

Survey indicates .eu domain set to rival .com

Hostway set to launch pre-registration period for .eu domain name

London, 31st October, 2005— A survey from Hostway has found that the new .eu domain name is set to be as big as .com. According to the survey, nearly two thirds of businesses (64%) feel that the new domain name will be important to their business operations in Europe. The majority of respondents (60%) believed that customers will eventually use .eu rather than .com when looking for companies based in the European Union. The new domain name is intended for residents and organisations within the European Community, and registration opens later this year. The .eu domain name is available to all of the twenty five nations, and 450 million people that make up the European community. Hostway conducted the survey with 200 of its business customers.

Hostway is taking advantage of this enthusiasm by opening pre-registration for .eu immediately, allowing people to sign up for their specific domain name before the official registration period opens.

“The decision to establish the .eu domain name has been in the pipeline for around six years, and people are understandably enthusiastic about it – we’ve had over five hundred calls and enquiries in the last couple of weeks,” said Paul Halfpenny, product manager, Hostway. “This reflects the strength of the .eu name, consumers and businesses have shown more interest in this domain than any other launched in recent times.”

A separate survey of 200 consumers showed that it will certainly be advantageous for companies to have a .eu domain name, with one in two people preferring to navigate to a region-specific website such as a .co.uk rather than to other domain names such as .info or .biz. Furthermore, 70% of respondents associated .com websites with US content. The same 70% of respondents said that they hoped a .eu site would have content more relevant to them.

The .eu name is not intended to replace existing country-specific names, but rather to complement them and to help companies establish a pan-European presence on the web. Entities with a valid stake to a domain name will be dealt with first with all other registrations going through in early 2006.

In order to help people acquire the .eu domain name of their choice, Hostway is using a two tier pre-registration programme. Customers can either register their interest and join the queue for a domain name at no cost, or pay an administration charge and be fast-forwarded to the front of Hostway’s queue system. The system operates on a strictly “first-come, first-served” basis, and

only one priority registration will be accepted per domain name. When the official registration period opens, priority customers stand the best chance of gaining the .eu domain name of their choice.

“We’re expecting a fair amount of competition for registration once the .eu gates officially open in December, but most registrations stand a very good chance of getting through at this stage,” Halfpenny continued. “People do need to beware of unofficial vendors offering pre-registrations as they could miss out, or be ripped off. This is a great opportunity for people to establish their presence as a pan-European entity, but as with any transaction online, people need to make sure that the supplier on the other end is authentic.”

Hostway is offering one-year registrations for the .eu domain name at £19.95 per year. Priority pre-registrations are an extra £7.50 and registering trademarked, public and other names will be charged an additional one-off fee. The agency operating the new .eu domain name is EURid, a not-for-profit organisation based in Belgium. Hostway has been appointed as an official accredited registrar by Eurid. The list of officially recognised registrars for the name can be found on the EURid website (www.eurid.eu) under the Registrar Info tab.

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Hostway Worldwide

Hostway Corporation (www.hostway.co.uk) provides award-winning web hosting services with eight locations in the US, Canada, the UK, the Netherlands, Germany, Korea, and Australia. Serving customers both small and large, Hostway provides best of breed hosting infrastructure with innovative online tools to help customers broaden their reach and grow their businesses online. Hostway offers a wide range of managed hosting services ranging from simple shared hosting plans to complete dedicated server and VPS solutions to now over 350,000 customers worldwide.

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