DomainWire Global TLD Stat 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 53 full and 9 associate members – together, they are responsible for over 80% of all registered domain names worldwide. The objectives of CENTR are to promote and participate in the development of high standards and best practices among ccTLD registries.

# DomainWire
## Global TLD Stat Report
*Q3 2016 (Edition 17)*

# Global Market

Volume, Growth & Distribution

# Q3/2016

## GLOBAL OVERVIEW

There are roughly 326 million domains names across all top-level domains (TLDs) globally*. Combined growth over Q3 2016 was around 2.1 million (0.7%), most of which came from gTLDs (mostly new gTLDs).
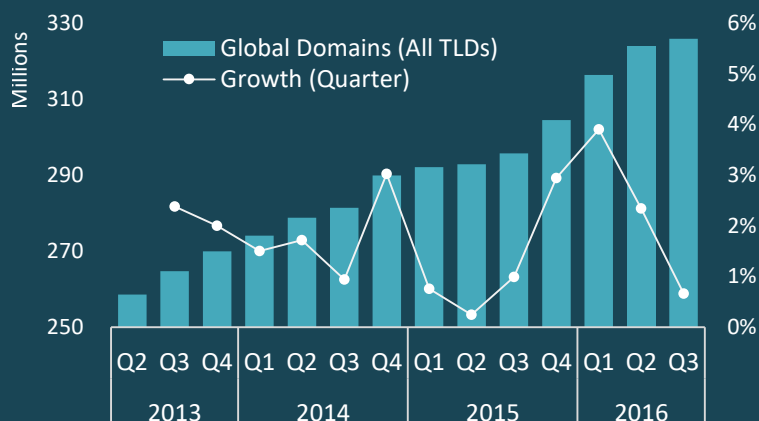
## MEDIAN GROWTH

As the bulk of new gTLDs have now been delegated, their high initial growth rates are beginning to converge toward comparable median rates of legacy gTLDs and ccTLDs (0.43% and 0.58% respectively for Q3 2016). *See last page for more details.*

*Recorded over 1,435 TLDs*

## MARKET SHARE

Global distribution between TLD categories (chart below) is weighted toward gTLDs (legacy and new combined). ccTLDs (inc IDN ccTLDs) have a combined 43% - a reduction of 2% over the quarter due to a decline in .tk domains. New gTLDs have attained almost 7% market share at the end of Q3 2016 however it's worth noting this is calculated over almost 1,200 unique TLDs.
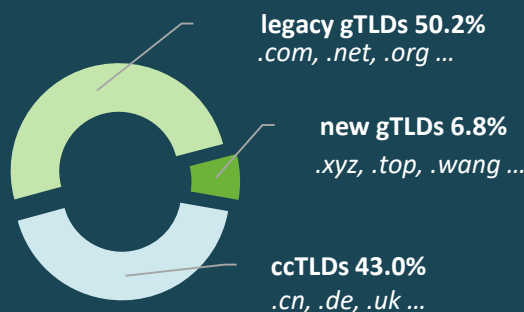
### GLOBAL TLD MARKET SHARE
(inc. top 3 in each group)

legacy gTLDs 50.2%
*.com, .net, .org …*

new gTLDs 6.8%
*.xyz, .top, .wang …*

ccTLDs 43.0%
*.cn, .de, .uk …*

### Global Market

| | Median Growth Q3 2016 | Domains (million) |
|---|---|---|
| ccTLDs | 0.58% | 138.4 |
| IDN ccTLDs | 0.04% | 1.8 |
| Legacy gTLDs | 0.43% | 163.5 |
| New gTLDs | 0.95% | 22.2 |
| Total | | 325.9 |

Medians based on: top 12 Legacy gTLDs, top 300 new gTLDs, top 100 ccTLDs.

### Largest TLDs by Domain volume

| | TLD | Growth Q3 2016 | Domains (million) |
|---|---|---|---|
| 1 | .com | 0.43% | 127.0 |
| 2 | .cn | 0.69% | 19.5 |
| 3 | .de | 0.01% | 16.1 |
| 4 | .net | -0.03% | 15.6 |
| 5 | .org | 0.02% | 10.8 |
| 6 | .uk | -0.33% | 10.7 |
| 7 | .xyz | 1.06% | 6.2 |
| 8 | .nl | 0.23% | 5.7 |
| 9 | .info | -0.07% | 5.5 |
| 10 | .ru | 0.97% | 5.3 |

Top 10 list does not include TLDs which give free domains such as .tk (Tokelau) or TLDs with limited public data

# European ccTLDs
## Volume, Growth & Country Market Share

The European ccTLD market is estimated at around 69.2 million domains with a growth of 137K domains (0.2%) over Q3 2016.

Median ccTLD growth in Europe has averaged to 0.3% over the past 12 months.  This is slightly above the global legacy gTLD median; however, the two generally follow the same pattern.

High percentage growth ccTLDs were .am (Armenia), .cy (Cyprus) and .pt (Portugal)

### Fundamentals *Q3 2016*

| | |
|---|---|
| Est. market size (ccTLD domains) | 69.2 million |
| Combined Growth: | 137K / 0.2% |
| Highest % Growth (Domains): | .am (Armenia) 9.0% |
| Highest DNSSEC signed (% zone): | .no (Norway) 58.3% |
| Av. ccTLD market share (country): | 51.0% |

### HIGHEST GROWTH (Q3/2016)

- .am (Armenia) — 9.0%
- .cy (Cyprus) — 2.6%
- .pt (Portugal) — 2.6%
- .ee (Estonia) — 1.8%
- .is (Iceland) — 1.5%

Source: CENTR

### MEDIAN GROWTH (DOMAINS)



European ccTLD Median
Legacy gTLD Global Median

Source: CENTR

Moving Averages (3 period) used to smooth.  See last page for median definitions
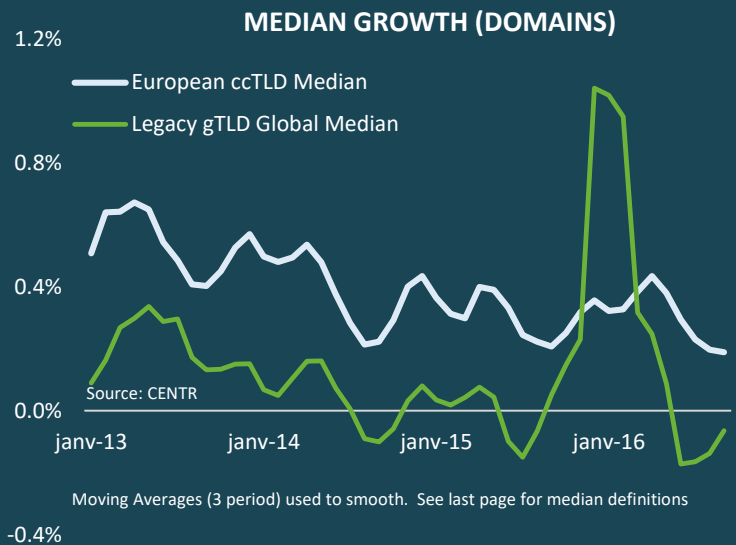
### EUROPEAN TLD MARKET SHARE

Over the past 12 months, av. TLD share in Europe has moved in favour of local ccTLDs (46% in July 2015 to 51% in July 2016).  ccTLDs (based on local registrants) have effectively been growing at higher rates than gTLD registrations across Europe.
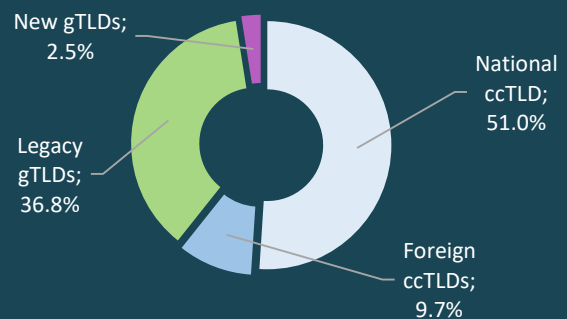
New gTLDs have on average a smaller share (2.5%) of the European market when measured against its global share (6.8%). New gTLDs have made the most inroads in Armenia and Russia which has had increased registrations from .top and .xyz respectively.

### AV. TLD MARKET SHARE:
#### EUROPEAN COUNTRIES



- New gTLDs; 2.5%
- National ccTLD; 51.0%
- Legacy gTLDs; 36.8%
- Foreign ccTLDs; 9.7%

Source: CENTR (Jul 2016), gTLD geo-data: Zooknic
Averages calculated over 34 countries in European region. 'Foreign ccTLDs' inlcuded European based ccTLDs  See last page for market share methodology

**Legacy gTLDs** grew a combined 0.6% in Q3 2016 to over 163 million domains – a similar rate to the previous quarter.
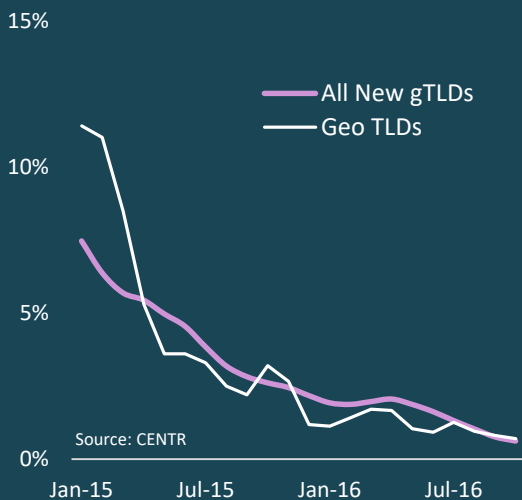
The chart (right) shows evolution of the larger legacy gTLDs normalised to the same starting point of January 2013. Although most legacy gTLDs felt a bump during the Chinese boom (previously reported), .com is the only one to show continued growth with little slowdown.

## GROWTH
### RUNNING TOTAL (%) SINCE 2013

Legend: .com, .net, .org, .biz, .info

Source: CENTR
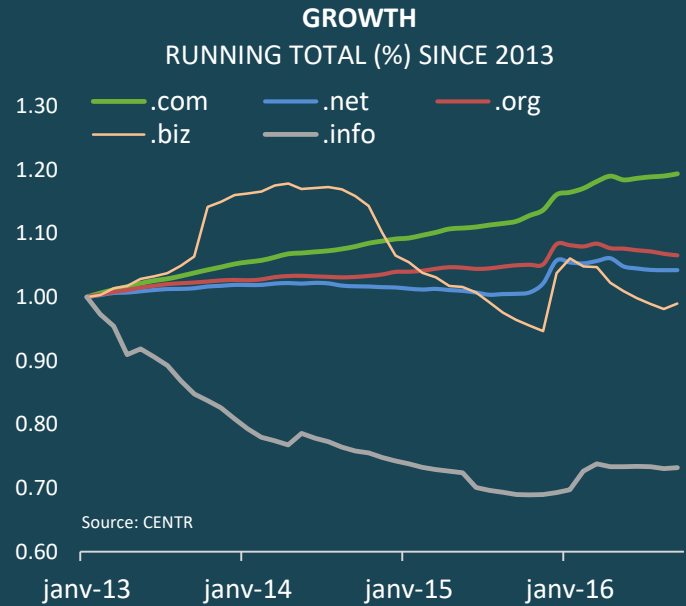
As most new gTLDs have now been delegated, combined growth is beginning to stabilise and flatten. Combined growth in Q3 2016 was roughly 5%, taking the combined domains to 22.5 million (over 1,150 TLDs). Median growth over the top 300 largest new gTLDs was 0.95% for the quarter.
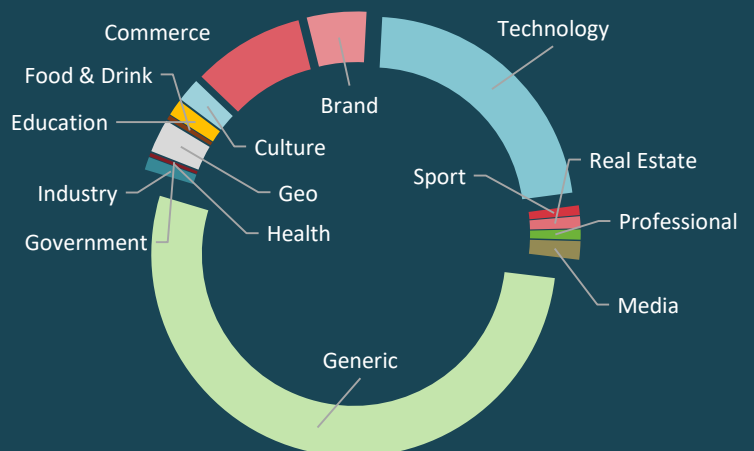
New gTLDs now represent around 12% of all gTLDs globally. In terms of unique TLDs, brand TLDs (eg., .apple, .bnpparibas, .verisign) now make up the largest portion with over 500 TLDs delegated, most of which do not have large domain volume due to their closed nature.

## NEW gTLD MEDIAN GROWTH

Legend: All New gTLDs, Geo TLDs

Source: CENTR

All new gTLD median sample uses on top 300 largest

## NEW gTLD BY CATEGORY*

Categories: Commerce, Food & Drink, Education, Industry, Government, Brand, Culture, Geo, Health, Technology, Sport, Real Estate, Professional, Media, Generic

Source: CENTR

*Categories defined by approximite industry type. Generic refers to TLDs which cannot be placed easily into other defined categories.

## SOURCES

Data in this report is sourced from the following: CENTR, ICANN (CZDS), ZookNic and direct zone downloads with TLD operators. CENTR would like to thank the support of 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.

When the term European ccTLDs' definition is used within this report, it generally refers to a combination of following: .am, .at, .be, .bg, .by, .ch, .cy, .cz, .срб, .de, .dk, .ee, .es, .eu, .fi, .fo, .fr, .gg, .gi, .gr, .hr, .hu, .ie, .im, .is, .it, .je, .li, .lt, .lu, .lv, .me, .mt, .nl, .no, .pl, .pt, .РФ , .ro, .rs, .ru, .se, .si, .sk, .tr, .ua, .uk, .va,
The aggregated values of this group are estimated to represent at least 95% of domain registrations from ccTLDs based in Europe.

## TERMS AND METHODOLOGY

**ccTLD** – a Country Code Top Level Domain (ccTLD) is a top level domain used and reserved for a country or dependent territory. Examples include .uk for the United Kingdom or .de for Germany.
**gTLD** – a Generic Top Level Domain (gTLD) is a top level domain that is open to registrants worldwide in contrast to a Country Code Top Level Domain that are often focused on its local country. When reporting on median and aggregated values of legacy TLDs, the following are used: .biz, .com, .info, .mobi, .net, .org, .pro, .name
**ccTLD IDN** – an IDN is a domain name that includes characters used in the local representation of languages that are not written with the twenty-six letters of the basic Latin alphabet (a-z). An IDN can contain Latin letters with diacritical marks, as required by many European languages, or may consist of characters from non-Latin scripts such as Arabic or Chinese. A ccTLD IDN is an IDN at the top level – eg., the ccTLD IDN for the Russian Federation is .РФ which is the Cyrillic script version of .RF (Russian Federation).
**Registrant** – The individual or organisation that registers a specific domain name. They hold the right to use that domain name for a specified period of time (often one year however multi-year registrations are increasingly popular).
**Registry** – An internet domain name registry receives domain name information into a centralised database and transmits the information in internet zone files on the internet so that domain names can be found by users around the world via the worldwide web and email.
**Market Share** – TLD market share in European countries is calculated as follows: the geo location of registrants of ccTLD domains (source: CENTR) and gTLDs (source: zooknic) are calculated as percetnages over the total in each country. Market averages are calculated quarterly.

## ABOUT CENTR

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 53 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.
For any questions on this report, please contact patrick@centr.org