The CENTRstats Global TLD 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 52 full and 8 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.

# CENTRstats
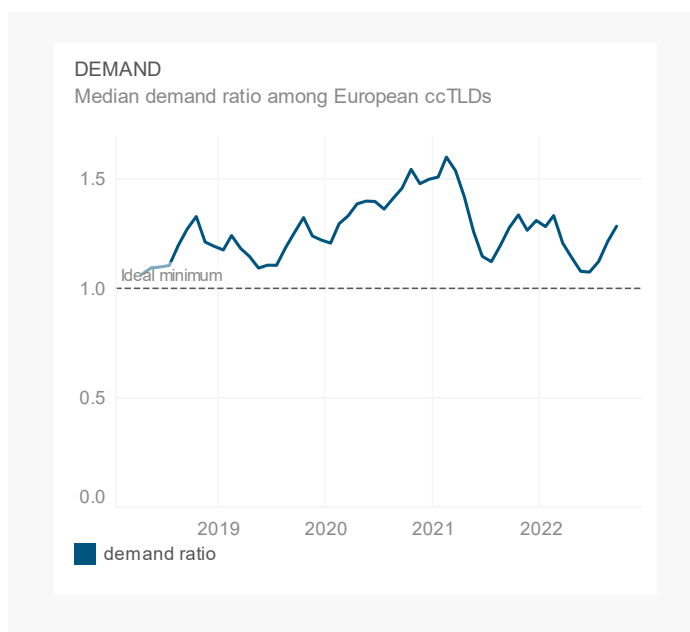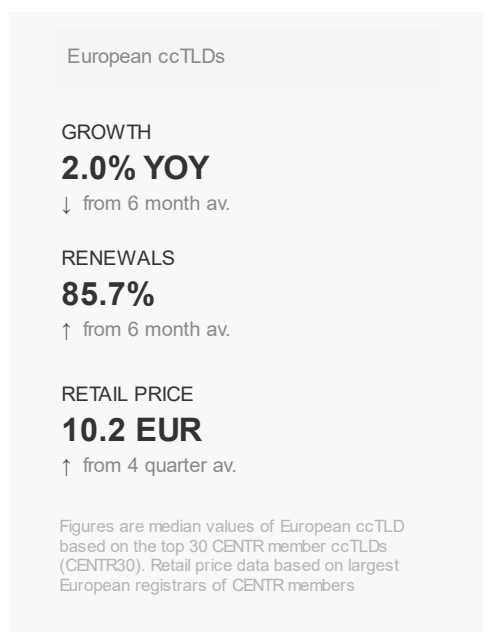## Global TLD Report
### *Edition 3_2022*
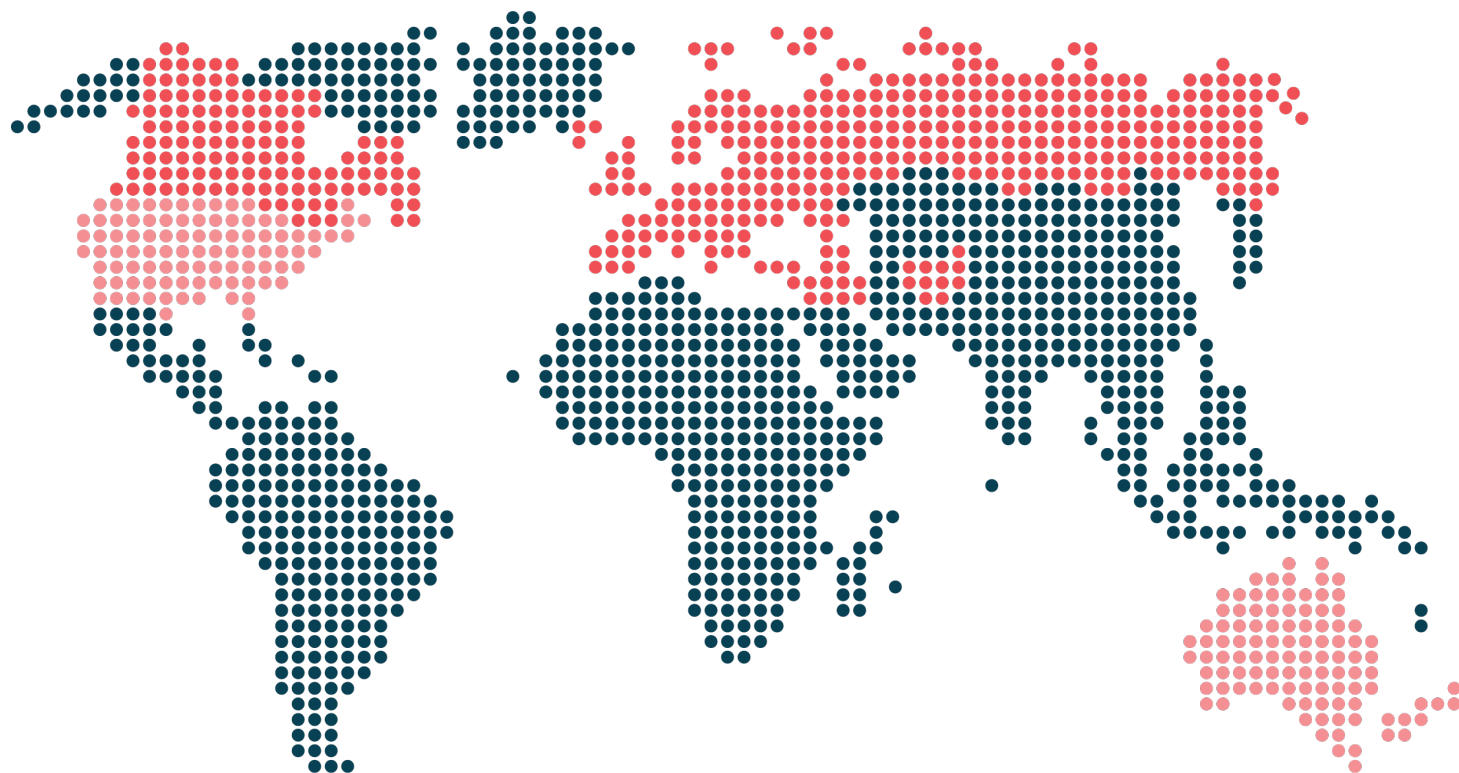
# EUROPEAN ccTLDs | October 2022

**Highlights**

- The European market[1] is estimated at 115 million domain registrations of which 58% are national ccTLDs, 31% .com and 11% other gTLDs.

- Demand[2] for European ccTLDs increased over Q3 2022 similar to the pattern last year and in the years prior to the pandemic. The demand ratio is currently being driven to some extent by a reduction in deletions (as opposed to a boost in new domain creations).

- Median growth was 2.0% in the year to October 2022 (down from the 6 month average). The median renewal ratio has trended up to 84.7%.

- Registrar (retail) prices of European ccTLD registrations have been increasing over the past 12 months, with a recently recorded median of 10.2 EUR (incl. tax) – up from 8.6 EUR 12 months prior.

- The rate of parked domains and domains with no web content has remained stable over the quarter at 26% and 28% respectively. The proportion of domains which are used for developed web content is 46%, of which 69% have forced https (SSL certificate) - up slightly from last quarter.

FOOTNOTES HIGHLIGHTS

- Registration ratios mentioned above are mostly based on a sample of the 30 largest CENTR member ccTLDs by domains (CENTR30).
- The domain usage data above is based on scans using the CENTR 'signs of life' domain crawler over ~20 CENTR member ccTLDs and the top 100 gTLDs, classifying domains into technical areas (e.g. DNS error, parked etc). Each TLD is scanned using a random sample of 50,000 domain names.

European ccTLDs

GROWTH
**2.0% YOY**
↓ from 6 month av.

RENEWALS
**85.7%**
↑ from 6 month av.

RETAIL PRICE
**10.2 EUR**
↑ from 4 quarter av.

Figures are median values of European ccTLD based on the top 30 CENTR member ccTLDs (CENTR30). Retail price data based on largest European registrars of CENTR members

DEMAND
Median demand ratio among European ccTLDs



Source: CENTR.  Dashboard by CENTR (www.centr.org) 2022

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1 European market calculated based on 36 countries in the European region.

2 Demand refers to the median 'demand ratio' calculated in CENTR.  A demand ratio is calculated as total creates divided by total deletes (or releases) in a given month.

**Market in Europe and registration trends**

Demand for European ccTLDs is currently stable averaging 1.2 domains created for every 1 deleted. The pattern of demand in Q3 2022 is very much the same as the same quarter in 2021 and is expected to remain flat for the remainder of 2022. European ccTLDs grew at a median rate of 2.0% (CENTR30) in the 12 months to October 2022.

Over much of 2022, CENTR has observed a subtle decline in the average rate of domain deletions in European ccTLDs which has, in turn, begun to lift average renewal rates. This trend may be important to monitor given that average retail (registrar) prices have been rising over the past 12 months. While the rate of the price rises are probably still too small to impact domain registrations broadly, if they do continue, the first domains to be impacted will likely be those used for domain speculation and parking. TLDs with less of these sort of domains will therefore fare better in the coming months should registrars, or the registries themselves, decide to increase prices. Given the current economic climate and cost pressures on European businesses, the possibility of more price increases does seem likely.

Another market force which can impact domain registries is usage of mainstream social media platforms. Data from the social media research platform Napolean Cat[3], shows that across European countries, usage of Facebook and Instagram may be plateauing (based on daily active users). This along with turbulence in Twitter and the digital advertising space more broadly hitting big tech platforms could cause disruption in how businesses and domain holders choose to use websites. Businesses fearing reduced web traffic from decreased ad spend may place higher importance on their websites and SEO in general to bolster their online presence.
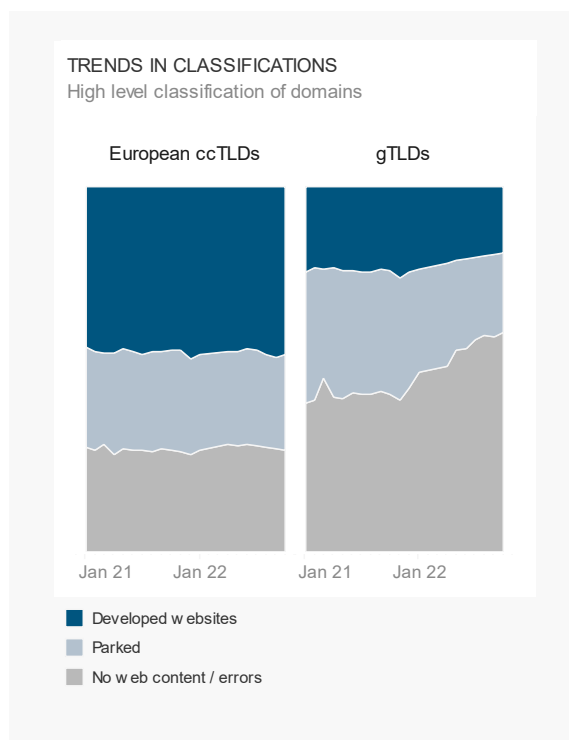
CLASSIFICATIONS

| | ccTLDs | gTLDs |
|---|---|---|
| Developed websites | 46% | 18% |
| Parked | 26% | 22% |
| No web content / errors | 28% | 60% |

Classifications are level 1 technical classifications of domain web pages. Results based on first landing page after any redirects. Parked refers to domains where a registrar holding or similar page was found. No content / Errors include DNS, connection and other related errors.

ATTRIBUTES | developed websites

| | ccTLDs | gTLDs |
|---|---|---|
| MX record present | 82% | 65% |
| Forced HTTPS | 69% | 68% |
| Redirected | 26% | 33% |

October 2022

About the CENTR crawler: The CENTR 'signs of life' crawler scans random sample of 50K domains each from ~20 CENTR member ccTLDs aand the top 100 gTLDs. Scans are run on a monthly basis.



TRENDS IN CLASSIFICATIONS
High level classification of domains

European ccTLDs          gTLDs

Jan 21    Jan 22    Jan 21    Jan 22

- Developed websites
- Parked
- No web content / errors

## DOMAIN USAGE

How domains under European ccTLDs are being used has remained largely stable since measurements of this kind began in early 2021. The portion of ccTLD domains with no web content or that are broken (errored) is around 28% (Oct 2022) which is down 1 percentage point since last quarter. Parked domains remain stable at 26%. The remaining 46% of European ccTLD domains have some sort of meaningful web content. Of these domains we also see the proportion of domains with SSL (forced https) to be rising over time. This is encouraging

3   https://napoleoncat.com/

as it may indicate, through the adoption of SSL certificates, that ccTLD domain holders are increasingly considering ways to secure their websites.

As mentioned in the previous section of this report, it is not clear yet how the current economic pressures in Europe might impact demand for domains, however it is clear that registries that oversee zones with high rates of unused or parked domains could face increased risk of instability. It is more likely that a holder of a parked or unused domain would reconsider their registration at the time of renewal than someone with a domain used for a business or personal website for example.

## GLOBAL MARKET

*Data on the global market has a delay to ensure CENTR can collate sufficient data from as many TLDs around the world which have varying availability of data.*

The global market is estimated at 359 million domains (Jul 2022) with some 1,456 recorded TLDs with roughly 46% attributable to .com, 37% attributable to ccTLDs and the rest to all other gTLDs. The median 1 year growth rate of the top 300 largest TLDs (Global300) was 3.6% - down from its 6 month average. In other groups, rates were 1.9% for ccTLDs in the Asia Pacific region, 2.9% for ccTLDs in Europe and 5.0% in the top 300 gTLDs all of which are down on their 6 month average rates.
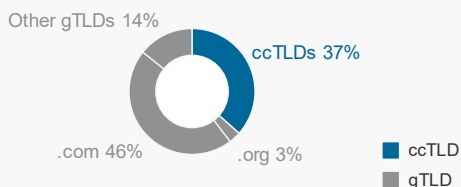
GROWTH | Global 300
**3.6% YOY**
↓ from 6 month avg.

GLOBAL TLD MARKET SHARE
Estimate by total registered domains

Other gTLDs 14%
ccTLDs 37%
.com 46%
.org 3%

■ ccTLD
■ gTLD

Market share calculated on 134M domains over 287 TLDs. Data on some TLDs is not always available or reliable. In these cases, they are either excluded or the data based on previously known values. Data updated October 2022.

DOMAIN GROWTH
Median TLD growth (rolling YOY) in total domains
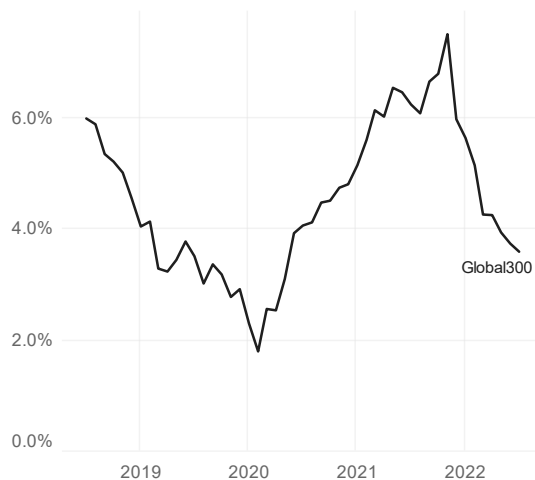


Global300

Source: CENTR

View the interactive report ⧉

**Notes on this report**

Reporting on the global market section of this report has a delay of 1 quarter compared to European ccTLD figures. This is due to delays in public gTLD reporting by ICANN.

**SOURCES AND METHODOLOGIES**

**ccTLD registrations**: CENTR member registries (European ccTLDs), Net Knowledge, APTLD. Other ccTLDs supplemented by data from Zooknic. When data on a ccTLD is not reliable, meaning it is not updated from quarter to quarter, it is not included in growth calculations within this report.
**gTLD registrations:** ICANN open data.
**Pricing**: CENTR collects registrar pricing based on the largest registrars of a sample of member ccTLDs. Prices are collected manually every quarter. Prices collected are the buy (including any promotion), renewal and transfer prices (if available) noting the currency and whether tax is included or not.

**Market share statistics**
Local registrations – to calculate market share based on local registrations, CENTR analyses the total local registrations made in most member countries. For ccTLD registrations in each country, the data comes from CENTR members directly. gTLD data is sourced from Zooknic. Zooknic uses sampling techniques to assess the number of gTLD registrations in each country using the country of resident field in the Whois.
**Domain usage**
Data on domain usage based on ccTLDs sampled from around 20 European ccTLDs and the top 100 gTLDs, scanned monthly with the CENTR 'signs-of-life' domain crawler. The landing page of each TLD is scanned based on a random sample of 50K domains from the zone. Where a redirect occurred, it is the final URL which is assessed and classified. The crawler also measures attribute information domain redirections, MX records, languages and more.

**TERMS**

**ccTLD** – a Country Code Top-Level Domain (ccTLD) is a two-character top-level domain used and reserved for a country or independent territory. Examples include .uk for the United Kingdom or .de for Germany.
**gTLD** – a Generic Top-Level Domain (gTLD) is a 3-or-more-character string. Examples include .com, .org .club, .london
**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 (source: Wikipedia). 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 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 8 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.

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

View the interactive report