

THE DOMAIN NAME INDUSTRY BRIEF

Q1 2017 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.

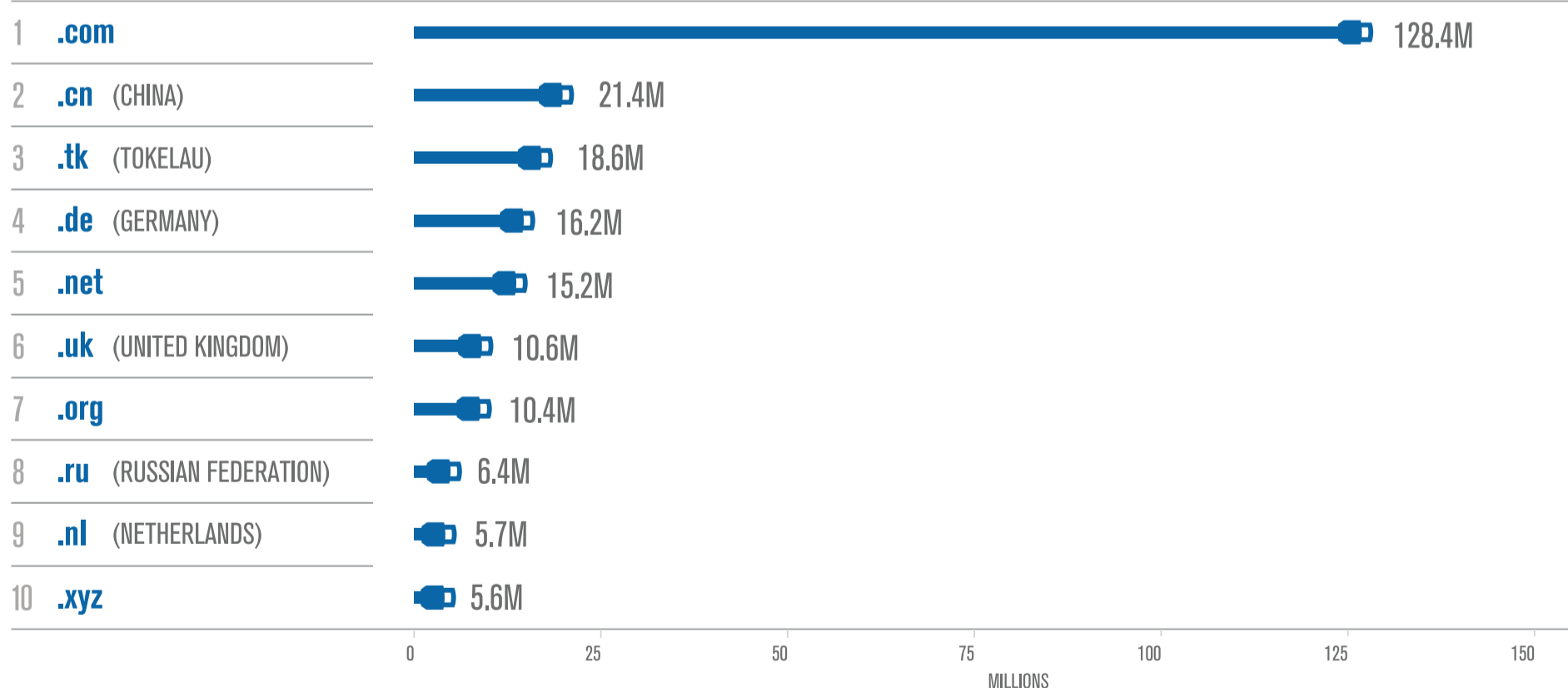
To access the full Domain Name Industry Brief, visit Verisign.com/DNIB.

Q1 2017 DOMAIN NAME REGISTRATIONS



TOP 10 LARGEST TLDS BY NUMBER OF REPORTED DOMAIN NAMES

Source: Zooknic, Q1 2017; Verisign, Q1 2017; Centralized Zone Data Service, Q1 2017



.tk is a ccTLD that is provided for free to individuals and businesses worldwide <http://www.businesswire.com/news/home/20131216006048/en/Freedom-Closes-3M-Series-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 Q1 2016 DNIB, Verisign has applied an updated estimate of the total zone size across all TLDs for Q1 2016 of 318.8 million and an updated estimate of the total ccTLD zone size for Q1 2016 of 140.6 million.

143.6

MILLION

.com & .net domain name registrations in the domain name base³ in Q1 2017

.com .net

0.8%

INCREASE

year over year from Q1 2016



9.5

MILLION

new .com & .net domain name registrations in Q1 2017

.com .net

LARGEST ccTLDs BY NUMBER OF REPORTED DOMAIN NAMES¹

ccTLDs are designated for use by countries and territories.

Source: Zooknic, Q1 2017; For further information on the Domain Name Industry Brief methodology, please refer to the last page of the brief.

1	2	3	4	5	6	7	8	9	10
.cn	.tk	.de	.uk	.ru	.nl	.br	.eu	.au	.it
(CHINA)	(TOKELAU)	(GERMANY)	(UNITED KINGDOM)	(RUSSIAN FEDERATION)	(NETHERLANDS)	(BRAZIL)	(EUROPEAN UNION)	(AUSTRALIA)	(ITALY)
21.4M	18.6M	16.2M	10.6M	6.4M	5.7M	3.9M	3.7M	3.1M	3.0M

DOMAIN NAME INDUSTRY BRIEF ENHANCEMENTS

For more than 10 years, the Domain Name Industry Brief has presented statistical and analytical research on the state of the domain name industry. The Domain Name Industry Brief is currently undergoing enhancements, including moving to a digital format. Some elements of the Domain Name Industry Brief are currently under evaluation, like the DNS Query Load data. Readers will continue to see updates to the Domain Name Industry Brief in future issues.

For more information about the Q1 2017 Domain Name Industry Brief, visit Verisign.com/DNIB.

1. .tk is a ccTLD that is provided for free to individuals and businesses worldwide <http://www.businesswire.com/news/home/20131216006048/en/Freenom-Closes-3M-Series-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 Q1 2016 DNIB, Verisign has applied an updated estimate of the total zone size across all TLDs for Q1 2016 of 318.8 million and an updated estimate of the total ccTLD zone size for Q1 2016 of 140.6 million.

2. The generic top-level (gTLD) and ccTLD data cited in this brief: (i) includes ccTLD Internationalized Domain Names, (ii) is an estimate as of the time this brief was developed and (iii) 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's Security Services include Distributed Denial of Service Protection and Managed DNS. To learn more about what it means to be Powered by Verisign, please visit Verisign.com.