![Council of European National Top-Level Domain Registries logo](logo)
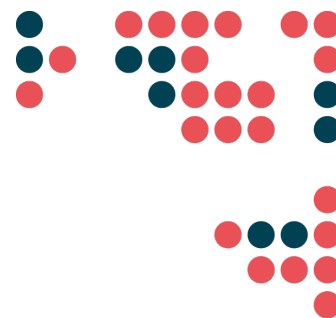
**Council of European National Top-Level Domain Registries**

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 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.

CENTRstats
Global TLD Report

Q1 2022 – Edition 37
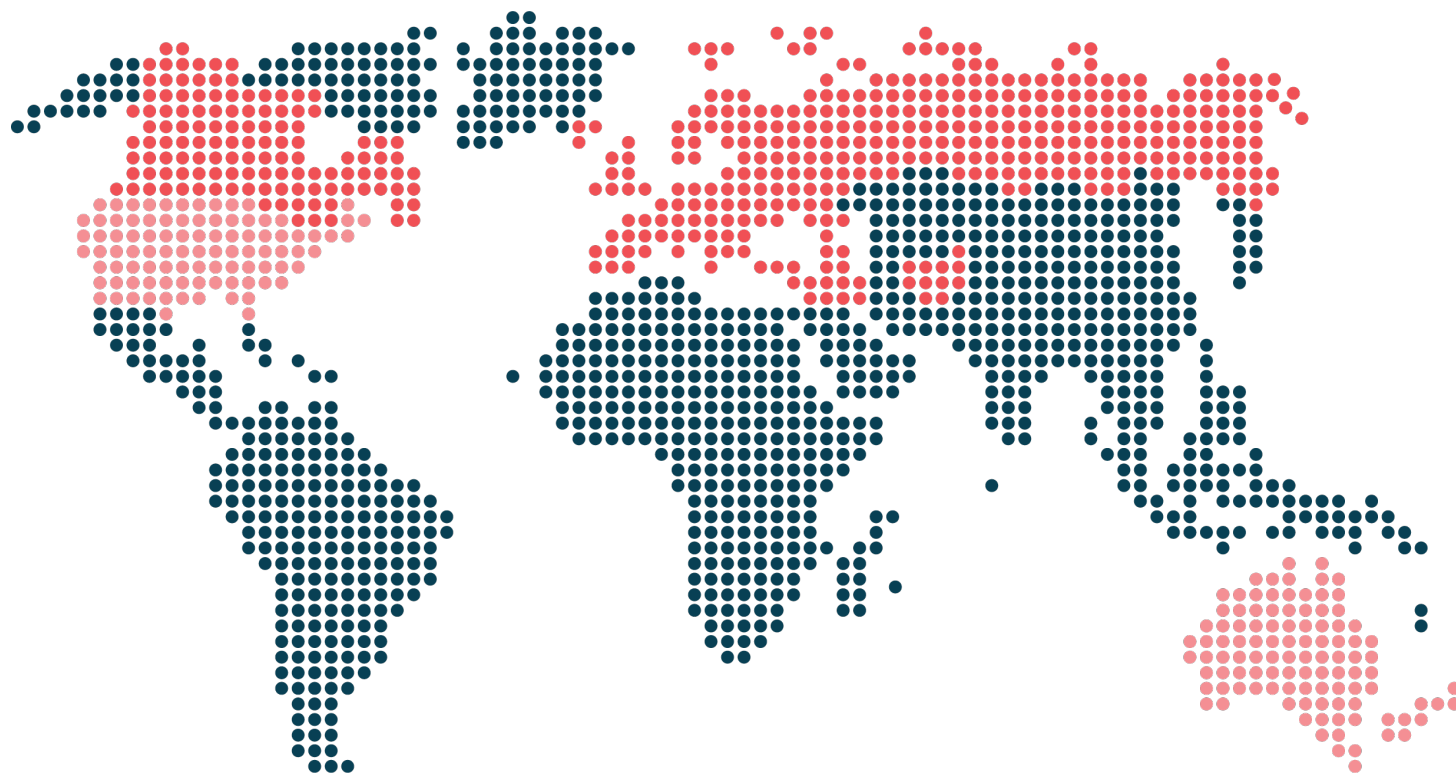
HIGHLIGHTS

- Sales, deletions and registrar transfers all slowed down for European ccTLDs over 2021. Demand for new domains however is still outpacing deletes, keeping growth in the positive.

- The median 1 year growth in European ccTLDs was 3.8% (Jan 2022), up from the 6 month average. Renewal rates are stable with a median of 85%.

- The combined market share of ccTLDs across EU countries is estimated at 61%. For most CENTR member ccTLDs, their local (country based) market share has not changed over the past few years.

- European ccTLDs are being sold by registrars at a median price of 10.2 EUR - up slightly from the previous quarter. This price contrasts to 12.1 EUR for a .com domain recorded over the same set of registrars.

- Over Q4 2021, error rates in European ccTLDs came down slightly, with parking rates remaining similar. 46% of domains under European ccTLDs have functional web content, of which 65% have a valid SSL certificate.

- The error rate (DNS, connection or others resulting in no content) among the top 100 gTLDs rose by 6% over Q4 2021. 23% of domains under the top 100 gTLDs have functional web content, of which 64% have a valid SSL certificate.

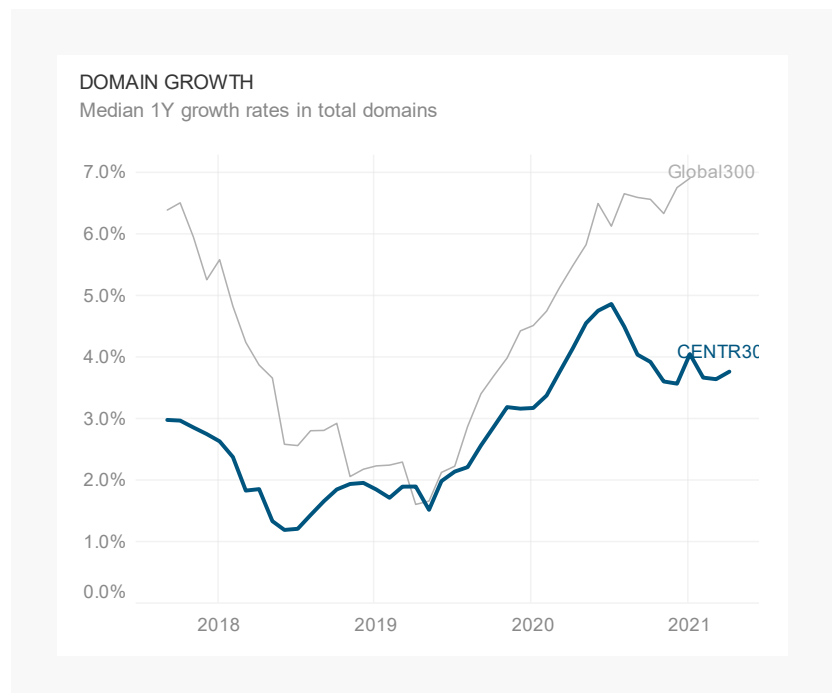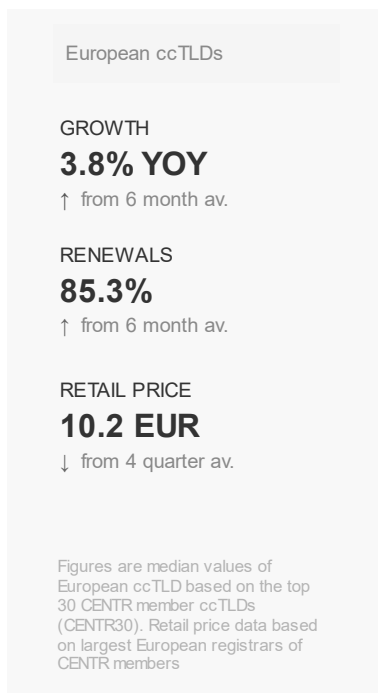- The rate of gTLD domains that redirect has been rising.

EUROPEAN ccTLDS

Registrations

Over the course of 2021, ccTLD registration activity in new purchases, deletions as well as registrar transfers slowed while Europe cautiously emerged from COVID lockdowns. Workers have been returning to offices, shops have been re-opening their doors and employment figures are improving. While new registration sales declined considerably since their peak in early 2021, deletions have also slowed, ensuring growth rates were kept in the positive. 2021 ended with a comfortable 3.8% growth and 83.5% renewal rate (median CENTR top 30 ccTLDs).

While an estimated 36% of all domains globally are ccTLDs, the local share[1] of European ccTLDs within EU countries is closer to 61%. It is worth noting however that among EU

European ccTLDs

GROWTH
3.8% YOY
↑ from 6 month av.

RENEWALS
85.3%
↑ 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

DOMAIN GROWTH
Median 1Y growth rates in total domains

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1 Market share estimation based on 22 EU countries. ccTLD data provided by CENTR members and Zooknic for estimates of locally registered gTLDs. Data does not include non CENTR member ccTLDs.

countries, the market share of the national ccTLD has made little to no gains over the past couple of years, suggesting registrants are choosing gTLDs and to some extent foreign ccTLDs as much as they are their own local ccTLD.

Over the 12 months to January 2022, .com made gains in Montenegro, the United Kingdom, Serbia, Sweden and Georgia, while in Portugal .eu and surprisingly .de both saw strong growth.

Domain pricing

Over the past 12 months the median registrar price based on the largest registrars that sell ccTLDs in the region has trended down slightly. It was recorded at 10.2 EUR[2] in January 2022, down from 10.9 EUR 12 months prior. Over 2021, the rate of price promotions advertised for European ccTLDs remained stable with around 30% of all recorded prices discounted at any given time. It is generally the same few registrars that run promotions most commonly (i.e. Ionos, GoDaddy and OVH) due partly to the fact that those registrars offer domains across more markets than most.

GLOBAL MARKET

At October 2021, the median 1 year growth rate of the top 300 largest TLDs (Global300) was 6.9% - up from its 6 month average. In other groups, rates were 4.9% for ccTLDs in the Asia Pacific region, 4.1% for ccTLDs in Europe and 9.5% in the top 300 gTLDs. Geographic gTLDs have seen a slowdown in growth with their median growth at -0.2%.

gTLDs have an estimated 64% of the entire market, however in the 12 months to October 2021, it was the ccTLDs which saw the largest combined net growth.[3] The

high combined growth was driven by .de (Germany), .br (Brazil), .fr (France), .ca (Canada) and .me (Montenegro). The highest growth gTLDs were .com, .xyz, .bar, .online and .shop.

While .com represents 47% of all domains globally, its share of gTLDs is much higher at 73%. To get a sense of the continued dominance of .com, consider that in the 12 months to October 2021, the combined growth of 500 of the largest gTLDs was barely half that of the growth in .com (8 million) over the same period.

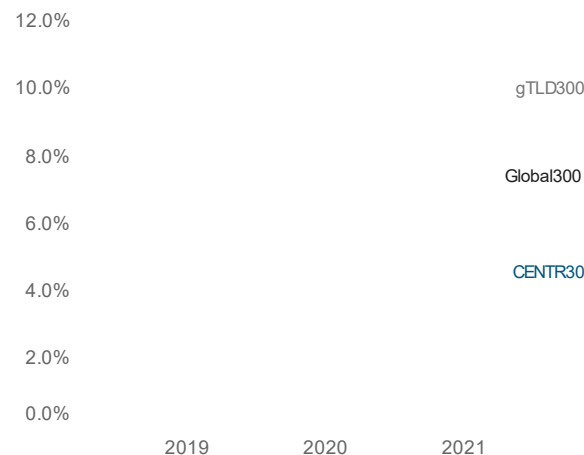GROWTH | Global 300
6.9% YOY
↑ from 6 month avg.

GLOBAL TLD MARKET SHARE
Estimate by total registered domains

Other gTLDs 14%

ccTLDs 36%

■ ccTLD
■ gTLD

.com 47%   .org 3%
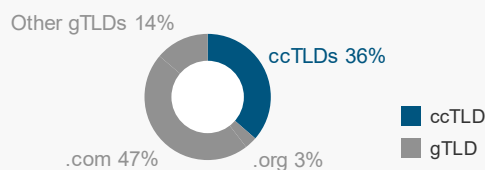
Market share calculated on 350M domains over 1,454 TLDs. Data on some TLDs is not always available or reliable. In these cases, they are either excluded or the data based on previously known values. Data updated October 2021.

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

12.0%

10.0%   gTLD300

8.0%   Global300

6.0%

                                                        CENTR30
4.0%

2.0%

0.0%
            2019   2020   2021

Source: CENTR

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2 Buy prices in this context are the prices which registrars sell domains for. The median price includes any promotions advertised, are for a 1 year registration period and include tax. To get a better reflection of the most common prices registrars charge, only the largest

registrars (by domain volume) of CENTR member ccTLDs are included.

3 The net growth of ccTLDs is calculated on a sub-set of 100 strings with reliable data.

DOMAIN USAGE

The error rate (DNS, connection or other errors resulting in no content) in European ccTLDs has come down a couple of points to 27%, while the park rate (e.g. registrar holding pages proportional to all domains) remained stable at 26%. This leaves around 46% of all domains that serve functioning web content, of which 65% have a valid SSL certificate.

For gTLDs, the situation is quite different. The error rate in the top 100 gTLDs is 49% (up 6% over Q4 2021) with a further 27% that are parked. The increase in errors is possibly linked to large numbers of domains that were previously parked and which were recently disconnected. It is unclear why registrars turned off those parked pages.

After errors (no content) and parking, an estimated 23% of domains under the top 100 gTLDs have pages with functioning web content. The relatively low rate of web usage among these gTLDs should be concerning for their registries as they will undoubtedly face reduced renewal rates impacting their long term prospects.

The following gTLDs saw the largest increase in DNS errors: .xxx, .fit, .icu, .cyou, .vip, .best, .buzz, .site, .online, and .xyz. gTLDs with the least amount of errors or parking include: .tel, .cat, .earth, .church, .blog and .berlin.

CLASSIFICATIONS

	ccTLDs	gTLDs
Developed	46%	23%
Parked	26%	28%
Not functioning / errors	27%	49%

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%	63%
Forced HTTPS	65%	65%
Redirected	26%	31%

Jan 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
Level 1 technical categories of ccTLD domains

Developed

Parked

Not functioning / errors

Jan 21   Apr 21   Jul 21   Oct 21   Jan 22
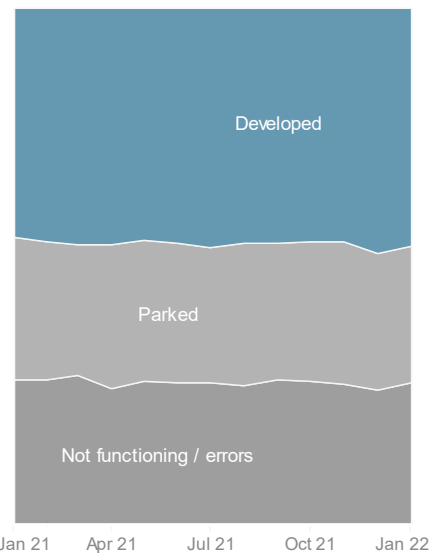
View the interactive report

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

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

View the interactive report ⬈