



grand opening

More than just
a domain name

Your European presence online

.eu
Your European Identity



Being on the Internet is essential in today's business climate. To create **your company's online presence** you begin with a domain name, a unique web address that leads your customers and prospects to your website or email. Part of your domain name is the extension, or top-level domain, that appears after the last dot of your web address. For example, .com, .net or .org.



The European identity

For businesses and individuals in Europe
there is only one extension: .eu

European residents choose .eu because they want to:

- **Promote their presence** in one or more European Member States
- **Expand their businesses** beyond national borders
- **Get closer to their customers** by embracing European cultural diversity and expressing themselves in official EU languages.

.eu connects **500 million Europeans in 27 countries.**

More than three million .eu domain names have already been registered, making .eu one of the ten largest top-level domains in the world.

“The .eu domain was very important to Hyundai Heavy Industries Europe. Our company name says enough: we distribute all over Europe. We moved from Hyundai.be to Hyundai.eu. In the last months we can see an increase in the number of visitors. The .eu is gaining popularity.”

Jan Coemans
www.hyundai.eu



EURid, the European registry

.eu is operated by EURid, a not-for-profit registry that manages and maintains the technical infrastructure and services needed for .eu to be present on the Internet. Our mission is to give EU residents the ability to express themselves online with **a European identity** by running a transparent, **open and secure operation**. This makes the .eu domain attractive and affordable to European businesses and individuals.

Truly European

EURid is a multicultural organisation, with staff members from 24 different countries, who collectively speak 23 languages. From our headquarters in Belgium, and regional offices in the Czech Republic, Italy and Sweden, we support an **international community** of approximately 850 accredited registrars, who offer .eu domain name registration to their customers. .eu accredited registrars receive **support 24/7**, by telephone, email or online chat, in the EU language of their choice. Our website, www.eurid.eu, is also available in **all official EU languages**, allowing anyone who is looking for information about .eu or a particular .eu domain name to find it in their preferred language.

“It was very important for Duco Ventilation and Sun Control to get the .eu domain name as soon as it became available. We are based in Belgium, but we aim for the European market.”

Luc Verhaeghe
www.duco.eu

Quality at your service

Since our creation, service excellence has been at the core of our activities. Our technological platform has been developed to ensure a **reliable and secure operation** for .eu domain names holders, while reducing complexity for our .eu registrar community. Our systems make sure that a newly registered .eu domain name is active within minutes, **speeding up the time-to-market** for customers.

We value our registrars' experience and regularly seek their advice on how **best to meet their customers' needs and our goals** and, by way of discussion groups, translate their input into our daily operations. For our registrar community and a variety of companies and individuals, we strive to **add value** with a commitment to quality in everything we do.

Leading the way

At EURid we drive and monitor the **evolution of Internet technology and policy development**. The active role we play in industry bodies, such as ICANN, IGF and RIPE, allows us to closely follow new developments and keep ourselves, and our registrars, at the forefront of the domain name industry.

It is our priority to make the Internet **more secure**. As a result, .eu was one of the first top-level domains to implement the DNSSEC protocol, an Internet security standard that gives consumers greater confidence online.

Similarly, in support of European cultural diversity, we successfully introduced .eu Internationalised Domain Names (IDNs) in three different scripts. This means that Europeans can register .eu domain names in their **native languages**, using accents, ogoneks or letters from the Cyrillic and Greek alphabets.



EURid

EURid was established in April 2003. In May 2003 the European Commission appointed EURid as the operator of the .eu registry. EURid has three founding members: DNS Belgium, Istituto di Informatica e Telematica and Stiftelsen för Internetinfrastruktur (IIS), respectively the registries for

Belgium (.be), Italy (.it) and Sweden (.se), and four associate members: the Academic and Research Network of Slovenia (ARNES, the registry for .si), CZ.NIC (the registry for .cz), ISOC-ECC and BusinessEurope.

Milestones

March 1999

The European Council discusses the creation of a single top-level domain for Europe.

April 2003

EURid is incorporated under Belgian law as a private, not-for-profit organisation.

May 2003

EURid is appointed as the operator of the .eu registry.

March 2005

The .eu domain is added to the root zone of the Domain Name System, which automatically translates domain names into IP addresses.

December 2005

EURid starts to accept applications for .eu domain names on a limited basis during a Sunrise period.

“What we see in the food industry is that, for most companies, the market has become more and more European, or even global. And very often they want to put a product with one packaging on all these different markets. In order to save space, sometimes you can put some of the information on a website rather than directly on the pack. In that case, a .eu website is very useful to reach all these consumers at once.”

Jup van't Veld
www.monchoix.eu

April 2006

.eu registration opens to the general public. One million registrations are recorded within the first day.

January 2009

.eu reaches three million registrations.

December 2009

.eu introduces Internationalised Domain Names (IDNs).

September 2010

EURid completes the DNSSEC chain of trust for .eu, making it one of the safest top level domains.

Contact information

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Visit the EURid website, www.eurid.eu, for more information about .eu and EURid, or follow us on Twitter (Euregistry) or YouTube (Europeanregistry).



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