THE DOMAIN NAME INDUSTRY BRIEF Q1 2016 HIGHLIGHTS



As a global leader in domain names and internet security, Verisign reviews the state of the domain name industry through a variety of statistical and analytical research. Verisign provides this briefing to highlight important trends in domain name registrations, including key performance indicators and growth opportunities, to industry analysts, media and businesses.

To access the Domain Name Industry Brief archives, visit Verisign.com/DNIB.

-	Q1 2016 DOMA	IN NAME REGIS	TRATIO	ONS	C			
3	326.4	MILLIO domain nam registered globa	N es Illy ¹		11	%	INCREASE year over year from Q1 2015	
	TOP 10 LARG	EST TLDS BY ZO	DNE SI	ZE	С			
e: Zo	ooknic, Q1 2016; Verisigi	n, Q1 2016; Centraliz	ed Zone	Data Service	e, Q1 2016			
1	.com							
ŋ	(TOKELAU) .tk							
_								
	(CHINA) .CN							
2 3 4								
3 4	(CHINA) .cn							
3	(CHINA) .cn (germany) .de							
3 4 5 6	(CHINA) .cn (GERMANY) .de .net							
3 4 5 6	(CHINA) .cn (GERMANY) .de .net .org							
3 4 5 6 7 8	(CHINA) .cn (GERMANY) .de .net .org (UNITED KINGDOM) .uk							
3 4 5	(CHINA) .cn (GERMANY) .de .net .org (UNITED KINGDOM) .uk (RUSSIAN FEDERATION) .ru							

.tk is a free ccTLD that provides free domain names to individuals and businesses. Revenue is generated by monetizing expired domain names. Domain names that are no longer in use by the registrant or are expired are taken back by the registry and the residual traffic is sold to advertising networks. As such, there are no deleted .tk domain names. The .tk zone size represented here is based on data from Q4 2014, which is the most recent data available.

C

(NETHERLANDS)

C



(TOKELAU)

1

◀

(EUROPEAN UNION)

7



.com & .net domain names in the domain name base² in Q1 2016

(CHINA)

2

7.1% INCREASE •com year over year from Q1 2015 .net

10 MILLION new .com & .net domain names in Q1 2016

8

•com .net



(RUSSIAN FEDERATION)

5





DNS QUERY LOAD

(GERMANY)

3

124 BILLION Average Daily DNS Query Load* 189 BILLION Peak Query Load*

(UNITED KINGDOM)

4

Quarter over quarter, the daily average query load increased 0.5 percent and the peak decreased by 2.7 percent. Year over year, the daily average query load increased by 3.5 percent, and the peak increased by 14.2 percent.



*Across all TLDs operated by Verisign

For more information about the Q1 2016 Domain Name Industry Brief visit Verisign.com/DNIB.

1 The generic top-level domain (gTLD) and ccTLD data cited in this report are estimates as of the time this report was developed, and is subject to change as more complete data is received. Total includes ccTLD Internationalized Domain Names. 2 The domain name base is the active zone plus the number of domain names that are registered but not configured for use in the respective Top-Level Domain zone file plus the number of domain names that are in a client or server hold status. 3 tk is a free ccTLD that provides free domain names to individuals and businesses. Revenue is generated by monetizing expired domain names. Domain names no longer in use by the registrant or expired are taken back by the registry and the residual traffic is sold to advertising networks. As such, there are no deleted .tk domain names http://www.businesswire.com/news/home/20131216006048/en/Freenom-Closes-3M-Series-Funding#.UxeUGNJDv9s. The .tk zone reflected here is based on data from Q4 2014, which is the most recent data available.

ABOUT VERISIGN 📑 🔰 in 🔊

Verisign, a global leader in domain names and internet security, enables internet navigation for many of the world's most recognized domain names and provides protection for websites and enterprises around the world. Verisign ensures the security, stability and resiliency of key internet infrastructure and services, including the .com and .net domains and two of the internet's root servers, as well as performs the root-zone maintainer function for the core of the internet's Domain Name System (DNS). Verisign Security Services include intelligence-driven Distributed Denial of Service Protection, iDefense Security Intelligence and Managed DNS. To learn more about what it means to be Powered by Verisign, please visit Verisign.com.

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