

2015 – 2nd Quarter Review

gTLD Statistics & Business Implications

.TBA



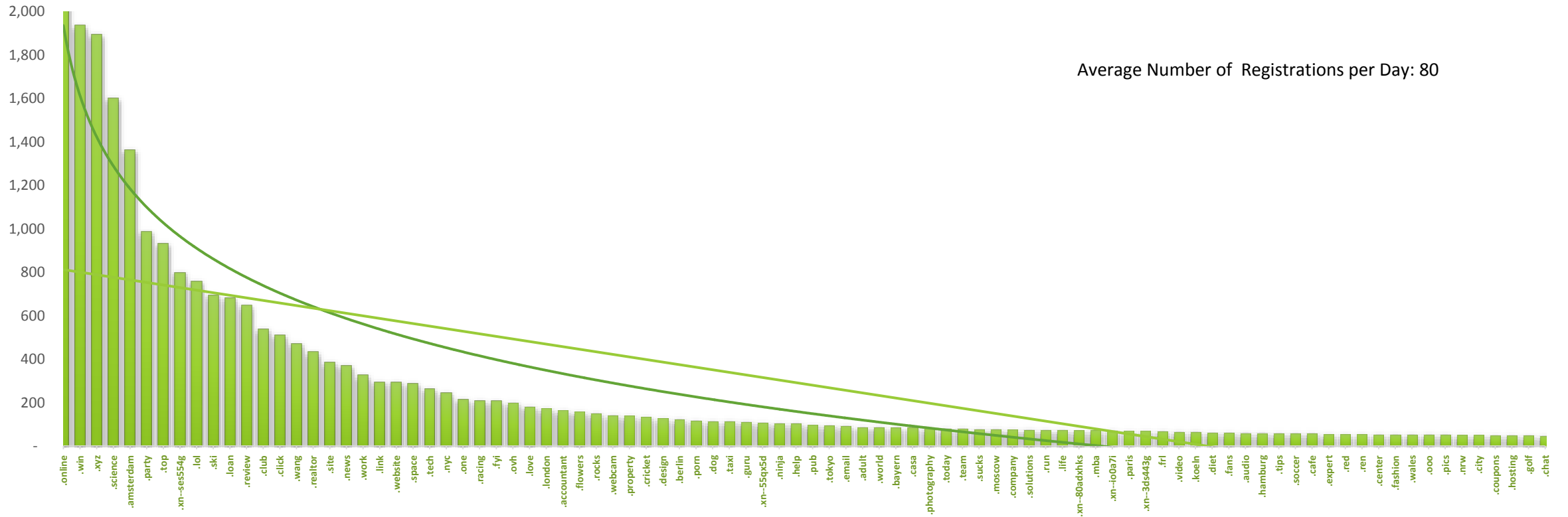
Circa 2012 gTLD Tiers Business Implications

The Caveats

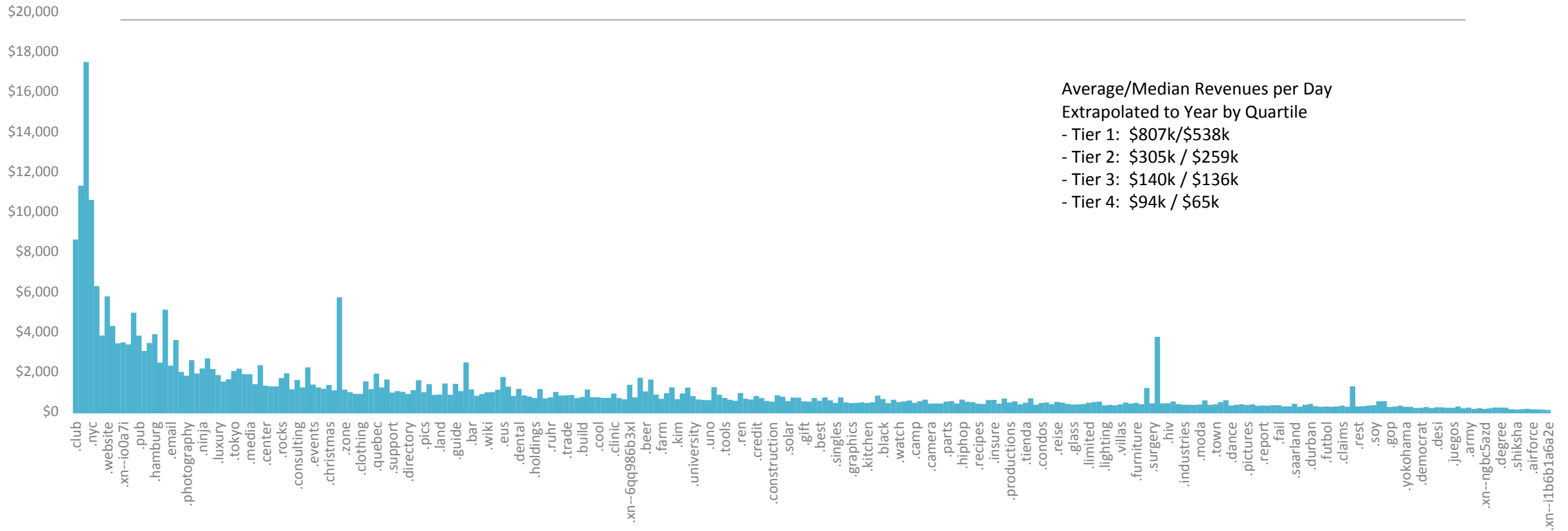
- .XYZ, .BERLIN, .OVH have free registrations
- 'Free' registrations can be a viable business plan but as we have no viable, reliable renewal statistics they have been excluded from any calculations
- Expectation that renewal rates from free registrations will vary be from regular paid registrations
- Many registries have registered their own names thereby inflating the number of true, arms-length third-party registrations
- Legitimate reasons for registries to do this include increasing the ability for potential registrants to find and purchase premium names
- TLDs that have recently entered into GA (< 60 days) have been excluded to eliminate any upswings

gTLDs in Terms of Volume

Average Number of Daily Registrations June 30, 2015



gTLDs in Terms of Revenues



Top 25 gTLDs by Retail Revenues to Date

Rank	TLD	Retail Revenues	Rank	TLD	Retail Revenues
1	.club	\$ 3,570,668	13	.pub	\$ 1,325,392
2	.london	3,295,773	14	.xn--3ds443g	1,296,097
3	.xn--czru2d	3,252,925	15	.webcam	1,294,741
4	.nyc	2,783,395	16	.hamburg	1,163,656
5	.xn--55qx5d	2,508,596	17	.solutions	1,093,135
6	.guru	1,901,113	18	.paris	1,053,237
7	.website	1,624,856	19	.email	1,023,279
8	.wang	1,538,583	20	.vegas	1,006,294
9	.link	1,468,539	21	.today	945,589
10	.xn--io0a7i	1,370,445	22	.photography	864,831
11	.expert	1,352,291	23	.voting	854,777
12	.bayern	1,327,707	24	.company	853,611
			25	.ninja	826,325

***Retail revenues are based on the average retail values obtained from: GoDaddy, United Domains and 101Domains. Data from other registrars were used if pricing was not available at one of these three sources. TLDs have to be in GA for 60 days to eliminate initial sales bump. Excludes Premium Name revenues.*

Top 25 gTLDs by Volumes to Date

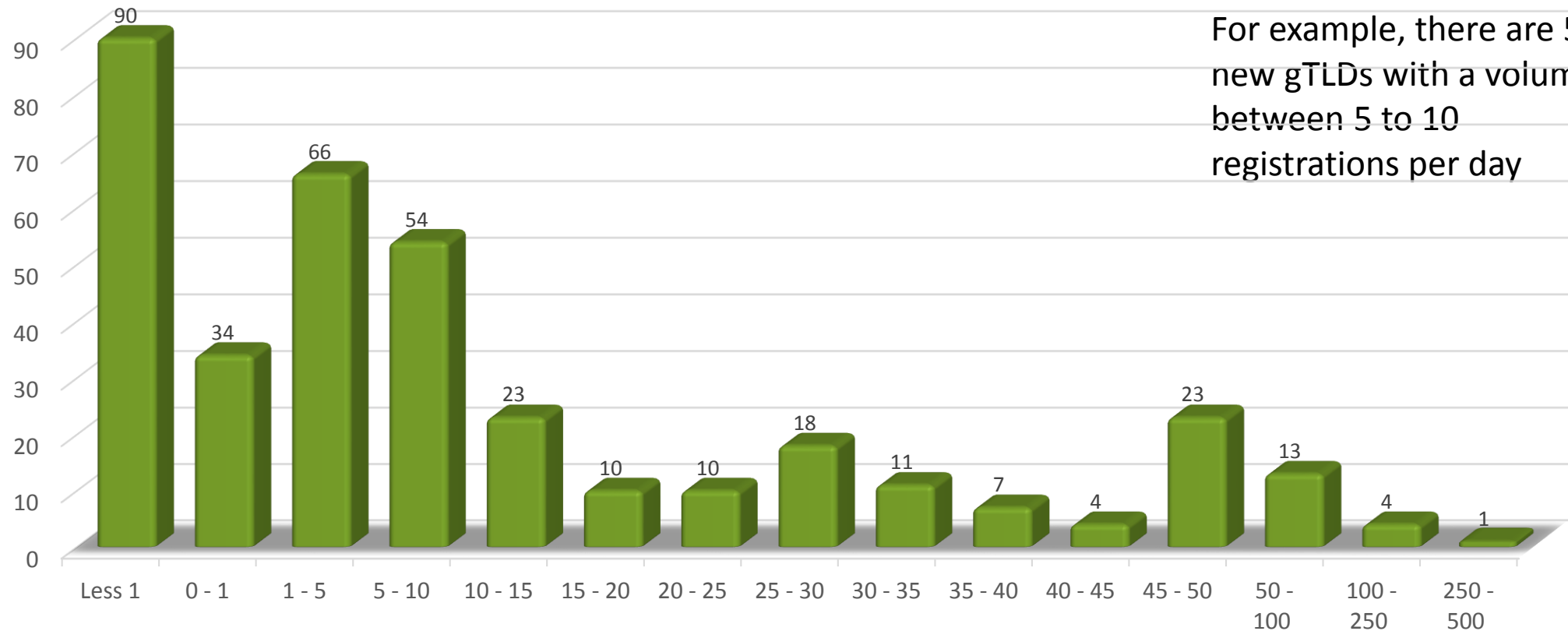
Rank	TLD	Total Volume	Rank	TLD	Total Volume
1	.XN--SES554G	380,286	13	.LONDON	62,488
2	.SCIENCE	312,053	14	.WEBCAM	61,669
3	.CLUB	251,146	15	.WORK	54,743
4	.PARTY	196,737	16	.ROCKS	54,365
5	.WANG	181,223	17	.XN--55QX5D	52,377
6	.TOP	161,554	18	.NINJA	50,612
7	.LINK	128,033	19	.EMAIL	47,611
8	.REALTOR	103,168	20	.PHOTOGRAPHY	47,149
9	.WEBSITE	84,452	21	.TODAY	44,514
10	.NYC	80,115	22	.PUB	41,107
11	.CLICK	76,764	23	.PROPERTY	40,137
12	.GURU	65,012	24	.TOKYO	39,369
			25	.COMPANY	39,260

gTLD Results Top 10 & Top 25

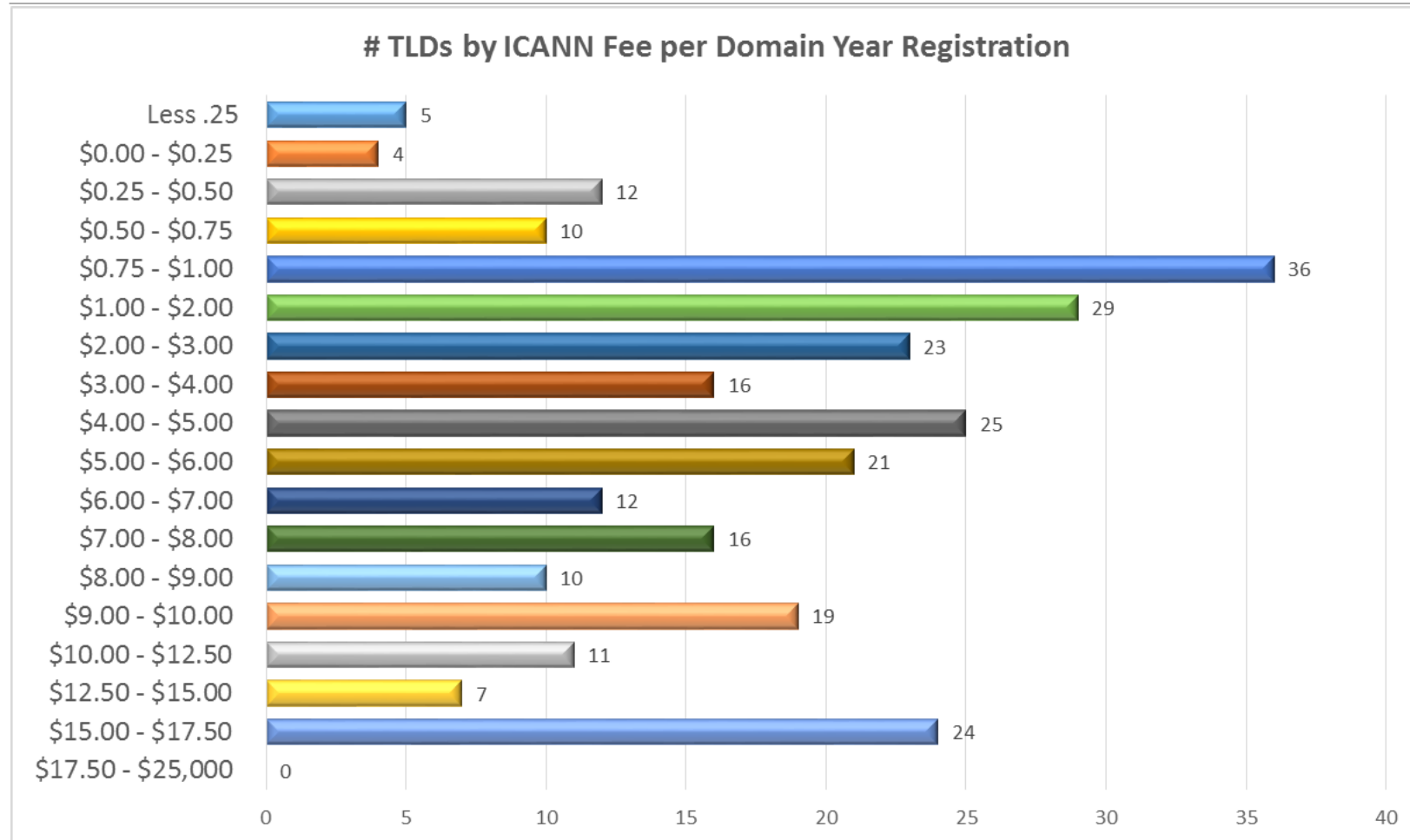
	Registration Revenue	Registration Volume
Top 10 TLDs:	24%	32%
Top 25 TLDs:	42%	50%
Average per TLD:	\$ 339,459	11,481

Number of gTLDs by Average Daily Registration Volume

Number of TLDs Grouped by Average Daily Registration Volume



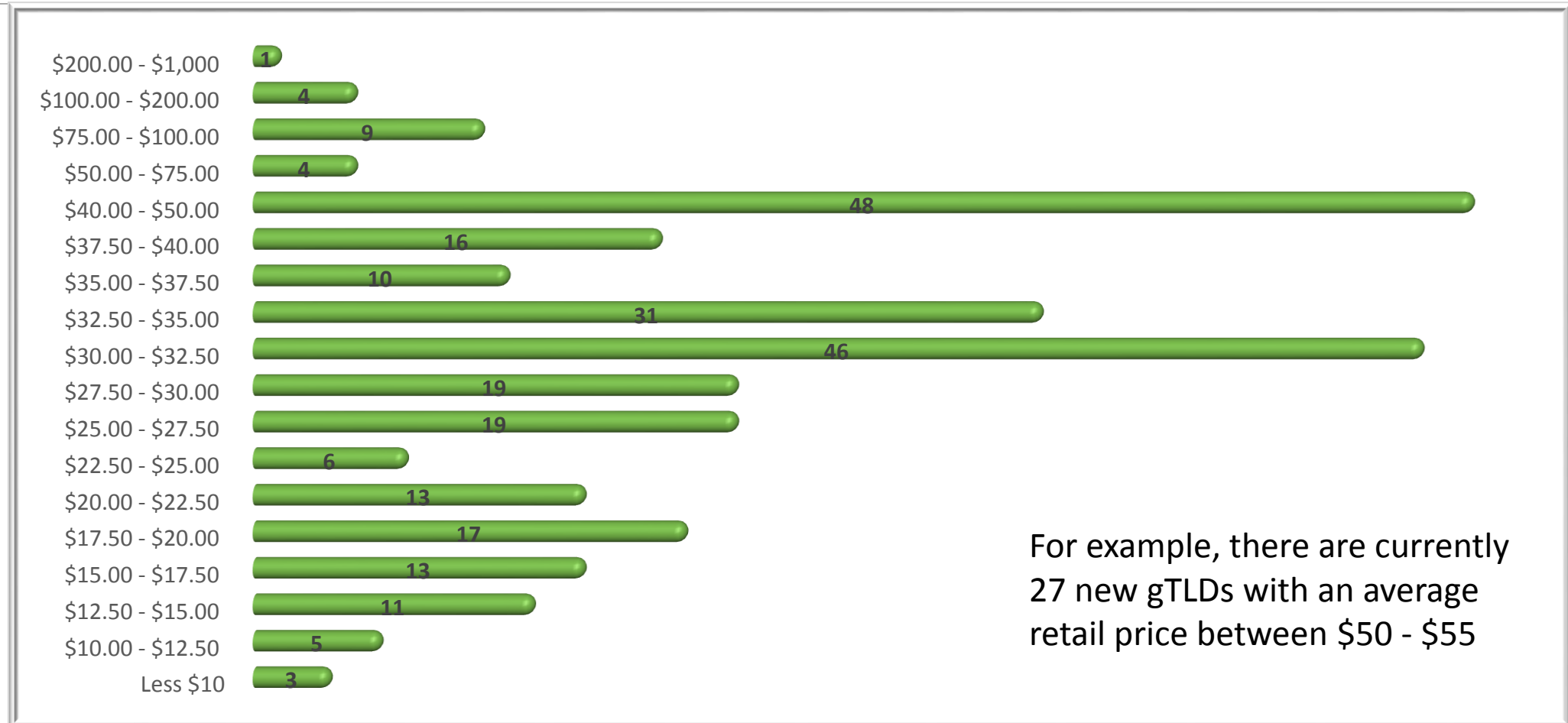
Projected ICANN Registration Fees



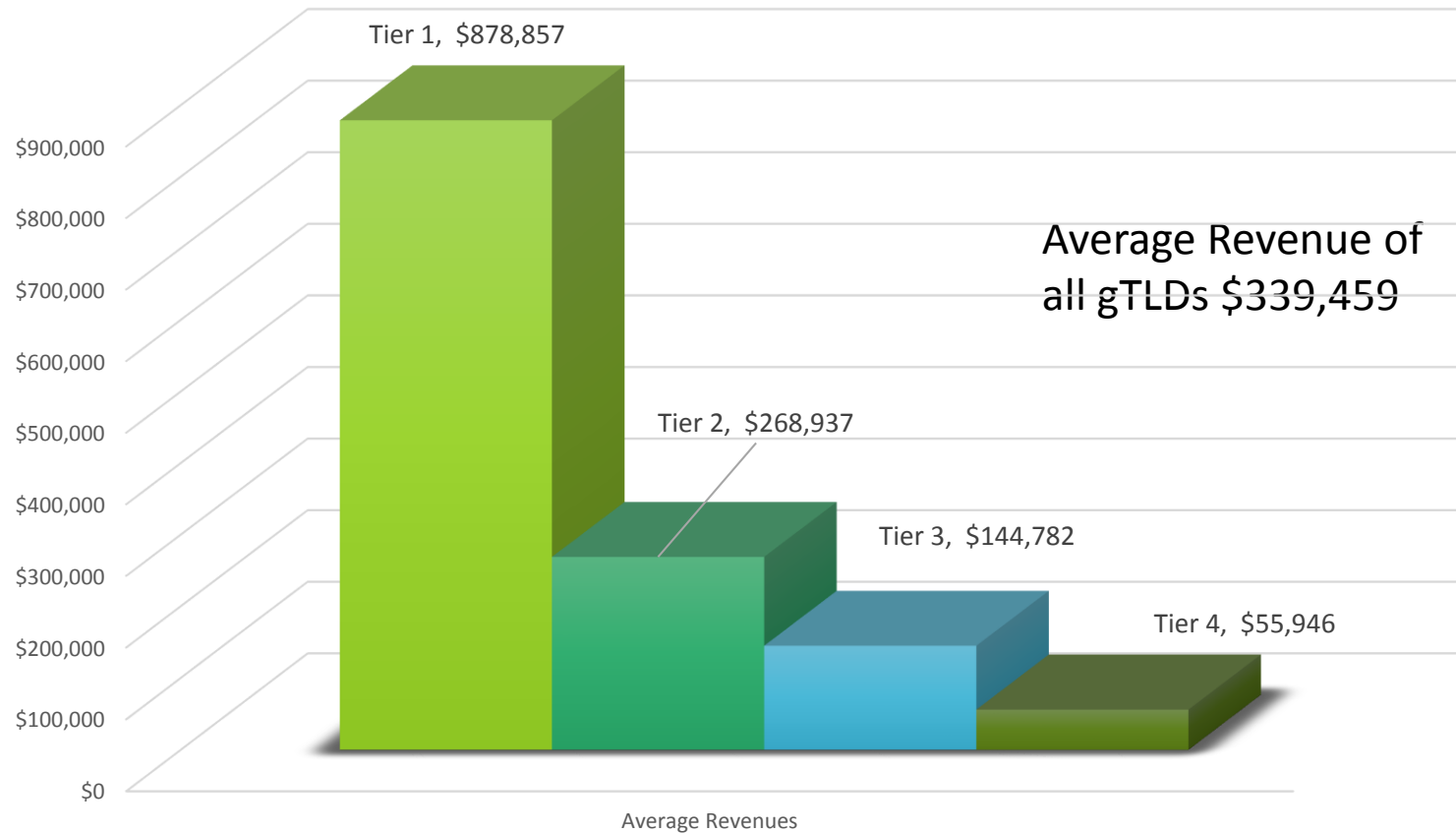
Extrapolating current registration volumes for a one year period, the ICANN minimum registration fee of \$0.25 per domain registration will apply to 5 TLDs.

35% of all new gTLDs in GA are paying \$10 or more per domain registration

How Many new gTLDs are Selling within a given Price Range?



Average Retail Revenues by Tier



Pricing

To date, the new gTLDs with the highest volumes and values have not improvised by being cheaper.

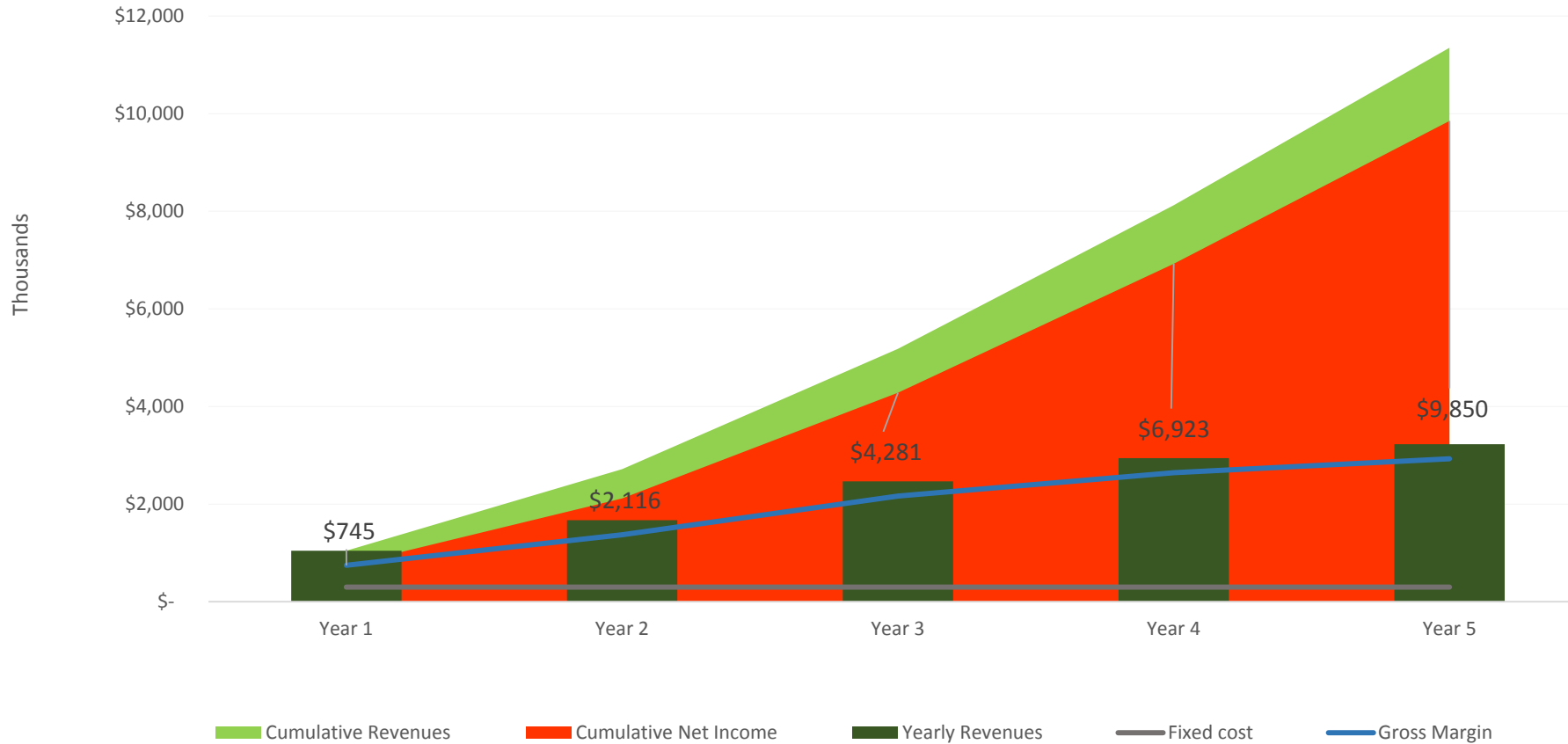
Tiers	Average Retail Price	Median Price
1	\$ 56.58	\$ 33.49
2	\$ 44.32	\$ 35.24
3	\$ 78.70	\$ 35.81
4	\$ 30.11	\$ 30.00

Is there a Correlation between Price & Volume?

Period	Correlation	Significance
Q1 2015 – Overall	-0.08	No or Negligible relationship
Q1 2015 – Tier 1	-0.20	Weak negative relationship
Q1 2015 – Tier 2	-0.68	Strong negative relationship
Q1 2015 – Tier 3	-0.18	No or negligible relationship
Q1 2015 – Tier 4	-0.12	Weak negative relationship
Q4 2014 - Overall	-0.23	Weak negative relationship

Financial Implications: Tier 1 Today

Tier 1: Today

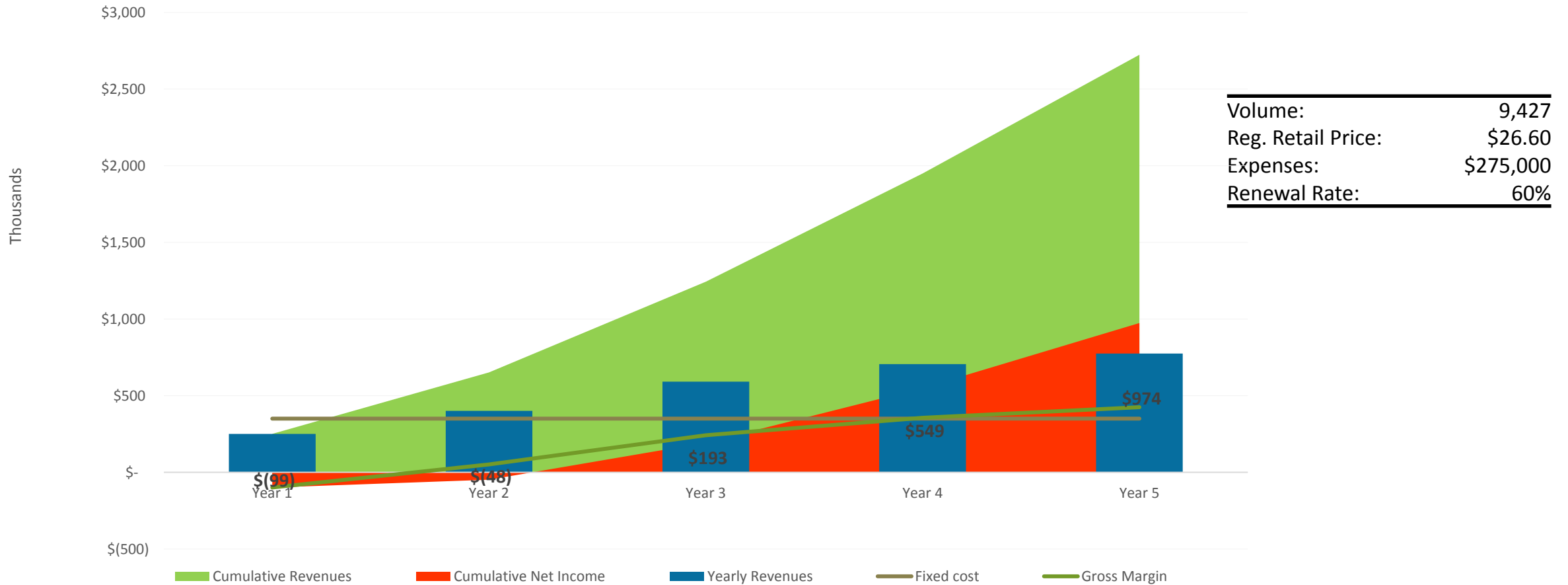


Volume:	30,772
Reg. Retail Price:	\$33.0
Expenses:	\$300,000
Renewal Rate:	60%

The price and volume is unique to its own tier along with the associated projected expenses

Financial Implications: Tier 2 Today

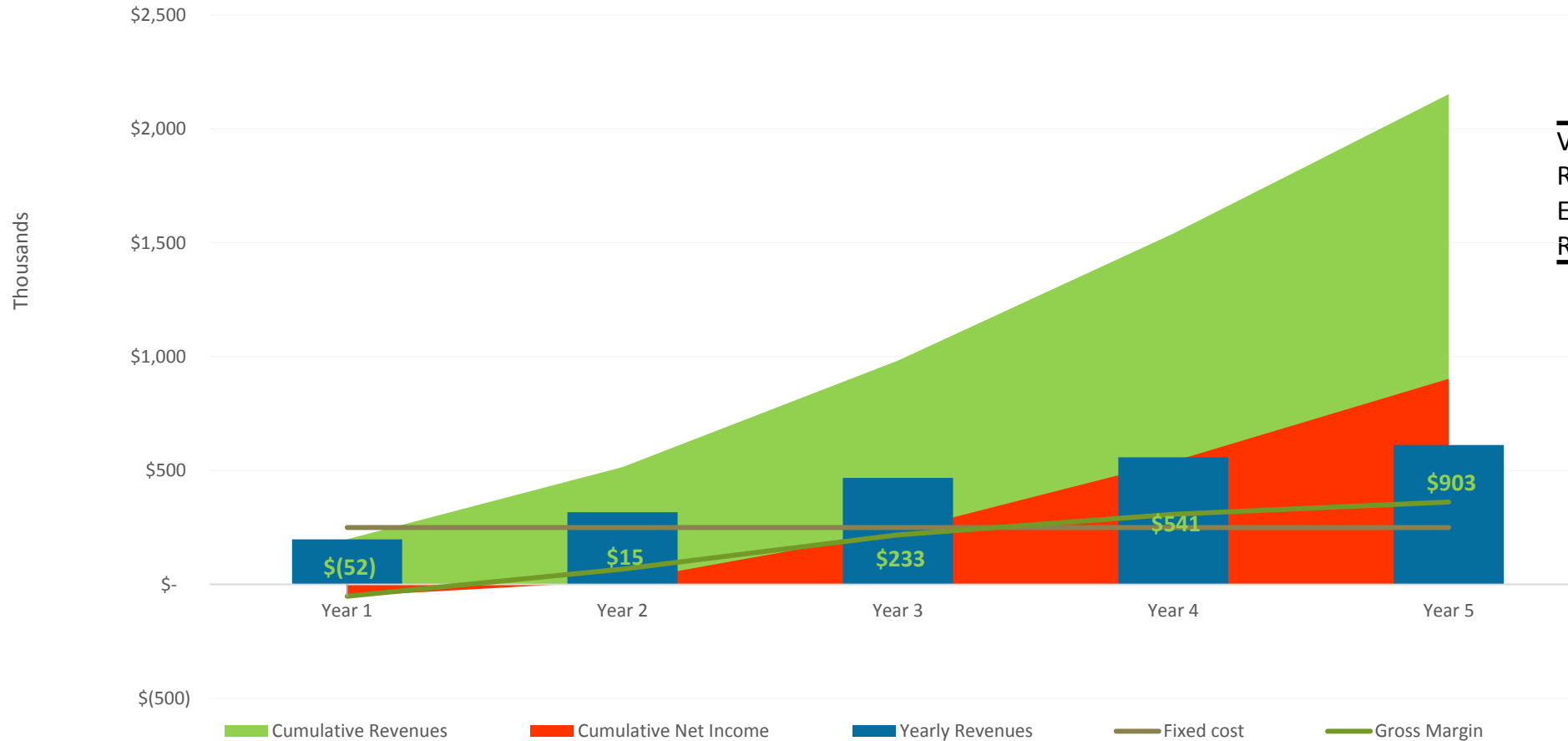
Tier 2: Today



Volume:	9,427
Reg. Retail Price:	\$26.60
Expenses:	\$275,000
Renewal Rate:	60%

Financial Implications: Tier 3 Today

Tier 3: Today

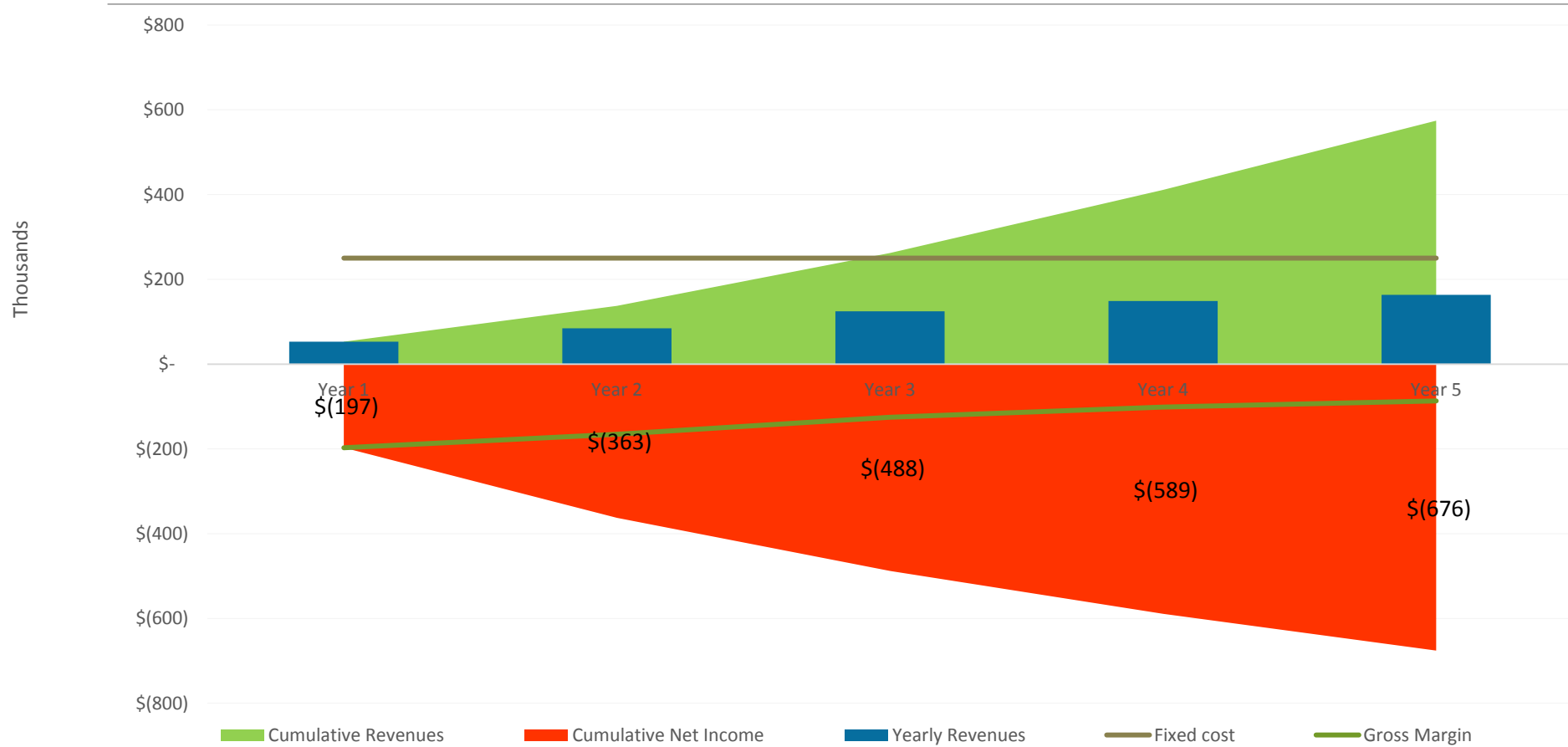


Volume:	4,196
Reg. Retail Price:	\$47.20
Expenses:	\$250,000
Renewal Rate:	60%

Note the difference in the retail price compared to Tier 2 - \$26.60

Financial Implications: Tier 4 Today


Tier 4: Today



Volume:	2,926
Reg. Retail Price:	\$18.10
Expenses:	\$200,000
Renewal Rate:	60%

Note the difference in the retail price compared to Tier 3 - \$47.20

Quarterly Review Schedule

Event	When & Where
2015 – Q2	July, Podcast
2015 – Q3	October, Podcast
2015 – Q4 & 2015 Year in Review	

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