



# Marketing European ccTLDs

**Wim DEGEZELLE**

-

**CENTR**

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2<sup>nd</sup> International conference for ccTLD managers  
and registrars of CIS, Central and Eastern Europe  
Bled, Slovenia



## *Overview*

### **Marketing European ccTLDs**

1. CENTR
2. Marketing – theory
3. Marketing ccTLDs - remarks
4. Marketing initiatives ccTLDs
5. Examples
6. CENTR activities



## Marketing European ccTLDs

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**CENTR** is the world's largest association on Internet Domain Name Registries. CENTR has over 50 members, each of them responsible for the operation of the country code top level domain in their country. CENTR members account for over 80% of the country code domain registrations worldwide.



***CENTR***

Information platform

Exchange of good  
practices

European focus

**CENTR = Forum for (cc)TLD managers**

Meetings and workshops

Mailing lists, surveys, library,  
website, news updates,  
statistics, ...

Membership:  
48 Full members (ccTLDs)  
10 Associate members (TLDs)  
9 Observers



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## *Marketing - theory*

### What is marketing? - 5 minutes on google ...

'The management process responsible for identifying, anticipating and satisfying customer requirements profitably'

'Satisfying needs and wants through an exchange process'

'Management process through which goods and services move from concept to the customer'

'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large'

'to market = to make goods available to buyers in a planned way which encourages people to buy more of them, for example by advertising'

....

**Conclusion: Marketing is more than promotion**



## *Marketing - theory*

# P





### Traditional Marketing Mix

**P**

**P**roduct

**P**rice

**P**lacement

**P**romotion

### Traditional Marketing Mix for a ccTLD

P

**Product**     *Domain name, renewals*

**Price**     *Wholesale price / direct registration*

**Placement**     *Distribution chanel:*  
direct registrations,  
registry/registrar model,  
resellers

**Promotion**     *Target market? Promotion mix?*



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## Marketing ccTLDs

### Remark 1 - Awareness

Domain names are everywhere around us ....





## *Marketing ccTLDs*

Domain names are everywhere all the time ....

.... but people don't know what a domain name is!

.... and have no idea that and how they can get their own domain name!



## *Marketing ccTLDs*

### Remark 2 - Price

#### **Demand for domain names has become relatively price inelastic**

- **Price matters.** Price clearly matters both for short-term and for long-term maintenance of domains. However, it is also evident that demand for domains is most sensitive (elastic) when price tends to be high.
- **Currently price is relatively inelastic.** As the average price of domains has declined over the past five years, demand for domains is increasing tied to other factors and for most registries the big gains in terms of growth based on reasonable price reductions have already been achieved.

*Study of the Factors Behind the Demand for ccTLDs*  
*CENTR – Zooknic*  
*2008*



## *Marketing ccTLDs*

### **Remark 3 - Distribution channel**

- The number of direct registration is declining
- Most registries limit the number of direct registrations
- Registrars and resellers often sell domain names included in packages for eg hosting or building a website and don't directly sell a domain name





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## *Marketing initiatives ccTLDs*

What is your aim?

- > raising awareness about your ccTLD?
- > positioning your ccTLD as ....
- > promotion Internet use
- > increase number of registrations
- > motivate registrars/resellers



## *Marketing initiatives ccTLDs*

Who takes the initiative?

- Registry
- Registry together with the registrars
- Registrars supported by the registry  
eg Registry co-funds campaign, Registry provides promotion materials



## *Marketing initiatives ccTLDs*

### **Tools?**

#### **Traditional Marketing/Promo tools**

- newspaper/magazine ads
- television commercial
- billboards

#### **online marketing**

- Banners
- Website
- Ads
- Emails

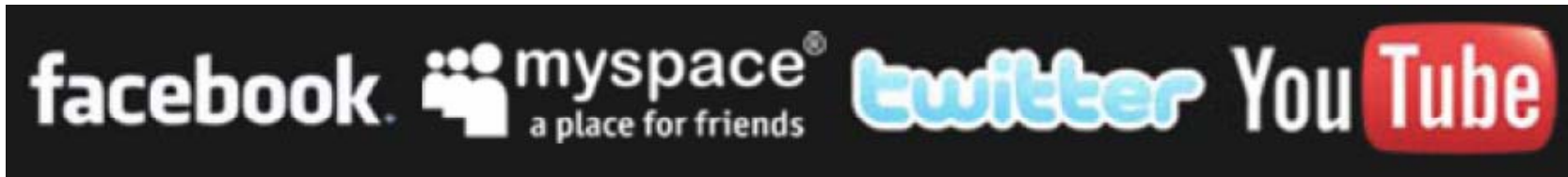
**reward your registrars for  
nett growth in  
Registrations  
Renewals  
New registrations, ...**

**Price reductions,  
Free domains,  
...**





## *Marketing initiatives ccTLDs*



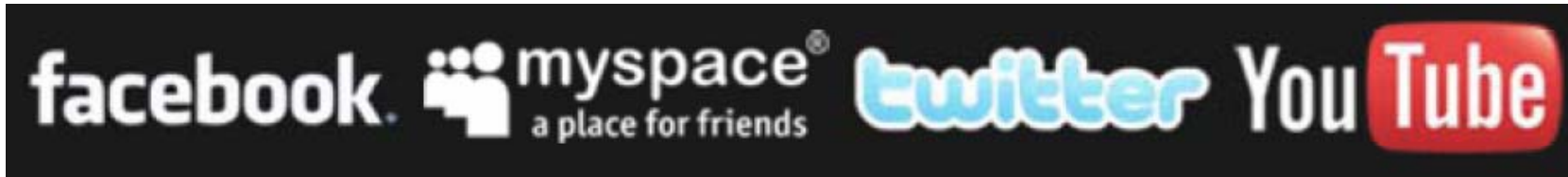
66% of marketers  
in the US utilised  
social media,  
compared to 20%  
in 2007

(source Association National

Advertisers [www.ana.net](http://www.ana.net))



## *Marketing initiatives ccTLDs*



ccTLDs?

Interesting!

We're thinking about it ...

We're following the evolution

Some examples



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## *examples*

.fr campaign 2009

Le .fr, un point c'est tout!

- Printed adds
- Video banners
- Tv spots
- [www.faites-vous-un-nom.fr](http://www.faites-vous-un-nom.fr)





Claim je domein

Een .nl-domein is je eigen plek op internet. Een plek die je kan gebruiken zoals jij dat wil. Of je nu een website maakt met de foto's van je jongste spruit, een online winkel begint of een weblog bijhoudt. Misschien wil je alleen een e-mailadres dat niemand anders heeft. Met je eigen domeinnaam maak je het persoonlijk en uniek. Je eigen .nl vastleggen is trouwens helemaal niet duur en je hebt het in een paar minuten geregeld. **Kijk voor meer inspiratie en informatie op [www.jouwunieke.nl](http://www.jouwunieke.nl)**

**.nl**  
zo uniek als jijzelf

### .nl campaign

Aim: stimulating registration by private individuals

- Printed adds
- Banners
- Radio commercials
- [www.jouwunieke.nl](http://www.jouwunieke.nl)







- Website competition for Swiss School Classes initiated by SWITCH in 2007
- Fostering internet know-how & project management in school
- 500 registrations in 2008
- 150 website projects entered the award
- Prize giving ceremony at Zurich Congress Centre with 300 scholars





## examples



Domain pulse is the most significant event in the German-speaking world for current topics and trends associated with all aspects of domain names.

Domain pulse was launched by SWITCH in Zurich in the year 2004. Since then, it was held alternating each year in Germany, Austria and Switzerland.

Domain pulse acts as a competence centre, offering expert groups the opportunity to engage in a direct and active dialogue.

The main topic for the 2010 conference is Security. The conference will be held on 1 and 2 February at the Culture- and Congress Centre Lucerne – in the very heart of Switzerland. [www.domainpulse.ch](http://www.domainpulse.ch)



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## **CENTR Workshop on Market development**





## ***CENTR initiatives***

### CENTR workshop on Market development

- ⇒ Exchange ideas / best practices / experiences
- ⇒ Cooperation to create awareness on ccTLDs
- ⇒ Setting up ccTLD Marketing repository



# Marketing Repository

**Experiences**

**Description of  
the initiative**

**Assessment  
of tools**

**Self evaluation  
of the initiative**

...



Thank you for your attention!

More about CENTR at  
<http://www.centri.org>

[wim@centri.org](mailto:wim@centri.org)