# DomainWire

# Global TLD Stat Report

**DomainWire 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). A ccTLD is a two-letter domain name extension such as .de (Germany), .es (Spain) or .cz (Czech Republic).

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 52 full and 9 associate members – together, they are responsible for over 80% of all registered country code domain names worldwide. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD registries.

## ccTLD and gTLD
Global Market Share

- ■ ccTLD   ■ legacy gTLDs
- ■ new gTLDs

| | Q2 2015 | Q3 2015 |
|---|---|---|
| legacy gTLDs | 51.7% | 51.4% |
| ccTLD | 46.2% | 46.0% |

# Worldwide Status and Growth in Top-Level Domains
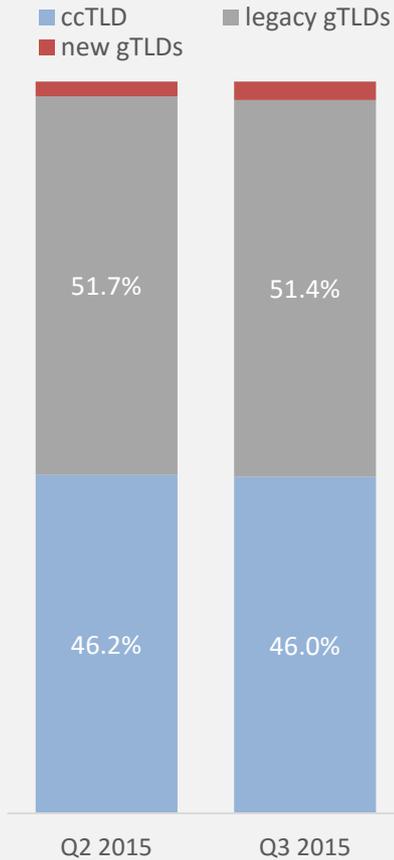
There are now over one thousand top level domains available with combined registrations at **298.4 million** – fast approaching the 300 million mark. Combined growth over the third quarter of 2015 was 1.6% which in terms of absolute values was fairly evenly split between the ccTLDs, new gTLDs and legacy gTLDs.

Generally market share is split between ccTLDs and legacy gTLDs however the share of the new gTLDs has grown from as estimate 2.2% in Q2 to almost 3% at the end of Q3 2015. Despite the increase, anecdotal reports suggest usage and awareness of new gTLDs remains relatively low for the moment.

| | REGISTRATIONS | GROWTH Q3/2015 | |
|---|---|---|---|
| | (million) | COMBINED | MEDIAN |
| ccTLD | 135.9 | 1.0% | 1.2% |
| ccTLD IDN | 1.3 | 1.3% | -0.5% |
| Legacy gTLD | 153.5 | 0.9% | -0.9% |
| New gTLD | 7.7 | 28.7% | 10.0% |
| **Total** | **298.4** | **1.6%** | |

Legacy gTLDs = biz, com, info, mobi, net, org, aero, asia, cat, jobs, museum, name, post, pro, tel, travel.
New gTLDs figures/growth can vary depending on the way zone files are calculated
Market share chart: ccTLDs include ccTLD IDNs. Legacy gTLDs include sTLDs (some have 4 month data lag)

# Top 20 largest **country code** domains

| | | |
|---|---|---|
| 1 | Tokelau (.TK)* | ~ 28.6* |
| 2 | Germany (.DE) | 16.0 |
| 3 | China (.CN) | 12.5 |
| 4 | United Kingdom (.UK) | 10.6 |
| 5 | Netherlands (.NL) | 5.6 |
| 6 | Russian Federation (.RU) | 5.0 |
| 7 | European Union (.EU) | 3.8 |
| 8 | Brazil (.BR) | 3.7 |
| 9 | Australia (.AU) | 3.0 |
| 10 | France (.FR) | 3.0 |
| 11 | Italy (.IT) | 2.8 |
| 12 | Poland (.PL) | 2.6 |
| 13 | Canada (.CA) | 2.4 |
| 14 | Switzerland (.CH) | 2.0 |
| 15 | Colombia (.CO) | 1.8 |
| 16 | Spain (.ES) | 1.8 |
| 17 | India (.IN) | 1.8 |
| 18 | United States (.US) | 1.7 |
| 19 | Belgium (.BE) | 1.5 |
| 20 | Japan (.JP) | 1.4 |
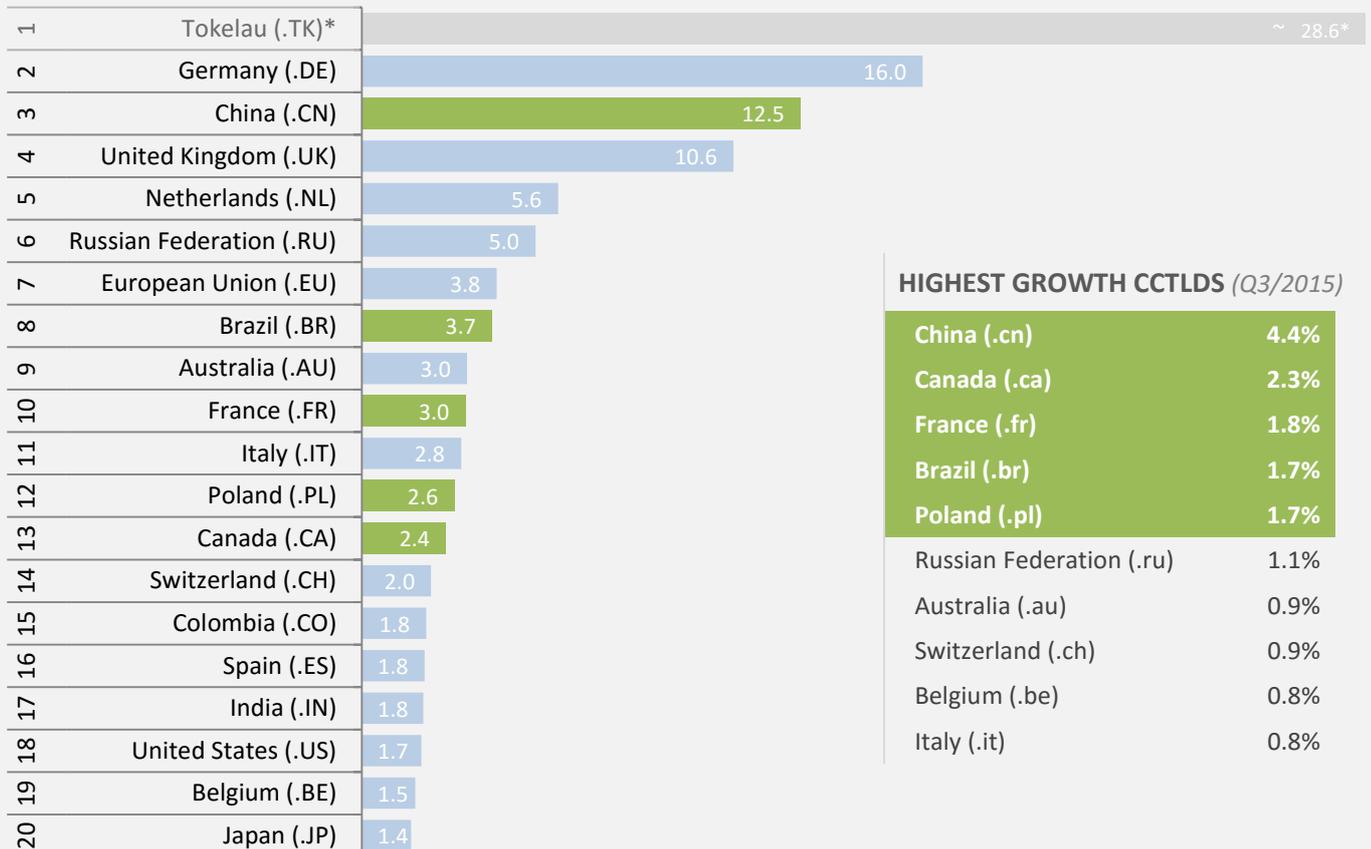
### HIGHEST GROWTH CCTLDS *(Q3/2015)*

| | |
|---|---|
| **China (.cn)** | **4.4%** |
| **Canada (.ca)** | **2.3%** |
| **France (.fr)** | **1.8%** |
| **Brazil (.br)** | **1.7%** |
| **Poland (.pl)** | **1.7%** |
| Russian Federation (.ru) | 1.1% |
| Australia (.au) | 0.9% |
| Switzerland (.ch) | 0.9% |
| Belgium (.be) | 0.8% |
| Italy (.it) | 0.8% |

Scale: Millions
Source: ZookNIC, CENTR (SEP 2015)

* .tk (Tokelau) run by Freenom and offers free domains at global level. It's considered a fundamentally different business model than most other ccTLDs.

# European ccTLDs

## Q3/2015 Status & Trends

European ccTLDs closed the third quarter of 2015 with just under 68 million combined domains under management – a net growth of around 344K registrations (0.5%).

The chart (right) shows a longer term trend of combined ccTLDs in Europe as well as the median growth rates. There is a long-term decline in the growth rates among ccTLDs most of which is due to declines in the rates of new domains being added. Retained (renewed) domains however are relatively stable over the past few years. The average renewal rate is around 85%.

European ccTLDs are turning their attention increased data analysis/sharing, branding, awareness and other factors to ensure they continue their business remains strong and competitive in the changing TLD landscape.

### European ccTLDs *Snapshot*

| | |
|---|---:|
| Est. ccTLD domains (Europe): | 67.7 million |
| Combined Growth – Q2, 2015: | 344K (0.5%) |
| Median Retention *(renewals)* Rate* (2014): | 84.3% |
| Largest Zone: | .de (Germany) 15.9 million |
| Highest DNSSEC signed: | .no (Norway) 55% signed |
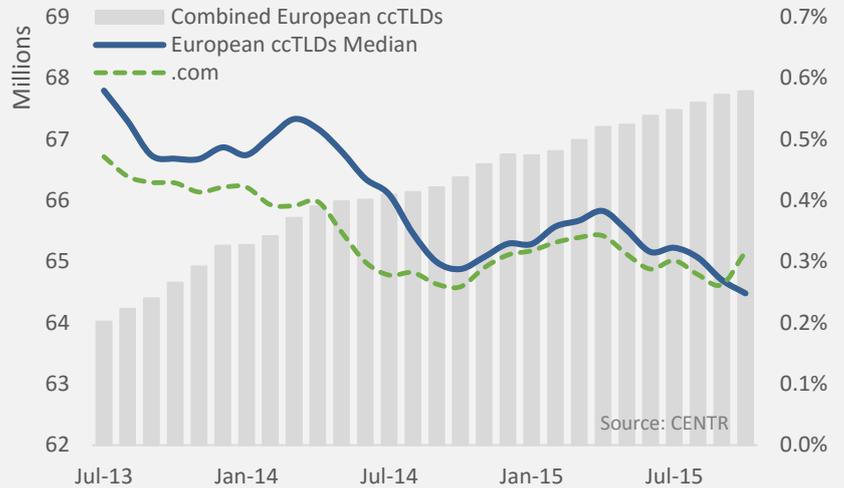


Growth Lines: 6 month moving averages are used to smooth the line
Data Source: CENTR, ICANN (gTLDs)

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### Top 5: Registration Growth *(Q3/2015)*



| .by (Belarus) | .ro (Romania) | .am (Armenia) | .pt (Portugal) | .РФ (Russian IDN ccTLD) |
|:---:|:---:|:---:|:---:|:---:|
| 4.0% | 3.5% | 2.9% | 2.8% | 2.5% |

Source: CENTR
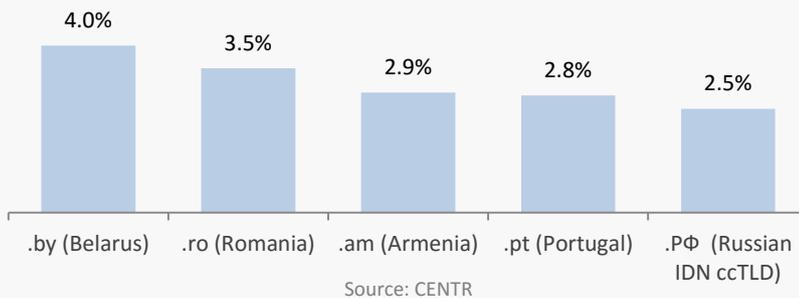
The chart (left) shows the top 5 highest European ccTLD percentage growth over the most recent quarter. The ccTLD .by for Belarus achieved the highest growth of 4.0%. It's worth noting that .pt (Portugal) has been within this top 5 list for over a year.

Over the past 12 months, the highest growth ccTLD from the European region was .ro (Romania) with just under 10% net growth.

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### Median Country TLD Market Share



Source: CENTR
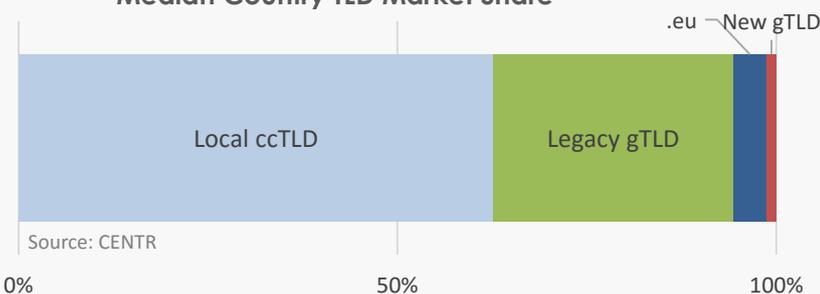
The chart (left) shows estimate breakdown of TLDs by domain holder among European countries. Most countries are weighted in favour of their local ccTLD (around 61%). New gTLDs are entering the market and although their impact is still small, it is increasing.

Note: CENTR is in the process of refining market share data for its members. Future publications will include this refinement.

# Legacy gTLDs

## Q3/2015 Status & Trends

Combined domains in legacy gTLDs is currently around 153.5 million and has grown around 1% over Q3 2015. This figures is largely weighted to .com which represents roughly 80% of all legacy gTLDs.

The chart (right) shows the 3-year evolution of the 3 largest legacy gTLDs. The chart highlights that despite the size of the .com zone, it is still growing on average at a higher rate than its peers.

It is important to remember that like all top-level domains, volume is just one aspect of how one could assess the impact and trends. Another important factor is how the domains in each TLD are being used (e.g. websites, email, etc.). This will become increasingly important for registry operators as new gTLDs increase the competition.

| | Domains (million) | Growth (Q3/2015) |
|---|---|---|
| .com | 120.0 | 1.3% |
| .net | 15.1 | 0.4% |
| .org | 10.6 | 0.5% |
| .info | 5.2 | -1.0% |
| .biz | 2.2 | -3.7% |



Source: CENTR.
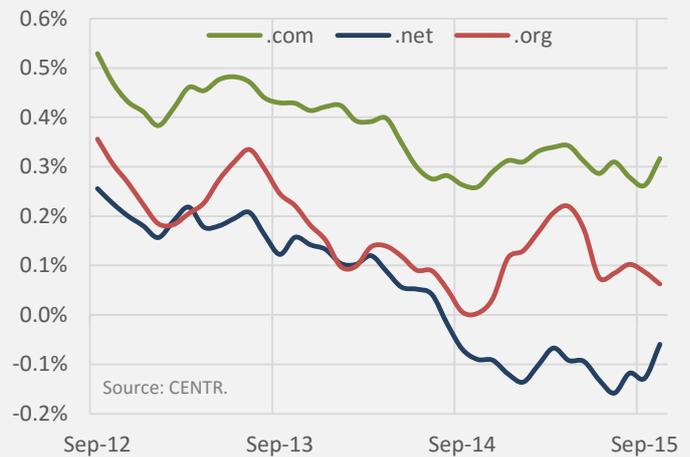
Chart includes top 3 largest legacy gTLDs
6 month moving averages used to smooth the lines. Data Source: ICANN

# New gTLDs

## Q3/2015 Status & Trends

New gTLDs combined domains have grown around 30% over Q3 2015 and are slowly beginning to show signs of market penetration (see previous page).

Although many new gTLDs will not focus on volume growth, a significant number will (including most in the top 10 list to the right). The median monthly growth over all new gTLDs (below) shows a steady stabilisation of growth particularly over Q3 2015.
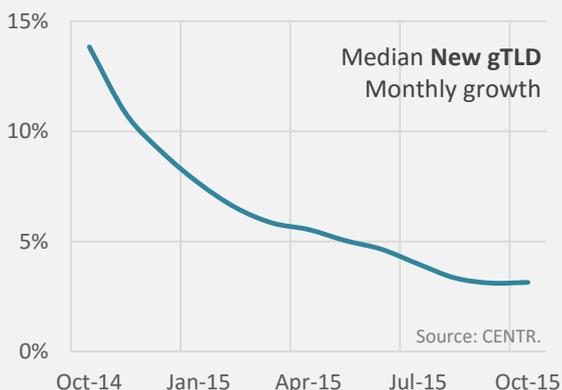
| | Domains | Growth (Q3/2015) | Category |
|---|---|---|---|
| xyz | 965,056 | 20% | Lifestyle |
| top | 538,005 | 227% | Lifestyle |
| 网址 | 366,815 | -4% | Technology |
| science | 324,890 | 4% | Education |
| wang | 270,988 | 43% | Technology |
| club | 269,504 | 7% | Lifestyle |
| party | 207,135 | 5% | Lifestyle |
| link | 154,965 | 21% | Technology |
| click | 153,799 | 99% | Technology |
| win | 122,659 | NA | Technology |
| *all other* | 4,278,278 | | |
| **Combined new gTLDs** | **7,652,094** | | |



Median **New gTLD** Monthly growth

Source: CENTR.

Source: CZDAP (ICANN).  Data recorded 1 OCT 2015
Chart: 3 month moving averages used to smooth the lines

**SOURCES**

When the term European ccTLDs' definition is used within this report, it refers to a set of European ccTLDs which are Full Members of CENTR. In most cases the aggregated values of this group are estimated to represent at least 95% of domain registrations from ccTLDs based in Europe.

**GLOSSARY OF TERMS**

**ccTLD** – a Country Code Top Level Domain (ccTLD) is a top level domain used and reserved for a country or dependent territory. Examples include .uk for the United Kingdom or .de for Germany. Each country appoints a manager of its ccTLD and sets the rules for allocating domains.

**gTLD** – a Generic Top Level Domain (gTLD) is a top level domain that is open to registrants worldwide in contrast to a Country Code Top Level Domain that are often restricted to registrants located in a particular country. The more popular gTLDs are .com, .org and .net

**ccTLD IDN** – an IDN is a domain name that includes characters used in the local representation of languages that are not written with the twenty-six letters of the basic Latin alphabet (a-z). An IDN can contain Latin letters with diacritical marks, as required by many European languages, or may consist of characters from non-Latin scripts such as Arabic or Chinese. A ccTLD IDN is an IDN at the top level – eg., the ccTLD IDN for the Russian Federation is .РФ which is the Cyrillic script version of .RF (Russian Federation).

**sTLD** – a Sponsored Top Level Domain (sTLD) is another form of a gTLD overseen by ICANN. An example of a sTLD is .cat for the Catalonia region.

**Registrant** – The individual or organisation that registers a specific domain name. They hold the right to use that domain name for a specified period of time (often one year however multi-year registrations are increasingly popular).

**Registry** – An internet domain name registry receives domain name information into a centralised database and transmits the information in internet zone files on the internet so that domain names can be found by users around the world via the worldwide web and email.

**ABOUT CENTR**

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 52 full and 9 associate members – together, they are responsible for over 80% of all registered country code domain names worldwide. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD registries.

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