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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.
  - 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

Number of registrations and number of name space by category

- Commercial
- Regional
- Organisation
- Generic
- Academic
- Government
- Network Provider
- Individual
- Informational
- Professional
- Military
- Medical
- Media
- Art
- Trademark
- Transport
- Community
- Others

Registrations and Name space

0 100 200 300

0 10,000,000 20,000,000 30,000,000 40,000,000 50,000,000

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)

<table>
<thead>
<tr>
<th>Name space</th>
<th>Price</th>
<th>Names</th>
<th>'Sales'</th>
</tr>
</thead>
<tbody>
<tr>
<td>*.co.jp</td>
<td>$50</td>
<td>10</td>
<td>$500</td>
</tr>
<tr>
<td>*.gr.jp</td>
<td>$25</td>
<td>100</td>
<td>$2,500</td>
</tr>
<tr>
<td>*.jp</td>
<td>$100</td>
<td>10</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$175</strong></td>
<td><strong>120</strong></td>
<td><strong>$4,000</strong></td>
</tr>
</tbody>
</table>

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.
Registration fee against GDP per capita and ITU's ICT price basket

- Left: registration fee against GDP per capita
- Right: registration fee against ICT price basket (broadband subbasket)
- Correlation is almost non-existent.
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 underdeveloped, 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.
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
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Thanks you for your attention!