



## Press Release

### **DNS BE rounds out successful recruitment campaign by clocking up its one millionth domain name**

**Leuven, 2nd February 2006.** 580,097 new domain names were registered by DNS Belgium during an intensive 3-month promotional campaign aimed mainly at interesting private end-users in taking out a .be domain name. This boosted the total number of .be names to well over the 1 million mark - more than doubling the previous total in just three months.

DNS Belgium launched its promotional campaign to register .be domain names on 1st November last year. The focus of the campaign was to offer these domain names free of charge to registrars who were prepared to take part in the promotion. The offer was backed by an advertising campaign on national radio stations with the biggest audiences. The media plan for the promotion included online banners and an information website ([www.istnogvrij.be/www.encorelibre.be](http://www.istnogvrij.be/www.encorelibre.be)) providing a wide range of details about using a domain name and explaining just how useful having one can be.

During the initial phase of the campaign, registrations peaked at over 20,000 a day, compared with the usual daily average of 500 new domain names before the campaign began. Even as the 3-month campaign wound down to a close, the daily average of registrations was still up around 15,000. *“We can attribute the success of the campaign mainly to the efforts of a number of extremely active registrars,”* says Marc Van Wesemael, General Manager of DNS Belgium. *“In fact some of them even offered domain names free of charge to their clients during the campaign, taking the promotion out there to individual end-users.”*

Figures for the campaign indicate that these private end-users made good use of the offer. In all, more than 57% of all names registered were for private individuals. The figure for private registrations in Belgium was 60.5%.



This unexpectedly large flood of registrations clearly demonstrates that there is a strong need among private individuals for such a product. The challenge facing DNS Belgium and its registrars now consists of continuing to provide services for these new domain name holders into the future - and to keep the number of renewals at the end of the current period as high as possible.

## **About DNS BE**

DNS BE was set up in February 1999 by ISPA Belgium (Internet Service Providers Association), Agoria and Beltug (Belgian Telecommunications Users Group) to handle the registration and management of “.be” domain names. DNS BE also controls the name servers, a network of computers that operates in such a way that other computers connected to the Internet can be identified by way of a domain name. DNS BE ensures that this network is available at all times.

For all additional information:

### **DNS BE**

Yolaine d’Udekem

Communication Manager

DNS België vzw

Koning Leopold I straat, 1 bus 2

3000 Leuven

E-mail: [press@dns.be](mailto:press@dns.be)

Tel: 016/29.89.25

Fax: 016/28.49.71