

## 2003 Business IDN Study – Asia

---

**Study Description:** Quantitative study of 300 participants to define target market profiles for interest in Internationalized Domain Name (IDN) products and provide information on purchase drivers.

**Products in Study:** IDN

**Key Findings:**

Awareness and Ownership  
Purchase Drivers

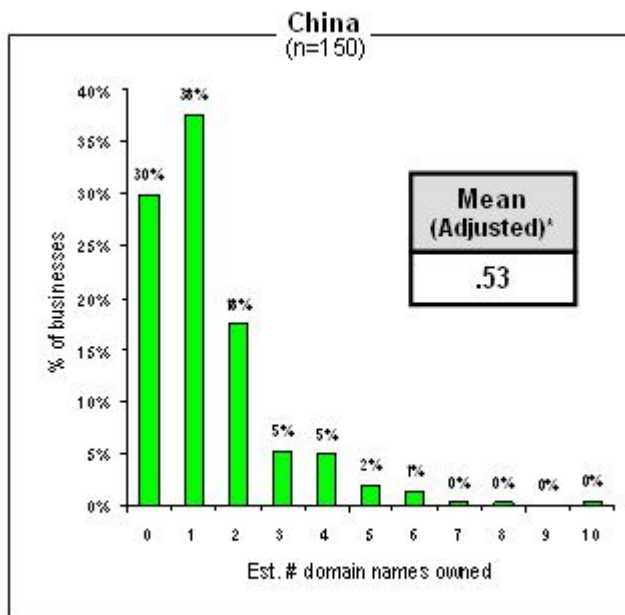
**Other Useful Studies involving market research in Asia:**

2003 Business Market Study – Asia  
2003 Consumer Navigation Study – Asia  
2003 IDN Registrant Profile Study – US and Asia

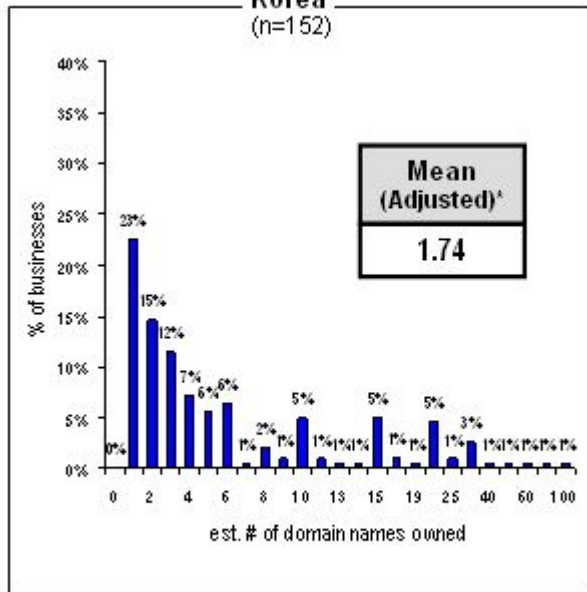
### Awareness and Ownership

---

Domain name ownership is high among respondents. All Korean respondents had at least one domain name; two-thirds of Chinese business have a domain or intend to buy one within the next year.

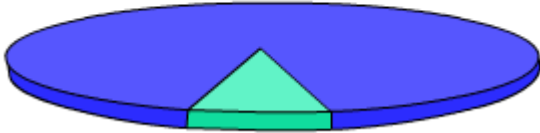
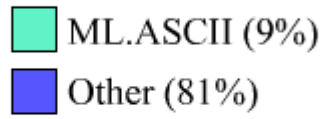


**Korea**  
(n=152)



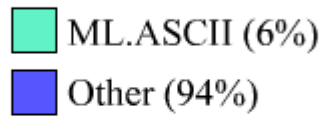
## Types of Domains Owned

China  
n=150



7% differences are statistically significant at the 90% confidence level

Korea  
n=152

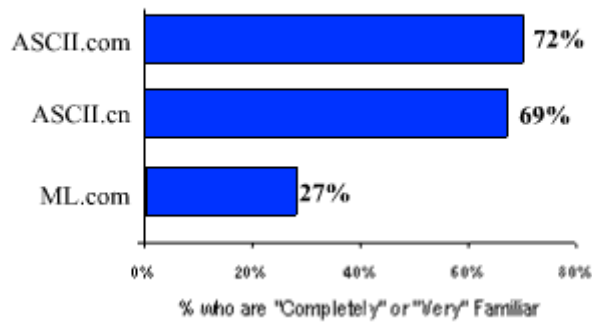


7% differences are statistically significant at the 90% confidence level

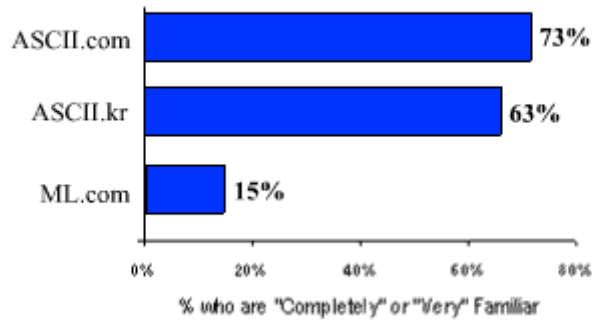
## Awareness

Both China and Korea have low awareness of IDN products.

## China



## Korea

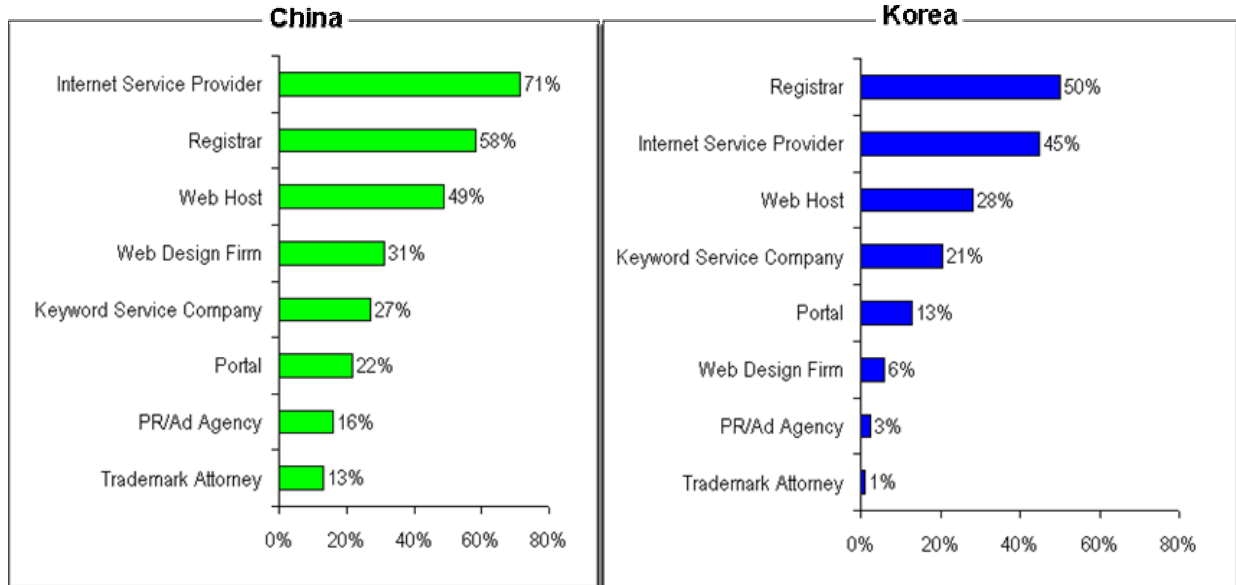


### How to Use these Results:

- Launch a public relations program to raise the awareness of IDNs in the market.
- Educate customers that IDNs function like any other domain name; create and promote a demonstration to this effect.
- Promote the value representing your brand in the local language character set

## Purchase Drivers

In both China and Korea, the ISPs, registrars, and web hosts are the primary influencers over the purchase process.



7% differences are statistically significant at the 90% confidence level

## Role of Email

Matching E-mail addresses are considered a necessity in China, particularly among privately owned companies.

	China			Korea		
	% "Very" or "Extremely" Important	% "Extremely" Important	Privately Owned % "Extremely" Important vs. Other	% "Very" or "Extremely" Important	% "Extremely" Important	Privately Owned % "Extremely" Important vs. Other
MLASCH + Matching e-Mail	57%	21% ↑	25%	34%	10%	11%

### Most Important Reasons to Buy

	China	Korea
ML.ASII	<ul style="list-style-type: none"><li>● Easy to remember (28%)</li><li>● Easy for local people to remember (26%)</li><li>● Easy for local people to read/understand (22%)</li></ul>	<ul style="list-style-type: none"><li>● Easy for local people to remember (61%)</li><li>● Easy for local people to read/understand (56%)</li><li>● Good for local people to use (50%)</li></ul>

### Most Important Reasons NOT to Buy

	China	Korea
ML.ASII	<ul style="list-style-type: none"><li>● Difficult to input or key in (44%)</li></ul>	<ul style="list-style-type: none"><li>● No global coverage (56%)</li></ul>

### How to Use these Results:

- Target China and Korea for IDN marketing. These markets find IDNs appealing because they are easy to recall.
- Partner with ISPs, registrars, and web hosts, the key influencers for both China and Korea, to promote IDN and domain name sales. China appears to rely more heavily on ISPs than Korea. Korea appears to rely more heavily on Registrars.
- Educate customers about the i-Nav™ plug-in and its email functionality. The ability to have a matching e-mail account is very important in China, and especially so among privately-owned companies.