



# Newsletter

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## People are forgetting .com exists - ICANN survey

Have you ever heard of .com, .net and .org?

That question was posed to 3,349 domain name registrants in 24 countries by market research firm Nielsen this June and guess what, awareness of all three cornerstone gTLDs was down on a comparable 2015 survey.

Unbelievably, only 85% of respondents professed to be aware of .com's existence, compared to 86% in 2015.

Equally unbelievably, awareness of .net and .org fell from 76% to 69% and from 70% to 65% respectively between 2015 and 2016, the survey found.

Those are just three among many hundreds of findings of the Nielsen survey, which was carried out in order to inform ICANN's Competition, Consumer Trust & Consumer Choice Review.

The CCT is one of the reviews deemed mandatory before ICANN is able to launch the next round of new gTLD applications.

A great many of the numbers revealed by the survey are seriously open to question, some could even be empirically proven wrong.

But David Dickinson, project lead for Nielsen on the survey, told DI that the numbers themselves are

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less important than the trends, or lack thereof, that they might represent.

Nielsen carried out two surveys in 2015, one of consumers and one of registrants, then repeated both surveys again a year later.

Respondents were selected from a pool of people who have at some point indicated to third-party market research companies that they are available to take surveys online, Dickinson said. They are usually compensated via some kind of redeemable loyalty points scheme.

The registrant surveys were limited to those who said they have registered a domain name. The consumer survey was limited to those who said they spend more than five hours a week online.

While the number of respondents were measured in the low thousands, the idea is that they provide a representative sample of all internet users and domain name registrants.

But there's a lot of weirdness in the numbers.

Dickinson said that the 85% awareness number for .com could be due partly to random "mechanical errors" - people clicking the wrong buttons on their survey form - but said that lack of awareness was more common among younger respondents who were more likely to be aware of newer, less generic TLDs.

The surveys also highlighted a bizarre split in TLD awareness between consumers and registrants.

Given that registrants are a subset of consumers, and given that they are by definition more familiar with domain names, you'd expect respondents to the registrant surveys to show higher TLD awareness than those responding to the consumer surveys.

*Source: Domain Incite*

## Internet Grows to 334.6 Million Domain Name Registrations in the Second Quarter of 2016

VeriSign, Inc. (NASDAQ: VRSN), a global leader in domain names and internet security, announced that approximately 7.9 million domain name registrations were added to the internet in the second quarter of 2016, bringing the total number of domain name registrations to approximately 334.6 million across all top-level domains (TLDs) as of June 30, 2016, according to the latest Domain Name Industry Brief.

The increase of approximately 7.9 million domain name registrations globally equates to a growth rate of 2.4 percent over the first quarter of 2016. Domain name registrations have grown by 38.2 million, or 12.9 percent, year over year.

The .com and .net TLDs experienced aggregate growth in the second quarter of 2016, reaching a combined total of approximately 143.2 million domain name registrations in the domain name base. This represents a 7.3 percent increase year over year. As of June 30, 2016, the .com domain name base equaled 127.5 million domain name registrations, while the .net domain name base equaled 15.8 million domain name registrations.

New .com and .net domain name registrations totaled 8.6 million during the second quarter of 2016. In the second quarter of 2015, new .com and .net domain name registrations totaled 8.7 million.

During the second quarter of 2016, Verisign's average daily Domain Name System (DNS) query load was approximately 130 billion queries per day across all TLDs operated by Verisign, with a peak of nearly 179 billion queries. Quarter over quarter, the daily average query load increased 4.9 percent and the peak decreased by 5.0 percent. Year over year, the daily average query load increased by 17.0 percent, and the peak decreased by 1.5 percent.

Verisign publishes the Domain Name Industry Brief to provide internet users throughout the world with statistical and analytical research and data on the domain name industry. The second quarter 2016 Domain Name Industry Brief, as well as previous reports, can be obtained at [Verisign.com/DNIB](http://Verisign.com/DNIB).

*Source: Verisign*

## **.SHOP Grossed Over \$2 Million with 2K Domain Registrations 1/2 Way through EAP**



# **.SHOP**

GMO Registry, Inc. the registry operator for .Shop, announced that new top level domain has already grossed over \$2 million dollars in revenue with close to 2,000 registrations, mid-way through the advance registration .shop Early Access Program (EAP).

General Availability opened on September 26 at 15:00 UTC

.shop was first opened exclusively to trademark holders on June 30 for a 60-day Sunrise phase. During Sunrise applications were received from almost 1,200 trademark holders in more than 30 countries around the world.

The .shop Early Access Program, currently in progress, runs from September 1, to September 26 and provides first pick from among the vast opportunities for intuitive and memorable domain names for online and offline shops.

For details on how to participate in the .shop Early Access Program or to find a .shop accredited registrar please visit <http://get.shop>.

.Shop sold at an ICANN auction for over \$41 Million dollars, the second highest price of any new gTLD (Publicly announced).

*Source: The Domains*

## Rightside Launches .Games & Shares Rise Over 5%

Rightside Group LTD (NASDAQ: NAME) launched the .GAMES domain extension.

The Sunrise Phase where trademark holders could preregister names, .GAMES became Rightside's number-one performing new top level-domain (TLD), seeing applications from virtually every major studio, including Activision Publishing, Blizzard Entertainment, Electronic Arts, Nintendo, and Ubisoft Entertainment.

Rightside announced that 239 domain names were registered on the day 6th of the Early Access Period (EAP).

New use cases include:

- Halo.Games and Xbox.Games - Microsoft redirects to Bing search results for the Halo and Xbox series
- F1.Games and GrandPrix.Games - Formula 1 Racing
- Telltale.Games - Developer known for episodic adventure games with licenses to produce games for The Walking Dead, Game of Thrones, Minecraft, and Batman
- 888poker.Games - Second-largest online poker brand
- Sila.Games - Digital game download store
- MonteCarlo.Games - Casino and gaming operator Societe des Bains de Mer
- CoolMath.Games - Online game aggregator page, loosely themed around math education

The new .GAMES domains are immediately available on a first come-first served basis via Rightside's registrar partners at [www.registrars.rocks](http://www.registrars.rocks). Starting at a suggested retail price of \$15.00.

Shares of Rightside rose over 5% today to close at \$9.03 in trading.

*Source: The Domains*

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