EXECUTIVE SUMMARY

The third quarter of 2019 closed with 359.8 million domain name registrations across all top-level domains (TLDs), an increase of 5.1 million domain name registrations, or 1.4 percent, compared to the second quarter of 2019. Domain name registrations have grown by 17.4 million, or 5.1 percent, year over year.

Total country-code TLD (ccTLD) domain name registrations were 161.8 million at the end of the third quarter of 2019, an increase of 3.1 million domain name registrations, or 2.0 percent, compared to the second quarter of 2019. ccTLDs increased by 12.5 million domain name registrations, or 8.4 percent, year over year.

The .com and .net TLDs had a combined total of 157.4 million domain name registrations in the domain name base at the end of the third quarter of 2019, an increase of 1.3 million domain name registrations, or 0.8 percent, compared to the second quarter of 2019. The .com and .net TLDs had a combined increase of 5.7 million domain name registrations, or 3.8 percent, year over year. As of Sept. 30, 2019, the .com domain name base totaled 144.0 million domain name registrations, while the .net domain name base totaled 13.4 million domain name registrations.

New .com and .net domain name registrations totaled 9.9 million at the end of the third quarter of 2019, compared to 9.5 million domain name registrations at the end of the third quarter of 2018.

Total new gTLD (ngTLD) domain name registrations were approximately 24.0 million at the end of the third quarter of 2019, an increase of 0.9 million domain name registrations, or 4.0 percent, compared to the second quarter of 2019. ngTLDs increased by 0.6 million domain name registrations, or 2.4 percent, year over year.

As of Sept. 30, 2019, the largest TLDs by number of reported domain names were .com, .tk, .cn, .de, .net, .uk, .org, .tw, .nl and .ru.
Total ccTLD domain name registrations were 161.8 million at the end of the third quarter of 2019, an increase of 3.1 million domain name registrations, or 2.0 percent, compared to the second quarter of 2019.¹² ccTLDs increased by 12.5 million domain name registrations, or 8.4 percent, year over year.¹² Without including .tk, ccTLD domain name registrations increased by 0.5 million in the third quarter of 2019, or 0.4 percent, compared to the second quarter of 2019. ccTLDs, excluding .tk, increased by 8.9 million domain name registrations, or 6.9 percent, year over year.

The top 10 ccTLDs, as of Sept. 30, 2019, were .tk, .cn, .de, .uk, .tw, .nl, .ru, .br, .eu and .fr.¹² As of Sept. 30, 2019, there were 305 global ccTLD extensions delegated in the root zone, including Internationalized Domain Names (IDNs), with the top 10 ccTLDs comprising 66.2 percent of all ccTLD domain name registrations.¹²
TOP 10 TRENDING KEYWORDS IN .COM AND .NET IN Q3 2019

This chart represents the top 10 trending keywords registered in English in .com and .net domain name registrations for the third quarter of 2019. This method is intended to highlight the new and changing keywords seen in .com and .net domain name registrations. By evaluating the keywords with the largest percentage shift, the top 10 that have seen a significant shift in end-user interest quarter over quarter can be identified.

1. christmas 10. vaping
2. jumbo
3. diabetes
4. halloween
5. braces
6. dorian
7. orthodontics
8. hurricane
9. volume

1. customer 10. friendly
2. falls
3. short
4. mask
5. empower
6. secured
7. claims
8. funeral
9. piedmont
NEW gTLDs AS PERCENTAGE OF TOTAL TLDs
Source: Centralized Zone Data Service, Q3 2019; Verisign, Q3 2019; and Zooknic, Q3 2019

Total ngTLD domain name registrations were 24.0 million at the end of the third quarter of 2019, an increase of 0.9 million domain name registrations, or 4.0 percent, compared to the second quarter of 2019. ngTLDs increased by 0.6 million domain name registrations, or 2.4 percent, year over year. The top 10 ngTLDs represented 58.8 percent of all ngTLD domain name registrations. The following chart shows ngTLD domain name registrations as a percentage of overall TLD domain name registrations, of which they represent 6.7 percent, as well as the top 10 ngTLDs as a percentage of all ngTLD domain name registrations for the third quarter of 2019.

GEOGRAPHICAL NEW gTLDs AS PERCENTAGE OF TOTAL CORRESPONDING GEOGRAPHICAL TLDs
Source: Centralized Zone Data Service, Q3 2019 and Zooknic, Q3 2019

As of Sept. 30, 2019, there were 47 ngTLDs delegated that meet the following criteria: 1) has a geographical focus and 2) has more than 1,000 domain name registrations since entering general availability (GA). The chart on the left summarizes the domain name registrations as of Sept. 30, 2019, for the listed ccTLDs and the corresponding geographical ngTLDs within the same geographic region. In addition, the chart on the right highlights the top 10 geographical ngTLDs as a percentage of the total geographical TLDs.
ABOUT VERISIGN

Verisign, a global provider of domain name registry services and internet infrastructure, enables internet navigation for many of the world's most recognized domain names. Verisign enables the security, stability, and resiliency of key internet infrastructure and services, including providing root zone maintainer services, operating two of the 13 global internet root servers, and providing registration services and authoritative resolution for the .com and .net top-level domains, which support the majority of global e-commerce. To learn more about what it means to be Powered by Verisign, please visit Verisign.com.

LEARN MORE

To view the average daily number of queries Verisign processes please go to the “What We Do” section at Verisign.com. To access the archives for the Domain Name Industry Brief, please go to Verisign.com/DNIBArchives. Email your comments or questions to domainbrief@verisign.com.

METHODOLOGY

The data presented in this brief, including quarter-over-quarter and year-over-year metrics, reflects information available to Verisign at the time of this brief and may incorporate changes and adjustments to previously reported periods based on additional information received since the date of such prior reports, so as to more accurately reflect the growth rate of domain name registrations. In addition, the data available for this brief may not include data for all of the 305 ccTLD extensions that are delegated to the root zone, and includes only the data available at the time of the preparation of this brief.

For gTLD and ccTLD data cited with Zooknic as a source, the Zooknic analysis uses a comparison of domain name root zone file changes supplemented with Whois data on a statistical sample of domain names, which lists the registrar responsible for a particular domain name, and the location of the registrant. The data has a margin of error based on the sample size and market size. The ccTLD data is based on analysis of root zone files. For more information, see ZookNIC.com.