

PUBLIC INTEREST REGISTRY DASHBOARD

January through June 2013



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EXECUTIVE SUMMARY

It was almost exactly a year ago that .ORG acquired its 10 millionth domain registration. Today, .ORG proudly stands at the 10.3 million registrations mark, having grown 2 percent (about 206,170 domains) in the first six months of 2013 and 3 percent since June 2012.

At the start of the year, Public Interest Registry embarked on new initiatives to directly target our international communities, and the rewards for these efforts are beginning to show. Public Interest Registry's key highlights from the first half of 2013 include:

- The 10.3 million domains under management (DUM) represent a net gain of 206,170 new DUM for 2013, averaging a total of 34,361 new DUM per month.
- India jumped into the top 10 market for .ORG, with nearly 150,000 combined DUM.
- Public Interest Registry is pleased to announce that all of its proposed new top-level domains, .NGO, .ONG, and 4 IDNs, have passed the initial evaluation by ICANN.
- Completed a comprehensive brand study of .ORG conducted in the U.S., U.K., Germany, France, Brazil and India.

During the second half of 2013, Public Interest Registry's key initiatives will include: 1) preparing for the launch of its four new IDNs in 2014, and 2) developing the .NGO/.ONG hub, which will carry out the validation process for NGOs and house the exclusive Directory for these organizations. To date, we have collected Expressions of Interest (EOIs) for .NGO/.ONG from over 70 countries. We are excited about our progress thus far, and we look forward to launching our new top-level domain names.

THERE WERE 2.4 BILLION INTERNET USERS IN 2012

2.4 billion – Number of Internet users worldwide.

1.1 billion – Number of Internet users in Asia.

519 million – Number of Internet users in Europe.

274 million – Number of Internet users in North America.

255 million – Number of Internet users in Latin America / Caribbean.

167 million – Number of Internet users in Africa.

90 million – Number of Internet users in the Middle East.

24.3 million – Number of Internet users in Oceania / Australia.

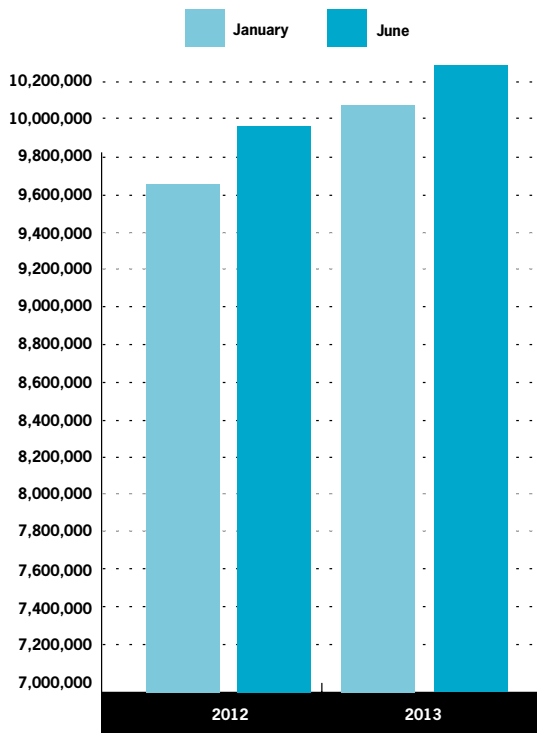
565 million – Number of Internet users in China, more than any other country in the world.

(SOURCE: PINGDOM)

ABOUT THE ORGANIZATION

DOMAINS UNDER MANAGEMENT

By June 2013, approximately 10.3 million organizations and individuals held .ORG domain registrations, reflecting a 2 percent increase over six months and a 3 percent increase over twelve months.

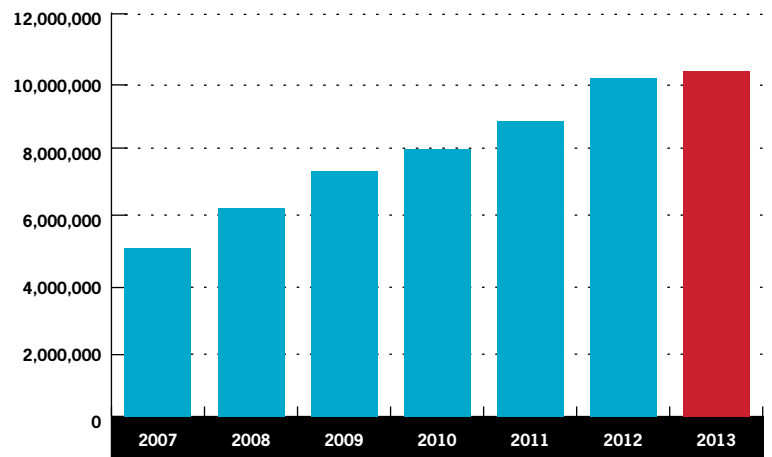


(SOURCE: PUBLIC INTEREST REGISTRY)



DOMAINS UNDER MANAGEMENT (2007-2013)

Over seven years, the number of .ORG DUM increased 86.8 percent from 5.5 million in 2007 to 10.3 million in 2013.



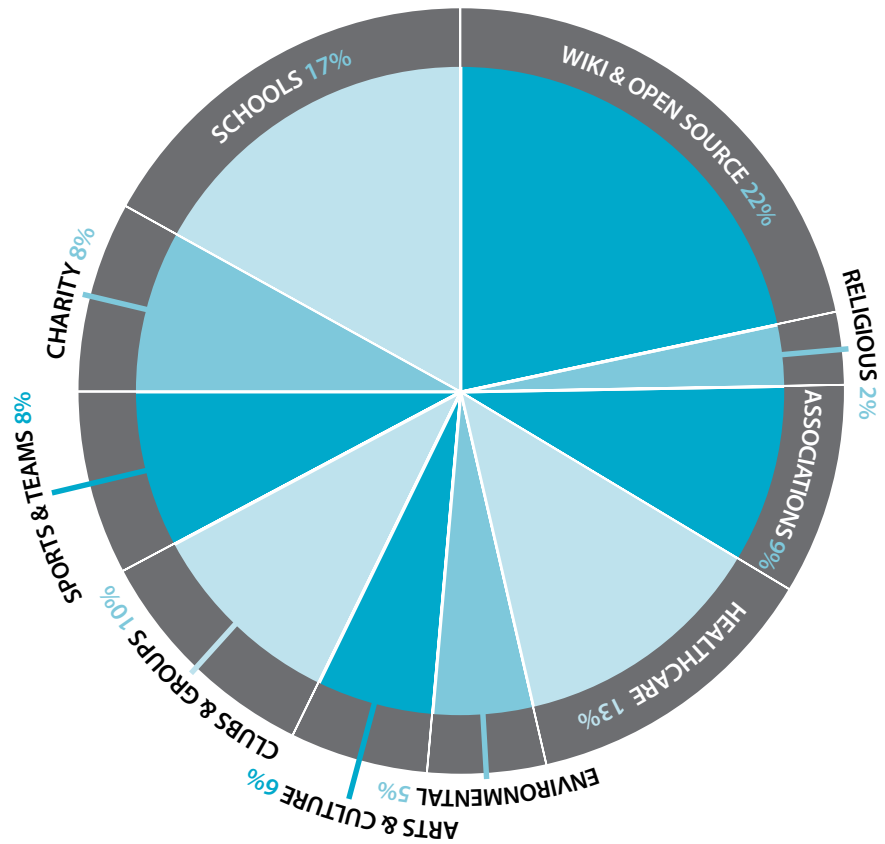
(SOURCE: PUBLIC INTEREST REGISTRY)



.ORG CATEGORIES BY CONTENT DENSITY

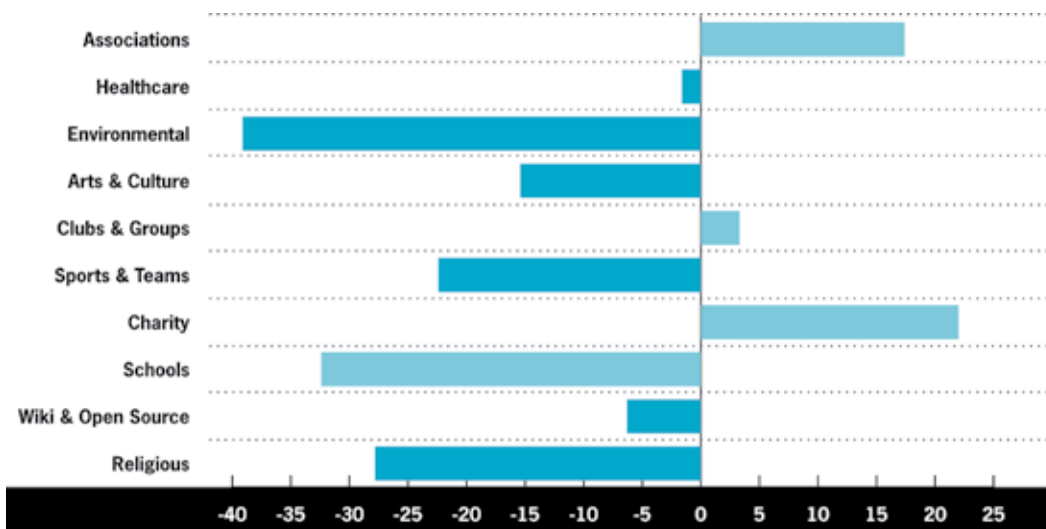
The breakdown in the content-density analysis below illustrates that the .ORG community remained both vibrant and diverse during the first half of 2013. The percentages represent the number of .ORG pages indexed by leading search engines, using keywords for specific subject categories. Registered businesses and philanthropic organizations included – but were not limited to – open source developers, healthcare companies, sports associations and cultural foundations.

1H 2013



(SOURCE: PUBLIC INTEREST REGISTRY)

Content Density Change in 6 Months



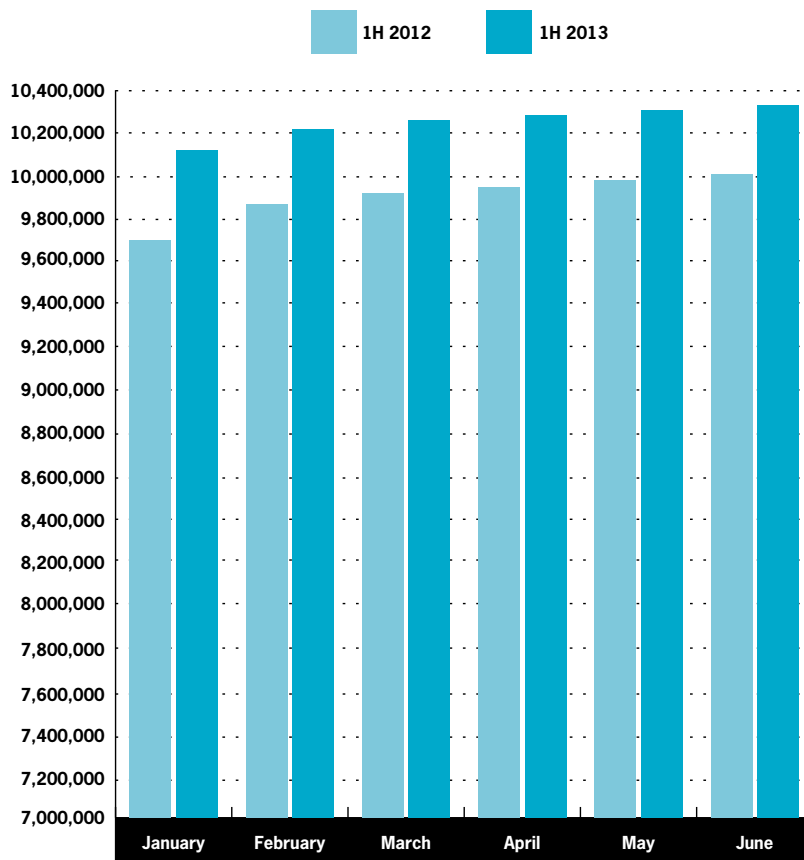
The following chart compares the content density from the second half of 2012 to the first half of the year, highlighting the change in the number of pages indexed for associations, clubs and groups, and charity sites.

.ORG GROWTH BY NUMBERS

The following figures detail the .ORG domain growth from several key perspectives, including year-over-year new registration numbers, year-over-year registration renewals, and growth percentage relative to other generic Top Level Domains (gTLDs).

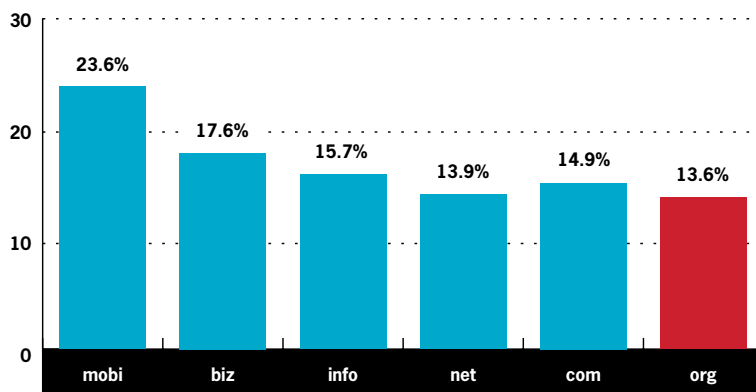
GROWTH

In the first half of 2013, the number of .ORG DUM increased by 2 percent, compared to 3 percent for the first half of 2012.



(SOURCE: PUBLIC INTEREST REGISTRY)

New .ORG registrations increased by 13.6 percent in the first half of 2013.



(SOURCE: ZOOKNIC REPORTS)

IN 2012, 634 MILLION WEBSITES WERE LIVE, WITH 51 MILLION ADDED

634 million – Number of websites (December).

51 million – Number of websites added during the year.

57% – Share of the top 1 million websites that are hosted outside of the U.S.

48% – Share of the the top 100 blogs that run WordPress.

75% – Share of the top 10,000 websites that are served by open source software.

87.8 million – Number of Tumblr blogs.

17.8 billion – Number of page views for Tumblr.

59.4 million – Number of WordPress sites around the world.

3.5 billion – Number of webpages run by WordPress viewed each month.

37 billion – Number of pageviews for Reddit.com in 2012.

35% – The average web page became this much larger during 2012.

4% – The average web page became this much slower to load during 2012.

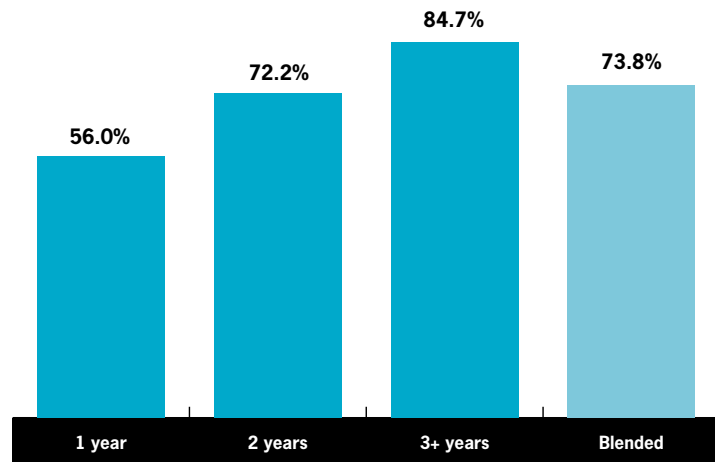
191 million – Number of visitors to Google Sites, the number 1 web property in the U.S. in November.

(SOURCE: DOUBLE CLICK AD PLANNER (GOOGLE))



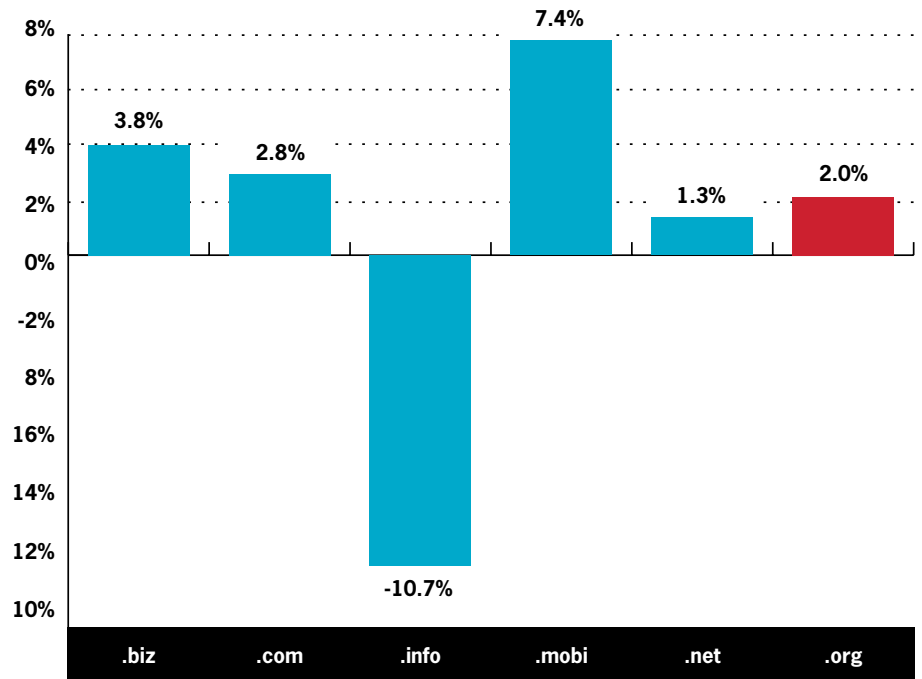
RENEWAL RATE

The blended rate of renewal (the average of one, two and three or more years) was 73.8 percent in the first half of 2013, while the renewal rate for three-plus years yielded 84.7 percent.



(SOURCE: PUBLIC INTEREST REGISTRY)

For DUM in the first half of 2013, .ORG posted a 2 percent growth.



(SOURCE: ZOOKNIC REPORTS AND PUBLIC INTEREST REGISTRY)

ACTIVE SITES FOR .ORG

Among the total number of .ORG domains accounted for in the first half of 2013, 78 percent were classified as “active,” and 22 percent were declared “inactive.” Active sites are those that return a valid response. Among all active responses, a scan eliminates sites that provide either redirection or a “protected” status, as well as sites that are categorized as “referrals” and those whose contents match the Public Interest Registry-provided definitions of “parked” sites.

.ORG REGISTRATION BY REGION

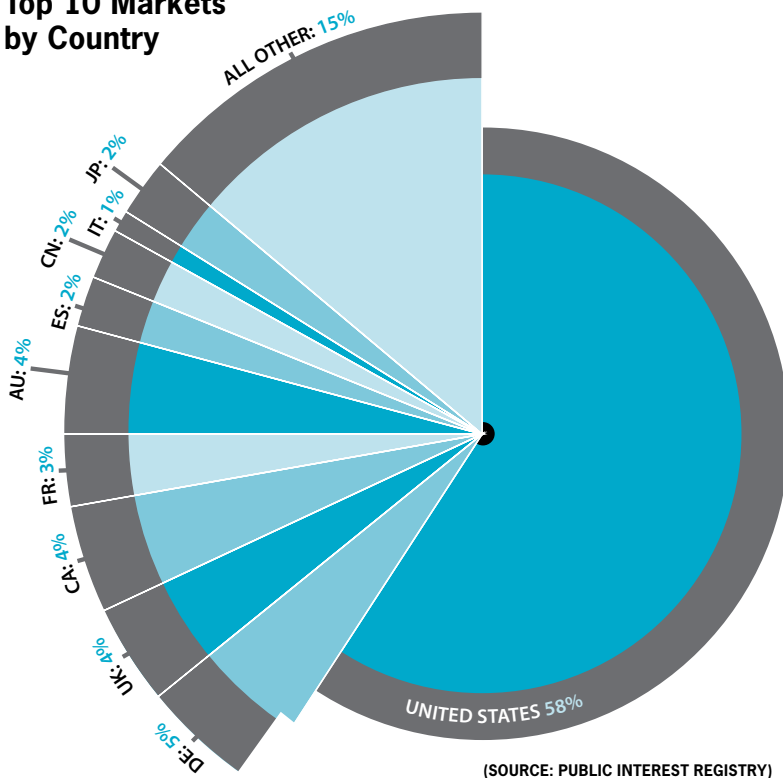


ICANN REGIONS

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

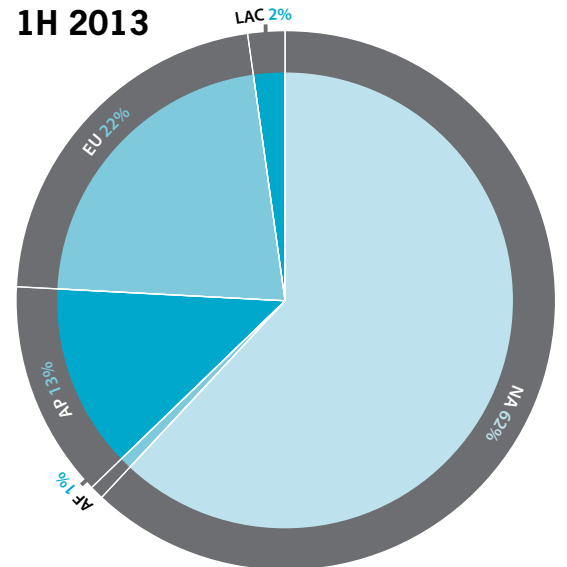
For the first half of 2013, regional registrations demonstrated similar percentages to those found during the second half of last year. North America (NA) remains the largest .ORG market, followed by Europe (EU); Asia, Australia, and the Pacific (AP); Latin America and the Caribbean (LA); and Africa (AF).

Top 10 Markets by Country



The U.S. and European Union continue to project the greatest number of .ORG registrations. For the first time, India rounded off the top 10 list for the first half of 2013.

1H 2013



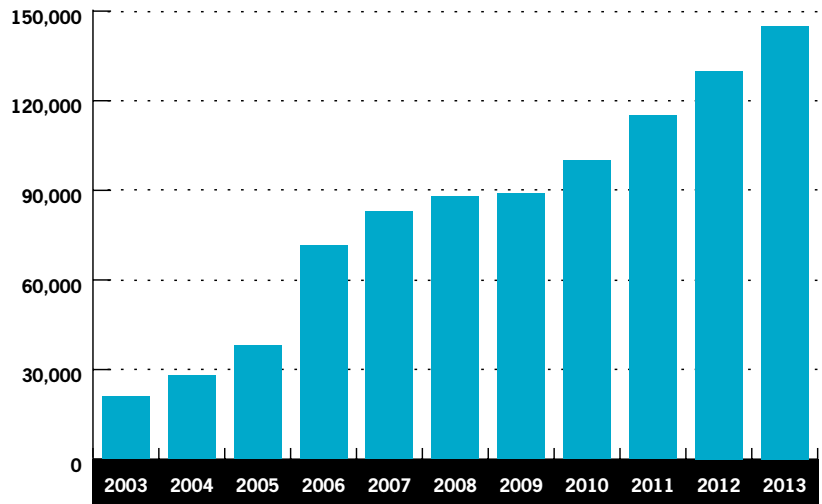
(SOURCE: PUBLIC INTEREST REGISTRY)

| NAME | COUNT |
|----------------|-----------|
| United States | 5,961,411 |
| Germany | 503,160 |
| United Kingdom | 444,530 |
| Canada | 406,023 |
| Australia | 357,880 |
| France | 336,947 |
| China | 230,751 |
| Japan | 183,787 |
| Spain | 172,615 |
| India | 147,187 |
| All Other | 1,560,161 |

(SOURCE: PUBLIC INTEREST REGISTRY)

.ORG REGISTRATION BY REGION (continued)

The Indian market, which had roughly 20,000 registrations under management in 2003, is now up to 147,187.

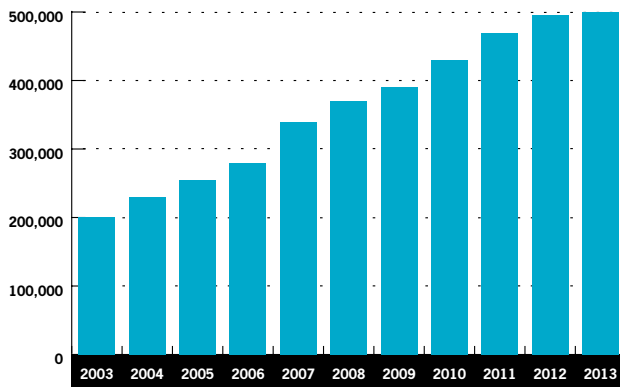


(SOURCE: PUBLIC INTEREST REGISTRY)

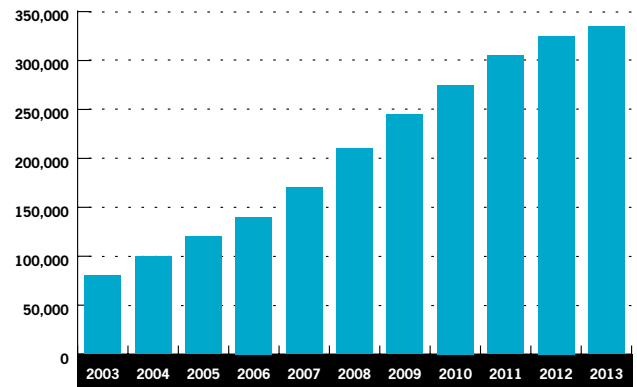
OTHER MARKETS

A look at our other markets for the past 10 years shows that the growth has been steady for Germany, France, the United Kingdom, and Brazil.

Germany

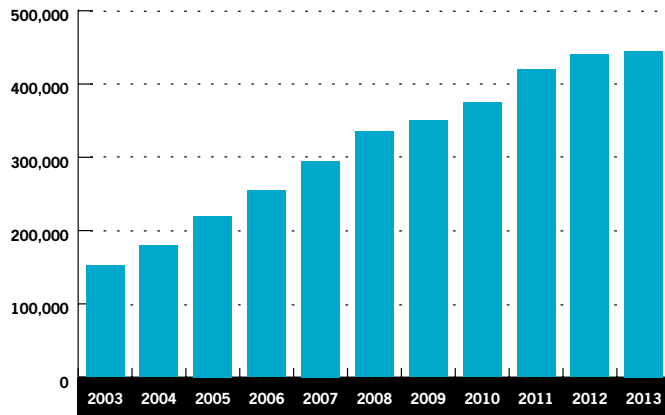


France

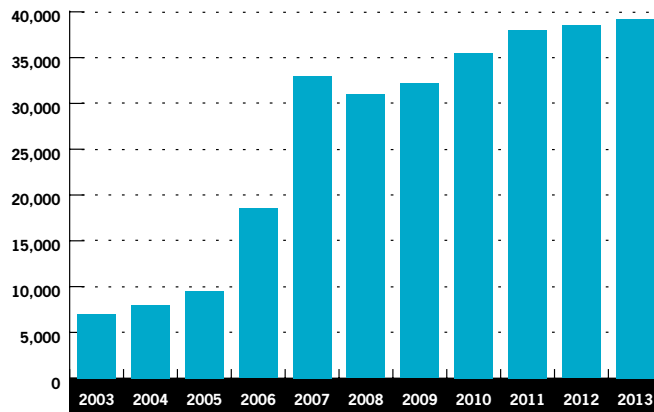


OTHER MARKETS (continued)

United Kingdom



Brazil



.ORG INITIATIVES & INNOVATIONS

Understand the Global Market

In the second quarter of 2013, Public Interest Registry conducted comprehensive international research in six countries to evaluate the familiarity and perceptions of the .ORG and .NGO top-level domains in the United States, Brazil, India, France, Germany and the United Kingdom.

Specifically, the studies' objectives were to:

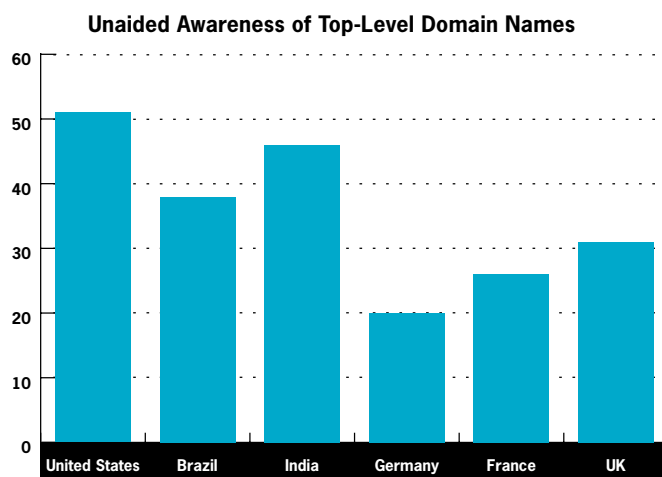
- Evaluate unaided and aided perceptions of .NGO, .ORG, local ccTLDs and other top-level domains
- Evaluate perceptions of domain purchase requirements
- Determine the level of trust Internet users have with several top-level domains
- Measure familiarity with the NGO and ONG acronym
- Measure differences between Internet users aware and unaware of the NGO/ONG acronym.

Overview of Key Statistics

| | U.S.A. | Brazil | India | German | France | UK |
|----------------------------|-------------|-------------|-------------|--------------|--------------|--------------|
| Population | 314 Million | 194 Million | 1.2 Billion | 81.3 Million | 65.6 Million | 63.1 Million |
| Internet Usage | 78% | 45.6% | 11.4% | 83% | 79.6% | 83.6% |
| .ORG DUM | 5.9 Million | 39,705 | 147,187 | 503,160 | 336,947 | 444,530 |
| 5-Year Growth | 32% | 17% | 49% | 33% | 44% | 29% |
| Estimated # of NGOs | 1.5 Million | 338,000 | 1.5 Million | 580,000 | 400,000 | 163,000 |

Overview of Key Findings

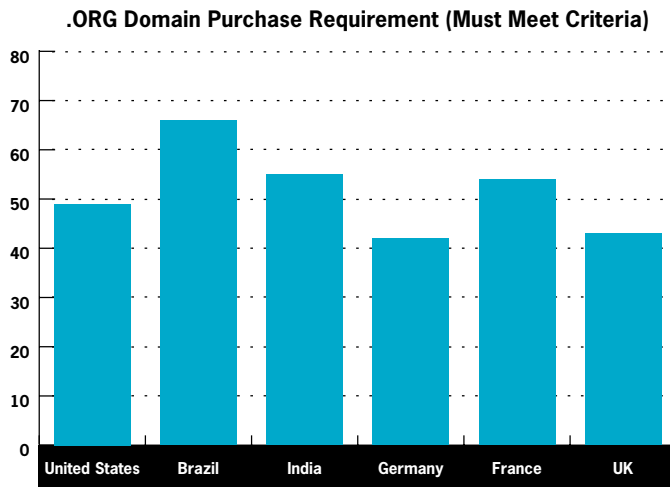
On an unaided basis in which respondents were asked to identify the top-level domain from a variety of options, India comes in just behind the United States with both countries near 50 percent awareness, Germany had the lowest .ORG awareness with only a 20 percent recognition level among respondents.



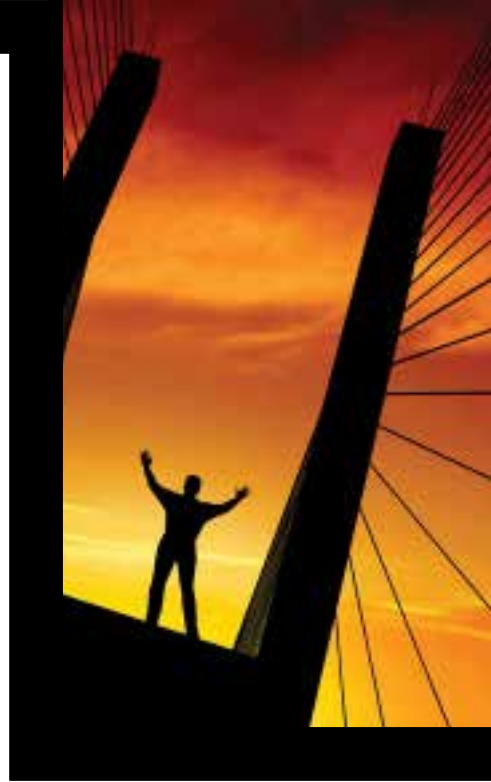
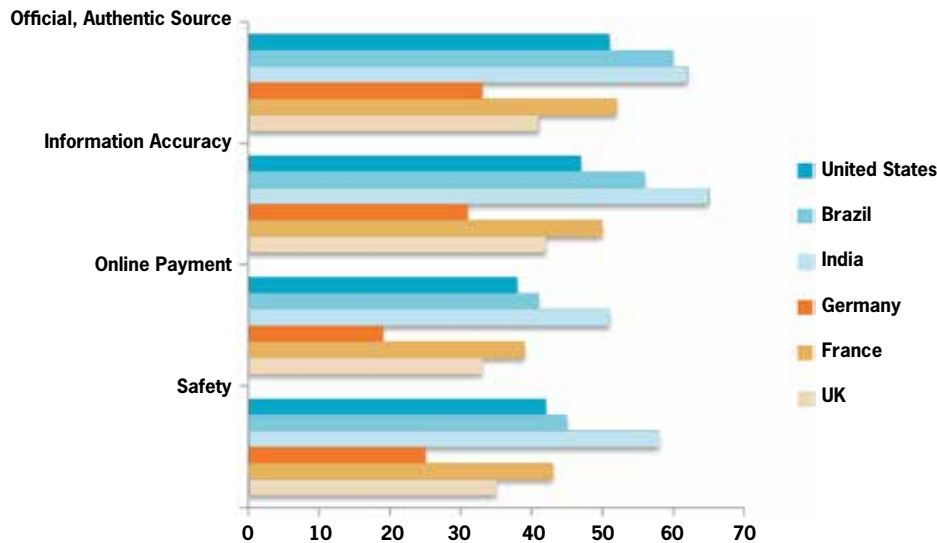
.ORG INITIATIVES & INNOVATIONS (continued)

In India, .ORG was named by 46 percent of the respondents, ranking it the highest in unaided awareness outside of the U.S.

The perception that .ORG is a “closed” top-level domain persists in nearly all countries surveyed. For example, in Brazil, 66 percent of the respondents believe that some criteria must be met in order to purchase a .ORG domain name.

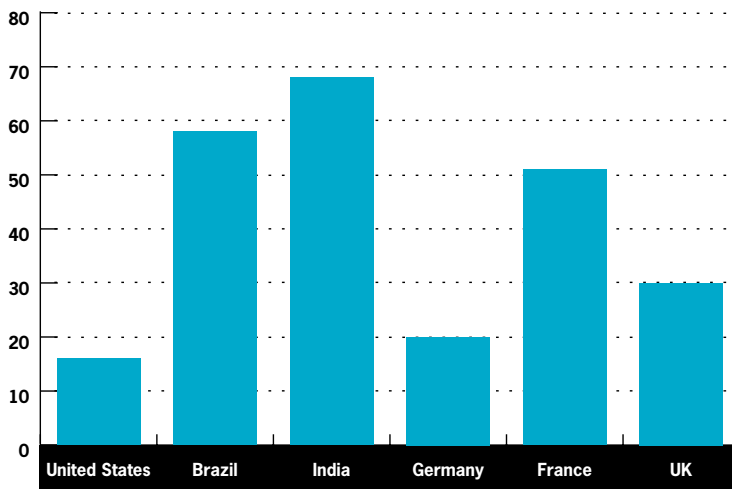


Trust as a brand perception remains very high for .ORG. On all four measures of trust – as listed in the chart below – .ORG is rated the highest by India, followed by Brazil. Germany gave .ORG the lowest ratings on all four measures of trust.



.ORG INITIATIVES & INNOVATIONS (continued)

The knowledge of the term NGO/ONG differs greatly from each country. Seventy percent of Internet users in India are familiar with NGO. Brazil has the second highest familiarity at 58 percent. The United States has the lowest familiarity with the acronym NGO despite the U.S. having one of the largest populations of NGOs at roughly 1.5 million.



CONCLUSION



In terms of registrations, the 2 percent increase in DUM reflects a steady growth for the .ORG zone in 2013, but 1 percentage lower than the previous first half of the year. Renewal rates remain the consistent for third time renewal at 84.7 percent, which positions .ORG well for strong and sustainable growth in the future in conjunction with the upcoming new top-level domains.

With all proposed top-level domain names now having passed initial evaluations by ICANN, Public Interest Registry is gearing up for both the launch of Internationalized Domain Names in early 2014 and the introduction of the .NGO/.ONG domains roughly twelve months later. These top-level domains will complement .ORG from a global perspective as well as our mission as a registry that serves the noncommercial community at large.