Council of European National
Top-Level Domain Registries

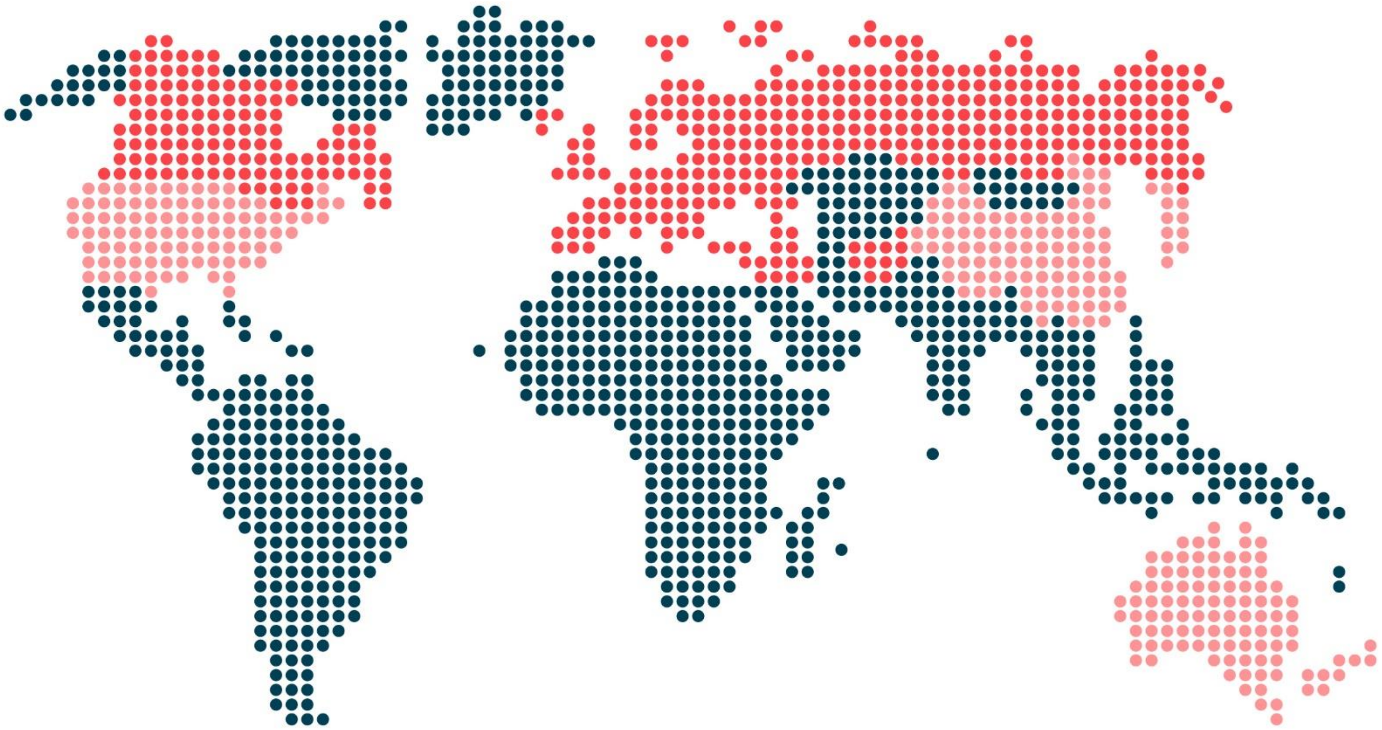
DomainWire Global TLD Stat Report is CENTR's quarterly publication covering status and trends in global top-level domains with a focus on European ccTLDs (country code top-level domains).

CENTR is the association of European country code top-level domain (ccTLD) registries, such as .de for Germany or .si for Slovenia. CENTR currently counts 53 full and 9 associate members – together, they are responsible for over 80% of all registered domain names worldwide. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD registries.

DomainWire

Global TLD Stat Report

Q4 2016 *(Edition 18)*



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Global Market

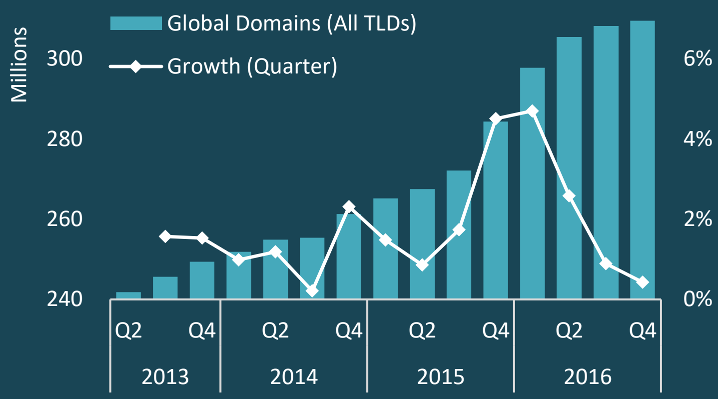
Volume, Growth & Market Share

Q4/2016

Global Market - At the end of Q4 2016 there were **309.4 million** domain names across all top-level domains (TLDs) globally*. Net growth over the quarter was around 1.03 million (0.3%) - a large decrease compared to previous quarters, mostly due to negative growth in legacy gTLDs but balanced by an overall increase in new gTLDs.

TLD Market Share – The 1,200+ recorded new gTLDs make up around 8% of the market, an increase of 0.8% over the previous quarter. Legacy gTLDs (17 TLDs) have seen a small reduction in market share due to the decreased domain volume. The 266 recorded ccTLDs represent a relatively unchanged 40% of the global market.

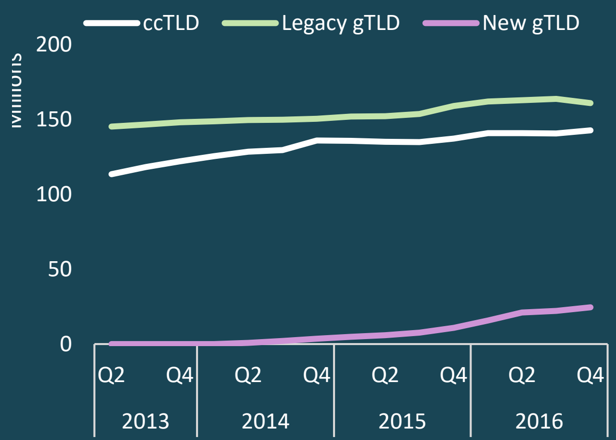
Global Market

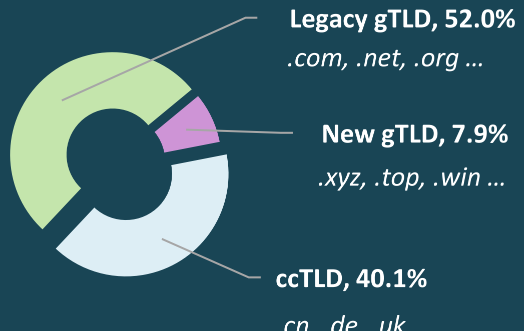


	Domains (million)	Growth Q4 2016
ccTLDs	123.9	1.4%
Legacy gTLDs	161.9	-1.9%
New gTLDs	24.6	11.0%
Total	309.4	0.3%

Over Q4 2016, ccTLDs increased 1.4%, new gTLDs increased 11% and legacy gTLDs saw a decline of 1.9%, most likely due to first year renewals after the Chinese boom period in late 2015 and early 2016. Over the quarter, 7 out of the 10 largest TLDs globally experienced negative growth and .ru (Russian Federation) moved up one position, overtaking .info.

GLOBAL TLD MARKET SHARE





Largest TLDs by Domain volume

	TLD	Domains (millions)	Growth Q4 2016
1	.com	125.8	-1.2%
2	.cn	20.6	5.5%
3	.de	16.1	-0.3%
4	.net	15.1	-2.9%
5	.uk	10.6	-0.3%
6	.org	10.5	-3.0%
7	.xyz	6.0	-1.8%
8	.nl	5.7	0.3%
9	.ru	5.4	1.6%
10	.info	5.4	-1.6%

** Due to issues with accuracy and reliability, the ccTLD .tk has been removed from aggregate calculations in this report.*

European ccTLDs

Volume, Growth & Country Market Share

Q4/2016

The European ccTLD market is estimated at around 69.6 million domains (55 TLDs) and had combined growth of 167K domains (0.2%) over Q4 2016.

Although the long-term trend is downward, the pace of decline in median growth has slowed over the past 12 months and is averaging 0.3% monthly. The chart highlights that European ccTLDs had limited impact from Chinese investment when compared to legacy gTLDs.

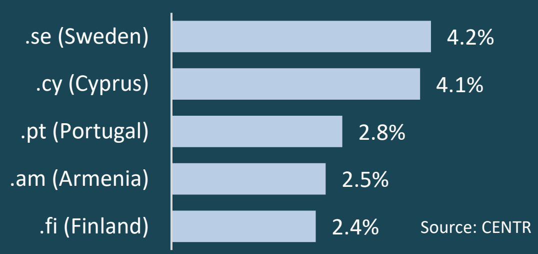
High percentage growth ccTLDs were .se (Sweden), .cy (Cyprus) and .pt (Portugal).

Key Stats

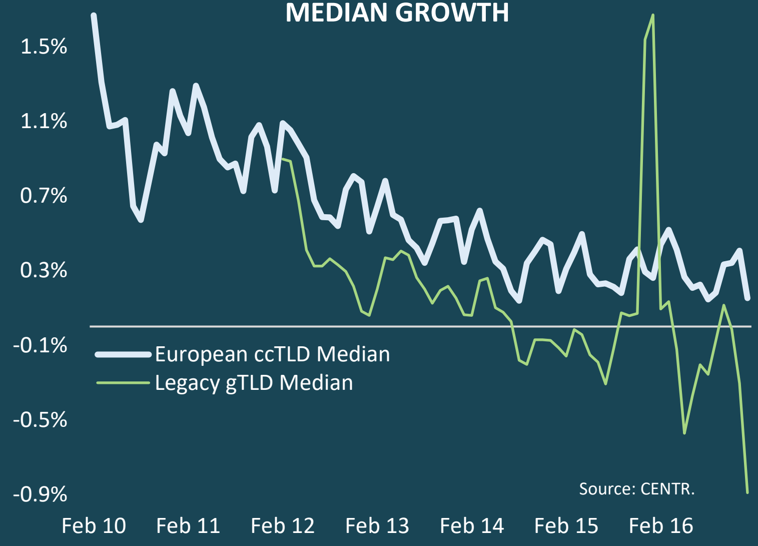
Est. market size (ccTLD domains)	69.6 million
Combined Growth:	167K / 0.2%
Highest Growth (%):	.se (Sweden) 4.2%
Highest DNSSEC signed (% zone):	.no (Norway) 58.1%
Av. Retention Rate[1]:	84%
Av. ccTLD market share (country):	51.3%

1 Retention rate is a standardised methodology to estimate renewals. It is calculated as the difference in domains between two points minus new domains created. Figure to 2016 median

HIGHEST GROWTH (Q4/2016)



MEDIAN GROWTH



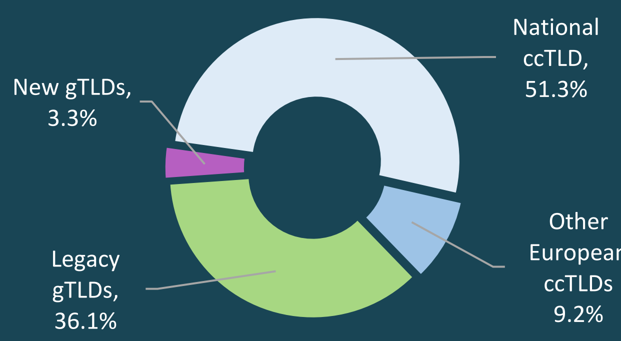
COUNTRY MARKET SHARE

Since the beginning of 2016, average market share of new gTLDs in European countries (as a proportion of all TLDs registered locally) increased from 1.3% to 3.3% at the beginning of Q4 2016. New gTLD growth in Europe remains relatively slow however had highest percentage gains in Russia, Armenia and Serbia.

Over the 30 recorded European countries, on average, the local ccTLDs have the highest proportions and quarterly changes suggest that this trend is strengthening.

AV. COUNTRY MARKET SHARE

(Sample: 30 European Countries)



Source: CENTR (Oct 2016), gTLD geo-data: Zooknic

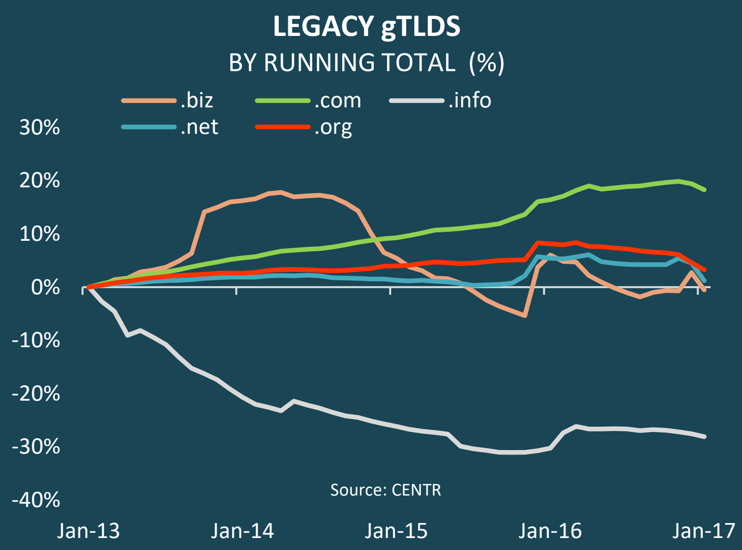
Averages calculated over 30 countries in European region. See last page for methodology

gTLDs
Volume, Renewals & Growth

Q4/2016

Legacy gTLDs - In recent months, most legacy gTLDs experienced negative growth. The decline may be a result of domains registered during the 'Chinese boom' previously reported and that have not been renewed.

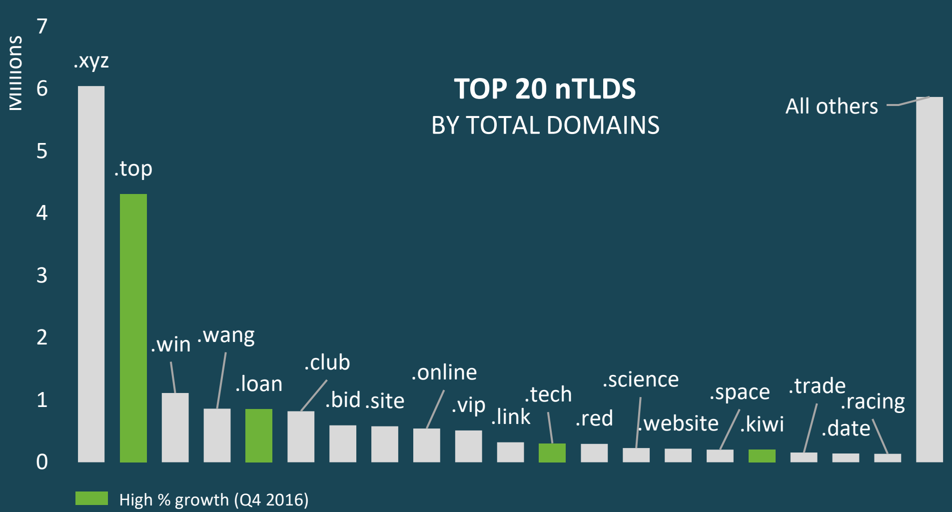
As at September 2016, the average renewal rate[1] of .com, .net and .org was roughly 72%. Renewal rates will be covered in more detail in coming editions.

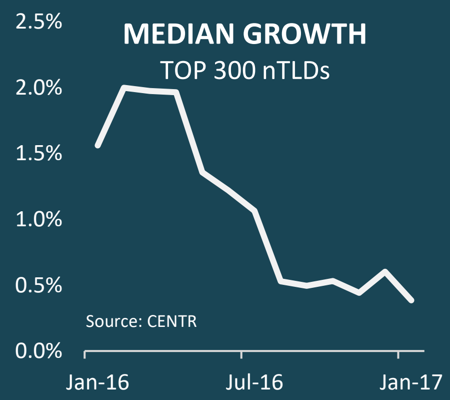


New gTLDs – Total new gTLDs now represent around 8% of the global TLD market in terms of volume (sample: 600+ TLDs exc .brands). .xyz remains the largest new gTLD with around 6 million domains; however, it experienced negative growth (-1.8%) over Q4 2016. .kiwi jumped significantly, although growth was largely artificial as a local hoster with the TLD operator reserved over 200K equivalent names of existing customers[2]. Other high growth TLDs were .top (18%), which is known to use heavy discounts, and .loan (250%), which jumped to over 800K.

Across all new gTLDs, the median renewal rate[1] is 65%. Within the different category/industry types, geo-TLDs are one of the best performers with a median renewal rate of around 80%.

1 Renewal rate calculated as renews as proportion over renews+ deletes
2 Source: http://www.computerworld.co.nz/article/611299/dot-kiwi-umbrellar-team-prevent-kiwi-domain-abuse/





Median Growth excludes Brand TLDs.

***Explore the data** - View interactive stats and trends at stats.centr.org/gtlds*

SOURCES

Data in this report is sourced from the following: CENTR, ICANN (CZDS), ZookNic and direct zone downloads with TLD operators. CENTR would like to thank the Regional Organisations (LACTLD, APTLD and AfTLD) for their continued support in the development of statistical reporting for the global ccTLD community. ccTLD data sourced by CENTR comes via direct automated communication with CENTR ccTLD members, CENTR surveys and other ongoing data collection.

When the term "European ccTLDs" is used within this report, it generally refers to a combination of following: .am, .at, .be, .bg, .by, .ch, .cy, .cz, .срб, .de, .dk, .ee, .es, .eu, .fi, .fo, .fr, .gg, .gi, .gr, .hr, .hu, .ie, .im, .is, .it, .je, .li, .lt, .lu, .lv, .me, .mt, .nl, .no, .pl, .pt, .РФ , .ro, .rs, .ru, .se, .si, .sk, .tr, .ua, .uk, .va. The aggregated values of this group are estimated to represent at least 95% of domain registrations from ccTLDs based in Europe.

TERMS AND METHODOLOGY

ccTLD – a Country Code Top-Level Domain (ccTLD) is a two-character top-level domain used and reserved for a country or dependent territory. Examples include .uk for the United Kingdom or .de for Germany.
gTLD – a Generic Top-Level Domain (gTLD) is a three-character or more top-level domain. When reporting on median and aggregated values of legacy TLDs, the following are used: .biz, .com, .info, .mobi, .net, .org, .pro, .name
IDN – an Internationalised Domain Name is a domain that contains at least one label that is displayed in software applications, in whole or in part, in a language-specific script or alphabet, such as Arabic, Chinese, Cyrillic, Tamil, Hebrew or the Latin alphabet-based characters with diacritics or ligatures, such as French. A ccTLD IDN is an IDN at the top level – e.g., the ccTLD IDN for the Russian Federation is .РФ, which is the Cyrillic script version of .ru.
Registrant – The individual or organisation that registers a specific domain name. A registrant holds the right to use that domain name for a specified period of time.
Registry – An Internet domain name registry receives domain name information into a centralised database and transmits the information in Internet zone files so that domain names can be found by users around the world via the worldwide web and email.
Market Share – TLD market share in European countries is calculated as follows: the geo location of registrants of ccTLD domains (source: CENTR) and gTLDs (source: Zooknic) are calculated as percentages over the total in each country. Market averages are calculated quarterly.

ABOUT CENTR

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For any questions on this report, please contact patrick@centr.org