

nominet

Domain name industry report

21 November 2007

Phil Kingsland

Nominet

Overview

- Objectives
- Global domain name statistics
- Registrant data and trends
- The registrar market

Objectives

- Update our registrars
- Provide information to a broad audience
- Highlight the position of .uk in the global market
- Highlight key issues
- Increase understanding of the market

Global domain name statistics

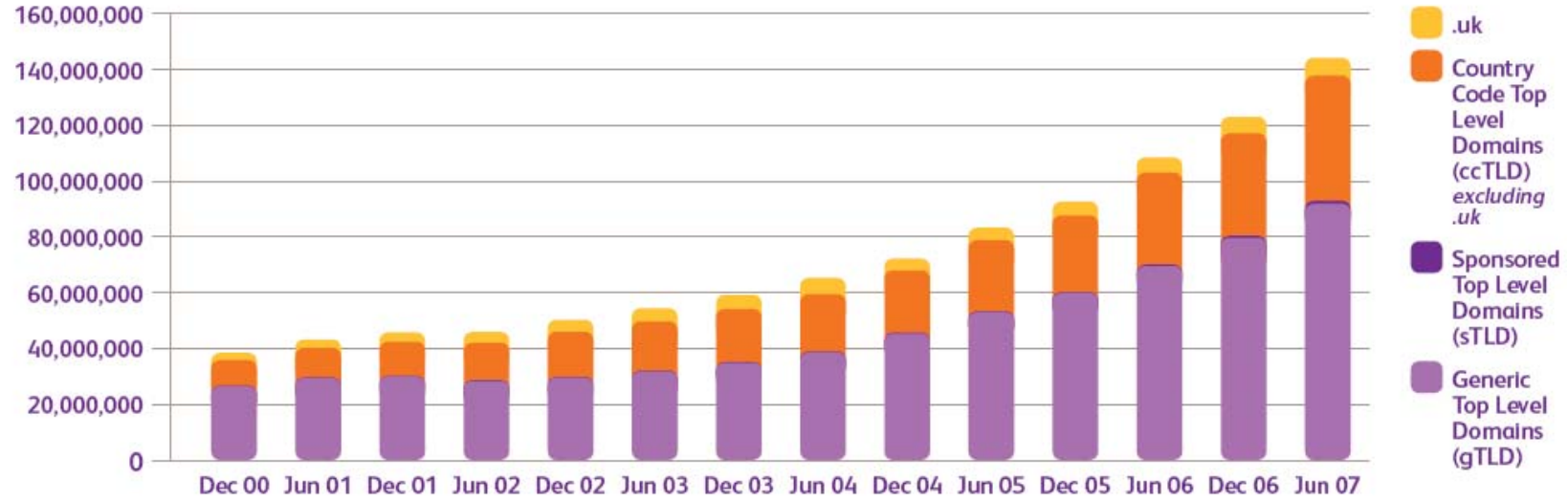
- Growth in domain registrations globally
- Nominet .uk specific growth
- Movers and shakers

Global domain name statistics

The global market

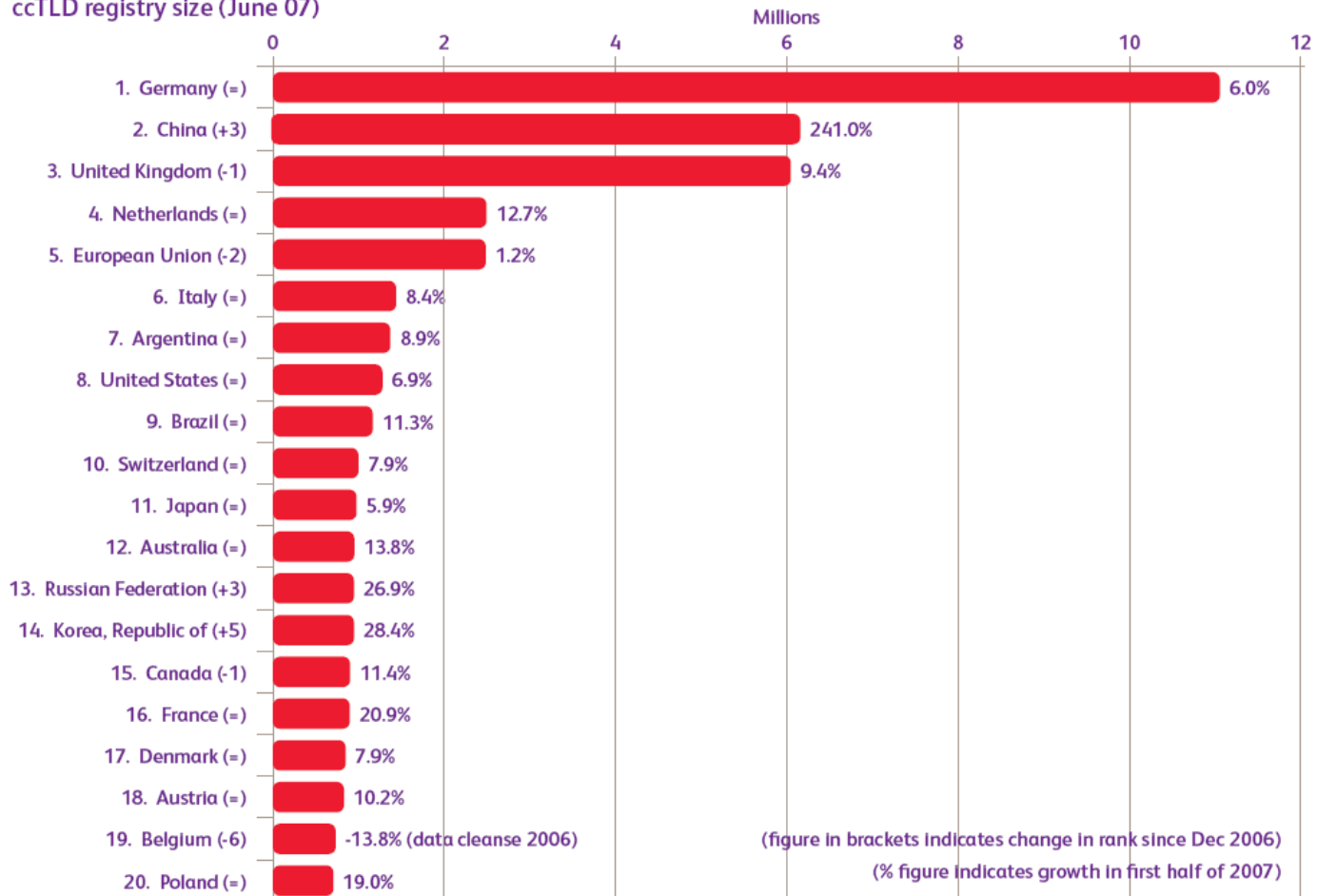
There are currently over 140 million domain names registered globally.

Global domain name registrations

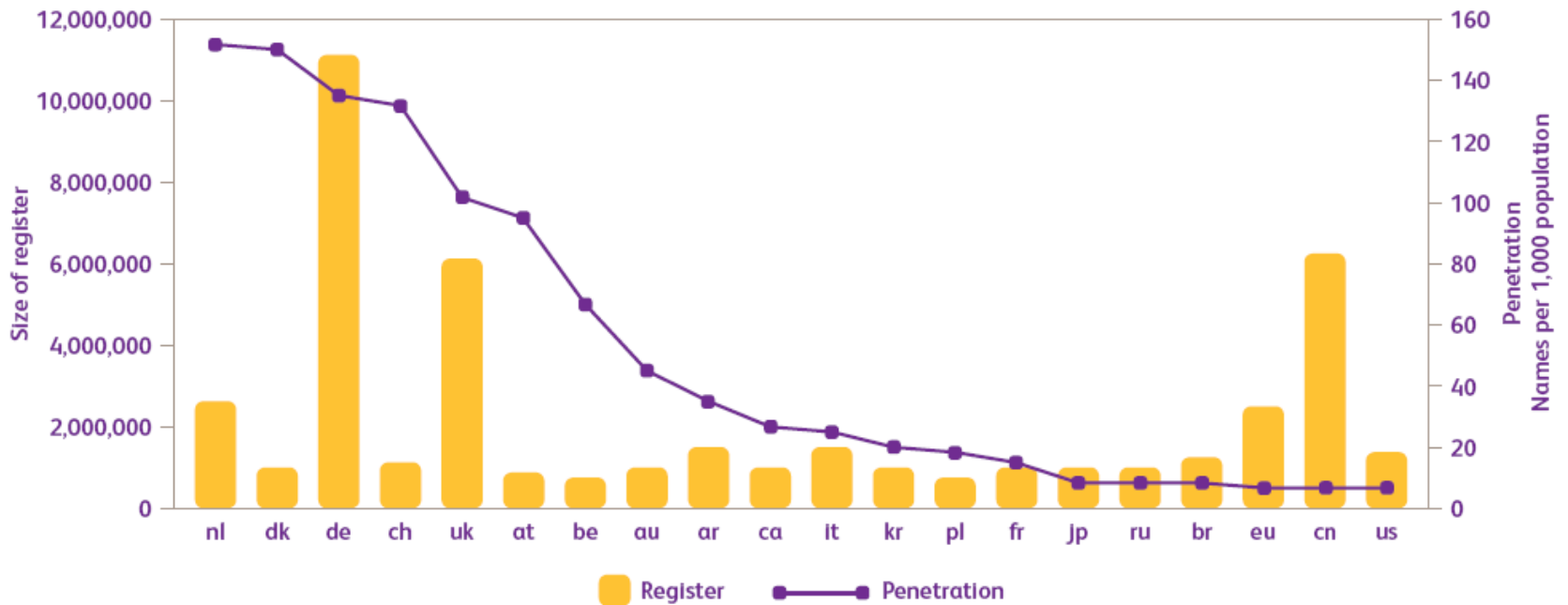


Country Code Top Level Domains (ccTLDs)

ccTLD registry size (June 07)



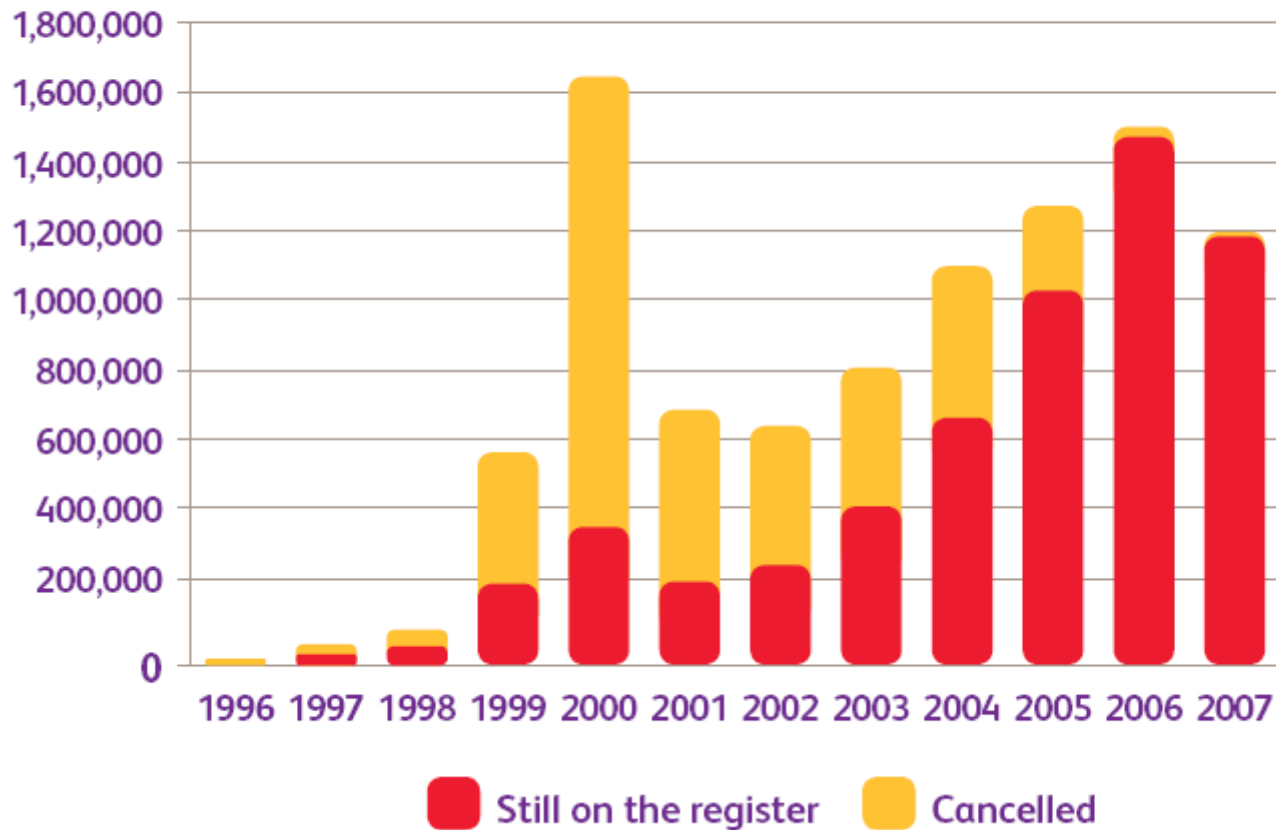
Market penetration



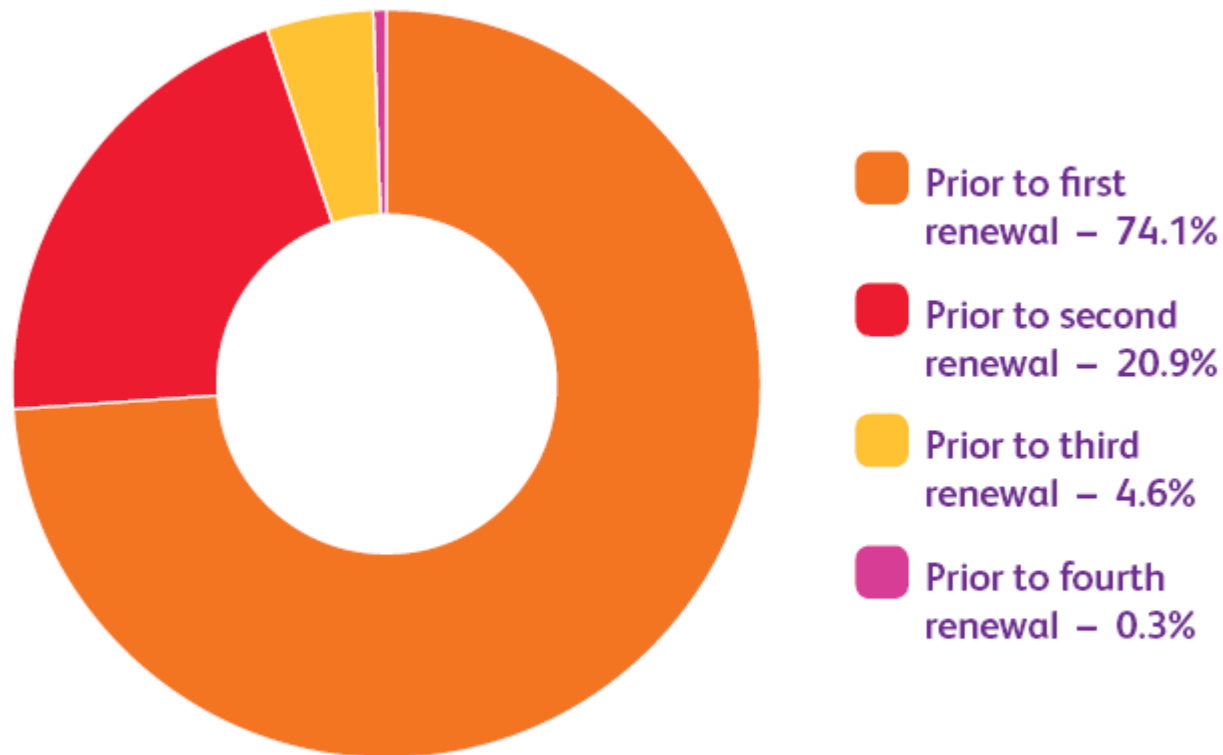
UK registrant statistics & trends

- Growth of the register
- Composition of the register
- Trust in .uk
- Renewals stats
- Registrant location

Domain names registered/cancelled by year



Cancelled domains: time on register when cancelled



Of all domain names cancelled almost three quarters are at their first renewal.

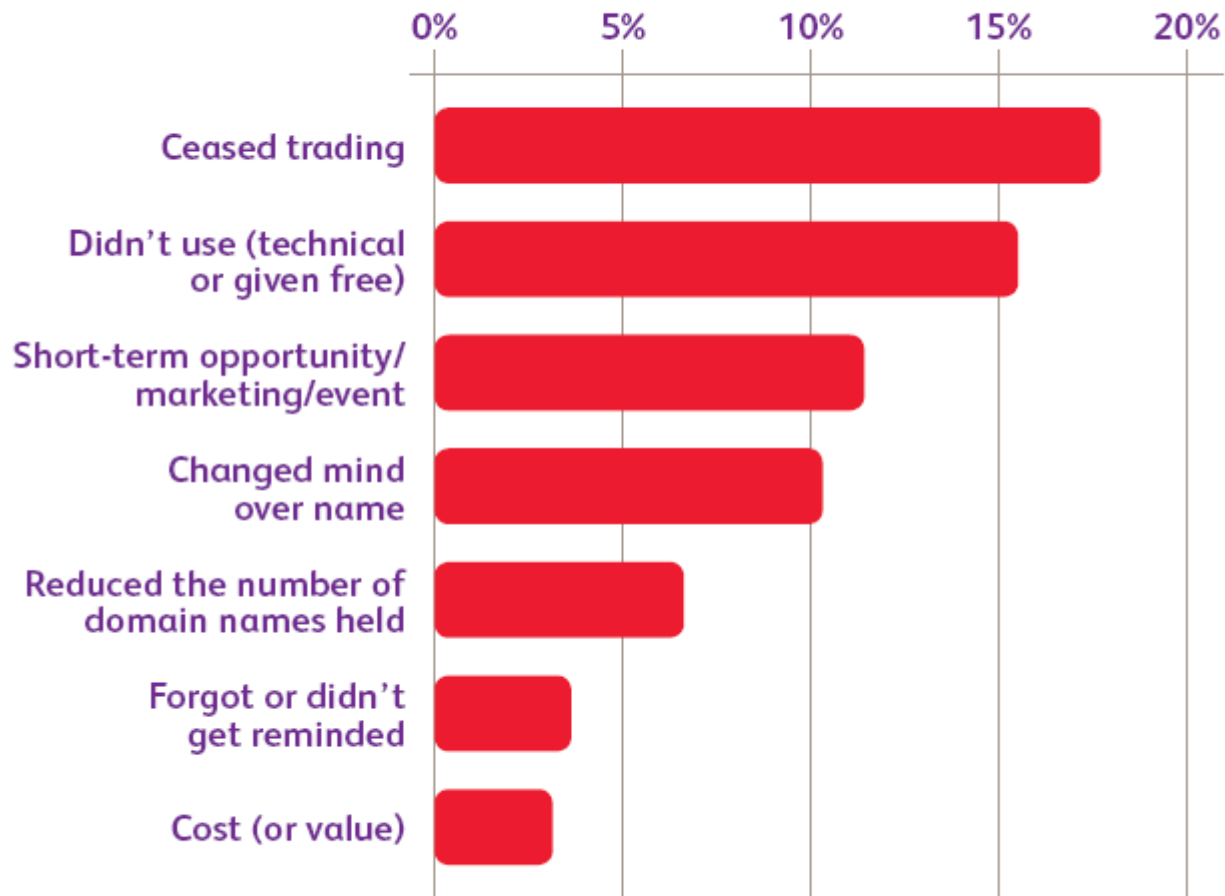
Trust in .uk

- Consumers:
 - British Internet users are 6 times more likely to choose a .uk than a .com
 - 62% believe a .uk address is more local
 - 32% believe it is important to have a local domain to attract local customers
- Businesses
 - 60% chose a .uk address as their primary address
 - Higher perceived trust levels in .uk

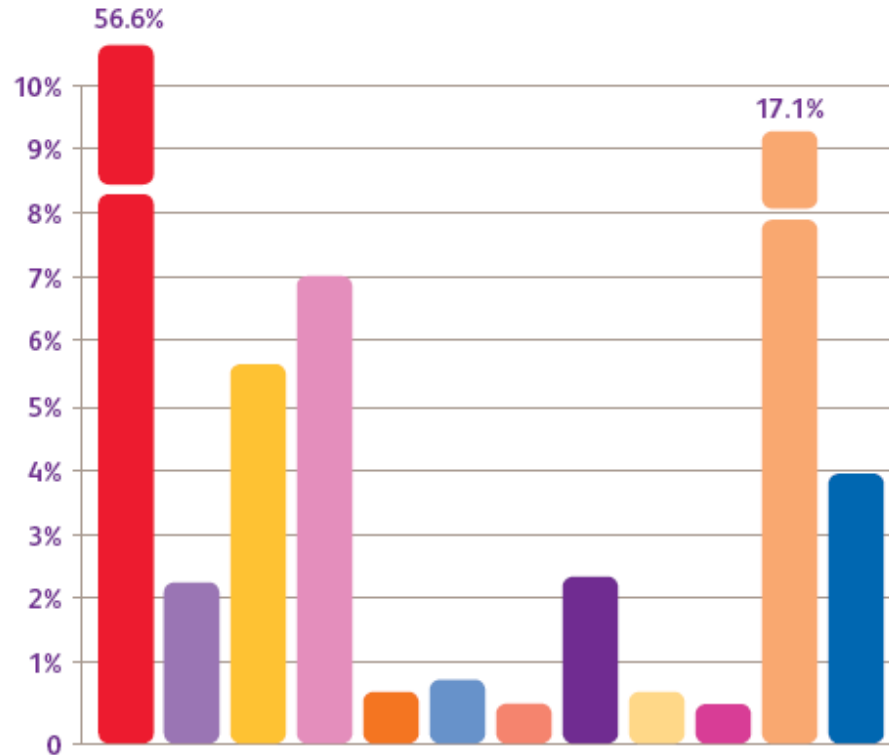
Renewals

Renewals

Reasons for non-renewal

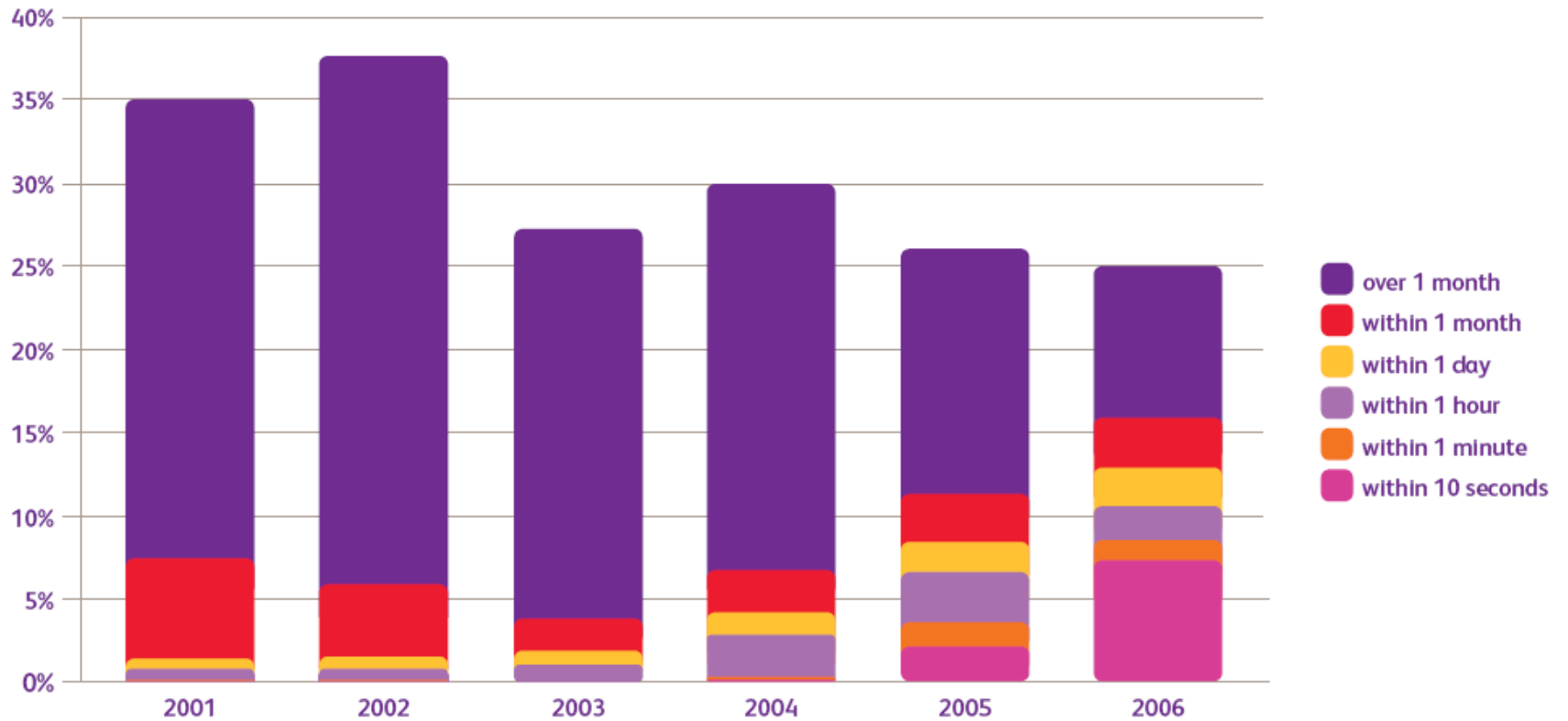


Renewal triggers

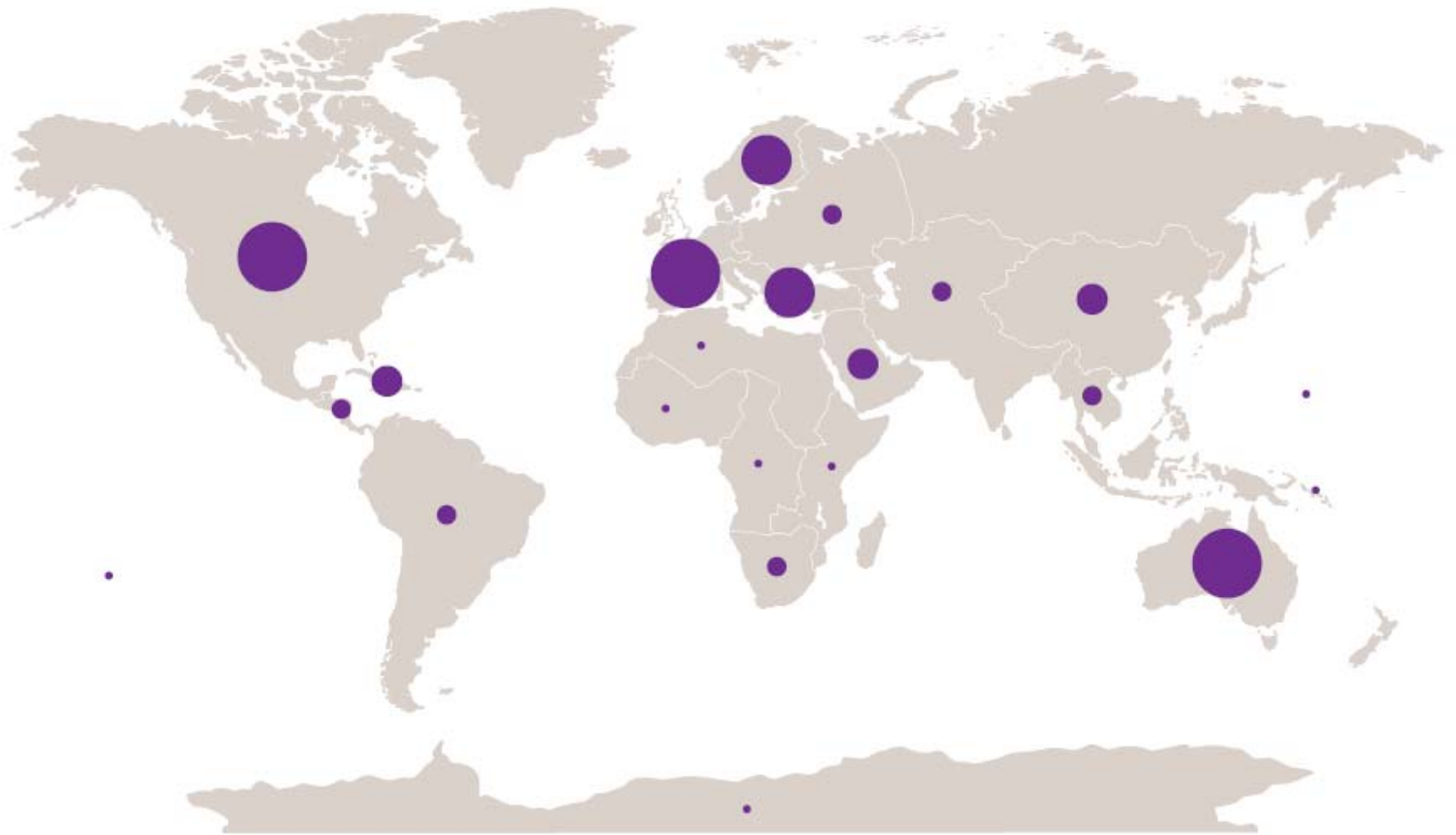


- Registrar email
- Registrar letter
- Registrar invoice
- Nominet reminder
- Nominet invoice
- Date on certificate
- Services suspended
- Monitor themselves
- Checking the Whois
- Personal reminder
- Auto renew
- Other

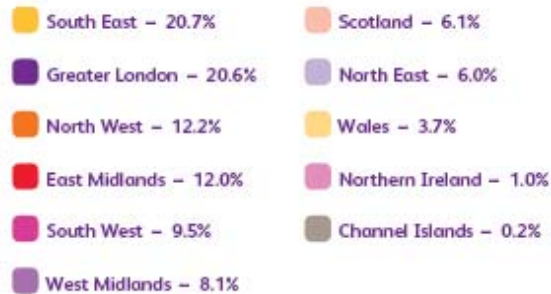
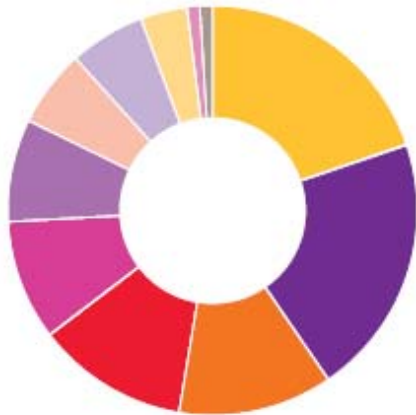
Re-registration of cancelled domain names



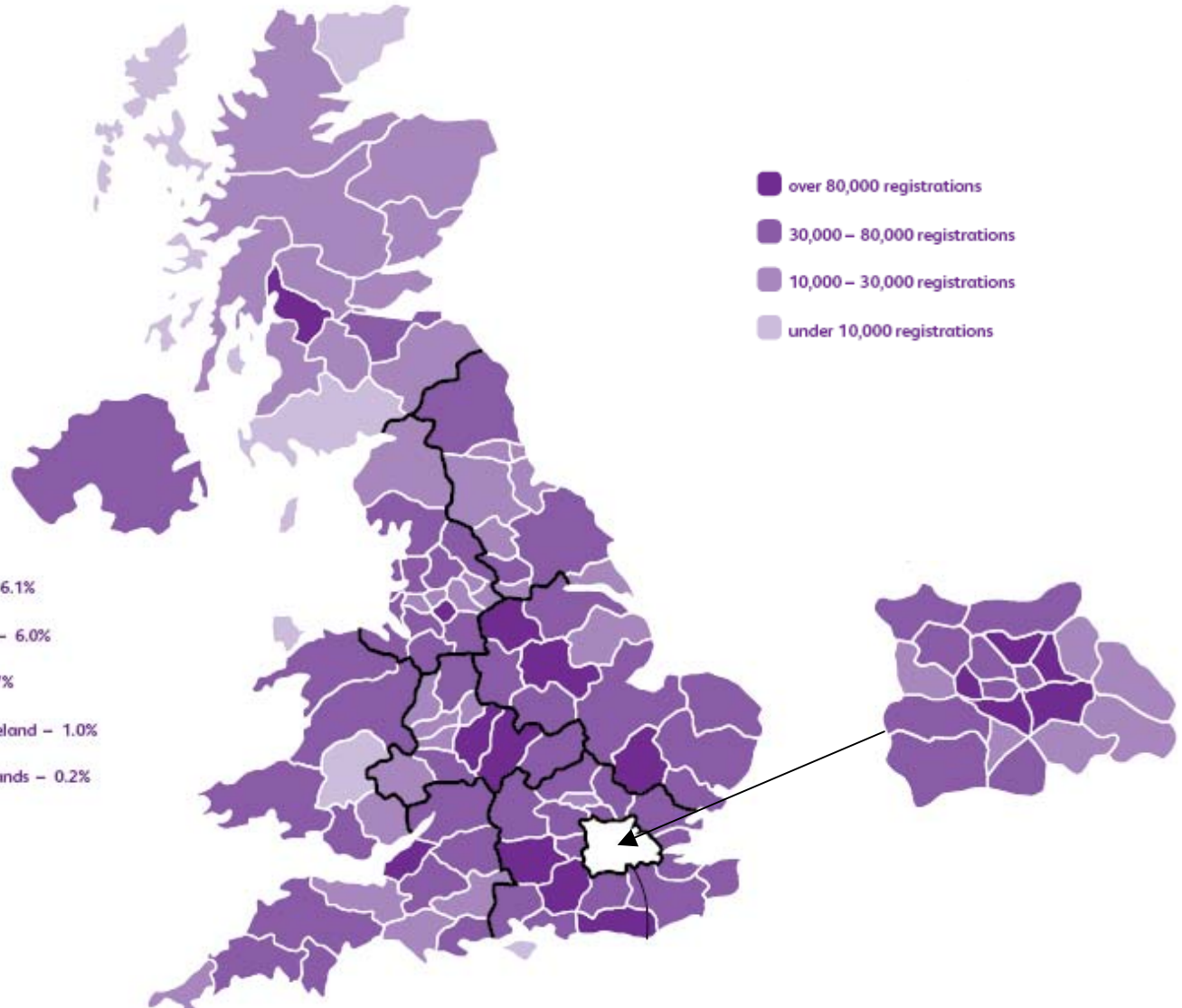
Global registrant locations



UK registrant locations



Data for registrant location is based on the address given by the registrant and is assumed to be accurate.



Domain name analysis

net 1.177%

home 1.037%

game 0.282%

love 0.270%

web 0.969%

shop 0.905%

golf 0.276%

play 0.263%

blog 0.111%

sport 0.485%

food 0.226%

fun 0.167%

dot 0.069%

job 0.387%

news 0.200%

poker 0.141%

domain 0.064%

ball 0.304%

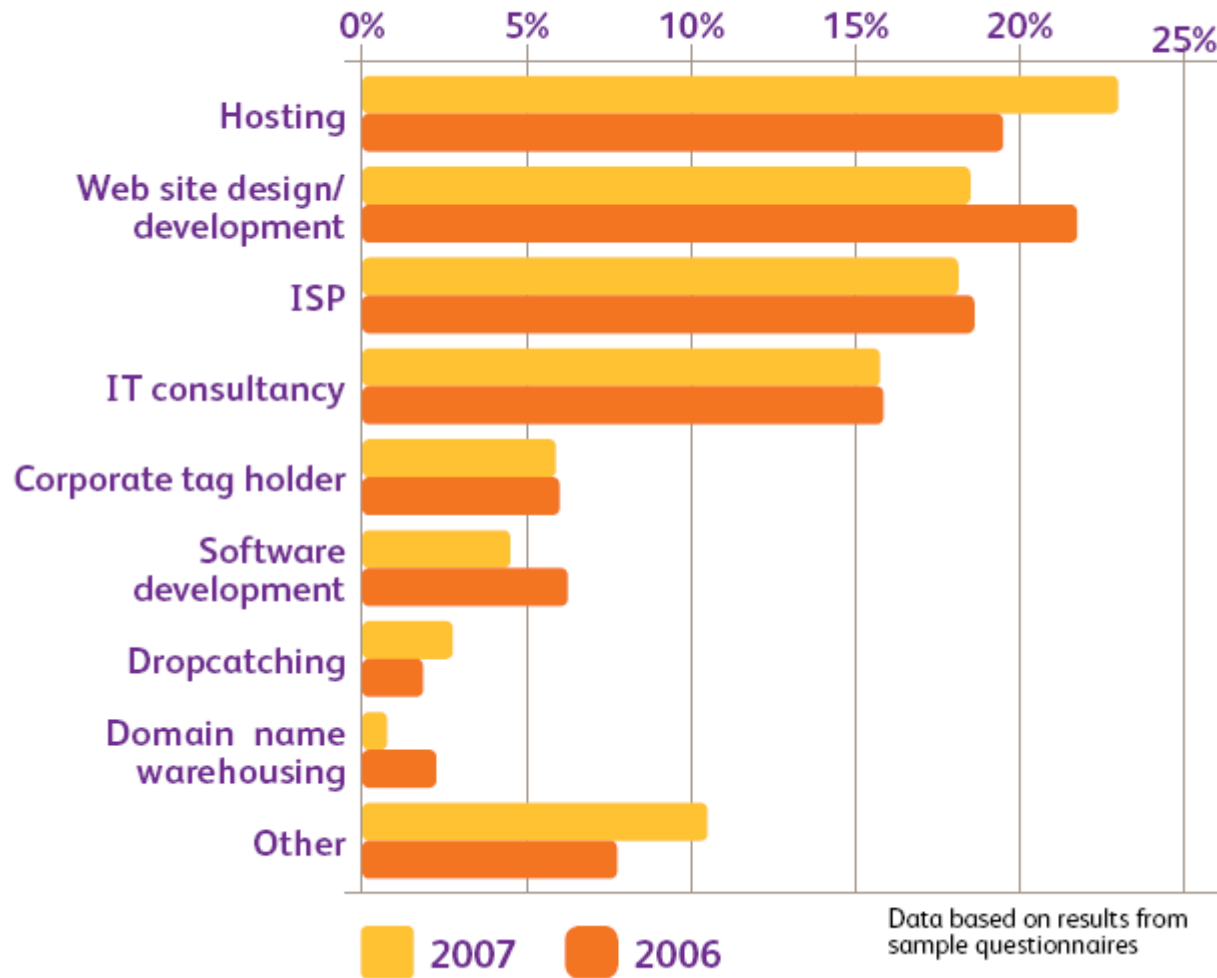
sex 0.437%

casino 0.128%

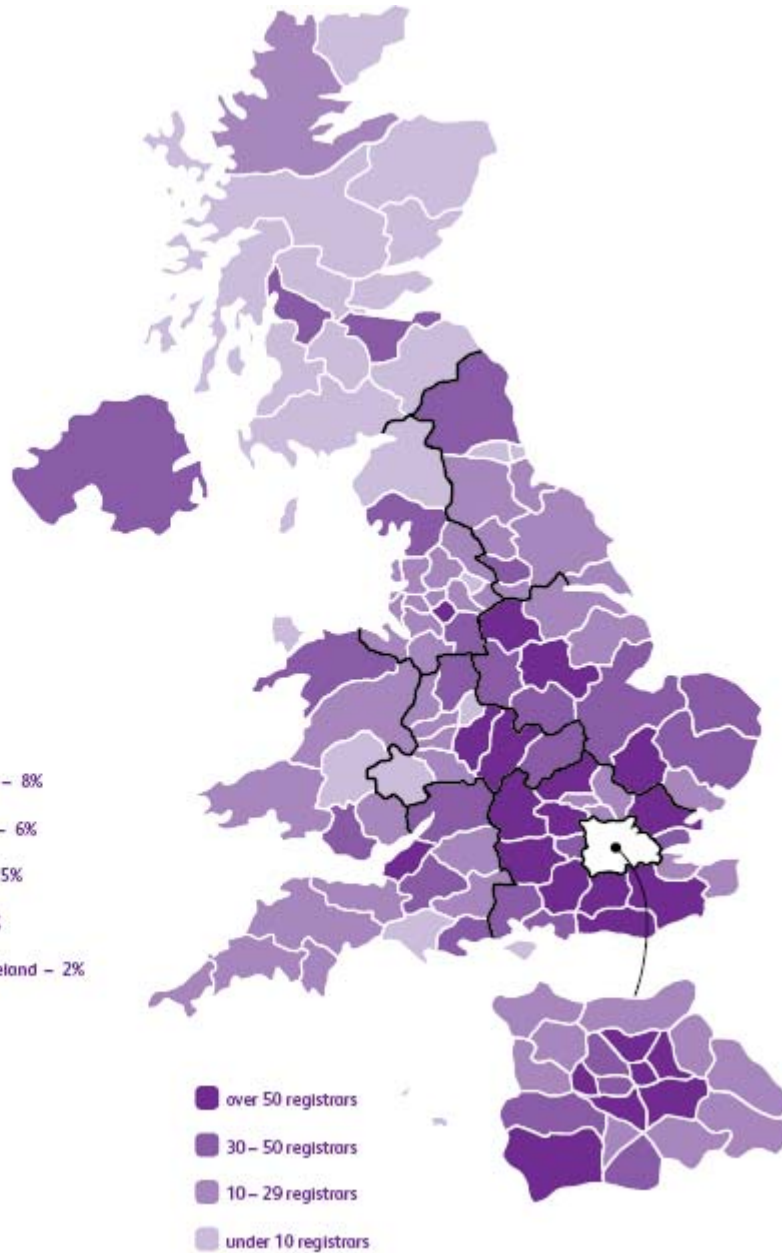
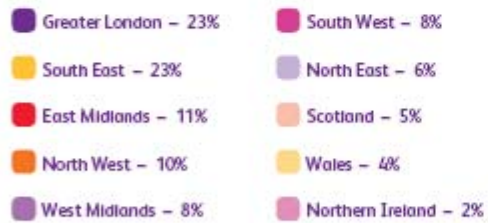
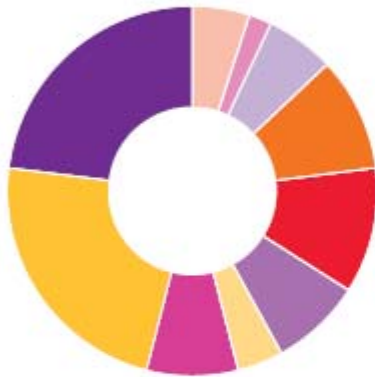
UK registrar statistics and trends

- Registrar breakdown
- Registrar performance
- Trends analysis

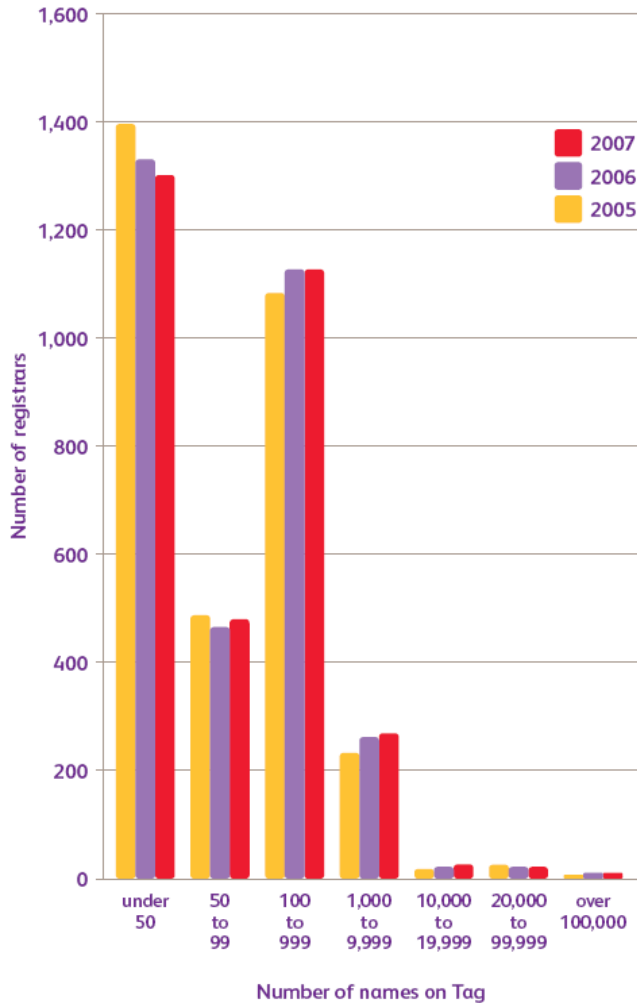
Registrars – Core business activity



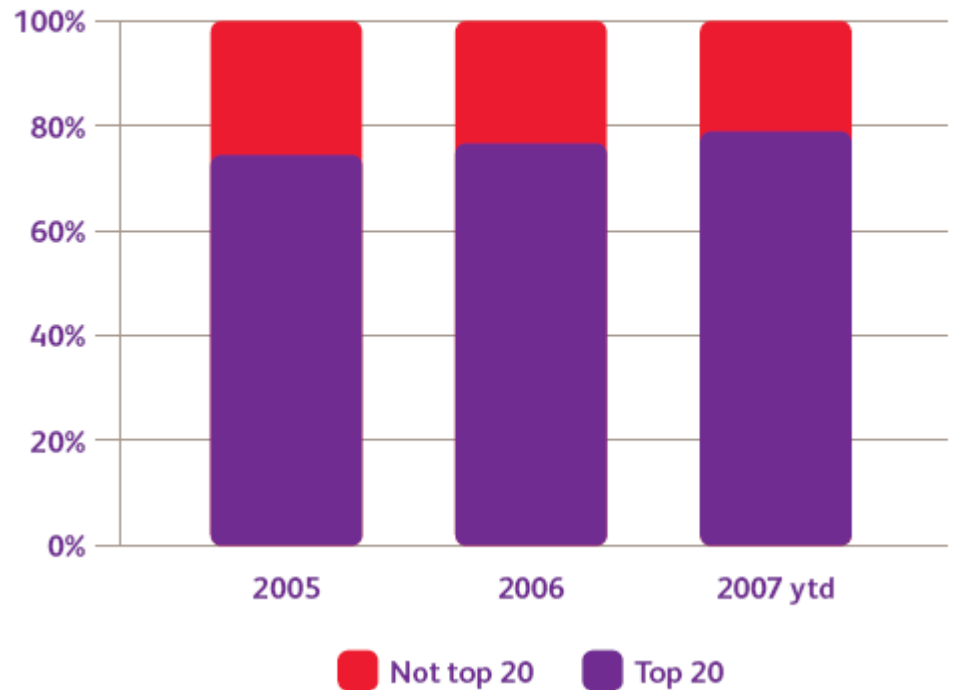
UK registrar locations



Registrar spread



Registrations by top 20 registrars by volume



nominet

Domain name industry report

