



# TLD Statistics:

## Gaining maximum information about your domains

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*17 October 2012, ccNSO Members Meetings, Toronto, ICANN 45*



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**DATA**

**What is happening?**

**INFORMATION**

**What does it mean?**

**KNOWLEDGE**

**What do we know?**

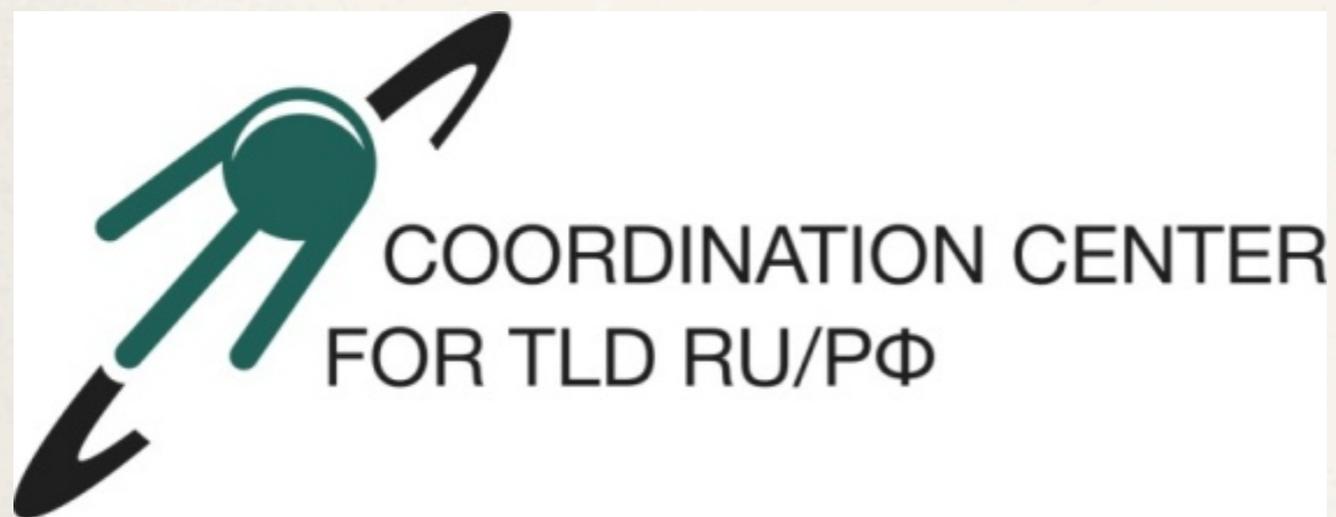
**INTELLIGENCE**

**What do we do?**

***statdom.ru***

# Cooperative effort of two ccTLDs

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***www.tldstat.com***



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Data collection

Data processing

**Reports**

# Data Collection

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- ❖ Various input data formats
- ❖ Scheduled and secured full or incremental updates of the domain names list;
- ❖ Registrant's unique identifier of any kind and postal code
- ❖ Registrar's unique identifier of any kind
- ❖ Domain name registration date

# Data Processing

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- ❖ Developed by Russian – Dutch team
- ❖ Backend operated in the EU
- ❖ We love any kind of massive and raw data :)

# Reports

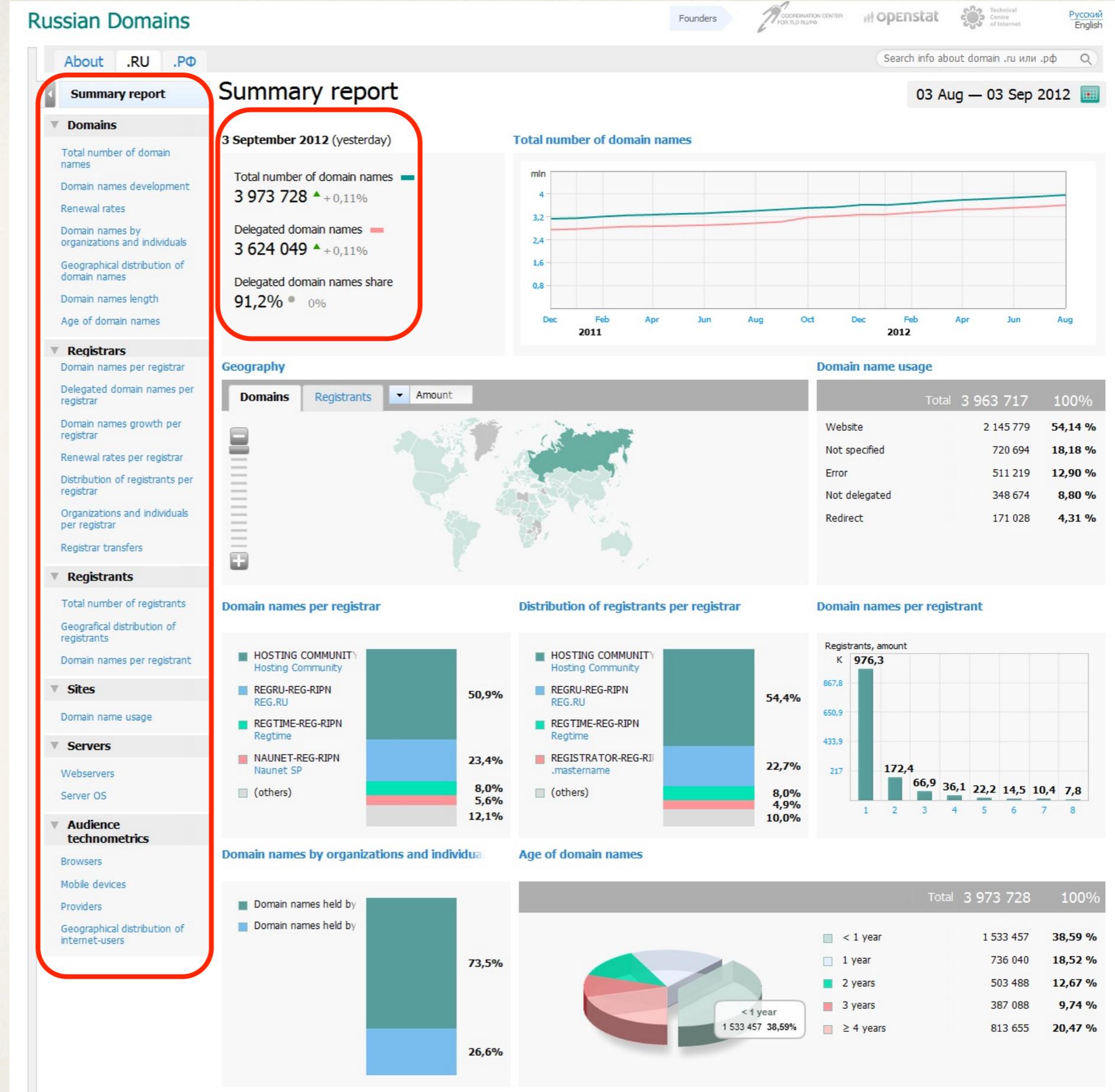
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- ❖ Highly customizable
- ❖ English and national language
- ❖ Separate website or incorporation into existing sites
- ❖ Access rights management

# Summaries

# Trends

# Visuals

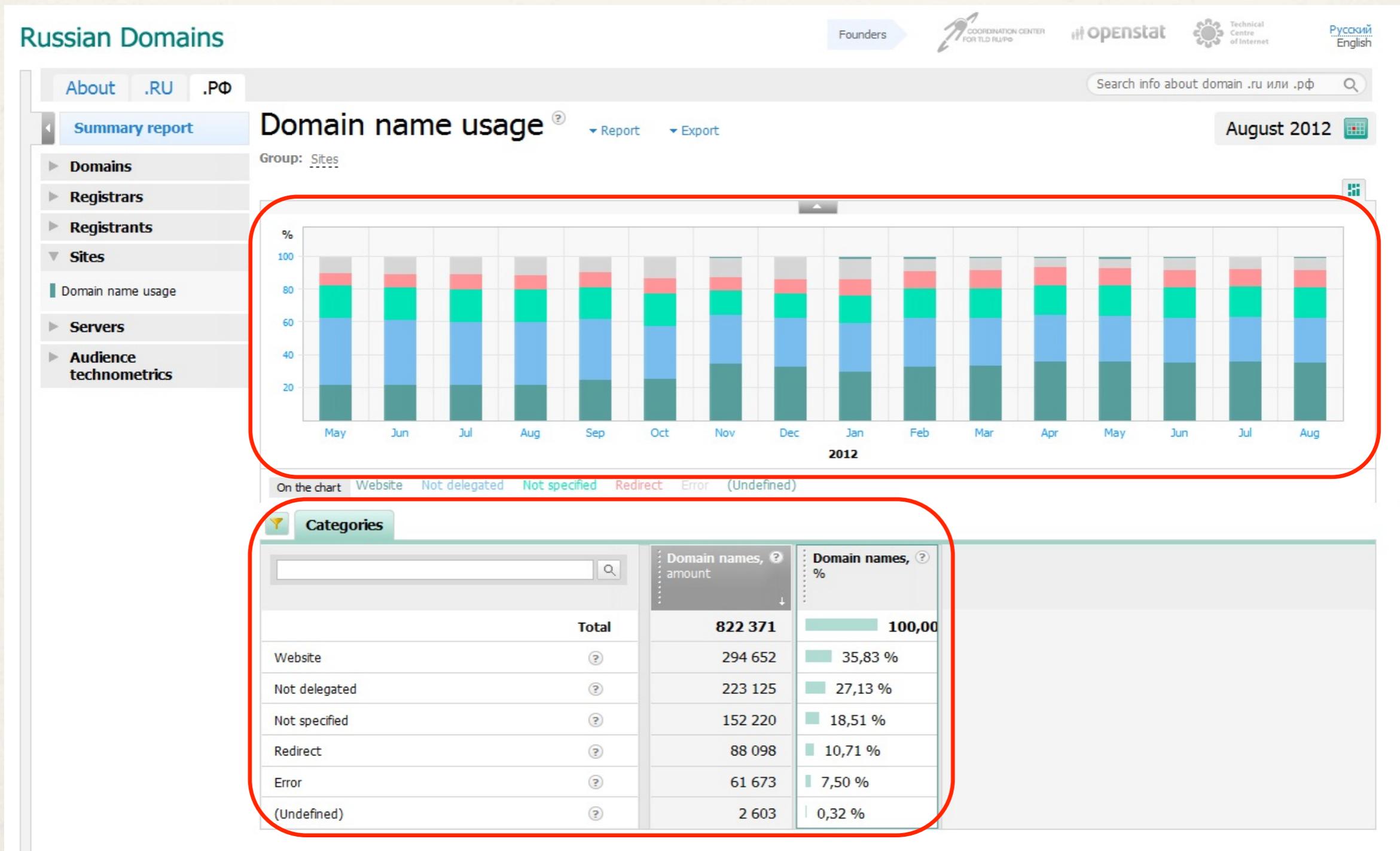


# Audience Technometrics (extended service)

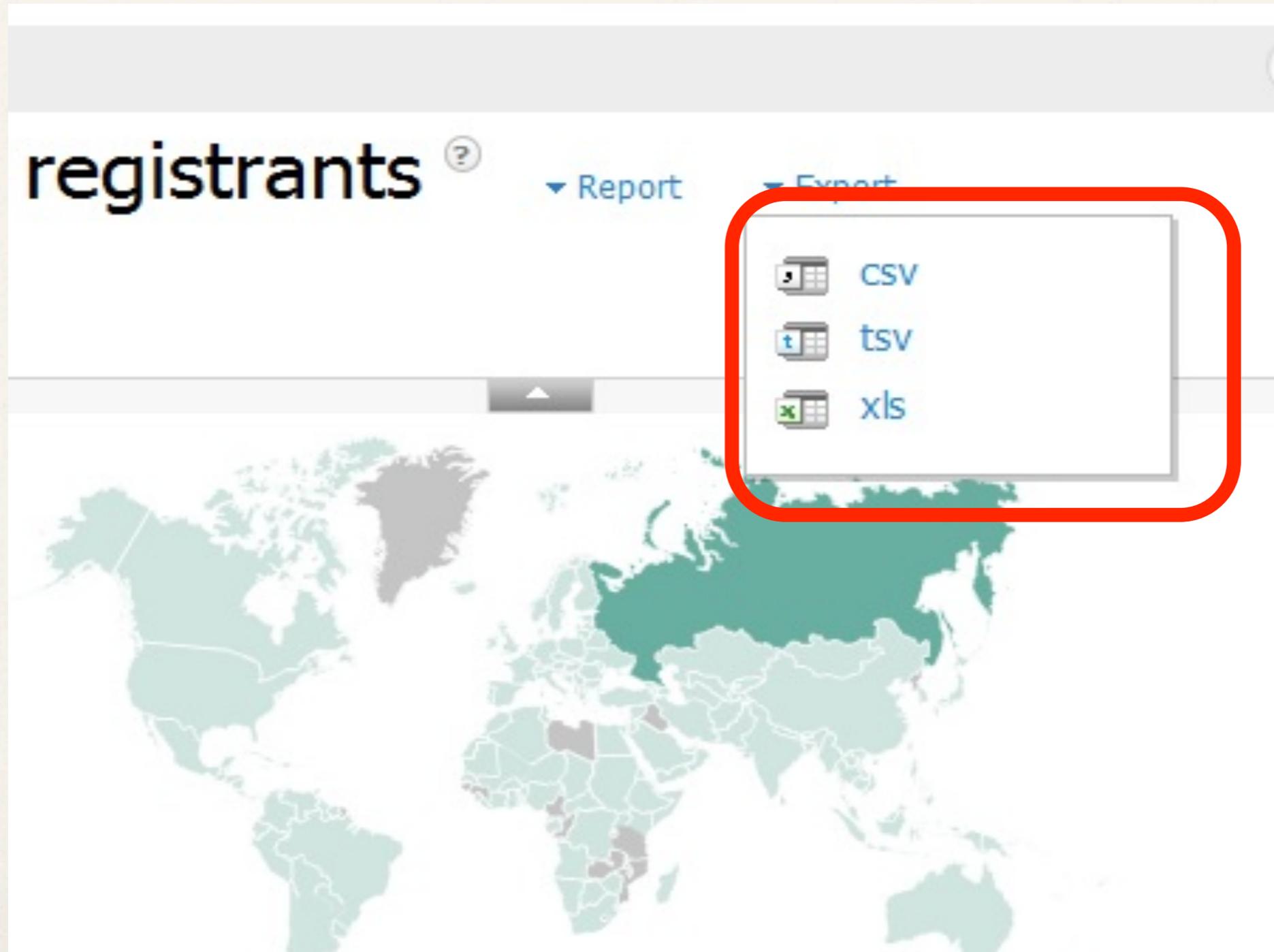
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- ❖ Operating systems
- ❖ Devices and gadgets
- ❖ Browsers
- ❖ Providers
- ❖ Users' geographic distribution

# Output formats



# Output formats



**Why would anyone  
need statistics?**

**To check  
your data**



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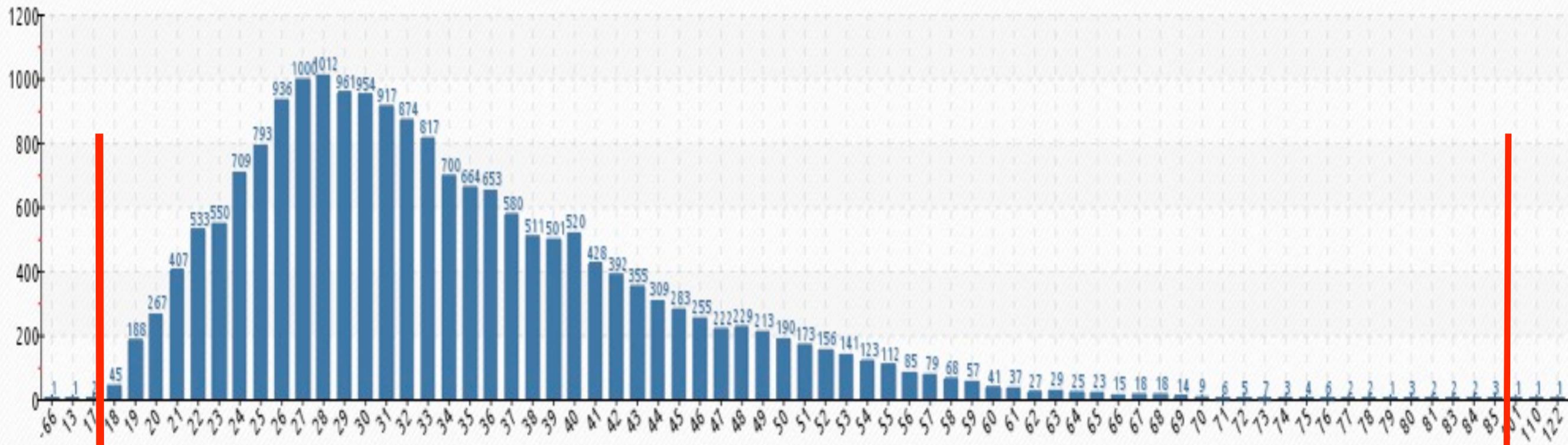


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### Lietotāju sadalījums pēc vecuma

Šodien





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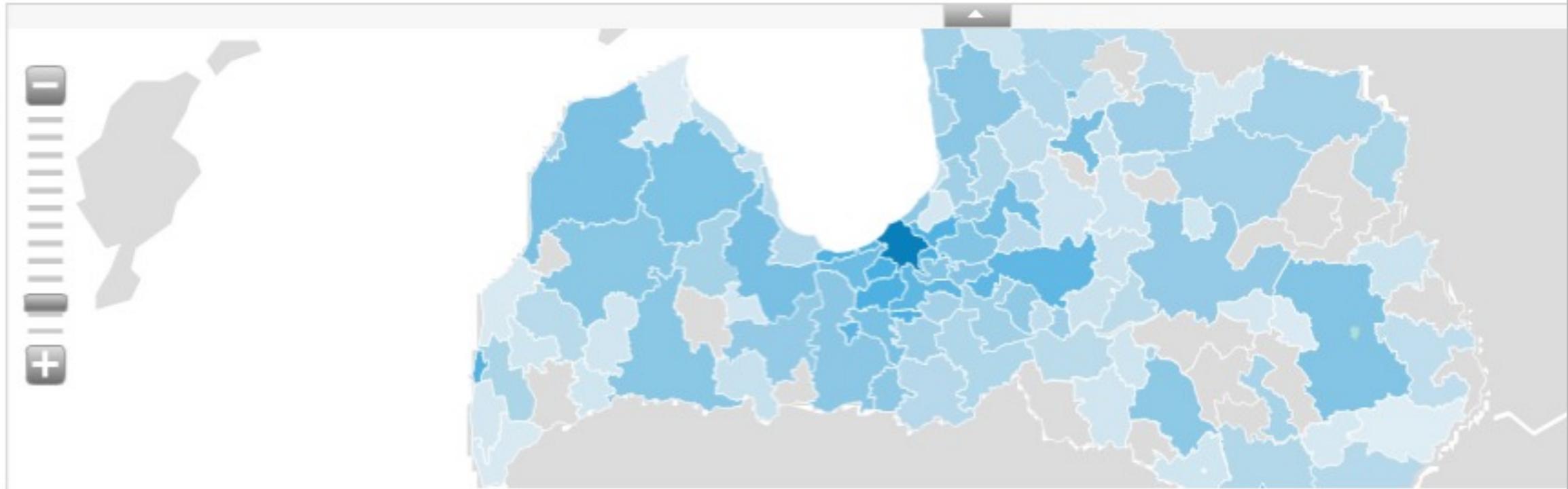
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# Geographical distribution of domain names <sup>?</sup>

Report

Export



Country

Region

	Domain names, amount <sup>?</sup>	Domain names, % <sup>?</sup>
<b>Total</b>	<b>98 602</b>	<b>100.00 %</b>
Riga (Rīga)	46 395	47.05 %
(Undefined)	8 546	8.67 %
Marupe area (Mārupes novads)	1 798	1.82 %
Stopini area (Stopiņu novads)	1 708	1.73 %

**To keep an eye  
on your domain**

Summary report

# Summary report

**Domains**

[Total number of domain names](#)

[Domain names development](#)

[Renewal rates](#)

[Domain names by registrant type](#)

[Geographical distribution of domain names](#)

[Domain names length](#)

[Age of domain names](#)

**Registrars**

**Registrants**

**Sites**



Data provided by NIC.LV

11 October 2012 (yesterday)

Total number of domain names

**99 370** ▲ +0.1%

Active domain names

**97 374** ▲ +0.12%

Registered domain names

**100** ▲ +29.87%

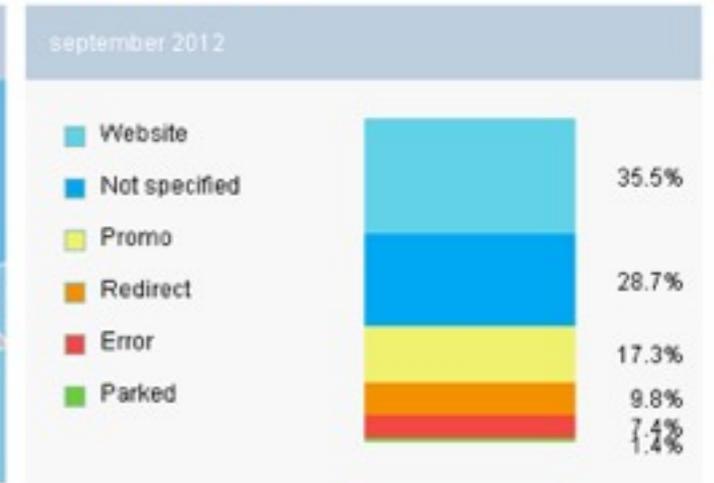
Total number of domain names



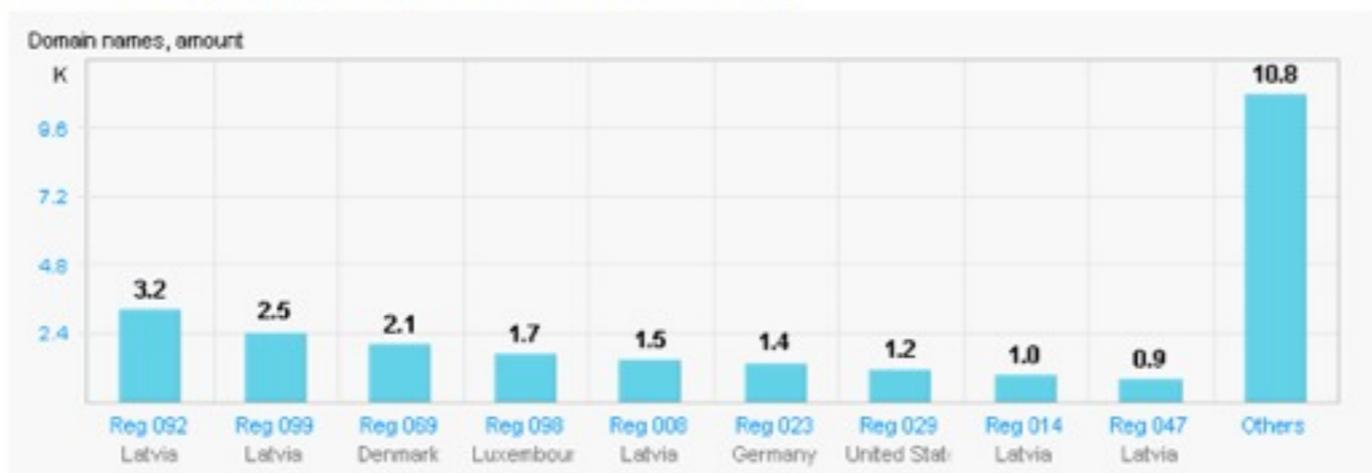
**Geography**



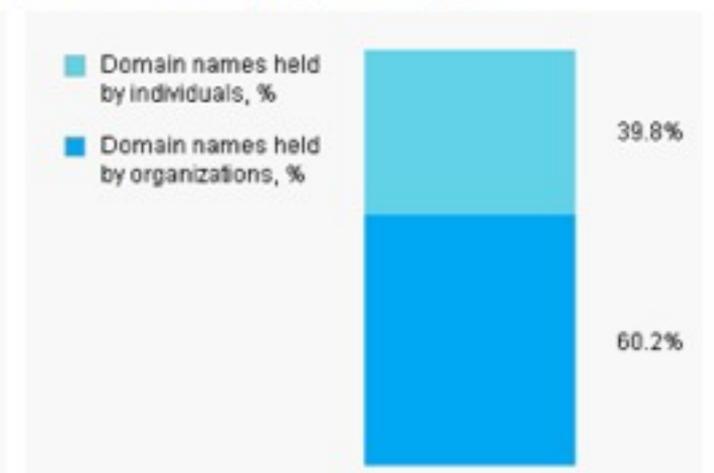
**Domain name usage**



**Domain names per registrar (without direct registrations)**



**Domain names by registrant type**





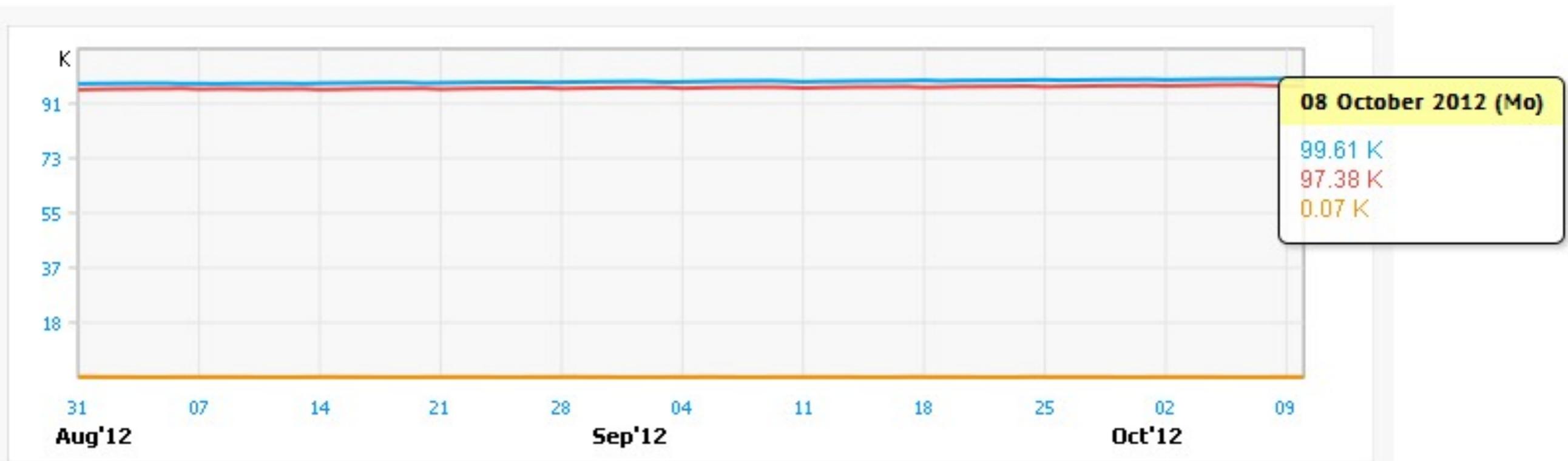
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## Total number of domain names





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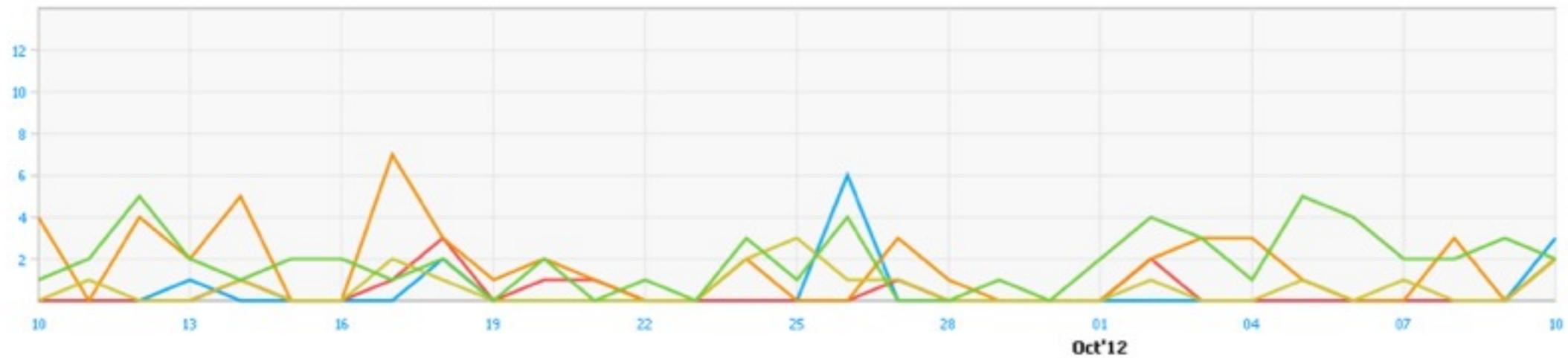


# Domain names growth per registrar <sup>?</sup>

[Report](#) [Export](#)

10 Sep – 10 Oct 2012

Statistics by:  days  months



[Reg 029 \(Net growth, amount\)](#) [Reg 060 \(Net growth, amount\)](#) [Reg 008 \(Net growth, amount\)](#) [Reg 089 \(Net growth, amount\)](#) [Reg 047 \(Net growth, amount\)](#)

## Registrar

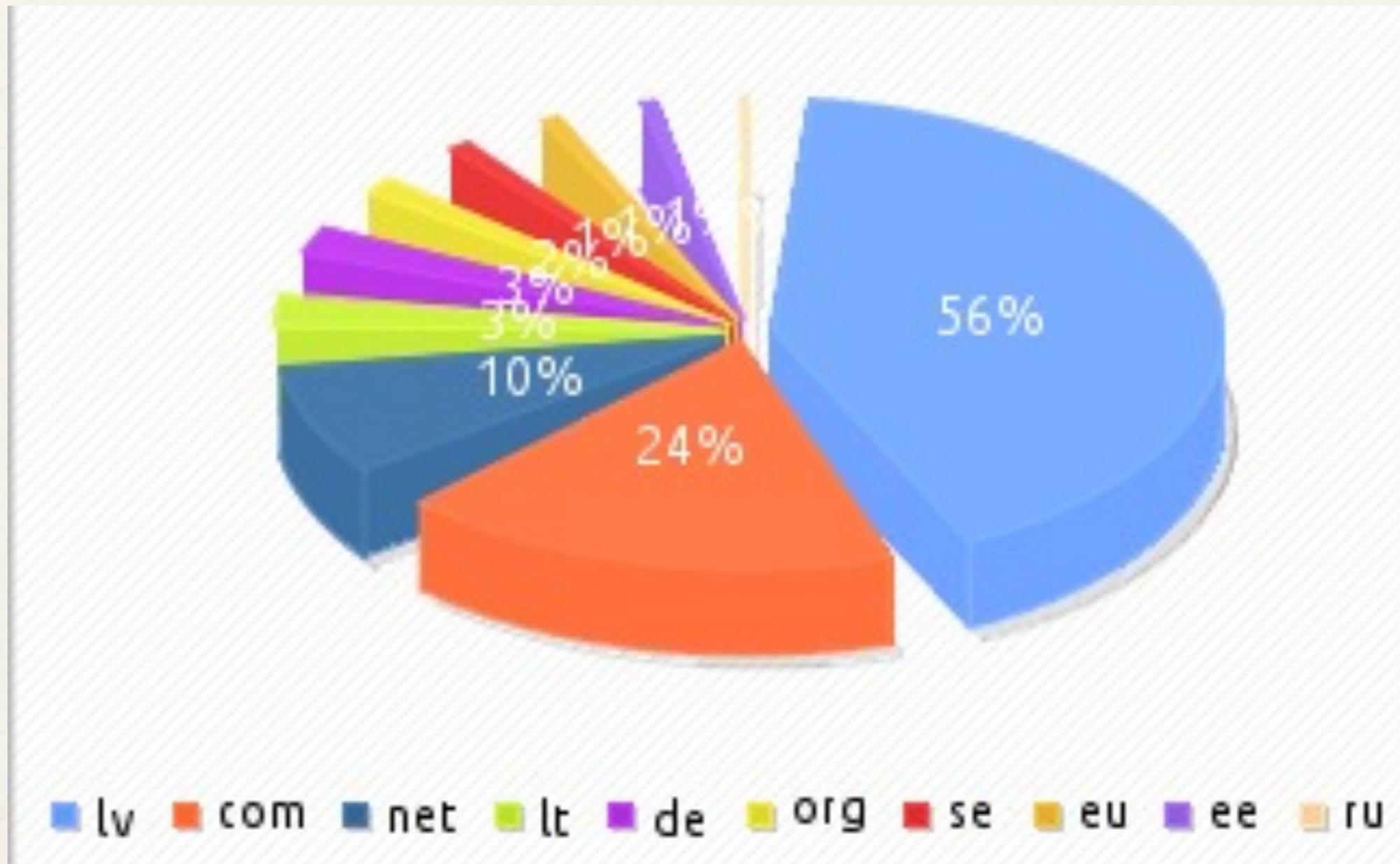
	Net growth, amount <sup>?</sup>	Net growth, % <sup>?</sup>	Registered, amount <sup>?</sup>	Cancelled, amount <sup>?</sup>
<b>Total</b>	<b>- 435</b>	<b>100.00</b>	<b>77</b>	<b>- 512</b>
Reg 099 Latvia	7	-1.61 %	7	0
Reg 029 United States	3	-0.69 %	3	0
Reg 060 France	2	-0.46 %	2	0
Reg 008 Latvia	2	-0.46 %	2	0
Reg 089 Latvia	2	-0.46 %	2	0
Reg 047 Latvia	2	-0.46 %	2	0
Reg 082 Latvia	1	-0.23 %	1	0



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## Domain name usage

september 2012

Website

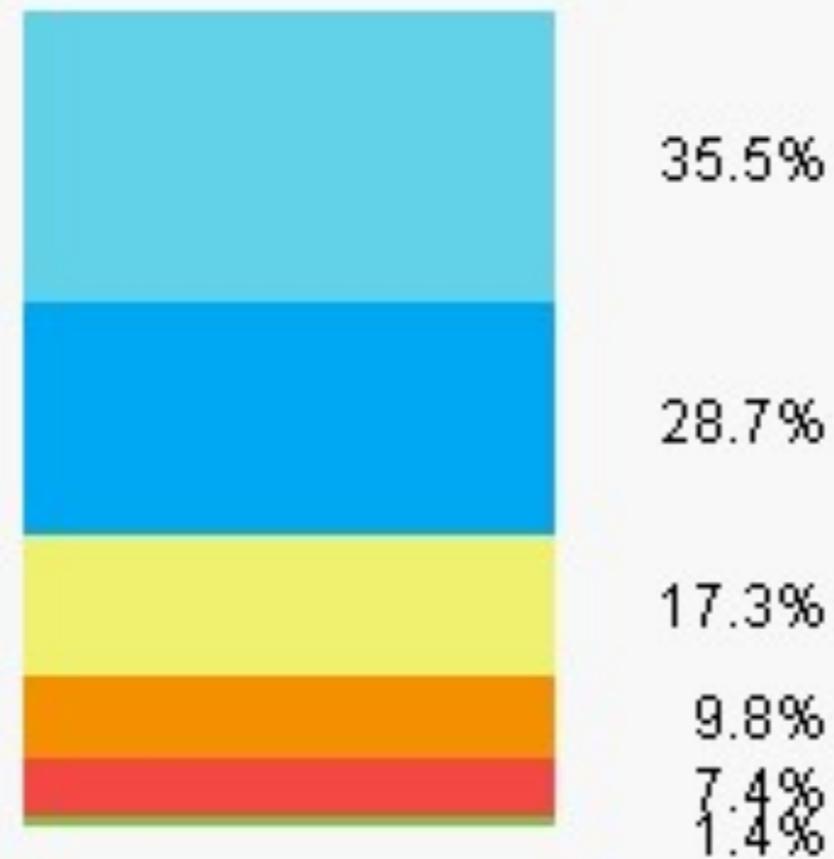
Not specified

Promo

Redirect

Error

Parked



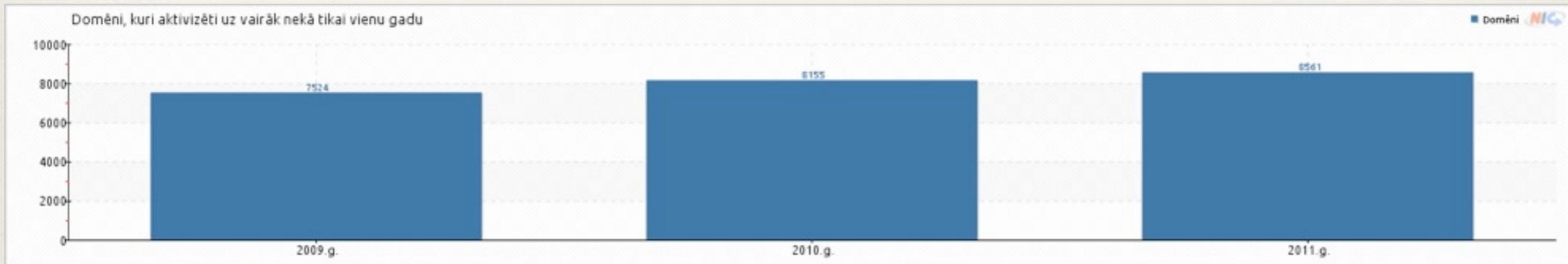
**To improve  
your customer service**



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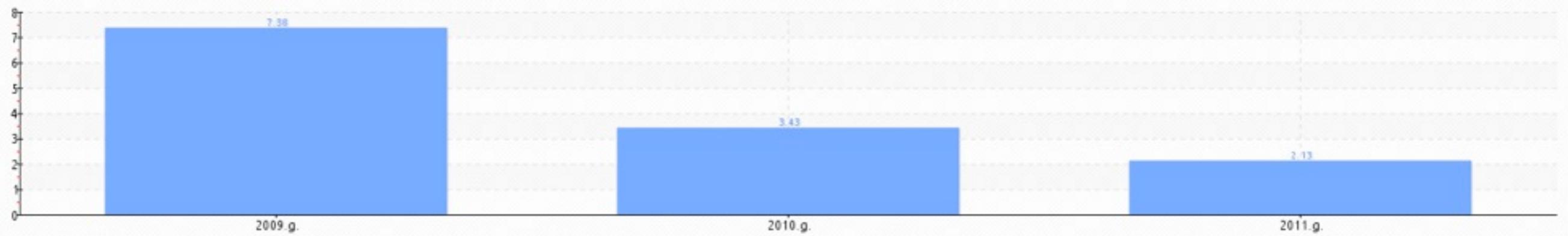
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Vidējais laiks no pieteikuma iesniegšanas līdz apstiprināšanai (H.m)



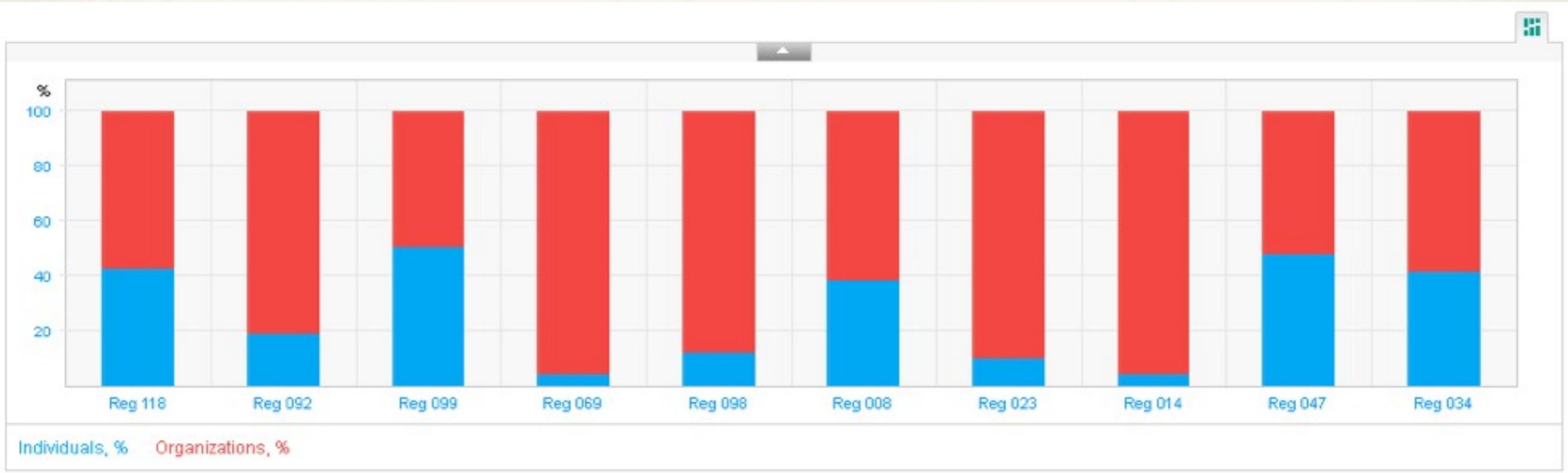
**To prove or dismiss  
your theories**



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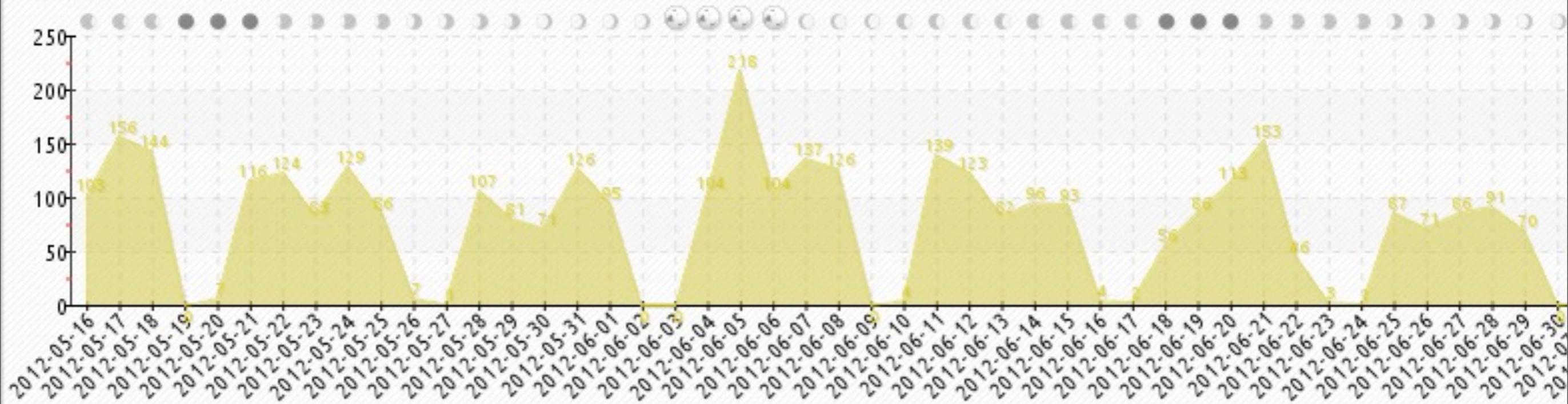
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### Pēdējās 90 dienas



**To make informed  
decisions**



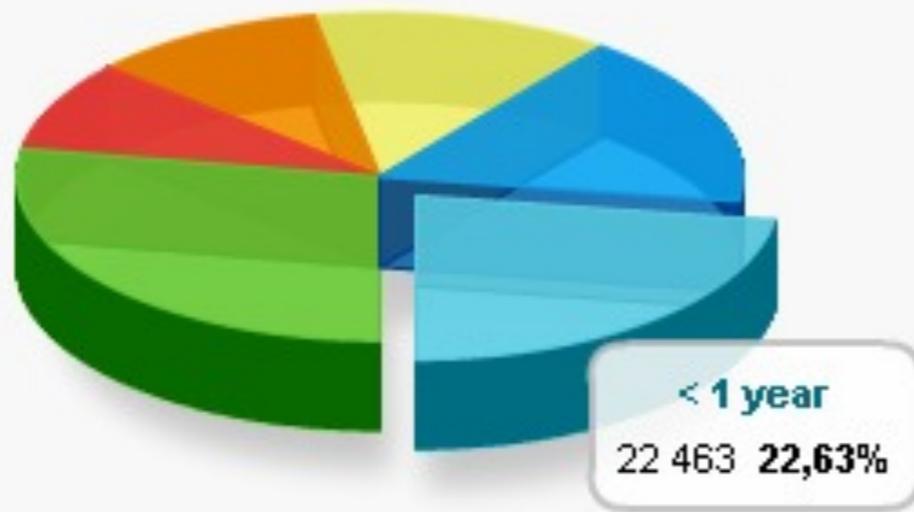
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## Age of domain names



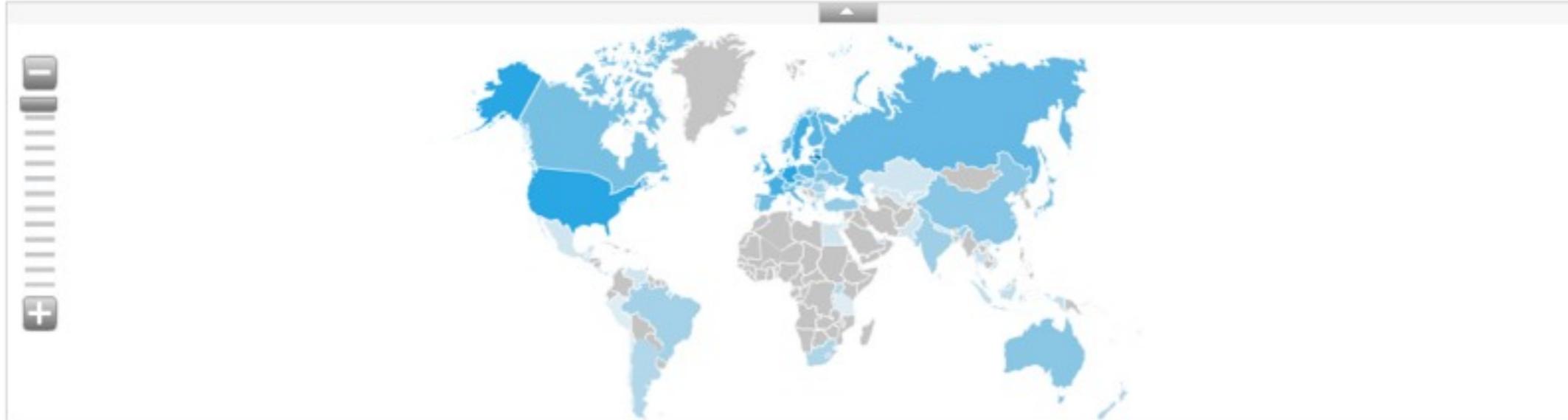
 < 1 year	22 463	<b>22.63 %</b>
 1 year	16 804	<b>16.93 %</b>
 2 years	13 285	<b>13.38 %</b>
 3 years	10 435	<b>10.51 %</b>
 4 years	8 773	<b>8.84 %</b>
 ≥ 5 years	27 511	<b>27.72 %</b>



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Country Region

	Domain names, amount	Domain names, %
<b>Total</b>	<b>98 375</b>	<b>100,00 %</b>
Latvia	79 814	81,13 %
Germany	3 074	3,12 %
United States	2 920	2,97 %
Lithuania	1 651	1,68 %
United Kingdom	1 549	1,57 %
Sweden	1 204	1,22 %
France	1 010	1,03 %
Netherlands	712	0,72 %
Estonia	647	0,66 %
Switzerland	633	0,64 %
Denmark	623	0,63 %
Finland	456	0,46 %

**Without statistics...**



**You're lost...**

*[Faint signature and year]* 2009



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***Thank you!***  
***Have questions?***  
***Ask now or send them to***

**[info@tcinet.ru](mailto:info@tcinet.ru)**

# Service and Prices

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- ❖ Available as SAAS;
- ❖ Setup fee: tailored to customer demand
- ❖ Monthly fee depends on the registry size:

Number of domain names	Monthly fee
< 250,000	299 € / month
250,000 – 1,000,000	1,499 € / month
> 1,000,000	3,999 € / month