



# DomainWire

Edition 5 - September 2013

## Domain Name Stat Report

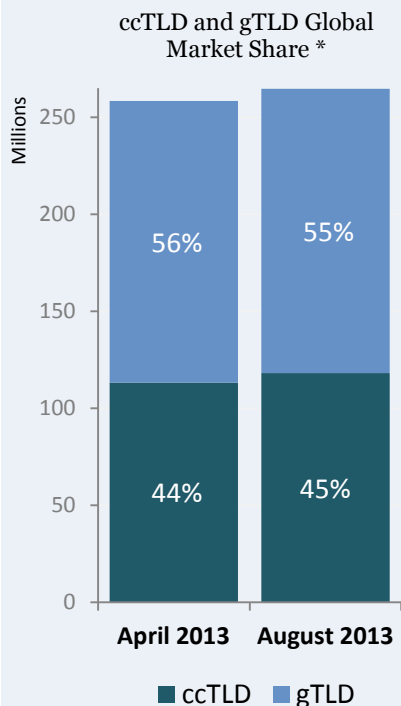
**DomainWire Stat Report** is CENTR's quarterly publication covering basic domain name statistics with a focus on European ccTLDs (country code Top Level Domains). A ccTLD (country code top level domain) is a two-letter domain name extension such as .de (Germany), .es (Spain) or .cz (Czech Republic).

CENTR is the European ccTLD association. CENTR is a not-for-profit organisation dedicated to supporting the interest of country code TLD managers. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD Registries. CENTR has 51 Full members and 9 Associate members who all together represent around 80% of the total number of ccTLD domain name registrations worldwide.

# Global Domain Name Status

As at August 2013, the total number of registrations across all Top Level Domains (TLDs) stood at **265 million**. This figure represents a growth of 2.4 % for all TLDs this quarter (or 6.2 million registrations) with the largest growth found in ccTLDs which saw 4.3%.

ccTLDs as in previous editions of Domainwire have continued increasing their market share against gTLDs – this quarter rising from 44% to 45%. ccTLD IDNs continue to grow although at a slightly lower rate. The largest TLD globally is .com which currently has just over 110 million domain names followed by .net with 15.1 million.

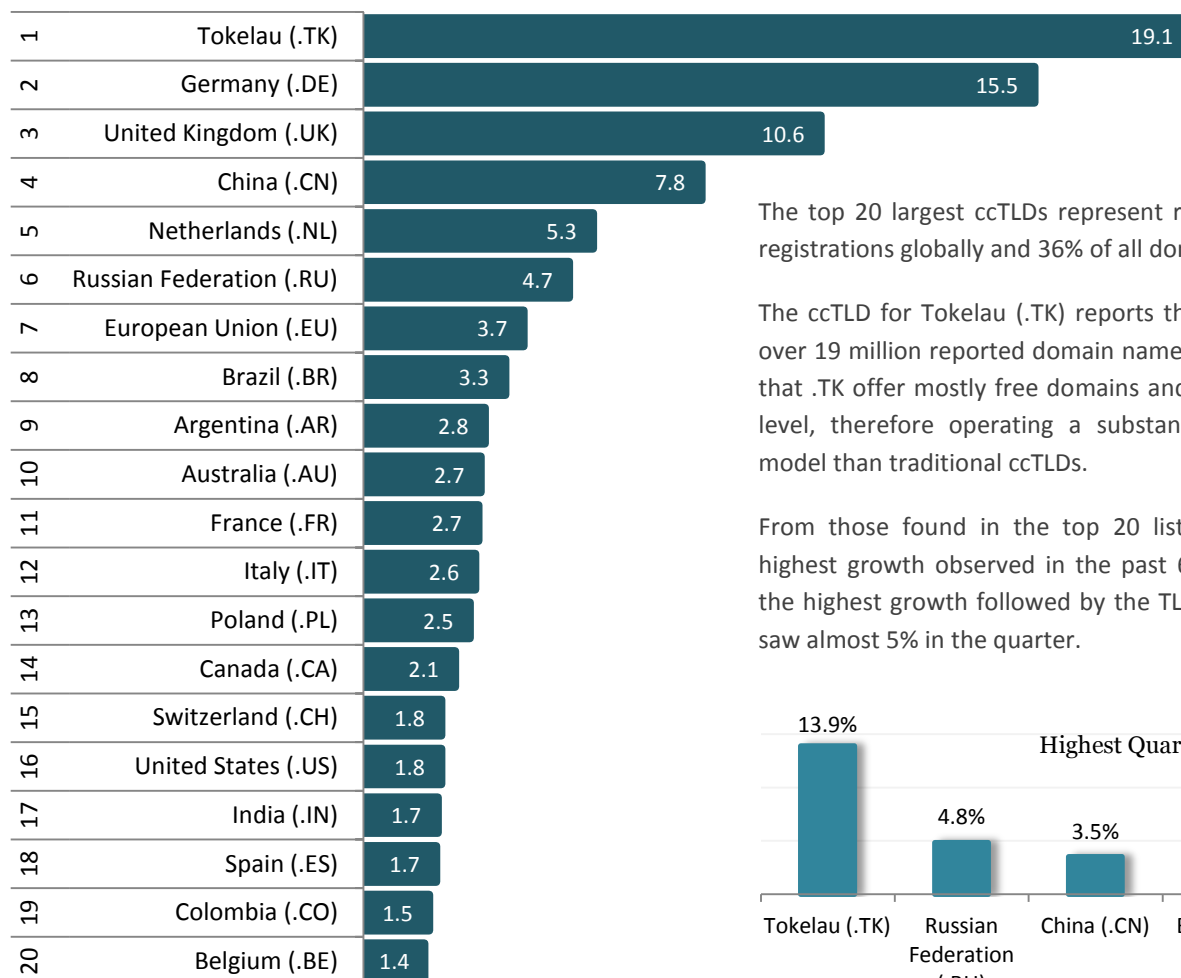


	Registrations*	% Change (3 month)
ccTLD	116,889,348	4.3%
ccTLD IDN	1,205,620	2.2%
gTLD	145,278,779	1.0%
sTLD	1,349,508	0.3%
<b>Total</b>	<b>264,723,255</b>	<b>2.4%</b>

Source: Zooknic (August 2013)

\*ccTLDs include ccTLDs and ccTLD IDN. gTLDs include gTLDs and sTLDs

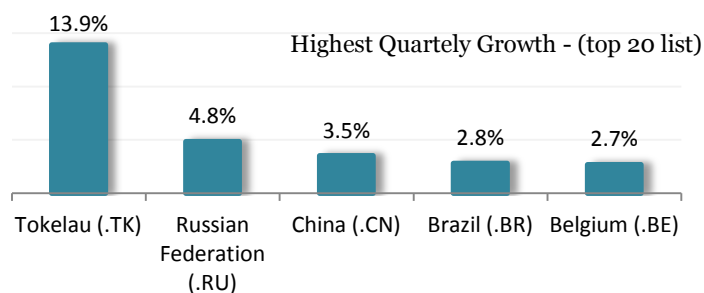
## Top 20 ccTLDs



The top 20 largest ccTLDs represent roughly 81% of all ccTLD registrations globally and 36% of all domain name registrations.

The ccTLD for Tokelau (.TK) reports the largest zone with just over 19 million reported domain names. It is important to note that .TK offer mostly free domains and is marketed at a global level, therefore operating a substantially different business model than traditional ccTLDs.

From those found in the top 20 list, the below shows the highest growth observed in the past 6 months. .TK has seen the highest growth followed by the TLD for Russia (.RU) which saw almost 5% in the quarter.



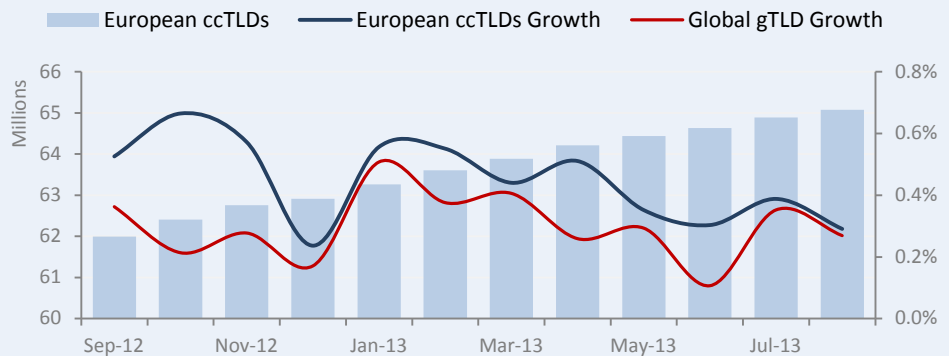
# European ccTLDs Status update

European ccTLDs closed August 2013 with just over 65.1 million domains under management. Over the past 12 months, overall net growth is 5.9% - an increase of around 3.6 million domains with the largest contribution from .RU with 780 thousand domains. Although the 12 month growth rates for European ccTLDs are trending downward (April 12 month rate was 6.6%), they remain on average 2.5% higher than gTLDs globally. The chart to the right shows monthly growth of European ccTLDs alongside global gTLDs for reference. The average monthly growth of all European ccTLDs is 0.47%.

## European ccTLDs At a Glance

Total ccTLD registrations	65.1 million
Growth – Quarter/1 year	1.0%/5.9%
Average Renewal Rate	81.5%
Highest growth ccTLD (3 month)	.me (5.2%)
Largest ccTLD (zone size)	.de (15.5 million)
DNSSEC Status	26 zones signed
No. Zones offering IDNs	25 ccTLD Registries

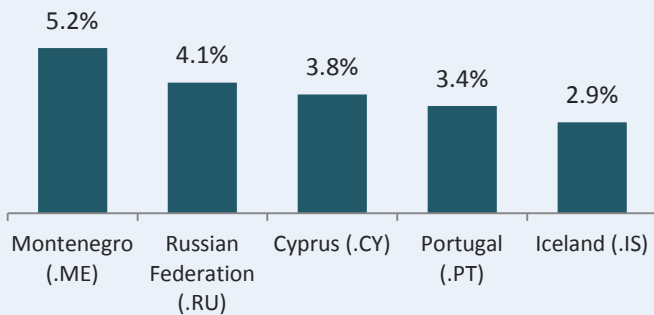
Source: CENTR, ICANN (DNSSEC)



Source: CENTR, Hosterstats

## European ccTLDs – Domain name growth

### Highest Quarterly Growth

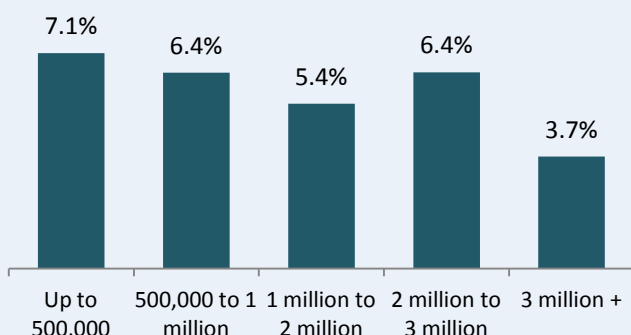


Quarter: May 2013 – Aug 2013

The chart (left) shows the top 5 highest growth European ccTLDs in the previous quarter (May-August 2013). Montenegro achieved the highest growth at 5.24% followed by Russia who has been growing at an average of 1.5% monthly over the past 12 months. The Russian IDN .PФ (not in chart) grew 2.56% in the same period.

The Portuguese ccTLD (.PT) has had consistent growth over the past several years and retained this strength after the Registry formally constituted its independence in June of this year.

### Average 12 Month Growth per ccTLD Zone Size



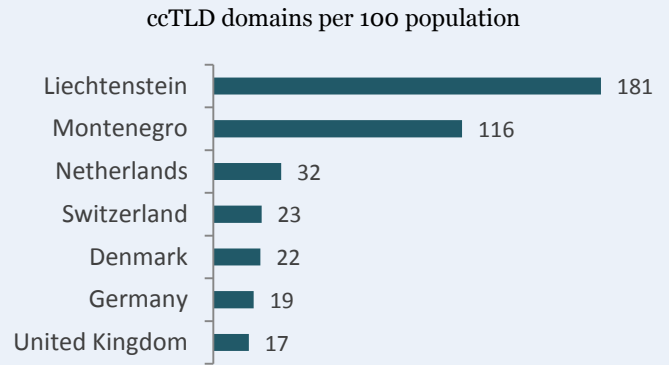
Note: Sample size differs between categories.

The chart (left) shows the average 12 month growth rates for European ccTLDs split up according to Registry zone size. The highest average growth was observed in the category of ccTLDs which manage up to 500,000 domain names. In general higher percentage growth is achieved in small zones. One noticeable difference is in the category 2-3 million, where a high growth was observed. European ccTLDs in this category are currently; .FR (France), .IT (Italy) and .PL (Poland)

# European ccTLDs – Domain name penetration

Measuring the number of domain names per unit of population can provide some insight to the local popularity of a ccTLD. The chart (right) shows the number of ccTLD domains per 100 population of each country. These numbers do not distinguish between domains registered within and from outside the country.

With its small population of 37,000, Liechtenstein retains the top position in terms of the number of ccTLD domain names per 100 population. Montenegro (.ME), although also at a high position differs in its business model as unlike many European ccTLDs has a greater focus on markets outside its own country.



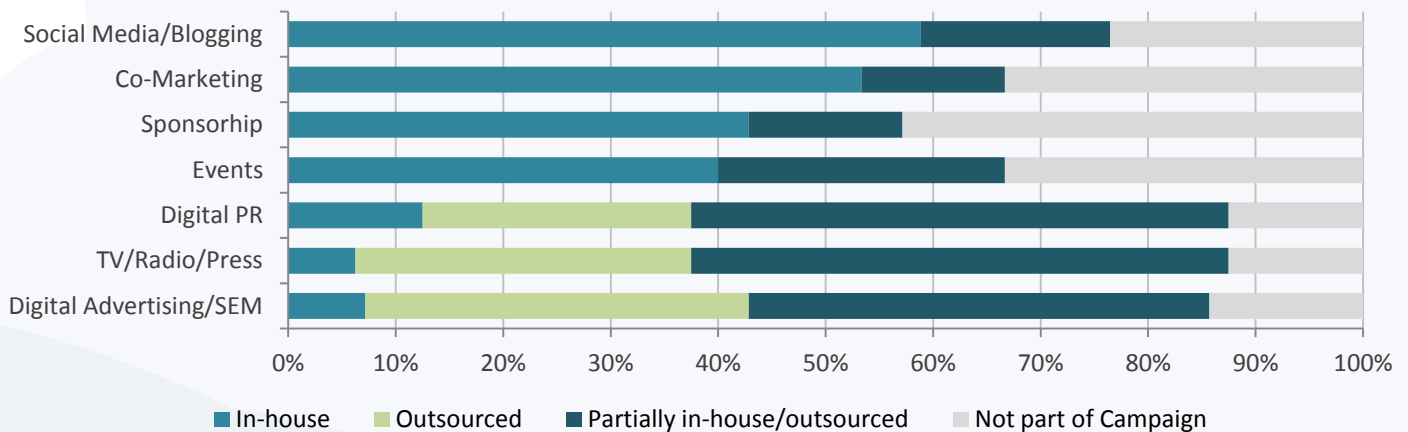
Source: CENTR, EuroStat, WorldBank

## “How are European ccTLDs marketing?”

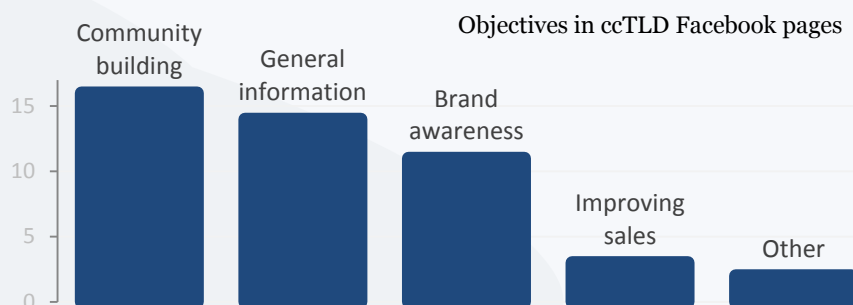
Marketing by ccTLD registries is rapidly evolving. While during 2013 some registries took their first steps in Marketing, others can already proudly present a strong track record of using very innovative approaches.

Registries use traditional as well as new marketing tools, as shows the below graph which is based on a June 2013 survey amongst CENTR members. The same survey shows that a large majority of the registries have, or are developing, a formal marketing plan. The traditional ‘offline’ channels such as printed media, TV and radio are, perhaps surprising to some, being used by several registries. Another area proving popular is where registries cooperate with their peer registrars in sponsorships arrangements and co-marketing initiatives and programs.

Marketing Tools used by ccTLDs



Social media and blogging are essentials in a registry’s marketing. When used, they are most often organised in-house with one or a few employees responsible for example for a blog or Facebook page. An earlier study during 2012 suggested that Facebook is used primarily for community building and sharing general information.



Source: CENTR



## SOURCES

All data in this report is sourced from the following: CENTR, ZookNic (<http://www.zooknic.com/>) LACTLD, [www.hosterstats.com](http://www.hosterstats.com). CENTR would like to thank the support of other Regional Organisations LACTLD, APTLD and AFTLD for their continued support in the development of statistical reporting for the global ccTLD community. When sourcing from CENTR, data is taken from responses received within CENTR surveys and ongoing data collection. No sampling or estimating is as this data is received directly from the ccTLD Registry Operators and processed within the CENTR Secretariat.

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 names 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 .PФ 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 an association of Internet Country Code Top Level Domain Registries such as .uk in the United Kingdom and .es in Spain. Full Membership is open to organisations, corporate bodies or individuals that operate a country code top level domain registry. The project that became CENTR was formed in March 1998 and was informally funded by participant registries. In 1999, it was legally established as a not-for-profit company in the UK. Since 2006, CENTR is registered as a non-for-profit organisation based in Brussels, Belgium. CENTR activities are funded by membership fees, and performed by a secretariat based in Brussels, Belgium.

Any questions on this report, please contact [patrick@centr.org](mailto:patrick@centr.org)

