A satellite view of the Earth, showing the Americas and parts of Europe and Africa. The image is slightly faded and serves as a background for the text.

APTLD Members' Meeting
Hong Kong, 17-18 February 2011

Different ccTLDs
organisational frameworks and registration policies

A statistical outlook across ccTLDs

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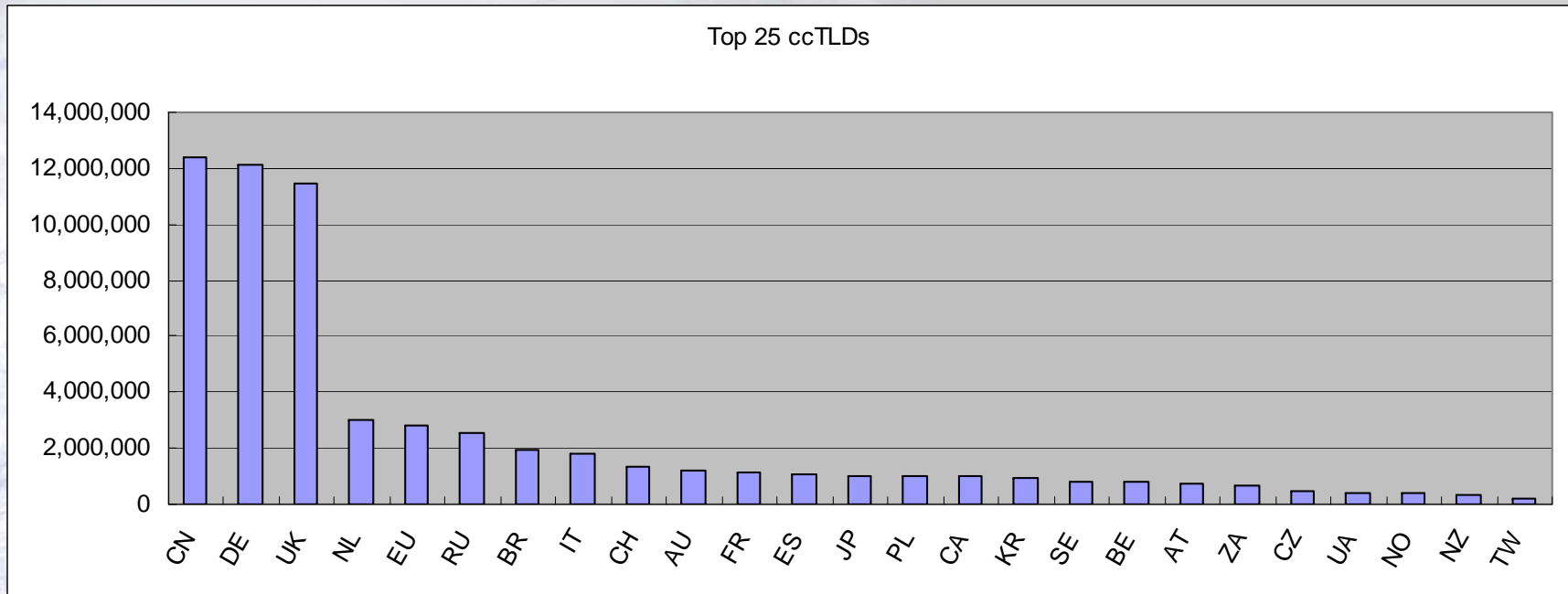
Study overview

- Measure the use of ccTLDs against
 - the number of registration
 - the pricing
 - socio-economic indicator (population, net use, price index)
 - participation in ICANN process
- Data
 - Number of registration
 - Get to the authoritative source, e.g. the registry's web site or presentations by the registry representative.
 - Analysis based on a third party dataset. We looked at the quarterly survey by the Internet Systems Consortium (ISC).
 - Name space
 - We identified and classified each. Looked at the registry's documentation.

Number of registrations

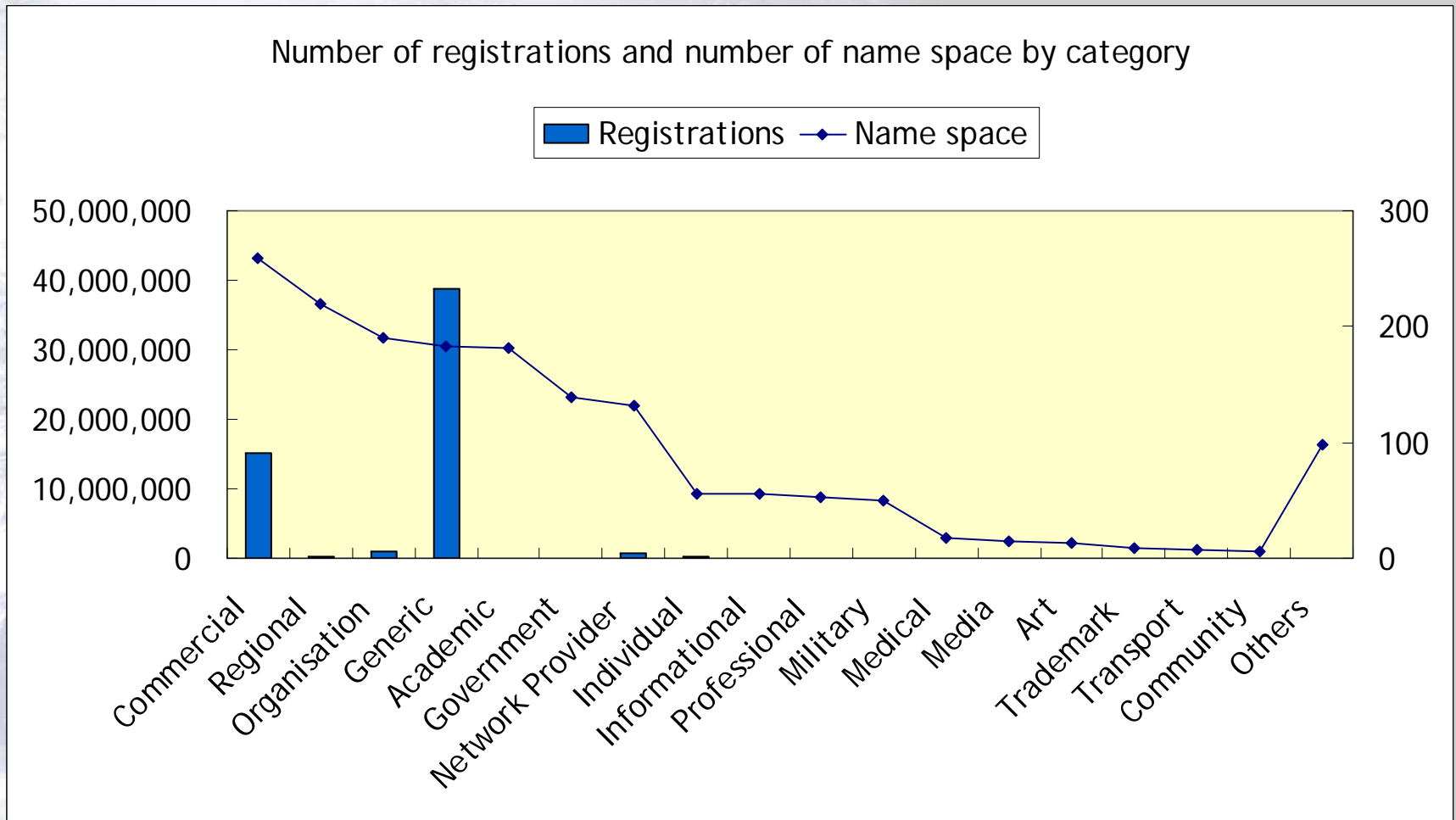
- Registrations of 'names'
 - Not hosts, not web pages. No names at the user level, either.
- Limited availability of registration statistics
 - Focused on ccTLDs whose numbers are disclosed.
 - AT, AU, AZ, BA, BE, BR, CA, CH, CL, CN, CR, CU, CZ, DE, ES, EU, FI, FR, HK, HR, IE, IR, IS, IT, JP, KE, KR, LI, LT, LU, MA, MC, MX, MY, NL, NO, NZ, PL, PS, PY, RE, RS, RU, SA, SE, SG, SK, TH, TN, TR, TW, UA, UK, UY, UZ, VE, VN
 - Captures most of the ccTLD registrations.
 - High correlation with other sources.

ccTLD ranked by registrations

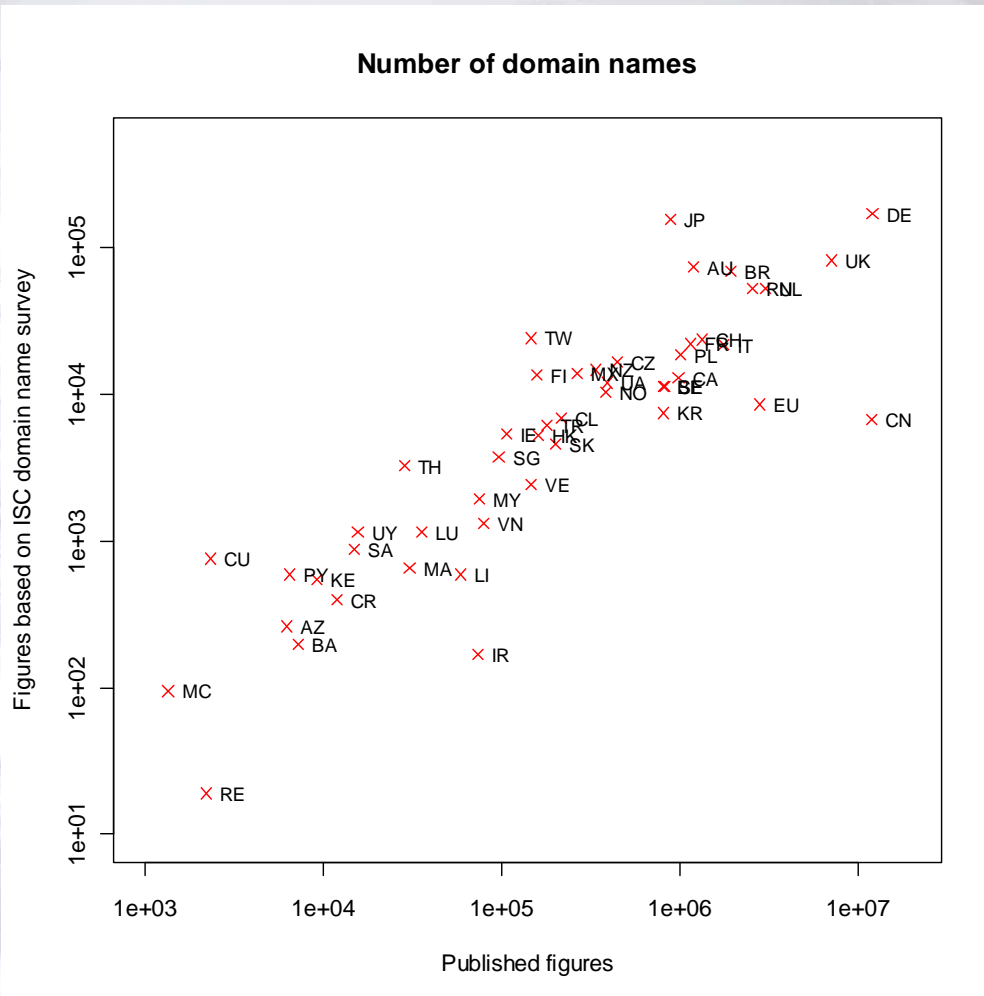


- 57 out of more than 240 ccTLDs publish the number of registrations.
- The 57 ccTLDs register 63.7M names. (Around July 2008)
 - Verisign reports that there are 65M names under the ccTLDs as of September 2008.
 - The 57 ccTLDs account for 98% of the total ccTLD names.

Registrations and name spaces by category

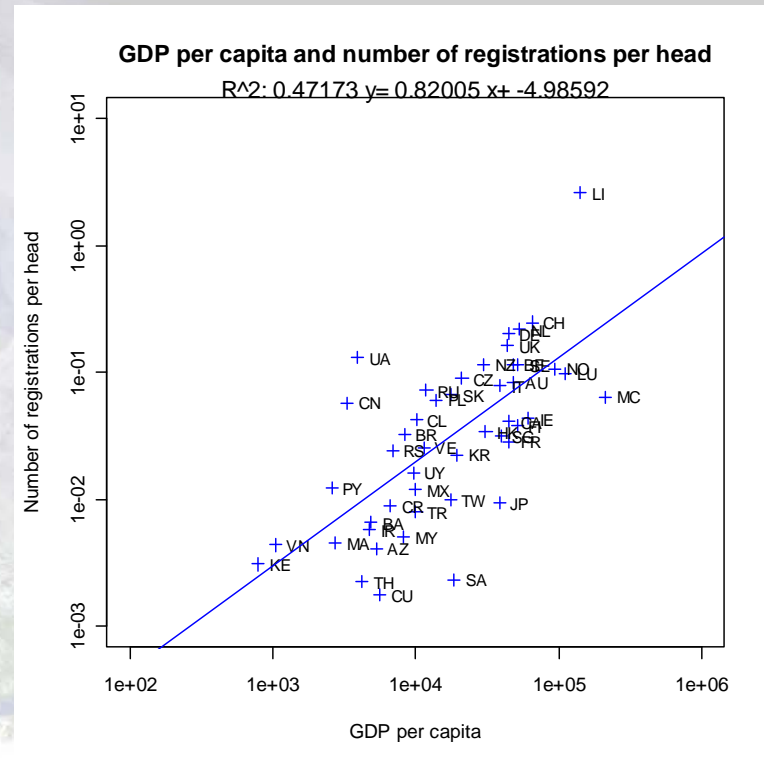
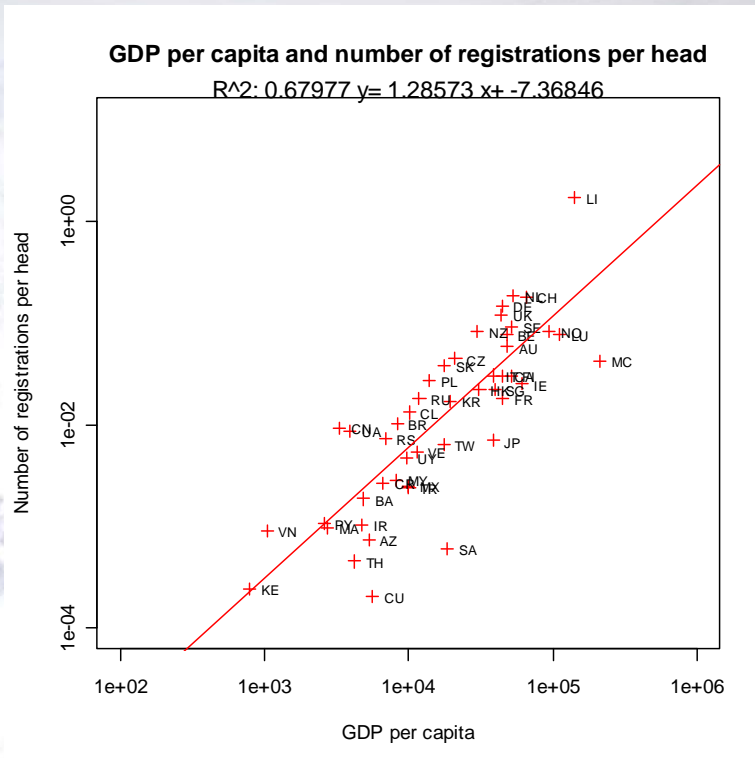


Two sources: ISC and observation



- Our analysis is based on quarterly domain name survey by the Internet Systems Consortium (ISC)
- The survey shows a 1/100 picture of all ccTLDs.
- Based on 50 ccTLDs that publish a number of registration, ISC and published figures show a high correlation ($R^2=0.76$).
- ISC DN survey does not provide an accurate, individual profile of a ccTLD although as a whole they are ready for statistical interpretation.

Registrations per head by GDP per capita



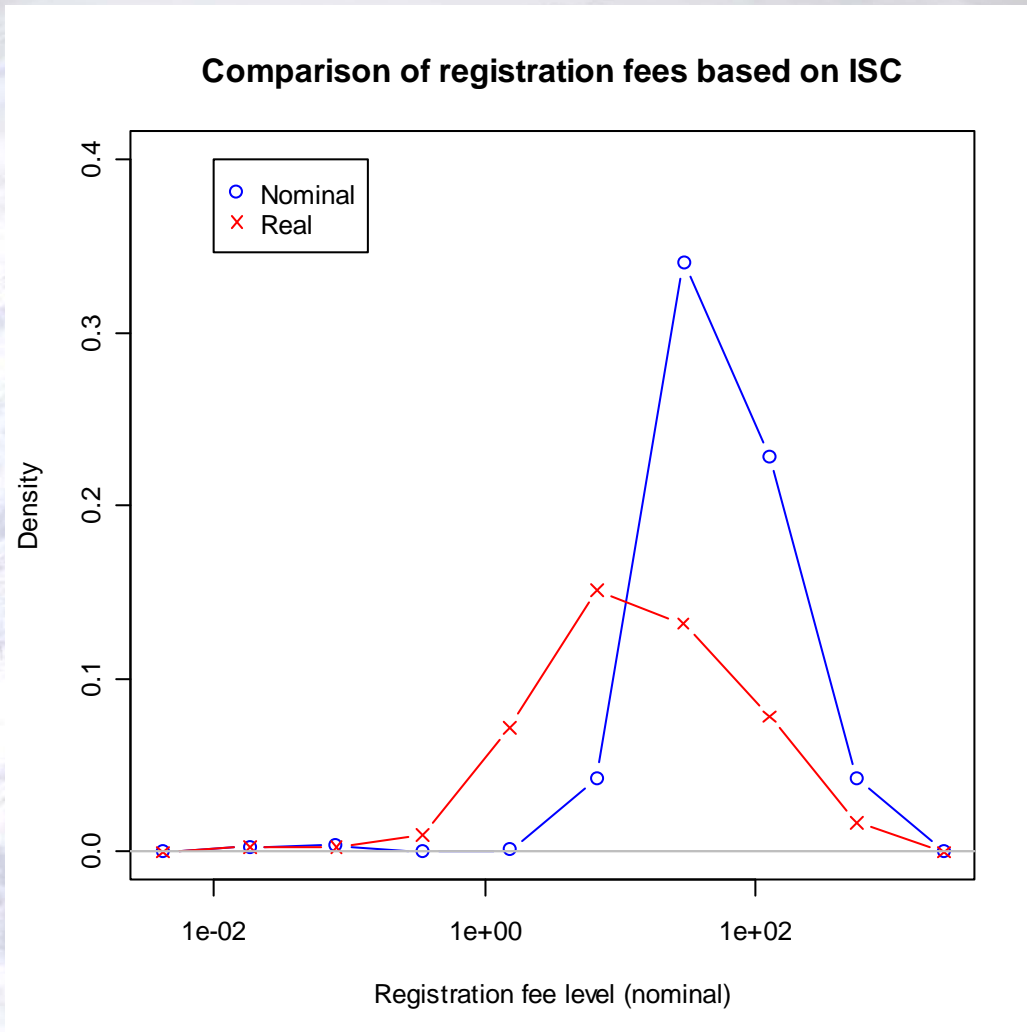
- Left (red): registrations per resident by GDP per capita
- Right (blue): registration per Internet user by GDP per capita
- GDP per capita and domain names registration correlates. Domain names are distributed in more equal a manner with regards to Internet penetration.

Calculating registration fees

- Registration fees of a ccTLD are calculated in two ways.
 - Median
 - Median of fees across name spaces under the ccTLD
 - Average (see right)
 - Sum of sales (registration fees multiplied by the number of names) by name space / total number of domain names.
- Average price: \$60.5
 - (sum of sales by all ccTLDs) / (sum of the number of registrations by all ccTLDs)

Name space	Price	Names	'Sales'
*.co.jp	\$50	10	\$500
*.gr.jp	\$25	100	\$2,500
*.jp	\$100	10	\$1,000
Total	\$175	120	\$4,000
Median fee			\$50.0
Average fee A(=\$4,000/120)			\$33.3
Average fee B (=\$175/3)			\$58.3

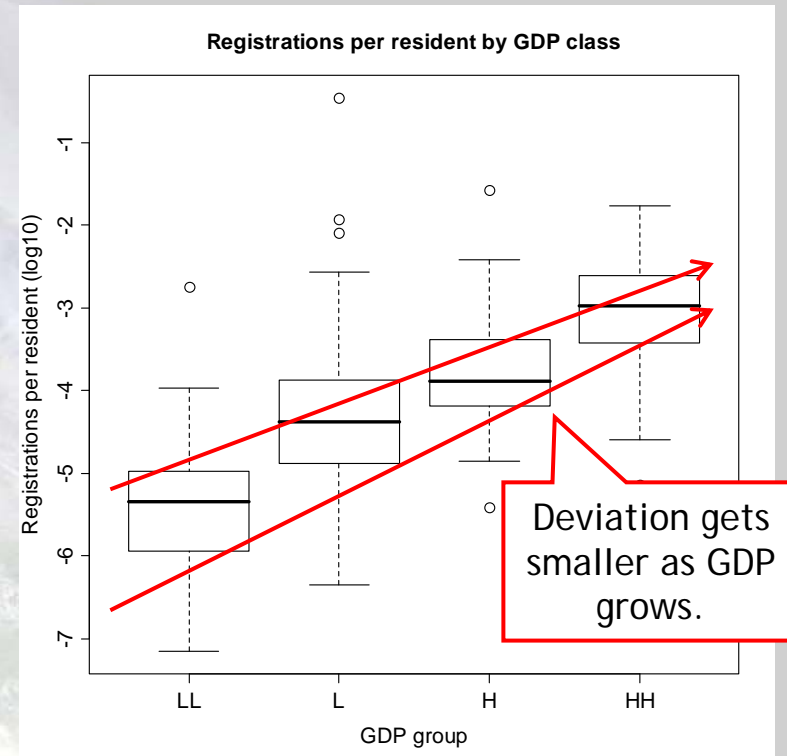
Is a domain name affordable?



- Registration fees center around \$50/year in nominal terms
- But scatter across income levels in real terms.
- Registration fees need to reflect the local standard of living.

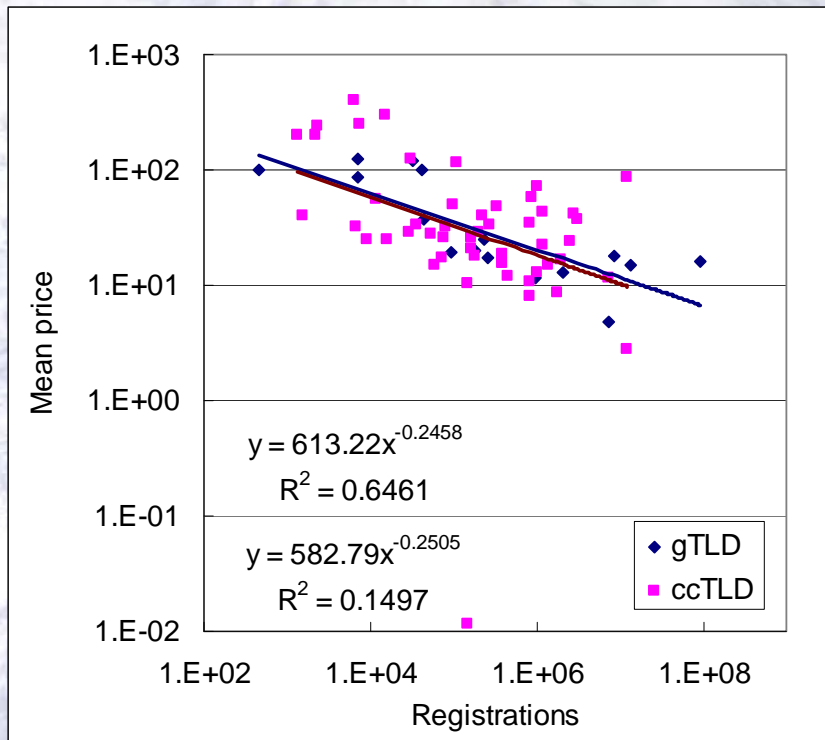
Per capita analysis on GDP and registrations

- In general, domain name registrations grow in line with economic development.
- Deviation gets smaller as market develops.
- While local market is under-developed, registries may or may not sell domains to off-market users, which leads to a large deviation across registries in the class.
- As local market develops, domain names are sold to local users, thus producing a smaller deviation.



GDP class	Standard Deviation	
LL	0.86	1.13
L	1.20	
H	0.70	0.75
HH	0.66	

Are ccTLD and gTLD different creatures?



- Registrations and mean prices are compared.
- Both TLDs seem to follow the same path.
- Registrants respond to the pricing in a similar way.
- Mean prices of the gTLDs are calculated as weighted mean of retail registration fees of some top 10 gTLDs.

Conclusions

- Although ccTLDs are administered differently across the jurisdictions, the observed behavior of the registrant seem to be governed by the market law.
- The registration volume and per capita GDP correlate, but the pricing may not adequately reflect the local standard of living.
- gTLDs and ccTLDs may not necessarily form distinct markets.
- The data here needs some updates to see how the picture has changed. (The data is taken around July 2009.)

Brief introduction to our study

- Country Domain Governance (CDG)
- Objective of the study
 - Understand the current state of play of domain name registration under the ccTLD's.
 - Develop a CDG Index for measuring inclusive development and a Model ccTLD Charter for better governance of ccTLD's.
 - Implement our development to the best effect possible.
- Team
 - Nakaoka University of Technology, International University of Japan, Center for Global Communications, Concordia University, and other experts and advisers
 - Funding: non-commercial, academic grant from Japan Science and Technology Agency/Research Institute of Science and Technology for Society (JST/RISTEX)

A satellite view of Earth from space, showing the Americas and surrounding oceans. The text "Thanks you for your attention!" is overlaid in the center.

Thanks you for your attention!