THE PIR DASHBOARD
July to December 2011

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EXECUTIVE SUMMARY

.org, The Public Interest Registry (PIR) continued significant growth of the .ORG domain name in 2011, increasing registrations by 9.9 percent, compared to 9.7 percent a year ago. In the past three years, .ORG has maintained this consistent momentum with growth of between 9 and 10 percent annually. During the second half of 2011:

- .ORG surpassed the 9.5 million registrations mark in October of 2011.
- Increased .ORG domains under management (DUM) to 9.6 million by the end of December – a net gain of 411,002 for the second half of 2011.
- .ORG experienced a consistent rate of increase, at 4.4 percent in the second half of 2011, compared to 4.7 percent in the first half.
- PIR announced its intention to pursue a new top-level domain (TLD), .nGo, in August.

Individuals and companies alike continued to place a greater emphasis on doing good in 2011, and organizations of all kinds – ranging from nonprofits to commercial entities running corporate social responsibility (CSR) campaigns – continued to look to .ORG as the community-driven TLD of choice for mobilizing, educating and empowering their communities. In fact, precisely 411,002 .ORG domain names were registered in the second half of the year, averaging about 68,500 monthly registrations.

Beyond maintaining .ORG’s position as the world’s third largest TLD, on August 1, 2011, PIR also publicly announced its intention to pursue the .nGo domain extension upon ICANN’s opening of applications for new TLDs in early 2012. This decision was driven by PIR’s longstanding commitment to addressing the needs of the global non-governmental organization (NGO) community – a community already served by the Public Interest Registry through the .ORG domain for nearly a decade.

GLOBAL INTERNET SURVEY: ARGENTINA

In Argentina, .ORG registrants, compared to registrants of other TLDs, are most involved with social media. In fact, over one-third say their organization blogs regularly.

(SOURCE: WINDWARD DIRECTIVES 2011)
By December 2011, 9.6 million organizations and individuals held .ORG domain registrations, companies reflecting a 9.9 percent increase over the previous year.

In seven years, .ORG Domains under management (DUM) rose from 3.9 million in 2005 to 9.6 million in 2011 – an increase of 146 percent.

(SOURCE: PIR)
.ORG CATEGORIES BY CONTENT DENSITY

The breakdown in the content-density analysis below shows that .ORG's actual community remained both vibrant and diverse during the second half of 2011. 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.

2H 2011

Content Density Change in 6 Months

- Associations
- Healthcare
- Environmental
- Arts & Culture
- Clubs & Groups
- Sports & Teams
- Charity
- Schools
- Wiki & Open Source
- Religious
.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 2011, .ORG experienced a robust surge in growth. The number of .ORG domains under management increased to 9.9 percent, compared to 9.7 percent last year.

New .ORG registrations increased by 13.6 percent in the second half of 2011.

EMAIL FACTS

3.146 billion – Number of email accounts worldwide.

27.6% – Percentage of accounts on Microsoft Outlook, which is the most popular email client.

19% – Percentage of spam emails delivered to corporate email inboxes, despite filters.

112 – Number of emails sent and received per day by the average corporate user.

71% – Percentage of worldwide email traffic that was spam (November 2011).

360 million – Total number of users on Hotmail, the largest consumer email service in the world.

$44.25 – The estimated return on $1 invested in email marketing in 2011.

40 – Years since the first email was sent in 1971.

(SOURCE: ROYAL PINGDOM)
**WEB SERVER FACTS**

239.1% – Growth in the number of Apache websites in 2011.
68.7% – Growth in the number of IIS websites in 2011.
34.4% – Growth in the number of NGINX websites in 2011.
80.9% – Growth in the number of Google websites in 2011.

(Source: Netcraft)

**RENEWAL RATE**

The blended rate of renewal (the average of one, two and three or more years) is 75.4 percent in the second half of 2011, while the renewal rate for three-plus years is at 86 percent.

(Source: PIR)

For Domains Under Management in the second half of 2011, .ORG posted a 4.4 percent growth.

(Source: Zooknic Reports and PIR)
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 2011, regional registrations remain similar to the first half of the 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).

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

In 2011, Public Interest Registry launched a major initiative to prepare for the application of .NGO in early 2012. The three letters, NGO, carry great weight among non-governmental organizations as they set these entities apart from commercial or governmental bodies. PIR sees .NGO as the definitive domain address where NGOs can effectively differentiate themselves and play host to many different types of organizations operating in a variety of areas, including environmental, educational, religious, and emergency relief, to name just a few.

PIR believes that these sorts of organizations (NGOs) could benefit from a specific, exclusive signature on the Internet. With .NGO, PIR aims to broaden its mission of bringing advanced safety, security and higher standards for the Internet – from DNSSEC to anti-abuse policies – to more organizations in the NGO community and make the latest online innovations accessible to NGOs worldwide in both developed and developing countries. (A dedicated .NGO website can be found at www.ngotld.org)

### Anti-Abuse Policy

Since its inception, Public Interest Registry's core focus has been to curb the abuse of domain names, specifically in enacting policy that effectively addresses significant or potential harm to Internet users. In the year ahead, PIR will take every possible step to ensure innocent registrants are protected. Each domain suspected of abuse will be closely examined, and all misuse will be verified to ensure as close to 100 percent accuracy as possible. In most cases, when abuse is suspected, PIR will work closely with the registrar to ensure the appropriate action is taken to resolve the issue. If it appears a website has been “hacked or compromised,” PIR will take steps to prevent further harm to the victim. These steps may include working directly with the registrar to notify the registrant of the suspected abuse. Our goal is cooperative action for the benefit of all affected parties. For more on this policy, please visit: http://www.pir.org/why/anti_abuse_policy.

### Preserving the Open Internet

The Public Interest Registry acknowledges that Internet-based fraud, online infringement and piracy, and other illegal activities are real issues and concerns for a variety of U.S. and international parties. In fact, additional efforts to confront these challenges, including potential new legislation, may be necessary. Nevertheless, PIR believes that any legislative options should be narrowly focused to avoid unintended consequences that could seriously degrade the functioning of the domain name system (the “DNS”).

PIR is on record regarding our serious concerns about mandated DNS filtering and the collateral damage that this approach can cause. Such filters have potentially harmful consequences for Domain Name System Security Extensions (DNSSEC), a set of critical Internet security protocols that have been under development for approximately 20 years. The U.S. government has been publicly committed to the use of DNSSEC since the publication of the President’s National Strategy to Secure Cyberspace in 2003.

DNSSEC has only recently been implemented by generic top-level domains (gTLDs), with .ORG as the first open gTLD to do so. Adoption of these protocols is critical in the battle against fraudulent and malicious practices on the Internet. Any action that might undermine public confidence in DNSSEC’s effectiveness will hinder their growing adoption and thus, the security of the Internet.

It is the goal of PIR to continue advocating for the enhancement of Internet security and stability and to encourage a collaborative effort to find solutions for addressing illegal and malicious acts while maintaining an open, secure, robust and unfettered Internet.
2012 will be a year of change for the domain name industry, not only because of the introduction of new TLDs, but also from an Internet governance and policy standpoint. The emergence of new gTLDs will provide registrants unprecedented options for positioning their organization online and will spur innovation within the domain name and larger internet industries. Helping consumers navigate these choices will be critical for registries and registrars when it comes to marketing and positioning their TLDs. Public Interest Registry will continue to focus on its core market—individuals, organizations and companies looking to do good and mobilize their communities around a specific mission or cause — and promote the .ORG brand on a global scale. This work has already begun, starting with a series of international surveys from which some data is shared here in this report. In early 2012, PIR will introduce new marketing materials and programs to its channel to ensure that the .ORG brand is clearly defined in the new gTLD landscape.

From an Internet governance and policy standpoint, in the second half of 2011, we saw the rise and fall of proposed U.S. legislation such as Stop Online Piracy Act (SOPA) and Protect IP Act (PIPA). While these bills are currently shelved, the potential of legislative criminal and civil law enforcement measures that potentially affects the DNS still remains. There is a fine balance that must be achieved to ensure that activities related to the Internet are legal and safe, while preserving the foundation of the Internet. We must remain vigilant that government initiatives, not just in the United States but around the world, do not undermine core Internet protocols or the users’ fundamental rights to free expression.