Domain market flexibility
The stress test
What is this all about?

1. Coordination Center rises the price of .RU and .РФ domain names on 60% (1,2 USD to 1,9 USD)

2. Some experts say that .RU will lose more than ¼ of all names

3. Coordination Center made a research to understand how price affects the market.
Structure of the registration market

Coordination Center for TLD .RU/.РФ

Registrar 1
Registrar 2
Registrar …
Registrar N

Reseller 1
Reseller 2
Reseller N

End user 1
End user 2
End user 3
End user N
Current Russian domain market

Domains per group of owners

- from 1 to 10: 2,920,184
- from 11 to 100: 228,613
- from 101 to 500: 93,003
- from 501 to 1000: 167,502
- from 1001 to 5000: 417,986
- from 5001 to 10000: 262,294
- from 10001 to 50000: 141,676
- more than 50000: 934,766
Results of the survey

1. While price is not doubled the market is not flexible.

2. Dropped domains will not disappear, they will be registered by end users

3. Our forecast on December 2017: .RU will loose about 12% of registered names.
Thank you!

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