



Successful TLDs: Another way to evaluate usage and relevance

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Could tld
success be
tied to
usage?

Not just
number of
domains
sold?

What is a “successful” TLD?

Historically, TLD “success” has been linked to the number of Domains Under Management (DUMs).

For example:

Is a TLD successful because it has 3M registrations?

Is a TLD a failure because it has 10,000 DUMs?

What about a TLD with 5 registrations?

Identity Digital Overview

- Leading Registry Operator with over 270 gTLDs, provides registry services to additional 160+ TLDs
- 28 million domains under management across:
 - 150+ brand TLDs
 - 310+ gTLDs and ccTLDs

.info
.live
.org
.au
.pr

.mobi
.pro
.ag
.email
.onl

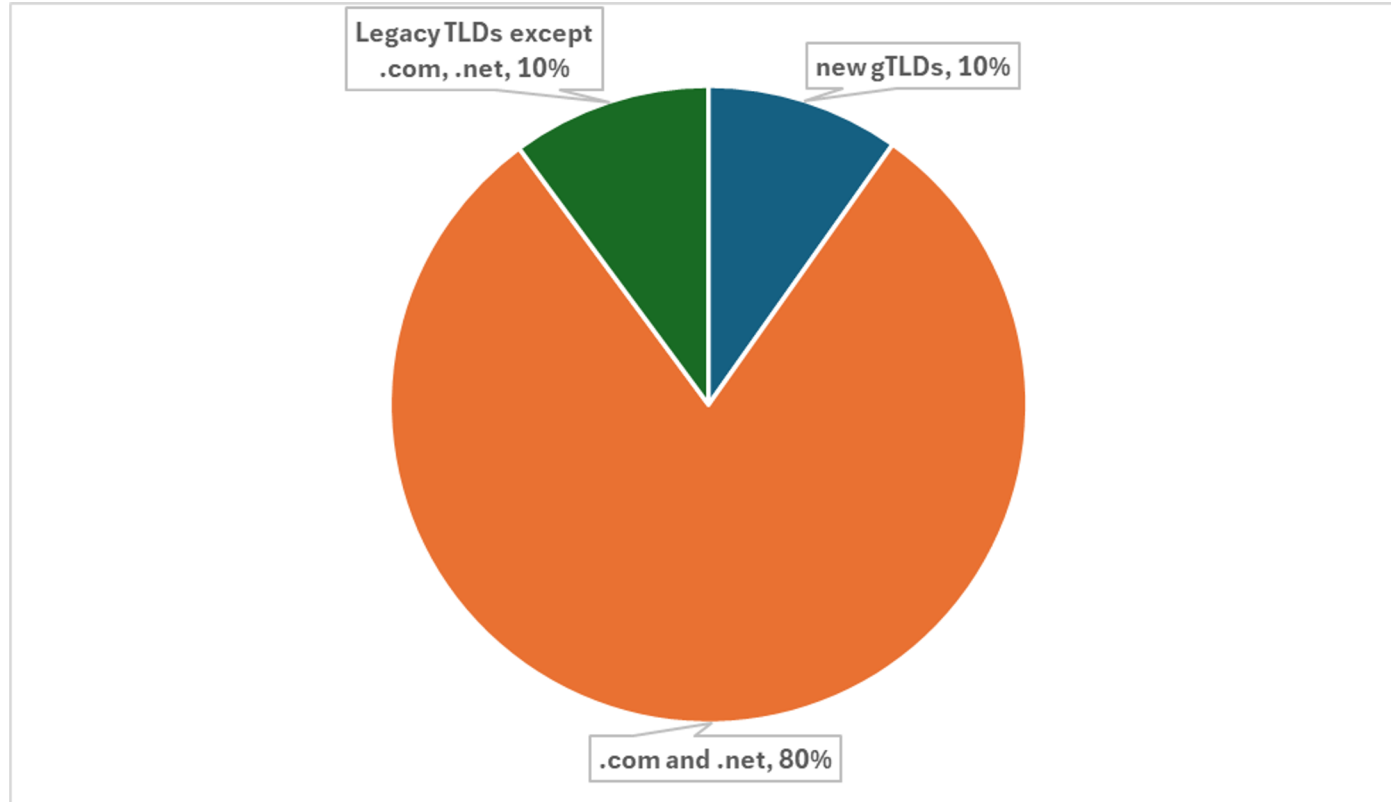
.ril
.audi
.barclays
.rogers
.sbi

.post
.vote
.bio
.media
.hermes

Could DNS Traffic be an indicator of usage and relevance?

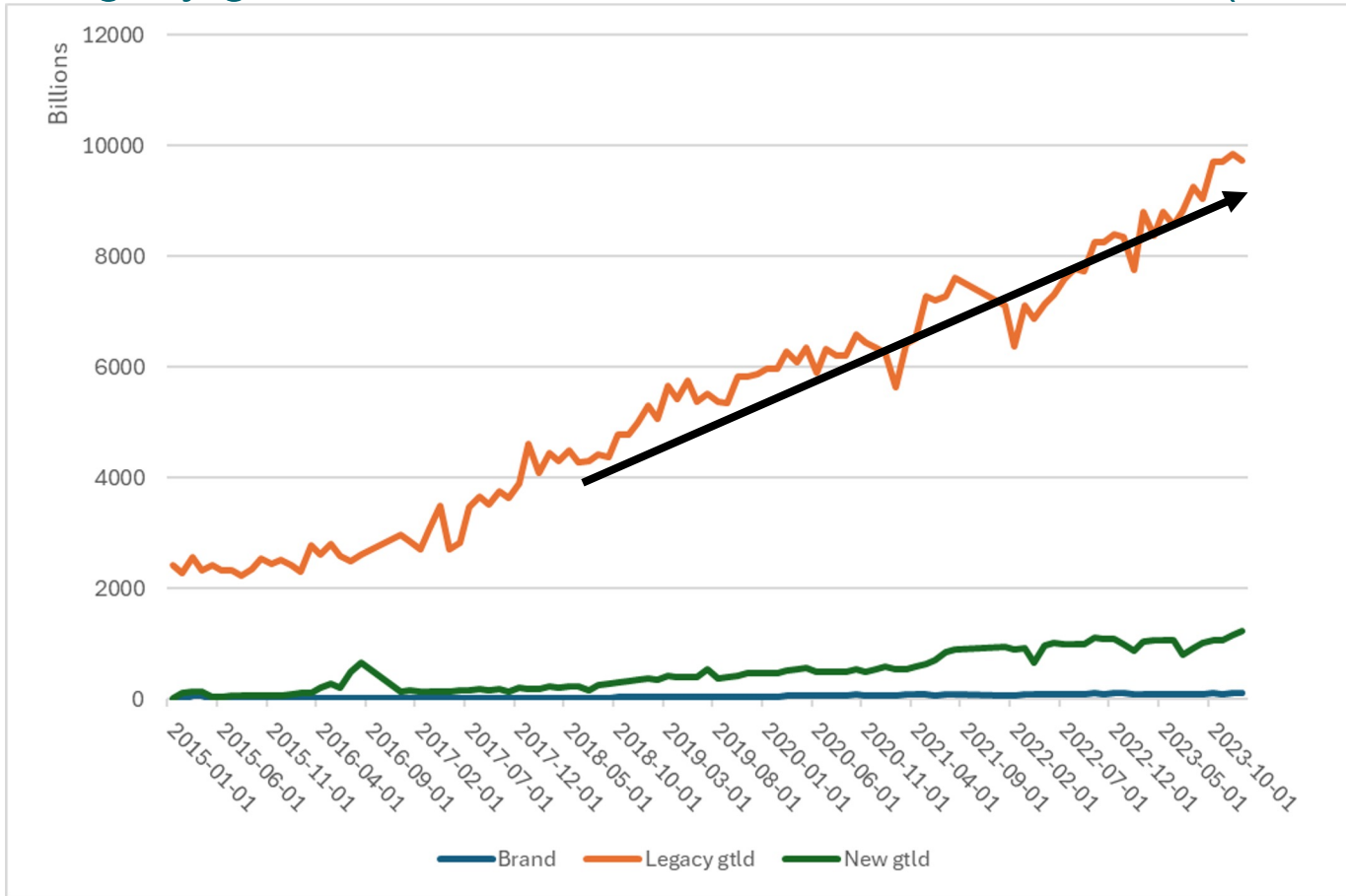
- Reviewed DNS traffic data in gTLDs and dotBrand TLDs
- Analyzed reports provided by Registry Operators to ICANN
 - Registry Operators submit monthly reports to ICANN
 - Activity report includes DNS traffic data
 - Transactions report includes domains under management
 - Reports are published on ICANN's website
- Analysis categorized by:
 - Legacy TLDs - .info, .org, .com
 - New gTLDs - .live, .app
 - dotBrands - .apple, .audi

New gTLD DNS traffic vs Legacy gTLD DNS traffic



Source: [Monthly Registry Operator reports](#)

Legacy gTLD DNS traffic doubled from 2018-2023 (no surprise!)

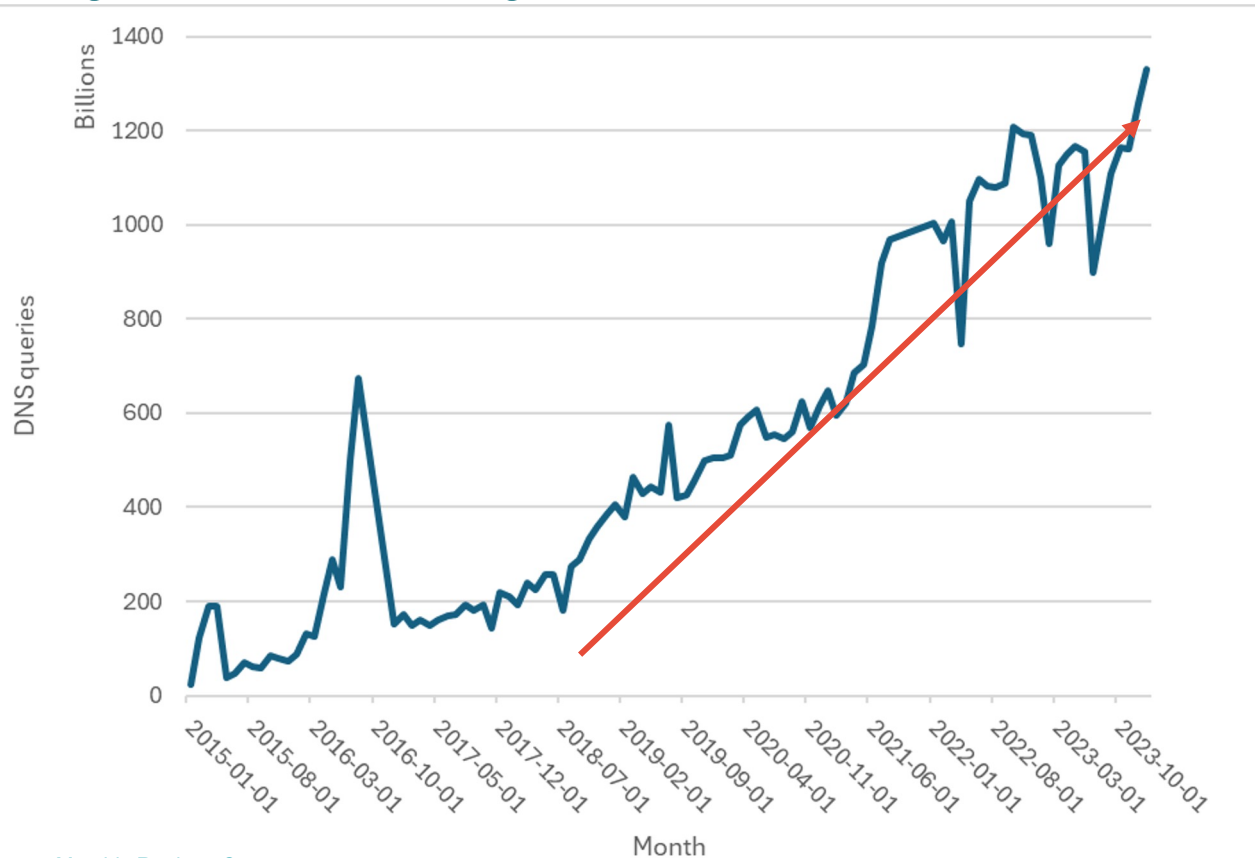


Legacy gTLD
traffic more
than doubled
over 5 years

4TN to ~10TN

Source: [Monthly Registry Operator reports](#)

New gTLD DNS traffic grew more than 4x from 2018-2023

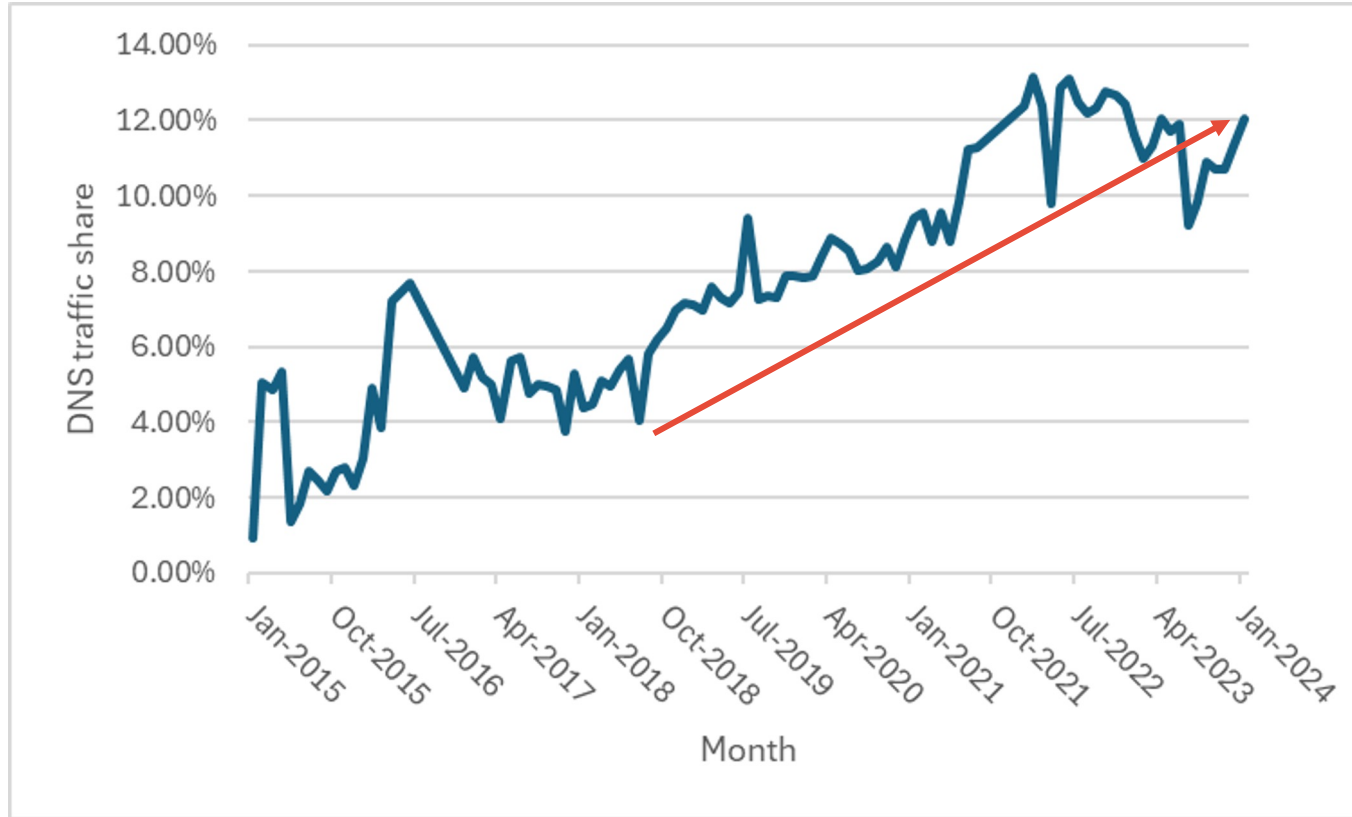


Over 400%
increase in new
gTLD DNS traffic
in 5 years

~250BN to 1.3TN

Source: [Monthly Registry Operator reports](#)

Percentage share of new gTLD traffic is increasing



Could this be because of higher usage?

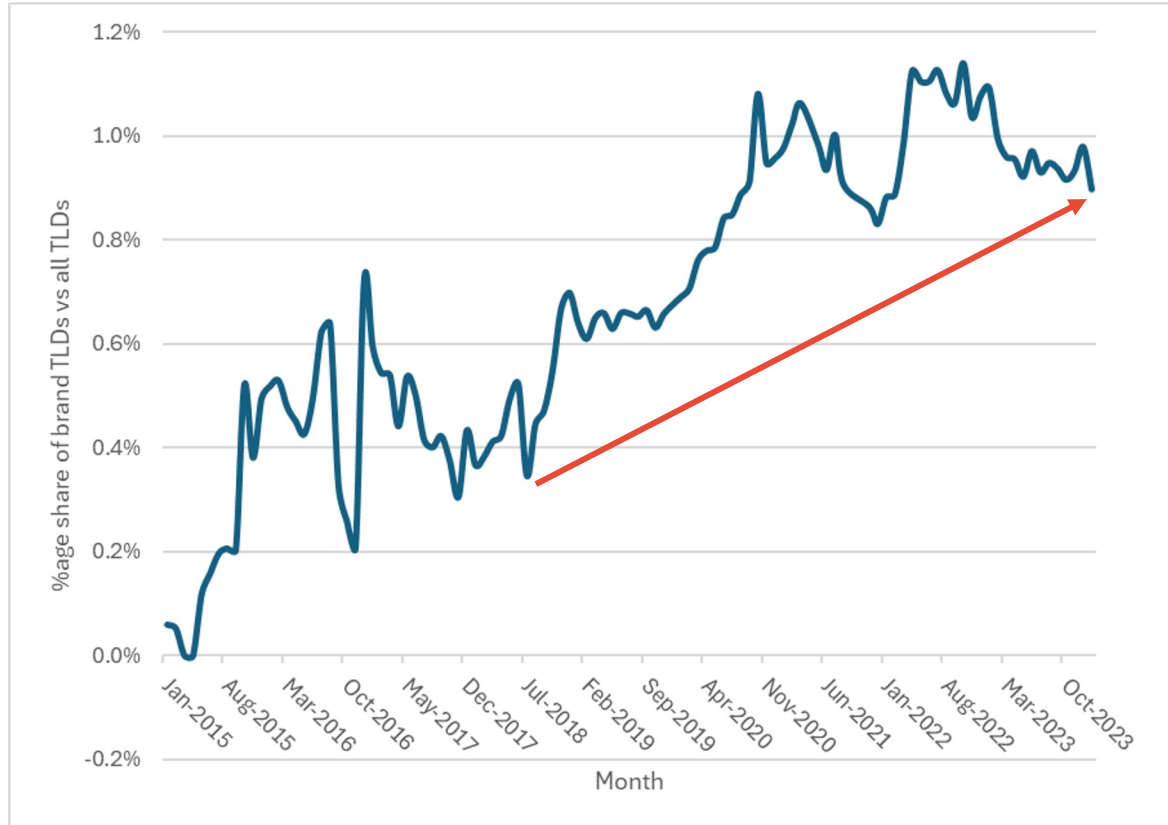
Source: [Monthly Registry Operator reports](#)

Percentage of dotBrands vs. all new gTLDs



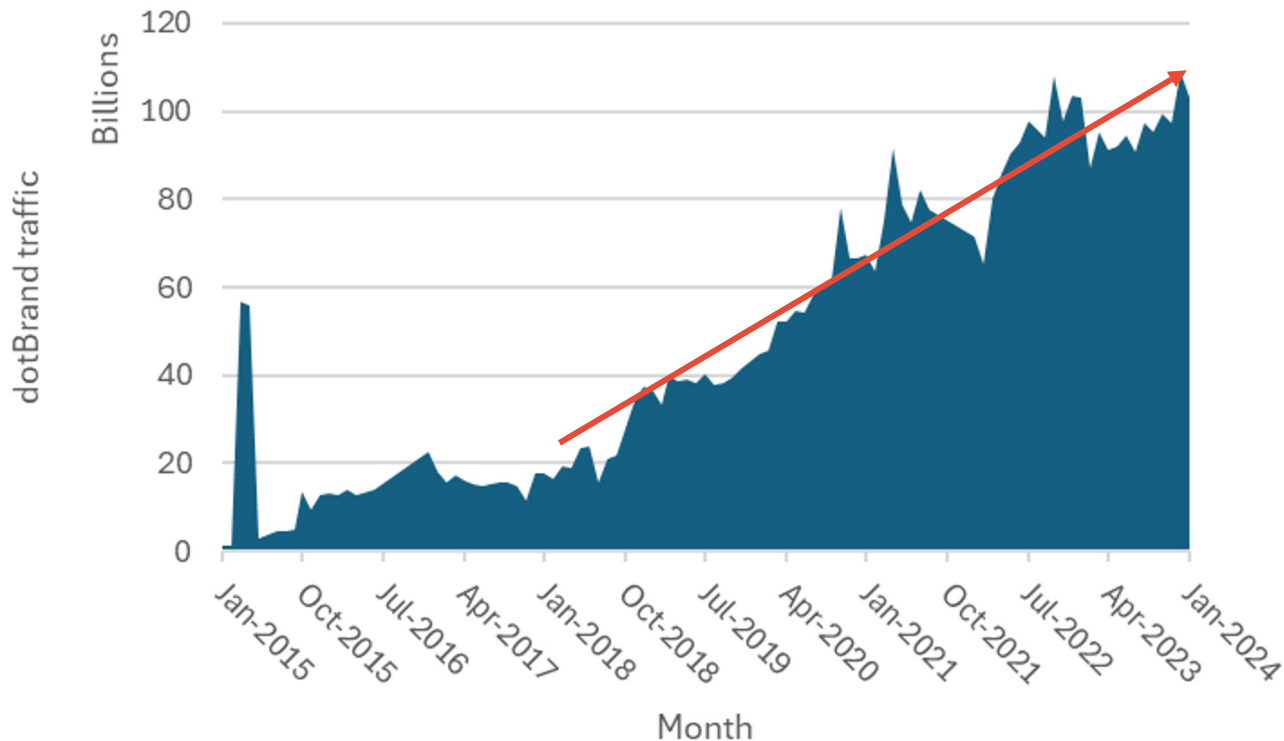
Traffic in Brand TLDs accounts for ~10% of overall traffic across all new gTLDs

Percent Share of dotBrands vs all gTLDs



Although <1%,
more than 100%
increase in
dotBrand DNS
traffic compared to
all other gTLDs

Traffic to dotBrands continues to increase YoY



Almost 5x increase
in dotBrand DNS
traffic in the past 5
years

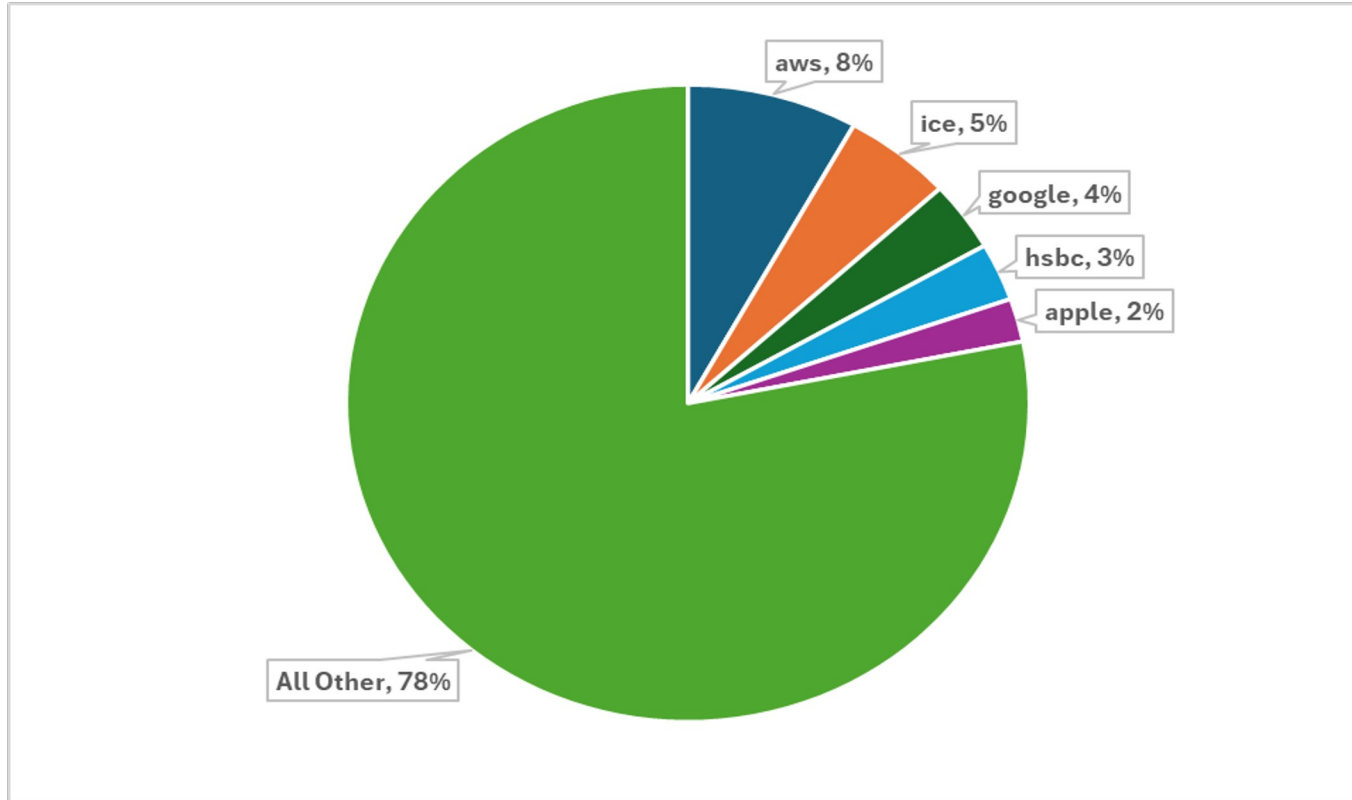
~20BN to ~100BN

Source: [Monthly Registry Operator reports](#)

What brands account for the greatest dotBrand DNS traffic?

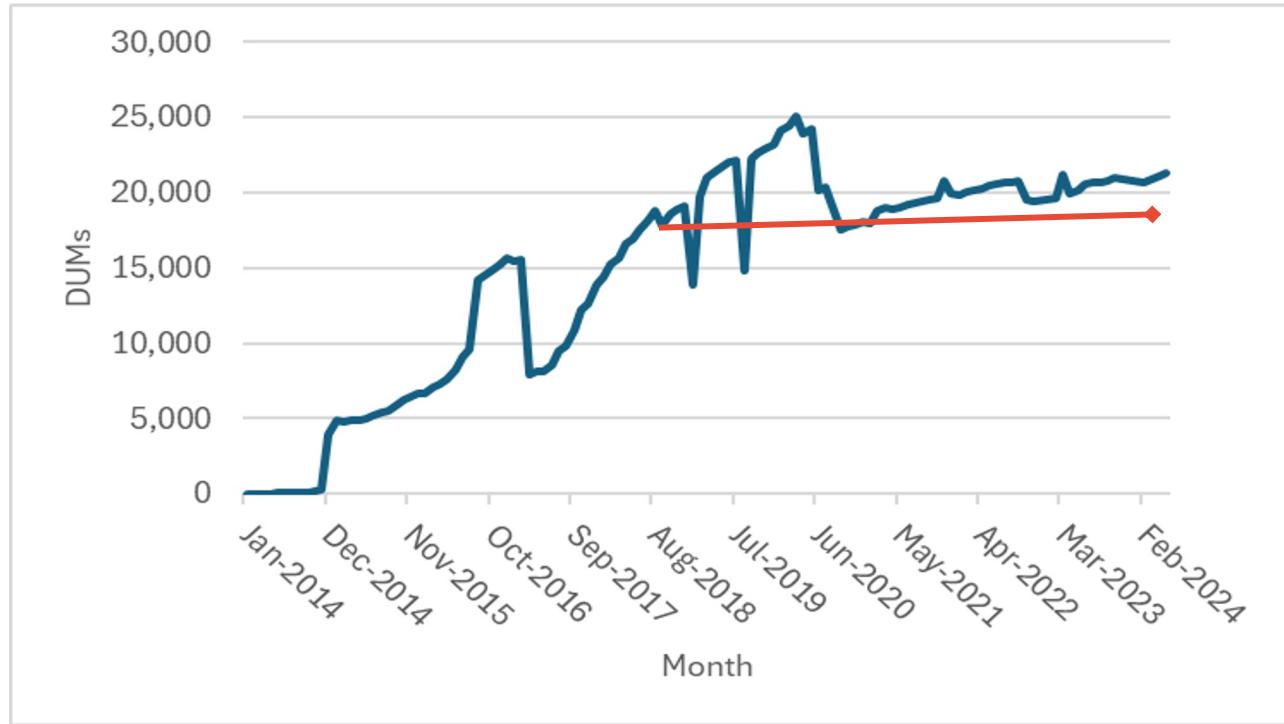
Brand TLD	Corporate Entity	Type of Business
.aws	Amazon	Consumer & Technology
.ice	Intercontinental Exchange	Financial Services
.google	Google	Technology
.hsbc	HSBC Bank	Financial Services
.apple	Apple Computer	Technology

Top 5 dotBrands account for 22% of all dotBrand traffic



Source: [Monthly Registry Operator reports](#)

Is the DNS Traffic growth in dotBrands linked to registration volume?



Source: [Monthly Registry Operator reports](#)

Theories to explore

1. The 5x growth in traffic to dotBrands is linked to greater usage of just a few domain names.
 - a. Traffic to new gTLDs is proportionally increasing significantly more than legacy gTLDs.
 - b. More traffic is going to new gTLD domains than to new legacy gTLD domains.
2. Increased traffic to brand TLDs is linked to greater use by the brands of their TLDs.
3. These are just unexplained artefacts and this data doesn't reveal anything new.

DNS Traffic volume may be an important way to determine relevance and success of a TLD

Thank you



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