ODI and DNS TRENDS

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Afilias is a Leading Legacy TLD Registry Operator & Registry Service Provider

- Afilias’ top-level domain registry: master database of unique names and addresses
- Afilias manages / supports more than 21M names, including:

**Generic Domains**

- Registry Operator
- .info
- .mobi
- .pro
- Registry Service Provider
- .org
- .asia
- .aero
- .post
- .xxx

**Country Domains**

- Registry Service Provider
- .in
- .lc
- .gi
- .sc
- .mn
- .ag
- .me
- Bermuda
- .nic
- .dot
- .bz
- .vc
- .ac
- .sh
- .io
Afilias is a leading New TLD Registry Operator & Registry Service Provider

New Domains

Registry Operator

移动 mobile .POKER .pink .BLACK .red .blue .KIM .SHIKSHA .PROMO .LGBT .SKI .bio .green .LOTTO .pet .BET .dotVOTE .archi .ORGANIC

Registry Service Provider

.VEGAS .LTDA .SRL 网站 .ADULT .ngo .ong .GLOBAL .RICH

And many more…

及更多…
Afilias is a leading “dotBrand” Registry Services Provider

Many major global brands:
nTLD volume now 23M

- Down from a peak of nearly 30M!

Source: [www.ntldstats.com](http://www.ntldstats.com); 20OCT2017
But…how about ADOPTION and USAGE?

- SEO Studies have shown that new TLDs don’t hurt and can help
  - See www.thedna.org/seostudy

- UASG shows progress on acceptance, with a process to fix problems
  - See www.uasg.tech, 27SEP2017 Report

- ODI is helping show usage
nTLD DNS traffic

- A non-sales success metric
- ICANN requires registry operators to submit reports each month
- ICANN publishes the reports with a 3 month lag
- DNS traffic is a key part of the reports
- Traffic is measured by queries to a TLDs nameservers (not browser queries)
- Traffic data caution: UDP queries; first cut!
Total gTLD DNS Query Trend

Source: ICANN Registry Operator Reports via ODI
.com and .net still dominate gTLD DNS traffic

Share of Worldwide gTLD DNS Queries*: Jan/Feb 2017

- com/net: 87%
- All Other gTLDs Combined: 13%

*UDP queries at the TLD nameserver level (not browser queries)
Source: ICANN Registry Operator Reports via ODI
com/net dwarf all other gTLDs combined

DNS Query Trend gTLD Segments

- com/net
- Other gTLDs
...but .com/.net share of traffic appears to be declining slightly

Source: ICANN ODI
...and new gTLD traffic is growing

nTLD DNS queries for Brands/Geos/Generics

- Generic nTLDs
- dotBrand nTLDs
- dotGEO nTLDs

Source: ICANN ODI
#1 nTLD .TOP growing steadily

.TOP DNS Trends

Source: ICANN ODI data
#2 nTLD .XYZ erratic

.XYZ DNS Trends

Source: ICANN ODI data
dotBrand traffic is growing faster than dotGeo domains

nTLD DNS Queries: .brands/.geos

Source: ICANN ODI
Most active dotBrands are building traffic steadily

- .OFFICE (5 pages,)
  - Core whois.office, nic.office generating traffic

![.OFFICE DNS Traffic Trend graph]

Source: ICANN ODR data
Most active dotBrands are building traffic steadily

- .GLE (Google)
  - 1 page!
Most active dotBrands are building traffic steadily

- .REN (328K pages; social networking)
  - RenRen—largest real-name social networking platform in China
    - yanj.ren (family roots); bish.ren; moore.ren (recruiting)

![REN DNS Traffic Trends](source: ICANN ODIN data)
Most active dotBrands are building traffic steadily

- `.ITAU (3 pages; banking)
  - Basic WHOIS and nic sites

Source: ICANNODI data
Traffic: Core Use case-.monash

.MONASH DNS Traffic Trends

Source: ICANNODI data
Traffic: Core Use case-.barclays
Traffic: Optimized-.bnpparibas

.BNPPARIBAS DNS Traffic Trends

Source: ICANN ODI data
Traffic: Optimized-.abbott

.ABBOTT DNS Traffic Trends

Source: ICANN ODI data
Some ODI data is flawed

- Crazy spikes
nTLD dotGenerics total

Source: ICANN ODI

Oct/Nov 2016
Anomaly: Uniregistry names

- link/click/audio/auto/hosting/pics/lol/photo/sexy/mom/help/gift/property

DNS Query Trend: 13 UniRegistry TLDs
dotBrand total

UDP Queries Rec'd for .BRANDS

Mar/Apr 2015

Source: ICANN ODI
Anomaly: .bbc (dotBrand)

.BBC DNS Traffic Trends

Delegated MAR2015

Source: ICANN ODI data
dotGEOs Total

GEOs Sum of dns-udp-queries-received (mm)

Feb-Apr 2015

Source: ICANN ODI
Anomaly: .Cymru/.Wales

Some months reported at zero

Source: ICANN ODG
Summary: ODI and DNS

• ODI is a FANTASTIC new data source
  – Help show adoption and use, not just sales
  – Enables deeper understanding of category

• Data must be used with care
  – Large anomalies skew results
  – Some months with zero values

• Indicates that Registry Operator reports need greater scrutiny (gi/go?)
  – Ongoing updates will be helpful
Thank You