



*.Me* is about YOU!

# **.ME Stats**

Provided by:

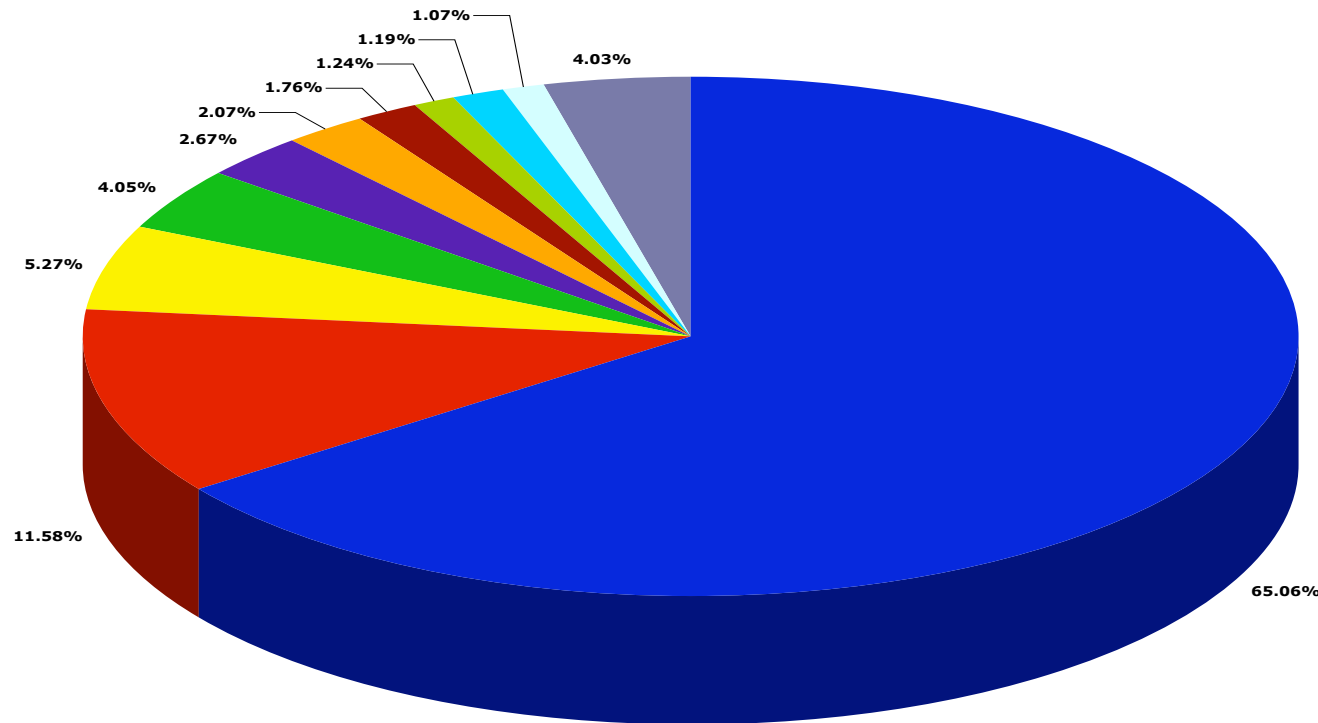
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# Registrar Market Share by Country

Registrar Market Share by Country



US - 65.06%

DE - 11.58%

GB - 5.27%

ME - 4.05%

CA - 2.67%

CN - 2.07%

FR - 1.76%

DK - 1.24%

KR - 1.19%

JP - 1.07%

Other - 4.03%

■ US ■ DE ■ GB ■ ME ■ CA ■ CN ■ FR ■ DK ■ KR ■ JP ■ Other



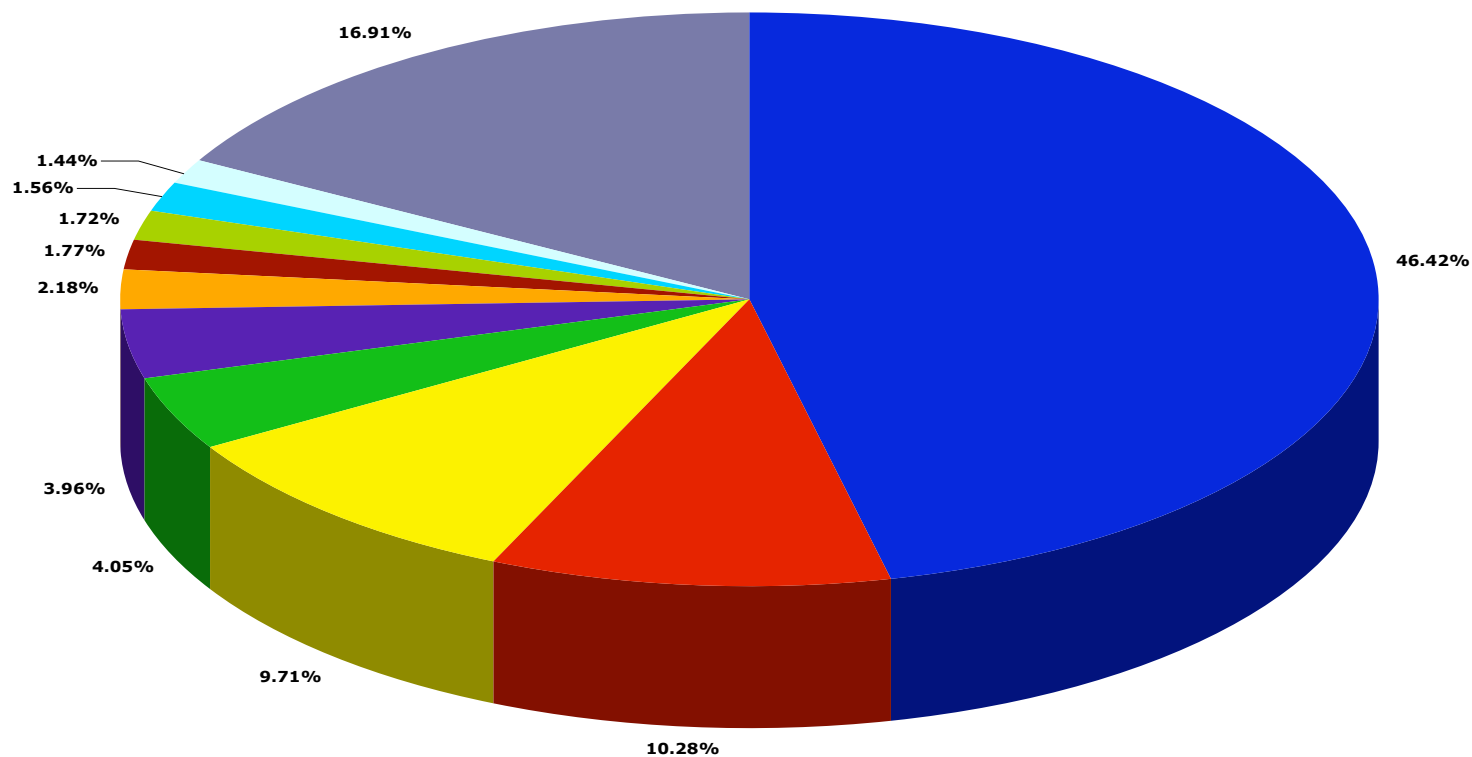
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# Distribution by Country

## (Registrant Market Share by Country)

Registrant Market Share by Country



US - 46.42%

DE - 10.28%

GB - 9.71%

ME - 4.05%

CA - 3.96%

CN - 2.18%

AU - 1.77%

FR - 1.72%

NL - 1.56%

IT - 1.44%

Other - 16.91%

■ US ■ DE ■ GB ■ ME ■ CA ■ CN ■ AU ■ FR ■ NL ■ IT ■ Other

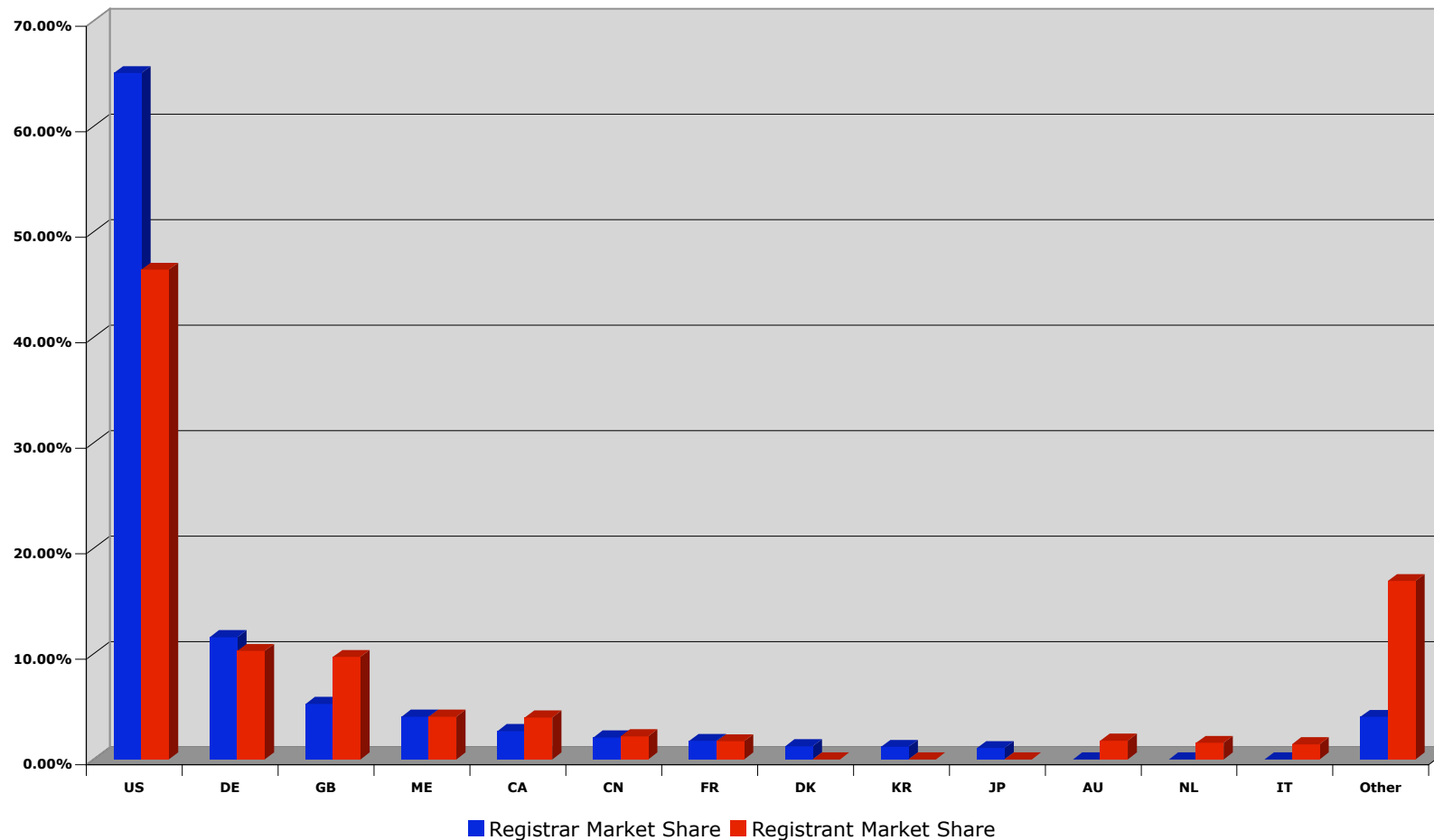


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# Registrar vs. Registrant Market Share

Registrar vs. Registrant Market Share

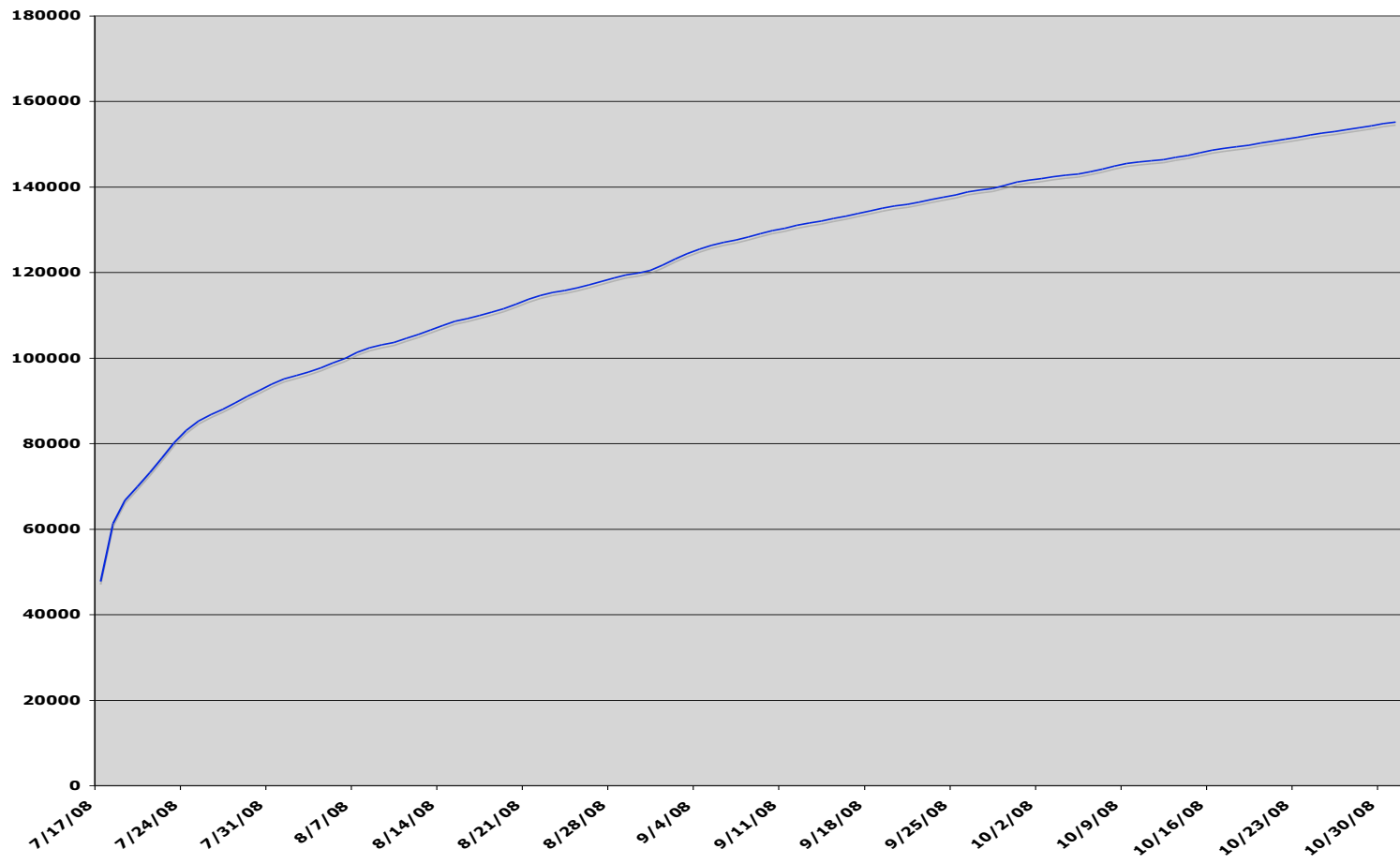


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# .ME Growth Track

## Ongoing .ME Registrations since July 17th 2008



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# How are .ME Domains currently being used?

- **.ME** is great for personalized domains
  - if you offer blog software, why not offer an .ME Domain in a package?
  - anybody who has a .NAME Domain should also have a .ME
  - e.g. John.ME, Laura.ME, Mike.ME, ...etc.
- **.ME** is a great call-to-action Domain
  - did you know that .ME call-to-action domains achieved the highest sales through auction?
  - Some examples: date.me, insure.me, hug.me, view.me, buy.me, marry.me, ...etc.
- **.ME** goes Dutch!
  - did you know that .ME has the same meaning in Dutch as it does in English?
  - did you know that there are still many premium domains available in Dutch?



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# What to expect from .ME?

- Re-Launch of new .ME Web Site by Year End
- Announcement of .ME Growth Promotion by Year End
- Revamp of .ME Premium Parking Pages (non-monetary)
- Revamp of Secured Registrar Area
- More marketing materials for registrars
- More communication towards registrars



# Questions or Concerns?

**You have further questions or ideas?**

**Share your ideas with us:**

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