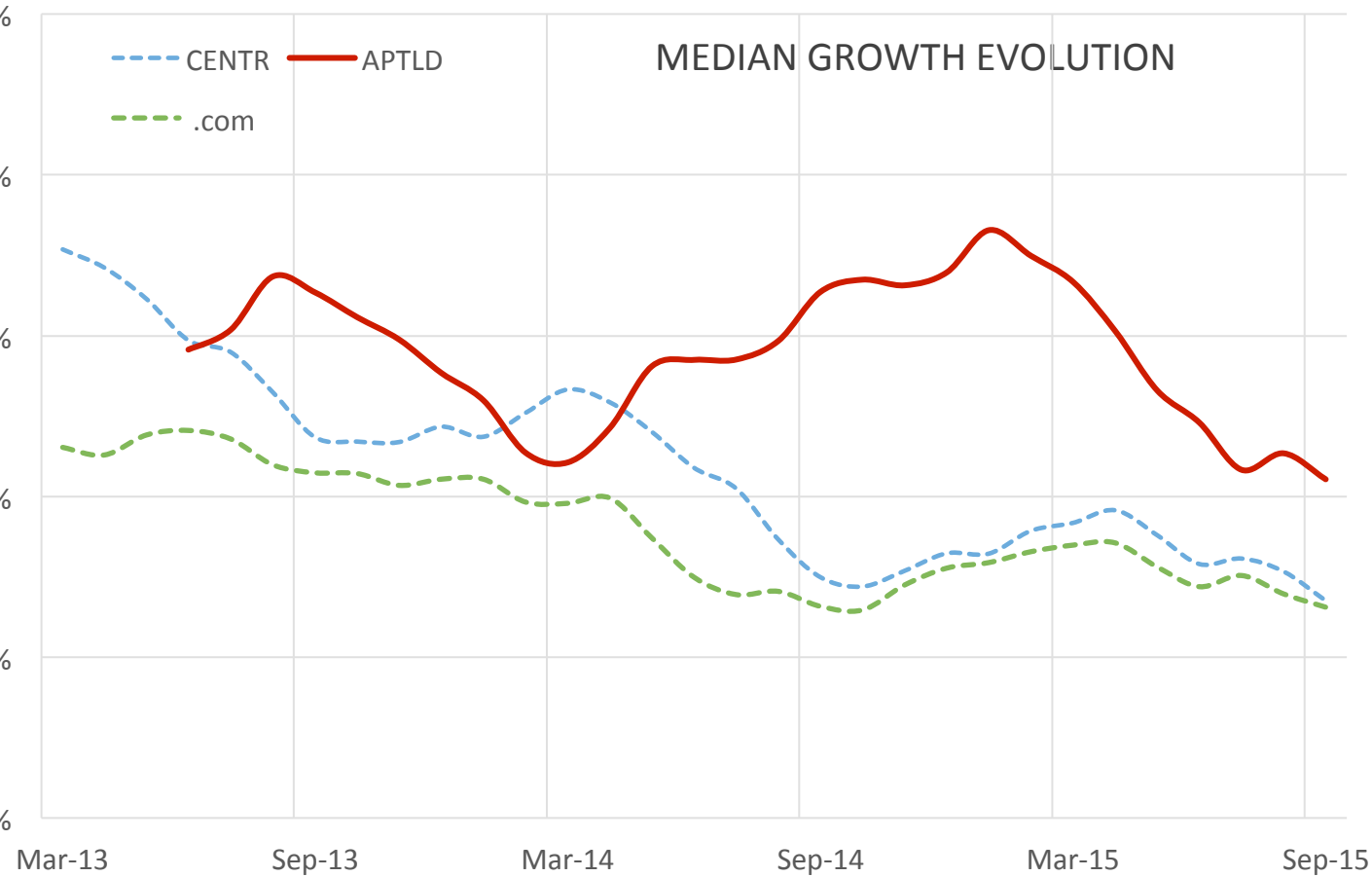
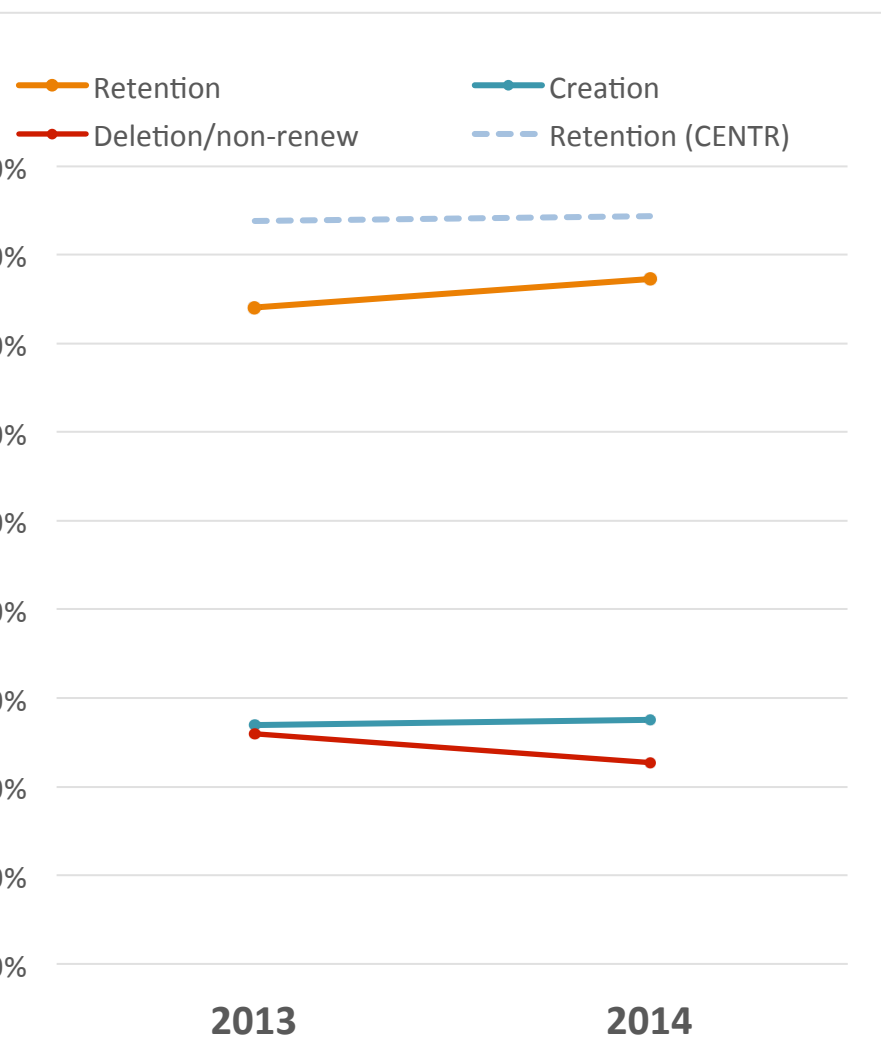


Registration Trends



- Positive growth through 2014
- Trending down in 2015
- Median 12 month growth as of September 2015 was 8%
- Most members predict between 0-5% growth in 2015 (calendar year)

RETENTION AND CREATION TRENDS



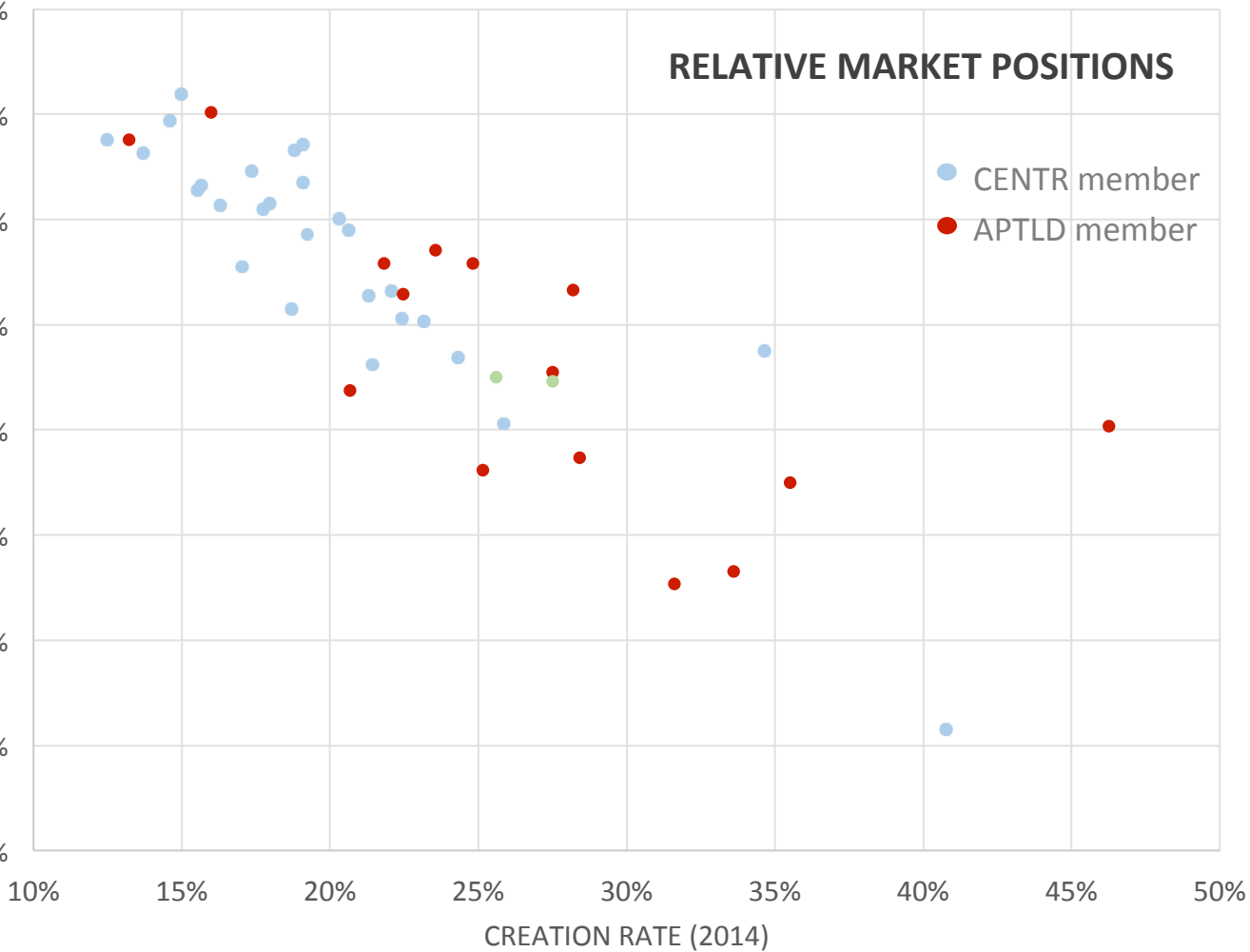
Between 2013 and 2014:

- Median Retention (renewals) rate increased
- Median Creation rate increased

Retention rate (renewals) = $(\text{Domains at end of } n - \text{new domains in } n) / \text{Domains at beginning of } n$

Creation rate (new domains) = $\text{New domains added in period } n / \text{total registrations at end of } n$

RETENTION AND CREATIONS – RELATIVE POSITIONS



- APTLD members have room to grow.
- Higher average creation rates and lower retention rates than European ccTLD

OTHER STATS AND FACTS



A P T

Asia Pacific Top Level Domains

- Median ccTLD domain wholesale price is 11.4 USD
- Average zone file roughly 63% commercial registrants
- Average market share in member country 50% in favour of local ccTLD
- Most members derive 90% or more revenue income from domain registrations
- Most members are not for profit private companies



WHAT NEXT?

- Limited affect (so far) from new gTLDs in member countries
- Reduction in domain scarcity may reduce domain speculative in ccTLDs
- Local awareness of ccTLD considered important
- Increased engagement with registrars, including global ones, considered important
- ccTLDs need to recognise they are a business/brand in a market?
- Prices are stable: room to move?
- Potential factors affecting growth are:
 - ❖ penetration rates,
 - ❖ economic and institutional environment, including potential increased regulation;
 - ❖ social media, mobile/app usage, search engine algorithms;
 - ❖ new marketing and sales strategies