



ccTLD Choice for Startup Businesses: 2018 vs 2017 Analysis

John Matson

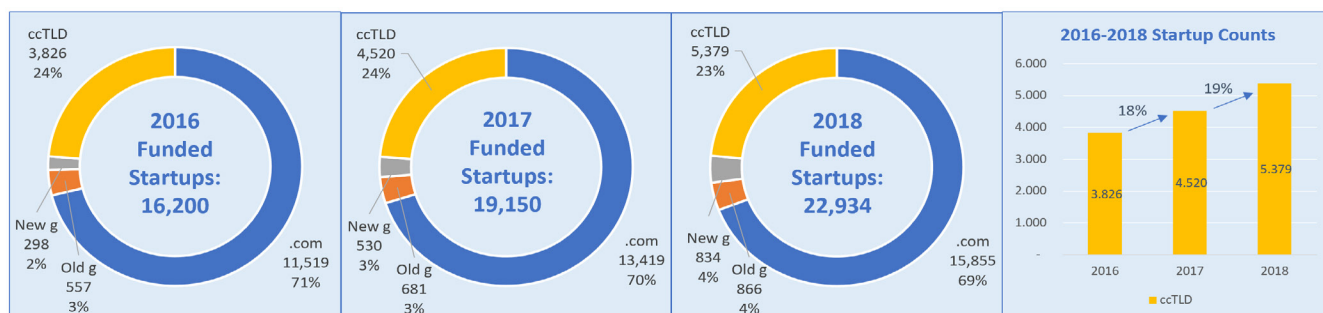


ccTLD Choice for Startup Businesses: 2018 vs 2017 Analysis

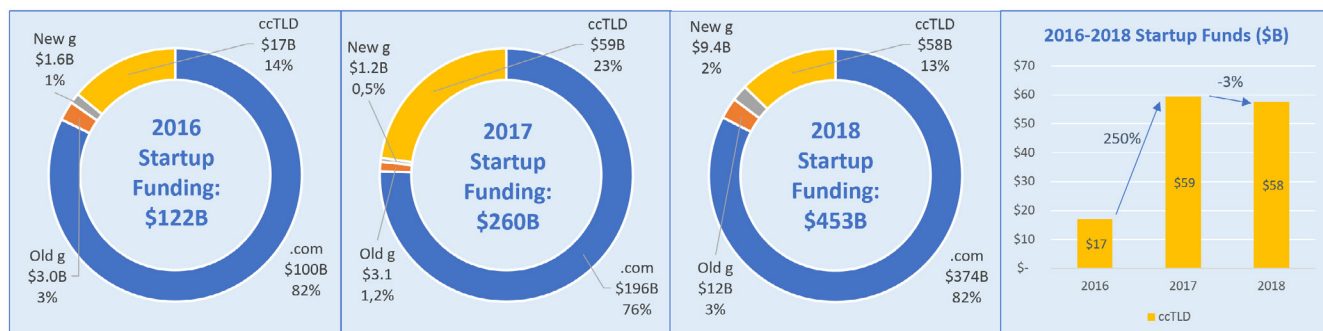
Startup Funding and TLD Market Share: Setting the Stage

In 2018, over \$453B of startup to later stage company funding¹ was committed to 22,934 companies with domain names in countries around the globe. CENTR asked: “What are the different ccTLD and gTLD market shares by number of startups and funding” and “will there be a substantial difference in TLD choice by total domain market share for a country versus startup businesses market share?”

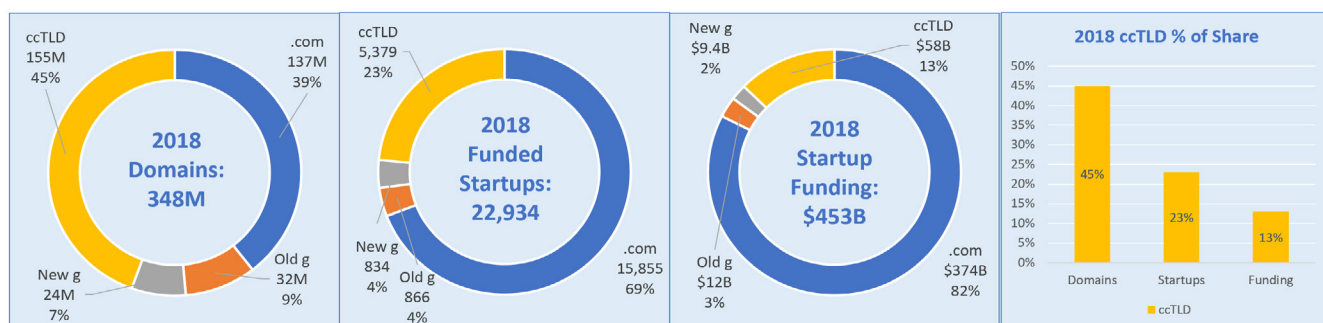
At the end of 2018 there were 348M domain names comprised by 45% ccTLDs and 55% gTLDs, with .com having the dominant market share of 39% for a single TLD. Transitioning to the count of startups, the ccTLD market share decreased to 23% (5,379 startups). The funding market share of ccTLDs further reduced to 13% (\$58B). The drop in total domain market share from 45% to 23% likely reflects that startups may have greater global aspirations, resulting in a higher market share of .com choice. Individual country breakouts of ccTLD market share versus .com and other gTLDs are shown later in this study.



Since 2016, startups with a domain name increased from 16,200 to 22,943; that is an increase of 41% over that period, or 18% in 2016-17 and 19% in 2017-18. However, during that same time, the market share across the categories of TLDs (.com, legacy gTLDs, new gTLDs and ccTLDs) remained fairly constant from year to year. ccTLDs comprised 23-24% of the startup companies each year and .com maintained a dominant share of around 70% each year.



However, funding shows a different story from 2016 to 2018. While the number of startups grew 41%, funding of those same startup companies grew 271% from \$122B to \$453B. ccTLDs increased their funding market share in 2017, growing 250% to \$59B. However, ccTLD funding decreased by 3% in 2018, causing the associated ccTLD funding market share to drop from 23% to 13%.



¹ Startup Funding includes angel, seed, grant, crowd, private equity, debt, secondary market, initial coin offering, venture capital, post-IPO and corporate funding. Source of all data is www.crunchbase.com.

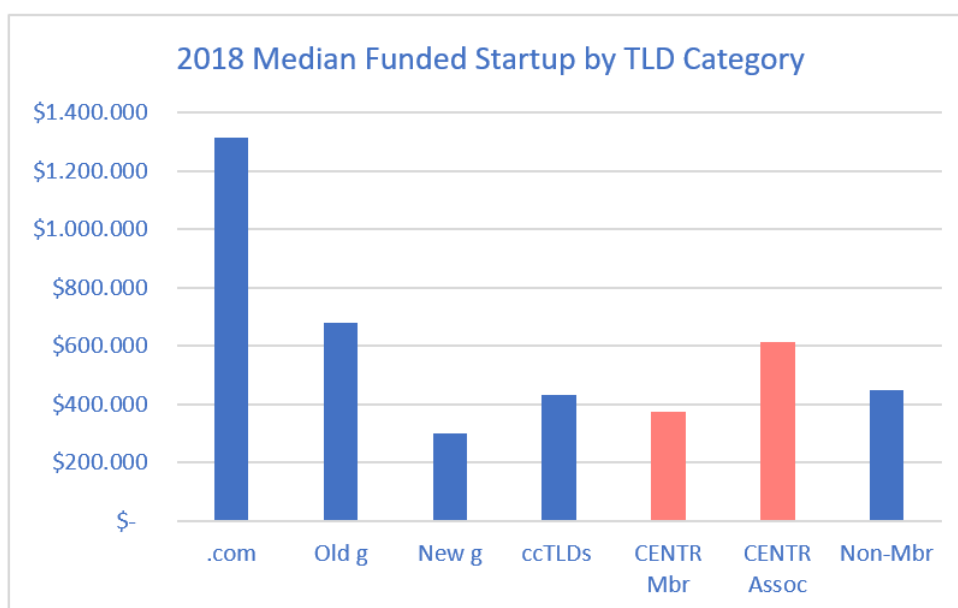
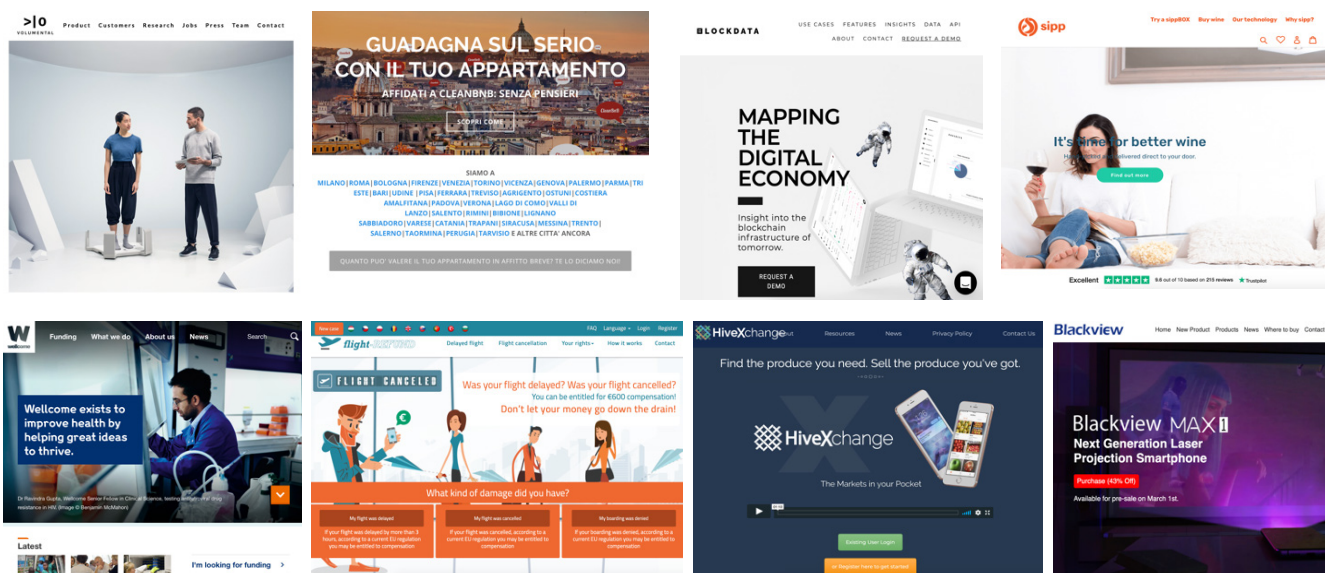
Highest & Median Funded Examples

The table below contains example companies of the highest and median funding for each TLD category. The highest values are all over \$1B and are mostly later stage companies that have raised significant outside funding in 2018 and prior years. The median companies are mostly startup businesses funded by angel investors, seed monies or crowd funding. The median funded value for CENTR Full members is \$375K whereas the median .com value is \$1.32M, 3.5 times that amount. CENTR Associate members had a median funded value of \$613K, driven mostly by .cn. New gTLD startups had the lowest median funded value at \$300K.

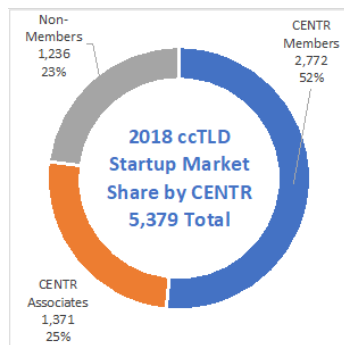
TLD Category	2018 Highest	Highest Company	Funding Type	Median	Median Company	Funding Type
.com	\$ 14.000.000.000	https://www.antfin.com	Venture	\$ 1.313.872	http://www.volumental.com	Venture
Old gTLDs	\$ 2.200.000.000	http://avolon.aero	Secondary	\$ 677.231	http://www.cleanbnb.net	Crowd
New gTLDs	\$ 4.500.000.000	https://www.uniper.energy	Post-IPO	\$ 299.415	https://www.blockdata.tech	Angel
ccTLDs	\$ 2.450.000.000	http://www.magnit-info.ru	Post-IPO	\$ 433.282	https://www.sippwine.co.uk	Crowd
CENTR Members	\$ 1.064.933.995	http://wellcome.ac.uk	Debt	\$ 374.637	https://www.flight-refund.eu	Seed
CENTR Assoc. (cc only)	\$ 2.230.000.000	http://www.focusmedia.cn	Undisclosed	\$ 613.490	https://hivexchange.com.au	Seed
Non-Members	\$ 1.444.785.824	https://star-group.co.za	Post-IPO	\$ 448.618	http://www.blackview.hk	Crowd

Note: magnit-info.ru is a CENTR member so rather than list twice, wellcome.ac.uk, the 2nd highest, is listed in Highest Company position for CENTR members.

Below are selected website snapshots of the highest and median domains from the examples in the table above.



CENTR Summary Statistics



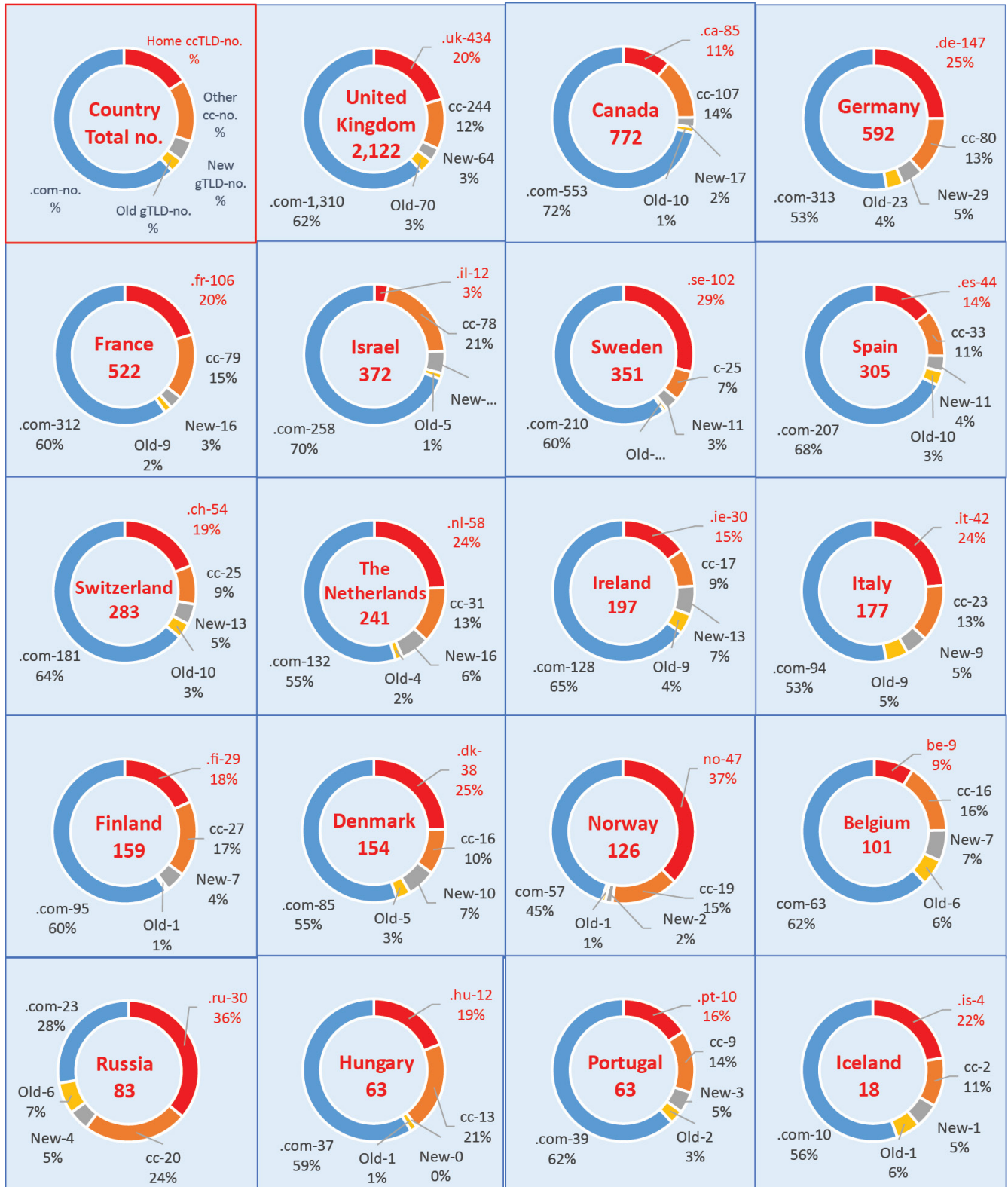
Of the 5,379 startups with ccTLD domain names, 2,772 (or 52%) were CENTR Member TLDs. The CENTR Member funding value was \$21B, which was 8% of the total ccTLD funded value. The large table on the right displays all of the CENTR Full and Associate Member website counts (companies) and startup funding, along with growth or (decline) of 2018 vs 2017. The .io TLD had the highest count, with 1,105 companies using the .io domain and a 132% increase in funding to \$5.2B. In June 2016 the UK voted for Brexit, and in the full years following it saw an increase of 76 innovation domains from 380 to 456 (+20%) and a 78% increase in funding to \$5.7B. While the .eu saw a loss of 45 startup-funded domains, from 110 to 65 (-41%), this was offset by a growth in funding of 139% to \$475M. Germany (.de) grew 6% in count and increased funding by 550% to \$1.4B. Canada (.ca) showed a strong startup domain growth of 51% and a funding growth of 252% to \$1.6B.

The CENTR Associate members' (non-gTLDs) startup count was 1,371 companies with funding over \$23B. The majority of the funding was with .cn startups, worth \$13.6B.

ccTLD	Country	CENTR	Total Number of Funded Startups			Total Funded Value (\$M - USD)		
			2,017	2,018	% Change	2017	2018	% Change
io	Indian Ocean	Member	757	1,105	46%	\$ 2,232.2	\$ 5,170.4	132%
uk	United Kingdom	Member	380	456	20%	\$ 3,182.0	\$ 5,652.1	78%
de	Germany	Member	143	151	6%	\$ 208.5	\$ 1,353.4	549%
me	Montenegro	Member	122	118	-3%	\$ 1,264.7	\$ 266.3	-79%
fr	France	Member	140	107	-24%	\$ 538.7	\$ 545.9	1%
se	Sweden	Member	118	105	-11%	\$ 621.2	\$ 354.3	-43%
ca	Canada	Member	57	86	51%	\$ 444.6	\$ 1,565.2	252%
eu	European Union	Member	110	64	-42%	\$ 198.8	\$ 475.1	139%
it	Italy	Member	118	60	-49%	\$ 106.4	\$ 190.1	79%
nl	Netherlands	Member	58	60	3%	\$ 146.1	\$ 336.9	131%
ch	Switzerland	Member	56	55	-2%	\$ 51.0	\$ 104.3	104%
no	Norway	Member	51	49	-4%	\$ 240.3	\$ 76.6	-68%
es	Spain	Member	52	47	-10%	\$ 144.7	\$ 30.4	-79%
dk	Denmark	Member	38	39	3%	\$ 21.8	\$ 87.9	304%
fi	Finland	Member	34	34	0%	\$ 82.1	\$ 185.6	126%
ie	Ireland	Member	27	32	19%	\$ 688.4	\$ 318.5	-54%
ru	Russia	Member	60	30	-50%	\$ 62.8	\$ 2,520.5	3915%
gg	Guernsey	Member	13	25	92%	\$ 16.9	\$ 136.8	708%
hu	Hungary	Member	13	13	0%	\$ 74.4	\$ 1.8	-98%
il	Israel	Member	13	13	0%	\$ 110.7	\$ 393.1	255%
be	Belgium	Member	22	10	-55%	\$ 34.1	\$ 23.0	-33%
im	Isle of Man	Member	6	10	67%	\$ 27.5	\$ 95.4	247%
is	Iceland	Member	18	10	-44%	\$ 6.7	\$ 76.7	1037%
pt	Portugal	Member	16	10	-38%	\$ 2.4	\$ 2.4	-1%
tr	Turkey	Member	9	9	0%	\$ 1.5	\$ 232.8	14943%
pl	Poland	Member	33	7	-79%	\$ 3,320.6	\$ 286.8	-91%
at	Austria	Member	16	6	-63%	\$ 2.4	\$ 2.1	-12%
ee	Estonia	Member	2	6	200%	\$ 3.3	\$ 1.0	-70%
ir	Iran	Member	5	6	20%	\$ 318.3	\$ 0.6	-100%
sh	Saint Helena	Member	-	6	n/a	\$ -	\$ 40.2	n/a
gr	Greece	Member	9	5	-44%	\$ 11.4	\$ 0.9	-93%
lt	Lithuania	Member	3	4	33%	\$ 0.1	\$ 127.1	119059%
lu	Luxembourg	Member	2	4	100%	\$ 2.2	\$ 9.9	344%
ro	Romania	Member	5	4	-20%	\$ 0.8	\$ 0.2	-72%
ac	Ascension Island	Member	-	3	n/a	\$ -	\$ -	n/a
cz	Czech Republic	Member	3	3	0%	\$ -	\$ 15.0	n/a
hr	Croatia	Member	1	3	200%	\$ 0.4	\$ 0.2	-49%
bg	Bulgaria	Member	2	2	0%	\$ -	\$ 0.8	n/a
gi	Gibraltar	Member	1	2	100%	\$ 2.3	\$ 27.0	1074%
rs	Serbia	Member	3	2	-33%	\$ 1.1	\$ 1.7	61%
ua	Ukraine	Member	3	2	-33%	\$ 5.1	\$ -	-100%
af	Afghanistan	Member	-	1	n/a	\$ -	\$ 0.9	n/a
al	Albania	Member	-	1	n/a	\$ -	\$ 1.0	n/a
ge	Georgia	Member	1	1	0%	\$ 0.4	\$ 0.0	-89%
mt	Malta	Member	-	1	n/a	\$ -	\$ -	n/a
pm	St. Pierre and Miquelon	Member	3	1	-67%	\$ 23.5	\$ 0.02	-100%
re	Reunion Island	Member	2	1	-50%	\$ 1.3	\$ -	-100%
si	Slovenia	Member	7	1	-86%	\$ 1.8	\$ -	-100%
sk	Slovakia	Member	3	1	-67%	\$ 0.1	\$ -	-100%
yt	Mayotte	Member	-	1	n/a	\$ -	\$ -	n/a
ad	Andorra	Member	1	-	-100%	\$ 3.2	\$ -	-100%
am	Armenia	Member	2	-	-100%	\$ 4.1	\$ -	-100%
ba	Bosnia & Herzegovina	Member	1	-	-100%	\$ -	\$ -	n/a
cy	Cyprus	Member	1	-	-100%	\$ 0.1	\$ -	-100%
li	Liechtenstein	Member	1	-	-100%	\$ 0.01	\$ -	-100%
lv	Latvia	Member	4	-	-100%	\$ 1.6	\$ -	-100%
CENTR Member Total			2,545	2,772	9%	\$ 14,212.7	\$ 20,710.7	46%
co	Columbia	Associate	629	716	14%	\$ 1,915.1	\$ 2,815.5	47%
cn	China	Associate	79	310	292%	\$ 24,998.5	\$ 13,648.2	-45%
au	Australia	Associate	106	126	19%	\$ 1,218.2	\$ 2,957.1	143%
jp	Japan	Associate	64	67	5%	\$ 2,525.2	\$ 2,014.5	-20%
us	United States	Associate	51	55	8%	\$ 275.0	\$ 403.4	47%
tv	Tuvalu	Associate	48	46	-4%	\$ 263.9	\$ 664.6	152%
cc	Cocos Island	Associate	11	31	182%	\$ 9.9	\$ 181.2	1724%
nz	New Zealand	Associate	13	20	54%	\$ 9.4	\$ 54.1	476%
CENTR Associate Total			1,001	1,371	37%	\$ 31,215.2	\$ 22,738.6	-27%
ai	Anguilla		287	485	69%	\$ 1,631.7	\$ 2,929.3	80%
in	India		174	238	37%	\$ 1,260.8	\$ 3,833.8	204%
br	Brazil		101	108	7%	\$ 152.5	\$ 1,169.5	667%
za	South Africa		48	33	-31%	\$ 2,869.0	\$ 2,159.6	-25%
sg	Singapore		20	29	45%	\$ 200.7	\$ 552.5	175%
	All Others		344	343	0%	\$ 7,844.4	\$ 3,475.0	-56%
CENTR Associate Total			974	1,236	27%	\$ 13,959.2	\$ 14,119.7	1%
Grand Total			4,520	5,379	19%	\$ 59,387.1	\$ 57,569.0	-3%

TLD Market Share by Country

The page of charts below shows the TLD market share for startup companies in 2018 by country. The upper left box provides the legend to assist in reading. As an example, 2,122 companies in the United Kingdom received funding in 2018. Of those, 434 or 20% chose .uk as the domain name to base their business on, and 1,310 or 62% chose a .com domain name. Other ccTLDs (such as .io and .me) comprise 244 domains or 12%. Sixty-four new gTLDs were chosen or 3%, and 70 old gTLDs (such as .org or .net) completed the list. Separate charts follow, which break out the country usage distribution for the “generic” ccTLDs of: .io, .me, .ai, .co, .gg and .im. If the home ccTLD count is less than the ccTLD total in the prior table, the difference can be found distributed across other countries.



Leading Countries by Category:

Country with the highest Home ccTLD count: United Kingdom 434
Country with the highest Home ccTLD percent: Norway 37%

Country with the highest Other ccTLD count: United Kingdom 244
Country with the highest Other ccTLD percent: Russia 24%

Country with the highest New gTLD count: United Kingdom 64
Country with the highest New gTLD percent: Ireland, Israel, Belgium 7%

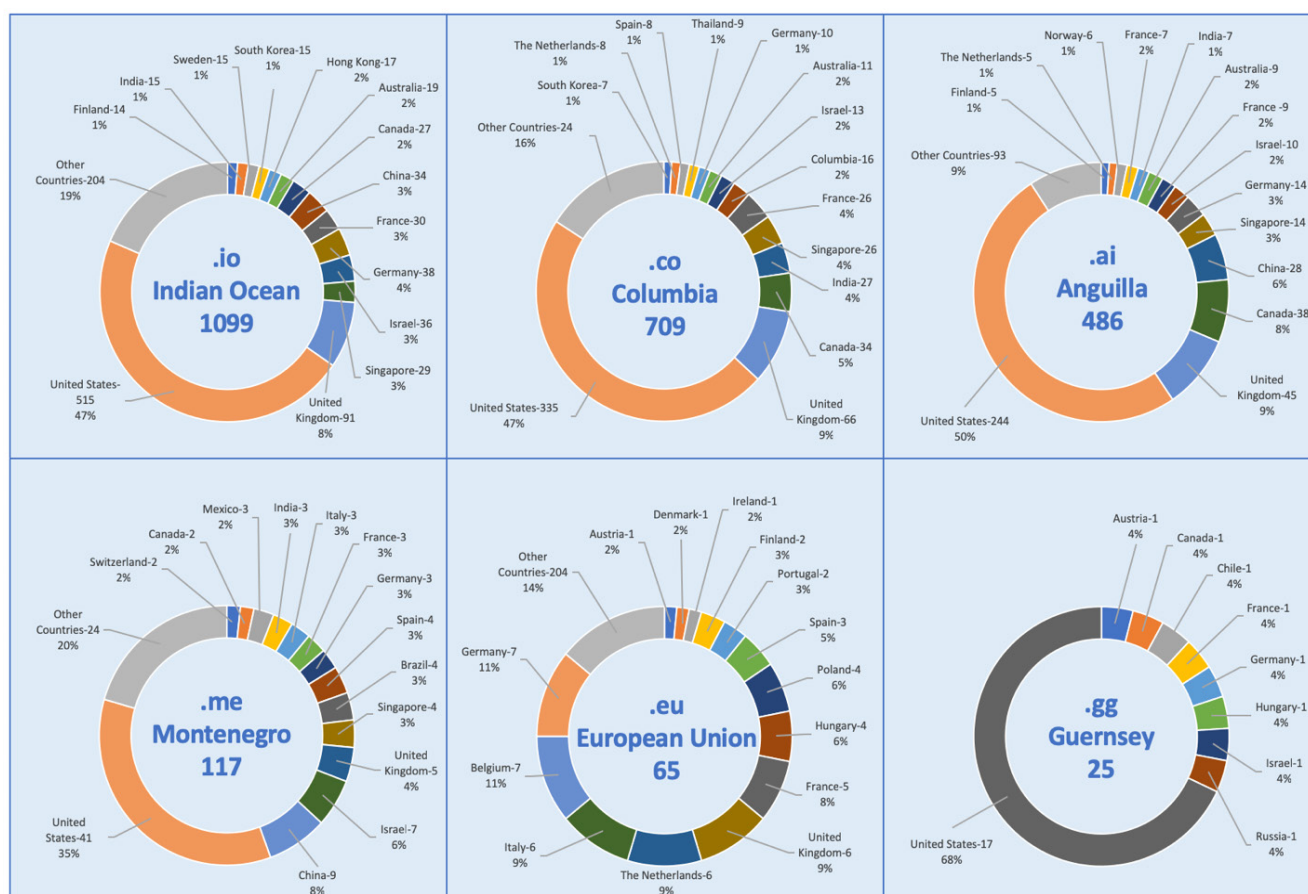
Country with the highest Old gTLD count: United Kingdom 70
Country with the highest Old gTLD percent: Russia 7%

Country with the highest .com count: United Kingdom 1,310
Country with the highest .com percent: Canada 72%

Country with the lowest .com count: Iceland 10
Country with the lowest .com percent: Russia 28%

Country Market share of ccTLDs with an international reach

Below are the market shares by country for .io – Indian Ocean (input/output), .co – Columbia (short for company), .ai – Anguilla (artificial intelligence), .me – Montenegro (apps), .eu – European Union (European), and .gg – Guernsey (online gaming & eSports). The .io, .ai and .gg ccTLDs led the way in generic ccTLD growth in 2018 with a 44%, 67% and 92% growth respectively, whilst the .eu saw a decline of 41% and .me of 6%. The Columbia country code .co grew by 14%, which is slightly below the average ccTLD growth of 18% for the number of companies receiving startup to late stage investment funding.



Examples of CENTR Member & Associates 2018 Funded Startups

The table below contains two examples of startups per CENTR ccTLD when available. In some instances, the ccTLDs only had one startup listed in 2018. Not all funding values were reported, so where the amount was not specified, the Funding (USD) lists “not reported”. The type of funding is identified along with a short description of the startup company’s business.

CENTR	TLD	Date	Website	Funding Type	Funding (USD)	Description
Mbr	ac	5/9/18	https://dream.ac	Seed	not reported	DREAM is the world's leading marketplace for high-end blockchain talent.
Mbr	ac	11/15/18	http://www.leap.ac	Seed	not reported	Marketplace for Distributed Energy Resources to participate in the energy market.
Mbr	af	6/7/18	https://panda.af	Seed	\$ 850,000	Panda is a camera that augments users' conversations with friends.
Mbr	al	1/15/18	https://ariv.al	Seed	\$ 1,000,000	The first digital fintech bank for SMEs.
Mbr	at	9/25/18	https://www.idwell.at/	Angel	\$ 1,170,000	iDWELL optimizes the communication in the area of property management.
Mbr	at	6/25/18	https://venuzle.at/	Seed	\$ 351,030	Links sports people to sports providers by offering a marketplace
Mbr	be	10/9/18	https://www.winwinner.be	Venture Capital	\$ 11,504,871	WinWinner IS a matchmaking platform .
Mbr	be	1/4/18	http://www.pootsy.be	Seed	\$ 542,999	Pootsy provides a real-time and on-demand booking platform for home services.
Mbr	bg	11/27/18	https://www.ebag.bg/	Seed	\$ 734,316	eBag.bg is an online supermarket.
Mbr	bg	11/27/18	https://www.havelock.bg/	Seed	\$ 56,485	Havelock is ready to use production management software.
Mbr	ca	2/7/18	https://www.tilray.ca/	Series A	\$ 47,743,901	Tilray provides pharmaceutical-grade cannabis products
Mbr	ca	5/31/18	https://www.gooil.ca	Seed	\$ 21,631	Mobile oil change, franchise system, tech company
Mbr	ch	8/26/18	https://smartcontainers.ch/en/	ICO	\$ 15,400,000	Provides the safest temperature-controlled containers
Mbr	ch	1/31/18	http://www.enuu.ch	Grant	\$ 100,000	Enuu offers a free sharing service for the last mile based on light electric vehicles.
Mbr	cz	7/1/18	https://www.mutututu.cz	Pre-Seed	\$ 1,868,722	InsurTech, FinTech
Mbr	cz	11/9/18	http://www.idodo.cz	Debt Financing	\$ 680,249	The Same Day delivery marketplace using intelligent technologies
Mbr	de	3/8/18	https://www.solarisbank.de/	Series B	\$ 69,658,537	SolarisBank offers a platform to create custom solutions
Mbr	de	11/11/18	https://www.clickclickdrive.de/	Angel	\$ 1,000,000	Disrupting the way the World learns to drive
Mbr	dk	9/25/18	http://grandhood.dk/	Seed	\$ 3,200,000	Denmark-based startup working on an alternative pension fund.
Mbr	dk	8/17/18	https://www.eatie.dk/	Angel	\$ 107,368	Eatie is your new friend, who knows everything about the danish restaurants.
Mbr	ee	9/18/18	https://www.upsteam.ee	Seed	\$ 583,850	Eco-friendly mobile car wash
Mbr	ee	12/10/18	https://www.taddy.ee	Pre-Seed	\$ 34,068	Marketing platform which brings together companies and outdoor media sellers.
Mbr	es	2/28/18	http://proteodesign.es/	Series A	\$ 2,072,599	Site-specific modification of proteins to develop novel biotherapeutics.
Mbr	es	6/1/18	https://www.housers.es/	Crowdfunding	\$ 53,594	Housers, the first platform for real estate crowdfunding in Spain.
Mbr	eu	2/6/18	http://www.cityscoot.eu/	Series B	\$ 49,522,111	Rental service of electric scooters open access in France and Italy (Paris, Nice & Milan)
Mbr	eu	11/1/18	https://nala.eu	Seed	\$ 342,074	Natural cosmetics brand: multichannel platform, e-commerce and brick and mortar
Mbr	fi	9/17/18	https://www.scratch.fi	Venture Capital	\$ 17,000,000	Scratch is changing the way people experience debt.
Mbr	fi	11/1/18	https://valtavallo.fi	Grant	\$ 57,012	Energy-efficient lighting solutions in Finland and globally.
Mbr	fr	1/18/18	http://www.ledger.fr	Series B	\$ 75,000,000	Ledger develops security solutions for cryptocurrency and blockchain applications.
Mbr	fr	3/26/18	https://clip-it.fr/	Seed	\$ 326,000	Clip It wants to educate children about waste in a fun way
Mbr	ge	4/1/18	http://styx.ge	Seed	\$ 40,000	Logistics Automation
Mbr	gg	10/15/18	http://cloud9.gg	Series B	\$ 50,000,000	Cloud9 is a professional multi-game esports organization
Mbr	gg	7/19/18	https://zar.gg	Pre-Seed	\$ 100,000	ZAR develops AI coaches for competitive gamers and esports
Mbr	gi	2/9/18	https://gbx.gi/	ICO	\$ 27,000,000	GBX is an institutional-grade token sale platform and cryptocurrency exchange.
Mbr	gi	12/10/18	https://www.dam.gi	Angel	not reported	Digital Asset cold storage custodianship, investment management, OTC and advisory
Mbr	gr	10/23/18	https://www.tekmon.gr/	Seed	\$ 401,477	Enterprise solution to streamline daily operations and communications.
Mbr	gr	10/23/18	https://collegelink.gr	Seed	\$ 150,000	Entry-Level Jobs & Internships Job Board.
Mbr	hr	6/5/18	https://www.entrio.hr/	Seed	\$ 158,306	Event ticketing, registration and cashless payment platform
Mbr	hr	6/20/18	https://www.hive.hr/	Crowdfunding	\$ 66,522	Cloud based application makes it easy for leaders, HR departments and business owners
Mbr	hu	1/8/18	http://transctrl.hu/	Seed	\$ 579,351	TransCTRL Kft
Mbr	hu	4/27/18	http://e-fasli.hu	Seed	\$ 37,000	smart medical device development
Mbr	ie	4/20/18	http://kitemedical.ie/	Seed	\$ 1,846,892	It has developed a novel device for detecting kidney reflux in children.
Mbr	ie	2/2/18	http://hamstring.ie	Angel	\$ 373,726	Exercise aid for carrying out hamstring eccentric and concentric exercises.
Mbr	il	12/2/18	https://www.homehero.co.il/	Seed	\$ 4,000,000	Home Hero is a real estate startup.
Mbr	il	7/1/18	http://www.tunefork.co.il	Seed	\$ 370,000	Audio Personalization Technology
Mbr	im	5/31/18	https://token.im/	Series A	\$ 10,000,000	Hangzhou based Blockchain company.
Mbr	im	10/15/18	http://dimension.im	Corporate Round	\$ 400,000	A data hub upon the Internet and structure them for better use
Mbr	io	4/13/18	https://pincoin.io/	ICO	\$ 660,000,000	Modern Tech is a Vietnamese cryptocurrency company.
Mbr	io	3/6/18	http://www.contactless.io	Angel	\$ 28,000	A tool for event planners to get real time statistics on their events
Mbr	ir	1/1/18	https://www.shab.ir	Seed	\$ 300,000	Online community marketplace for people to list, discover, and book accommodations
Mbr	ir	1/28/18	https://vamx.ir	Pre-Seed	\$ 55,940	Blockchain based syndicated & artificial intelligence powered lending
Mbr	is	9/26/18	http://www.slice.is/	Series A	\$ 25,000,000	Insurance technology that provides an on-demand pay-per-use insurance
Mbr	is	6/1/18	http://recess.is	Seed	\$ 150,000	Recess unlocks the power of event marketing with stress-free, programmatic planning.

CENTR	TLD	Date	Website	Funding Type	Funding (USD)	Description
Mbr	it	10/15/18	http://www.prima.it	Series A	\$ 115,830,831	Prima.it is a direct car insurance company.
Mbr	it	2/27/18	https://www.thesociallender.it/	Angel	\$ 39,123	The Social Lender is a peer-to-peer lending business platform.
Mbr	lu	9/18/18	https://en.doctena.lu/	Venture Capital	\$ 9,341,603	Next generation medical booking platform
Mbr	lu	11/26/18	https://www.seemore.lu/	Seed	\$ 283,329	See More Specializes in augmented reality.
Mbr	me	6/18/18	http://www.embodied.me	Series A	\$ 22,000,000	We are developing robots that care for people.
Mbr	me	8/28/18	http://app.eightydays.me	Convertible Note	\$ 50,000	Eightydays.me is the smart and effortless way to design multi-destination itineraries
Mbr	mt	10/1/18	https://www.moonzebra.mt	Pre-Seed	not reported	Cryptocurrency, Payment, Blockchain, SaaS
Mbr	nl	6/12/18	http://www.greenflux.nl	Series B	\$ 12,923,342	Provides technology solutions for electric vehicle charge point infrastructure
Mbr	nl	11/1/18	https://fiorito.nl/en/	Crowdfunding	\$ 553,410	Fiorito is a liqueur based in Amsterdam.
Mbr	no	1/30/18	https://www.aquabyte.no	Seed	\$ 3,500,000	Aquabyte builds machine learning products for aquaculture (fish) farms.
Mbr	no	2/20/18	http://instapoll.no/	Angel	\$ 254,964	Instapoll provides real time sentiment analytics for sport and politics.
Mbr	pl	10/1/18	http://savecart.pl	Seed	\$ 800,000	Marketing Automation powered by Big Data with advanced personalization & targeting
Mbr	pl	1/18/18	http://bunny-hop.pl	Seed	\$ 12,348	Walk, run enjoy any sport activity, gain your activity points, and trade them for reward
Mbr	pm	7/13/18	http://www.anon.pm	Pre-Seed	\$ 17,547	Ask Friends, even anonymously
Mbr	pt	8/31/18	https://www.liveelectrictours.pt	Seed	\$ 1,161,170	Live Electric Tours is a fleet of 100% electric cars and always connected online.
Mbr	pt	9/5/18	https://www.iniu.pt	Crowdfunding	\$ 394,215	Making conscious and healthy food choices accessible and convenient for all.
Mbr	re	2/1/18	http://snapwi.re	Venture Capital	not reported	Mobile photographers shoot custom images for people around the world.
Mbr	ro	3/25/18	https://www.medijobs.ro/	Pre-Seed	\$ 148,251	Global marketplace for healthcare recruiting.
Mbr	ro	12/7/18	https://confidas.ro	Pre-Seed	\$ 91,076	Confidas helps SMEs get paid on time by providing credit risk data
Mbr	rs	2/6/18	http://boost.rs	Seed	\$ 1,238,052	Online skills profiler powered by AI and Bigdata
Mbr	rs	7/4/18	http://indoo.rs	Seed	\$ 478,077	indoo.rs is a mobile SDK that enables you to get real-time position and navigation.
Mbr	ru	8/1/18	https://autospot.ru/	Series B	\$ 4,140,054	AutoSpot is a pioneering platform for buying new cars
Mbr	ru	10/11/18	https://soica.ru/	Seed	\$ 200,000	Solutions for digitizing documents, their classification, separation and streaming data
Mbr	se	8/20/18	http://www.previ.se/	Series A	\$ 7,000,000	Previs has pioneered algorithm-driven invoice payment decisions.
Mbr	se	11/7/18	https://www.ridesum.se/	Angel	\$ 83,149	Coach and expert bank to allow riders to easily find you
Mbr	sh	5/23/18	https://platform.sh	Series C	\$ 34,000,000	Automated, continuous-deployment high-availability cloud hosting solution
Mbr	sh	2/13/18	http://fluence.sh	Seed	\$ 1,000,000	Blockchain as a Service
Mbr	si	1/1/18	http://www.viar.si	Seed	not reported	We build easy-to-use authoring & distribution tools for Virtual & Augmented Reality.
Mbr	sk	1/29/18	http://www.protonovecentrum.sk	Seed	not reported	Focused on building and operation of 1st private proton therapy center in Slovakia.
Mbr	tr	7/1/18	https://www.blutv.com.tr	Series A	\$ 5,000,000	Turkish TV content and Turkey's #1 subscription video-on-demand service
Mbr	tr	9/1/18	https://www.orthero.com.tr/en/	Convertible Note	\$ 229,176	ORTHERO aligners straighten teeth invisibly, without metal braces.
Mbr	ua	5/1/18	https://dinstar.com.ua/	Seed	not reported	marketplace for services
Mbr	ua	5/18/18	https://www.pufetto.com.ua/	Venture Capital	not reported	Pufetto create sofas for real life.
Mbr	uk	3/7/18	https://www.atombank.co.uk	Venture Capital	\$ 207,176,366	Mobile banking application that offers a range of personal & business banking products.
Mbr	uk	6/1/18	https://www.mappix.uk	Crowdfunding	\$ 125,855	Mappix is supports teachers without adding to the workload crisis in education
Mbr	yt	1/1/18	https://spl.yt	Seed	not reported	E-commerce blockchain protocol to power secure online P2P markets
Assoc	au	11/28/18	http://huddle.com.au	Series A	\$ 19,250,000	AI-powered, community-driven, car, home and travel insurance.
Assoc	au	11/2/18	https://www.passel.com.au/	Angel	\$ 215,968	A service where shoppers deliver on their way home to shoppers
Assoc	cc	6/28/18	https://www.dobot.cc/	Series A	\$ 15,088,418	Dobot is a leading robotic arm solutions provider.
Assoc	cc	9/1/18	http://www.capsl.cc/	Angel	\$ 120,000	Online esports platform connects gamers, spectators and brands through tournaments
Assoc	cn	2/2/18	http://www.oneconnect.com.cn	Series A	\$ 650,000,000	Provides financial technology solutions for small and medium-sized banks.
Assoc	cn	6/28/18	http://curverobot.cn/	Angel	\$ 302,100	CurveRobot is an AI & Robotics company.
Assoc	co	9/18/18	https://www.ro.co/	Series A	\$ 88,000,000	Healthcare technology from online diagnosis to the delivery of medication.
Assoc	co	6/10/18	http://www.drvr.co	Angel	\$ 50,000	Connect the transport networks of Asia, regions leading fleet analytics platform
Assoc	jp	7/16/18	https://7net.omni7.jp/top	Series B	\$ 29,891,791	7Net is a online exam grading service provider company.
Assoc	jp	5/3/18	https://www.whiteowls.co.jp/	Crowdfunding	\$ 659,645	White Owls is a video game developer.
Assoc	nz	6/22/18	http://www.halter.co.nz	Series A	\$ 5,525,625	Halter is redefining cattle herd management.
Assoc	nz	8/7/18	https://www.pledgeme.co.nz/	Crowdfunding	\$ 427,190	New Zealand's platform for crowdfunding.
Assoc	tv	2/14/18	http://www.sliver.tv/	ICO	\$ 20,000,000	Sliver.tv is a 3D live-streaming platform for watching eSports on any device.
Assoc	tv	8/7/18	http://www.powerspike.tv	Angel	\$ 500,000	The Turnkey Tool for Livestreaming Influencer Marketing
Assoc	us	10/3/18	http://www.squirrelai.us/	Series A	\$ 145,583,717	Yixue Squirrel AI is a K12 EdTech company.
Assoc	us	3/27/18	https://www.contento.us	Angel	\$ 372,266	Supports the growth of small businesses through AI digital marketing software

Summary Observations:

Startups are alive and well within the global ccTLD and CENTR community. In 2018, CENTR Full and & Associate Member ccTLDs combined represented 4,143 startups with a total 2018 funding of over \$43B. These startups covered a wide spectrum of industries including high technology, finance, real estate, pharmaceuticals, manufacturing, automotive, social media, blockchain, cryptocurrency, home goods, food and beverage, and many more.

The primary goal of this study was to quantify the market share of global startup companies by TLD of their chosen domain name for the first time. The assumption going in was that the .com TLD would dominate both the count and funding – but to what extent? The study confirmed that .com does have the largest market share by count (69%) and by funding (82%) in 2018. The ccTLDs, while having 45% market share of global domain names, dropped to 23% of startup companies and 13% of funding in 2018. For the past three years, ccTLDs have held a steady market share of 23-24% of the count of global startups. Russia was the only country where its ccTLD exceeded the .com market share by 36% (.ru) to 28% (.com).

The “generic” ccTLD of .io (Indian Ocean) had the largest volume of startups at 1,105 or 5% of the total 22,934 startups in 2018. The .io, meaning input/output and the .ai, meaning artificial intelligence grew at 46% and 69% respectively, demonstrating the attractive global alternatives to .com. and to the ccTLDs which do not have a “generic” abbreviated technology meaning.

As a region, the Nordic countries of Sweden (29%), Denmark (25%) and Norway (37%) had a ccTLD market share which was above the average ccTLD share of 23%, with Finland below (18%). This would indicate a slightly higher affinity for those country startups to choose a home country ccTLD over other alternatives.

The median funded value for CENTR members is \$375K, whereas the median .com value is \$1.32M, which is 3.5 times this number. This is a substantial gap. Further investigation will be required to identify the cause; however, some considerations would be global versus regional versus country aspirations, the geographic scope of the startup, primary language and potential addressable market. The ccTLD startups may limit their geographic scope to their home country or language which may require less investment versus a global scope.

The study has analyzed over 58,000 startup (and later stage) company domain names and clearly answered the question of “What are the different ccTLD and gTLD market shares by number of startups and funding?” However, as with many first studies, the initial report raises many follow-up questions to be further explored by CENTR in subsequent work.

About the author

John Matson is the Principal of Matson & Assoc., providing consulting and advisory services to ccTLD and gTLD registries. Primary areas of service include sales development, strategic planning, enterprise risk assessment, organizational change, executive coaching and problem-solving workshop facilitation. John is a mechanical engineer (Purdue University) and former consulting partner with Ernst & Young and KPMG, CEO of UKCI (.art) and COO of Architelos. John performs in-depth data analysis to support findings and recommendations to clients. He resides in Los Angeles, California and can be reached at jcmatson@aol.com.

About the data source

All data presented in this study was collected from www.crunchbase.com. Crunchbase is a global service that is updated in real time by Crunchbase’s community of partners, machine learning, and expert data science team. Crunchbase’s comprehensive database makes it one of the leading sources for global company information, from early-stage startups to Fortune 1000. For more information please visit the link above.



Council of European National Top-Level Domain Registries

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 54 full and 9 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. Full membership is open to organisations, corporate bodies or individuals that operate a country code top level domain registry.

This paper is part of a series of articles covering industry research, historical data analysis and the future of technologies such as digital IDs, published over the course of 2019 to mark CENTR's 20th Anniversary. These publications do not necessarily present the views of CENTR or of the CENTR community.

CENTR wishes to thank and acknowledge the organisations which have so generously contributed to the efforts of its 20th Anniversary:

Platinum sponsor



Gold sponsor



Silver sponsor



CENTR vzw/asbl
Belliardstraat 20 (6th floor)
1040 Brussels, Belgium
Tel: +32 2 627 5550
Fax: +32 2 627 5559
secretariat@centr.org
www.centr.org



To keep up-to-date with CENTR activities and reports,
follow us on Twitter, Facebook or LinkedIn