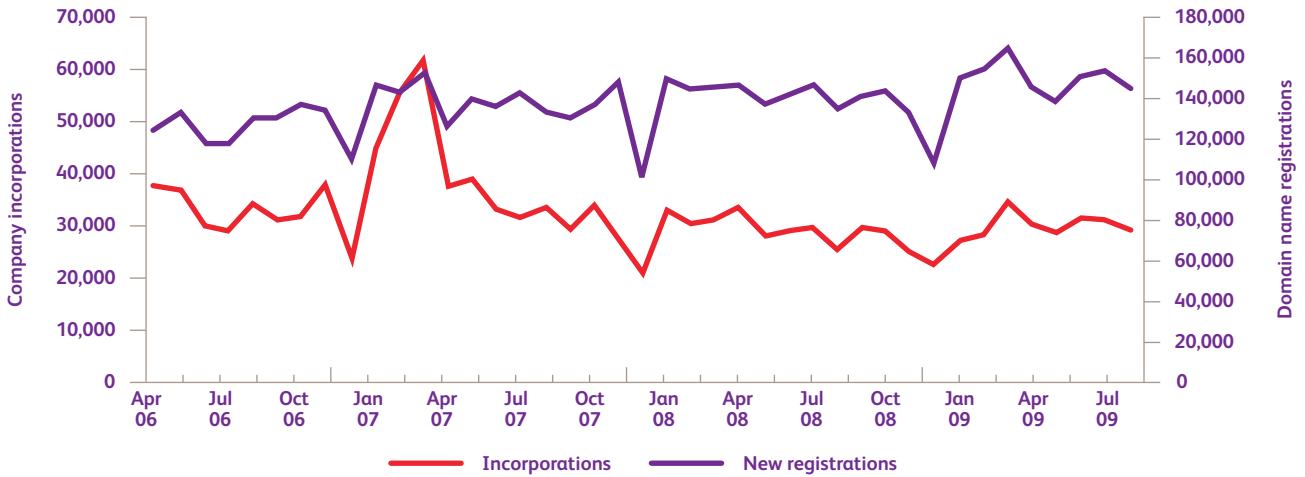


Company incorporations in the past 12 months (to August 09) are only 1.5% less than the previous 12 months and monthly domain name registrations show a strong correlation to company incorporation data from Companies House. The number of companies in

liquidation and receivership, however, has increased by 16% in the same period. The effect of this has probably yet to be fully seen on the .uk register, as domain names are generally left to naturally expire through non-renewal rather than being actively cancelled.

Domain name registrations and company incorporations

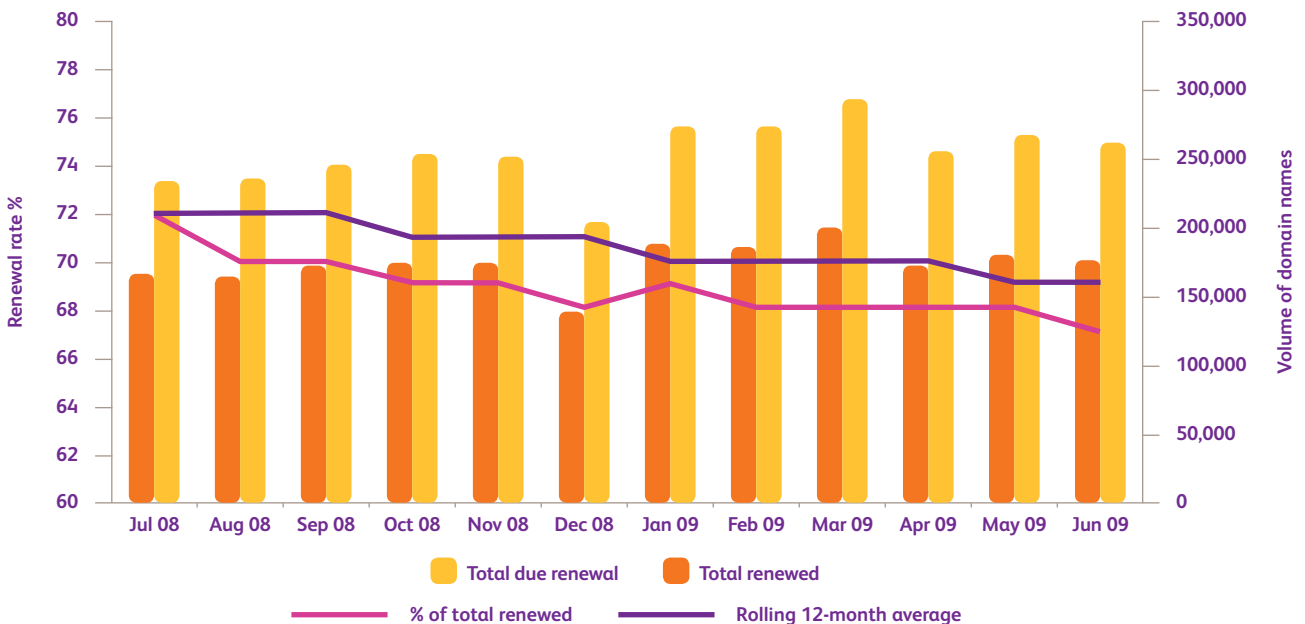


Renewals

With a register size of nearly 8 million, sustainable growth is reliant on strong renewals figures. Renewal of .uk domain names is currently running at a 12-month average

of 69%, down 1% on the previous year. Registrars' renewal programmes and the age of a domain name can have a significant impact on renewal rates and a more detailed analysis of this is covered in the next section of this report.

Renewal rates



We have recently researched the reasons why people choose to renew or not to renew their domain name.

For those people renewing a domain name:

- 60 % renew due to a reminder from their registrar (same figure as similar research from 2007)
- 25 % believe their domain names renew automatically (2007: 22 %)
- 7.3 % renewed after receiving reminders from Nominet (2007: 8.6 %)

- Irrespective of what actually prompted the renewal, 68.6 % of people recall a reminder from their registrar against 14.2 % who recall receiving a reminder from Nominet.

For those people who did not renew their domain name:

- 98.2 % recall receiving reminders about renewal
- 83.4 % recall reminders from their registrar
- 65 % recall reminders from Nominet.

Reasons for not renewing a domain name

