

THE DOMAIN NAME INDUSTRY BRIEF

Q2 2014 HIGHLIGHTS



VERISIGN®

As a global leader in domain names and Internet security, Verisign reviews the state of the domain name industry through a variety of statistical and analytical research. Verisign provides this briefing to highlight important trends in domain name registrations, including key performance indicators and growth opportunities, to industry analysts, media and businesses.

To access the Domain Name Industry Brief archives, visit VerisignInc.com/DNIB.

Q2 2014 DOMAIN NAME REGISTRATIONS

280 MILLION domain names registered globally¹

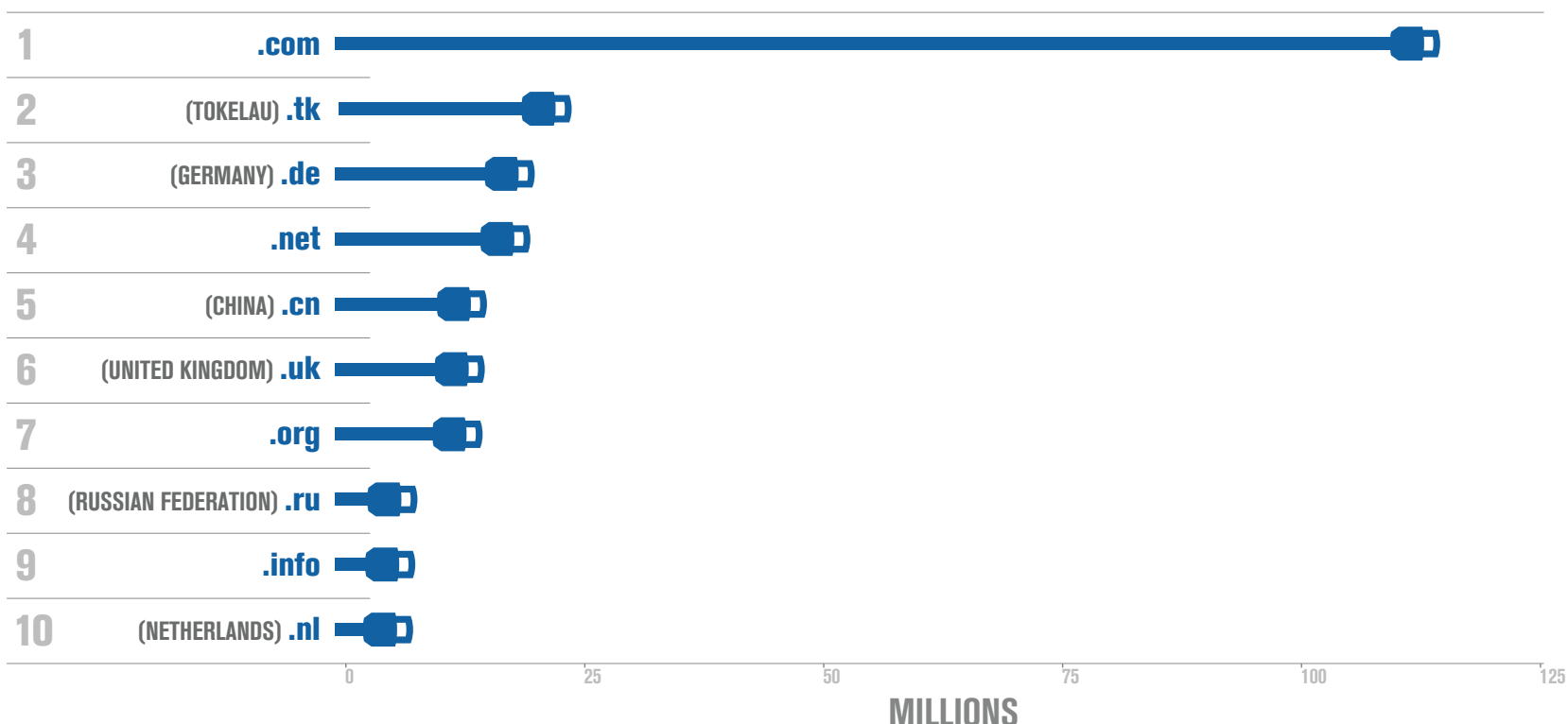


7.2% INCREASE year over year from Q2 of 2013



LARGEST TLDs BY ZONE SIZE²

Source: Zooknic, Q2 2014; Verisign, Q2 2014; Centralized Zone Data Service, Q2 2014



GROWTH OF .com & .net

Verisign is the global registry operator for .com and .net.

128.9 MILLION .com & .net domain names in the adjusted zone in Q2 2014

.com .net

3.7% INCREASE year over year



8.5 MILLION new .com & .net domain names in Q2 2014

.com .net

LARGEST ccTLDs BY ZONE SIZE³

ccTLDs are designated for use by countries and territories.

Source: Zooknic, Q2 2014. For further information on the Domain Name Industry Brief methodology, please refer to the last page of the report.



BASE ccTLD REGISTRATIONS

129.3 MILLION

Q2 2014



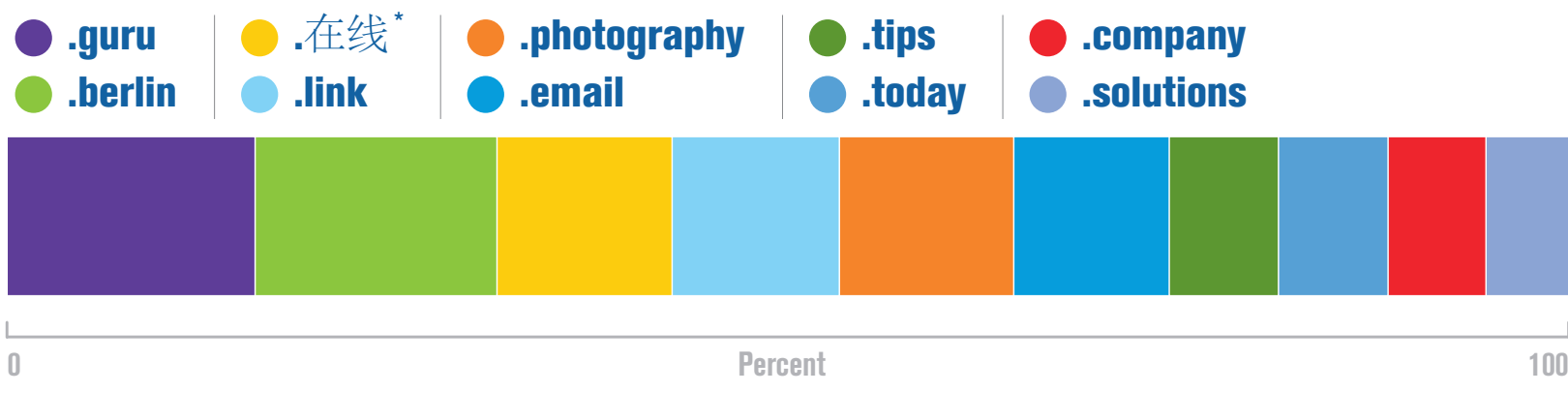
over Q1 2014



over Q2 2013

LARGEST NEW gTLDs BY ZONE SIZE ON DAY 60 OF THEIR GENERAL AVAILABILITY PERIOD⁴

Source: Centralized Zone Data Service, Q2 2014



Mobile app usage makes up

52%

of total U.S. digital media engagement.⁵



There will be more **MOBILE CONNECTED DEVICES** than the number of people on Earth by the end of 2014.⁶



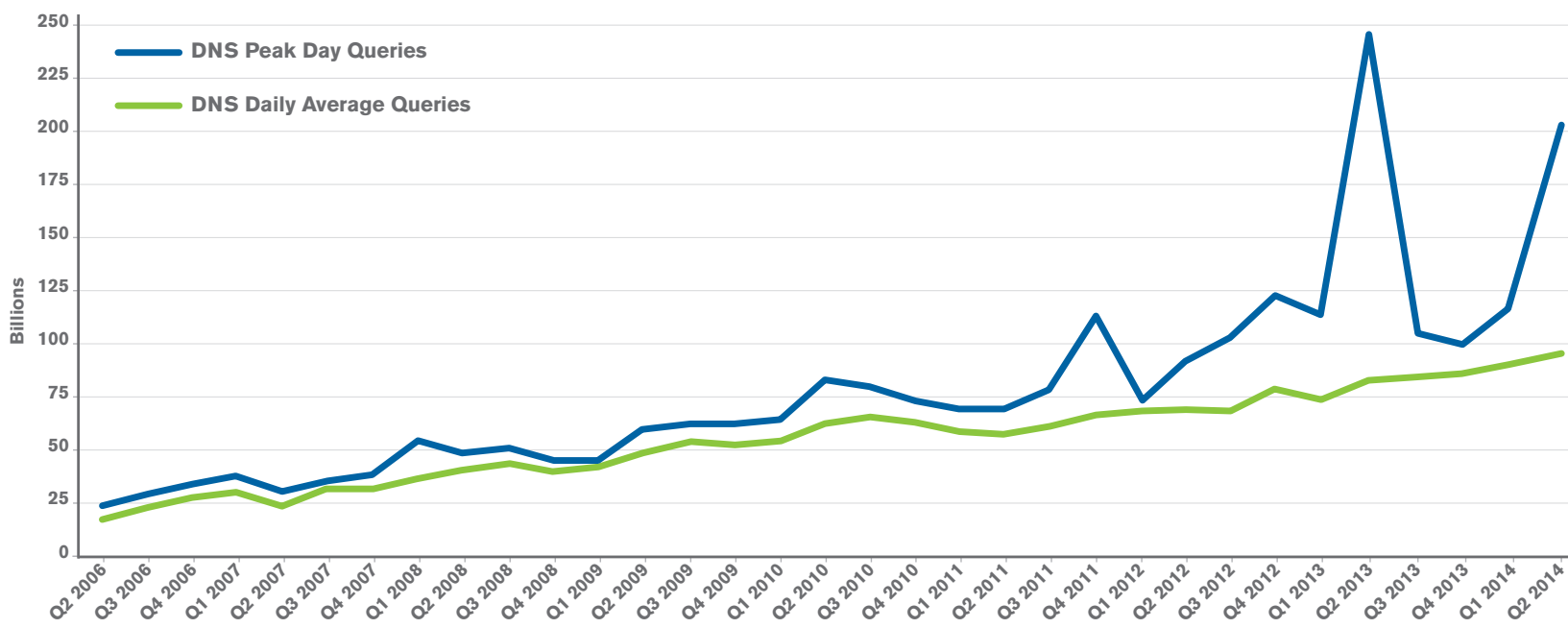
DNS QUERY LOAD

95 BILLION Average Daily DNS Query Load* **204 BILLION** Peak Query Load*

Compared to the previous quarter, the daily average increased 11.7 percent and the peak increased 70.4 percent. Year over year, the daily average increased 18.8 percent and the peak decreased 16.6 percent.



*Across all TLDs operated by Verisign



For more information about the Q2 2014 Domain Name Industry Brief visit VerisignInc.com/DNIB.

1. The gTLD and ccTLD data cited in this report are estimates as of the time this report was developed, and is subject to change as more complete data is received. Total includes ccTLD Internationalized Domain Names.
 2. .tk is a free ccTLD that provides free domain names to individuals and businesses. Revenue is generated by monetizing the expired domain names. Domain names no longer in use by the registrant or are expired are taken back by the registry and the residual traffic is sold to advertisement networks. <http://www.businesswire.com/news/home/20131216006048/en/Freenom-Closes-3M-Series-Funding#>
 3. Source: Zooknic
 4. The number of delegated new gTLDs is published by ICANN. <http://newgtlds.icann.org/en/program-status/delegated-strings>
 5. App usage percent in the U.S. is provided by ComScore. <http://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report>
 6. The number of connected devices per person by 2014 is provided by Cisco. http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white_paper_c11-520862.html

ABOUT VERISIGN



As a global leader in domain names and Internet security, Verisign powers the invisible navigation that takes people to where they want to go on the Internet. For more than 15 years, Verisign has operated the infrastructure for a portfolio of top-level domains that today includes .com, .net, .tv, .edu, .gov, .jobs, .name and .cc, as well as two of the world's 13 Internet root servers. Verisign's product suite also includes Distributed Denial of Service (DDoS) Protection Services, iDefense Security Intelligence Services and Managed DNS. To learn more about what it means to be Powered by Verisign, please visit VerisignInc.com.

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