THE DOMAIN NAME INDUSTRY BRIEF
Q4 2015 HIGHLIGHTS

As a global leader in domain names and Internet security, Verisign reviews the state of the domain name industry through a variety of statistical and analytical research. Verisign provides this briefing to highlight important trends in domain name registrations, including key performance indicators and growth opportunities, to industry analysts, media, and businesses.

To access the Domain Name Industry Brief archives, visit Verisign.com/DNIB.

Q4 2015 DOMAIN NAME REGISTRATIONS

314 MILLION domain names registered

9% INCREASE year over year from Q4 2014

TOP 10 LARGEST TLDs BY ZONE SIZE

Source: Zooko, Q4 2015; Verisign, Q4 2015; Centralized Zone Data Service, Q4 2015

1. .com
2. .uk
3. .cn
4. .de
5. .net
6. .org
7. .uk
8. .fr
9. .ru
10. .info

Ji is a free ccTLD that provides free domain names to individuals and businesses. Revenue generated by monitoringagainst domain names, Domain names that are no longer in use by the registrant or are reserved are taken back by the registry and the residual traffic is sold to advertising networks. As such, there are no deleted .uk domain names. The .uk zone size represented here is based on data from Q4 2014, which is the most recent data available.

GROWTH OF .COM & .NET

Verisign is the global registry operator for .com and .net.

139.8 MILLION .com & .net domain names in the domain name base in Q4 2015

6.3% INCREASE year over year from Q4 2014

12.2 MILLION new .com & .net domain names in Q4 2015

LARGEST ccTLDs BY ZONE SIZE

cctlds are designated for use by countries and territories.

Source: Zooko, Q4 2015; For further information on the Domain Name Industry Brief methodology, please refer to the last page of the report.

DNSData Query Load

Average daily DNS Query Load: 123 BILLION

Peak DNS Query Load: 194 BILLION

Quarter over quarter, the daily average query load increased 2.8% and the peak decreased by 9.73%.

Quarter over quarter, the daily average query load increased by 1.79% and the peak remained 0.56 percent.

DNS Query Load

For more information about the Q4 2015 Domain Name Industry Brief visit Verisign.com/DNIB.

ABOUT VERISIGN

Verisign, a global leader in domain names and Internet security, enables business recognition for many of the world’s most recognized domain names and provides protection for websites and enterprises around the world. Verisign ensures the security, stability and reliability of key Internet infrastructure and services, including the .com and .net domain and its Internet’s root zone server, as well as performs the non-profit mission it funds for the care of the Internet’s Domain Name System (DNS). Verisign Security Services includes Internet Protocol (IP) Address Protection, Distributed Denial of Service Protection, Domain Security Briefing and Managed DNS. To learn more about what it means to be Powered by Verisign, please visit Verisign.com.