State of the Domain Name Industry

Berend van Dalfzen

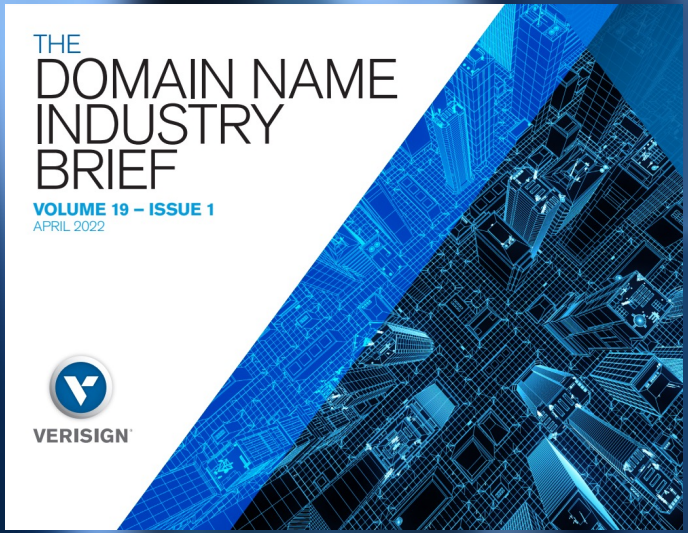
VERENIGING VAN REGISTRARS

REALTIME REGISTER

DOMAIN NAME INDUSTRY Q1-2022

Source: Verisign Domain Name Industry Brief Q1 2022

DOMAIN NAME INDUSTRY Q1-2022



EDITOR'S NOTE

Since it was first published in February 2004, the Domain Name Industry Brief has become widely regarded as a credible and accurate source of statistics relating to the domain name industry. The continued accuracy of this brief and the reliability of the statistical information it contains are of paramount importance to Verisign and our readers.

We have therefore taken the decision to exclude the .tk, .cf, .ga, .gq and .ml country-code top-level domains from the applicable data set and trend calculations, due to an unexplained change in available estimates for the .tk zone size and lack of verification from the registry operator for these TLDs. The applicable current and historical data presented in this edition of the DNIB have been adjusted accordingly, and applicable quarterly and year-on-year trends have been calculated using those adjusted figures. This enables us to continue to provide accurate overall trend data.

Source: Verisign Domain Name Industry Brief Q1 2022

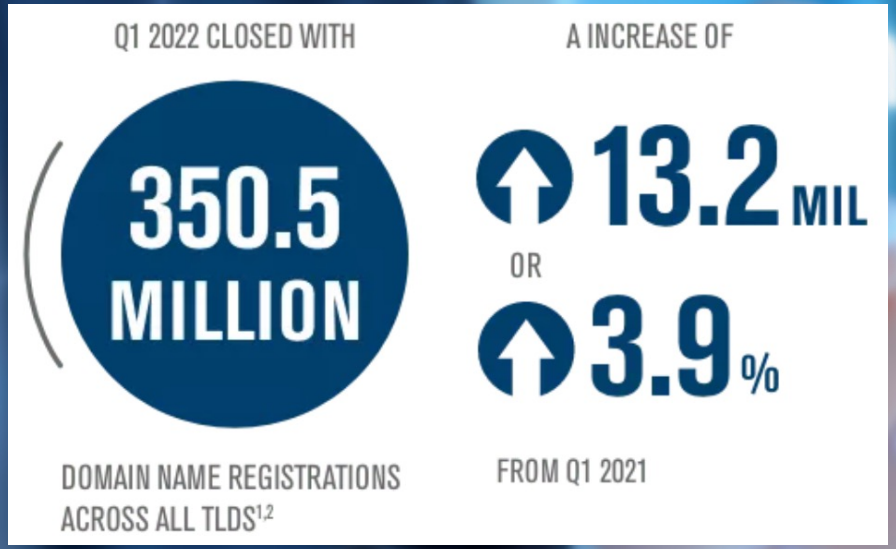
DOMAIN NAME INDUSTRY
YEARLY GROWTH

.CN – 9.4 million

2021	+ 1.6 million	+ 0.5%
2020	+ 4.0 million	+ 1.1%
2019	+ 13.5 million	+ 3.9%
2018	+ 16.3 million	+ 4.9%
2017	+ 3.1 million	+ 0.9%
2016	+ 15.3 million	+ 4.9%
2015	+ 25.9 million	+ 9.0%

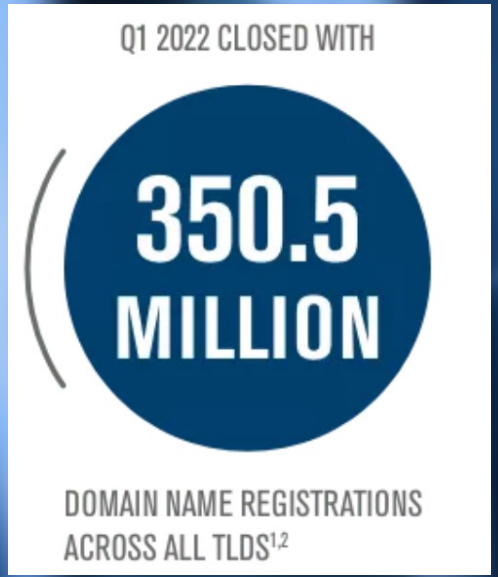
Source: Verisign Domain Name Industry Brief Q1 2022

DOMAIN NAME INDUSTRY Q1-2022



Source: Verisign Domain Name Industry Brief Q1 2022

DOMAIN NAME INDUSTRY Q1-2022



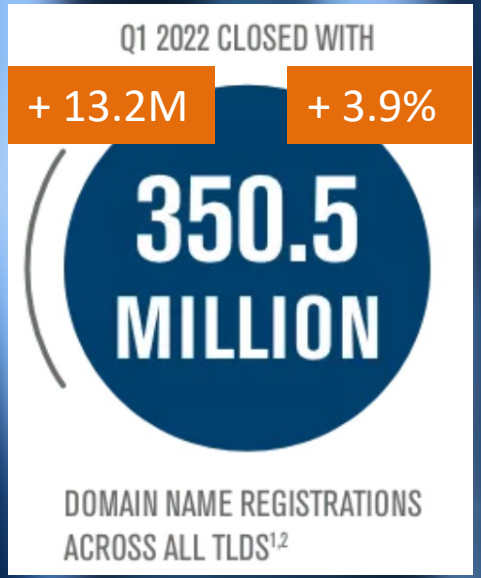
ccTLDs: 133.4 million **38% market**

gTLDs: 217.1 million **62% market**

- Legacy gTLDs: 190.8 million **88% (54% market)**
- New gTLDs: 26.3 million **12% (8% market)**

Source: Verisign Domain Name Industry Brief Q1 2022

DOMAIN NAME INDUSTRY Q1-2022
YOY GROWTH



ccTLDs: + 3.1 million + 2.4%

gTLDs: + 10.1 million + 4.9%

- Legacy gTLDs: + 6.6 million + 3.6%
- New gTLDs: + 3.5 million + 15.3%

Source: Verisign Domain Name Industry Brief Q1 2022

DOMAIN NAME INDUSTRY Q1-2022

.com powered by VERISIGN	161.3 million (46.0 % market share)
.net powered by VERISIGN	13.4 million (3.8 % market share)
.nl	6.2 million (1.8 % market share)

Source: Verisign Domain Name Industry Brief Q1 2022

DOMAIN NAME INDUSTRY Q1-2022

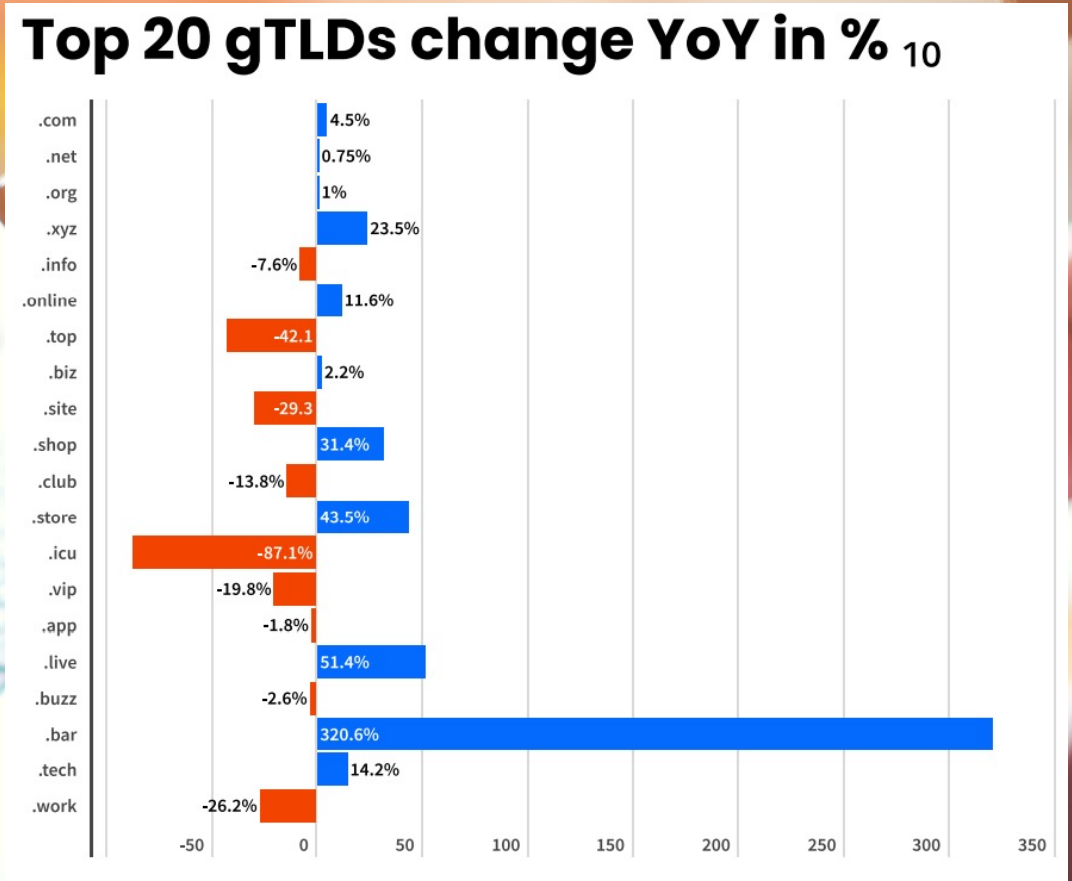
TOP 10 LARGEST TLDS BY NUMBER OF REPORTED DOMAIN NAMES

Source: ZookNIC, Q1 2022; Verisign, Q1 2022; Centralized Zone Data Service, Q1 2022

Total TLDs = 350.5 million

Source: Verisign Domain Name Industry Brief Q1 2022

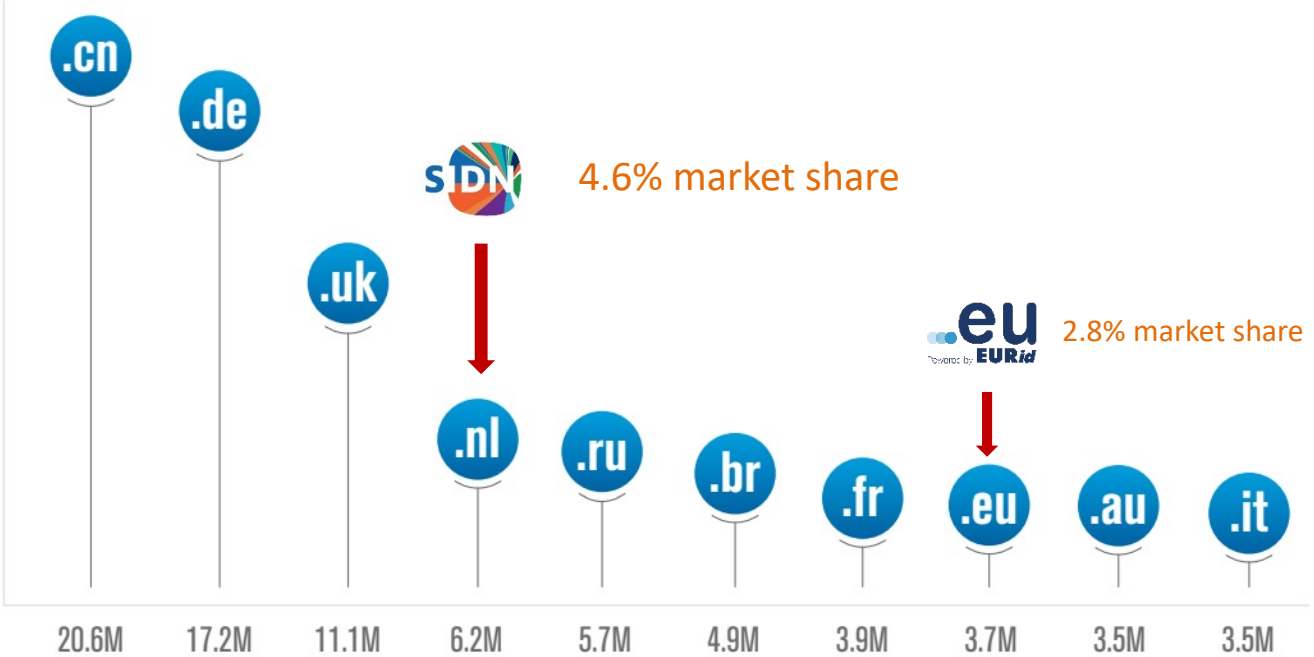
DOMAIN NAME INDUSTRY 1-7-2019



Bron: InternetX Global Domain Report 2022

DOMAIN NAME INDUSTRY Q1-2022

Total ccTLDs = 133.4 million



Source: Verisign Domain Name Industry Brief Q1 2022

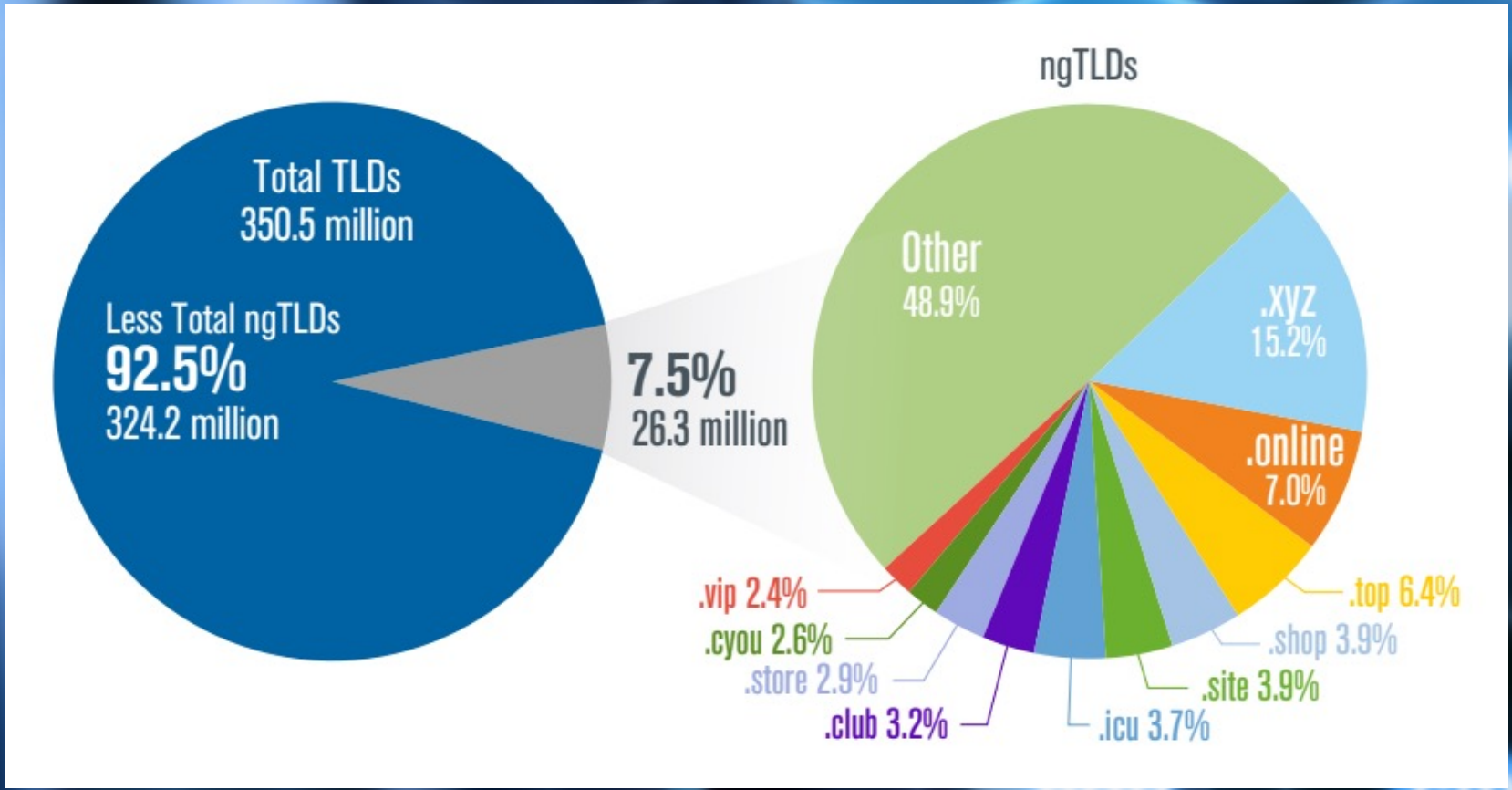
DOMAIN NAME INDUSTRY Q1-2022

Top 10 ccTLDs in Europe

	TLD	Country	Registered domains in M	Changes to 2020	Registered domains per 100,000 inhabitants†
1	.de		17.21*	+ 2.9%	20,671
2	.uk		9.71*	+ 1.8%	14,438
3	.nl		6.25*	+ 2.1%	35,825
4	.fr		3.84*	+ 4.7%	5,708
5	.eu		3.75*	+ 1.4%	618
6	.it		3.45*	+ 2.2%	5,794
7	.pl		2.54*	+ 2.7%	6,692
8	.ch		2.48*	+ 4.4%	28,699
9	.es		1.99*	+ 0.9%	4,193
10	.be		1.74*	+ 2.3%	15,044

Bron: InternetX Global Domain Report 2022

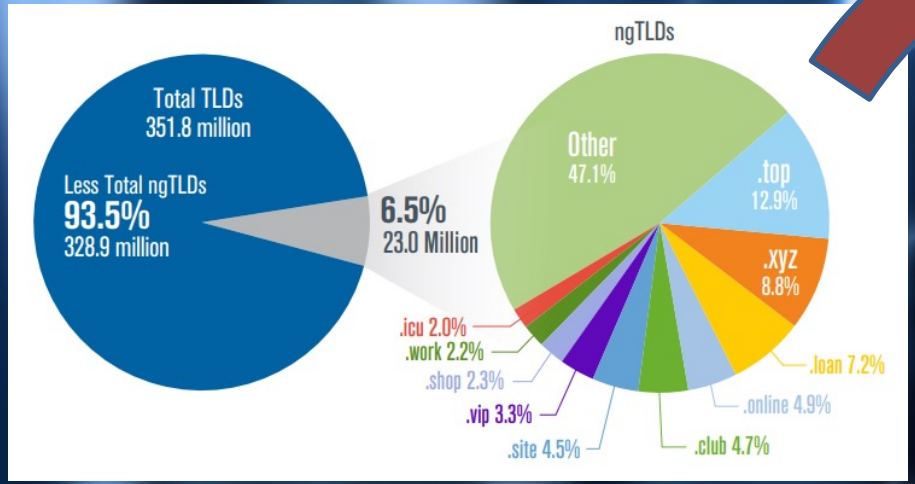
NEW gTLDs GLOBALLY Q1-2022

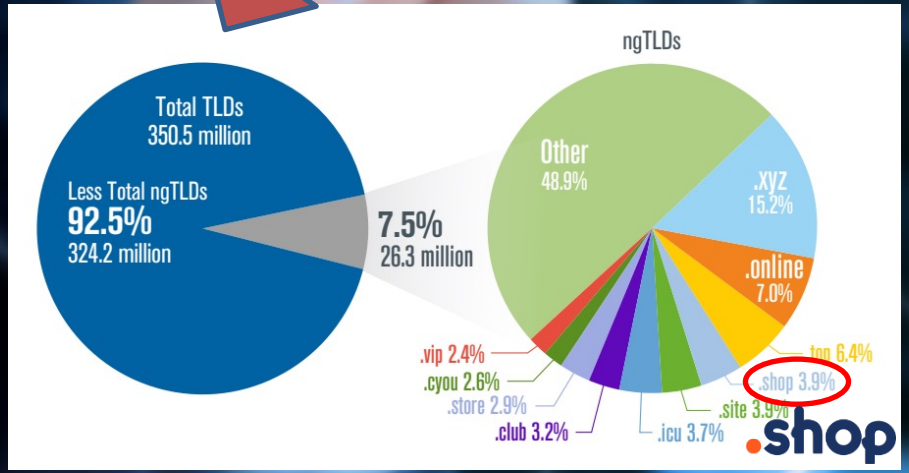


Source: Verisign Domain Name Industry Brief Q1 2022

NEW gTLDs GLOBALLY Q1-2022 and –3 years

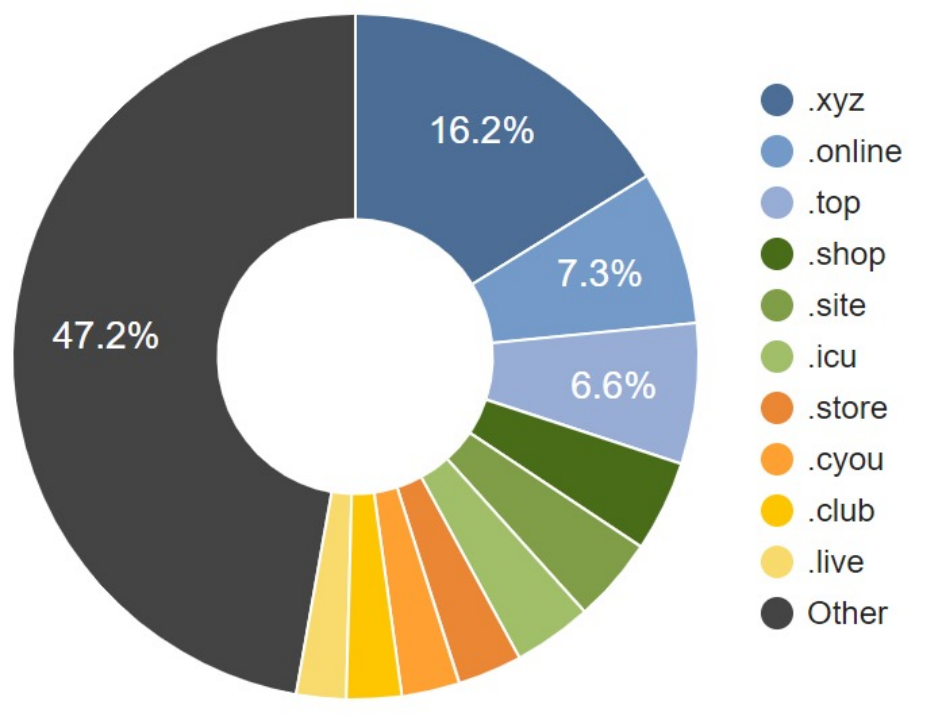
- 3 years





Source: Verisign Domain Name Industry Brief Q1 2022

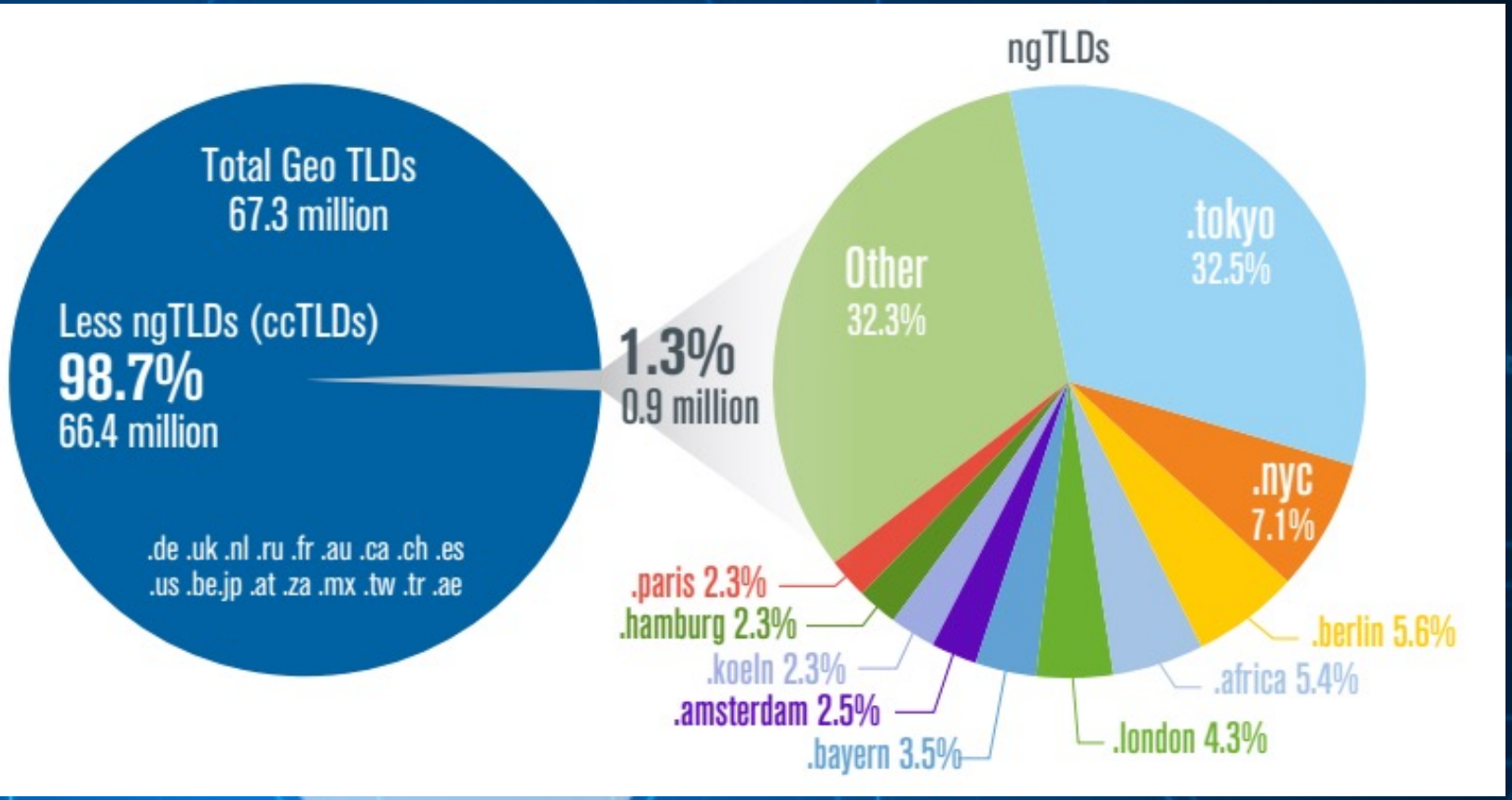
NEW gTLDs GLOBALLY 12 SEPTEMBER 2022



Domains	% Share
4,817,112	16.18%
2,162,581	7.26%
1,974,427	6.63%
1,277,284	4.29%
1,192,903	4.01%
1,103,928	3.71%
903,757	3.03%
814,842	2.74%
772,575	2.59%
695,632	2.34%

Bron: nTLDstats.com 12 September 2022

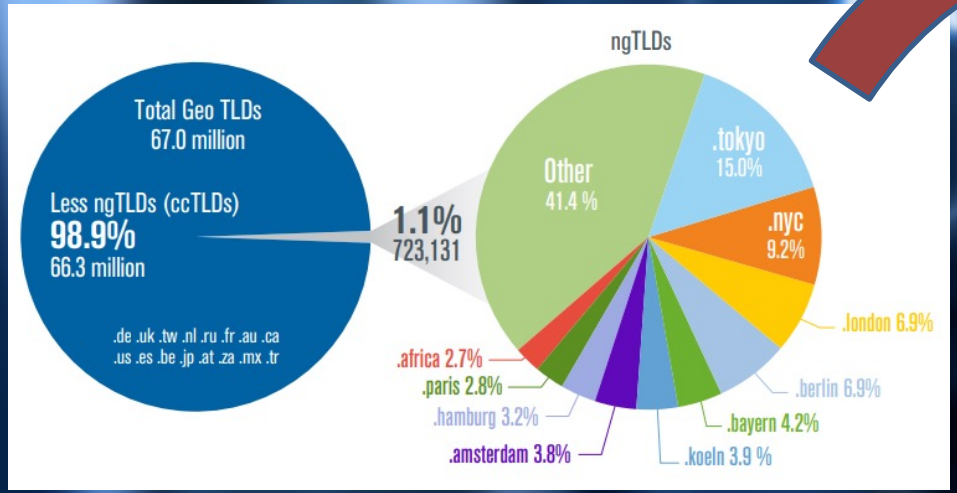
NEW Geo gTLDs GLOBALLY 12 SEPTEMBER 2022

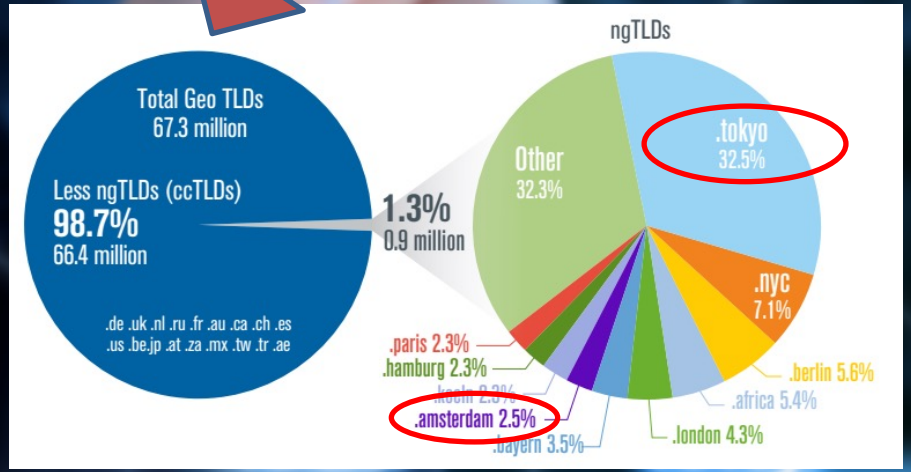


Source: Verisign Domain Name Industry Brief Q1 2022

NEW gTLDs GLOBALLY 12 SEPTEMBER 2022

- 3 years



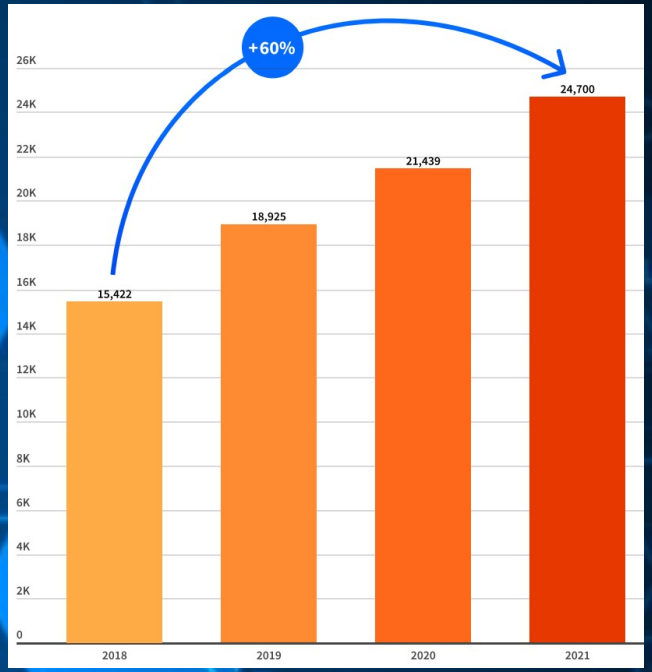


Source: Verisign Domain Name Industry Brief Q1 2022

NEW Brand gTLDs SEPTEMBER 2022

Brand TLD ranking 18

	Brand TLD	2021	2020	2019	2018	Trend
1	.leclerc	1	3	7	1	⇧
2	.abbott	2	2	3	-	⇨
3	.weber	3	5	4	3	⇧
4	.seat	4	2	5	2	⇩
5	.audi	5	1	1	4	⇩
6	.neustar	6	8	9	-	⇧
7	.bnpparibas	7	4	2	5	⇩
8	.google	8	6	-	-	⇩
9	.dvag	9	9	10	8	⇨
10	.weir	10	-	-	-	⇧

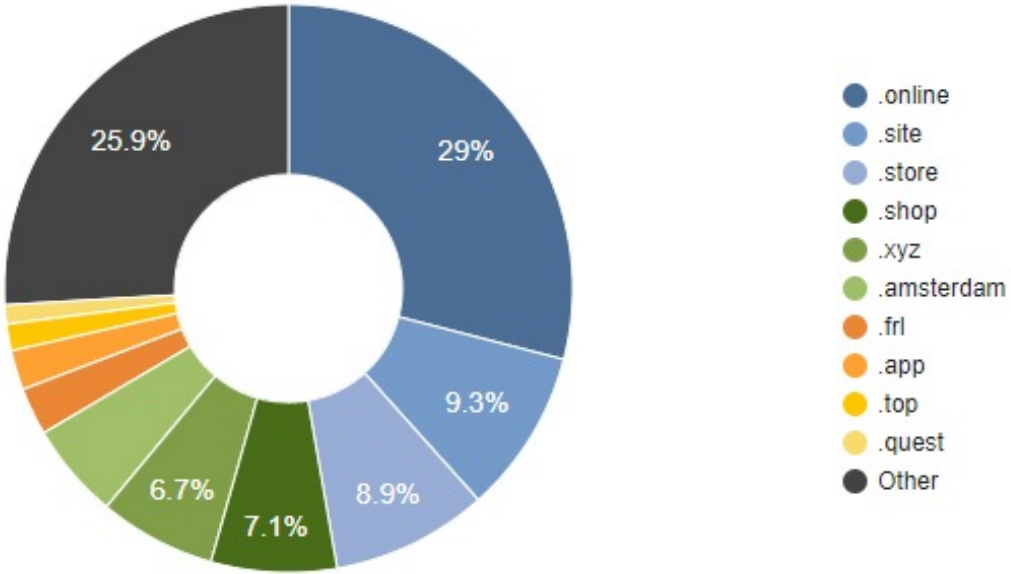


Bron: nTLDstats.com 12 September 2022

Bron: InternetX Global Domain Report 2022

NEW gTLDs THE NETHERLANDS SEPTEMBER 2022

Domains:	TLDs:	active Registrars:
393,087	524	165



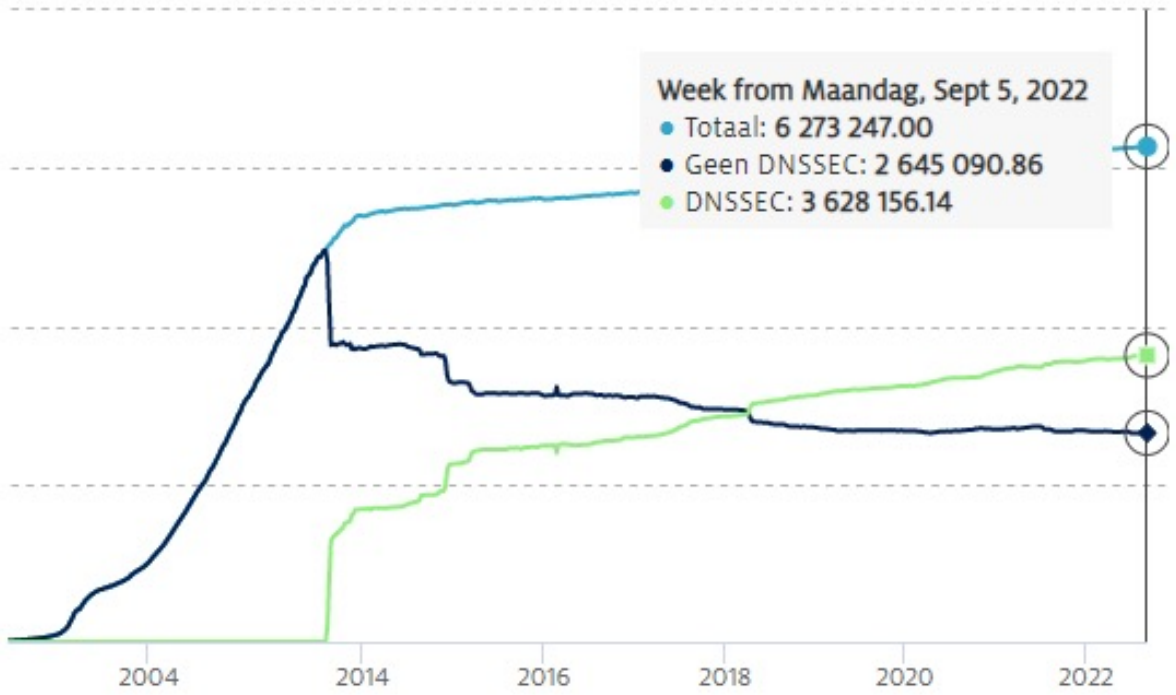
TLD Breakdown

	new gTLD	Domains	% Share
1.	.online	114,068	29.02 %
2.	.site	36,698	9.34 %
3.	.store	35,014	8.91 %
4.	.shop	28,056	7.14 %
5.	.xyz	26,164	6.66 %
6.	.amsterdam	21,441	5.45 %
7.	.frl	10,616	2.70 %
8.	.app	8,877	2.26 %
9.	.top	5,966	1.52 %
10.	.quest	4,270	1.09 %

Bron: nTLDstats.com 12 September 2022

Registraties

Het aantal geregistreerde .nl-domeinnamen.



Bron: SIDN

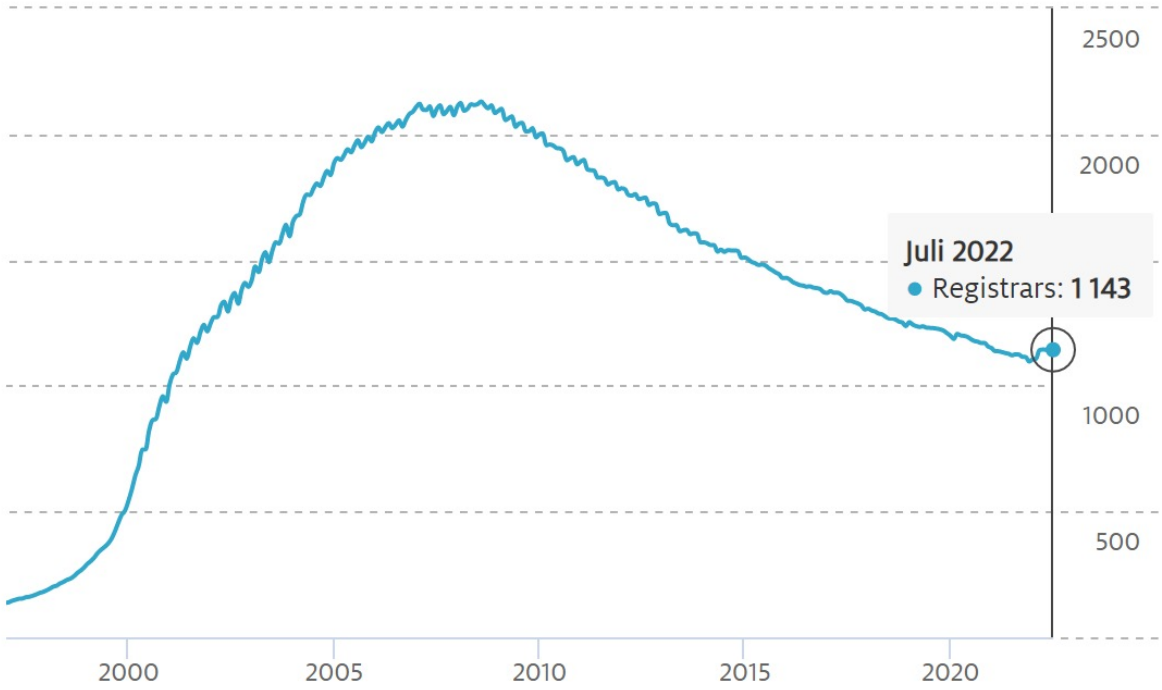
Groei

De groei van de .nl-zone.

Bron: SIDN

Registrars

Het aantal aangesloten .nl-registrars



Bron: SIDN

55,5% gebruikt eigen ccTLD

Locally registered domains in country

Updated: July 2022

Selected Country: Netherlands

	Domains	% of Total Value alo..	Change 1Y
.nl	5,891,328	55.5%	9,881
.com	2,482,529	23.4%	56,740
.eu	464,879	4.4%	-8,762
.be	311,791	2.9%	2,226
.de	227,301	2.1%	17,977
.net	202,081	1.9%	-5,412
.org	137,322	1.3%	2,537
.online	106,352	1.0%	292
.fr	87,429	0.8%	2[illegible]343
.uk	80,259	0.8%	7,[illegible]5
.info	69,473	0.7%	-1,98[illegible]
.nu	64,646	0.6%	-3,106
.store	38,587	0.4%	17,487
.site	32,055	0.3%	3,575
.it	31,808	0.3%	1,677
.xyz	31,506	0.3%	23,622

Source: CENTR

DOMAIN NAME INDUSTRY

shop
service
studio
online
amsterdam
huis
design
nederland
straat
test
art
zorg
pro
coach
media
advies
coaching
auto
beauty
box
winkel
crypto
marketing
bouw
food
home
sport
corona
happy
dutch
top
your
weg
store
kopen
club
man
house
thuis
fashion
notterdam
baby
wonen
app
web
solutions
stichting
group
data
werk
makelaar
care
webshop
fotografie
taxi
den
training
consultancy
smart
laan
support
green
over
academy
specialist
werken
tuin
meer
park
events
koop
uit
verhuur
school
utrecht
water
praktijk
company
transport
hulp
city
wij
festival
digital
holland
hof
groningen
land
casino
beheer
direct
lease
ateliers
radio
net
kunst
plein
breda
kids
golf
bos
bier
project
fiets
restaurant
air
expert
you
ten
code
event
noord
mail
reis
blog
park
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world
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health
super
platform
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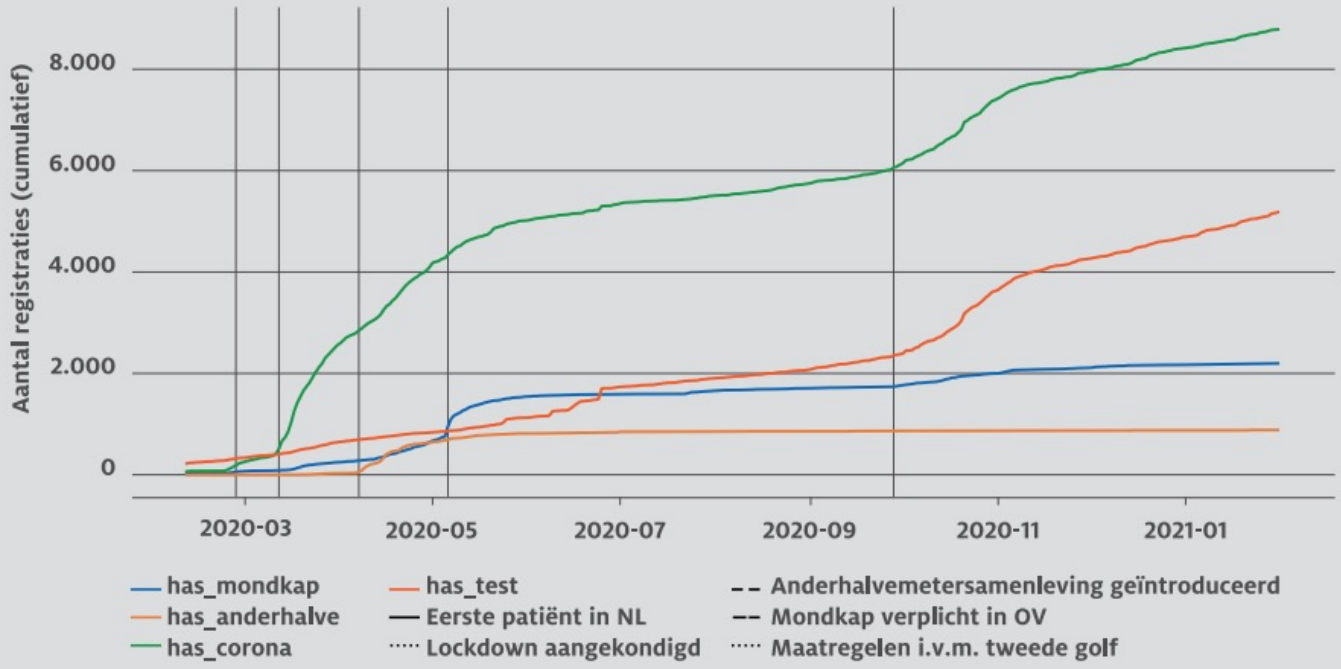
vrijdag
vrijdag

DOMAIN NAME INDUSTRY



Figuur 4.2 | Snelheid van registraties na persconferenties.

Bron: SIDN Labs: De staat van .nl 2021

DOMAIN NAME INDUSTRY

CENTRstats Global TLD Report July 2022

CLASSIFICATIONS

	ccTLDs	gTLDs
Developed websites	44%	19%
Parked	27%	23%
Not functioning / errors	29%	58%

Classifications are level 1 technical classifications of domain web pages. Results based on first landing page after any redirects. Parked refers to domains where a registrar holding or similar page was found. No content / Errors include DNS, connection and other related errors.

Bron: CENTRstats Global TLD Report July 2022

Consolidatie / migratie

- GoDaddy Registry kocht Neustar in 2020. 4 TLD migraties van CentralNIc naar GoDaddy.
- Donuts kocht Afilias. Donuts heet nu The Identity Digital platform. 30 TLD migraties.
- .TV gaat eind september van Verisign naar GoDaddy Registry.
- .love van Uniregistry naar Tucows.
- Tucows kocht Uniregistry in Q4 2021. 23 TLDs in auction.
- 10 TLDs werden gekocht door XYZ en migreerden van Tucows naar Centralnic.

AFTERMARKET

25 most expensive domain names publicly reported

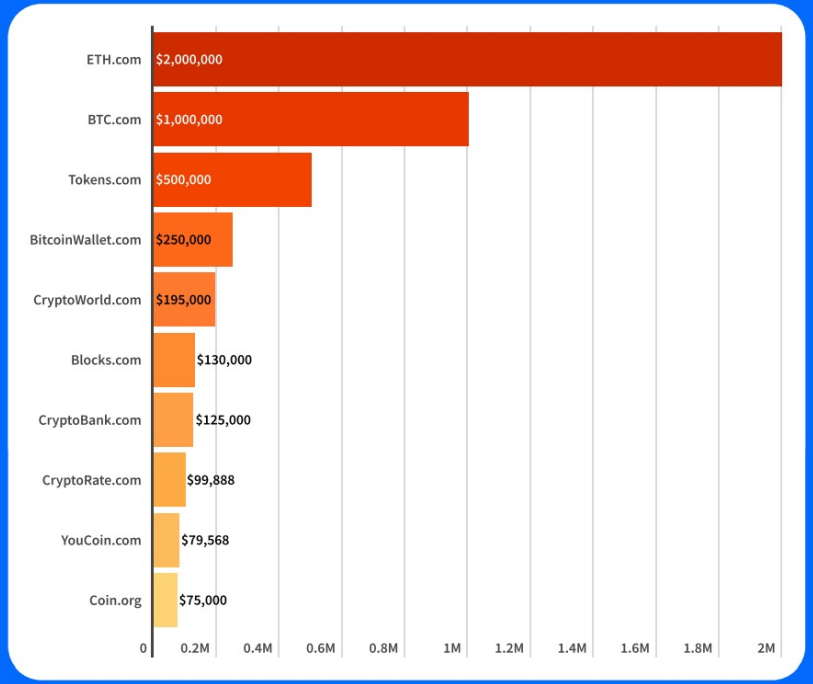
Here are the 25 most expensive domain names publicly reported.

1. CarInsurance.com — $49.7 million
2. Insurance.com — $35.6 million
3. VacationRentals.com — $35 million
4. PrivateJet.com — $30.18 million
5. Voice.com — $30 million
6. Internet.com — $18 million
7. 360.com — $17 million
8. Insure.com — $16 million
9. Fund.com — £9.99 million
10. Sex.com — $14 million*
11. Sex.com — $13 million
12. Hotels.com — $11 million
13. Porn.com — $9.5 million
14. Shoes.com — $9 million
15. Porno.com — $8.8 million
16. Fb.com — $8.5 million
17. We.com — $8 million
18. Business.com — $7.5 million
19. Diamond.com — $7.5 million
20. Beer.com — $7 million
21. Z.com — $6.8 million
22. iCloud.com — $6 million
23. Israel.com — $5.8 million
24. Casino.com — $5.5 million
25. Slots.com — $5.5 million

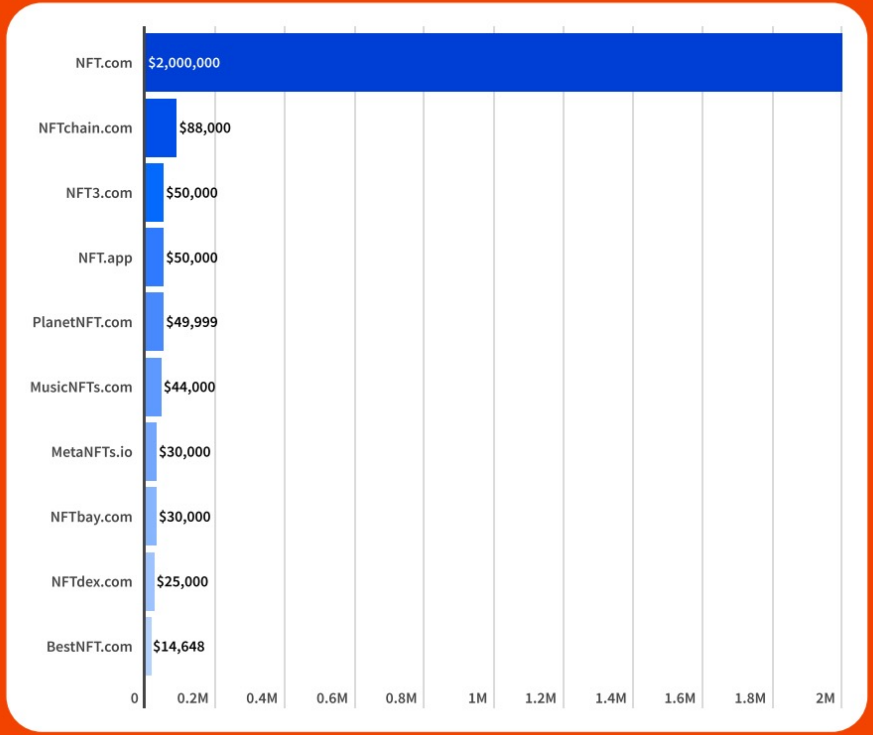
Bron: godaddy.com

AFTERMARKET

Highest crypto-related domain sales 21



Highest NFT-related domain sales 22



Bron: InternetX Global Domain Report 2022

Enkele weetjes …

Facebook maakte eind 2021 hun nieuwe corporate naam meta.com bekend. Daarbij acquireerden zij voor **USD 60 miljoen** aan andere brandgerelateerde domeinen.

Tiktok.com is in december het meest waardevolle domein geworden in de wereld en passeert daarmee Google in populariteit.

Ca.sh werd voor USD 200,000 verkocht en werd daarmee de duurste domain hack sale ooit.

Bron: InternetX Global Domain Report 2022

Newfold Digital is acquiring MarkMonitor from Clarivate for $302.5 million

Andrew Allemann Leave a Comment September 12, 2022

Corporate brand protection registrar has a new owner.

Newfold Digital, a large conglomerate of domain name registrars and hosting companies, is acquiring brand protection registrar MarkMonitor from Clarivate (NYSE:CLVT), an IP service roll-up. It will pay $302.5 million cash for the business.

It's the latest addition for Newfold, which was previously known as Endurance International Group before being acquired by Clearlake Capital Group last year. At the same time, Newfold acquired Web.com from another private equity company at an enterprise value of $2.2 billion.

Newfold's stable of brands now includes Web.com, Network Solutions, Bluehost, Register.com, Domain.com, and many others. It also owns the expired domain services NameJet and SnapNames.

MarkMonitor is expected to generate $80 million revenue and $35 million EBITDA this year, so Newfold is paying about 8.6 times this year's EBITDA.

The deal is expected to close later this year.

Dank je

VERENIGING VAN REGISTRARS

REALTIME REGISTER