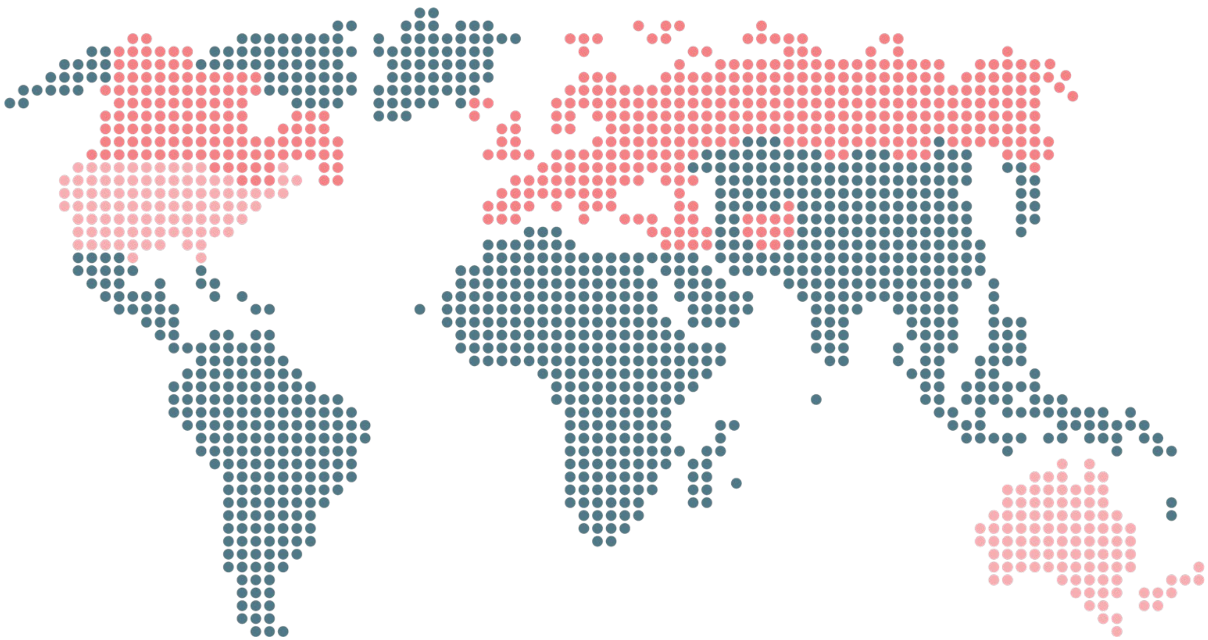
Council of European National Top-Level Domain Registries

CENTRstats | Global TLD Report

Edition 31



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 54 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.

EUROPE | August 2020

European ccTLDs - The COVID-19 pandemic has left an impression on many European ccTLDs particularly in relation to new domain sales. Due to lockdowns across Europe, many businesses retreated from physical shopfronts to the online world while entrepreneurs in precarious employment tried supplementing their income with online ventures. These were all likely reasons to the surges observed in new domain sales over Q1 and into Q2 with a peak in May 2020. The surges have since begun to plateau but left a noticeable mark to growth rates across European ccTLDs with the median rate over Q2 recorded at 1.3%, up from just 0.5% recorded a year earlier.

Over Q2, particularly high rates (relative to overall domains under management) of new domain sales were recorded in .ie (Ireland), .fr (France), .es (Spain) and .ro (Romania) potentially giving an insight to the entrepreneurial spirit (or severity of lockdown) in these countries.

One factor which can play a role in domain sales is retail price – that is, the prices and discounts offered by registrars. By itself, the price of a domain is generally one of the smallest costs to a business venture. So, while the individual cost of a domain is unlikely to prevent someone buying a one for their business, it can influence which TLD they choose and thus subtly impact TLD market share in a country. Based on the most relevant registrars (by volume) to European ccTLDs, the median buy price (including any advertised discounts) was recently recorded at 9.6 EUR inc. tax. Of the registrars analysed, roughly a third offered discounts during June, often around 50% of the regular price (a median of 6 EUR) with the largest number of discounts found in in .co.uk, .uk .ie, .nl, and .sk. For some, the discounts appear to be long running with similar reductions advertised in the previous quarter.

Impacts from retail price discounts can be assessed by looking at new domain sales (creates). For example, in the Irish ccTLD, .ie, create ratios (which measure the volume of new domains normalised to total domains under management) show rates that are nearly double that of the CENTR averages in recent months. .ie's median price was 7.4 EUR* which is not far from the European average. For the Dutch ccTLD, .nl, creates were also up on its average, though its median registrar price was at 4.1 EUR* - considerably lower than the European average.

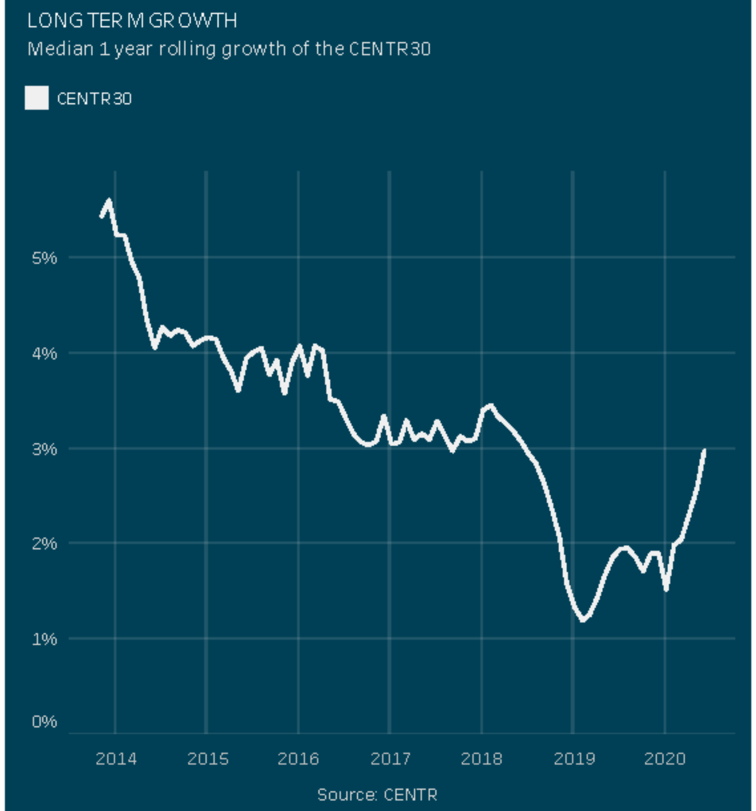
*Median recorded over the largest registrars of the ccTLD, including tax and any discounts advertised. All non-EUR currencies converted at the time of collection

EUROPE - ccTLD REGISTRATIONS | Q2 2020

Key ratios and trends in European ccTLD registrations

Growth	Renewal / 1Y
1.3%	**81%**
↑ from last quarter	↓ from last quarter

Creates ↓	Deletes ↑	Transfers ↓
from last quarter	from last quarter	from last quarter



Market share – TLD market share or preference in Europe can be measured in several ways. Two such methods used by CENTR are by analysing locally registered domains in each member country and the domains that make the Alexa[2] ranked websites. In each case, the TLD is extracted and counted to measure market share.

Based on local registrations, ccTLDs make up an estimated 61% of the market across Europe, a figure which has not changed substantially over the past few years. At individual country level, this market share figure varies widely ranging from around 30% to 75%, with a median of 53%.

Based on popular websites in Europe (using Alexa ranks) the market share in favour of ccTLDs combined is 46%. This figure is based on non-unique websites across 32 European countries. As the list of websites in each country only features the top 1000 websites, there is a natural bias towards multinational websites which typically use gTLDs such as .com. Since the beginning of the year, the combined ccTLD market share has increased by roughly 1%, .com has remained stable while other gTLDs saw a decline of around 1%. Countries with the largest gains in ccTLDs were Turkey, Spain and Ireland.

[2]Alexa Rank is a rating service for evaluating websites, which is based on the frequency of visits and the number of views. As many websites appear in the Alexa ranks of multiple countries, figures for Europe are based on non-unique websites. For example, google.com is counted multiple times. This means that market share figures at European level reflect the true prevalence of different domains and TLDs across the region.

Social media - There are 272 million reported Facebook users across the EU27 member countries. This is an 8.7% increase (25 million) from the previous quarter with the largest increases in France, Germany and Spain.

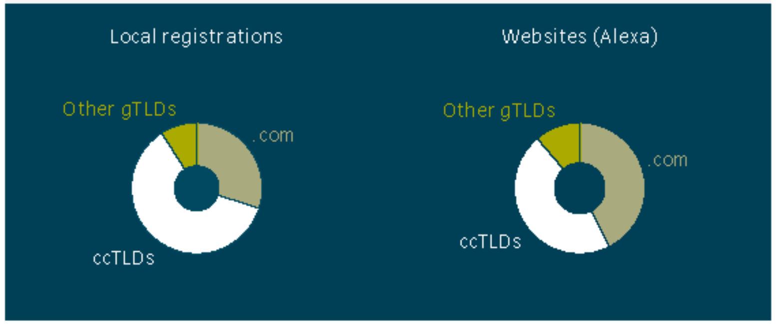
EUROPE - ccTLD RETAIL PRICING | Q2 2020

Median prices of the largest (by portfolio) registrars to European ccTLDs

Buy	Renew	Transfer
9.6 EUR	**13.3 EUR**	**8.4 EUR**
↓ from last quarter	↓ from last quarter	↓ from last quarter

EUROPE - MARKET SHARE | Q2 2020

Measured by local registrations and Alexa ranks



At the end of the quarter, domains under managment across recorded European ccTLDs is estimated at **71M**. Sources to this report: CENTR, ICANN, Napolean stat, Zooknic

GLOBAL OUTLOOK | August 2020

At the end of Q1 2020, the global market was estimated at 375 million domains under management with a split of 66% to gTLDs and 34% to ccTLDs. This split has been relatively stable despite the introduction of new gTLDs, many of which first arrived on the market in 2015.

For the Global100 (top 100 largest TLDs globally), median domain growth for Q1 2020 was recorded at 0.7% - up slightly from the previous quarter as well as being the highest quarterly rate since at least 2017. The upward momentum was observed in both TLD categories with median rates for the ccTLD50 and gTLD300, both up from the previous quarter to 0.7% and 1.0% respectively.

It is highly likely that the increased rates of domain growth are linked to the global COVID-19 pandemic appearing in the quarter which produced higher rates of new domain creations across many TLDs.

Over Q1 2020, the median growth rate of the top 300 gTLDs was 1.0%, up from 0.3% in the previous quarter. The largest gains were recorded in .com, .wang, .top, .org and .xyz, most of which saw a net growth of over 100K domains over Q1.

gTLDs are heavily concentrated to several large ones with the top 10 gTLDs representing 92% of all gTLDs. This has barely changed over the course of the past few years since the introduction of hundreds of new gTLDs.

Growth among geographic gTLDs improved in Q1 2020 with a median rate of 0.53% (top 25) for the quarter. Those that stood out over the quarter with relatively high growth rates whilst maintaining healthy renewals were; .eus, .nrw, and .brussels.

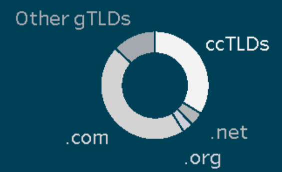
GLOBAL - REGISTRATIONS | Q1 2020
Key ratios and trends in all TLD registrations

Growth / Global 100	Growth / ccTLDs	Growth / gTLDs
0.7%	**0.7%**	**1.0%**
↑ from last quarter	↑ from last quarter	↑ from last quarter

LONG TERM GROWTH
Median growth based on 1 year rolling rates

Source: CENTR

GLOBAL MARKET SHARE | Q1 2020
Market share measured by total domains under management



Source: CENTR

At the end of the quarter, domains across all recorded TLDs was estimated at **375M**. Net growth was 0.7% over the quarter, and 3.1% over the past year.

SOURCES AND METHODOLOGIES

ccTLD registrations: CENTR member registries (European ccTLDs) and co-operation with APTLD (Asia Pacific region ccTLDs) and LACTLD (South America and Caribbean ccTLDs). 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 (CZDS) and direct zone downloads with TLD operators.

Parking statistics (on new gTLDs only): https://ntldstats.com/parking/tld. Percentages expressed (parked domains as a proportion of total domains) are based on the total domain counts ntldstats.com provides.

European country market share: geographic distribution of domain location (registrant) sourced from CENTR member registries (ccTLDs) and Zooknic (gTLDs). Market share averages at country level include domains registered from foreign European ccTLDs.

RATIOS USED IN THIS REPORT

The following are calculations for ratios used in this report. These ratios are calculated by CENTR on a monthly basis.

Add ratio: total adds over previous 12 months / total domains (current).

Delete ratio: total deletes over the previous 12 months / total domains (current)

Renewal rate: renews / (renews + deletes).

Park ratio: based on definition of parked domains at https://ntldstats.com/parking/tld as a proportion of total domains

Note that renewal, add and delete ratios for gTLDs have a 4-5-month lag in data. In most cases, total domains counts are recorded at the beginning of each month.

Exclusions in data – Some calculations in this report exclude TLDs with limited or unreliable data.

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.

Market Share – TLD market share in European countries is calculated by using the locally registered domains under each TLD group (ccTLD, new gTLD, legacy gTLD) in over 30 European countries measured as a percentage of their sum (source: CENTR and ZookNic). Market share averages are calculated quarterly.

CENTR would like to thank the Regional Organisations (LACTLD, APTLD and AfTLD) for their continued support in the development of statistical reporting for the global ccTLD community. ccTLD data sourced by CENTR comes via direct automated communication with CENTR ccTLD members, CENTR surveys and other ongoing data collection.

ABOUT CENTR

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