CENTR update
European Market and Registrar collaboration

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Data in CENTR
Why bother collecting data?

**Why we collect data**
- To describe the market
- Allow organisational benchmarking
- Help members make informed decisions
- Efficiency through centralised resource

**How**
- Automated data feeds
- Member surveys
- Member v public
European Market: KPIs and trends
European ccTLDs: KPIs (Sep 16 - Sep 17)

- Registration growth:
  - Stabilisation / flat trend
  - YoY growth: 3.0% median (5 grew over 10%, 4 contracted)
- Renewal rate: 80% (av.)
- ccTLD market share*: 56%
- Limited impact from new gTLDs
- Av price of 6-7 EUR (5 ccTLDs increased wholesale price)

*based on analysis of registrant location of 107 million domains over 537 TLDs
Trends
Aggregate growth
(YoY, calculated monthly, 38 ccTLDs)

Fast declines in long term growth trend
Aggregate growth
(YoY, calculated monthly, 38 ccTLDs)

- Bump from Chinese investment
- Stabilisation of long term growth trend
Aggregate growth (grouped by size)
(YoY, calculated monthly)
Aggregate growth (grouped by size)  
(YoY, calculated monthly) - Outliers removed
Seasonality
(Median growth, European ccTLDs)

- Low dips occur July and December
Market Share Trend (Europe)
Cumulative domain growth since Jan 2016 (35 countries)
Registrar co-operation
Registry Registrar Data Group

Current Participants:
Afnic, DENIC, Nominet, DNS Belgium, EURid, IIS, nic.at, SIDN, CENTR
1&1, Safebrads, GoDaddy, Knipp, OpenSRS, OVH, Nordreg
About the group

• Collaboration project between European registries and registrars to provide greater granularity of data on the domain market in Europe.
• 16 active registry and registrars (inc. CENTR) with regular meetings
• More details https://stats.centr.org/rrdg#about
• Parallel group: RDN focuses on technical elements of building a crawler, domain usage categories etc.

Key areas

• Registrar **business models**
• Industry and usage **classifications**
• Standardisation of registration **definitions/methodologies**
Registrar Business models

Registrar Business Models
Domain Investor
Corporate
Brand Protection
Retail and Hosting
Access Provider
Wholesale
IT Infrastructure

More detail and descriptions https://stats.centr.org/rrdg
## Usage: Domain Industry Taxonomy

### Unified Category

- **Agriculture, Forestry, Fishing**
- **Automotive**
  - Maintenance and Repair of Motor Vehicles: Maintenance and repair of motor vehicles including breakdown recovery, car repairs, car servicing, mechanics, auto engineers and petrol stations.
  - Other (Automotive): Other automotive services not included in another category.
  - Rental of Motor Vehicles: Rental of motor vehicles (including cars, trucks and recreational vehicles) without a driver.
  - Sale of Motor Vehicles: Sale of motor vehicles (e.g. car dealerships).
  - Sale, Maintenance and Repair of Motorcycles and Related Parts and Accessories: Motorcycle sales, repairs & services including sale of parts and accessories.
  - Trade of Motor Vehicle Parts and Accessories: Wholesale & retail trade of car accessories, parts & electrics (excludes retail of fuel).
- **Beauty and Perfume**
- **Cleaning and Facility Management Services**
- **Community Groups, Social, Political and Religious**
Example: Using the DIT to assess market potential

Total Business ordered by market potential

Country: Country 12

- Construction
- Real Estate
- Trade
- Project Management, Marketing and Admin
- Restaurants, Bars, Cafes, Catering
- Transportation
- IT
- Manufacturing
- Cleaning and Caretaking Services
- Automotive
- Tourism and Accomodation
- Publishing, Printing, Photography
- Science and Engineering
- Legal, Public Order, Security
- Energy and Utility Suppliers
- Leisure
- Financial Services and Insurance
- Publishing, Printing and Photography
- Employment, Recruitment, HR
- Healthcare
- Mining and drilling
- Agriculture, Forestry, Fishing

https://stats.centr.org/rrdg#sample1
Using Registrar models to group registration stats

https://stats.centr.org/rrdg#sample2
Compare against your business model OR the registry as a whole

https://stats.centr.org/rrdg#sample2
Other recent activities/topics

• Leaders Day
• GDPR (technical & legal)
• Content and intermediary liability
• Legal Survey 2017
• CENTR Awards 2017
DENIC (.de) Greater Online Good
EURid (.eu) Registry of the Year
Annebeth Lange (.no) Contributor of the year
CIRA (.ca) Marketing Campaign Excellence
Registry.si & SIDN (.nl) Safe and Sound DNS
Nominet (.uk) Above and Beyond Innovation

https://www.centr.org/events/centr-awards.html
Thank you

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