

## DECEMBER 2008 COMMUNIQUÉ

Nominet's Board of Directors met on 16<sup>th</sup> December 2008.

### Events & Feedback

- We held our .uk registrar conference on the 19<sup>th</sup> November at Wembley Stadium. It was attended by nearly 100 representatives from a broad range of registrars and sparked some interesting and challenging debate. We also launched our latest domain name industry report, a copy can also be found here [http://www.nominet.org.uk/digitalAssets/32856\\_Domain\\_name\\_industry\\_report2008.pdf](http://www.nominet.org.uk/digitalAssets/32856_Domain_name_industry_report2008.pdf). David Hendon of BERR gave a speech on the day and delivered some stark messages about the government's expectations about Nominet's governance, and its responsibilities to the community as a self-regulatory body. [http://www.nominet.org.uk/digitalAssets/32906\\_uk08\\_A\\_Government\\_Perspective.pdf](http://www.nominet.org.uk/digitalAssets/32906_uk08_A_Government_Perspective.pdf)
- We recently conducted our second telephone based registrar satisfaction survey, recording a satisfaction index of 90.1 %.
- We received the feedback on our SMB research looking at businesses ranging from 1-1,000 employees. This revealed some interesting and useful statistics to inform any future campaigns that we run:
  - Nominet unprompted awareness (response to the question: Name a company in the domain registration business?) in the SMB sector is 55 % (which compares with 1.8 % in the consumer space) – the next nearest were some registrars with 8 %.
  - Main sources of information about Nominet are from domain registrations (50 %)
  - Main Nominet service associations (by those aware of Nominet) are:- holds the .co.uk registration details (74 %)
  - Strongest Nominet image associations (by those aware of Nominet) are:- Trusted (82 %) and Registry (70 %)
  - 74 % of those who have heard of Nominet will recommend us
  - 53 % of SMB domain names are .co.uk and use of .co.uk compared to other domains is highest with 1-9 employee organisations and manufacturing.
  - The incidence of .co.uk being the primary domain decreases as company size increases
- We also recently conducted a survey of a random 3000 web sites to obtain information about how people use their domain names. The following is a summary of results:
  - A large number of .uk domains resolve to a web site: 74.4 % of all .uk domains
  - Of those that don't resolve some may be used for other services such as email.
  - 14.5 % of all .uk domains resolve to a holding page.
  - 59.8 % of .uk domain names are used for active web pages
  - 19.8 % of total domain names are used for pay per click sites
  - 40 % or 2.9 million of .uk domain names are used for active content focused websites.
- Industry standards have been identified as a key priority for the PAB over the course of 2009 and beyond and the Board encourages and supports further discussions on this subject. A brainstorming session will be held during the January PAB meeting and members are encouraged to be closely involved in these discussions.

### Board Matters

- The Board approved the appointment of Clive Grace as an independent co-opted Non Executive Director. Dr Grace is an experienced executive and non-executive, across the public, private, commercial and professional sector and has considerable experience in the field of corporate governance. The Board also appointed Dr Grace to the Audit Committee. <http://www.nominet.org.uk/news/latest?contentId=5891>
- In light of current economic conditions, the Audit Committee will undertake a review of the investment policy and report to the Board at the February meeting.

- The Board approved an updated Corporate Representation policy. Full details, including a template letter for the appointment of a corporate representative, will be announced on the website.

**Operational Statistics**

There were 2,866 active members and 4,145 active tags as at 30<sup>th</sup> November 2008. Since October 2008, 13 new members have joined. The number of new registrations in October 2008 was 143,344 and November 2008 was 132,588. The average renewal rate for the year was 65 %. The net growth of the register for the last 12 months was 12 %.