



ccTLD of Sweden

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www.iis.se

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A glimpse of Sweden



Population 9 059 651 (2009)

Internet penetration 8 085 500 = **89,2%**

Denmark **84.2 %**, Finland **83.5 %** Norway **90.9 %**

Europe **53.0 %**, USA **76.3 %**, World **26.6 %**

Swedes use of Internet

86% were using Internet on **daily basis** in 2009

71% uses a **internet bank** in 2009

63% “**shopped online**” at least once in 2009

20 % use **mobile Internet** at least once a week

Source: internetworldstats.com, internetstatistik.se

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.SE (The Internet Infrastructure Foundation)

Responsible for the Swedish top-level domain .se.

Core business is the registration of domain names and the administration and technical operations related.

TLD growth ~100K per year.

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In March 2009 we introduced the registry-registrar model and .SE was divided into:

.SE Registry and **.SE Direkt**.

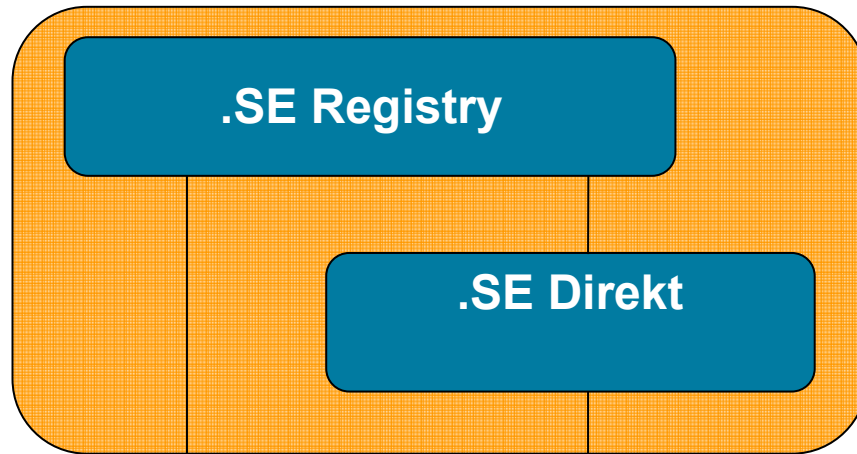
.SE Registry is responsible for administration and technical operations. Sales of domain names takes place through EPP and registrars **only**.

One of these is **.SE Direkt**, which is .SE's own registrar.

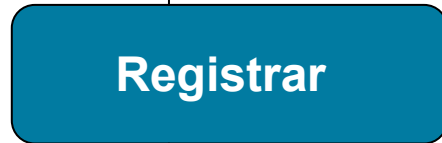
.SE Direkt offers **no** other services apart from domain registrations.



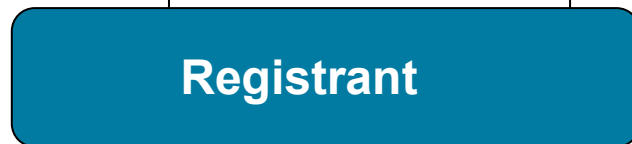
.SE's business model



Registry, TLD administrator.



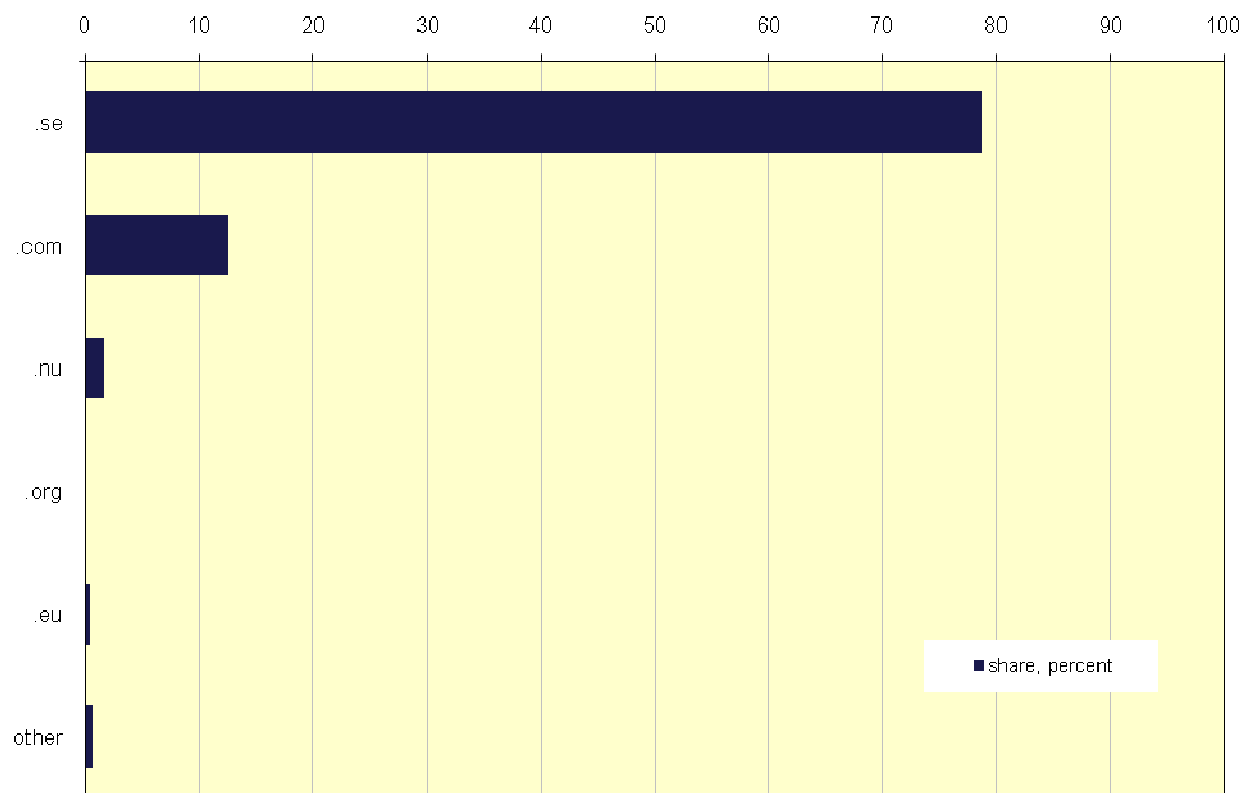
Registrar, registrations and administrations of a domain.



Registrant,
domain name holder

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Share of enterprises in Sweden having registered a domain name, having different top-level domains as **primary** domain



Source: Statistics Sweden, scb.se

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Registrants

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Who may register?

Anyone may register a .se domain as long as it is **available**.

The principle of “**first come, first serve**” applies, meaning that there is **no prior testing** before registering a domain name.

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What to register?

.se domains may contain:

- a-z, (Latin letters)
 - numbers 0-9, dashes,
 - å, ä, ö, é and ü, (Swedish IDN letters)
 - characters of the official Swedish minority languages
 - our Nordic neighbors' languages.
-
- From 2 up to 63 characters

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Registration periods

In dec -09 .SE introduced multi year registrations

Registrations/renewals are possible for either:

- 1-10 years or
- 12-120 months

Today appr. 10-15 registrars have implemented multi year payments into their systems. The rest offers 1-year registrations/renewals.

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~ 950K .se domains

93% Swedish registrants

(Average: 1,85 domains per registrant)

7% Foreign registrants

(Average: 2,49 domains per registrant)

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Trends - useage (not absolute)

Status quo →

Website →

E-mail →

CPC →

SEO →

Swedish registrants

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Trends - useage (not absolute)

Status quo →

Website →

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CPC ↗

SEO ↗

Foreign registrants

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Aftermarket for .se domains

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Aftermarket for .se domains

| Country Code Domains (ccTLD's) YTD Top 100 | | | | |
|--|---|----------------------------|-----------------|----------|
| Highest reported 2009 country code domain sales through Jan. 3, 2010 | | | | |
| Euro to Dollar conversion (€ to \$) based on rates in effect when sales were reported by DNJ | | | | |
| (Domains entering the chart this week are highlighted in green) | | | | |
| | Domain | Sold For | Where Sold | Date* |
| 1. | Spel.se ("games" in Swedish) | €190,000 = \$266,000 | Sedo | 6/19/09 |
| 2. | Software.co.uk | £150,000 = \$249,000 | Sedo | 10/21/09 |
| 3. tie | Gartenmöbel.de (IDN) ("garden furniture" in German) | €150,000 = \$214,500 | DomainInvest.lu | 12/23/09 |
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| 5. | FlatRate.de | €160,000 = \$200,000 | Sedo | 3/3/09 |
| 6. | NewBrand.de | €120,000 = \$177,600 | Sedo | 9/22/09 |
| 7. tie | OnlineCasino.co.uk | £100,000 = \$165,000 | Sedo | 6/19/09 |
| 7. tie | HorseRacing.co.uk | £100,000 = \$165,000 | Sedo | 6/19/09 |
| 9. | Hardware.de | €105,910 = \$148,274 | Sedo | 7/15/09 |
| 10. | MSB.se | 950,000 SEK = \$141,550 | Pvt Sale | 11/24/09 |

Top 20 public sales

Spel.se 190 000 EUR (2,1 milj SEK)
 MSB.se 950 000 SEK
 News.se 41 031 EUR (420 500 SEK)
 Hus.se 45 000 EUR (417 000 SEK)
 Maklare.se + Mäklare.se 300 000 SEK
 Mode.se 280 000 SEK
 Store.se 25 000 EUR (276 000 SEK)
 Ekonomi.se 29 000 EUR (270 000 SEK)
 Fotograf.se 22 500 EUR (224 500 SEK)
 Lagenhet.se + Lägenhet.se 200 000 SEK
 GratisSMS.se 21 900 EUR (200 000 SEK)
 Inkasso.se 18 400 EUR (174 000 SEK)
 SMS.se 135 000 SEK
 DNA.se 12 750 EUR (120 000 SEK)
 TexasHoldem.se 12 000 EUR (115 000 SEK)
 Favoriter.se 110 000 SEK
 Allsvenskan.se 11 100 EUR (104 000 SEK)
 Charter.se (+Charter.nu) 100 000 SEK
 Reseforum.se 100 000 SEK
 Flygresor.se 100 000 SEK

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Source: dnjournal.com, bjorn.nu (MissDomain.com)



Quick update:

OnlineCasino.se \$32,000 Sedo 3/31/10

Source: dnjournal.com

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Owner- and Registrar transfers

- **Registrar transfer**
Registrar transfers need an auth code generated by the holding registrar.
- **Owner transfer**
 - Buyer and seller need both to be customer to the holding registrar.
 - Digital owner transfer started.
 - Signed owner transfer document.

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Disputes (ADR)

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Disputes (ADR)

Alternative Dispute Resolution proceedings (ADR) are in place so that you will **easily** be able to **appeal** the allocation of a domain name retroactively **without** needing to go to **court**.

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Three absolute requirements

- The **applicant** must have a **right** (e.g. a brand or company name) **valid in Sweden**.
- The **registrant** of the domain name shall have acted in **bad faith** when he/she **registered** or **used** the domain name.
- The **registrant** shall also have **no right** or **justified interest** in the domain name.

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ADR decisions over the years

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010- |
|-----------|------|------|------|------|------|------|------|-------|
| Total ADR | 32 | 28 | 30 | 43 | 55 | 44 | 40 | 21 |

| | | | | | | | | |
|----------|------------|------------|------------|------------|------------|------------|------------|------------|
| Transfer | 23 | 19 | 23 | 28 | 39 | 33 | 28 | 14 |
| | 72% | 68% | 77% | 65% | 71% | 75% | 70% | 67% |

| | | | | | | | | |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Complaint denied | 9 | 9 | 7 | 15 | 16 | 11 | 11 | 7 |
| | 28% | 32% | 23% | 35% | 29% | 25% | 28% | 33% |

~ 0,04% of all registered domains are handled through ADR (2007-2010)





.SE accredited registrar

.se/registrar

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.SE have today 136 registrars

-95 Swedish registrars (~70%)

- 41 Foreign registrars (~30%)

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Market trends - registrars

The 10 largest registrars = ~ 75% of all registrations.

The foreign registrars = ~ 40% of all registrations.

Since the change of business model last year, ~2/3 of all **new** registrar applications comes from foreign entities.

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How to become a .SE accredited registrar

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Accreditation requirements

Business enterprise, have **liability insurance** and be registered for **corporate taxation**.

Technical competence, security

Customer Service Function

Certification of the concerned employees (**min. 1 person**)
- Knowledge test 120 questions.

EPP functional test

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Registrar fees

An annual fee of 8 000 SEK per year. (~1120 USD)

The fee will be discounted with a maximum of 100% based on the registration volume during the past year and will be credited to next year's first invoice.

A numeric example:

1 new registrations = 1% discount

100 or more registrations = 100% discount

100 registrations per year, is less than 2 registrations per week.

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Thank you!

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