

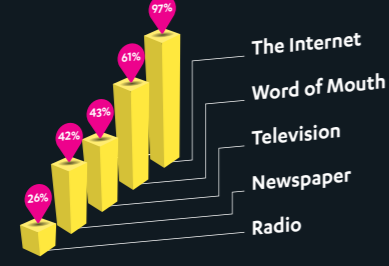
LET'S GET NZ ONLINE!

The Conversation THAT'S ALMOST HAPPENING

NZ Consumers

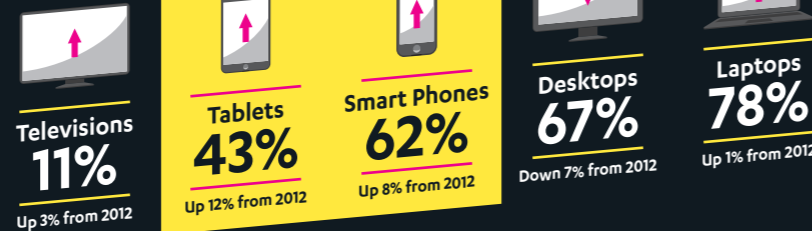
BEING ONLINE IS HIGHLY IMPORTANT

97% of NZ consumers search online for information on products and services.



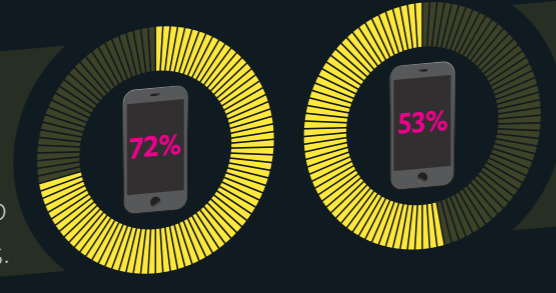
MOBILE USE IS RAPIDLY GROWING

The devices Kiwis used to access the internet in 2013:



WEBSITES MUST WORK ON MOBILE

If a website does not function well on mobile devices 72% of people will move to another site that does.



53% of people agree mobile design would increase the likelihood of them purchasing products or services.

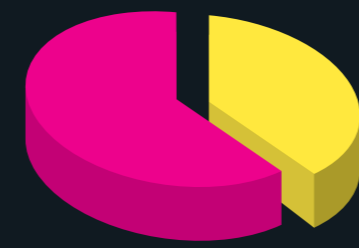
KIWIS FAVOUR NZ SPECIFIC WEBSITES



If you had 100 Kiwis in a room, 79 of them filter search results for NZ specific sites.

NZ Businesses

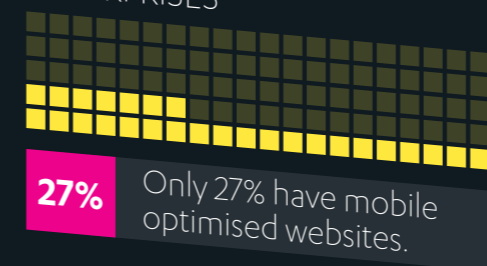
62% OF NZ BUSINESSES HAVE NO WEBSITE



Only 38% of businesses in NZ have a website! Which means a staggering 62% of NZ businesses aren't being found by the 97% of people who look for goods & services online.

NZ SITES NEED MOBILE OPTIMISATION

ENTERPRISES



SOLE TRADERS



DESIGNING FOR MOBILE HAS BENEFITS



Two thirds of the companies that do have mobile-compatible websites believe it has had a very positive effect on their businesses.

MANY BUSINESSES ARE ALMOST THERE



Half of businesses without websites have some form of web presence (e.g. LinkedIn, Facebook, Twitter, Trademe). This means they recognise the importance of being online but don't yet reap the benefits of having a .nz website.

Analysis of the POTENTIAL NZ MARKET

In 2013, the number of businesses in NZ by head count

Have a website

Do not have a website

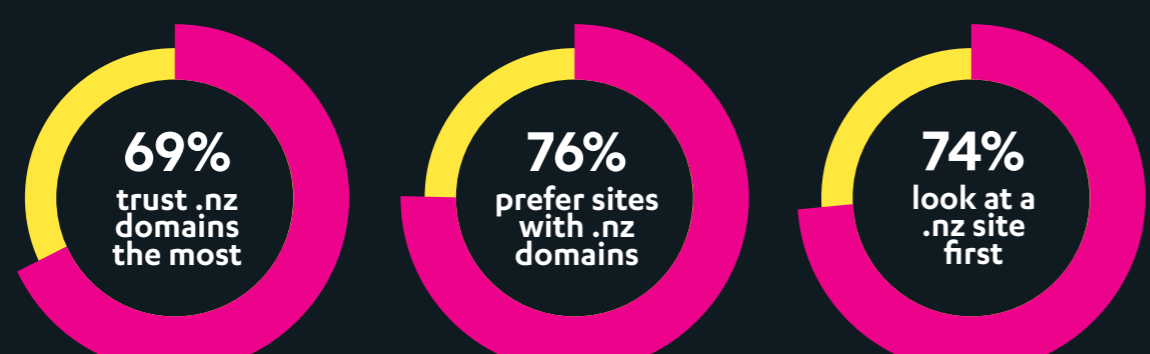
In 2013, the number of NZ businesses that still needed a website

Employee Count	Have a website	Do not have a website	Total Businesses
0 Employees: 325,747 Sole Traders.	31%	69%	224,765
1-5 Employees: 97,366 Enterprises.	42%	58%	56,472
6-9 Employees: 19,857 Enterprises.	68.5%	31.5%	6,255
10-19 Employees: 16,065 Enterprises.	68.5%	31.5%	5,060
20-49 Employees: 8,801 Enterprises.	81%	19%	1,682
50-99 Employees: 2,642 Enterprises.	89.3%	10.7%	283
100+ Employees: 2,123 Enterprises.	93.3%	6.7%	143

That's nearly 300,000 NZ businesses that didn't have a website in 2013!

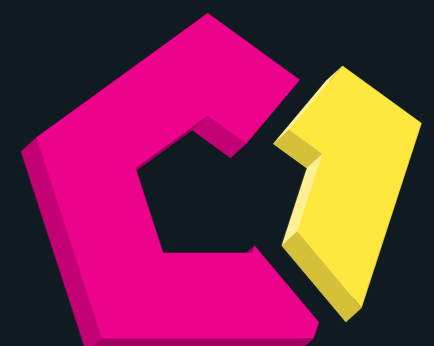
Some facts about THE .NZ DOMAIN NAME SPACE

Kiwis trust, prefer and look at .nz sites first.



73% of individual words are still available.

That's 54,000 individual words that are still available for use as .nz domain names!



REFERENCES

Data from .nz Registry Services
<https://nzrs.net.nz/>

The Annual NZRS Survey (Oct 2013) of Domain Names Awareness
Conducted October 2013 by Colimar Brunton on behalf of .nz Registry Services
www.getyourselfonline.co.nz/sites/default/files/nzrs_report_2014_v7.pdf

MYOB - Business Monitor

<http://myob.co.nz/myob/backing-kiwi-business/myob-business-monitor-1257829565839>

Statistics NZ - Business Operations Survey:2013

www.stats.govt.nz/browse_for_stats/businesses/business_growth_and_innovation/BusinessOperationsSurvey_HOTP2013.aspx



www.getyourselfonline.co.nz