THE DOMAIN NAME INDUSTRY BRIEF
Q4 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**.

◄ Q4 2014 DOMAIN NAME REGISTRATIONS ↻

288 MILLION domain names registered globally[1]
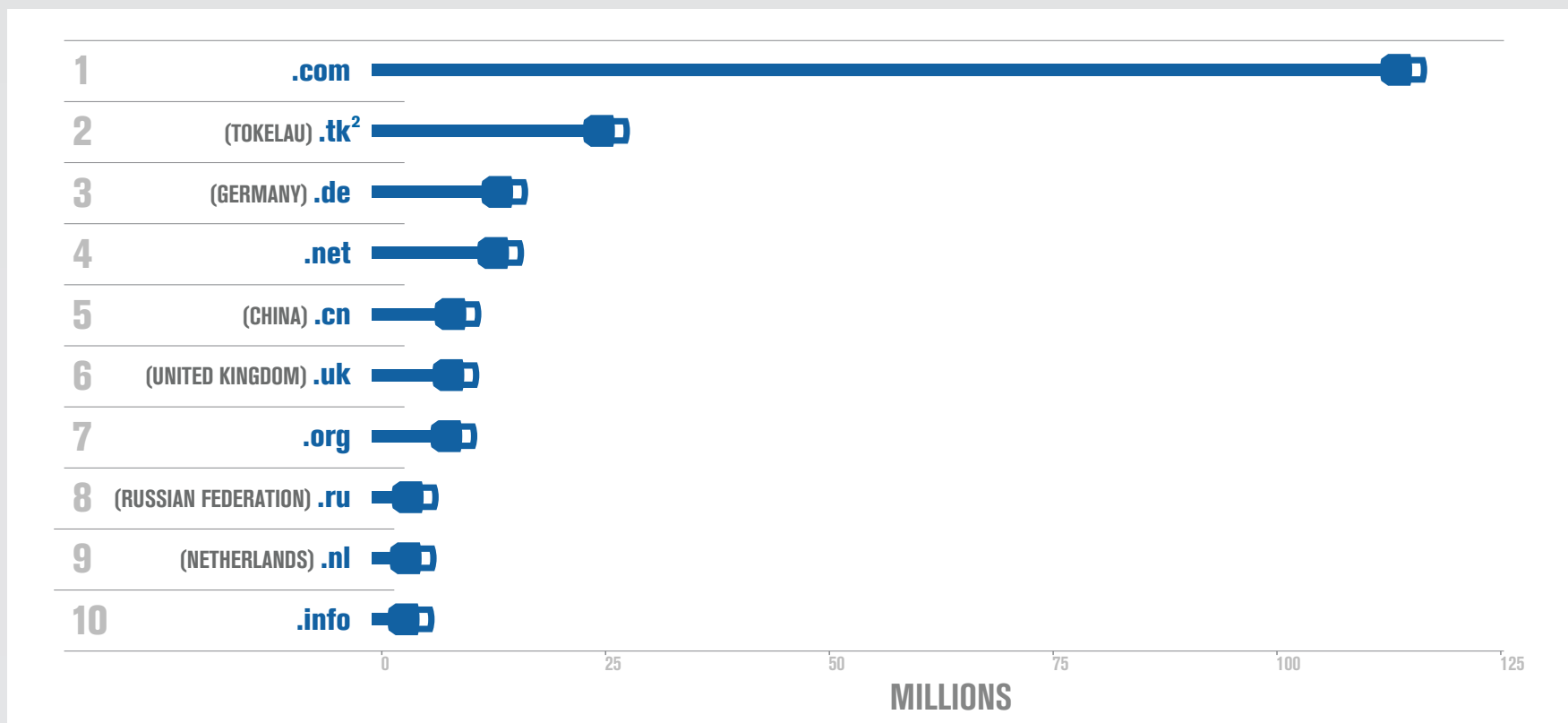
6.2% INCREASE year over year from Q4 of 2013 ↑

◄ LARGEST TLDs BY ZONE SIZE ↻

Source: Zooknic, Q4 2014; Verisign, Q4 2014; Centralized Zone Data Service, Q4 2014

1	.com	
2	(TOKELAU) .tk[2]	
3	(GERMANY) .de	
4	.net	
5	(CHINA) .cn	
6	(UNITED KINGDOM) .uk	
7	.org	
8	(RUSSIAN FEDERATION) .ru	
9	(NETHERLANDS) .nl	
10	.info	

MILLIONS 0 25 50 75 100 125

.tk is a free ccTLD that provides free domain names to individuals and businesses. Revenue is generated by monetizing expired domain names. Domain names no longer in use by the registrant or expired are taken back by the registry and the residual traffic is sold to advertising networks. As such, there are no deleted .tk domain names.

◄ GROWTH OF .COM & .NET ↻

Verisign is the global registry operator for .COM and .NET.

130.6 MILLION **.com .net** .COM & .NET domain names in the domain name base[4] in Q4 2014

2.7% INCREASE year over year ↑

8.2 MILLION **.com .net** new .COM & .NET domain names in Q4 2014

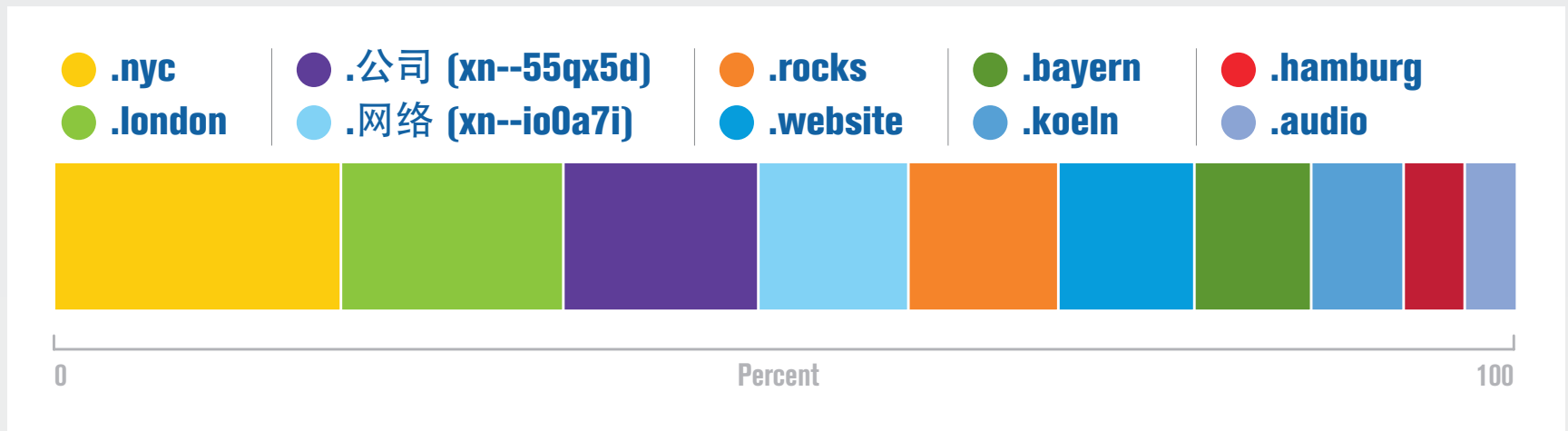### ◄ TOP 10 ccTLDS BY ZONE SIZE[3] ↻

ccTLDs are designated for use by countries and territories.

Source: Zooknic, Q4 2014. For further information on the Domain Name Industry Brief methodology, please refer to the last page of the report.

.tk (TOKELAU) 1	**.de** (GERMANY) 2	**.cn** (CHINA) 3	**.uk** (UNITED KINGDOM) 4	**.ru** (RUSSIAN FEDERATION) 5	**.nl** (NETHERLANDS) 6	**.eu** (EUROPEAN UNION) 7	**.br** (BRAZIL) 8	**.au** (AUSTRALIA) 9	**.fr** (FRANCE) 10

◄ LARGEST NEW gTLDS REACHING DAY 60 OF GENERAL AVAILABILITY IN Q4, BY ZONE SIZE AT QUARTER'S END[5] ↻
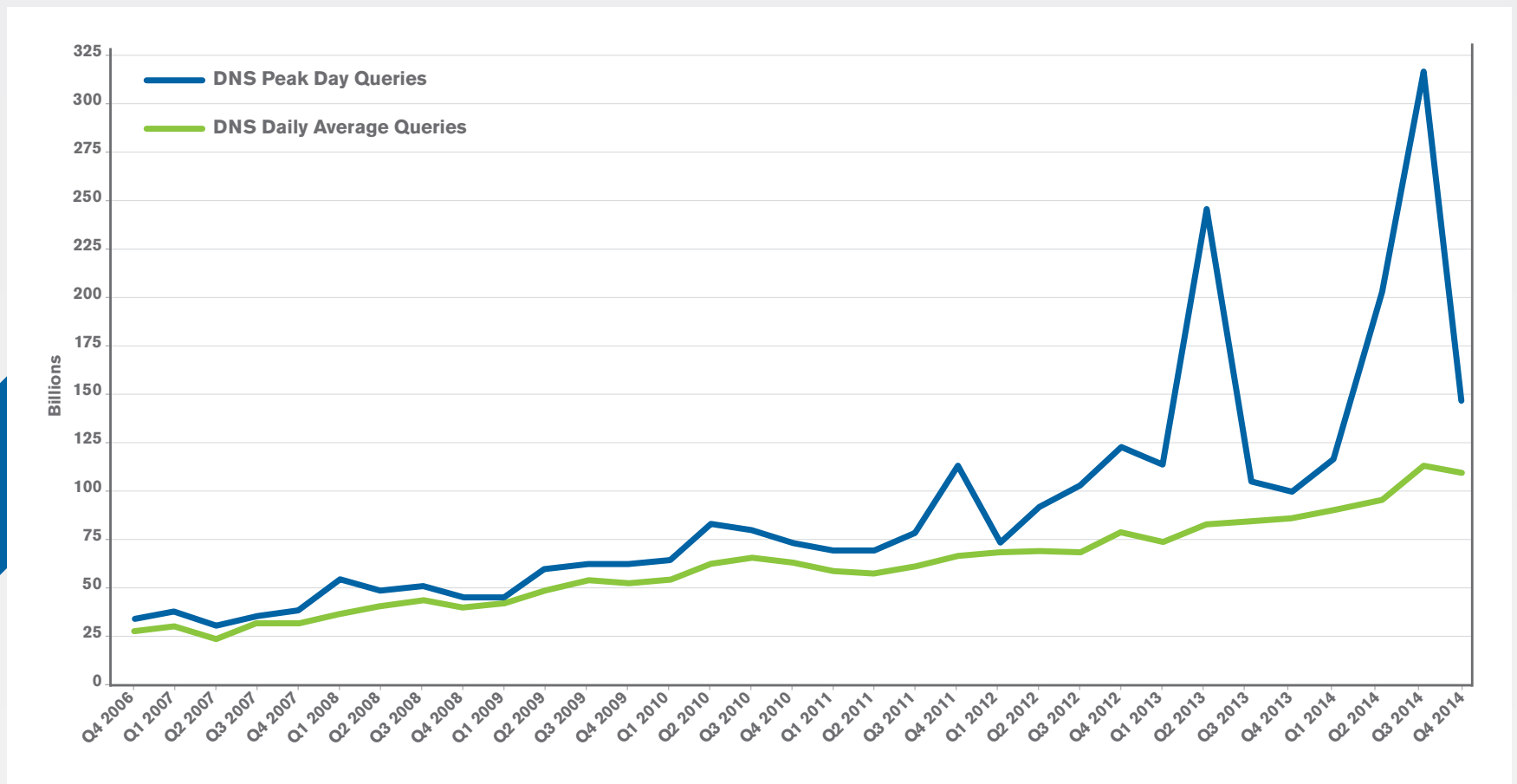
Source: Centralized Zone Data Service, Q4 2014

- 🟡 .nyc
- 🟢 .london
- 🟣 .公司 (xn--55qx5d)
- 🔵 .网络 (xn--io0a7i)
- 🟠 .rocks
- 🔵 .website
- 🟢 .bayern
- 🔵 .koeln
- 🔴 .hamburg
- 🟣 .audio

0 Percent 100

◄ DNS QUERY LOAD ↻

110 BILLION Average Daily DNS Query Load*   **146** BILLION Peak Query Load*

Compared to the previous quarter, the daily average decreased 3.7 percent and the peak decreased 54 percent. Year over year, the daily average increased 33.5 percent and the peak increased 47.1 percent.

*Across all TLDs operated by Verisign

— DNS Peak Day Queries
— DNS Daily Average Queries

Billions: 25, 50, 75, 100, 125, 150, 175, 200, 225, 250, 275, 300, 325

Q4 2006 ... Q4 2014

For more information about the Q4 2014 Domain Name Industry Brief visit
VerisignInc.com/DNIB.

ABOUT VERISIGN

Verisign, a global leader in domain names and Internet security, enables Internet navigation for many of the world's most recognized domain names and provides protection for websites and enterprises around the world. Verisign ensures the security, stability and resiliency of key Internet infrastructure and services, including the .com and .net domains and two of the Internet's root servers, as well as performs the root-zone maintainer functions for the core of the Internet's Domain Name System (DNS). Verisign's Network Intelligence and Availability services include intelligence-driven Distributed Denial of Service Protection, iDefense Security Intelligence and Managed DNS. To learn more about what it means to be Powered by Verisign, please visit VerisignInc.com.