Domain Name Basics

• Registries operate TLD (.com, .org, .pt)

• Registrars obtain domain names from Registries, make them available

• Registrants

• Users
ICANN’s Role in the Market

- ICANN has agreements with registries, registrars
- Introduction of competition
- Addition of new TLDs
- Accreditation of registrars
- Contractual Compliance
- Transfers, Domain Name Disputes, coordination
The Internet in 1996

- 240,000 domain names
- .com, .net, .org, plus ccTLDs such as .pt
- Domain names cost $75 per year
- Only 1 registrar – Network Solutions
- No Google (not until 1998)
The Internet in 1996

- Slow Internet connections
- Increasing amount of information online, but tools for accessing information limited
- Early stages of adoption among business and users
Yahoo! in 1996

- Arts - Humanities, Photography, Architecture...
- Business and Economy [Xtra] - Directory, Investments, Classifieds...
- Computers and Internet [Xtra] - Internet, WWW, Software, Multimedia...
- Education - Universities, K-12 Courses...
- Entertainment [Xtra] - TV, Movies, Music, Magazines...
- Government - Politics [Xtra], Agencies, Law, Military...
- Health [Xtra] - Medicine, Drugs, Diseases, Fitness...
- News [Xtra] - World [Xtra], Daily, Current Events...
- Recreation and Sports [Xtra] - Sports, Games, Travel, Autos, Outdoors...
- Reference - Libraries, Dictionaries, Phone Numbers...
- Regional - Countries, Regions, U.S. States...
- Science - CS, Biology, Astronomy, Engineering...
- Social Science - Anthropology, Sociology, Economics...
- Society and Culture - People, Environment, Religion...
Growth of Domain Names

- January 1993 – 21,000
- January 1996 – 240,000
- January 1999 – 4.0 million
- January 2001 – 27.9 million
- January 2004 – 35.3 million
- Nov 2006 – 112 million + (most recent data available)
The Internet Today

• **120 million + domain names**
• 16 gTLDs plus ccTLDs = more choice for registrants
• .aero, .asia, .biz, .cat, .coop, .info, .jobs, .mobi, .museum, .name, .pro, .tel, .travel
• 860+ registrars
• Domain names available for as low as $1 (most in the range of $5-15 per year)
Snapshot of domain name marketplace

112 million+ domain names registered globally today
The Internet in 2007

• Immense amount of data available
• Movies, live video, music, news, blogs
• More content available and options for users
• Internet now considered a critical infrastructure and vital commercial, cultural and educational medium
The Internet in 2007
Domain Lifecycle
Domain Names Sales

- Diamond.com $7.5 million
- Vodka.com $3 million
- Nav.no $717,900
- Chat.de $470,848
- Other examples across all price ranges
- Many domains sell in $100-500 range