The .nlyst

"E-COMMERCE IS BECOMING THE BASIS FOR ALL RETAILING"

At the start of 2013, we spoke to Professor Cor Molenaar about his expectations for e-commerce. Since then, various new retailing formulas have sprung up, while some established businesses have gone to the wall. Time for an update, therefore.

In 2013, you predicted that, within a few years, e-commerce's share of non-food retailing would reach 35 per cent. Has the growth of e-commerce been as fast as you expected?

"Everything points to the predictions that I made a couple of years ago being fulfilled. E-commerce currently accounts for about 18 per cent of all non-food retailing. In the last year alone, the sector has expanded by about 15 per cent. That means we are a little way behind countries such as the United States and the United Kingdom. But if the growth continues, it won't be long before we reach that 35 per cent figure. I've no reason to doubt that it's going to happen."

Cor Molenaar, Professor of Business Administration Erasmus University Rotterdam

Another development that you highlighted in 2013 was the integration of web shops and physical stores. At the moment, 'omnichannel retailing' is something of a buzzword. What is the current situation?

"I prefer to think in terms of the 'hybrid consumer'. 'Omnichannel retailing' is a supply-side concept. The hybrid consumer is equally at home shopping on a smartphone or laptop, or going to a physical shop. All the channels are the same as far as he or she is concerned. Swapping from one device to another is completely normal. When we want to watch the football, we are happy to look at a big screen in a bar, at a smartphone or tablet while on the move, or at the TV when we're home."

A number of traditional retailers are finding things difficult just now. Is that because they missed the boat in terms of the switch to internet shopping?

"The issue is not whether you do or don't sell on line, but whether you have the right shop formula. The problems that ⊙

Foreword

Last year, Dutch people spent roughly 13.7 billion euros on line. That is about 17 per cent of all consumer spending in the Netherlands, and nearly 30 per cent up on the year before. Within the overall increase in the volume of on-line spending, the share of purchases made using a smartphone or tablet went up sharply, to more than a third.

The biggest sectors are retail and travel. In retailing, just two companies – bol.com and wehkamp.nl – together accounted for a turnover of more than a billion euros. Meanwhile, KLM sold travel worth half a billion euros. However, there is much more to the e-commerce sector than such high-profile players. The landscape is very diverse, featuring everything from small specialist webshops run from attics and spare rooms, to large corporates provid-ing business services. No less than 2.4 per cent of all active .nl domain names are now used for e-commerce. What's more, the importance of e-commerce is bound to grow further.

The internet serves as a platform for an endless variety of shopping formulas, according to Professor Cor Molenaar in an interview for this edition of The.nlyst.

Wehkamp.nl's Marketing Technology Director Alexander van Slooten also talks about his company's on-line strategy. Olaf van Veen of True Hosting explains what makes e-commerce hosting a specialist discipline. Lawyer Franc Enghardt and XS4ALL's Niels Huijbregts debate the rights and wrongs of asking ISPs to block websites involved in brand abuse. And my colleague Daniel Federer updates us on the latest developments surrounding our Domain Name Surveillance Service. The DSS, as it's known, is one of the initiatives we are developing so that we can work with our registrars to make the internet even more reliable and secure. Reliability and security are, of course, vital for retaining and reinforcing consumers' confidence in the internet.

And consumer confidence is in turn an essential precondition for the further development of e-commerce in the Netherlands.

I hope you enjoy reading this edition of The.nlyst.

Roelof Meijer,
CEO, SIDN

⊕ the department store V&D is facing aren't down to being too slow to move on line, but to not being in tune with the target group. There's still room in the market for physical shops. If you want an expensive watch, you still go to an upmarket jeweller. If you want bargain prices, you still go to the cut-price retailer on the high street. But if what you want is convenience, you shop on line."

In 2013, you said that governments should be doing a lot more to help Dutch retailers – both those selling on line and those with physical shops. Have things improved in the meantime?

"Fortunately, they have. Municipalities are finally beginning to see that they need to do something about the 'OZB' – a local tax that we have here in the Netherlands, similar to business rates. Opening times are changing too. A lot still needs to be done, though, and the clock is ticking for many retailers. If web shops are open twenty-four hours a day, how realistic is it for shop workers to expect higher pay on Sundays? A broad social debate is needed about such issues. A lot of retailers are bound to disappear, but shops make an important contribution to a city's ambiance. Considerable investment is required. Unfortunately, the municipalities are all short of money. So where the investment goes is down to political priorities. Are you going to put millions into a shopping centre or use the money for job creation or care provision?"

In 2013, you indicted that web shops could use social media mainly for building brand awareness and loyalty. Have social media actually gained wider importance?

"There are more ways of using social media than a couple of years ago. For example, some companies now use their Facebook-pages for customer support, as a sort of help desk. People tend to post messages mainly when something's gone wrong. They don't tweet a retailer to say that what they ordered has been delivered on time; they fire off a message when they've received the wrong item, for example, or because they have a question. In the future, we may be able to buy things via social media. If that happens, the importance of social media will increase enormously. Companies such as Facebook have the knowledge to offer people what they want at any given moment. For major

platforms, such as Bol.com and Coolblue, that kind of development would represent a threat. However, they aren't sitting on their hands; they are constantly looking to innovate."

When we last spoke, you identified clustering as a significant trend. Have the major platforms, such as bol.com and beslist.nl, actually become the preferred channels for smaller web shops?

"Yes, that trend has continued. What we are seeing on line is in fact the same change that took place a long time ago off line. Once, shops were scattered about in ordinary streets, but they gradually congregated together, first in shopping streets, and from the sixties in covered shopping centres and retail parks."

What are the most important trends taking place today?

"We have reached a turning point. So far, the internet has been an alternative to the physical shop. A lot of retailers have for some time been using the same shop formula, both on line and off line. In the near future, e-commerce will become the basis of retailing. More and more platforms are emerging, which act as links between producers and consumers. We already have Alibaba, Werkspot and Über, for example, which put consumers in direct contact with the makers of a product or the providers of a service. So you can go straight to the manufacturer for the goods you want, or straight to a self-employed service provider, without going through a traditional agency. I don't expect the new gTLDs to become very significant. However, beacons, which enable retailers to monitor customers in store, will become important. They link on-line purchasing and off-line purchasing and make location-based marketing possible. These developments represent the start of a new phase."

Do you foresee any threats?

"The biggest threat to retailing is the abuse of personal data. Privacy and security incidents undermine consumer confidence. And confidence is the key to success. Stories about fraud can cause enormous damage."

"WE STRUGGLED WITH OUR BUSINESS CULTURE"

Along with companies such as bol.com, Zalando and KLM, wehkamp.nl is very much in the vanguard of Dutch e-commerce. What is the secret to the firm's success? What are the key issues for wehkamp.nl? Marketing Technology Director Alexander van Slooten answers our questions.

Wehkamp has been around since 1952, but since 2008 you have sold your goods exclusively via the internet. Was your long history as a mail order company a help or a hindrance when it came to making the transition?

"We are more or less the only company in the world to have successfully made the transition from mail order to 100 per cent on-line trading. That tells you something about how challenging that transition is. Nevertheless, I feel that our background actually gave us an advantage. There's more to remote selling than having a good website: logistics, CRM and so forth all play a role. And we were strong in all those areas. We had always been good at data management, for example. I think it also made a difference that we were early adopters; we first opened a web shop back in 1995. Another strength of Wehkamp – something that we do better than many of our competitors – is to get the right mix of technology and emotion, the right balance between an efficient customer journey and an inspiring shopping experience. The one thing we struggled with was our business culture. Eight years ago, we still employed printing specialists, for instance. We had to let a lot of good people go and take new people on. Fortunately, the process

Alexander van Slooten,
Marketing Technology Director
wehkamp.nl

developed in a very organic fashion. Along the way, we became a younger company: many of our employees are in their twenties."

How difficult was it to make that change?

"Finding good personnel hasn't always been easy. To begin with, a lot of IT professionals didn't regard us as an attractive option. Now that we are one of the biggest on-line companies in the Netherlands, that has changed. Data scientists are now the only professionals we find hard to recruit. Another challenge was getting all the new people to buy into the philosophy of the Wehkamp brand. We may have changed from being a mail order company to being an internet retailer, but the ethos of the brand remains unaltered."

Do the brands that you sell influence your website?

"We work with brand owners in various ways. Sometimes we set something up together; sometimes we simply buy in stock and market it as we see fit. It's different in each case. We regard the functionality of our website as the priority. A brand may get its own shop, but we don't give brand shops extra attention on the site. The only shops that receive special promotion are theme shops, such as the Valentine's shop and the shop linked to our collaboration with RTL Woonmagazine."

→ **A very wide selection of goods is available on wehkamp.nl. Have you ever considered using several domain names – giving shop-in-shops their own domains, for example?**

"It's all about traffic, really. We have succeeded in bringing a lot of traffic to wehkamp.nl. If we added another domain name, we would have to start all over again, and invest in that name. It makes much more sense to have 'branches' off the main site, under the same domain name. A lot of smaller webshops underestimate how much work goes in to getting people to visit your site."

Last year, you launched a Belgian Wehkamp site. How is that doing?

"It's been going for a few months now, and things are looking good. The Belgian site is the same as the Dutch site, but adapted to the Belgian retail rhythm. Belgium's on-line market is not quite as mature as the Dutch market, and we don't enjoy the same brand familiarity there. So the big challenge is building up the traffic volume."

Last year, you decided to remove thousands of products from beslist.nl. You also ended your collaboration with kieskeurig.nl. How important are such platforms for Wehkamp now?

"Their importance is diminishing. They provide us with relatively little traffic and are also our competitors. In many cases, we don't really offer them much added value either, in the form of reviews, for example. For a while, we did worry that breaking with kieskeurig.nl would cost us a significant amount of traffic, but it worked out fine in the end. The thing is that we concentrate mainly on fashion and lifestyle. Comparison sites aren't so important in that field. Maybe it's different for webshops in other segments."

Successful e-commerce sites are evolving all the time. How often does wehkamp.nl change?

"In its ultimate form, it changes in real time. The site is personalised and responds to the behaviour of the visitor. What you do on the site determines what you see. In addition, the content is updated on a daily basis with new products, and improvements are made to the platform once every two weeks. Infrastructure changes are less frequent. At the moment, we have all our infrastructure in house. Our data centre covers two wings of our head office in Zwolle. In the near future, we will be switching to a cloud solution. Cloud systems are more scalable, enabling us to cope with traffic peaks better. When we have a sale, traffic on the site can quadruple, and we can't allow that to impact on the site's speed. Speed is vitally important."

Are video and photography becoming more important for wehkamp.nl?

"Yes. If you visit our site regularly, you'll have noticed that we've been using more and more video recently. Content is incredibly important in terms of being distinctive. We therefore do our video production and photography in house. We're very efficient in those areas. Last year alone, our studios produced nearly 400,000 images."

How do you see the future for wehkamp.nl?

"We can make our communications more relevant by making even better use of data for one-to-one communication. There are definitely opportunities in that area. As for possible threats, it's becoming easier and easier to buy from web shops based in other countries. That's increasing the competition we face. Internet giants such as Alibaba could move in on the Dutch market, but fortunately they don't currently do fashion. But internationalisation isn't merely a threat; it's also an opportunity. We are looking beyond the national borders ourselves."

wehkamp.nl
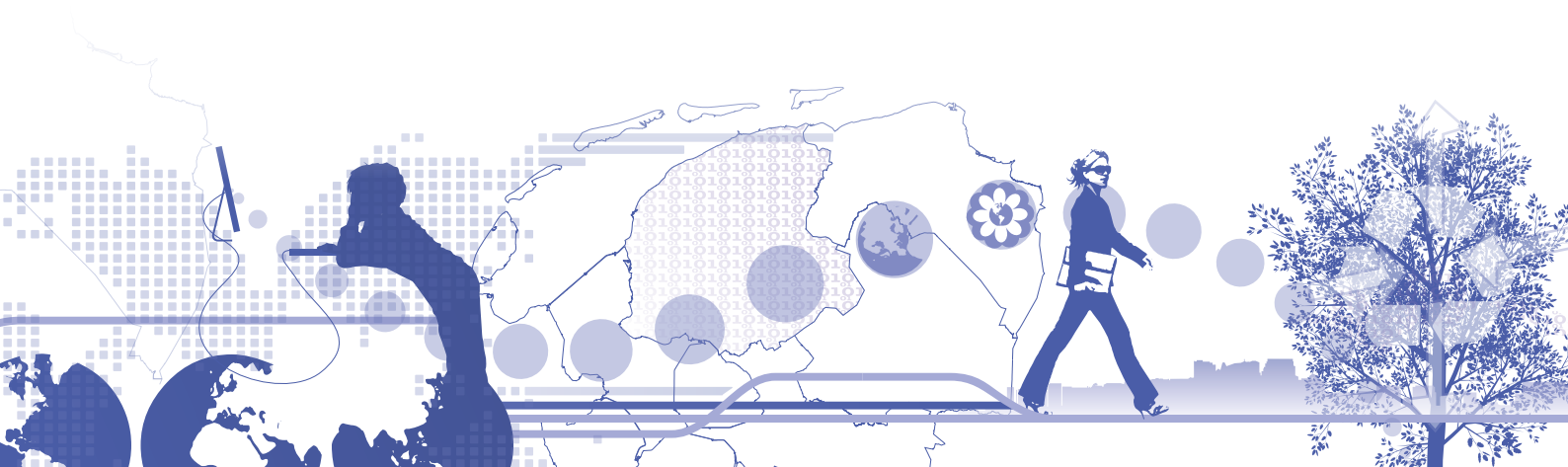
DOMAIN NAME SURVEILLANCE SERVICE TO BE DEVELOPED FURTHER

Early last year, SIDN launched the Domain Name Surveillance Service, known by its Dutch initials DSS. DSS is a monitoring tool, which alerts subscribers to domain name registrations closely resembling their brand names. With DSS now up and running for a while, SIDN is working to improve and extend the service. Daniël Federer, Business Developer at SIDN, explains.

Daniël Federer,
Business Developer SIDN

Positive feedback

SIDN first piloted DSS in 2013. DSS Web – the application born out of that pilot – has now been operational for well over a year. It is made available via the existing distribution channel used for .nl. Daniël Federer reports that the service has generated a lot of positive feedback. "Users are very satisfied. DSS provides them with relevant information and they get to know about abusive registrations much sooner. That's important, because the sooner an issue is flagged up, the sooner something can be done about it. It's not uncommon for a phishing site or a site selling fake goods to appear on a Friday and be gone by the Monday. In that time, a lot of damage can be done. Rapid reaction is vital."

DSS Feed

The number of subscribers using DSS Web remains small. Most of them are companies with prominent brands, such as banks and major on-line retailers. For such companies, protecting their .nl domains is very important. Often, therefore, they act as registrars in their own right. For most other companies, the stakes aren't quite so high. However, you don't have to be a large financial institution to be affected by abuses such as phishing. "For clients with more modest needs, we have developed DSS Feed," explains Federer. "Users don't have to log in, but are kept informed by e-mail,

via their registrars. DSS Feed is available to registrars as an XML application, which their programmers can interface with. Registrars collect information from DSS using automated routines, and have the option of enriching the collected information with data of their own. The XML variant of DSS is attractive for anyone interested in brand protection. It went live in December 2014 and we are now talking to registrars about it."

Extensions

SIDN continues to work on further development of both DSS product variants. "We are looking at two possibilities," continues Federer. "First, we are considering whether DSS can be useful for other extensions. Typosquatting and phishing go on in pretty well all top-level domains. Can we provide across-the-board domain name protection? Can DSS serve as a basis for a standard system? We are talking to other registries about questions like that. At the same time, we are exploring the possibility of adding more intelligence. At the moment, DSS uses a special algorithm to identify domain name registrations that closely resemble a search term, which is often a brand name. However, the service would be even more useful if it could detect active abuse. Is a suspect domain name being used for e-mail, for example? Or is there a website linked to the name, with a logo similar to the logo of the protected brand? Can we combine information about that kind of thing with other DNS data? SIDN Labs is currently addressing a range of questions like that."
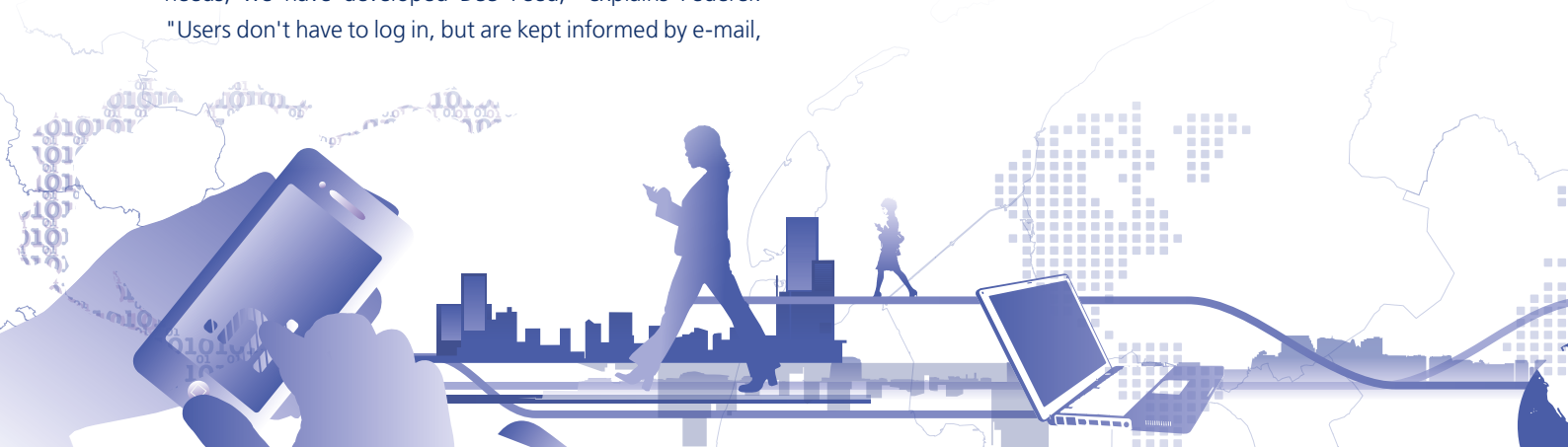
"EVERY MILLISECOND COUNTS"

E-commerce hosting: a specialist field

Dutch hosting service provider True hosts more than 100,000 websites, and many of its clients are e-commerce companies. Business development manager Olaf van Veen tells The.nlyst what makes hosting e-commerce sites such a specialist activity.

Olaf van Veen, Business Development Manager True

It's all about conversion

Olaf van Veen applies the term 'e-commerce site' to any website set up to handle financial transactions. "Some of the e-commerce sites we host are proper web shops, but others are dating sites, casinos and on-line travel agencies, including vakantieveilingen.nl." One way that such sites differ from 'ordinary' websites is that they use more video and images. Also, because money changes hands, the security requirements are higher. However, Van Veen identifies one difference that he sees as even more important: "With websites like that, the focus isn't so much on the content itself, but the conversion rate. Performance dips and downtime are deadly for conversion. For us as a hosting firm, that means that we have to take every change to the website into account, so that visitors are served as quickly as possible."

Faster means more profitable

True is certainly not the only hosting firm to concentrate on e-commerce sites. "As things stand, pretty well everyone active in this market is targeting the e-commerce sector," says Van Veen. "A lot of hosting firms offer standard packages – which are fine for eight web shops out of ten. However, if your site needs to be able to handle peaks involving hundreds of simultaneous visitors, a bespoke solution is preferable. You simply can't achieve optimum performance with an off-the-peg solution." When Van Veen talks about optimum performance, he is talking first and foremost about speed. "Customers move on if the site is slow. Every millisecond counts. On Amazon, every second's time gain equates to 7 per cent more conversion. What's more, loading time is one of the factors that Google considers when ranking search results: the faster a site is, the higher it appears in the list."

Infrastructure has to be right

Companies engaged in e-commerce are constantly looking for ways to make their websites work better. Content is continually being updated and the platform fine-tuned. The customer journey can always be improved. However, in Van Veen's eyes, the importance of infrastructure is often underestimated. "Big improvements in speed can be obtained by getting exactly the right combination of hardware, middleware and applications. Can the database be slimmed down? Can the images and videos be cached? Should we change the set-up?"

Every aspect considered

Infrastructure can't be built and then simply left to operate. It has to be regularly modified and improved. "Sometimes," says Van Veen, "you have to review the whole infrastructure. The only way to decide whether that's necessary is to observe how it performs in practice." True does everything possible to prepare for adaptations. "We keep a diary for each of our e-commerce clients, identifying the anticipated peak periods. The time around a new product release or a sale, for example. We consider all possible scenarios, so that if something comes up, we are ready to respond. By the end of January, we are already thinking about Valentine's Day. We also provide benchmarks. How many visitors can a site handle at any one time? Which functionalities generate the biggest loads?"

Importance of specialisation increasing

True's strategy of specialisation will reap dividends in the future, Van Veen believes. "More and more companies are recognising that, if they want a high-performance web shop, they need a specialist host. And there aren't very many real specialists around. For one thing, it's hard to find the personnel you need for specialisation. I therefore see a period of consolidation ahead. A lot of hosting firms will fall by the wayside, leaving an e-commerce hosting market dominated by a small number of specialist providers."
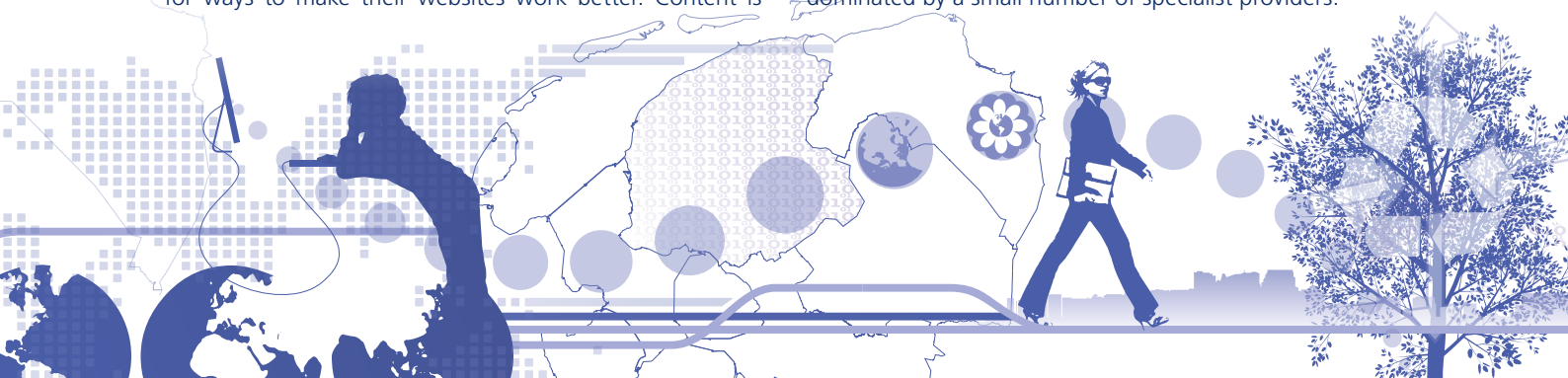
ESSENTIAL REMEDY OR REGRETTABLE CURTAILMENT OF CIVIL LIBERTY?

A debate about website blocking orders

Early in 2012, a court in the Netherlands ordered ISPs to block access to The Pirate Bay. Although XS4ALL challenged that ruling and won its appeal, blocking orders are becoming more common. In the UK, for example, ISPs were recently ordered to block a website selling counterfeit products. Such developments raise an important question: is the judiciary's increasing involvement to be welcomed or not? Franc Enghardt, Managing Director of the Novagraaf brand agency, and Niels Huijbregts, Privacy Officer at the Dutch ISP XS4ALL, present the two sides of the debate.

Niels Huijbregts,
Privacy Officer XS4ALL

Niels Huijbregts

"In our eyes, it makes a big difference whether a site is hosted by XS4ALL, or by someone else. If we host the site, taking down content is easy enough. But with a site like The Pirate Bay, which is hosted elsewhere, it's a different matter. The court wanted us to block access to the site in two ways: by applying both an IP block – so that users couldn't reach certain IP addresses – and a DNS block. An IP block involves not forwarding data from blocked IP addresses to users who request it. That can be achieved by a few straightforward router configuration changes and isn't therefore expensive to implement. It would become an issue only if the number of IP addresses to be blocked was very large, necessitating special equipment. However, our opposition to the order wasn't financially motivated. The blocking of IP addresses simply isn't effective, because it's very little trouble for the people running the offending site to move it to another server. What's more, the measure is liable to affect other people who have done nothing wrong, because it's very common for a number of websites to all run on the same server. How are the people who own sites that share a server with an unlawful site supposed to know that they've been blocked? If, for the sake of argument, the XS4ALL site is blocked in China, we won't receive a notice

telling us about it. A DNS block – making a particular domain name invisible to our users if they search for it – is more complex. In effect, it would mean hacking the DNS. That would undermine the reliability of the DNS, which is a serious matter, because confidence in the DNS is essential for the internet. In the Pirate Bay case, the court said that we had to display a warning to anyone who tried to reach the site. On the face of it, that sounds quite reasonable, because then people know why they can't see the site. But there's not much point in putting up big gates if the fence either side is full of gaps. If someone had really wanted to visit The Pirate Bay, they could simply have used a different DNS server, for example. What the court was asking us to do wouldn't have had the desired effect. That was one of the reasons why our appeal was upheld."

Franc Enghardt,
Managing Director Novagraaf

Franc Enghardt

"I'm afraid I don't agree. I think that blocks work quite well. The Pirate Bay is a strong brand with a well-known name. If they are forced to use a different domain name, they are bound to attract fewer visitors."

Niels Huijbregts

"Another reason why we are against DNS blocks is that they prevent future use of a domain name. A website is not ⮕
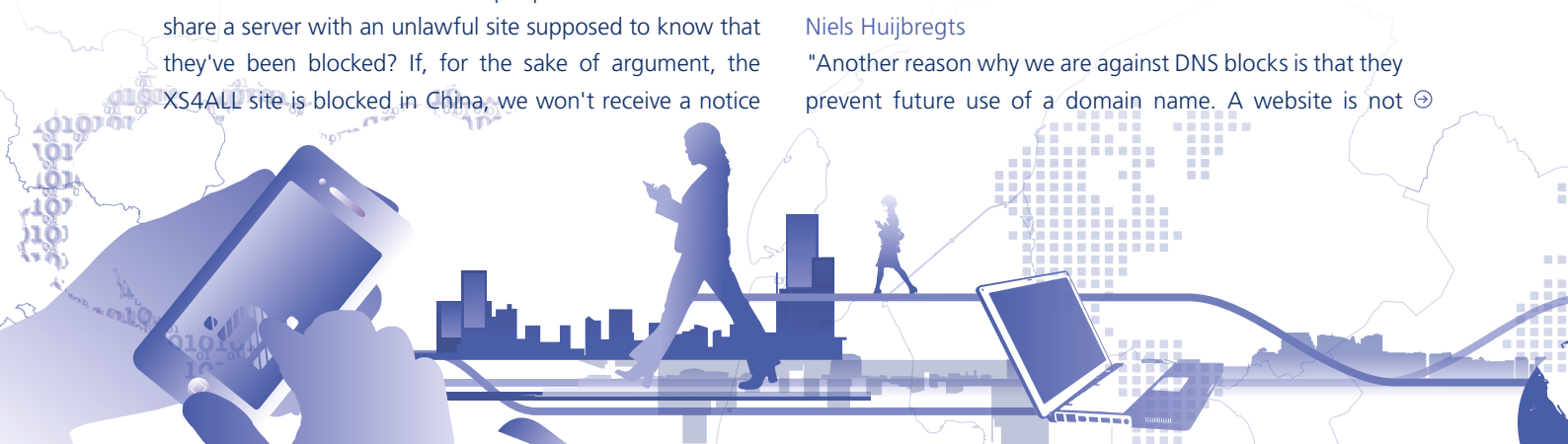
static. Who can say whether a site that is currently infringing someone's intellectual property rights will still be doing so next month? The owner may change course or the site may change hands. It's fundamentally unjust to impose a permanent restriction on someone who makes a mistake. Of course, it's theoretically possible to keep checking whether anything criminal is happening on a site, but that's quite an undertaking. Whose responsibility is it to do the monitoring? How should they go about it and how often should they check?"

Franc Enghardt

"A court order is needed to compel an ISP to impose a block. Before issuing an order, the court always considers the nature of the provider. If it's reasonable to deprive someone of their liberty by putting them in prison for a time, how is it unjust to stop someone from using a domain name? The court can impose a block for a finite period, if it wishes. And if a domain name is compulsorily cancelled or the registrant chooses not to renew it, there's no reason why someone else shouldn't register it and use it."

Niels Huijbregts

"I'm against blocks. Rather than preventing people accessing websites, we should be listening to consumers and developing the services that they want. Sites like The Pirate Bay exist because they deliver something that people want. The fact that it's free is secondary. Since the arrival of Spotify, less music has been downloaded from The Pirate Bay. So, what we need is more services like Spotify and Netflix. I'm talking here about how to resolve the problems around intellectual property rights. I'm not sure what you do to prevent brand names being abused."

Franc Enghardt

"Getting ISPs to block sites isn't something that I would advocate. But sometimes there's simply no other way of tackling a particular issue. Trademark abuse and intellectual property theft are increasingly common. They're growing with the internet. We are doing more and more on line: shopping, banking, everything. Abuse and crime have moved on line too and are increasing in step with the legitimate activities. The more tools available to brand owners to protect themselves, the better. Of course, ideally you want to deal with the problems at source, by getting to grips with the

OPTIONS

ADR and UDRP are alternative ways of resolving domain name disputes, which can be used instead of taking legal action. The Uniform Dispute Resolution Policy (UDRP) is an international code for the resolution of disputes regarding .com, .org and .net domain names. The Alternative Dispute Resolution (ADR) mechanism is a similar facility for .eu domain names. The notice- and-take-down procedure is a voluntary code of conduct for dealing with complaints about allegedly unlawful or illegal website content, such as child pornography, plagiarism or discrimination. The code describes the procedure that a complainant should follow to get offending content taken down. The first step is to approach the registrant of the domain name in question. If the registrant does not take down the content, the complainant should go to the next level up: the hosting service provider. If the complaint is again rejected or ignored, the matter can be referred to the registrar and, finally, the registry. The registry has the ability to make a website unreachable using the associated domain name, but very rarely does so in practice. SIDN can take such far-reaching action only if the content at the centre of the complaint is unmistakably illegal, which is often difficult to demonstrate.

criminals and abusers. Shut down the factories making the counterfeit goods, for example. However, that often implies being able to take on rogues in very remote jurisdictions. Maybe big international brands can do that, but it's not really an option for the smaller companies who are increasingly being targeted as well. In many cases, we can resolve an issue by using the ADR and UDRP procedures, or the notice-and-take-down procedures. However, if those approaches fail, getting the ISP to block access to the site is the only option left. It's the remedy of last resort. Although I would always prefer another solution, I think it's important that we do have access to that final remedy. Where blocking is necessary, I would prefer the registry to do it, rather than the ISP. SIDN has its notice-and-take-down procedure, which makes that possible. In due course, the registry can release a blocked domain name for re-registration."

.NL Analysed

#	TLD			Count Q4	Growth	
1	.com		Generic	115,333,998	0.6%	=
2	.tk *		Tokelau	28,350,000	7.0%	=
3	.de		Germany	15,811,430	0.2%	=
4	.net		Generic	15,004,532	-0.5%	=
5	.cn		China	11,089,231	0.8%	=
6	.uk *		United Kingdom	10,525,000	0.1%	=
7	.org		Generic	10,474,751	0.5%	=
8	.nl		Netherlands	5,531,186	0.5%	=
9	.info		Generic	5,459,550	-2.4%	=
10	.ru		Russia	4,866,203	-0.6%	=
11	.eu		European Union	3,903,796	0.7%	=
12	.br		Brasil	3,513,227	0.5%	=
13	.ar *		Argentina	3,025,000	0.9%	=

#	TLD			Count Q4	Growth	
14	.au		Australia	2,923,075	0.7%	=
15	.fr		France	2,853,793	1.2%	=
16	.it		Italy	2,752,254	1.7%	=
17	.pl		Poland	2,524,387	0.3%	=
18	.biz		Generic	2,369,172	-8.1%	=
19	.ca		Canada	2,315,157	1.9%	*
20	.co*		Colombia	1,945,000	3.4%	=
21	.ch		Switzerland	1,928,842	1.2%	↑
22	.in *		India	1,880,000	2.2%	↑
23	.us		United States	1,760,274	-2.1%	↓
24	.es		Spain	1,755,224	0.5%	=
25	.be		Belgium	1,491,053	0.9%	=
	* estimate					

Top 25 TLDs

The worldwide total number of domain names grew again in 2014, but not by as much as in the previous year, or the year before that. Growth slowed in more than half of all extensions (new gTLDs excepted). It appears to be mainly the 'legacy' gTLDs that have been negatively affected by the arrival of the new gTLDs.
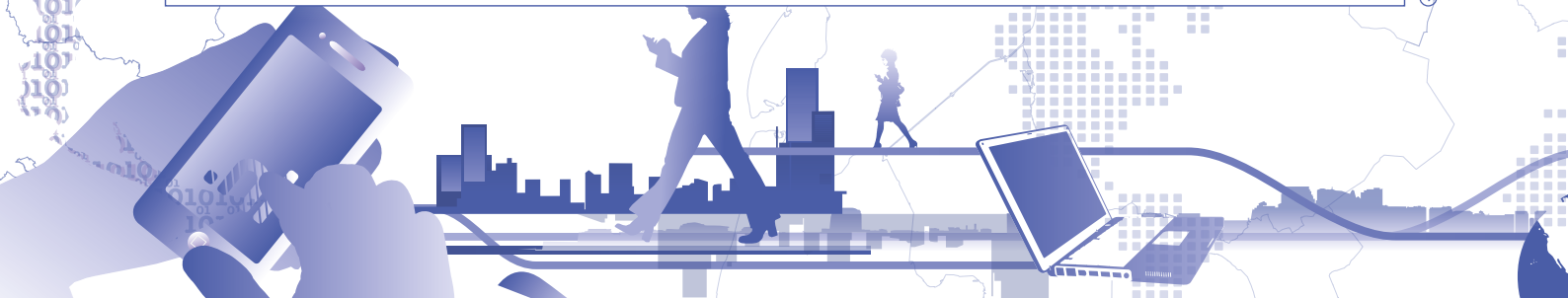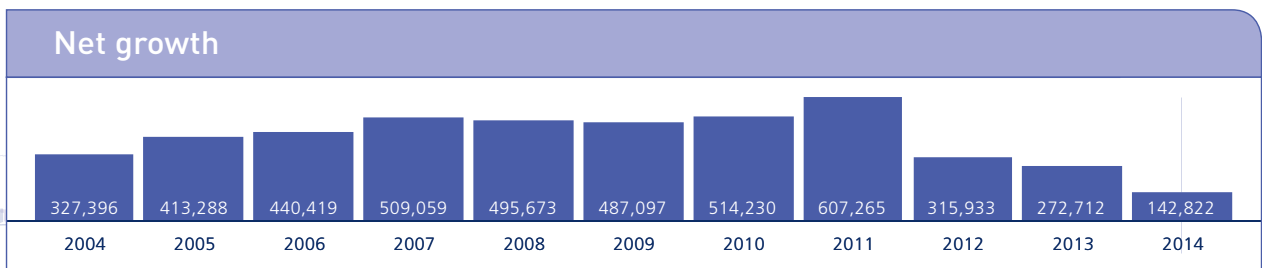
At the end of 2014, there was a grand total of about 289 million registered domain names, up 16.7 million on twelve months earlier. The growth was nevertheless 18 per cent less than in 2013 (when the number of domain names increased by 20.4 million) 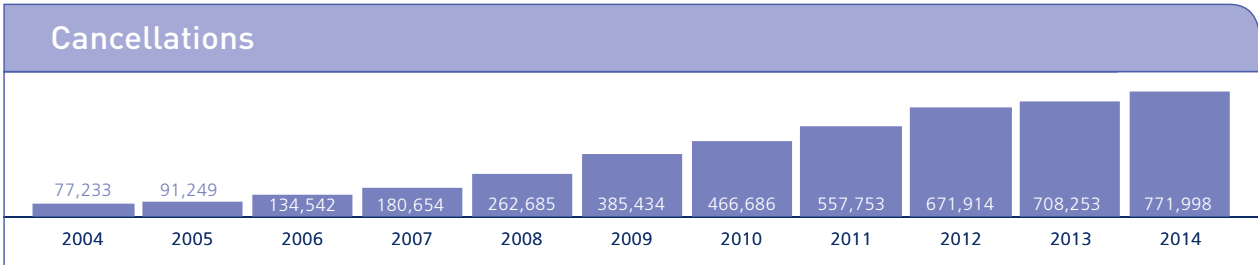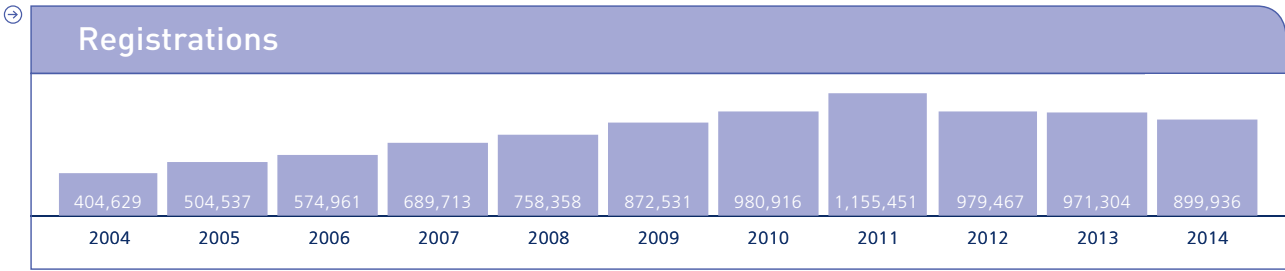and 33 per cent less than in 2012 (when the number went up by 25 million). The ccTLDs accounted for 65 per cent of the net growth, the new gTLDs for 20 per cent and the gTLDs for 13 per cent. Over the year, nearly 3.4 million domain names were registered under all the new gTLDs put together - making them collectively about the same size as .br (Brazil's ccTLD). The introduction of the new gTLDs appears to be responsible for the contraction of most 'legacy' gTLDs in 2014. The number of registered domain names with the .net, .info, .biz, .mobi, .asia and .name extensions fell by more than 1.3 million. Amongst the legacy gTLDs, only .com and .org grew in 2014, and their growth was substantially less than in 2013. The .com domain's growth was 39 per cent down and .org's growth was no less than 59 per cent lower.

.nl in 2014

The total number of registered .nl domain names at the end of 2014 was 5,531,186. That represents an increase of 2.7 per cent over the course of the year, whereas growth in 2013 was 5.3 per cent. Compared with 2013, the number of new registrations was only slightly lower, but the number of cancellations was higher, with the result that net growth was almost halved. Growth was also down in Europe's other large ccTLDs. Indeed, .uk actually contracted by 0.25 per cent, while .de grew by only 1.1 per cent. To illustrate .nl's development over the last ten years, the numbers of new registrations and cancellations and the domain's net growth are charted in the diagrams below.
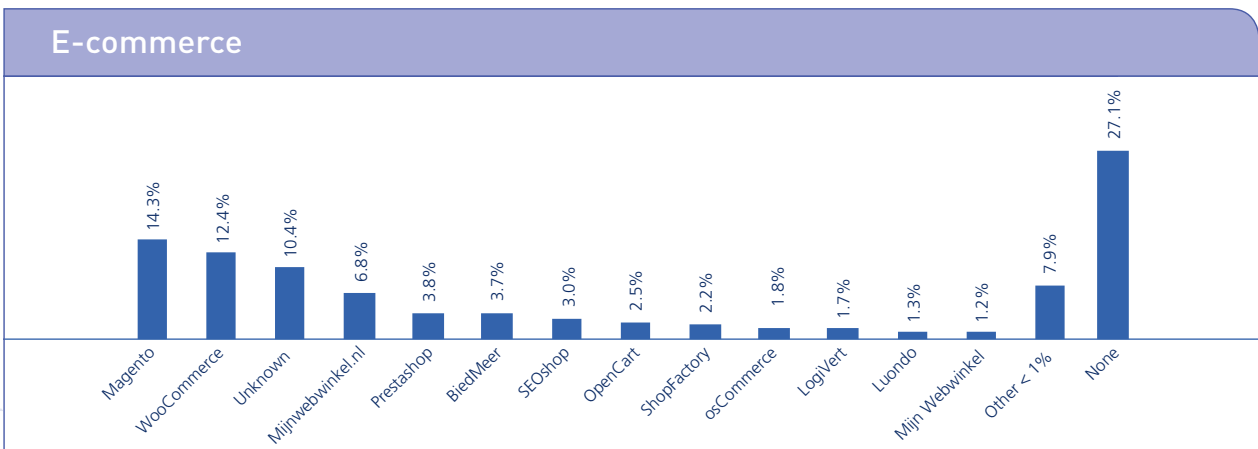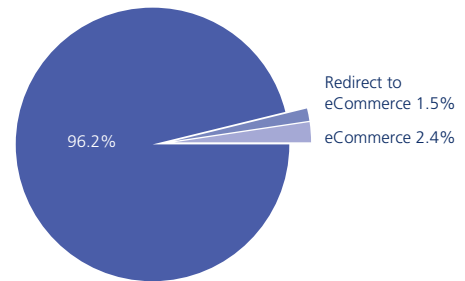
Net growth

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
327,396	413,288	440,419	509,059	495,673	487,097	514,230	607,265	315,933	272,712	142,822

Registrations

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
404,629	504,537	574,961	689,713	758,358	872,531	980,916	1,155,451	979,467	971,304	899,936

Cancellations

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
77,233	91,249	134,542	180,654	262,685	385,434	466,686	557,753	671,914	708,253	771,998

E-commerce

About 2.4 per cent of the .nl zone is accounted for by domain names that are used for e-commerce websites. That equates to more than 130,000 sites, which is a very large number. The figure includes not only web shops of all sizes, but also many conventional sites that support sales, such as museum websites, from which visitors can buy catalogues and greetings cards.

In addition to the large number of .nl domain names that are directly linked to e-commerce sites, there are many names that redirect to e-commerce sites. Our research indicates that 1.5 per cent of all .nl domain names – or roughly 81,000 names – redirect to e-commerce sites. Well over 200,000 .nl domain names are used for e-commerce in one way or another, therefore.

Whereas conventional websites are often built around a content management system (CMS), such as WordPress, Joomla or Drupal, it is common for a web shop to make use of a dedicated CMSs or CMS add-ons: a shopping cart system. The most widely used cart systems are shown in the graph below. It is worth noting, however, that more than a quarter of sites don't have shopping cart systems.

96.2%
Redirect to eCommerce 1.5%
eCommerce 2.4%

E-commerce

Magento	WooCommerce	Unknown	Mijnwebwinkel.nl	Prestashop	BiedMeer	SEOshop	OpenCart	ShopFactory	osCommerce	LogiVert	Luondo	Mijn Webwinkel	Other < 1%	None
14.3%	12.4%	10.4%	6.8%	3.8%	3.7%	3.0%	2.5%	2.2%	1.8%	1.7%	1.3%	1.2%	7.9%	27.1%

Looking for a new opportunity?

"SIDN is expanding. Finding the right people to join the team is very rewarding, but can be challenging as well. People with high levels of technical training and experience are thin on the ground. Once we've identified someone we want, things get easier, because SIDN has a lot to offer. Generous fringe benefits,

Daisy Tiemes, HR Advisor SIDN

ample professional scope and an environment where personal development and collaboration are encouraged. We often have attractive vacancies, so it's worth taking a quick look at **sidn.nl/werken-bij-sidn.**"

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
11 april	ISP Kartcompetitie	Utrecht, The Netherlands
14 to 15 april	NSCS One Conference 2015	Den Haag, The Netherlands
16 to 17 april	Global Conference Cyber Space 2015	Den Haag, The Netherlands
18 to 22 may	RIPE 70	Amsterdam, The Netherlands
21 may	DHPA Techday	Den Haag, The Netherlands
1 to 6 june	CENTR Jamboree	Stockholm, Sweden
4 to 5 june	EuroDIG	Sofia, Bulgary
21 to 25 june	ICANN 53	Buenos Aires, Argentina
19 to 24 july	IETF 93	Prague, Czech Republic

Suggestions

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

SIDN fund: first call for applications in April

In April, the SIDN fund is making its first call for grant applications. The SIDN fund is committed to helping build a strong internet for everyone. The fund invests in projects that make the internet stronger or use the internet in innovative ways. Over the last few months, a lot of time and effort has gone into developing procedures and setting up an operational organisation, so that the fund can quickly get down to work. At the start of April, the fund's website will be unveiled. The new site will provide all the information that project managers need to submit applications. In due course, additional material will be added, such as details of the projects that the fund supports. If you'd like to know more about the SIDN fund, look out for the website launch or join the mailing list (www.sidnfonds.nl / info@sidnfonds.nl).