

# THE DOMAIN NAME INDUSTRY BRIEF

## Q2 2016 HIGHLIGHTS



VERISIGN®

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.

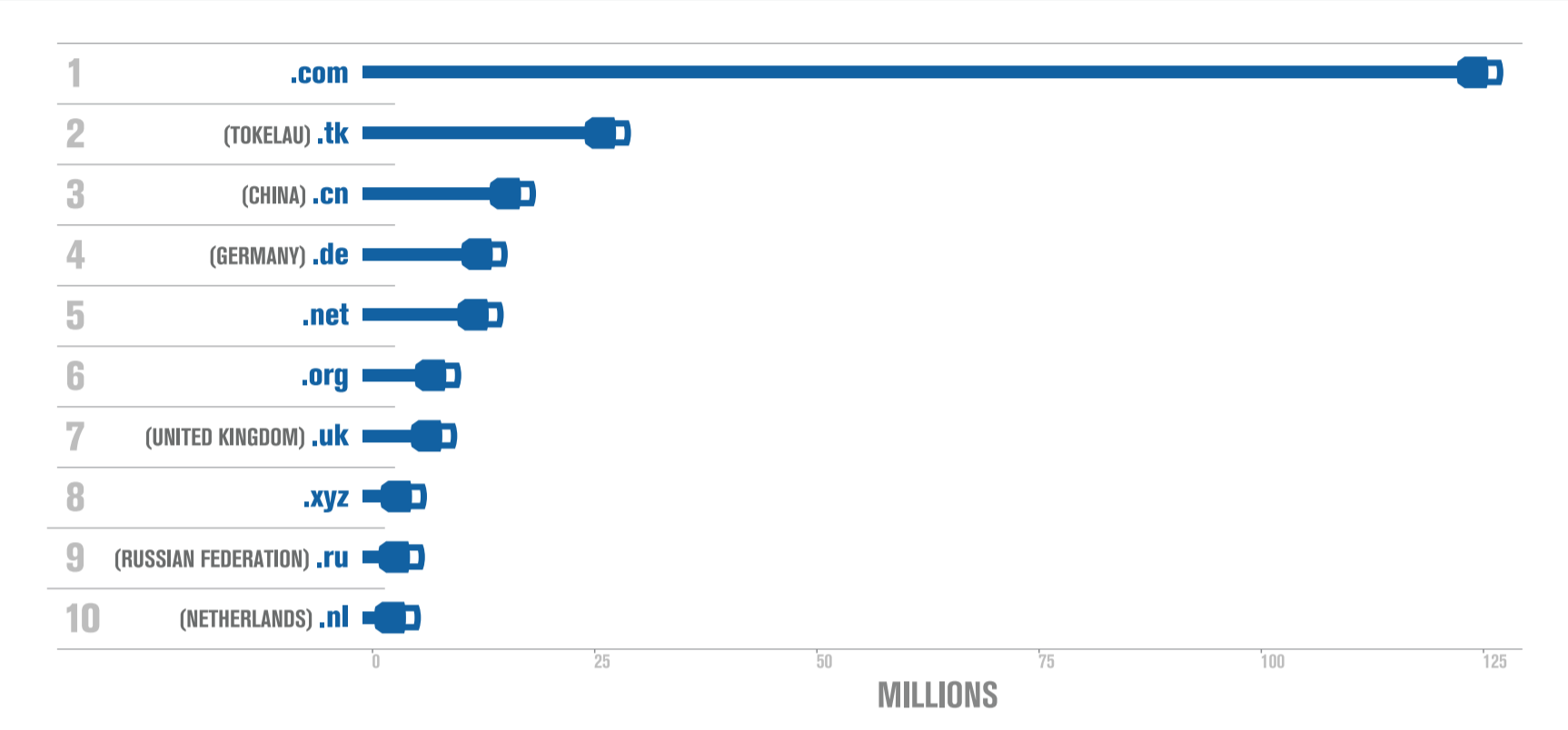
To access the Domain Name Industry Brief archives, visit [Verisign.com/DNIB](http://Verisign.com/DNIB).

### Q2 2016 DOMAIN NAME REGISTRATIONS



### TOP 10 LARGEST TLDs BY NUMBER OF REPORTED DOMAIN NAMES

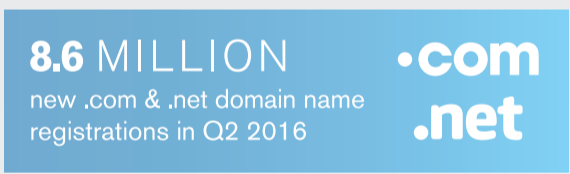
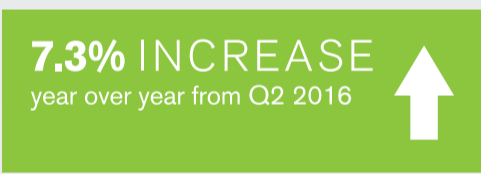
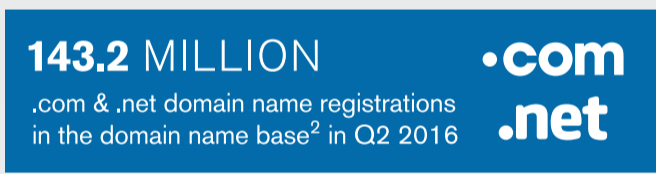
Source: Zooknic, Q2 2016; Verisign, Q2 2016; Centralized Zone Data Service, Q2 2016



.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/Freedom-Closes-3M-Series-Funding#UxeUGNJDv9s>. The .tk zone reflected here is based on data from Q4 2014, which is the most recent data available.

### GROWTH OF .COM & .NET

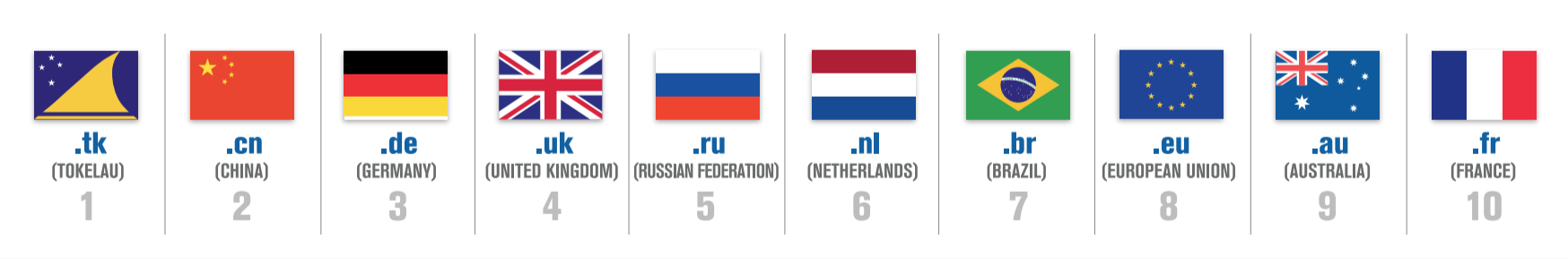
Verisign is the global registry operator for .com and .net.



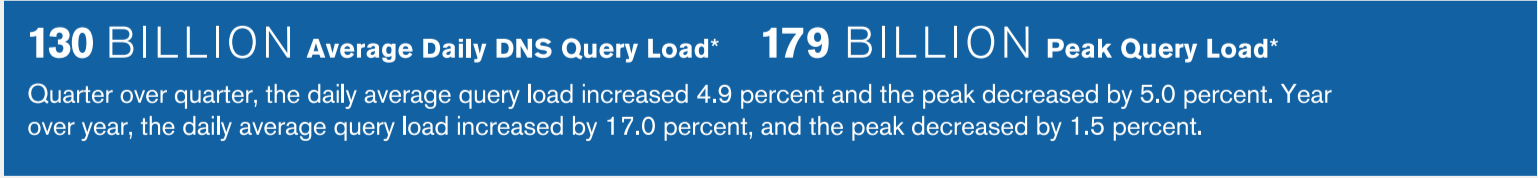
### LARGEST ccTLDs BY NUMBER OF REPORTED DOMAIN NAMES³

ccTLDs are designated for use by countries and territories.

Source: Zooknic, Q2 2016. For further information on the Domain Name Industry Brief methodology, please refer to the last page of the brief.



### DNS QUERY LOAD



\*Across all TLDs operated by Verisign

For more information about the Q2 2016 Domain Name Industry Brief visit [Verisign.com/DNIB](http://Verisign.com/DNIB).

1 The generic top-level domain (gTLD) and ccTLD data cited in this brief are estimates as of the time this brief 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/Freedom-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



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](http://Verisign.com).