

# The .nlyst

## “WE CAN DO A LOT BESIDES MANAGING .NL”

Why SIDN is looking beyond the .nl domain

Diversification has been part of SIDN's strategy for several years. But why? And isn't there a risk of the .nl domain being neglected as a result? Sieger Springer, who heads up the Marketing, Communications & New Business Department, and Hubert Welleman, SIDN's New Business Manager, explain the reasons for seeking diversity and describe what has been achieved.



Sieger Springer, manager of the department Marketing, Communications & New Business and Hubert Welleman, new business manager

### Why does SIDN want to get involved in other activities, besides managing the .nl zone?

Sieger Springer: “The .nl domain and the interests of its stakeholders are our number-one priority and will remain so. That's the case today and it will still be the case ten years from now. It's precisely because we are committed to promoting those interests that we attach so much importance to the continuity of SIDN. Technology changes quickly. Seven years ago, who would have thought that Nokia would by now have disappeared

from the stage? We don't expect anything quite as dramatic to happen to us, but the use of domain names may in due course decline. We want to be ready for that eventuality by identifying new sources of income in good time. Another point is that we want to recruit and retain the best people. And the best people are more likely to come and to stay if they perceive us to be a broad-based organisation offering a variety of challenges and opportunities.”

### If SIDN develops new activities, shouldn't they be linked to the .nl domain?

Sieger Springer: “If we focus exclusively on activities linked to the .nl domain, we will remain dependent on .nl. Clearly, we have a lot of DNS expertise and know-how in the field of managing complex ICT infrastructures and data. We believe that we can offer added value particularly in the context of internet-related activities, and where the requirements dovetail with our strengths. Activities where there is a need for an impartial supervisory body, which has no commercial interest, but isn't a government agency either.”

### Where do you expect to find challenges like that?

Hubert Welleman: “At the moment we are still looking around, exploring the options. We are very confident that we can play an important role as a trusted third party in relation to systems ☺



## Foreword

Looking back at 2014, it is clear that the domain name market has changed for ever. The era of rapid expansion appears to have ended. Growth of the .nl domain – and many other top-level domains – has slackened since 2012. Over the last twelve months, that trend has intensified, despite the economic recovery. It's possible that 2015 will prove to be .nl's first year without growth. For various ccTLDs, including some of the bigger ones, growth already stopped in 2014.

The new gTLDs, from which so much was expected by so many observers, have disappointed thus far. Nearly six hundred new top-level domains have been added to the root, but between them they currently have barely more than three million domain names. Hence, the global market share of the new TLDs is about 1 per cent (compared with 1.92 per cent for .nl). The newcomers' share of the Dutch market is actually less than 0.5 per cent (compared with nearly 74 per cent for .nl).

Another development that we can't ignore is the US government's move to relinquish its exclusive supervision of IANA, the part of ICANN that manages the root. The intention is to replace US oversight with a multi-stakeholder structure, the details of which have yet to be decided. That is unquestionably a positive development. It is vital for the further global development of the internet that a sound, broadly supported solution is now devised. If the developments outlined above promise anything, it is that 2015 will be an exciting year. Business as usual isn't an option: the use of domain names is changing, the market is changing and internet governance is changing. So much change will inevitably present challenges. But also opportunities.

SIDN's primary concerns are the security and stability of the .nl domain and the continuity of the organisation. First and foremost, it is vital that the .nl domain retains its leading position. One important initiative designed to ensure that it does just that is the .nl loyalty programme, scheduled for introduction in 2015. Developed in close consultation with the Registrars' Association, the programme will incentivise registrars to make the .nl zone even more secure and promote more active use of domain names. You'll be able to read details of the programme in a future edition of The.nlyst or on our website.

However, SIDN is looking beyond .nl ... beyond domain names. Over the last twelve months, we've intensified our search for suitable diversification routes. That has resulted in a number of new business cases, which are described in this edition of The.nlyst.

I hope you enjoy reading the magazine and I wish you a professionally successful and personally satisfying 2015!

Roelof Meijer, CEO, SIDN



⇒ such as iDeal. That's not so much a technological system as a system of agreements. Agreements whose implementation requires supervision. The companies behind the system, the banks, have a shared interest, but they are also each other's competitors. Management of the system therefore needs to be in the hands of a reliable, independent third party. SIDN can take on that kind of task. Looking around, there are numerous developments in progress in fields such as trust and utility, where there's a need for someone to play that kind of role. A good example is Simplerinvoicing, an agreement-based framework for electronic invoicing. SIDN has teamed up with the foundation responsible for Simplerinvoicing. To begin with, we'll be taking over a number of operational tasks. But the plan is for us to assume responsibility for management of the system in due course. We are also closely involved with a number of initiatives for secure identification and authentication on the internet, for example Trusttester and IRMA."

### Many organisations find it hard to change course. How has SIDN gone about it?

Hubert Welleman: "We began by looking to diversify into areas closely related to our core activities, such as the provision of registry services for the .amsterdam and .aw domains. Then, in 2012, we also set up a major innovation programme. One practical outcome of that programme is the Domain Name Surveillance Service, which alerts subscribers to typosquats that might be used for phishing and so forth. Now we are looking a little further afield."

Sieger Springer: "Diversification does indeed ask a lot of an organisation. As a registry, we are one of the world's best. We absolutely have to make sure that that remains the case. At the same time, however, we want to develop new qualities. First of all, we want the people already with the organisation to grow and explore their own potential. But we are definitely also looking for new people. People with experience in other areas, people with different knowledge. We've recently brought in several such people, but we are hoping to find others, including a good product manager and a business analyst."

### What can we expect in 2015?

Hubert Welleman: "The .amsterdam domain will become operational next year. We'll continue development of the Domain Name Surveillance Service as well. And our role as a trusted third party will take on a more tangible form in a number of cases. However, our real priority is to raise our profile. We can do a lot besides managing .nl, and we want to get that message across. We will be aiming particularly at the large corporate market."

Sieger Springer: "We have various concrete plans. For example, there's .bv, the domain of Bouvet Island, an uninhabited Antarctic island belonging to Norway. We've teamed up with the

## SIDN'S NEW ACTIVITIES

**.aw** Since March 2014, SIDN has been the registry service provider for .aw, Aruba's top-level domain. In practical terms, that means that Setar, the Aruban registry responsible for .aw, makes use of SIDN's systems for the registration of domain names and management of the domain.

**.amsterdam** SIDN supported the application for the .amsterdam top-level domain in 2012. The capital's new domain is expected to come on line in 2015. SIDN is responsible for the technical realisation and will act as .amsterdam's back-end registry service provider during the operational phase.

**.bv** SIDN and Norid, the Norwegian registry, are discussing the possibility of working together to make the .bv top-level domain available on the Dutch market. SIDN is investigating the potential added value of .bv for Dutch companies, 'The Netherlands Plc', for SIDN and for the wider community.

**Domain Name Surveillance Service** Typosquatting – registering domain names that match common errors made when typing URLs – is often associated with phishing and the distribution of malware. SIDN's Domain Name Surveillance Service is a service that promptly alerts registrants to typosquats similar to their domain names.

**Simplerinvoicing** Electronic invoicing has great potential. It's been estimated that migration could save the Netherlands about 600 million euros a year. Simplerinvoicing is a system of agreements that could substantially boost the transition to electronic invoicing. SIDN will ultimately take over management of the system as a trusted third party.

Norwegian registry Norid and the Norwegian government to investigate the options for this domain, which isn't yet available in the Netherlands. We believe that .bv has great potential on the Dutch market, because in Dutch the letters 'bv' have a similar meaning to 'Inc' or 'Ltd' in English. You might use .bv for a look-up service, for example, enabling people to find reliable information about limited companies in the Netherlands, without having to apply for it to a variety of sources."



# HOW CAN WE STOP SPOOF INVOICES?

## Fraud helpdesk looks at fraud prevention alternatives

In April 2014, many businesses in the Netherlands received e-mails from a company calling itself Domein Registratie Nederland, seeking to sell domain names by underhand means. In the summer, SIDN had to issue a warning about offers sent out by NL Domein Host and Domeinhost Nederland, which were made to look like invoices. The Advertising Fraud Support Centre has been working to stop fraudulent sales practices for more than ten years. And, since the start of 2011, it has been assisted by its big sister, Fraudehelpdesk.nl, which tackles all forms of fraud and unscrupulous commercial practice.

Set up in 2003, the Advertising Fraud Support Centre was originally called the Foundation for the Prevention of Financial and Economic Crime in the Netherlands (Dutch initials: SAFECIN). Over the intervening decade, the foundation has grown substantially. CEO Fleur van Eck: "Our goal is to make ourselves redundant. We'd like nothing better than to be able to wind up the foundation. Unfortunately, we aren't going to be in a position to do that very soon." Research has indicated that at least five thousand businesses in the Netherlands are victims of advertising fraud every year. The total cost to those affected is estimated to be 480 million euros a year.



Fleur van Eck, CEO Steunpunt Acquisitiefraude

### More than spoof invoices

Fraud reports are sent in via the foundation's website, [www.fraudehelpdesk.nl](http://www.fraudehelpdesk.nl). For years now, incoming reports have highlighted a variety of problems besides spoof invoices, says Van Eck. "People get in touch with us about phishing and on-line trading fraud: offering things for sale on the net and taking payments, but not delivering the goods. Another thing we've started to see recently is dating fraud: contacting lonely people via dating sites or social media with the sole aim of tricking them into parting with money. It isn't as common as advertising fraud, but the victims can be ruined."

### New opportunities for fraudsters

Whenever a new technology comes along, fraudsters find ways of using it to their advantage. Social media are no different. Van Eck: "A while ago, the internet bank KNAB introduced an app which enabled you to make payments via Facebook. I can see the attraction, but as soon as I hear about something like that, alarm bells start ringing. It's just a matter of time before

we hear about the first fraud cases. I'm sure it won't be long before we see phishing via social media."

### Fraudsters feel safe

For the people who commit on-line fraud, the risk of prosecution is small. When action is taken, the penalties rarely prove to be a deterrent. "There's a particular individual in Switzerland whom we know to be an active advertising fraudster. A while ago, he was prosecuted and fined 250,000 euros. He paid up without blinking an eye, and carried on just as before. Enforcement in this field simply isn't effective."

### Government waking up

Over the years, the problem of spoof invoices has steadily grown bigger. However, Van Eck believes that a corner may have been turned with the drafting of new legislation on advertising fraud. "The bill that's currently being considered will finally create a distinct crime of advertising fraud. What's →



## What can SIDN do about abuses such as spoof invoices?

Karin Vink, legal counsel at SIDN: "SIDN can cancel a .nl domain name's registration if the registered data does not meet the applicable conditions.



Under the Notice and Take Down Procedure, we can also remove a .nl domain name from the zone file, making it impossible to reach the associated website using that domain name.

Usually, however, neither of those things is possible unfortunately. In the summer, for example, when we heard about NL Domein Host, there wasn't much we could do. All the data linked to the domain name were in order and we couldn't take N&TD action, because that depends on the name being used for a manifestly unlawful purpose. There was only an indirect link between the spoof invoices and the .nl domain name.

Because we naturally consider fraud highly undesirable, especially if a .nl domain name is involved, we look at each case individually to see what we can do. If necessary, we contact the managing registrar and put warnings on our website. We are pleased to do our bit to make fraud less attractive."

### The role of hosting service providers

Hosting service providers could make a major contribution to tackling on-line fraud by taking the offending sites off line. Unfortunately, providers are often unaware that their services are being abused by fraudsters. "Even when they do know, they tend to be reluctant to act," Van Eck believes. "Maybe they are concerned about clients making claims against them. Yet most of them state in their terms and conditions that they are entitled to take down unlawful content. Besides, hosting firms should be taking action against fraud for reasons of good governance alone. Surely it has to be right to help prevent deception, even if it's indirect? Perhaps what we need is a sort of integrity congress on this subject."

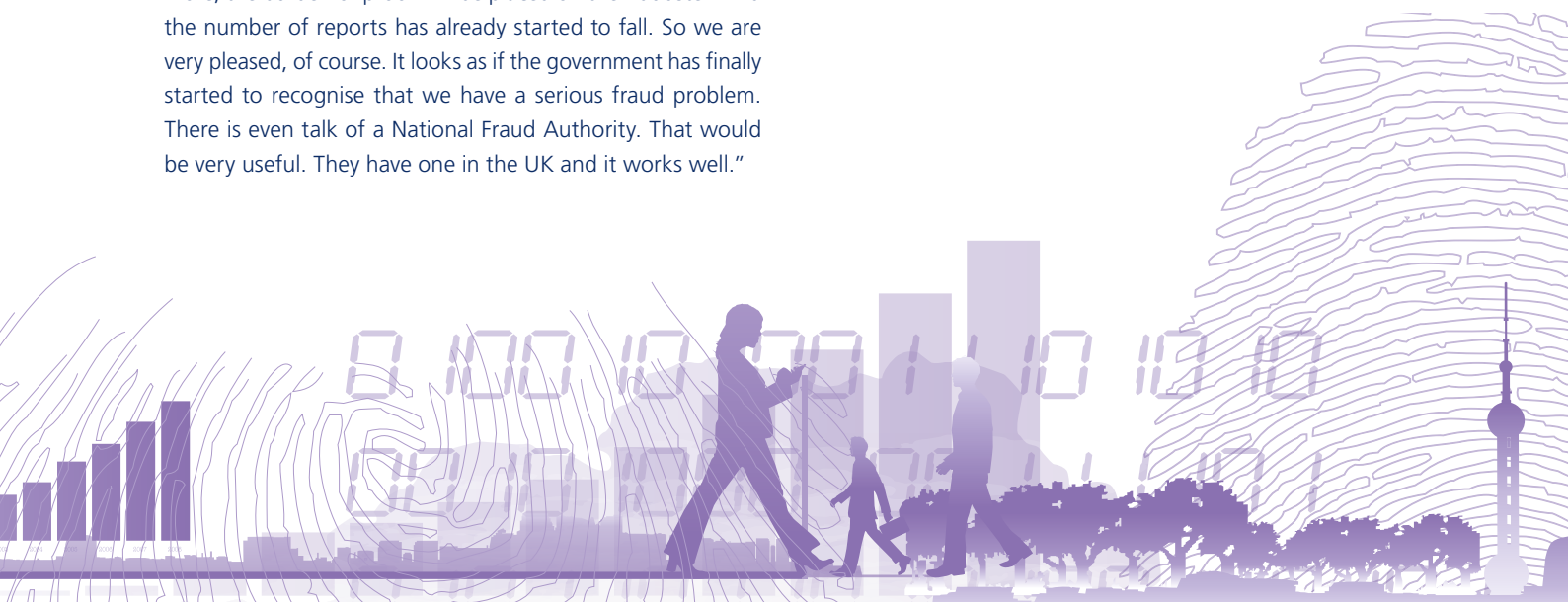
### New countermeasures

Ultimately, we need to find another way of preventing fraud, Van Eck argues. One possibility would be closer monitoring of cash flows. "We cannot bring about change on our own. So we work with others as far as possible: bodies such as SIDN and the .nl registrars. We need to move towards a new framework, in which all the stakeholders work together. At the start of November, we are meeting the builders of a number of barrier models. We won't so much be asking how we can get better at catching fraudsters, as how we can make fraud less attractive. I'm hoping for a New Year full of action against fraud."



**FRAUDEHELPDESK.nl**

more, the burden of proof will be placed on the fraudster. And the number of reports has already started to fall. So we are very pleased, of course. It looks as if the government has finally started to recognise that we have a serious fraud problem. There is even talk of a National Fraud Authority. That would be very useful. They have one in the UK and it works well."



# WHY .NL CAN'T BE SEIZED

An attempt was recently made in the US courts to seize .ir, Iran's country-code top-level domain. Inevitably, the question immediately arises: could anything similar ever happen to the .nl domain? Maarten Simon, SIDN's Legal & Policy Advisor, says we have nothing to worry about.

## Background

News that a court in the US had been asked to authorise seizure of a country-code domain came as something of a surprise. So, what's the story behind the move? "Some years ago, a group of people who believed themselves to be the victims of state-sponsored terrorism, brought a civil law suit in the US, seeking damages from the state of Iran. They won the case and the court awarded them damages, but Iran refused to pay. So the claimants went back to court in an attempt to seize Iranian assets in the US. The aim was to have the seized assets auctioned off, so that the claimants could be paid from the proceeds."

## Can a country-code domain be sold?

"However, Iran doesn't have many assets in the US. So there are not many things that can be seized and sold off. Then someone had the bright idea that the root of the DNS is operated and administered in the US, and that the .ir domain is part of the root." With that in mind, the group apparently found a bailiff willing to approach ICANN with an order to seize the .ir top-level domain. The aim being to then sell .ir to the highest bidder.

## ICANN argues that a ccTLD isn't the property of a country

ICANN filed a 160-page motion with the court asking for the seizure bid to be quashed. The motion set out numerous legal arguments in support of ICANN's view that a ccTLD cannot be seized. One was that a ccTLD is not the property of a country. Another was that the .ir domain is not located in the US. ICANN also argued that it had no control over the delegation of a ccTLD. "To my mind, it is not only highly undesirable for anyone to seize a country-code domain through ICANN with the aim of selling it, but also legally unsustainable. There are all sorts of legal problems with the idea, starting with the fact that in law a ccTLD has no owner. That is the case with the .ir domain and with the .nl domain."



Maarten Simon,  
Legal & Policy Advisor  
SIDN

## Being a domain's manager isn't the same as being its owner

"As the registry for the .nl domain, SIDN has a great deal of control over .nl, but that is not the same as being the domain's owner. We are often described as the domain's manager. The terminology originates from RFC-1591, which outlines a ccTLD manager's role. That RFC also implies that a ccTLD manager is the servant of the relevant domain's local internet community. In other words, we manage .nl on behalf of all the stakeholders."

## The state is not the owner either

The fact that SIDN does not own .nl is evidenced by the general international consensus that a domain's existing manager (SIDN in the case of .nl) can under certain circumstances be forced to surrender the management role. "For that to happen, it must be clear that the manager isn't performing the role properly and that the local internet community wants the management transferred. That very rarely happens, but the fact that it can happen confirms that the manager isn't the owner. In the case currently before the US courts, it is asserted that the state of Iran is the TLD's owner. I haven't delved far enough into the deposition to be sure whether that assertion is based on the argument that the manager of the .ir domain is part of the Iranian state, or whether the plaintiffs are saying that a country-code domain is necessarily the property of the state with which it is associated. The first argument is relevant →



⊕ only if the manager is the owner, which, as I've explained, isn't the case. And the second argument doesn't stand up either. The .nl domain does not belong to the Dutch state, for example. That's clear from the fact that the Dutch government doesn't have the power to order IANA to remove SIDN and appoint another manager. In principle, the same applies to the Iranian government. Governments have an important say in such decisions, but they lack the absolute authority of owners. Things just don't work like that."

#### **You cannot seize something that isn't owned**

In short, a country-code domain cannot be seized, because it isn't anyone's property. "No matter how strong your claim against someone is, you cannot take off them something that they don't own. Never mind whether a ccTLD could ever be auctioned off. That is the case with .ir, just as it is with .nl."

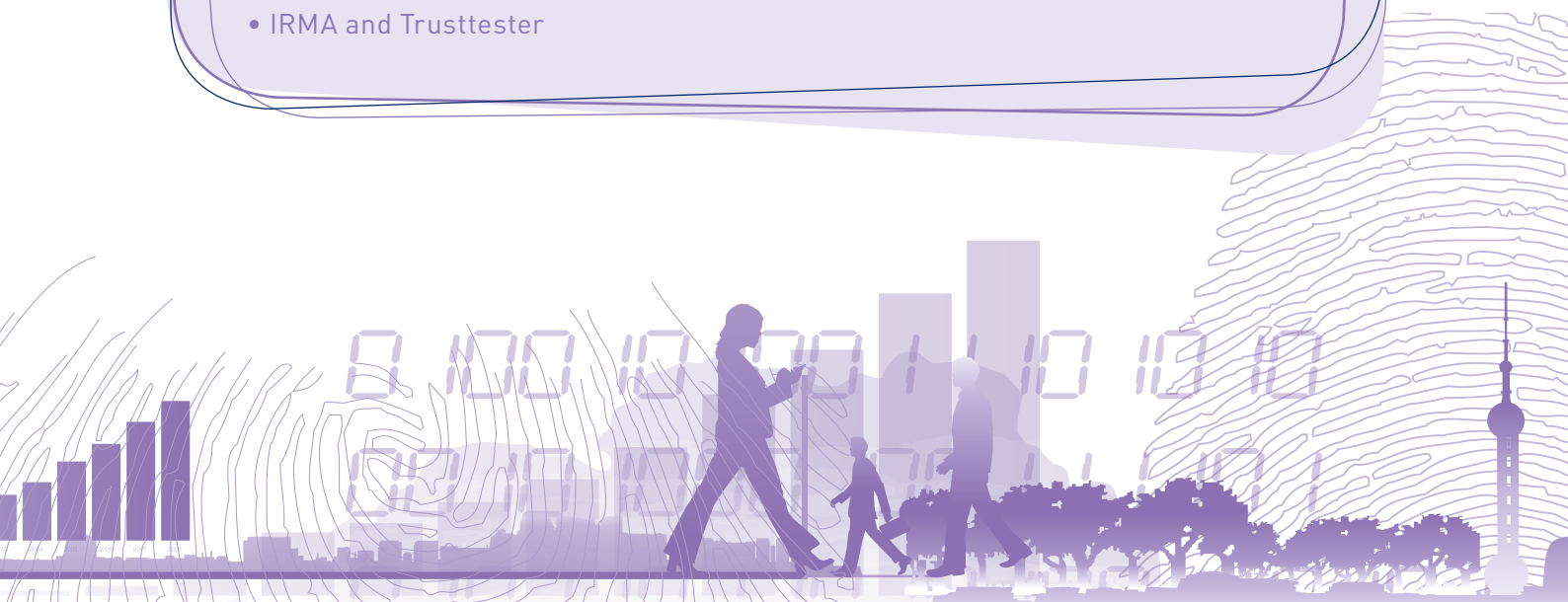
#### **Ruling made in .ir case, but legal principles not settled**

On 10 November, the court in Washington ruled that it was not possible to seize .ir. However, the judge did not address the question of whether a ccTLD has an owner or whether a TLD may be regarded as a form of property. His ruling was based on the outcome of a case in Virginia, where the plaintiff was attempting to seize a domain name. The court decided that that wasn't possible, because the right to a domain name was an inseparable element of the contract between the registry and the registrant. The Virginia judge took the view that an element of a wider contract could not legitimately be isolated and seized. The judge in Washington applied the earlier ruling to (cc)TLDs. "Although the ruling is welcome, the judge's reasoning can be questioned in certain respects. There are some fundamental differences between the two cases, such as the fact that .ir is not part of a contract with ICANN. It's a pity that the issues of principle weren't dealt with, but that may happen if there is an appeal."

## THINGS TO LOOK OUT FOR IN 2015

SIDN is looking forward to an exciting 2015. And you can rely on The.nlyst to keep you up to speed with all the developments in the year ahead. The following topics will certainly feature in future editions.

- Digital Infrastructure Netherlands
- Market research amongst .nl registrants
- Trends in internet use
- IRMA and Trusttester
- The launch of .amsterdam
- The first activities of the SIDN Fund
- The .bv domain
- Bendo Box



# NEW VAT RULES FOR ELECTRONIC SERVICES

On 1 January 2015, new VAT rules come into effect for electronic services, such as on-line music sales, downloadable software sales, web hosting and the registration of domain names. The new rules will have a major impact on businesses, such as registrars, that provide electronic services to retail consumers. Because, under the new rules, the rate of VAT charged must in principle be the rate that applies in the consumer's country. That has both administrative and commercial implications. Tax expert Ilse van Burgel of EY has been explaining the changes to The.nlyst.



Ilse van Burgel,  
Tax expert EY

## More consistent with the principle underpinning VAT

"The new legislation has a long history," says Van Burgel. "The idea behind it is logical. VAT is a consumption tax. So, in principle, it should be paid in the country where the consumption takes place. At present, that is by no means always the case across Europe. If, for example, a company in one country sells an app on-line to a retail consumer in another country, the VAT is levied in the supplier's country. That's why so many large digital service providers are based in Luxemburg, a country with low VAT rates. The new legislation adheres more closely to the principle underpinning the VAT system. In future, VAT income will go to the government of the country where consumption takes place."

## Simplification rules

Under the current rules, VAT on electronic services is already levied in the buyer's country. At least, that is the case if your customer is a business. For transactions between businesses in different EU countries, there is what's known as the 'simplification system'. Under that system, the buyer pays the VAT

to the tax authorities in the buyer's own country. In practice, what that boils down to is that, if you supply electronic services to businesses in other member states, you don't have to add VAT. When the new arrangements come into force, the simplification system will still apply to transactions between businesses. The big change is to consumer sales.

## Business or retail consumer?

In future, when you make an on-line sale, the first thing you'll need to do is establish whether your customer is a VAT-registered business or a consumer. A business will normally be able to provide a VAT number – after all, businesses want to be able to reclaim the VAT they pay. If you don't know your customer's status, you may assume that you are dealing with a consumer.

## Find out where the customer is

If your customer is a consumer, your next step is to find out where he or she lives. That may be quite a challenge. The legislation specifies a number of types of location evidence: the customer's IP address, the invoice address, the details of the bank via which payment is made and 'other' commercial details. The seller has to obtain at least two non-conflicting items of evidence of the customer's country of residence. "Actually, what the rules do is oblige businesses to ask their customers where they live when making a sale. However, an extra step is liable to be perceived as an obstacle by customers. It therefore remains to be seen whether consumers will cooperate," observes Van Burgel.

## Decision-making

On-line service providers will need to make a raft of changes to comply with the new rules. "First, a lot of technical changes will be required. On-line payment environments will need to →





- ⊕ be modified, as will ERP systems, invoices, data recording systems and so on. In many cases, the seller's terms and conditions will need to be revised as well. Because businesses will have to retain more information about their customers, while at the same time complying with the privacy legislation. Another area businesses will have to look at carefully is pricing. The reason being that each EU member state is free to set its own VAT rates. You will therefore have to consider whether you want to have a separate all-in price for each EU country or charge the same price to all European consumers and accept the fact that your profit margin will vary, depending on where your customer lives."

## Time we should have been using for other things

Marije Nijs, Finance Manager at Hostnet: "In 2013, we made six thousand transactions with other EU countries. About three quarters of those transac-



tions would have fallen under the new rules. That means a substantial additional administrative burden. We therefore began preparing for the change in the summer. We made an inventory, identifying all the systems that required modification. The back office changes have since been completed and the front office will follow this month. It's a very time-consuming business. And the time it's costing us is time we should have been using for other things. On top of the one-off investment in realising the changes, the process of preparing our regular VAT return will be more labour-intensive from January 2015.

We will continue to offer our services to customers throughout the EU. But I wouldn't be surprised if some hosting service providers decide that the administrative hassle of international service provision simply isn't worthwhile."

## Changes were manageable

Sander Cruiming, founder and proprietor of XXL Web-hosting en Cloudprovider:



"Both of my businesses concentrate on the Dutch market. Nevertheless, about 5 per cent of our customers are abroad. So the new rules will affect us. As soon as we started planning for the switchover in the summer, it was clear what was needed: changes to the ordering and billing processes. Which cost us about a thousand euros to realise. To establish a consumer's location, we look at the country given by the consumer, the IP address and the payment details. In exceptional situations – contact made from one country, when the customer is based in another and uses a bank in a third, for example – we'll simply contact the client for clarification. For the hosting industry, the changes are manageable, I feel. We already ask customers for their addresses, after all. In industries that don't already do that, the new system will mean an additional threshold for their customers."

### Mini-one-stop-shop

From 1 January, therefore, businesses will in principle need to submit a separate VAT return for each country where they have customers. To prevent that resulting in administrative chaos, a 'mini-one-stop-shop' system has been set up in the Netherlands. The system means that Dutch e-merchants will be able to submit a single quarterly return covering all sales to retail consumers in the EU. The Dutch tax authorities will then ensure that the VAT income is paid to the correct governments. We believe that registration for the platform is something that registrars should look at as a matter of urgency.



# .NL Analysed

## Top 25 TLDs

At the end of the third quarter, there was a total of nearly 285 million registered domain names. That figure represented an increase of 4.8 million on the start of the quarter. Although the total number of registered names under the new TLDs remained slightly disappointing (roughly three million at the close), the 'old' gTLDs nevertheless appeared to be hard hit by

the availability of alternative extensions. Only .com and .org grew in the third quarter. Global net growth was over 25 per cent stronger than the growth in the second quarter. Once again, .tk was the main driver, accounting for more than 42 per cent in the overall growth. The 'old' gTLDs (.info, .net, .mobi, .biz, .tel, .name, .pro, .xxx and .travel), registered a collective contraction of just over 350,000 names.

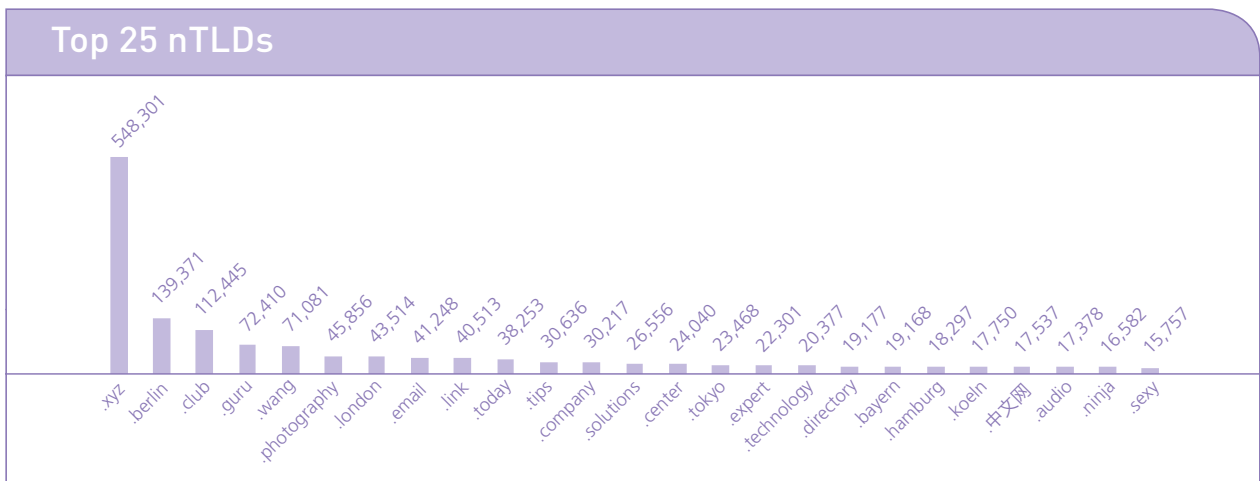
	TLD		Count Q3	Growth	
1	.com	General	114.607.583	0.9%	=
2	.tk	Tokelau	26.548.595	8.3%	=
3	.de	Germany	15.775.003	0.3%	=
4	.net	General	15.082.661	-0.5%	=
5	.cn	China	10.999.611	3.2%	=
6	.uk *	United Kingdom	10.515.000	-0.2%	=
7	.org	General	10.421.507	0.1%	=
8	.info	General	5.592.680	-2.2%	=
9	.nl	Netherlands	5.503.436	0.4%	=
10	.ru	Russia	4.894.705	-0.3%	=
11	.eu	European Union	3.875.436	1.3%	=
12	.br	Brasil	3.495.020	1.6%	=
13	.ar*	Argentina	2.998.000	0.9%	=

	TLD		Count Q3	Growth	
14	.au	Australia	2.901.437	1.4%	=
15	.fr	France	2.819.217	1.1%	=
16	.it	Italy	2.706.063	1.0%	=
17	.biz	General	2.578.211	-2.6%	=
18	.pl	Poland	2.516.999	1.1%	=
19	.ca	Canada	2.272.897	1.2%	=
20	.ch	Switzerland	1.906.046	1.1%	=
21	.co *	India	1.880.000	3.5%	↑
22	.in *	Colombia	1.840.000	2.3%	↑
23	.us	United States	1.798.680	-1.3%	↓
24	.es	Spain	1.747.002	1.0%	=
25	.be	Belgium	1.478.324	0.8%	=
	* estimate				

## Top 25 new gTLDs

The new gTLDs grew by a little more than a million domain names in the third quarter, to stand at just over 2.3 million by the close. Although in percentage terms the quarter's growth was considerable (+77 per cent), the new extensions still account for only a small proportion of all domain names. All the new gTLDs together would make only the seventeenth largest top-level domain. The biggest new gTLD, .xyz, currently

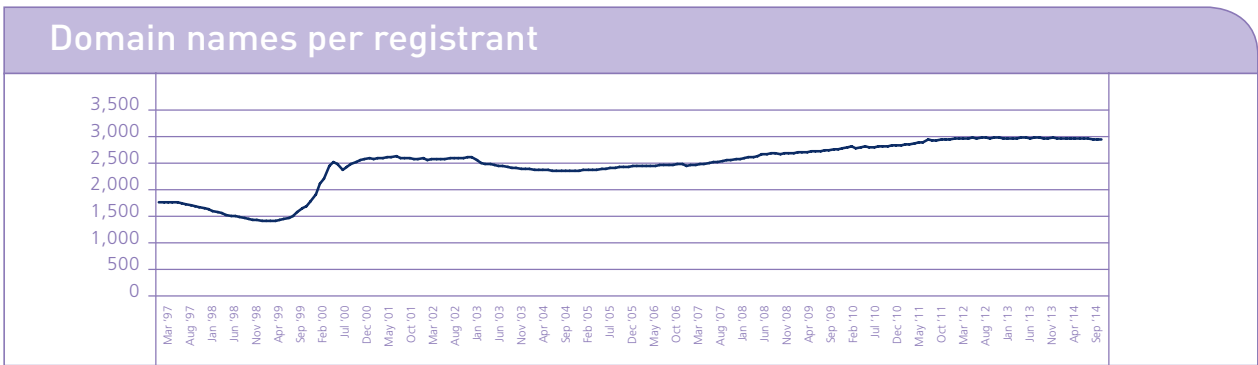
stands in forty-fifth place in the rankings. That is despite the fact that the number of .xyz registrations is artificially high. The registry struck a deal with a registrar, under which clients who have a .com domain were given the corresponding .xyz name free for a year, leading to a relatively large number of registrations in a short space of time. The true impact of the promotion will only be apparent in a year's time, when the registrations need to be renewed.



➔ **Developments in the number of .nl registrants**

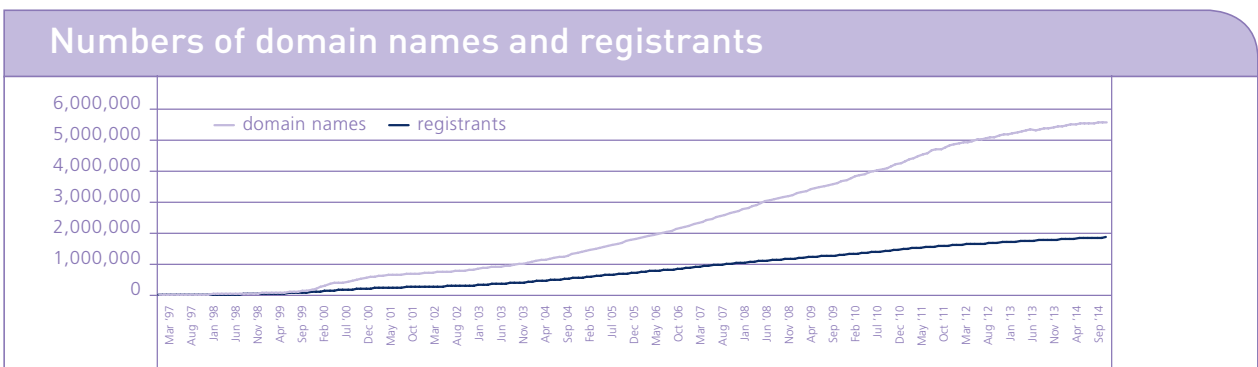
At the start of 1997, when our records began, there were about seven thousand unique .nl registrants. In the third quarter of 2014, the figure was roughly 1.8 million. The removal of registration restrictions and significant cost reductions were both major contributors to the growth. Prior to 1997, for example, no registrant was allowed to have more than one domain name. The registration of multiple domain names became possible on 1 March 1997, at which time registry fees

were also reduced. The price cuts and more relaxed rules on registration, combined with great expectations regarding the development of the internet, led to the pace of growth reaching a record level in about 2000. The peak is clearly reflected in the number of domain names per registrant shown in the graph. Over a period of two years (August '99 to August '01), the average number of domain names per registrant increased from 1.5 to 2.7.



The pace of growth was not sustained, however. Between 2001 and 2003, the number of registrants continued to rise, but not as quickly as in the period around the turn of the millennium. Part of the explanation was the continued bar on private individuals registering .nl domain names. Private registrations were not formally allowed until 29 January 2003, when the rules changed to permit any individual or organisation anywhere in the world to register a .nl domain name. Since then,

the number of registrants has increased steadily. The average number of domain names per registrant fell a little once private registrations became possible – a natural consequence of the creation of a large number of new private registrants. Over the last two years, the number of domain names per registrant has stabilised. Since the middle of 2011, the average .nl registrant has had about three domain names.



## Trends in internet use

For many people, the internet has become a vital part of life. We often work via the internet, shop on the internet and chat with friends on the internet. SIDN wants to promote understanding of our changing internet use and of the implications for the future of the internet in the Netherlands. We therefore carry out an annual survey to gather information about how people are using the net. At the end of November, we published a new report on trends in internet use, which you'll find on our new website.



## Event calendar

SIDN sends representatives to many national and international events. We regard attending events as one of our responsibilities as the registry for the .nl domain. At the events we attend, we work on behalf of the Dutch internet community and .nl registrars. In addition, we regularly organise conferences ourselves. In the coming months, SIDN plans to be represented at the following events:

Date	Event	Venue
8 jan	ISOC 2015 Internet New Year's Event	Amsterdam, The Netherlands
8 to 12 feb	52th ICANN Meeting	Singapore
25 feb	34th CENTR Administrative Workshop	Berlin, Germany
25 feb	46th CENTR Legal & Regulatory Workshop	Oslo, Norway
18 to 19 mrt	53rd CENTR General Assembly/2015 Annual General Meeting	Copenhagen, Denmark Berlin, Germany
22 to 27 mrt	92nd IETF	Dallas, Texas, USA
26 to 27 mrt	16th CENTR Marketing Workshop	Bari, Italy

## Come and work at SIDN!

SIDN is a unique organisation. After all, there is only one company responsible for the .nl internet domain! Everyone at SIDN is committed to making .nl as reliable, stable and secure as possible, and to developing new services. Attractive opportunities to join our team come up on a regular basis. Check out our website for the latest vacancies! (In Dutch only.)



## Suggestions

If there is a topic that you think we should be covering in The.nlyst, please send your suggestions to: [communicatie@sidn.nl](mailto:communicatie@sidn.nl).

We wish you a happy festive period and a successful 2015!

### Colophon

The.nlyst is published by SIDN, the company behind .nl. The magazine provides information about internet-related themes and about (.nl) domain names in particular. The .nlyst is distributed free of charge to SIDN's registrars and other stakeholders.

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