Domain Market Update for APTLD
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Global TLD Market Continues to Grow Steadily Overall

Total Domain Market Thru DEC2015
313M

Source: Zooknic.com
Global market growth uptick: recently up to 8%

- nTLDs seem to be moving the trend (24 months)
Recent boost in gTLDs due to nTLDs
After 14 years, new TLD volume is over 25M registrations worldwide; and growing!

- Last 24 months include Round 1
New TLDs now 8.4% of the total market (highest ever)
New gTLDs definitely adding sales to gTLD segment

(NOTE: new sales data unavailable for ccTLDs)

- Avg nTLD sales last 6 months thru SEP exceed 600K/month = 15% of total gTLD sales
But at least some nTLD sales coming from other gTLDs (not all from ccTLDs)
Overall gTLD sales growth rate has been boosted by nTLDs

- Data includes 21 months of Round 1 (thru SEP2015)

**gTLD Add Growth vs YA Thru SEP2015**

ICANN began tracking nTLDs in JAN2014

Source: ICANN Reports for net adds
ccTLD growth less than gTLDs

- ccTLD growth decline began JAN2013, before nTLDs; but now flat @ 5%
- Total volume looks steadily upward!

Source: [www.ntldstats.com](http://www.ntldstats.com)
• Launch spikes usually driven by pre-sell/operator
• Post launch sales growing slowly
• Nov/Dec 2015 spikes driven by Chinese registrars (domainers)
• 6 month avg sales thru SEP are 20k/day; recent totals closer to 30K+
  – .IN alone sells 2.2K/day

Source: [www.ntldstats.com](http://www.ntldstats.com)
Countries

Country Breakdown

<table>
<thead>
<tr>
<th>Country</th>
<th>Domains</th>
<th>% Share</th>
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<tbody>
<tr>
<td>1. China</td>
<td>5,203,047</td>
<td>44.84%</td>
</tr>
<tr>
<td>2. Whois Proxy (Unknown Registrant)</td>
<td>1,637,446</td>
<td>14.11%</td>
</tr>
<tr>
<td>3. United States of America</td>
<td>1,477,307</td>
<td>12.73%</td>
</tr>
<tr>
<td>4. Germany</td>
<td>472,936</td>
<td>4.08%</td>
</tr>
<tr>
<td>5. United Kingdom (Great Britain)</td>
<td>308,043</td>
<td>2.68%</td>
</tr>
<tr>
<td>6. Cayman Islands</td>
<td>300,422</td>
<td>2.59%</td>
</tr>
<tr>
<td>7. Japan</td>
<td>217,171</td>
<td>1.87%</td>
</tr>
<tr>
<td>8. Canada</td>
<td>197,941</td>
<td>1.71%</td>
</tr>
<tr>
<td>9. France</td>
<td>188,831</td>
<td>1.62%</td>
</tr>
<tr>
<td>10. Gibraltar</td>
<td>120,582</td>
<td>1.04%</td>
</tr>
<tr>
<td>11. Netherlands</td>
<td>120,376</td>
<td>1.04%</td>
</tr>
<tr>
<td>12. Australia</td>
<td>119,225</td>
<td>1.03%</td>
</tr>
<tr>
<td>13. Russian Federation</td>
<td>115,750</td>
<td>1.00%</td>
</tr>
<tr>
<td>14. Indonesia</td>
<td>99,593</td>
<td>0.66%</td>
</tr>
<tr>
<td>15. India</td>
<td>93,452</td>
<td>0.61%</td>
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</tbody>
</table>

- China #1 with 44.8% of the New TLD names
- India #15 with .8%, 93k
- Surprise (Cayman Islands #6)
- Proxy registrant(s) #2

Proportional Distribution

Source: [www.ntldstats.com](http://www.ntldstats.com)
Market Summary

• Global market growth is 5%; recent China spike to 8%
  – gTLD’s now more robust than ccTLDs due to nTLDs, esp. in China

• New TLDs are still <10% market share of DUM
  – New TLDs are about 15% of total gTLD sales (so share is increasing)

• Asia is most robust region; China and India are leaders (with AU)
  – Great distribution: 75 registrars in China, 65 in India
  – Robust ccTLDs (.CN, .IN)
  – nTLDs exploding in China; but not in India

• ccTLDs are a vital and growing segment
  – Don’t overreact to nTLDs
  – Focus on YOUR strengths (local, stable, trusted, familiar)