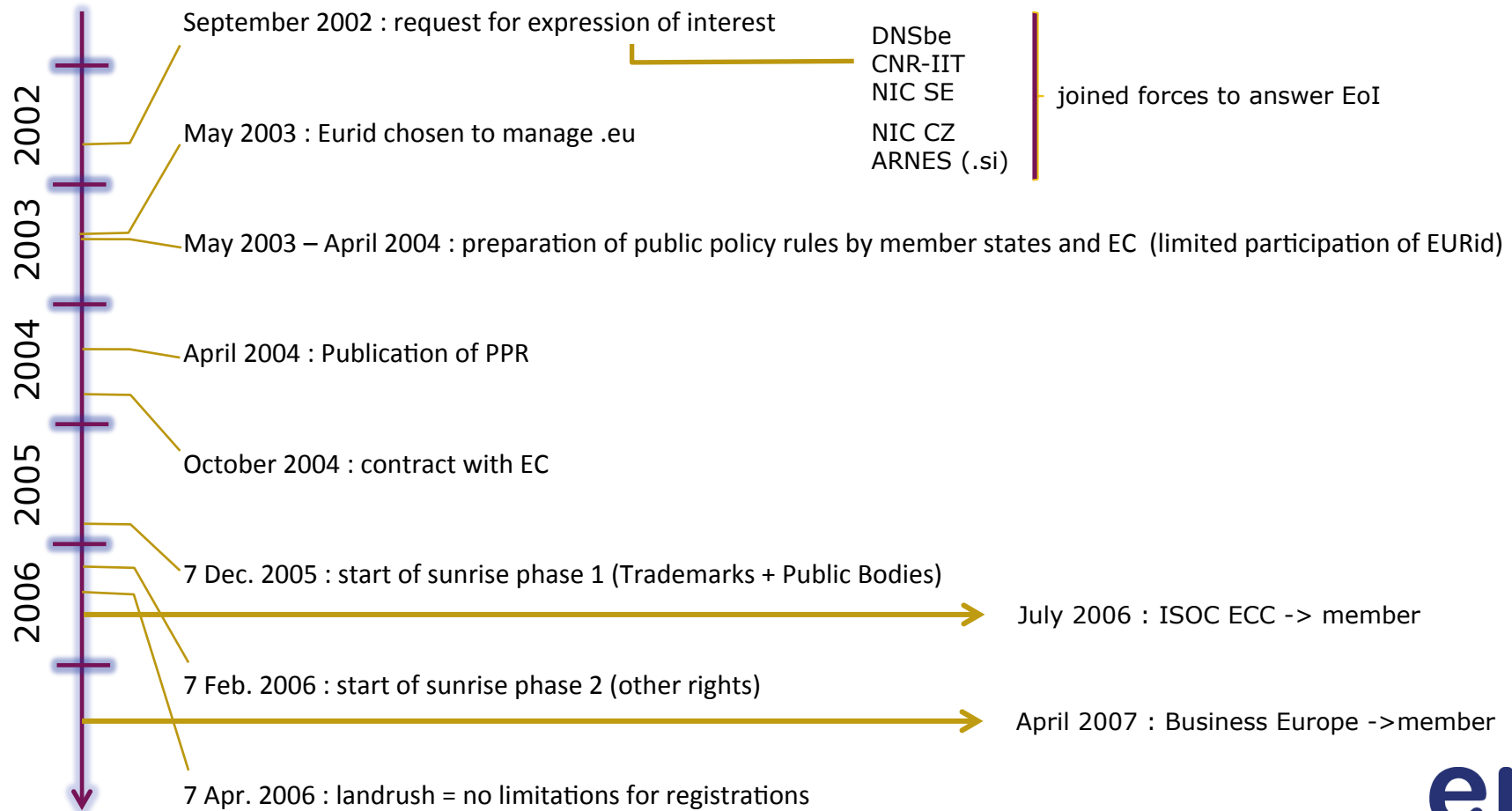


# The pan-European strategy of .eu

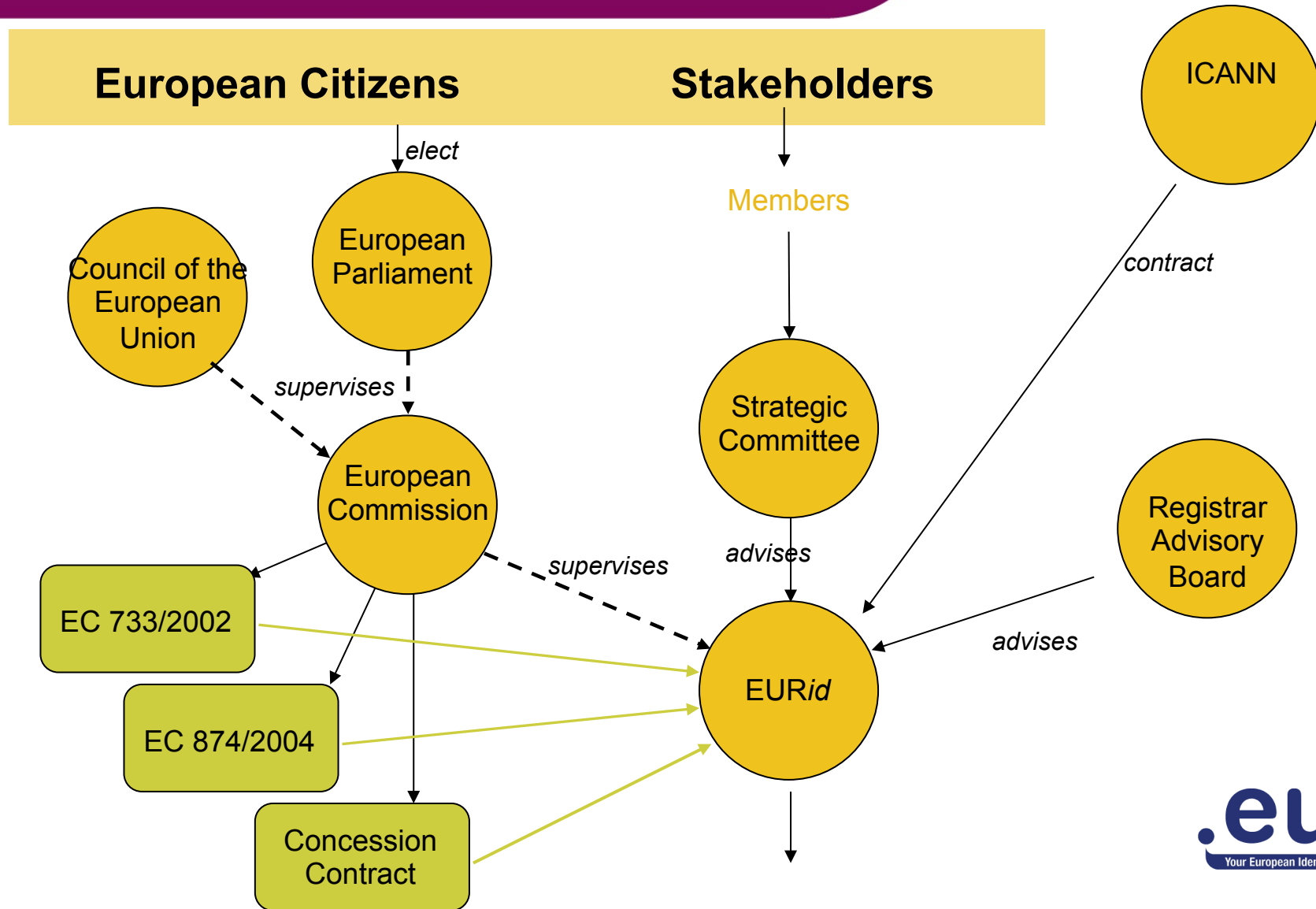
Middle East DNS Forum  
Dubai, 3 February 2014



# Timeline



# Contractual framework



# Actual status

- 7<sup>th</sup> largest ccTLD - 11<sup>th</sup> largest TLD in the world
- Over 3.700.000 names (more than 1.000.000 in the first day)
- High renewal rate (79%+)

# Evolution 2005-2014

- Sunrise: December 2005
- Open registrations: April 2006
- Registrar Code of Conduct: April 2007
- Implementation of IDNs: Dec 2009
- Implementation of DNSSEC: Jun 2010
- Implementation of MYR: April 2011
- Credit card payments: August 2011
- eInvoicing: May 2012
- Implementation new transfer procedure: November 2012
- Language support for Croatia: July 2013

# Evolution of ccTLDs

- From “closed” to “open” models
- Trend towards more “commercial” attitude
  - Customer/registrar oriented
    - Focus on quality
  - Advertising
- While keeping the TLD clean
  - Big focus on security
  - Fighting abuses (cybersquatting, phishing, ...)

# Our strategy

- Regular and open dialogue with all our registrars
- Close partnership to promote the .eu TLD (Co-funded Marketing Programme)
- Awareness campaigns
- .eu as a brand and a label of quality and excellence
- Monthly assessment of our 28 markets

*Thank you !*

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