

# THE DOMAIN NAME INDUSTRY BRIEF

## Q4 2020 HIGHLIGHTS

As a global provider of domain name registry services and internet infrastructure, Verisign reviews the state of the domain name industry each quarter through a variety of statistical and analytical research, as well as relevant industry insight. Verisign provides this brief 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](https://Verisign.com/DNIB).



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## Q4 2020 DOMAIN NAME REGISTRATIONS

# 366.3

MILLION  
domain names  
registered globally<sup>1,2</sup>



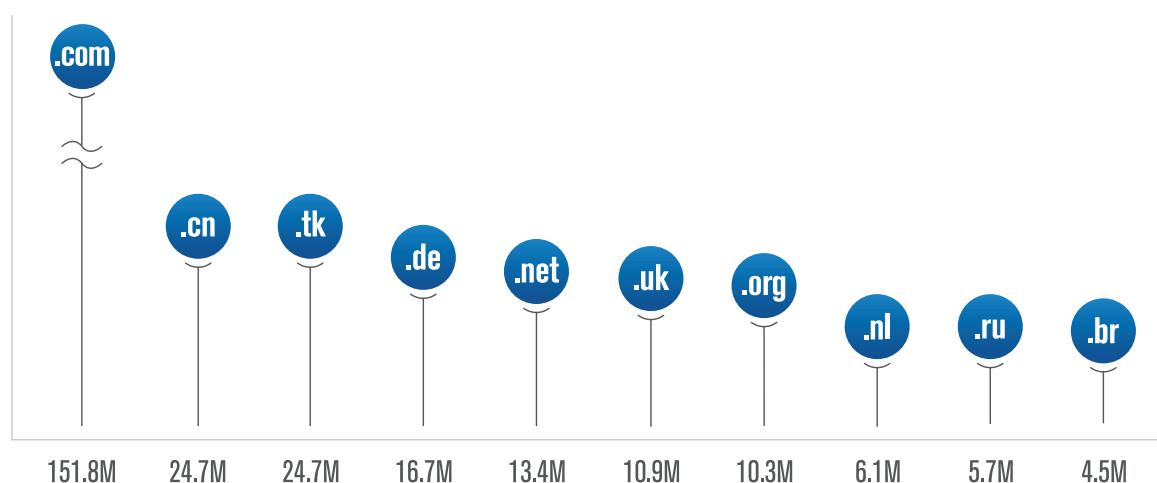
# 1.1%

INCREASE  
year over year  
from Q4 2019<sup>1,2</sup>



## TOP 10 LARGEST TLDS BY NUMBER OF REPORTED DOMAIN NAMES<sup>1,2,3</sup>

Source: ZookNIC, Q4 2020; Verisign, Q4 2020; Centralized Zone Data Service, Q4 2020





## GROWTH OF .COM & .NET

# 165.2

## MILLION

.com & .net domain name registrations in the domain name base<sup>4</sup> at the end of Q4 2020

# 4.0%

## INCREASE

year over year from Q4 2019

# 10.5

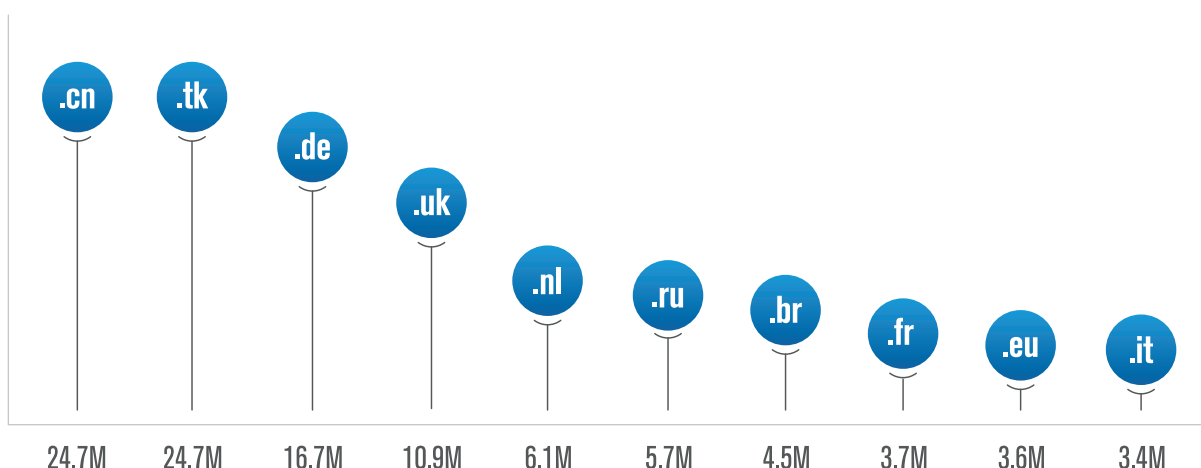
## MILLION

new .com & .net domain name registrations at the end of Q4 2020

## TOP 10 LARGEST ccTLDs BY NUMBER OF REPORTED DOMAIN NAMES<sup>1,2</sup>

ccTLDs are country code TLDs.

Source: ZookNIC, Q4 2020; For further information on the *Domain Name Industry Brief* methodology, please refer to the last page of the brief.



For more information about the Q4 2020 *Domain Name Industry Brief*, visit [Verisign.com/DNIB](https://Verisign.com/DNIB).

<sup>1</sup> The figure(s) includes domain names in the .tk ccTLD. .tk is a 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.  
<https://www.businesswire.com/news/home/20131216006048/en/Freedom-Closes-3M-Series-Funding#UxeUGNJDv9s>.

<sup>2</sup> The generic top-level domain (gTLD), new gTLD (ngTLD) and ccTLD data cited in this brief: (i) includes ccTLD Internationalized Domain Names (IDNs), (ii) is an estimate as of the time this brief was developed and (iii) is subject to change as more complete data is received. Some numbers in this brief may reflect standard rounding.

<sup>3</sup> Line break indicates that the .com line has been shortened for display considerations.

<sup>4</sup> 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 TLD zone file plus the number of domain names that are in a client or server hold status. The .com and .net domain name registration figures are as reported in Verisign's most recent SEC filings.

## ABOUT VERISIGN



Verisign enables the security, stability, and resiliency of key internet infrastructure and services, including providing root zone maintainer services, operating two of the 13 global internet root servers, and providing registration services and authoritative resolution for the .com and .net top-level domains, which support the majority of global e-commerce. To learn more about what it means to be Powered by Verisign, please visit [Verisign.com](https://Verisign.com).