Social Media, Apps, Mobile and the Domain Name market in the Netherlands

About .nl

- One of the most succesful cctld's worldwide with over 5 million domain names.

- Most DNSSEC signed names worldwide (1,04 million)

- 1800 registrars, very extensive distribution network

- Run by SIDN: an independent not-for-profit organization based in Arnhem.

We are not sexy anymore..

Threat!!

Like Us On facebook

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The Question?

How do new trends affecting internet use like mobile devices or social media influence people's attitude towards domain names and how will this influence the market for domain names in the Netherlands?

.NL (potential) registrants

Primary Market
- Business users
  - **Corporate Websites** Shift to Social Media?
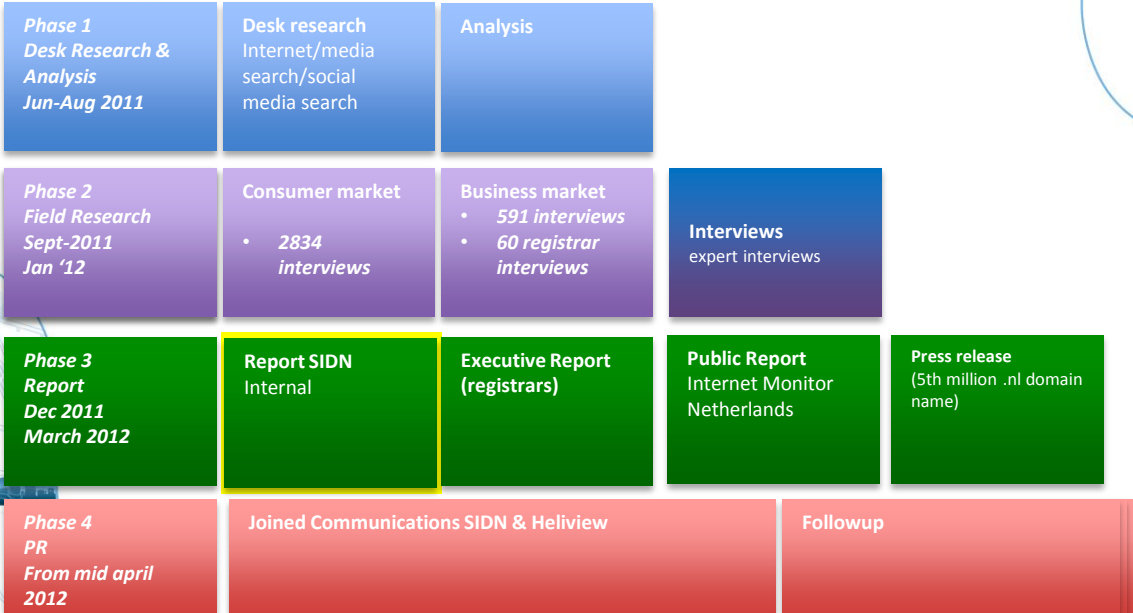 - **Campaign sites** Why build if Facebook is for free?
  - **Defensive Registrations** Are these still necessary?
- **Private individuals** Social Media substitute for website?

Secondary Market
- **Sales** Detrimental to Value of a domain name?
- **Parking pages** Still profitable if traffic shifts to Facebook?

Phase 1 *Desk Research & Analysis* *Jun-Aug 2011*	**Desk research** Internet/media search/social media search	**Analysis**		

Phase 2
Field Research
Sept-2011
Jan '12
	Consumer market
	
	• **2834**
	  interviews
		Business market
		• **591 interviews**
		• **60 registrar**
		  interviews
			Interviews
			expert interviews	

Phase 3 *Report* *Dec 2011* *March 2012*	**Report SIDN** Internal	**Executive Report** **(registrars)**	**Public Report** Internet Monitor Netherlands	**Press release** (5th million .nl domain name)
Phase 4 *PR* *From mid april* *2012*	**Joined Communications SIDN & Heliview**		**Followup**	

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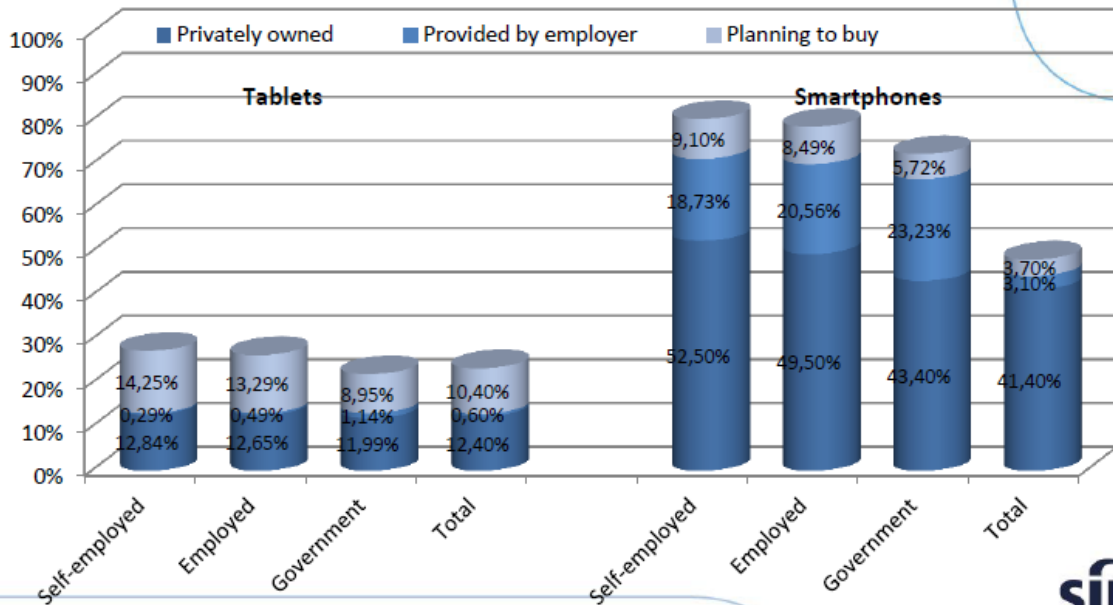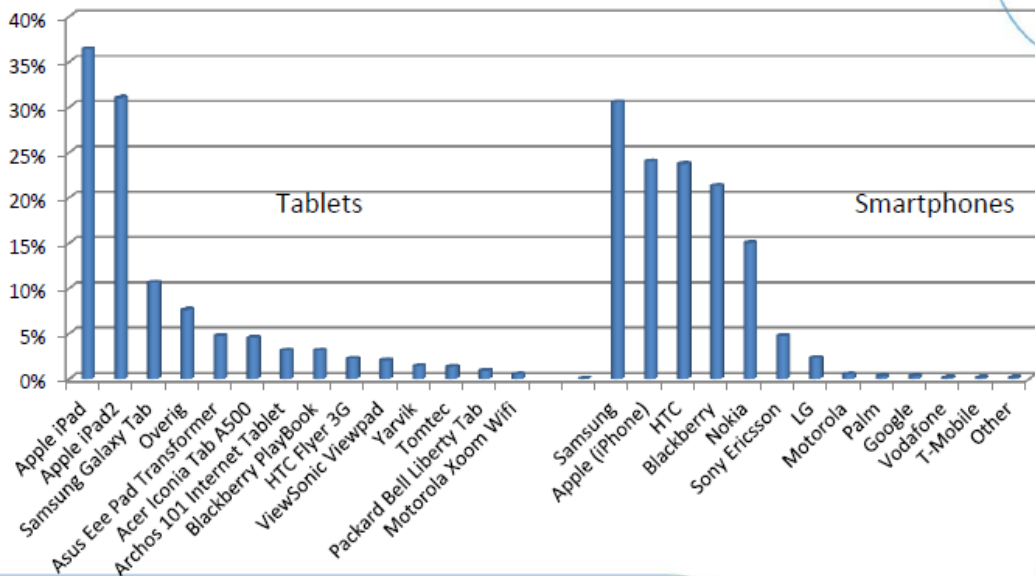
Mobile devices and navigation

Mobile Devices (1): Market Penetration

Mobile Devices (2): Brands

Bar chart showing Tablets and Smartphones brand percentages.

Tablets: Apple iPad ~37%, Apple iPad2 ~31%, Samsung Galaxy Tab ~11%, Overig ~8%, Asus Eee Pad Transformer ~5%, Acer Iconia Tab A500 ~5%, Archos 101 Internet Tablet ~3%, Blackberry PlayBook ~3%, HTC Flyer 3G ~2%, ViewSonic Viewpad ~2%, Yarvik ~1%, Tomtec ~1%, Packard Bell Liberty Tab ~1%, Motorola Xoom Wifi <1%

Smartphones: Samsung <1%, Apple (iPhone) ~31%, HTC ~24%, Blackberry ~24%, Nokia ~21%, Sony Ericsson ~15%, LG ~5%, Motorola ~2%, Palm <1%, Google <1%, Vodafone <1%, T-Mobile <1%, Other <1%
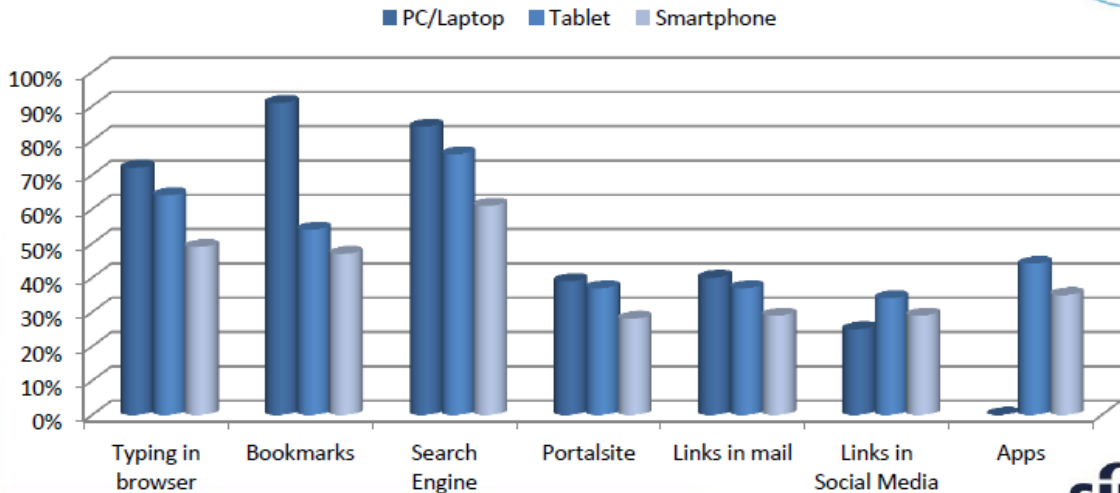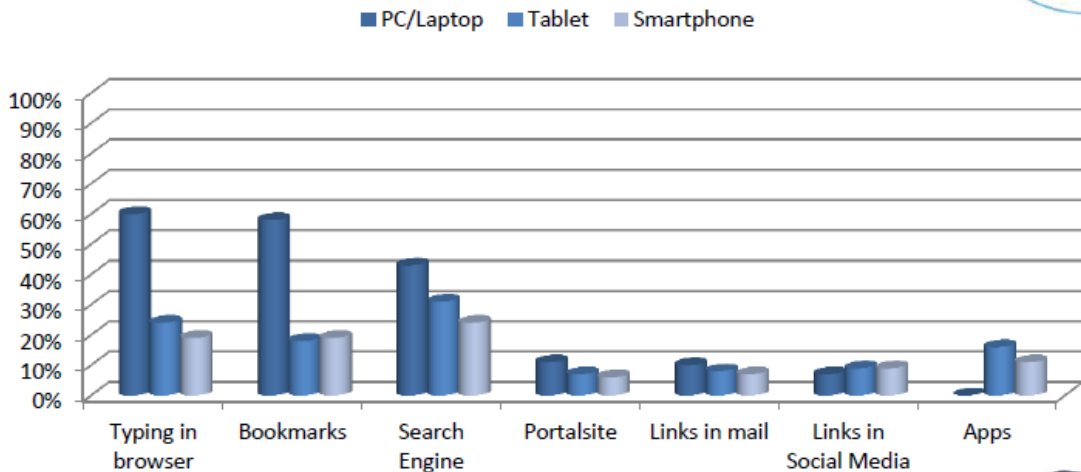
Mobile devices (3): hours spent online per week
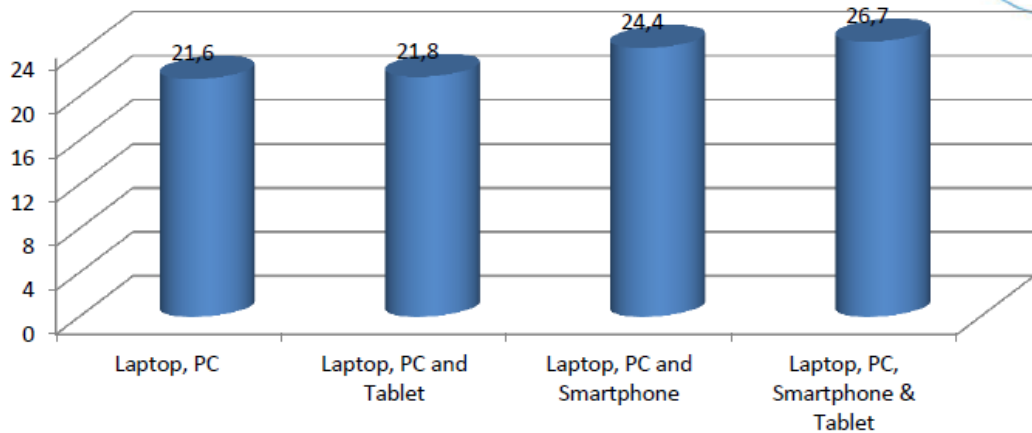
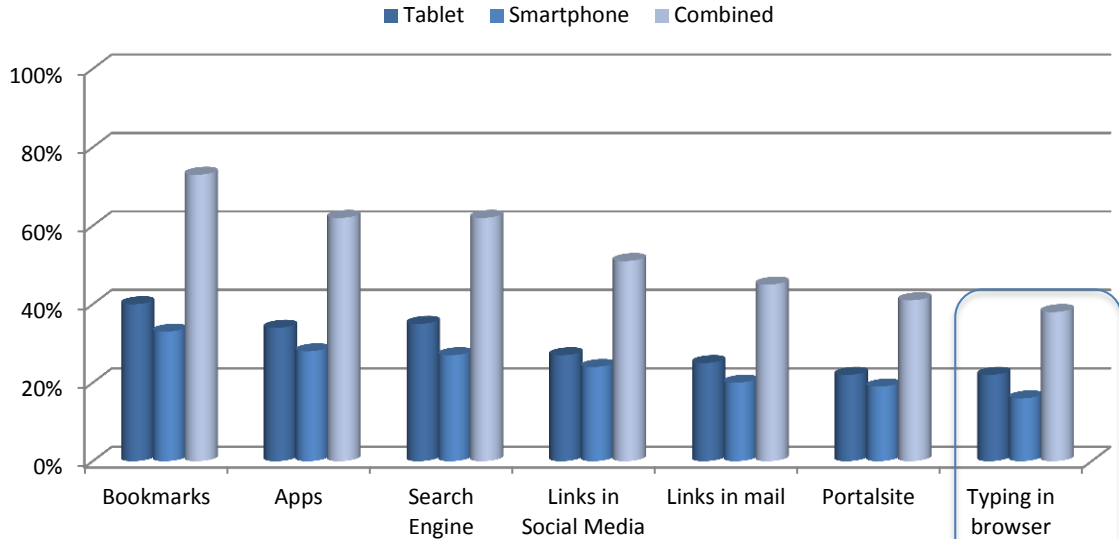# Present methods for reaching websites
(*Used regular or very often*)

Present methods for reaching websites (*Used very often*)

Legend: PC/Laptop, Tablet, Smartphone

Categories: Typing in browser, Bookmarks, Search Engine, Portalsite, Links in mail, Links in Social Media, Apps

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Popular methods for reaching websites two years from now

Legend: Tablet, Smartphone, Combined

Chart showing percentages for: Bookmarks, Apps, Search Engine, Links in Social Media, Links in mail, Portalsite, Typing in browser
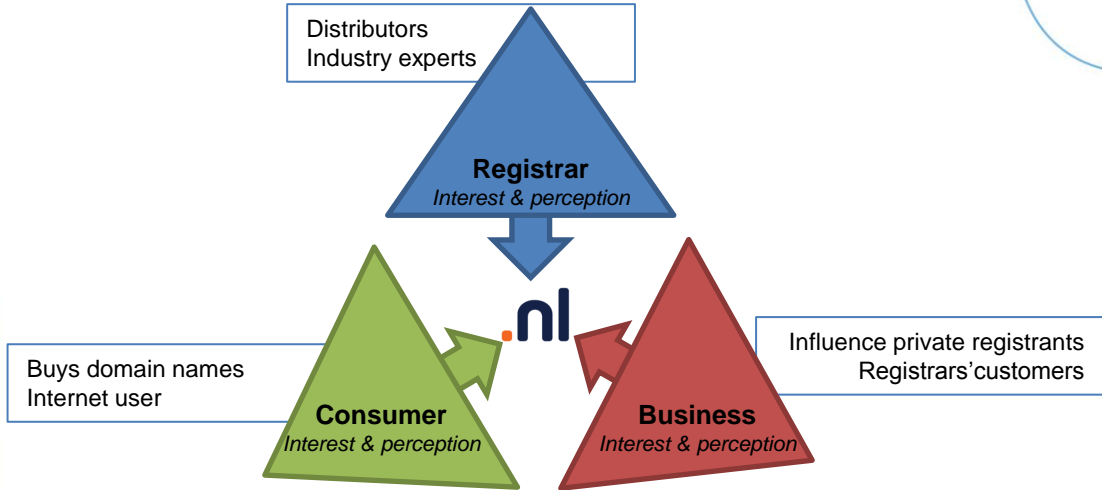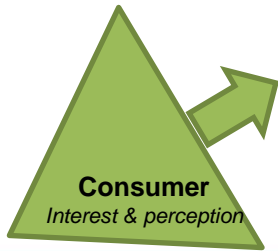
Domain names

The pivotal question:

Do you have a domain name of your own or do you plan to get one?

1. No, I don't have a domain name and I'm not planning to get one.

2. No, I don't have a domain name, but I *am* planning to get one.

3. Yes, I do have a domain name, but I'm not planning to keep it.

4. Yes, I do have a domain name, and I *am* planning to keep it.

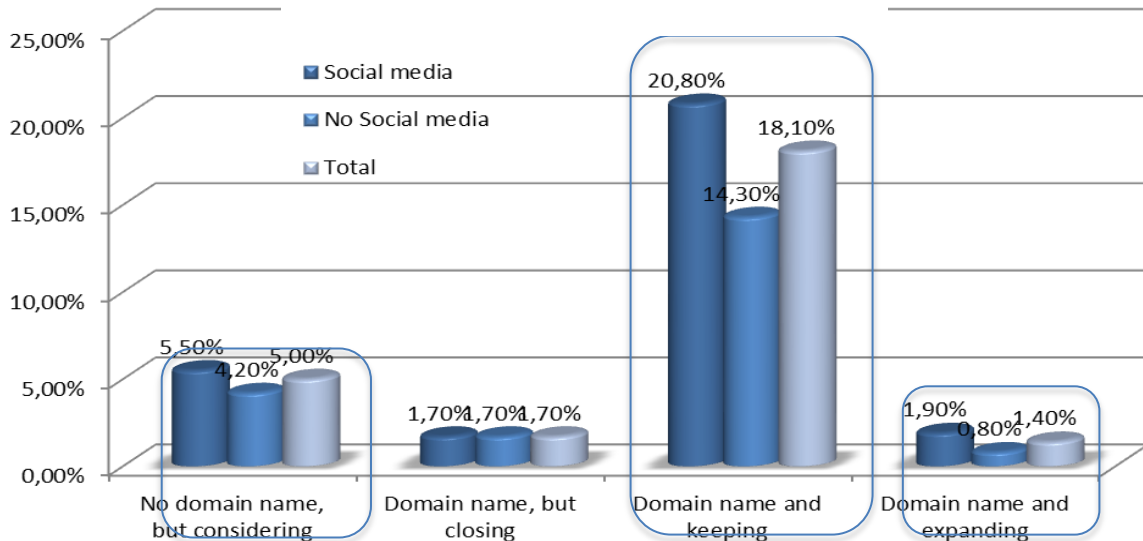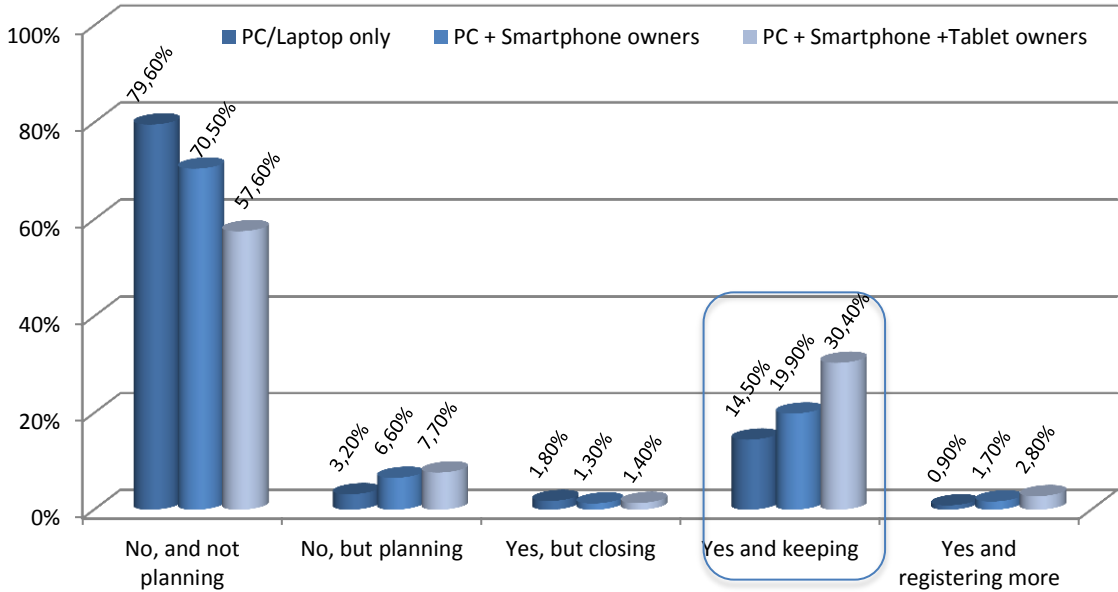5. Yes, I do have a domain name, and I'm planning to get others.

Setup

Distributors
Industry experts

Registrar
Interest & perception

.nl

Buys domain names
Internet user

Influence private registrants
Registrars'customers

Consumer
Interest & perception

Business
Interest & perception

.nl

Consumer
Interest & perception

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Are avid Facebook users more or less likely to register their own domain name?

Domain name ownership (n=2834)

|	No, and not planning	No, but planning	Yes, but closing	Yes and keeping	Yes and registering more
PC/Laptop only	79,60%	3,20%	1,80%	14,50%	0,90%
PC + Smartphone owners	70,50%	6,60%	1,30%	19,90%	1,70%
PC + Smartphone +Tablet owners	57,60%	7,70%	1,40%	30,40%	2,80%

1. Outlook in private segment very positive.

2. Social media and Mobile positive for willingness-to-register.

3. Typing a domain name expected to become less popular.

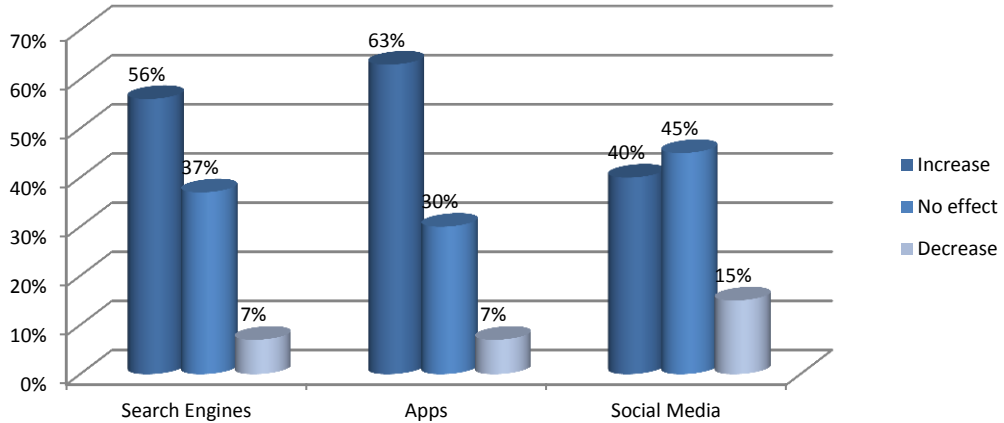**Consumer**
Interest & perception

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Business
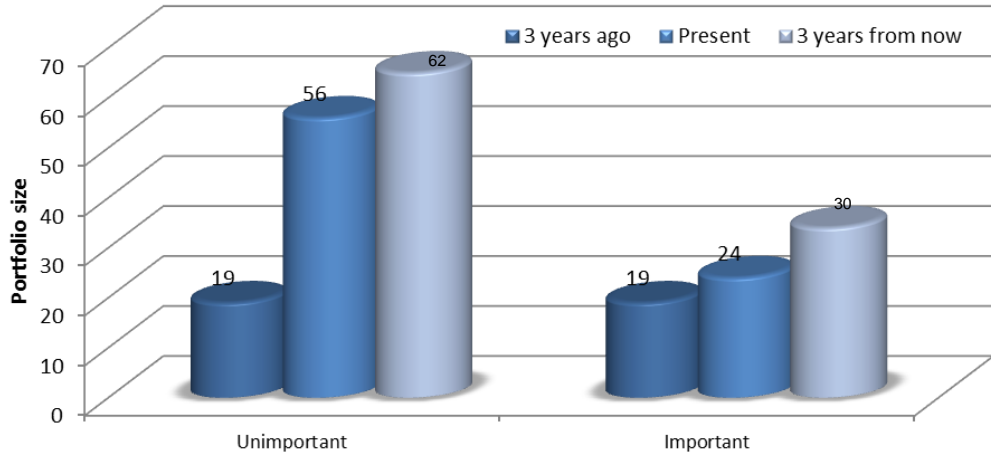*Interest & perception*
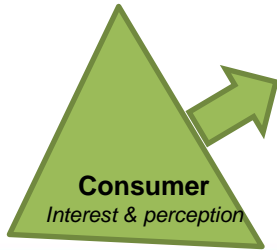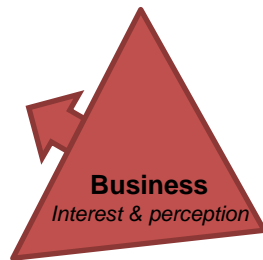
Question

The domain name portfolio of companies with a well developed social media strategy grows relatively slow.

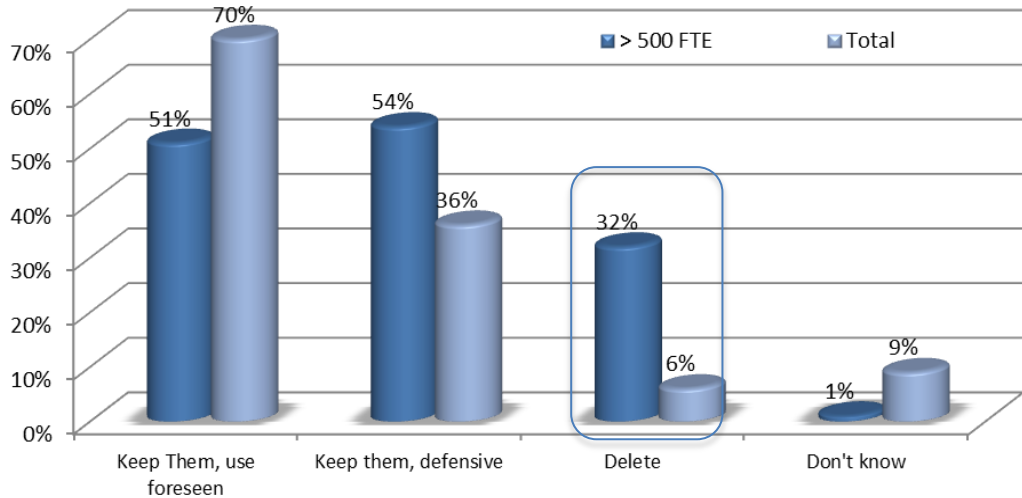**Expected effect of different factors on demand for domain names (n=591)**

	Search Engines	Apps	Social Media
Increase	56%	63%	40%
No effect	37%	30%	45%
Decrease	7%	7%	15%

Correlation between importance of Social Media and domain name portfolio

Options for current portfolio

Legend: > 500 FTE, Total

	Keep Them, use foreseen	Keep them, defensive	Delete	Don't know
> 500 FTE	51%	54%	32%	1%
Total	70%	36%	6%	9%

1. Outlook positive, but less so than in private segment.

2. Companies who consider social media important register less than other companies.

3. Large companies more likely to delete part of their portfolio.

Business
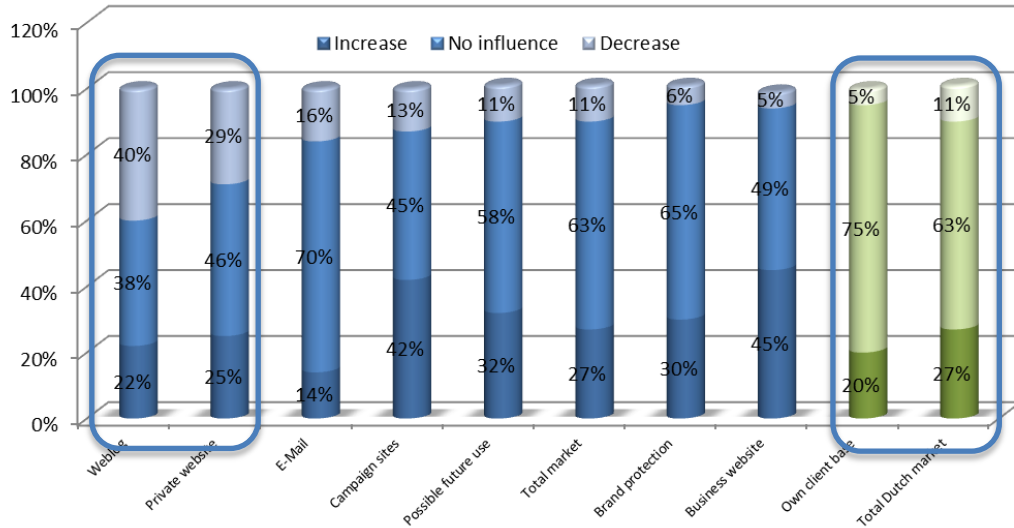*Interest & perception*

Registrar
Interest & perception

.nl

Last of the nasty questions

Domainers see no perspective for parking pages on mobile
devices as too few users type in domain names on them.

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Registrars' views on use

Expected influence of Social Media on domain name applications (registrars, n=60)
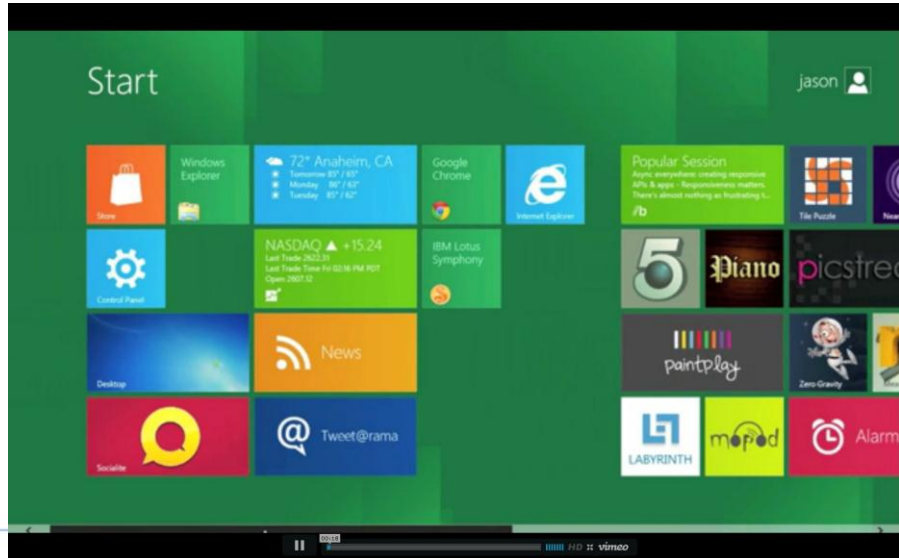
Registrar
Interest & perception

1. Registrars foresee overall increase in demand, but more in business than private segment.

2. Registrars believe defensive registrations still necessary in mobile age, but outlook for parking pages is bleak.

Wrapup..

Future developments

Wrapup

o Social Media, Mobile and Apps no immediate threat for domain name market in the Netherlands, but major changes in user behaviour expected.

o This is the most important structural development for the domain name inductry in years to come.

o **Therefore: monitoring this on a regular basis is more than worth the effort!**

But how? One question suffices

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COPY OF THE REPORT?

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