WEEKLY INSIGHT

Internet domain dot-biz makes debut
After a variety of delays, the dot-biz Internet top level domain has come to life. Designed for business websites, the objective of the new Internet suffix is to lessen today’s saturation among dot-com domains. The announcement has attracted the attention of thousands of companies which, a few hours after the authorisation, were already registered. [Full Story]

Highlights
- 18 out of a total of 30 million registered domain names in the world are dot-com.
- In Spain, 90% of the companies with an Internet presence have a dot-com domain. Only 18,000 have chosen the dot-es national domain name.
- According to NeuLevel, the dot-biz platform provides better security and allows new communication options through multiple devices.
- During 2000, the WIPO (World Intellectual Property Organization) received 1,841 claims on domain names conflicts.

Press Review

From Wired
"Armentrout said NeuLevel is still in the process of determining what to do with an estimated 40,000 domains that remain without owners as the result of a lawsuit filed against the company in July. The suit charged that NeuLevel used an illegal lottery scheme to dole out dot-biz addresses because it charged customers to register sites without telling them whether the domains will be made available to them. The lawsuit does not affect domain names for which only one person or company applied. However, many of the domain names perceived as most valuable by registrants, such as those containing generic names, will not go live until issues raised in the lawsuit are resolved, NeuLevel said". [Full Story]

From Washtech
"As was the case with .info, a slight majority (56 percent) of the .biz addresses sold so far have been snapped up by Internet users outside of the United States. Armentrout said that Internet registrars - the retail sellers of .biz addresses - appeared to be having little difficulty registering names to the .biz registry in the hours following the launch". [Full Story]

From Gigalaw
"NeuLevel has created an "IP Claim" procedure to minimize the chance of accidental conflicting applications and to allow mark owners to stake their claim to their name before competing applicants try to obtain the same name. (...) Reasons to file for the IP Claim procedure go beyond fear of cybersquatting alone; the
procedure can prevent others having similar but different names from extending the reach of their name into your space”.

[Full Story]

**En SitePoint**

“"If the recent launch of the .info name is any indication, you can expect problems! Even though Affilias, the company running the .info registry, had many months to prepare for the launch, they were still unable to cope with the demand for .info names. At launch, their systems were totally overloaded, resulting in very few customers being able to register names. (...) The firm running the .biz domain, Neulevel, say they have learnt from the .info launch. Indeed, they went as far as to delay the .biz launch by a full two weeks”.

[Full Story]

**Commentary by...**

Francesc Riverola, EBCenter associated researcher

**.biz: The Solution?**

The launch of new domain name extensions (.name, .info, or the latest .biz) attempts to alleviate the shortage of domain names that exists in the Internet today, and give a space to everyone that wants to be on the Net. However, for those already on the Internet, every launch causes a headache. What should a dot-com, dot-net, or dot-org do in the face of the emergence of new domain extensions? Based on past experience, organizations, fearing losing their digital domains, rush to reserve and possess the new extensions. Therefore, what is the point of creating new domain extensions if established organizations will acquire every new version of their domain name? On the other hand, why would a company allow others to own its domain name ending in .biz, .name, or .info? In order to avoid the fraudulent use of domain names, .biz proposed an innovative solution: companies would have a period of a few weeks to present their application for a domain name. In the case that there were more than one application for the same name, applicants would have to try to reach an agreement. If an agreement could not be reached, they would be subject to arbitration. However, this has not stopped the squatting since many companies have submitted multiple applications to be sure to get at least one of the desired domain names. The system has another shortcoming, which is that when the application period is ended, .biz is opened to the first bidder. This necessarily brings speculation and therefore we are back to square one. Given the current rules of the game, I do not think that the new domain extensions will help improve the existing chaos. Instead of creating new possibilities, regulatory authorities should try to free existing domains by facilitating the procedures for domain name recovery or by limiting the acquisition of multiple names for the same activity. In a time when many search engines are trying to avoid that different URLs point to the same web site, it would be interesting that authorities work on the same direction, and achieve a cleaner and easier Net for everyone.

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**EBCENTER ARTICLE**

**Online Management of the Supply Chain, a long-term business**

By Marc Sachon, IESE professor.

Notwithstanding the savings and the fast access to information achieved through the online management of the supply chain, the development of this business is incipient. [Full Story]

**REPORTS**

**Internet Index 150 Report**

**Source:** PricewaterhouseCoopers
Date: November, 2001
Abstract: This report shows how the worldwide economic slowdown has wiped out signs of recovery in Europe's beleaguered Internet sector at the end of 2000, when the proportion of profitable companies in the barometer was 38%. Unless a significant turnaround in trading conditions occurs, **30% of dot-coms are at risk of running out of cash** and potentially facing consolidation. These are the latest findings from the PricewaterhouseCoopers Internet 150, a rolling quarterly analysis of cash burn rates and share price performance of the top 150 publicly listed European Internet companies.

[Full Story]

**Online Communities: Networks that nurture long-distance relationships and local ties**
Source: Pew Internet & American Life Project
Date : October 31, 2001
Abstract: It illustrates how American society uses the Internet and how the Net promotes the creation of online communities. Authors highlight that **84% of American users** (about 90 million people) have used the Internet to contact or get information from a group. 60% of them use email to communicate with the group; from these, 43% write to the group several times a week.

[Full Story]

**World Phones. Will They Sell?**
Source: Cahners In-Stat Group
Date: November 5, 2001
Abstract: Cahners In-Stat forecasts that the number of world phone **subscribers will be approximately 91 million in the year 2005**. An estimated $29 billion in roaming revenues will be generated in the same period. Global roaming capability is becoming more important as international travel becomes more prevalent, experts say. [Full Story]

**Global E-Government Survey 2001**
Source: World Markets Research Centre
Date: November, 2001
Abstract: This report studies the features that are available online at national government websites. Using a detailed analysis of 2,288 government websites in 196 nations, it measures the information and services that are online, charts the variations that exist across countries, and discusses how e-government sites vary by region of the world. According to the research, some 72% of national government websites have an English version. The **government that had the highest percentage of websites with user fees was the US** (17% of its sites), while most other countries had no user fees. [Full Story]

**Trendsetter Barometer**
Source: PricewaterhouseCoopers
Date: November 7, 2001
Abstract: CEOs from a third of the nation's fastest growing companies (32 percent) say they are not spending enough time monitoring key financial and operating information for their business. Over seven in ten "trendsetter" CEOs say they focus on three types of financial and operating information, and they do it at least once a week: cash flow, total company sales and accounts receivable. Seven other types of information are used by at least one in five cases, at least once a week: sales by major categories of products or services, by geographic territory and major customers; direct expenses, especially large or discretionary items; gross profit margin for company and major products; average sales prices; costs of producing; and inventory. Most CEOs (72 percent) use a desktop or personal computer, followed by a laptop or notebook portable computer (44 percent). A personal data assistant (Palm Pilot and others) is used by 16 percent of them. [Full Story]
COMPANIES

Visa, MasterCard To Work Together on M-Commerce Standards
Eternal competitors in the credit card arena, Visa, MasterCard and American Express have joined forces to form the Mobile Payment Forum. The goal is to reach technical standards for mobile e-commerce to authenticate cardholder identities and provide a secure way for consumers to make purchases from their mobile phones, personal digital assistants and other devices. From E-Commerce Times. [Full Story]

Universal, BMG y Sony fight against piracy
Major record labels are warming up to the idea of putting copy-protection devices on audio CDs to thwart what they claim is rampant pirating of their music. BMG, Sony, and Universal confirm they're testing the concept by installing copy-protection software on a number of sample and promotional CDs. From PC World. [Full Story]

Amazon diversifies its strategy
As the company continues to struggle with a vastly expanded retail strategy that includes such mass-market stalwarts as Wal-Mart, the e-commerce pioneer from Seattle is losing ground in the business that the company was created for: selling books. For some, Amazon's controversial expansion into general merchandise may have diverted its attention or worse, it may have spread the company too thin to compete effectively in any single area. From CNet. [Full Story]

Sap Enters Web Services Market
German software giant SAP AG is embracing the industry trend of transforming business applications into web services. With this decision, SAP faces stiff competition from giant rivals Microsoft Corp., International Business Machines Corp., Oracle Corp., and BEA Systems Inc. From Reuters. [Full Story]

WE RECOMMEND

American example
As U.S. dot-coms close their doors, lay off staff and auction office equipment, analysts believe that European dot-coms are headed into 2002 wiser, more cautious and better prepared than their U.S. counterparts for the future. From Newsfactor. [Full Story]

Why do Intranets fail?
Lack of strategic planning, inadequate executive sponsorship, waning financial support or inconsistent content management spell disaster for most internal websites before they even get off the ground. Darwin Magazine reviews many of the common pitfalls of intranet development. From Darwin. [Full Story]

Personalization: from marketing to operational functions
Businesses use the software's e-mail, multimedia and voice features to improve processes and online sales. On the other hand, personalization is moving past simple marketing functions into customer service and logistics. From Internet Week. [Full Story]

How will taxes affect e-commerce?
With Congress involved in other pressing matters since the terrorist attacks of September 11th, it is unclear
when or if the Government will impose Net-specific taxes. However, many experts say that taxation on e-commerce is indeed inevitable, as Internet shopping continues to gain popularity and cash-strapped states look to recoup lost revenue. From E-Commerce Times. [Full Story].