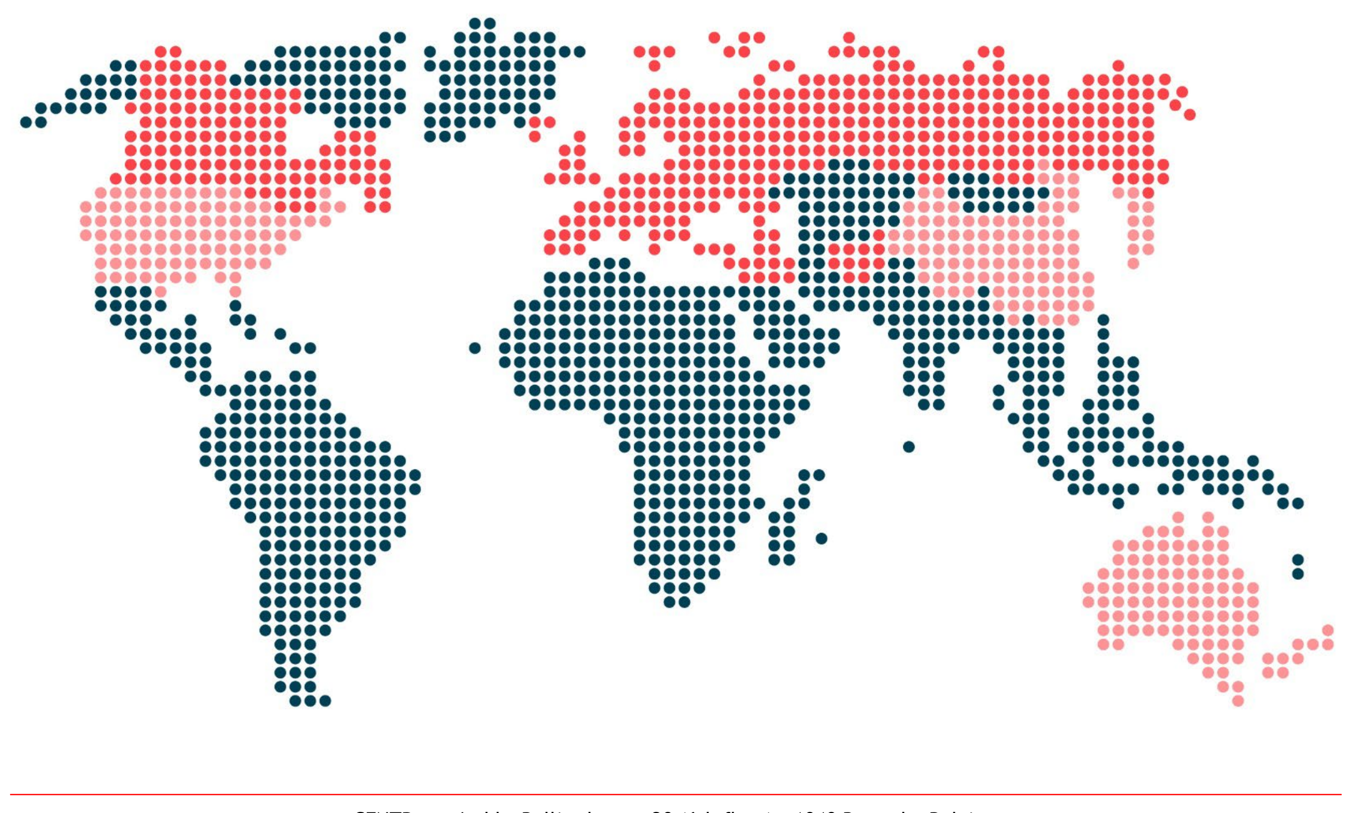
Council of European National Top-Level Domain Registries

CENTRstats Global TLD Report is CENTR's quarterly publication covering status and trends in global top-level domains with a focus on European ccTLDs (country code top-level domains).

CENTR is the association of European country code top-level domain (ccTLD) registries, such as .de for Germany or .si for Slovenia. CENTR currently counts 55 full and 9 associate members – together, they are responsible for over 80% of all registered country code domain names worldwide. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD registries.

CENTRstats
Global TLD Report
Q4 2018 – Edition 26



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Global Market

The **global TLD** market is estimated at 348 million domains across all recorded TLDs. Although the overall domain count has continued to grow in all regions and types, the pace of growth has slowed considerably and, as of January 2019, it has seen its lowest recorded year-on-year rate of 3.7%*. While domain count and growth are not the only measurement of market health, they can provide an indication of general uptake and interest in domain names. At present the indication is a continued slow-down. This may be explained by multiple factors, such as a market saturation, alternative online presence choices (e.g. social media) or even a concentration of market share to fewer TLDs.

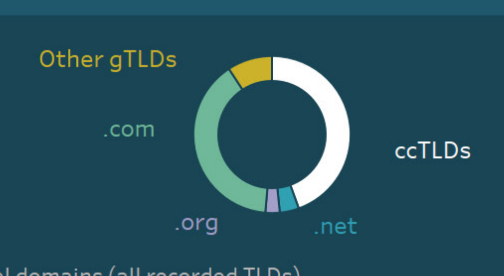
*refers to median growth of top 500 TLDs (by domains) with reliable data.

GLOBAL TLD MARKET
Market size (est.): 348.2M domains (1,503 TLDs)

		TLDs	Domains (million)	Growth (1Y av.)*
ccTLDs	Africa	58	3.4M	6.1%
	Americas	53	14.0M	2.9%
	Asia	98	65.7M	1.9%
	Europe	57	71.7M	2.3%
gTLD	-	1,234	193.3M	5.3%

*growth refers to median value exclduing TLDs less than 3000 domains

GLOBAL MARKET SHARE



*based on total domains (all recorded TLDs)

TOP 15 BY DOMAINS*

1	.com	-	137.3M	▲
2	.de	Germany	16.2M	▼
3	.net	-	13.7M	▼
4	.uk	United Kingdom	12.0M	▼
5	.org	-	10.2M	▼
6	.nl	Netherlands	5.8M	▲
7	.ru	Russian Federation	5.0M	▼
8	.tw	Taiwan	4.8M	▲
9	.info	-	4.8M	▼
10	.br	Brazil	4.0M	▲
11	.eu	European Union	3.7M	▼
12	.top	-	3.5M	▲
13	.fr	France	3.3M	▲
14	.it	Italy	3.2M	▲
15	.au	Australia	3.2M	▲

*Excludes TLDs that do not publish data. Sources: CENTR, APTLD, LACTLD, Zooknic.

European ccTLDs

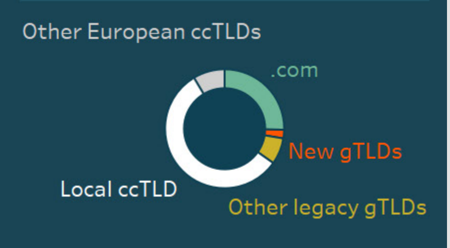
European ccTLDs saw a sharp decline in long-term growth trends towards the end of 2018, potentially due to higher rates of deletes over the year. Growth among ccTLDs in this region has followed similar patterns as the global market has also hit a new recorded low (2.0%, YOY). Despite the continued slow-down, market share indicators suggest that European ccTLDs are maintaining their local market strength. When looking at local registrations in European countries over all TLDs, the local ccTLD has an average 54% market share.

EUROPEAN ccTLDs
Market size (est.): 71.7M domains (57 TLDs)

KPI averages
based on top 40 median

Growth (1 year)	2.0%
Renewal rate	80.5%
Add ratio	18.0%
Delete ratio	14.7%

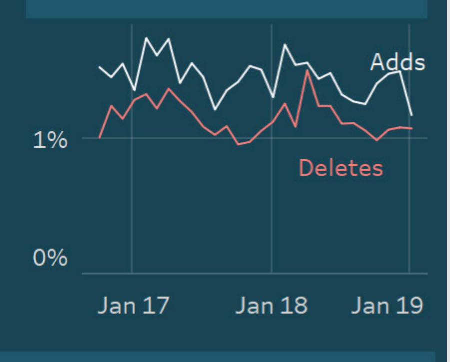
Av TLD share in country*
by local registrants



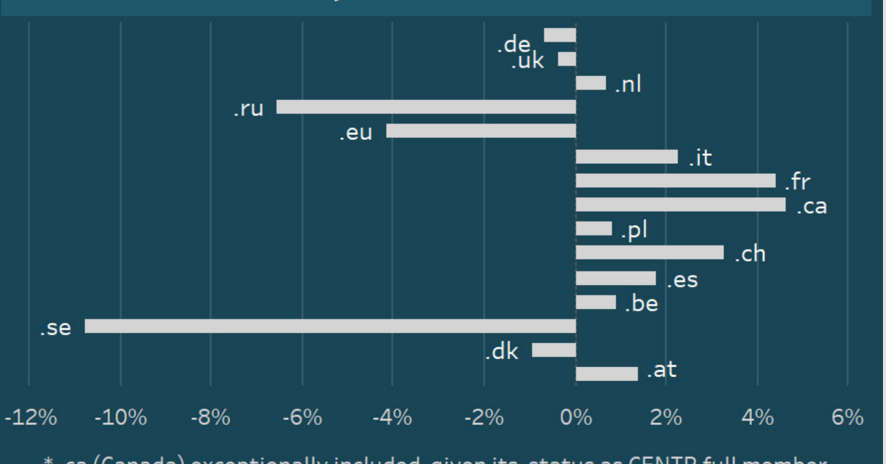
*Market share based on median of 32 countries in European region

Domain growth
median growth (1year rolling)

Adds / Deletes
median add and delete ratios



Growth (1Y) | Top 15 ccTLDs
by domains at Jan 19



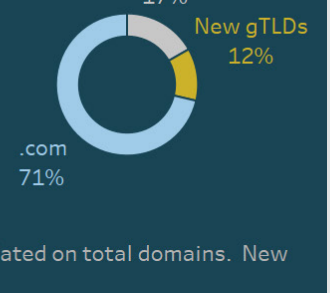
* .ca (Canada) exceptionally included given its status as CENTR full member

Global gTLDs

gTLDs - After the introduction of new gTLDs several years ago, the gTLD group has stabilised, recording a 1-year median growth of just over 5%. .com has around 72% of the market share of all gTLDs and shows no sign of change. New gTLDs represent around 12% of the gTLD market share, while the handful of other legacy gTLDs have seen a reduction of 2% from the same time a year ago, taking them to 17%.

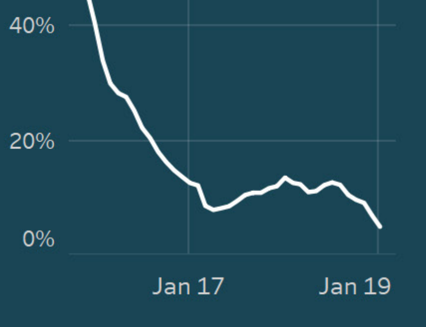
Global gTLDs | Key figures
Medians calculated on top 300 gTLDs

	Median
Growth (1 year)	4.9%
Renewal rate	65.2%
Add ratio	36.1%
Delete ratio	25.5%

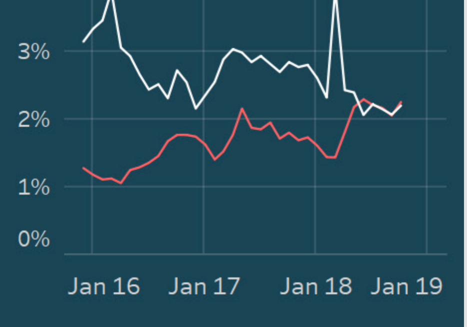


Ratios based on median top 300. Market share calculated on total domains. New gTLDs exclude brand TLDs

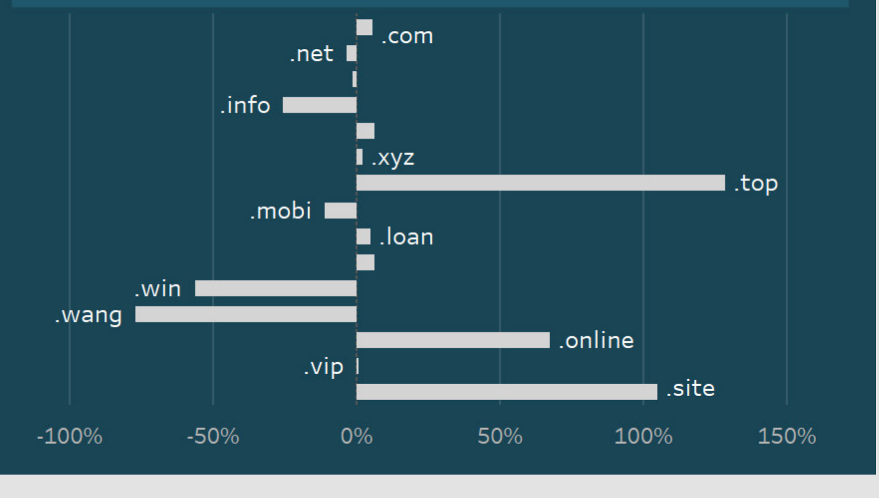
Domain Growth
median top 300 | rolling 1Y



Average adds / deletes
median top 300



Growth (1Y) | Top 15 gTLDs
Top 15 by domains at Feb 19



View the interactive report

SOURCES AND METHODOLOGIES
ccTLD registrations: CENTR member registries (European ccTLDs) and co-operation with APTLD (Asia Pacific region ccTLDs) and LACTLD (South America and Caribbean ccTLDs). Other ccTLDs supplemented by data from Zooknic. When data on a ccTLD is not reliable, meaning it is not updated from quarter to quarter, it is not included in growth calculations within this report.
gTLD registrations: ICANN (CZDS) and direct zone downloads with TLD operators.
Parking statistics (on new gTLDs only): https://ntldstats.com/parking/tld. Percentages expressed (parked domains as a proportion of total domains) are based on the total domain counts ntldstats.com provides.
European country market share: geographic distribution of domain location (registrant) sourced from CENTR member registries (ccTLDs) and Zooknic (gTLDs). Market share averages at country level include domains registered from foreign European ccTLDs.

RATIOS USED IN THIS REPORT
The following are calculations for ratios used in this report. These ratios are calculated by CENTR on a monthly basis.
Add ratio: total adds over previous 12 months / total domains (current).
Delete ratio: total deletes over the previous 12 months / total domains (current)
Renewal rate: renews / (renews + deletes).
Park ratio: based on definition of parked domains at https://ntldstats.com/parking/tld as a proportion of total domains
Note that renewal, add and delete ratios for gTLDs have a 4-5-month lag in data. In most cases, total domains counts are recorded at the beginning of each month.

Exclusions in data – Some calculations in this report exclude TLDs with limited or unreliable data.

TERMS
ccTLD – a Country Code Top-Level Domain (ccTLD) is a two-character top-level domain used and reserved for a country or independent territory. Examples include .uk for the United Kingdom or .de for Germany.
gTLD – a Generic Top-Level Domain (gTLD) is a 3-or-more-character string. Examples include .com, .org .club, .london
IDN – An Internationalised Domain Name is a domain that contains at least one label that is displayed in software applications, in whole or in part, in a language-specific script or alphabet, such as Arabic, Chinese, Cyrillic, Tamil, Hebrew or the Latin alphabet-based characters with diacritics or ligatures, such as French (source: Wikipedia). A ccTLD IDN is an IDN at the top level – e.g., the ccTLD IDN for the Russian Federation is .РФ, which is the Cyrillic script version of .ru.
Registrant – The individual or organisation that registers a specific domain name. A registrant holds the right to use that domain name for a specified period of time.
Registry – An internet domain name registry receives domain name information into a centralised database and transmits the information in internet zone files so that domain names can be found by users around the world via the web and email.
Market Share – TLD market share in European countries is calculated by using the locally registered domains under each TLD group (ccTLD, new gTLD, legacy gTLD) in over 30 European countries measured as a percentage of their sum (source: CENTR and ZookNic). Market share averages are calculated quarterly.

CENTR would like to thank the Regional Organisations (LACTLD, APTLD and AfTLD) for their continued support in the development of statistical reporting for the global ccTLD community. ccTLD data sourced by CENTR comes via direct automated communication with CENTR ccTLD members, CENTR surveys and other ongoing data collection.

ABOUT CENTR
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For any questions on this report, please contact patrick@centr.org