

State of the Domain Name Industry



VERENIGING VAN REGISTRARS

Berend van Dalfzen



DOMAIN NAME INDUSTRY 1-7-2019



+ 6.0 Million (1.7%) mid 2019

+ 16.3 Million (4.9%) 2018

+ 3.1 Million (0.9%) 2017

+ 15.3 Million (4.9%) 2016

+ 25.9 Million (9.0%) 2015

DOMAIN NAME INDUSTRY 1-7-2019



ccTLDs: 158.7 Million 45%

gTLDs: 196.0 Million 55%



Legacy gTLDs: 173.0 Million 88% (**49%** market)



New gTLDs: 23.0 Million 12% (**6%** market)

DOMAIN NAME INDUSTRY 1-7-2019

YOY GROWTH



ccTLDs: + 6.0%

gTLDs: + 3.1%



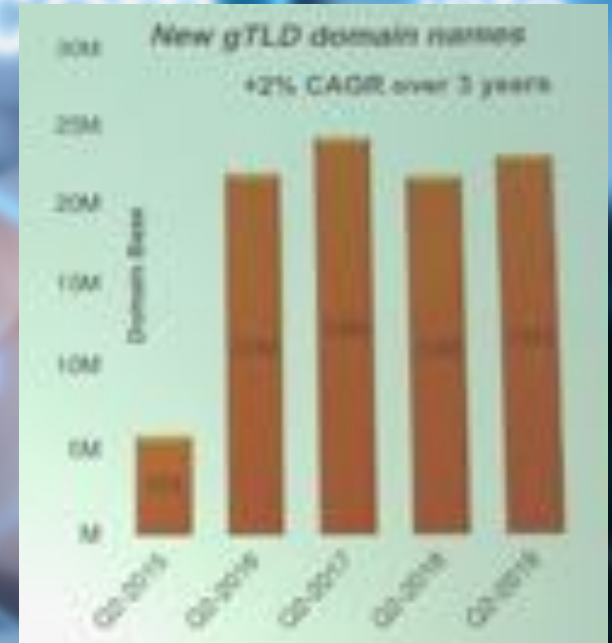
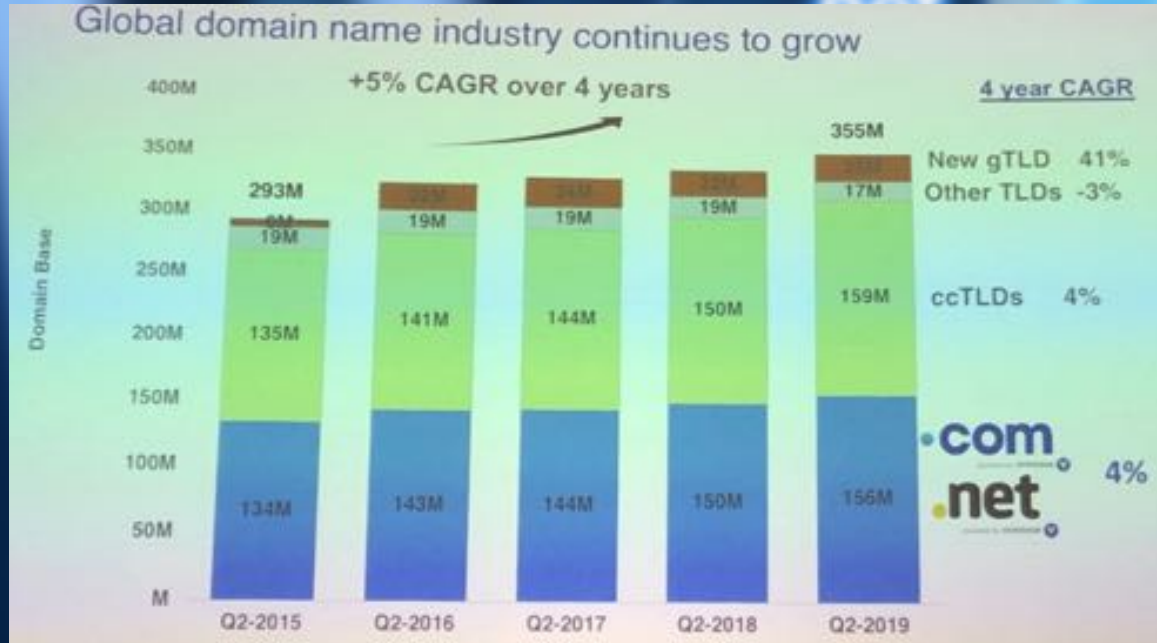
Legacy gTLDs: + 2.8%



New gTLDs: + 5.5%

DOMAIN NAME INDUSTRY 1-7-2019

CAGR GROWTH



DOMAIN NAME INDUSTRY 1-7-2019



142.5 Million (40.2 % market share)



13.6 Million (3.8 % market share)



5.9 Million (1.7 % market share)

Top 10 Largest TLDs by Number of Reported Domain Names

Source: Zooknic, Q2 2019; Verisign, Q2 2019; Centralized Zone Data Service, Q2 2019



Source: Verisign Domain Name Industry Brief Q2 2019

DOMAIN NAME INDUSTRY 1-7-2019

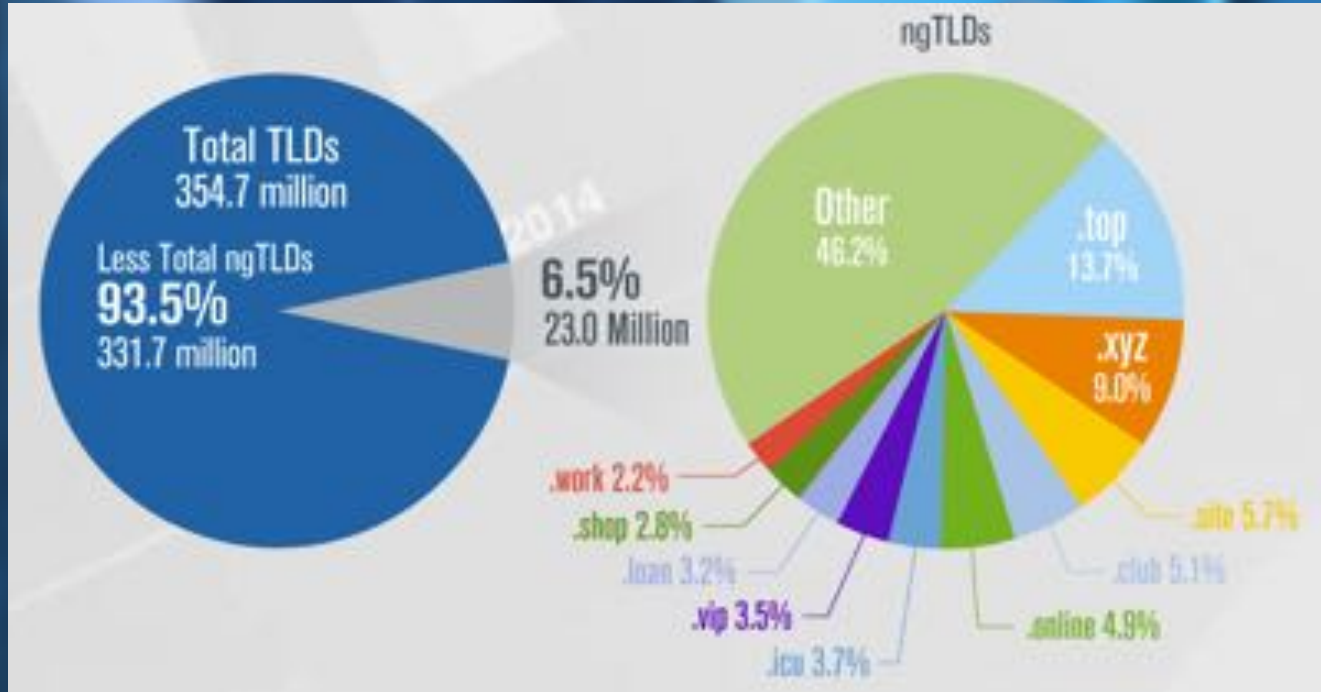


ccTLDs: 158.7 Million

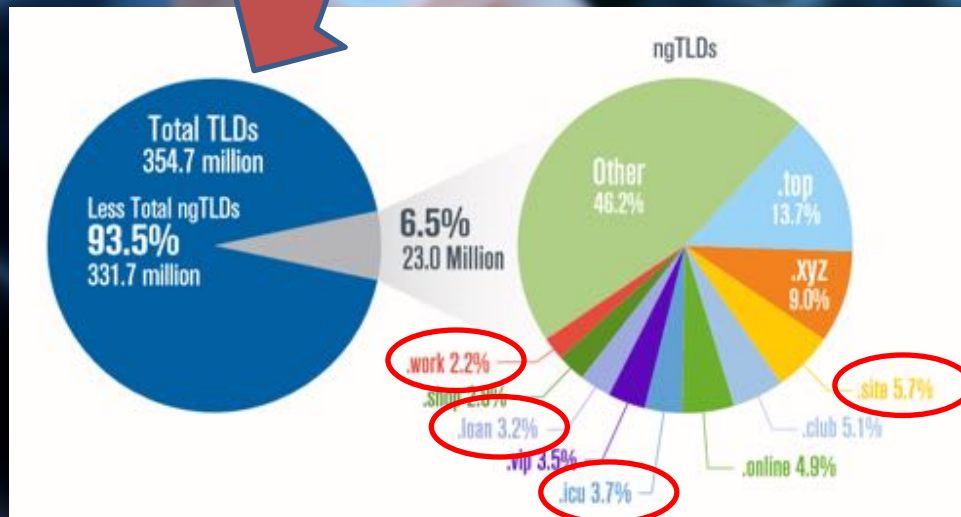
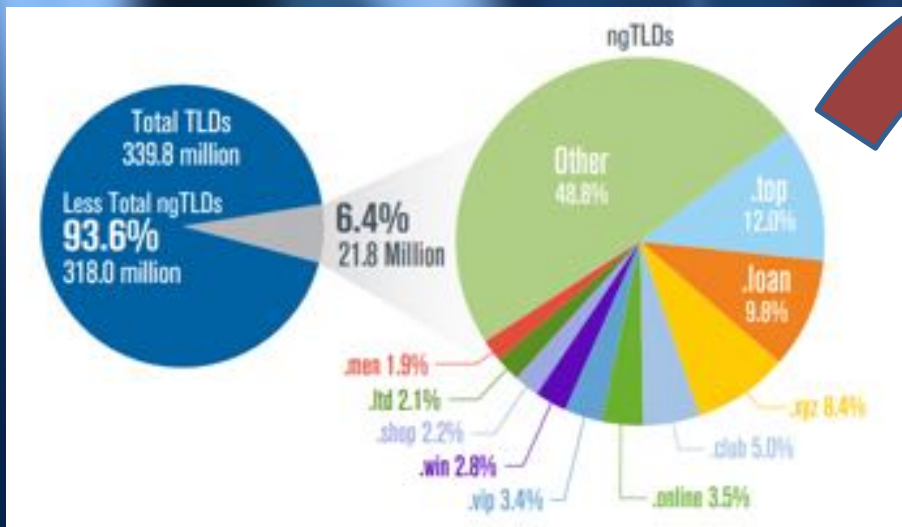


5.9 Million (3.7% market share)

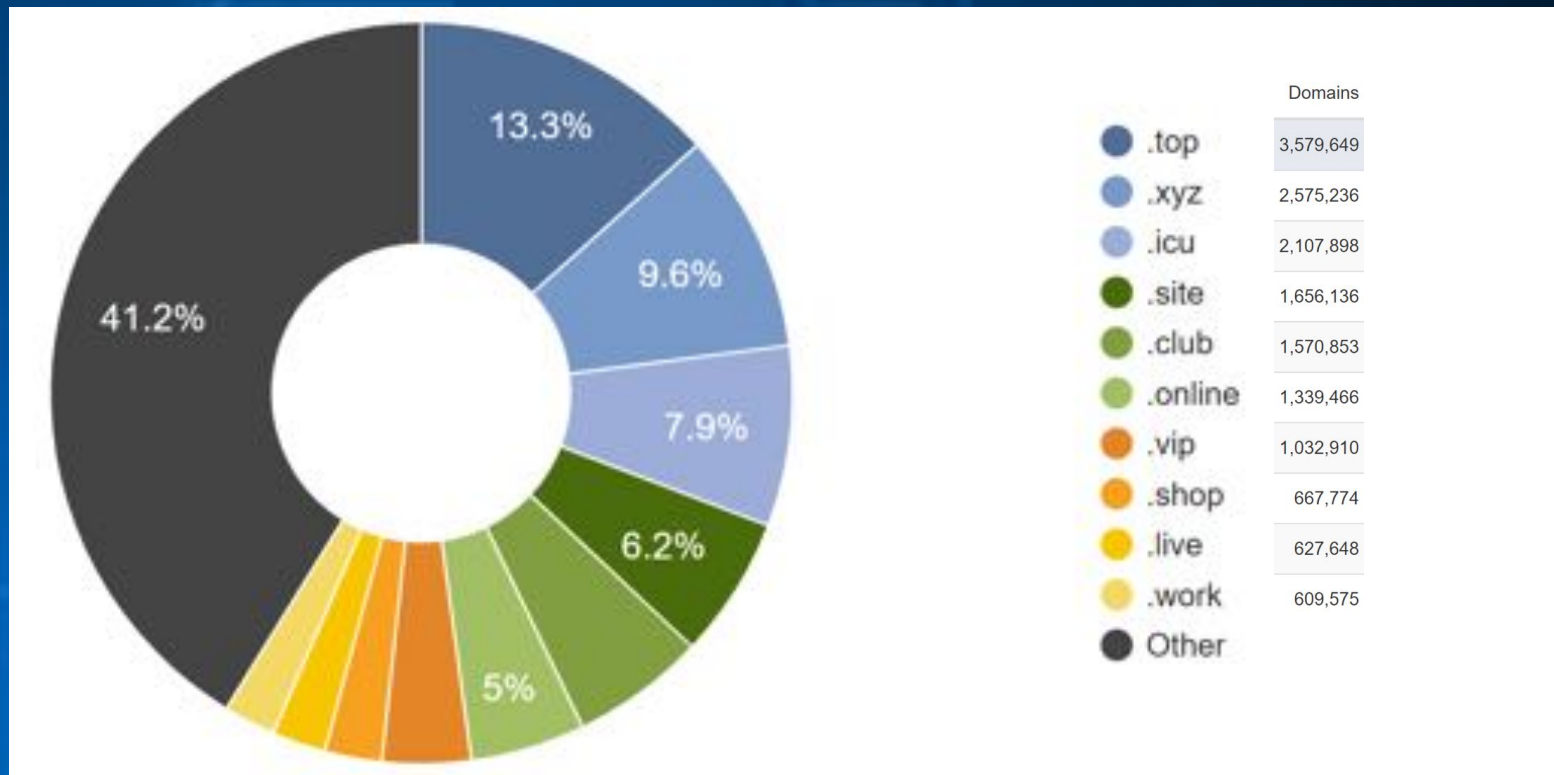
NEW gTLDs GLOBALLY SEPTEMBER 2019



NEW gTLDs GLOBALLY SEPTEMBER 2019



NEW gTLDs GLOBALLY SEPTEMBER 2019



DOMAIN NAME INDUSTRY 1-7-2019

ccTLDs by region

Domains by group / region				
		TLDs	Domains	Growth Median* YOY
ccTLDs	Africa	58	3.4M	8.5%
	Americas	53	14.2M	3.0%
	Asia	98	69.1M	3.6%
	Europe	57	73.0M	2.0%
gTLDs	-	1,238	194.5M	2.4%

DOMAIN NAME INDUSTRY 1-7-2019

Top10 gTLDs

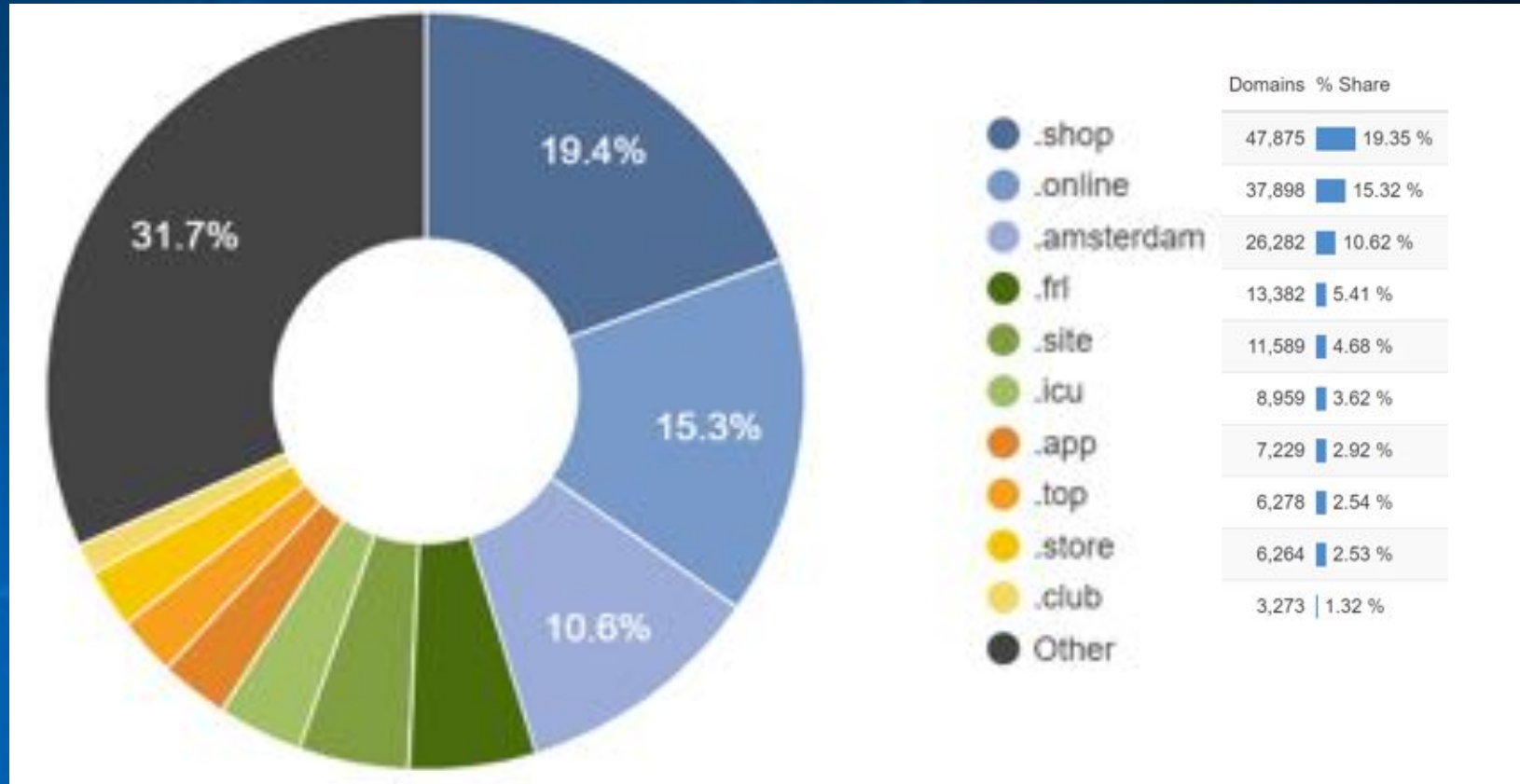
All gTLDs aug. 19				Category	(All) ▼
			Cisco rank	Total Domains	Domain growth (1Y)
1	.com	Legacy	1	141.143.790	4,8%
2	.net	Legacy	2	13.325.537	-4,3%
3	.org	Legacy	4	10.017.861	-3,1%
4	.info	Legacy	26	4.595.708	-9,1%
5	.top	Generic	115	3.086.290	7,2%
6	.xyz	Generic	42	2.178.962	19,7%
7	.biz	Legacy	48	1.624.764	-27,2%
8	.site	Technology	90	1.427.496	231,4%
9	.online	Technology	87	1.172.671	50,1%
10	.club	Generic	63	1.162.001	6,0%

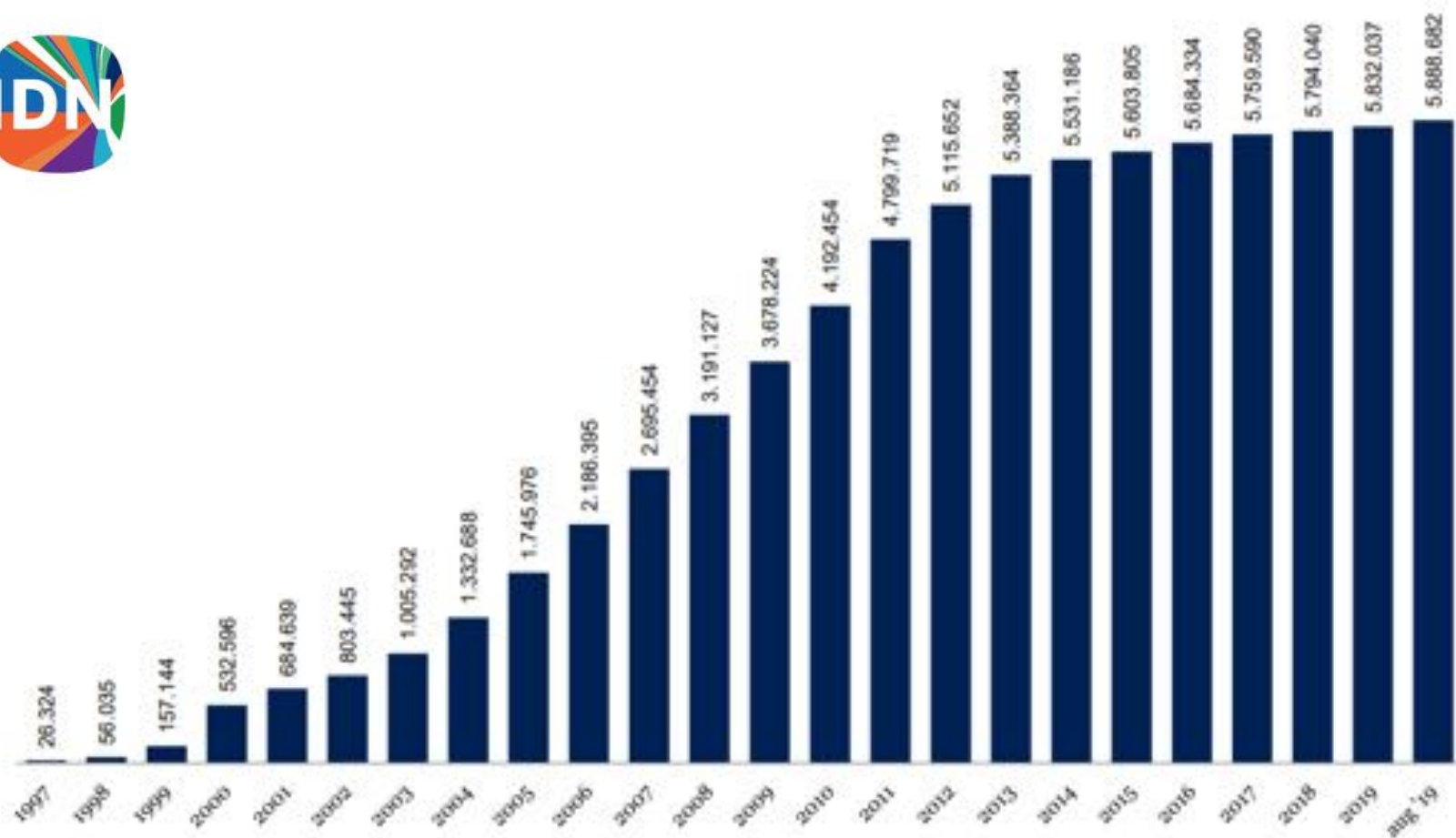
DOMAIN NAME INDUSTRY 1-7-2019

Top10 European ccTLDs

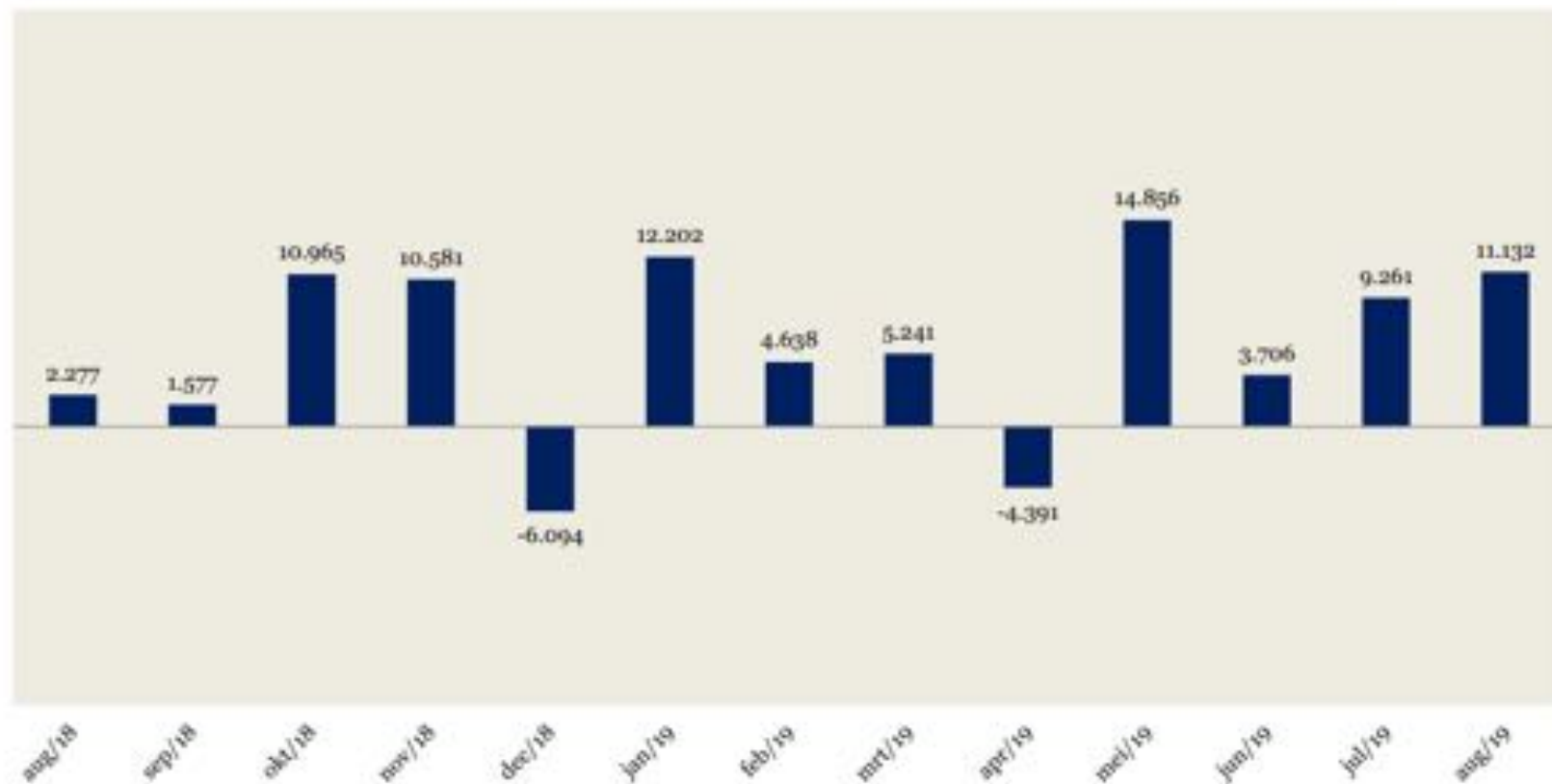
Top 10 ccTLDs by domains					
🚩	Country	Cisco rank	Registered		
.de	Germany	20	16,3M	▼	0%
.uk	United Kingdom	16	13,3M	▲	11.1%
.nl	Netherlands	43	5,9M	▲	1.1%
.ru	Russian Federation	14	5,0M	▼	-2.2%
.eu	European Union	40	3,6M	▼	-4.2%
.fr	France	27	3,4M	▲	5.0%
.it	Italy	37	3,2M	▲	2.0%
.ca*	Canada	44	2,8M	▲	2.2%
.pl	Poland	31	2,6M	▲	0.6%
.ch	Switzerland	84	2,2M	▲	2.9%

NEW gTLDs THE NETHERLANDS SEPTEMBER 2019

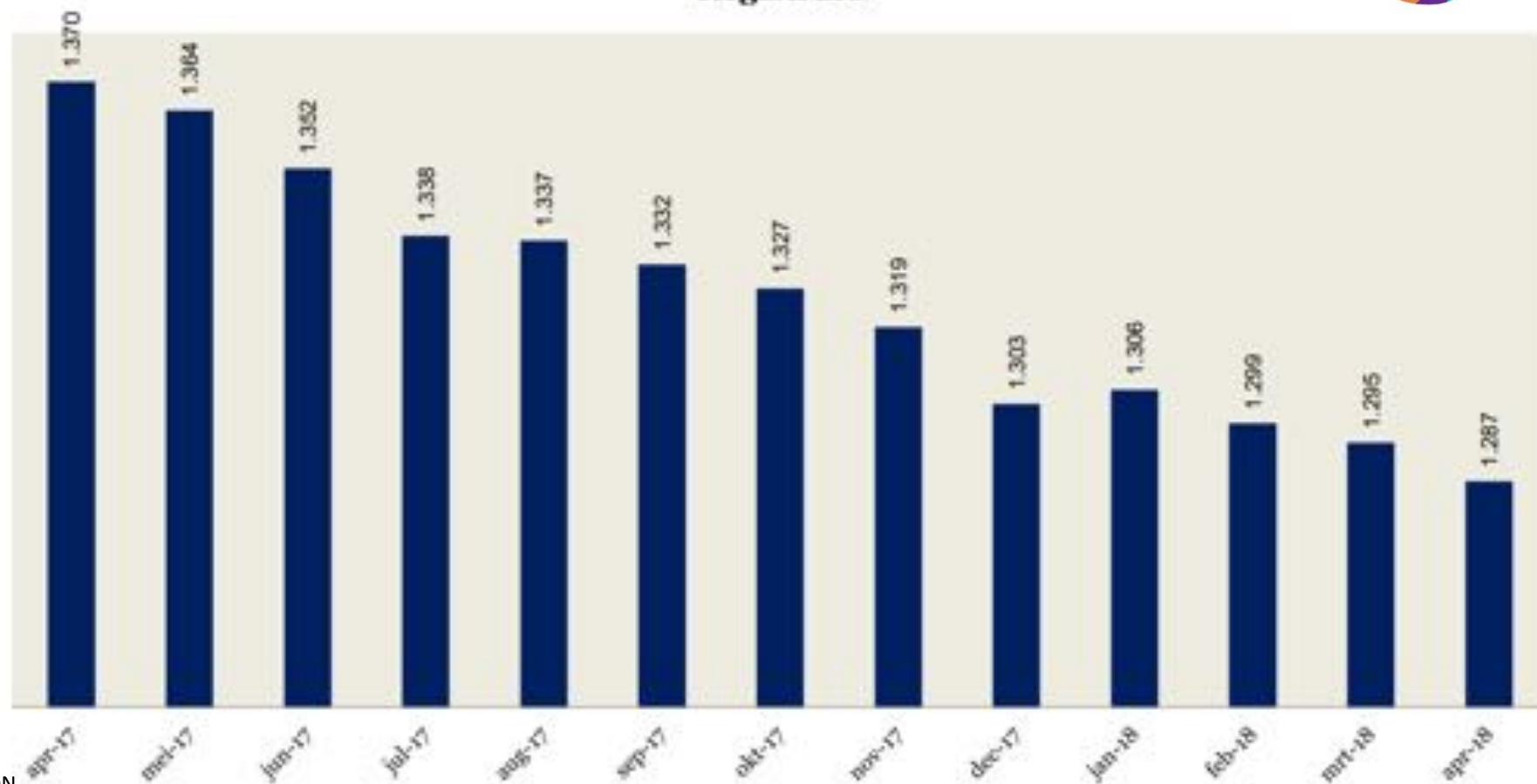




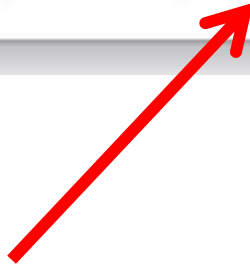
Netto groei

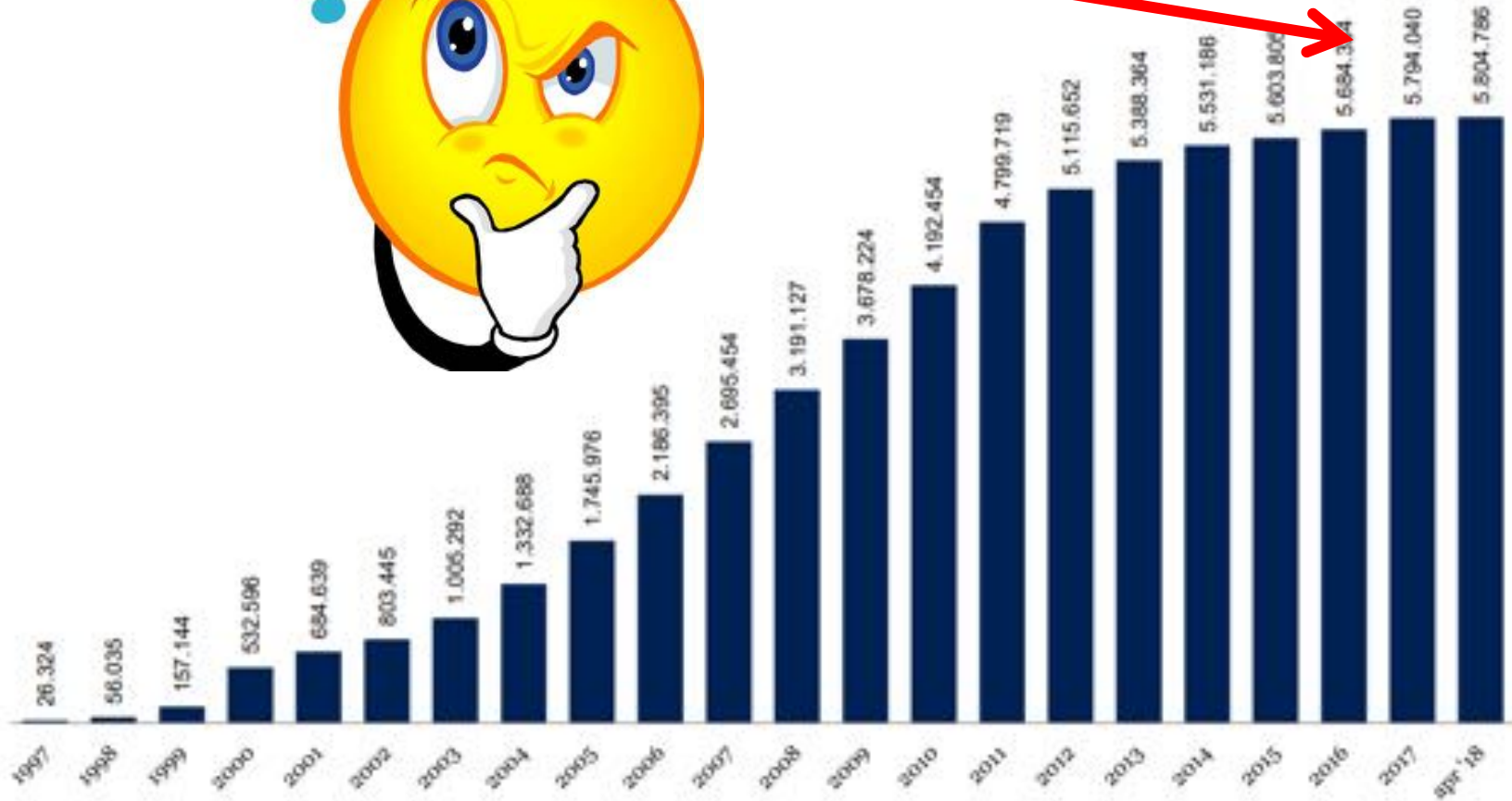


Registrars



1	2	3	4	5	6	7	8	9	10
									
.cn	.tk	.de	.uk	.ru	.nl	.br	.eu	.fr	.it
(CHINA)	(TOKELAU)	(GERMANY)	(UNITED KINGDOM)	(RUSSIAN FEDERATION)	(NETHERLANDS)	(BRAZIL)	(EUROPEAN UNION)	(FRANCE)	(ITALY)
22.7M	21.5M	16.3M	12.0M	5.9M	5.8M	4.0M	3.8M	3.2M	3.1M





Bron: SIDN

1	.nl	5576104	57,73%	11	.shop	47875	0,50%	21	.site	11587	0,12%
2	.com	2176165	22,53%	12	.fr	44342	0,46%	22	.pl	11369	0,12%
3	.eu	471735	4,88%	13	.online	37897	0,39%	23	.icu	8959	0,09%
4	.be	285405	2,95%	14	.it	28324	0,29%	24	.dk	8056	0,08%
5	.net	210060	2,17%	15	.amsterdam	25127	0,26%	25	.app	7831	0,08%
6	.org	130256	1,35%	16	.es	22986	0,24%	26	.se	7669	0,08%
7	.de	123821	1,28%	17	.at	19285	0,20%	27	.me	7581	0,08%
8	.info	83329	0,86%	18	.biz	16093	0,17%	28	.mobi	7368	0,08%
9	.nu	70324	0,73%	19	.ch	14702	0,15%	29	.top	6278	0,06%
10	.uk	70248	0,73%	20	.frl	13381	0,14%	30	.store	6263	0,06%

57,73% gebruikt eigen ccTLD



.nl heeft de allerhoogste Domain Density



Country	ccTLD Domain Density	Internet Penetration	Internet Users	Population	ccTLD Base
Netherlands	0.39	88%	15,130,961	17,240,000	5,868,605
Germany	0.24	82%	67,843,879	82,952,000	16,243,653
United Kingdom	0.24	84%	36,302,716	66,867,000	13,310,066
Australia	0.16	77%	19,675,673	25,568,000	3,193,714
Canada	0.09	87%	32,695,277	37,465,000	2,824,748
Poland	0.09	76%	28,865,776	37,959,000	2,603,034
Italy	0.07	71%	42,824,007	60,740,000	3,202,927
Russia	0.06	68%	97,874,641	143,896,000	5,731,521
France	0.06	83%	53,971,916	65,021,000	3,377,196
Spain	0.05	83%	38,665,919	46,656,000	1,916,649
Romania	0.04	77%	15,040,000	19,522,000	608,374
Chile	0.04	72%	13,399,056	18,756,000	587,611
China	0.03	62%	867,812,129	1,400,174,000	24,187,063
Brazil	0.03	66%	138,206,474	209,791,000	4,065,297
South Korea	0.03	90%	46,606,485	51,874,000	1,614,874
South Africa	0.03	62%	36,067,110	58,643,000	1,243,766
United States	0.02	86%	283,957,162	329,559,000	6,471,576
Ukraine	0.02	62%	26,000,000	41,878,000	542,598
Argentina	0.02	71%	31,787,745	45,052,000	496,790



NOG ENKELE WEETJES ...

52% van de domeinnamen die binnen een jaar opnieuw worden geregistreerd, worden binnen 24 uur na delete geregistreerd. 25% daarvan (dus 13%) zelfs binnen een uur.

81% van domeinnamen die alleen uit keywords bestaan, hebben 2 of 3 keywords.

59% van de domeinnamen die worden geregistreerd zijn nog nooit eerder geregistreerd.

54% van domeinnamen die frequent worden opgevraagd (Cisco Umbrella) linken naar meerdere social media sites.

12% van nieuw opgerichte bedrijven in Nederland, gebruikt een website builder.

AFTERMARKET

The 20 biggest cash domain sales

1. Voice.com	\$30,000,000
2. Sex.com	\$13,000,000
3. Tesla.com	\$11,000,000
4. Fund.com	\$9,999,950
5. Porn.com	\$9,500,000
6. Porno.com	\$8,888,888
7. We.com	\$8,000,000
8. Diamond.com	\$7,500,000
9. Z.com	\$6,784,000
10. Slots.com	\$5,500,000

DUURSTE DOMEINNAMEN NEDERLAND:

1. vakantie.nl	€ 2.500.000
2. voetbal.nl	€ 453.780
3. seks.nl	€ 200.000
4. schoenen.nl	€ 120.000
5. relatiegeschenk.nl	€ 72.000
6. huren.nl	€ 66.500
7. spijkerbroeken.nl	€ 45.000
8. shoppen.nl	€ 45.000
9. laarzen.nl	€ 37.500
10. aed.nl	€ 25.500

Top 10 Public nTLDs Domain Sales

1. MY.bio	€49,900
2. Design.online	\$57,500
3. Blockchain.ventures	\$42,000
4. Live.casino	£24,500
5. GO.exchange	\$30,000
6. Broadwaytickets.nyc	\$25,000
7. MY.tax	\$22,500
8. Chat.chat	\$20,000
9. Air.space	\$17,500
10.King.online	\$17,250

sedo.com
Buy. Park. Sell. Domains

AFTERMARKET

The average sales price of .NL on the aftermarket is **1.536 Euro**.

Source: SEDO.com

Lootjes.nl	€ 29,500
Sonnen.nl	€ 10,000
Huisdieren.nl	\$ 10,000
Brillen.com	€ 23,500

Source: SEDO.com

Dank je



VERENIGING VAN REGISTRARS

