

.eu 20 years ✨ Illustrated

Spring Edition

.eu Celebrates 20 Years of Connecting Europe Online



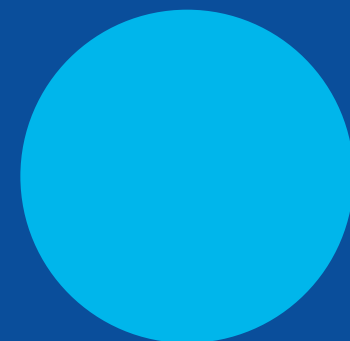
This special edition of .eu Illustrated marks an important milestone: 20 years of .eu. In these pages, we look back at the journey of Europe's digital identity, from its public launch in 2006 to the trusted and widely used domain it is today.

Inside, you will find reflections from our General Manager, a look at the milestones that have shaped .eu over the years, and messages from organisations across Europe that have proudly used the domain for two decades. You will also discover perspectives from the EURid team, our partners, along with insights into how .eu has evolved and where it is heading next.

This edition is both a celebration and a heartfelt thank you to the community, partners, and users who have been part of the .eu journey for 20 years and beyond. To complete the experience, we invite you to watch the anniversary video, which captures the essence of .eu.

Reelika Kirna

Communications Manager



As .eu celebrates its 20th anniversary, it offers a moment to reflect, not only on how far it has come, but on the people and partnerships that have shaped its journey. What began in 2006 with a landrush launch as a new European domain has evolved into something far greater: a trusted, shared digital identity for millions across Europe.

Today, .eu is more than a domain name. It is a trusted space where individuals, businesses, and organisations express who they are and where they belong. This success has never been ours alone. It has been built together, with our registrars, partners, and the wider community who have believed in .eu from the very beginning.

Over the years, we have navigated change, embraced innovation, and strengthened trust and security in an evolving digital world. Through it all, .eu has remained a symbol of reliability and connection, rooted in European values and open to the future.

Looking ahead, our focus is clear: to continue evolving .eu so it meets the needs of a changing internet, while supporting innovation, security, and Europe's digital ambitions. We are committed to doing this together, in close collaboration with our registrars and stakeholders.

On behalf of EURid, I sincerely thank all .eu domain holders, registrars, and the broader stakeholder community. Your trust, dedication, and partnership have shaped .eu into what it is today.

I would also like to extend my heartfelt thanks to the EURid team across four countries. Your commitment, expertise, and continuous efforts over the years have made .eu visible, trusted, and successful across Europe.

Together, we look ahead with confidence and ambition, ready to shape the next chapter of .eu and continue this journey as Europe's digital identity.



Peter Janssen
General Manager, EURid

20 years of key milestones: the timeline of the .eu journey

Over the past 20 years, the .eu domain has grown into a widely recognised digital space for Europe, reflecting key milestones in its development and adoption. Its origins, however, date back even further: the idea of a single European top-level domain was first proposed by the European Commission in 1999. Since then, .eu has evolved into a trusted European online identity, with EURid serving as its registry.

1999

The European Commission discusses establishing a single top-level domain for Europe.

April 2002

.eu is born following the adoption of European Parliament and Council regulation.

May 2003

Following a tender, EURid is appointed by the European Commission as the registry of the .eu domain.

December 2005

EURid starts accepting applications for .eu from prior-rights holders (Sunrise period).

April 2006

.eu registrations open to the general public; one million registrations are recorded on the first day (Landrush).

December 2009

.eu supports all official EU language scripts by allowing Internationalised Domain Names (IDNs).

June 2010

.eu implements Domain Name System Security Extensions (DNSSEC), an internet security standard.

April 2011

EURid begins offering multi-year registrations.

May 2012

EURid becomes the first European TLD registry to achieve Eco-Management and Audit Scheme (EMAS) certification.

October 2013

EURid receives ISO/IEC 27001 certification and the CENTR Award for the Co-funded Marketing Programme.

January 2014

.eu expands its reach as Iceland, Norway, and Liechtenstein become eligible countries for registration.

June 2014

EURid launches the .eu Web Awards to celebrate .eu online users.

June 2016

EURid introduces a version of the .eu extension in the Cyrillic script (.eю).

October 2019

EURid extends eligibility criteria for the .eu extension to include EU citizens residing in non-EU countries.

November 2019

EURid introduces a version of the .eu extension in the Greek script (.ευ).

September 2020

EURid establishes a Youth Committee in cooperation with the Youth IGF.

March 2021

EURid implements its Know Your Customer (KYC) project.

May 2023

EURid introduces WebClass, an advanced machine-learning solution for web categorisation.

May 2024

EURid enhances data quality checks with its new EURidity system.

March 2025

EURid launches a refreshed eurid.eu website to enhance user experience.

April 2026

EURid celebrates 20 years of .eu and connecting Europe online.

...eu
20 years ✨

Testimonials

We deeply value all our .eu users, especially those who have been part of the journey since the very beginning. Some registered their .eu domain names back in 2006 and have grown alongside it ever since. Below is a small selection of their stories and experiences over the past 20 years.



mountainblog.eu – Italy

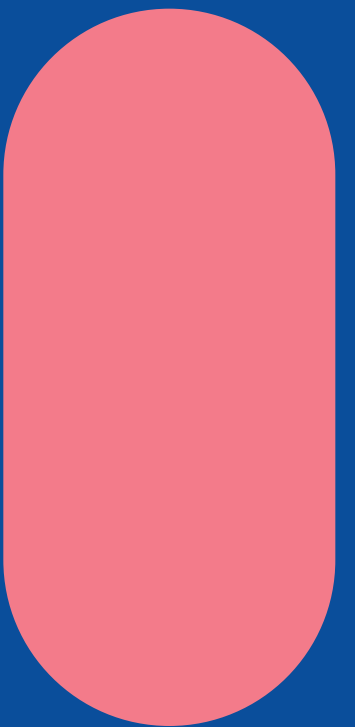
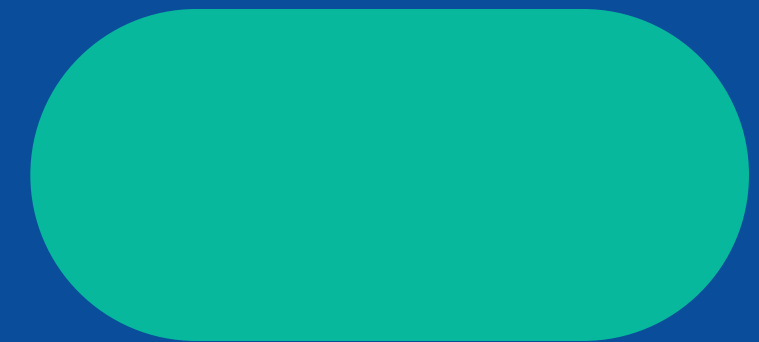
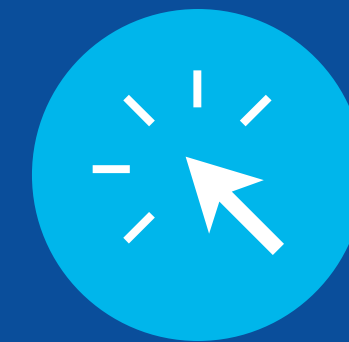
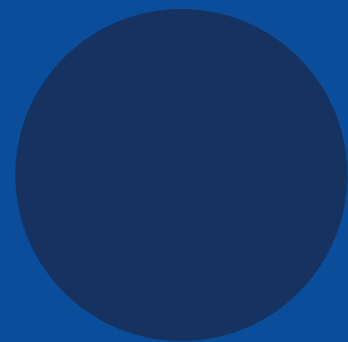
A leading outdoor trade blog reaching nearly 5,000 stores in 16 countries.

“.eu was selected to represent our online business because it communicated that Mountainblog Europe is a European web magazine.”

motioncompany.eu – Germany

Provides comprehensive communication services for motorsport companies and sponsors, from websites to social media.

“We are based in Germany, but we wanted to expand our activities within Europe, and therefore we have moved towards a .eu”



Testimonials



artoftravel.eu – Czech Republic

Creates transformative travel experiences while innovating for the future.

“The .eu domain demonstrates our specialization in European travel.”

generous.eu – Belgium

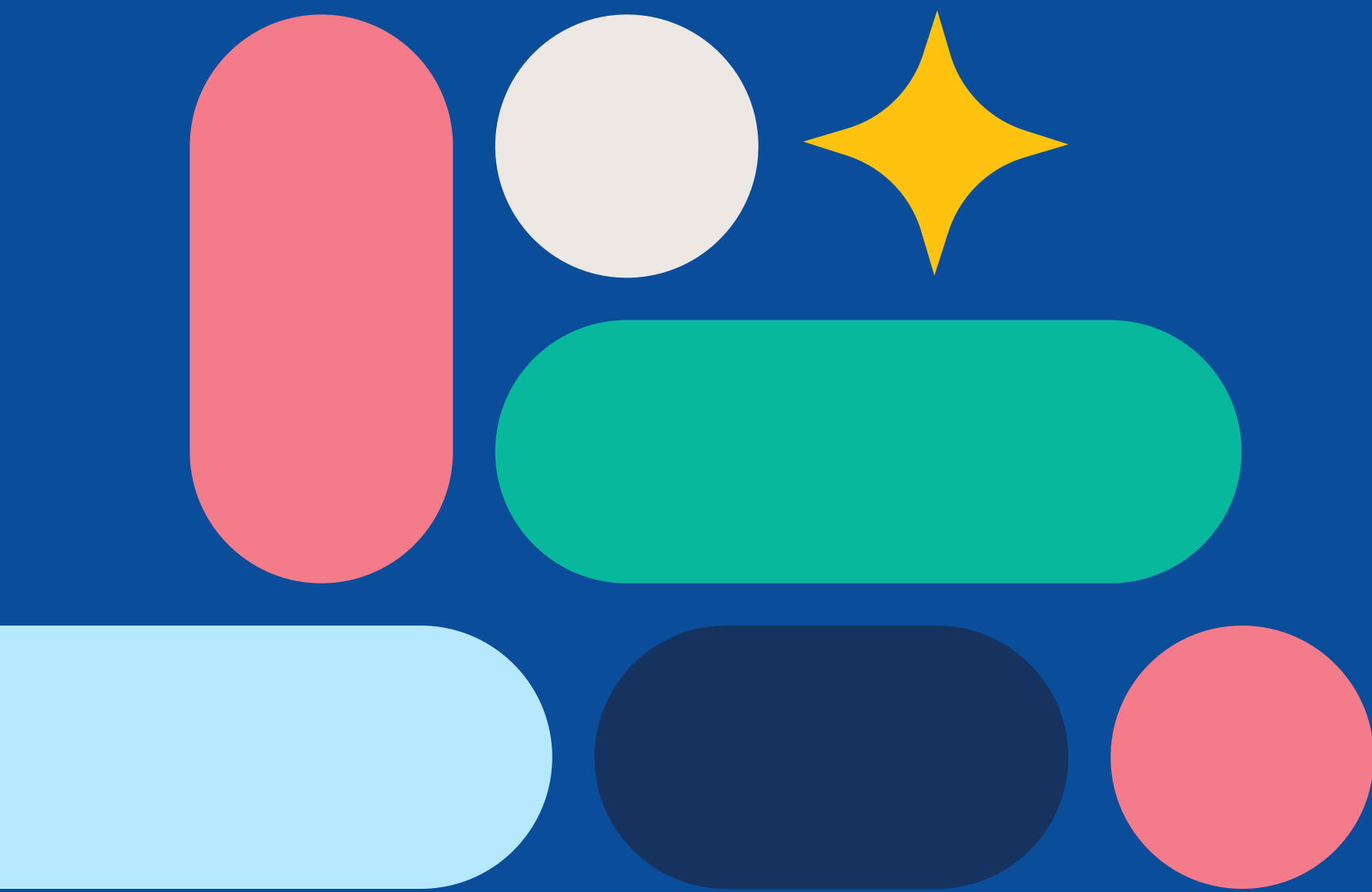
Organic, gluten-free bakery emphasizing fair-trade and zero-waste principles.

“We are a small company, so we have very few means to express ourselves. Therefore, online presence with a .eu is key for us.”



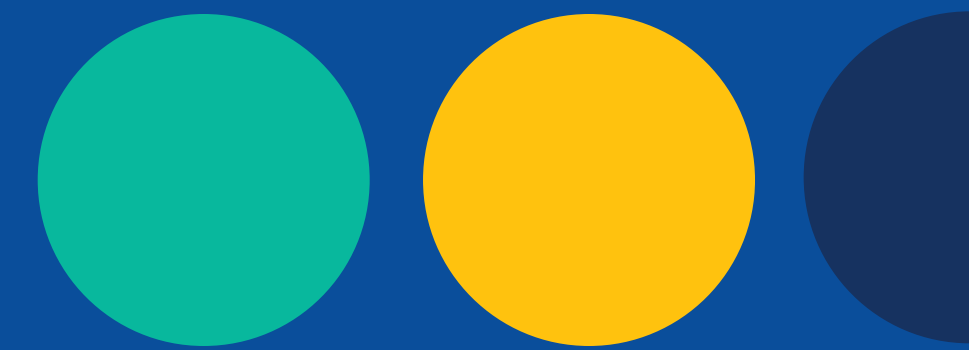
Insights from the EURid team

- reflecting on the past, present, and future



Why was the .eu domain created?

.eu was created to allow citizens, businesses, and organisations to present themselves as European, rather than being limited to a national domain. From the very beginning, it has supported the Single Market: a company operating in multiple Member States can use a single domain name across borders, ensuring consistency and making it easier for users to recognise and trust the brand. Internet users associate .eu with European standards, protections, and values, a principle that remains at the heart of everything we do today.



Most memorable moment from the launch of .eu?

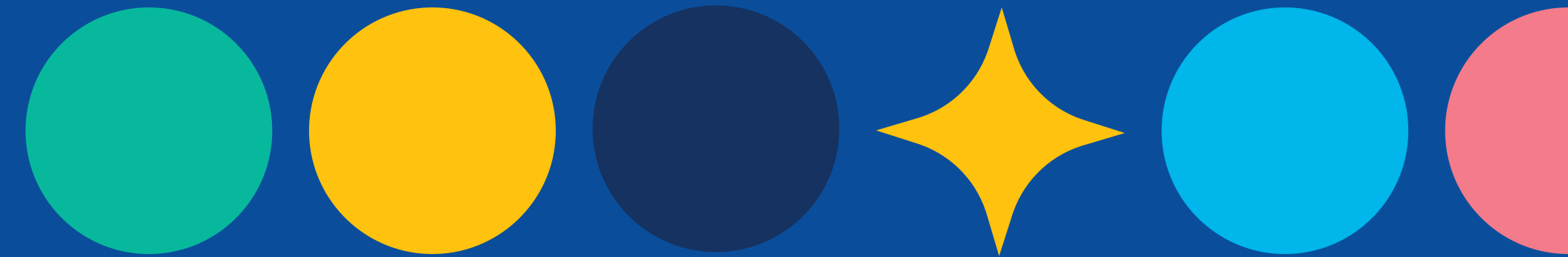
The launch day in April 2006 remains one of the most vivid moments in .eu's history. There's a small story from that exact moment that still makes us smile: for a few seconds, the registration counter didn't move at all. The team initially feared something had gone wrong, but then it became clear that the sheer volume of registrations was so high that the system just needed a moment to catch up. When it did, the count had already reached hundreds of thousands.

Over the years, another observation has become equally striking: the more .eu is adopted, the more visible it becomes across Europe. You see it on trams and buses, on e-commerce websites, on large billboards, and even on small, artisanal products. It's a reminder that .eu has become part of everyday European life.

How popular is the .eu domain today, and how is it being used?

From 1 million registration on 7 April 2006 .eu has grown into a well-established and widely used domain. Today, it boasts over 3.8 million registrations, making it the fourth-largest country-code top-level domain in Europe and the ninth globally. With more than 600 accredited registrars across Europe and beyond, .eu is broadly accessible to individuals, businesses, and organisations. While our strongest markets include Germany, the Netherlands, France, Italy, and Poland, the domain's footprint spans the entire continent.

What matters most to us is not just growth, but healthy, sustainable growth—where .eu domain names are actively used for websites, emails, and digital identity. Even in a highly competitive domain space, .eu has maintained renewal rates of around 80%, among the highest in the industry. This demonstrates that people don't just register a .eu name, they continue to rely on it, build with it, and trust it over time.



How is EURid celebrating the 20th anniversary of .eu?

To mark the 20th anniversary of .eu, we are hosting a two-day conference on 26–27 May 2026 at the Charlemagne Building in Brussels:

“European Voices for the Future of the Internet – Celebrating 20 Years of .eu and the Beginning of a New Internet Governance Era.”

The programme brings together policymakers, industry leaders, the technical community, and civil society to explore the future of Europe’s digital landscape. Key discussions will focus on abuse prevention, digital identity, and the resilience of Europe’s digital supply chains, offering a forward-looking perspective on how Europe can shape the internet in line with its values and priorities.

We warmly invite all stakeholders to participate and register here: [EURid 20 Years](#)

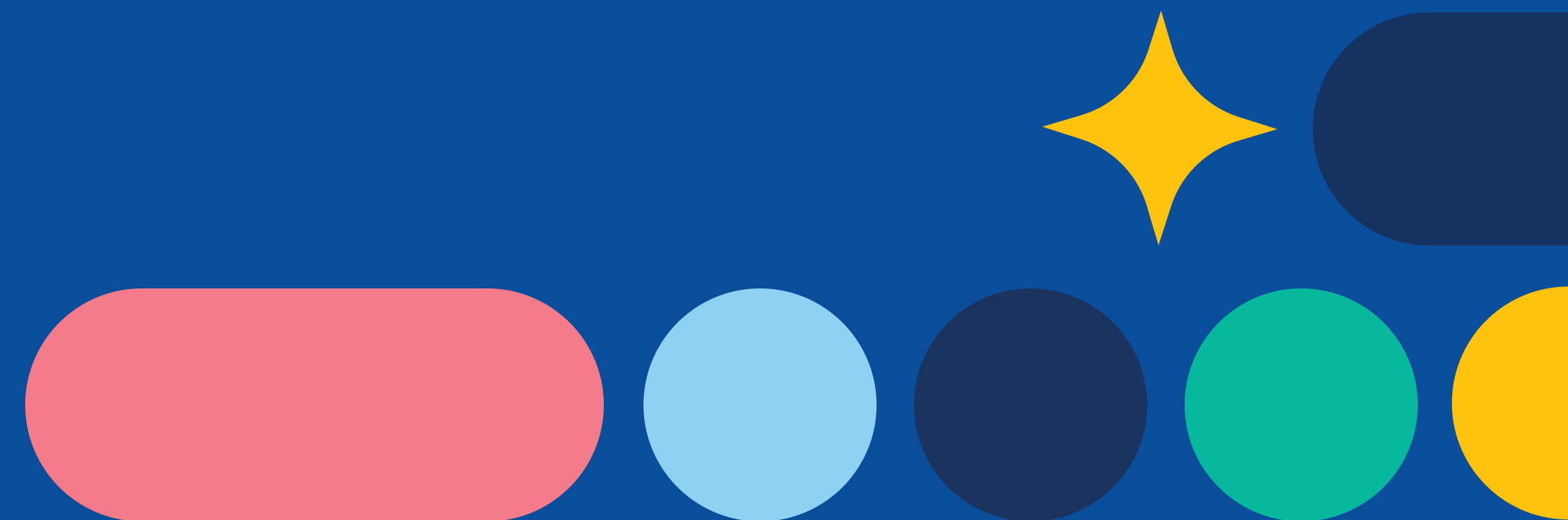
We are also hosting a special evening for our stakeholders, running a promotional campaign for registrars, and launched an online game, [.eu Rail Connect](#) (available until the end of April 2026). Daily winners will receive two Global Interrail tickets, offering a playful nod to the journey .eu has taken so far and the exciting path that lies ahead.

What are the main priorities for .eu in the coming years?

Looking ahead, .eu has a few clear priorities. First, we aim to further strengthen security and resilience, ensuring that users can rely on .eu as a safe, trusted, and high-quality namespace.

Second, we are committed to supporting Europe’s broader goals around technological sovereignty and a robust digital ecosystem. At the same time, .eu will continue to play an active role in internet governance, both in Europe and globally, advocating for an open, secure, and inclusive internet.

Our mission is clear: to ensure that all European citizens and organisations can thrive in the Single Market using .eu as their digital identity—reliable, recognized, and distinctly European,



If .eu were an animal, which animal would it be?

We recently had the opportunity to speak with some of our closest stakeholders and ask them this very important question. Thank you all for sharing these amazing interpretations.



Kristian Ørmen from Internetstiftelsen (.se)

*.eu is like a **horse**, since it's a great animal and it moves fast.*



Charles Sheppard from GoDaddy

*I would see EURid as an **elephant** - strong, sturdy and intelligent.*



Berend van Dalzen from Realtime Register

*.eu could be a **tiger** – aggressive in the market, bringing new ideas and new initiatives.*



Cedric Leroy from Scaleway

*.eu is a **whale** - mostly because it's blue, and a large creature with its own sovereignty.*



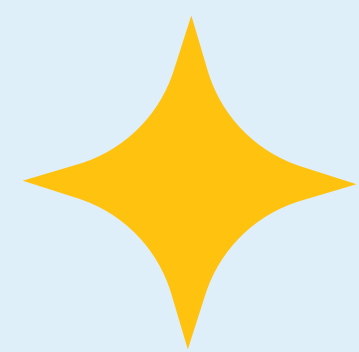
Marco Freund from group.one

***Giraffe** - they are looking high up, like .eu!*

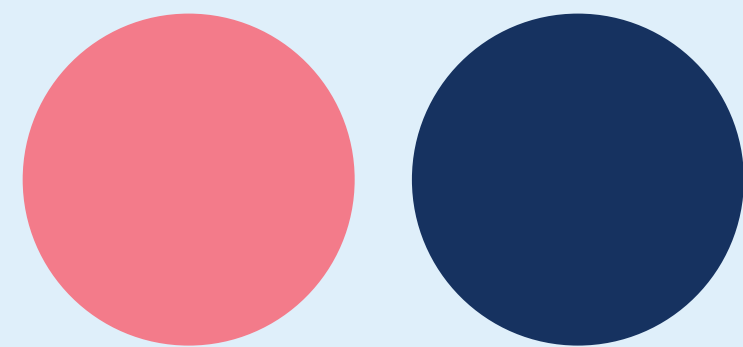


Frédéric Guillemaut from BrandShelter

*.eu would be a **chameleon**, because it has taken on so many different forms over the past years.*



Thank you!

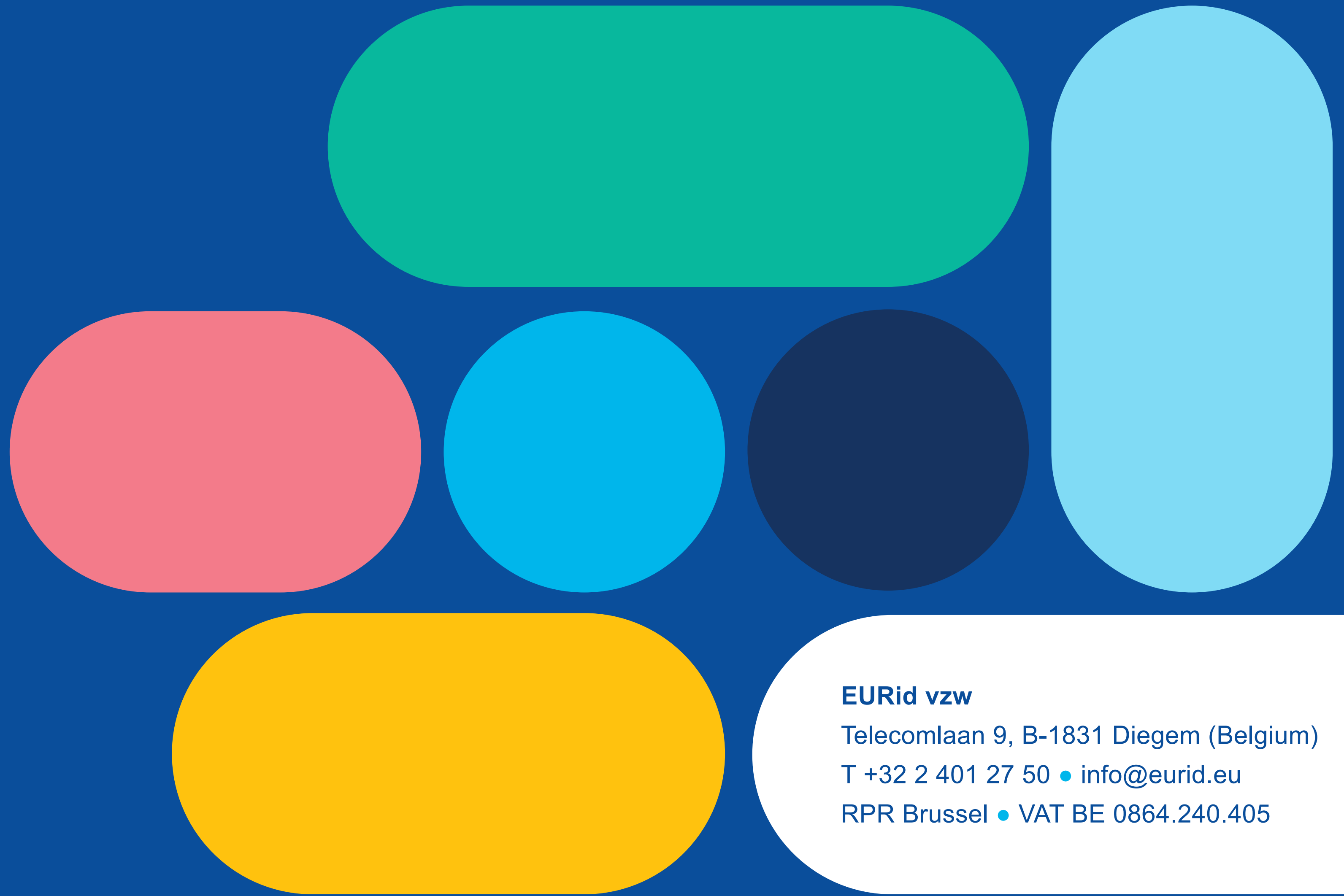


To thank all our partnerships created over the years, we compiled a short thank you video to express the gratitude.



Thank you for being with .eu for 20 years and beyond!

That's a wrap
for this edition,
thank you for reading!



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