

THE DOMAIN NAME INDUSTRY BRIEF

Q3 2017 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.

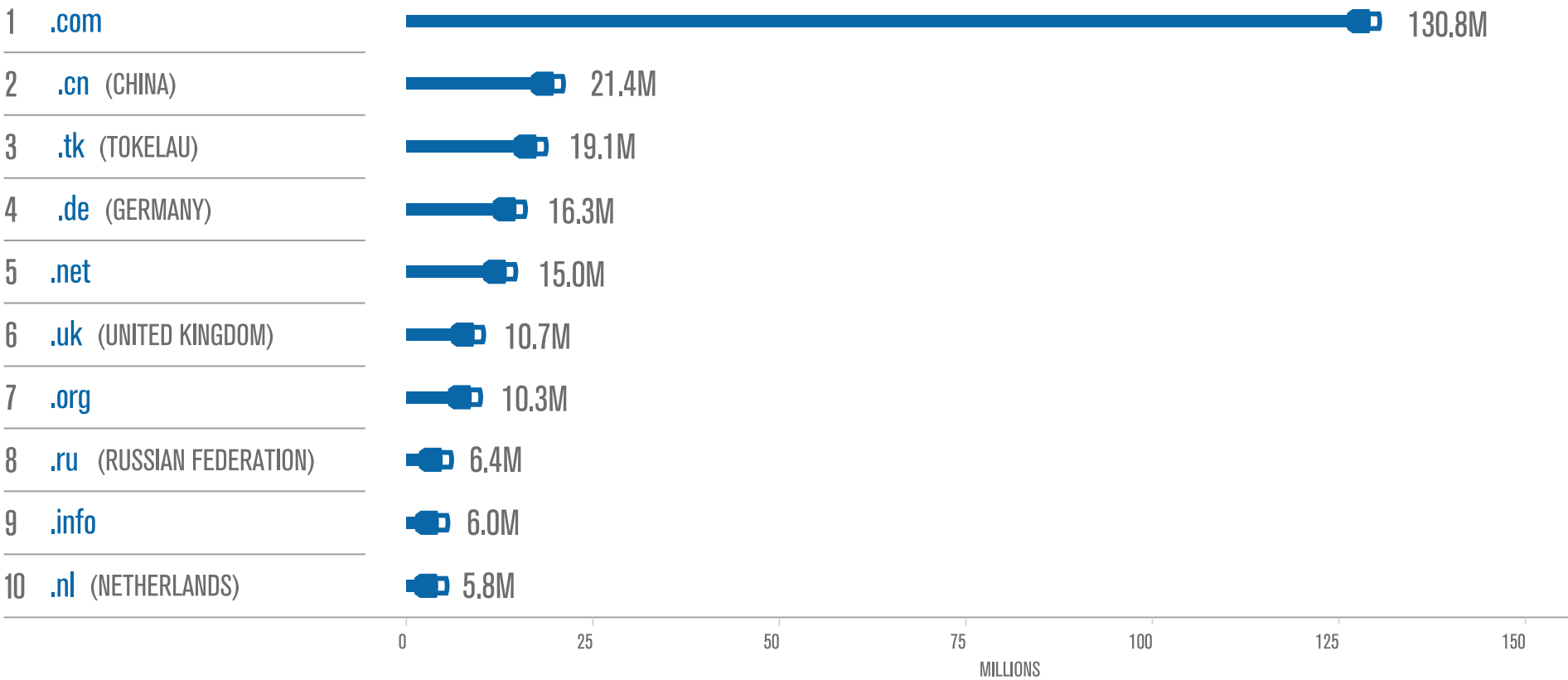
To access the full Domain Name Industry Brief, visit Verisign.com/DNIB.

Q3 2017 DOMAIN NAME REGISTRATIONS



TOP 10 LARGEST TLDS BY NUMBER OF REPORTED DOMAIN NAMES

Source: Zooknic, Q3 2017; Verisign, Q3 2017; Centralized Zone Data Service, Q3 2017



.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 Q3 2016, which is the most recent data available.

145.8

MILLION

.com & .net domain name registrations in the domain name base³ in Q3 2017

•com

•net

1.2%

INCREASE

year over year from Q3 2016

8.9

MILLION





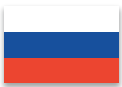





new .com & .net domain name registrations in Q3 2017

•com

•net

ccTLDs are designated for use by countries and territories.

Source: Zooknic, Q3 2017; For further information on the Domain Name Industry Brief methodology, please refer to the last page of the brief.

1	2	3	4	5	6	7	8	9	10
									
.cn	.tk	.de	.uk	.ru	.nl	.br	.eu	.au	.fr
(CHINA)	(TOKELAU)	(GERMANY)	(UNITED KINGDOM)	(RUSSIAN FEDERATION)	(NETHERLANDS)	(BRAZIL)	(EUROPEAN UNION)	(AUSTRALIA)	(FRANCE)
21.4M	19.1M	16.3M	10.7M	6.4M	5.8M	3.9M	3.7M	3.1M	3.1M

DOMAIN NAME INDUSTRY BRIEF ENHANCEMENTS

For more than 10 years, the Domain Name Industry Brief has presented statistical and analytical research on the state of the domain name industry. The Domain Name Industry Brief is currently undergoing enhancements, including moving to a digital format. Some elements of the Domain Name Industry Brief are currently under evaluation, like the DNS Query Load data. Readers will continue to see updates to the Domain Name Industry Brief in future issues.

For more information about the Q3 2017 Domain Name Industry Brief, visit Verisign.com/DNIB.

1 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 Q3 2016, which is the most recent data available.

2 The generic top-level (gTLD) and ccTLD data cited in this brief: (i) includes ccTLD Internationalized Domain Names, (ii) is an estimate as of the time this brief was developed and (iii) is subject to change as more complete data is received.

3 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.

ABOUT VERISIGN

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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’s Security Services include Distributed Denial of Service Protection and Managed DNS. To learn more about what it means to be Powered by Verisign, please visit Verisign.com.