THE DOMAIN NAME INDUSTRY BRIEF

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VERISIGN

THE VERISIGN DOMAIN REPORT

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.

EXECUTIVE SUMMARY

The second quarter of 2020 closed with 370.1 million domain name registrations across all top-level domains (TLDs), an increase of 3.3 million domain name registrations, or 0.9 percent, compared to the first quarter of 2020.[1,2] Domain name registrations have grown by 15.3 million, or 4.3 percent, year over year.[1,2]

Total country-code TLD (ccTLD) domain name registrations were 160.0 million at the end of the second quarter of 2020, an increase of 2.6 million domain name registrations, or 1.7 percent, compared to the first quarter of 2020.[1,2] ccTLDs increased by 1.4 million domain name registrations, or 0.9 percent, year over year.[1,2]

The .com and .net TLDs had a combined total of 162.1 million domain name registrations in the domain name base[3] at the end of the second quarter of 2020, an increase of 1.4 million domain name registrations, or 0.9 percent, compared to the first quarter of 2020. The .com and .net TLDs had a combined increase of 6.0 million domain name registrations, or 3.8 percent, year over year. As of June 30, 2020, the .com domain name base totaled 148.7 million domain name registrations, and the .net domain name base totaled 13.4 million domain name registrations.
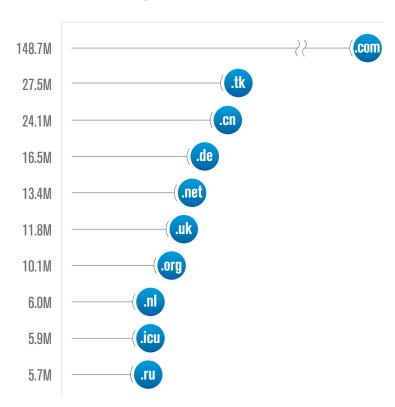
New .com and .net domain name registrations totaled 11.1 million at the end of the second quarter of 2020, compared to 10.3 million domain name registrations at the end of the second quarter of 2019.

Total new gTLD (ngTLD) domain name registrations were approximately 31.6 million at the end of the second quarter of 2020, a decrease of 0.6 million domain name registrations, or 2.0 percent, compared to the first quarter of 2020. ngTLDs increased by 8.6 million domain name registrations, or 37.3 percent, year over year.

As of June 30, 2020, the largest TLDs by number of reported domain names were .com, .tk, .cn, .de, .net, .uk, .org, .nl, .icu and .ru.[1,2,4]

TOP 10 LARGEST TLDS BY NUMBER OF REPORTED DOMAIN NAMES

Source: ZookNIC, Q2 2020; Verisign, Q2 2020; Centralized Zone Data Service, Q2 2020

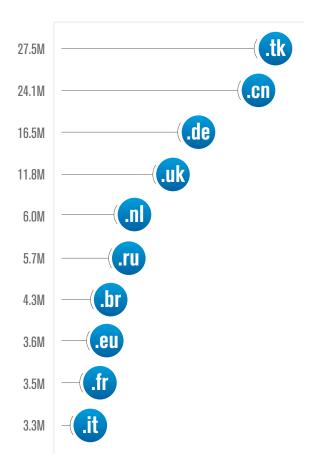| TLD	Number
.com	148.7M
.tk	27.5M
.cn	24.1M
.de	16.5M
.net	13.4M
.uk	11.8M
.org	10.1M
.nl	6.0M
.icu	5.9M
.ru	5.7M

LARGEST ccTLDS BY NUMBER OF REPORTED DOMAIN NAMES

Source: ZookNIC, Q2 2020
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 160.0 million at the end of the second quarter of 2020, an increase of 2.6 million domain name registrations, or 1.7 percent, compared to the first quarter of 2020.[1,2] ccTLDs increased by 1.4 million domain name registrations, or 0.9 percent, year over year.[1,2] Excluding .tk, ccTLD domain name registrations increased by 0.2 million in the second quarter of 2020, or 0.2 percent, compared to the first quarter of 2020. ccTLDs, excluding .tk, decreased by 3.6 million domain name registrations, or 2.7 percent, year over year.

The top 10 ccTLDs, as of June 30, 2020, were .tk, .cn, .de, .uk, .nl, .ru, .br, .eu, .fr and .it.[1,2] As of June 30, 2020, there were 307 global ccTLD extensions delegated in the root zone, including IDNs, with the top 10 ccTLDs comprising 66.5 percent of all ccTLD domain name registrations.[1,2]

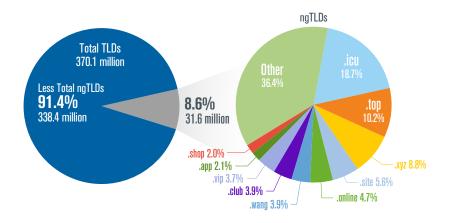|	
27.5M	.tk
24.1M	.cn
16.5M	.de
11.8M	.uk
6.0M	.nl
5.7M	.ru
4.3M	.br
3.6M	.eu
3.5M	.fr
3.3M	.it

NEW gTLDs AS PERCENTAGE OF TOTAL TLDs

Source: ZookNIC, Q2 2020; Verisign, Q2 2020; and Centralized Zone Data Service, Q2 2020
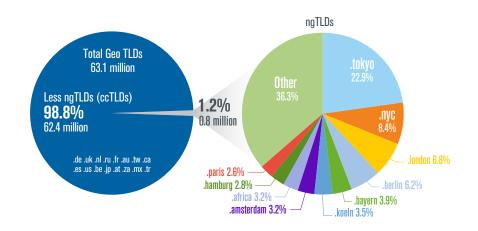
Total ngTLD domain name registrations were 31.6 million at the end of the second quarter of 2020, a decrease of 0.6 million domain name registrations, or 2.0 percent, compared to the first quarter of 2020. ngTLDs increased by 8.6 million domain name registrations, or 37.3 percent, year over year. The top 10 ngTLDs represented 63.6 percent of all ngTLD domain name registrations. The following chart shows ngTLD domain name registrations as a percentage of overall TLD domain name registrations, of which they represent 8.6 percent, as well as the top 10 ngTLDs as a percentage of all ngTLD domain name registrations for the second quarter of 2020.

Total TLDs
370.1 million

Less Total ngTLDs
91.4%
338.4 million

8.6%
31.6 million

ngTLDs

.icu 18.7%
Other 36.4%
.top 10.2%
.xyz 8.8%
.site 5.6%
.online 4.7%
.wang 3.9%
.club 3.9%
.vip 3.7%
.app 2.1%
.shop 2.0%

GEOGRAPHICAL ngTLDs AS PERCENTAGE OF TOTAL CORRESPONDING GEOGRAPHICAL TLDs

Source: ZookNIC, Q2 2020 and Centralized Zone Data Service, Q2 2020

As of June 30, 2020, there were 47 ngTLDs delegated that meet the following criteria: 1) has a geographical focus and 2) has more than 1,000 domain name registrations since entering general availability (GA). The chart on the left summarizes the domain name registrations as of June 30, 2020, for the listed ccTLDs and the corresponding geographical ngTLDs 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 TLDs.

Total Geo TLDs
63.1 million

Less ngTLDs (ccTLDs)
98.8%
62.4 million

.de .uk .nl .ru .fr .au .tw .ca
.es .us .be .jp .at .za .mx .tr

1.2%
0.8 million

ngTLDs

.tokyo 22.9%
Other 36.3%
.nyc 8.4%
.london 6.8%
.berlin 6.2%
.bayern 3.9%
.koeln 3.5%
.amsterdam 3.2%
.africa 3.2%
.hamburg 2.8%
.paris 2.6%

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.

LEARN MORE

To view the average daily number of queries Verisign processes, please go to the "What We Do" section at Verisign.com.[5] 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, including quarter-over-quarter and year-over-year metrics, reflects 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. In addition, the data available for this brief may not include data for all of the 307 ccTLD extensions that are delegated to the root zone, 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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