

# THE DOMAIN NAME INDUSTRY BRIEF

## Q4 2018 HIGHLIGHTS



VERISIGN®

As a global provider of domain name registry services and internet infrastructure, 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](https://www.verisign.com/DNIB).

### Q4 2018 DOMAIN NAME REGISTRATIONS

approximately  
**348.7** MILLION  
domain names  
registered globally<sup>1,2</sup>

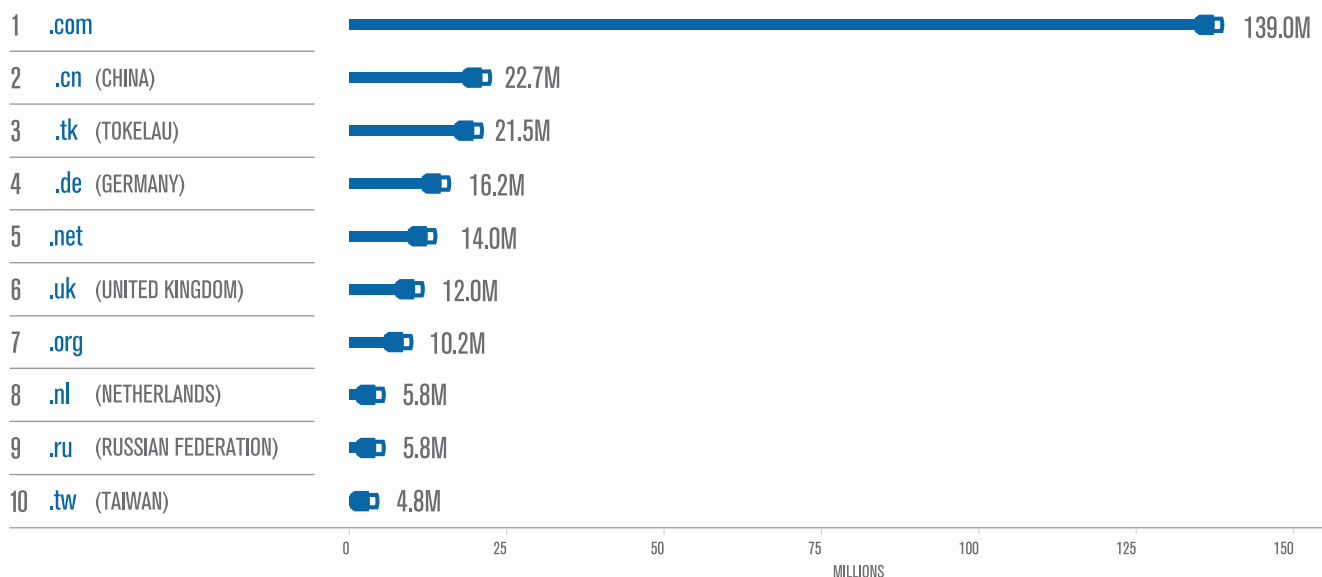


approximately  
**4.9%** INCREASE  
year over year  
from Q4 2017<sup>1,2</sup>



### TOP 10 LARGEST TLDs BY NUMBER OF REPORTED DOMAIN NAMES

Source: Zooknic, Q4 2018; Verisign, Q4 2018; Centralized Zone Data Service, Q4 2018



approximately

153.0

MILLION

.com & .net domain name registrations in the domain name base<sup>3</sup> in Q4 2018

.com .net

approximately

4.5%

INCREASE

year over year from Q4 2017



approximately

9.5

MILLION

new .com &amp; .net domain name registrations in Q4 2018

.com .net

LARGEST ccTLDs BY NUMBER OF REPORTED DOMAIN NAMES<sup>1,2</sup>

ccTLDs are designated for use by countries and territories.

Source: Zooknic, Q4 2018; 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	.nl	.ru	.tw	.br	.eu	.fr
(CHINA)	(TOKELAU)	(GERMANY)	(UNITED KINGDOM)	(NETHERLANDS)	(RUSSIAN FEDERATION)	(TAIWAN)	(BRAZIL)	(EUROPEAN UNION)	(FRANCE)
22.7M	21.5M	16.2M	12.0M	5.8M	5.8M	4.8M	4.0M	3.7M	3.3M

For more information about the Q4 2018 Domain Name Industry Brief, visit [Verisign.com/DNIB](https://www.verisign.com/DNIB).

1 The figure(s) includes domain names in the .tk ccTLD. .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.  
<https://www.businesswire.com/news/home/20131216006048/en/Freenom-Closes-3M-Series-Funding#JxeUGNJDv9s>.

2 The generic top-level domain (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 provider of domain name registry services and internet infrastructure, enables internet navigation for many of the world's most recognized domain names. Verisign enables the security, stability, and resiliency of key internet infrastructure and services, including providing root zone maintainer services, operating two of the 13 global internet root servers, and providing registration services and authoritative resolution for the .com and .net top-level domains, which support the majority of global e-commerce. To learn more about what it means to be Powered by Verisign, please visit [Verisign.com](https://www.verisign.com).