



Where the World Goes for Information.SM

4 Million Milestone Analysis Report



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www.afilias.info

Executive Summary

The .INFO domain was first launched in 2001 after ICANN approved the introduction of seven new top-level domains (TLDs) to be added to the root to join the seven original TLDs (.com, .net, .org, .mil, .gov, .edu, and .int). .INFO was the first of the new TLDs to open public registration and was the only truly global alternative to .COM. .INFO quickly gained interest from registrants, registering 500,000 domains in the first 90 days. By the fourth quarter of 2004, .INFO had reached over 1.5 million registrations and was continuing to grow as Afilias introduced a number of aggressive marketing programs into the distribution channel. In early 2006, .INFO crossed the three million domain threshold. Less than a year later, and just after crossing its fifth anniversary, .INFO has passed the milestone of registering four million domains and holds its position as the sixth largest domain extension globally.

Top Registration Markets

The make up of .INFO registrations has changed since .INFO's launch. In 2002, registrations were predominantly based in Europe (52 percent), especially Germany, with North America (40 percent) as a secondary market. Now, as shown in Table 1, North America is the predominant region of registrations at 51 percent. This is followed by Europe, which maintains 38 percent of the registrations. Afilias attributes the shift in the last few years to increased marketing activity by US based registrars.

In terms of top countries, the United States leads the global market for .INFO registrations, followed by Germany (see Table 2). Volume in other European countries like the UK and France are climbing to command larger positions due to registrar expansion and promotional activity in these markets. Each of the top ten countries maintains at least 50,000 .INFO domain names under management.

Key highlights of this report include:

- **6th largest domain in the world** - .INFO retains its position as the sixth largest top-level domain on the planet.
- **.INFO sites are active** - 74 percent of .INFO sites are active, including over 1 million dedicated sites. This figure is an increase from 65 percent in 2004.
- **Wide distribution channel promotes .INFO sales** - .INFO's availability is expanding as the domain is now available for sale through 183 registrars worldwide.
- **.INFO is becoming characteristic of the global domain name market** - North America is the top market for .INFO domain sales (51 percent) with Europe closely in second place (38 percent). The US is the top country for .INFO registrations (48 percent) followed by Germany (11 percent).
- **.INFO is increasing in aftermarket sales** - The highest aftermarket sale on record for .INFO was NewYork.info which sold for over US\$46,000 in September 2006.

Figure 1: Total .INFO Domains Under Management (2002 - 2007)

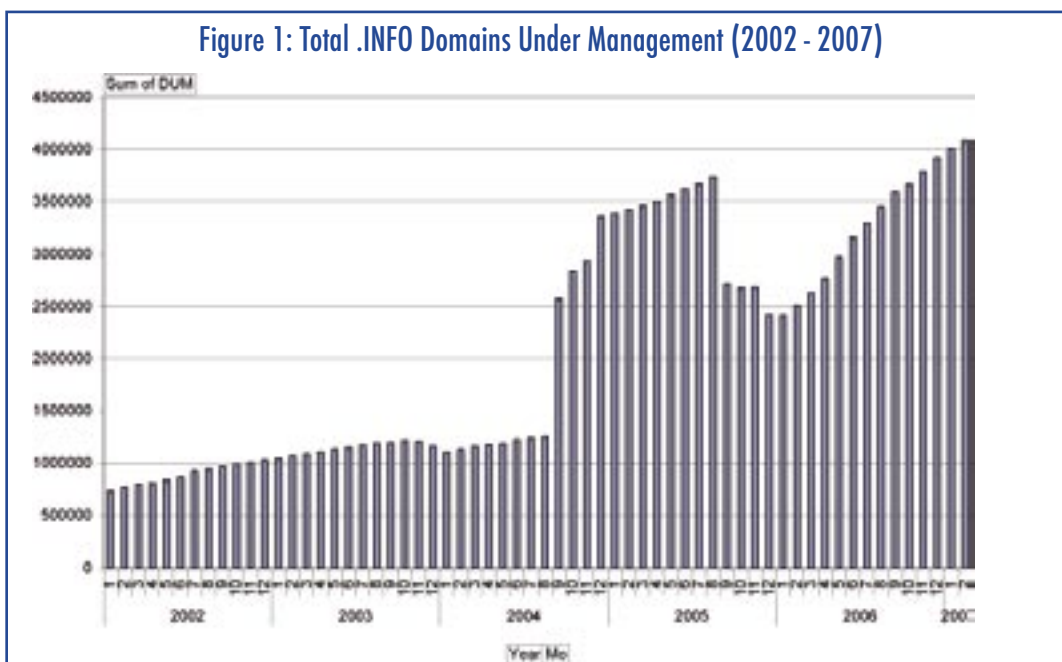


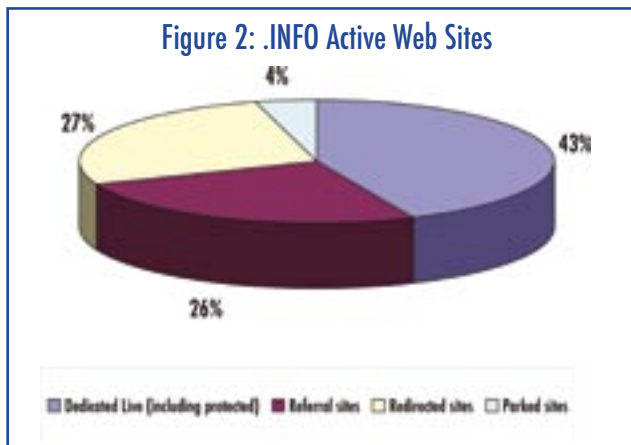
Table 1: Registration Regions for .INFO

Region	Percentage of Total .INFO Domains
North America	51%
Europe	38%
Asia	4%
Latin America	2%
Middle East	2%
Pacific	2%
Africa	1%

Table 2: Top 5 Countries for .INFO Registrations

Country	Percent of Total .INFO Domains
United States	48%
Germany	11%
United Kingdom	6%
France	5%
Canada	4%

Figure 2: .INFO Active Web Sites



Japan leads the region with over 57,000 .INFO registrations. Interestingly, however India has more registrations (approx. 25,000) than China (approx. 21,000).

Top Registrars

.INFO domain names are exclusively available through registrars, domain name retailers that are accredited by the Internet Corporation for Assigned Names and Numbers (ICANN). .INFO's availability is expanding in the registrar marketplace.

.INFO is now available through 183 ICANN-accredited registrars, which represent 95 percent of the entire domain name market distribution channel. This is compared to 137 registrars offering .INFO in 2004, and just 99 in 2002.

The registrar market for .INFO is fiercely competitive, with no registrar achieving more than a 15% market share. This ensures a wide range of choices for registrants as well as attractive pricing. The top 10 registrars come from all over the world and include companies from the US, Europe and Asia. Combined, the top 10 registrars represent 70 percent of total .INFO domains sold.

.INFO Sales Volume

.INFO has reached "critical mass" for a global domain name. Total .INFO registrations have increased by over one million domains in the last year—the average number of .INFO domains sold per month in 2006 exceeded 175,000 domains per month. The average number of domains per registrant, or domain owner, are approximately 2.6 domains. This illustrates the breadth of acceptance of .INFO—ownership is widely distributed across many registrants who are using it to establish their presence on the web.

Another measure of domain success is renewal, and INFO has demonstrated strong renewal performance since launch. Overall, INFO renewal rates are in line with industry averages. This is encouraging, since many .INFO registrations are now 4 and 5 years old, and the domain as a whole is showing similar renewal patterns to the more mature domains.

Active .INFO Web sites

Figure 2 shows that 74 percent of .INFO registrations are active, meaning that when a user types them in their Web browser, the site goes to some type of content. For perspective, this is about the same "active rate" as .COM. Of these active sites, over 1 million are dedicated sites that appear to have unique content. In addition, over 1.4 million names are being redirected to an existing site (redirected sites), or have been set up to aid internet users by offering relevant links to follow (referral sites). INFO truly is developing as the fastest way to get information on the Internet.

Aftermarket sales of .INFO

Interestingly, .INFO is also gaining popularity in the aftermarket where domains are bought and sold at auction typically and used as information portals. Aftermarket statistics are interesting as they are an indicator of domain health and acceptance. .INFO continues its gains in the aftermarket and is a leader in the new TLD marketplace for aftermarket sales. Aftermarket sales for .INFO domains are bringing significant returns, with the highest sales ranging between US\$22,000 and US\$46,000 (see Table 3). The highest recorded .INFO aftermarket sale of NewYork.info occurred in September of 2006 for over US\$46,000. (Source: Domain Name Journal)

Table 3: Top Five Aftermarket .INFO Sales

Domain	Sale Price	Location of Sale	Date of Sale
New York.info	\$46,392	Moniker.com	Sept. 2006
Credit.info	\$36,000	Sedo.de	Dec. 2006
Casino.info	\$35,125	Sedo.de	Jun. 2006
Camping.info	\$28,100	Sedo.de	Mar. 2006
Medicine.info	\$25,000	Private sale	Dec. 2004

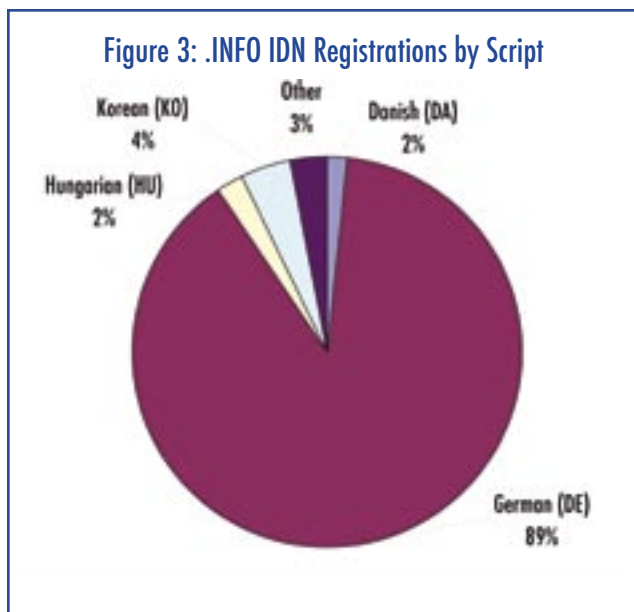
Source: Domain Name Journal www.dnjournal.com

Conclusion:

The .INFO domain has continued its growth over the last five years, increasing its percentage of the market as the rest of the domain industry has continue to rebound since 2003. More and more new registrars are coming on board and offering .INFO domains, contributing to a greater availability of .INFO domains globally. Also, with Afilias' support, more aggressive marketing promotions by registrars have resulted in gains in the month to month sales volumes for .INFO registrations.

Finally, .INFO's live site portfolio continues to grow from 65 percent in 2004, to 74 percent by the end of 2006. .INFO now contains more than three million live Web sites for the Internet public to visit. .INFO is now the premier choice for new entities that need an Internet presence. It's global acceptance makes it attractive, and the wide variety of names still available makes it easy to get...Compared to .com, which has over 60 million names, there are still many good names available. This is what makes .INFO such a popular alternative in the global domain name market.

Figure 3: .INFO IDN Registrations by Script



.INFO News & Trends

.INFO Awards

To commemorate .INFO's fifth anniversary, Internet World Business (IWB) Magazine in Germany partnered with Afilias to conduct the first .INFO Awards program for the Germany-Austria-Switzerland market. Many sites were submitted, and a panel of distinguished judges selected the best ones to submit to the general public for a vote. This list was voted on by the general Internet public and IWB readership in November of 2006. The winner was [AGEV.info](#), a terrific site sponsored by the Arbeitsgemeinschaft Eingetragener Verein (Working Committee for Registered Clubs and Associations) and widely acclaimed by voters. Two Austrian Website operators claimed second and third place. [Outdoorland.info](#) - a portal with interactive touring suggestions - took home second place, and third place was awarded to [Austria.info](#), a tourism portal that features the best of Austria as a tourist destination. In addition, the judges awarded a special audience award to [JungeChristen.info](#) (Young Christians) information portal which proved very popular with the Web audience.

Availability of new IDN scripts

In October 2006, Afilias launched eight new Internationalized Domain Name (IDN) scripts to add to its existing German (DE) offering. The new scripts include: Polish (PL), Swedish (SV), Danish (DA), Hungarian (HU), Icelandic (IS), Latvian (LV), Lithuanian (LT), and Korean (KO). To date, more than 22,000 IDN domains are registered in .INFO. Of these German (DE) is the greatest majority, representing 89 percent of new .INFO IDN domains created in 2006. The second most popular IDN script is Korean (KO) at 4 percent, followed by Hungarian (HU) and Danish (DA) at 2 percent each (see Figure 3).

IPv6 deployment

Also in October 2006, Afilias began supporting IPv6 addressing for the .INFO domain. Supporting IPv6 (Internet Protocol version 6) in the .INFO domain enables Afilias to support this new protocol which has been launched to increase the number of IP addresses available for networked devices. The previous protocol, IPv4, only supports 2^{32} (about 4.3 billion) addresses, which is inadequate for today's demands of connected devices. IPv6, however, supports 2^{128} addresses.