



2011 MARKET RESEARCH RESULTS

**Penn Schoen Berland conducted
1,000 online interviews
for .CO Internet SAS in the
United States from
June 23 – 28, 2011**

KEY FINDINGS:

Connected with results from “Wave 1” conducted in February 2011

- **STRONG BRAND:** Website owners rate the brand significantly higher on Aided Awareness, Consideration and Preference than respondents who do not own a website, indicating brand health is strong among this target audience
- **BRAND AWARENESS:** After respondents were exposed to the .CO domain, Consideration and Preference significantly improved across all audiences, indicating that awareness of the domain extension drives key metrics
 - *The improvement in consideration was the strongest among respondents that were likely to register a website, demonstrating that .CO appeals to this target audience*



KEY FINDINGS CONTINUED:

Connected with results from “Wave 1” conducted in February 2011

- **MARKETING EFFORTS SUCCESSFUL:** .CO has significantly improved on Aided Awareness and Consideration since “Wave 1” of tracking, indicating that the marketing efforts implemented this past spring have been successful at driving key metrics
- **PREMIUM PRICE:** Similar to last wave, nearly half of respondents are willing to pay more for a domain extension so they can have the exact Web address that they want, demonstrating an opportunity for .CO to position itself as a premium brand in the marketplace

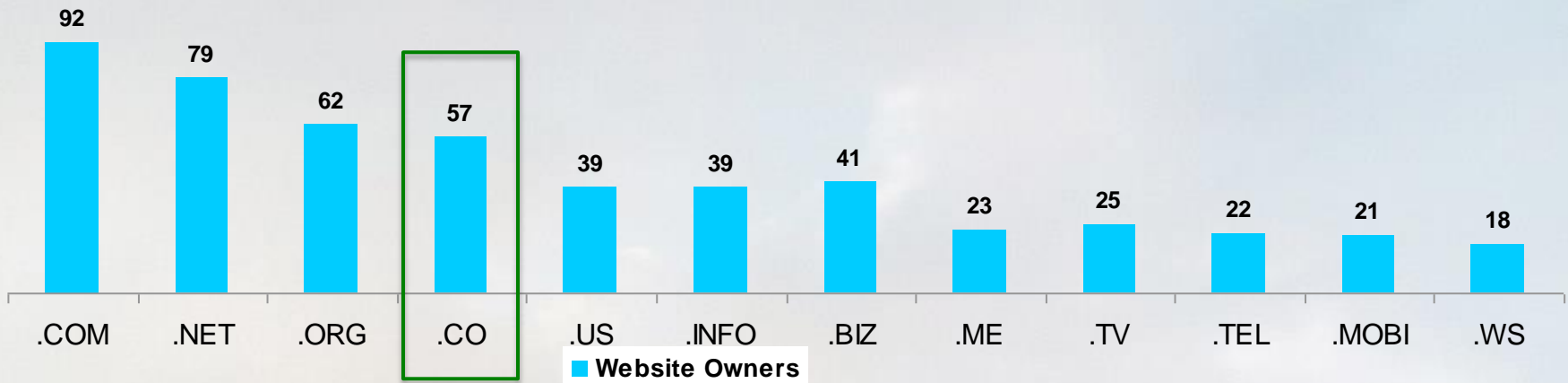
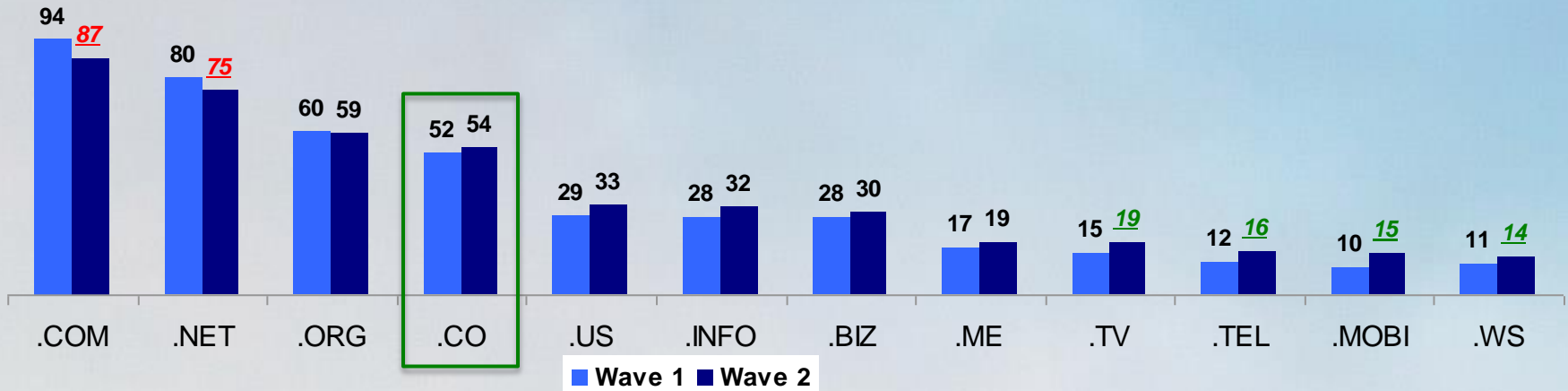


2011 MARKET RESEARCH RESULTS
**BRAND & VALUE
RESULTS**



WHICH WEB ADDRESS WOULD YOU USE?

Consideration for .CO significantly improved following exposure to the domain, with just over half (54%) of respondents saying they would consider the domain.



Red = negative shift wave on wave – statistically significant at 95% level!

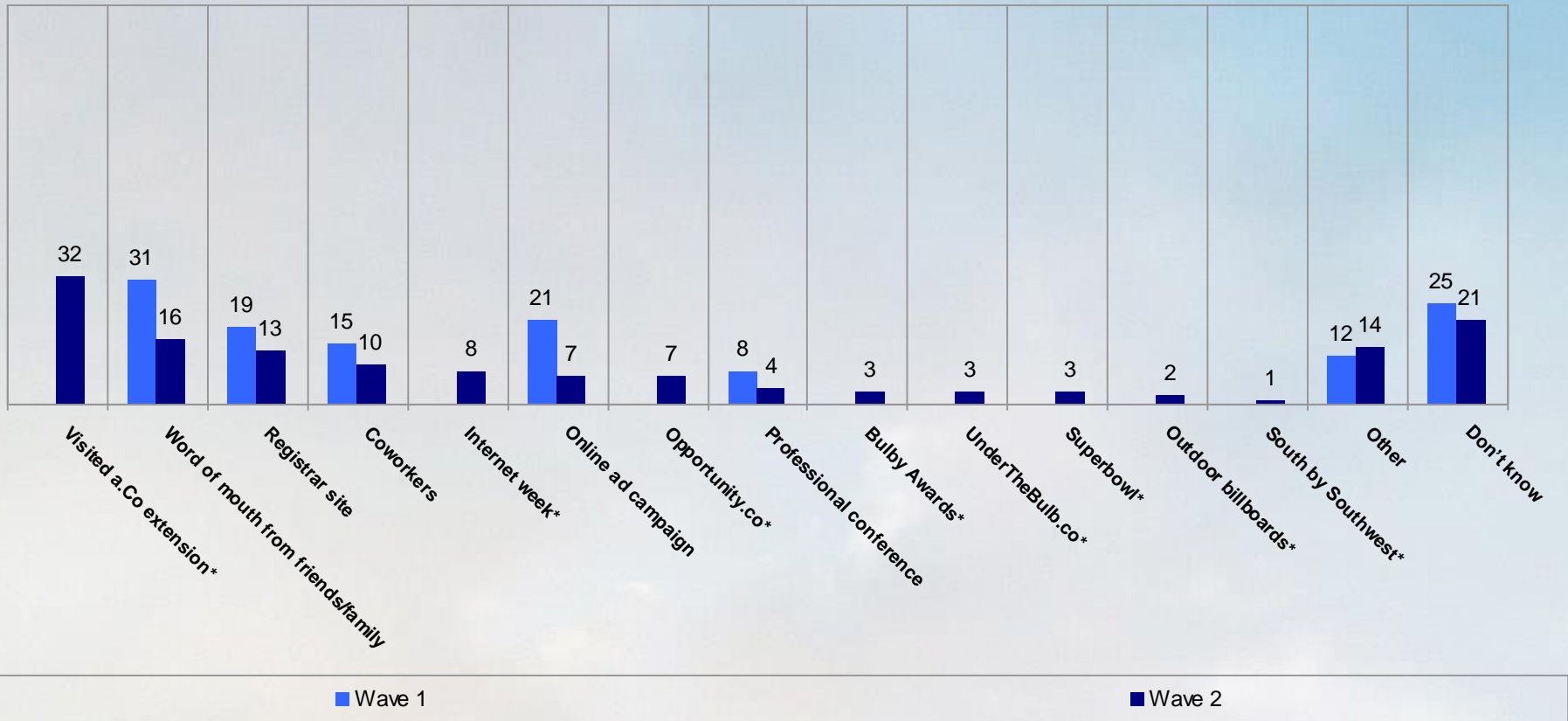
Green = positive shift wave on wave – statistically significant at 95% level!

INFORMATION SOURCE

- Respondents aware of .CO are most likely to have heard about the website as a result of visiting a .CO extension.

N=244

Ranked by All – Wave 2



*indicates new answer choice in wave 2

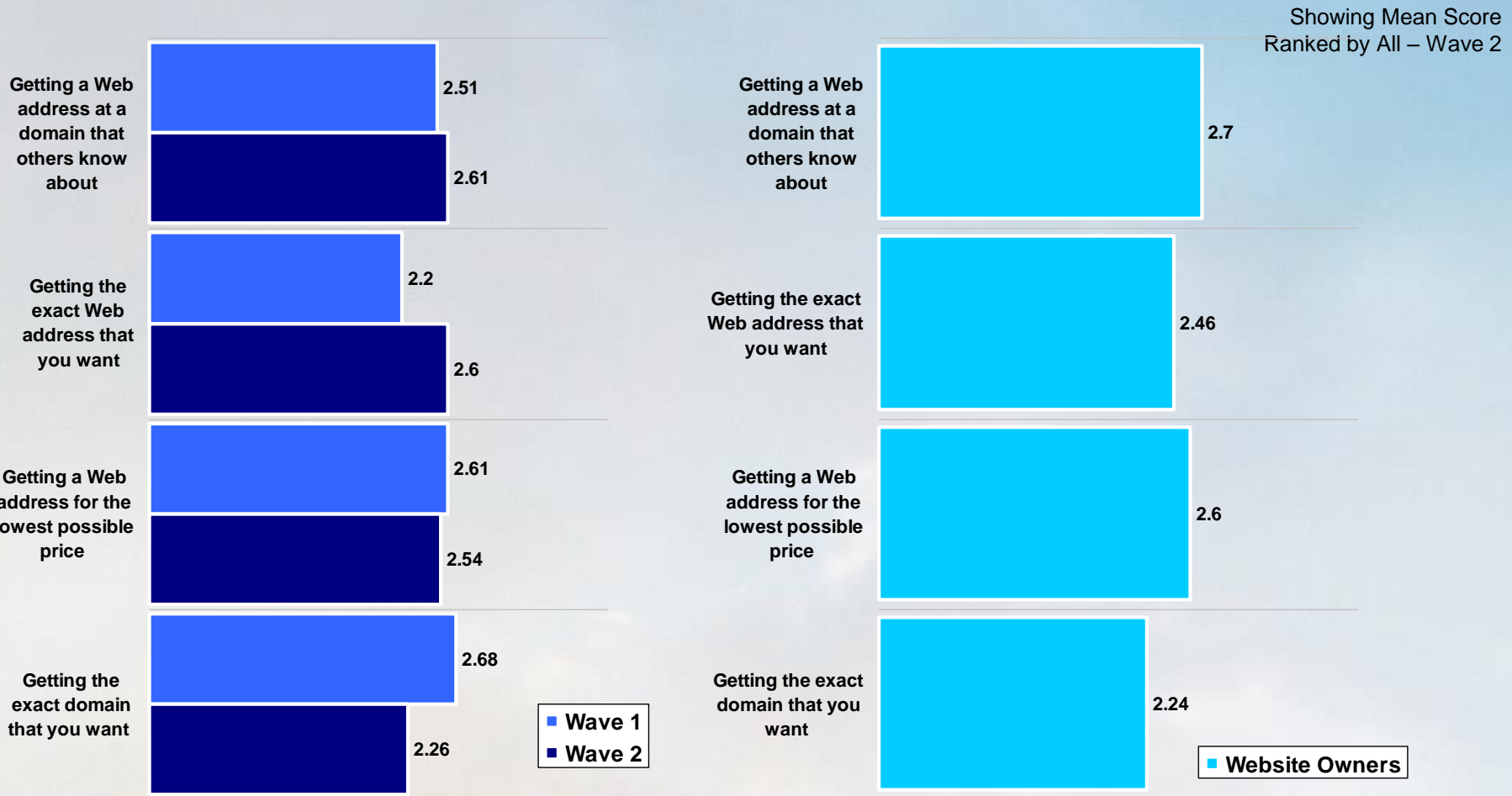
Proving Satisfaction

- *“You can have the name you want.”*
- *“You get the address you want.”*
- *“Its best to get the exact website name that you want and not have to settle for what's left over.”*
- *“Having a domain of your choice is much more beneficial than a name that may be totally irrelevant to its purpose.”*



FACTOR IMPORTANCE

- Overall, respondents are most interested in getting a Web address that features a well known domain.
- Respondents also place high importance on getting the exact web address desired.

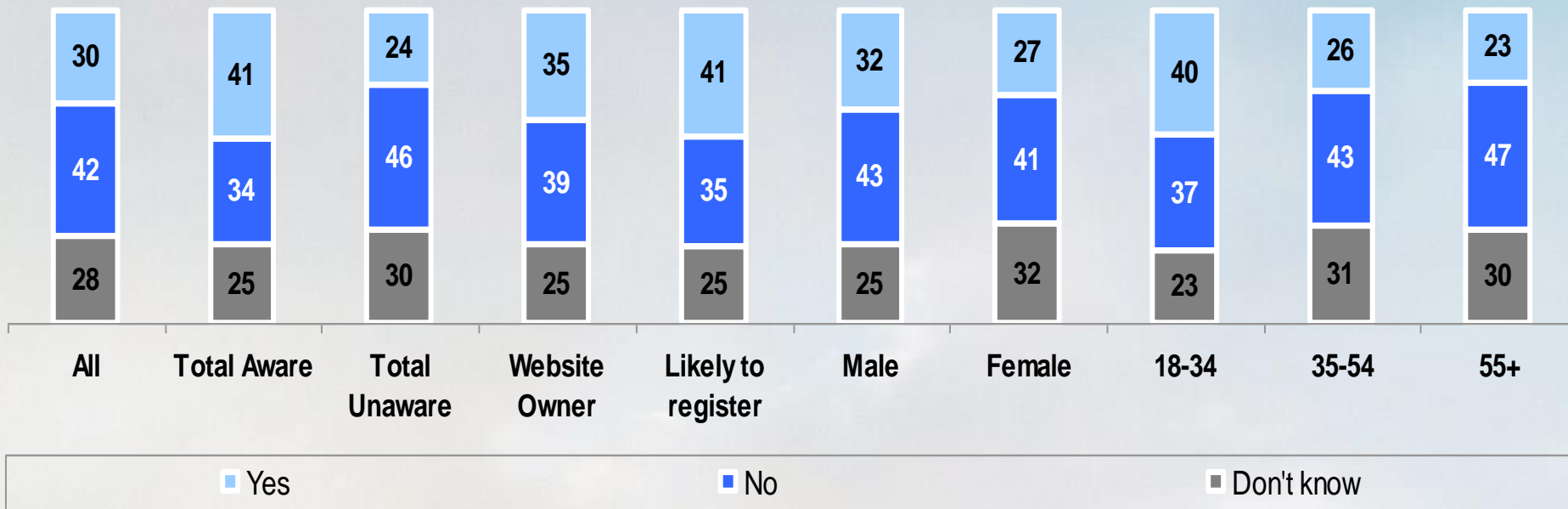


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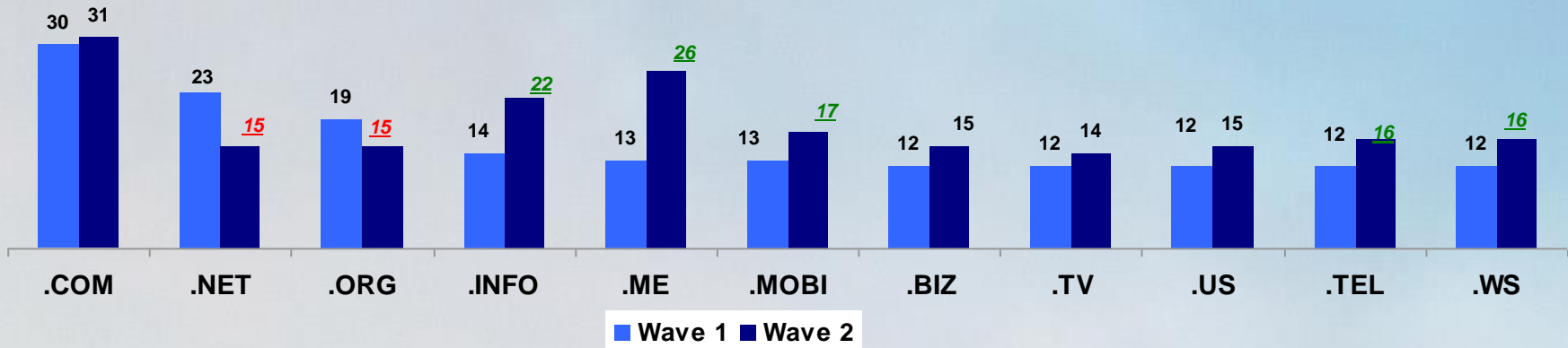
.CO VALUE

- 3 in 10 respondents are willing to pay more for a .CO domain extension, indicating it would be beneficial for .CO to clearly communicate the value that comes with purchasing an extension.



.CO COMPETITIVE PRICE

- 4 in 10 respondents aware of .CO are willing to pay more for a .CO extension than a .COM extension.



Ranked by All – Wave 2 Willing to pay “Much + somewhat more”	Total Aware (Wave 2)	Website Owner (Wave 2)
.COM	40	37
.NET	24	19
.ORG	24	18
.INFO	31	27
.ME	34	31
.MOBI	25	21
.BIZ	24	19
.TV	22	17
.US	24	18
.TEL	25	19
.WS	27	20

 Highest

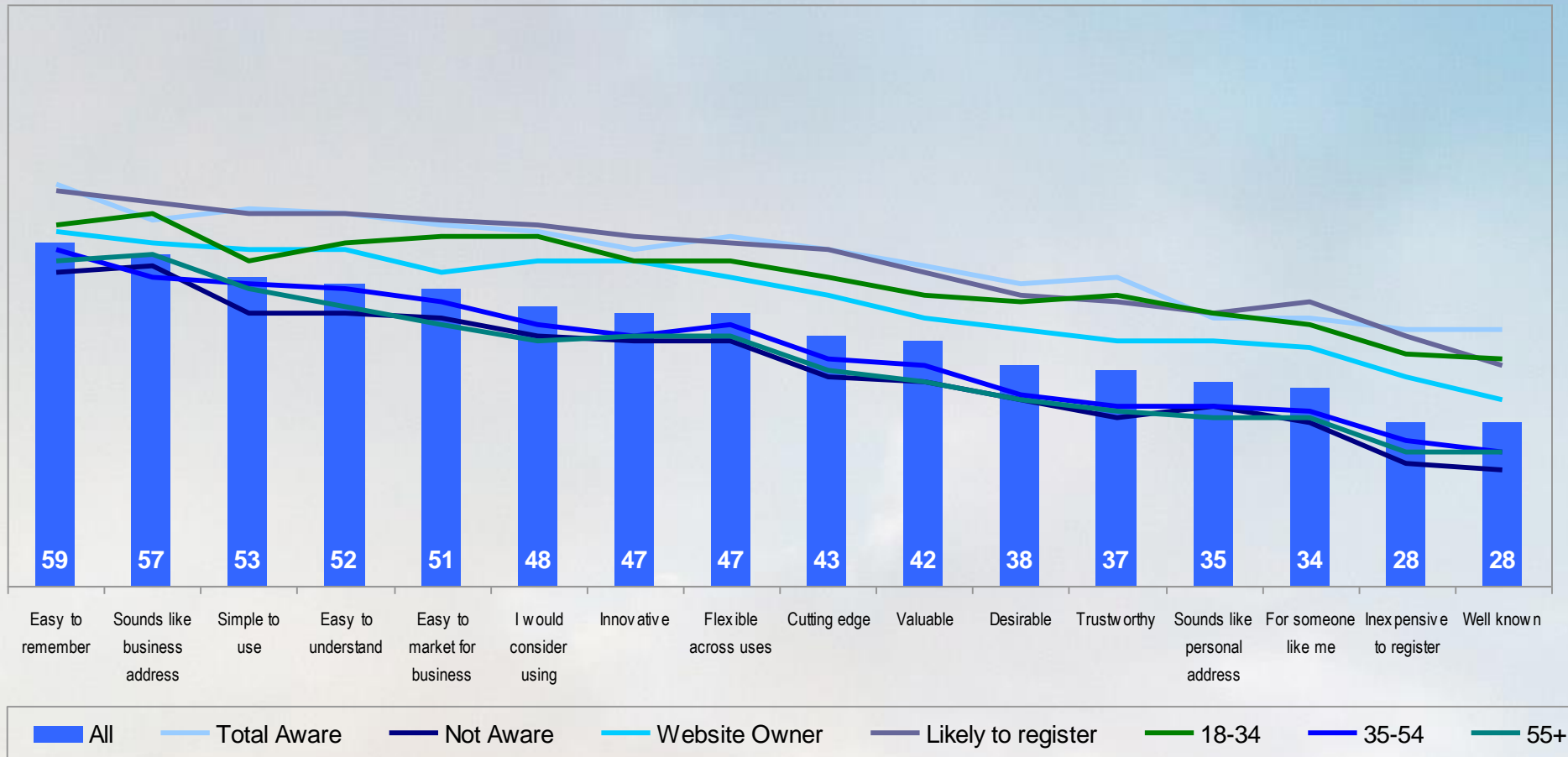
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Green = positive shift wave on wave – statistically significant at 95% level

.CO ATTRIBUTES: WAVE 2

- Respondents feel the attributes “easy to remember” and “sounds like a business address” most apply to using the .CO domain.
- Not surprisingly, .CO receives the lowest score on “well known,” reinforcing the need for the brand to increase awareness.

Ranked by All
Top 2 Box: “Completely + somewhat applies”



.CO MARKET RESEARCH
**DRIVING
RESULTS**



GROWTH

- .CO will maintain its creation of individualized Partner Marketing Programs to emphasize its premium product and drive growth throughout the Channel

AWARENESS

- .CO will continue its focus on large consumer brand awareness through exciting and cutting edge global marketing & media campaigns

USE

- .CO will continue to find and market to high profile brands to derive testimonials and consumer awareness for .CO



THANK YOU!

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METHODOLOGY

- The following sub-audiences are shown throughout the presentation

Audience	n=	MOE
All	1001	+/- 3.1%
Total Aware of .co	330	+/- 5.4%
Total Unaware of .co	671	+/- 3.8%
Website owner	502	+/- 4.4%
Non-Website Owner	499	+/- 4.4%
Likely to Register	491	+/- 4.4%
Male	434	+/- 4.7%
Female	567	+/- 4.1%
Age 18-34	315	+/- 5.5%
Age 35-54	388	+/- 5.0%
Age 55+	298	+/- 5.7%

