

# THE PUBLIC INTEREST REGISTRY DASHBOARD

July to December 2012



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# EXECUTIVE SUMMARY

2012 marked an exceptional year for the .ORG domain with the celebration of the 10 millionth domain registration! On June 24, 2012 JADFORUM.ORG helped us reach that coveted milestone when the Jordan River and Dead Sea Basin Forum (JAD), an organization dedicated to advancing the sustainable and regional development of the Jordan River and Dead Sea Basin watershed, registered the domain name with GoDaddy.

Public Interest Registry's robust growth in the .ORG domain didn't end there. In addition to achieving .ORG's 4.3 percent growth over the year prior, Public Interest Registry's key highlights from the second half of 2012 included:

- Domains under management (DUM) at 10 million represents a net gain of 416,301 for 2012.
- The .ORG database experienced a positive increase of 1.1 percent in the second half of 2012, and 4.3 percent annually.
- Public Interest Registry continued to advance the development of .NGO/.ONG domains in preparation for launch in mid 2014.
- Progress is underway for four internationalized domains that translate into "organization," "org" or "structured organization" for the Chinese, Russian, and Indian markets (expected to launch in late 2013).

Additionally, Public Interest Registry invested in consumer campaigns comprised of television commercials coupled with aggressive digital campaigns. This dual strategy attracted registrations from individuals and organizations alike, particularly within the Indian market who believed in the importance of social responsibility beyond missions with monetary motives. In total, 416,301 .ORG domain names were added under management in 2012, averaging to 34,691 total domains under management per month.

In preparation for the launch of .NGO/.ONG, Public Interest Registry devoted efforts and resources to develop four internationalized domains that translate into the concept surrounding a "structured organization" in Devanagari, Cyrillic and Chinese-simplified scripts. True to the promise of .NGO/.ONG, Public Interest Registry has been diligently working on the validation process with the NGO community at large along with our current channel to ensure smooth and transparent execution.



## WORDPRESS DOMINATES

### TOP 100 BLOGS

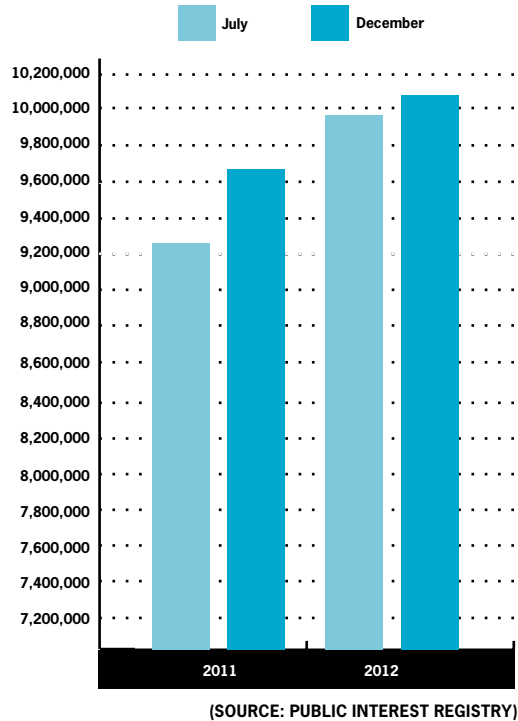
WordPress (self-hosted)	39%
Custom	14%
WordPress (hosted)	9%
Other	8%
Moveable Type	7%
Drupal	6%
Gawker	5%
BlogSmith	4%
TypePad	2%
Blogger	2%
Scoop	1%
Tumblr	1%
Diderot	1%

(SOURCE: PINGDOM)

# ABOUT THE ORGANIZATION

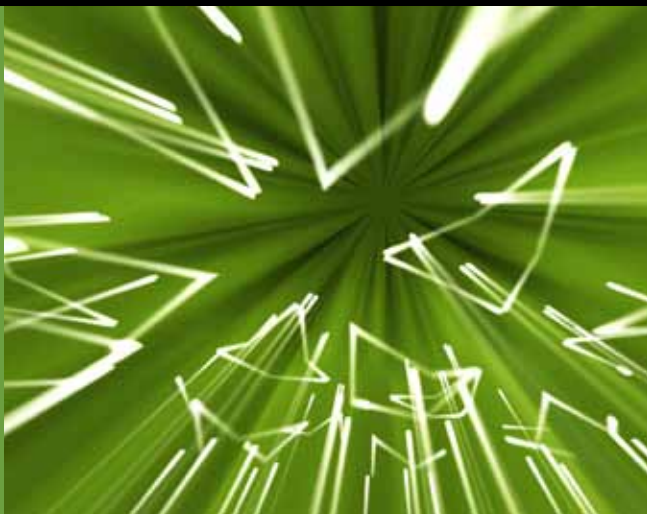
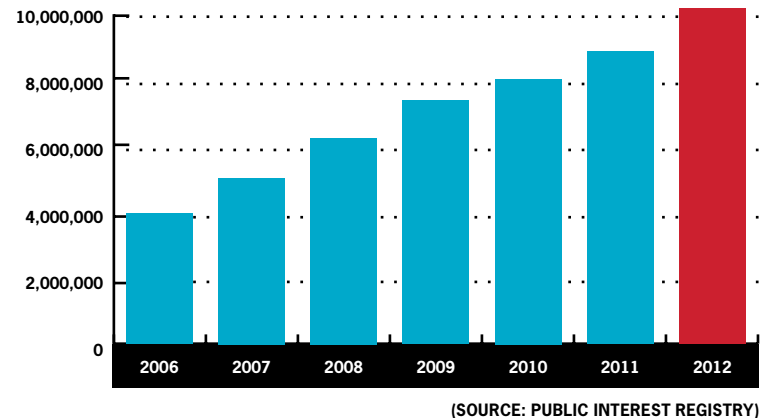
## DOMAINS UNDER MANAGEMENT

By December 2012, approximately 10.1 million organizations and individuals held .ORG domain registrations, reflecting a 4.3 percent increase over the previous year.



## DOMAINS UNDER MANAGEMENT (2005-2011)

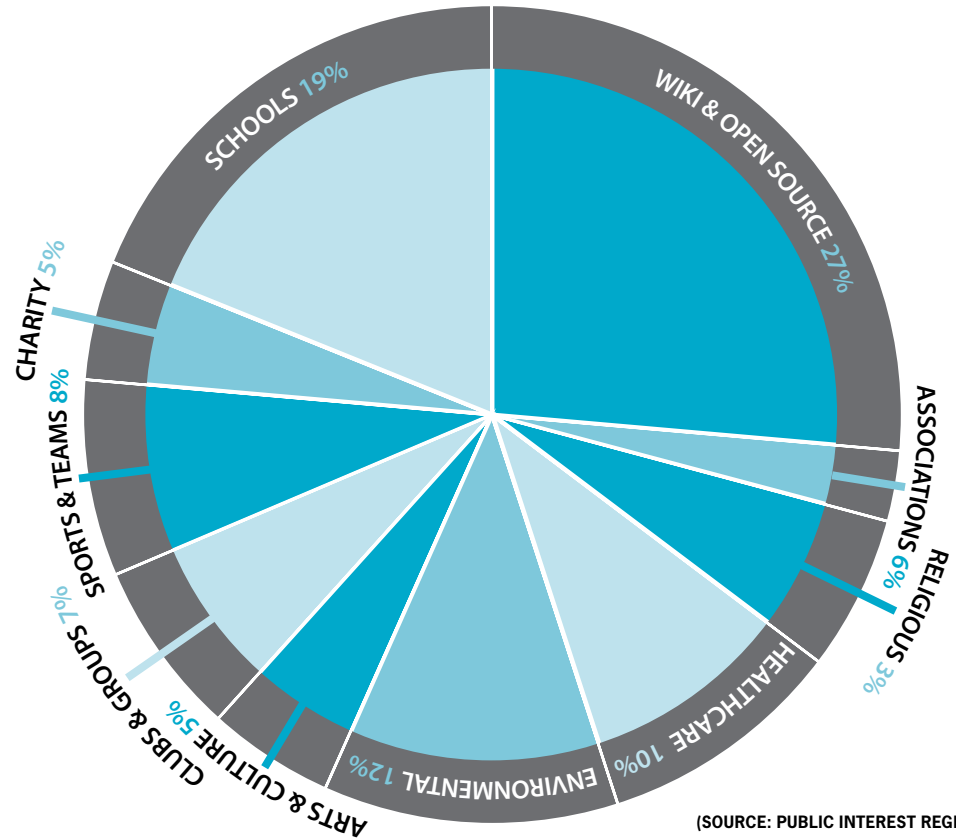
Over seven years, the number of .ORG Domains Under Management (DUM) increased 159 percent from 3.9 million in 2006 to 10.1 million in 2012.



## .ORG CATEGORIES BY CONTENT DENSITY

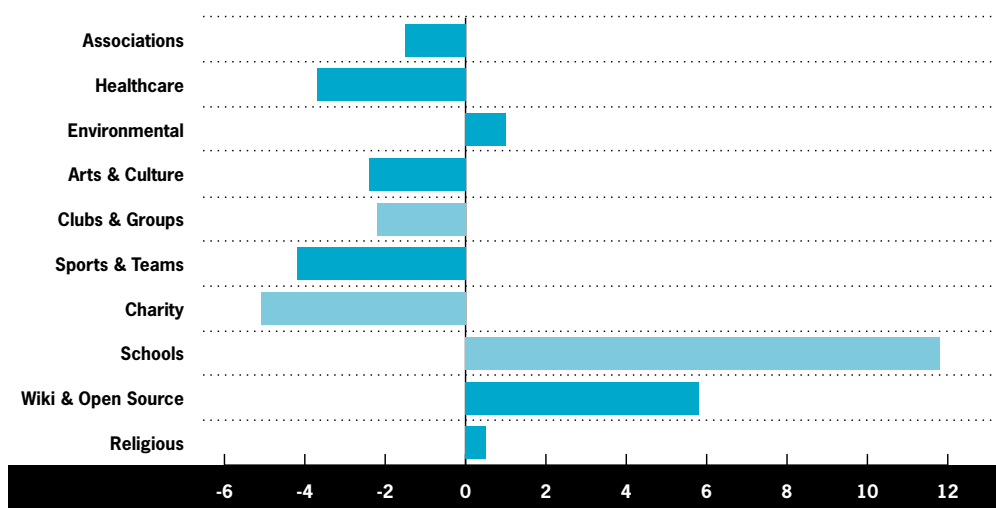
The breakdown in the content-density analysis below illustrates that the .ORG community remained both vibrant and diverse during the second half of 2012. The percentages represent the number of .ORG pages indexed by leading search engines using keywords for specific subject categories. Registered businesses and philanthropic organizations included, but were not limited to, open source developers, healthcare companies, sports associations and cultural foundations.

2H 2012



(SOURCE: PUBLIC INTEREST REGISTRY)

### Content Density Change in 6 Months



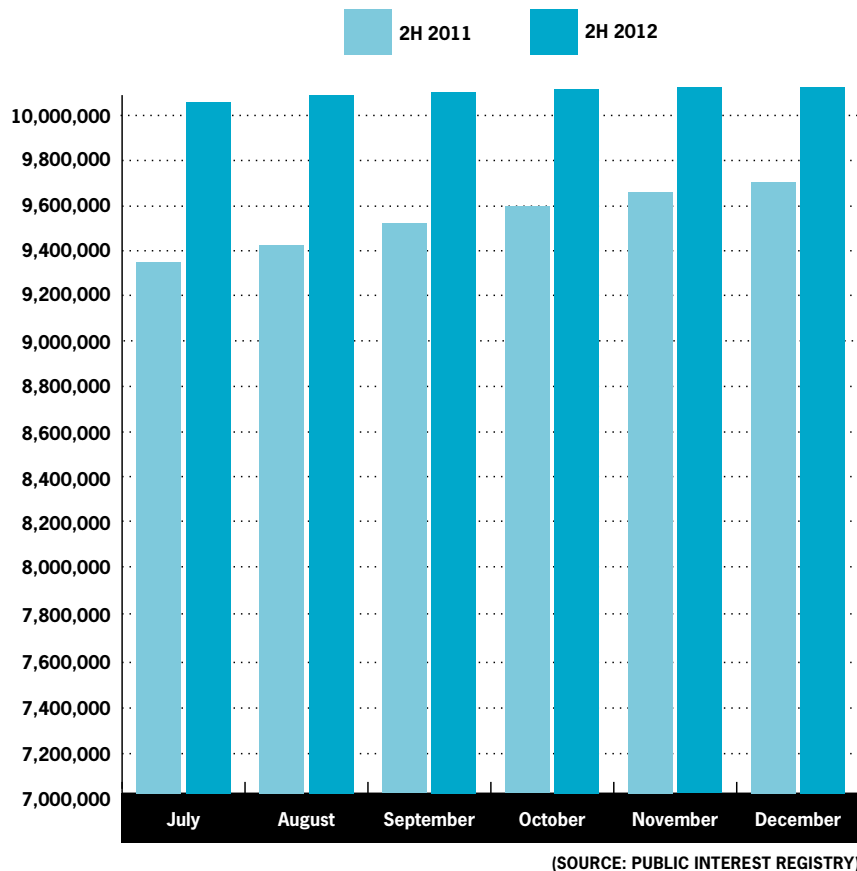
The following chart compares the content density from the first half of 2012 to the second half of the year, highlighting the change in the number of pages indexed for religion, wiki and open source, schools, and environmental sites.

# .ORG GROWTH BY NUMBERS

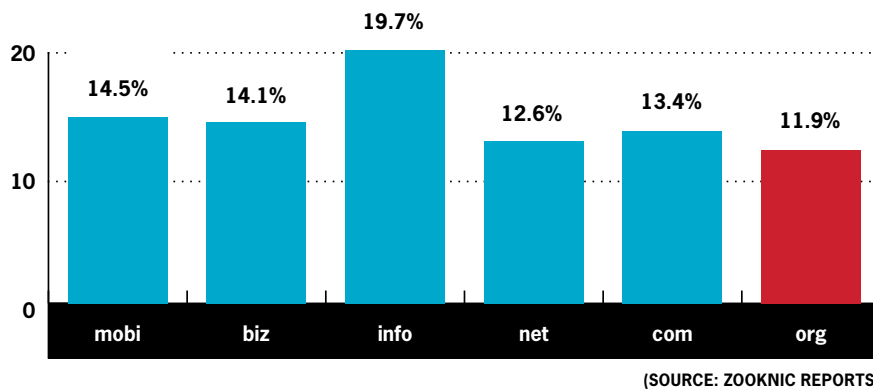
The following figures detail the .ORG domain growth from several key perspectives, including year-to-year new registration numbers, year-to-year registration renewals, and growth percentage relative to other gTLDs.

## GROWTH

In 2012, the number of .ORG domains under management increased to 4.3 percent, compared to 9.9 percent in 2011.



New .ORG registrations increased by 11.9 percent in the second half of 2012.



## AGE DISTRIBUTION ON SOCIAL NETWORKS & ONLINE COMMUNITIES

Ages 0-17	5%
Ages 18-24	16%
Ages 25-34	26%
Ages 35-44	25%
Ages 45-54	19%
Ages 55-64	6%
Ages 65+	2%

## AVERAGE AGE ON SOCIAL NETWORKS & ONLINE COMMUNITIES

SITE	AVERAGE AGE
deviantART	28.6
Hacker News	30.2
Orkut	32.3
Github	32.4
Reddit	33.9
Tumblr	34.6
Hi5	34.9
Tagged	35.7
LiveJournal	35.8
MySpace	36.3
Stack Overflow	36.4
Twitter	37.3
Quora	37.4
StumbleUpon	38.1
Last.fm	38.2
Slashdot	38.2
Goodreads	39.4
WordPress.com	39.6
Blogger	39.6
Pinterest	40.1
Flickr	40.2
Facebook	40.5
Yelp	42.2
LinkedIn	44.2

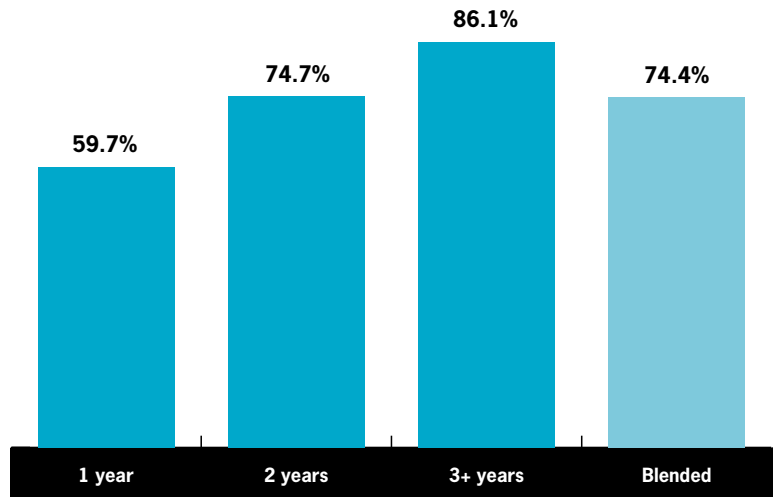
**OVERALL AVERAGE: 36.9**

(SOURCE: DOUBLE CLICK AD PLANNER (GOOGLE))



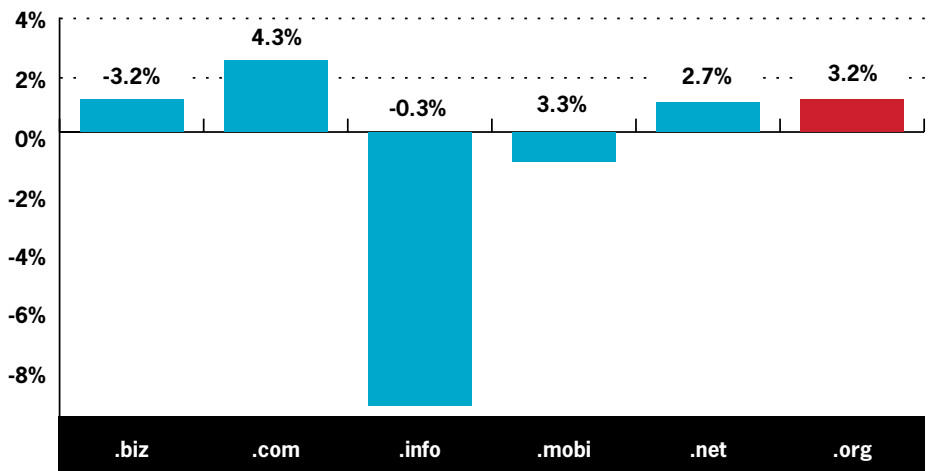
## RENEWAL RATE

The blended rate of renewal (the average of one, two and three or more years) was 74.4 percent in the second half of 2012, while the renewal rate for three-plus years yielded 86.1 percent.



(SOURCE: PUBLIC INTEREST REGISTRY)

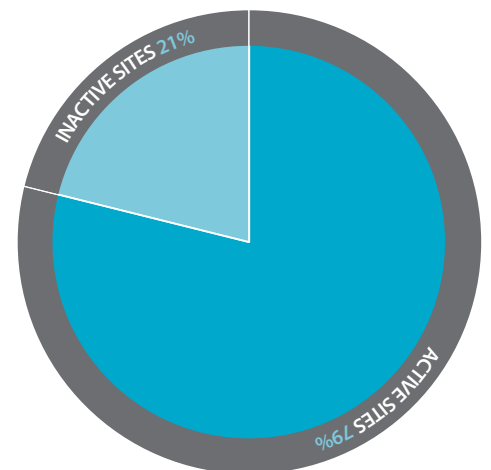
For Domains Under Management in the second half of 2012, .ORG posted a 1.1 percent growth.



(SOURCE: ZOOKNIC REPORTS AND PUBLIC INTEREST REGISTRY)

## ACTIVE SITES FOR .ORG

Among the total number of .ORG domains accounted for in the second half of 2012, 84.5 percent were classified as “active,” and 15.5 percent were declared “inactive.” 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 Public Interest Registry-provided definitions of “parked” sites.



(SOURCE: DOMAINSCAN/PEGASUS)

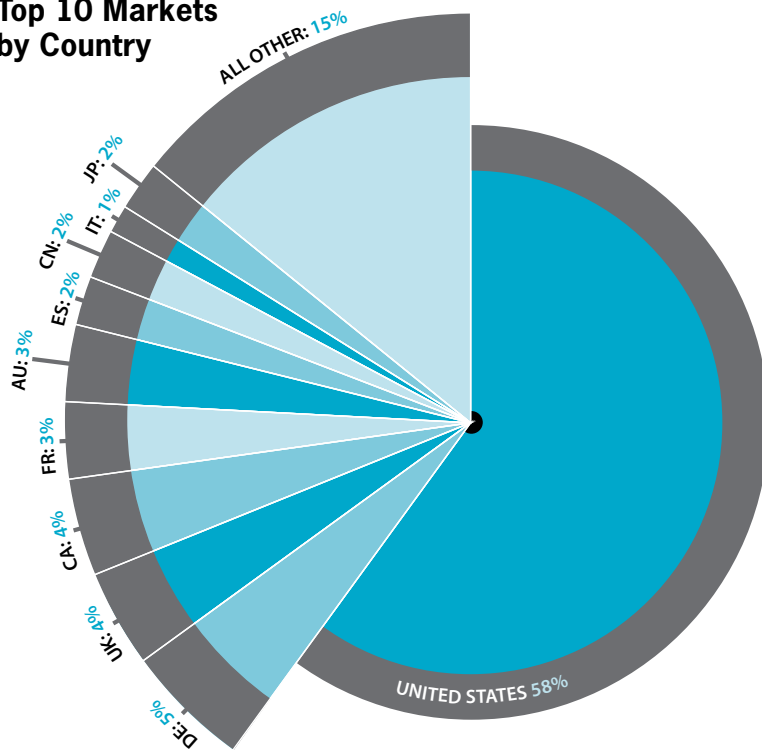
# .ORG REGISTRATION BY REGION



## ICANN REGIONS

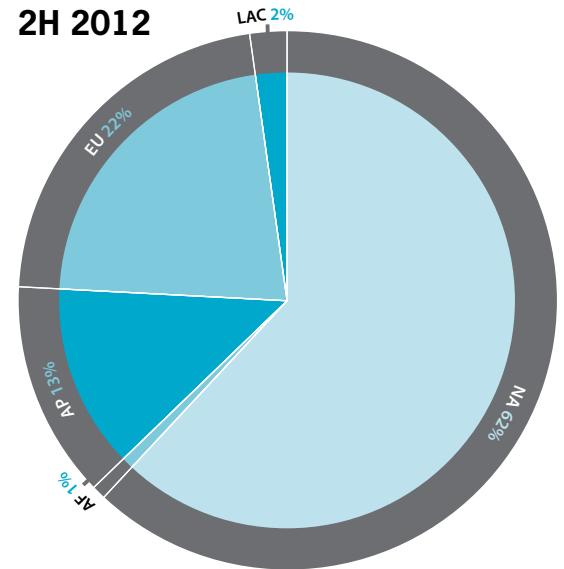
As the .ORG domain grows in size and scope, it also extends the geographical range of its registrants. For the second half of 2012, regional registrations demonstrated similar percentages to those found during the first half of this year. North America (NA) remains the largest .ORG market, followed by Europe (EU); Asia, Australia, and the Pacific (AP); Latin America and the Caribbean (LA); and Africa (AF).

### Top 10 Markets by Country



(SOURCE: PUBLIC INTEREST REGISTRY)

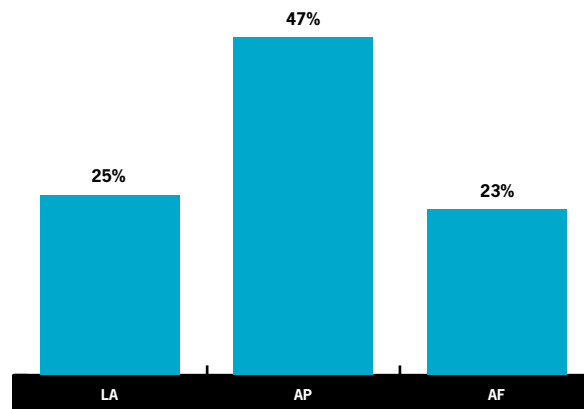
### 2H 2012



(SOURCE: PUBLIC INTEREST REGISTRY)

The U.S. and European Union continue to project the greatest number of .ORG registrations, with Japan and Italy rounding off the top 10 list for the second half of 2012.

From 2010 to 2012, newly created .ORG domain names outside of our core markets (North America and Europe) grew by 47% in Asia, Australia, and the Pacific (AP) region, followed by Latin America (LA) at 25%, and Africa (AF) at 23%.



(SOURCE: PUBLIC INTEREST REGISTRY)

NAME	COUNT
United States	5,889,233
Germany	497,169
United Kingdom	440,349
Canada	400,710
France	331,309
Australia	327,631
China	215,179
Spain	171,149
Japan	168,659
Italy	142,876
All Other	1,514,018

(SOURCE: PUBLIC INTEREST REGISTRY)





# CONCLUSION



In terms of registrations, the 4.3 percent increase in domains under management reflects a solid growth for the .ORG zone in 2012, but lower than the previous year at 9.9 percent. Renewal rates in the second half of the year saw a 1 percent increase for 3+ years, up to 86 percent, which positions .ORG well for strong and sustainable growth in the future in conjunction with new top-level domains in the market in 2014.

In response to the growing use and demand for the .ORG domain in international markets, Public Interest Registry will embark on a new initiative in the coming year to market more directly to our international communities.

Based on our successful efforts in India – which is now the 11th largest market for .ORG and expected to break into our Top 10 list by the next release of the Dashboard, we believe that promoting .ORG tactfully and purposefully will encourage other countries to also realize the potential rate of growth that they could assume with .ORG.