A Review of the Domain Name Market in India

Mansi Kedia · Richa Sekhani · Gangesh Varma
Ujjwal Krishna · Raj Kumar Shahi

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Executive Summary

The evolving role of the Internet has resulted in a paradigmatic shift in the way trade and commerce is now conducted. More and more businesses are going online; the past decade has witnessed an explosive growth in the number of businesses and individuals who have invested in a personal webspace. As a result, demand for domain names have increased. As per the domain name stats, domain name counts were recorded to be 408.5 million across all top-level domains (TLDs) in May 2020. ccTLDs accounted for 37% of the total registrations (149.6 million). Amongst gTLDs, .com and .net continue to be market leaders. They have a combined total of approximately 183.9 million registrations. For new gTLDs, recorded registrations were 62 million as on May 2020, accounting for approximately 15% of the total TLDs, with popular ones being. .icu, .top, .xyz, .site and .online

On the back of a vibrant Internet ecosystem in India, thrives a rapidly growing domain name market. Domain name registrations counts in India increased by 7.1% during the period 2016-17 and recorded a total of 5 million in May 2020. Registrations in India, however, account for only 1.24 percent of the global market. The popularity of ".com" is also observable in India. As a legacy TLD it commands almost 51% of the domain name market in India followed by .in and .org with their respective share being 31.14% and 4.41% respectively. The preferred nTLDs are .xyz and .online and .ooo. The market shares and rankings of TLDs change over time, even though the top choices have always remained .com and .in. The primary reason for this order of preference to is that of the domain reflecting the activity or the business location. Further familiarity, easy recognition, trust, price affordability and resale value of the domain also influence the decisions of registrants.

Very similar and interesting findings were revealed in the enterprise and individual survey analysed in the report. The survey elicited notable trends in usage patterns, industry priorities, and market perceptions, and also delved into currently underutilised, yet high potential, categories such as Internationalised Domain Names (IDNs). Price, brand reputation, recommendation from friends and colleagues, offering free provision of the domain along with other services by registrars and advertisements influences registrant's decisions of buying domain name from a registrar. In terms of awareness, while individual and enterprises both could recognise the ngTLDs, they were not aware about the nomenclature. Similar but far more pronounced was the case with IDNs.

The industry trends and findings from the survey has showcased the under penetrated market of the domain names in India. India presents a huge opportunity for the domain name market as online businesses trickle down to Tier 2 and Tier 3 cities**.** However, to help this industry achieves its maximum potential, marketing strategies of registries and registrars have to be well aligned. India has seen a steady rise in the number of registries, registrars and resellers that drive the supply side. While several stakeholders have entered the market, there have also been prominent exits among registrars and several resellers have shut shop. The ability of players to enter and exit the market is an indicator of competitiveness and is applicable universally. The domain name market in India is deeply layered. Besides registrars, there is a distribution network of resellers and registrants. A priori, the market seems to be competitive.

There are a large number of buyers and sellers, although a centralized database reporting the exact number of domain name registrations is absent. This is important for market analysis and is one of the policy recommendations of the study.

An analysis of competition using Porter's Five Forces Model in the report finds that the domain name industry in India is fairly competitive (Medium-High). The presence of a large number of registrars and registries along with the deeply networked reseller market makes the industry attractive for new players. There is relative ease in the entry and exit of registrars and the market is not yet subject to onerous regulations. This makes it an attractive proposition for new players, who are vying for a share of a rapidly growing market in India.

Registries and registrars are tempted to offer promotions and discounts to acquire new registrations. However, lack of awareness and technical know-how often limits the registrant's ability to bargain at the time of renewal. Met with reasonable services, even price sensitive registrants hesitate to transfer domains given the actual and perceived costs of switching. Table below summarizes the analysis where a given factor is ranked as either low, low to medium, medium, medium to high and high; based on our analysis of how each of these forces is likely to impact competition.

Summary of the Competition Analysis using Five Forces

Porter's Five Force	Level of Competition	Summary Analysis
Competition Rivalry	Low-medium	• Large number of registrars but few of them are dominant.
		• Registration of new gTLDs are led by two key registrars – Go Daddy and PDR-who between them control about 80 per cent of the market share in this category.
		• Core product sold by most registrars is identical; however, value-added services are a differentiating mechanism.
		• The exit barriers are moderate; process is not very tedious.
Threat of new entrant	Medium	• Accreditation process is user friendly and the barrier to entry is extremely low for ICANN accredited registrars (The compliance burden on registrars is significantly higher than that for resellers).
		• Those selling legacy TLDs are relatively less monitored than those selling the new generation new gTLDs.
		• ccTLD registrar involves accreditation from each ccTLD registries. Documentation requirements and/or nexus rules require registrants to be physically present within their countries, involves verification and validation of documents which ultimately increases the compliance burden for registrars and their overall cost of operations.
Bargaining power of supplier	Medium	• Each gTLD is managed by a single registry that is responsible for maintaining necessary records (as prescribed by ICANN) of all registered domain names within the TLD that it controls.

		• Competition in the supplier market of new gTLD is fiercer as each registry tries to create a niche for itself in the market.
		• ccTLD registries have mandated citizenship or domestic incorporation as a criterion to register their domains and there for can control the users of the domain names through individual TLD policies.
Bargaining power of buyer	Low -Medium	• The registrants in the industry can switch registrars the latter has power to bargain with registrars.
		• However, lack of awareness about domain names along with bundled services provided by registrars makes consumers continue with registrars they originally register with, limiting their ability to bargain.
Threat of Substitutes	Low- Medium	• With the rise of social media platforms and e-commerce websites, small companies no longer feel the need to register their own domain and instead piggy back on that of an existing platform/ marketplace to advertise its product or service.
		• However, there is no substitute for highly personalized emails. Domain name registration becomes necessary for a business email address

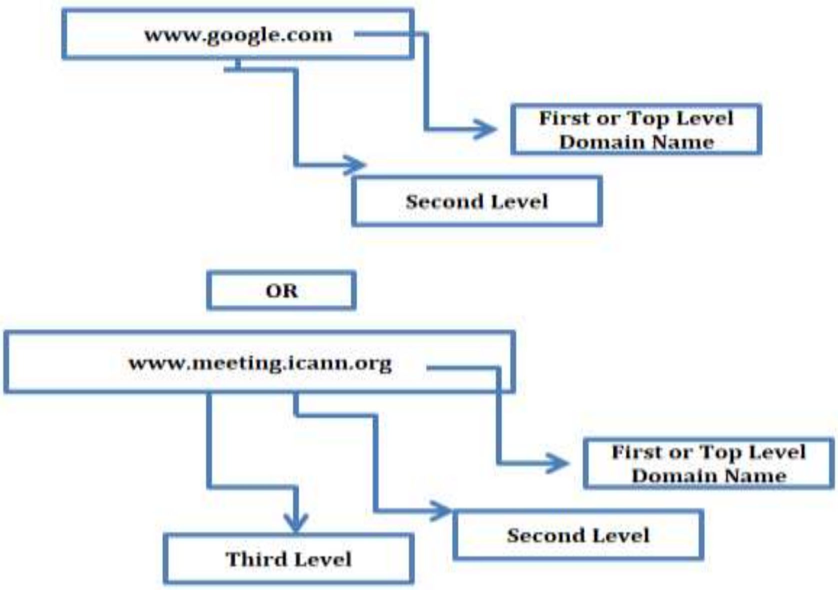
Overall, we could conclude that the level of competition in this industry is medium-high. While the state of competition can be improved, it may be adequate to produce efficient outcomes and consumer welfare, at least in the short term. Competition could be increased by increasing the market size of the industry and initiatives that can promote the registration in India. The role of policy becomes important to create an enabling ecosystem that will help take this growth forward. Curating and maintaining a robust database of the industry, developing strategies to increase consumer awareness, address information asymmetry, promoting geographic TLDs and domain names in local language, supporting startups and SMBs and organising an annual domain names conclave to increase India's participation in international fora is important to voice priorities that are unique to India.

A Review of the Domain Name Market in India

1. Introduction

The evolving role of the Internet has resulted in a paradigmatic shift in the way trade and commerce is now conducted. More and more businesses are going online; the past decade has witnessed an explosive growth in the number of businesses and individuals who have invested in a personal webspace. As a result, demand for domain names have increased[1]. Domain names, integral to network design, act as an identification string used for naming and addressing. Every website on the Internet is hosted on a server computer and every device connected to the internet has to have an Internet Protocol (IP) address. which has a unique Internet Protocol (IP) address.[2]This IP address is a sequence of characters made up of numbers. The purpose of domain names is to assignnames to these IP addresses that are easy to remember. Domain names are simple strings of alphanumeric American Standard Code for Information Interchange (ASCII)[3] characters, which are not case sensitive. The owner of the website can choose any name, given that no one else is already using the same name for another website. Without domain names, one would have to tediously keep track of long arrays of numbers and enter the complex sequences every time a website has to be visited.

Figure 1.1: Anatomy of the Domain Name System (DNS)



Source: ICANN, "New Generic Top-Level Domains: New gTLD Basics; New Internet Extensions[4]

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1 The Global Domain Name Market (2018), Global Industry Analyst, Inc. https://www.strategyr.com/MarketResearch/market-report-infographic-domain-names-forecasts-global-industry-analysts-inc.asp

2 In fact, every computer on the internet network has a unique IP address

3 ASCII is abbreviated from American Standard Code for Information Interchange, is a character encoding standard for electronic communication

4 New gTLD basics, New Internet Extensions, ICANN, https://archive.icann.org/en/topics/new-gtlds/basics-new-extensions-21jul11-en.pdf

The Domain Name System (DNS) follows a treelike hierarchy, where each top-level domain (TLD) includes many second-level domains; each second-level domain can include third-level domains, and so on and so forth. These various elements within a domain name are called labels; they are organized into different levels segmented by a dot (“.”). For instance, in google.com, “.com” is the top-level domain name (TLD) and “Google” is the second level domain name. The top-level domain such as ".com," is fairly generic. Although it is the controlling address feature, it does not help to distinguish a site from others. A second-level domain (SLD) is the portion of a Uniform Resource Locator (URL) that identifies the specific and unique administrative owner associated with an Internet Protocol address (IP address)[5]. For example, in a domain name like "google.com," the word "google," as the second-level domain, is where domain holders put the brand name, project name, organization name or other familiar identifier for users.In addition, there are country code top level domain (ccTLD) that are used or reserved for a country, sovereign state, or dependent territory identified with a country code.There are also common second-level domains, there is also a country code second-level domain (ccSLDs). For instance, ac.uk - academic represents tertiary education and research establishments and learned societies in United Kingdom.

A third-level domain is the next highest level following the second-level domain in domain name hierarchy. It is the segment that is found directly to the left of the second-level domain. The third-level domain is often called a "subdomain", and includes a third domain section to the URL. In large organizations, every department or division may include a unique third-level domain that can act as a simple, yet effective, way of identifying that particular department. Various third-level domain names are used to balance the load on sites with heavy traffic. For example, in www.mydomain.com, "www" is the third-level domain. The usage of third-level domain names adds clarity to domain names, which makes them more intuitive.

TLDs are further classified as country-code top-level domains (ccTLDs) and generic top-level domains (gTLDs). Box 1.1 provides a comprehensive understanding of the DNS typology.

[5] Intermedia , https://kb.intermedia.net/Article/1215

Box 1.1: Understanding the Top-Level Domains (TLDs) Typology

- **General Top level domain name (GTLDs):** A gTLD (generic top-level domain name) is an internet domain name extension or root zone with three or more characters. The stability and reliabilityof the namespace of all domains under gTLDs is overseen by the non-profit organization, Internet Council for Assigned Names & Numbers (ICANN). gTLDs are associated with some domain class, such as .com (commercial), .net (originally intended for Internet service providers, but now used for many purposes), .org (for non-profit organizations, industry groups, and others), .gov (U.S. government agencies), .mil (for the military), .edu (for educational institutions); and .int (for international treaties or databases and not much used). For example, in the domain name, www.ibm.com, .com is the chosen gTLD. Some of the the original gTLDs such as .com, .org or .net are now called legacy TLDs These can be segregated in to two categories namely:

- **Sponsored:** According to ICANN a sponsored TLD is a specialized TLD that has a sponsor representing the narrower community that is most affected by the TLD. For instance, .asia, .aero, .cat, .edu, .coop, .int, .gov,.jobs etc. that are mostly industry specific and sponsored by organization and institutions.

- **Unsponsored:** An unsponsored TLD operates under policies established by the global Internet community directly through the ICANN process. .biz, .name, .pro which can be used for specified purpose and are restricted to specific type of registrants. For instance, .biz can only be used for business purposes.

- **Country code Top-Level Domain**: It represents domain of a particular country or territory (e.g., .in, .eu, .de, .mx, and .jp). The management of these TLDs are delegated to designated individual country managers, whose country or territory is assigned a unique two-letter code from the International Standards Organization's; the managers operate the ccTLDs according to local policies that are adapted to best meet the economic, cultural, linguistic, and legal circumstances of the country or territory involved. The ISO country codes are internationally recognized codes that designate every country and most of the dependent areas a two-letter combination or a three-letter combination; it is like an acronym, that stands for a country or a state.

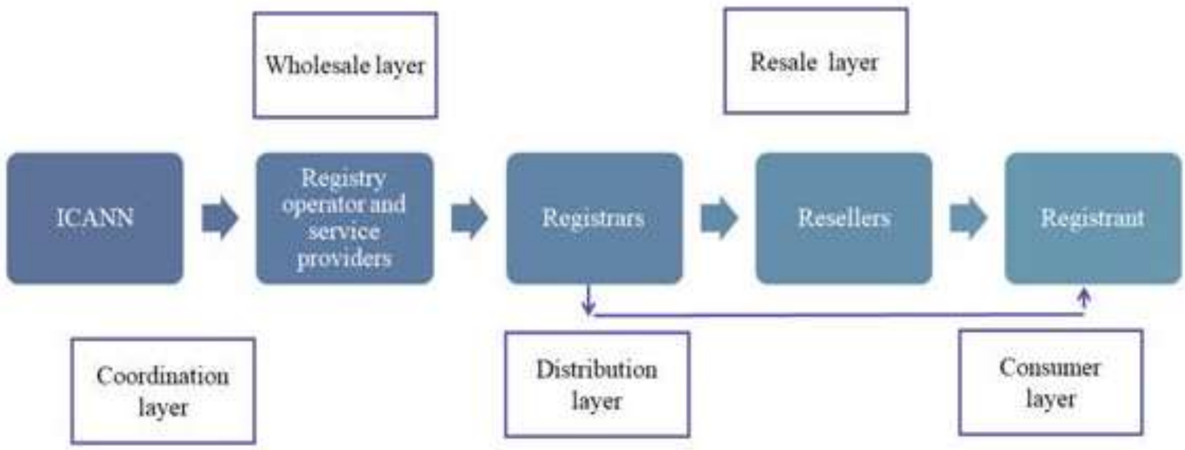
- **International domain names (IDNs):** IDN that contains at least one label that is displayed in software applications, in whole or in part, in a language-specific script or alphabet, such as Arabic, Chinese, or the Latin alphabet-based characters with diacritics or ligatures, such as French. These writing systems are encoded by computers in multi-byte Unicode. Examples of IDNs are. இந்தியா, .संगठन, etc. IDNs were introduced in 2003.

The past few years have witnessed a steep rise in demand for domain names. Since late 2013, several hundred new TLDs were added by Internet Corporation for Assigned Names & Numbers (ICANN), a non-profit organization responsible for coordination of the global Internet system.[6]As per nTLD stats[7], there are 1,187 new gTLDs across the globe. In addition, the release of international domain names (IDNs) that feature non-Latin alphabets have also enhanced the available domain name count. The increase in regional content, access to smartphones and Internet hotspots led to increase in overall domain name registrations[8].

1.1 Industry Value Chain

The value chain helps explain the different layers within the industry and the relationship between stakeholders. ICANN in 2013 represented the value chain, as depicted in Figure 1.2 below

Figure 1.2: Value chain of the domain name industry



Source: ICANN

ICANN manages coordination of technical aspects within the DNS. It also formulates rules and procedures that are essential to the preservation of a reliable global address book of domain names. The Internet Assigned Numbers Authority (IANA), responsible for the operational aspects. It is responsible for Internet protocol (IP) and coordinates global IP addressing, symbols, numbering, media-type and DNS root zone management. Based at the University of Southern California (USC), IANA manages a centralized IP database and uses global DNS oversight to assign unique IP addresses to private or public organization.The

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6 Winterfeldt . B & Moltrup . D (2015). "*Brand Protection on the Internet: Domain Names, Social Media, and Beyond"*, International Trademark Association http://www.inta.org/trademarkadministration/Documents/BrandProtectionontheInternetWinterfeldt-Final.pdf

7 https://ntldstats.com/tld

8 The Global Domain Name Market (2018), Global Industry Analyst, Inc. https://www.strategyr.com/MarketResearch/market-report-infographic-domain-names-forecasts-global-industry-analysts-inc.asp

other major stakeholders include registry operators that are responsible for management, operation and administration of TLDs[9]. Most of the entities in this layer do not directly sell domain names to end consumers. They sell domain names through a network of distributors (or registrars). Some examples of ccTLD registries include the National Internet Exchange of India (NIXI)[10] providing ".in", DENIC (Germany)[11] providing ".de", Association Française Pour Le Mommage Internet En Cooperation (AFNIC)[12] - incumbent manager of ".fr" (France). VeriSign[13] is a gTLDregistry providing ".com" and ".net".

Registrars form the distribution layer of the value chain. For selling gTLDs and ccTLDs, registrars have to be accredited by ICANN and ccTLD registries, respectively. Registrars have to fulfil working capital requirements provided by ICANN to become eligible for selling and registering domain names. Globally, there are approximately 2000[14]registrars. Some of the big players in the market include GoDaddy, Tucows, Name Cheap etc[15]. Resellers, are part of the distribution layer, belong in the resale market. They buy domains with the purpose of reselling them to consumers. Registrars use the reseller network to increase their sales by offering them sale commissions. The expanding network of registries, registrars and resellers has led to an explosive growth of the industry with the global count of domain name registrations across all TLDs having reached 408.5 million in May 2020[16]. The new gTLD (new gTLD) and country-code TLD (ccTLD) registrations were totaled at 62 million and 149.6 million, respectively[17]. In growth terms, global domain name registrations have increased at an annual rate of 3.9% in 2019[18]. The following sections examine the evolution of the global domain name market, with a special focus on India.

1.2 Evolution of domain name market

The Internet has drastically transformed from the time it was established in 1969. The *Advanced Research Projects Agency Network* (ARPANET)[19] connected research centers across the United States to share information. By the end of 1969, four host computers[20]were added to the original ARPANET. The Network Control Protocol (NCP) was implemented in 1971-72[21]. Towards the end of the 1980s, a total of 320 computers were connected to the

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9 https://www.iana.org/about
10 https://nixi.in/
11 https://www.denic.de/en/
12 https://www.afnic.fr/en/
13 https://www.verisign.com/en_IN/
14 ICANN.org; https://www.icann.org/news/multimedia/185
15 DomainState.com https://www.domainstate.com/registrar-stats.html
16 Domain Name Stats https://domainnamestat.com/statistics/overview. Numbers are as of May 26th , 2020.
17 Ibid. Numbers are as of May 13th, 2020.
18 The VeriSign Domain Name Industry Brief Q4, 2019 ; https://www.verisign.com/en_IN/domain-names/dnib/index.xhtml?section=executive-summary
19 americasbesthistory.com ; https://americasbesthistory.com/abhtimeline1969m.html
20 Host computer is the main or controlling computer connected to other computer or terminals to which it provides data or computing services via a network.
21 Satorras. R & , Vespignani .A (2004), "*Evolution and Structure of the Internet: A Statistical Physics Approach, "http://fizweb.elte.hu/download/Fizikus-MSc/Infokommunikacios-halozatok-modelljei/Evo-and-Struct-of-Internet.pdf*

network.The growth was rapid. By 1981, the number of hosts increased to 213, with a new host added every twenty days[22]. On January 1, 1983, NCP on the ARPANET was replaced by the more flexible and powerful family of transmission control protocol/ internet protocols(TCP/IP). This marked the beginning of the modern Internet.

While this development was promising, it lacked scalability. With more computers accessing ARPANET, the challenge to remember multiple numerical IP addresses[23]began to rise. To address this problem, hosts[24]were now assigned names along with IP addresses. Originally, a limited number of hosts meant it was feasible to maintain a single table of all the hosts and their associated names and IP addresses. To migrate to a larger number of independently managed networks (e.g., LANs) meant that having a single table of hosts was no longer feasible. This led to the inventionof the Domain Name System (DNS), developed by Paul Mockapetris of the Information Sciences Institute of the University of Southern California in 1983.Prior to the launch of the DNS every computer retrieved a file named "*HOSTS.TXT*" that mapped a domain name to a numerical IP address. Figure 1.3 provides a brief history of the global domain name system.

The Domain Name System is essentially referred to as a mnemonic device that translates the numerical addresses used by computers into words and phrases that are capable of being easily remembered by users. It also translates names, such as www.cisco.com, into IP addresses, such as 192.168.40.0 (or the more extended IPv6 addresses), so that computers can communicate with each other. Symbolics Inc., a computer manufacturer in Massachusetts, registered the domain name Symbolics.com, making it the first appropriately registered ".com" domain in the world on March 15, 1985[25].

Until 1993, domain names were registered free of cost. Network Solutions was first granted the right to charge for domain name registrations at $100 for two years of registration. Network Solutions Inc. (NSI) operated the registries for three top-level domains (TLDs) - *.com*, *.net*, and *.org*. In addition to its function of a domain name registry, it was also the sole registrar for these domains.[26] In 1993, the Department of Commerce, under President Clinton, issued a proposal for privatizing the Domain Name System (DNS), which was then controlled by the U.S. government. The document — known as the "Green Paper" — was created with the goal to both increase competition in the market and to encourage international participation. Public criticism of the proposal of privatization led to the creation of the "White Paper." Later in 1998, the business of domain providers (Registry) and domain sellers

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[22] A Timeline of the Internet and E-Retailing: Milestones of Influence and Concurrent Events, Kelly School of Business . Available at https://kelley.iu.edu/CERR/timeline/print/page14868.html

[23] IP address is a unique string of numbers separated by full stops that identifies each computer using the Internet Protocol to communicate over a network.

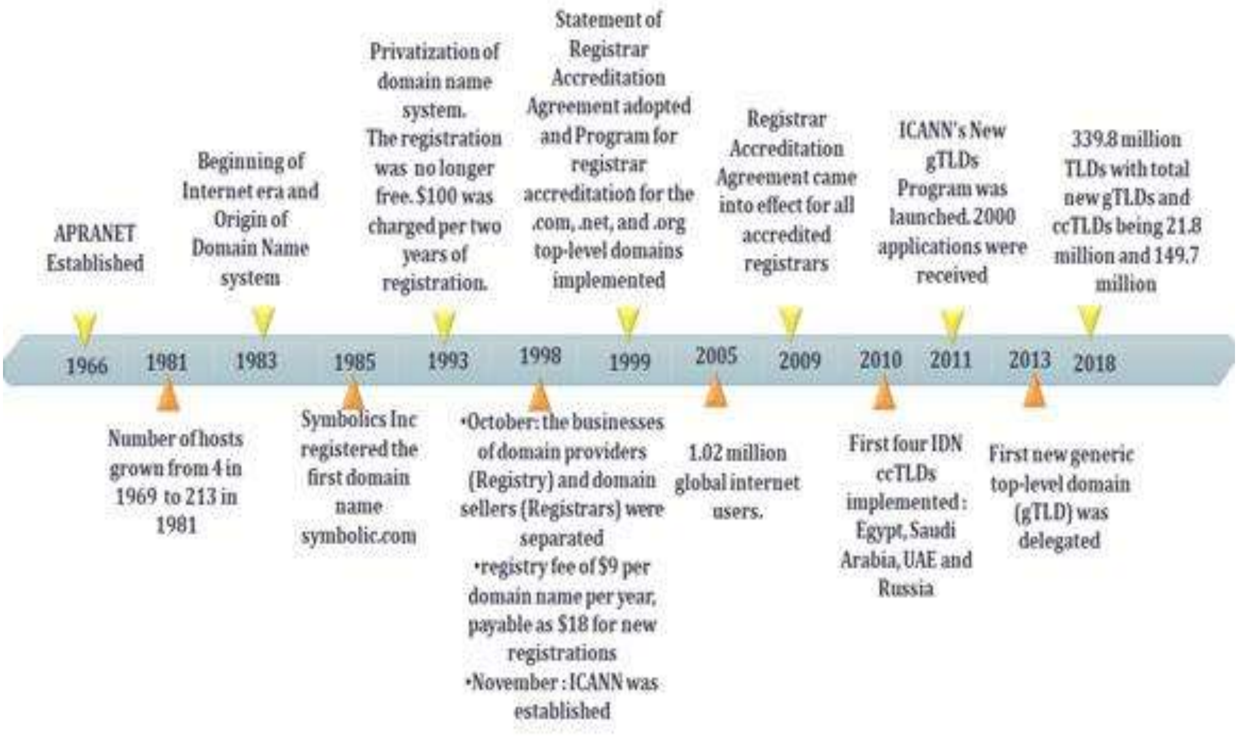
[24] In computer networking, a host (is a label that is assigned to a device connected to a computer network and that is used to identify the device in various forms of electronic communication, such as the World Wide Web.

[25] A Brief History of the Domain Name. https://mashable.com/2014/03/10/domain-names-history/

[26] ICANN Wiki. https://icannwiki.org/Network_Solutions

(Registrars) were separated with amendments[27]in cooperative agreements between the United States' Department of Commerce (DoC) and Network Solutions, Inc. ("NSI"). Amendment 13[28] set a registry fee of $9 per domain name per year, payable as $18 for new registrations. In November of 1998, the DoC identified ICANN, a newly-formed, private, non-profit corporation as the entity that would oversee competition under the shared registry system (SRS)[29]. A program for registrar accreditation for TLDs such as .com, .net, and .org was implemented in March, 1999. The domain name registrationsincreased significantly during the dotcom boom in the late 1990s as several companies, including startups, established their presence on the Internet.

Figure 1.3: Evolution and History of Domain Name System



27 The Amendment 11 required the establishment of a Shared Registration System in which an unlimited number of registrars would compete for domain name registration business utilizing one shared registry (for which NSI would continue to act as registry administrator). https://www.ntia.doc.gov/legacy/ntiahome/domainname/proposals/DOCNSI100698.htm

28 Registrar License and Agreement. https://www.ntia.doc.gov/files/ntia/publications/amendment13.pdf

29 ICANN.org https://www.icann.org/resources/pages/history-2012-02-25-en

Growth of Registries

VeriSign (1995) .com, .net 152 billion transactions daily	Neustar (1996) Connected to over 250 registrars globally	Afilias (2000) DNS for over 25 TLDs	PIR (2002) Offers over 3000 domain extensions	Nixi (2005) 2 million .IN registered since 2005.	DotAsia (2008) 37,000 applications received, over 95% success rate, 0 record of disputes	New TLDs (2013)

Growth of registrars

Net4India (1985) 500,000 direct customers over 100,000 websites hosted	GoDaddy (1997) 17 million customers	Name Cheap (2000) Manages 10 million domain names	Hover (2008) Information missing here.	Big Rock (2010) Enabled over 6 million websites

Source: Compiled by Author

New gTLDs were subsequently introduced. In November 2000, seven new gTLDs were introduced out of which four (.biz, .info, .name, and .pro) were unsponsored and three (.aero, .coop, and .museum) were sponsored[30]. In 2003, ICANN initiated a process that resulted in the introduction of another six TLDs (.asia, .cat, .jobs, .mobi, .tel and .travel) that were all sponsored[31].By 2005, the Domain Name System (DNS) served a global Internet, larger and more diverse, in users and in uses, than the relatively small homogeneous network for which it was first deployed in the early 1980s.

The Internet evolved into a new phase, with social media platforms such as Facebook, YouTube and WhatsApp entering the market between 2004 and 2009. The thriving app economy and online businesses further accelerated the demand for domain names. As a result, the DNS capacity was rapidly falling short of demand. The three-character .com domains were already used up by 1997. In December 2013, WhoAPI, a domain data analysis startup, revealed, that every possible combination of four-letter .com domain names had been registered. From AAAA.com to ZZZZ.com, all 456,976 combinations were already exhausted.[32]In October 2013 the new generic top-level domain (new gTLD) programwas introduced[33]. Today we have over a thousand TLDs, including gTLDs and new gTLDs, giving consumers and businesses the opportunity to register domains under the likes of *.science*, *.guru*, *.xyz*, *.expert*, *.ninja*, *.pizza*, *.wine*, and many more[34].The country-code top-level domains (ccTLDs) and internationalized domain names (IDNs) are also gaining

30 An unsponsored TLD operates under policies established by the global Internet community directly through the ICANN process, while a sponsored TLD is a specialized TLD that has a sponsor representing the narrower community that is most affected by the TLD. The sponsor thus carries out delegated policy-formulation responsibilities over many matters concerning the TLD.

31 https://archive.icann.org/en/tlds/

32 A Brief History of the Domain Name. https://mashable.com/2014/03/10/domain-names-history/

33 New Generic Top Level Domains https://newgtlds.icann.org/en/about/program

34 Each applicant was required to pay a $185,000 evaluation fee, which was intended to recover the costs involved in running the New gTLD Program.

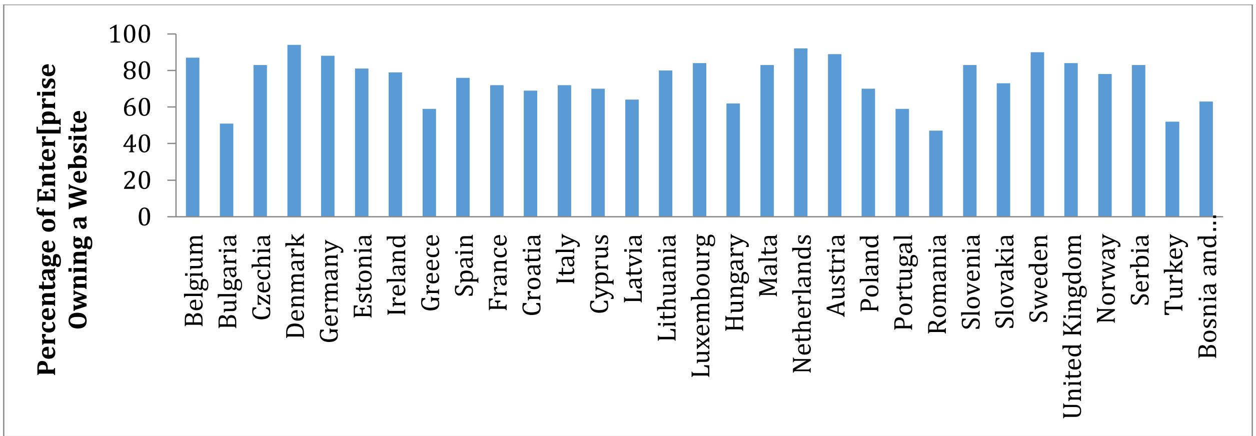
significance. This has expanded business opportunities for both registrars and registries across the globe.

The rest of the paper is organized as follows. Section 2 discusses the global trends in the domain name industry. Section 3 focuses on the domain name market in India. Section 4 analyses competition in India's domain name market using Porter's Five Forces Framework. Section 5 concludes.

2. Global Trends in the Domain Name Industry

With the Internet and its several applications gaining preeminence in our daily lives, thepast decade has witnessed an explosive growth in the number of businesses and individuals desirous of owning a personal webspace. Thousands of startups are incorporated every year; a large proportion of them sport an online presence. Nearly two-thirds of small businesses rely on websites to connect with customers. At the beginning of 2018, nearly two-thirds (64%) of small businesses have a website[35]. The data by Eurostat showed that the percentage of enterprise owning a website varies from 94 % in Denmark to 47% in Romania (See figure 2.1 below) in European countries

Figure 2.1: Cross country comparison (percentage of enterprises owning a website) (2018)



Source: Eurostat[36]

In India, domain names are still an underpenetrated market. Only about 30% small and medium enterprises (SME) in India are online[37]. There is, however, growing consciousness among businesses about the benefits of going digital. Not just India, developing countries in general, are hubs for Internet services of the future. With developed country markets rapidly

[35] Visual Object Survey. https://c212.net/c/link/?t=0&l=en&o=2388863-1&h=1953702719&u=https%3A%2F%2Fvisualobjects.com%2Fweb-design%2Ftop-web-designers%2Fsmall-business-websites-2019&a=Visual+Objects

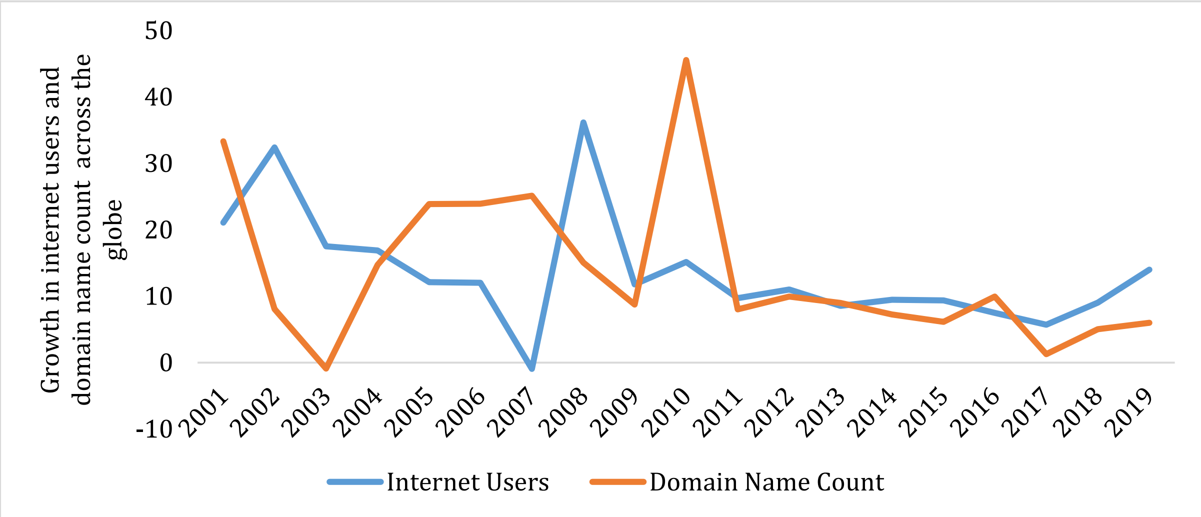
[36] Eurostat; http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=isoc_ciweb&lang=en

[37] Ming. C (2017). *Google wants to get more Indian businesses online, CNBC*https://www.cnbc.com/2017/01/09/google-wants-to-get-more-indian-businesses-online.html

saturating, the domain name players are turning their attention towards relatively underpenetrated markets in developing countries.

As the global Internet ecosystem evolved, there was an observable growth in the number of internet users and domain name counts. The rise is almost simultaneous as one drives the growth of the other. Figure 2.2 captures the growth patterns in Internet users and domain registrations across the globe since 2001[38].

Figure 2.2: Growth in internet users and domain name count across the globe (in percentage)

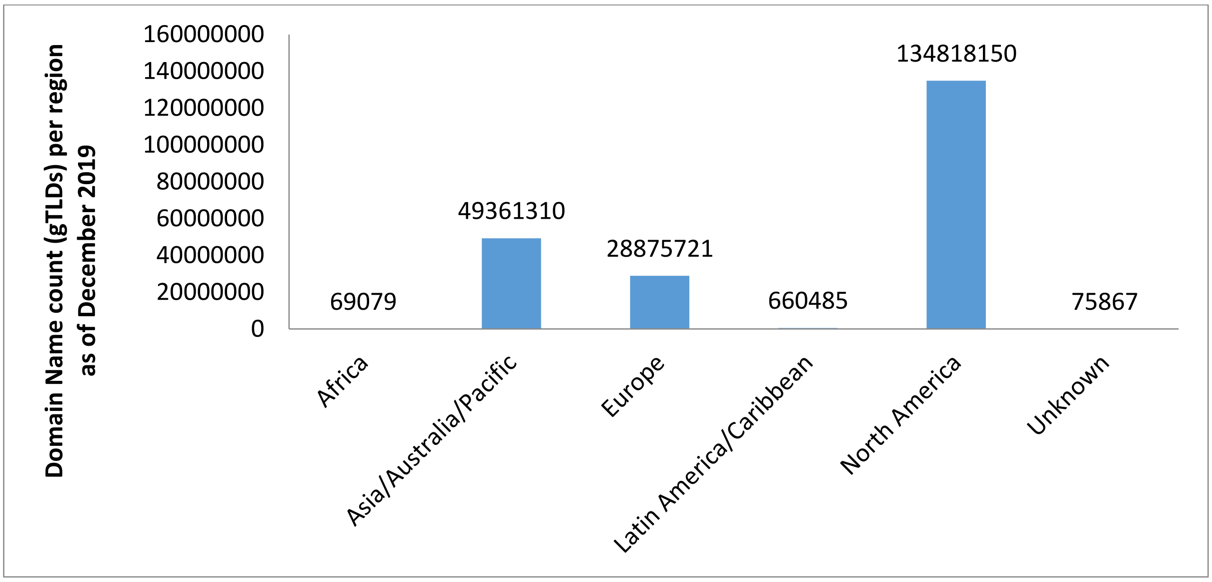


Source: Verisign DNIBs, Zooknic, Internet World Stats, Statista

As per the domain name stats, domain name counts were recorded to be 408.5 million across all top-level domains (TLDs) in May 2020. ccTLDs accounted for 37 % of the total registrations (149.6 million). Figure 2.3 below provides the regional distribution of domain counts. As of December 2019, North America leads the pack with 134 million gTLDs, followed by Asia, Australia and the Pacific with 49 million and Europe with 28 million. *Appendix 1* provides the details of this calculation and the composite list of gTLDs across each region.

38 It is to be noted that not all the registrations are the new. There are renewals. When the domain names are registered, they are registered for certain number of years. In order to continue using the domain names beyond its expiry date, one needs to renew them. Therefore, the number of domain name registrations presented in figure 2.2 provides a composite mix of both renewals and the new domains registered by the registrants.

Figure 2.3: Domain Count (gTLDs) per Region as of December 2019[39]



Source: ICANN Contractual Compliance Performance Report

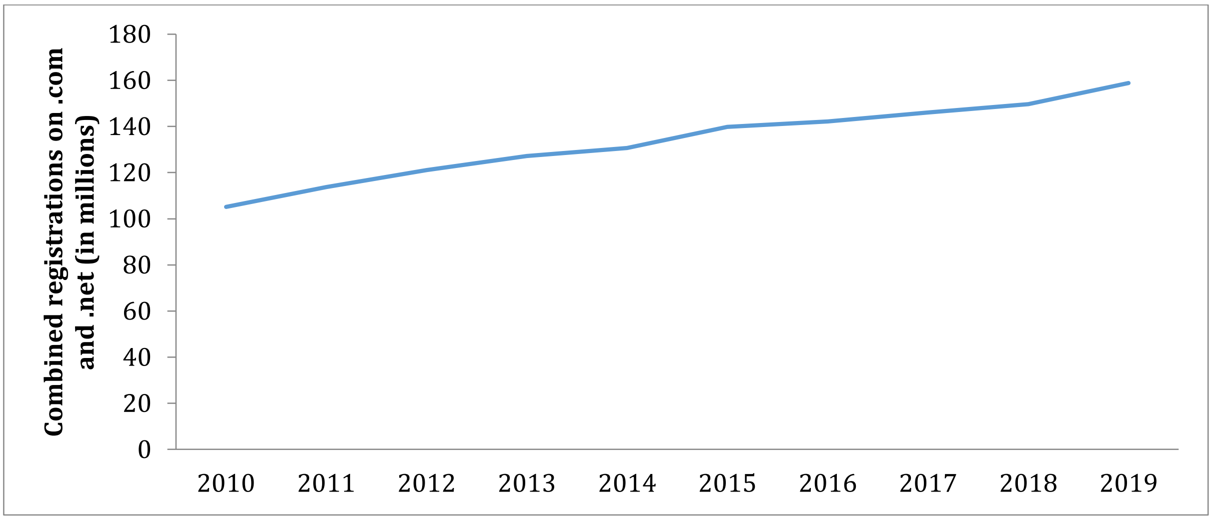
2.1 Top Level Domains (TLD)

Top Level domains (TLDs) comprise country code top-level domains (ccTLDs) such as .uk (United Kingdom), .in (India) and .ca (Canada) and generic top level domains (gTLDs) such as .com, .org, .gov. and .net. While anybody can register general domains such as .net, .org or .com; .sponsored domains such as .mil (United States Department of Defense and its subsidiary or affiliated organizations) and .gov (restricted use by government entities in the United States) are available only for certain types of institutions. As of May, .com, .net, .org, .edu, .gov, .int .mil, and .arpa are the top preferred domains by registrants. Amongst gTLDs, .com and .net continue to be market leaders. They have a combined total of approximately 183.9 million registrations[40]as of May 2020. . Figure 2.4 provides the combined number of registrations under.com and .net over time.

39 Unknown in the graph means: Domain name counts are not always identifiable with respect to region. Some TLDs have restrictions, such as document verification and reactive occasional checks. According to ICANN rules, when buying a domain, a registrant necessarily agrees to enter an obligation to provide and maintain their current address. However, as per registrants' experiences, in reality, these checks are not always made. There is a risk of not providing a factual address in the event of a dispute, or if a competitor files a complaint. However, most domain holders reportedly do not face this issue.

40 The domain name base is the active zone plus the number of domain names that are registered but not configured for use in the respective Top-Level Domain zone file plus the number of domain names that are in a client or server hold status.

Figure 2.4: Combined registrations on .com and .net (in millions)



Source: VeriSign 2010-2019 briefs up untilQ4 2019.

The count for ccTLD registrations was approximately 149.4 million. Table 2.1 provides the share of top 10 ccTLD registrations as on May 2020.

Table 2.1: Top 10 ccTLDs Registrations as on May 2020

ccTLDs Domain names	ccTLDs registrations (% share)
.tk (Tokelau)	12.86%
.cn (China)	12.50%
.de (Germany)	8.96%
.uk (United Kingdom)	7.20%
.ru (Russian Federation)	5.09%
.ga (Gabon)	2.87%
.fr (France)	2.78%
.cf (Central African Republic)	2.73%
.nl (Netherlands)	2.56%
.eu (European Union)	2.51%

Source: Domain Name Stats https://domainnamestat.com/statistics/tldtype/country

For new gTLDs, recorded registrations were 62 million as on May 2020[41], accounting for approximately 15% of the total TLDs[42]. The popular new gTLDs as stated by domain name stats are .info[43] .top, .xyz, .icu and .loan. However data provided by nTLD showcases the top five popular domains to be .icu, .top, .xyz, .site and .online

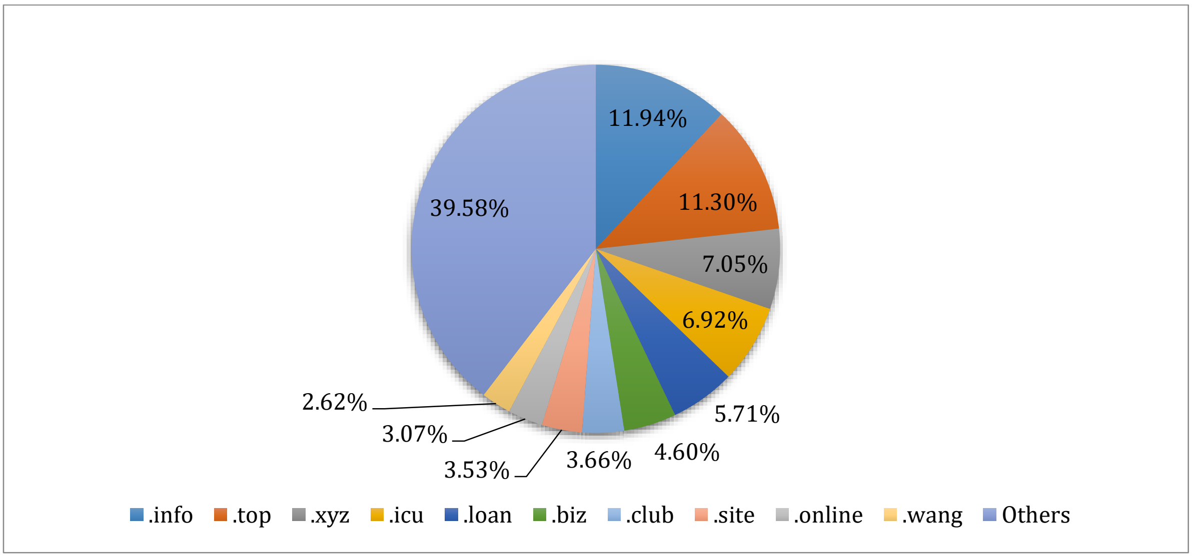
41 https://ntldstats.com/tld

42 The new gTLD registration recorded on nTld stats were 34, 889,359.

43 While .info is categorized as new gTLD in Domain Name Stats. new gTLD stat doesn't categorise it as a new gTLD.

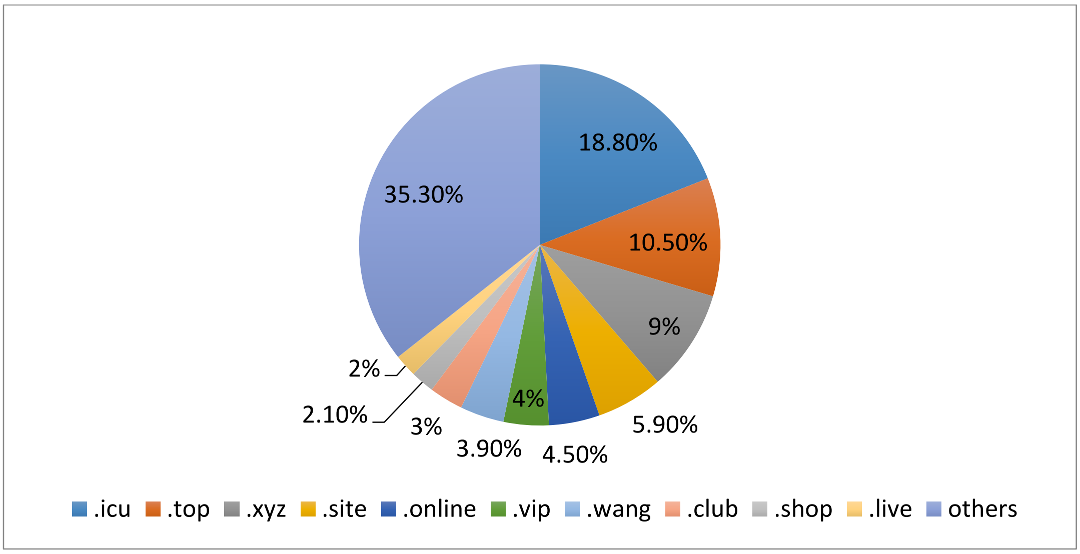
The success of. top is often attributed to its positioning as an easily recognizable name, making it the natural choice for a businesses' online presence. “.xyz” is positioned as a domain that cuts across the three generations and brings a perception of finality. In addition, to market positioning and building brand appeal, new gTLDs build popularity by giving discounts and promotional offers that attract first time registrants. Figure 2.5a and 2.5b provides the share of new gTLDs as of August 2019. The top three registrars selling new gTLDs are Alibaba Cloud Computing Ltd, Namecheap Inc and GoDaddy.com.Their share in the market for new gTLDs is13.73%, 11.61% and 10.03 %,respectively.

Figure 2.5a: New gTLDs: percentage share as on May 2020



Source: *Domain name stats.* https://domainnamestat.com/statistics/tldtype/new (Data is compiled on May 26th)

Figure 2.5b: New gTLDs: percentage share as on May 2020



Source: *nTLD Stats. https://ntldstats.com/* (Data is compiled on May 26th)

There seems no doubt that businesses and institutions find clear impact on brand building and marketing with registered websites. The returns on their investment from registering a domain and designing a website are also impacted by the choice of TLD. A domain registered on (.org) for instance represents an important organization ;(.co) represents a forward-thinking startup, etc[44]. TLD helps business or purpose categorization, even before users visit the website. Domain names help organisations create and promote a company's identity on the Internet. The popularity of a TLD depends on the perception that it is able to create among users and the way it is positioned in the market. It is also largely driven by promotional offers that registries provide to popularize their domain.

Growth of domain names in mature markets such as the US are beginning to plateau as the market has reached high levels of penetration and several businesses are already online. However, there is a potential for growth in the global domain name market from the Asia Pacific region including India. The launch of International Domain Names (IDNs) that feature non-Latin alphabets are particularly important to this region given the extensive use of non-Latin scripts such as Chinese, Devnagari, Cyrillic, etc. that enables users to communicate in their own language. The growth and potential of the Indian domain name market is discussed in Section 3.

3. Domain Name Market in India

On the back of a vibrant Internet ecosystem in India, thrives a rapidly growing domain name market. Domain name registrations counts in India recorded a total of 5 million in May 2020[45]. In the absence of a centralised system for data collection, statistics on the domain name market are available from multiple sources, often different from each other. Registrations in India, however, account for only 1.24 percent of the global market.[46]. The popularity of ".com" is also observable in India. As a legacy TLD it commands almost 51% of the domain name market in India. *Stakeholder discussions revealed that .com and .in are the first and second most preferred domain names respectively in India* as was also concluded from the survey results analysed in section 4.The top 3 TLDs in India include .com, .in and .org with their respective share being 50.68%, 31.14% and 4.41% respectively. The other preferred TLDs include .net, .xyz, .online etc. The market share and rankings of TLDs change over time, even though the top choices have always remained .com and .in. The primary reason for this order of preference to change among the lower ranked TLDs is promotional offers and discounts offered by registries and registrars. Appendix 2 provides the complete list of TLDs share in India.

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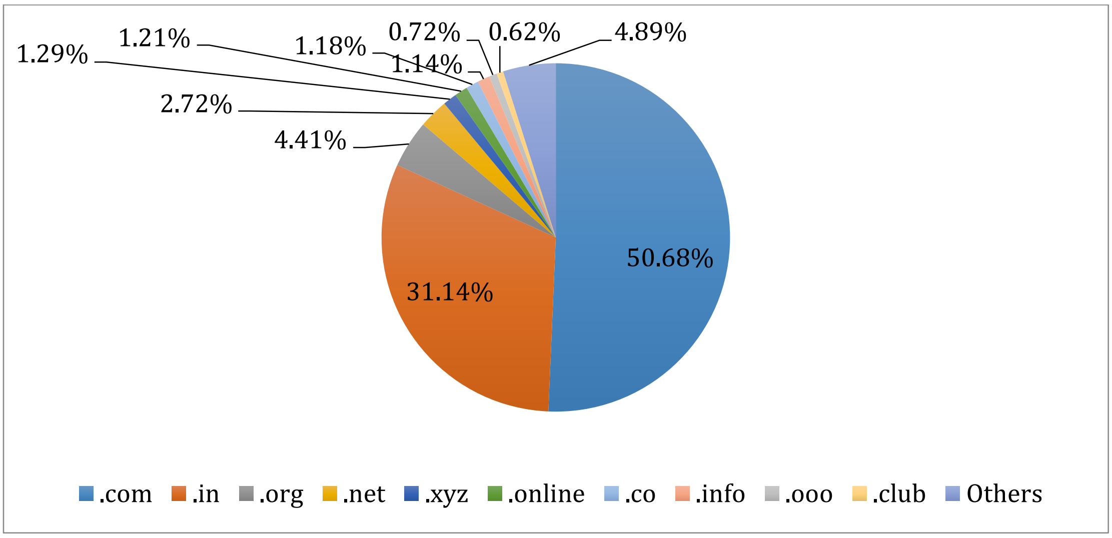
44 Miler. D (2017). What are the five most common domain extensions and which one should I use? https://www.godaddy.com/garage/what-are-the-five-most-common-domain-extensions-and-which-one-should-i-use/

45 Domain Name Stats https://domainnamestat.com/statistics/country/IN

46 *Domain Name Stats*; *https://domainnamestat.com/statistics/registrar/others*

Figure 3.1: Percentage share of Top 10 TLDs in India as on May 2020



Source: Domain Name Stats; https://domainnamestat.com/statistics/registrar/others

The top three new gTLDs are .xyz and .online and .ooo. Provided by Infibeam, the ".ooo" new gTLD is positioned for entities entering or expanding an e-commerce business or multichannel operators that sell products both online and offline. The success of ".ooo" can be attributed to the marketing strategies adopted by Infibeam. A ". ooo" domain registered today can be renewed at an annual charge of Rs 1699 for the next ten years. With every new registration, registrants are given over $100 worth free add-on services including email account, DNS management and access to the bulk tools that make registrations, transfers and renewals easy.[47] On the other hand, ".xyz" is a new generation of domain names which is short and easy to remember and recognizable[48]. ".xyz" is a bold, fresh choice for users who crave creativity and versatility in a domain name. Table 3.2 provides the market share of the top 10 new gTLDs in India.

Table 3.2a: new gTLDs registartions in India percentage share

new gTLD	% Share
.xyz	22.43%
.online	19.01%
.tech	6.99%
.club	5.16%
.site	5.03%
.live	3.98%
.store	2.87%
.website	2.52%
.space	2.50%
.world	1.96%
Others	27.60%

Source: nTld Stats. https://ntldstats.com/country/IN

47 https://medium.com/@dottripleo/desired-website-domain-name-free-ooo-the-power-domain-bc32f878d07c
48 https://www.name.com/domains/xyz

Despite the growth in domain name registrations, India is still far behind several countries in overall domain penetration ratio. Defined as the number of domains per 1000 Internet users, the domain penetration ratio in India is 1.12%, compared to China which sits at 3.3% and the US at 38%. Moreover, domain registrations are concentrated[49]in a few states. Maharashtra, Delhi/ NCR, Tamil Nadu and Karnataka account for 50% of the total registrations; states where Internet usage, online businesses and startups are thriving. Moreover, there are relatively fewer registrants who actively use their domain names when compared to developed and other developing countries. A report by dataprovider.com analysed 260 million domain registrations and found that only 1 million (57.9%) of those had *developed*[50]websites. Of these 57.1% were used by businesses and 39.8 % as personal websites. Of the developed websites, about 2.1% websites are used by e-commerce platforms and 1% for blogging[51]. Interestingly, a significant proportion of registered domains continue to remain undeveloped (in this sample 42.1%). This reflects the lack of meaningful utilization of domain names by registrants in India. Table 3.3 below provides a summary of domain names registered by different registrars and the proportion of those on which websites are available and of those with developed websites that host meaningful content. For instance, of the 556,496 domains registered by Publidomainregistry.com(PDR), 82% have a website but only 66% have developed their websites[52]. The proportion of developed websites is the lowest for Net4India.

Table 3.3: Registrar-wise Percentage of Domains with (Developed) Websites

Registrars	Domains	Available	Developed
(PDR)	556,496	454,411(82%)	29,471(66%)
Godaddy.com, IIC	526,572	409,131(78%)	240,648(59%)
Bigrock solutions Ltd	207,540	175,765(85%)	92,232 (52%)
Endurance domains technology	201,703	162,002 (80%)	97,838 (60%)
Net4India limited	103,172	85,591(83%)	40, 263(47%)
Net4India	58,545	47, 193 (81%)	16,479(35%)
Tucows.inc	47,599	31,580 (66%)	25,087(79%)
Network Solutions, IIc	43,914	35,649(81%)	18,743 (53%)
Enom, inc.	41,788	27,408 (66%)	17,557 (64%)
Crazy domains fz-IIc	35,477	27,820(78%)	16,375 (59%)
Name.com, inc.	33,243	15,381 (46%)	10,742 (70%)
Go daddy, IIc	32,723	26,715 (82%)	6,215 (23%)
Wild West domains, IIc	21,643	15,874 (73%)	11,628 (73%)
Dynadot IIc	16,372	7,482 (46%)	2,832(38%)
NIXI holding account	16,135	11,974(74%)	2,086 (17%)

Source: dataprovider.com

49 India Domain Name Report 2018; Zinnov https://zinnov.com/india-domain-name-report-2018/
50 A developed website is a website which contains real, manual created content. Developed websites are good for renewals.
51 India Domain Name Report 2018; Zinnov https://zinnov.com/india-domain-name-report-2018/
52 dataprovider.com

However, improved network availability and access to smartphones has changed the nature of digital consumption in the country. India presents a huge opportunity for the domain name market as online businesses trickle down to Tier 2 and Tier 3 cities. Some of these trends are discussed in the section below.

3.1 Future growth drivers of the Domain Name Industry in India

3.1.1 Smartphone adoption, high internet penetration and growth in data consumption provide foundation for growth

The digital ecosystem in India has transformed dramatically with a steep rise in Internet subscription and data use. The disruptive entry of Reliance Jio in September 2016, brought down data prices fromRs from Rs. 180 per GB in September 2016 to Rs. 6.98 per GB in 2019. [53].The total number of Internet subscribers increased to 687 million in the quarter ending September 2020[54]. The latest data from Cisco's VNI index indicates that the total number of Internet users in India is likely to reach 907 million by 2023[55]. The pace of progress indicates that 2023 could see 2.1 billion networked devices and 6.5 Exabyte's of data used per month in India[56]. Much of this growth will be fueled by massive consumer adoption of smartphones, Internet of Things (IoT) and use of machine-to-machine (M2M) connections. Internet in India is expected to deliver US$ 250 billion by 2020, contributing up to 7.5 percent to GDP[57]. The smartphone industry in India is a growing market with around 39 percent of mobile phone users expected to own a smartphone by 2019. As per e-marketer forecasts the number of smartphone users in India is expected to grow by close to 16% this year—the highest growth rate for any country in the world[58]. The spiraling sales of smartphones coupled with an increase in Internet penetration will drive the use of mobile-value added services (M-VAS) such as browsing, gaming, social networking, online shopping, location-based services, etc. The overall growth of the Internet ecosystem will be a positive driver for the domain name industry in India. The expected growth in available digital infrastructure and its use is captured in Table 3.4 below.

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53 TRAI performance Indicator Report
54 Ibid.
55 CISCO's Virtual Networking Index. Available at https://www.cisco.com/c/dam/m/en_us/solutions/executive-perspectives/vni-forecast-highlights/total/pdf/India_Internet_Users.pdf
56 Ibid.
57 BCG-TiE Report, 2017; https://media-publications.bcg.com/BCG-TiE-Digital-Volcano-Apr2017.pdf
58 eMarketerhttps://www.emarketer.com/chart/218240/smartphone-users-penetration-india-2017-2022-millions-change-of-population

Table 3.4: India's Digital Economy

	2016	2022	CAGR (2016-2022)
Percentage of individuals from the total population using social media applications on a monthly basis	12.7	26.2	12.90%
Percentage of individuals from the total population using a smartphone on a monthly basis	19	31.3	8.70%
Percentage of individuals from the total population using the internet on a monthly basis	22.3	36.2	8.40%
Average internet connection speed in Kbits/s	3,168	4,995	7.90%
Number of fixed broadband subscriptions per 100 inhabitants	1.3	1.3	0.20%

Source: Compiled from Statista, based on IMF, World Bank, UN and Eurostat

3.1.2 Growing online commerce

Proliferation of the Internet has also supported growth of e-commerce in India. According to IBEF, the e-commerce market in India is expected to touch US$ 150 billion by 2022. According to Forrester's Online Retail Market HI 2017 report, online retail sales in India are likely to reach $64 billion by 2021 at a compounded annual growth rate of 31.2%. While, 40% of FMCG purchases in India are likely to be online by 2020.[59]Technology giants are rapidly expanding their footprint in India through online advertising. The Indian unit of Google is said to have crossed the billion-dollar sales milestone in 2017.[60] In fiscal 2017, Facebook also posted a 93% increase in its India turnover. E-commerce companies[61] are one of the major drivers of domain names in India. These forecasts suggest that increased focus on online commerce will drive the growth of the domain name industry in years to come.

3.1.3 Growing small and medium business (SMBs)

Small and Medium Businesses (SMBs), in particular startups are a fast-growing segment in the digital economy. New businesses adaptto the digital model because it minimizes the cost of startup infrastructure. India is now home to ten unicorns,[62]and studies indicate that the rapidly growing startup ecosystem could produce at least 50 more in the future[63]. The digital unicorns include Flipkart, Snapdeal, Hike, Ola, Shopclues, Paytm and Zomato. According to a NASSCOM report, more than 1,200 startups came up in 2018, including eight

59 Shah. G (2018), "Rise in digital economy creating FMCG 2.0"; https://retail.economictimes.indiatimes.com/re-tales/rise-in-digital-economy-creating-fmcg-2-0/3012

60 Malviya.S & Anand .S (2017); Google India hits Rs 7,208.9 crore sales mark https://economictimes.indiatimes.com/tech/internet/google-india-hits-rs-7208-9-crore-sales-mark/articleshow/61695169.cms

61 Tofler (2018). Facebook India Online Services Financials For FY Ending 2017. https://www.tofler.in/blog/uncategorized/facebook-india-online-services-financials-for-fy-ending-2017/

62 Unicorns are start-ups valued at over $1 billion

63 Karnik. M & Madhura. B (2017), "How many Indian unicorns are actually going to make money?", Quartz India, https://qz.com/950672/after-mu-sigma-and-inmobi-how-many-indian-unicorns-are-actually-going-to-make-money/

unicorns,thereby increasing the total number of startups to 7,200 s.[64]The report also states that the tech–influenced SMBs would increase from 55% in 2017 to 90% in 2020. India is witnessing a rapid rise in the B2B tech startup landscape, focused on verticals like healthtech and fintech. These will be the potential users and drivers of the domain name industry in India.

3.1.4 Government Initiatives

The flagship “Digital India” programme seeks to hasten the adoption of digital services that will in turndrive growth of the domain name industry in India. Connecting rural areas with high-speed Internet networks and improving digital literacy are other steadfast aims of this national program. In the last couple of years, a concentrated effort towards inclusive growth in electronic provision of services, through initiatives like the JanDhan, Aadhaar and Mobile (JAM) trinity has produced discernable impact. Payments facilitating programs such as UPI and BHIM have also made significant progress. Currently, India has approximately 1.5 million kilometers of laid Optical Fiber Cable (OFC) and over 170,000 operational common service centers to enhance the internet usage[65]. Increased government focus through the Startup India program and other facilitating regulations will also drive growth of the domain name industry in India.

3.1.5 Favourable demographics and a burgeoning middle class

A young middle class is among the first adopters of the Internet in any country. A population dominated by such demographics is likely to see quick Internet adoption. According to National Council of Applied Economic Research (NCAER), India's middle-class population is anticipated to grow from 267 million in 2016 to 547 million individuals in 2025-26. Also, India is likely to have the world’s largest workforce by 2027, with a billion people aged between 15 and 6. This emerging cohort of young trainable individuals with buying power is much more likely to embrace the digital world compared to the previous generation. There is evidence of young workers preferring to use digital media versus traditional options[66]. Businesses with an online presence are thus the future. With more individuals and businesses engaging in the digital ecosystem, the domain name industry is also going to flourish.

The following chapter provides insights from the enterprise and individual survey conducted in the Indian market to derive an understanding of the consumer’s preferences of the domain name and services that are being offered by registrars in India. For the purpose of this study we have focused on the registrar and registrant market. The dynamism between the registries and registrars are not explored.

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64 NASSCOM : https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/startups-in-india-see-108-growth-in-funding-in-2018-nasscom/articleshow/66365422.cms?from=mdr

65 Digital India Unlocking the Trillion Dollar Opportunity November 2016. https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technology-media-telecommunications/in-tmt-digital-india-unlock-opportunity-noexp.pdf

66 The Deloitte Global Millennial Survey 2019, Optimism, trust reach troubling low levels. https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html#info

4. Insights from the Enterprise Survey on the domain name industry in India

Split into an enterprise edition and an individual edition, this survey covered both categories of registrants to build an exhaustive understanding of the consumer layer of the domain name value chain. This survey elicited notable trends in usage patterns, industry priorities, and market perceptions, and also delved into currently underutilised, yet high potential, categories such as Internationalised Domain Names (IDNs). Preferences for traditional gTLDs are also gauged vis-à-vis ccTLDs. Valuable policy insights can be gleaned through this survey's wide range of questions, which we have incorporated into our policy recommendations.

4.1 Enterprise survey

4.1.1 Sample description

In the enterprise edition of the domain name market survey, the sample of 204 enterprises consisted of largely private sector firms. At an average age of around 16.1 years, this constituted a relatively young sample of firms with only a very few outliers. In terms of revenue, 120 of the 204 enterprises (58.9% of the overall sample) fit the Government of India's revised 2018 definition of a micro enterprise (those with revenues of up to INR 5 crore). Of these, 30 have revenues of less than INR 1 crore, while 90 have revenues between INR 1 crore and INR 5 crore. 49 firms can be classified as small enterprises (24% of the sample), while 26 are medium enterprises (12.75% of the sample). Overall, this means that 95.6% of our sample consists of micro, small and medium enterprises (MSMEs), which is not surprising given that there are approximately 63.4 million MSME units across India (CII 2019)[67]. They contribute around 6.11% of India's manufacturing GDP, and 24.63% of the GDP from service activities, as well as 33.4% of the country's manufacturing output[68].

[67] CII (2019). *Micro, Medium & Small Scale Industry*.https://www.cii.in/Sectors.aspx?enc=prvePUj2bdMtgTmvPwvisYH+5EnGjyGXO9hLECvTuNuXK6QP3tp4gPGuPr/xpT2f

[68] Ibid

Figure 4.1a: Enterprises in the sample by revenue

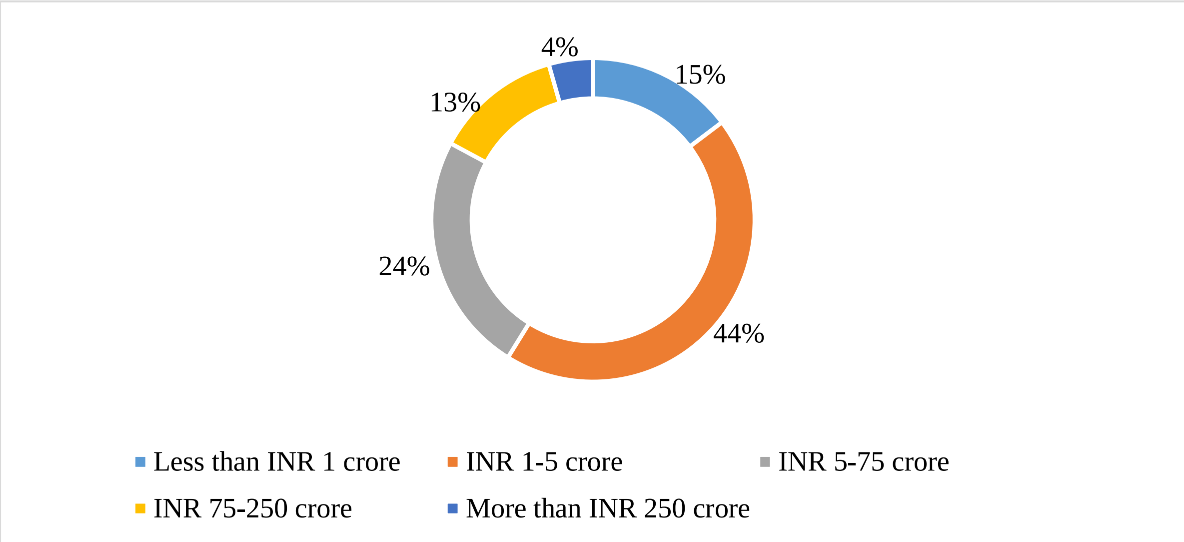
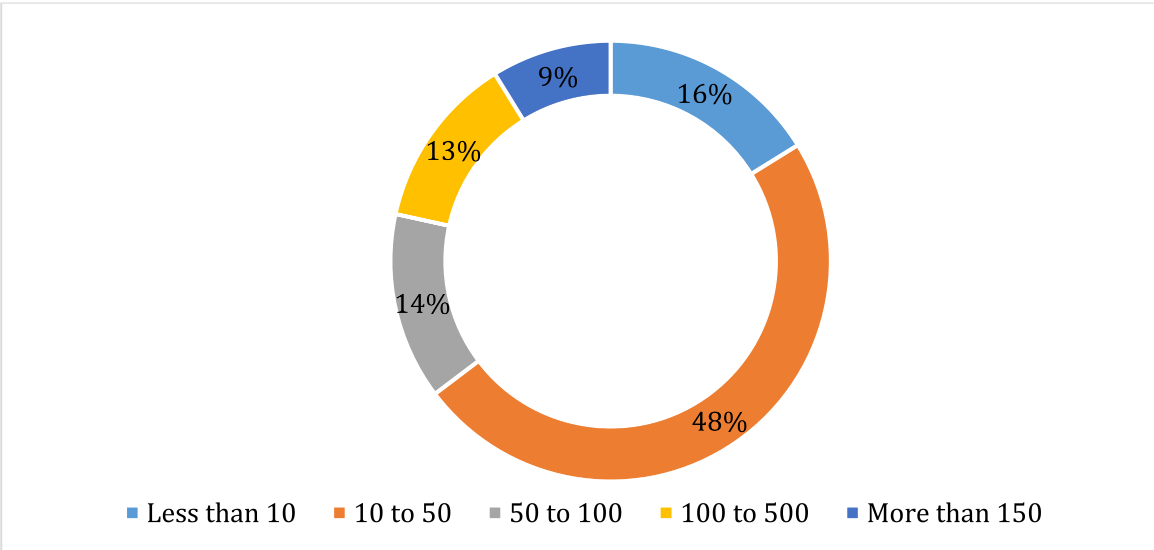


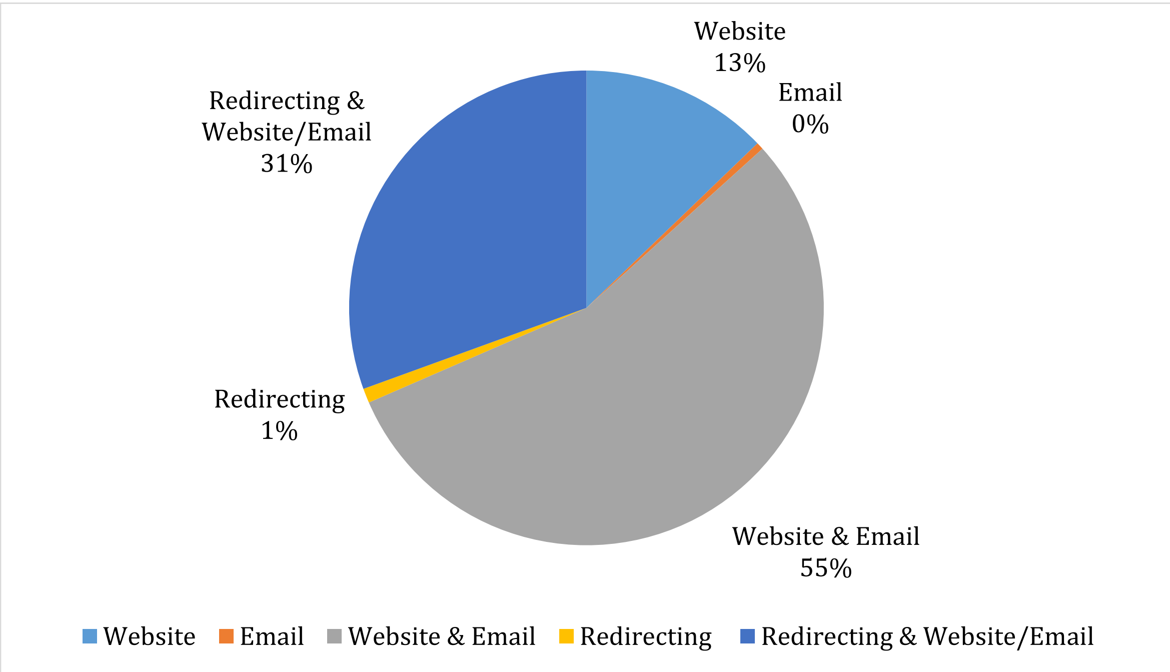
Figure 4.1b: Enterprises in the sample by revenue



Moreover, it is crucial to focus on MSMEs in the context of understanding the challenges and opportunities of India's domain name industry. This is because most large enterprises with revenues of over INR 250 crore (4.41% of our sample) are far more likely to have a substantial focus on registering a domain name and having a viable online presence. The incentives and capacity for registering domain names, as well as the wherewithal to make an informed business decision to optimise marketability and relevance through appropriate TLDs, is significantly lesser for MSMEs vis-à-vis large enterprises. The next phase of growth in domain name registrations, as well as in opting for new gTLDs and ccTLDs, lies in the MSME sector. Furthermore, given the nature of the client base of Indian MSMEs, as well as the fact that around 20% of them are based in rural areas (CII 2019), IDNs possess enormous potential given that local languages are spoken and understood more than English in nonurban areas. Figures 4.1 A and B juxtapose the revenue-wise breakdown of our sample vis-à-vis the size of its employee base.

Therefore, given the degree of MSME presence in our sample, it is not altogether surprising that there is an almost one-to-one correlation between the revenues of the enterprises and the size of their workforces. This is illustrated in Figures 4.1 a and b. The sectoral distribution of the enterprises in the sample is depicted in Figure 4.2. IT and IT enabled services such as business process outsourcing (BPO) command the pole position at around 30% of our sample, followed by manufacturing, electronics and engineering, which forms 22% of the sample. Other services include consulting that formed around 20% of our sample. Beyond these three buckets the other sectors included travel, transportation and hospitality (8%); banking, financial services and insurance, retail, consumer packaged goods and distribution at 6% share each; and life sciences and healthcare at 4%. Communications, media and publishing accounted for 3% of the sample; and energy, resources and utilities were at 1%.

Figure 4.3: Enterprises' reasons for using a domain name



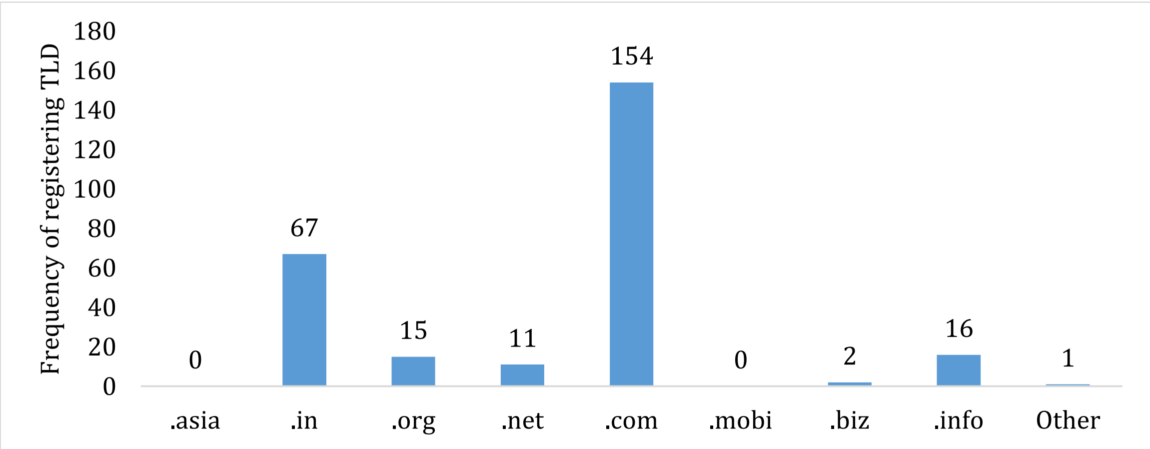
Among those in the sample who used their domain name for redirecting, 59 redirect to a social media platform page such as Facebook, Instagram, or Twitter, while 43 redirect to a marketplace or directory listing like Indiamart, OLX, or Amazon. Meanwhile, 39.2% of the sample had registered more than one domain name, while 59.3% did not[69]. Data on the year of domain name purchase, and the year of purchase of the domain name of primary usage utilised (in the event of multiple domain name purchases) were analysed. On the basis of this, it was found that on an average, the firms purchased their domain name 10.7 years ago (in approximately 2008-09).

69 The remaining 1.5% did not respond to this question

Figure 4.4 represents the frequency of particular TLDs) registered by the enterprises in the sample. The undisputed leader of the pack is .com with 154 respondents having registered the most popular gTLD globally. This was followed by.in, with 67 respondents having registered the .in ccTLD(less than half the number of .com registrations). ***Of the 154 enterprises who registered a .com TLD, 31 registered a .in TLD as well***. .in does not appear to be adequately popular among firms vis-à-vis .com. These were followed by .info at 16 registrations, .org at 15, .net at 11, .biz at 2, and others at 1, while .asia and .mobi were not registered by any of the firms.These results run against enterprise preferences, which tilt heavily towards .in (explained further below).

Respondents were asked to state their preference of a .in TLD over other TLDs. 64.2% stated that they did prefer .in over others, while only 19.1% answered negatively and 15.7% might consider buying ".in" domain. This is indeed encouraging for the .in ccTLD, since it highlights that enterprises are desirous of a .in TLD, however, for certain reasons the uptake does not behove such a high degree of preference. The most popular reason for preferring the .in TLD was found to be that it reflected that the activity or business location is in India (123 respondents), followed by the familiarity of .in among people and its easy recognisability (101). Meanwhile, 70 believed that .in is a trusted TLD, 47 assessed its price as affordable, and 25 considered it having a resale value.

Figure 4.4: Top level domains registered by enterprises



Apart from .in, the most preferred TLD was, naturally, .com with 177 respondents noting their preference, followed by .net at 60, .org at 53, and .info at 39, while 4 had not thought about their preference and 1 preferred .asia. Again, for selecting this second-most preferred TLD after .in, a similar distribution of reasons to preferring this choice was observed with reference to the reasons for preferring .in as the first choice. *However, there was one important difference, with the most popular reason for the second choice being people's familiarity with the TLD and recognisability (at 162), trumping the TLD being most suitable for the business or activity (149).* Trust was valued by 97, affordability by 18, and resale value by 17 respondents.

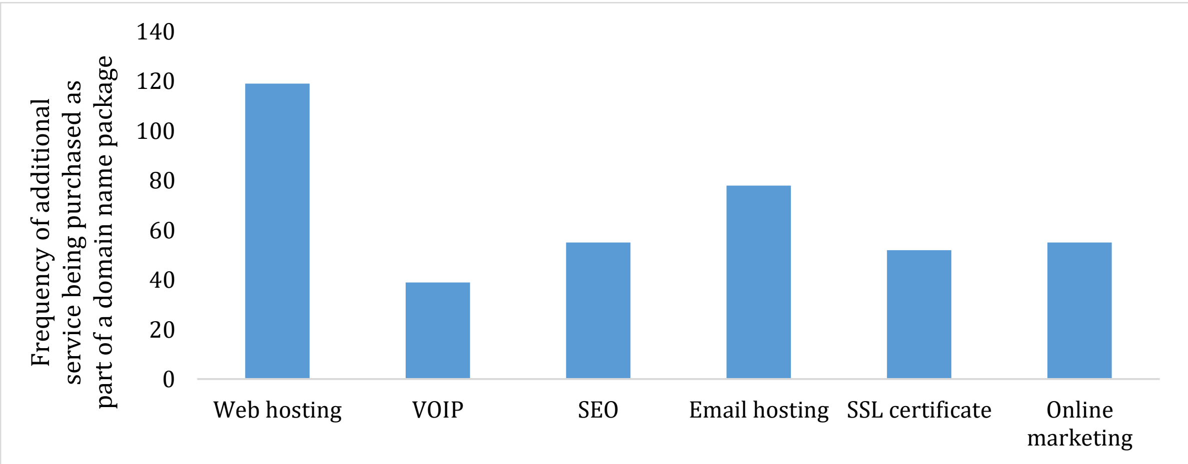
4.1.2 Preference for Registrars and Packaged services

A majority of the enterprises (157) purchased their registered domain name from a registrar company such as GoDaddy, Bigrock, or NET4India, while 23 bought it from a web developing company or individual. 14 purchased it from a web hosting company, 8 from other sources, and none from a reseller. GoDaddy emerged as the most popular registrar to purchase a domain name, with 107 firms having purchased their domain name there, followed by BigRock (33), NET4India (15), and others (11)[70]. ***While 63.2% of the sample had bought their registered domain name bundled with additional services such as web hosting, SSL certificate, and website maintenance services, as a package, 36.3% did not buy package.***

Those that bought their registered domain name as a package considered "best price offers" being provided (104) as the reason to purchase from the domain name seller. This was followed by the reputation of the brand (88), and recommendation by friends or colleagues (72). 41 considered the free provision of the domain along with other services purchased from the company as important,while 36 considered seeing an advertisement by the company (36) as their reason to opt in. This was followed by a lack of awareness of any other sellers (33 respondents), and ultimately, being approached by an agent of the company (25).

Figure 4.5 illustrates the most popular additional services purchased along with the domain name as a package by enterprises in the sample. ***Web hosting emerges as the most frequent additional service purchased (119), followed by email hosting (78), search engine optimisation (SEO) and online marketing at 55 each, SSL certificate (52), and voice over internet protocol (VOIP) at 39.***

Figure 4.5: Additional services purchased by enterprises along with domain name in a package



[70] Of the 11 respondents who bought their domain name from 'other' registrars, 2 respondents stated that this registrar was WISNIC.

Of those respondents who did not purchase their registered domain name bundled with additional services as a package, 41 purchased their additional services from a different seller. The most prominent reason for this was recommendation by a friend or colleague (39 respondents), followed by the domain name seller not providing the required services (19 respondents) and brand reputation of the different seller (19 respondents). This was followed by being offered the best package of services by the company (15 respondents).Being approached by an agent of the company (12 respondents), and a lack of awareness about alternatives (4 respondents) were relatively lesser prominent reasons.

4.1.3 Pricing

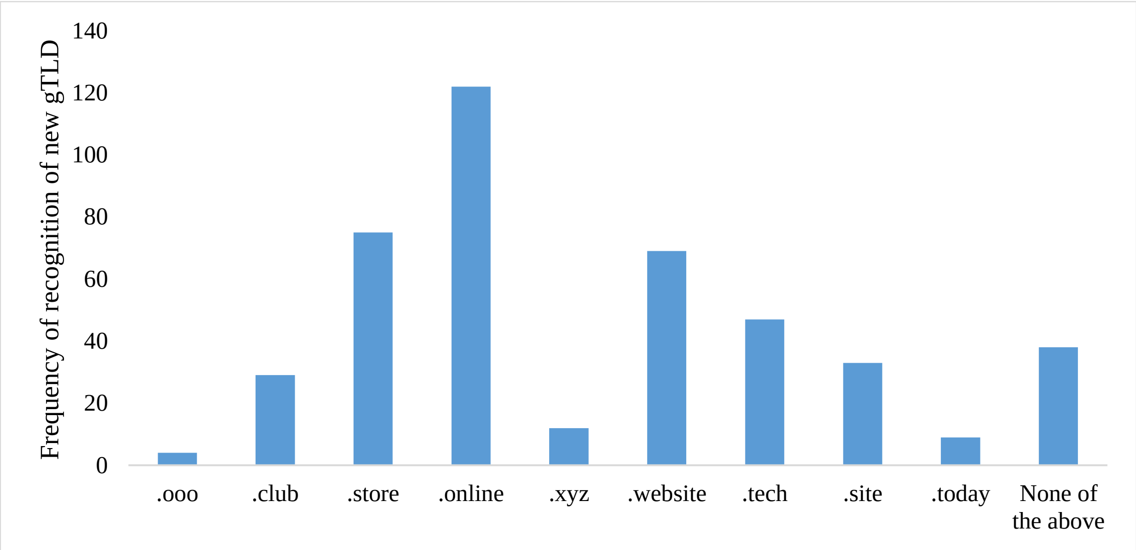
Our analysis of domain name pricing elicited several notable trends. Data on the price at which firms purchased their registered .com domain name peaked at INR 499, when only the domain name was purchased. If the .in domain name was purchased individually, a very mild peak was observed at the INR 499 price point. Similarly, for .in, the price at which a domain name was purchased as part of a package peaked at INR 999. In the event the .com domain name was purchased as part of a package, very mild peaks were observed at the INR 499, INR 599, and INR 999 price points. The renewal fee for a .in domain by itself peaked at INR 500 on an average, while for .com, the price peaked at INR 499, and to a lesser degree, at INR 799 and INR 999. As part of a package, renewal fees for .com witnessed very mild peaks peaked at INR 599, INR 899, and INR 999 price points, while no such significant trend appeared for .in renewal fees.

The facility of changing the designating registrar company for a domain, often to take advantage of a lower price while retaining the domain name and other services with the newly designated registrar, is known as domain name transfer. 67.6% of the respondents were aware of it, while 31.8% were not. Quality of services were identified to be the most important factor affecting the decision of firms to transfer their domain name, followed by customer support, integration of services with a single seller, pricing of additional services and renewal fee.

4.1.4 Awareness on New gTLDs and Internationalised domain names (IDNs)

Quasi-experiments were built into the survey design at pertinent junctures. Figure 4.6 below shows that the number of new generic TLDs (new gTLDs) that respondents recognised without being informed that the options are new gTLDs. Out of a total of 204 respondents, nearly 60% could recognise at least one new gTLD. As per Figure 4.6 below. online was most recognized new gTLDs followed by. store,. website , .tech , .sire, .club , .xyz, .today and .ooo. 38 respondents didn’t recognised any of the new gTLDs. Upon being asked whether they are aware of new gTLDs, 58.8% of the sample responded in the negative. This implies that ***while individual new gTLDs may well be recognised, it is not necessarily the case that firms are aware of them being categorised as new gTLDs.***

Figure 4.6: Enterprises' recognition of new gTLDs



Similar findings were observed in case of internationalised domain names (IDNs). This is a worrying result and implies that firms are rather oblivious of the existence of IDNs, despite their transformative potential in the long run. However, it is not entirely surprising given the substantially low proportion of IDNs in the overall TLD landscape. IDNs comprise 2% of the world's domains and have consistently comprised approximately 2% of overall domain name registrations (IDN World Report 2018)[71]. Of the 52 respondents who did know about IDNs, only 1 had ever purchased an IDN.

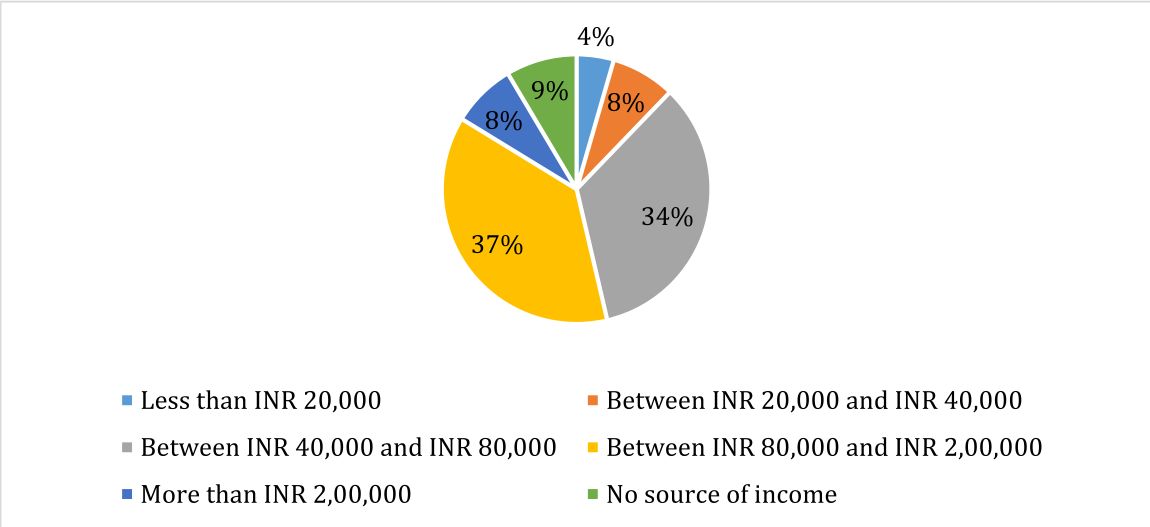
4.2 Individual survey

4.2.1 Sample description

The sample of 246 individuals surveyed comprised 55 from Mumbai, 10 from Kolkata, 20 from Hyderabad, 115 from Delhi, 15 from Chennai, and 31 from Bangalore. The average age of the respondents was 37.2 years, comprising 80.5% male and 19.5% female. It consisted of 18.3% self-employed or independent individuals, 58.9% professionals, 11.8% private sector employees, 2.4% retired individuals, and 8.5% students. Monthly incomes are represented in Figure 4.7. Around 4% of the sample earned less than INR 20,000 a month, while 8% earned between INR 20,000 and INR 40,000. The bulk of the sample earned between INR 40,000 and INR 80,000 (34%) and between INR 80,000 and INR 2,00,000 (37%). Only 8% earned more than INR 2,00,000, while 9% reported no source of income.

[71] World Report on Internationalized Domain Names (2018), https://idnworldreport.eu/

Figure 4.7: Distribution of monthly incomes of individuals in the sample

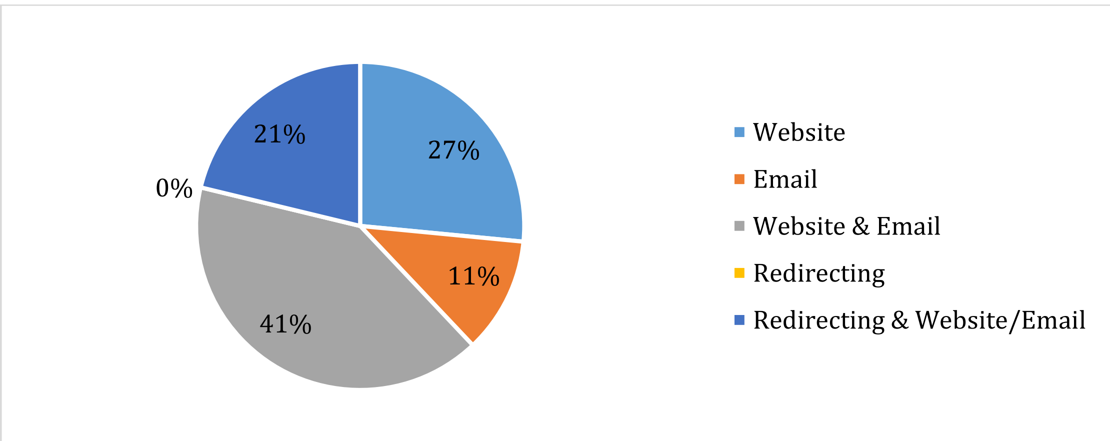


4.2.2 Individual behavior

Out of the 246 respondents, most had a domain name registered (223), while only 1 did not due to a lack of need to have a domain name, and 20 did not have one yet but planned to register in future. Among those who did have a domain name registered, as well as those that planned on registering one, most (226) were using or intended to use their domain names for professional purposes for their own businesses. 11 were using or intended to use domain names for personal reasons, while 8 were using them professionally for reselling purposes.

Specific usage of domain names by individuals is illustrated in Figure 4.8. Most individuals use domain names for website and email services (41%), while 27% use it only for their website. 21% use their domain name for redirecting, as well as website and email services, and only 11% use it solely for email. None were found to use their domain name only for redirecting services. Of those who use domain names for redirecting, 52 redirected to a social media platform page, and 23 to a marketplace or directory listing.

Figure 4.8: Individuals' reasons for using a domain name



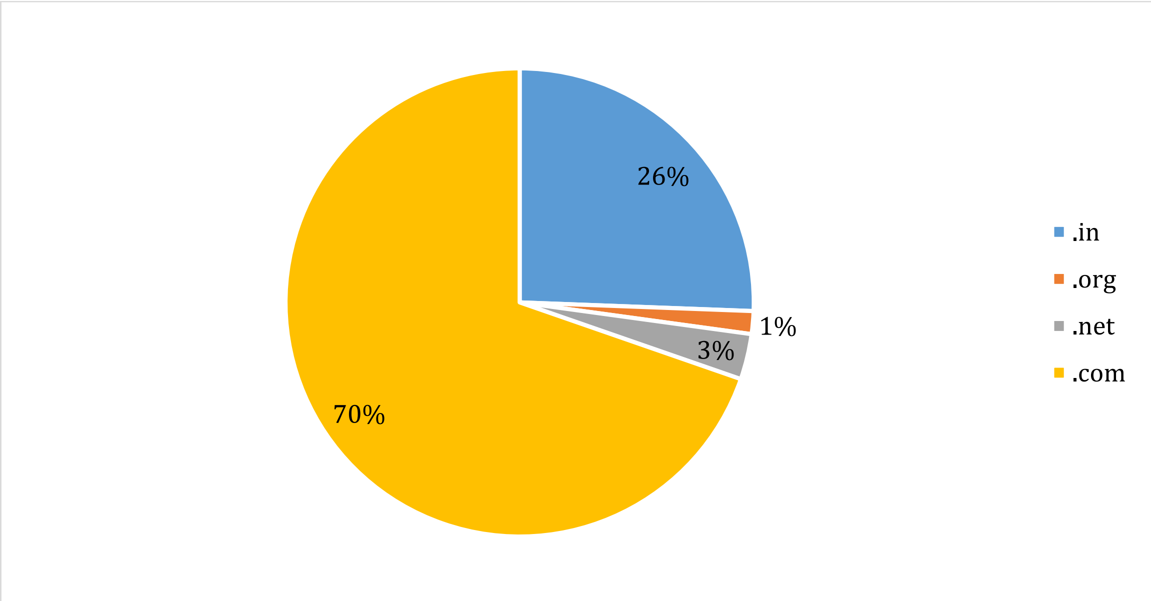
An overwhelming majority, 239 of the 246 respondents, had registered only one domain name, while only 7 had registered more than one. Figure 4.9 shows which TLDs have been registered by individuals. Unsurprisingly, the most registered TLD was found to be .com. 70 % of the respondent registered .com, followed by .in at 26%, .net at 3%, and .org at 1%. Based on available data for the year of domain name purchase along with the year of purchase of the domain name[72], it was observed that on an average the individuals purchased their domain name 7.5 years ago (in approximately 2011-12).

In terms of individual preferences, 85.4% of the sample preferred the .in TLD over others, while 10.6% did not. 3.6% indicated that they might consider registering .in over other TLDs. Of those who did prefer .in over other TLDs, 200 of them felt that .in reflected the presence of activity or business in India. 171 felt that people are familiar with the .in TLD, 125 believed that it was the trusted TLD, 82 felt it is affordable and 71 believed it to be having resale value.

Apart from .in, .com emerged as the most preferred TLD for 77.6% of the respondents, followed closely by .info at 56.5%. ***Of the 177 individuals who registered a .com TLD, 6 registered a .in TLD as well***. Further, 33.7% of the sample preferred .net, 22.4% preferred .org, .mobi and .asia were preferred by 6.9% each. Only 2.4% of the sample did not have a TLD preference. On similar lines from their preference for .in, the most important reason for their second preference was that that particular TLD was most suitable for their business or activity (190 respondents), closely followed by the familiarity and concomitant recognisability of the TLD with people (148 respondents). 53 people considered the trustworthiness of their second preference as most important reason, while 27 considered it to be affordable. 9 respondents believed that the TLD's resale value was the most important determinant of their second-best preference

[72] Primarily used domain name has been considered in the event of multiple domain name purchase,

Figure 4.9: Individual registrations of TLDs



4.2.3 Preference for Registrars and Packaged services

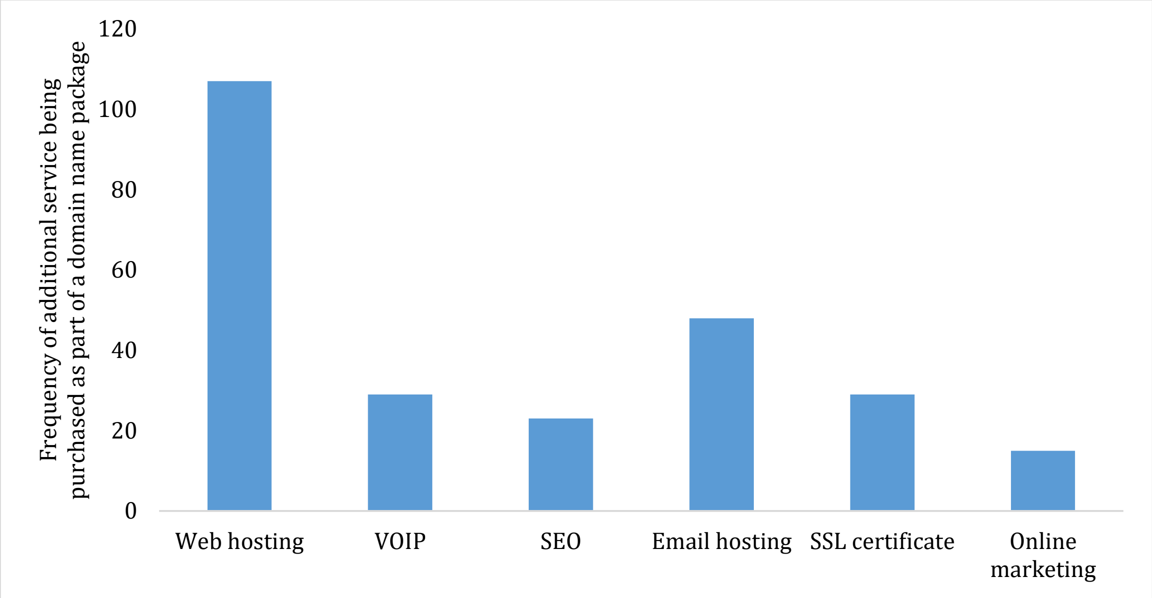
An overwhelming majority of the individuals (220) purchased their registered domain name from a registrar company such as GoDaddy, Bigrock, or NET4India, while 9 bought it from a web developing company or individual. 7 purchased it from a web hosting company[73], 8 from other sources, and only 1 from a reseller. Of those who bought their domain name from a registrar, most went with GoDaddy (146), while 50 purchased it from BigRock, and 23 from NET4India[74].

While 47.1% of the sample had bought their registered domain name bundled with additional services such as web hosting, SSL certificate, and website maintenance services, as a package, 51.6% did not. Those that did buy their registered domain name as a package considered *best price offers being provided (86) as the reason to purchase from the seller. This was followed by the reputation of the brand (83), recommendation by friends or colleagues (49), a lack of awareness of any other sellers (18), free provision of the domain along with other services purchased from the company (17), seeing an advertisement by the company (15), and a suggestion by the web developer (1).* Figure 4.10 illustrates the most popular additional services purchased along with the domain name as a package by enterprises in the sample. Web hosting emerges as the most frequent additional service purchased (107), followed by email hosting (48), voice over internet protocol (VOIP) and SSL certificate at 29 each, search engine optimisation (SEO) at 23, and online marketing at 15.

[73] The Web developing companies and hosting companies highlighted in the responses were B2Web, BSNL, Trans Infosolution, Excellent Solution India, JH Technologies, B2Web, Domain Wala, Arya Systems, and Hostgetter.

[74] Other registrars individuals purchased their domain names from included Inmotion Hosting, Namebio, iPage, Blue Host, Hosting Raja, and Reseller Club.

Figure 4.10: Additional services purchased by individuals along with domain name in a package



Of those respondents who did not buy their registered domain name bundled with additional services as a package, 61 bought their additional services from a different seller, while 107 did not. The most prominent reason for doing so appeared to be recommendation by a friend or colleague (63 respondents), followed by the domain name seller not providing the required services (39 respondents), brand reputation of the different seller (29 respondents), being offered the best package of services by the company (8), lack of awareness about alternatives (3), and being approached by an agent of the company (2).

4.2.4 Pricing

Data on the price at which individuals purchased their registered .in domain name peaked at INR 500, when only the domain name was purchased. Similarly, if the .com domain name was purchased by individuals, twin peaks were observed at the INR 499 and INR 999 price points. In the event the .com domain name was purchased as part of a package, the most common price point was observed to be INR 999, while no such significant trend was observed for .in. The renewal fee for a .in domain by itself peaked at INR 500 on an average, while for .com, twin peaks were observed at INR 499 and INR 999. As part of a package, renewal fees for .com peaked at INR 999, while no such significant trend appeared for .in renewal fees.

57.3% of the respondents were aware of domain name transfer, while 42.3% were not. Quality of services were identified to be the most important factor affecting the decision of individuals to transfer their domain name[75]. This was followed by customer support,

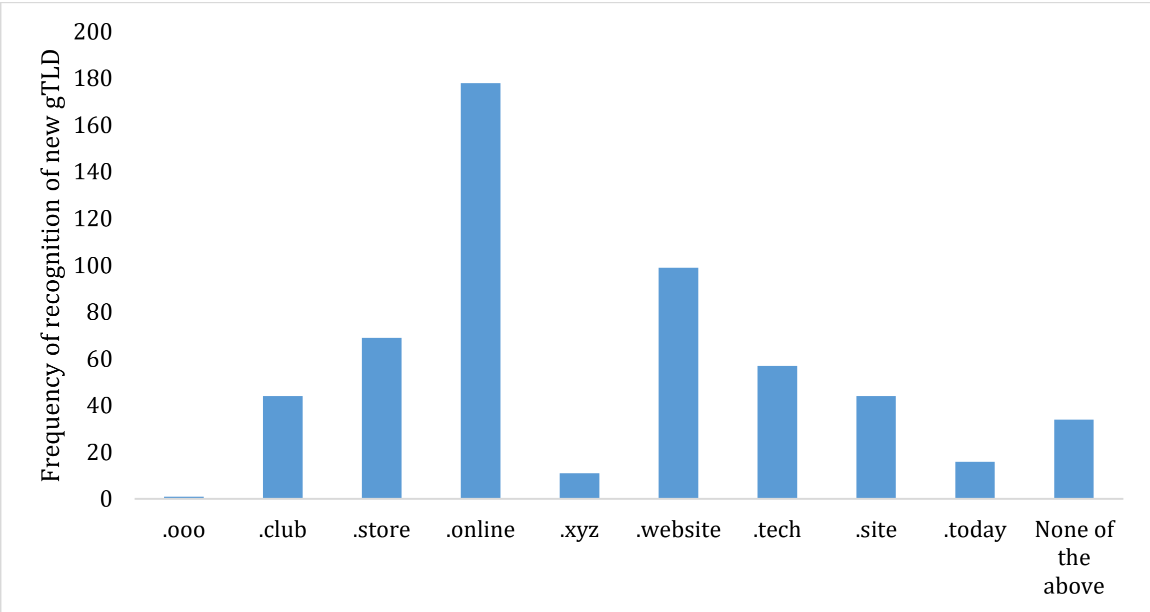
[75] Quality of services got an average score of 4.47 out of 5, with 0 being 'not important' and 5 'most important'

integration of services with a single seller, pricing of additional services, and renewal fee. The trend in these results are identical to the enterprise edition of the survey[76].

4.2.5 Awareness on New gTLDs and Internationalised domain names (IDNs)

Quasi-experiments were repeated in the individual edition of the survey at pertinent junctures. Figure 4.11 shows the number of new generic TLDs (new gTLDs) that respondents recognised without being informed that the options are new gTLDs. 178 respondents recognised .online, followed by .website (99), .store (69), .tech (57), .site and .club at 44 each, none of the above (34), .today (16), .xyz (11), and .ooo (1). Out of a total of 246 respondents, nearly 72.4% could recognise at least one new gtTLD. Upon being asked later whether they are aware of new gTLDs, 76% of the sample responded negatively. This implies that while ***individual new gTLDs may well be recognised, it is not necessarily the case that individuals are aware of the nomenclature.***

Figure 4.11: Individuals' recognition of new gTLDs



Similar but far more pronounced was the case with IDNs. Merely 21.9% of the individuals in the sample were aware of internationalised domain names (IDNs), despite being explained that they are TLDs in a non-Latin script in the subtext of the question. This follows identical results from the enterprise edition of the survey and is, once again, a worrying result. It implies that individuals are largely oblivious of the existence of IDNs. Of the 54 respondents who did know about IDNs, not even a single individual had ever purchased an IDN.

The low base of domain name penetration in India and the industry drivers discussed above are positioned to drive growth of domain names. However, to help this industry achieves its

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[76] customer support (4.26), integration of services with a single seller (4.19), pricing of additional services (4.12), and renewal fee (3.89).

maximum potential, marketing strategies of registries and registrars have to be well aligned. Given the global nature of the industry, a constant benchmarking of best practices adopted by registries and registrars across the world will also be helpful. An analysis of competition issues in the market will help delineate the role of different stakeholders and help design policy that best determines the roles of all stakeholders including ICANN for welfare enhancing outcomes.

5. Competition Analysis in India's Domain Name Industry

The promotion of competition is necessary for an industry to be economically efficient, deliver growth and improve consumer welfare. In case of India, which witnessed deregulation and privatization of industries in the early 1990s, competition policy became important to monitor and control the growth of big private sector players. Competition policy can also include other policy objectives such as the integration of national markets, promotion of small and medium size businesses, job creation, etc. The rapidly evolving domain name market in India has seen a steady rise in the number of registries, registrars and resellers that drive the supply side. While several stakeholders have entered the market, there have also been prominent exits among registrars and several resellers have shut shop. The ability of players to enter and exit the market is an indicator of competitiveness and is applicable universally. The domain name market in India is deeply layered. Besides registrars, there is a distribution network of resellers and registrants. A priori, the market seems to be competitive. There are a large number of buyers and sellers, although a centralized database reporting the exact number of domain name registrations is absent. This is important for market analysis and is one of the policy recommendations of the study. The data presented in Section 3 and findings from our survey does indicate market dominant positions of a few registries (.com, .in) and registrars (PDR, Go Daddy), but that is insufficient to infer abuse. We use Michael Porter's Five Forces framework for an assessment of competition in India's domain name industry[77]. Porter's model consists of five forces that individually and together determine the 'attractiveness' of a market by analysing competitive intensity. For the purpose of our analysis we focus on registrars, with registries as suppliers of domain names and registrants as buyers of domain name. A discussion on the distribution layer of resellers is also integrated in the outline of the five forces. An illustration of the Porter's Five Forces Model is provided in Figure 5.1 below.

[77] Porter. M. (1998). "*Competitive Strategy: Techniques for Analyzing Industries and Competitors," First free press edition , ISBN 0-684148-7*

Figure 5.1: Porter's Five Forces Framework

Source: Competitive Strategy: Techniques for Analyzing Industries and Competitors

5.1 Competitive rivalry

The ability of firms within an industry to predict and respond to competitor strategy is an indicator of healthy competition. An increase in competitive rivalry among existing firms brings an industry closer to the theoretical "perfect competition" state. India's domain name industry consists of 362 registrars[78] registrars selling domain names in India and in other countries. However, as with other major industries a few of them are dominant. According to various reports, Big Rock, GoDaddy, Bluehost, ZNetLive, Hoster Gate, Net4 India are among the big players selling TLDs[79]. Even the registration of new gTLDS are led by two key registrars – Go Daddy and PDR-who between them control about 80 per cent of the market share in this category. The data from webhosting info in table 5.1 a shows that the top three registrars selling gTLDsin India include PDR Ltd, Net4India and Big Rock with PDR having

78 https://ntldstats.com/country/IN
79 https://www.updatedreviews.in/blog/item/43-best-domain-registration-services-buy-cheap-domain-names

domain registration share of 96%. Registration of new gTLDs are led by two key registrars – **Go Daddy and PDR**-who between them **control about 80 per cent** of the market share in this category.

Table 5.1a: List of Top 10 Registrars selling gTLDs in India

Registrars	Domain Registration	% share
PDR Ltd. d/b/a PublicDomainRegistry.com	352081	95.67
Net 4 India Limited	10787	2.93
BigRock Solutions Ltd	2567	0.7
Znet Technologies Pvt. Ltd.	1360	0.37
Web Werks India Pvt. Ltd d/b/a ZenRegistry.com	999	0.27
Click Registrat. LLC dba publicdomainregistry.com	130	0.04
LogicBoxes Naming Services Ltd.	37	0.01
Mps Infotecnics Limited	30	0.01
Ednit Software Private Ltd.	4	0
Anytime Sites LLC.	1	0

Source : Webhosting.info https://webhosting.info/domain-registrar-statistics/country/IND

Table 5.1b: List of Top 10 Registrars selling new gTLDs in India as of August 14th , 2019

Registrars	Domain Registration	% share
PDR Ltd. d/b/a PublicDomainRegistry.com	20,28,59	49.51
GoDaddy.com, LLC (GoDaddy Group)	12,70,98	31.02
Hostinger, UAB	22,143	5.40
NameCheap, Inc.	20,736	5.06
West263 International Limited	8,004	1.95
Name.com, Inc. (Rightside)	6,522	1.59
Key-Systems, LLC (CentralNic Group PLC)	2,428	0.59
NameSilo, LLC	2,376	0.58
Uniregistrar Corp	2,079	0.51
DOTSERVE INC.	1,430	0.35

Source: new gTLD Stats

The core product sold by most registrars is identical. It is impossible to distinguish between a .com domain sold by Go Daddy or Net4 India. Lesser product differentiation implies higher rivalry among sellers. From industry data we know that the price of these products varies significantly. The price differentials are explained by the product differentiation registrars and resellers are able to create by bundling other services such as web hosting, website design, etc. along with domain name registration. ***According to industry experts, since domain names have low profit margins, value-added services are a differentiating mechanism.*** Table 5.2 presents a comparison of bundled offers sold by various registrars. Even though the components of the bundle might be similar across registrars, the quality of the bundled services is likely to be different. For instance, GoDaddy offers its starter pack at Rs 1080, while Big Rock (India server) charges Rs 2388 for similar services. Reseller club offers its hosting services at Rs 1920, while Host India provides the services at Rs 2999. The details of the plan and design of the services vary across these service providers. At Rs 1080, GoDaddy provides 30 GB Disk space, unlimited data transfers and 25 sub-domains, at Rs 22388, Big Rock provides 20 GB Disk space, 100GB data transfers with site lock and cord guard. Similar variations can be seen across other plans. A detailed table is provided in *Appendix 3* of the report. Since profits are ultimately dependent on the price quality mix, especially the latter, the average service quality has improved over time.

The survey findings in section 4 however has also concluded that besides the value added services offered by various registrars , *the reputation of the brand, recommendation by friends or colleagues, lack of awareness of any other sellers, free provision of the domain along with other services purchased from the company, seeing an advertisement by the company and a suggestion by the web developer are other factors that affects the registrant's choice of buying a domain name from a particular registrar*

The presence of resellers; a vibrant distribution layer influences the degree of competition. Resellers are generally Internet based service providers, either running a domain registration business as a 'value add' to their core business or in some cases, as their core business. Resellers acquire products or services through registrars and then resell them to individuals or businesses. Resellers are also responsible for providing technical support to domain registrants. The registrars like GoDaddy either themselves offer reseller programs or partner with resellers to sell domains at premium rates with better profit margins. The presence of distribution networks helps the registrars in increasing the sales. Resellers often make use of various promotional offers and special product displays to attract customers. Distribution networks and their contracts with different registrar's impacts competition in the domain name industry.

The extent of exit barriers also determines competition within the industry. For registrars, the exit barriers are moderate. The firms are forced to compete longer than they would have liked. While there is a process that registrars require to follow when exiting the domain name industry, *discussion with industry experts revealed that the process is not very tedious* (*See Appendix 4* for more details). The ease of exit encourages new players to enter the market, making the industry fairly competitive.

Finally, the rate of growth in an industry also impacts competition. A slow or moderately growing industry (most mature industries), will find sellers struggling to survive. In a rapidly growing industry, firms are able to ride the growth tide and increase profitability. According to a global industry report, the global domain name industry is expected to grow at a compounded annual rate (CAGR) of 6.2 percent from 330 million in 2016 to 536 million in 2024. Countries in the Asia–Pacific region are likely to contribute most to this growth. As per the report, the region is likely to see a rise in registrations - from 89 million in 2016 to 186 million in 2024. India will play a major role in driving this growth, largely on the back of a substantial subscriber base of Internet users and the startup ecosystem in India. Registrars will benefit from this huge demand and every player can expect a piece of the pie.

Table 5.2: Domain Name Services provided by Various Registrars

	Services	Godaddy.com	BigRock	Hostinger	RESELLER CLUB	Net4	NAMECHEAP	Siliconhouse	Indialinks	Hostindia
Total Customers		18.8M	4.7M	29,659,751	200000 (Reseller)	[3] 500000		750,000		[8] 16000
Domain Registered		78M	6M	24,894,152	5M	350,000	10M	[7] 400000		
Total Website Hosting						[4] 100000		750,000		
Data Centre Country		14 C	India US	[2] US, UK, Brazil, Netherlands, Singapore, Indonesia	US, United Kingdom, Turkey, India & HongKong.	[5] 7 cities	[6] USA, UK	US, UK, Canada and India	US (West Coast), US (East Coast), US (Central), UK, Singapore & India	Pune
Domain Name		✓	✓	✓	✓	✓	✓	✓	✓	✓
	Subdomain Free*	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.in	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.net	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.com	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.org	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.biz	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.info	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.me	✓	✓	✓	✓	✓	✓	✓	✓	✓
	.co	✓	✓	✓	✓	✓	✓	✓	✓	✓
Other Services										
Easy Site / Wordpress		✓	✓	✓	✓	✓	✓	✓	✓	✓
PWS (Customization)		✓	✓	✓	✓	✓	✓	✓	✓	✓
Email Hosting		✓	✓	✓	✓	✓	✓	✓	✓	✓
Business Email		✓	✓	✓	✓	✓	✓	✓	✓	✓
SSL Certificates		✓	✓	✓	✓	✓	✓	✓	✓	✓
Hosting Services										
	Linux Webhosting	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Windows Webhosting	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Dedicated Cloud Server	✓	✓			✓	✓	✓	✓	✓
	VPS / Cloud Hosting	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Leased Line					✓				
	Business Applications					✓		✓		
VoIP Services						✓				
Online Marketing		✓			✓ (Digital Marketing Partners) (https://www.resellerclub.com/partners)	✓	✓			
Search Engine Advertising		✓	[1] ✓							
Reseller Program		✓	✓	✓	✓	✓		✓	✓	✓
Affiliates		✓	✓	✓	✓	✓	✓	✓	✓	

Source: compiled from registrar websites

5.2 Threat of new entrant

The threat of new entrants or potential competition is an important tool to discipline markets. A profitable industry is likely to attract more new entrants, provided entry barriers are low

For a new player to enter the domain name market, it first needs to secure accreditation from ICANN that includes a list of technical qualifications and financial considerations. The applicants should demonstrate business capabilities and submit detailed business plans that reflect ability to function as a registrar. A non-refundable application fee of **US $3500** and an annual renewal of **US$ 4,000** is deposited with ICANN. Registrars need to maintain **US$70,000** as working capital to run the business. (See Appendix 5 for detailed explanation on the process and criteria for becoming an ICANN Accredited registrar). *Based on our interaction with various registrars, we found that the accreditation process is user friendly and the barrier to entry is extremely low.* A reseller with a few years of experience in the domain name industry can easily enter the market as a registrar. Logicboxes a company providing ICANN consulting services also recommends experienced resellers to be reincarnated as registrars. Resellers may not always wish to move up the value chain. *The compliance burden on registrars is significantly higher than that for resellers. Even within the registrars, those selling legacy TLDs are relatively less monitored than those selling the new generation new gTLDs.* To become a ccTLD registrar is relatively more cumbersome. Becoming a registrar for country-code (ccTLDs) involves accreditation from each ccTLD registries. Many countries including United States, China, United Kingdom have documentation requirements and/or nexus rules that require registrants to be physically present within their countries before being allowed to register a domain name. The process involves verification and validation of documents which ultimately increases the compliance burden for registrars and their overall cost of operations. The Indian ccTLD Registry NIXI, however, does not mandate such requirements for domain name registration under the .in domain.*Our interaction with experts however suggests that law enforcement agencies in India are in favour of stricter policies with a view to boost security of the domestic Internet ecosystem. As such, if more stringent policies get enforced, the operation cost for registrars selling .in would increase and impact promotion of .in in the short run.*

The role of distribution networks is critical to the success of registrars in any market. Over time various registrars including GoDaddy, BigRock, PDR, Net4India have been able to create a market by offering competitive prices, attractive offers and promotions, value added services, customer service and a strong distribution network. Networks that become captive to a few sellers can discourage a new entrant. The calculation on economics of a profitable registrar suggests that a registrar needs about 50000 registrations every year just to break even. This is if the registrar is selling the .com domain[80]. Without such economies of scale, a new registrar is unlikely to survive the market. This also implies that any new entrant which does not have the capacity to scale is not a serious threat to existing players.

[80] http://vny.in/technology/icann-accreditation-cost-calculations.html

5.3 Bargaining Power of Suppliers

A supplier's leverage over the industry value chain helps determine the degree of competition in any industry. The primary supplier and regulator for registrars are registry operators. Each TLD is managed by a single registry that is responsible for maintaining necessary records (as prescribed by ICANN) of all registered domain names within the TLD that it controls. For each TLD, the registry is its only supplier. For instance, NIXI is the sole registry to provide the .in domain, while various registrars including Big Rock, Go Daddy, and Net4India sell. The bargaining power of every registry is high to the extent that these registries are not competing among themselves. While the market for legacy TLDs is more mature, the competition in the supplier market of new gTLD is fiercer as each registry tries to create a niche for itself in the market.

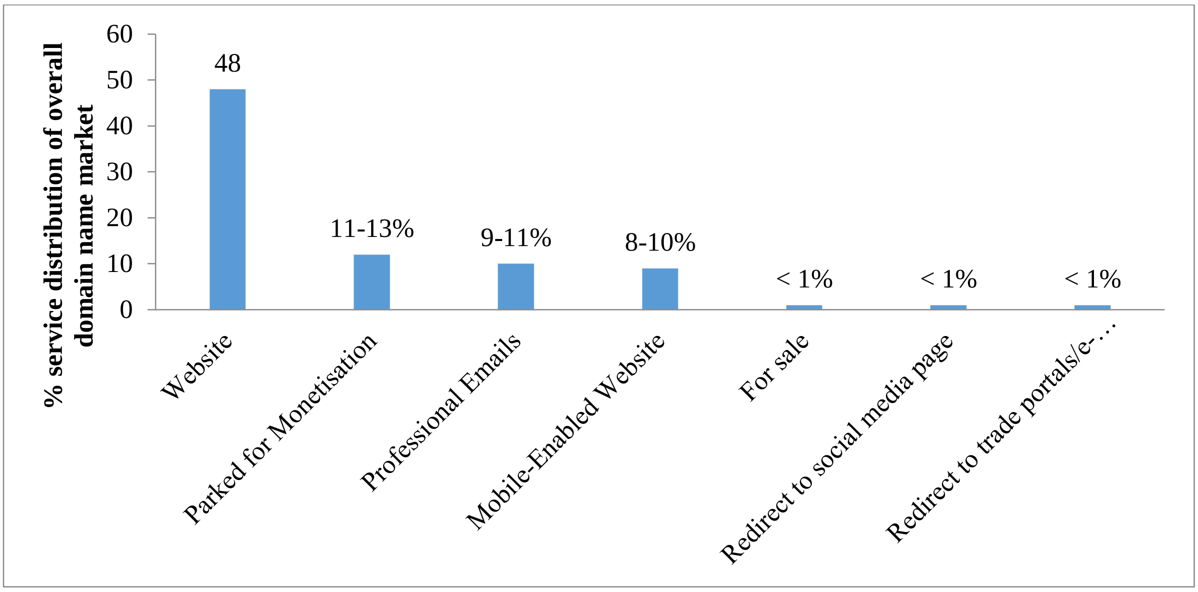
While registries influence the price at which its domains are ultimately registered; in order to position themselves in the market, new registries often run promotional campaigns where their domains are sold at discounted rates. These offers are aimed at boosting sales and expanding reach and recognisability of their TLD. In most cases, registrars have little room to offer discounts on their own and depend on announcements from registries to extend benefits to registrants.

Besides having a strong influence on the final price at which domains are sold by registrars they also control the users of the domain names through individual TLD policies. As highlighted above, many ccTLD registries, for example, have mandated citizenship or domestic incorporation as a criterion to register their domains. Such direct restrictions help ensure that the TLD is representative of the organizations/individuals holding the domain name. Many gTLDS like .gov, .edu, .mil, etc. also have similar restrictions on their usage as discussed in the previous sections.

5.4 Bargaining power of buyer

Buyers have the power to demand lower price or higher product quality from industry producers when the market is sufficiently competitive and sellers are keen to protect/ build market share.

Figure 5.2: Domain Name Universe in India - Split by Key Attached Services[81]



Source: Zinnov Report 2018

The buyers (registrants) of domain name have a designated purpose of purchase. From Figure 5.2 we find that while most registrants use domains for developing websites, a large proportion is also parked for monetisation. The buyers have several registrars and registries to choose from. The choice set is steadily increasing for registrants. In the survey analysis in section 4 above, *it emerged that the 55% of enterprises used their domain name for both website and email services, followed by another 31% that, in addition to website and email, also used their domain names for redirecting services. While 13% of the sample reported the use of domain name solely for their website*.

The buyer bargaining power in this industry is however limited by their lack of awareness on available domain names and technical know-how to understand the details of the packages offered by registrars and resellers. *While our survey analysis showcased that 67.6% enterprises and 57.3% individuals were aware about domain name transfers, the psychological barriers reduce the probability of such transfers*[82] even though the processes for domain transfers are clearly defined and theoretically switching is possible

Registrants tend to get locked into a particular registrar and TLD once registered, since the time and effort invested in transferring is significantly high. This is especially true for small businesses, where transfer of domain could risk disrupting business operations and eventually impact company bottom lines. Table 5.3 summarises the registration, renewal and transfer fee charged by different registrars. The pricing strategy of registrars varies significantly across

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81 About 25% of domains could not be resolved or incurred some errors such as server error or website coding error.; Percentage represents the service distribution of the overall domain name market on the basis of analysis of 1.98 Mn domain names in India in 2017

82 Switching costs are the costs that a consumer incurs as a result of changing brands, suppliers or products.

the three types of services. For instance, Net4 India and Big Rock charges Rs 490 and Rs 599 respectively as registration price for .in domain name, while price charged by reseller club is Rs 490 and GoDaddy is Rs 449 . While GoDaddy is most competitive for first time registrants, their renewals are fairly high. Price sensitive customers once locked into GoDaddy doesn't transfer their domain to another registrar only because it is a few hundred rupees cheaper.

Table 5.3: Registration, Renewal and Transfer Price charged by registrars for various domain names (annual price) as on May 28th, 2020

DOMAINS	NET4 India	Reseller Club	BigRock	GoDaddy	Namecheap	Siliconhouse	Indialinks	Hostindia
Registration Price								
.com	833	780	799	499	967.12	875	1135.09	799
.in	490	490	599	449	1044.25	674	1135.09	499
.info	1140	310*	299	219	406.06	562	1135.09	799
.co	1999	740	749	839	834.80	562	3783.63	1999
Renewal Price								
.com	833	780	849	1049	1358.05	791.52	1135.09	799
.in	490	490	599	599	1252.95	609.67	1135.09	499
.info	1140	1400	1059	1709	1566.75	1045.14	1135.09	799
.co	1999	1950	1949	2239	2717.62	2215.7	3783.63	1999
Transfer Price								
.com	833	780	759	499	897.56	791.52	1135.09	799
.in	490	490	599	599	1045.01	609.67	1135.09	499
.info	1140	1400	1169	599	1566.75	1045.14	1135.09	799
.co	1999	1950	1949	599	2405.33	2215.7	3783.63	1999

Source: collected from registrar website

Renewals are therefore sticky. Buyer choice is influenced by a lot of factors other than price, such as the quality of value-added services offered, the customer support provided by registrars and the transfer cost charged. The findings from the survey revealed that quality of services followed by customer support, integration of services with a single seller, pricing of additional services, and renewal fee might affect the enterprise and individual decision to switch to other registrar. Therefore, even if the registrant has to pay a high renewal price, he might decide to continue services and not transfer to a new registrar. Registrars are able to earn profits from such renewals. According to the framework, low switching costs provides high bargaining power to buyers. Since the registrants in the industry can switch registrars, the latter has power to bargain with registrars. However, the lack of awareness about domain names and the bundled services provided by registrars make them stick to the registrars they originally register with, limiting their ability to bargain.

5.5 Threat of substitutes

Domain names provide an online presence to businesses. With the rise of social media platforms and e-commerce websites, small companies no longer feel the need to register their own domain and instead piggy back on that of an existing platform/ marketplace to advertise its product or service. Verisign stated in its 2018 annual report[83] that social media platforms are competitors to its registry services.

Websites help businesses catalogue the range of products and services offeredto potential buyers at a relatively low cost compared to physical stores. Until recently, websites used to be the established route for businesses to connect to the burgeoning internet community. This pattern seems to be changing. Internet users are swarming onto social media platforms, with several new users joining a platform every day[84]. A study conducted by DigitasLBi for 1,000 adults across 17 countries including Australia, China, UK and USA in 2015 found that Facebook influenced 52% of online and offline purchases. In India too about 77 % of online users buy products exclusively on social media[85]. 41% of people on Facebook are connected to at least one business in a foreign country and 59% of people on Facebook in India are connected to at least one small and medium business (SMB). These SMBs are turning to Facebook for their business because they know how to use it: setting up a page is just as easy as setting up a profile. Additionally, it is an easy and low-cost way to promote the product and stay connected to customers. As of October 2015, there were around 2 million SMB Pages on Facebook in India with over 2.4 billion interactions being generated between businesses and people in the country[86]. Between 2012 and 2016, the number of new women-owned SMB pages on Facebook in India has increased seven-fold, growing 85% year on year from 2015 to 2016[87]. These platforms are a threat to the growth of the domain name industry.

However, ***there is no substitute for highly personalized emails***. Domain name registration becomes necessary for a business email address instead of using the general gmail/ hotmail/ yahoo emails. A custom email address conveys a professional image for a business and indicates legitimacy of the company. From Figure 5.2 we know that registrants in India also use domains for the purpose of professional email services.

5.6 Summary of Porter's Five Forces Analysis

The analysis presented in the sections above finds that the domain name industry in India is fairly competitive. The presence of a large number of registrars and registries along with the deeply networked reseller market makes the industry attractive for new players. There is relative ease in the entry and exit of registrars and the market is not yet subject to onerous regulations. This makes it an attractive proposition for new players, who are vying for a share of a rapidly growing market in India.

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83 Verisign Annual Report, 2018. https://investor.verisign.com/static-files/e8779668-99cc-40b9-99ed-bd38dd6c33f9

84 About half a million people join Facebook everyday

85 Jain.S (2016). *"101 Latest Social Media Facts and Stats from India – 2016***,"** Social media and digital marketing blog, https://www.soravjain.com/social-media-facts-and-stats-india-2016

86 Chaturvedi. A (2017), "*Small and medium business are advertising on Facebook because it is helping drive results*" , Economic Times . Avaialble at https://economictimes.indiatimes.com/small-biz/sme-sector/small-and-medium-business-are-advertising-on-facebook-because-it-is-helping-drive-results/articleshow/58164385.cms

87 https://www.socialsamosa.com/2017/11/facebook-accelerator-programs-tech-innovation-india/

Registries and registrars are tempted to offer promotions and discounts to acquire new registrations. However, lack of awareness and technical know-how often limits the registrant's ability to bargain at the time of renewal. Met with reasonable services, even price sensitive registrants hesitate to transfer domains given the actual and perceived costs of switching. Table 5.4 summarizes the analysis where a given factor is ranked as either low, low to medium, medium, medium to high and high; based on our analysis of how each of these forces is likely to impact competition. Overall, we could conclude that the level of competition in this industry is medium-high. While the state of competition can be improved, it may be adequate to produce efficient outcomes and consumer welfare, at least in the short term. However, if we segment this market and run the analysis at a particular layer, there might be evidence of some concentration and abuse. For example, registrants have relatively less bargaining power for legacy TLDs as compared to new gTLDs.

Table 5.4: Summary of the Competition Analysis using Five Forces

Porter's Five Force	Level of Competition	Summary Analysis
Competition Rivalry	Low-medium	• Large number of registrars but few of them are dominant.
		• Registration of new gTLDs are led by two key registrars – Go Daddy and PDR-who between them control about 80 per cent of the market share in this category.
		• Core product sold by most registrars is identical; however, value-added services are a differentiating mechanism.
		• The exit barriers are moderate ; process is not very tedious.
Threat of new entrant	Medium	• Accreditation process is user friendly and the barrier to entry is extremely low for ICANN accredited registrars (The compliance burden on registrars is significantly higher than that for resellers).
		• Those selling legacy TLDs are relatively less monitored than those selling the new generation new gTLDs.
		• ccTLD registrar involves accreditation from each ccTLD registries. Documentation requirements and/or nexus rules require registrants to be physically present within their countries , involves verification and validation of documents which ultimately increases the compliance burden for registrars and their overall cost of operations.
Bargaining power of supplier	Medium	• Each gTLD is managed by a single registry that is responsible for maintaining necessary records (as prescribed by ICANN) of all registered domain names within the TLD that it controls.
		• Competition in the supplier market of new gTLD is fiercer as each registry tries to create a niche for itself in the market.
		• ccTLD registries have mandated citizenship or domestic incorporation as a criterion to register their domains and therefor can control the users of the domain names through individual TLD policies .
Bargaining power of buyer	Low -Medium	• The registrants in the industry can switch registrars, the latter has power to bargain with registrars.
		• However, lack of awareness about domain names along with bundled services provided by registrars makes consumers continue with registrars they originally register with, limiting their ability to bargain.
Threat of Substitutes	Low- Medium	• With the rise of social media platforms and e-commerce websites, small companies no longer feel the need to register their own domain and instead piggy back on that of an existing platform/ marketplace to advertise its product or service.
		• However, there is no substitute for highly personalized emails. Domain name registration becomes necessary for a business email address

6. Conclusions and Policy Recommendations

The domain name registrations have seen significant growth in India. The enabling environment provided by government led initiatives that have drastically improved digital infrastructure and adoption of digital services catalyzed this growth. A rapidly growing internet user population and a flourishing base of technology-enabled SMBs have helped India witness a faster growth than most nations in domain name registrations. India may soon outpace several countries that are at the helm of an advanced digital ecosystem.

According to a Zinnov report, 2018 the number of domain names registered in India havecrossed the five million mark with Maharashtra, Delhi/NCR, Tamil Nadu and Karnataka emerging as the top states for domain name adoption. These four States accounted for 50 per cent of the registered domain names in the country as they also have a higher penetration of Internet users. .com continues to capture a sizeable share of the Indian domain name market followed by.in. The industry comprises of large number of registrars and resellers that drive competition in the industry. While the industry is reasonably competitive, the lack of awareness among the user community and information asymmetries could hamper this growth in the future. Further discussion with experts revealed that relevant efforts and imitative are needed to increase the size of the domain name industry in India[88]. The role of policy becomes important to create an enabling ecosystem that will help take this growth forward. Some recommendations for future thinking on the domain name industry are discussed below:

1. **Curate and maintain a robust database of the industry:** The lack of reliable and consistent data on the domain name registrations, registrar shares in the Indian market, data on transfers and renewal of domain names has been one of the biggest limitations of the study. A better understanding of the market requires the maintenance of a centralised database curating various metrics that measure the status and progress of the industry. This begins with first identifying the necessary metrics, and ensuring a systematic data collection mechanism. For this purpose, an agency or forum under the Ministry of Electronics and Information Technology with adequate representation from the industry and other relevant stakeholders could be created. This database can further be utilized to monitor the industry regularly and publish an annual state of the industry report.

2. **Develop strategies to increase consumer awareness**: Despite the rapid rise in adoption of digital services, a large majority of Internet users are digitally illiterate. This also spills over into their understanding of domain names and limits their ability to bargain with sellers as well as use available services to its maximum potential. Digital literacy programs could integrate a module on domain names.The use and benefits of domain names must be clearly communicated to businesses. Existing cyber hygiene initiatives and support programs like the Cyber Swachhta Kendra can include domain

[88] A scope of further research is probable in these regards.

name awareness to promote responsible use of webspaces. Consumer awareness is not merely limited to digital literacy issues. Even among niche segments that are involved in domain name registration, awareness of new generic top level domains was very low. For instance, in our survey, 76% of individuals, and 58.5% of enterprises could recognise new gTLDs but were not aware about the nomenclature. The most recognised new gTLD found in our survey was '.online'.

3. **Address information asymmetry:** Following from the lack of awareness, very often registrars do not declare complete information on products and services available to a registrant. A self – governing model among registrars could be advocated to address such information asymmetry. A regular industry update initiated by an industry association or a government department could also help address the problem of information asymmetry.

4. **Promote the use of .in:** The .in domain is not the most preferred domain name for businesses and individuals in India. However, it has the potential to be positioned as the new Internet or the Internet in India. With *a well-designed marketing strategy that focuses on startups, small and medium businesses and even foreign nationals with an interest in the Indian market could see huge success.* The Government through NIXI should step up its advertising for the .in domain and therefore there is a need to chart out ways to increase the size of the market and registration in India. This will impact the growth of overall domain name industry in Inida.

5. **Promote geographic TLDs**: The Government can promote Indian registries to apply for geographic top level domains such as .hyderabad, .bangalore etc. While ccTLDs account for geographic identity, geographic TLDs have the potential to generate greater brand value and play a key role in shaping identities of communities. Prominent cities such as Berlin (.berlin), Paris (.paris), New York (.nyc) among others, have their own TLDs that are being used for promoting tourism, community based activities, social work etc. Collaboration with state level authorities could be considered to develop a coordinated campaign with incentives for better regional promotion.

6. **Support startups and SMBs:** Expanding and supporting tech startup ecosystem and SMBs is crucial for the future growth of domain name industry. The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country. Startup India, Make in India, Atal Innovation Mission (AIM), and Digital India are some of the flagship programs initiated by the government to enable the adoption of digital services and encourage entrepreneurship in India. However, the execution of some of the initiatives is slow. Even after more than a year of launching the Startup India initiative, the startup creation process remains challenged and the pace of funding remains slow[89].There are a number

[89] Dutta.D. (2017). "*What Indian Startups Really Want From The Government*", Huffington post,https://www.huffingtonpost.in/diksha-dutta/what-indian-startups-really-want-from-the-government_a_22494548/

of challenges for Indian startups, from the stage of incorporation through the stages of raising capital, hiring resources, scaling up and making an exit. There is a need to address such bottlenecks to minimise failures and ensure that the startups graduate to becoming scaleups. *Startups and SMBs are the demand driver of the domain name industry* and hence a concentrated effort in supporting startups and SMBs is important.

7. **Promote domain names in local language**: While proficiency in the English language reflects an aspirational quotient for many Indians, a new wave of Internet users in the country isopting to access the internet in their native languages. Only about 12% of India's population is familiar with English. According to a report by Google and KPMG India published in April 2017, there were 234 million Indian-language internet users in 2016 while only 175 million are English users[90], and the gap between the two groups is expected to widen going forward. The report states that nine out of ten new internet users between 2016 and 2021 will use local language. This suggests the need for India to focus on local language domain names. A Neo Brahmi Script Generation Panel (NBGP) set up under ICANN has already started working on a proposal to enable website registrations in nine Indian scripts including Bengali, Devanagari, Gujarati, Gurmukhi, Kannada, Malayalam, Oriya, Tamil and Telugu scripts. The government should draw out effective strategies to launch and promote domain names in local languages both in urban and rural parts of the country as and when they are made available by ICANN. For these domain names to be effectively utilized, more vernacular content needs to be promoted. The first steps in this direction could be initiated in government websites and content, particularly in collaboration with the state level machinery and can easily be an extension of the Digital India Programme. IDN awareness campaigns, run in public-private partnership mode, would also be immensely important in improving awareness levels and, over time, result in higher numbers of Indic IDNs. Our survey results point at an alarmingly low level of awareness of internationalized domain names (IDNs), with only 25.5% of enterprises and 21.9% of individuals in our samples knowing about them.

8. **Organise an annual domain names conclave:** Annual conclaves or conferences enable stakeholder interactions and provide a platform for ICANN, registries and registrars to engage in dialogue. These conclaves are important because it allows for ideas and opinions to be heard in a relatively candid and scholarly atmosphere. Simultaneously India must increase its participation in international fora to voice priorities that are unique to India.

[90] KPMG-Google report on Indian languages defining India’s internet, https://assets.kpmg.com/content/dam/kpmg/in/pdf/2017/04/Indian-languages-Defining-Indias-Internet.pdf

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Appendix

Appendix 1: Domain Name Count (gTLDs) across the regions

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
AAA			1		1	1	3
AARP			1			4	5
ABARTH			1			1	2
ABB			1		32	1	34
ABBOTT			1		186	1	188
ABBVIE			1			31	32
ABC			1		8	1	10
ABLE		3	1			1	5
ABOGADO		132	168		102	2	404
ABUDHABI		511	1			8	520
ACADEMY	1	1670	9726	11	22280	3	33691
ACCENTURE			1			1	2
ACCOUNTANT	15	137	288		2362	98	2900
ACCOUNTANTS		119	352		1271	3	1745
ACO			314			1	315
ACTOR		71	343		1963	7	2384
ADAC			4				4
ADS			1			1	2
ADULT		200	3070		5691		8961
AEG			1			1	2
AERO		1	7186		4675		11862
AETNA			1			7	8
AFAMILYCOMPANY			1			1	2
AFL			4		78	1	83
AFRICA	5530	1149	5865		10105	4	22653
AGAKHAN			1			1	2
AGENCY	1	3260	11869	2	56019	3	71154
AIG			1			47	48
AIGO			1			1	2
AIRBUS			1		1	1	3
AIRFORCE		21	140		457	9	627
AIRTEL			1			1	2
AKDN			1			1	2
ALFAROMEO			1			1	2
ALIBABA			1			1	2
ALIPAY			1			1	2
ALLFINANZ			972				972
ALLSTATE			1			1	2
ALLY			1				1
ALSACE			2046		95	1448	3589
ALSTOM			1			1	2
AMERICANEXPRESS			1		7	1	9
AMERICANFAMILY			1			1	2
AMEX			1		17	1	19
AMFAM			1			9	10
AMICA			1		2	1	4
AMSTERDAM		17	17491		8594		26102
ANALYTICS			1			3	4
ANDROID			1				1
ANQUAN			1				1
ANZ			4		19	2	25

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
AOL			1			1	2
APARTMENTS		118	894	1	2756	5	3774
APP		41799	75412		626125	4	743340
APPLE			1		23	1	25
AQUARELLE			35			1043	1078
ARAB			1			1	2
ARAMCO			1			2	3
ARCHI		58	1579		959	68	2664
ARMY		43	407		1869	8	2327
ART	8	21817	15152	2	35689		72668
ARTE			1		8	1	10
ASDA			1			1	2
ASIA	2	169091	46170	487	88258	180	304188
ASSOCIATES		158	665		2573	3	3399
ATHLETA			1			1	2
ATTORNEY		46	443	1	6557	9	7056
AUCTION		256	745	1	3440	7	4449
AUDI			1380			1	1381
AUDIBLE			1			1	2
AUDIO		408	2912		2333		5653
AUSPOST			4		54	1	59
AUTHOR			1			1	2
AUTO		28	155		265		448
AUTOS		3	153		195	4	355
AVIANCA			1			1	2
AWS			63			6	69
AXA			1		33	1	35
AZURE			1		13	1	15
BABY		133	519		1279	1	1932
BAIDU			1				1
BANAMEX			1			1	2
BANANAREPUBLIC			1			1	2
BAND		760	2413	1	11533	6	14713
BANK		92	920		3772	2	4786
BAR	1	3398	2021	9	17109		22538
BARCELONA		3	5432		301	4	5740
BARCLAYCARD			4		22	1	27
BARCLAYS			4		120	1	125
BAREFOOT			1			1	2
BARGAINS		103	394	1	2267	3	2768
BASEBALL			1			1	2
BASKETBALL		285	12		16		313
BAUHAUS			5			1	6
BAYERN		8	28137		2650	1	30796
BBC			3			1	4
BBT			1			1	2
BBVA			1		12	1	14
BCG			1				1
BCN			1			1	2
BEATS			1		1	1	3
BEAUTY			1			1	2
BEER		2235	2544		10019	5	14803
BENTLEY			25			1	26
BERLIN		31	44912		4924	1	49868
BEST		5668	20826		60660		87154
BESTBUY			1			1	2

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
BET		1002	3343		18387	2	22734
BHARTI			1			1	2
BIBLE		1	75		1588	33	1697
BID	4	12144	1266		14514	63	27991
BIKE	1	689	5006	1	10537	3	16237
BING			1		21	1	23
BINGO		63	431	2	804	3	1303
BIO		632	8279		7755	63	16729
BIZ	539	378423	347383	2230	906614	1	1635190
BLACK		607	966		2671	49	4293
BLACKFRIDAY		40	685		551		1276
BLOCKBUSTER			1			1	2
BLOG		10430	15686		168500	1	194617
BLOOMBERG			1		74	1	76
BLUE		4127	2392		10332	50	16901
BMS			1			1	2
BMW			123				123
BNPPARIBAS			285			1	286
BOATS		7	88		278	4	377
BOEHRINGER			1			1	2
BOFA			1			1	2
BOM			1				1
BOND			20		48	1	69
BOO			1			1	2
BOOK			1			1	2
BOOKING			1			1	2
BOSCH			1			1	2
BOSTIK			8			1357	1365
BOSTON		12	403	1	13364	2	13782
BOT		36	124		1389	20	1569
BOUTIQUE		227	3062	1	5774	3	9067
BOX			4			2	6
BRADESCO			1		79	91	171
BRIDGESTONE		1	7			4	12
BROADWAY			290			1	291
BROKER		10	413		693	6	1122
BROTHER		6	5			1	12
BRUSSELS		16	7206		710	59	7991
BUDAPEST			1			1	2
BUGATTI			7			1	8
BUILD		151	486		3385	5	4027
BUILDERS		246	587	3	3116	3	3955
BUSINESS		1083	4874	7	45779	3	51746
BUY			1			1	2
BUZZ		364723	21299		44395	84	430501
BZH		1	8649		226	1494	10370
CAB		204	763	1	2012	3	2983
CAFE		1236	2905	3	11863	3	16010
CAL			1				1
CALL			1			1	2
CALVINKLEIN			1			1	2
CAM		346	2074		5631		8051
CAMERA		184	986	1	2973	3	4147
CAMP		342	1603	4	4221	3	6173
CANCERRESEARCH			4			85	89
CANON		44	5			1	50

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
CAPETOWN	1196	67	616		2671		4550
CAPITAL		412	2319	11	12300	3	15045
CAPITALONE			1			1	2
CAR		24	87		230		341
CARAVAN			1			1	2
CARDS		237	1202	1	4520	3	5963
CARE		863	4202	3	18523	4	23595
CAREER		41	477		763	1	1282
CAREERS		244	1770	1	5716	3	7734
CARS		20	76		214		310
CASA	18	229	1932		17553	6	19738
CASE			1			1	2
CASEIH			1			1	2
CASH	1	640	1871	9	11564	3	14088
CASINO		225	1047	1	4416	3	5692
CAT		108	106674		1936	1	108719
CATERING		89	1078	2	2579	3	3751
CATHOLIC		2	4			11	17
CBA			72		1	1	74
CBN			1			5	6
CBRE			1			1	2
CBS			1		8	1	10
CEB			1		1	1	3
CENTER	1	6466	10917	3	24888	3	42278
CEO		388	503		1767		2658
CERN			2		59	1	62
CFA			1		6	1	8
CFD			1			6	7
CHANEL			1		3	1	5
CHANNEL			1			1	2
CHARITY		24	259		1881	1	2165
CHASE			1		18	1	20
CHAT		1990	2353	2	10256	97	14698
CHEAP		195	514		3132	3	3844
CHINTAI		4	1			1	6
CHRISTMAS		68	863		672		1603
CHROME			1			1	2
CHURCH		946	1940		22078	3	24967
CIPRIANI			1			1	2
CIRCLE			1			1	2
CISCO			1			22	23
CITADEL			1			1	2
CITI			1			4	5
CITIC		148	9				157
CITY		6711	5769	4	18950	3	31437
CITYEATS			1			1	2
CLAIMS		86	324		2355	5	2770
CLEANING		127	585		1707	3	2422
CLICK		10326	15364		14282		39972
CLINIC		1255	1740		5181	3	8179
CLINIQUE			1				1
CLOTHING		315	2000	2	9169	3	11489
CLOUD		61292	32538		107708	8	201546
CLUB	3	773662	82055	492	722266	144	1578622
CLUBMED			1		5	1	7
COACH		289	4244	1	12084	4	16622

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
CODES		277	1517	1	9441	3	11239
COFFEE		1157	2696	2	15670	3	19528
COLLEGE	2	214	1199		2463		3878
COLOGNE	1	33	53429		7034	1	60498
COM	46421	28115256	17873976	559145	1.02E+08	27378	1.49E+08
COMCAST			1			1	2
COMMBANK			6			1	7
COMMUNITY		637	3553	2	11294	3	15489
COMPANY		7088	10036	10	50460	3	67597
COMPARE			4			1	5
COMPUTER		182	1622		3873	5	5682
COMSEC			1			1	2
CONDOS		92	271	2	1567	4	1936
CONSTRUCTION		304	1227	2	5822	3	7358
CONSULTING		850	7731		19069	7	27657
CONTACT			1				1
CONTRACTORS		115	534	1	3198	3	3851
COOKING		107	616		1154	4	1881
COOKINGCHANNEL			1		1	1	3
COOL		4260	3764	1	13475	3	21503
COOP		148	7122		959		8229
CORSICA			1580		62	1682	3324
COUNTRY		50	288		642		980
COUPON			1			1	2
COUPONS		33	356	1	3142	3	3535
COURSES		193	351		1539	52	2135
CPA			4			1	5
CREDIT		450	921	5	3643	3	5022
CREDITCARD		45	207		697	3	952
CREDITUNION		16	52		521	5	594
CRICKET	3	161	210		1092	97	1563
CROWN			1			2	3
CRS			1		586	1	588
CRUISE			1			1	2
CRUISES		87	501	1	1602	3	2194
CSC			1		15	1	17
CUISINELLA			4		5	1	10
CYMRU		80	1807		5607	7	7501
CYOU			1			1	2
DABUR			1		8	1	10
DAD			1			1	2
DANCE		302	1502	1	5918	7	7730
DATA			1			1	2
DATE	2	4969	767		7009	90	12837
DATING		68	737		2450	3	3258
DATSUN			3			1	4
DAY			1			1	2
DCLK			1			1	2
DDS			1			1	2
DEAL			1			1	2
DEALER			1			2	3
DEALS		241	1942	2	6525	3	8713
DEGREE		12	107	1	2476	7	2603
DELIVERY		132	970	1	5128	6	6237
DELL			18			4	22
DELOITTE					52		52

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
DELTA			1			1	2
DEMOCRAT		37	137		836	7	1017
DENTAL		520	2258		5210	3	7991
DENTIST		51	459	1	3048	7	3566
DESI		1373	113		484		1970
DESIGN	20	20718	10777	1	77551		109067
DEV		787	21889		159053	40	181769
DHL					31		31
DIAMONDS		106	532	1	1773	3	2415
DIET		214	1166		494		1874
DIGITAL	1	2063	11954	20	30613	3	44654
DIRECT		339	2723	2	9400	3	12467
DIRECTORY		379	1794	3	13780	3	15959
DISCOUNT		79	1647	1	2295	3	4025
DISCOVER			1			101	102
DISH			1			1	2
DIY			1			1	2
DNP		5	3			1	9
DOCS			1			2	3
DOCTOR		241	943	1	4545	3	5733
DOG		297	1780	1	10531	3	12612
DOMAINS	2	324	2024	1	4211	9	6571
DOT			1			1	2
DOWNLOAD	1	824	1013		7056	96	8990
DRIVE			1			1	2
DTV			1			1	2
DUBAI			1			5	6
DUCK			1			1	2
DUNLOP			1				1
DUPONT			1		2	1	4
DURBAN	695	57	407		1116		2275
DVAG			3564				3564
DVR			1			1	2
EARTH	1	455	2917		14149	18	17540
EAT			1			1	2
ECO	1	215	1566		2392	24	4198
EDEKA			59			1	60
EDUCATION		1405	5148	17	18334	3	24907
EMAIL		11428	26059	2	58362	4	95855
EMERCK			10			1	11
ENERGY		282	2453	2	9625	3	12365
ENGINEER		269	593		2957	9	3828
ENGINEERING	1	223	1911	1	4901	3	7040
ENTERPRISES		265	1196	3	5105	3	6572
EPSON			5			1	6
EQUIPMENT		131	1361	1	3703	3	5199
ERICSSON			1			1	2
ERNI			89			1	90
ESQ			1			1	2
ESTATE		547	2042	1	7241	3	9834
ESURANCE			1		146	1	148
EUROVISION			5			1	6
EUS			9088		996	1	10085
EVENTS		885	8361		16785	3	26034
EXCHANGE		348	1727	2	9310	3	11390
EXPERT		717	10345	1	24006	3	35072

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
EXPOSED		65	429		2425	3	2922
EXPRESS		229	1946	1	5279	3	7458
EXTRASPACE			1			9	10
FAGE			1		60	1	62
FAIL		87	760		3046	3	3896
FAIRWINDS			1			4	5
FAITH	23	310	294		3486	99	4212
FAMILY		596	4747	1	16383	9	21736
FAN		346	789		2300	1	3436
FANS		48	614		985		1647
FARM		776	2172	1	14345	3	17297
FARMERS			1			1	2
FASHION		441	2206		6766	4	9417
FAST			1			1	2
FEDEX			1				1
FEEDBACK		13	1450		299		1762
FERRARI			1				1
FERRERO			5			1	6
FIAT			1			1	2
FIDELITY			1			1	2
FIDO			1			1	2
FILM		68	1042		3405	1	4516
FINAL			1				1
FINANCE	1	483	2192		6490	3	9169
FINANCIAL	1	184	758	6	4461	3	5413
FIRE			1			1	2
FIRESTONE			5			1	6
FIRMDALE						48	48
FISH		224	866	2	3653	3	4748
FISHING		121	353		1136	1	1611
FIT		62353	2183		14032	7	78575
FITNESS		391	2053	2	8520	3	10969
FLICKR			1			1	2
FLIGHTS		69	552	2	1664	3	2290
FLIR			1			2	3
FLORIST		96	333		1731	3	2163
FLOWERS		148	747		475		1370
FLY			1			1	2
FOO			1			32	33
FOOD			1			1	2
FOODNETWORK			1			1	2
FOOTBALL		121	1176	1	3515	3	4816
FORD			1			4	5
FOREX		4	102		169	103	378
FORSALE		390	584		5365	7	6346
FORUM			1				1
FOUNDATION		481	2610	2	12396	3	15492
FOX			1		71	1	73
FREE			1			1	2
FRESENIUS			40				40
FRL			11430		2139		13569
FROGANS			4			6	10
FRONTDOOR			1		1	1	3
FRONTIER			1			1	2
FTR			1			1	2
FUJITSU		5	5			1	11

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
FUJIXEROX			1			1	2
FUN		431495	49376		104640		585511
FUND		3538	1821	1	10283	4	15647
FURNITURE		101	559	1	1752	3	2416
FUTBOL		120	714	1	1572	13	2420
FYI		465	1223		13358	3	15049
GAL			5130		104	1	5235
GALLERY		876	3980	4	13435	3	18298
GALLO			1			1	2
GALLUP			1				1
GAME		356	931		1029		2316
GAMES		1118	3214	1	15867	1	20201
GAP			1			1	2
GARDEN		203	604		1864	4	2675
GAY			1			16	17
GBIZ			1			1	2
GDN		9772	289		198512		208573
GEA			11			1	12
GENT		3	3308		316		3627
GENTING			1		3	1	5
GEORGE			1			1	2
GGEE		1	2			1	4
GIFT		1717	1967		2088		5772
GIFTS		157	639		2922	3	3721
GIVES		30	132		1609	8	1779
GIVING			4			1	5
GLADE			1			1	2
GLASS		122	716	2	2638	3	3481
GLE			1			17	18
GLOBAL	1	5213	10211		36362	82	51869
GLOBO			78				78
GMAIL			1			3	4
GMBH		44	15989	1	4807	3	20844
GMO		12	2			1	15
GMX			474			1	475
GODADDY			1			1	2
GOLD		3850	1290	1	4829	3	9973
GOLDPOINT			3			1	4
GOLF		631	1704	2	7829	6	10172
GOO			4			1	5
GOODYEAR			1				1
GOOG			1		122	2	125
GOOGLE			1		37	5	43
GOP			31		1123	1	1155
GOT			1			1	2
GRAINGER			1			4	5
GRAPHICS		285	1526	2	5005	3	6821
GRATIS		103	1876	1	2346	3	4329
GREEN		417	1205		3459	73	5154
GRIPE		13	120		1061	3	1197
GROCERY			1			1	2
GROUP		26761	11343	1	32178	3	70286
GUARDIAN			1			2	3
GUCCI			6			1	7
GUGE			1			1	2
GUIDE		531	3813	1	12417	3	16765

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
GUITARS		58	582		355		995
GURU		2186	7695	3	45942	3	55829
HAIR			1			1	2
HAMBURG		11	21157		1656	10	22834
HANGOUT			1			1	2
HAUS		81	2316	1	3623	7	6028
HBO			1			1	2
HDFC			1			1	2
HDFCBANK			1			1	2
HEALTH		247	1528		10847	53	12675
HEALTHCARE		278	1466	4	7476	3	9227
HELP		2284	6253		6403		14940
HELSINKI			1			1	2
HERE			1			2	3
HERMES			1		4	1	6
HGTV			1			1	2
HIPHOP		57	571		225		853
HISAMITSU		23	5			1	29
HITACHI			17			1	18
HIV		12	1731		181		1924
HKT			1			1	2
HOCKEY		19	286	1	1151	3	1460
HOLDINGS	1	482	1127	2	4412	3	6027
HOLIDAY		253	1696	1	2813	3	4766
HOMEDEPOT			1				1
HOMEGOODS			1			1	2
HOMES		121	619		12233	4	12977
HOMESENSE			1			1	2
HONDA		4	5			1	10
HORSE		100	765		1901	2	2768
HOSPITAL		45	295		1365	3	1708
HOST	3	13725	26985		107970		148683
HOSTING		308	2170		1351		3829
HOT			1			1	2
HOTELES			2			148	150
HOTELS			1			1	2
HOTMAIL			1		18	1	20
HOUSE		925	2717	4	16303	3	19952
HOW		205	1056		5284	2	6547
HSBC			17			1	18
HUGHES			1			1	2
HYATT			1			23	24
HYUNDAI			5			1	6
IBM			4			1	5
ICBC			1			1	2
ICE			1			8	9
ICU	47	3353587	1026825		542806	1	4923266
IEEE			6			1	7
IFM			31			1	32
IKANO			26			1	27
IMAMAT			1		1	1	3
IMDB			1			1	2
IMMO		41	12662	1	3314	3	16021
IMMOBILIEN		9	5563		1297	7	6876
INC		264	290		971		1525
INDUSTRIES		161	1113	2	3206	3	4485

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
INFINITI			3			1	4
INFO	561	371835	1358288	9561	3201458	1	4941704
ING			1			1	2
INK	12	31279	1501		8217		41009
INSTITUTE		527	2420	9	9972	3	12931
INSURANCE		70	169		606	3	848
INSURE		261	595		4254	3	5113
INTEL			1			7	8
INTERNATIONAL	4	1061	8118	27	17077	3	26290
INTUIT			1			1	2
INVESTMENTS		174	974	2	3903	4	5057
IPIRANGA			1		32	1	34
IRISH		12	1024		2746	5	3787
ISMAILI			1		6	1	8
IST		5099	737		3681	57	9574
ISTANBUL		6477	319		2980	68	9844
ITAU			1			8	9
ITV			1		11	1	13
IVECO			1			1	2
JAGUAR			1		3	1	5
JAVA			1		2	1	4
JCB		1	16			1	18
JCP			1		1	1	3
JEEP			1			1	2
JETZT		9	6346		1839	3	8197
JEWELRY		98	549	1	2755	3	3406
JIO			1		5		6
JLL			1		9	1	11
JMP			1		1	2	4
JNJ			1		109	2	112
JOBS		71	2835		43853	1	46760
JOBURG	846	59	459		1675		3039
JOT			1			1	2
JOY			1			1	2
JPMORGAN			1		16	1	18
JPRS		3				1	4
JUEGOS		19	614		174		807
JUNIPER			1			1	2
KAUFEN		15	5019		1418	7	6459
KDDI			3			1	4
KERRYHOTELS			1			1	2
KERRYLOGISTICS			1			1	2
KERRYPROPERTIES			1			1	2
KIA		2	5			1	8
KIM		9671	1174		5596	54	16495
KINDER			5			1	6
KINDLE			1			1	2
KITCHEN		360	1429	2	5282	4	7077
KIWI		5170	1919		7975		15064
KOELN	1	33	53429		7034	1	60498
KOMATSU		31	5			1	37
KOSHER			1			1	2
KPMG			10			1	11
KPN			42				42
KRD			14		462	1	477
KRED			33			7681	7714

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
KUOKGROUP			1			1	2
KYOTO		832	27		17	26	902
LACAIXA			1			1	2
LAMBORGHINI			226			1	227
LAMER			1				1
LANCASTER			7			1580	1587
LANCIA			1			1	2
LAND		943	4418	1	11095	3	16460
LANDROVER			1		3	1	5
LANXESS			1		9	1	11
LASALLE			1			1	2
LAT		136	502	4251	1235	9	6133
LATINO			1			1	2
LATROBE			3		21	1	25
LAW		5928	1225		4785	1	11939
LAWYER		426	929	1	10006	7	11369
LDS			1			1	2
LEASE		46	455	2	1332	3	1838
LECLERC			155			1499	1654
LEFRAK			1			1	2
LEGAL		495	3304	28	9881	3	13711
LEGO			1			1	2
LEXUS		2	5			1	8
LGBT		33	569		1960	87	2649
LIDL			35				35
LIFE		44196	13125	12	142047	3	199383
LIFEINSURANCE			1			1	2
LIFESTYLE			1			1	2
LIGHTING		260	1293	1	4540	3	6097
LIKE			1			1	2
LILLY			1		2	1	4
LIMITED		274	1423	1	3843	3	5544
LIMO		97	378	2	1570	3	2050
LINCOLN			1			2	3
LINDE			1		86	1	88
LINK		26892	45516		22485		94893
LIPSY			1		5	1	7
LIVE	4	43631	376903		308907	11	729456
LIVING			1			1	2
LIXIL		1	5			1	7
LLC		35	493		10494		11022
LLP			5				5
LOAN	6	5536	450		18216	100	24308
LOANS	1	104	426	1	3538	6	4076
LOCKER			1			1	2
LOCUS			1		11	1	13
LOFT			1			1	2
LOL		1382	4602		3207		9191
LONDON		611	9502		37713	3	47829
LOTTE			3			1	4
LOTTO			79		32	86	197
LOVE	17	12039	3295		16729		32080
LTD		232976	5193	1	28006	4	266180
LTDA		202	155		271	100	728
LUNDBECK			1		5	1	7
LUPIN			1			1	2

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
LUXE		14527	598		795	3	15923
LUXURY		9	413		502	1	925
MACYS			1			1	2
MADRID			1987		114	1	2102
MAIF			1		5	1	7
MAISON		41	529	1	450	3	1024
MAKEUP			27		176	26	229
MAN			151			1	152
MANAGEMENT		331	3223		8380	3	11937
MANGO			43			1	44
MAP			1				1
MARKET		2216	3969		14945	7	21137
MARKETING		1075	4189	13	17660	5	22942
MARKETS		56	319		441	99	915
MARRIOTT			1			16	17
MARSHALLS			1			1	2
MASERATI			1				1
MATTEL			1			5	6
MBA		165	499	1	2063	3	2731
MCKINSEY			1				1
MED			1			3	4
MEDIA		2064	9376		39016	3	50459
MEET			1			7	8
MELBOURNE		6593	106		1049	1	7749
MEME			1			1	2
MEMORIAL		24	95		620	5	744
MEN		6293	1097		30357	101	37848
MENU		136	664		4368	4	5172
MERCKMSD			1				1
METLIFE			1				1
MIAMI		66	861	2	8692	6	9627
MICROSOFT			1		79	1	81
MINI			654				654
MINT			1			1	2
MIT			1			3	4
MITSUBISHI			5			1	6
MLB			12			22	34
MLS			1			1	2
MMA			1647			1139	2786
MOBI	336	86791	72619	421	274694	1	434862
MOBILE			1			1	2
MODA		221	788	2	1959	10	2980
MOE		763	1951		6047	34	8795
MOI		4	151		84	20	259
MOM		702	678		981		2361
MONASH		37	4			21	62
MONEY	2	876	1692	1	9771	6	12348
MONSTER		16162	744		38491	5	55402
MORMON			1			1	2
MORTGAGE		26	207	1	3074	7	3315
MOSCOW		24	20138		348	20	20530
MOTO			1			1	2
MOTORCYCLES		1	64		147	5	217
MOV			1			1	2
MOVIE		37	660	1	2586	5	3289
MOVISTAR			1			1	2

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
MSD			1			1	2
MTN			8			8	16
MTR			1				1
MUSEUM		1	567		128	862	1558
MUTUAL			3			1	4
NAB			1		2	1	4
NADEX			1			2	3
NAGOYA		5916	126		251	5	6298
NAME	20	17060	45215		63894		126189
NATIONWIDE			1			1	2
NATURA			1			4	5
NAVY		19	111		692	9	831
NBA			1			1	2
NEC		7	5			1	13
NET	4228	2525100	2264736	47308	8881998	13295	13736665
NETBANK			7			1	8
NETFLIX			1			1	2
NETWORK		2161	7458	3	42632	3	52257
NEUSTAR			34		619	4	657
NEW			64		157	46	267
NEWHOLLAND			1			1	2
NEWS		7237	8737	1	43418	11	59404
NEXT			1		5	1	7
NEXTDIRECT			1			1	2
NEXUS			1				1
NFL			1			2	3
NGO		353	787		2708	50	3898
NHK			3			1	4
NICO		8	5			1	14
NIKE			1			1	2
NIKON			1			1	2
NINJA		693	5380		26475	14	32562
NISSAN			6			1	7
NISSAY			1			1	2
NOKIA			1		3	1	5
NORTHWESTERNMUTUAL			1			3	4
NORTON			1			1	2
NOW			1			1	2
NOWRUZ		11	1		6		18
NOWTV			1			1	2
NRA			1		131	1	133
NRW		5	18082		1055	1	19143
NTT		10				1	11
NYC		226	4063	39	63454	10	67792
OBI			1		2	1	4
OBSERVER		6	232		713		951
OFF			1			1	2
OFFICE			1		3	1	5
OKINAWA		5302	97		286	1	5686
OLAYAN			3			2	5
OLAYANGROUP			3			2	5
OLDNAVY			1			1	2
OLLO			1			1	2
OMEGA			1		2	1	4
ONE		2595	34025		38032	49	74701

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
ONG		353	787		2708	50	3898
ONL		410	2379		3424	65	6278
ONLINE	1967	483671	361542	2	610757		1457939
ONYOURSIDE			1			1	2
OOO		15319	2593		18883		36795
OPEN			1			1	2
ORACLE			1		2	1	4
ORANGE			1		4	1	6
ORG	4923	845252	1832218	34164	7737003	1	10453561
ORGANIC		577	431		707	4	1719
ORIGINS			1				1
OSAKA		403	179		174	31	787
OTSUKA		14	3			1	18
OTT			1			1	2
OVH			61061			2467	63528
PAGE		203	2128		52551	6	54888
PANASONIC			5			1	6
PARIS		43	19282		2508	1565	23398
PARS			1				1
PARTNERS		376	2075	1	6322	3	8777
PARTS		224	1138	2	4820	3	6187
PARTY	19	5232	3462		11652	99	20464
PASSAGENS			1			2	3
PAY			1			1	2
PCCW			1			1	2
PET	1	2103	1360		7525	98	11087
PFIZER			1		2	1	4
PHARMACY			12		557	9	578
PHD			1				1
PHILIPS			3		20	1	24
PHONE			1			1	2
PHOTO		2297	8468		9431		20196
PHOTOGRAPHY		1555	8536	2	37947	3	48043
PHOTOS		543	4665	4	16881	3	22096
PHYSIO		115	138		933	4	1190
PICS		911	2836		2738		6485
PICTET			7			37	44
PICTURES		218	1861		6601	3	8683
PIN			1			1	2
PING			1			2	3
PINK		2181	847		6226	64	9318
PIONEER		6	5			1	12
PIZZA		170	1278	2	5419	4	6873
PLACE		124	917	2	2873	3	3919
PLAY			1			1	2
PLAYSTATION			5			1	6
PLUMBING		127	317	1	2454	5	2904
PLUS	1	5504	3648	3	8953	4	18113
PNC			1				1
POHL			2				2
POKER		191	919		2357	95	3562
POLITIE			4				4
PORN		326	3598		6844		10768
POST			417				417
PRAMERICA			1			1	2
PRAXI			1			17	18

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
PRESS		13238	3767		23541		40546
PRIME			2			1	3
PRO	28	44204	85408	1498	201198	1	332337
PROD			1			1	2
PRODUCTIONS		249	1365		6432	3	8049
PROF			1			1	2
PROGRESSIVE			1			1	2
PROMO		1526	1737		3421	100	6784
PROPERTIES		474	1175		12414	3	14066
PROPERTY		547	2065		935		3547
PROTECTION			18		74		92
PRU			1		75	5	81
PRUDENTIAL			1		71	1	73
PUB		26052	1605	1	6725	7	34390
PWC			1		1	1	3
QPON		2	88		235	101	426
QUEBEC		102	1598		4889	1	6590
QUEST			4			1	5
QVC			1			1	2
RACING	2	288	727		2406	101	3524
RADIO		10	1898		593	1	2502
RAID			1			1	2
READ			1			1	2
REALESTATE		7	131		19446	21	19605
REALTOR			1		33531	9	33541
REALTY		71	658		1626		2355
RECIPES	1	1343	642	1	4560	3	6550
RED		17935	3100		10555	46	31636
REDSTONE			1			10	11
REDUMBRELLA			1		1	1	3
REHAB		20	288		1462	8	1778
REISE		1	934	1	205	4	1145
REISEN		28	3762		1091	3	4884
REIT			89		28		117
RELIANCE			1				1
REN		20217	25		86		20328
RENT	2	281	1420		2915		4618
RENTALS		432	1302	1	10415	3	12153
REPAIR		185	1161	1	5651	3	7001
REPORT		254	1501	1	5707	3	7466
REPUBLICAN		10	85		761	9	865
REST	2	601	914		19030		20547
RESTAURANT		189	2355	1	5567	3	8115
REVIEW	7	529	1051		11911	101	13599
REVIEWS		453	1486		16689	8	18636
REXROTH			1		7	1	9
RICH		10	24		54	85	173
RICHARDLI			1			1	2
RICOH		19	5			1	25
RIGHTATHOME			1			1	2
RIL			1				1
RIO			818		16	88	922
RIP		85	692		2788	8	3573
RMIT			3		4	2	9
ROCHER			2			1	3
ROCKS	3	2114	15194	1	84851	9	102172

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
RODEO		18	192		420	2	632
ROGERS			1			1	2
ROOM			1			1	2
RSVP			1			1	2
RUGBY		357	10		7		374
RUHR			9437		558	1	9996
RUN		5889	2673	1	11072	4	19639
RWE			1		1	1	3
RYUKYU		1731	48		134	1	1914
SAARLAND		2	2753		1340		4095
SAFE			1			1	2
SAFETY			1			1	2
SAKURA			1			1	2
SALE		1462	2263	1	14959	7	18692
SALON		426	417	1	1876	6	2726
SAMSCLUB			1			1	2
SAMSUNG		4					4
SANDVIK			3		23	1	27
SANDVIKCOROMANT			3		6	1	10
SANOFI			1		6	1	8
SAP			26			1	27
SARL		21	543	1	402	3	970
SAS			1			2	3
SAVE			1			1	2
SAXO			3		61	1	65
SBI			1		24	1	26
SBS			1		1	1	3
SCA			1			1	2
SCB		33					33
SCHAEFFLER			12			1	13
SCHMIDT			4		22	1	27
SCHOLARSHIPS			1			1	2
SCHOOL	1	1045	2815	1	10634	5	14501
SCHULE		11	1982		927	3	2923
SCHWARZ			120				120
SCIENCE	13	2281	2138		9548	98	14078
SCJOHNSON			1			1	2
SCOR			4			1	5
SCOT		623	5777		5315	1	11716
SEARCH			1				1
SEAT			687			1	688
SECURE			1			1	2
SECURITY		5	63		229		297
SEEK			4			1	5
SELECT			4			1	5
SENER			1		42	1	44
SERVICES		2041	9577	5	48494	3	60120
SES			1			3	4
SEVEN			4		5	1	10
SEW			2		10	1	13
SEX		355	3006		4795		8156
SEXY		442	2911		3342		6695
SFR			6				6
SHANGRILA			1			1	2
SHARP		13	5			1	19
SHAW			1			1	2

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
SHELL			21			1	22
SHIA			1				1
SHIKSHA		97	574		798	78	1547
SHOES		213	1514	1	3140	3	4871
SHOP		412830	110493		166567	7	689897
SHOPPING		163	2245	1	4252	3	6664
SHOUJI			1				1
SHOW		3746	1788	1	6776	3	12314
SHOWTIME			1			1	2
SHRIRAM			1		17	11	29
SILK			1			1	2
SINA			1			1	2
SINGLES		40	808	1	2795	3	3647
SITE	233	1191320	329068	2	515085		2035708
SKI		304	2330		2874	90	5598
SKIN			1			8	9
SKY			40			1	41
SKYPE			1		5	1	7
SLING			1			1	2
SMART			25				25
SMILE			1			1	2
SNCF			1		24	1092	1117
SOCCER		70	529	1	2454	3	3057
SOCIAL		1901	2851	9	19787	6	24554
SOFTBANK		4	5			1	10
SOFTWARE		605	3845	2	11843	7	16302
SOHU		1	5				6
SOLAR		228	1348	2	5010	3	6591
SOLUTIONS	2	2093	11609	10	66702	3	80419
SONG			1			1	2
SONY		7	5			1	13
SOY		122	372		3314	2	3810
SPACE	33	128252	94643	9	241315		464252
SPORT		6	8952		198	1	9157
SPOT			1			1	2
SPREADBETTING			1			8	9
SRL		314	3306		2170	100	5890
STADA			100			1	101
STAPLES			1			1	2
STAR			1			1	2
STATEBANK			1		25		26
STATEFARM			1		18	1	20
STC			4				4
STCGROUP			1				1
STOCKHOLM			40		16	101	157
STORAGE		5	74		334		413
STORE	41	115488	67308		164618		347455
STREAM	7	591	922		11304	2	12826
STUDIO		5552	8635	3	39159	6	53355
STUDY		109	223		1131	52	1515
STYLE		3410	1952		6747	3	12112
SUCKS		233	1987		6183	18	8421
SUPPLIES		104	556	1	2521	3	3185
SUPPLY		177	811		4449	3	5440
SUPPORT		2058	6171	3	16748	3	24983
SURF		229	942		5633	3	6807

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
SURGERY		100	345		1412	3	1860
SUZUKI			13			1	14
SWATCH			1		7	1	9
SWIFTCOVER			1			1	2
SWISS		8	16860		1529	1	18398
SYDNEY		6607	109		1313	10	8039
SYMANTEC			1			1	2
SYSTEMS	2	1258	7796	11	21109	3	30179
TAB			4			1	5
TAIPEI		1210	427		219	104	1960
TALK			1			1	2
TAOBAO			1			1	2
TARGET			1			2	3
TATAMOTORS			1		4	1	6
TATAR			923		5	68	996
TATTOO		119	6784		825		7728
TAX		262	1757	1	5455	3	7478
TAXI		244	2661	1	3450	5	6361
TCI			1				1
TDK			1			1	2
TEAM	1	2940	8093	1	17135	4	28174
TECH	79	111009	63094	1	104564		278747
TECHNOLOGY		1003	6029	3	25311	3	32349
TEL		37654	23856	339	35328	219	97396
TELEFONICA			1			1	2
TEMASEK			1		7	1	9
TENNIS		67	592		1183	3	1845
TEVA			21			1	22
THD			1				1
THEATER		28	345	1	982	3	1359
THEATRE		5	23		82		110
TIAA			1			1	2
TICKETS		15	429		449		893
TIENDA		59	1270	1	748	3	2081
TIFFANY			1			1	2
TIPS		606	8890	1	21189	3	30689
TIRES		15	193		777	3	988
TIROL	1	33	53429		7034	1	60498
TJMAXX			1			1	2
TJX			1			1	2
TKMAXX			1			1	2
TMALL			1			1	2
TODAY		6203	7765	1	73722	3	87694
TOKYO		121807	933		3440	10	126190
TOOLS	1	441	3776	3	9317	2	13540
TOP	1	3123129	50605		558907		3732642
TORAY		48	5			1	54
TOSHIBA		2	3			1	6
TOTAL			73			1198	1271
TOURS		1026	1745	1	8776	3	11551
TOWN		324	927	1	2952	3	4207
TOYOTA		7	5			1	13
TOYS		222	943		3640	3	4808
TRADE	30	4822	2066		9811	59	16788
TRADING		47	597		576	92	1312
TRAINING		636	4959	1	14164	3	19763

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
TRAVEL		1250	6350		13450	12	21062
TRAVELCHANNEL			1			1	2
TRAVELERS			1		2	1	4
TRAVELERSINSURANCE			1		1	1	3
TRUST			6			1	7
TRV			1		1	1	3
TUBE		76	2250		2864	83	5273
TUI			5				5
TUNES			1			1	2
TUSHU			1			1	2
TVS			1			1	2
UBANK			1			1	2
UBS			1			1	2
UNICOM		7	2				9
UNIVERSITY		267	1289	10	5417	3	6986
UNO	1	235	771		15345	115	16467
UOL			2			49	51
UPS			1		1		2
VACATIONS		114	738	1	3163	3	4019
VANA			1			1	2
VANGUARD			1		15	1	17
VEGAS		118	1207		13772	30	15127
VENTURES		660	1859	2	11588	3	14112
VERISIGN			1			1	2
VERSICHERUNG		3	1675		143	2	1823
VET		182	1365		5819	7	7373
VIAJES		60	432	3	697	3	1195
VIDEO		6031	3199		14308	7	23545
VIG					12	2	14
VIKING			1			1	2
VILLAS		76	455	1	1322	4	1858
VIN		368	2271		3112	5	5756
VIP		1021792	4231		395024	6	1421053
VIRGIN			4			2	6
VISA			1			1	2
VISION		329	2135	2	4902	3	7371
VISTAPRINT			4			1	5
VIVA			1				1
VIVO			1		34	1	36
VLAANDEREN		4	5598		813	56	6471
VODKA		74	466		1418	2	1960
VOLKSWAGEN			4			1	5
VOLVO			1			1	2
VOTE		45	429		2992	22	3488
VOTING		4	204		101	1	310
VOTO		6	39		292	22	359
VOYAGE		108	1103	1	1514	3	2729
VUELOS			1			89	90
WALES		193	3529		10027	7	13756
WALMART			1			1	2
WALTER			3		16	1	20
WANG		1044487	630		587		1045704
WANGGOU			1			1	2
WATCH		209	1733	1	7994	3	9940
WATCHES			1			1	2
WEATHER			1			1	2

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
WEATHERCHANNEL			1			1	2
WEBCAM	2	176	846		4738	2	5764
WEBER			1		148	1	150
WEBSITE	45	58976	117302	10	190854		367187
WED			38			1	39
WEDDING		521	1566		21139	2	23228
WEIBO			1			1	2
WEIR			1		133	1	135
WHOSWHO			935		85	6	1026
WIEN	1	33	53429		7034	1	60498
WIKI	9	7969	3658		8758		20394
WILLIAMHILL			217			4	221
WIN	12	49999	3805		26258	101	80175
WINDOWS			1		21	1	23
WINE		1475	4335	2	9499	9	15320
WINNERS			1			1	2
WME			4				4
WOLTERSKLUWER			1			1	2
WOODSIDE			4		16	1	21
WORK	1	605340	7496		64091	14	676942
WORKS		1309	3651		16032	3	20995
WORLD	3	32657	15119	4	115136	4	162923
WOW			1			1	2
WTC			4			1	5
WTF		729	2985		13503	4	17221
XBOX			1		56	1	58
XEROX			1			3	4
XFINITY			1			1	2
XIHUAN			1				1
XIN		124351	98		53	3	124505
XN--11B4C3D			1			1	2
XN--1CK2E1B			54		66	26	146
XN--1QQW23A		48	38		23	19	128
XN--30RR7Y			1				1
XN--3BST00M		1999	27		35		2061
XN--3DS443G		37477	2177		581	1	40236
XN--3OQ18VL8PN36A			1			1	2
XN--3PXU8K			1			1	2
XN--42C2D9A			1			1	2
XN--45Q11C			16		25		41
XN--4GBRIM		249	23		100	1	373
XN--55QW42G			44				44
XN--55QX5D		41806	1092		733	5	43636
XN--5SU34J936BGSG			1			1	2
XN--5TZM5G		373	110		232	59	774
XN--6FRZ82G		2350	841		566	68	3825
XN--6QQ986B3XL		15428	44		58		15530
XN--80ADXHKS		1	15086		107	23	15217
XN--80AQECDR1A			3			2	5
XN--80ASEHDB		2	2933		160	1	3096
XN--80ASWG			1131		112	1	1244
XN--8Y0A063A		6	2				8
XN--9DBQ2A		1360	28		1206	15	2609
XN--9ET52U			1				1
XN--9KRT00A			1			1	2
XN--B4W605FERD			1			1	2

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
XN--BCK1B9A5DRE4C			18		34	26	78
XN--C1AVG		375	1688		162	1	2226
XN--C2BR7G			1			1	2
XN--CCK2B3B		3	47		106	26	182
XN--CZR694B		27329	26		112		27467
XN--CZRS0T		434	91		171	2	698
XN--CZRU2D		14175	107		60		14342
XN--D1ACJ3B			972			21	993
XN--ECKVDTC9D			1			1	2
XN--EFVY88H			1				1
XN--ESTV75G			1			1	2
XN--FCT429K		1	35		48	26	110
XN--FHBEI			1			1	2
XN--FIQ228C5HS		12724	2950		299	1	15974
XN--FIQ64B		105	8				113
XN--FJQ720A		43	23		57	2	125
XN--FLW351E			1				1
XN--FZYS8D69UVGM			1			1	2
XN--G2XX48C		3648	37		80	1	3766
XN--GCKR3F0F			29		56	26	111
XN--GK3AT1E			1			1	2
XN--HXT814E		3713	106		52		3871
XN--I1B6B1A6A2E		9	1245		49	1	1304
XN--IMR513N		326	8		19		353
XN--IO0A7I		28922	623		457	17	30019
XN--J1AEF			1			1	2
XN--JLQ61U9W7B			1			1	2
XN--JVR189M		2	16		44	26	88
XN--KCRX77D1X4A			3		8	1	12
XN--KPU716F			1			1	2
XN--KPUT3I		39311	60		1	68	39440
XN--MGBA3A3EJT			1			2	3
XN--MGBA7C0BBN0A			3			3	6
XN--MGBAB2BD			535		37	1	573
XN--MGBCA7DZDO		33	1			3	37
XN--MGBI4ECEXP			3			2	5
XN--MGBT3DHD			1				1
XN--MK1BU44C		4515	122		527	1	5165
XN--MXTQ1M		1					1
XN--NGBC5AZD		94	217		418	9	738
XN--NGBRX			1			1	2
XN--NQV7F		107	1100		125	1	1333
XN--NQV7FS00EMA			1			1	2
XN--NYQY26A			13		14	4	31
XN--OTU796D		243	10		18		271
XN--P1ACF			33171		88	1	33260
XN--PBT977C			1			1	2
XN--PSSY2U			1			1	2
XN--Q9JYB4C		3067	314		931	5	4317
XN--QCKA1PMC			1				1
XN--RHQV96G		485	70		100	23	678
XN--ROVU88B			17		27	26	70
XN--SES554G		125864	833		69		126766
XN--T60B56A		1222	93		148	1	1464
XN--TCKWE		1649	336		2030	1	4016
XN--TIQ49XQYJ			3			2	5

gTLD	Africa	Asia/Australia /Pacific	Europe	Latin America /Caribbean	North America	Unknown	Total
XN--UNUP4Y		53	33		93	2	181
XN-- VERMGENSBERATER-CTB			1				1
XN-- VERMGENSBERATUNG-PWB			1				1
XN--VHQUV		1882	35		93	2	2012
XN--VUQ861B		1481	1362		70	26	2939
XN-- W4R85EL8FHU5DNRA			1			1	2
XN--W4RS40L			1			1	2
XN--XHQ521B		101	45		22	20	188
XN--ZFR164B			100				100
XXX		4164	14509	25	43011		61709
XYZ	1017	1678380	163554	15	1076896	18	2919880
YACHTS		2	80		178	4	264
YAHOO			1			1	2
YAMAXUN			1			1	2
YANDEX			46			1	47
YODOBASHI			3			1	4
YOGA		1204	1875		8249	3	11331
YOKOHAMA		4025	106		286	9	4426
YOU			1			1	2
YOUTUBE			1			6	7
YUN			1				1
ZAPPOS			2			1	3
ZARA			5			1	6
ZERO			1			1	2
ZIP			1			1	2
ZONE		3041	5138	1	19642	7	27829
ZUERICH			1				1
Total	69079	49361310	28875721	660485	1.35E+08	75867	2.14E+08

Source: ICANN Contractual Compliance Performance Report, December 2019

Appendix 2: Top level domain (TLDs) in India as on May 2020

TLD Name	Registerd Domains	Share %
.com	25,62,434	50.68%
.in	15,74,393	31.14%
.org	2,23,212	4.41%
.net	1,37,356	2.72%
.xyz	65,394	1.29%
.online	61,048	1.21%
.co	59,638	1.18%
.info	57,582	1.14%
.ooo	36,461	0.72%
.club	31,548	0.62%
.us	26,052	0.52%
.biz	25,603	0.51%
.tech	17,878	0.35%
.me	15,548	0.31%
.site	14,674	0.29%
.live	11,016	0.22%
.website	9,275	0.18%
.asia	8,698	0.17%
.space	8,120	0.16%
.store	7,450	0.15%
.blog	5,295	0.10%
.uk	5,166	0.10%
.world	5,084	0.10%
.app	4,606	0.09%
.mobi	4,501	0.09%
.shop	4,329	0.09%
.io	3,787	0.07%
.buzz	3,783	0.07%
.life	3,595	0.07%
.today	3,045	0.06%
.icu	2,669	0.05%
.cloud	2,343	0.05%
.pro	1,810	0.04%
.work	1,723	0.03%
.guru	1,333	0.03%
.top	1,233	0.02%
.monster	1,184	0.02%
.news	1,140	0.02%
.ai	1,068	0.02%
.company	904	0.02%
.email	891	0.02%
.shiksha	865	0.02%
.tv	814	0.02%
.best	752	0.01%
.solutions	710	0.01%
.fun	702	0.01%
.win	683	0.01%
.global	682	0.01%
.gdn	632	0.01%

Source: Domain Name Stats

Appendix 3: Hosting Services Offered by various registrars as on May 2020

	Services	Godaddy.com	BigRock		Hostinger	RESELLER CLUB			Net4	NAMECHEAP		Silicon House	Indialinks	Hostindia	Cyber space
Hosting Services (Server Location)			India	US	Asia and Europe (UK)	India	UK	US	India	UK	US	India	US	India	India
Plan 1	Price new^	1080	2388	1788	708	1920	3240	1920	696	3049	1797	4999	8167	2999	33000
	Price Renewal	2388	2388	1788	1188	2820	3240	2820	900	4775	3526	6999	8167	2999	33000
	Disk Space*	30GB	20GB	20GB	10GB	Unmetered	Unmetered	Unmetered	500MB	20GB	20GB	500GB	1GB	10Gb	3.5Gb
	Data Transfer**	Unmetered	100GB	100GB	100GB	Unmetered	Unmetered	Unmetered	Unmetered	Unmetered	Unmetered	2000 GB	Unlimited	Unlimited	Unlimited
	No. of Websites Hosting	1			1	1	1	1	1	3	3	5	1	1	1
	Database***	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql
	Domain														1
	Sub-Domain	25			2					30	30			Unlimited	
	Search engine optimization											Free			
	cPanel	Free	Free	Free	Free	Free	Free	Free		Free	Free	Free			Free
	E-mail		5	5	1	Unlimited	Unlimited	Unlimited		30	30		10	No email Service	1
	One-click staging site														
	Easy Website builder				Free					Free	Free	Free			
	Website Security										Free	Free			
	SSL certificate#	3522	Free	Free	free	Free	Free	Free	2100	Free	Free	3999	2500	6499	
	SSH/SFTP access	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
	Secure your Website-SiteLock#		1188	1188	671.59			815			Free	Free			
	Backup your Website-Cord Guard		1.2	1.2	1999.08			1200			Twice a week				
	Domain Parking				2					Unlimited	Unlimited				
Plan 2	Price new	2388	3588	2988	1428	3360	4860	4680	1236	4296	3047	6999	18140		
	Price Renewal	5388	3588	2988	1428	4680	4680	4680	1644	7272	6023	9999	18140		
	Disk Space*	100GB	Unlimited	Unlimited	20GB	Unmetered	Unmetered	Unmetered	1GB	Unmetered	Unmetered	1000 GB	2Gb		

	Data Transfer**	Unlimited	Unlimited	Unlimited	Unlimited	Unmetered	Unmetered	Unmetered	Unmetered	Unmetered	Unmetered	4000 GB	Unlimited		
	No. of Websites Hosting	1	1	1	Unlimited	3	3	3	1	Unlimited	Unlimited	10	1		
	Database***	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql	Mysql		
	Domain	Free			Free										
	Sub-Domain	25			100				50	Unlimited	Unlimited				
	Search engine optimization											Free			
	cPanel	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free	Free			
	E-mail	1	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	5	Unlimited	Unlimited		25		
	One-click staging site														
	Easy Website builder				Free					Free	Free	Free			
	Website Security							5508				Free			
	SSL certificate#	3522	Free	Free	free	Free		3,959	2100	Free	Free	3999	2500		
	SSH/SFTP access	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
	Secure your Website-SiteLock#		1188	1188	671.59			815				Yes			
	Backup your Website-Cord Guard		1.2	1.2	1999.08			1200		Twice a Week	Twice a Week				
	Domain Parking				Unlimited					Unlimited	Unlimited				

Note we have categorized the plans into four categories. Plan 1: includes Starter (Godaddy) / Starter (bigrock) / Single Web Hosting (hostinger) / PERSONAL (resellerclub) / Starter Hosting (Net4) / Stellar (Namecheap) / NANO (Silicon House) / Starter (India links) / ALP (Hostinida) / Customize (Cyberspace) and Plan 2 includes Economy (godaddy) / Advanced (bigrock) / Premium Web Hosting (hostinger) / Business (resellerclub) / Medium Business Hosting (Net4) /Stellar Plus (Namecheap) / Economy (Silicon House) / Elite (Indialinks). Plan 3: Deluxe (godaddy) / Business (bigrock) / Business Web Hosting (hostinger) / Pro (resellerclub) / Ecommerce Hosting (Net4) / Stellar Business (Namecheap) / PREMIUM (Silicon House) / Deluxe (Indialinks). Plan 4: Ultimate (godaddy) / Pro (bigrock) / Mega Hosting (Net4) / Pro (Indialinks).

Appendix 4: Process Registrars has to follow to exit the industry

To exit from the industry, registrars has to give ICANN notice within seven (7) days of

(i) the commencement of any of the proceedings referenced in Section 5.5.8 of the registrar accreditation agreement

(ii) the occurrence of any of the matters specified in Section 5.5.2 or Section 5.5.3 registry –registrar agreement.

(iii) any unauthorized access to or disclosure of registrant account information or registration data. The notice required pursuant to Subsection (iii) shall include a detailed description of the type of unauthorized access, how it occurred, the number of registrants affected, and any action taken by Registrar in response.

Section 5.5.8 : (i) Registrar makes an assignment for the benefit of creditors or similar act; (ii) attachment, garnishment or similar proceedings are commenced against Registrar, which proceedings are a material threat to Registrar's ability to provide Registrar Services for gTLDs, and are not dismissed within sixty (60) days of their commencement; (iii) a trustee, receiver, liquidator or equivalent is appointed in place of Registrar or maintains control over any of Registrar's property; (iv) execution is levied upon any property of Registrar, (v) proceedings are instituted by or against Registrar under any bankruptcy, insolvency, reorganization or other laws relating to the relief of debtors and such proceedings are not dismissed within thirty (30) days of their commencement, or (vi) Registrar files for protection under the United States Bankruptcy Code, 11 U.S.C. Section 101 et seq., or a foreign equivalent or liquidates, dissolves or otherwise discontinues its operations.

5.5.2 Registrar:

5.5.2.1 is convicted by a court of competent jurisdiction of a felony or other serious offense related to financial activities, or is judged by a court of competent jurisdiction to have:

5.5.2.1.1 committed fraud,

5.5.2.1.2 committed a breach of fiduciary duty, or

5.5.2.1.3 with actual knowledge (or through gross negligence) permitted Illegal Activity in the registration or use of domain names or in the provision to Registrar by any Registered Name Holder of inaccurate Whois information; or

5.5.2.1.4 failed to comply with the terms of an order issued by a court of competent jurisdiction relating to the use of domain names sponsored by the Registrar;or is the subject of a judicial determination that ICANN reasonably deems as the substantive equivalent of any of the foregoing; or

5.5.2.2 is disciplined by the government of its domicile for conduct involving dishonesty or misuse of funds of others; or

5.5.2.3 is the subject of a non-interlocutory order issued by a court or arbitral tribunal, in each case of competent jurisdiction, finding that Registrar has, directly or through an Affiliate, committed a specific violation(s) of applicable national law or governmental regulation relating to cybersquatting or its equivalent; or

5.5.2.4 is found by ICANN, based on its review of the findings of arbitral tribunals, to have been engaged, either directly or through its Affiliate, in a pattern and practice of trafficking in or use of domain names identical or confusingly similar to a trademark or service mark of a third party in which the Registered Name Holder has no rights or legitimate interest, which trademarks have been registered and are being used in bad faith.

5.5.3 Registrar knowingly employs any officer that is convicted of a misdemeanor related to financial activities or of any felony, or is judged by a court of competent jurisdiction to have committed fraud or breach of fiduciary duty, or is the subject of a judicial determination that ICANN reasonably deems as the substantive equivalent of any of the foregoing and such officer is not terminated within thirty (30) days of Registrar's knowledge of the foregoing; or any member of Registrar's board of directors or similar governing body is convicted of a misdemeanor related to financial activities or of any felony, or is judged by a court of competent jurisdiction to have committed fraud or breach of fiduciary duty, or is the subject of a judicial determination that ICANN reasonably deems as the substantive equivalent of any of the foregoing and such member is not removed from Registrar's board of directors or similar governing body within thirty (30) days of Registrar's knowledge of the foregoing.

Appendix 5: Process and capital required to become ICANN –Accredited registrar

a) **Process and capital required to become ICANN –Accredited registrar**: The process of becoming an ICANN-accredited registrar includes several steps. The new entrants needs to fulfill following criteria including :

- **Qualification**: The applicants for initial accreditation should demonstrate business capabilities including management, communication, and information systems), or submit information (such as a reasonably detailed business plan) sufficient to show the ability to develop capabilities by the commencement of operation under accreditation. Applicants for initial accreditation seeking to demonstrate current business capabilities meeting the criteria may do so by:

  ✓ Submitting an independently verified or verifiable description of the applicant's business, such as audited financial statements or annual reports of companies with publicly-traded securities.

  ✓ Applicants for initial accreditation submitting comprehensive business plans to develop capabilities by the commencement of operation under accreditation may do so under appropriate assurances by ICANN of confidentiality of the plans

- **Financial considerations:** To become registrars following financial considerations should be taken into account.

  ✓ A non-refundable application fee of **US $ 3500** needs to be submitted

  ✓ **US$ 4,000** yearly accreditation fee dues upon approval for each year thereafter

  ✓ Variable fee (quarterly) billed once the registrar begin registering domain names or, the first full quarter following the accreditation approval, whichever occurs first. This fee represents a portion of ICANN's operating costs and, because it is divided among all registrars, the amount varies from quarter to quarter.

  ✓ Transaction-based gTLD fee (quarterly). This fee is a flat fee charged for each new registration, renewal or transfer. This fee can be billed by the registrar separately on its invoice to the registrant, but is paid by the registrar to ICANN.

  ✓ Additionally, the registrars have to demonstrate that it has adequate working capital available for the operation of the registrar business, given the registration volume reasonably projected by applicant. For applicants seeking initial accreditation, demonstration of the ability to procure liquid capital immediately available in the applicant's name at the commencement of the accreditation period in an amount of **US$70,000** or more will be deemed adequate, although a lesser amount will be accepted upon a showing that in the circumstances it will provide adequate working capital. Evidence of independent verification of the capital (such as by guaranteed bank loan or by a guaranteed credit line or letter of credit from a recognized financial institution) has to be presented as a condition of accreditation becoming effective[91].

- ✓ Applicants with existing registrar businesses, or proposing to convert their existing domain-name reseller businesses to registrar businesses, must provide with the application an independently verified financial statement (such as by an accountant's audit) demonstrating the amount of working capital available for the registrar business.

- ✓ There are additional financial considerations for registrars to do business with gTLD registries which are provided on the registry websites.

- **Governing agreement and policies to be eligible for becoming a registrar**: The following agreements and policies govern a registrar's relationship with ICANN, the gTLD registry operators, registered name holders and the registrars' resellers:

  - ✓ Registrar Accreditation Agreement **(RAA):** this is the contract between ICANN and the registrar that governs ICANN's relationship with an accredited registrar and the terms and conditions of maintaining an accreditation.

  - ✓ Statement of Registrar Accreditation Policy: this explains the qualifications for becoming an ICANN-accredited registrar.

  - ✓ **Registry-Registrar Agreement**: for each gTLD the registrar plan to offer to the customers, registrar will have to enter into an agreement with the responsible registry. The content of the agreement varies from registry to registry.

  - ✓ **Registration Agreement:** every registrar shall require all registered name holders to enter into an electronic or paper registration agreement with the registrar. This agreement must comply with all the obligations and requirements established under the RAA.

  - ✓ **Reseller Agreement (if applicable**): every registrar that enters into an agreement with a reseller of services must ensure that the agreement includes the RAA provisions and consensus policies, and is consistent with all applicable RAA obligations.

  - ✓ Consensus Policies: ICANN's agreements with accredited registrars and with gTLD registry operators require compliance with various specifically stated procedures and with "consensus policies" developed in consultation with the stakeholder community.

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[91] In cases where an applicant cannot demonstrate that it has access to at least $70,000 in liquid working capital, the applicant must demonstrate that it has sufficient resources available to meet its business needs in addition to adequate cash reserves, and that its business model does not require US$70,000 in liquid working capital for day-to-day operations.

- ✓ Data Escrow Agreement: Under the data escrow provision of the Registrar Accreditation Agreement (RAA), all ICANN-accredited registrars must regularly deposit a copy of certain gTLD registration data with ICANN's designated escrow agent or, to a reputable escrow agent mutually approved by the registrar and ICANN. The data shall be held under an agreement among the registrar, ICANN, and an ICANN-approved data escrow service provider. The registrar's obligation to begin depositing data will commence once it begins to register domain names.

- ✓ Model Privacy Policy**:** the model privacy policy assists registrars in preparing notice to its customers contemplated by Subsection 3.7.7.4[92] of the Registrar Accreditation Agreement.

[92] 3.7.7.4 Registrar shall provide notice to each new or renewed Registered Name Holder stating:
3.7.7.4.1 The purposes for which any Personal Data collected from the applicant are intended;
3.7.7.4.2 The intended recipients or categories of recipients of the data (including the Registry Operator and others who will receive the data from Registry Operator);
3.7.7.4.3 Which data are obligatory and which data, if any, are voluntary; and
3.7.7.4.4 How the Registered Name Holder or data subject can access and, if necessary, rectify the data held about them.

Appendix 6:

Enterprise survey questions:

Indian Domain Name Market Survey
(Enterprise)

This survey is being conducted by the Indian Council for Research on International Economic Relations (ICRIER) under its research project studying the market for domain names in India. ICRIER is an independent policy think-tank based in New Delhi, India. The responses from this survey will be used to analyse different aspects of the domain name market in India including preferences for various products and services. Your responses shall remain anonymous and any contact details that you choose to provide, will not be shared or published.

1. Type of Enterprise
   - ☐ Government/Public Sector
   - ☐ Private Sector
   - ☐ Not for Profit
2. Which sector does your organization belong to?
   - ☐
   - ☐ _________
3. Which year was the organization incorporated?
   - ☐ ________
4. What is the annual revenue of the organization?
   - ☐ Less than 1 crore
   - ☐ 1-5 crore
   - ☐ 5-75 crore
   - ☐ 75-250 crore
   - ☐ More than 250 crore
   - ☐ Other (Please specify)
5. How many people work in the organization?
   - ☐ Less than 10
   - ☐ 10-50
   - ☐ 50-100
   - ☐ 100-500
   - ☐ More than 500
6. Do you have a domain name registered?
   - ☐ Yes
   - ☐ No
   - ☐ Not yet but I plan to register
   - ☐ I do not know what a domain name is

If answer is *Yes* or *Not Yet but I plan to register* go directly to Question 7
If answer is *No* go to Q. 6a to finish questionnaire
If answer is *I do not know what a domain name is* end survey

If answer to Q.6 is *No*

6a. Why don't you have a domain name registered?

- ☐ My business is growing well without an online presence such as a website or customized email service
- ☐ I think it is difficult to use and maintain a domain name
- ☐ I am already listed on a platform like Amazon, Facebook, Indiamart, etc.
- ☐ I don't feel the need to have a domain name
- ☐ Other (Please specify)_______________

7. What do you use the domain name for?

   - ☐ Website
   - ☐ Email
   - ☐ Website & Email
   - ☐ Redirecting
   - ☐ Redirecting & Website/Email
   - ☐ Other (Please specify ___________)

If answer is *Redirecting* or *Redirecting & Website/Email* ask Q.8A before proceeding to next question

8a. Domain Names are redirected to

- ☐ Social Media Platform Page (Facebook, Instagram, Twitter etc.)
- ☐ Marketplace or Directory Listing (Indiamart, OLX, Amazon etc.)

8. Have you registered more than one domain name?
   - ☐ Yes (Please specify number of domain names registered __________)
   - ☐ No

9. Which Top Level Domain(s) (TLDs) have you registered? *com, .org, .in are examples of Top Level Domains(TLDs). It is the last part of the web address in www.example.com - .com is the TLD*
   [You may select more than one option]

   - ☐ .asia
   - ☐ .in
   - ☐ .org
   - ☐ .net
   - ☐ .com

   - ☐ .mobi
   - ☐ .biz
   - ☐ .info
   - ☐ Other (Please specify)

10. Which year did you buy the domain name?
(If you have bought more than one domain name, please provide the year of purchase for the domain that you primarily use.)

    - ☐ _________

11. Do you prefer a '.in' Top Level Domain (TLD) over other TLDs? *com, .org, .in are examples of Top Level Domains(TLDs). It is the last part of the web address in* www.example.com *- .com is the TLD*
    - ☐ Yes
    - ☐ No
    - ☐ Maybe

If Answer is *yes*, ask Q.11a before proceeding to next question.

11a. If yes, why do you prefer the .in TLD?
- ☐ It reflects that the activity or business is located in India
- ☐ People are familiar with this TLD and recognize it easily
- ☐ .in is a trusted TLD
- ☐ .in has an affordable price
- ☐ .in has resale value

12. Apart from .in, which TLD do you prefer the most? *com, .org, .in are examples of Top Level Domains(TLDs). It is the last part of the web address in* www.example.com *- .com is the TLD.*
[Please select only most preferred one]
    - ☐ .org
    - ☐ .net
    - ☐ .com
    - ☐ .asia
    - ☐ .mobi
    - ☐ .info
    - ☐ I don't have a TLD preference
    - ☐ I have not thought about this
    - ☐ Other (Please specify)

If the options for preference are selected, ask Q.12a before proceeding to next question.

12a. If yes, why do you prefer the TLD?
- ☐ This TLD is most suitable for my business or activity
- ☐ People are familiar with this TLD and therefore recognize it
- ☐ This is a trusted TLD
- ☐ This TLD has an affordable price
- ☐ This TLD has resale value

13. Where did you buy your registered domain name from?

- ☐ A registrar company (eg. GoDaddy, Bigrock, NET4India etc.)
- ☐ A Web Developing Company/Individual
- ☐ A Web Hosting Company
- ☐ A Reseller
- ☐ Other

IF answer is *Registrar Company*
13a. Which registrar did you buy the domain name from?

- ☐ GoDaddy
- ☐ NET4India
- ☐ BigRock
- ☐ Other (Please specify)

IF Answer is *Web developing/hosting/other*
13b. Can you provide the name and/or contact details of the company/individual you bought the domain name from?

- ☐ ______________________________

Did you buy the registered domain name bundled with additional services as a package?
1. Registered domain name, refers to the domain name that you primarily use
2. Additional services can include web hosting, SSL certificate, website maintenance services, etc.

- ☐ Yes
- ☐ No

If answer is *Yes,* ask Q.14a and Q.14b proceeding to Question 15.

If answer is *No,*ask Q.14c and Q.14d before proceeding to Question 15.

If answer is Yes, bought as a package

14a. Why did you choose to buy from this seller?
[You can choose more than one option].

- ☐ This seller had the best price offers
- ☐ This is a well reputed brand
- ☐ I got the domain free with other services that I bought from the company
- ☐ I am unaware about other sellers
- ☐ This was recommended to me by my friends/colleagues
- ☐ An agent of this company had approached me
- ☐ I saw an advertisement by the company
- ☐ Other (Please specify)

14b. What are the additional services in the package that you bought along with your domain name?
[You can choose more than one option]

- ☐ Web-hosting
- ☐ VOIP
- ☐ Search Engine Optimization
- ☐ Email Hosting
- ☐ SSL Certificate
- ☐ Online Marketing

If answer is No, not as a package

14c. Did you buy additional services from a different seller

- ☐ Yes
- ☐ No

If answer is yes, ask Q14d, and Q.14e.
If answer is no, proceed to Q.15

14d. Why did you buy additional services from a different seller?
[*You can select more than one option]*

- ☐ The domain name seller did not provide the service(s) I needed
- ☐ This is a well reputed brand
- ☐ I am unaware about other sellers
- ☐ This was recommended to me by my friends/colleagues
- ☐ This company had the best package of services
- ☐ An agent of the company had approached me
- ☐ Other (Please specify)

14e. What are the additional services that you bought from the different seller?
[*You can select more than one option]*

- ☐ Web-hosting
- ☐ VOIP
- ☐ Search Engine Optimization
- ☐ Email Hosting
- ☐ SSL Certificate
- ☐ Online Marketing

14. At what price did you buy your registered domain name?
(If you have bought more than one domain name, please provide the price of purchase for the domain that you primarily use.)

a) Only for the domain name

☐ Rs.____________

b) Domain name with the package in case you purchased it as a package.

☐ Rs.____________

15. What is the annual renewal fee for the registered domain name?
(If you have bought more than one domain name, please provide the annual renewal fee for the domain that you primarily use.)

a) Only for the domain name

☐ Rs.____________

b) Domain name with the package in case you purchased it as a package.

☐ Rs.____________

16. Are you aware of domain name transfer?
Domain name transfer is the facility of changing your designated registrar company for a domain. For example, I can choose to transfer my domain name from registrar A to registrar B, if B offers a lower price etc. In this process, I can retain my domain name and other services with the newly designated registrar B.

- ☐ Yes
- ☐ No

17. Please rate the following factors that would affect your decision to transfer your domain name?
Please rate the following reasons on their scale of importance (tick in the relevant box)

Reason	**Not Important**	**Mildly Important**	**Important**	**Very Important**	**Most Important**
Renewal Fee					
Customer Support					
Quality of Services					
Integration of services with a single seller					
Pricing of additional services					

18. Which of the following TLDs do you recognize?

- ☐ .ooo
- ☐ .club
- ☐ .store
- ☐ .online
- ☐ .xyz
- ☐ .website
- ☐ .tech
- ☐ .site
- ☐ .today
- ☐ None of the above

19. Are you aware of new generic Top Level Domains (new gTLDs)?

- ☐ Yes
- ☐ No

20. Are you aware of internationalized domain names (IDNs)? *IDNs are TLDs in non-Latin script. For example, instead of* |yoga.in|, *you can now also make a website as* |*योगा.भारत*|. . *भारत is an IDN*

- ☐ Yes
- ☐ No

If answer is yes, proceed to Q.21a, and Q.21b before proceeding to next Q.
If answer is no, skip Q.21a-Q21b, and proceed to Q. 22

21a. If yes, have you bought any IDNs?
- ☐ Yes
- ☐ No

21b. If yes, which IDNs did you buy and for how much?

IDN (mention language/script)	Price

21. Do you also resell domain names?

- ☐ Yes
- ☐ No

Individual survey questions:

Indian Domain Name Market Survey
(Individuals)

This survey is being conducted by the Indian Council for Research on International Economic Relations (ICRIER) under its research project studying the market for domain names in India. ICRIER is an independent policy think-tank based in New Delhi, India. The responses from this survey will be used to analyse different aspects of the domain name market in India including preferences for various products and services. Your responses shall remain anonymous and any contact details that you choose to provide, will not be shared or published.

22. Age
    - ☐ _______years
23. Sex
    - ☐ Male
    - ☐ Female
    - ☐ Other

24. Occupation
    - ☐ Self-employed/Independent
    - ☐ Professional
    - ☐ Employed (private sector) - Industry (Please specify industry)_____________
    - ☐ Employed (government/public)
    - ☐ Employed (development sector/NGO)
    - ☐ Freelancer
    - ☐ Retired
    - ☐ Unemployed
    - ☐ Student
    - ☐ Not actively seeking employment

25. What is your monthly income?
    - ☐ Less Rs. 20,000
    - ☐ Between Rs. 20,000 and Rs. 40,000
    - ☐ Between Rs. 40,000 and Rs. 80,000
    - ☐ Between Rs. 80,000 and Rs. 2,00,000
    - ☐ More than Rs. 2,00,000
    - ☐ No source of income
    - ☐ Irregular income (Please specify) __________

26. Do you have a domain name registered?
- ☐ Yes
- ☐ No
- ☐ Not yet but I plan to register
- ☐ I do not know what a domain name is

If Answer is *__Yes__* or *__Not Yet but I plan to register__* go to Q.6
If Answer is *__No__* go to Q.5a and finish questionnaire with Q.5b.
If Answer *is __I do not know what a domain name__*end the survey.

5a. Why don't you have a domain name registered
- ☐ I don't feel the need to have a domain name
- ☐ My business is growing well without an online presence such as a website or customized email service
- ☐ I think it is difficult to use and maintain a domain name
- ☐ I am already listed on a platform like Amazon, Facebook, Indiamart, etc.
- ☐ Other (Please specify)

5b. Do you have any comments or perspectives on the domain name market?
Comment:

27. For what purpose do you use or intend to use the domain name(s)?
[You can choose more than one option]
- ☐ Personal
- ☐ Professional, for my own business
- ☐ Professional, for re-selling

If Answer is only *__Professional, for re-selling__*, skip all following Qs.

If answer is only *__Personal__*, or only *__Professional, for my own business__* proceed to Q.7.

If answer is *__multiple options__* with any one option being for __Professional, for re-selling__, then proceed to question 7 *and* also ask part-B Reseller Questions.

28. What do you use the domain name for?

- ☐ Website
- ☐ Email
- ☐ Website & Email
- ☐ Redirecting
- ☐ Redirecting & Website/Email
- ☐ Other (Please specify ________________)

If Answer is *__Redirecting or Redirecting & Website/Email__* ask Q.7A before proceeding to Q.8.

7a. Domain Names are redirected to
- ☐ Social Media Platform Page (Facebook, Instagram, Twitter etc.)
- ☐ Marketplace or Directory Listing (Indiamart, OLX, Amazon etc.)

29. Have you registered more than one domain name?
   - ☐ Yes (Please specify number of domain names registered _________)
   - ☐ No

30. Which Top Level Domain(s) (TLDs) have you registered? *com, .org, .in are examples of Top Level Domains(TLDs). It is the last part of the web address in* www.example.com *- .com is the TLD*
   [You may select more than one option].asia
   - ☐ .in
   - ☐ .org
   - ☐ .net
   - ☐ .com
   - ☐ .mobi
   - ☐ .biz
   - ☐ .info
   - ☐ Other (Please specify)

31. Which year did you buy the domain name?
   (If you have bought more than one domain name, please provide the year of purchase for the domain that you primarily use.)
   - ☐ _________

32. Do you prefer a '.in' Top Level Domain (TLD) over other TLDs? *com, .org, .in are examples of Top Level Domains(TLDs). It is the last part of the web address in* www.example.com *- .com is the TLD*
   - ☐ Yes
   - ☐ No
   - ☐ Maybe

If answer is *Yes* ask Q.11a before proceeding to Q.12.
If answer is *no* or *maybe*, proceed to Q.12.

11a. If yes, why do you prefer the .in TLD?*[you can choose more than one]*
   - ☐ It reflects that my activity or business is located in India
   - ☐ People are familiar with this TLD and recognize it easily
   - ☐ .in is a trusted TLD
   - ☐ .in has an affordable price
   - ☐ .in has resale value

33. Apart from .in, which TLD do you prefer the most? *com, .org, .in are examples of Top Level Domains(TLDs). It is the last part of the web address in* www.example.com *- .com is the TLD.*
   - ☐ .org
   - ☐ .net
   - ☐ .com
   - ☐ .asia
   - ☐ .mobi
   - ☐ .info
   - ☐ I don't have a TLD preference

- ☐ I have not thought about this
- ☐ Other (Please specify)

If the options for preference are selected, ask Q.12a before proceeding to next question.

12a. If yes, why do you prefer the TLD?

- ☐ This TLD is most suitable for my business or activity
- ☐ People are familiar with this TLD and therefore recognize it
- ☐ This is a trusted TLD
- ☐ This TLD has an affordable price
- ☐ This TLD has resale value

35. Did you buy the registered domain name bundled with additional services as a package?

    1. Registered domain name, refers to the domain name that you primarily use
    2. Additional services can include web hosting, SSL certificate, website maintenance services, etc.

    - ☐ Yes
    - ☐ No

If answer is *Yes,* ask Q.14a and Q.14b proceeding to Question 15.
If answer is *No,*ask Q.14c and Q.14d before proceeding to Question 15.

If answer is yes, bought as a package

14a. Why did you choose to buy from this seller?*[You can choose more than one option]*.

- ☐ This seller had the best price offers
- ☐ This is a well reputed brand
- ☐ I got the domain free with other services that I bought from the company
- ☐ I am unaware about other sellers
- ☐ This was recommended to me by my friends/colleagues
- ☐ An agent of this company had approached me
- ☐ I saw an advertisement by the company
- ☐ Other (Please specify)

14b. What are the additional services in the package that you bought along with your domain name?*[You can choose more than one option]*

- ☐ Web-hosting
- ☐ VOIP
- ☐ Search Engine Optimization
- ☐ Email Hosting
- ☐ SSL Certificate
- ☐ Online Marketing
- ☐ Other (Please specify)

If answer is No, not as a package

14c. Did you buy additional services from a different seller?

- Yes
- No

If answer is yes, ask Q14d, and Q.14e.
If answer is no, proceed to Q.15

14d. Why did you buy additional services from a different seller?
[*You can select more than one option]*

- The domain name seller did not provide the service(s) I needed
- This is a well reputed brand
- I am unaware about other sellers
- This was recommended to me by my friends/colleagues
- This company had the best package of services
- An agent of the company had approached me
- Other (Please specify)

14e. What are the additional services that you bought along with your domain name from the different seller? [*You can select more than one option]*

- Web-hosting
- VOIP
- Search Engine Optimization
- Email Hosting
- SSL Certificate
- Online Marketing
- Other (Please specify)

36. At what price did you buy your registered domain name?
(If you have bought more than one domain name, please provide the price of purchase for the domain that you primarily use.)

c) Only for the domain name
- Rs.____________

d) Domain name with the package in case you purchased it as a package.
- Rs.____________

37. What is the annual renewal fee for the registered domain name?
(If you have bought more than one domain name, please provide the annual renewal fee for the domain that you primarily use.)

c) Only for the domain name
- Rs.____________

d) Domain name with the package in case you purchased it as a package.
- Rs.____________

38. Are you aware of domain name transfer?
Domain name transfer is the facility of changing your designated registrar company for a domain. For example, I can choose to transfer my domain name from registrar A to registrar B, if B offers a lower price etc. In this process, I can retain my domain name and other services with the newly designated registrar B.

- Yes
- No

39. Please rate the following factors that would affect your decision to transfer your domain name?
Please rate the following reasons on their scale of importance (tick in the relevant box)

Reason	**Not Important**	**Mildly Important**	**Important**	**Very Important**	**Most Important**
Renewal Fee					
Customer Support					
Quality of Services					
Integration of services with a single seller					
Pricing of additional services					

40. Which of the following TLDs do you recognize? *[please select all applicable]*
- ☐ .ooo
- ☐ .club
- ☐ .store
- ☐ .online
- ☐ .xyz
- ☐ .website
- ☐ .tech
- ☐ .site
- ☐ .today
- ☐ None of the above

41. Are you aware of new generic Top Level Domains (new gTLDs)?
- ☐ Yes
- ☐ No

42. Are you aware of internationalized domain names (IDNs)? *IDNs are TLDs in non-Latin script. For example, instead of |yoga.in|, you can now also make a website as |योगा.भारत|. .भारत is an IDN*
- ☐ Yes
- ☐ No

43. If yes, have you bought any IDNs?
- ☐ Yes
- ☐ No

44. If yes, which IDNs did you buy and for how much?

IDN	**Price**

45. Do you have any comments or perspectives on the domain name market?

- ☐ ____

Our Offices:
Core 6A, 4th Floor, India Habitat Centre, Lodhi Road, New Delhi-110003

Plot No. 16-17, Pushp Vihar, Institutional Area, Sector 6, New Delhi-110017
Ph: +91 11 43112400, E-mail: info@icrier.res.in
Website: www.icrier.org