

# .eu brand awareness

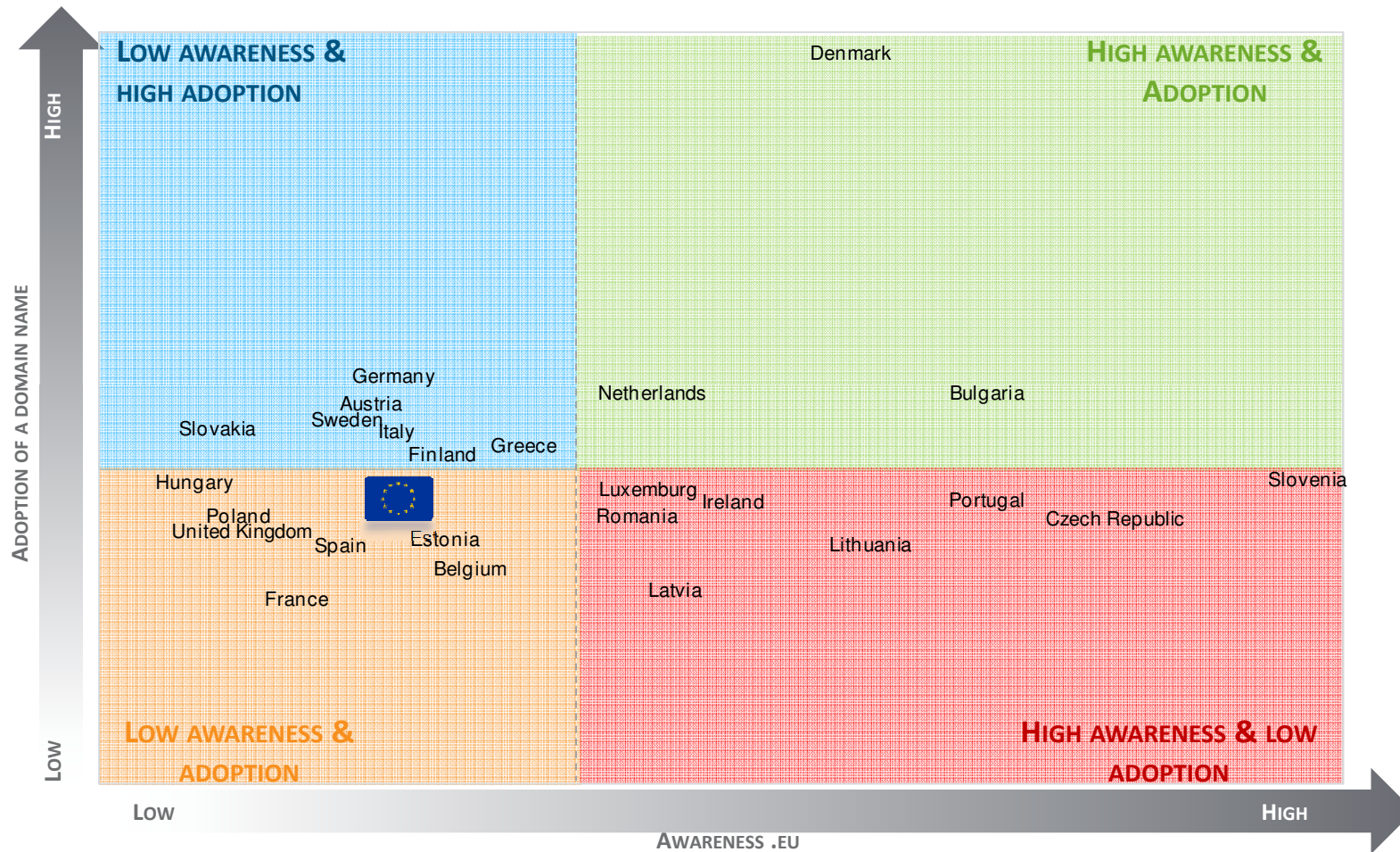
- **Domain names** have a **high awareness**. About 81% of the European Internet population has heard of domain names.
- **More than half** of the European Internet population knows of the existence of the **.eu TLD**.
- Compared with 2008, **knowledge** about domain name registration, either as a private person or company, has **increased**.
- **40%** of respondents ve been **exposed** to a .eu extension at one time or another - mostly via **Internet advertising**.
- **1 out of 4** respondents knows **where to register** a .eu TLD, but but only **1 out of 10** knows how much it costs.

# .eu brand adoption

- 17% of the European Internet population has a domain name. Denmark has highest adoption rate.
- Countries such as Portugal, Latvia and the Czech Republic are important countries to target. They know the .eu TLD, so do not need to be educated, but have not registered many .eu domain names.
- People with their own domain names mostly use them for private purposes.
- 10% of people with their own domain names, have chosen .eu.
- Eastern Europe has a higher .eu adoption rate compared with other countries. This implies an increase since 2008. Local domain names remain the most popular, however.

# Adoption

## Awareness versus adoption of .eu domain names

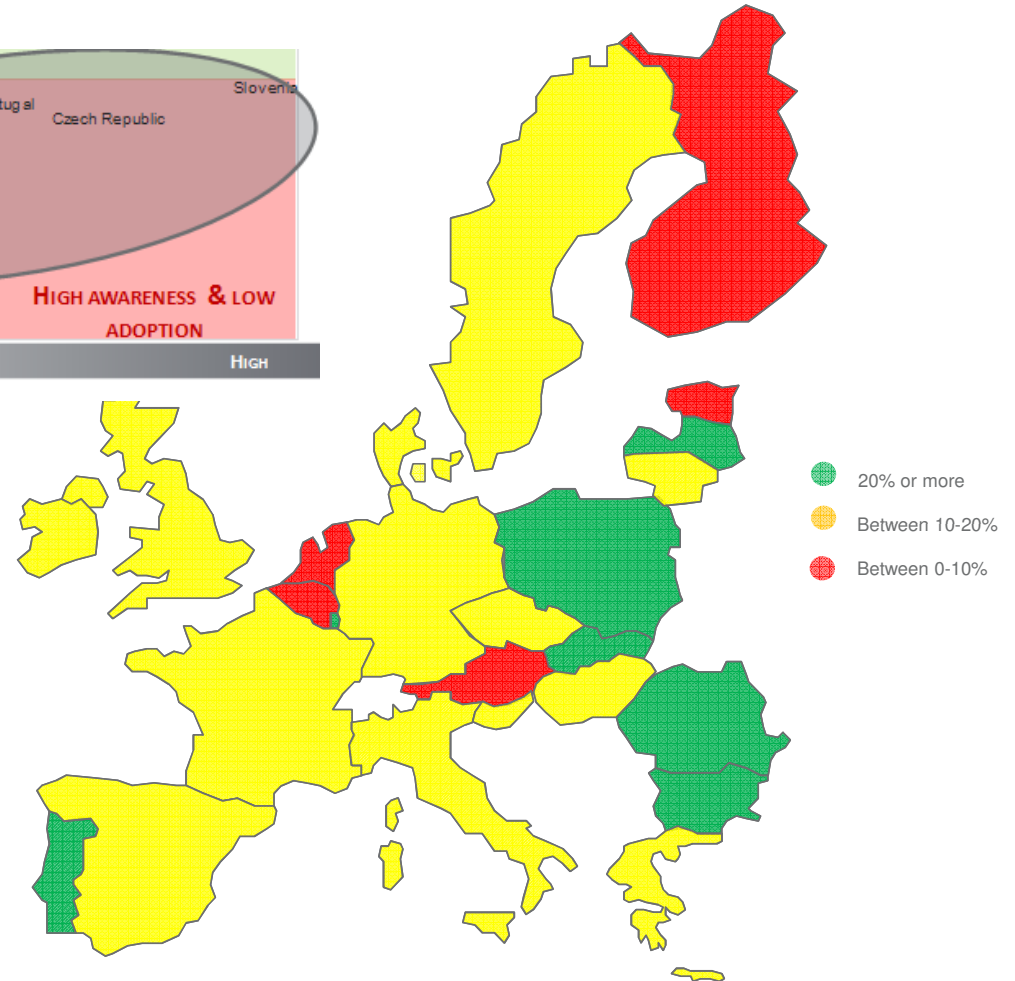
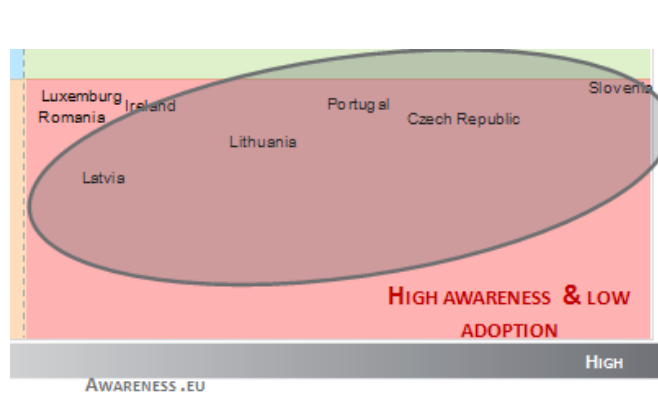
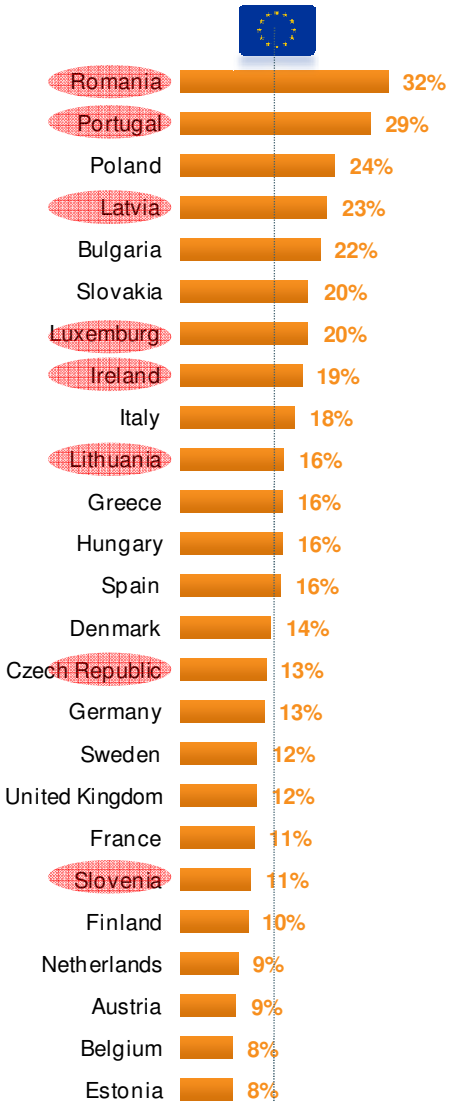


# .eu brand intention

- 17% of the European Internet population has a domain name.
- Moreover, 15% is planning to register a(nother) domain name within the next 12 months.
- Results show that most of the countries that are potentially important targets also have higher intentions.
- Almost 1 out of 4 people intent on registering a domain name shows a preference for the .eu TLD.

# Intention

## Intent on registering a(nother) domain name within 12 months



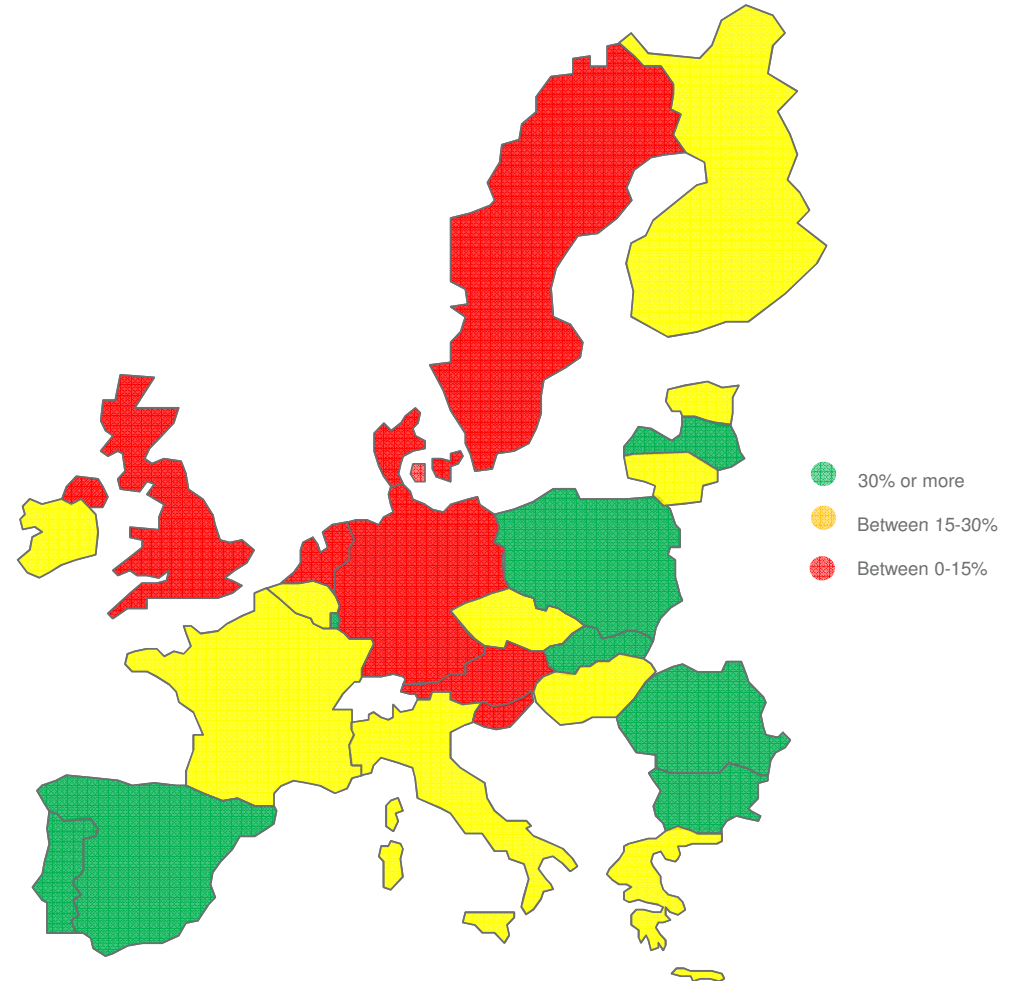
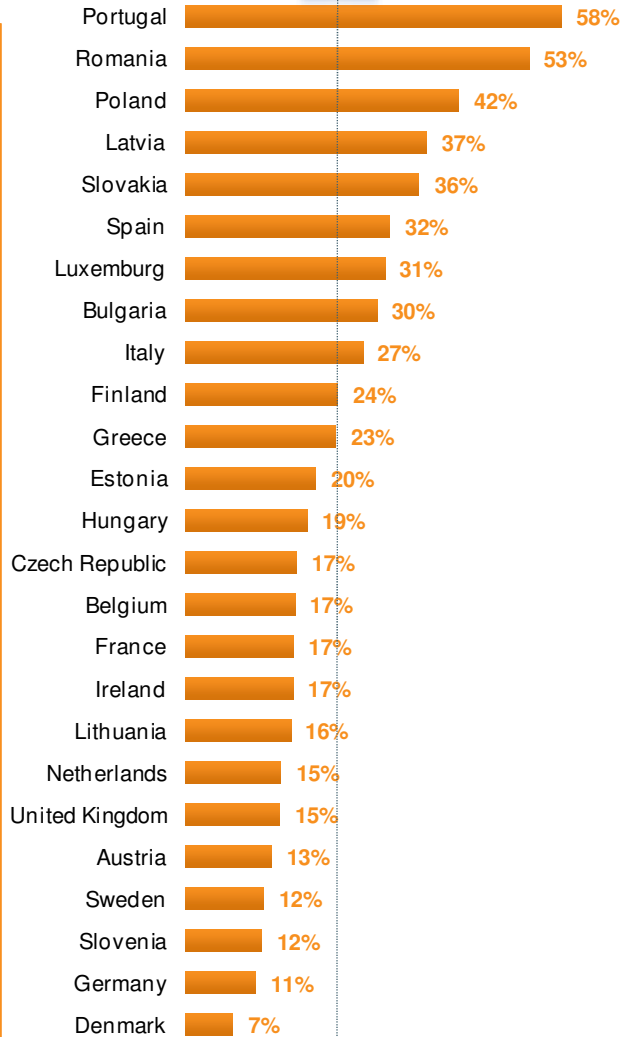
European Average = 15%

2008 = 17%

2006 = 17%

# Intention

## Domain name registration - preference for .eu



European Average = 24%

2008 = 29%

2006 = 27%

# .eu brand attitude & pricing

- The difficulties faced when registering a .eu domain name are: the **possibility to compare** different providers to each other, the domain name has already been **taken**.
- **Barriers** keeping **people who do not have a domain name** from registering one are: lack of insight into the different possibilities and advantages and doubts about usefulness.
- **More than half** of the respondents **do take note of the TLD** of a website when **buying** something online.
- **29%** thinks that the presented price level for domain names and hosting services is **cheaper** or **much cheaper** than expected.  
Exceptionally, **Eastern Europe** perceives the price as more or much more expensive than expected.

# Attitude

## Difficulties and barriers

