



APPENDIX.D.3

Market Forecast





Appendix.D.3: Market Forecast

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- Page 3 – 10% (best case) demand model
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- Page 5 – Graph of forecast growth of TLDs per quarter
- Page 6 – Graph of TLDs registered for personal use
- Page 7 - .NAME's share of the personal TLD market
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50% Confidence - Most Likely Demand Model

Date		% growth of TLDs per quarter	TLDs registered on Dot Com per quarter (millions)	Scale-up Factor for the whole Internet	Total TLDs registered per quarter (millions)	% of TLDs for personal use	TLDs registered for personal use per quarter (millions)	.Name Market Share	.Name Registrations per quarter	.Name Cummulative Total
Year	Quarter									
1998	q1	100%	0.1	1.39	0.14	7.1%	0.01			
	q2	150%	0.25	1.37	0.34	7.5%	0.03			
	q3	100%	0.5	1.37	0.68	8.4%	0.06			
	q4	50%	0.75	1.33	1.00	9.5%	0.10			
1999	q1	20%	0.9	1.28	1.15	10.4%	0.12			
	q2	11%	1	1.33	1.33	11.3%	0.15			
	q3	50%	1.5	1.39	2.08	11.7%	0.24			
	q4	33%	2	1.52	3.03	14.7%	0.45			
2000	q1	150%	5	1.69	8.47	13.3%	1.13			
	q2	10%	5.5	1.72	9.48	14.4%	1.37			
	q3	10%	6.1	1.64	9.92	15.4%	1.53			
	q4	10%	6.7	1.67	11.09	16.5%	1.83			
2001	q1	10%	7.3	1.69	12.41	17.7%	2.20			
	q2	25%	9.2	1.72	15.78	19.0%	3.00	15%	449,643	449,643
	q3	20%	11.0	1.85	20.33	20.3%	4.13	10%	412,795	862,438
	q4	20%	13.2	1.89	24.86	21.8%	5.42	5%	270,997	1,133,434
2002	q1	10%	14.5	1.89	27.35	23.3%	6.37	6%	382,329	1,515,763
	q2	10%	15.9	1.92	30.66	25.0%	7.67	7%	536,579	2,052,342
	q3	10%	17.5	1.92	33.73	26.9%	9.07	8%	725,822	2,778,164
	q4	10%	19.3	2.00	38.58	28.9%	11.15	9%	1,003,585	3,781,749
2003	q1	5%	20.3	2.03	41.12	30%	12.34	10%	1,233,646	5,015,395
	q2	5%	21.3	2.06	43.82	31%	13.58	11%	1,494,116	6,509,511
	q3	0%	21.3	2.09	44.45	32%	14.23	12%	1,707,026	8,216,537
	q4	0%	21.3	2.12	45.09	33%	14.88	12%	1,785,639	10,002,176
2004	q1	-5%	20.2	2.14	43.24	34%	14.70	13%	1,911,271	11,913,447
	q2	-5%	19.2	2.16	41.46	35%	14.51	13%	1,886,579	13,800,025
	q3	-10%	17.3	2.18	37.66	36%	13.56	14%	1,898,189	15,698,214
	q4	-10%	15.5	2.20	34.21	37%	12.66	14%	1,771,933	17,470,147
2005	q1	-15%	13.2	2.22	29.34	38%	11.15	15%	1,672,405	19,142,552
	q2	-15%	11.2	2.24	25.16	39%	9.81	15%	1,472,097	20,614,650

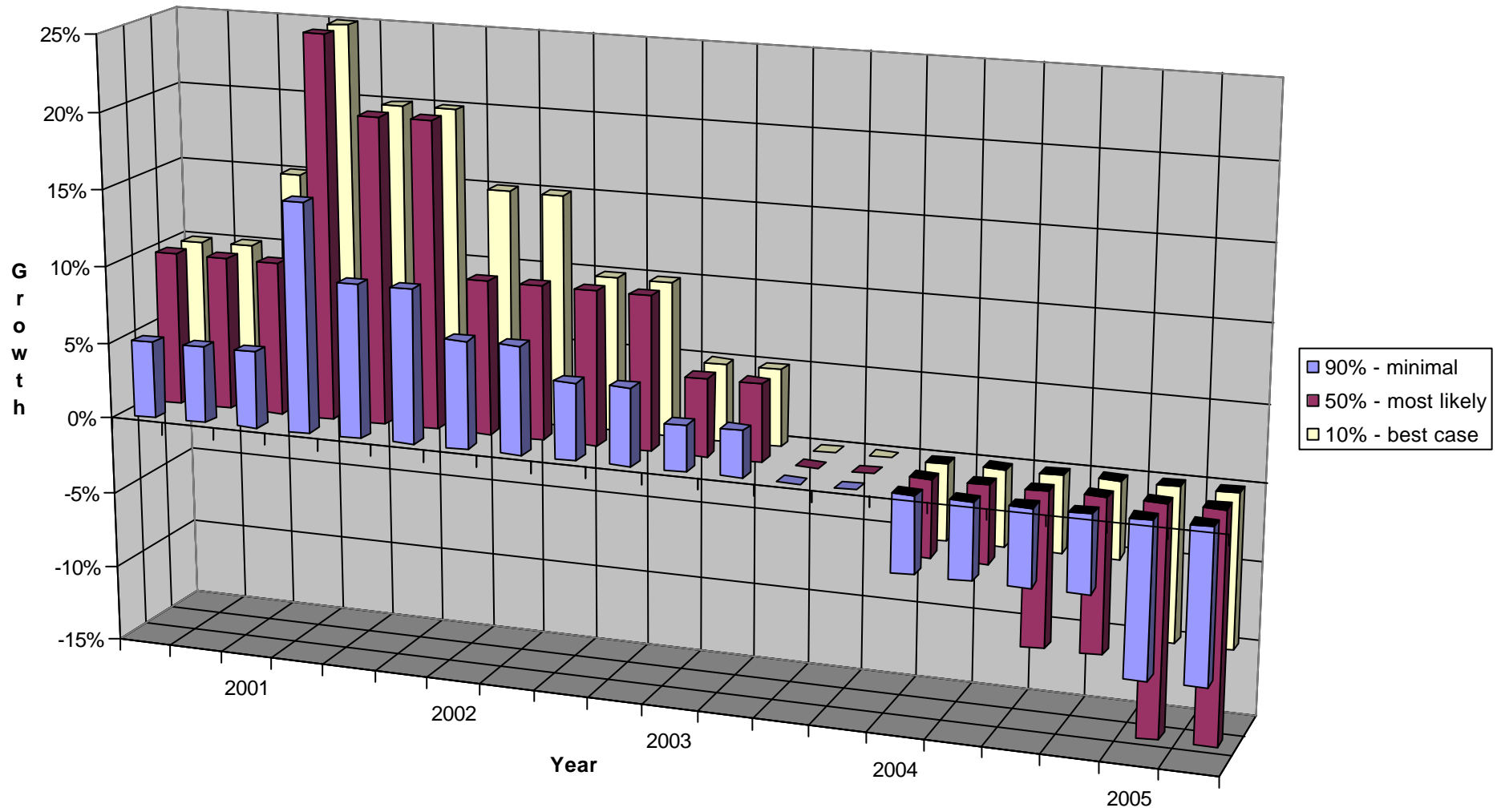
10% Confidence - Best Case Demand Model

Date		% growth of TLDs per quarter	TLDs registered on Dot Com per quarter (millions)	Scale-up Factor for the whole Internet	Total TLDs registered per quarter (millions)	% of TLDs for personal use	TLDs registered for personal use per quarter (millions)	.Name Market Share	.Name Registrations per quarter	.Name Cummulative Total
Year	Quarter									
1998	q1	100%	0.1	1.39	0.14	7.1%	0.01			
	q2	150%	0.25	1.37	0.34	7.5%	0.03			
	q3	100%	0.5	1.37	0.68	8.4%	0.06			
	q4	50%	0.75	1.33	1.00	9.5%	0.10			
1999	q1	20%	0.9	1.28	1.15	10.4%	0.12			
	q2	11%	1	1.33	1.33	11.3%	0.15			
	q3	50%	1.5	1.39	2.08	11.7%	0.24			
	q4	33%	2	1.52	3.03	14.7%	0.45			
2000	q1	150%	5	1.69	8.47	13.3%	1.13			
	q2	10%	5.5	1.72	9.48	14.4%	1.37			
	q3	10%	6.1	1.64	9.92	15.4%	1.53			
	q4	10%	6.7	1.67	11.09	16.5%	1.83			
2001	q1	15%	7.7	1.69	12.97	17.7%	2.30			
	q2	25%	9.6	1.72	16.49	19.0%	3.13	25%	783,468	783,468
	q3	20%	11.5	1.85	21.26	20.3%	4.32	20%	863,117	1,646,585
	q4	20%	13.8	1.89	25.99	21.8%	5.67	16%	906,607	2,553,192
2002	q1	15%	15.8	1.89	29.89	23.3%	6.96	18%	1,253,628	3,806,820
	q2	15%	18.2	1.92	35.04	25.0%	8.76	20%	1,751,785	5,558,605
	q3	10%	20.0	1.92	38.54	26.9%	10.37	22%	2,280,754	7,839,359
	q4	10%	22.0	2.00	44.09	28.9%	12.74	24%	3,058,007	10,897,366
2003	q1	5%	23.1	2.03	46.99	30%	14.10	26%	3,665,046	14,562,412
	q2	5%	24.3	2.06	50.07	31%	15.52	27%	4,190,547	18,752,959
	q3	0%	24.3	2.09	50.80	32%	16.25	28%	4,551,267	23,304,226
	q4	0%	24.3	2.12	51.52	33%	17.00	29%	4,930,896	28,235,123
2004	q1	-5%	23.1	2.14	49.41	34%	16.80	30%	5,039,827	33,274,949
	q2	-5%	21.9	2.16	47.38	35%	16.58	31%	5,140,540	38,415,489
	q3	-5%	20.8	2.18	45.43	36%	16.35	32%	5,233,086	43,648,575
	q4	-5%	19.8	2.20	43.55	37%	16.11	33%	5,317,541	48,966,116
2005	q1	-10%	17.8	2.22	39.55	38%	15.03	34%	5,110,113	54,076,228
	q2	-10%	16.0	2.24	35.92	39%	14.01	35%	4,902,732	58,978,960

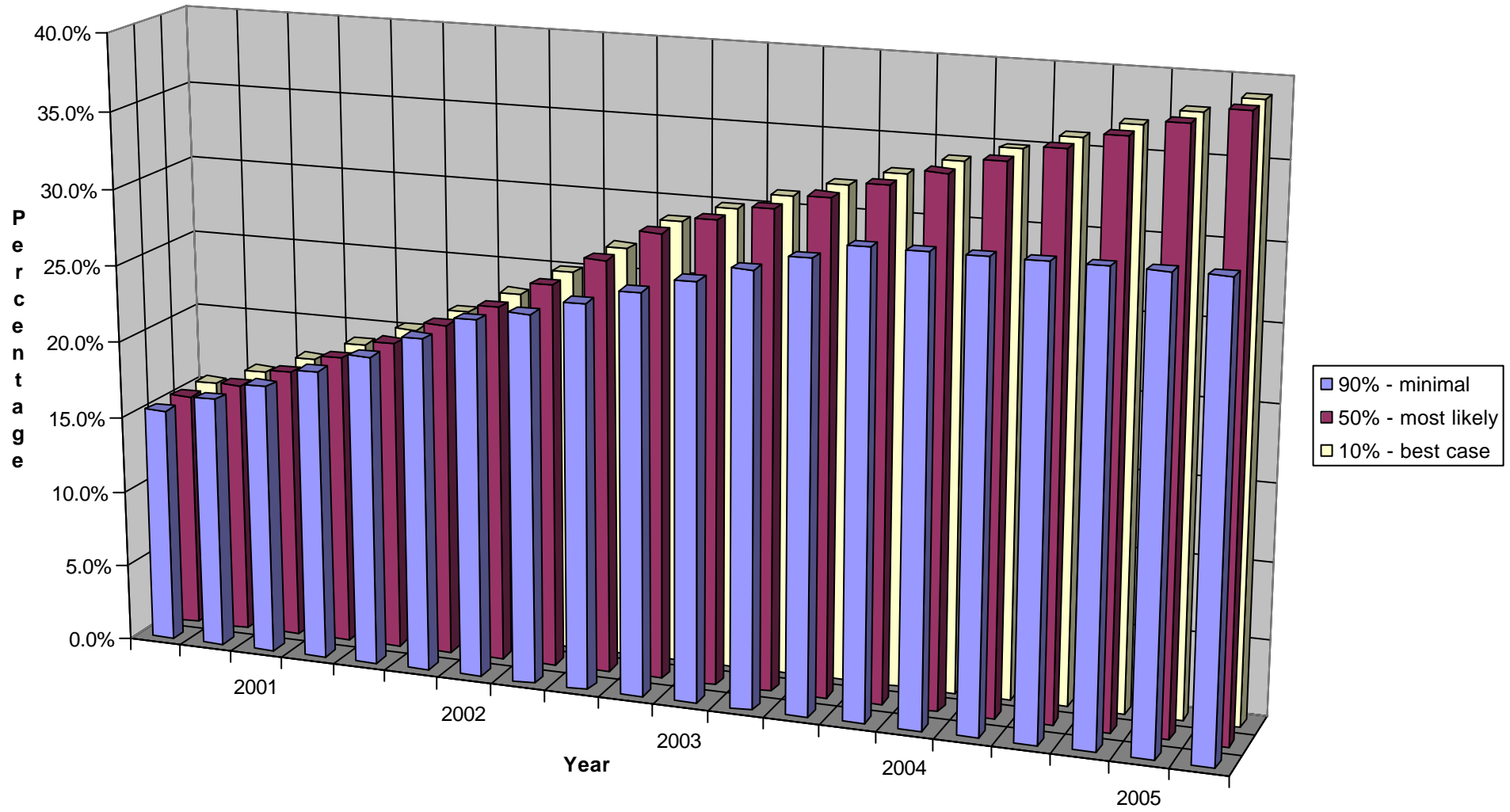
90% Confidence - Minimal Demand Model

Date		% growth of TLDs per quarter	TLDs registered on Dot Com per quarter (millions)	Scale-up Factor for the whole Internet	Total TLDs registered per quarter (millions)	% of TLDs for personal use	TLDs registered for personal use per quarter (millions)	.Name Market Share	.Name Registrations per quarter	.Name Cummulative Total
Year	Quarter									
1998	q1	100%	0.1	1.39	0.14	7.1%	0.01			
	q2	150%	0.25	1.37	0.34	7.5%	0.03			
	q3	100%	0.5	1.37	0.68	8.4%	0.06			
	q4	50%	0.75	1.33	1.00	9.5%	0.10			
1999	q1	20%	0.9	1.28	1.15	10.4%	0.12			
	q2	11%	1	1.33	1.33	11.3%	0.15			
	q3	50%	1.5	1.39	2.08	11.7%	0.24			
	q4	33%	2	1.52	3.03	14.7%	0.45			
2000	q1	150%	5	1.69	8.47	13.3%	1.13			
	q2	10%	5.5	1.72	9.48	14.4%	1.37			
	q3	5%	5.8	1.64	9.47	15.4%	1.46			
	q4	5%	6.1	1.67	10.11	16.5%	1.67			
2001	q1	5%	6.4	1.69	10.79	17.7%	1.91			
	q2	15%	7.3	1.72	12.62	19.0%	2.40	5%	119,929	119,929
	q3	10%	8.1	1.85	14.92	20.3%	3.03	3%	90,833	210,762
	q4	10%	8.9	1.89	16.72	21.8%	3.64	4%	145,765	356,528
2002	q1	7%	9.5	1.89	17.89	23.3%	4.17	5%	208,376	564,904
	q2	7%	10.1	1.92	19.51	24.0%	4.68	5%	234,077	798,981
	q3	5%	10.7	1.92	20.48	25.0%	5.12	6%	307,226	1,106,207
	q4	5%	11.2	2.00	22.37	26.0%	5.82	6%	348,911	1,455,118
2003	q1	3%	11.5	2.03	23.38	27.0%	6.31	7%	441,932	1,897,050
	q2	3%	11.9	2.06	24.44	28.0%	6.84	7%	479,024	2,376,074
	q3	0%	11.9	2.09	24.80	29.0%	7.19	8%	575,266	2,951,340
	q4	0%	11.9	2.12	25.15	30.0%	7.55	8%	603,645	3,554,985
2004	q1	-5%	11.3	2.14	24.12	30.0%	7.24	9%	651,232	4,206,217
	q2	-5%	10.7	2.16	23.13	30.0%	6.94	9%	624,452	4,830,669
	q3	-5%	10.2	2.18	22.17	30.0%	6.65	10%	665,247	5,495,916
	q4	-5%	9.7	2.20	21.26	30.0%	6.38	10%	637,783	6,133,699
2005	q1	-10%	8.7	2.22	19.31	30.0%	5.79	10%	579,223	6,712,921
	q2	-10%	7.8	2.24	17.53	30.0%	5.26	10%	525,997	7,238,918

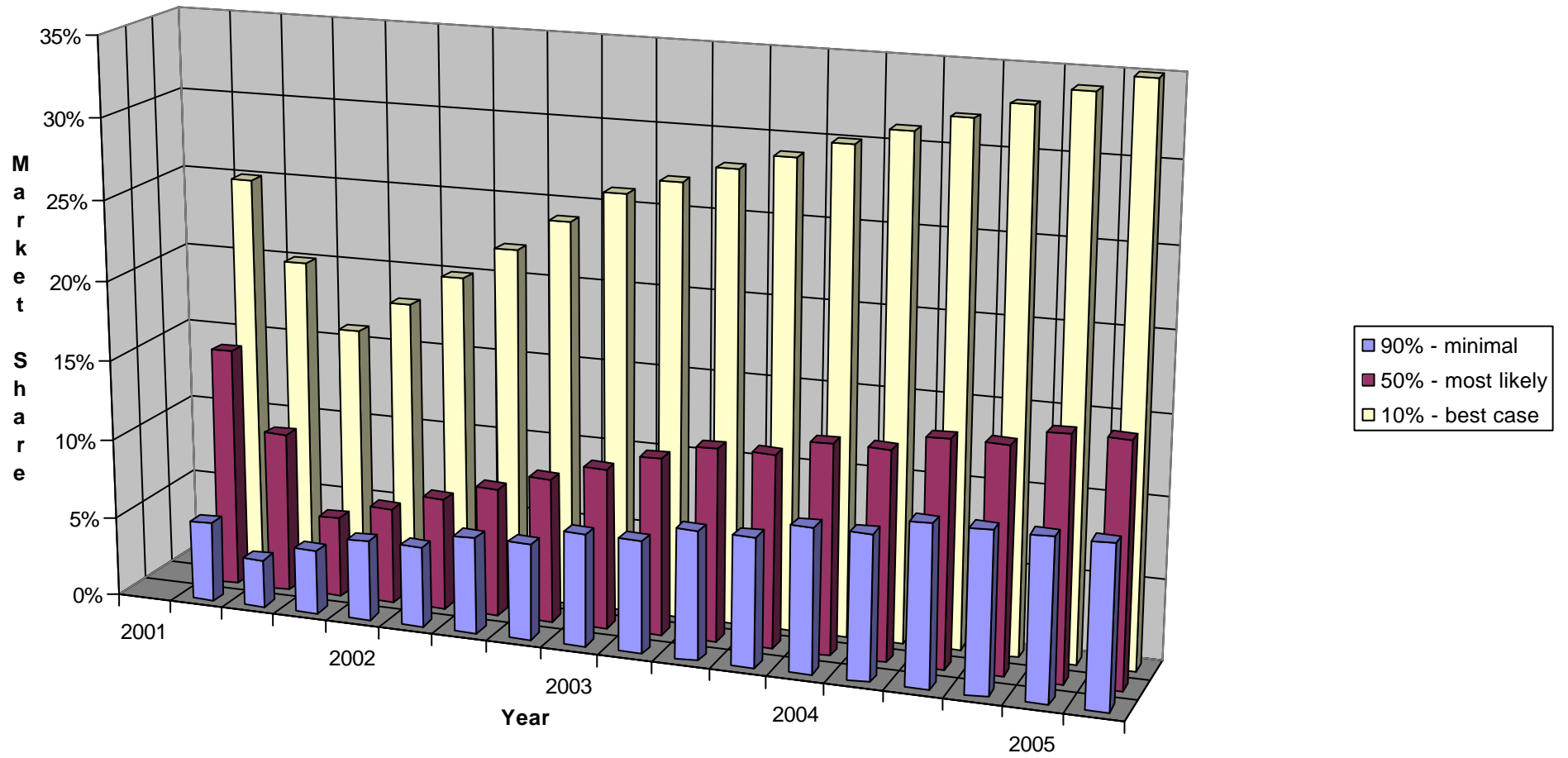
Forecast Growth of TLDs by Quarter



Forecast Proportion of New TLDs for Personal Use



.Name's Forecast Share of the Personal TLD Market



.Name Demand per Quarter

