nominet®

Domain name industry report 2008


"Welcome to our second Domain name industry report"

As the organisation responsible for running the .uk registry we are presenting this report to continue to share information and insight about trends and developments within our industry.

This report builds on many of the areas in last year's report and introduces some new and interesting statistics about the global market for domain names.

Our findings show that the domain name industry is generally healthy, although the full impact of the global economic slowdown has yet to be seen. The phenomenal growth rates seen in recent years have proved not to be sustainable in all but a few TLDs. Those TLDs with high growth rates are generally an emerging force such as China, or have made a concerted drive to stimulate their domestic market through policy change and commercially focused marketing efforts such as Spain.

This report examines a number of key themes in the global industry and domestic UK market:

- **An analysis of global domain name statistics**
- **Trends in the UK domain name market**
- **Performance of .uk registrars**
- **Trust and awareness of .uk**

Whatever your involvement in the domain name industry it remains an exciting and dynamic place to be. However, recent developments including increased mergers and acquisitions within the registrar base are signs of a maturing market. Slowing growth rates along with the potential introduction of new TLDs by ICANN will provide opportunities for many and may well have a significant impact on the domain name industry for years to come. Our core business of running a safe and stable environment for .uk remains our priority.

These themes of a safe, stable, secure and trusted environment for .uk are examined in more detail in this report, and I am pleased to say that .uk is popular with consumers and businesses alike. The trust levels shown in .uk reflect well on the principles by which Nominet is run and the hard work of those in our industry.

We hope that you will find this report interesting reading and a useful reference source, whatever your role in the Internet industry. If you have any comments or questions on information in this report please email them to **communications@nominet.org.uk**.

Lesley Cowley,
Chief Executive Officer, Nominet UK

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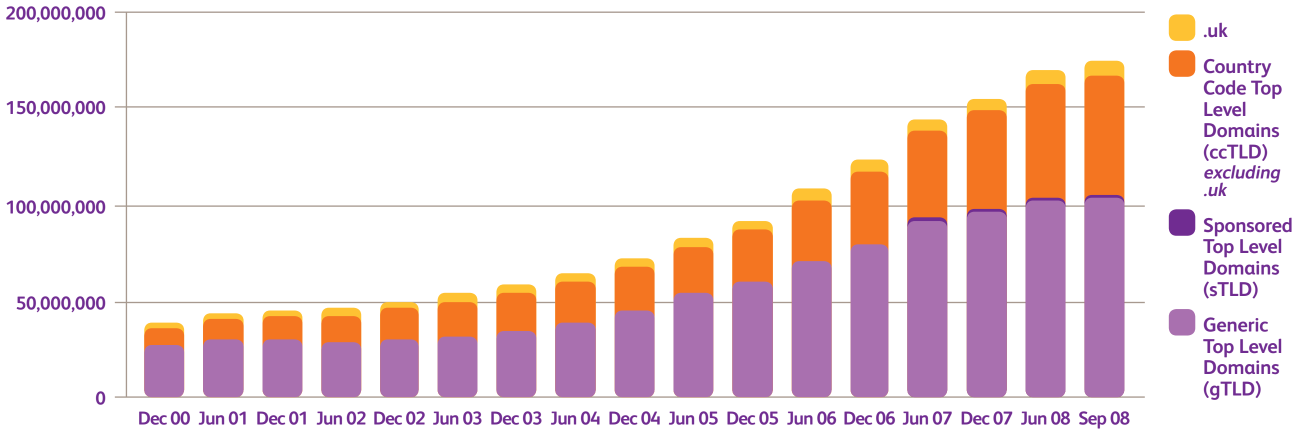


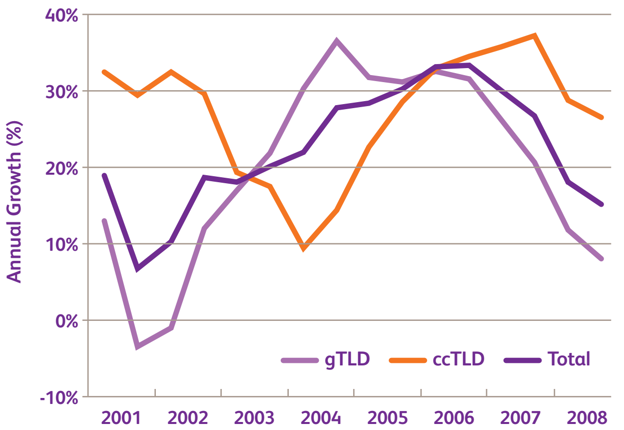
There are currently almost 174 million domain names worldwide.

Growth rates have been consistently increasing over the past 5 years to reach an annual growth rate of 30 %. However, this growth has not been sustainable and 2008 has seen a downturn in growth rates. The number of global domain names is still growing but now at a slower rate of 15 %.

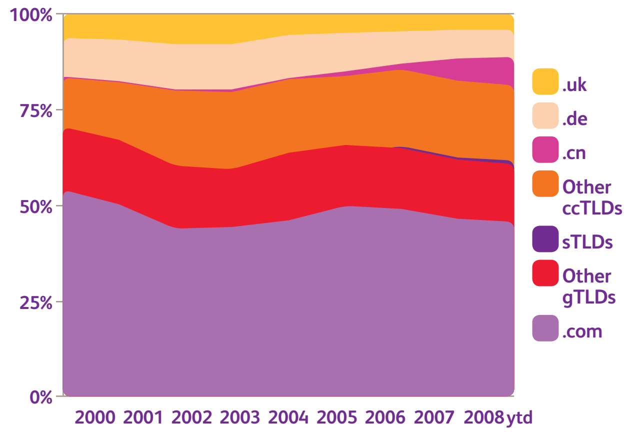
Generic Top Level Domains (gTLDs), such as .com, .net and .org, have been most affected with annual growth rates falling from over 30 % growth in 2006 to under 10 % this year to date.

Country code Top Level Domains (ccTLDs) as a group have fared better with growth rates only falling from 37 % to 26 %. However, this is mainly due to huge growth in certain ccTLDs such as China and Russia.

Global domain name growth



TLD - market share



The market share for ccTLDs is increasing and now accounts for around 40 % of the global domain name market.

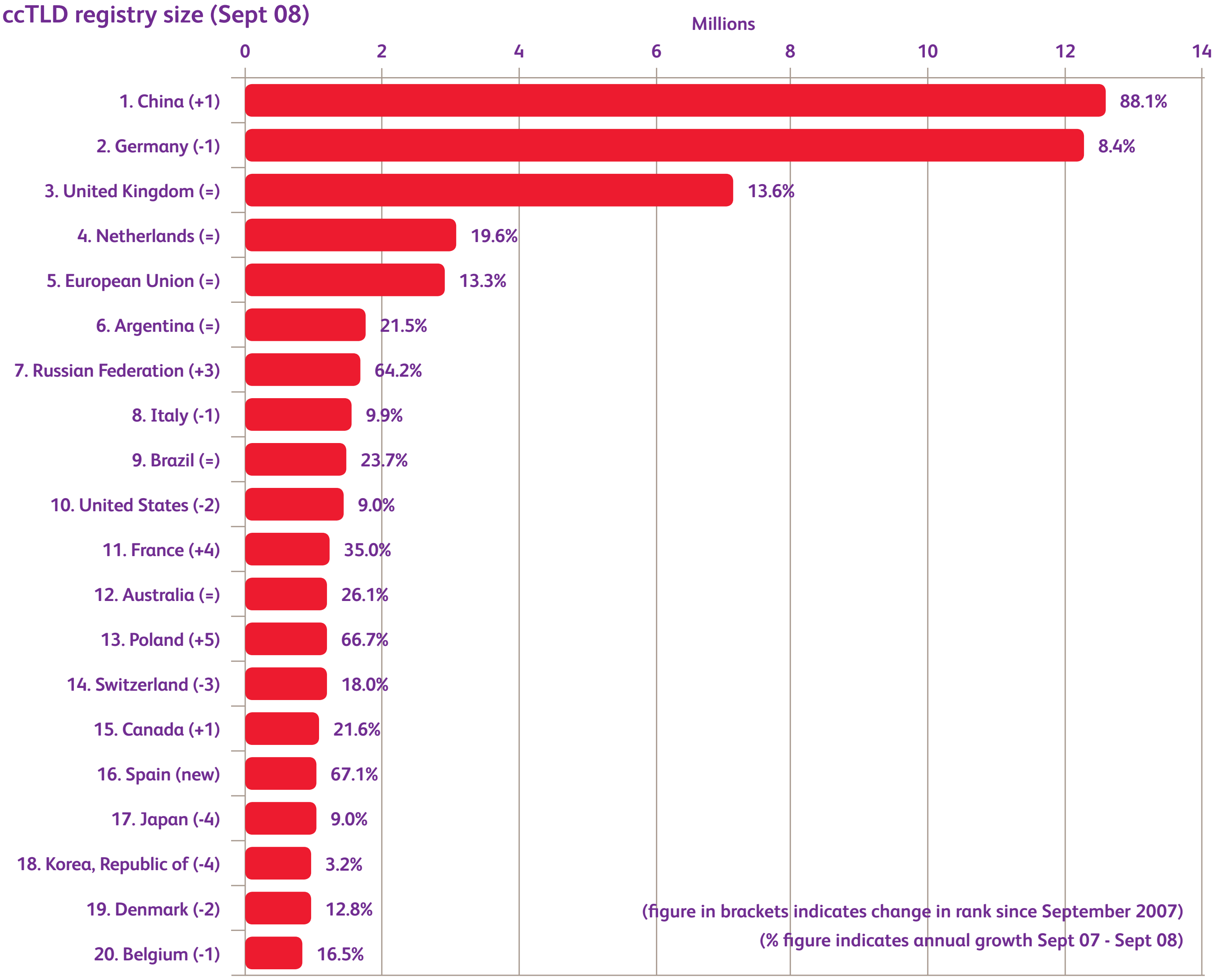
The .com market share has fallen from 50 % in 2005 to 45 % now, and this is evidence that the market share of gTLDs is being eroded, as we predicted in last year's report.

The major impact on market share recently has been caused by .cn, effectively a new entrant, which has grown to over 12 million domain names in a very short period of time.

Country Code Top Level Domains

The market for country code Top Level Domains is still relatively buoyant with all of the top 20 ccTLDs experiencing growth in the past 12 months. This growth does, however, vary from just 3.2 % for South Korea to over 88 % for China. Growth in European ccTLDs has been boosted by the growing Russian economy and also increased marketing activity spurred by regulatory changes in France, Spain and Poland.

ccTLD registry size (Sept 08)



As predicted in last year's report, the top 20 ccTLDs has seen a new entrant this year with Spain replacing Austria. A concerted drive in new registrations, particularly in the youth sector, now possible after regulatory changes has seen domain names in Spain grow by 67 % in the past 12 months.

China has sustained its tremendous growth rate and is now the leading ccTLD having surpassed Germany in July 2008. Russia continues to grow its domain name register and has moved from 16th to 7th over the past 2 years.

- ccTLDs now account for 40 % of global domain names (36 %)
- Growth in the top 20 ccTLDs over the past 12 months is 22 %
- Growth in ccTLDs outside of the top 20 is 26 %
- The top 20 ccTLDs still account for 83 % of all ccTLDs
- Share for the top 5 ccTLDs has not changed greatly at 55.5 % of all ccTLDs, however, they do now account for 22 % of global domain names, up from 20 % last year.

The economic angle

Growth in domain names correlates closely to growth in GDP with those countries having strong economic performance showing growth in domain names within their ccTLD.

These figures are, however, based on GDP at the end of 2007. As a result, the effect of the global economic slowdown is not yet apparent. It will be interesting to see in next year's report how the changing economic climate is affecting ccTLD volumes.

Country	2008 DN Rank	2007 GDP Rank	Rank difference	07/08 DN Growth	06/07 GDP Growth
China	1	4	+3	88.1 %	22.9 %
Germany	2	3	+1	8.4 %	13.4 %
United Kingdom	3	5	+2	13.6 %	16.3 %
Netherlands	4	16	+12	19.6 %	14.7 %
European Union	5	n/a	n/a	13.3 %	n/a
Argentina	6	30	+24	21.5 %	22.6 %
Russian Federation	7	11	+4	64.2 %	30.8 %
Italy	8	7	-1	9.9 %	14.2 %
Brazil	9	10	+1	23.7 %	23.1 %
United States	10	1	-9	9.0 %	4.6 %
France	11	6	-5	35.0 %	14.9 %
Australia	12	15	+3	26.1 %	7.0 %
Poland	13	21	+8	66.7 %	24.1 %
Switzerland	14	22	+8	18.0 %	9.4 %
Canada	15	9	-6	21.6 %	6.0 %
Spain	16	8	-8	67.1 %	16.8 %
Japan	17	2	-15	9.0 %	0.8 %
Korea, Republic of	18	13	-5	3.2 %	9.2 %
Denmark	19	27	+8	12.8 %	11.9 %
Belgium	20	18	-2	16.5 %	14.4 %

A number of countries overperform considerably on domain names versus GDP, most notably Netherlands and Argentina. Japan and United States on the other hand appear to show low levels of ccTLD registrations when ranked against their GDP. This highlights the reliance and preference in both of these countries for generic domain names such as .com.

India, Mexico and Turkey are all strong economic performers who have yet to translate this into ccTLD growth and do not make the top 20 ccTLD list.

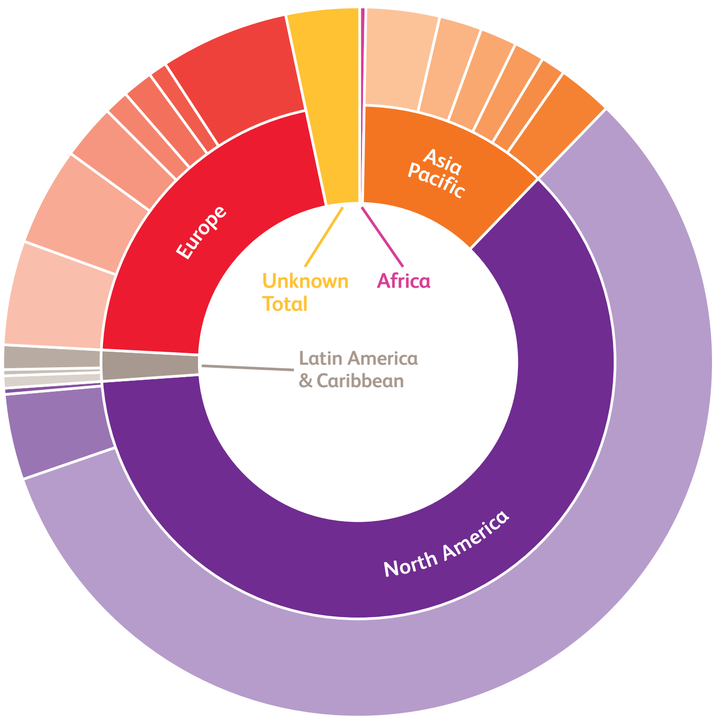
Market penetration

gTLD registrations are bought globally and generally appeal to a global audience. However, all gTLDs are dominated by sales in USA, with registrations from the USA accounting for around 50 % of each gTLD.

It is interesting to note that .com has the smallest proportion of its registrants based in Europe of all the gTLDs, with 21 %. The gTLD with the largest proportion of its registrants based in Europe is .info, with 37 % and .biz follows closely behind with 31 %. This suggests that European businesses are more open to a range of different TLDs, whilst non-European are most keen on .com, to the detriment of the other gTLDs.

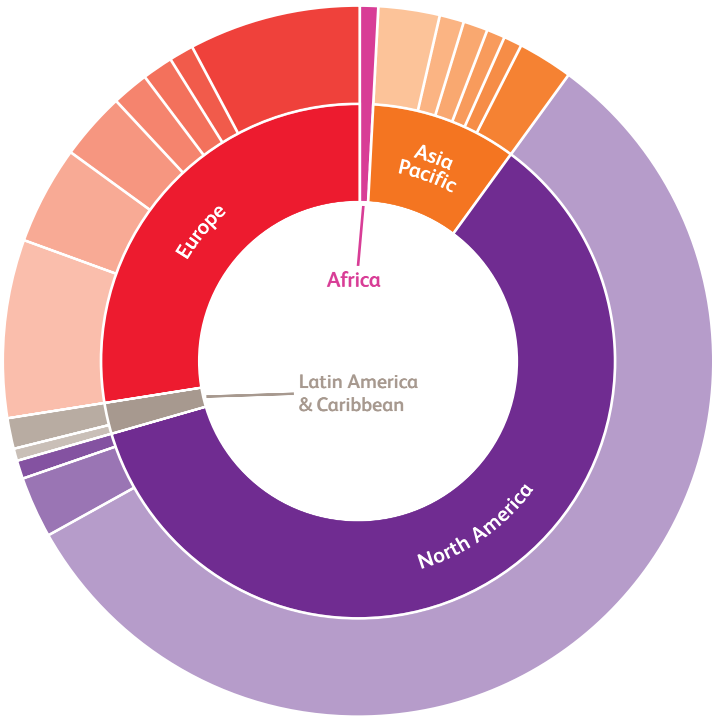
It is interesting to note that the market for .mobi in Asia is stronger, which is consistent with the level of penetration of mobile devices in the region.

.com distribution



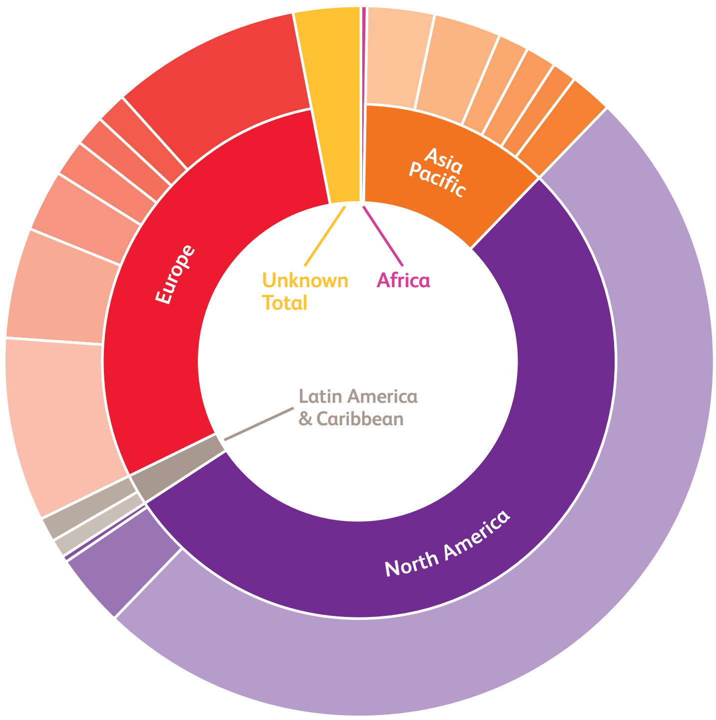
Africa	
Africa Total	0.50%
Asia Pacific	
China	3.20%
Australia	2.00%
Japan	1.70%
Hong Kong	1.30%
Korea, Republic of	1.10%
Rest of Asia Pacific	2.70%
Asia Pacific Total	12.00%
North America	
United States	57.50%
Canada	3.70%
Rest of North America	0.40%
North America Total	61.60%
Latin America & Caribbean	
Brazil	0.50%
Mexico	0.40%
Rest of Latin America & Caribbean	1.00%
Latin America & Caribbean Total	1.90%
Europe	
United Kingdom	4.70%
Germany	4.50%
France	2.40%
Spain	1.30%
Italy	1.20%
Netherlands	1.10%
Rest of Europe	5.80%
Europe Total	21.00%
Unknown	
Unknown Total	3.10%

.org distribution



Africa	
Africa Total	1.00%
Asia Pacific	
China	2.70%
India	1.30%
Japan	0.90%
Korea, Republic of	0.90%
Australia	0.90%
Rest of Asia Pacific	2.50%
Asia Pacific Total	9.20%
North America	
United States	57.00%
Canada	2.60%
Rest of North America	0.80%
North America Total	60.40%
Latin America & Caribbean	
Brazil	0.60%
Rest of Latin America & Caribbean	1.40%
Latin America & Caribbean Total	2.00%
Europe	
Germany	8.20%
United Kingdom	4.40%
France	2.90%
Italy	1.70%
Spain	1.40%
Turkey	1.20%
Rest of Europe	7.60%
Europe Total	27.40%

.net distribution



Africa	
Africa Total	0.50%
Asia Pacific	
China	3.10%
Japan	2.80%
Korea, Republic of	1.60%
Australia	1.30%
Hong Kong	1.00%
Rest of Asia Pacific	2.10%
Asia Pacific Total	11.90%
North America	
United States	50.10%
Canada	3.20%
Rest of North America	0.40%
North America Total	53.70%
Latin America & Caribbean	
Brazil	0.70%
Rest of Latin America & Caribbean	1.00%
Latin America & Caribbean Total	1.70%
Europe	
Germany	8.50%
United Kingdom	5.00%
France	2.70%
Italy	1.70%
Spain	1.40%
Turkey	1.40%
Rest of Europe	8.60%
Europe Total	29.30%
Unknown	
Unknown Total	2.90%

.info distribution

Africa	
Africa Total	0.60%
Asia Pacific	
Thailand	2.00%
Japan	1.90%
Australia	1.70%
China	1.10%
Rest of Asia Pacific	3.00%
Asia Pacific Total	9.70%
North America	
United States	45.80%
Canada	4.80%
Rest of North America	0.70%
North America Total	51.30%
Latin America & Caribbean	
Latin America & Caribbean Total	1.10%
Europe	
Germany	9.60%
United Kingdom	7.10%
Netherlands	3.70%
France	2.40%
Spain	2.00%
Turkey	1.70%
Rest of Europe	10.70%
Europe Total	37.20%

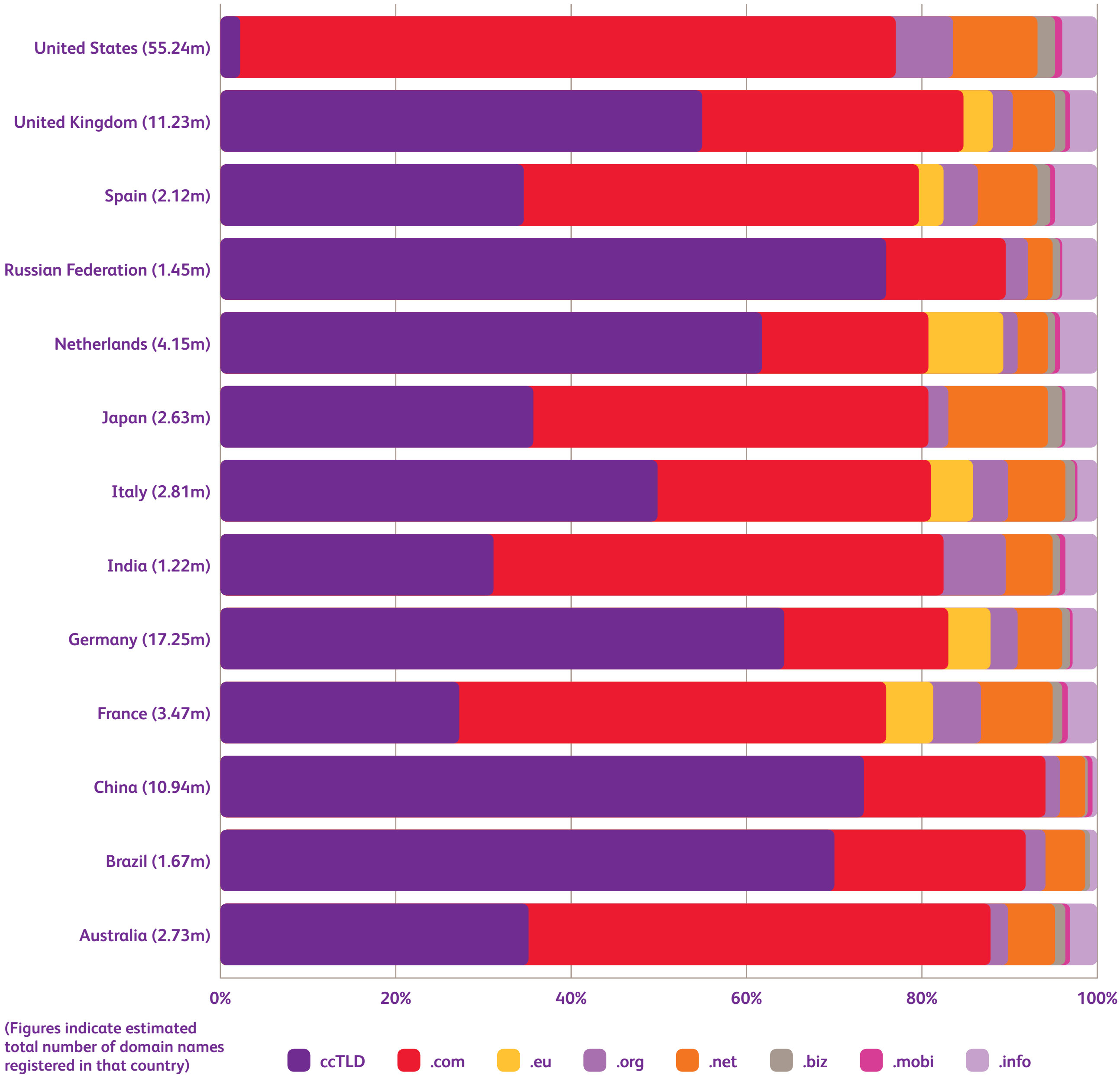
.biz distribution

Africa	
Africa Total	0.50%
Asia Pacific	
Japan	2.40%
Australia	1.70%
Korea, Republic of	1.20%
China	0.90%
Rest of Asia Pacific	2.40%
Asia Pacific Total	8.60%
North America	
United States	54.70%
Canada	3.10%
Rest of North America	0.90%
North America Total	58.70%
Latin America & Caribbean	
Brazil	0.50%
Rest of Latin America & Caribbean	0.60%
Latin America & Caribbean Total	1.10%
Europe	
Germany	7.90%
United Kingdom	7.00%
France	2.40%
Netherlands	1.90%
Italy	1.90%
Rest of Europe	10.00%
Europe Total	31.10%

.mobi distribution

Africa	
Africa Total	0.40%
Asia Pacific	
China	8.80%
Australia	2.20%
Japan	1.50%
Rest of Asia Pacific	2.00%
Asia Pacific Total	14.50%
North America	
United States	55.00%
Canada	3.70%
Rest of North America	0.20%
North America Total	58.90%
Latin America & Caribbean	
Latin America & Caribbean Total	1.00%
Europe	
United Kingdom	6.30%
Germany	5.20%
Netherlands	2.30%
Spain	2.00%
France	1.80%
Rest of Europe	7.70%
Europe Total	25.30%

ccTLD market share



(Figures indicate estimated total number of domain names registered in that country)

Share of Top Level Domains within individual territories varies greatly depending on social and economic factors, and as discussed earlier often correlates to GDP.

The specific rules for registration within each ccTLD can also have a significant impact. In some countries the practice of restricting domain name registrations to resident businesses and individuals has restricted growth. Countries that have had such restrictions, such as France and Spain, are dominated by .com registrations. With many of these restrictions eased or lifted, market share for .com is reducing in those countries.

USA is an exceptional case where .us has very little presence and .com dominates. This has always been the case and we see no sign of this changing in the near future.

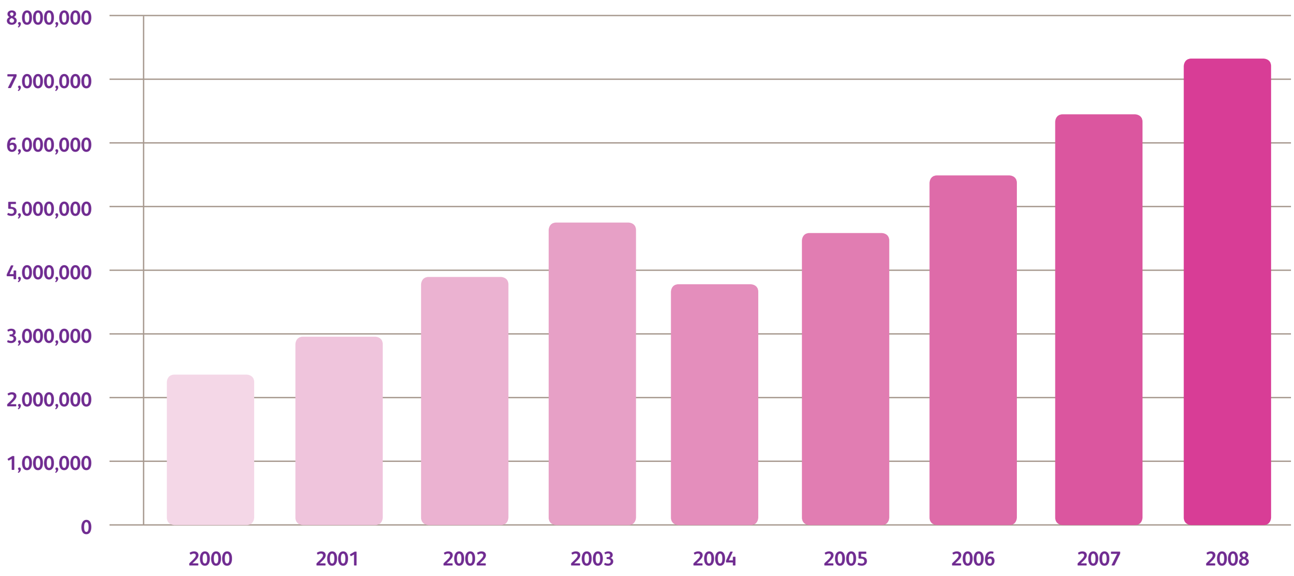
The Russian Federation and China, however, with high recent growth in domain name registrations have seen their respective ccTLDs dominating their domestic markets.

The .net gTLD is most successful in Japan with an 11 % market share whereas .eu is most successful in the Netherlands, where it enjoys an 8 % market share.

2 UK domain name statistics

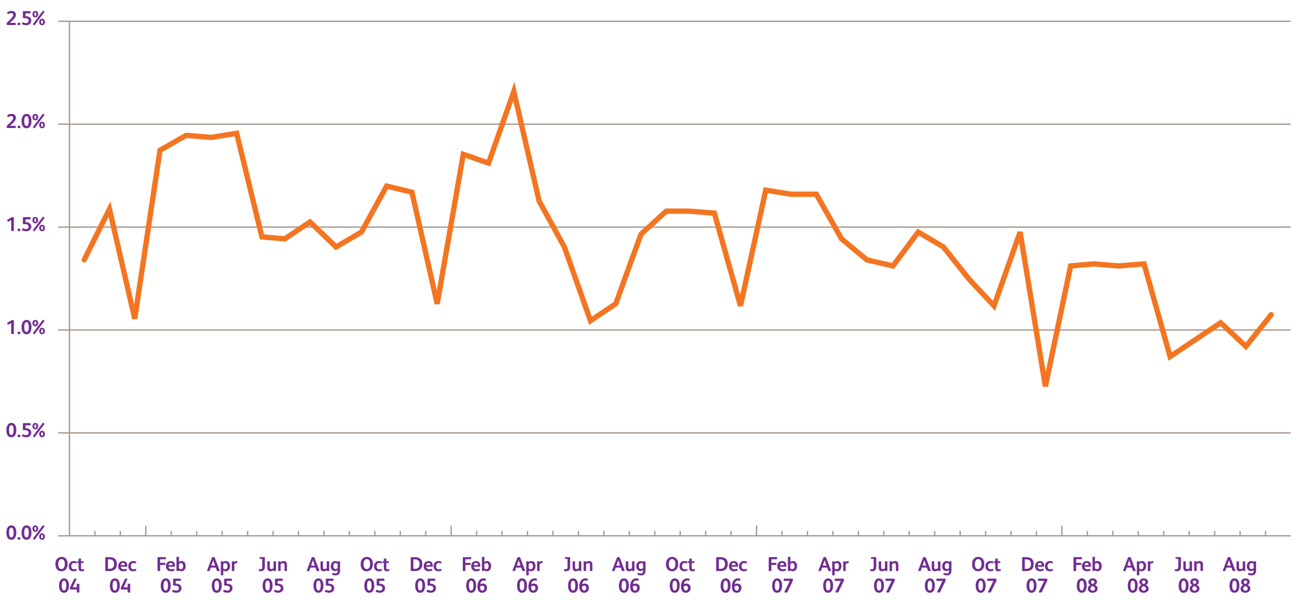
Size of the .uk register

Size of .uk register



The size of the .uk register at the end of September 2008 is 7,142,220 and our forecast for the end of 2008 is 7,350,000. The drop in 2004 was due to a major data cleanse which saw 1.4 million domain names removed from the register.

Monthly growth of the .uk register

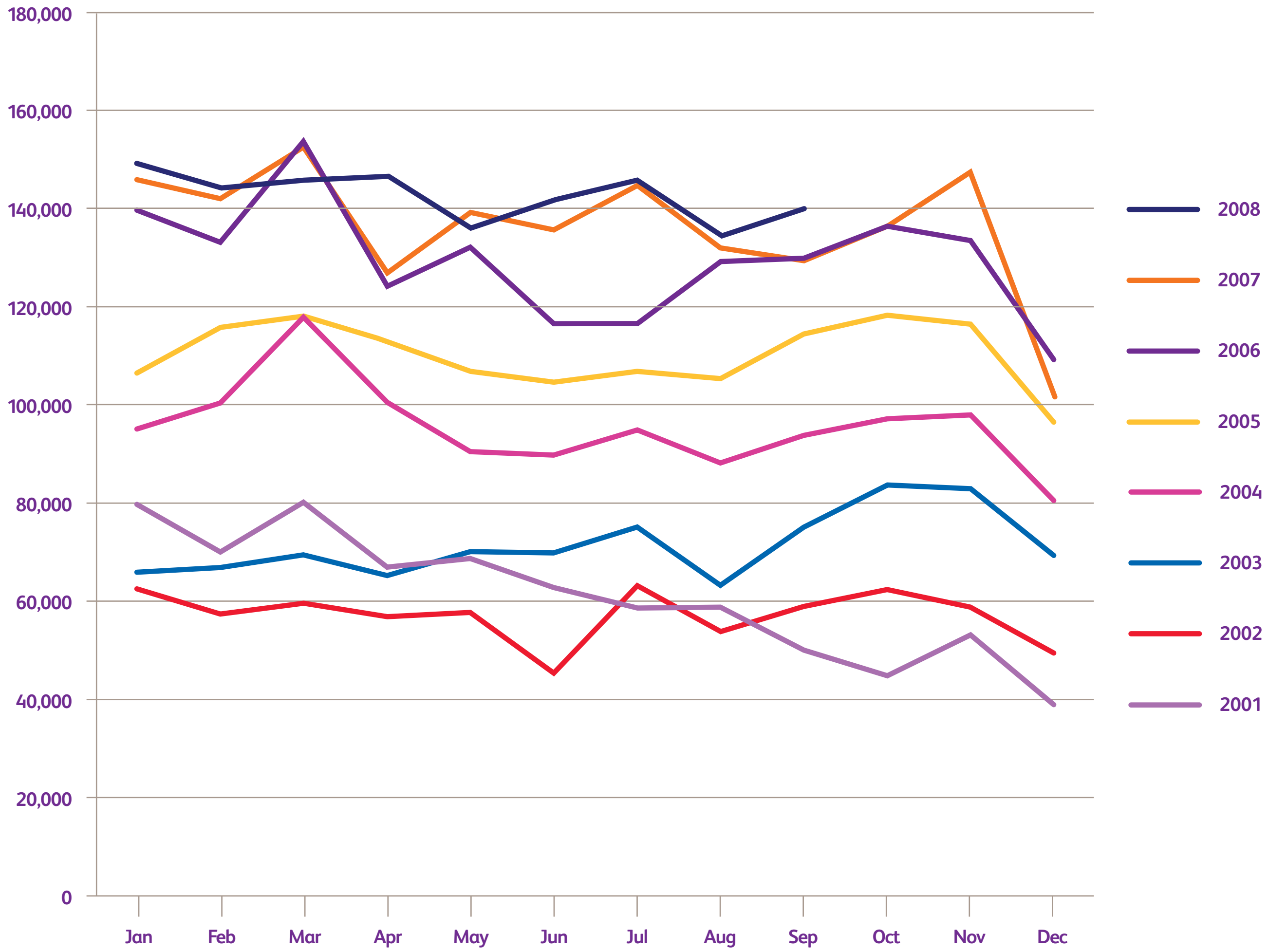


The monthly growth of new registrations is showing a slight downward trend from around 1.5 % in 2005 to around 1 % in 2008. The annual growth of new registrations as at the end of September 2008 is 12.4 %, falling from 17 % in the previous year.

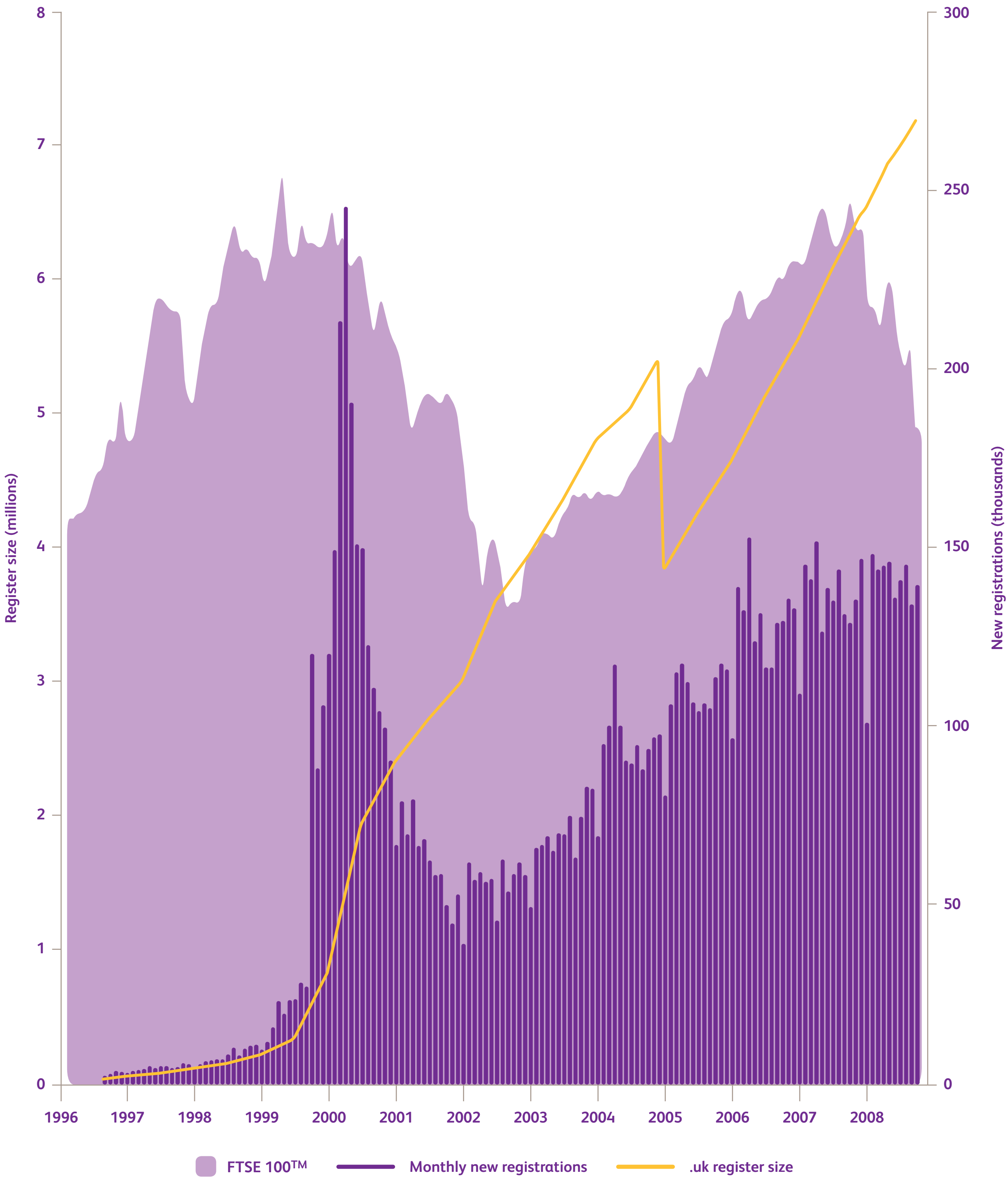
The whole Internet industry has been affected by falling growth rates over the past year, but it is encouraging to see that by volume, monthly .uk registrations are still performing well.

Monthly new registrations during 2008 have been the highest recorded in all but two months.

Monthly new registrations

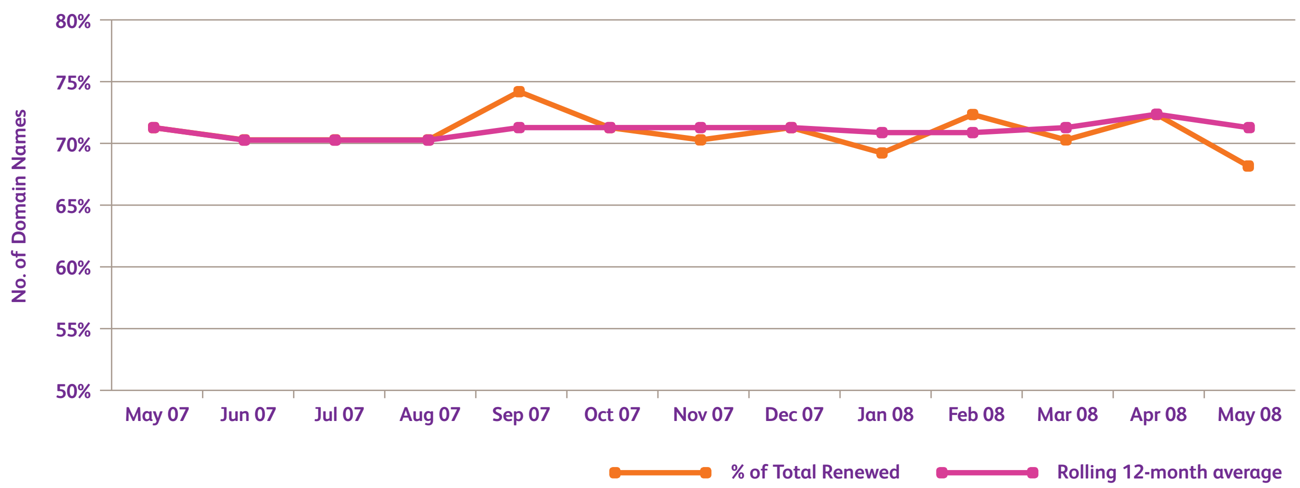


Macro economic influence



Whilst the market for .uk domain names has not fallen this year, its growth has certainly slowed. When compared with the FTSE 100™ as an indicator of the economic climate a correlation can be seen. The recent sharp decline in share prices has not however been truly reflected with an equivalent decline in the domain name market.

Renewal rates



Renewal rates of .uk domain names have consistently run at 70 % over the past 12 months.

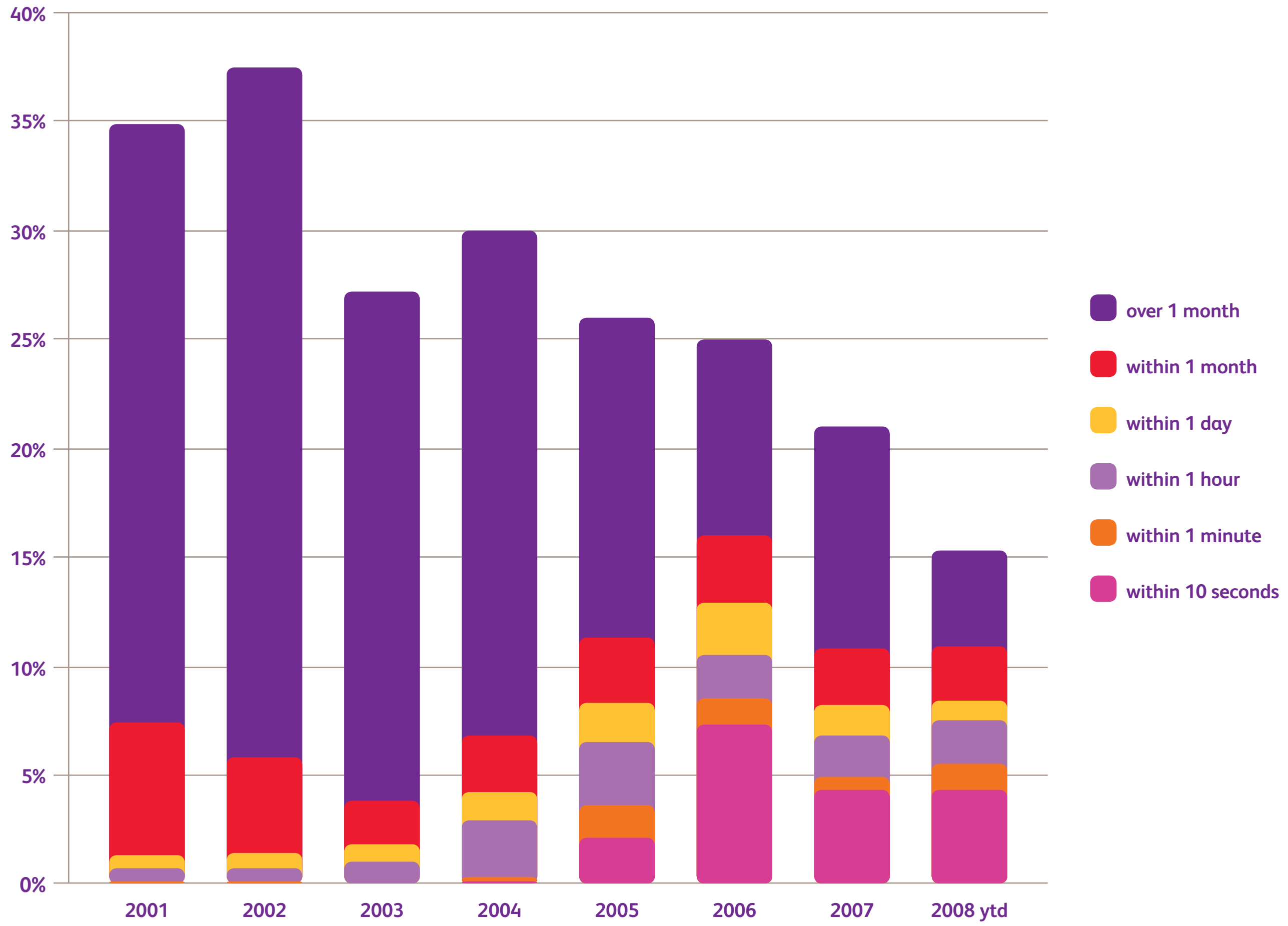
As the size of the register grows, annual growth through new registrations becomes more difficult to sustain. Consequently, renewals become a more influential factor on sustainable growth.

What this means is that an annual increase of 0.5 % in the renewal rate would have the same effect as a 10 % increase in new registrations.

In August 2008, we introduced 'keepyour.co.uk', our renewals advertising campaign to raise awareness of the importance of domain name maintenance and renewal. Research we had carried out last year on the reasons why people had failed to renew their domain name led us to focus this campaign on the value of a .co.uk domain name and the potential business consequences of losing it.

The campaign, featuring a combination of print and online banner advertising, is the first significant advertising Nominet has carried out to promote the .uk brand. The full effect of this advertising on renewal rates will be seen in the coming months.

Re-registration of cancelled domain names

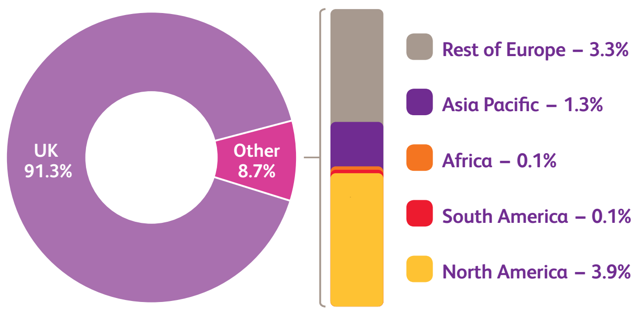


The re-registration of previously used domain names appears to be declining from around 25 % in 2006 to 20 % in 2007, and possibly further still in 2008.

This may well be due to the fact that more people are aware of the value of a domain name and are taking greater steps to ensure that they renew their domain name in good time. Consequently, there are fewer desirable domain names being allowed to expire and becoming available.

The statistics do however need to be taken with caution. The figures for 2008 show similar levels of re-registration within 1 month of expiry to the figures for 2007. For re-registrations beyond one month, the figures are not yet mature so we would expect to see that rise over time, perhaps again to similar levels as 2007.

.uk registrant locations 2008



There has been a slight fall in the % of .uk registrants who are based in the UK, from 92.4 % in 2007 to 91.3 % in 2008.

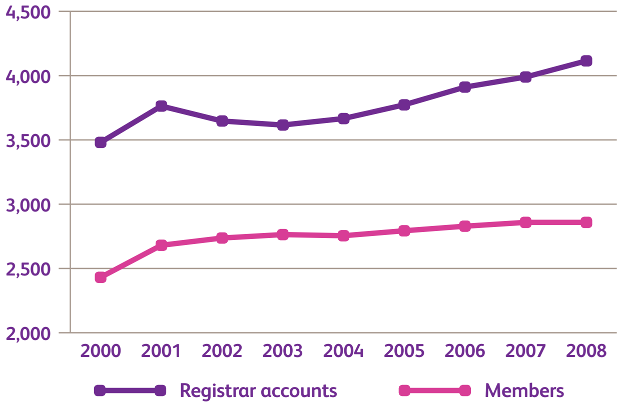
The percentage of .uk registrants based elsewhere in Europe has risen from 2.7 % in 2007 to 3.3 % in 2008.

There has been very little change in domestic registrant location from last year. These statistics are available in last year's Domain name industry report.

3 The UK registrar market

Members and registrars

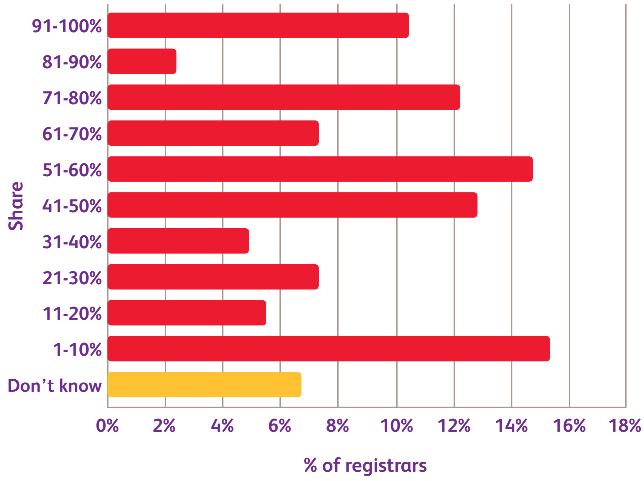
Members and registrars



The number of Nominet members has been static for the past 3 years at around 2900.

We have experienced a net increase in the number of tags from 4000 to 4157 in the past 12 months. This is predominantly a result of existing registrars utilising more tags for their business with the tags per member ratio increasing from 1.38 to 1.44.

Share of .uk in registrar businesses

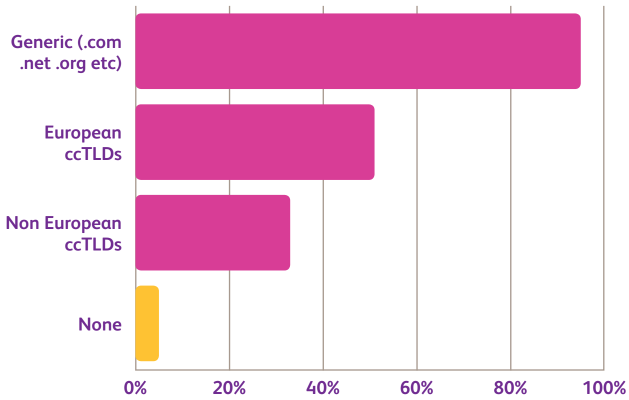


The proportion of a registrar's business that is comprised of .uk domain name sales varies greatly across different registrar businesses.

The majority of registrars see over 40 % of their business coming from the sale of .uk domain names, but a significant 15 % of registrars make less than 10 % of their sales from .uk domain names.

Registrar businesses

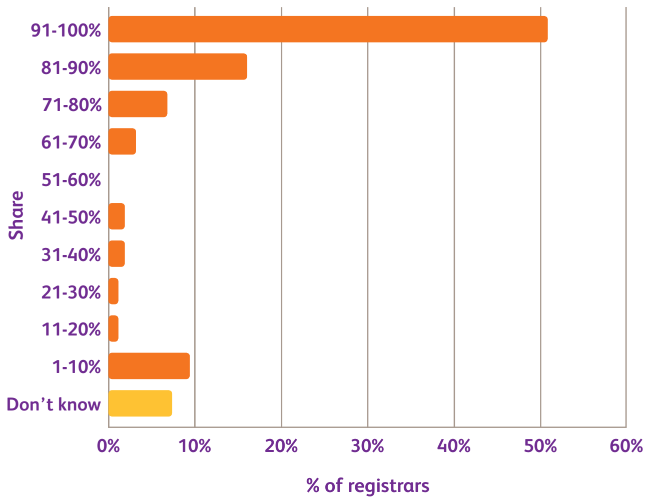
Products that registrars sell



The majority of .uk registrars also sell generic TLDs such as .com, .org, .info, .net and .biz. However, only half of .uk registrars also sell domain names in other European ccTLDs.

Only 30 % of .uk registrars also sell non-European ccTLD domain names such as .cn or .us.

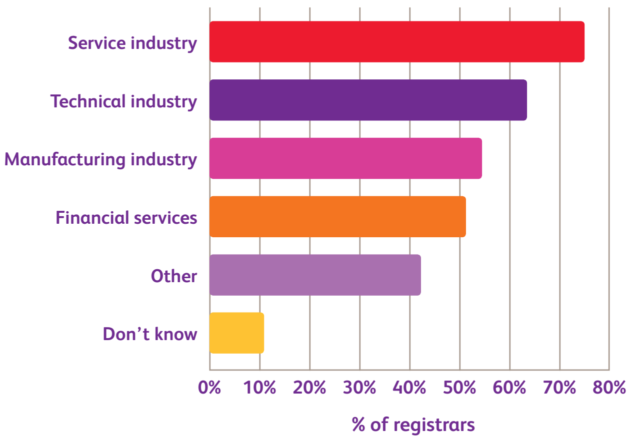
Proportion of registrars' customers in the UK



Over 50 % of registrars have 90 % of their customers based in the UK. Only 10 % of registrars have a significant number of customers based outside the UK.

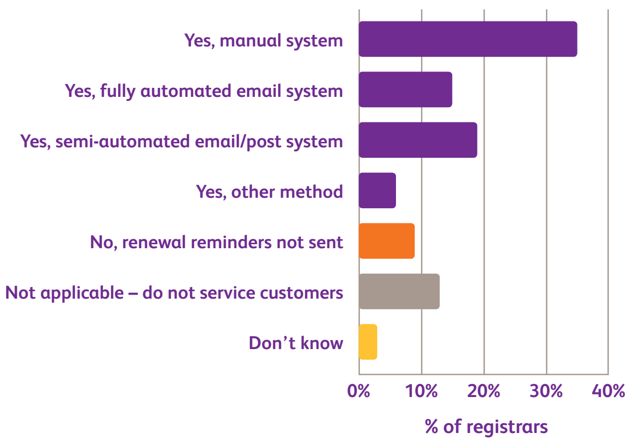
This correlates with the fact that 90 % of registrars are based in the UK, with 5.5 % in the rest of Europe and 2.7 % in the USA.

Registrars' customers by industry sector



When asked what industry sector their customers operate in, the most common reply was the service industry, with 75 % of registrars having customers in this sector. Additionally, 50 % of registrars have customers operating in the financial services sector.

Registrar renewal processes

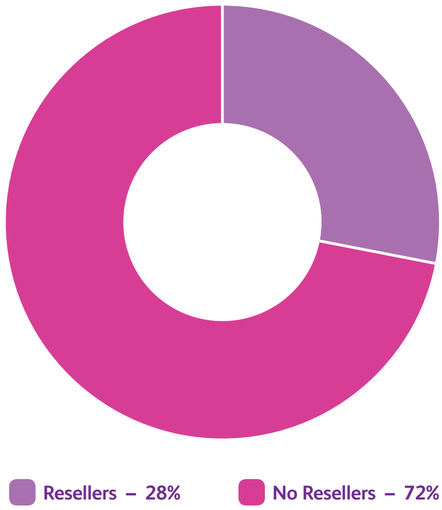


The majority of registrars (75 %) operate some form of renewal reminder programme, with 35 % relying on a manual process to remind their customers about domain name renewals.

9 % of registrars do not remind customers about forthcoming renewals.

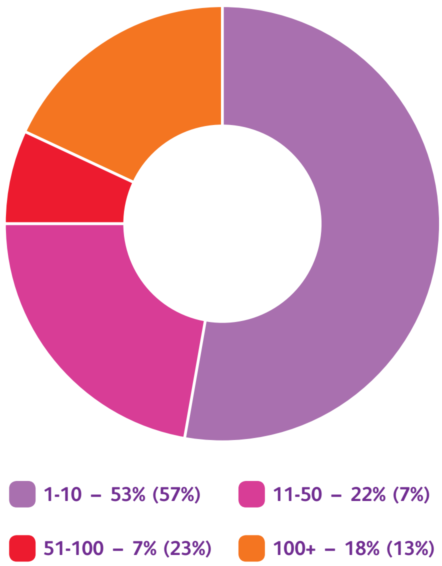
13 % of registrars do not actively service customers. They are typically large enterprises who have become registrars in order to be closer to the registry and therefore do not register domains on behalf of clients or they are domain warehousers who register domains for potential resale to others and also do not register on behalf of anyone else.

Registrars working with resellers



Data based on results from sample questionnaires

Number of resellers 2008



Data based on results from sample questionnaires

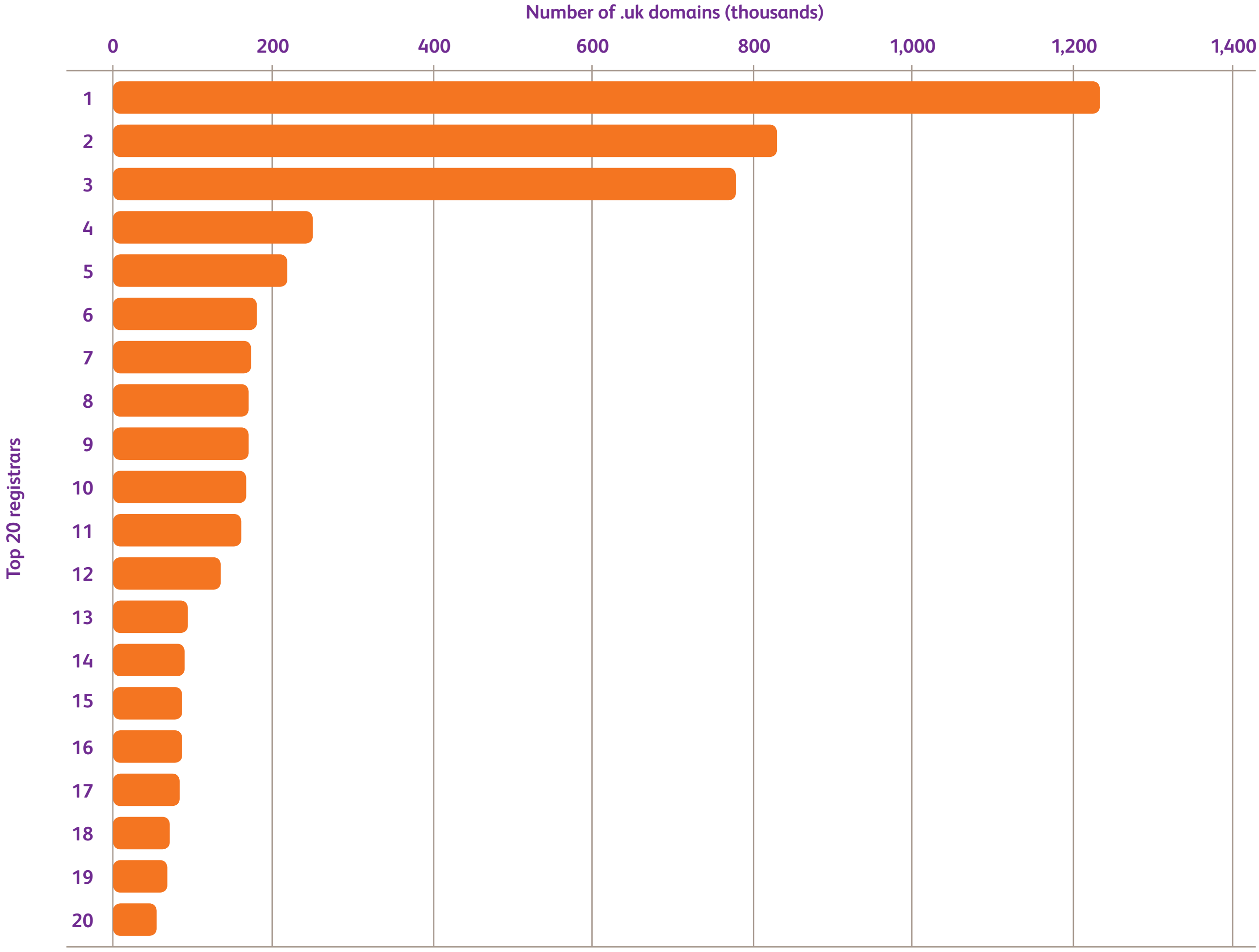
The number of registrars working with resellers is fairly static, however, those that do work with resellers now tend to have a larger number of reseller accounts. 28 % of registrars work with resellers, an increase of 1 % from last year.

Of those registrars who do work with resellers, 18 % now work with more than 100 resellers, increasing from 13 % last year.

The number of registrars working with a small number of resellers has fallen.

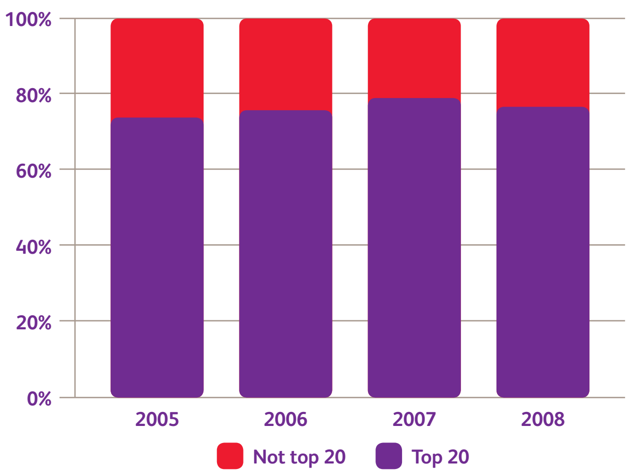
Registrar spread – analysis of top 20 registrars

Top 20 registrars (by member)



Nominet's top 20 registrars now account for 71 % of the total register – this is up from 68 % last year.

New registrations by top 20 registrars



New registrations by the top 20 registrars account for 77 % of new registrations made during 2008. This is a decrease from 79 % in 2007.

Whilst the growth in market share of new registrations by the top 20 appears to be slowing, the proportion of new registrations at 77 % is still above their total share of the .uk register at 71 %. This indicates that going forward the total share of the register held by the top 20 registrars is still likely to increase.

Transfers between registrars appear to have little effect on market share with transfers mainly occurring between members of the top 20 group.

4 Trust and awareness

Trust in .uk

Research carried out earlier this year by Opinion Matters indicates that British Internet users appreciate the value of .co.uk domain names. When searching for information online, 72 % of people will choose a .uk address ahead of a .com address. A .co.uk domain name says the information available on the web site is local, relevant and most of all trusted. This shows the importance of a local Internet presence for UK businesses and those wishing to do business with UK consumers.

The independent survey of 2352 people into the Internet search habits of UK consumers revealed that .uk is the most trusted country suffix in Britain. Not only did the research reveal that .co.uk resonates with British consumers as it represents local information, it also unveiled interesting differences between genders and cities.

According to the survey, women see .uk sites as more dependable. They actively seek out local information via .uk web sites and socialising forms a significant part of their online activity:

- 3/4 of women refer to .uk web sites over .com compared to only 2/3 of men
- Twice as many women than men use the Internet to visit social networks and 64 % of women register domain names for social purposes as opposed to 55 % of men.

A higher proportion of the inhabitants of cities such as Belfast, Sheffield and Liverpool showed a preference for .uk web sites when searching for travel and entertainment information.

- 82 % of consumers from Belfast visit a .co.uk ahead of a .com
- 79 % of consumers from Sheffield visit .co.uk sites because they believe them to be local.

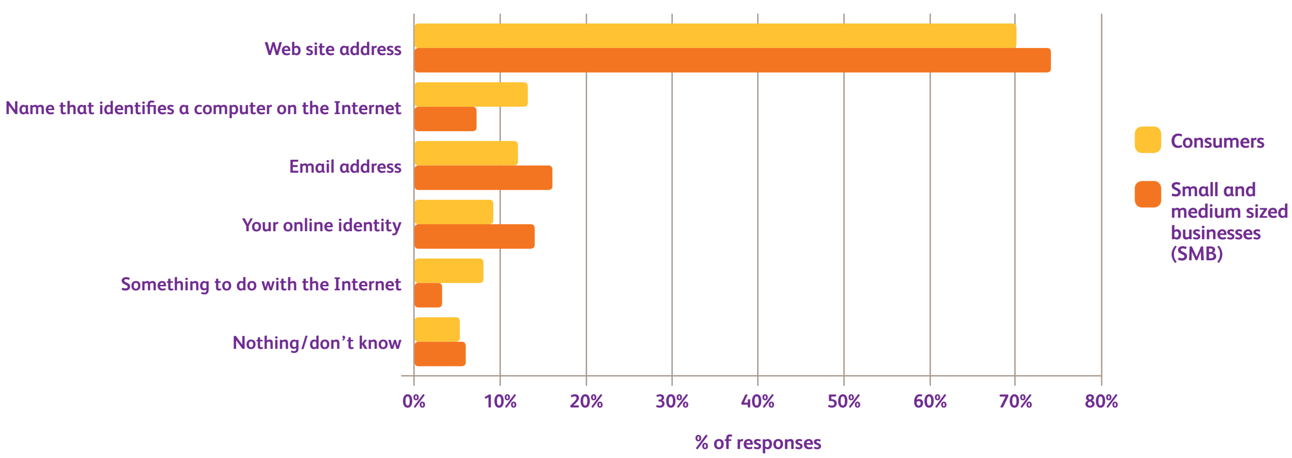
Awareness and understanding about domain names

Nominet has an important role to play in the global domain name system and its continued safe, stable and trusted management of the .uk domain name space is of great importance to UK businesses and consumers. It is therefore important that we understand how consumers and businesses interact with domain names and ensure that the domain name system in the UK and Nominet's place in it is understood. For this reason, we have commissioned various research programmes to measure that awareness and understanding, the results of which we use on an ongoing basis to shape our communications and marketing initiatives.

Understanding domain names

When asked what the term 'domain name' meant to them 70 % of consumers identified it as a "web address". This increased to 74 % when small and medium sized businesses were asked.

Understanding domain names

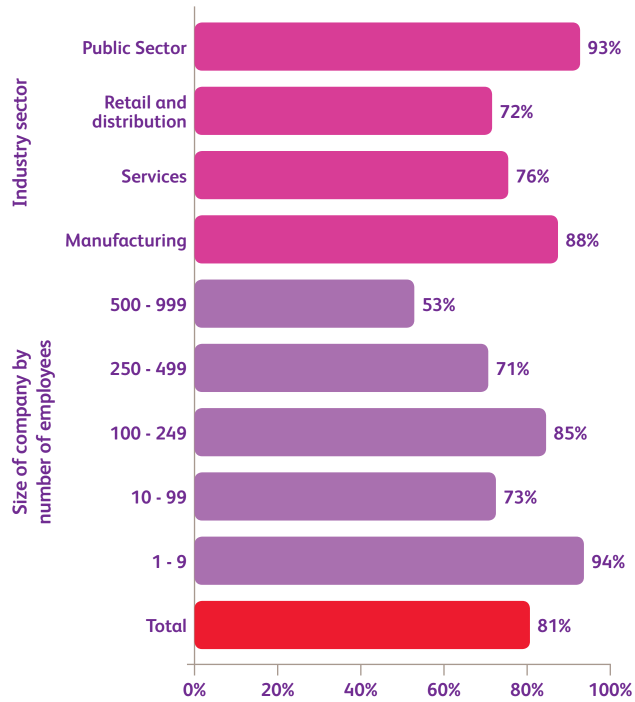


Use of .uk

We also asked small and medium sized businesses about their use of domain names and in particular if their .uk domain name was their primary domain. The larger the business, the less likely they are to have a .uk primary domain. This is perhaps due to larger businesses, potentially with a global customer base, portraying a global presence by using a .com domain name.

It is perhaps unsurprising that 93 % of public sector organisations use a .uk domain name for their primary address.

Use of .uk



The use of .uk domain names by the UK business community is supported by research from the Confederation of British Industry (CBI):

- 25 % of companies see a global domain such as .com as critical
- 18 % see a country code domain as critical
- 34 % believe the country domain to be 'very important' for them to own
- The majority of companies are not interested in industry sector focused domains (e.g. .travel, .aero).

Awareness of Nominet

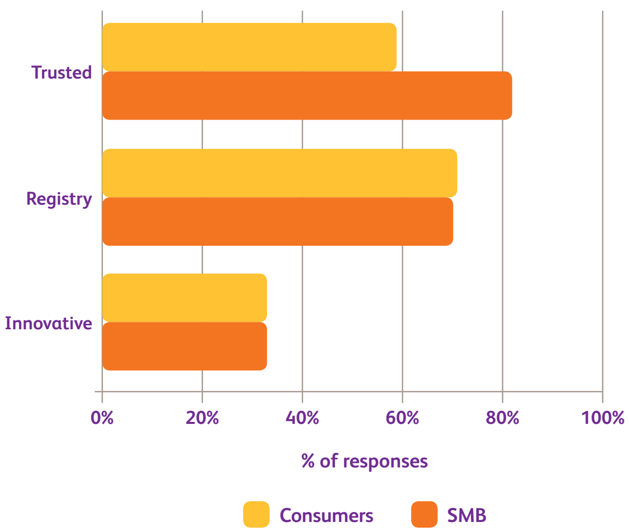
We also asked about organisations involved in the domain name industry. This unprompted awareness question revealed that general consumers have very little awareness of Nominet with 1 % of respondents mentioning the company.

When businesses were asked the same question, however, 55 % of respondents named Nominet. The nearest other organisations were the larger registrar and hosting companies with between 8 % and 4 %.

Perception of Nominet

When asked about their perception of Nominet three key words were most often used.

Perception of Nominet



5 Summary

2008 has been a difficult year for the global economy as a whole and it is quite clear that domain names are not immune from its effect. Growth rates are strong but only a small number are showing the phenomenal growth experienced by all TLDs in the past. This is generally due to levels of market penetration and market conditions in those particular countries. The full effect of the global economic slowdown on the domain name industry is not yet fully realised, however the trend in current growth rates could equally be the early signs of a maturing market.

The UK economy has been the major talking point for the business community over the past few months, however, .uk has fared well with the .uk register still achieving 12% growth. The importance of renewing domain names has been highlighted with our renewals campaign providing registrants with compelling reasons to ensure they keep their .uk domain names.

Change continues to occur throughout the industry with preparations being made for the proliferation of TLDs expected when ICANN approve the applications for the next series of new TLDs in 2009. These changes offer a number of opportunities and concerns for many. New TLDs present additional choice for registrants with businesses having to make decisions about the space in which they market their products and services and the level of brand protection they require across a growing range of TLDs.

.uk is well placed to meet these challenges with trust and confidence in .uk riding high. UK consumers trust and prefer .uk web sites and actively seek them out from search results. These findings should help UK businesses make the easy choice to promote themselves with a .uk domain name.

6 Glossary

ccTLD

A Country Code Top Level Domain (ccTLD) is a top level domain used and reserved for a country or dependent territory. Examples of ccTLDs include .uk for the United Kingdom, .de for Germany, .us for the United States of America, .ca for Canada, and .fr for France. Each country appoints a manager for its ccTLD and sets the rules for allocating domains. Nominet manages the .uk ccTLD.

FTSE 100™

The FTSE 100™ is a share index of the 100 most highly capitalised UK companies listed on the London Stock Exchange. This index covers 80 % of the market capitalisation of the LSE and is a widely used UK stock market indicator.

GDP

A country's GDP or Gross Domestic Product is one of the ways of measuring the size of its economy. It is usually defined as the total market value of all goods and services produced within a country in a given period of time, usually a calendar year.

gTLD

A Generic Top Level Domain (gTLD) is a top level domain that is open to registrants worldwide in contrast to Country Code Top Level Domains that are often restricted to registrants located in a particular country or region. The most popular gTLDs are .com, .org and .net.

ICANN

Internet Corporation for Assigned Names and Numbers (ICANN). An international, not-for-profit, private sector organisation created to coordinate four key functions of the Internet: managing the domain name system, allocating IP address space, assigning protocol parameters and managing the root server system.

Nominet members

Nominet is a not-for-profit membership organisation that encourages members to participate in .uk policy decision making through a number of discussion groups, consultations and committees. Members can exercise their voting rights at our Annual General Meeting and elect non-executive directors to the Nominet Board, and members of our Policy Advisory Body. Nominet members have access to our reduced wholesale prices for domain names.

Register

The definitive database of all domain name registrations within the .uk Top Level Domain.

Registrant

The individual or organisation (e.g. limited company, partnership, sole trader etc.) that registers a specific domain name. They hold the right to use that domain name for a specified period of time (two years for a domain name ending in .uk). The registrant is the 'legal entity' who is bound by Nominet's terms and conditions of domain name registration.

Registrar

A registrar is the company or organisation that people register their domain name through. The registrar is the agent through which people register domain names – it does not mean that they are an agent of Nominet. The registrar may be a member of Nominet, but they act on their customer's behalf rather than our behalf.

Registry

An Internet domain name registry receives domain name service (DNS) information into a centralised database and transmits the information in Internet zone files on the Internet so that domain names can be found by users around the world via the world wide web and email. Nominet is the registry for the .uk Country Code Top Level Domain (ccTLD).

Second Level Domain (SLD)

The .uk Top Level Domain code is separated into a number of Second Level Domains, abbreviated to SLDs. Nominet manages the following SLDs: .co.uk for commercial enterprises; .org.uk for non-commercial organisations; .me.uk for personal domains; .ltd.uk and .plc.uk for registered company names only; .net.uk for Internet Service Providers and .sch.uk for schools.

sTLD

A Sponsored Top Level Domain (sTLD) is a generic top-level domain proposed by an independent agency that sets the rules about the eligibility of registrants to use the TLD. Current sTLDs include .mobi, .aero, .coop and .museum.

Tag

A Nominet Tag allows registrars access to our automated systems for registering and managing domain names.

The data contained in this report has been acquired from a variety of sources:

- Statistics on volume of global TLDs courtesy of Matthew Zook: **www.zooknic.com**.
- Economic data courtesy of the World Bank: **www.worldbank.org**.
- Population data is based on the most recent estimates from United Nations Department of Economic and Social Affairs.
- Domain name value to business figures courtesy of CBI report on 'UK Competitiveness: the role of IT services'
- All other data is taken from the internal analysis of operational statistics in managing the .uk registry and relevant research undertaken by Nominet UK. Assistance in this analysis was provided by Natalie Wylde, a summer intern and winner of the Oxfordshire Venturefest Apprentice in association with The Oxford Trust.

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