain one of the accented characters used in one of the 23 official languages of the European Union.

# .eu takes your website all over Europe

500 million people

27 countries

1 Internet identity

Visit [eurid.eu](http://eurid.eu) for more information.

**.eu**  
Your European Identity