



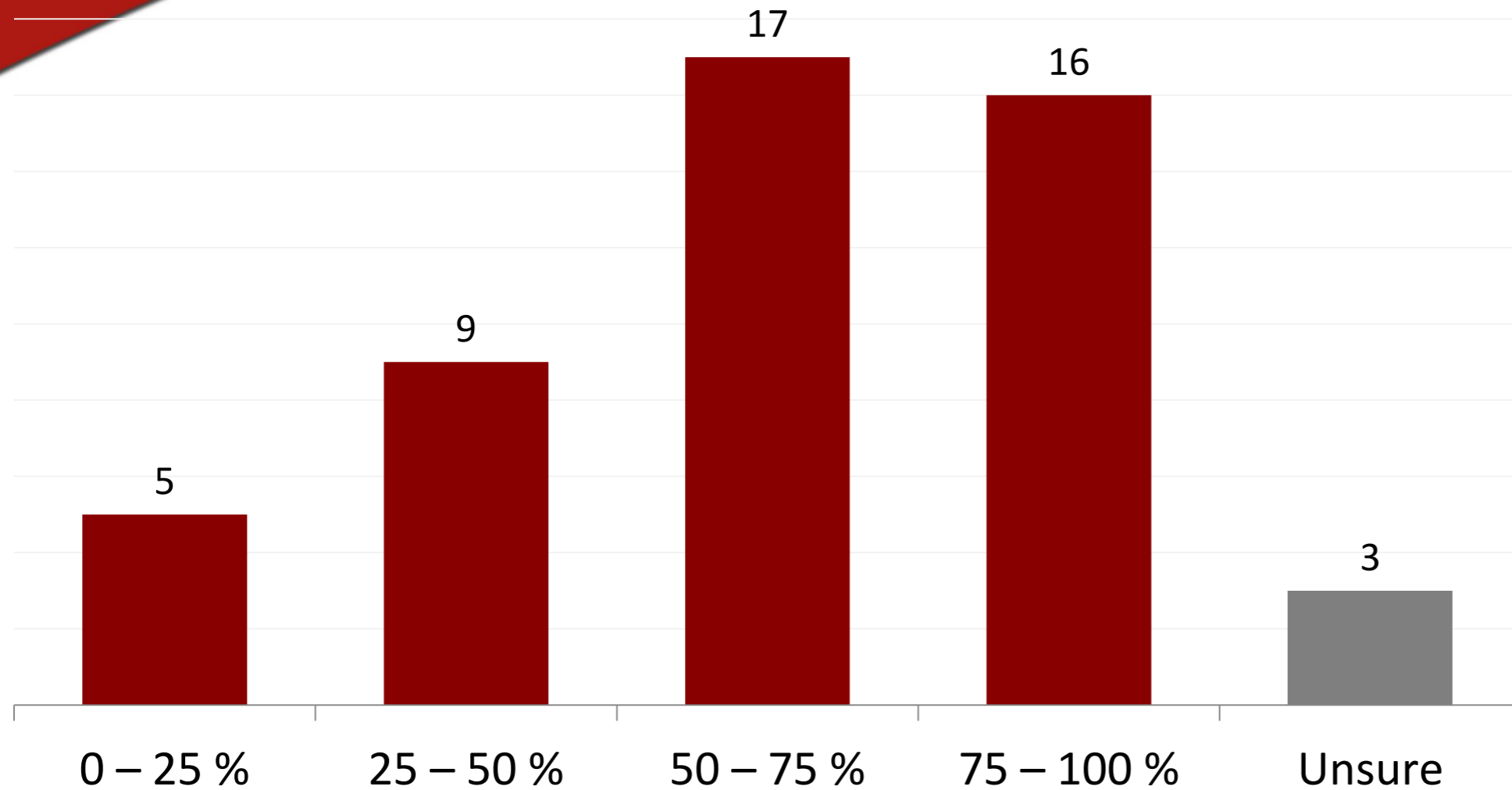
Council of European National
Top Level Domain Registries

The Social Role of ccTLDs Survey Results

Peter VAN ROSTE – IGF – Bali – 23 October 2013

ccTLD Market Shares

Market share within country (Number ccTLDs per Category)



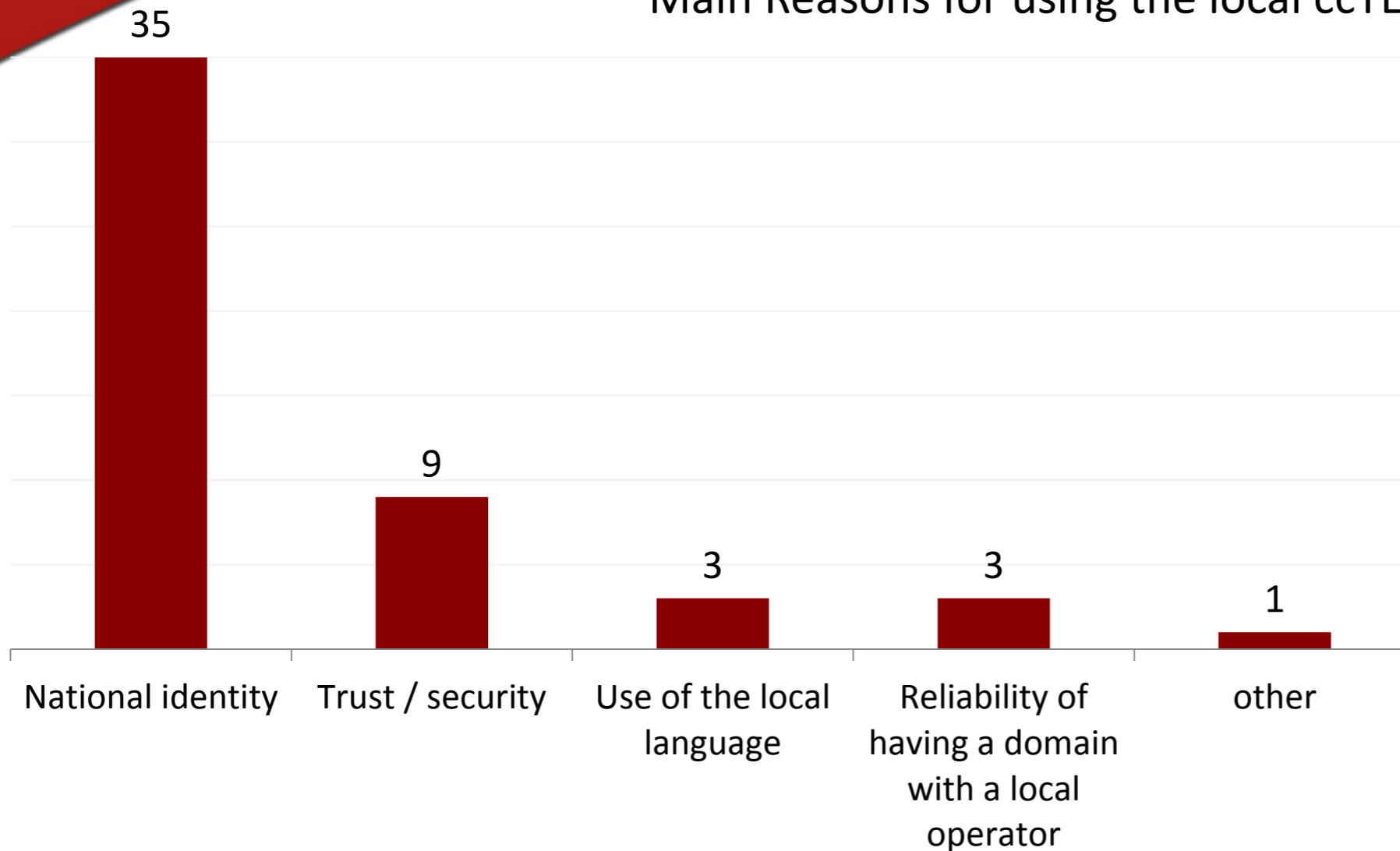
Sample: 50 ccTLDs
Source: CENTR, LACTLD

35% of ccTLDs estimate their TLD to have between 50-75% of the market share within their country

A further 31% believe it is within the 75-100% range

Why use the local ccTLD?

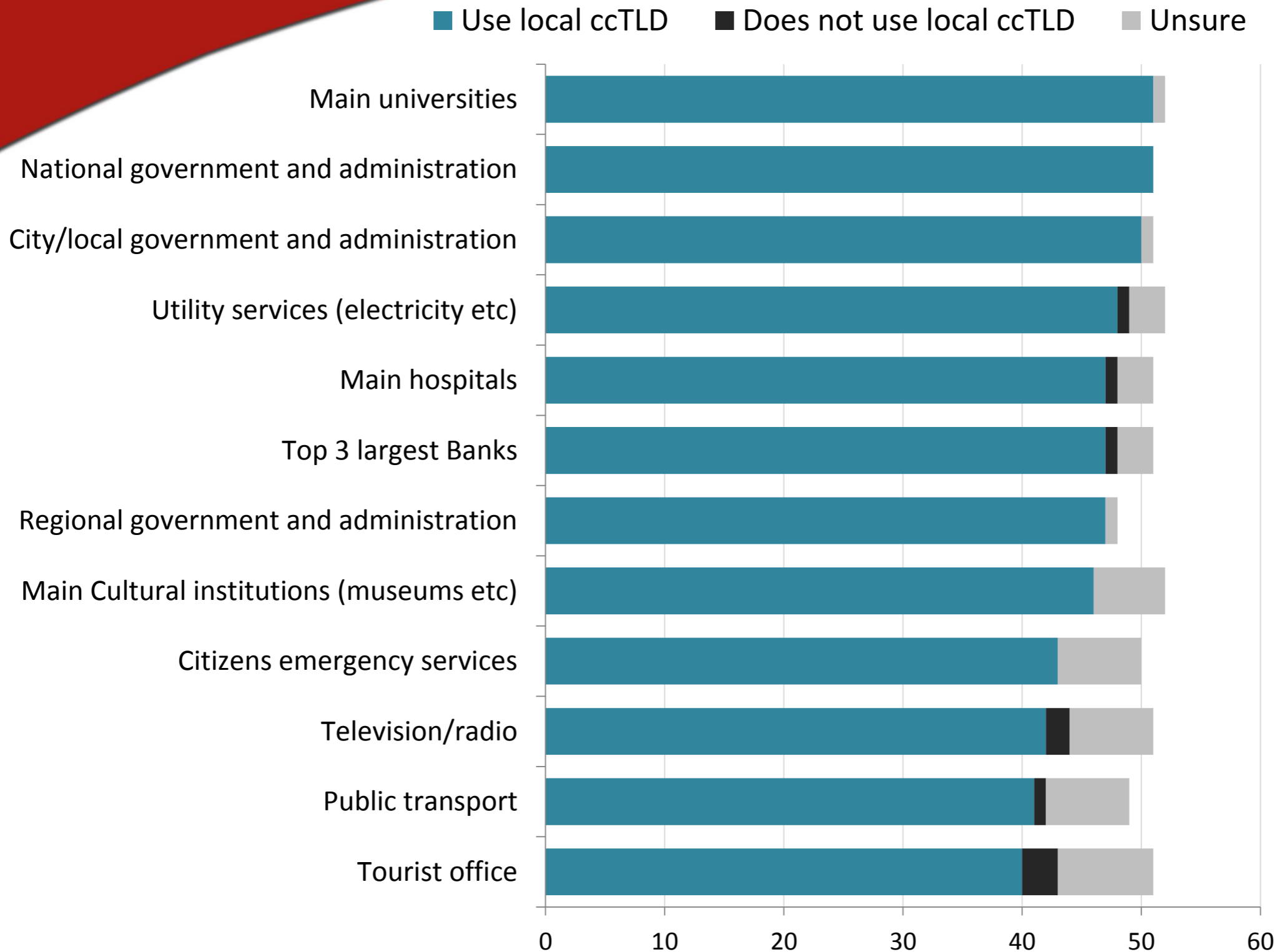
Main Reasons for using the local ccTLD



According to ccTLD operators, the main reasons why domain name holders choose the local ccTLD is because of **‘national identity’**

Sample: 51 ccTLDs
Source: CENTR, LACTLD

Who's using the local ccTLD?

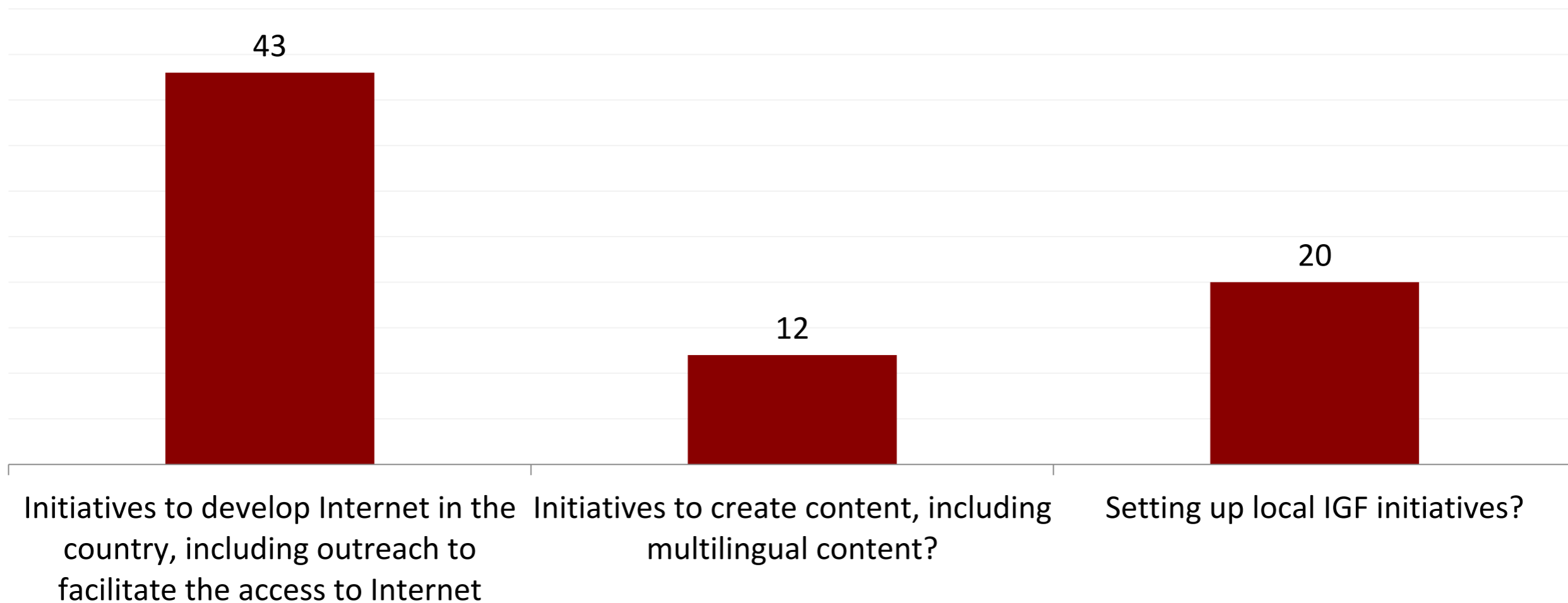


In each category, the local ccTLD is being used in most cases

What activities are ccTLD Registries' involved with



In each category, the local ccTLD is being used in most cases



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THANK YOU!