



Public Interest Registry is the global, not-for-profit operator of the .org domain and three related International Domain Names. As a global leader of domain name management, and one of the original members of the domain name system, Public Interest Registry releases its bi-annual report, "The Dashboard," to provide insights into .org registration growth and trends, as well as additional initiatives that Public Interest Registry is actively pursuing.

Domains Under Management

Total number of domain names registered

10,428,027
total domains
WORLDWIDE

1.4%
or
143,512

increase over

12 months

Renewal Rate Growth

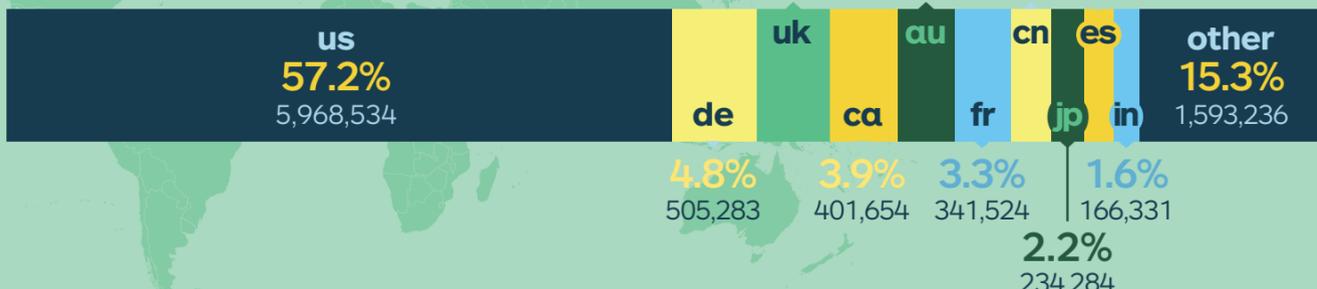
84.9%
3rd renewal

72.3%
2nd renewal

55.5%
1st renewal

73.9% Blended

Domains by Top 10 Countries



Impact

Nearly \$4 million raised and counting, Sevenly has made a difference in the stories of more than a million lives!

.org Spotlight

Sevenly.org is a for-profit social enterprise that makes custom-designed T-shirts and donates \$7 from every purchase to a new nonprofit/cause each week.

Demographics

Types of organisations that use .org websites

★ Read clockwise starting here.

Information	20.0%
Manufacturing	15.1%
Miscellaneous Services	14.8%
Arts, Entertainment, & Recreation	9.6%
Public Administration	8.4%
Health Care & Social Assistance	8.3%
Retail Trade	5.4%
Educational Services	4.3%
Finance & Insurance	3.3%
Agriculture	2.8%
Transportation & Warehousing	2.2%
Accommodation & Food Services	1.8%
Professional, Scientific & Technical	1.0%
Other	2.0%

.org websites support organisations in every field, and a large percentage are related to information, media, and communications.

New International Domain Names (IDNs)

As of May 2014, Public Interest Registry has launched three new International Domain Names (IDNs), which translate to "organisation" or "institution" in non-Latin-based scripts – one in Devanagari, one in Cyrillic, and one in simplified Chinese. These new gTLD IDNs enable website owners to brand their organisations in native scripts, thereby opening up the Internet to billions of people.



Did you know?

143.5
million

Use Russian Cyrillic as the official alphabet for their national language

497
million

Speak Hindi as a first language and 120 million as a second language

1.4
billion

Speak and write in some form of Chinese

Public Interest Registry was originally created by the Internet Society (ISOC) to manage .org – the third largest top-level domain (TLD) with currently more than 10.4 million .org registrations. While the .org domain is the longstanding trusted space for the nonprofit community, its composition is incredibly diverse. With the social good trend on the rise, .org is the premiere online space for people to carry out their causes and missions, even as for-profit organisations.

Public Interest Registry recently expanded its portfolio to also include .ngo|.ong, संगठन, 机构, & .opr domains which translate into "organisation," "org" and "structured organisation". These are useful branding tools that will help Hindi, Chinese (simplified) and Russian Cyrillic-speaking markets establish deeper connections and increased awareness through the use of native scripts.

For the very first time, later this year, Non-Governmental Organizations (NGOs) will have the opportunity to gain more visibility and properly distinguish their identity online as a validated organisation with .ngo and .ong (the translated equivalent of .ngo for Romance Language speaking languages, i.e. Spanish, French, Portuguese, Italian).

