# THE DOMAIN NAME INDUSTRY BRIEF

## VOLUME 14 – ISSUE 2 – JULY 2017

### THE VERISIGN DOMAIN REPORT

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.

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## EXECUTIVE SUMMARY

The first quarter of 2017 closed with approximately 330.6 million domain name registrations across all top-level domains (TLDs), an increase of approximately 1.3 million domain name registrations, or 0.4 percent over the fourth quarter of 2016.[1,2] Domain name registrations have grown by 11.8 million, or 3.7 percent, year over year.[1,2]
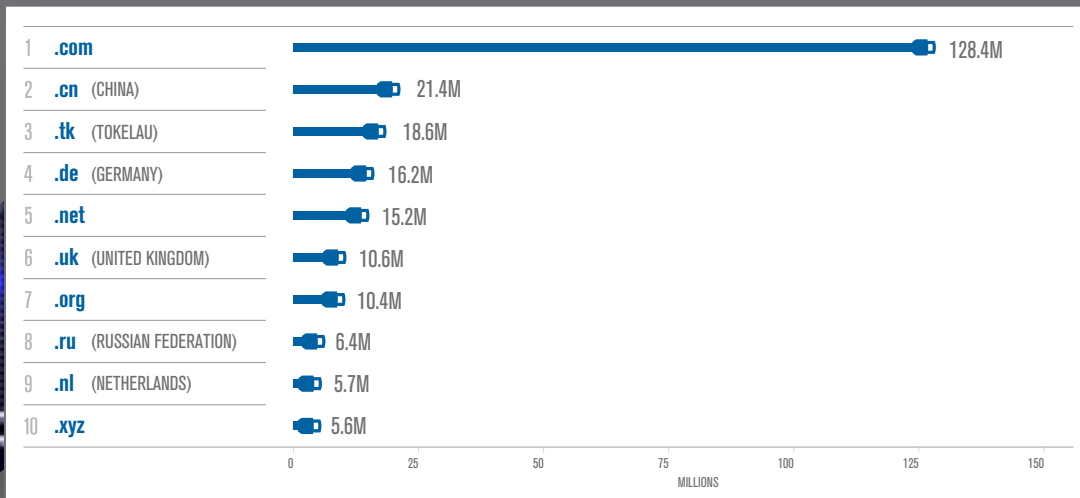
Total country-code TLD (ccTLD) domain name registrations were approximately 143.1 million, a 0.3 percent increase over the fourth quarter of 2016, and a 1.7 percent increase year over year.[1,2]

The .com and .net TLDs had a combined total of approximately 143.6 million domain name registrations in the domain name base[3] in the first quarter of 2017. This represents a 0.8 percent increase year over year. As of March 31, 2017, the .com domain name base totaled 128.4 million domain name registrations, while the .net domain name base totaled 15.2 million domain name registrations.

New .com and .net domain name registrations totaled 9.5 million during the first quarter of 2017. In the first quarter of 2016, new .com and .net domain name registrations totaled 10 million.

### TOP 10 LARGEST TLDS BY NUMBER OF REPORTED DOMAIN NAMES
Source: Zooknic, Q1 2017; Verisign, Q1 2017; Centralized Zone Data Service, Q1 2017

| | TLD | | Domains |
|---|---|---|---|
| 1 | .com | | 128.4M |
| 2 | .cn | (CHINA) | 21.4M |
| 3 | .tk | (TOKELAU) | 18.6M |
| 4 | .de | (GERMANY) | 16.2M |
| 5 | .net | | 15.2M |
| 6 | .uk | (UNITED KINGDOM) | 10.6M |
| 7 | .org | | 10.4M |
| 8 | .ru | (RUSSIAN FEDERATION) | 6.4M |
| 9 | .nl | (NETHERLANDS) | 5.7M |
| 10 | .xyz | | 5.6M |

MILLIONS: 0   25   50   75   100   125   150

As of March 31, 2017, the largest TLDs were .com, .cn, .tk, .de, .net, .uk, .org, .ru, .nl and .xyz.[1]

The average sale price for the 10 .com domain names reported by DN Journal as sold in the aftermarket in Q1 2017.[4]

**$429,696**
USD

$

Growth of .com and .net domain names redirecting to popular global social media and e-commerce sites compared to Q1 2016.[5]

INSTAGRAM
**81%**
AMAZON.COM
**44%**
YOUTUBE
**36%**
FACEBOOK
**23%**
LINKEDIN
**23%**
TWITTER
**17%**

## Largest ccTLDs by Number of Reported Domain Names

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

Total ccTLD domain name registrations were approximately 143.1 million in the first quarter of 2017, with an increase of 408,242 domain name registrations, or a 0.3 percent increase compared to the fourth quarter of 2016.[1,2] ccTLDs increased by approximately 2.4 million domain name registrations, or 1.7 percent, year over year.[1,2] Without including .tk, ccTLD domain name registrations increased approximately 568,242 in the first quarter of 2017, a 0.5 percent increase compared to the fourth quarter of 2016 and ccTLDs increased by approximately 4.6 million domain name registrations, or 3.9 percent, year over year.

| | 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 |

The top 10 ccTLDs, as of March 31, 2017, were .cn (China), .tk (Tokelau), .de (Germany), .uk (United Kingdom), .ru (Russian Federation), .nl (Netherlands), .br (Brazil), .eu (European Union), .au (Australia) and .it (Italy).[1,2] As of March 31, 2017, there were 294 global ccTLD extensions delegated in the root, including Internationalized Domain Names (IDNs), with the top 10 ccTLDs composing 64.7 percent of all ccTLD domain name registrations.[1,2]

## TOP 10 TRENDING KEYWORDS IN .COM AND .NET IN Q1 2017

This chart represents the top 10 trending keywords registered in English in .com and .net domain name registrations for the first quarter of 2017 and reflects the keywords in .com and .net domain name registrations with the highest percentage of registration growth relative to the preceding quarter. Verisign publishes a **monthly blog post** highlighting domain name registration keyword trends.

| Rank | .com | .net |
|---|---|---|
| 1 | president | prizes |
| 2 | year | raising |
| 3 | lease | resistance |
| 4 | march | surveyors |
| 5 | bitcoin | built |
| 6 | resistance | lending |
| 7 | week | congress |
| 8 | raising | gambling |
| 9 | alternative | pour |
| 10 | webcam | resist |

## New gTLDs as Percentage of Total TLDs

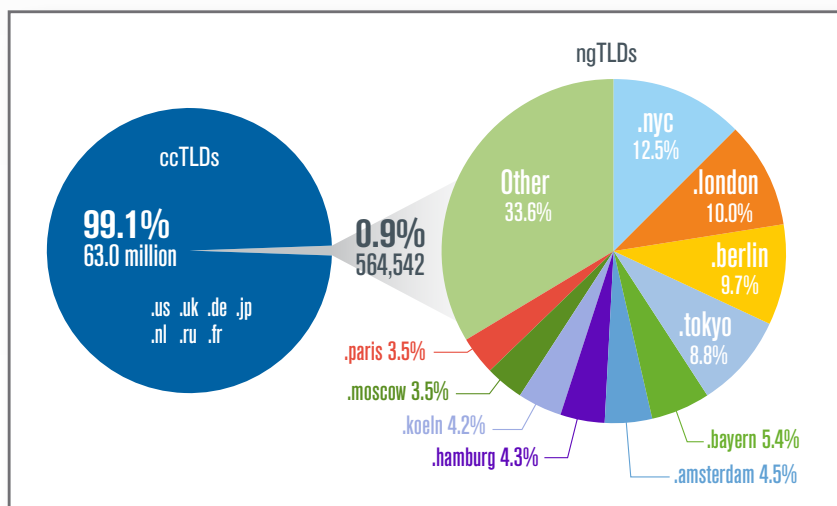Source: Centralized Zone Data Service, Q1 2017 and Zooknic, Q1

As of March 31, 2017, new gTLDs (ngTLD) totaled 25.4 million domain name registrations, which represents 7.7 percent of total domain name registrations. The top 10 ngTLDs represented 64.1 percent of all ngTLD domain name registrations. The following charts show ngTLD domain name registrations as a percentage of overall TLD domain name registrations, and also the top 10 ngTLDs as a percentage of all ngTLD domain name registrations for the first quarter of 2017.



Total TLDs less Total ngTLDs

Total TLDs
92.3%
330.6 million

7.7%
25.4 Million

ngTLDs

Other 35.9%
.xyz 22.1%
.top 14.9%
.loan 7.2%
.wang 4.2%
.win 4.0%
.club 3.0%
.online 2.6%
.site 2.4%
.vip 2.0%
.bid 1.6%
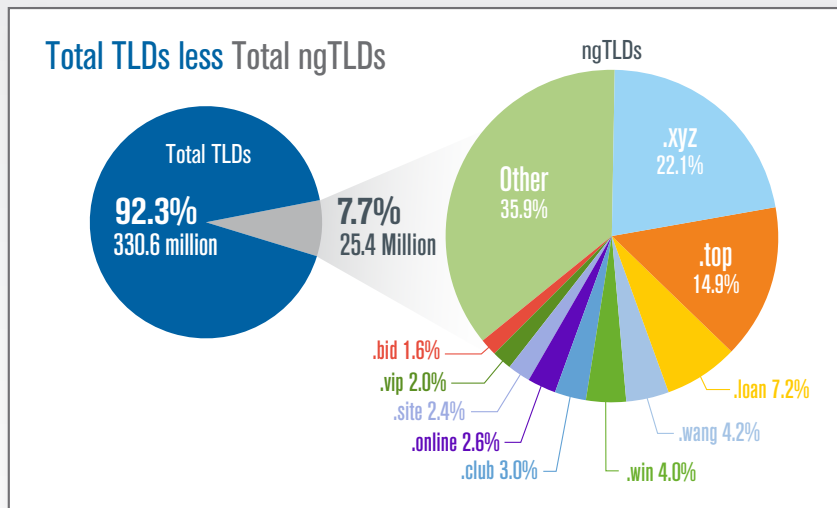
## Geographical New gTLDs as Percentage of Total Corresponding Geographical gTLDs

Source: Centralized Zone Data Service, Q1 2017 and Zooknic, Q1 2017

As of March 31, 2017, there were 37 ngTLDs delegated that meet the following criteria: has 1) a geographical focus and 2) more than 1,000 domain name registrations since entering general availability (GA). The chart on the left summarizes the domain name registrations as of March 31, 2017 for the listed geographical ngTLDs and the corresponding ccTLDs within the same geographic region. In addition, the chart on the right highlights the top 10 geographical ngTLDs as a percentage of the total geographical ngTLDs.



ccTLDs
99.1%
63.0 million
.us .uk .de .jp
.nl .ru .fr

0.9%
564,542

ngTLDs

Other 33.6%
.nyc 12.5%
.london 10.0%
.berlin 9.7%
.tokyo 8.8%
.bayern 5.4%
.amsterdam 4.5%
.hamburg 4.3%
.koeln 4.2%
.moscow 3.5%
.paris 3.5%

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## 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.

## 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.

## LEARN MORE

To access the archives for the Domain Name Industry Brief, please go to Verisign.com/DNIBArchives. Email your comments or questions to domainbrief@verisign.com.

## METHODOLOGY

The data presented in this brief for ccTLDs, including quarter-over-quarter and year-over-year metrics, reflects the information available to Verisign at the time of this brief and may incorporate changes and adjustments to previously reported periods based on additional information received since the date of such prior reports, so as to more accurately reflect the growth rate of domain name registrations of the ccTLDs. In addition, the data available for this brief may not include data for all of the 294 ccTLD extensions that are delegated to the root, and includes only the data available at the time of the preparation of this brief. For gTLD and ccTLD data cited with Zooknic as a source, the Zooknic analysis uses a comparison of domain name root zone file changes supplemented with Whois data on a statistical sample of domain names, which lists the registrar responsible for a particular domain name, and the location of the registrant. The data has a margin of error based on the sample size and market size. The ccTLD data is based on analysis of root zone files. For more information, see ZookNIC.com.

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