



echo

GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION



Reputation of ccTLD Community

Prepared for ICANN by: Sandra Macleod, Group CEO
Robert Takacs, Executive Vice President
Jennifer Clark, Research Director

An **Ebiquity** Company



Today's Agenda

- Who We Are
- What We Did
- How We Did It
- Why Should You Care
- Final Thoughts

echo

An **Ebiquity** Company



About Echo Research

23-year track record in communication research and reputation measurement

700 staff working across 18 offices worldwide

Registered Expert Witness on image and reputation supporting Boards of leading organizations on reputation audits and insights

Research complies with the MRS Code of Conduct and ISO 9001:2008 ensuring **objective and rigorous assessment**

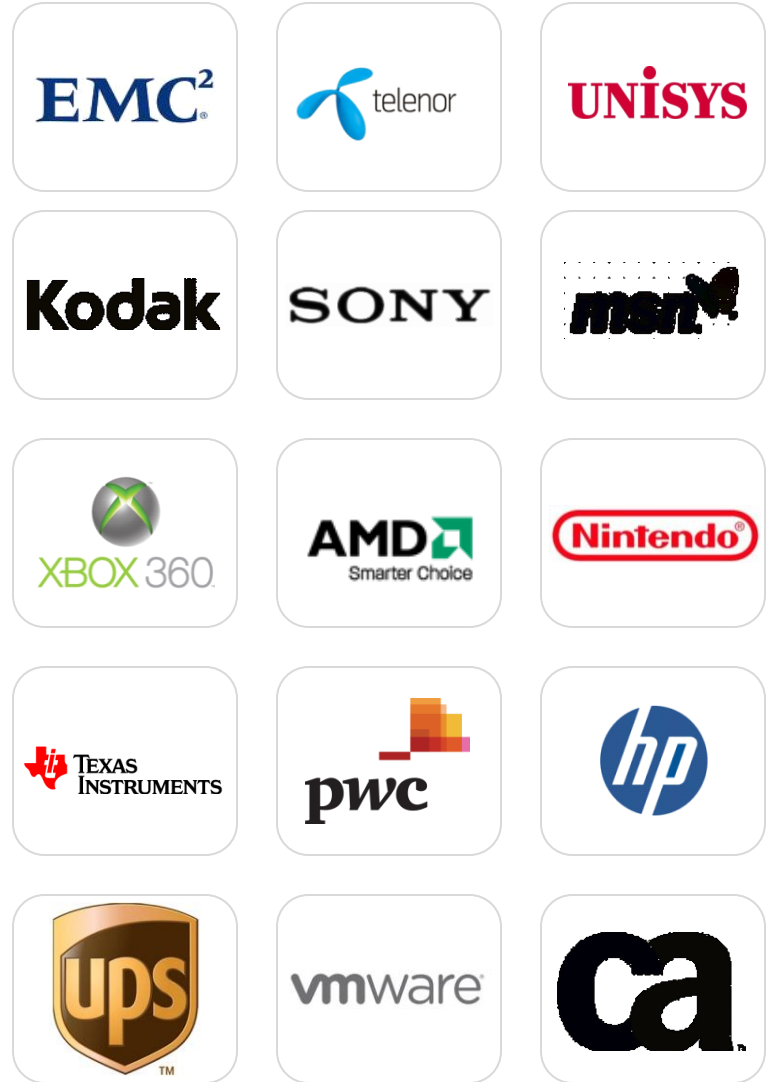


Winner of 89 industry awards for **best practice in communications and reputation research**



An **Ebiquity** Company

Echo has supported 500 world-class clients including:





echo

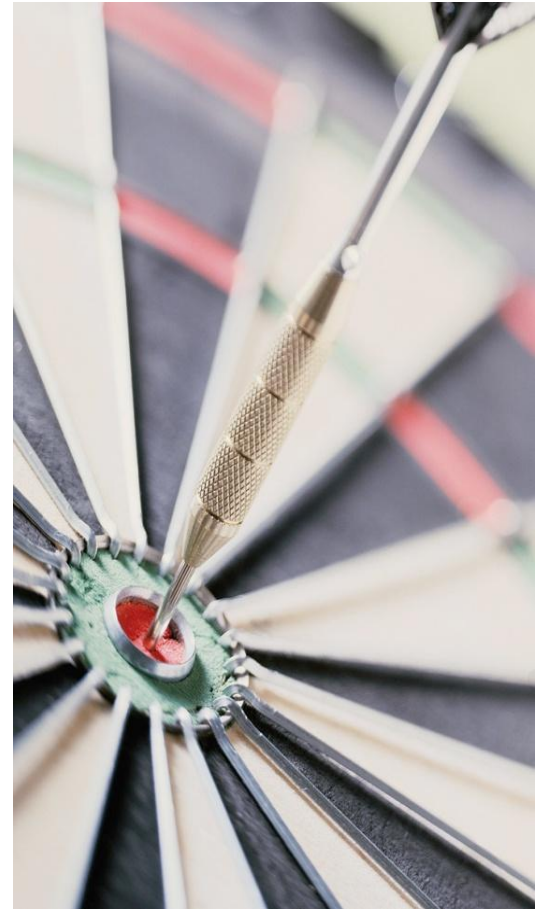
GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

What We Did and How



Objectives

- To evaluate the reputation of the ccTLD community as discussed in the media
- Provide insight to how as leaders in the industry your reputation is being perceived
- Deliver actionable, evidence-based insights as the basis for further enhancing the ccTLD industry leadership



echo

An Ebiqity Company



Methodology

- **Approximately 400 items** in print and online media were analyzed in-depth by Echo's expert witness analyst team

- Key global markets represented:



- Period analyzed: **January - December, 2012**
- Items were analyzed in their original languages
- Includes only items with major mentions (at least two) of at least one ccTLD organization

Measuring Tonality, Echo Rating

Designed to answer not only the question of **WAS** it favorable, but **HOW** favorable was it?

Volume of coverage = quantity

The number of times:

1. An issue appears.
2. A publication covers the subject.
3. Spokespeople appear.
4. Competitors are mentioned.

Rating of articles = quality

Used to assess the impact of coverage on the readership.

Rating is determined by:

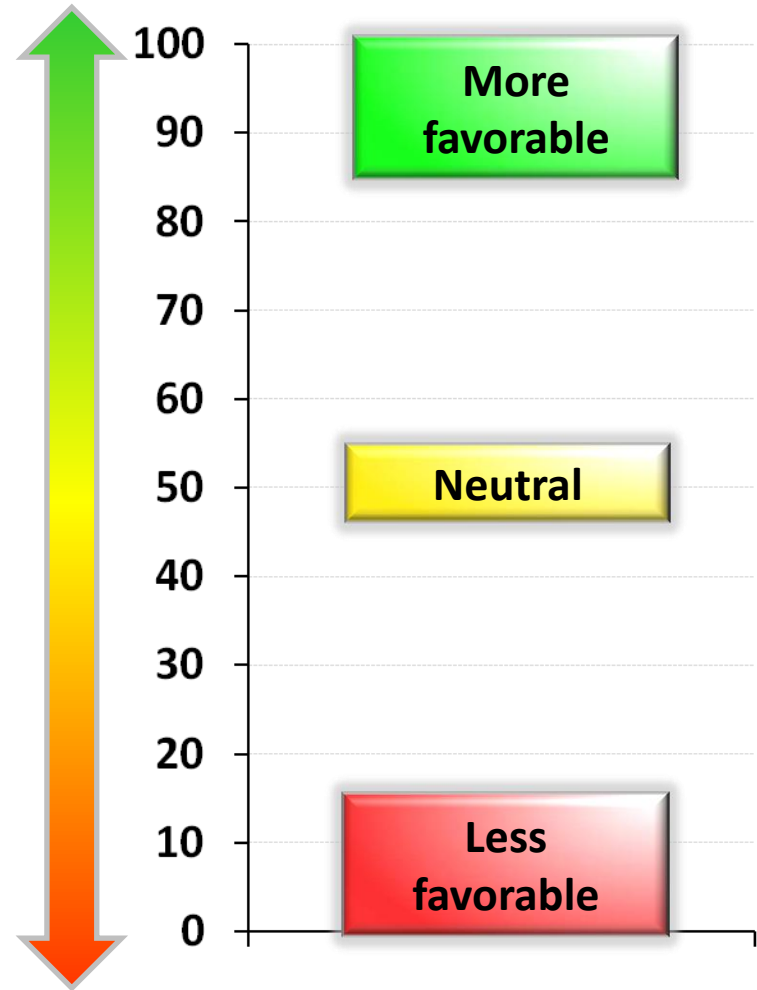
CONTENT / TONE

- Messages
- Spokespeople
- Use of Sources

Together with.....

FORM

- Headline
- Visuals
- Prominence
- Placement
- Size



Media List Tracked: January – December 2012

Media	Country	Region	No. of Articles
China Internet Today	China	Asia-Pacific	116
Telecompaper	Netherlands	Europe + Near East/Int.	52
China Communications News	China	Asia-Pacific	19
People's Post & Telecommunication News	China	Asia-Pacific	14
chinadaily.com.cn	China	Asia-Pacific	10
Computerwelt	Austria	Europe + Near East	9
cnii.com.cn	China	Asia-Pacific	6
All Africa	Ethiopia	Africa	4
Economic Times - www.economictimes.com	India	Asia-Pacific	4
Telegraph.co.uk	United Kingdom	Europe + Near East	4
www.donews.com	China	Asia-Pacific	4
Les Echos	France	Europe + Near East	3
O Globo Online	Brazil	Latin America	3
Toronto Star Online (www.thestar.com)	Canada	North America	3
ZD Net	France	Europe + Near East	3



An **Ebiquity** Company



Media List Tracked: January – December 2012

Media	Country	Region	No. of Articles
01 Informatique Online	France	Europe + Near East	2
Australian Financial Review website - afr.com	Australia	Asia-Pacific	2
China Network World	China	Asia-Pacific	2
CIO Australia	Australia	Asia-Pacific	2
e-consultancy.com	United Kingdom	Europe + Near East	2
Eurotrade	United Kingdom	Europe + Near East	2
Heise Online	Germany	Europe + Near East	2
Hong Kong Economic Journal	Hong Kong	Asia-Pacific	2
MediaNama	India	Asia-Pacific	2
Mergent Industry Reports	United States	North America	2
National Post - www.nationalpost.com	Canada	North America	2
Numerama.com	France	Europe + Near East	2
publico.pt	Portugal	Europe + Near East	2
Semana Informatica	Portugal	Europe + Near East	2
Techworld.com	United Kingdom	Europe + Near East	2
timesofindia.indiatimes.com (The Times of India)	India	Asia-Pacific	2



An **Ebiquity** Company



Media List Tracked: January – December 2012

Media	Country	Region	No. of Articles
Advertiser	Australia	Asia-Pacific	1
Automatisering Gids - www.automatiseringgids	Netherlands	Europe + Near East	1
AWSJ.com	China	Asia-Pacific	1
BBC News Online (bbc.co.uk)	United Kingdom	Europe + Near East	1
Cabling Networking Systems (cnsmagazine.com)	Canada	North America	1
CanadalT.com	Canada	North America	1
CIO	United Kingdom	Europe + Near East	1
CIO.com	United States	North America	1
CIO Online	India	Asia-Pacific	1
CircleID	United States	North America	1
Communications Today	United States	North America	1
Computer Active Online	United Kingdom	Europe + Near East	1
Computerworld Espana	Spain	Europe + Near East	1
ComputerworldUK.com	United Kingdom	Europe + Near East	1
Computing Espana Online	Spain	Europe + Near East	1
Comtex	Uganda	Africa	1
comunicacioneshoy.es	Spain	Europe + Near East	1



An **Ebiquity** Company



Media List Tracked: January – December 2012

Media	Country	Region	No. of Articles
CTK News Agency	Czech Republic	Europe + Near East	1
Der Tagesspiegel	Germany	Europe + Near East	1
Der Tagesspiegel Online	Germany	Europe + Near East	1
Econsultancy (Blog)	United Kingdom	Europe + Near East	1
eguan.cn	China	Asia-Pacific	1
El Heraldo.hn	Honduras	Latin America	1
elnorte.com	Mexico	Latin America	1
Europolitique	France	Europe + Near East	1
Evening Times (Glasgow) Online	United Kingdom	Europe + Near East	1
eweek.com	United States	North America	1
Financial Post	Canada	North America	1
Folha de Sao Paulo Online	Brazil	Latin America	1
Internet Weekly News	United States	North America	1
itbusiness.ca	Canada	North America	1
Jakarta Post	Indonesia	Asia-Pacific	1



Media List Tracked: January – December 2012

Media	Country	Region	No. of Articles
LaTimes.com	United States	North America	1
lavienumerique.com	France	Europe + Near East	1
Le Figaro	France	Europe + Near East	1
LeMonde.fr	France	Europe + Near East	1
leparisien.fr	France	Europe + Near East	1
lepoint.fr	France	Europe + Near East	1
Mediacaster	Canada	North America	1
muycomputer.com	Spain	Europe + Near East	1
newsday.com	United States	North America	1
O Estado de Sao Paulo Online	Brazil	Latin America	1
PC Magazine	United Kingdom	Europe + Near East	1
PC Magazine (www.pcmag.com)	United States	North America	1
pc magazine online	United Kingdom	Europe + Near East	1
redestelecom.com	Spain	Europe + Near East	1
SCMP.com	Hong Kong	Asia-Pacific	1
sinocast.com	China	Asia-Pacific	1



An **Ebiquity** Company



Media List Tracked: January – December 2012

Media	Country	Region	No. of Articles
Sip Trunking	United States	North America	1
St Louis Post Dispatch (stltoday.com)	United States	North America	1
Suddeutsche Zeitung	Germany	Europe + Near East	1
Tagesspiegel Online	Germany	Europe + Near East	1
The Australian - www.theaustralian.com	Australia	Asia-Pacific	1
The Dominion Post	New Zealand	Asia-Pacific	1
The Guardian - www.guardian.co.uk	United Kingdom	Europe + Near East	1
The Wall Street Journal Online	United States	North America	1
TheHostingNews	United States	North America	1
TimesOnline (timesonline.co.uk)	United Kingdom	Europe + Near East	1
TMCnet.com	United States	North America	1
Toronto Star	Canada	North America	1
Vestnik Aviatsii i Kosmonavtiki	Russia	Europe + Near East	1
Warren's Washington Internet Daily	United States	North America	1
Winnipeg free press online	Canada	North America	1



Media List Tracked: January – December 2012

Media	Country	Region	No. of Articles
www.ebrun.com	China	Asia-Pacific	1
www.eguan.cn	China	Asia-Pacific	1
www.reforma.com	Mexico	Latin America	1
www.thehindubusinessline.com (The Hindu Business Line)	India	Asia-Pacific	1
www.thesundaytimes.co.uk	United Kingdom	Europe + Near East	1
www.yicai.com	China	Asia-Pacific	1
Xinhuanet.com	China	Asia-Pacific	1
ZDNet	United States	North America	1





TWO

echo

GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

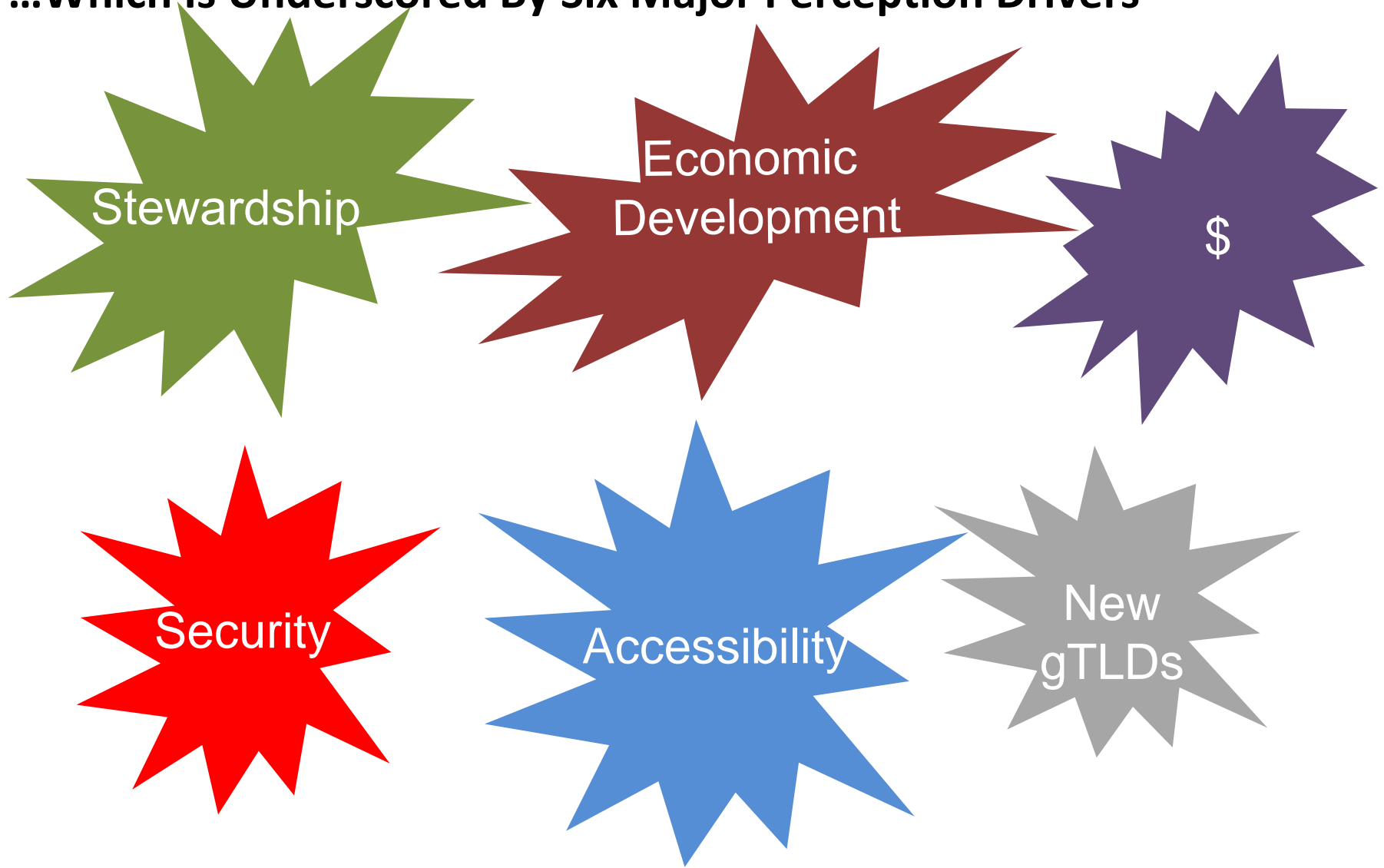
Overview



THE ccTLD COMMUNITY TO SOME DEGREE IS PERCEIVED
AS A NATIONAL BRAND...



...Which Is Underscored By Six Major Perception Drivers



echo

An Ebiquity Company



http://www

THREE

echo

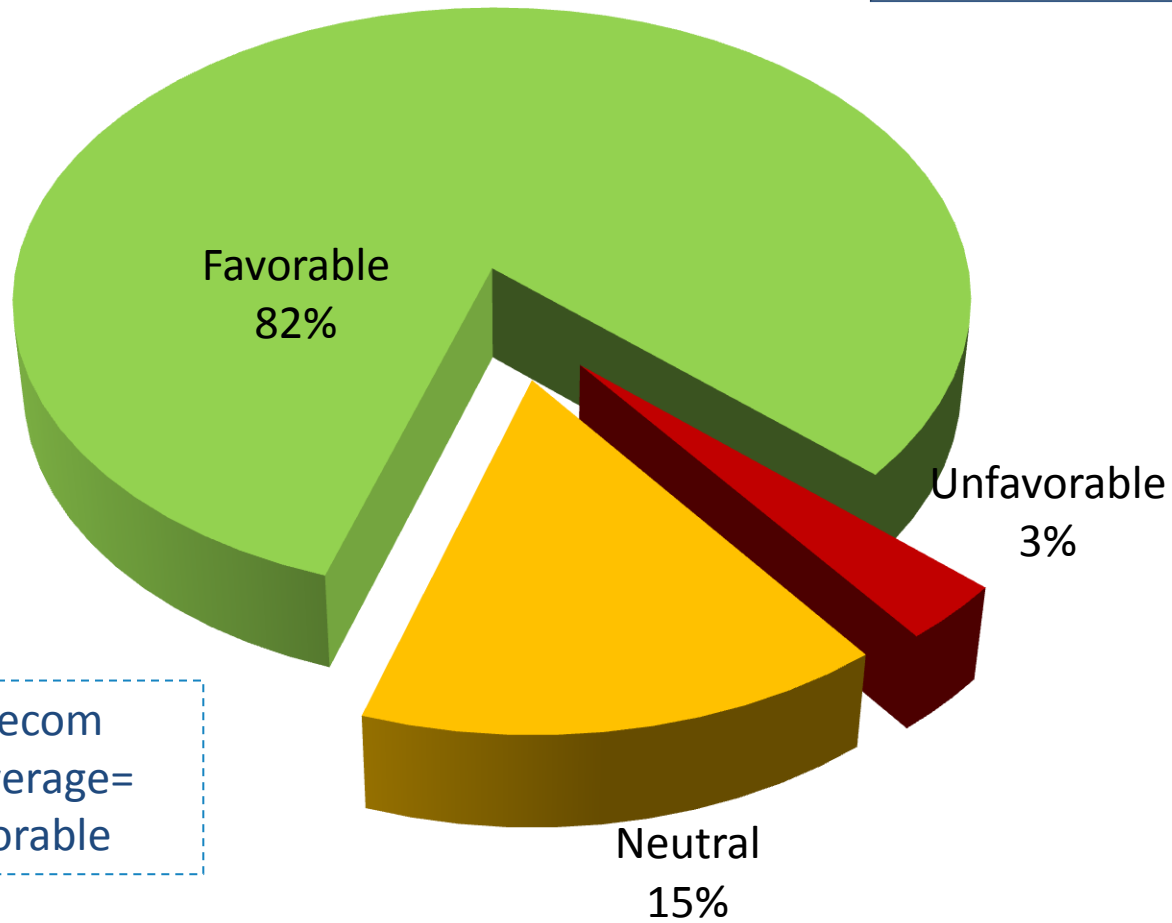
GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

Media Profile



Coverage of ccTLDs Is Favorable

Overall Rating:
56.1



Tech / Telecom
Industry Average=
3% Unfavorable

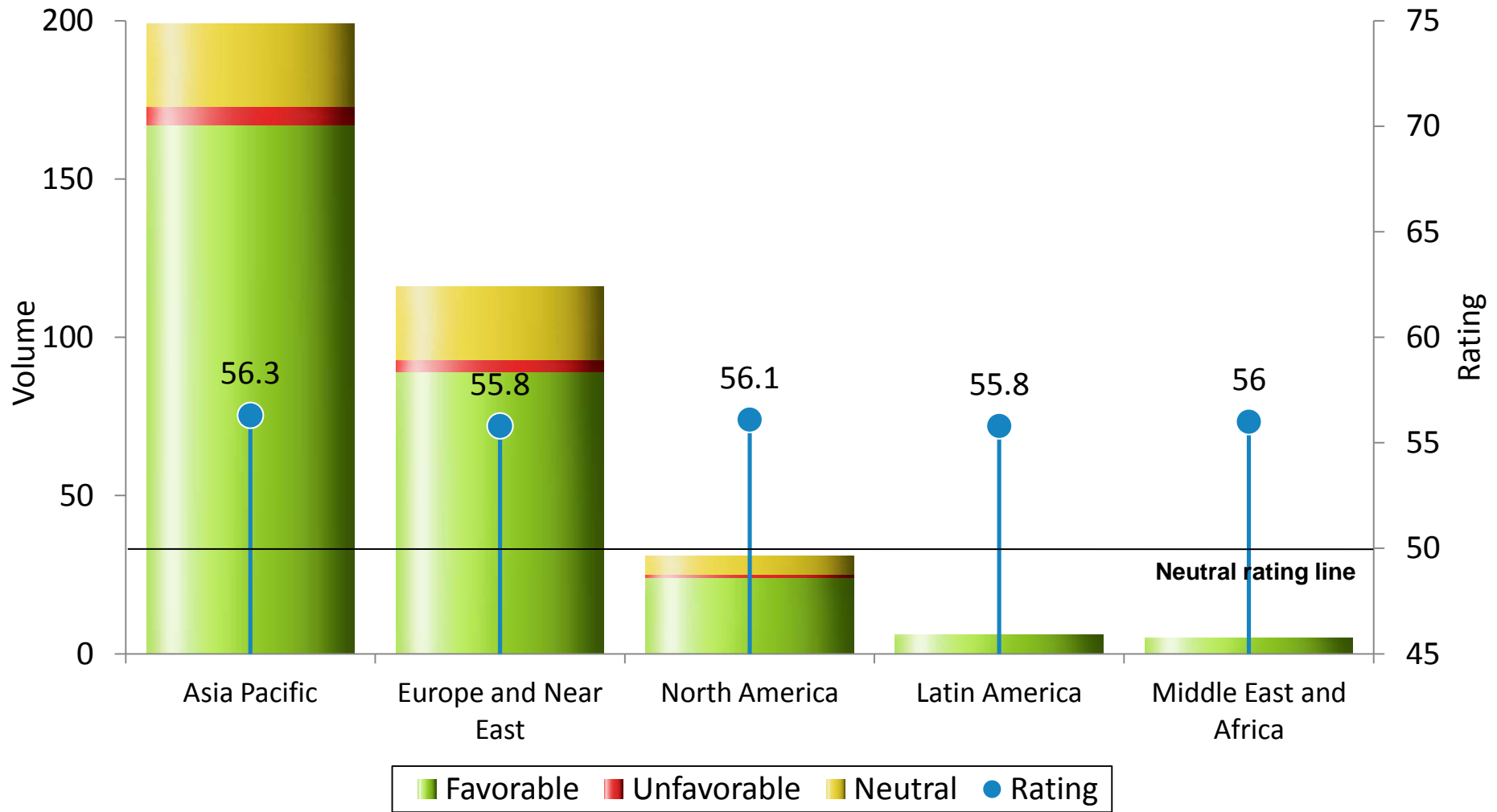
echo

An Ebiquity Company

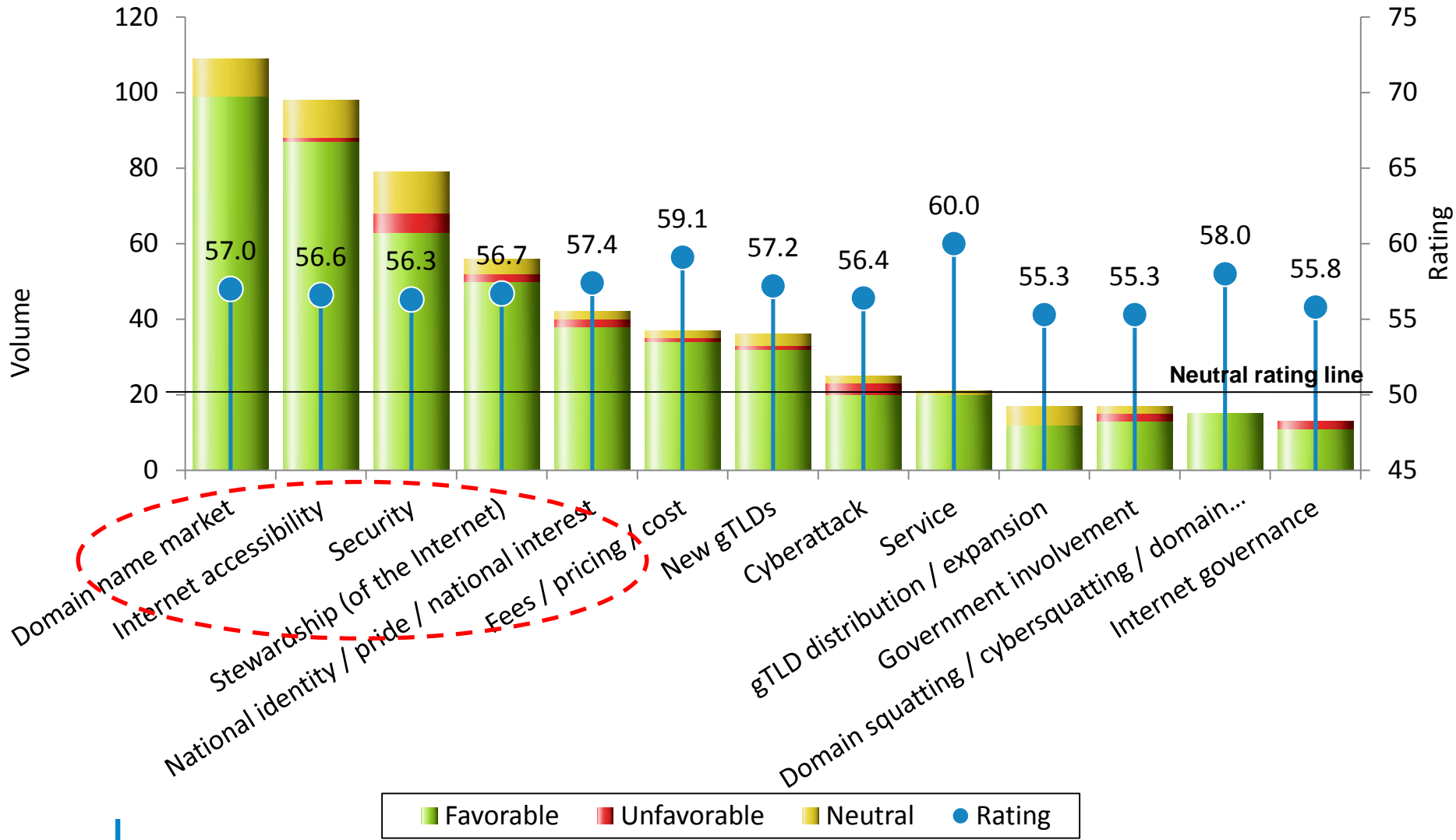
January – December 2012



APAC Dominates Coverage With Europe and Near East Following



Top Issues Support Growth and “Ambassador” Perceptions



An Ebiqity Company

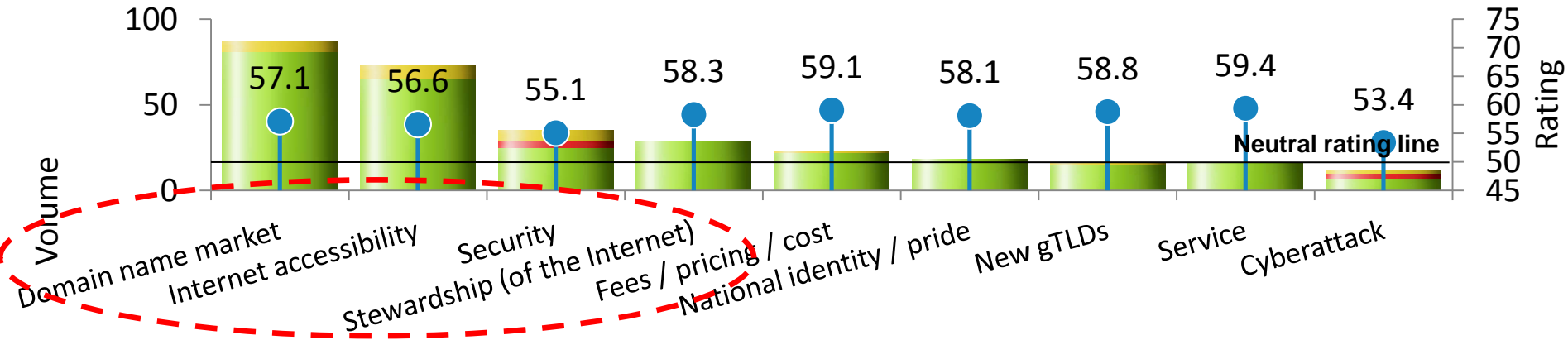
January – December 2012



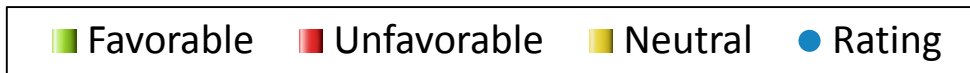
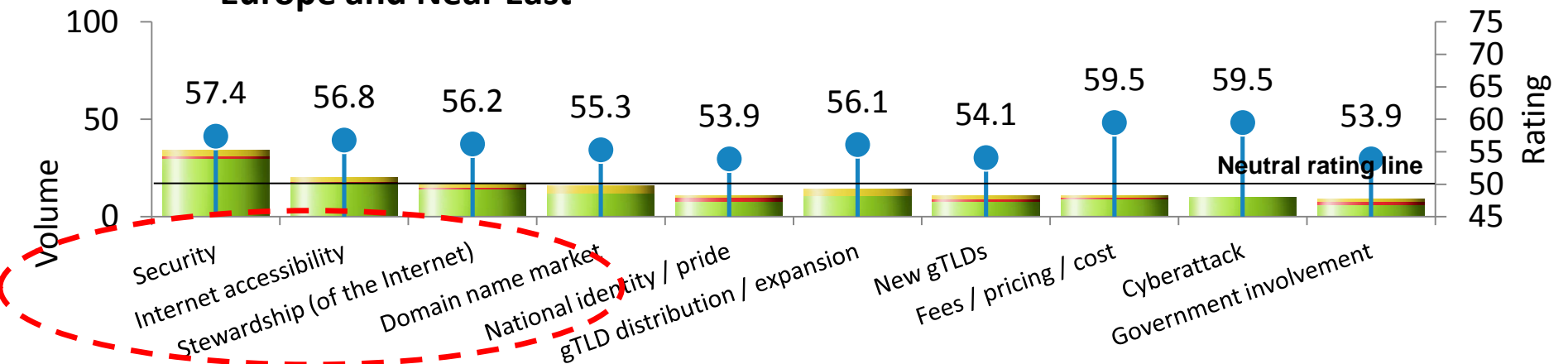
Industry Issues by Region

by volume, favorability & rating

Asia Pacific



Europe and Near East



January – December 2012

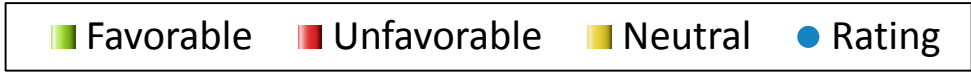
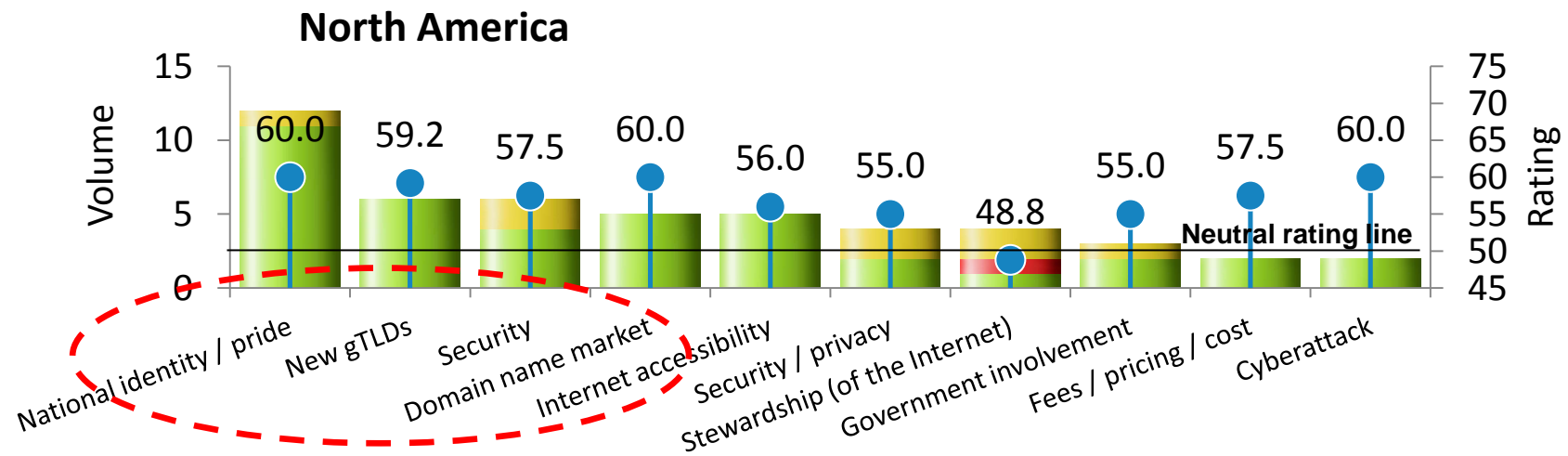
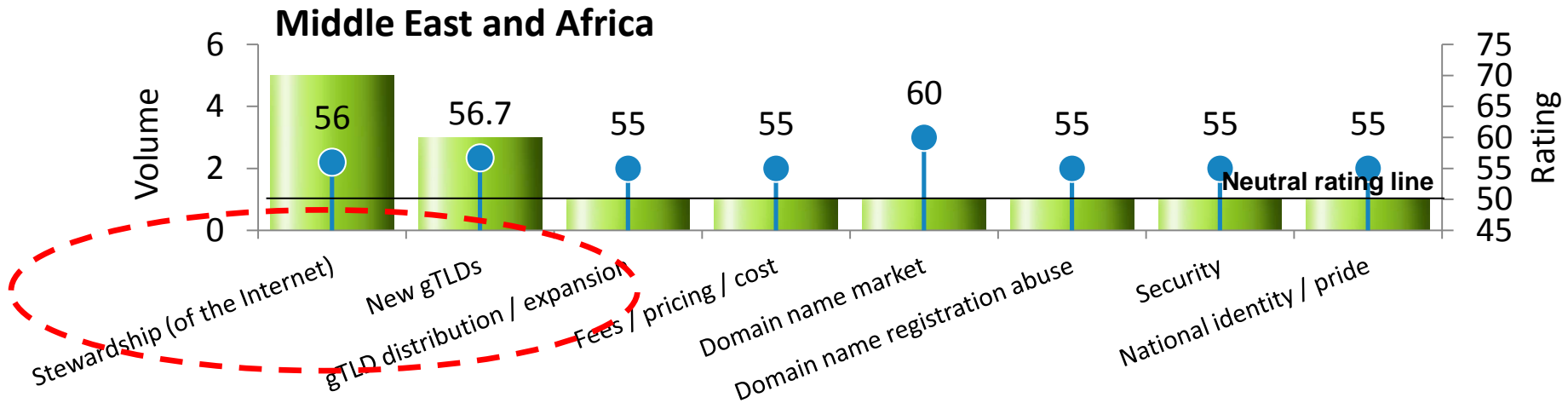
An Ebiqity Company

January – December 2012



Industry Issues by Region

by volume, favorability & rating



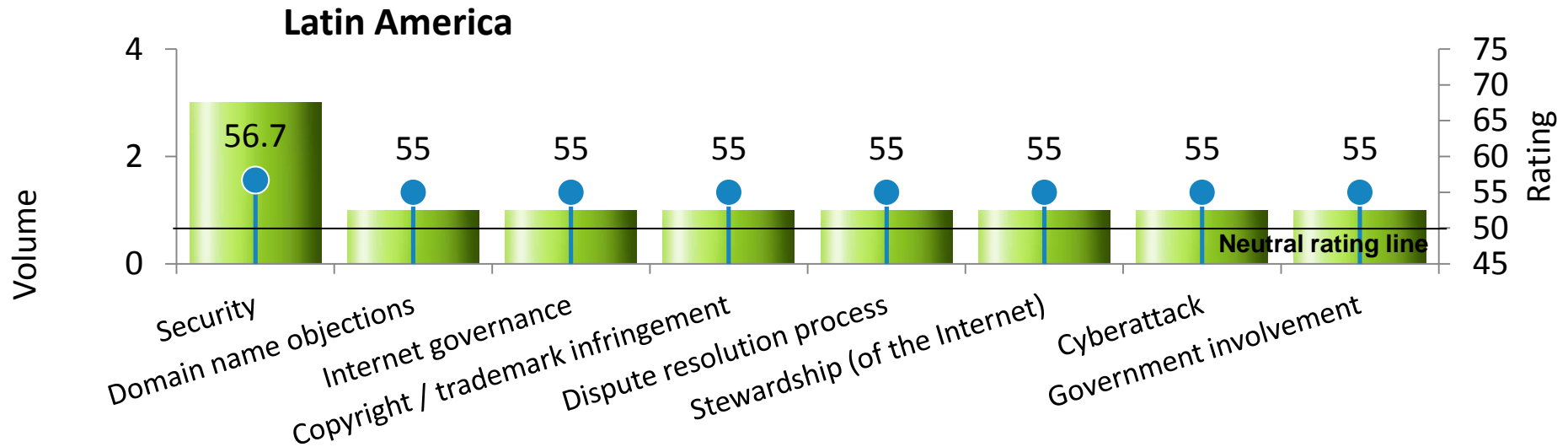
January – December 2012

An Ebiqity Company



Industry Issues by Region

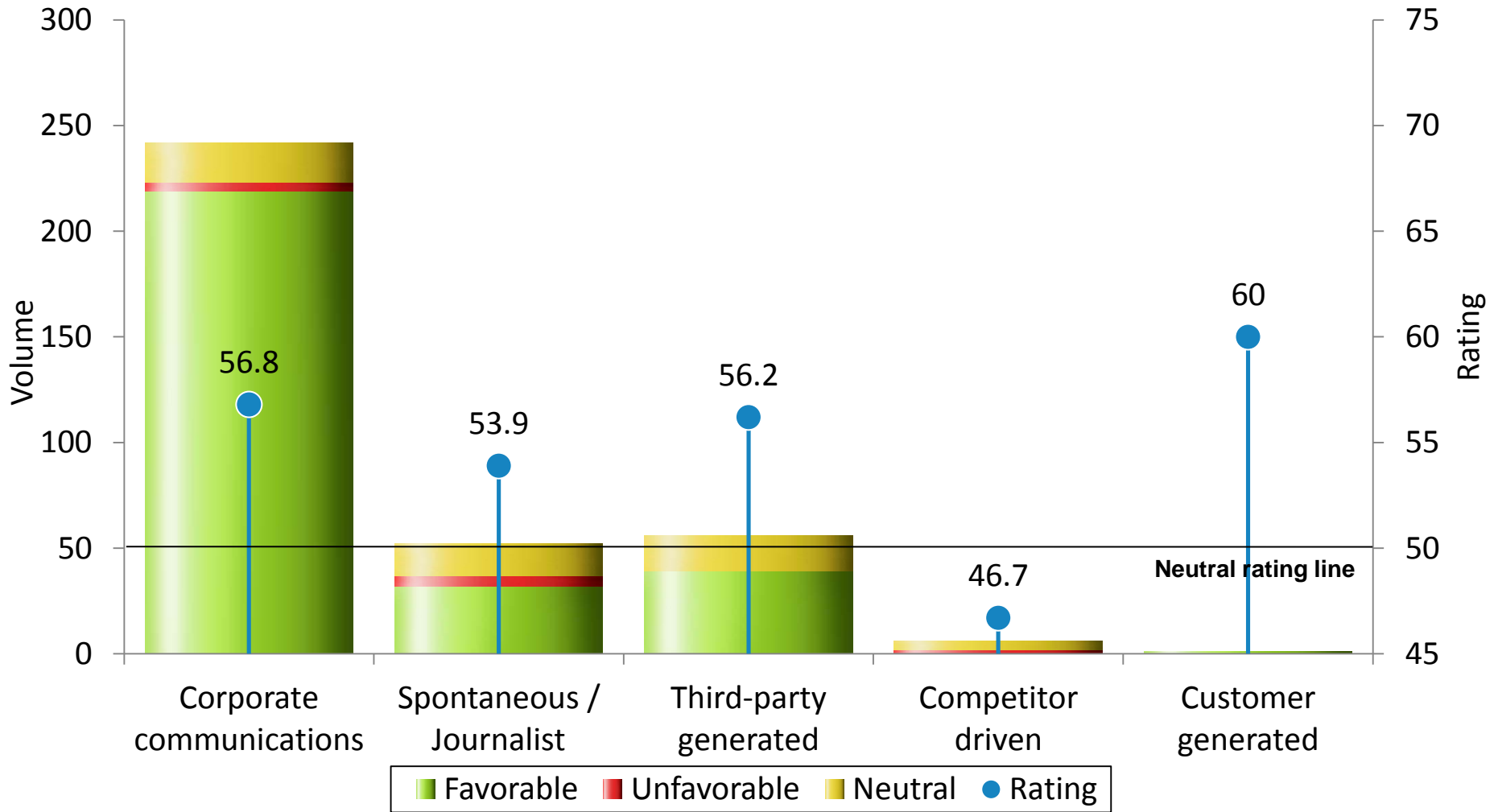
by volume, favorability & rating



An Ebiquty Company



Two Thirds of Coverage Was Driven by Corporate Communications



100010010100010010101110101010101010101010001011101010001010 100010010100010010

FOUR

echo

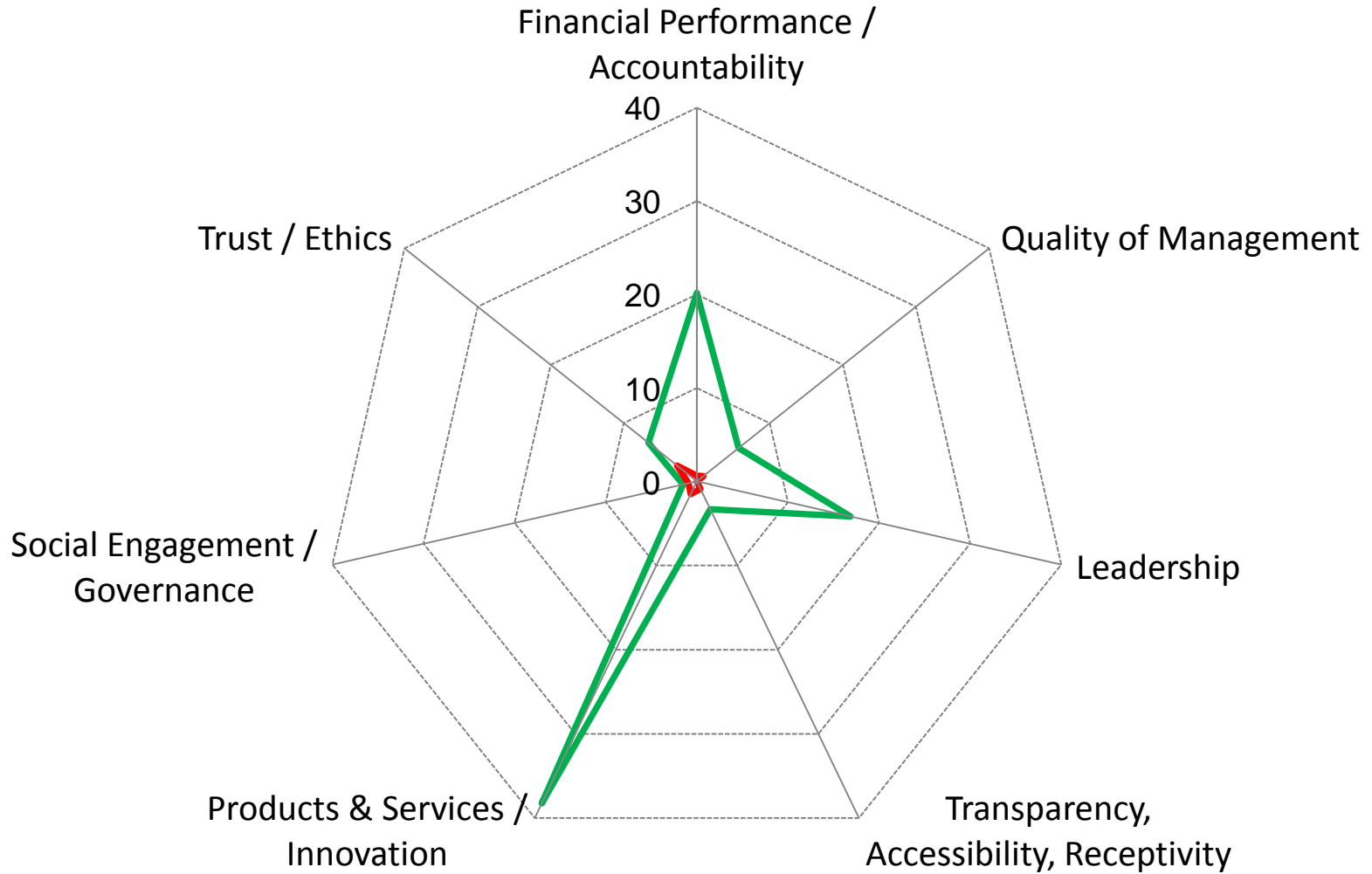
GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

Reputation Snapshot & Final Thoughts



Snapshot of Reputation Drivers - ccTLDs

by **positive** and **negative** share (%)



echo

An Ebiquty Company

January – December 2012



There Are Commonalities Across The Geos.



ccTLD Reputational SWOT

Strengths

- Internet ambassador perception
- Identification to national/regional themes and emotions
- Providing low-cost access to diverse constituencies

Opportunities

- Ability to drive accessibility in LDCs and other under-served stakeholders
- Catalyst to spur economic growth (Direct/Indirect)
- Providing branding/search alternatives

Weaknesses

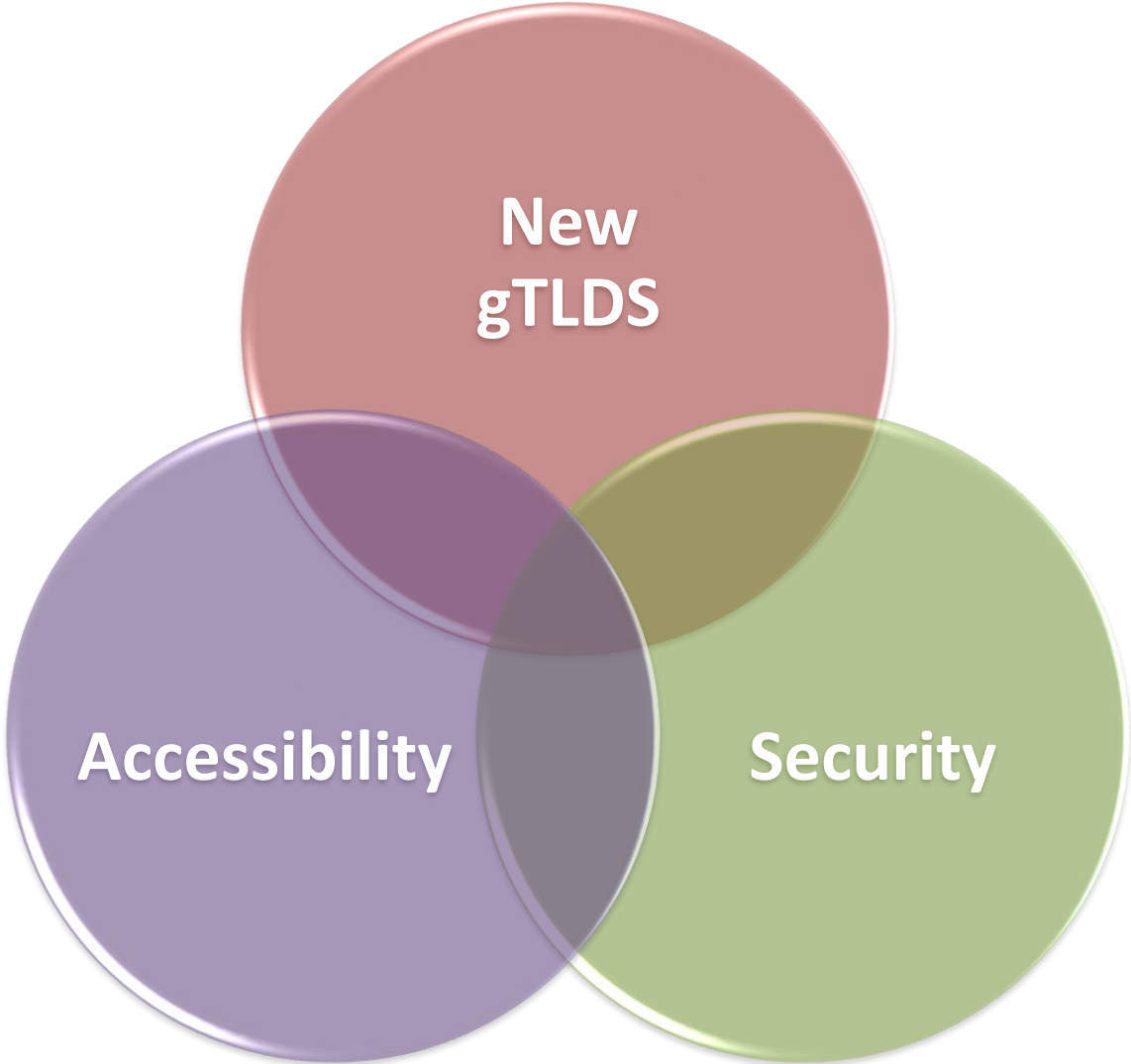
- Tied to a country's reputation, so less ability to control
- Perception of capture by interests other than the public

Threats

- Over-reaching regulations – governments; country interest over global interest
- Competition from new gTLDs
- Security breaches



There Are Several Shared Reputational Drivers Between the Communities



An **Ebiquity** Company



Your Call To Action – Reputation Matters

You Are Ambassadors – Your Reputation and Your Country's Reputation Drive Perceptions

With New Entrants Comes New Reputational Drivers and Perceptions

*Monitor Your Reputation...
Reputational Stewardship*



An **Ebiquity** Company

echo

GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

www.echoresearch.com

T +1 (212) 901 0456 F +1 (212) 413 0891

E robertt@echoresearch.com



Expert Witness



156 Fifth Avenue Suite 604 New York NY 10010 USA
Offices in: NEW YORK . LONDON . PARIS . SINGAPORE