Registration Trends

- Positive growth through 2014
- Trending down in 2015
- Median 12 month growth as at September 2015 was 8%
- Most members predict between 0-5% growth in 2015 (calendar year)
Between 2013 and 2014:

- Median Retention (renewals) rate increased
- Median Creation rate increased

**Retention rate** *(renewals)* = (Domains at end of n – new domains in n) / Domains at beginning of n

**Creation rate** *(new domains)* = New domains added in period n / total registrations at end of n
• APTLD members have room to grow.
• Higher average creation rates and lower retention rates than European ccTLD
OTHER STATS AND FACTS

• Median ccTLD domain wholesale price is 11.4 USD
• Average zone file roughly 63% commercial registrants
• Average market share in member country 50% in favour of local ccTLD
• Most members derive 90% or more revenue income from domain registrations
• Most members are not for profit private companies
WHAT NEXT?

- Limited affect (so far) from new gTLDs in member countries
- Reduction in domain scarcity may reduce domain speculative in ccTLDs
- Local awareness of ccTLD considered important
- Increased engagement with registrars, including global ones, considered important
- ccTLDs need to recognise they are a business/brand in a market?
- Prices are stable: room to move?
- Potential factors affecting growth are:
  - penetration rates,
  - economic and institutional environment, including potential increased regulation;
  - social media, mobile/app usage, search engine algorithms;
  - new marketing and sales strategies