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

Q2 2019 – Edition 28

Global Market | July 2019

For the second quarter in a row, median growth in the global domain name registrations has hit a new recorded low. The median growth of the top 300 largest TLDs at July 2019 was recorded at 3.1% year on year, down from 5.6% a year earlier. Of the current top 300, roughly 1 third have contracted in total domains over the past 12 months.

Across regions and TLD types, growth rates range from 2.0% median among European ccTLDs to 8.5% among the relatively small number of African ccTLD domains. Since the beginning of the year, there has also been a noticeable drop in growth of gTLDs with the rate slipping from 5.0% to 2.4% YOY (based on the top 300).

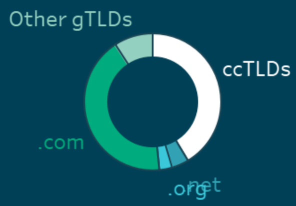
New gTLDs (those launched from 2012 onward) which total well over 1000 different extensions, have just under 10% of the market with a median growth rate of 2.8% YOY. Combined ccTLDs make up roughly 41% of all domain registrations while .com, the single largest TLD, has a stable market share of 42%.

Recently, Cisco umbrella ranking data has been introduced to the report. The rank shows TLD ranks based on passive DNS usage across the Cisco global network of more than 100 billion requests per day with 65 million unique active users, in more than 165 countries. It provides an impression on usage and popularity of a TLD and may give additional insight when viewed in conjunction with registration metrics such as domain count.

GLOBAL TLD MARKET | Jul 19
Market (est.): 354M domain names (1,508 TLDs)

Median domain growth
Top 300

Market share
All recorded TLDs*



Domains by group / region

		TLDs	Domains	Growth Median* YOY
ccTLDs	Africa	58	3.4M	8.5%
	Americas	53	14.2M	3.0%
	Asia	98	69.1M	3.6%
	Europe	57	73.0M	2.0%
gTLDs	-	1,238	194.5M	2.4%

Largest TLDs | by total domains

TLD	Country	Cisco rank	Domains	
.com	-	1	140.7M	▲
.de	Germany	18	16.3M	▼
.net	-	2	13.4M	▼
.uk	United Kingdom	19	13.3M	▲
.org	-	4	10.1M	▼
.tw	Taiwan	91	6.7M	▲
.nl	Netherlands	47	5.9M	▲
.ru	Russian Federation	11	5.0M	▼
.info	-	21	4.6M	▼
.br	Brazil	60	4.1M	▲
.eu	European Union	35	3.6M	▼
.fr	France	29	3.4M	▲
.it	Italy	33	3.2M	▲
.au	Australia	70	3.2M	▲
.top	-	89	3.2M	▲

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European ccTLDs

There are roughly 72 million domains across all recorded ccTLDs in Europe (57). After a particularly sharp slide in growth rates, the past few months have seen a recovery pushing up from a low of 1.5% in April to 1.9% (year on year) in July 2019. Growth is a direct result of the gap between the create and delete ratio of a TLD (the larger the gap, the higher the growth). This year the gap has clearly widened, driven by increasing creates and decreasing deletes. This trend is an encouraging signal for ccTLDs in the region since it suggests recent growth has been less reliant on domain promotions which tend to yield short-lived benefits.

In terms of domain growth, high performing ccTLDs* over the past 12 months were .pt (Portugal), .ie (Ireland), .ee (Estonia) and .fr (France).

Market share indicators can provide an impression on uptake and visibility of different classes of TLD. European ccTLDs have an estimate share of 63% based on registrations made within Europe. When based on Alexa site ranks**, the situation is similar with 65% of unique sites being European ccTLDs. Although actual traffic to global sites such as google.com and facebook.com can often be much higher than ccTLDs, the visibility of different European ccTLDs based on these figures remains strong.

When analysing country level market share, local ccTLDs have a median of 54% of local registrations and 32% of sites in the country's Alexa top 1000 ranking.

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*high performing = high relative percentage growth + limited compromise to renewal and/or deletes.

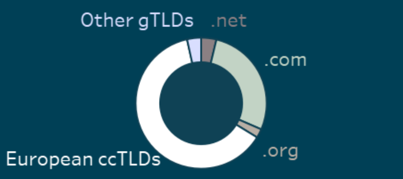
** Alexa rank based on analysis of the top 1000 sites per country over 37 countries.

EUROPEAN ccTLDs | Jul 19
Market (est.): 71.6M domain names (38 TLDs)

Performance ratios
European ccTLD median

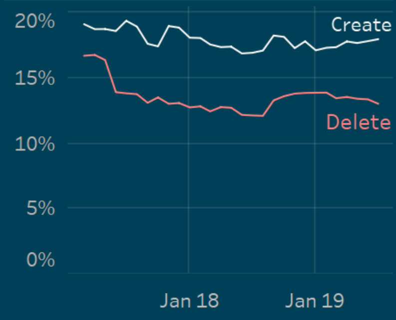
Growth (1Y)	2.5%
Renewal	81.9%
Create	18.2%
Delete	13.0%

Market share in Europe
Domains registered within Europe



Domain growth
European ccTLD median

Creates & deletes
European ccTLD median



Top 10 ccTLDs by domains

TLD	Country	Cisco rank	Registered	
.de	Germany	18	16.3M	▼
.uk	United Kingdom	19	13.3M	▲
.nl	Netherlands	47	5.9M	▲
.ru	Russian Federation	11	5.0M	▼
.eu	European Union	35	3.6M	▼
.fr	France	29	3.4M	▲
.it	Italy	33	3.2M	▲
.ca*	Canada	45	2.8M	▲
.pl	Poland	25	2.6M	▲
.ch	Switzerland	75	2.2M	▲

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gTLDs

Median domain growth among gTLDs has continued to fall closing July at 2.4% year on year. The rate has been driven by a closing gap between creates, which are reducing and deletes, which are increasing. Despite the slowdown, .com has continued to achieve an above-average growth of 5.0%, a renewal rate of 71% which has helped to increase its overall gTLD market share to 73%.

On analysis of key performance ratios, a couple of new gTLDs stand out. .blog has been growing steadily since late 2016 with domains currently over 200K, a relatively strong renewal rate of close to 60% and parked domains ratio (24%) well below the average. The long-term delete ratio however has been slowly rising.

Another new gTLD worth noting is .shop. It has close to 700K domains and growth of 24% YOY. While the renewal rate is not high it is still very much in a growth phase with high relative create ratio of 65% - is well above the average.

Other strong performers in the mid-size category have been .cloud, .life, .rocks, .tokyo and .world. Each of these gTLDs have strong growth, relatively good renewal rates and low to medium rates of parking.

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gTLDs | Jul 19

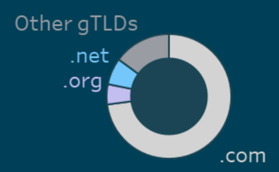
Market (est.): 194M domains over 1,211 gTLDs

Performance ratios
gTLD medians*

Growth 1Y	2.4%
Renewal	72.0%
Creates	30.7%
Deletes	29.1%

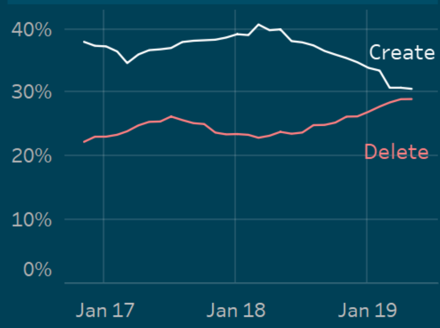
Top 300 exc brand gTLDs.
Renew/create/delete ratios: May 19

Global market share
By total gTLD domains



Median gTLD domain growth
Top 300

Median create / delete



Largest gTLDs
by total domains

VIEW ALL

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.org	4	10.1M	▼
.info	21	4.6M	▼
.top	89	3.2M	▲
.xyz	38	2.1M	▲
.biz	36	1.6M	▼
.site	76	1.3M	▲
.online	69	1.1M	▲
.club	63	1.2M	▲

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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