

## 2003 IDN Registrant Profile Study – US and Asia

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**Study Description:** Qualitative study of over 280 Internationalized Domain Names (IDNs) conducted by Registrars on behalf of VeriSign. Study reviewed benefits and drawbacks of IDNs, and intent to renew.

**Products in Study:** *.com, .net, IDN*

**Key Findings:**

Navigation Behavior

Product Perceptions

**Other Useful Studies Involving Market Research in Asia:**

2003 Business Market Study – Asia

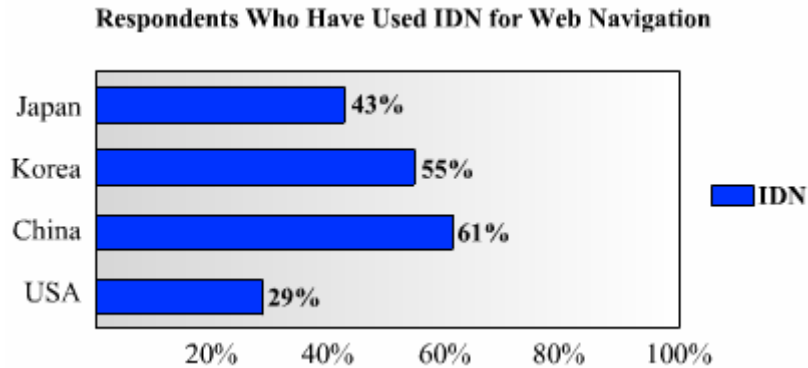
2003 Consumer Navigation Study – Asia

2003 Business IDN Study – Asia

### Navigation Behavior

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- Respondents have tried Internationalized Domain Names (IDNs). The level of usage was higher than expected.



### Most Preferred Ways to Get to Web Sites

	#1	#2	#3
Japan	Bookmarks	Search Engines	ASCII.com/net
Korea	Search Engines	ASCII.com	Bookmark
China	ASCII.com/net	ASCII.cn	Keyword
USA	ASCII.com/net	Search Engines	Bookmark

- China showed the strongest preference for a method of Internet navigation with ASCII.com strongly favored by respondents. Search engines and Bookmarks are also favored methods. Interestingly, Korean users favored IDN.com as their fifth most favored method and Japanese favored IDN.com as their fourth most favored method. The Chinese respondents did not mention IDN.com.
- When asked about their feelings about switching between their native characters and English characters when typing on a keyboard, respondents were slightly inconvenienced

#### How to Use these Results:

- Promote IDN usage – Internet users are open to trying new methods of Web navigation

## Product Perceptions

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### IDNs

- IDN registrants learned about IDNs in the following ways:
  - Online advertising
  - Email solicitations
  - Recommendations from friends or colleagues
- The top reasons why IDN registrants registered IDNs included:
  - To establish a local image
  - Easy for users to remember
  - To set up a Web Site
  - Brand protection
- Brand protection was the top reason for purchase in all but Korea. Setting up a Web Site was top in Korea and second in the other countries. Korea placed value on setting up a Web Site and that IDNs were easy for their customers to remember and use IDNs.
- ASCII.com/net domain names have the highest use for Web Sites.
- Top advantages for IDNs
  - Easy to remember
  - Good for local people
  - Global
- Top disadvantages for IDNs
  - Difficult to switch between native and English characters (Korea)
  - Only good for local people; non-native speakers (foreign users) can not use
  - No resolution (China)
  - Plug-in (Korea)
- ASCII.com/net remains the most favored type of Internet address across all of the countries.
  - When asked their level of agreement with certain statements about Internet addresses, the most agreement was given for the following statements:
    - When I can get it, I would always choose a .com domain name first.
    - .com domain names provide more value than other types of domain names.
    - A .com domain name gives me an international image.
    - A .com domain name gives me a professional image.
  - China showed strong agreement with statement about getting a .cn domain name name first.
- When asked their perception of companies who use different types of Internet addresses, respondents felt the most favorably about ASCII.com/net. For Asia, the ASCII.ccTLD was the second most favorable perception.

- When asked about the likelihood of visiting a Web Site with a type of Internet address, ASCII.com/net was the most likely. In Asia, ASCII.ccTLD was the second type.
- When asked about the frequency that respondents saw the types of Internet addresses in advertising and marketing materials, ASCII.com/net ranked the highest. In Asia, ASCII.ccTLD was second.

### **How to Use these Results:**

- Promote the value of setting up Web Sites associated with IDNs. While brand protection is important to the registrants, they also showed intent to use their name to set up Web Sites.
- Invest in retention/renewal programs for your IDN registrants because while they may have concerns about IDNs, they expressed interest in renewal.
- Promote bundles of domain name products such as a IDN.com with a ASCII.com or an ASCII.ccTLD.
- Promote the value of an IDN for local marketing efforts and an ASCII.com for international use. Show the value of having different types of domain names as the most effective way to talk of their target markets.