



ODI and DNS TRENDS

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- Afilias' top-level domain registry: master database of unique names and addresses
- Afilias manages / supports more than 21M names, including:

Generic Domains



Country Domains



New Domains

Registry Operator



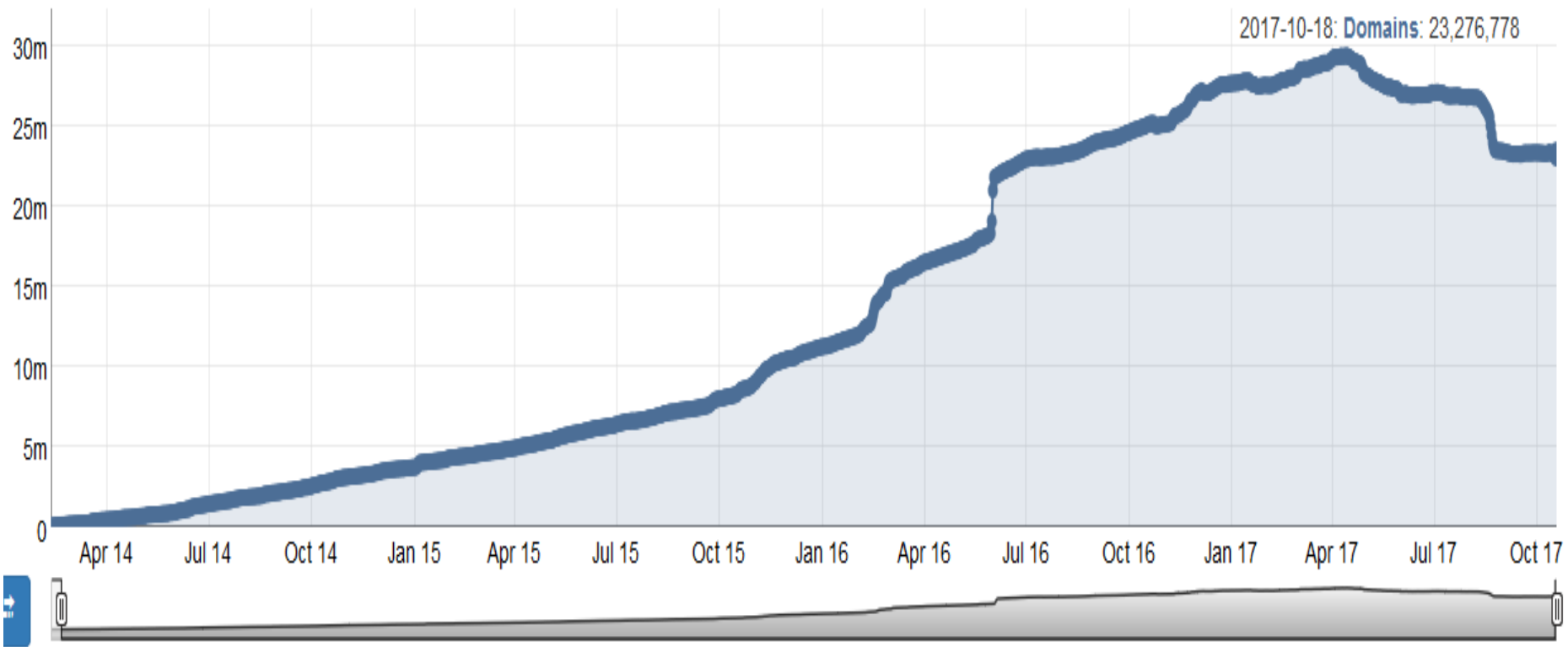
Registry Service Provider



Many major global brands:



- Down from a peak of nearly 30M!



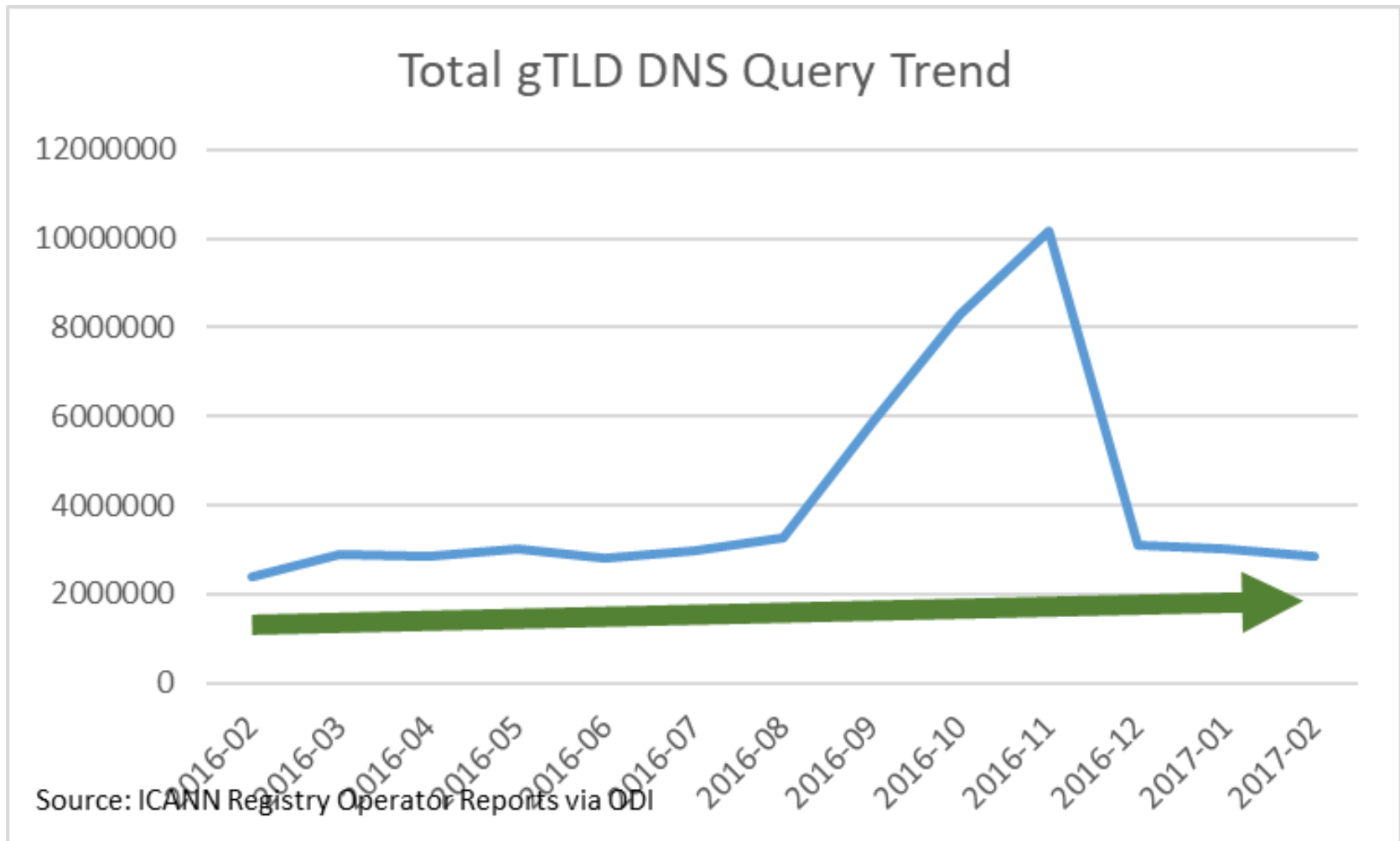
Source: www.nfldstats.com; 20OCT2017

But...how about ADOPTION and USAGE?

- SEO Studies have shown that new TLDs don't hurt and can help
 - See www.thedna.org/seostudy
- UASG shows progress on acceptance, with a process to fix problems
 - See www.uasg.tech , 27SEP2017 Report
- **ODI** is helping show usage

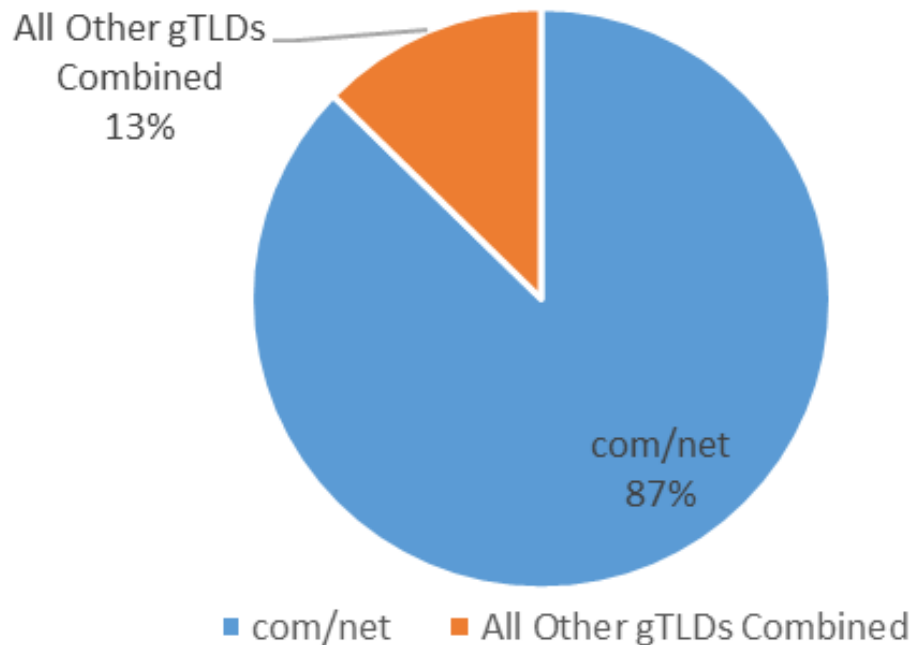
- A non-sales success metric
- ICANN requires registry operators to submit reports each month
- ICANN publishes the reports with a 3 month lag
- DNS traffic is a key part of the reports
- Traffic is measured by queries to a TLDs nameservers (not browser queries)
- Traffic data caution: UDP queries; first cut!

Total gTLD DNS Query Trend



.com and .net still dominate gTLD DNS traffic

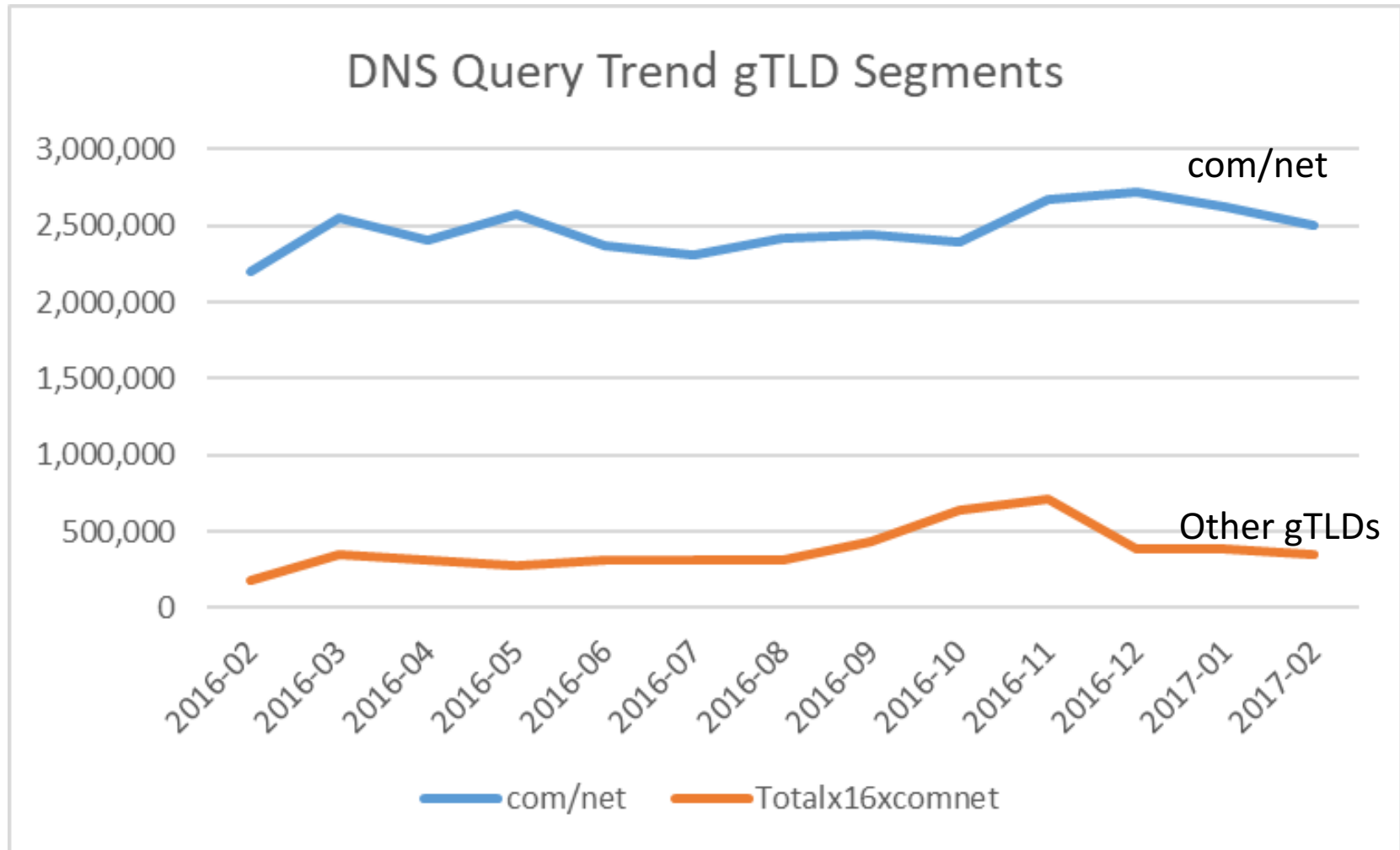
Share of Worldwide gTLD DNS Queries*: Jan/Feb 2017



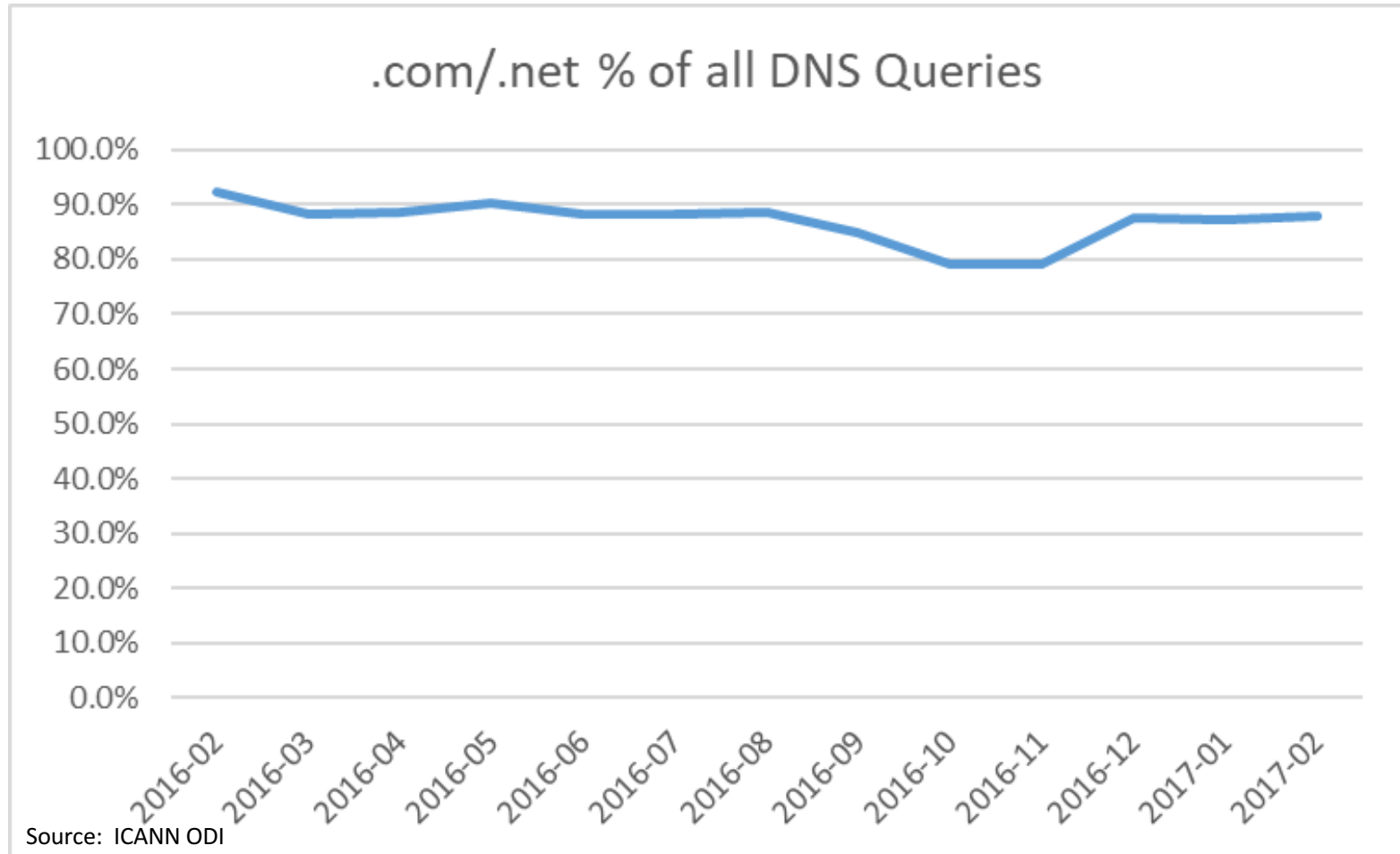
*UDP queries at the TLD nameserver level (not browser queries)

Source: ICANN Registry Operator Reports via ODI

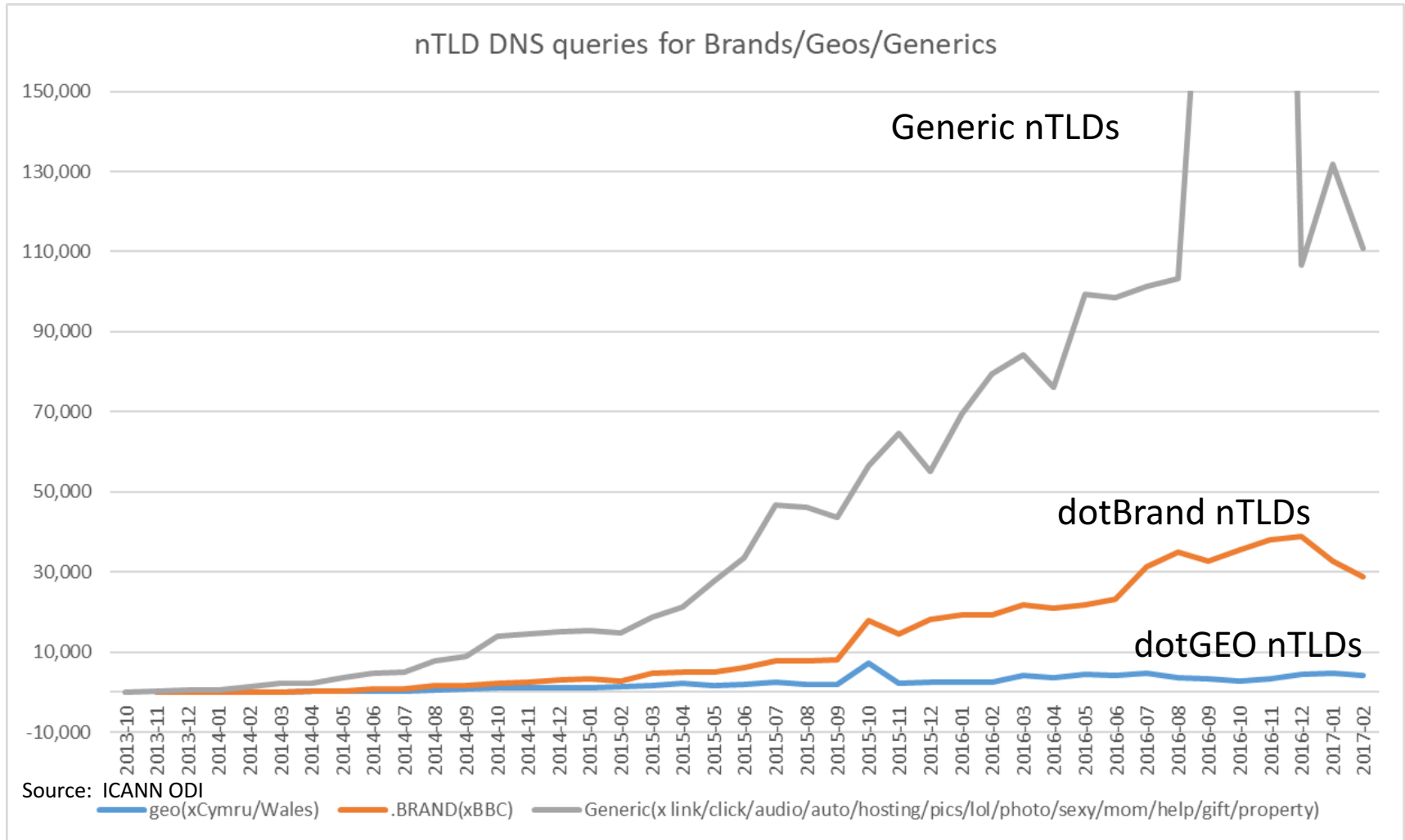
com/net dwarf all other gTLDs combined



...but .com/.net share of traffic appears to be declining slightly

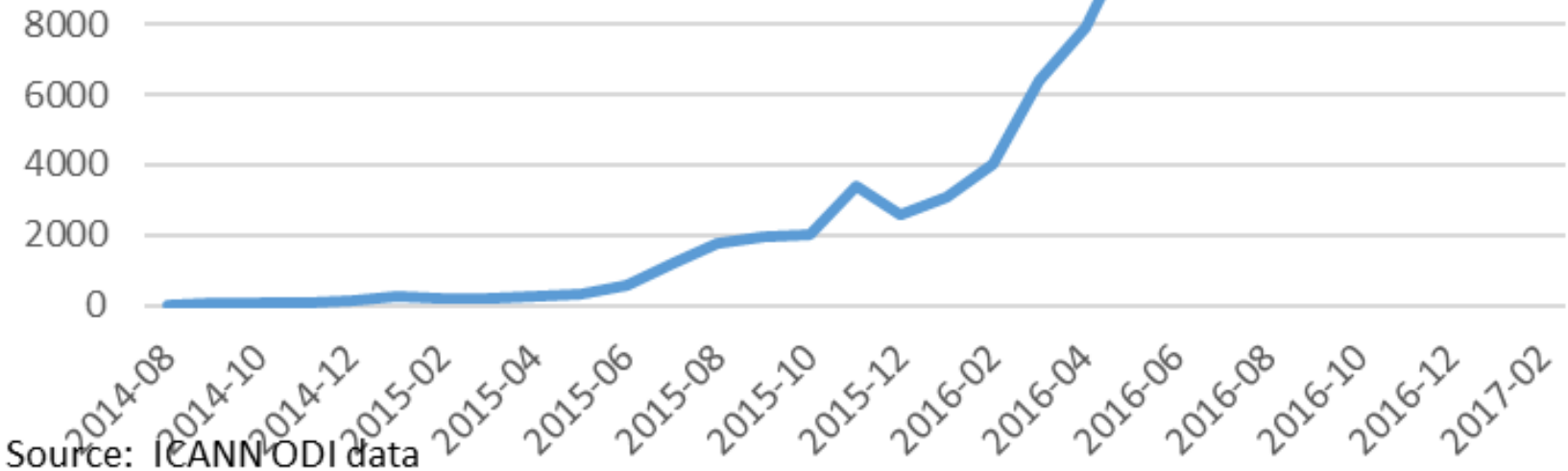
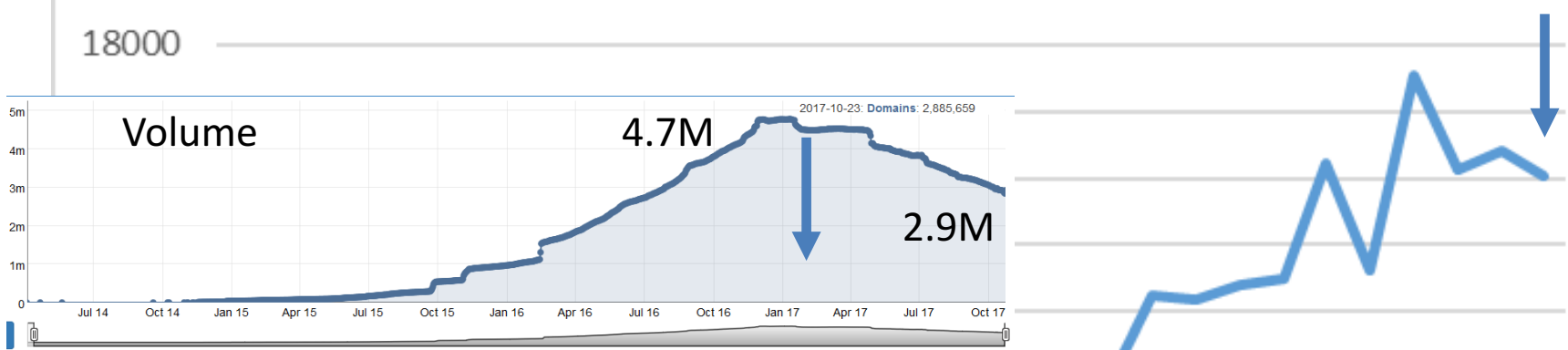


...and new gTLD traffic is growing



#1 nTLD .TOP growing steadily

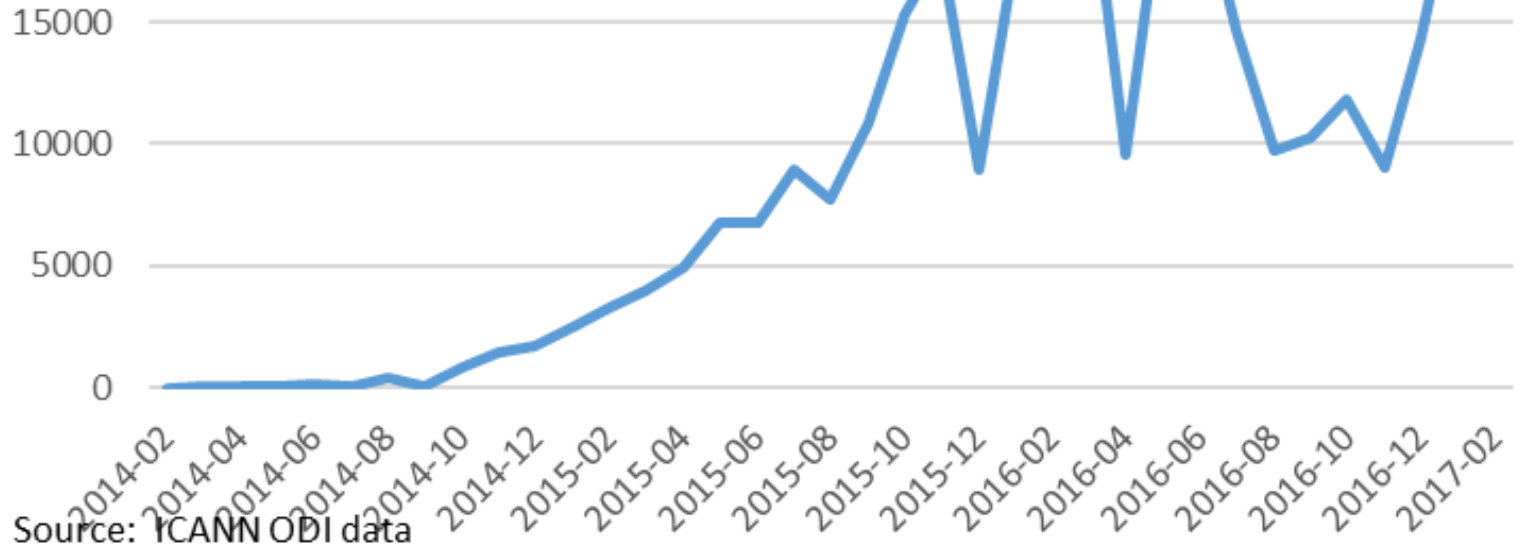
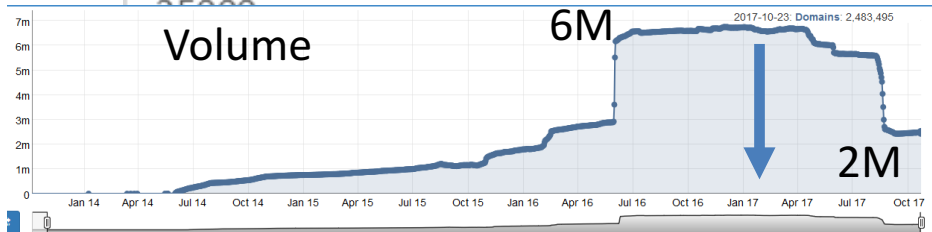
.TOP DNS Trends



Source: ICANN ODI data

#2 nTLD .XYZ erratic

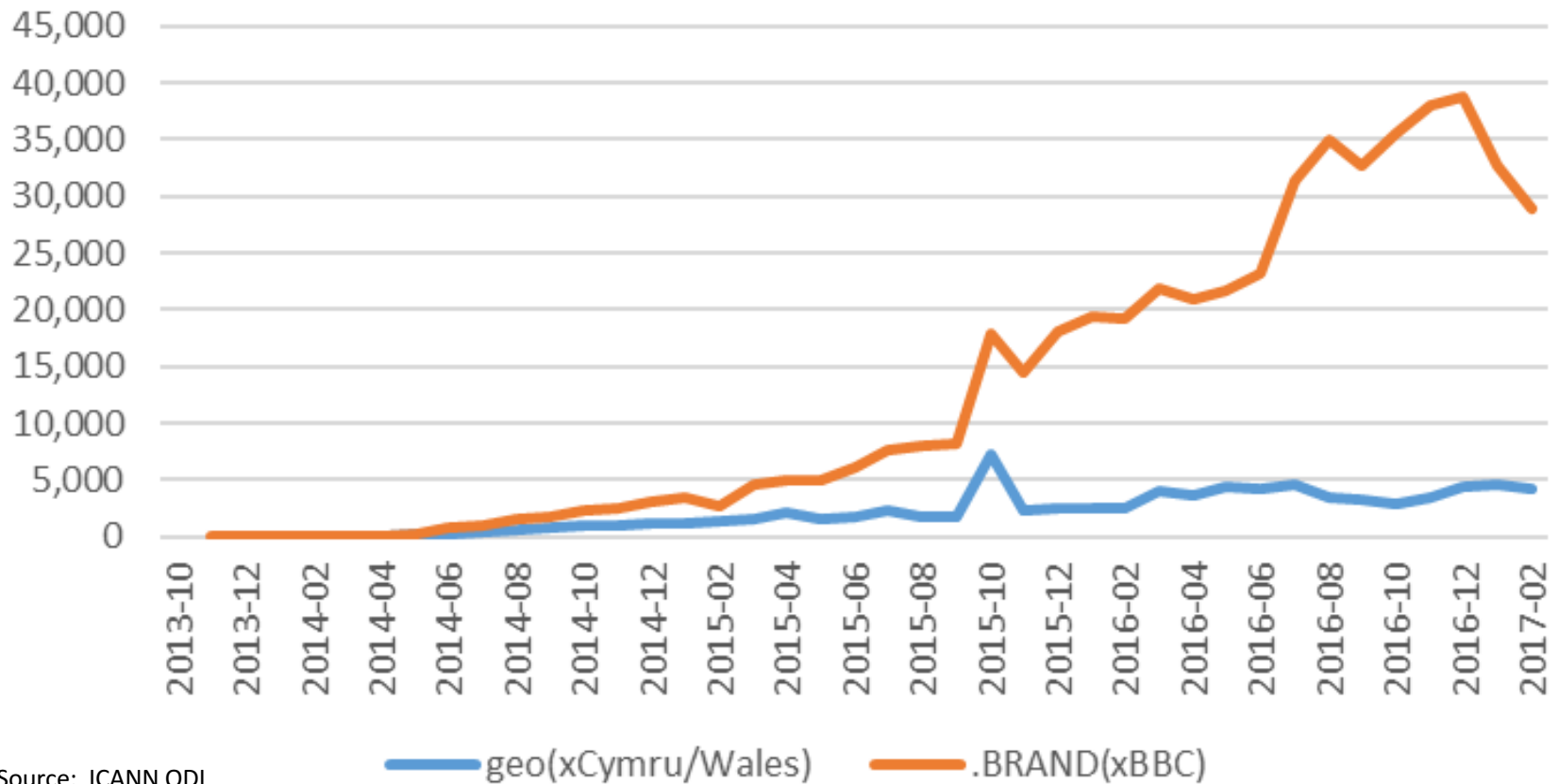
.XYZ DNS Trends



Source: ICANN ODI data

dotBrand traffic is growing faster than dotGeo domains

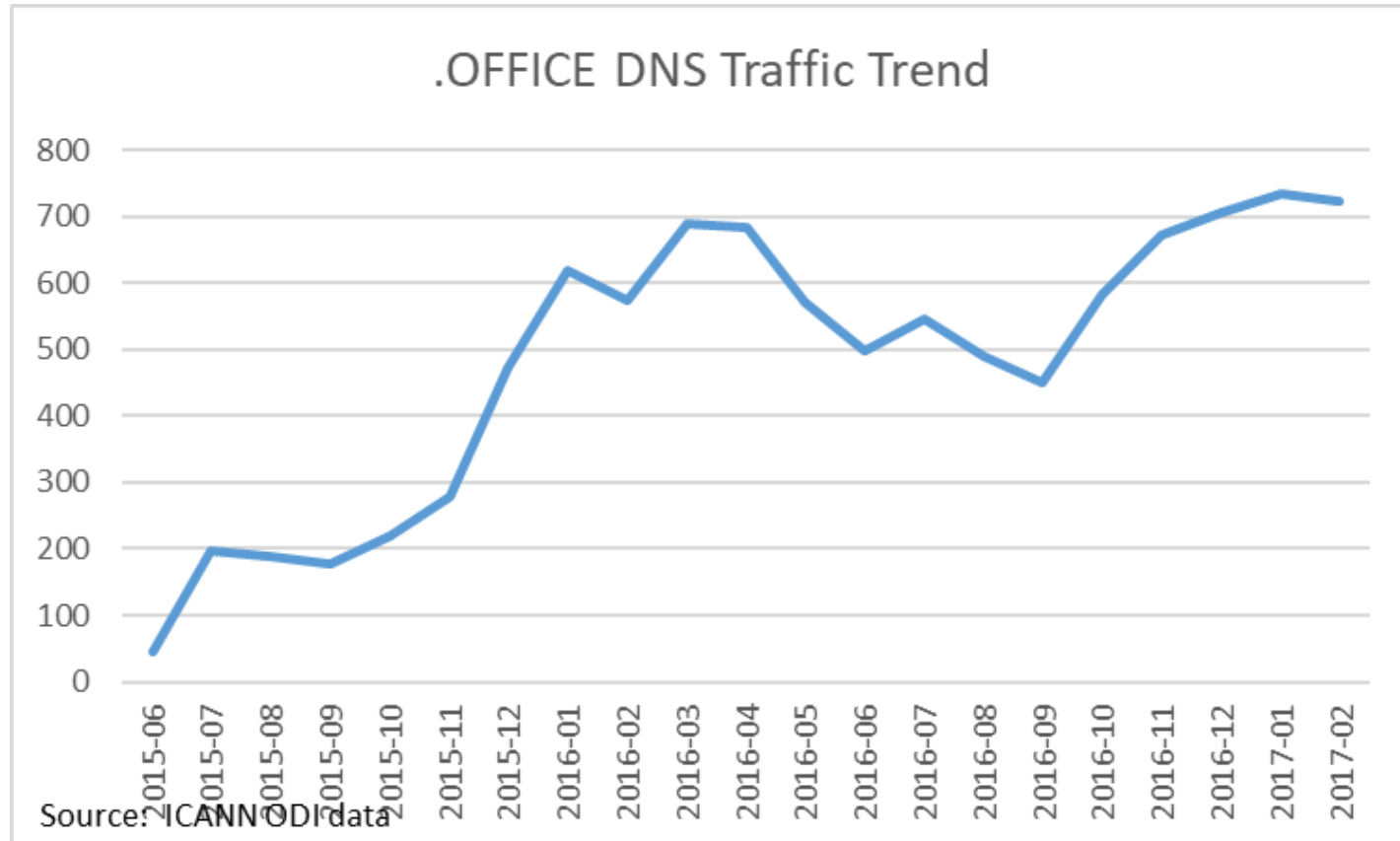
nTLD DNS Queries: .brands/.geos



Source: ICANN ODI

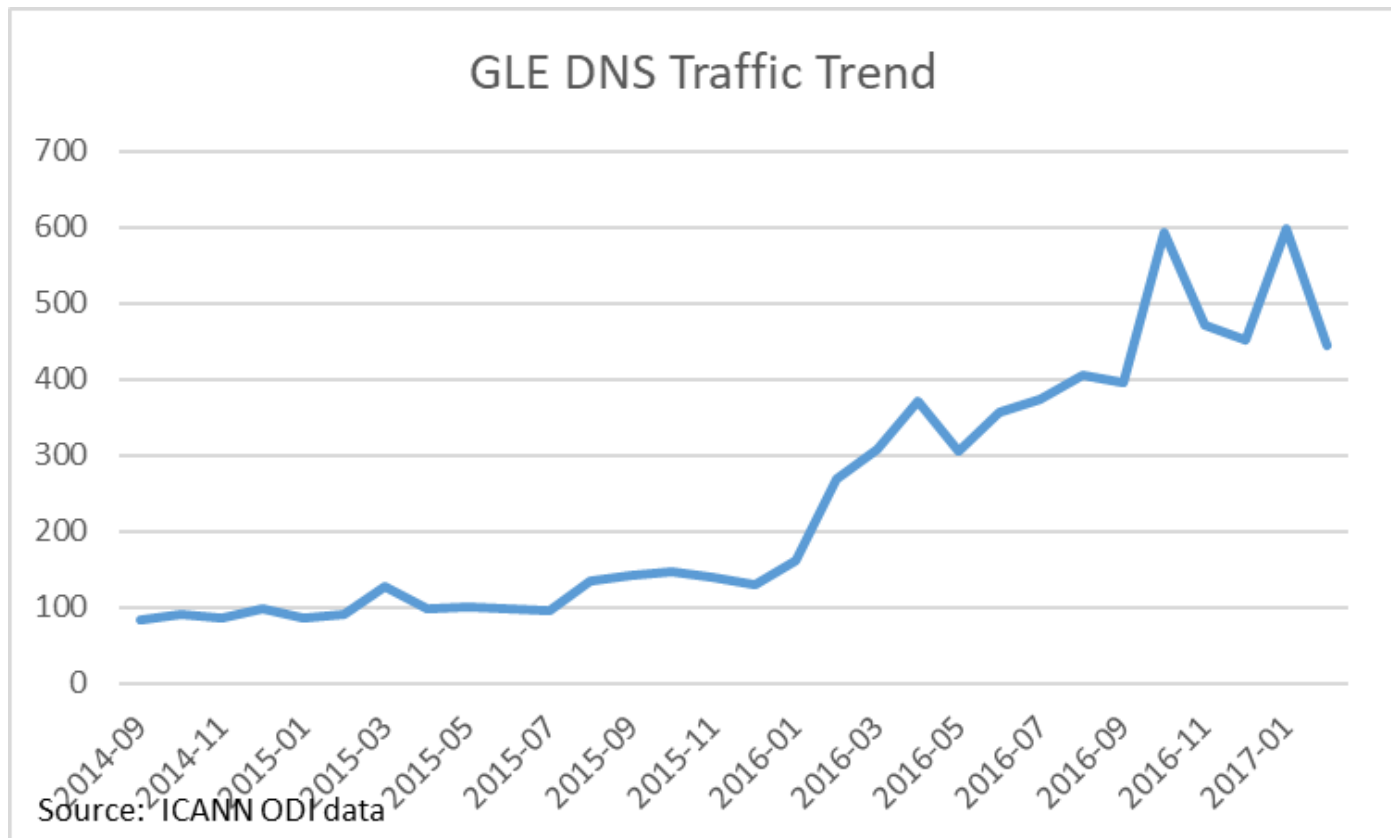
Most active dotBrands are building traffic steadily

- .OFFICE (5 pages,)
 - Core whois.office, nic.office generating traffic



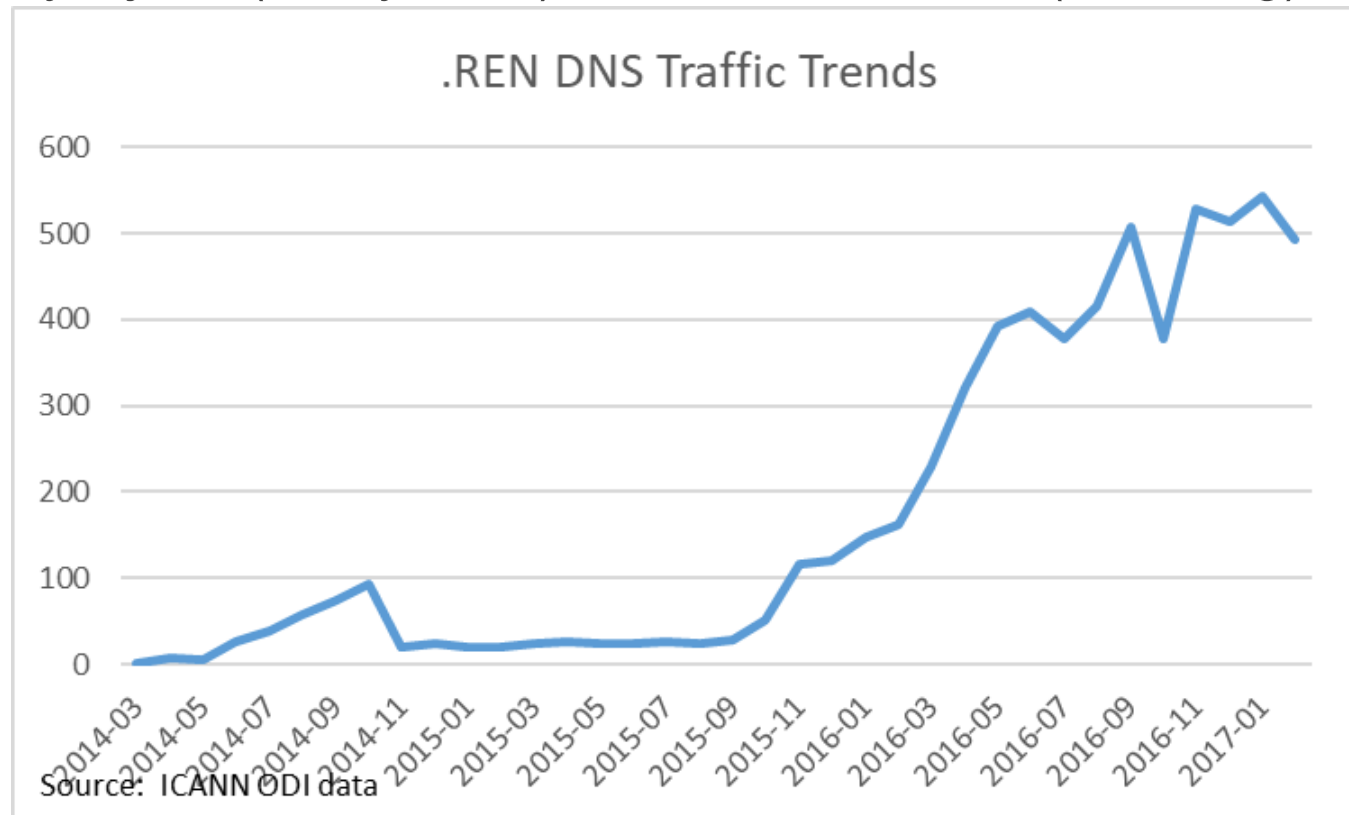
Most active dotBrands are building traffic steadily

- .GLE (Google)
 - 1 page!



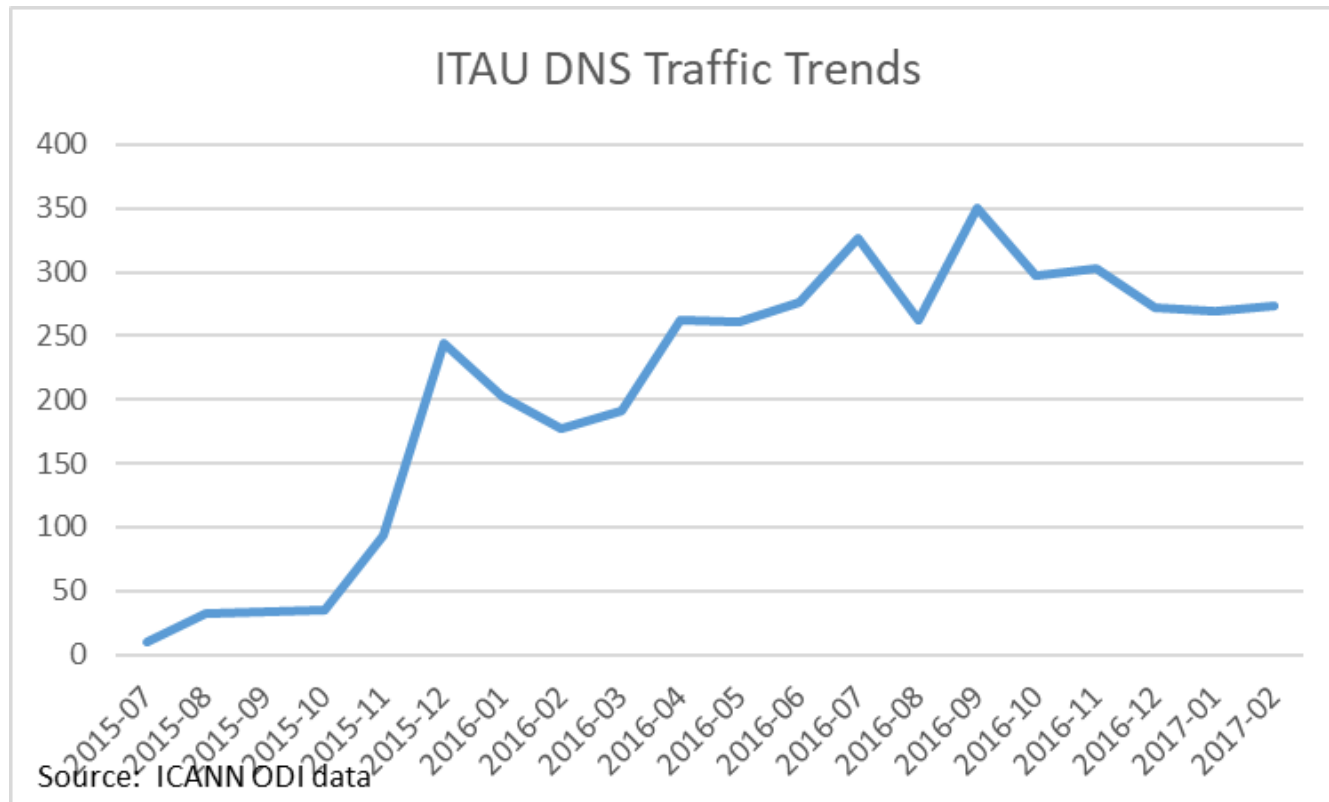
Most active dotBrands are building traffic steadily

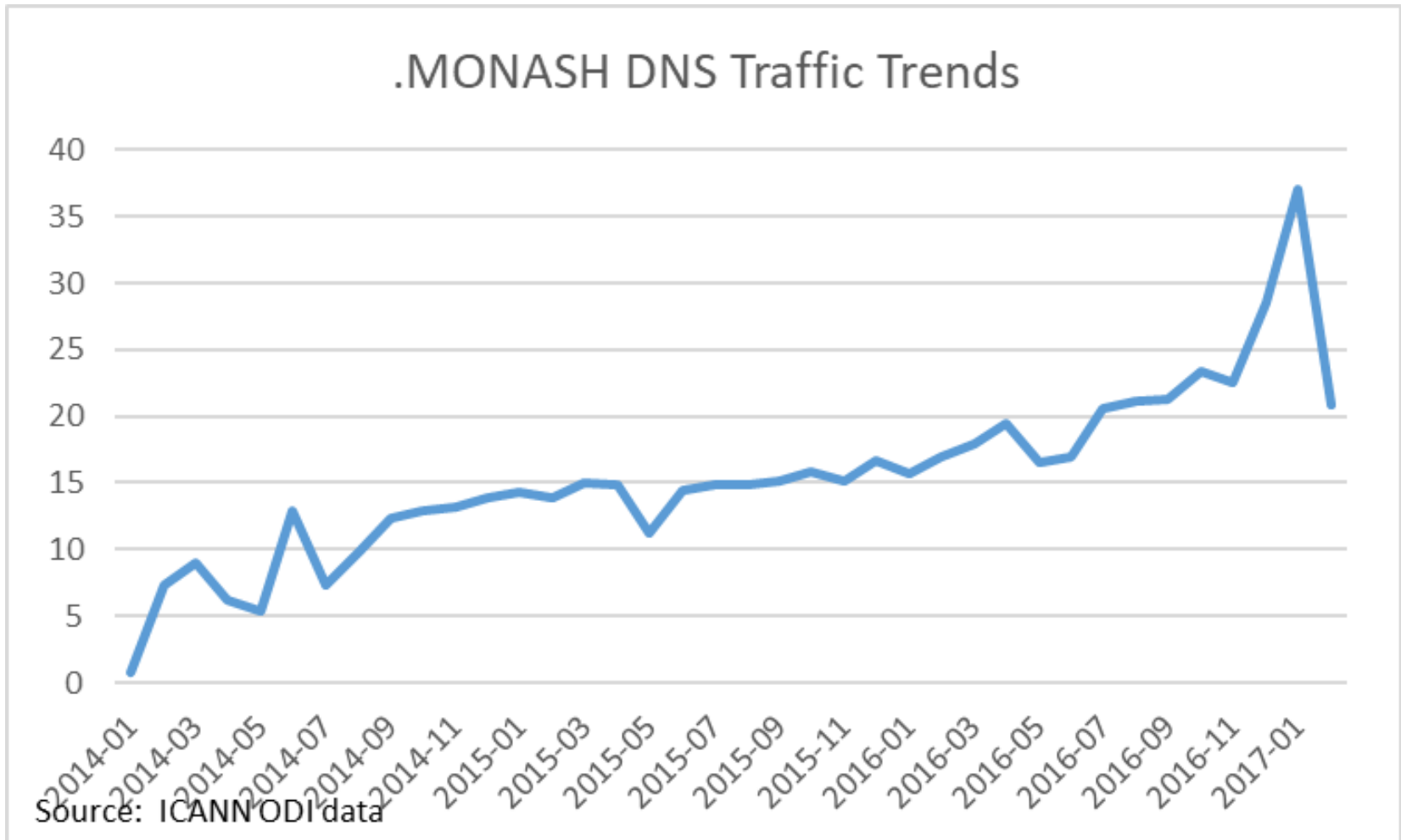
- .REN (328K pages; social networking)
 - RenRen—largest real-name social networking platform in China
 - yanj.ren (family roots); bish.ren; moore.ren(recruiting)

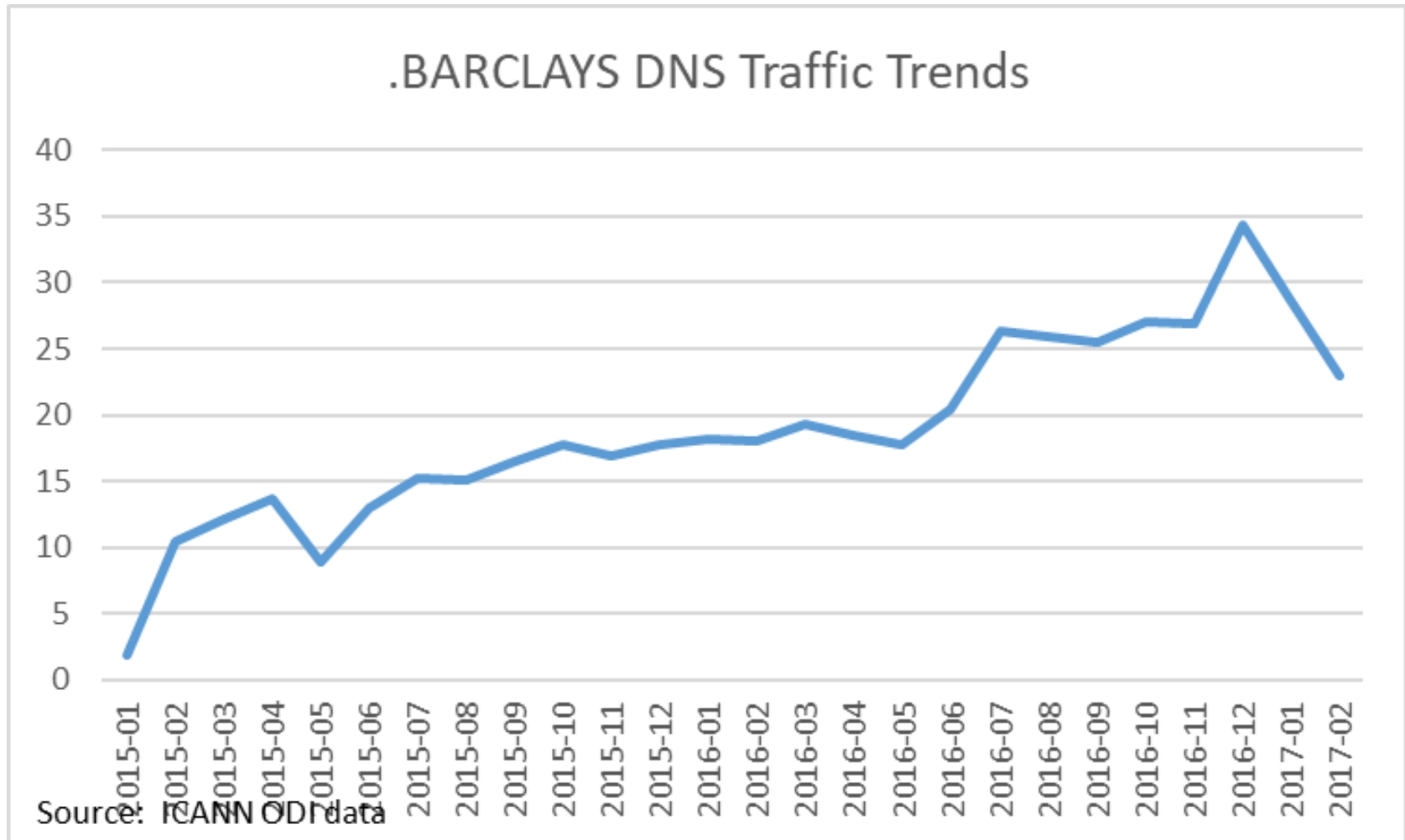


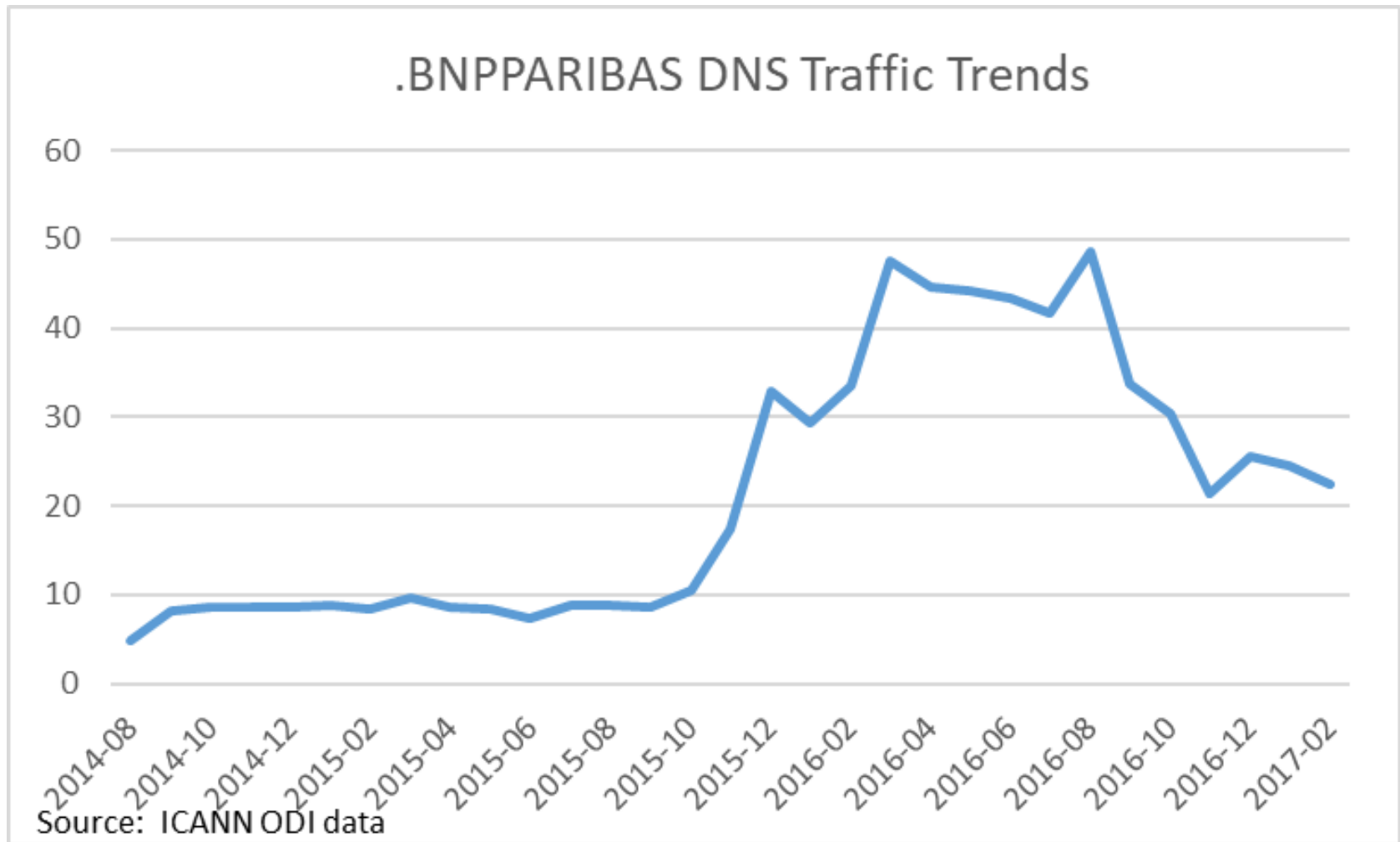
Most active dotBrands are building traffic steadily

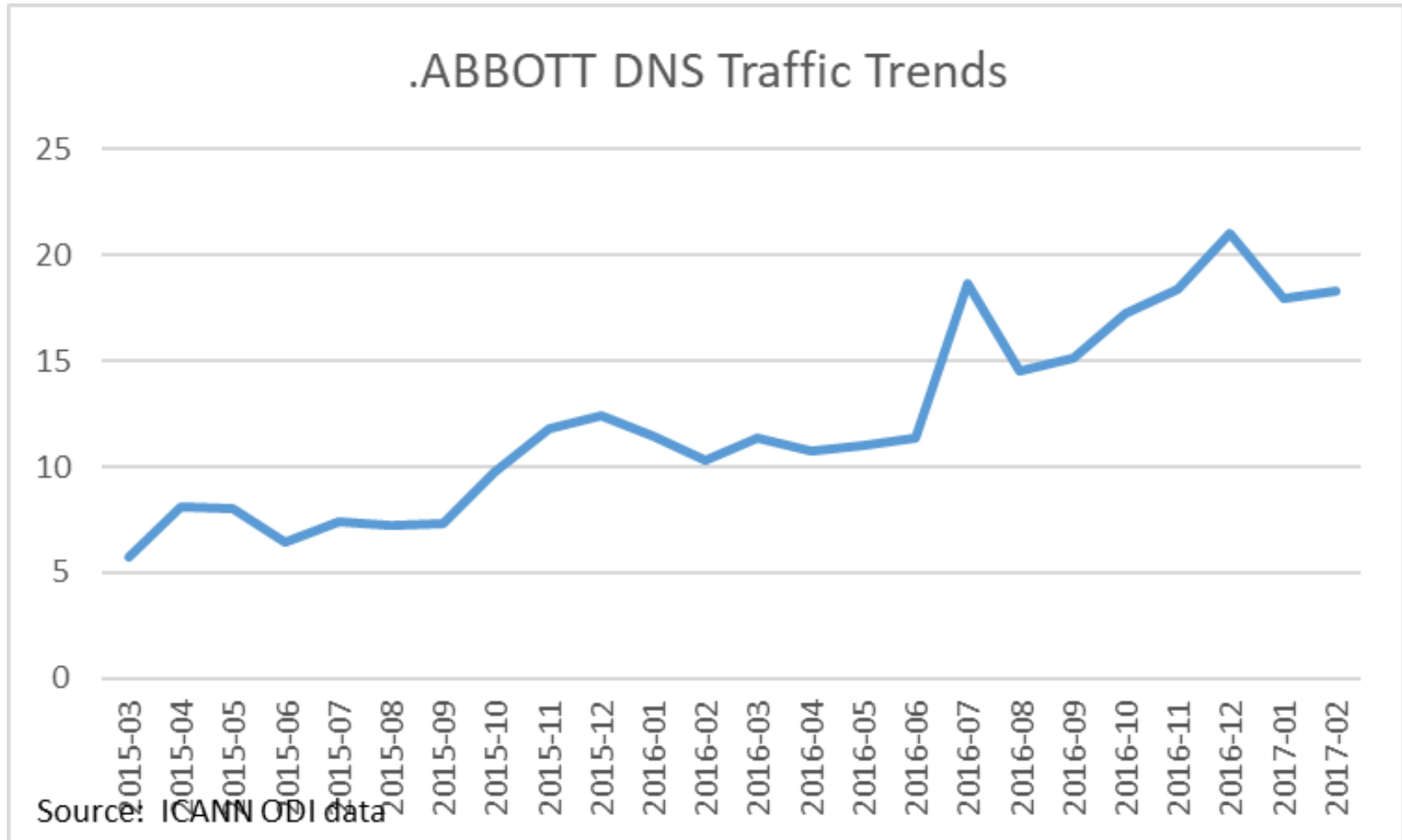
- .ITAU (3 pages; banking)
 - Basic WHOIS and nic sites









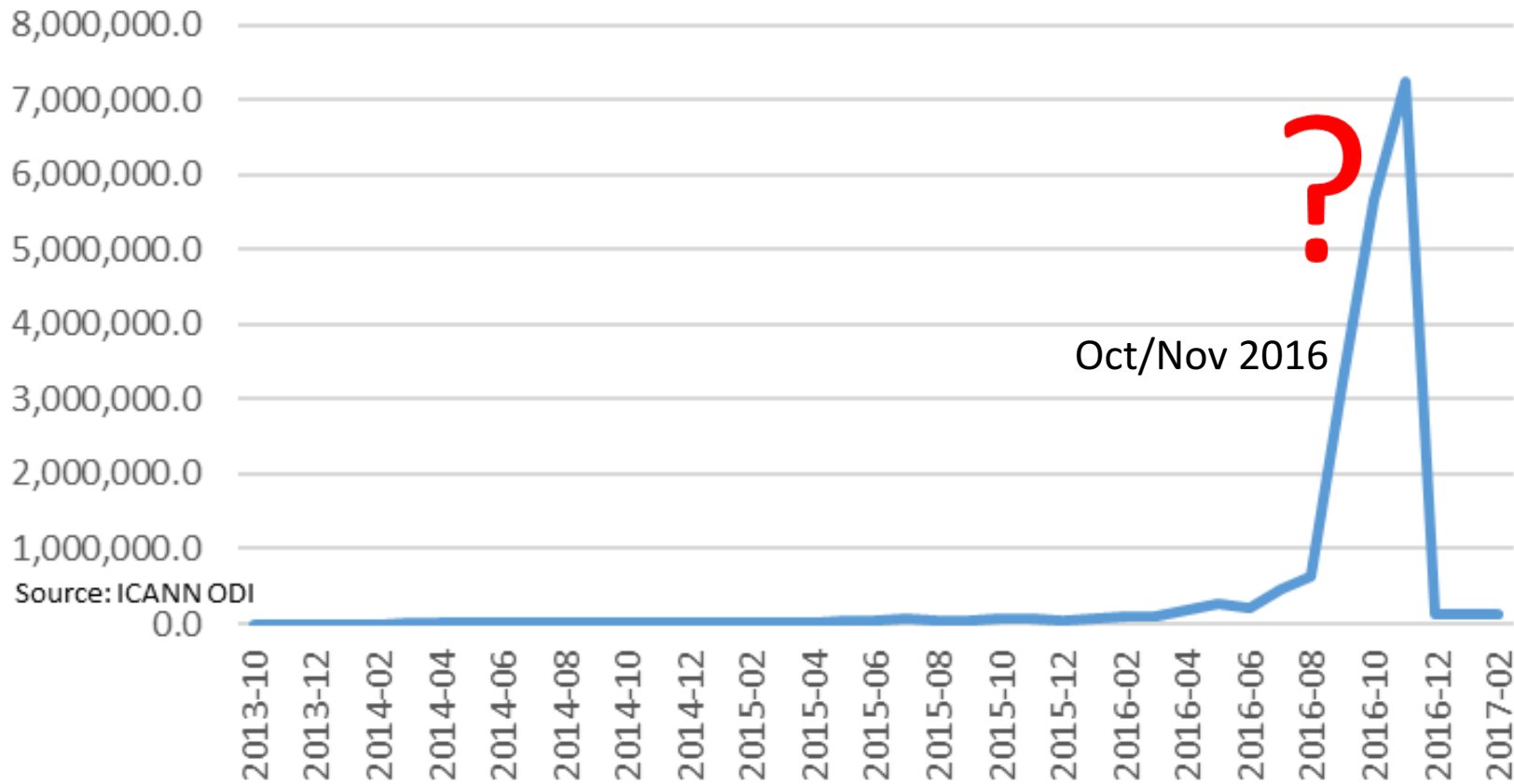


- Crazy spikes

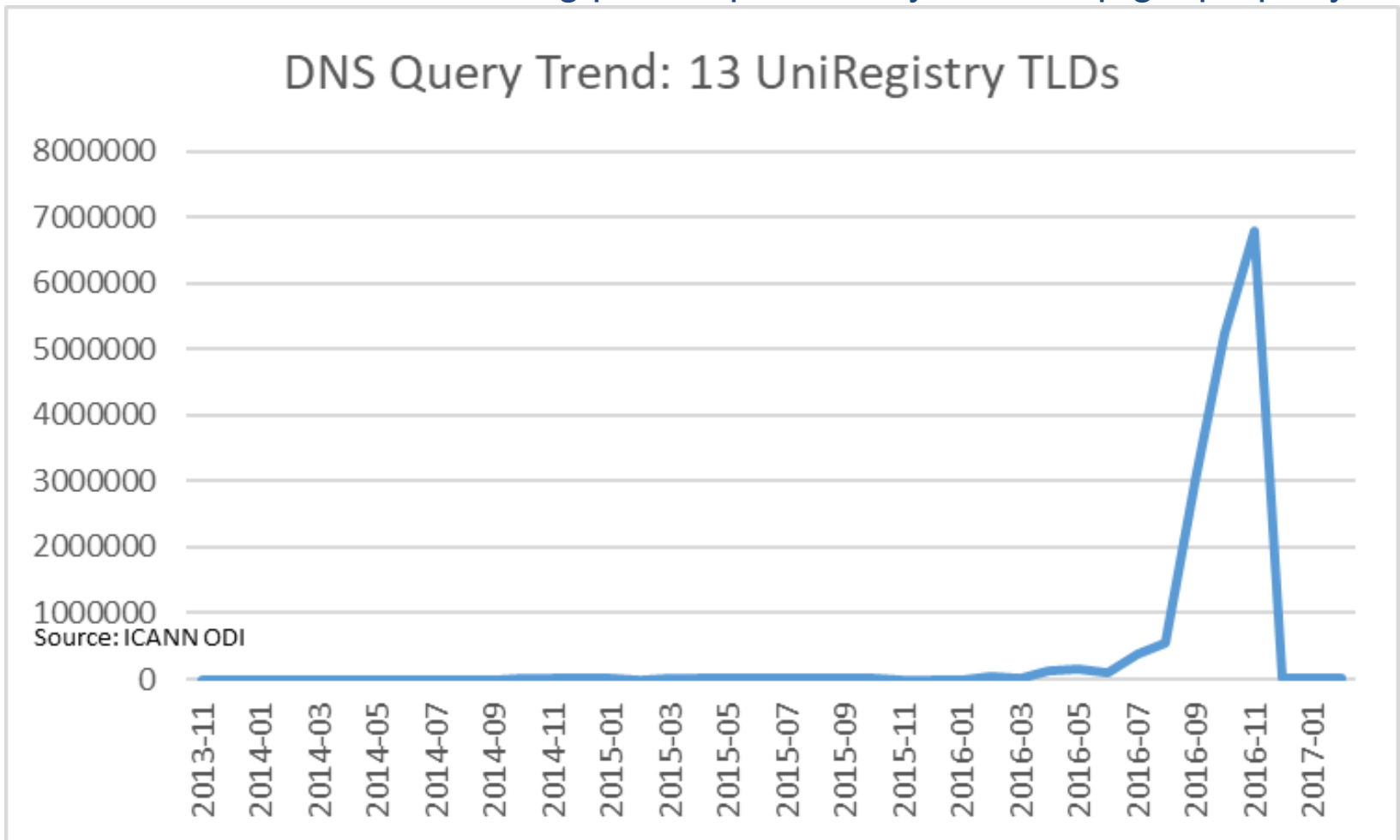


nTLD dotGenerics total

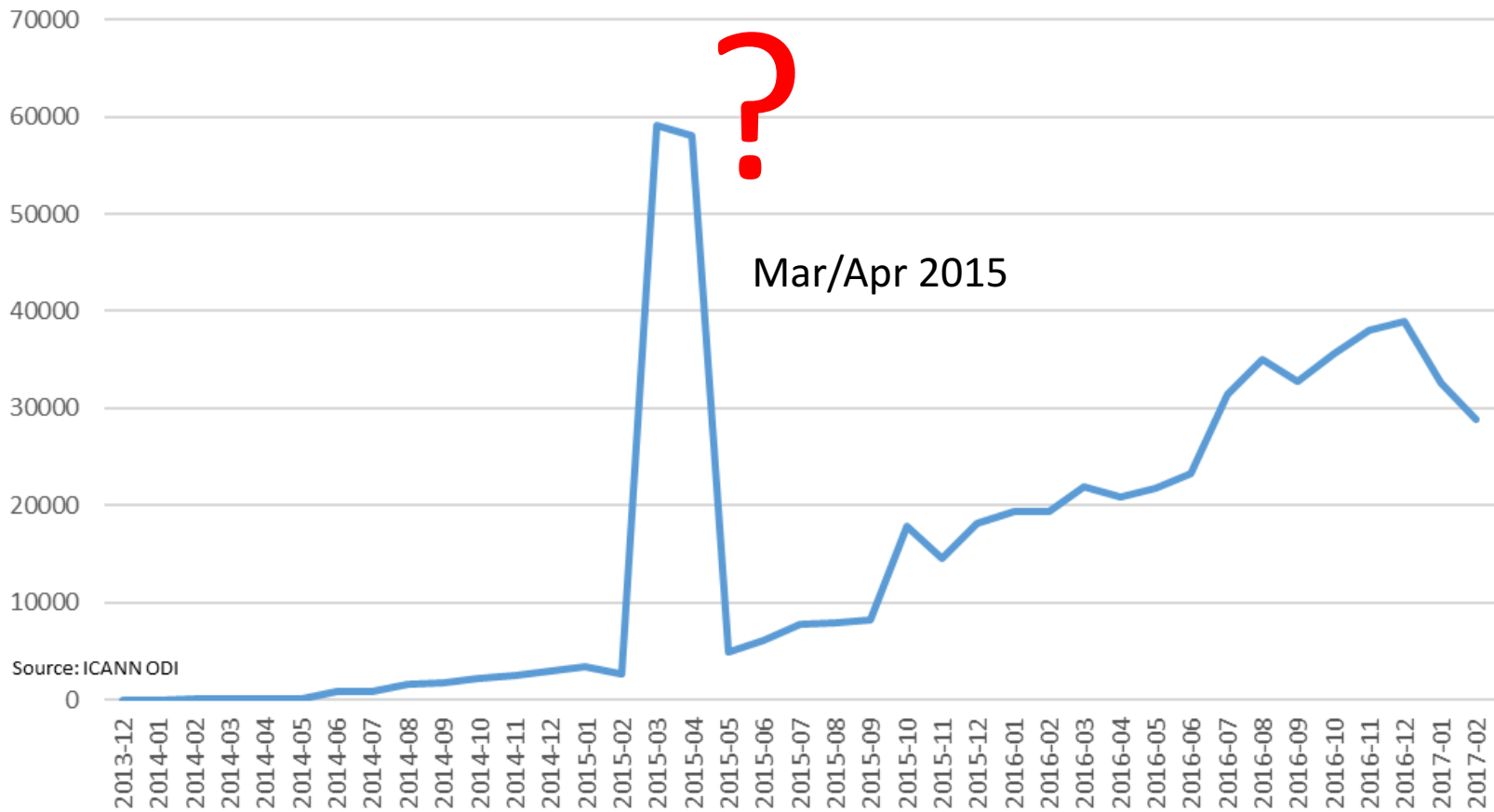
GENERICS Sum of dns-udp-queries-received(mm)



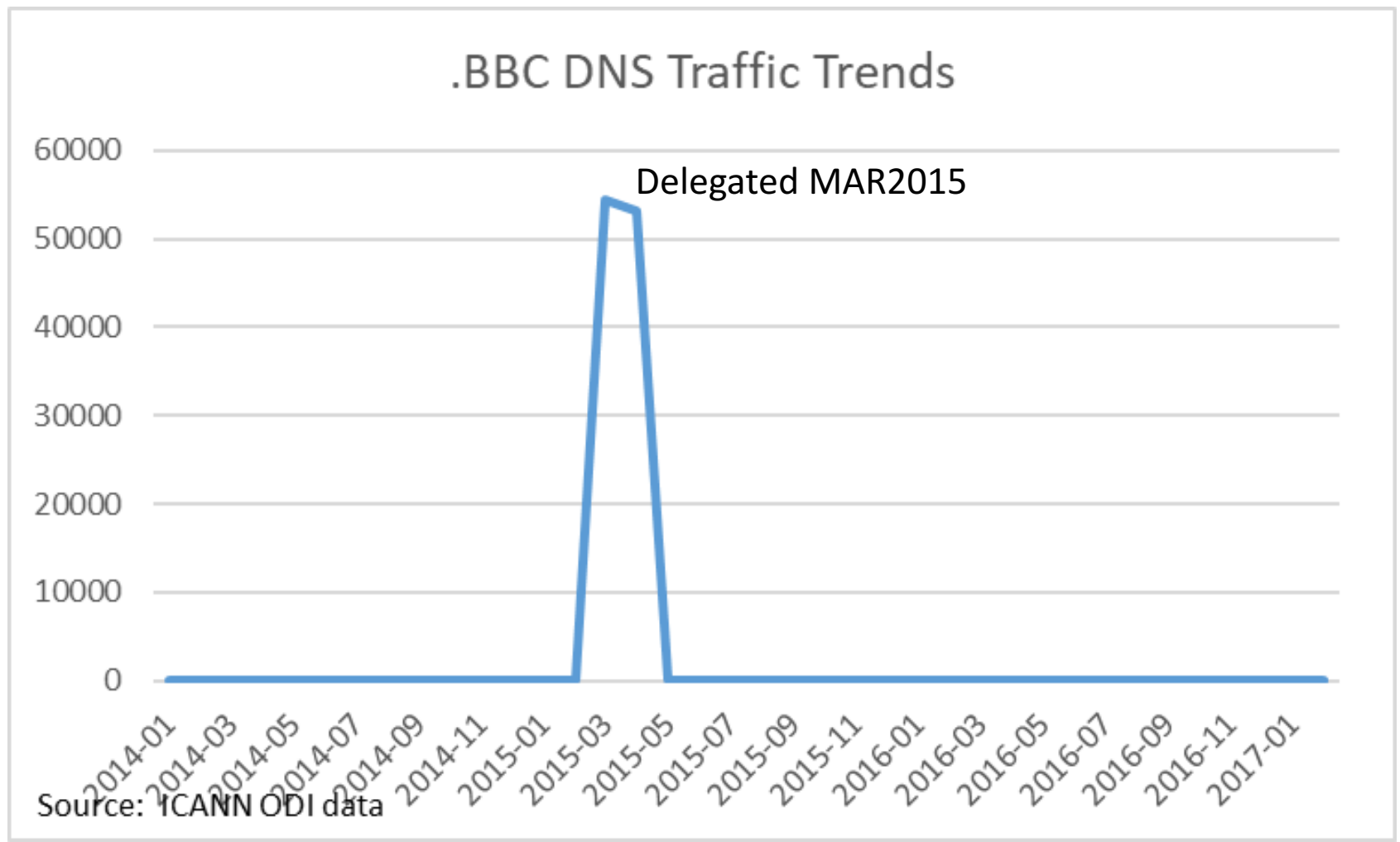
- [link/click/audio/auto/hosting/pics/lol/photo/sexy/mom/help/gift/property](#)



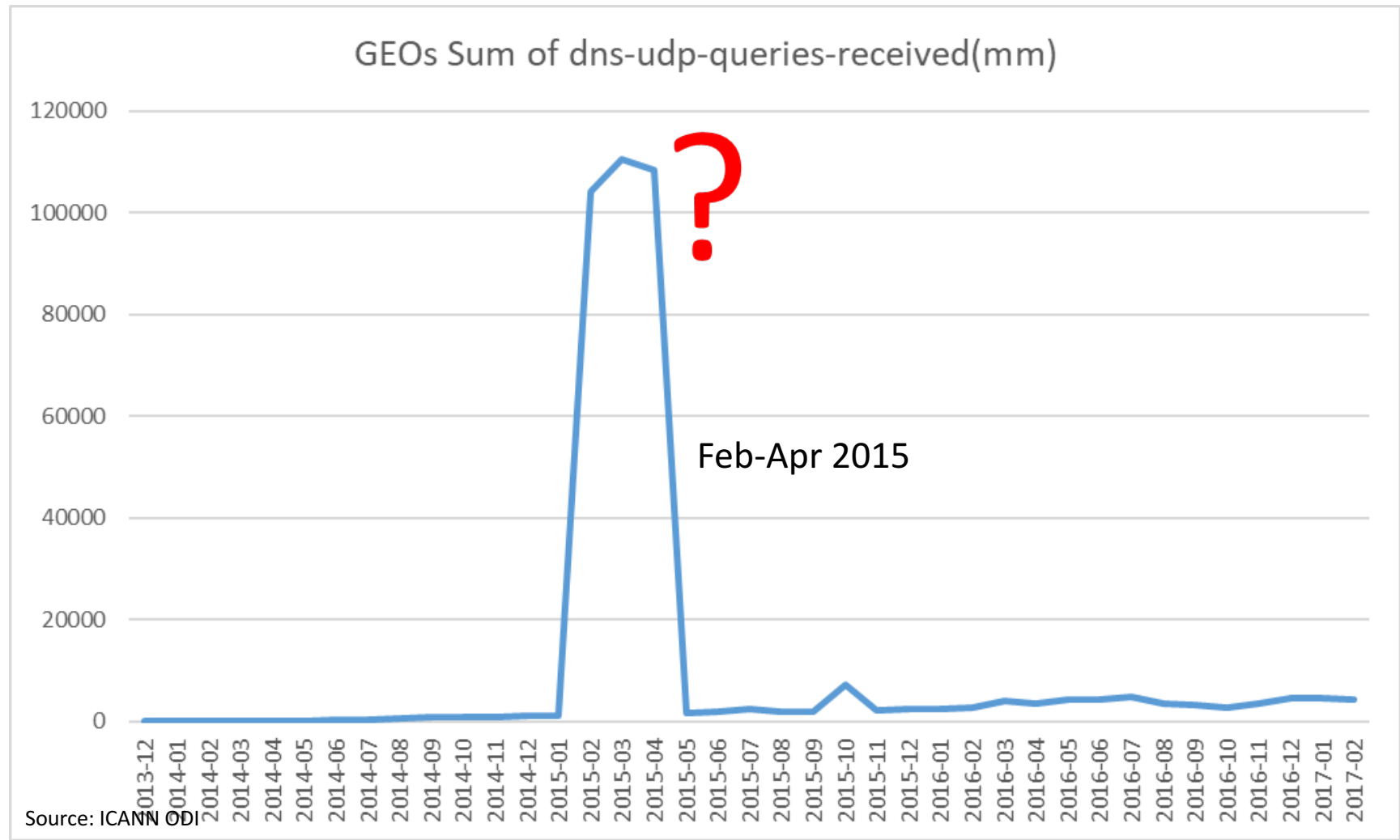
UDP Queries Rec'd for .BRANDS



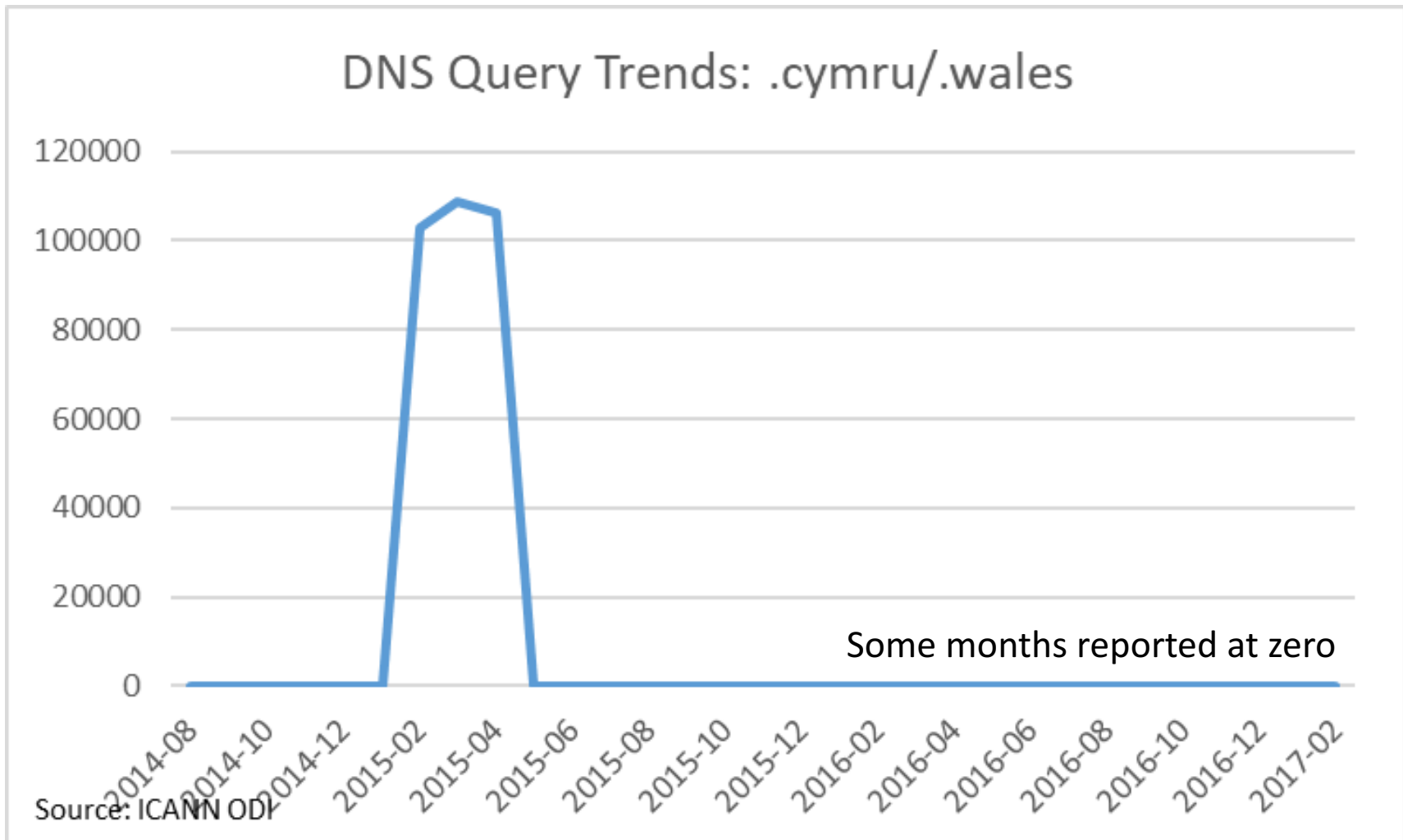
Anomaly: .bbc (dotBrand)



dotGEOs Total



Anomaly: .Cymru/.Wales



- ODI is a **FANTASTIC** new data source
 - Help show adoption and use, not just sales
 - Enables deeper understanding of category
- **Data must be used with care**
 - Large anomalies skew results
 - Some months with zero values
- **Indicates that Registry Operator reports need greater scrutiny (gi/go?)**
 - Ongoing updates will be helpful

