THE PIR DASHBOARD

January to June 2012

To become a fan of .ORG, please go to: **http://www.facebook.com/pir.org**

EXECUTIVE SUMMARY

Public Interest Registry (PIR) continued robust growth of the .ORG domain name in the first half of 2012 by increasing registrations by 7.7 percent compared to the same time frame a year ago and by realizing a growth of 9.9 percent when compared to the second half of 2011. More specifically, highlights from the first half of 2012 include:

- .ORG domain registrations surpassed the 9.9 million mark and remain on pace to reach 10 million by July.
- Domains under management (DUM) increased to 9.9 million by the end of June – a net gain of 305,948 for the first half of 2012.
- .ORG experienced a positive increase of 3.2 percent in the first half of 2012, compared to 5.2 percent in the second half of 2011.
- PIR applied for six new top-level domains (TLD), .NGO, .ONG, and four internationalized domains that translate into "organization," "org" or "structured organization" for the Chinese, Russian, and Indian market.

The continued adoption of .ORG as the domain of choice for a variety of registrants is proof positive of .ORG's position as the world's third largest non-country specific TLD, behind .COM and .NET. In fact, though the domain has long been synonymous with nonprofits and organizations, .ORG continues to attract registrations from individuals and companies alike who seek a voice in their community – whether it is for campaign building or corporate social responsibility initiatives. In the first half of the year, a total of 305,948 .ORG domain names were registered, averaging 51,000 monthly registrations.

.ORG's year-after-year success once again reaffirms PIR's long-standing commitment to the public interest. That's why in June 2012, PIR applied for .NGO, .ONG, and the four internationalized domains that translate into "organization," "org" or "structured organization" in Devanagari, Cyrillic and Chinese-simplified scripts. PIR's goal in applying was simple: to ensure that the unique needs of the nonprofit and nongovernmental community continue to be addressed and to provide these organizations with complementary, trusted online venues to voice their missions and to better engage their audiences.

INTERNET USERS IN THE WORLD

Distribution by World Regions - 2011

44.8% Asia

22.1% Europe

12.0% North America

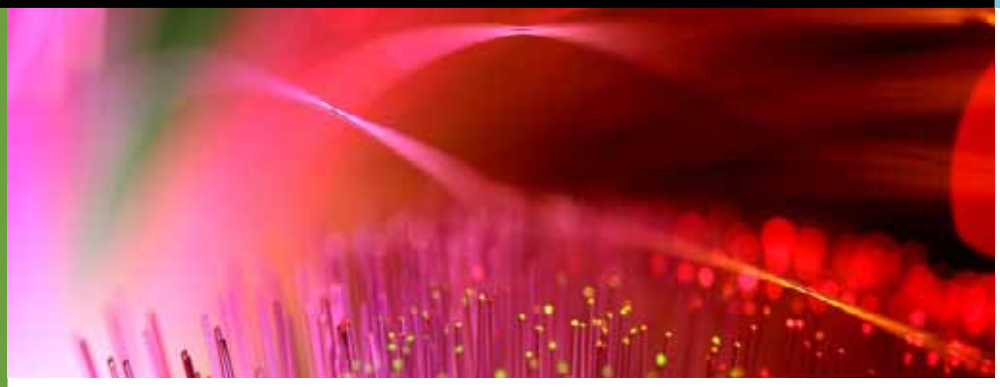
10.4% Latin America/Carribbean

6.2% Africa

3.4% Middle East

1.1% Oceania/Australia

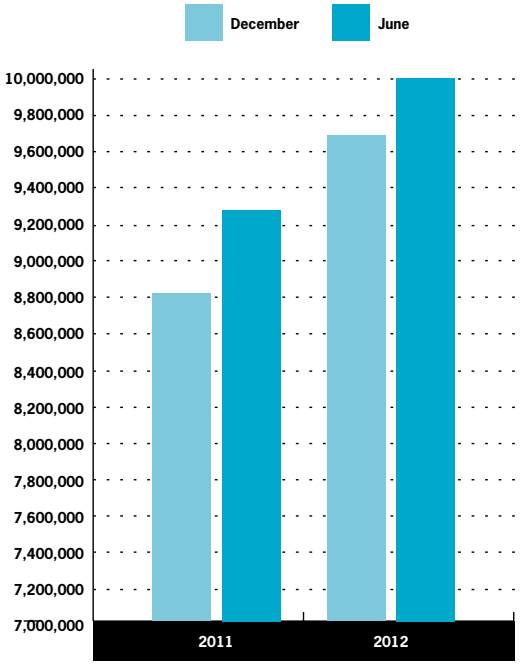
(SOURCE: INTERNET WORLD STATS, DECEMBER 2011)



ABOUT THE ORGANIZATION

DOMAINS UNDER MANAGEMENT

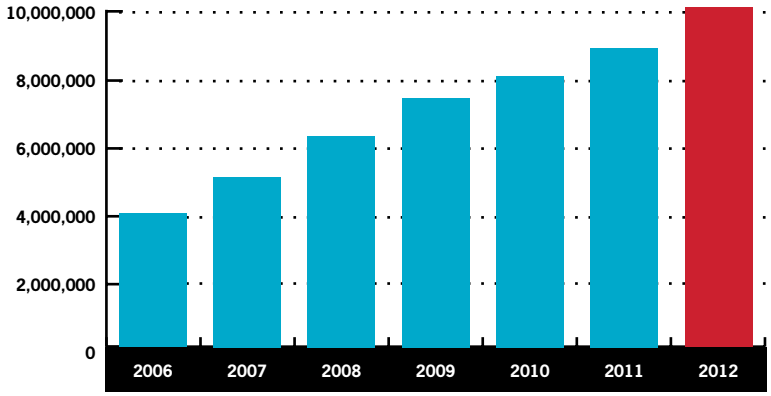
By June 2012, 9.9 million organizations and individuals held .ORG domain registrations, reflecting a 7.7 percent increase over the previous year.



(SOURCE: PIR)

DOMAINS UNDER MANAGEMENT (2005-2011)

In seven years, .ORG Domains Under Management (DUM) rose from 3.9 million in 2006 to 9.9 million in 2012 – an increase of 154 percent.

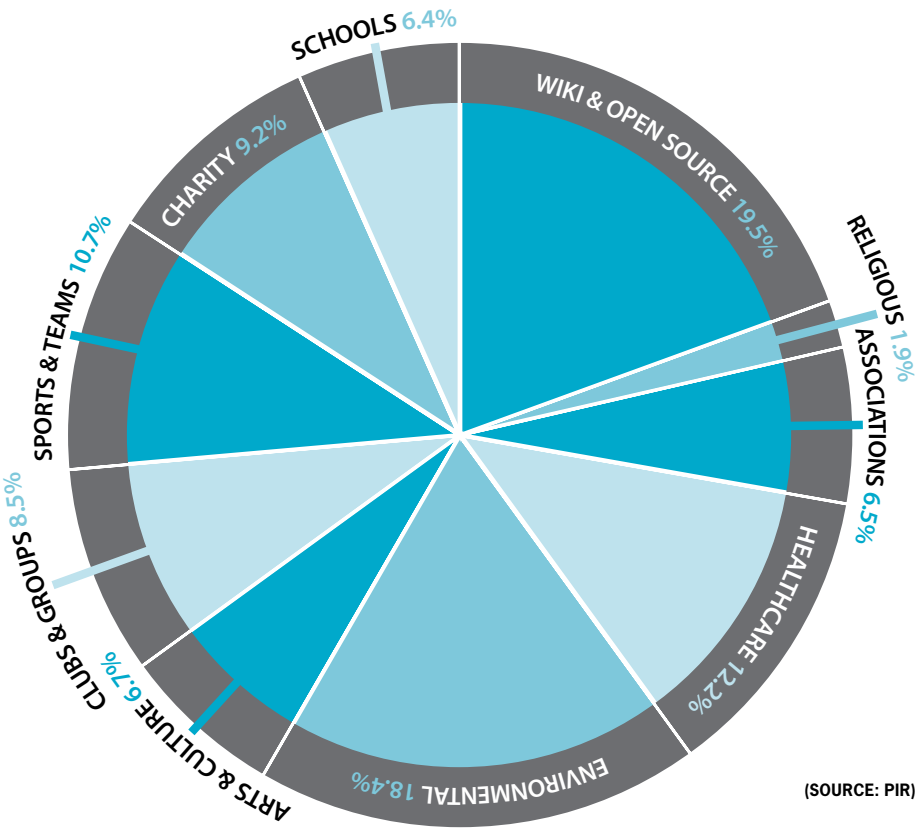


(SOURCE: PIR)

.ORG CATEGORIES BY CONTENT DENSITY

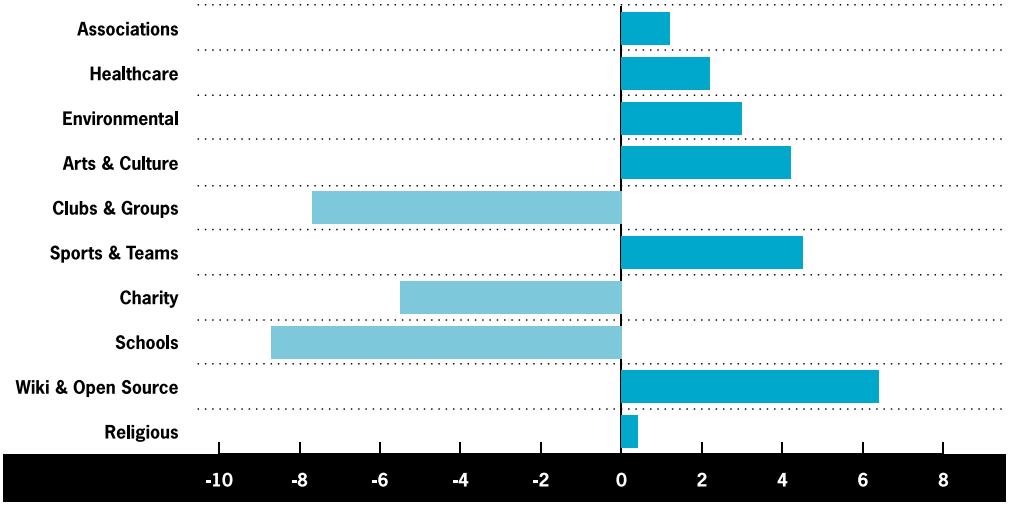
The content density analysis below breaks down how .ORG's actual community remained both vibrant and diverse during the first half of 2012. The percentages represent the number of .ORG pages indexed by leading search engines using keywords for specific subject categories. Registered businesses and philanthropic organizations range from open source developers and healthcare companies to sports associations and cultural foundations.

1H 2012



(SOURCE: PIR)

Content Density Change in 6 Months



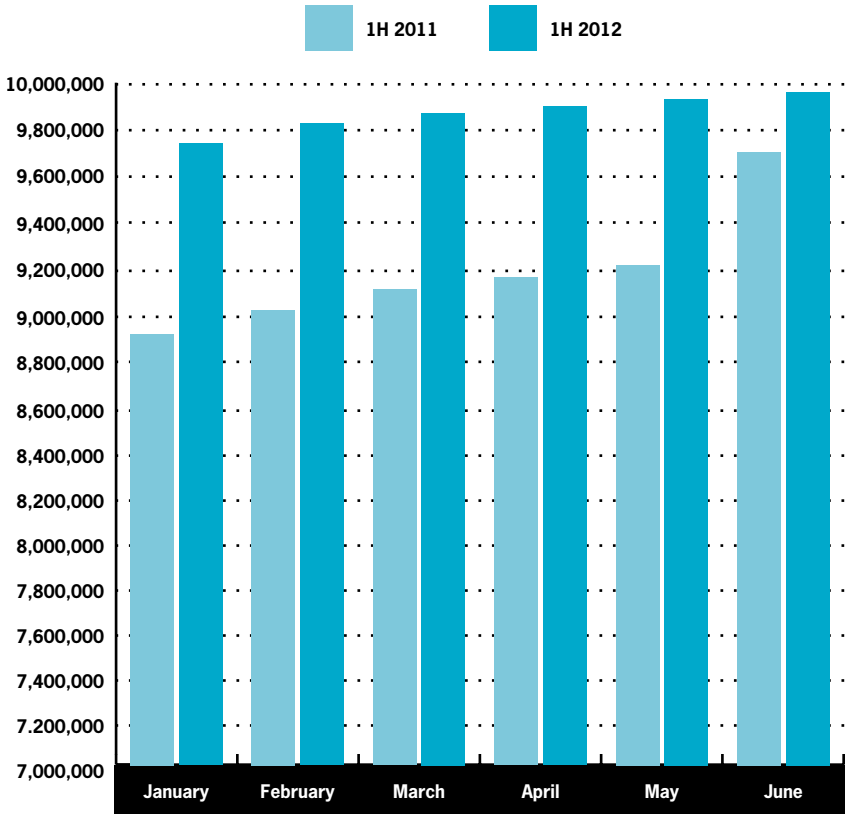
Comparing content density from the second half of 2011 to the first half of 2012, the below chart shows increased indexed pages for wiki and open source, teams and sports, arts and culture, environmental, healthcare, and association sites.

.ORG GROWTH BY NUMBERS

The following figures detail the .ORG domain's growth from several key perspectives, including year-to-year new registration numbers, year-to-year registration renewals, and growth percentage relative to other gTLDs.

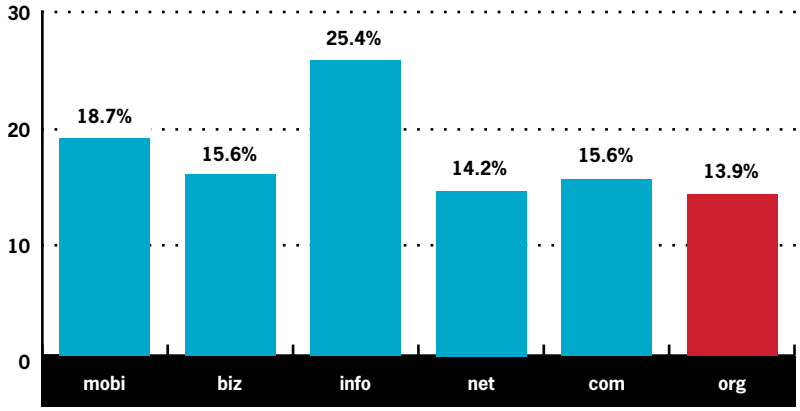
GROWTH

In 2012, .ORG experienced a robust surge in growth. The number of .ORG domains under management increased to 7.7 percent, compared to 10.1 percent last year.



(SOURCE: PIR)

New .ORG registrations increased by 13.9 percent in the first half of 2012.



(SOURCE: ZOOKNIC REPORTS)

INTERNET USERS IN THE WORLD

by Geographic Regions - 2011

1,016,800,000 users in Asia

500,700,000 users in Europe

273,100,000 users in North America

235,800,000 users in Latin America/ Carribbean

139,900,000 users in Africa

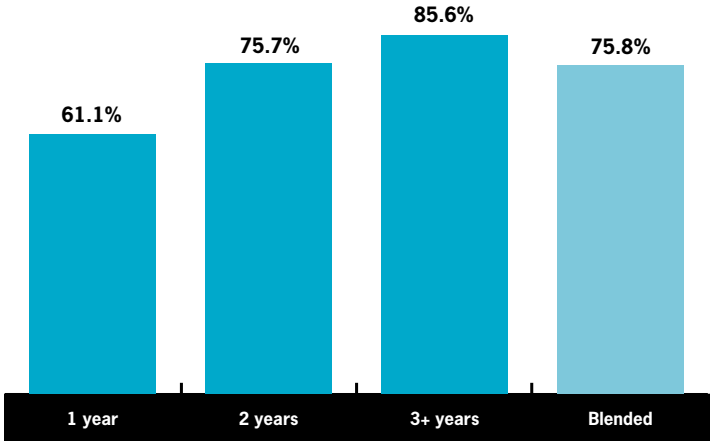
77,000,000 users in the Middle East

23,900,000 users in Oceania/ Australia

(SOURCE: INTERNET WORLD STATS, DECEMBER 2011)

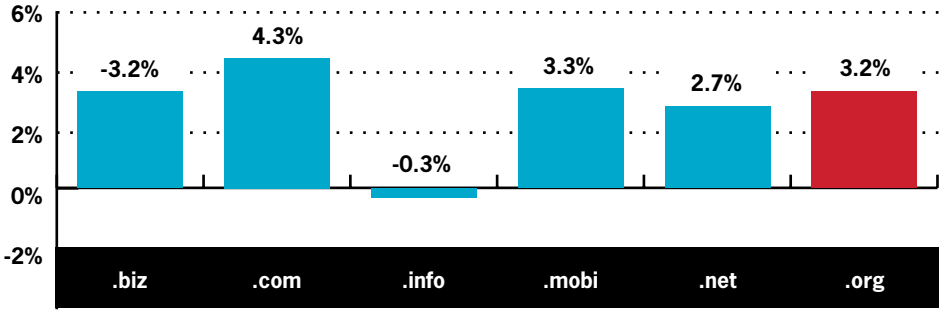
RENEWAL RATE

The blended rate of renewal (the average of one, two and three or more years) is 75.4 percent in the first half of 2012, while the renewal rate for three-plus years is at 82 percent.



(SOURCE: PIR)

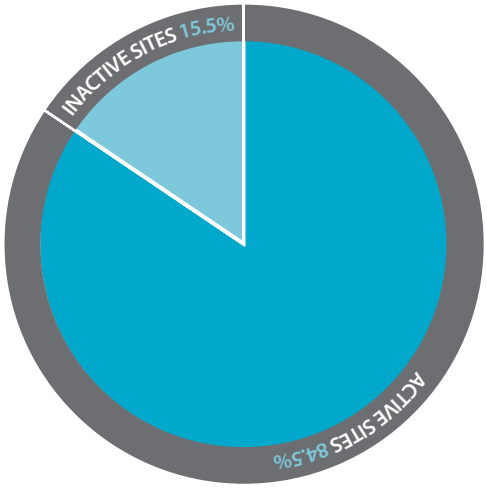
For Domains Under Management in the first half of 2012, .ORG posted a 3.2 percent growth.



(SOURCE: ZOOKNIC REPORTS AND PIR)

ACTIVE SITES FOR .ORG

Active sites are sites that return a valid response. Among all active responses, the scan eliminates sites that provide redirection, sites that return a "protected" status, sites that are categorized as "referral" as well as sites whose contents match the PIR-provided definitions of "parked" sites.



(SOURCE: DOMAINSCAN/PEGASUS)

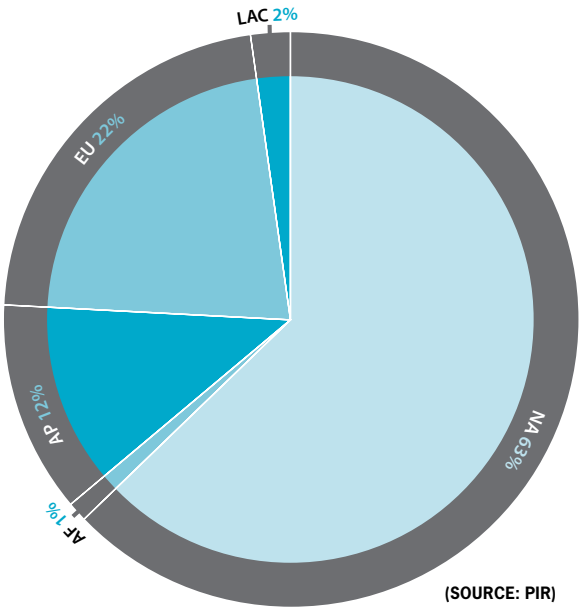
.ORG REGISTRATION BY REGION

ICANN REGIONS

As the .ORG domain grows in size and scope, it also extends the geographical range of its registrants.

For the first half of 2012, regional registrations remain similar to the second half of last year. North America (NA) remains the largest .ORG market, followed by Europe (EU); Asia, Australia, and the Pacific (AP); Latin America and the Caribbean (LA); and Africa (AF).

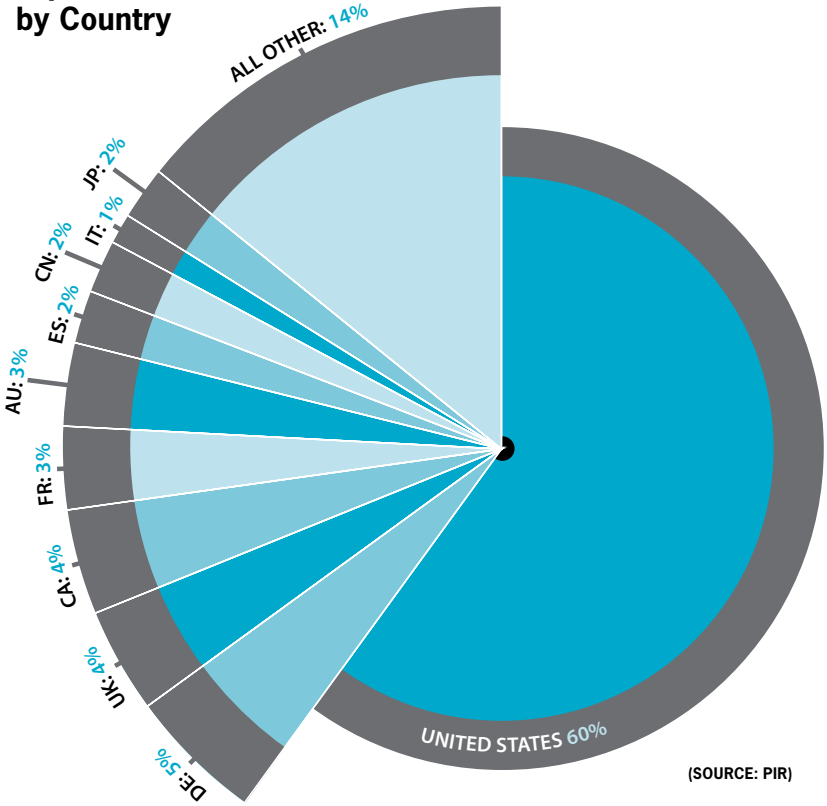
1H 2012



(SOURCE: PIR)

The U.S. and European Union continue to represent the regions with the greatest number of .ORG registrations Italy and Japan round off the top 10 list for the second half of 2011.

Top 10 Markets by Country



(SOURCE: PIR)

The Top 10 markets by country for the .ORG domain are located in the three principal regions listed above.

NAME	COUNT
United States	60%
Germany	5%
United Kingdom	4%
Canada	4%
France	3%
Australia	3%
China	2%
Spain	2%
Japan	2%
Italy	1%
All Other	14%

.ORG INITIATIVES & INNOVATIONS

Securing the Future

In June, ICANN revealed that PIR is the sole applicant for .NGO/.ONG, reaffirming our long-standing commitment to serving the NGO community. While we welcome this news, the evaluation process is still ahead of us. ICANN has 1,924 applications outside of those from PIR to evaluate – with domains as varied as .APP and .LOL in the mix. ICANN predicts that it could take up to a year before .NGO/.ONG is formally approved.

Currently, development of a NGO Directory for use by those registering .NGO and .ONG domain names is underway. Alongside this development is the verification system – a key feature that makes both the Directory and domain names exclusive to NGOs. The Directory and verification system are expected to be ready for early review prior to the date. .NGO/.ONG registrations and all related services become available in 2013. For the most up-to-date information on .NGO/.ONG, please visit www.ngotld.org.

PIR's Takedown Policy

As a registry operating as a nonprofit corporation, PIR has a special obligation to serve the public interest. PIR knows that the Internet is making a difference in people's lives – especially in countries that are moving towards greater democracy and freedom. PIR believes that domain registrants are entitled to due process when domains are the subject to claims of violation of law.

When law enforcement agencies require action in connection with .ORG domains, PIR, as manager of a top level domain registry, cooperates to the fullest extent consistent with the Principles and Goals of the Internet Society and the legal obligations of PIR. For purposes of transparency, a record of law enforcement seizure demands resides on the PIR website.

Preserving the Open Internet

The debate over Internet Governance continued to dominate headlines in the first half of 2012. PIR believes that proposals to enhance online security, foster international trade, or protect intellectual property rights should not unreasonably benefit narrow special interests through restrictive controls. Policy must be developed from the bottom-up, not imposed from the top-down, because outcomes that are genuinely in the public interest can only be achieved through transparent, participatory processes that have been allowed to run their defined course.

Of course, all parties in such a bottom-up policy development process must be willing to compromise and participate in good faith, and this is the essence of the Internet Governance model that PIR steadfastly supports. While the issues before us may be complex and the policymaking process is rarely easy, the alternative approaches that some have proposed – i.e. top-down, government-led mandates and regulations – are untenable.

WORLD INTERNET PENETRATION RATES

by Geographic Regions - 2011

78.6% North America

67.5% Oceania/Australia

61.3% Europe

39.5% Latin America/Carribbean

35.6% Middle East

32.7% World Average

26.2% Asia

13.5% Africa

(SOURCE: INTERNET WORLD STATS, DECEMBER 2011)

CONCLUSION

The public got a glimpse of the biggest change to the Internet's domain naming system on June 13 when ICANN revealed 1,930 new top-level domains were applied for, including the six mentioned by PIR. Those six strings focus directly on our core market—individuals, organizations and companies looking to mobilize their communities around a specific noncommercial mission or cause.

In terms of registrations, the 7.7 percent increase in domains under management reflects a solid and steady growth for the .ORG domain in the first half of 2012. With 85 percent active domain names and 75 percent renewal rates, ORG is poised for strong and sustainable future growth, especially at a time where it is faced with the influx of new top-level domain names coming on market in 2013.