THE DOMAIN NAME INDUSTRY BRIEF

Q4 2016 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 **Verisign.com/DNIBArchive**.

Q4 2016 DOMAIN NAME REGISTRATIONS

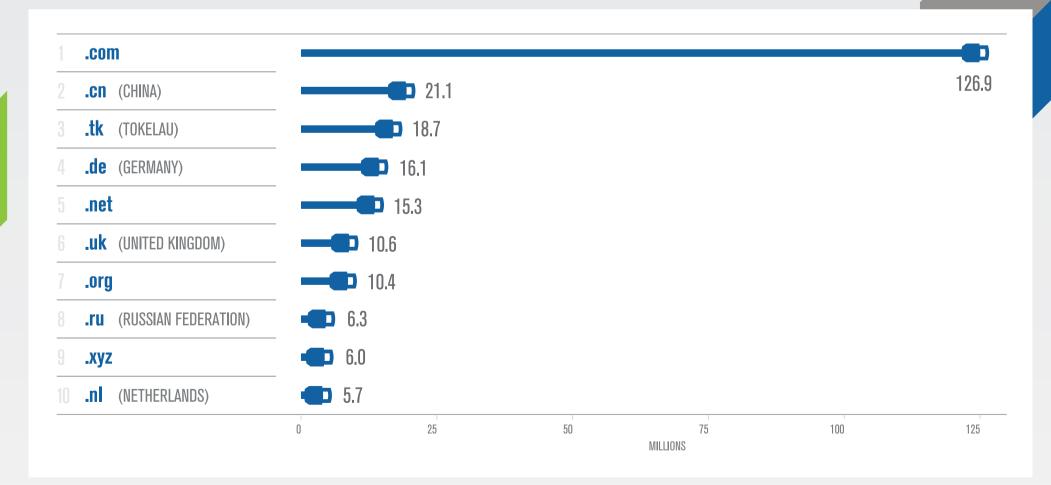**329.3 MILLION** domain names registered globally[1,2]

6.8% INCREASE year over year from Q4 2015[1,2]

TOP 10 LARGEST TLDS BY NUMBER OF REPORTED DOMAIN NAMES

Source: Zooknic, Q4 2016; Verisign, Q4 2016; Centralized Zone Data Service, Q4 2016

	TLD		Millions
1	.com		126.9
2	.cn	(CHINA)	21.1
3	.tk	(TOKELAU)	18.7
4	.de	(GERMANY)	16.1
5	.net		15.3
6	.uk	(UNITED KINGDOM)	10.6
7	.org		10.4
8	.ru	(RUSSIAN FEDERATION)	6.3
9	.xyz		6.0
10	.nl	(NETHERLANDS)	5.7

MILLIONS

.tk is a ccTLD that is provided for free to individuals and businesses worldwide (http://www.businesswire.com/news/home/20131216006048/en/Freenom-Closes-3MSeries-Funding#.UxeUGNJDv9s). The zone size for .tk was last estimated by Zooknic in Q4 2014 and this zone size was subsequently used in the Q4 2014 through Q2 2016 DNIBs. In Q3 2016, Zooknic reported a significant decline in the .tk zone and restated the estimated zone size of .tk for each quarter from Q4 2014 through Q3 2016 using a proprietary methodology. As a result, for comparative purposes of this DNIB to the Q3 2016 DNIB and the Q4 2015 DNIB, Verisign has applied an updated estimate of the total zone size across all TLDs for Q3 2016 of 327.0 million and Q4 2015 of 307.7 million and an updated estimate of the total ccTLD zone size for Q3 2016 of 140.1 million and Q4 2015 of 138.1 million.

GROWTH OF .COM & .NET

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

142.2 MILLION **.com .net**
.com & .net domain name registrations in the domain name base[3] in Q4 2016

1.7% INCREASE
year over year from Q4 2015

2.4 MILLION **.com .net**
new .com & .net domain name registrations in Q4 2016

LARGEST ccTLDS BY NUMBER OF REPORTED DOMAIN NAMES[1]

ccTLDs are designated for use by countries and territories.

Source: Zooknic, Q4 2016; For further information on the Domain Name Industry Brief methodology, please refer to the last page of the report.

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

DNS QUERY LOAD

143 BILLION **Average Daily DNS Query Load***
398 BILLION **Peak Query Load***

Quarter over quarter, the daily average query load increased 11.4 percent and the peak increased by 122.5 percent. Year over year, the daily average query load increased by 16.0 percent, and the peak increased by 105.1 percent.

*Across all TLDs operated by Verisign

For more information about the Q4 2016 Domain Name Industry Brief visit
Verisign.com/DNIB.

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2. The generic top-level domain (gTLD) and ccTLD data cited in this brief includes ccTLD Internationalized Domain Names, is an estimate as of the time this brief was developed, and is subject to change as more complete data is received.

3. The domain name base is the active zone plus the number of domain names that are registered but not configured for use in the respective Top-Level Domain zone file plus the number of domain names that are in a client or server hold status.

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 function for the core of the internet's Domain Name System (DNS). Verisign Security 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 Verisign.com.