



Council of European National  
Top-Level Domain Registries

A stylized world map composed of red and dark blue dots, centered in the background of the slide.

# 2017 - A decisive year for the domain industry? A ccTLD perspective...

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### Problem Statement

The *new* global TLD market

Registrations: growth, adds/renews/deletes, market shares

Impacts from new gTLDs and Chinese investment



Problem Statement:

**Maintaining long term revenue sustainability in a market of  
declining to stagnant growth**



A long long time ago, in a  
namespace far, far away....

# TLD Cosmos

top level domains - volume evolution

Mar 04

Scale: logarithmic

- ccTLD
- Legacy gTLD
- New gTLD

TOTAL DOMAINS

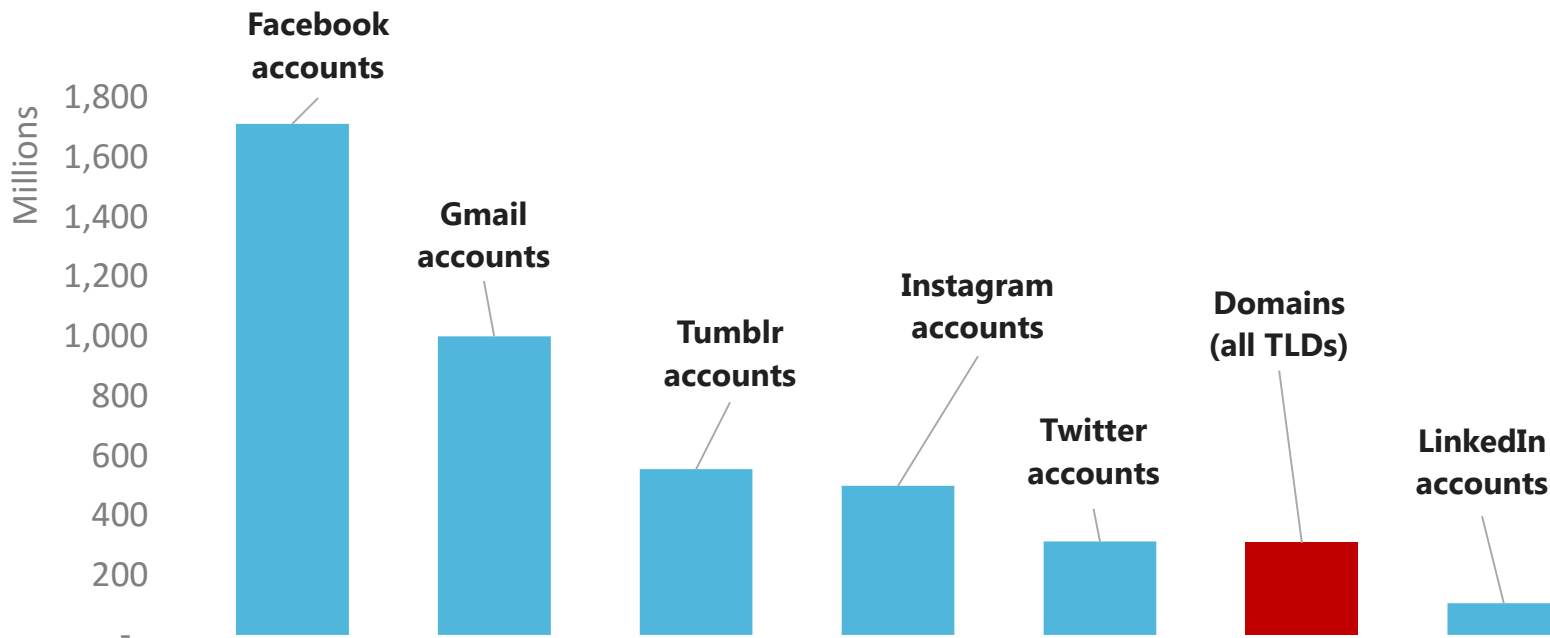
UNIQUE TLDs

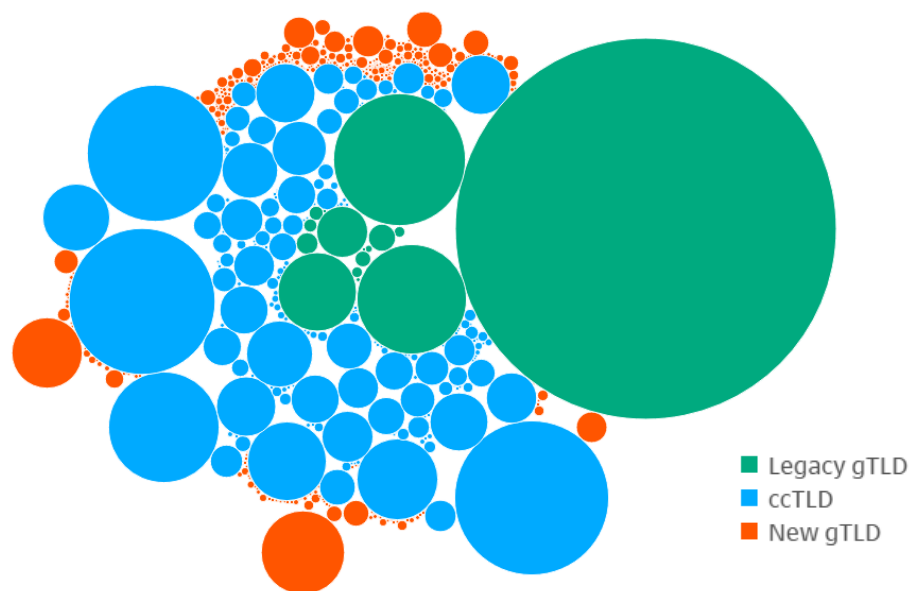
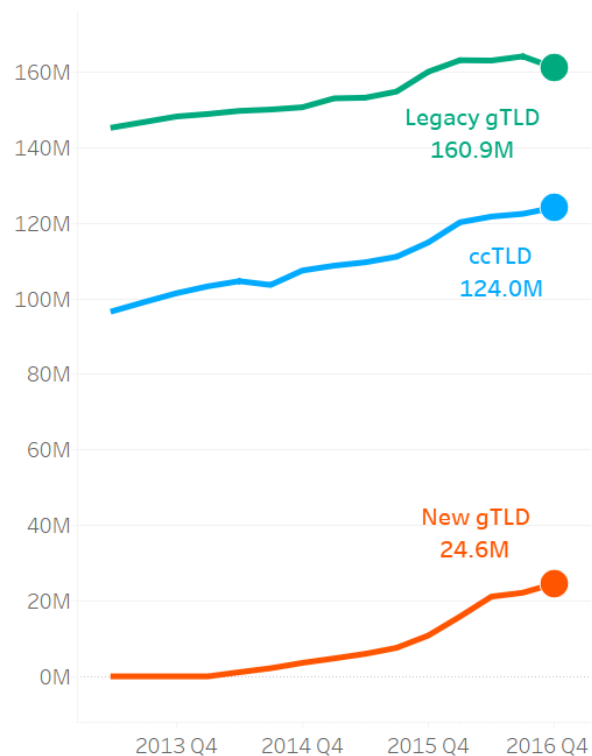
37M  
25M



1.7 billion active Facebook accounts & 300 million domain names

**At least 1.4 billion Facebook users not likely to have a domain name....**

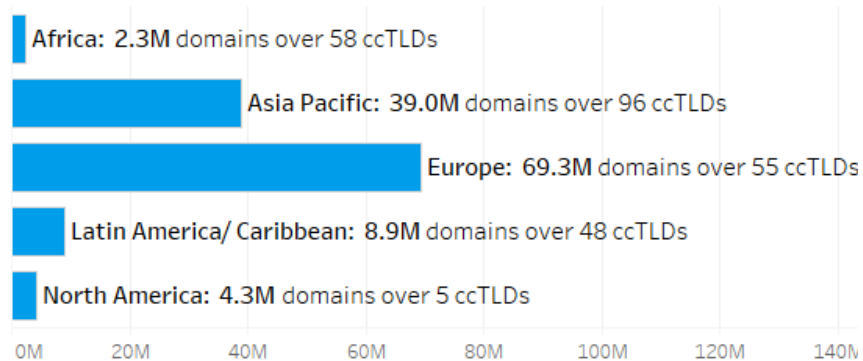






### ccTLDs by Region

Total ccTLD domains by region







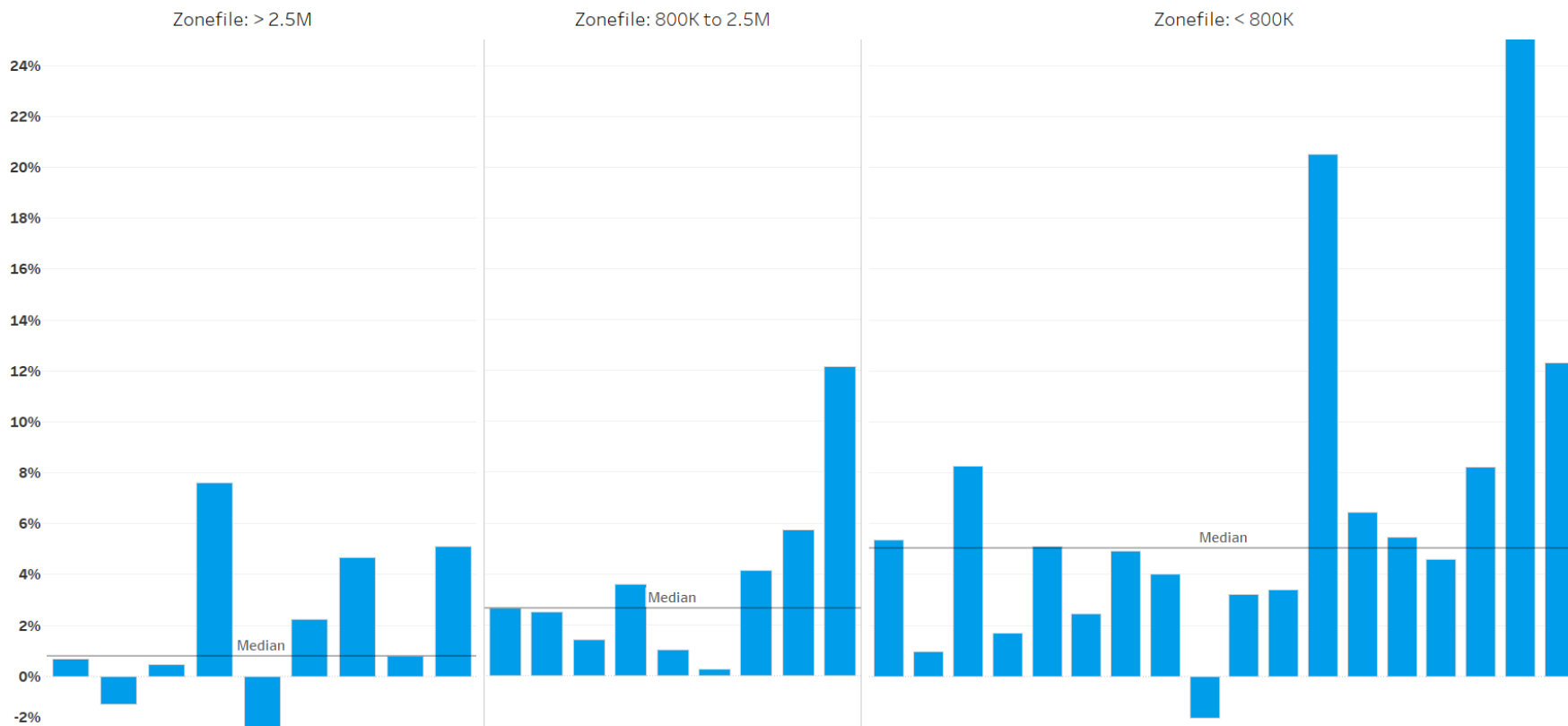
### European ccTLDs

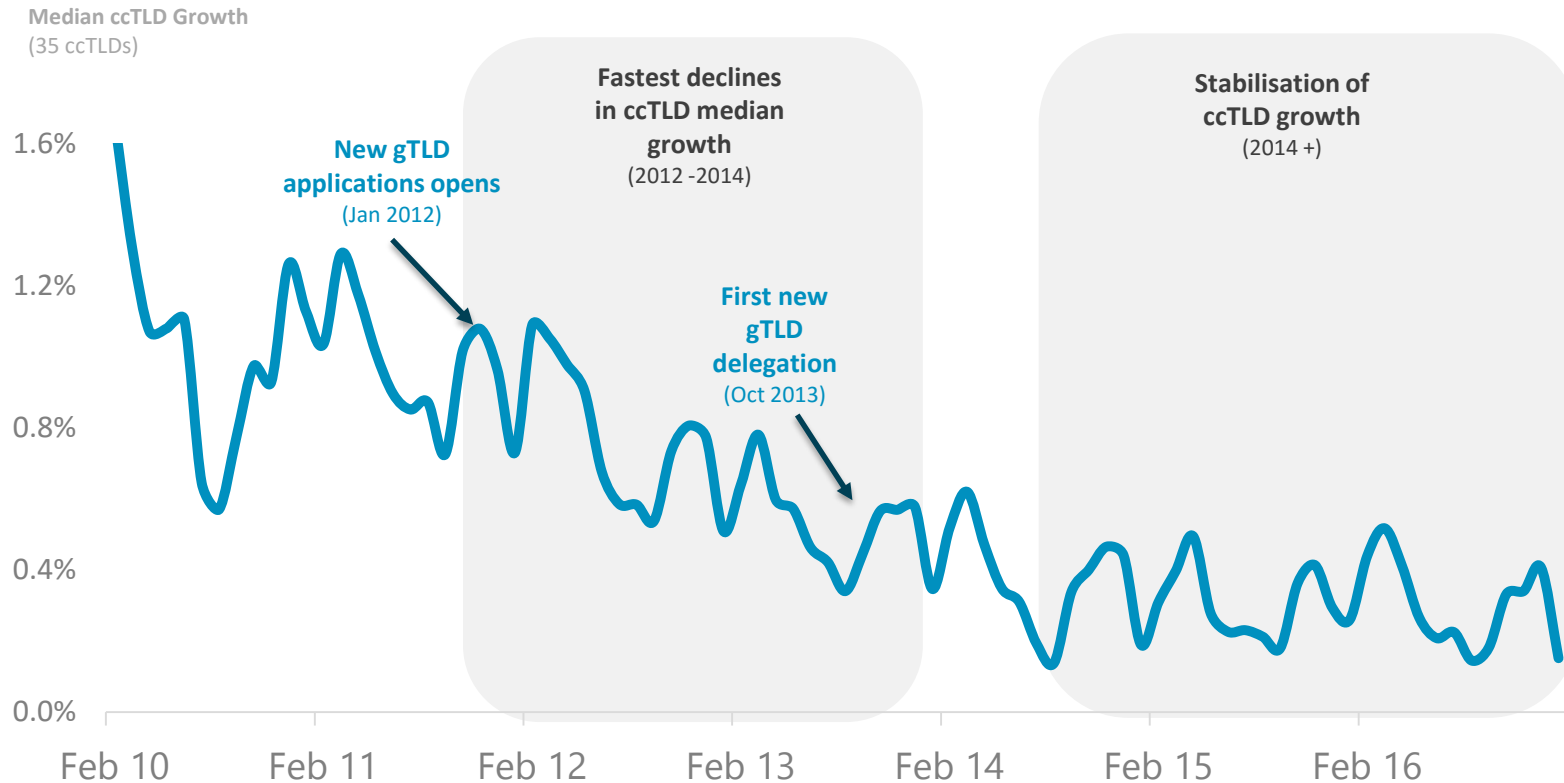
- 69.6 million domains
- Median growth 2016: 3.5% (*long term trend decline*)
  - High growth in 2016: .am (Armenia), .ee (Estonia), .pt (Portugal)
- Av. Wholesale price 7.0 EUR (*convergence to median*)
- Median retention rate: 85% (*stable*)
- Average ccTLD market share in country: 51% (*stable to small trend up*)



## Annual Growth 2016: European ccTLDs

Ordered by total domains descending

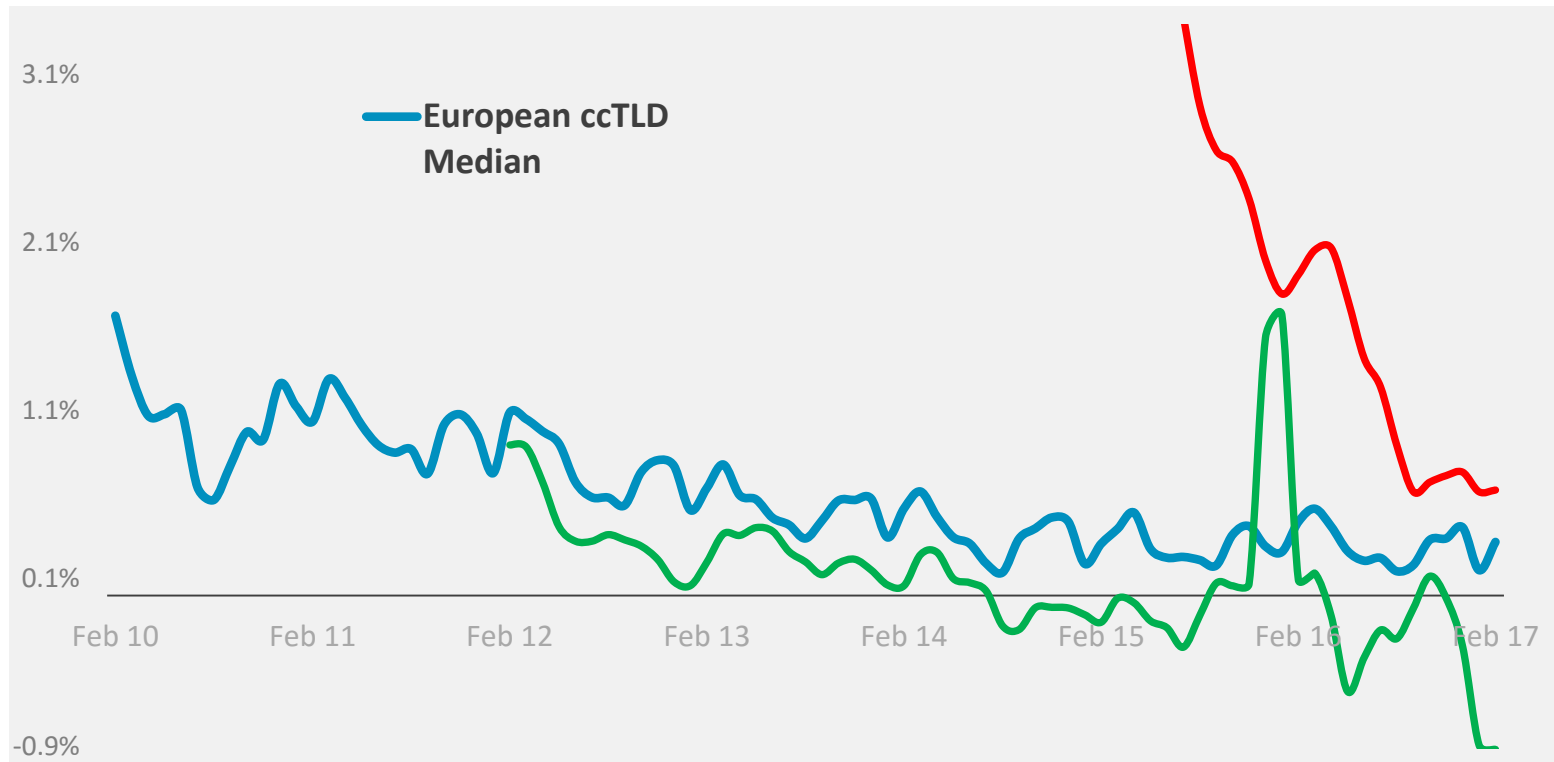






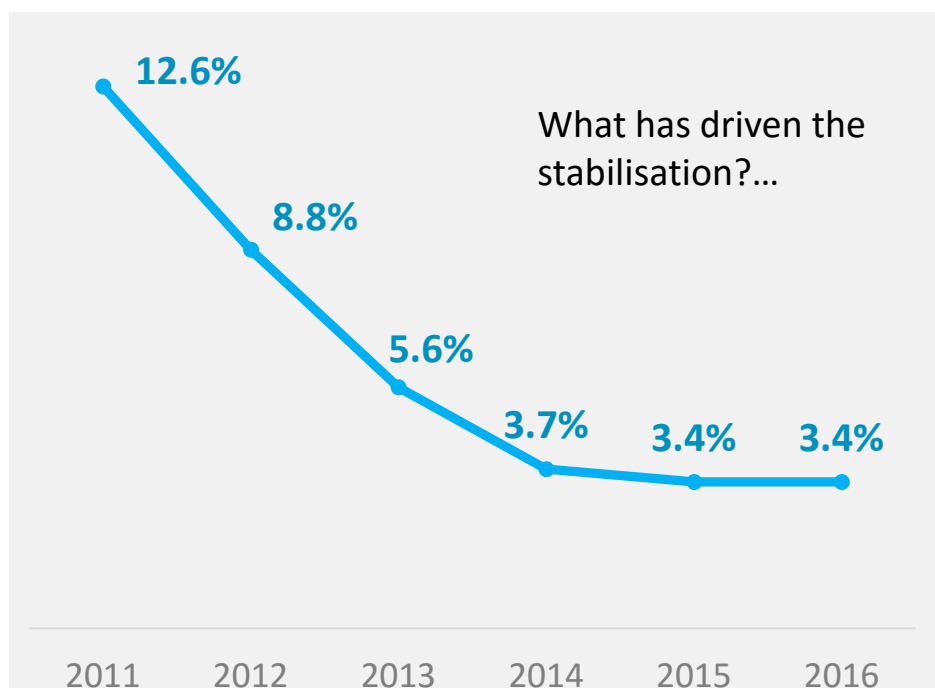
### Median Growth

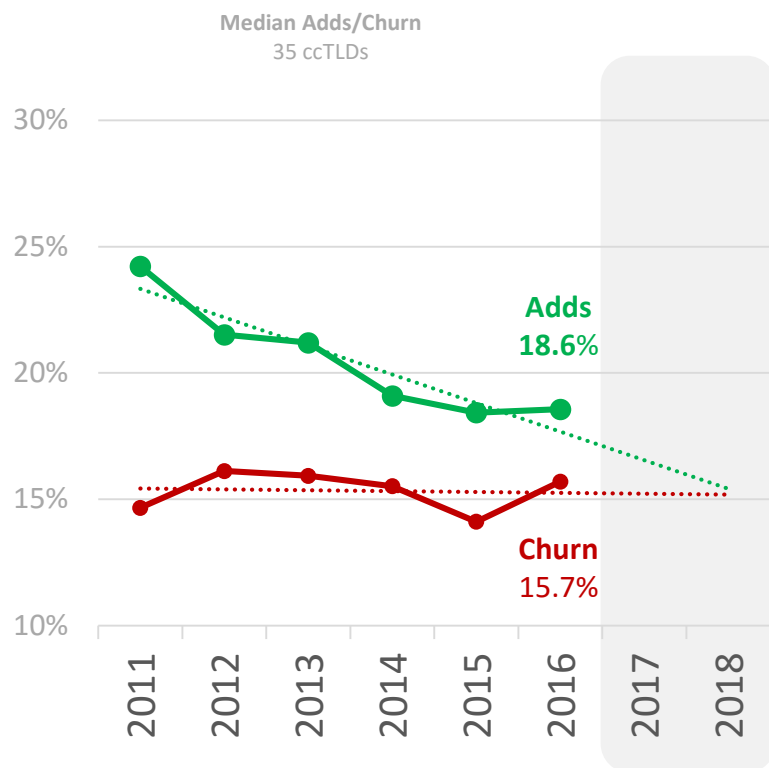
35 ccTLDs, 5 legacy gTLDs, top 300 new gTLDs





Median Growth: Annual  
35 ccTLDs, 5 legacy gTLDs, top 300 new gTLDs

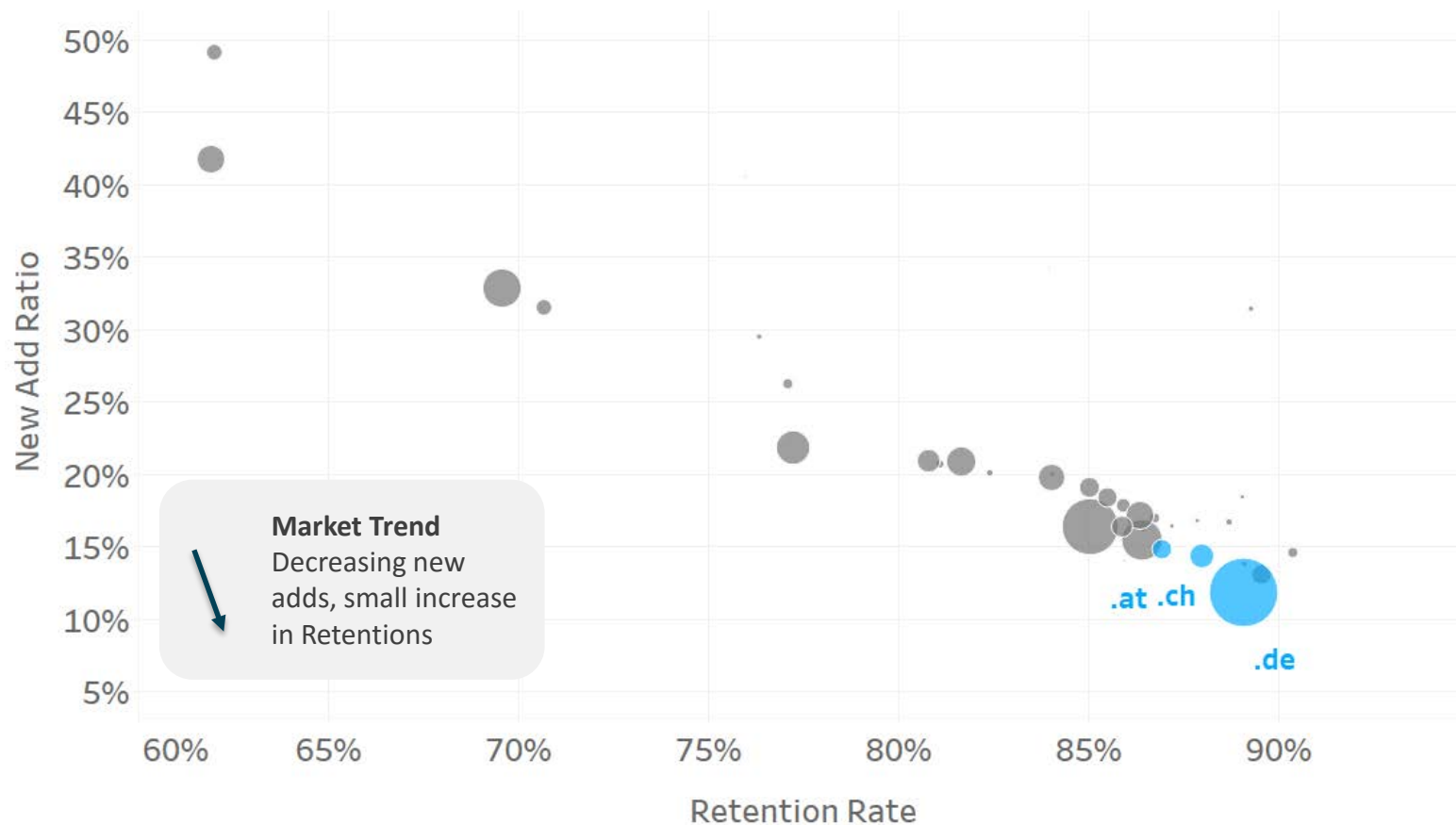


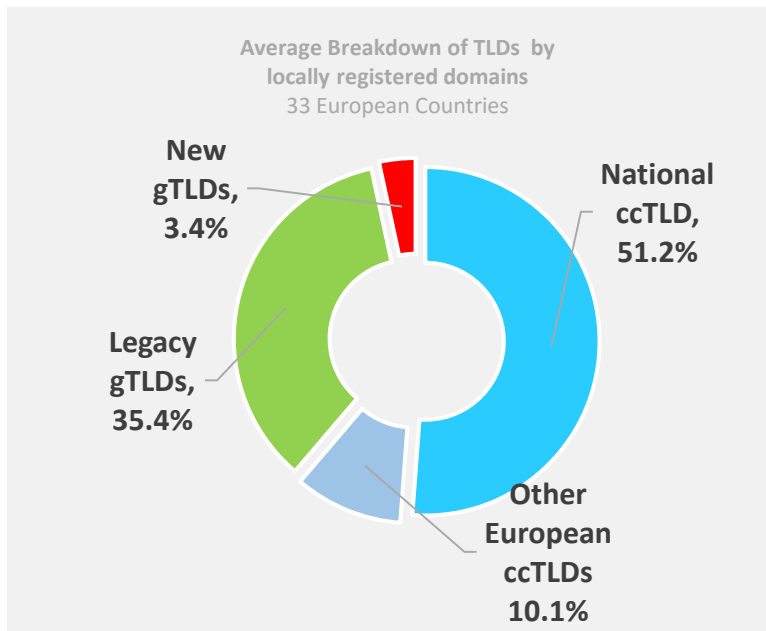


### Drivers to Stabilisation

1. Less deletes in 2015
2. New adds stabilised in 2015-2016

**Issue:** Long term adds trend heading toward churn ratio intersection while Retentions rates are mostly flat.





- Av. local market share 51% to ccTLD (*stable*)
- Low av. new gTLD market share.
- Since 2015, small % decline in legacy gTLDs in favour of new gTLDs.





- Long term add growth declining toward churn intersection
- Renewals are flat
- Local ccTLD market share stable with limited volume impact from new gTLDs
- Limited impact from boom in Chinese investment



**Long term growth is stagnating**

*(new domain growth slowing, flat renewals)*

**Increasing pressure to cost/revenue margin**

**Possible options to ccTLDs**

Price adjustment?

Look for new market segments (SMEs)?

Cost cutting?

Diversification?



Thank you

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