

# STATE OF THE DOMAIN

**Year-End 2001**

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SnapNames, the provider of domain name infrastructure technology and authoritative industry data and analysis, uses its patent-pending technology to facilitate an equal-opportunity secondary domain name marketplace.

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## ***State of the Domain***

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***State of the Domain*** is a monthly publication of SnapNames.com, Inc. To accommodate inclusion of a full set of data the report is typically released three weeks following month-end. At present, this report is limited to covering the .com, .net and .org TLDs, but coverage of additional gTLDs and ccTLDs is planned in the near future. SnapNames compiles data in the public domain in order to present information on registrar market share as well as industry trends. The editors assume that readers are already familiar with the industry and its terminology—for readers who are not, we recommend the [www.ICANN.org](http://www.ICANN.org) site as a starting point for definitive historical documents and technical resources. **SnapNames does not warrant the accuracy of information in this document. Please read further disclaimers and information on our methodology within.**

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## Message from the Publisher

If we shipped this report by regular mail, I'd hate to see the postage bill. At 65 pages, hit the print key at your own risk.

There's obviously a great deal of data here. With thanks to our friends at NeuLevel, joining COM, NET and ORG (CNO) and INFO gTLD statistics this month is data from BIZ. Further, in addition to our quarterly wrap-up, we've gone back a year to show 12-month trends in what surely will prove to have been one of the most dynamic and interesting years in our industry. Production of this data, challenging as it was, is probably nothing compared to your trying to read it. So we made some formatting updates (including the use of additional color) in an effort to make time periods (December, Q4, 2001) clearly differentiated and the data as easy on the eye as possible.

In the Monthly Report section, for the benefit of those who haven't had an opportunity to hear the discussion, we review the rationale behind VeriSign's Wait List Service (WLS) proposal. Once again, Cameron Powell takes a tongue-in-cheek approach to the subject with a snapshot of the life of one Ivan Domainovich—however, the fact of the end-user's current difficulty in trying to locate and register a suitable domain name on the secondary market solidly underlines the thesis of the piece. Following Ivan's story, Cameron also provides a careful and detailed Q&A about the specifics of the proposal.

As I noted in this space last month, we're in the process of developing the infrastructures necessary to expand this report into the new editions and services planned for launch in the spring. Much of this effort will be overseen by Mark Brogna, who comes on board as Product Manager for the *State of the Domain* family of services. Also, former equity analyst Allison Hamilton joins as Lead Analyst and Data Manager to lend her skills to organizing and interpreting this growing sea of data. Since we're naming names, I'll also use the opportunity to say a public thanks to Denney Cole and Polly Hodson of SnapNames, each of whom have created and pored over data endlessly to ensure comprehensive and accurate reporting.

As always, your input on what you'd like to see in this report is welcomed at [publisher@snapnames.com](mailto:publisher@snapnames.com). And if you've missed any previous issues of this report, back issues are available for download from the link at the SnapNames.com home page.

Regards,

Mason Cole  
Publisher

## Industry Data Review

### Fourth Quarter 2001 Market Overview

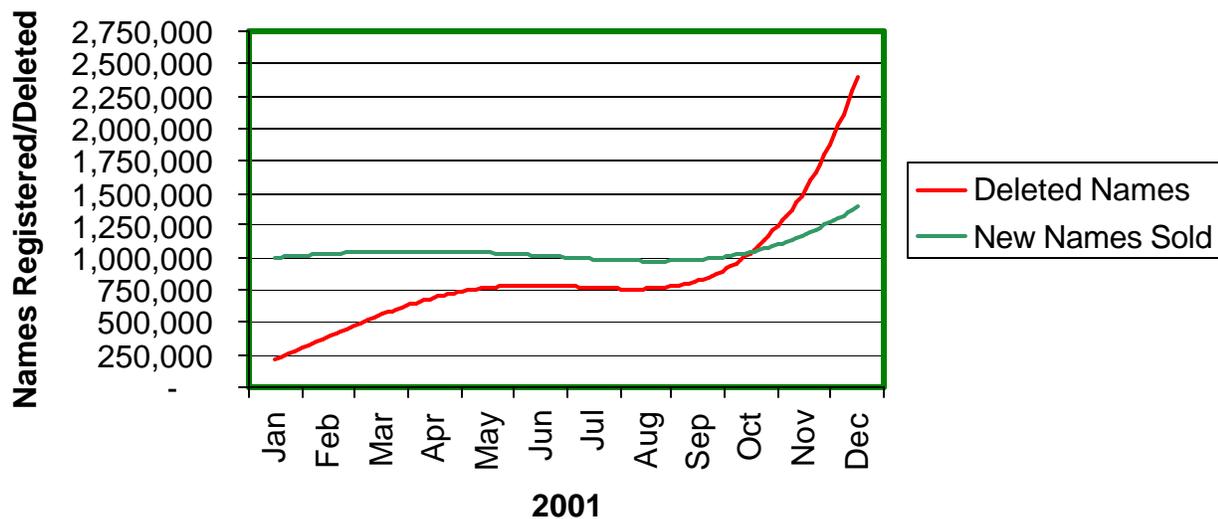
Ron Wiener

#### The Deletions Super Bowl

December offered more surprise upsets in the domain name game than in all the football contests of the season. In this, the final issue of our first year of publishing the *State of the Domain*, the story behind the numbers is turbulent. The COM, NET and ORG (CNO) zone file shrinkage that began in October and November continued precipitously in December—just as we predicted based on prior guidance to analysts from VeriSign (VRSN) and Register.com (RCOM).

VeriSign showed a net loss in registrations of nearly 1.3 million names as the company purged large numbers of “promotional names” (see previous issues for details). Register.com lost another 85,000 names in December, for similar reasons. The zone file in its entirety shrank by just over one million names, meaning that the other 95 registrars picked up about 340,000 net new names in aggregate. Many of those new registrations were from the secondary market, mainly speculators, snagging up ever-more-valuable deleted-name inventories.

**Figure 1: New Domain Names Versus Deletions  
(CNO)**



## December Movers

In the November issue we had an unfortunate typo in the CNO registrar market share table, which inadvertently reversed the labels of GoDaddy and Schlund. We apologize to both companies for the error. This month we see that we couldn't have picked a more visible way to make such an error, as GoDaddy throttled up to position #9, moving Dotster down to #10 and Schlund down to #11—upsetting the entire bottom section of the top-ten registrar rankings.

As we've said many times before, keep an eye on that GoDaddy—they're aiming for the top. Of course, they're too new to have significant expirations yet (GoDaddy went live in November 2000), so it may not always be this easy for them to leap so far every month, but gaining 66,682 registrants in a single month is actually a record for the past three quarters.

If January is as good to GoDaddy as December was, they may even unseat eNom and take position #8 in a couple of months. At the rate at which Corenic has been continuing to lose ground we may see Corenic swap positions with Registrars.com next month, trading the #6 and #7 rankings. However, Registrars.com—now owned by VeriSign—is expected to migrate all its customers to the VeriSign Registrar accreditation shortly. This means that Registrars.com will disappear from the top-ten and, barring something unforeseen, Schlund will return to the top ten.

Santa was good to eNom and TUCOWS in December, giving them approximately 40,000 and 35,000 net new registrations, respectively. In the meantime Corenic, Registrars.com, BulkRegister and DomainBank took modest net losses along with a handful of others.

The “dyno movers” this month—registrars who skipped up three or more positions in the monthly rankings—were Speednic, now called Ascio, (from #37 to #33), Nordnet (#44 to #38), DomainZoo (#66 to #62), SRSplus/DotTV (#70 to #66), DirectI (#81 to #76) and MarkMonitor (#87 to #82).

## Quarterly Report

Comparing Q4 performance to Q3, GoDaddy was the clear winner, with over 177,000 net new registrations. The leaders in market share gain for the quarter include the usual suspects, DirectNic (128,659 net new), OpenSRS/TUCOWS (+111,209), INWW/Melbourne IT (+100,813) and Joker (+73,165). Overall, roughly nine registrars gained ground for every one that lost ground.

At the negative end of the table, VeriSign Registrar dropped over 1.9 million names in the quarter, predominantly due to the flushing out of the infamous “promotional names.” The company has guided analysts to expect possibly as many as another half-million or so promotional names “not likely to renew” in Q1 of 2002. Register.com dropped over 470,000 names, also as previously guided. Corenic lost approximately 97,000 for the quarter on its steady diet of attrition. Only relatively mild losses were experienced by BulkRegister (34,556 net lost), Registrars.com (-15,251), NameSecure (-14,001) and a handful of others. The total zone file shrinkage between Q3 and Q4 was roughly 1.37 million names.

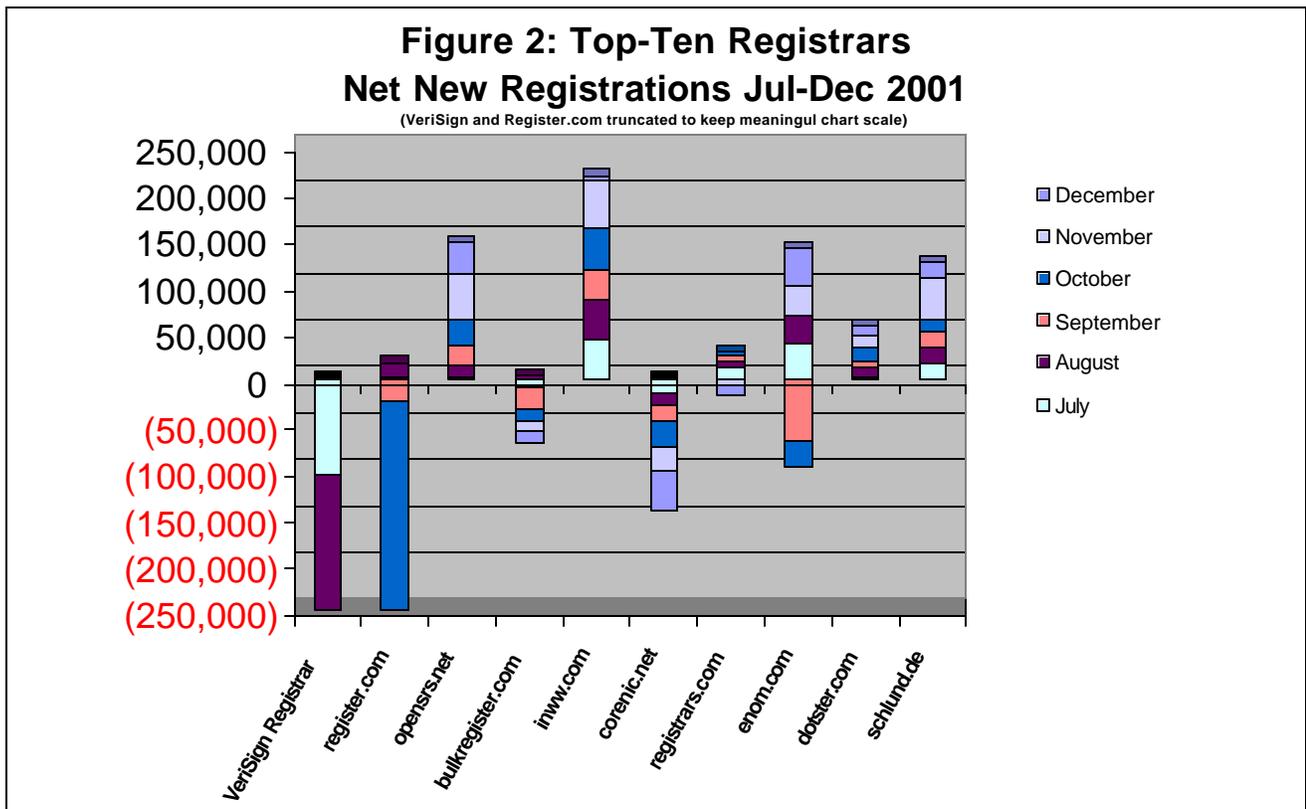
The “dyno movers” for the quarter were so numerous that we'll list here only the registrars who hopped ten or more positions in the rankings: Namescout (up 11 spots), SRSPlus (+16), IDregister (+17) and DirectI (+12).

## Six-Month View of Top Ten Registrars

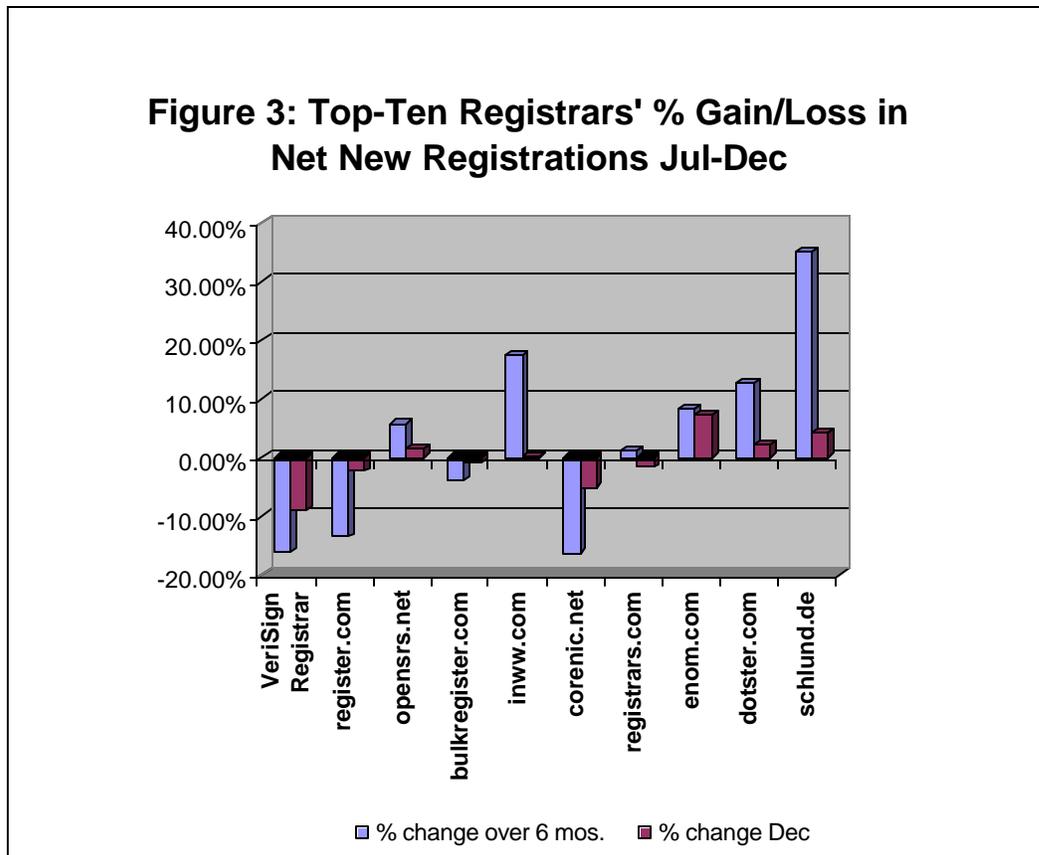
A graphical view of the top ten registrars (Table 1: as ranked in July 2001) illustrates the depth of VeriSign Registrar's and Register.com's losses in absolute registrations against the milder losses of CoreNic and BulkRegister and the gains of the other six (see Figure 2). Please note that VeriSign and Register.com are truncated in Figure 2 in order to retain meaningful perspective.

**Table 1: Top Ten Registrars Gain/Loss From July-December 2001**

Registrar	July	August	Sept	Oct	Nov	Dec	Aggregate
<i>VeriSign Registrar</i>	(102,532)	(156,750)	(112,502)	(256,882)	(369,284)	(1,287,888)	(2,285,838)
<i>register.com</i>	376	16,228	(24,001)	(249,168)	(135,622)	(85,566)	(477,753)
<i>opensrs.net</i>	1,963	12,685	20,548	27,582	48,332	35,295	146,405
<i>bulkregister.com</i>	(9,085)	3,647	(24,839)	(12,143)	(11,351)	(11,062)	(64,833)
<i>inww.com</i>	41,833	43,167	32,871	44,162	52,546	4,105	218,684
<i>corenic.net</i>	(15,964)	(13,786)	(16,114)	(26,842)	(25,552)	(44,605)	(142,863)
<i>registrars.com</i>	11,797	7,006	5,741	2,951	(5,823)	(12,379)	9,293
<i>enom.com</i>	37,690	31,108	(67,058)	(27,460)	31,260	40,494	46,034
<i>dotster.com</i>	2,664	9,367	7,684	12,594	14,729	10,405	57,443
<i>schlund.de</i>	16,170	17,743	15,841	14,166	45,431	15,234	124,585
<b>Monthly Totals</b>	<b>(15,088)</b>	<b>(29,585)</b>	<b>(161,829)</b>	<b>(471,040)</b>	<b>(355,334)</b>	<b>(1,335,967)</b>	<b>(2,368,843)</b>



As Figure 3 shows, however, on the basis of net gain/loss as a percentage of each registrar's total number of names under management, Corenic lost over 16% of its customer base, slightly worse than VeriSign's loss of just below 16% (note that more than half of this loss was taken in December), and Register.com's loss of 13.5%. Schlund grew its customer base the most during the past six months, at 35% growth in registrations, and INWW grew its own 17.5% during the same period. By the end of this period, however, Schlund was no longer a top-ten registrar, having slipped to #11 when GoDaddy took the #9 spot in December. Again, when Registrars.com folds its customers into the VeriSign Registrar accreditation, Schlund should be back in the Top Ten table.



## Annual Report

Comparing 2001 to 2000, the fastest-growing registrar on the basis of net new names was OpenSRS/TUCOWS (620,012 net new), which started out the year on a tear, followed by GoDaddy (+511,206), INWW/MelbourneIT (+459,628), and Joker.com and DirectNic, both at just over 350,000. The fastest dissipating registrars were VeriSign Registrar (2,322,639 net lost), Register.com (-335,589), Corenic (-214,082) and BulkRegister (-193,285). DomainPeople, AWRegistry and eNetRegistry also lost a modest number of names, but looking at 2001 as a whole, only seven registrars lost market share while 89 gained ground.

Calculating “dyno movers” on the annual comparison is a little tricky since so many of them have been in business for less than a year. Of those who are over a year old, the most impressive climbers were Joker.com (from #54 to #13), GoDaddy (#48 to #9) and IAregistry (#57 to #29). Newbies who made the impressive scaling maneuvers all the way from sea level included DirectNic (now #14) and NameScout (now #48). As noted earlier, DirectNic had the advantage of having been a major reseller before starting to sell names under its own accreditation in April 2001. NameScout started selling names in August.

## **INFO Statistics**

Last month we brought you the totals for the INFO registry but did not yet have market shares prepared. This month the full registrar-by-registrar breakdown is included, and the results probably aren't what you expected. Instead of VeriSign Registrar, who took second place in the rankings, the world's leading vendor of INFO names so far has been the Germany-based Schlund, with a 14.2% market share. VeriSign Registrar, together with the other accreditations it now owns (Registrars.com, NameSecure, NameEngine, SRSplus), altogether holds a 14% market share. Note that there are some registrars selling INFO names that are still resellers of other registrars for CNO names, e.g. NameZero, which buys its CNO inventory from VeriSign Registrar but is a standalone registrar for INFO.

Another surprise leader in INFO is Ascio (formerly SpeedNames), in 5<sup>th</sup> position. Of the CNO's top ten, INWW, BulkRegister, eNom and GoDaddy all rank slightly lower in INFO, which is proving to be more popular with the European market. Advocates of the INFO TLD tout its greater familiarity as a commonplace word in many countries, as compared to BIZ, which is colloquially familiar in a smaller number of nations.

Note that the INFO table does *not* include the names that are being held in reserve for sunrise issues. These names number approximately 10,000, according to Afilias.

## **BIZ Statistics**

We're very pleased to be able to share NeuLevel's BIZ registry statistics as well, starting with this issue. VeriSign Registrar does hold the lead position in this TLD, by far, at 26.5% (including Registrars.com, NameSecure, NameEngine, and SRSplus). The top ten table looks a bit scrambled compared to the CNO but with the same players, with Directnic, Ascio, and SRSplus taking respectable spots below.

We learned from NeuLevel that the geographical distribution for BIZ has so far been 49% U.S., 33% Europe and 17% Asia/Pacific.

Note that the BIZ table does *not* include names held in reserve due to the *Smiley* litigation. We estimate these at roughly 38,000 names.

## **“CNOBI” Statistics**

We've taken the CNO figures and merged them with the BIZ and INFO figures to create the “CNOBI Stats” (COM, NET, ORG, BIZ, INFO which you will find after the BIZ and INFO tables). Because of their phenomenal sales in INFO, Schlund actually held 9<sup>th</sup> position in the CNOBI rankings, followed by GoDaddy and Dotster. Not all CNO registrars are offering BIZ and INFO yet, and vice versa. Not all registrars are pushing the new names with the same vigor, and so results in the CNOBI table are interesting to contrast with the familiar CNO-only statistics.

Year-end totals on BIZ and INFO, respectively, were 472,433 and 668,282, although the gain in December was nearly identical between the two, at just over 46,000 apiece. That works out to about 1,500 new names per day, each, which has been somewhat disappointing to registrars in comparison to their projections before the new TLDs were launched. When ICANN approved the seven new TLDs they told the world this would be a test for different models in the future. One thing is certain: everyone now has newfound respect for the intricacies of registry operations, from the technical elements to the business policies and politics—both BIZ and INFO, and, at present, NAME, have had to face significant challenges in this brave new world of new gTLDs.

### **VeriSign's Brisk Acquisition Pace**

The corporate development department at VRSN had a busy month in December. In addition to the prior closing of a \$1.2 billion acquisition of Illuminet and other non-domain related companies, VeriSign announced the acquisition of 1GlobalPlace (non-registrar) and NameEngine (registrar) as pieces for its Brand Management Services Division, as well as the acquisitions of eNic (.cc) and DotTV (.tv) registries. The latter two acquisitions significantly goosed deferred revenue growth rate for the company, in Q3 and Q4 respectively, offsetting continued softness in the domain name business. Both .cc and .tv, at last count, held roughly 400,000 active registrations.

## **Data Section I**

### **Registrar Market Share by Current Registrations**

# December 2001

# COM, NET, ORG

\* = New in Dec.

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
netsol.com	1	<b>1</b>	44.38%	41.54%	13,440,003	12,152,115	(1,287,888)
register.com	2	<b>2</b>	10.33%	10.40%	3,129,214	3,043,648	(85,566)
opensrs.net	3	<b>3</b>	8.57%	9.00%	2,596,597	2,631,892	35,295
bulkregister.com	4	<b>4</b>	5.38%	5.54%	1,630,359	1,619,297	(11,062)
inww.com	5	<b>5</b>	4.70%	4.88%	1,424,946	1,429,051	4,105
corenic.net	6	<b>6</b>	2.63%	2.57%	797,708	753,103	(44,605)
registrars.com	7	<b>7</b>	2.50%	2.55%	757,421	745,042	(12,379)
enom.com	8	<b>8</b>	1.72%	1.92%	520,170	560,664	40,494
godaddy.com	10	<b>9</b>	1.48%	1.76%	448,232	514,914	66,682
dotster.com	9	<b>10</b>	1.66%	1.75%	501,343	511,748	10,405
schlund.de	11	<b>11</b>	1.38%	1.48%	418,856	434,090	15,234
dotregistrar.com	12	<b>12</b>	1.34%	1.45%	406,704	425,167	18,463
joker.com	13	<b>13</b>	1.11%	1.23%	336,988	359,202	22,214
directnic.com	15	<b>14</b>	1.04%	1.20%	313,790	351,624	37,834
domaindiscover.com	14	<b>15</b>	1.05%	1.14%	318,728	334,041	15,313
gandi.net	16	<b>16</b>	0.92%	0.97%	278,175	283,843	5,668
easyspace.com	17	<b>17</b>	0.89%	0.93%	269,848	272,712	2,864
namesecure.com	18	<b>18</b>	0.80%	0.83%	243,084	244,081	997
rs.domainbank.net	19	<b>19</b>	0.78%	0.80%	237,164	233,383	(3,781)
itsyourdomain.com	20	<b>20</b>	0.65%	0.70%	197,161	206,157	8,996
stargateinc.com	22	<b>21</b>	0.42%	0.46%	125,697	135,960	10,263
domainpeople.com	21	<b>22</b>	0.44%	0.46%	131,861	134,091	2,230
OnlineNIC.com	25	<b>23</b>	0.38%	0.43%	115,248	124,469	9,221
discount-domain.com	23	<b>24</b>	0.39%	0.42%	119,121	121,880	2,759
names4ever.com	24	<b>25</b>	0.38%	0.40%	116,100	117,297	1,197
yesnic.com	27	<b>26</b>	0.33%	0.36%	100,956	105,980	5,024
aitdomains.com	26	<b>27</b>	0.34%	0.34%	103,260	100,519	(2,741)
namesdirect.com	28	<b>28</b>	0.25%	0.28%	76,613	80,897	4,284
iaregistry.com	32	<b>29</b>	0.22%	0.27%	65,647	78,415	12,768
paycenter.com.cn	30	<b>30</b>	0.24%	0.26%	72,234	77,140	4,906
doregi.com	29	<b>31</b>	0.24%	0.26%	72,854	75,549	2,695
gkg.net	31	<b>32</b>	0.22%	0.24%	67,846	70,303	2,457
speednic.net	37	<b>33</b>	0.17%	0.22%	50,085	64,334	14,249
alldomains.com	33	<b>34</b>	0.19%	0.21%	58,630	60,951	2,321
name7.com	35	<b>35</b>	0.18%	0.20%	55,345	57,478	2,133
ibi.net	34	<b>36</b>	0.19%	0.19%	57,957	56,414	(1,543)
dotearth.com	36	<b>37</b>	0.18%	0.18%	54,642	53,231	(1,411)
nordnet.net	44	<b>38</b>	0.10%	0.17%	29,174	48,954	19,780
enterprice.net	38	<b>39</b>	0.14%	0.16%	43,285	46,954	3,669
signaturedomains.com	39	<b>40</b>	0.14%	0.14%	41,065	40,292	(773)
awregistry.net	40	<b>41</b>	0.12%	0.13%	37,834	37,366	(468)
activeisp.com	41	<b>42</b>	0.11%	0.12%	33,714	35,298	1,584
tmagnic.net	43	<b>43</b>	0.10%	0.11%	29,230	31,591	2,361
domaininfo.com	42	<b>44</b>	0.10%	0.10%	30,203	30,514	311
psi-domains.com	45	<b>45</b>	0.09%	0.09%	27,175	27,707	532

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
naame.com	46	<b>46</b>	0.09%	0.09%	27,125	27,485	360
interdomain.net	47	<b>47</b>	0.07%	0.09%	21,534	24,941	3,407
namescout.com	50	<b>48</b>	0.06%	0.08%	17,952	23,302	5,350
catalog.com	49	<b>49</b>	0.06%	0.07%	19,364	20,387	1,023
oleane.net	48	<b>50</b>	0.06%	0.07%	19,521	20,185	664
totalregistrations.com	51	<b>51</b>	0.06%	0.06%	17,137	18,595	1,458
totalnic.net	52	<b>52</b>	0.05%	0.06%	16,042	18,322	2,280
namebay.com	55	<b>53</b>	0.04%	0.05%	13,181	15,636	2,455
e-names.org	53	<b>54</b>	0.05%	0.05%	14,443	14,992	549
domainsite.com	54	<b>55</b>	0.04%	0.05%	13,584	14,296	712
netnames.com	56	<b>56</b>	0.04%	0.04%	11,877	13,007	1,130
1stdomain.net	57	<b>57</b>	0.04%	0.04%	11,663	12,012	349
nsdomainregistry.com	58	<b>58</b>	0.04%	0.04%	11,502	11,269	(233)
domini.it	59	<b>59</b>	0.03%	0.03%	8,450	8,538	88
nominate.net	60	<b>60</b>	0.02%	0.03%	7,374	7,796	422
worldnet.net	61	<b>61</b>	0.02%	0.02%	6,156	6,395	239
www.domainzoo.com/whois	66	<b>62</b>	0.01%	0.02%	4,380	5,783	1,403
rrpproxy.net	65	<b>63</b>	0.02%	0.02%	4,694	5,599	905
secura-gmbh.de	62	<b>64</b>	0.02%	0.02%	5,266	5,399	133
nameengine.com	63	<b>65</b>	0.02%	0.02%	5,070	5,370	300
srsplus.com	70	<b>66</b>	0.01%	0.02%	3,365	5,212	1,847
omnis.com	64	<b>67</b>	0.02%	0.02%	5,068	5,106	38
shop4domain.com	67	<b>68</b>	0.01%	0.01%	3,988	4,360	372
planetdomain.com	69	<b>69</b>	0.01%	0.01%	3,396	4,122	726
idregister.com	72	<b>70</b>	0.01%	0.01%	3,053	3,996	943
compuserve.com	68	<b>71</b>	0.01%	0.01%	3,849	3,957	108
addresscreation.com	71	<b>72</b>	0.01%	0.01%	3,099	3,652	553
eastcom.com	73	<b>73</b>	0.01%	0.01%	2,998	3,318	320
mrdomreg.com	75	<b>74</b>	0.01%	0.01%	2,413	2,494	81
domaindomain.com	74	<b>75</b>	0.01%	0.01%	2,430	2,432	2
directi.com	81	<b>76</b>	0.00%	0.01%	1,286	2,118	832
vi.net	76	<b>77</b>	0.01%	0.01%	2,033	2,042	9
interaccess.com	77	<b>78</b>	0.01%	0.01%	1,980	1,983	3
123registration.com	79	<b>79</b>	0.00%	0.01%	1,360	1,779	419
nominalia.com	78	<b>80</b>	0.01%	0.01%	1,740	1,732	(8)
webex.net	80	<b>81</b>	0.00%	0.00%	1,332	1,381	49
markmonitor.com	87	<b>82</b>	0.00%	0.00%	551	1,092	541
4domains.com	83	<b>83</b>	0.00%	0.00%	814	1,078	264
globedom.com	82	<b>84</b>	0.00%	0.00%	836	1,020	184
enetregistry.net	84	<b>85</b>	0.00%	0.00%	660	838	178
trustnames.net	86	<b>86</b>	0.00%	0.00%	560	616	56
pasia.com	85	<b>87</b>	0.00%	0.00%	607	606	(1)
corporatedomains.com	88	<b>88</b>	0.00%	0.00%	449	494	45
registrationtek.com	90	<b>89</b>	0.00%	0.00%	135	192	57
namesystem.com	89	<b>90</b>	0.00%	0.00%	145	149	4
1dni.com*	96	<b>91</b>	0.00%	0.00%	-	115	115
seoulregister.com	93	<b>92</b>	0.00%	0.00%	7	22	15
000domains.com	91	<b>93</b>	0.00%	0.00%	10	11	1

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
nametree.com	91	<b>94</b>	0.00%	0.00%	10	10	0
ar.com	94	<b>95</b>	0.00%	0.00%	6	6	0
talk.com	95	<b>96</b>	0.00%	0.00%	4	4	0
namesbeyond.com*	96	<b>97</b>	0.00%	0.00%	-	2	2
<b>TOTALS</b>			<b>100.00%</b>	<b>100.00%</b>	<b>30,286,766</b>	<b>29,254,606</b>	<b>(1,032,160)</b>

## December 2001

## INFO

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
schlund.de	1	<b>1</b>	14.706%	14.213%	90,725	94,334	3,609
netsol.com	3	<b>2</b>	8.031%	8.543%	49,545	56,706	7,161
opensrs.net	4	<b>3</b>	8.000%	8.168%	49,354	54,215	4,861
register.com	2	<b>4</b>	8.238%	8.122%	50,825	53,908	3,083
speednames.com	5	<b>5</b>	4.831%	4.671%	29,807	31,002	1,195
corenic.net	6	<b>6</b>	4.417%	4.403%	27,251	29,226	1,975
inww.com	8	<b>7</b>	3.920%	3.998%	24,185	26,537	2,352
directnic.com	7	<b>8</b>	3.935%	3.817%	24,279	25,333	1,054
joker.com	9	<b>9</b>	3.701%	3.666%	22,832	24,332	1,500
bulkregister.com	11	<b>10</b>	3.222%	3.189%	19,880	21,166	1,286
registrars.com	10	<b>11</b>	3.354%	3.166%	20,694	21,015	321
enom.com	12	<b>12</b>	2.740%	2.868%	16,905	19,035	2,130
godaddy.com	15	<b>13</b>	1.772%	1.938%	10,930	12,860	1,930
namesdirect.com	13	<b>14</b>	2.054%	1.909%	12,670	12,671	1
namezero.com	14	<b>15</b>	1.948%	1.810%	12,015	12,015	-
enterprice.net	16	<b>16</b>	1.724%	1.683%	10,634	11,173	539
domainpeople.com	17	<b>17</b>	1.328%	1.320%	8,196	8,763	567
rs.domainbank.net	18	<b>18</b>	1.265%	1.256%	7,805	8,336	531
srsplus.com	19	<b>19</b>	1.214%	1.206%	7,492	8,004	512
namesecure.com	20	<b>20</b>	1.209%	1.166%	7,457	7,740	283
dotster.com	22	<b>21</b>	1.035%	1.061%	6,387	7,045	658
vi.net	21	<b>22</b>	1.120%	1.055%	6,912	7,003	91
domaindiscount24.com	23	<b>23</b>	0.999%	1.015%	6,164	6,735	571
easyspace.com	26	<b>24</b>	0.834%	0.883%	5,146	5,864	718
totalregistrations.com	24	<b>25</b>	0.909%	0.868%	5,611	5,758	147
domaindiscover.com	25	<b>26</b>	0.839%	0.842%	5,174	5,587	413
alldomains.com	27	<b>27</b>	0.695%	0.671%	4,288	4,453	165
yesnic.com	28	<b>28</b>	0.668%	0.667%	4,122	4,429	307
domaininfo.com	31	<b>29</b>	0.623%	0.623%	3,845	4,132	287
secura-gmbh.de	29	<b>30</b>	0.632%	0.606%	3,901	4,019	118
itsyourdomain.com	40	<b>31</b>	0.438%	0.603%	2,700	4,003	1,303
dotearth.com	30	<b>32</b>	0.629%	0.590%	3,879	3,915	36
gandi.net	39	<b>33</b>	0.472%	0.583%	2,910	3,870	960
1stdomain.net	32	<b>34</b>	0.619%	0.577%	3,817	3,833	16
discount-domain.com	34	<b>35</b>	0.540%	0.537%	3,331	3,565	234
globedom.com	33	<b>36</b>	0.547%	0.524%	3,373	3,477	104
nordnet.net	35	<b>37</b>	0.514%	0.496%	3,170	3,294	124
name7.com	36	<b>38</b>	0.496%	0.488%	3,057	3,240	183
netbenefit.com	37	<b>39</b>	0.478%	0.481%	2,948	3,194	246
dotregistrar.com	83	<b>40</b>	0.000%	0.476%	1	3,158	3,157
eNameCompany.com	38	<b>41</b>	0.473%	0.446%	2,916	2,963	47
namebay.com	41	<b>42</b>	0.368%	0.371%	2,270	2,460	190
nominalia.com	42	<b>43</b>	0.324%	0.329%	1,997	2,182	185
parava.net	43	<b>44</b>	0.321%	0.308%	1,981	2,047	66
nameengine.com	44	<b>45</b>	0.304%	0.288%	1,874	1,909	35

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
OnlineNIC.com	46	<b>46</b>	0.248%	0.245%	1,533	1,625	92
registrationtek.com	45	<b>47</b>	0.261%	0.243%	1,610	1,613	3
names4ever.com	47	<b>48</b>	0.221%	0.220%	1,362	1,458	96
markmonitor.com	48	<b>49</b>	0.219%	0.205%	1,350	1,359	9
netpia.com	49	<b>50</b>	0.203%	0.195%	1,251	1,294	43
namescout.com	51	<b>51</b>	0.188%	0.193%	1,158	1,284	126
1dni.com	50	<b>52</b>	0.202%	0.191%	1,245	1,268	23
doregi.com	52	<b>53</b>	0.172%	0.168%	1,062	1,115	53
domainzoo.com	53	<b>54</b>	0.169%	0.157%	1,041	1,041	-
idregister.com	54	<b>55</b>	0.161%	0.150%	991	995	4
directi.com	55	<b>56</b>	0.127%	0.123%	783	817	34
000domains.com	59	<b>57</b>	0.110%	0.122%	676	812	136
aitdomains.com	61	<b>58</b>	0.088%	0.119%	545	789	244
RGNames.com	56	<b>59</b>	0.124%	0.116%	765	771	6
signaturedomains.com	57	<b>60</b>	0.114%	0.111%	702	737	35
psi-domains.com	58	<b>61</b>	0.112%	0.106%	692	706	14
123registration.com	62	<b>62</b>	0.088%	0.084%	544	555	11
AAAQ.com	60	<b>63</b>	0.089%	0.083%	552	552	-
4domains.com	63	<b>64</b>	0.083%	0.079%	511	524	13
interdomain.net	64	<b>65</b>	0.078%	0.075%	484	496	12
registrarsasia.com	65	<b>66</b>	0.072%	0.072%	446	477	31
007Names.com	66	<b>67</b>	0.067%	0.062%	411	413	2
nominate.net	67	<b>68</b>	0.058%	0.056%	357	372	15
cronon.org	83	<b>69</b>	0.000%	0.056%	1	371	370
catalog.com	68	<b>70</b>	0.043%	0.048%	266	317	51
galcomm.com	70	<b>71</b>	0.038%	0.036%	233	241	8
ar.com	69	<b>72</b>	0.039%	0.036%	238	238	-
bestregistrar.com	71	<b>73</b>	0.032%	0.032%	198	212	14
incspot.com	72	<b>74</b>	0.030%	0.031%	185	207	22
awregistry.net	73	<b>75</b>	0.030%	0.030%	182	199	17
addresscreation.com	75	<b>77</b>	0.015%	0.016%	94	106	12
sitename.com	76	<b>78</b>	0.014%	0.013%	84	84	-
omnis.com	78	<b>79</b>	0.007%	0.009%	46	62	16
domainpro.com	77	<b>80</b>	0.010%	0.009%	60	60	-
bookmyname.com	80	<b>81</b>	0.005%	0.009%	29	57	28
<b>TOTALS</b>			<b>100.00%</b>	<b>100.00%</b>	<b>616,942</b>	<b>663,733</b>	<b>46,791</b>

## December 2001

## BIZ

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
netsol.com	1	<b>1</b>	22.083%	21.761%	94,103	102,804	8,701
register.com	2	<b>2</b>	11.506%	11.360%	49,033	53,669	4,636
opensrs.net	3	<b>3</b>	7.323%	7.779%	31,208	36,752	5,544
inww.com	4	<b>4</b>	5.473%	5.642%	23,323	26,657	3,334
schlund.de	5	<b>5</b>	5.241%	5.045%	22,334	23,833	1,499
bulkregister.com	6	<b>6</b>	3.922%	3.834%	16,713	18,111	1,398
dotregistrar.com	7	<b>7</b>	3.767%	3.737%	16,053	17,653	1,600
enom.com	8	<b>8</b>	3.113%	3.370%	13,264	15,919	2,655
directnic.com	9	<b>9</b>	2.661%	2.681%	11,340	12,665	1,325
godaddy.com	11	<b>10</b>	2.341%	2.580%	9,975	12,187	2,212
corenic.net	10	<b>11</b>	2.342%	2.338%	9,979	11,047	1,068
speednames.com	12	<b>12</b>	2.280%	2.291%	9,715	10,824	1,109
srsplus.com	14	<b>13</b>	2.164%	2.086%	9,220	9,856	636
joker.com	15	<b>14</b>	1.938%	2.066%	8,258	9,761	1,503
registrars.com	13	<b>15</b>	2.190%	2.046%	9,332	9,665	333
dotster.com	16	<b>16</b>	1.828%	1.836%	7,789	8,673	884
vi.net	17	<b>17</b>	1.684%	1.537%	7,177	7,261	84
yesnic.com	18	<b>18</b>	1.469%	1.463%	6,261	6,910	649
domaindiscover.com	19	<b>19</b>	1.290%	1.296%	5,499	6,123	624
name7.com	20	<b>20</b>	1.127%	1.097%	4,804	5,181	377
domainpeople.com	21	<b>21</b>	0.904%	0.861%	3,852	4,068	216
domainbank.net	22	<b>22</b>	0.814%	0.792%	3,470	3,740	270
incspot.com	23	<b>23</b>	0.792%	0.714%	3,375	3,375	-
alldomains.com	24	<b>24</b>	0.691%	0.665%	2,943	3,140	197
domaininfo.com	26	<b>25</b>	0.668%	0.660%	2,847	3,118	271
domaindiscount24.com	27	<b>26</b>	0.651%	0.642%	2,775	3,031	256
netnames.com	25	<b>27</b>	0.669%	0.618%	2,852	2,919	67
easyspace.com	29	<b>28</b>	0.590%	0.617%	2,516	2,917	401
netpia.com	28	<b>29</b>	0.614%	0.584%	2,616	2,759	143
1stdomain.net	30	<b>30</b>	0.568%	0.517%	2,419	2,441	22
itsyourdomain.com	41	<b>31</b>	0.292%	0.438%	1,244	2,071	827
namebay.com	32	<b>32</b>	0.404%	0.423%	1,723	1,999	276
namescout.com	31	<b>33</b>	0.437%	0.420%	1,862	1,982	120
discount-domain.com	34	<b>34</b>	0.392%	0.395%	1,672	1,867	195
nominalia.com	33	<b>35</b>	0.393%	0.390%	1,674	1,841	167
totalregistrations.com	37	<b>36</b>	0.362%	0.376%	1,542	1,775	233
eNameCompany.com	35	<b>37</b>	0.382%	0.364%	1,627	1,721	94
nordnet.net	38	<b>38</b>	0.354%	0.361%	1,507	1,705	198
OnlineNIC.com	39	<b>39</b>	0.339%	0.350%	1,444	1,655	211
secura-gmbh.de	36	<b>40</b>	0.376%	0.350%	1,603	1,652	49
namesecure.com	43	<b>41</b>	0.258%	0.292%	1,100	1,381	281
nameengine.com	40	<b>42</b>	0.316%	0.285%	1,346	1,346	-
doregi.com	42	<b>43</b>	0.265%	0.271%	1,130	1,278	148
markmonitor.com	44	<b>44</b>	0.250%	0.228%	1,066	1,076	10
000domains.com	47	<b>45</b>	0.183%	0.223%	1,066	1,052	274

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
names4ever.com	46	<b>46</b>	0.190%	0.221%	808	1,044	236
bookmyname.com	45	<b>47</b>	0.215%	0.205%	915	967	52
directi.com	49	<b>48</b>	0.174%	0.173%	742	815	73
iaregistry.com	48	<b>49</b>	0.176%	0.159%	748	751	3
123registration.com	50	<b>50</b>	0.168%	0.158%	718	748	30
1dni.com	51	<b>51</b>	0.157%	0.146%	671	690	19
parava.net	52	<b>52</b>	0.121%	0.128%	515	604	89
catalog.com	53	<b>53</b>	0.113%	0.119%	480	564	84
registrarsasia.com	54	<b>54</b>	0.112%	0.107%	478	505	27
aitdomains.com	55	<b>55</b>	0.097%	0.095%	414	448	34
4domains.com	56	<b>56</b>	0.082%	0.081%	348	384	36
rgnames.com	57	<b>57</b>	0.080%	0.072%	341	341	-
signaturedomains.com	60	<b>58</b>	0.067%	0.070%	285	331	46
cronon.org	69	<b>59</b>	0.012%	0.067%	50	316	266
dotearth.com	61	<b>59</b>	0.066%	0.067%	283	316	33
psi-domains.com	59	<b>61</b>	0.068%	0.064%	290	303	13
interdomain.net	63	<b>62</b>	0.065%	0.062%	276	294	18
nominat.net	62	<b>63</b>	0.065%	0.062%	279	293	14
domainRG.com	58	<b>64</b>	0.069%	0.062%	292	292	-
galcomm.com	64	<b>65</b>	0.060%	0.055%	254	259	5
007names.com	65	<b>66</b>	0.052%	0.048%	222	229	7
chinadns.com	66	<b>67</b>	0.034%	0.047%	145	224	79
idregister.com	67	<b>68</b>	0.025%	0.023%	106	109	3
phillipineRegistry.com	68	<b>69</b>	0.016%	0.016%	69	75	6
addresscreation.com	71	<b>70</b>	0.002%	0.007%	10	35	25
awregistry.com	70	<b>71</b>	0.008%	0.007%	34	34	-
harleyzo-usa	72	<b>72</b>	0.000%	0.000%	2	2	-
<b>TOTALS</b>			<b>100.00%</b>	<b>100.00%</b>	<b>426,138</b>	<b>472,433</b>	<b>46,295</b>

# December 2001

# CNOBI

\* = New to CNO

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
netsol.com	1	<b>1</b>	43.25%	40.407%	13,583,651	12,311,625	(1,272,026)
register.com	2	<b>2</b>	10.28%	10.342%	3,229,072	3,151,225	(77,847)
opensrs.net	3	<b>3</b>	8.52%	8.937%	2,677,159	2,722,859	45,700
bulkregister.com	4	<b>4</b>	5.31%	5.444%	1,666,952	1,658,574	(8,378)
inww.com	5	<b>5</b>	4.69%	4.865%	1,472,454	1,482,245	9,791
corenic.net	6	<b>6</b>	2.66%	2.604%	834,938	793,376	(41,562)
registrars.com	7	<b>7</b>	2.51%	2.546%	787,447	775,722	(11,725)
enom.com	8	<b>8</b>	1.75%	1.955%	550,339	595,618	45,279
schlund.de	9	<b>9</b>	1.69%	1.813%	531,915	552,257	20,342
godaddy.com	11	<b>10</b>	1.49%	1.772%	469,137	539,961	70,824
dotster.com	10	<b>11</b>	1.64%	1.731%	515,519	527,466	11,947
dotregistrar.com	12	<b>12</b>	1.35%	1.464%	422,758	445,978	23,220
joker.com	13	<b>13</b>	1.17%	1.291%	368,078	393,295	25,217
directnic.com	14	<b>14</b>	1.11%	1.279%	349,409	389,622	40,213
domaindiscover.com	15	<b>15</b>	1.05%	1.135%	329,401	345,751	16,350
gandi.net	16	<b>16</b>	0.90%	0.944%	281,085	287,713	6,628
easyspace.com	17	<b>17</b>	0.88%	0.924%	277,510	281,493	3,983
namesecure.com	18	<b>18</b>	0.80%	0.831%	251,641	253,202	1,561
rs.domainbank.net	19	<b>19</b>	0.79%	0.806%	248,439	245,459	(2,980)
itsyourdomain.com	20	<b>20</b>	0.64%	0.697%	201,105	212,231	11,126
domainpeople.com	21	<b>21</b>	0.46%	0.482%	143,909	146,922	3,013
stargateinc.com	22	<b>22</b>	0.40%	0.446%	125,697	135,960	10,263
onlinenic.com	25	<b>23</b>	0.38%	0.419%	118,225	127,749	9,524
discount-domain.com	23	<b>24</b>	0.40%	0.418%	124,124	127,312	3,188
names4ever.com	24	<b>25</b>	0.38%	0.393%	118,270	119,799	1,529
yesnic.com	26	<b>26</b>	0.35%	0.385%	111,339	117,319	5,980
speednames.com	28	<b>27</b>	0.29%	0.348%	89,607	106,160	16,553
aitdomains.com	27	<b>28</b>	0.33%	0.334%	104,219	101,756	(2,463)
namesdirect.com	29	<b>29</b>	0.28%	0.307%	89,283	93,568	4,285
iaregistry.com	34	<b>30</b>	0.21%	0.260%	66,395	79,166	12,771
doregi.com	30	<b>31</b>	0.24%	0.256%	75,046	77,942	2,896
doregi.com	30	<b>31</b>	0.24%	0.256%	75,046	77,942	2,896
paycenter.com.cn	32	<b>33</b>	0.23%	0.253%	72,234	77,140	4,906
gkg.net	33	<b>34</b>	0.22%	0.231%	67,846	70,303	2,457
alldomains.com	35	<b>35</b>	0.21%	0.225%	65,861	68,544	2,683
name7.com	36	<b>36</b>	0.20%	0.216%	63,206	65,899	2,693
enterprice.net	39	<b>37</b>	0.17%	0.191%	53,919	58,127	4,208
dotearth.com	37	<b>38</b>	0.19%	0.189%	58,804	57,462	(1,342)
ibi.net	38	<b>39</b>	0.18%	0.185%	57,957	56,414	(1,543)
nordnet.net	43	<b>40</b>	0.11%	0.177%	33,851	53,953	20,102
signaturedomains.com	40	<b>41</b>	0.13%	0.136%	42,052	41,360	(692)
domaininfo.com	42	<b>42</b>	0.12%	0.124%	36,895	37,764	869
awregistry.net	41	<b>43</b>	0.12%	0.123%	38,050	37,599	(451)
activeisp.com	44	<b>44</b>	0.11%	0.116%	33,714	35,298	1,584
tmagnic.net	45	<b>45</b>	0.11%	0.104%	29,230	31,591	2,361

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
psi-domains.com	46	<b>46</b>	0.09%	0.094%	28,157	28,716	559
naame.com	47	<b>47</b>	0.09%	0.090%	27,125	27,485	360
namescout.com	50	<b>48</b>	0.07%	0.087%	20,972	26,568	5,596
totalregistrations.com	48	<b>49</b>	0.08%	0.086%	24,290	26,128	1,838
interdomain.net	49	<b>50</b>	0.07%	0.084%	22,294	25,731	3,437
srsplus.com	52	<b>51</b>	0.06%	0.076%	20,077	23,072	2,995
catalog.com	51	<b>52</b>	0.06%	0.070%	20,110	21,268	1,158
oleane.net	53	<b>53</b>	0.06%	0.066%	19,521	20,185	664
namebay.com	55	<b>54</b>	0.05%	0.066%	17,174	20,095	2,921
totalnic.net	57	<b>55</b>	0.05%	0.060%	16,042	18,322	2,280
1stdomain.net	54	<b>56</b>	0.06%	0.060%	17,899	18,286	387
vi.net	56	<b>57</b>	0.05%	0.054%	16,122	16,306	184
netnames.com	58	<b>58</b>	0.05%	0.052%	14,729	15,926	1,197
e-names.org	59	<b>59</b>	0.05%	0.049%	14,443	14,992	549
domainsite.com	60	<b>60</b>	0.04%	0.047%	13,584	14,296	712
namezero.com	61	<b>61</b>	0.04%	0.039%	12,015	12,015	0
nsdomainregistry.com	62	<b>62</b>	0.04%	0.037%	11,502	11,269	(233)
secura-gmbh.de	63	<b>63</b>	0.03%	0.036%	10,770	11,070	300
domaindiscount24.com	64	<b>64</b>	0.03%	0.032%	8,939	9,766	827
nameengine.com	66	<b>65</b>	0.03%	0.028%	8,290	8,625	335
domini.it	65	<b>66</b>	0.03%	0.028%	8,450	8,538	88
nominat.net	67	<b>67</b>	0.03%	0.028%	8,010	8,461	451
domainzoo.com	69	<b>68</b>	0.02%	0.022%	5,421	6,824	1,403
worldnet.net	68	<b>69</b>	0.02%	0.021%	6,156	6,395	239
nominalia.com	70	<b>70</b>	0.02%	0.019%	5,411	5,755	344
rrproxy.net	72	<b>71</b>	0.01%	0.018%	4,694	5,599	905
omnis.com	71	<b>72</b>	0.02%	0.017%	5,114	5,168	54
idregister.com	75	<b>73</b>	0.01%	0.017%	4,150	5,100	950
eNameCompany.com	73	<b>74</b>	0.01%	0.015%	4,543	4,684	141
globedom.com	74	<b>75</b>	0.01%	0.015%	4,209	4,497	288
shop4domain.com	76	<b>76</b>	0.01%	0.014%	3,988	4,360	372
planetdomain.com	80	<b>77</b>	0.01%	0.014%	3,396	4,122	726
netpia.com	77	<b>78</b>	0.01%	0.013%	3,867	4,053	186
compuserve.com	78	<b>79</b>	0.01%	0.013%	3,849	3,957	108
addresscreation.com	81	<b>80</b>	0.01%	0.012%	3,203	3,793	590
directi.com	85	<b>81</b>	0.01%	0.012%	2,811	3,750	939
incspot.com	79	<b>82</b>	0.01%	0.012%	3,560	3,582	22
markmonitor.com	83	<b>83</b>	0.01%	0.012%	2,967	3,527	560
eastcom.com	82	<b>84</b>	0.01%	0.011%	2,998	3,318	320
netbenefit.com	84	<b>85</b>	0.01%	0.010%	2,948	3,194	246
123registration.com	86	<b>86</b>	0.01%	0.010%	2,622	3,082	460
parava.net	87	<b>87</b>	0.01%	0.009%	2,496	2,651	155
mrdomreg.com	89	<b>88</b>	0.01%	0.008%	2,413	2,494	81
domaindomain.com	88	<b>89</b>	0.01%	0.008%	2,430	2,432	2
1dni.com*	91	<b>90</b>	0.01%	0.007%	1,916	2,073	157
4domains.com	93	<b>91</b>	0.01%	0.007%	1,673	1,986	313
interaccess.com	90	<b>92</b>	0.01%	0.007%	1,980	1,983	3
000domains.com	94	<b>93</b>	0.00%	0.006%	1,464	1,875	411

Registrar	Rank		Market Share		Registrations		Change
	Nov	Dec	Nov	Dec	Nov	Dec	
registrationtek.com	92	<b>94</b>	0.01%	0.006%	1,745	1,805	60
webex.net	95	<b>95</b>	0.00%	0.005%	1,332	1,381	49
rgnames.com	96	<b>96</b>	0.00%	0.004%	1,106	1,112	6
bookmyname.com	97	<b>97</b>	0.00%	0.003%	944	1,024	80
registrarsasia.com	98	<b>98</b>	0.00%	0.003%	924	982	58
enetregistry.net	99	<b>99</b>	0.00%	0.003%	660	838	178
cronon.org	114	<b>100</b>	0.00%	0.002%	51	687	636
007Names.com	100	<b>101</b>	0.00%	0.002%	633	642	9
trustnames.net	102	<b>102</b>	0.00%	0.002%	560	616	56
pasia.com	101	<b>103</b>	0.00%	0.002%	607	606	(1)
AAAQ.com	103	<b>104</b>	0.00%	0.002%	552	552	0
galcomm.com	104	<b>105</b>	0.00%	0.002%	487	500	13
corporatedomains.com	105	<b>106</b>	0.00%	0.002%	449	494	45
domainRG.com	106	<b>107</b>	0.00%	0.001%	292	292	0
ar.com	107	<b>108</b>	0.00%	0.001%	244	244	0
chinadns.com	109	<b>109</b>	0.00%	0.001%	145	224	79
bestregistrar.com	108	<b>110</b>	0.00%	0.001%	198	212	14
namesystem.com	109	<b>111</b>	0.00%	0.000%	145	149	4
sitename.com	111	<b>112</b>	0.00%	0.000%	84	84	0
phillipineRegistry.com	112	<b>113</b>	0.00%	0.000%	69	75	6
domainPro.com	113	<b>114</b>	0.00%	0.000%	60	60	0
seoulregister.com	116	<b>115</b>	0.00%	0.000%	7	22	15
nametree.com	115	<b>116</b>	0.00%	0.000%	10	10	0
talk.com	117	<b>117</b>	0.00%	0.000%	4	4	0
harleyzo-usa	118	<b>118</b>	0.00%	0.000%	2	2	0
namesbeyond.com*	119	<b>118</b>	0.00%	0.000%	-	2	2
<b>TOTALS</b>			<b>100.00%</b>	<b>100.00%</b>	<b>31,404,892</b>	<b>30,468,714</b>	<b>(936,178)</b>

## Fourth Quarter 2001

## COM, NET, ORG

\* = New this quarter

Registrar	Rank		Market Share		Registrations		Change
	Q3	Q4	Q3	Q4	Q3	Q4	
netsol.com	1	<b>1</b>	45.92%	41.54%	14,066,169	12,152,115	(1,914,054)
register.com	2	<b>2</b>	11.47%	10.40%	3,514,004	3,043,648	(470,356)
opensrs.net	3	<b>3</b>	8.23%	9.00%	2,520,683	2,631,892	111,209
bulkregister.com	4	<b>4</b>	5.40%	5.54%	1,653,853	1,619,297	(34,556)
inww.com	5	<b>5</b>	4.34%	4.88%	1,328,238	1,429,051	100,813
corenic.net	6	<b>6</b>	2.78%	2.57%	850,102	753,103	(96,999)
registrars.com	7	<b>7</b>	2.48%	2.55%	760,293	745,042	(15,251)
enom.com	8	<b>8</b>	1.69%	1.92%	516,370	560,664	44,294
godaddy.com	12	<b>9</b>	1.10%	1.76%	337,443	514,914	177,471
dotster.com	9	<b>10</b>	1.55%	1.75%	474,020	511,748	37,728
schlund.de	11	<b>11</b>	1.27%	1.48%	388,635	434,090	45,455
dotregistrar.com	10	<b>12</b>	1.34%	1.45%	411,200	425,167	13,967
joker.com	14	<b>13</b>	0.9338%	1.23%	286,037	359,202	73,165
directnic.com	19	<b>14</b>	0.7279%	1.20%	222,965	351,624	128,659
domaindiscover.com	13	<b>15</b>	0.9415%	1.14%	288,406	334,041	45,635
gandi.net	15	<b>16</b>	0.8695%	0.9703%	266,350	283,843	17,493
easyspace.com	16	<b>17</b>	0.8544%	0.9322%	261,713	272,712	10,999
namesecure.com	17	<b>18</b>	0.8425%	0.8343%	258,082	244,081	(14,001)
domainbank.net	18	<b>19</b>	0.7770%	0.7978%	238,008	233,383	(4,625)
itsyourdomain.com	20	<b>20</b>	0.5672%	0.7047%	173,747	206,157	32,410
stargateinc.com	24	<b>21</b>	0.3503%	0.4647%	107,293	135,960	28,667
domainpeople.com	21	<b>22</b>	0.4258%	0.4584%	130,437	134,091	3,654
OnlineNIC.com	26	<b>23</b>	0.3210%	0.4255%	98,336	124,469	26,133
discount-domain.com	23	<b>24</b>	0.3678%	0.4166%	112,679	121,880	9,201
names4ever.com	22	<b>25</b>	0.3695%	0.4010%	113,198	117,297	4,099
yesnic.com	27	<b>26</b>	0.3088%	0.3623%	94,584	105,980	11,396
aitdomains.com	25	<b>27</b>	0.3214%	0.3436%	98,443	100,519	2,076
namesdirect.com	29	<b>28</b>	0.2202%	0.2765%	67,446	80,897	13,451
iaregistry.com	37	<b>29</b>	0.1420%	0.2680%	43,503	78,415	34,912
paycenter.com.cn	31	<b>30</b>	0.2074%	0.2637%	63,545	77,140	13,595
doregi.com	28	<b>31</b>	0.2293%	0.2582%	70,241	75,549	5,308
gkg.net	32	<b>32</b>	0.2041%	0.2403%	62,520	70,303	7,783
speednic.net	38	<b>33</b>	0.1399%	0.2199%	42,845	64,334	21,489
alldomains.com	34	<b>34</b>	0.1639%	0.2083%	50,208	60,951	10,743
name7.com	35	<b>35</b>	0.1576%	0.1965%	48,271	57,478	9,207
ibi.net	30	<b>36</b>	0.2092%	0.1928%	64,085	56,414	(7,671)
dotearth.com	33	<b>37</b>	0.1736%	0.1820%	53,165	53,231	66
nordnet.net	44	<b>38</b>	0.0810%	0.1673%	24,800	48,954	24,154
enterprice.net	40	<b>39</b>	0.1232%	0.1605%	37,733	46,954	9,221
signaturedomains.com	36	<b>40</b>	0.1468%	0.1377%	44,974	40,292	(4,682)
awregistry.net	39	<b>41</b>	0.1242%	0.1277%	38,049	37,366	(683)
activeisp.com	41	<b>42</b>	0.1060%	0.1207%	32,463	35,298	2,835
tmagnic.net	46	<b>43</b>	0.0749%	0.1080%	22,946	31,591	8,645
domaininfo.com	42	<b>44</b>	0.0920%	0.1043%	28,194	30,514	2,320
psi-domains.com	43	<b>45</b>	0.0849%	0.0947%	25,993	27,707	1,714

Registrar	Rank		Market Share		Registrations		Change
	Q3	Q4	Q3	Q4	Q3	Q4	
naame.com	45	46	0.0771%	0.0940%	23,619	27,485	3,866
interdomain.net	49	47	0.0495%	0.0853%	15,169	24,941	9,772
namescout.com	59	48	0.0217%	0.0797%	6,636	23,302	16,666
catalog.com	48	49	0.0571%	0.0697%	17,477	20,387	2,910
oleane.net	47	50	0.0582%	0.0690%	17,830	20,185	2,355
totalregistrations.com	50	51	0.0443%	0.0636%	13,580	18,595	5,015
totalnic.net	52	52	0.0431%	0.0626%	13,195	18,322	5,127
namebay.com	57	53	0.0264%	0.0534%	8,083	15,636	7,553
e-names.org	51	54	0.0432%	0.0512%	13,224	14,992	1,768
domainsite.com	53	55	0.0396%	0.0489%	12,127	14,296	2,169
netnames.com	56	56	0.0282%	0.0445%	8,632	13,007	4,375
1stdomain.net	55	57	0.0356%	0.0411%	10,913	12,012	1,099
nsdomainregistry.com	54	58	0.0383%	0.0385%	11,722	11,269	(453)
domini.it	58	59	0.0261%	0.0292%	8,006	8,538	532
nominate.net	60	60	0.0203%	0.0266%	6,221	7,796	1,575
worldnet.net	61	61	0.0182%	0.0219%	5,566	6,395	829
domainzoo.com	68	62	0.0089%	0.0198%	2,731	5,783	3,052
rrpproxy.net	66	63	0.0098%	0.0191%	2,994	5,599	2,605
secura-gmbh.de	62	64	0.0160%	0.0185%	4,895	5,399	504
nameengine.com	64	65	0.0141%	0.0184%	4,318	5,370	1,052
srsplus.com	82	66	0.0011%	0.0178%	341	5,212	4,871
omnis.com	63	67	0.0151%	0.0175%	4,640	5,106	466
shop4domain.com	67	68	0.0090%	0.0149%	2,759	4,360	1,601
planetdomain.com	71	69	0.0075%	0.0141%	2,287	4,122	1,835
idregister.com	87	70	0.0003%	0.0137%	82	3,996	3,914
compuserve.com	65	71	0.0122%	0.0135%	3,730	3,957	227
addresscreation.com	74	72	0.0060%	0.0125%	1,825	3,652	1,827
eastcom.com	69	73	0.0085%	0.0113%	2,590	3,318	728
mrdomreg.com	72	74	0.0071%	0.0085%	2,183	2,494	311
domaindomain.com	70	75	0.0077%	0.0083%	2,347	2,432	85
directi.com	88	76	0.0002%	0.0072%	75	2,118	2,043
vi.net	77	77	0.0038%	0.0070%	1,152	2,042	890
interaccess.com	73	78	0.0061%	0.0068%	1,872	1,983	111
123registration.com	78	79	0.0033%	0.0061%	999	1,779	780
nominalia.com	75	80	0.0055%	0.0059%	1,687	1,732	45
webex.net	76	81	0.0038%	0.0047%	1,176	1,381	205
markmonitor.com	89	82	0.0001%	0.0037%	24	1,092	1,068
4domains.com	84	83	0.0010%	0.0037%	296	1,078	782
globedom.com	85	84	0.0009%	0.0035%	291	1,020	729
enetregistry.net	79	85	0.0022%	0.0029%	668	838	170
trustnames.net	81	86	0.0017%	0.0021%	515	616	101
pasia.com	80	87	0.0020%	0.0021%	607	606	(1)
corporatedomains.com	82	88	0.0011%	0.0017%	341	494	153
registrationtek.com*		89	0.0000%	0.0007%	-	192	192
namesystem.com	86	90	0.0005%	0.0005%	142	149	7
1dni.com*		91	0.0000%	0.0004%	-	115	115
seoulregister.com*		92	0.0000%	0.0001%	-	22	22
000domains.com*		93	0.0000%	0.0000%	-	11	11

Registrar	Rank		Market Share		Registrations		Change
	Q3	Q4	Q3	Q4	Q3	Q4	
nametree.com	90	<b>94</b>	0.0000%	0.0000%	11	10	(1)
ar.com	92	<b>95</b>	0.0000%	0.0000%	2	6	4
talk.com	91	<b>96</b>	0.0000%	0.0000%	4	4	0
namesbeyond.com*		<b>97</b>	0.0000%	0.0000%	-	2	2
<b>TOTALS</b>			<b>100.00%</b>	<b>100.00%</b>	<b>30,631,853</b>	<b>29,254,606</b>	<b>(1,377,285)</b>

# Year 2001

# COM, NET, ORG

\* = New this year

Registrar	Rank		Market Share		Registrations		Change
	2000	2001	2000	2001	2000	2001	
netsol.com	1	<b>1</b>	53.020%	41.546%	14,474,759	12,152,115	(2,322,644)
register.com	2	<b>2</b>	12.378%	10.406%	3,379,239	3,043,648	(335,591)
opensrs.net	3	<b>3</b>	7.369%	8.998%	2,011,882	2,631,892	620,010
bulkregister.com	4	<b>4</b>	6.639%	5.536%	1,812,583	1,619,297	(193,286)
inwww.com	5	<b>5</b>	3.551%	4.886%	969,424	1,429,051	459,627
corenic.net	6	<b>6</b>	3.543%	2.575%	967,185	753,103	(214,082)
registrars.com	7	<b>7</b>	2.156%	2.547%	588,534	745,042	156,508
enom.com	9	<b>8</b>	1.286%	1.917%	351,207	560,664	209,457
godaddy.com	48	<b>9</b>	0.014%	1.760%	3,708	514,914	511,206
dotster.com	8	<b>10</b>	1.522%	1.750%	415,391	511,748	96,357
schlund.de	12	<b>11</b>	0.721%	1.484%	196,888	434,090	237,202
dotregistrar.com	17	<b>12</b>	0.407%	1.454%	111,245	425,167	313,922
joker.com	54	<b>13</b>	0.007%	1.228%	1,865	359,202	357,337
directnic.com*		<b>14</b>	0.000%	1.202%	-	351,624	351,624
domaindiscover.com	16	<b>15</b>	0.439%	1.142%	119,739	334,041	214,302
gandi.net	14	<b>16</b>	0.663%	0.970%	180,959	283,843	102,884
easyspace.com	11	<b>17</b>	0.786%	0.932%	214,530	272,712	58,182
namesecure.com	10	<b>18</b>	0.838%	0.834%	228,789	244,081	15,292
domainbank.net	13	<b>19</b>	0.687%	0.798%	187,507	233,383	45,876
itsyourdomain.com	20	<b>20</b>	0.270%	0.705%	73,604	206,157	132,553
stargateinc.com	34	<b>21</b>	0.054%	0.465%	14,863	135,960	121,097
domainpeople.com	15	<b>22</b>	0.534%	0.458%	145,885	134,091	(11,794)
OnlineNIC.com	22	<b>23</b>	0.236%	0.426%	64,381	124,469	60,088
discount-domain.com	19	<b>24</b>	0.279%	0.417%	76,093	121,880	45,787
names4ever.com	18	<b>25</b>	0.349%	0.401%	95,382	117,297	21,915
yesnic.com	24	<b>26</b>	0.221%	0.362%	60,205	105,980	45,775
aitdomains.com	23	<b>27</b>	0.227%	0.344%	62,062	100,519	38,457
namesdirect.com	31	<b>28</b>	0.086%	0.277%	23,346	80,897	57,551
iaregistry.com	57	<b>29</b>	0.006%	0.268%	1,584	78,415	76,831
paycenter.com.cn	29	<b>30</b>	0.102%	0.264%	27,793	77,140	49,347
doregi.com	21	<b>31</b>	0.259%	0.258%	70,665	75,549	4,884
gkg.net	30	<b>32</b>	0.088%	0.240%	24,074	70,303	46,229
speednic.net	33	<b>33</b>	0.064%	0.220%	17,569	64,334	46,765
alldomains.com	37	<b>34</b>	0.049%	0.208%	13,435	60,951	47,516
name7.com	43	<b>35</b>	0.023%	0.197%	6,340	57,478	51,138
ibi.net	27	<b>36</b>	0.146%	0.193%	39,822	56,414	16,592
dotearth.com	26	<b>37</b>	0.151%	0.182%	41,243	53,231	11,988
nordnet.net	38	<b>38</b>	0.044%	0.167%	12,131	48,954	36,823
enterprice.net	40	<b>39</b>	0.038%	0.161%	10,281	46,954	36,673
signaturedomains.com	28	<b>40</b>	0.139%	0.138%	37,836	40,292	2,456
awregistry.net	25	<b>41</b>	0.166%	0.128%	45,326	37,366	(7,960)
activeisp.com	35	<b>42</b>	0.052%	0.121%	14,118	35,298	21,180
tmagnic.net	56	<b>43</b>	0.006%	0.108%	1,697	31,591	29,894
domaininfo.com	32	<b>44</b>	0.077%	0.104%	20,893	30,514	9,621
psi-domains.com	36	<b>45</b>	0.052%	0.095%	14,083	27,707	13,624

Registrar	Rank		Market Share		Registrations		Change
	2000	2001	2000	2001	2000	2001	
naame.com	44	<b>46</b>	0.019%	0.094%	5,323	27,485	22,162
interdomain.net	55	<b>47</b>	0.007%	0.085%	1,848	24,941	23,093
namescout.com*		<b>48</b>	0.000%	0.080%	-	23,302	23,302
catalog.com	42	<b>49</b>	0.025%	0.070%	6,730	20,387	13,657
oleane.net	39	<b>50</b>	0.042%	0.069%	11,493	20,185	8,692
totalregistrations.com	58	<b>51</b>	0.006%	0.064%	1,517	18,595	17,078
totalnic.net	47	<b>52</b>	0.014%	0.063%	3,875	18,322	14,447
namebay.com	59	<b>53</b>	0.005%	0.053%	1,448	15,636	14,188
e-names.org	50	<b>54</b>	0.010%	0.051%	2,819	14,992	12,173
domainsite.com	46	<b>55</b>	0.016%	0.049%	4,252	14,296	10,044
netnames.com*		<b>56</b>	0.000%	0.044%	-	13,007	13,007
1stdomain.net	45	<b>57</b>	0.019%	0.041%	5,058	12,012	6,954
nsdomainregistry.com	41	<b>58</b>	0.035%	0.039%	9,440	11,269	1,829
domini.it	51	<b>59</b>	0.010%	0.029%	2,767	8,538	5,771
nominate.net	64	<b>60</b>	0.004%	0.027%	982	7,796	6,814
worldnet.net	65	<b>61</b>	0.002%	0.022%	587	6,395	5,808
domainzoo.com	66	<b>62</b>	0.001%	0.020%	308	5,783	5,475
rrpproxy.net*		<b>63</b>	0.000%	0.019%	-	5,599	5,599
secura-gmbh.de	53	<b>64</b>	0.008%	0.018%	2,292	5,399	3,107
nameengine.com	67	<b>65</b>	0.001%	0.018%	254	5,370	5,116
srsplus.com*		<b>66</b>	0.000%	0.018%	-	5,212	5,212
shop4domain.com	68	<b>68</b>	0.001%	0.015%	239	4,360	4,121
planetdomain.com	73	<b>69</b>	0.000%	0.014%	24	4,122	4,098
idregister.com	74	<b>70</b>	0.000%	0.014%	12	3,996	3,984
compuserve.com	49	<b>71</b>	0.011%	0.014%	2,970	3,957	987
addresscreation.com*		<b>72</b>	0.000%	0.012%	-	3,652	3,652
eastcom.com	61	<b>73</b>	0.004%	0.011%	1,141	3,318	2,177
mrdomreg.com	76	<b>74</b>	0.000%	0.009%	7	2,494	2,487
domaindomain.com*		<b>75</b>	0.000%	0.008%	-	2,432	2,432
directi.com*		<b>76</b>	0.000%	0.007%	-	2,118	2,118
vi.net	75	<b>77</b>	0.000%	0.007%	10	2,042	2,032
interaccess.com	62	<b>78</b>	0.004%	0.007%	1,058	1,983	925
123registration.com*		<b>79</b>	0.000%	0.006%	-	1,779	1,779
nominalia.com	63	<b>80</b>	0.004%	0.006%	1,001	1,732	731
webex.net	71	<b>81</b>	0.000%	0.005%	58	1,381	1,323
markmonitor.com	78	<b>82</b>	0.000%	0.004%	-	1,092	1,092
4domains.com*		<b>83</b>	0.000%	0.004%	-	1,078	1,078
globedom.com*		<b>84</b>	0.000%	0.003%	-	1,020	1,020
enetregistry.net	52	<b>85</b>	0.009%	0.003%	2,568	838	(1,730)
trustnames.net*		<b>86</b>	0.000%	0.002%	-	616	616
pasia.com	69	<b>87</b>	0.001%	0.002%	152	606	454
corporatedomains.com*		<b>88</b>	0.000%	0.002%	-	494	494
registrationtek.com*		<b>89</b>	0.000%	0.001%	-	192	192
namesystem.com	70	<b>90</b>	0.000%	0.001%	60	149	89
1dni.com*		<b>91</b>	0.000%	0.000%	-	115	115
seoulregister.com*		<b>92</b>	0.000%	0.000%	-	22	22
000domains.com*		<b>93</b>	0.000%	0.000%	-	11	11
nametree.com*		<b>94</b>	0.000%	0.000%	-	10	10

Registrar	Rank		Market Share		Registrations		Change
	2000	2001	2000	2001	2000	2001	
ar.com*		<b>95</b>	0.000%	0.000%	-	6	6
talk.com	77	<b>96</b>	0.000%	0.000%	4	4	0
namesbeyond.com*		<b>97</b>	0.000%	0.000%	-	2	2
domaindiscount24.net	72	<b>98</b>	0.000%	0.000%	26	-	(26)
<b>TOTALS</b>			<b>100.00%</b>	<b>100.00%</b>	<b>27,300,468</b>	<b>29,249,500</b>	<b>1,949,032</b>

## **Data Section II**

### **Gains and Losses in Net Registrations**

# December 2001

# COM, NET, ORG

\* = New in Dec.

Registrar	Change	? in Gross Market Share
godaddy.com	66,682	0.22%
enom.com	40,494	0.13%
directnic.com	37,834	0.12%
opensrs.net	35,295	0.12%
joker.com	22,214	0.07%
nordnet.net	19,780	0.07%
dotregistrar.com	18,463	0.06%
domaindiscover.com	15,313	0.05%
schlund.de	15,234	0.05%
speednic.net	14,249	0.05%
iaregistry.com	12,768	0.04%
dotster.com	10,405	0.03%
stargateinc.com	10,263	0.03%
OnlineNIC.com	9,221	0.03%
itsyourdomain.com	8,996	0.03%
gandi.net	5,668	0.02%
namescout.com	5,350	0.02%
yesnic.com	5,024	0.02%
paycenter.com.cn	4,906	0.02%
namesdirect.com	4,284	0.01%
inww.com	4,105	0.01%
enterprice.net	3,669	0.01%
interdomain.net	3,407	0.01%
easyspace.com	2,864	0.01%
discount-domain.com	2,759	0.01%
doregi.com	2,695	0.01%
gkg.net	2,457	0.01%
namebay.com	2,455	0.01%
tmagnic.net	2,361	0.01%
alldomains.com	2,321	0.01%
totalnic.net	2,280	0.01%
domainpeople.com	2,230	0.01%
name7.com	2,133	0.01%
srsplus.com	1,847	0.01%
activeisp.com	1,584	0.01%
totalregistrations.com	1,458	0.00%
domainzoo.com	1,403	0.00%
names4ever.com	1,197	0.00%
netnames.com	1,130	0.00%
catalog.com	1,023	0.00%
namesecure.com	997	0.00%
idregister.com	943	0.00%
rrpproxy.net	905	0.00%
directi.com	832	0.00%
planetdomain.com	726	0.00%

Registrar	Change	? in Gross Market Share
domainsite.com	712	0.00%
oleane.net	664	0.00%
addresscreation.com	553	0.00%
e-names.org	549	0.00%
markmonitor.com	541	0.00%
psi-domains.com	532	0.00%
nominate.net	422	0.00%
123registration.com	419	0.00%
shop4domain.com	372	0.00%
naame.com	360	0.00%
1stdomain.net	349	0.00%
eastcom.com	320	0.00%
domaininfo.com	311	0.00%
nameengine.com	300	0.00%
4domains.com	264	0.00%
worldnet.net	239	0.00%
globedom.com	184	0.00%
enetregistry.net	178	0.00%
secura-gmbh.de	133	0.00%
1dni.com*	115	n/a
compuserve.com	108	0.00%
domini.it	88	0.00%
mrdomreg.com	81	0.00%
registrationtek.com	57	0.00%
trustnames.net	56	0.00%
webex.net	49	0.00%
corporatedomains.com	45	0.00%
omnis.com	38	0.00%
seoulregister.com	15	0.00%
vi.net	9	0.00%
namesystem.com	4	0.00%
interaccess.com	3	0.00%
domaindomain.com	2	0.00%
namesbeyond.com*	2	n/a
000domains.com	1	0.00%
ar.com	0	0.00%
nametree.com	0	0.00%
talk.com	0	0.00%
pasia.com	(1)	0.00%
nominalia.com	(8)	0.00%
domainregistry.com	(233)	0.00%
awregistry.net	(468)	0.00%
signaturedomains.com	(773)	0.00%
dotearth.com	(1,411)	0.00%
ibi.net	(1,543)	-0.01%
aitdomains.com	(2,741)	-0.01%
domainbank.net	(3,781)	-0.01%
bulkregister.com	(11,062)	-0.04%

<b>Registrar</b>	<b>Change</b>	<b>? in Gross Market Share</b>
registrars.com	(12,379)	-0.04%
corenic.net	(44,605)	-0.15%
register.com	(85,566)	-0.28%
netsol.com	(1,287,888)	-4.25%

**TOTALS**

<b>(1,032,160)</b>	<b>-3.41%</b>
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Total Market Gain	1.39%
Total Market Loss	<b>-4.80%</b>
Net Market Change	<b>-3.41%</b>

## December 2001

## INFO

Registrar	Change	? in Gross Market Share
netsol.com	7,161	1.16%
opensrs.net	4,861	0.79%
schlund.de	3,609	0.58%
dotregistrar.com	3,157	0.51%
register.com	3,083	0.50%
inww.com	2,352	0.38%
enom.com	2,130	0.35%
corenic.net	1,975	0.32%
godaddy.com	1,930	0.31%
joker.com	1,500	0.24%
itsyourdomain.com	1,303	0.21%
bulkregister.com	1,286	0.21%
speednames.com	1,195	0.19%
directnic.com	1,054	0.17%
gandi.net	960	0.16%
easyspace.com	718	0.12%
dotster.com	658	0.11%
domaindiscount24.com	571	0.09%
domainpeople.com	567	0.09%
enterprice.net	539	0.09%
rs.domainbank.net	531	0.09%
srsplus.com	512	0.08%
domaindiscover.com	413	0.07%
cronon.org	370	0.06%
registrars.com	321	0.05%
yesnic.com	307	0.05%
domaininfo.com	287	0.05%
namesecure.com	283	0.05%
netbenefit.com	246	0.04%
aitdomains.com	244	0.04%
discount-domain.com	234	0.04%
namebay.com	190	0.03%
nominalia.com	185	0.03%
name7.com	183	0.03%
alldomains.com	165	0.03%
totalregistrations.com	147	0.02%
000domains.com	136	0.02%
namescout.com	126	0.02%
nordnet.net	124	0.02%
secura-gmbh.de	118	0.02%
globedom.com	104	0.02%
names4ever.com	96	0.02%
OnlineNIC.com	92	0.01%
vi.net	91	0.01%
parava.net	66	0.01%

Registrar	Change	? in Gross Market Share
doregi.com	53	0.01%
catalog.com	51	0.01%
eNameCompany.com	47	0.01%
netpia.com	43	0.01%
dotearth.com	36	0.01%
nameengine.com	35	0.01%
signaturedomains.com	35	0.01%
directi.com	34	0.01%
registrarsasia.com	31	0.01%
bookmyname.com	28	0.00%
1dni.com	23	0.00%
incspot.com	22	0.00%
awregistry.net	17	0.00%
1stdomain.net	16	0.00%
omnis.com	16	0.00%
nominate.net	15	0.00%
bestregistrar.com	14	0.00%
psi-domains.com	14	0.00%
4domains.com	13	0.00%
addresscreation.com	12	0.00%
interdomain.net	12	0.00%
123registration.com	11	0.00%
markmonitor.com	9	0.00%
galcomm.com	8	0.00%
RGNames.com	6	0.00%
idregister.com	4	0.00%
registrationtek.com	3	0.00%
007Names.com	2	0.00%
namesdirect.com	1	0.00%
AAAQ.com	-	0.00%
ar.com	-	0.00%
domainpro.com	-	0.00%
domainzoo.com	-	0.00%
namezero.com	-	0.00%
sitename.com	-	0.00%

**TOTALS**      46,791      7.58%

Total Market Gain      7.58%  
Total Market Loss      0.00%  
Net Market Change      7.58%

**December 2001****BIZ**

<b>Registrar</b>	<b>Change</b>	<b>? in Gross Market Share</b>
netsol.com	8,701	2.04%
opensrs.net	5,544	1.30%
register.com	4,636	1.09%
inww.com	3,334	0.78%
enom.com	2,655	0.62%
godaddy.com	2,212	0.52%
dotregistrar.com	1,600	0.38%
joker.com	1,503	0.35%
schlund.de	1,499	0.35%
bulkregister.com	1,398	0.33%
directnic.com	1,325	0.31%
speednames.com	1,109	0.26%
corenic.net	1,068	0.25%
dotster.com	884	0.21%
itsyourdomain.com	827	0.19%
yesnic.com	649	0.15%
srsplus.com	636	0.15%
domaindiscover.com	624	0.15%
easyspace.com	401	0.09%
name7.com	377	0.09%
registrars.com	333	0.08%
namesecure.com	281	0.07%
namebay.com	276	0.06%
000domains.com	274	0.06%
domaininfo.com	271	0.06%
domainbank.net	270	0.06%
cronon.org	266	0.06%
domaindiscount24.com	256	0.06%
names4ever.com	236	0.06%
totalregistrations.com	233	0.05%
domainpeople.com	216	0.05%
OnlineNIC.com	211	0.05%
nordnet.net	198	0.05%
alldomains.com	197	0.05%
discount-domain.com	195	0.05%
nominalia.com	167	0.04%
doregi.com	148	0.03%
netpia.com	143	0.03%
namescout.com	120	0.03%
eNameCompany.com	94	0.02%
parava.net	89	0.02%
catalog.com	84	0.02%
vi.net	84	0.02%
chinadns.com	79	0.02%
directi.com	73	0.02%

Registrar	Change	? in Gross Market Share
netnames.com	67	0.02%
bookmyname.com	52	0.01%
secura-gmbh.de	49	0.01%
signaturedomains.com	46	0.01%
4domains.com	36	0.01%
aitdomains.com	34	0.01%
dotearth.com	33	0.01%
123registration.com	30	0.01%
registrarsasia.com	27	0.01%
addresscreation.com	25	0.01%
1stdomain.net	22	0.01%
1dni.com	19	0.00%
interdomain.net	18	0.00%
nominate.net	14	0.00%
psi-domains.com	13	0.00%
markmonitor.com	10	0.00%
007names.com	7	0.00%
phillipineRegistry.com	6	0.00%
galcomm.com	5	0.00%
iaregistry.com	3	0.00%
idregister.com	3	0.00%
awregistry.com	-	0.00%
domainRG.com	-	0.00%
harleyzo-usa	-	0.00%
incspot.com	-	0.00%
nameengine.com	-	0.00%
rnames.com	-	0.00%

**TOTALS**      **46,295**      **10.86%**

Total Market Gain      10.86%  
Total Market Loss      0.00%  
Net Market Change      10.86%

## December

## CNOBI

\* = New to CNO

Registrar	Change	? in Gross Market Share
godaddy.com	70,824	0.23%
opensrs.net	45,700	0.15%
enom.com	45,279	0.14%
directnic.com	40,213	0.13%
joker.com	25,217	0.08%
dotregistrar.com	23,220	0.07%
schlund.de	20,342	0.06%
nordnet.net	20,102	0.06%
speednames.com	16,553	0.05%
domaindiscover.com	16,350	0.05%
iaregistry.com	12,771	0.04%
dotster.com	11,947	0.04%
itsyourdomain.com	11,126	0.04%
stargateinc.com	10,263	0.03%
inww.com	9,791	0.03%
onlinenic.com	9,524	0.03%
gandi.net	6,628	0.02%
yesnic.com	5,980	0.02%
namescout.com	5,596	0.02%
paycenter.com.cn	4,906	0.02%
namesdirect.com	4,285	0.01%
enterprice.net	4,208	0.01%
easyspace.com	3,983	0.01%
interdomain.net	3,437	0.01%
discount-domain.com	3,188	0.01%
domainpeople.com	3,013	0.01%
srsplus.com	2,995	0.01%
namebay.com	2,921	0.01%
doregi.com	2,896	0.01%
doregi.com	2,896	0.01%
name7.com	2,693	0.01%
alldomains.com	2,683	0.01%
gkg.net	2,457	0.01%
tmagnic.net	2,361	0.01%
totalnic.net	2,280	0.01%
totalregistrations.com	1,838	0.01%
activeisp.com	1,584	0.01%
namesecure.com	1,561	0.00%
names4ever.com	1,529	0.00%
domainzoo.com	1,403	0.00%
netnames.com	1,197	0.00%
catalog.com	1,158	0.00%
idregister.com	950	0.00%
directi.com	939	0.00%
rrproxy.net	905	0.00%

Registrar	Change	? in Gross Market Share
domaininfo.com	869	0.00%
domaindiscount24.com	827	0.00%
planetdomain.com	726	0.00%
domainsite.com	712	0.00%
oleane.net	664	0.00%
cronon.org	636	0.00%
addresscreation.com	590	0.00%
markmonitor.com	560	0.00%
psi-domains.com	559	0.00%
e-names.org	549	0.00%
123registration.com	460	0.00%
nominate.net	451	0.00%
000domains.com	411	0.00%
1stdomain.net	387	0.00%
shop4domain.com	372	0.00%
naame.com	360	0.00%
nominalia.com	344	0.00%
nameengine.com	335	0.00%
eastcom.com	320	0.00%
4domains.com	313	0.00%
secura-gmbh.de	300	0.00%
globedom.com	288	0.00%
netbenefit.com	246	0.00%
worldnet.net	239	0.00%
netpia.com	186	0.00%
vi.net	184	0.00%
enetregistry.net	178	0.00%
1dni.com*	157	0.00%
parava.net	155	0.00%
eNameCompany.com	141	0.00%
compuserve.com	108	0.00%
domini.it	88	0.00%
mrdomreg.com	81	0.00%
bookmyname.com	80	0.00%
chinadns.com	79	0.00%
registrationtek.com	60	0.00%
registrarsasia.com	58	0.00%
trustnames.net	56	0.00%
omnis.com	54	0.00%
webex.net	49	0.00%
corporatedomains.com	45	0.00%
incspot.com	22	0.00%
seoulregister.com	15	0.00%
bestregistrar.com	14	0.00%
galcomm.com	13	0.00%
007Names.com	9	0.00%
phillipineRegistry.com	6	0.00%
rgnames.com	6	0.00%

<b>Registrar</b>	<b>Change</b>	<b>? in Gross Market Share</b>
namesystem.com	4	0.00%
interaccess.com	3	0.00%
domaindomain.com	2	0.00%
namesbeyond.com*	2	n/a
AAAQ.com	0	0.00%
ar.com	0	0.00%
domainPro.com	0	0.00%
domainRG.com	0	0.00%
harleyzo-usa	0	0.00%
nametree.com	0	0.00%
namezero.com	0	0.00%
sitename.com	0	0.00%
talk.com	0	0.00%
pasia.com	(1)	<b>0.00%</b>
nsdomainregistry.com	(233)	<b>0.00%</b>
awregistry.net	(451)	<b>0.00%</b>
signaturedomains.com	(692)	<b>0.00%</b>
dotearth.com	(1,342)	<b>0.00%</b>
ibi.net	(1,543)	<b>0.00%</b>
aitdomains.com	(2,463)	<b>-0.01%</b>
rs.domainbank.net	(2,980)	<b>-0.01%</b>
bulkregister.com	(8,378)	<b>-0.03%</b>
registrars.com	(11,725)	<b>-0.04%</b>
corenic.net	(41,562)	<b>-0.13%</b>
register.com	(77,847)	<b>-0.25%</b>
netsol.com	(1,272,026)	<b>-4.05%</b>
<b>TOTALS</b>	<b>(937,581)</b>	<b>-2.98%</b>

Total Market Gain	1.54%
Total Market Loss	<b>-4.53%</b>
Net Market Change	<b>-2.98%</b>

## Fourth Quarter

## COM, NET, ORG

\* = New this quarter

Registrar	Change	? in Gross Market Share
godaddy.com	177,471	0.58%
directnic.com	128,659	0.42%
opensrs.net	111,209	0.36%
inww.com	100,813	0.33%
joker.com	73,165	0.24%
domaindiscover.com	45,635	0.15%
schlund.de	45,455	0.15%
enom.com	44,294	0.14%
dotster.com	37,728	0.12%
iaregistry.com	34,912	0.11%
itsyourdomain.com	32,410	0.11%
stargateinc.com	28,667	0.09%
OnlineNIC.com	26,133	0.09%
nordnet.net	24,154	0.08%
speednic.net	21,489	0.07%
gandi.net	17,493	0.06%
namescout.com	16,666	0.05%
dotregistrar.com	13,967	0.05%
paycenter.com.cn	13,595	0.04%
namesdirect.com	13,451	0.04%
yesnic.com	11,396	0.04%
easyspace.com	10,999	0.04%
alldomains.com	10,743	0.04%
interdomain.net	9,772	0.03%
enterprice.net	9,221	0.03%
name7.com	9,207	0.03%
discount-domain.com	9,201	0.03%
tmagnic.net	8,645	0.03%
gkg.net	7,783	0.03%
namebay.com	7,553	0.02%
doregi.com	5,308	0.02%
totalnic.net	5,127	0.02%
totalregistrations.com	5,015	0.02%
srsplus.com	4,871	0.02%
netnames.com	4,375	0.01%
names4ever.com	4,099	0.01%
idregister.com	3,914	0.01%
naame.com	3,866	0.01%
domainpeople.com	3,654	0.01%
domainzoo.com	3,052	0.01%
catalog.com	2,910	0.01%
activeisp.com	2,835	0.01%
rrpproxy.net	2,605	0.01%
oleane.net	2,355	0.01%
domaininfo.com	2,230	0.01%

Registrar	Change	? in Gross Market Share
domainsite.com	2,169	0.01%
aitdomains.com	2,076	0.01%
directi.com	2,043	0.01%
planetdomain.com	1,835	0.01%
addresscreation.com	1,827	0.01%
e-names.org	1,768	0.01%
psi-domains.com	1,714	0.01%
shop4domain.com	1,601	0.01%
nominate.net	1,575	0.01%
1stdomain.net	1,099	0.00%
markmonitor.com	1,068	0.00%
nameengine.com	1,052	0.00%
vi.net	890	0.00%
worldnet.net	829	0.00%
4domains.com	782	0.00%
123registration.com	780	0.00%
globedom.com	729	0.00%
eastcom.com	728	0.00%
domini.it	532	0.00%
secura-gmbh.de	504	0.00%
omnis.com	466	0.00%
mrdomreg.com	311	0.00%
compuserve.com	227	0.00%
webex.net	205	0.00%
registrationtek.com*	192	n/a
enetregistry.net	170	0.00%
corporatedomains.com	153	0.00%
1dni.com*	115	n/a
interaccess.com	111	0.00%
trustnames.net	101	0.00%
domaindomain.com	85	0.00%
dotearth.com	66	0.00%
nominalia.com	45	0.00%
seoulregister.com*	22	n/a
000domains.com*	11	n/a
namesystem.com	7	0.00%
ar.com	4	0.00%
namesbeyond.com*	2	n/a
talk.com	-	0.00%
nametree.com	(1)	0.00%
pasia.com	(1)	0.00%
domainregistry.com	(453)	0.00%
awregistry.net	(683)	0.00%
domainbank.net	(4,625)	-0.02%
signaturedomains.com	(4,682)	-0.02%
ibi.net	(7,671)	-0.03%
namesecure.com	(14,001)	-0.05%
registrars.com	(15,251)	-0.05%

<b>Registrar</b>	<b>Change</b>	<b>? in Gross Market Share</b>
bulkregister.com	(34,556)	-0.11%
corenic.net	(96,999)	-0.32%
register.com	(470,356)	-1.54%
netsol.com	(1,914,054)	-6.25%
<b>TOTALS</b>	<b>(1,377,247)</b>	<b>-4.50%</b>
	Total Market Gain	3.87%
	Total Market Loss	-8.37%
	Net Market Change	-4.50%

## Year 2001

## COM, NET, ORG

\* = New this year

Registrar	Change	? in Gross Market Share
opensrs.net	620,010	2.27%
godaddy.com	511,206	1.87%
inww.com	459,627	1.68%
joker.com	357,337	1.31%
directnic.com*	351,624	n/a
dotregistrar.com	313,922	1.15%
schlund.de	237,202	0.87%
domaindiscover.com	214,302	0.78%
enom.com	209,457	0.77%
registrars.com	156,508	0.57%
itsyourdomain.com	132,553	0.49%
stargateinc.com	121,097	0.44%
gandi.net	102,884	0.38%
dotster.com	96,357	0.35%
iaregistry.com	76,831	0.28%
OnlineNIC.com	60,088	0.22%
easyspace.com	58,182	0.21%
namesdirect.com	57,551	0.21%
name7.com	51,138	0.19%
paycenter.com.cn	49,347	0.18%
alldomains.com	47,516	0.17%
speednic.net	46,765	0.17%
gkg.net	46,229	0.17%
domainbank.net	45,876	0.17%
discount-domain.com	45,787	0.17%
yesnic.com	45,775	0.17%
aitdomains.com	38,457	0.14%
nordnet.net	36,823	0.13%
enterprice.net	36,673	0.13%
tmagnic.net	29,894	0.11%
namescout.com*	23,302	n/a
interdomain.net	23,093	0.08%
naame.com	22,162	0.08%
names4ever.com	21,915	0.08%
activeisp.com	21,180	0.08%
Totalregistrations.com	17,078	0.06%
ibi.net	16,592	0.06%
namesecure.com	15,292	0.06%
totalnic.net	14,447	0.05%
namebay.com	14,188	0.05%
catalog.com	13,657	0.05%
psi-domains.com	13,624	0.05%
netnames.com*	13,007	n/a
e-names.org	12,173	0.04%
dotearth.com	11,988	0.04%

Registrar	Change	? in Gross Market Share
domainsite.com	10,044	0.04%
domaininfo.com	9,621	0.04%
oleane.net	8,692	0.03%
1stdomain.net	6,954	0.03%
nominat.net	6,814	0.02%
worldnet.net	5,808	0.02%
domini.it	5,771	0.02%
rrpproxy.net*	5,599	n/a
domainzoo.com	5,475	0.02%
srsplus.com*	5,212	n/a
nameengine.com	5,116	0.02%
doregi.com	4,884	0.02%
shop4domain.com	4,121	0.02%
planetdomain.com	4,098	0.02%
idregister.com	3,984	0.01%
addresscreation.com*	3,652	n/a
secura-gmbh.de	3,107	0.01%
mrdomreg.com	2,487	0.01%
signaturedomains.com	2,456	0.01%
domaindomain.com*	2,432	n/a
eastcom.com	2,177	0.01%
directi.com*	2,118	n/a
vi.net	2,032	0.01%
nsdomainregistry.com	1,829	0.01%
123registration.com*	1,779	n/a
webex.net	1,323	0.00%
markmonitor.com	1,092	n/a
4domains.com*	1,078	n/a
globedom.com*	1,020	n/a
compuserve.com	987	0.00%
interaccess.com	925	0.00%
nominalia.com	731	0.00%
trustnames.net*	616	n/a
corporatedomains.com*	494	n/a
pasia.com	454	0.00%
registrationtek.com*	192	n/a
1dni.com*	115	n/a
Namesystem.com	89	0.00%
seoulregister.com*	22	n/a
000domains.com*	11	n/a
nametree.com*	10	n/a
ar.com*	6	n/a
namesbeyond.com*	2	n/a
talk.com	0	0.00%
domaindiscount24.net	(26)	<b>0.00%</b>
enetregistry.net	(1,730)	<b>-0.01%</b>
awregistry.net	(7,960)	<b>-0.03%</b>
domainpeople.com	(11,794)	<b>-0.04%</b>

<b>Registrar</b>	<b>Change</b>	<b>? in Gross Market Share</b>
bulkregister.com	(193,286)	-0.71%
corenic.net	(214,082)	-0.78%
register.com	(335,591)	-1.23%
netsol.com	(2,322,644)	-8.51%
<b>TOTALS</b>	<b>1,949,032</b>	<b>5.62%</b>
	Total Market Gain	16.93%
	Total Market Loss	-11.31%
	Net Market Change	5.62%

## Total Registrations Per gTLD:

### December 2001

ALL ACTIVE gTLDs

<b>gTLD</b>	<b>As of 11/30/01</b>	<b>As of 12/31/01</b>	<b>Change</b>
COM	23,101,375	22,768,844	(332,531)
NET	4,342,958	4,028,473	(314,485)
ORG	2,836,186	2,515,074	(321,112)
<b>CNO Total</b>	<b>30,280,519</b>	<b>29,312,391</b>	<b>(968,128)</b>
INFO	<b>622,149</b>	<b>668,282</b>	<b>46,133</b>
BIZ	<b>426,138</b>	<b>472,433</b>	<b>46,295</b>
<b>TOTALS</b>	<b>31,328,806</b>	<b>30,453,106</b>	<b>(875,700)</b>

### Fourth Quarter 2001

COM, NET, ORG

<b>gTLD</b>	<b>As of 9/28/01</b>	<b>As of 12/31/01</b>	<b>Change</b>
COM	23,281,574	22,768,844	(512,730)
NET	4,470,344	4,028,473	(441,871)
ORG	2,907,323	2,515,074	(392,249)
<b>CNO Total</b>	<b>30,659,241</b>	<b>29,312,391</b>	<b>(1,346,850)</b>

### Year 2001

COM, NET, ORG

<b>gTLD</b>	<b>As of 01/01/01</b>	<b>As of 12/31/01</b>	<b>Change</b>
COM	20,821,057	22,768,844	1,947,787
NET	3,918,859	4,028,473	109,614
ORG	2,465,860	2,515,074	49,214
<b>CNO Total</b>	<b>27,205,776</b>	<b>29,312,391</b>	<b>2,106,615</b>

Editorial Note: There is a discrepancy between the total number of names in the zone files (above) and the total number of names reported on the registrar market share tables. The reason for this difference is that the registrar totals require about a week of compilation time, and during that time additional names are added or deleted. While zone file statistics are a one-time snapshot on the day quoted, registrar totals are more of a moving target, and thus the gap in the two sets of figures. Slow Whois server response time can also lengthen compilation time, making the gap more acute than normal.

## Publicly Held Registrars: Market Performance

Registrar	Rank	Market/Symbol	Dec 2001		Q4 2001	
			Price 11/30/01	Price 12/31/01	Price 9/28/01	Price 12/31/01
Network Solutions / VeriSign	#1	NASDAQ: VRSN	\$37.36	\$38.05	\$41.91	\$38.05
Register.com	#2	NASDAQ: RCOM	\$9.25	\$11.50	\$9.92	\$11.50
TUCOWS	#3	NASDAQ: TCOW	\$.50	\$.31	\$0.34	\$0.31
Melbourne IT / InternetNamesWW	#5	AU: MLB (Currency: Aus. \$)	A\$.68	A\$.65	A\$0.34	A\$0.65
DomainPeople/ NetNation Communications	#20	NASDAQ: NNCI	\$2.70	\$3.00	\$2.27	\$3.00
NetBenefit/ NetNames	#56	LSE: NBT (Currency: Br. Pound; quotes in pence)	13.50p	13.00p	16.50p	13.00p

Registrar	Rank	Market/Symbol	Year 2001			
			Price 12/29/00	Price 12/31/01	52 Week High	52 Week Low
Network Solutions / VeriSign	#1	NASDAQ: VRSN	\$74.19	\$38.05	\$91.94	\$28.00
Register.com	#2	NASDAQ: RCOM	\$7.00	\$11.50	\$13.95	\$5.00
TUCOWS	#3	NASDAQ: TCOW	\$0.72	\$0.31	\$1.25	\$0.30
Melbourne IT / InternetNamesWW	#5	AU: MLB (Currency: Aus. \$)	A\$0.66 (1/1/01)	A\$0.65	A\$1.22	A\$0.26
DomainPeople/ NetNation Communications	#20	NASDAQ: NNCI	\$3.00	\$3.00	\$4.00	\$1.06
NetBenefit/ NetNames	#56	LSE: NBT (Currency: Br. Pound; quotes in pence)	121.48p (1/1/01)	13.00p	124.02p	11.50p

Sources: StockPoint, BigCharts

## Monthly Report

### **A Day in the Life of Ivan Domainovich, or, Competition and Choice Revisited**

*Cameron Powell*

*On December 30, 2001, VeriSign Global Registry announced the launch of a new Wait List Service to provide customers desiring previously-registered domain names with an equitable form of access to them upon their deletion. The service as proposed was to launch on March 20, 2002.*

Ivan Domainovich is a simple man. What he would like is to use his name on “the Internet.” His name being Ivan, of course, and his business being a shop. “[www.ivansmokeshop.com](http://www.ivansmokeshop.com)”. That is what he would like.

Upon his emigration to Chicago, a friendly immigration lawyer had suggested that he obtain a trademark on “Ivan Smoke Shop” for cigar cutters, humidors, and bowler hats. He likes that: Ivan Smoke Shop®. The R and everything.

The neighbor’s boy next door tells Ivan Domainovich that he, Ivan Domainovich, must go onto “the Internet” in order to register his “domain name.”

“You should go to Google,” the boy says, “and type in ‘register domain names.’ It will tell you all the places you can go to register.”

“Google?” says Ivan Domainovich.

To the library with Ivan Domainovich. There are terminals there. The terminals are free. This Ivan likes very much. With the librarian’s help, he finds Google and types in the words suggested by the neighbor’s boy. There are 96 companies listed!

“But which one should I choose?” says Ivan Domainovich.

“It doesn’t matter,” the librarian tells him. “The registrars are all treated equally by VeriSign, and the registrars all treat customers equally, too.”

Still, Ivan goes outside for a smoke.

Back in the library, Ivan Domainovich sends a prayer to the ceiling, closes his eyes, and points his “mouse” at the “link” of one of the 96 companies. He is now on a different page. The people behind the page ask him to type in his domain name. Though he is not technically “a typist,” Ivan Domainovich with gusto takes up the task:

*Ivansmokeshop.com*

he types.

*Sorry, this name is not available*

he is told. Ivan Domainovich walks outside for a smoke. For a long time he regards the blue sky. He begins to pray for a sign.

\* \* \*

Three months later, Ivan Domainovich overhears some young men talking about getting domain names that are registered but may “delete”. He interrupts them. “What does it mean to ‘delete’”? he says.

“To become available again.”

“I wonder if ivansmokeshop.com could be one of those,” he says. One of the men looks at him.

“You just have to see when it expires. Look that up in the whois. It’ll tell you. Unless it’s on-hold at the registry or the registrar or in the purge period at the registry, and then the whois is totally blank. If it’s blank, it means the name is in the 120-hour purge cycle at the registry. That’s important for you to know. I see that you’re nodding, that’s good. The registrar has lost control of it already. Give up; there is nothing you can do. On the other hand, if it’s expired but not yet deleted by the registrar or purged by the registry, then you may have to wait 45 days after the expiration in order to see if it goes into the purge cycle. Lose all hope. Unless the name is at Network Solutions, because there the time varies. In any event, check back every day, or several times a day, to see if the whois has become blank. These are a few observations to begin with. Yes, everyday. But it won’t do you any good. Forty-five days after expiration, the registrar deletes the name and it comes out of the zone file. Of course, at this point it’s still in the SRS. In some cases, but not all, five days after the name comes out of the zone file the registry purges it from its database, which is in Virginia, and if you just have your Sun server running you can pick up the name before anyone else does. Or you can let someone else pick it up first because they have preferential access to it, and then buy it from them for a few hundred dollars. It is all pointless. Turn back. These are professionals; don’t try this yourself. I am exceeding my instructions in speaking to you so freely.”

“The who is?” says Ivan Domainovich.

Ivan Domainovich senses it is again time for a smoke. He now knows he will never get his domain name, ivansmokeshop.com, or even the alternatives he has prepared, such as ivan.com or ivanshop.com or shop.com or is.com.

\* \* \*

Three months later, while seated at his new computer, Ivan Domainovich experiences a vision. Ivan Domainovich has never before been visited with divine intervention, but now one or another monotheistic deity tells him, via HTML-supported email, that he, Ivan Domainovich, can cause a deleting domain name to be registered for him by another. God further reveals to Ivan Domainovich certain arcane secrets known by approximately 150 customers of the industry: the names of companies that compete fiercely with each other to locate names in the “secondary market” for these certain customers, the Chosen Ones. God, who is nothing if not a splendid typist, quickly provides their website addresses:

[www.iaregistry.com](http://www.iaregistry.com)  
[www.signatredomains.com](http://www.signatredomains.com)  
[www.enom.com](http://www.enom.com)  
[www.nicgenie.com](http://www.nicgenie.com)  
[www.dotregistrar.com](http://www.dotregistrar.com)  
[www.awregistry.com](http://www.awregistry.com)  
[www.onlinenic.com](http://www.onlinenic.com)  
[www.addresscreation.com](http://www.addresscreation.com)  
[www.alldomains.com](http://www.alldomains.com)  
[www.eastcom.com](http://www.eastcom.com)  
[www.paycenter.com](http://www.paycenter.com)  
[www.namewinner.com](http://www.namewinner.com)  
[www.snapnames.com](http://www.snapnames.com)

“So you see,” says God. “The innovation and competition can only serve you well, according to certain economic theories generally tending to be valid in most circumstances of the typical industry. This information is provided ‘as-is,’ with no guarantee that such competition will actually be designed to serve you. Because who, after all, are you?”

“I am Ivan Domainovich,” Ivan Domainovich says, rather unnecessarily, in God’s view.

Six days later, Ivan Domainovich is still sitting in front of his computer. Nearly every website he has searched fails to explain how he, Ivan Domainovich, can place an order for ivansmokeshop.com. They have no information whatsoever that applies to him. “It is like a secret or something,” he says. After some effort, he finally finds some of the companies’ phone numbers (some do not have phone numbers) and calls them.

“Our company only buys names for a couple of customers,” one tells him. “The customers helped to build our name-buying system that accesses the registry’s RRP, and they pay us money to be the only people who can have that access. Besides, there would be no guarantee that we could get your name anyway, because other companies also use RRP connections to try to get names and so everyone is a little bit successful and fails a lot. Also, some registrars are experimenting with innovations on the expired names they own, as registries might operate in the Balkans, and so it’s possible your name will never delete anyway but will be sold to someone else who knows the right people to call, unlike you.”

“I must go to all of the companies and make deals with each one?” he says. Even that is no guarantee, he is told.

“Competition is good,” he is told. “God knows we are innovating here.”

“But what are these ‘connections’, that belong to all the people and that only some people can use?” says Ivan Domainovich.

“We are using our connections to innovate for our three customers. You are just a businessman. Their business is domains themselves. Please choose another choice.”

The second choice he chooses initially says that they do not know what he is talking about, but when he persists, they cannot locate anyone who speaks English, or Russian, very well. Still, he understands with his limited command of their language that they buy names for themselves and for a few customers, who pay big ruble-equivalents for thousands of domain names at a time. “Try our competition,” he is told. “You have plenty of choices. An abundance of riches. Plethoras of options. Cornucopias of—well, anyway, the free market will set you free.”

The third choice has an exclusive club of ten customers that Ivan Domainovich is not invited to join. It is full. Also, it costs \$2,500 per month to join, and even if he could pay, Ivan could not know now whether he would—yes or no—get his name. Ivan Domainovich does not want a \$2,500 domain name anyway. The other companies are also of no help. Their exclusive clubs are also full. Would he like to get on a waiting list for an exclusive club?

“This thing I have seen before. In this equal system, some,” says Ivan Domainovich, “are more equal than others.”

He calls more innovative companies. One tells him that they can’t serve him unless he orders thousands of domain names at just over wholesale cost, watches the traffic they generate, and then deletes the ones he does not want within a five-day “grace period”. He is in favor of recycling, isn’t he? Others’ websites do actually reveal the companies’ services to regular people like Ivan Domainovich, but they want him to wait until his name is in “the delete cycle” before he can stop worrying, and so he must check on his name’s “status” and come back to the site periodically and then if his name ever deletes, he must bid on the name in some kind of auction, and maybe get it, maybe not. Probably not.

“I am not always sitting at a computer,” Ivan Domainovich says. “I have a full-time job for Ivan Smoke Shop. I do not have time to research a new career for ivansmokeshop.com.”

“You have so many choices,” he is told. “We are all innovating like crazy here.”

Finally, SnapNames’ website tells him that while it serves all customers simply and equally, even that company cannot guarantee that he will have an answer to his question: Will I get my name or not?<sup>1</sup>

“There is always the competition,” he is told by phone. “We recommend that you purchase our service, and then, to cover all your bases, call up all of the competitors and put down money there as well. Have you done that?”

Ivan Domainovich turns off his computer.

\* \* \*

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<sup>1</sup> Recognition is given to domain name customer Lalit Wadhwa, proprietor of dot splash.com, who well-described the chaos for even a customer as sophisticated as he:

1. setup technology & chasing the name myself, or
2. paying to koreans/chinese groups to pick the name for me or
3. paying to unpaid-dept of registrar or
4. watching auction of dotster/parava whole day or
5. paying monthly fee in thousand dollars to registrar or
6. paying snapnames fix[ed] price (which is not bad) but no guarantee or
7. paying thousands of dollars to get into elite group of some registrars or etc etc etc

On or about April 2, 2002, in a feverish dream, Ivan Domainovich hears the neighbor's boy yelling up to him from the sidewalk. The boy is saying that Ivan Domainovich should look up his domain name again, and see what happens. Stupid boy. But Ivan Domainovich tries anyway.

*Ivansmokeshop, ivanshop, ivan, shop, is*

he types.

*Sorry, these names are not available*

he is told. Ivan Domainovich is about to walk outside for a smoke when he continues reading:

*Click [here](#) if you would like to be put on a wait-list for this name. Should the original owner let it expire, you are guaranteed to be first in line to register it. If the original owner does not let it expire, or if you just change your mind, you can transfer your subscription to another name that you also like.*

A waiting list. This Ivan Domainovich likes. The priority waiting service is more expensive than the \$10 domain name he could not buy. Of course it is. It is also too expensive for recyclers or speculators to buy the names *en masse* only to re-sell them to him at a higher price. Some of the names already have people waiting on them, but Ivan Domainovich buys a place in line for ivanshop.com.

In his dream Ivan Domainovich puts his credit card away, and lies down for a nap.<sup>2</sup>

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<sup>2</sup> A customer has pointed out: "I'd rather pay \$100 on WLS and utilize time on my main business and have relaxed sleep. Now I really don't care if registrar is making \$60 per name in that and registry is making \$40. that's not my worry as long as retail price is in my reach."

## **WLS: Competition and Choice for *Customers*, Too – and Now Rather than Later?**

*Cameron Powell*

It is a curious animal, this industry of generic top-level domains. Comparisons to the duck-billed platypus are, of course, inevitable.

The domain name industry is one of the few, perhaps only, in the world that, caught unprepared by the popularity of its service, does not recognize differential pricing for that service except on its grey (and sometimes black) markets.

Further, the domain name industry is like only a handful of others that require a natural (and of course state-sanctioned) monopoly: there simply is no alternative to having a single, central registry keep track of which names have been registered, for how long, and so forth. Multiple registries could never keep their data sufficiently synchronized.

And, critically, the domain name industry is arguably unique in that its individual retailers each possess only a fraction of the resources necessary to effectively offer a service to provide consumers access to the secondary market—in the domain industry, this means names that were once registered but are now deleting. And yet for registrars to re-unite their pieces into a whole that best serves consumers is as likely as pirates sharing pieces of a treasure map. (We know; we suggested this for over a year.)

On December 30, 2001, VeriSign Global Registry set forth a plan for a means to handle customers' abysmally inequitable access to the exploding secondary market in domain names; these are names that have been previously registered and are about to become available. The plan was called the Wait List Service (WLS), and it has set off a grand debate.

It bears disclosing that VeriSign requested that SnapNames license VeriSign its Parallel Registry™ technology in order to implement the WLS. (Like at least a few members of the domain industry, SnapNames could not think of a good reason to say no.) SnapNames licensed the WLS for VeriSign as a separate but equal registry—identical to a full-scale registry in almost every way, with the addition that it had to communicate with the existing registry as well.

Our involvement in the WLS requires that we not feign objectivity about it. We are decidedly partisan. On the other hand, as outsiders to much of the mainstream, registration-oriented activity of the industry, we have long and consistently maintained that the customer's experience in the secondary market was nothing short of abominable, and that registrars were, understandably, able to do little to change that experience. Our commitment to the customer as both the overriding priority in domain services and, not coincidentally, to customer service as the best path to profit-maximization, remains a consistent theme.

We now turn to the facts about the WLS.

## Who Benefits?

**Q:** *Does anyone really want a wait-list service?*

**A:** Over 98% of customers' attempts to register com/net/org domain names fail because the names are taken.

### Customers and Registries

Constituencies such as the Intellectual Property Constituency, the Business and Commercial Constituency, mainstream business and individual customers, and the other generic TLD registries have not formally voiced opinions on the WLS, though it would not be going out on a limb to suggest that they would benefit far more under the WLS than under the status quo of preferential access for a handful of speculator customers not included among them.

VeriSign's Chuck Gomes has pointed out that VeriSign's predecessor, Network Solutions, has been receiving customer requests for a wait list service since 1996. Domain and IP attorney Bret Fausett has pointed out that the WLS does in fact "improve the value of the [deleting names acquisition] service for potential registrants":

The principal improvement of the Waiting List Service proposed last week is that if you buy a subscription, then you're certain to get your desired domain name if and when it lapses.

Under a registrar-based model, you'd have to purchase a subscription with all of the various registrars who offer a competing service in order to get close to the same guarantee. It would cost more, in both money and aggravation, and still not guarantee that you would get the name.<sup>3</sup>

### Registrars

Then there are the registrars. It is unclear what they think. Of the 96 operational registrars, over 70 have not expressed an opinion at all.

Of the 96, 21 did take part in a recent call among some of the members of the Registrars Constituency, which is a small subset of all registrars. Of the 21 who took part, four abstained from any opinion on the WLS. Of the 17 who voted, 10 appeared to oppose the WLS in any form (three of these registrars provide access to their Registry connections exclusively to a handful of customers and would see such preferential access somewhat hampered by the WLS; one, Register.com, wished to see implemented its own proposal to have its wholly-owned subsidiary, Afternic, operate the system for deleting names). The other seven registrars opposed certain aspects of the WLS, most typically the wholesale price initially proposed by VeriSign Registry, but expressed an interest in working to modify and possibly offer the service if their concerns were met.

Not surprisingly, the 17 voting registrars could not agree on how to summarize their voting. Three unconditionally opposed registrars and two of those conditionally supportive of the WLS agreed to draft a statement of the Registrar Constituency's view of the WLS. The resulting draft document rather

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<sup>3</sup> <http://www.dnso.org/clubpublic/ga/Arc08/msg04020.html>

unequivocally opposed the WLS and quickly drew criticism from one of the registrars, Ascio (formerly Speednames), who had conditionally supported the WLS:

I disagree with this black and white point of view.

While the poll showed unanimous opposition to WLS *as is*, I believe that the general sentiment was to work *with* VGRS on improving certain aspects of the proposal, rather than focusing on new, alternative proposals.

The document does not reflect this nuance, and I can therefore not support it in its current form.

Some of the over 70 registrars who are not members of the Registrars Constituency *per se* have begun only recently to express their views:

We are against this proposal and against making any other changes to the current dropped names system.

-- Monny Omeed, 1 eNameCo

The WLS service will create a more efficient and predictable market for domain names. Efficient systems create greater profits for all.

-- Jim Foley, Neteka

The only CEO-level commentary from a Top 5 registrar comes from Melbourne IT's Adrian Kloeden, who said in a message to his fellow registrars:

Dear fellow registrars,

At the Marina Del Ray meeting in November 2001, I made it clear that Melbourne IT is keen to work with registries to create new business services that are of value to domain name registrants, and hence of value to Melbourne IT's business.

Verisign has presented one such opportunity for consideration that is not acceptable to some in its current form. However, an appropriate process is to work with Verisign to:

(a) determine a solution to the technical loading problem resulting from the deletion of domain names

(b) identify new business services that can assist domain name registrants in obtaining domain names that are no longer required by the existing registrant (the secondary domain name market) I recommend that Registrars remain focused on this approach, and resist the temptation to try a committee approach to develop a cumbersome solution that can not be understood by domain name registrants and would not be acceptable to any registry to implement. The best approach seems to be for Verisign to take on board the input from registrars and others, and produce two new proposals to deal with the two situations above.

The aim should be to conclude the issue by the time of the Registrars meeting in February (ie in about 30 days time).

-- Adrian Kloeden, Melbourne IT

As they say in roulette, 'Round and 'round it goes, where it stops, nobody knows.

### **What Changes, What Does Not**

**Q: *Does VeriSign's proposal mean the WLS is a fait accompli and will be installed forever and ever no matter how much the masses revile it?***

A: No. The WLS has been proposed for a one-year test period. If the masses revile it, if it doesn't work for them and provide a service superior to those existing today or proposed by innovative registrars in the future, then they won't buy the WLS and that, among other things, will force it to go away.

**Q: *Will the WLS change the delete process, or the access of registrars and customers to secondary market domain names?***

A: Yes and no. The process would change only for the minority of expired names that have had WLS orders placed on them. The majority of names will still be deleted and pursued by registrars on behalf of speculators in the fractious manner of today's status quo. Not a comprehensive solution, in other words, but a step in the right direction.

**Q: *Will the WLS be available for all .COM, .NET, and .ORG domain names?***

A: No. It will not be available for .ORG names at all. Those will all be deleted in the usual fashion. And of course the WLS will also not be used if the price point for the WLS on a particular about-to-delete name is sufficiently in excess of the market price of that name. In that case, potential consumers will forego the WLS and simply await the name's deletion according to the usual methods.

**Q: *Is the WLS as proposed perfect?***

A: No.

**Q: *Is the WLS at least a solution that will please those registrars with competing proposals to centralize the secondary market under their control or those whose preferential treatment of a few customers would be partially reduced under the WLS?***

A: Again, the answer is probably no.

**Q: *Is it, like democracy, the worst form of government, except for all others in that it alone will allow all customers equal access in theory as well as practice?***

A: This much seems clear. Aside from their other failings, no alternative to the WLS has all of the following: (1) a reasonable consensus among the different constituencies (registries, registrars, consumers, IP owners), (2) a reasonable likelihood of achieving consensus at any time soon, or (3) any ability to be implemented soon. The WLS is irrefutably the best solution for consumers and IP owners, it is favored by the Registry and numerous registrars, and it alone is capable of implementation now. VeriSign has proposed a one-year test to see how it works.

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<sup>4</sup> Winston Churchill.

**Q: Aren't there better ways to handle the intense demand for previously-registered domain names?**

A: Quite possibly. Where are they?

Despite talk from registrars about "innovation" (much of which involves skirting the letter or spirit of ICANN policy and regulations), the industry has yet to see a single colorable proposal. Nor, in capitalism by committee, is one likely to emerge. According to Bret Fausett, who runs the domain industry information site [www.lextext.com/icann](http://www.lextext.com/icann), after over a year of knowledge of the exploding market in secondary domain names, and months of listserv debates and meetings, on January 9, 2002,

a conference call among registrars to discuss the proposed Verisign wait list service showed no real consensus over anything at all. Opinions seem equally divided among those favoring the Verisign WLS, the Afternic auction proposal, the Tucows proposal, the status quo, and having no opinion at all.<sup>5</sup>

Moreover, no registrar proposal to address the severe market demand for deleting names (as opposed to technical arcana associated with that demand) acknowledges several prohibitive limitations on any solution to the problem of inequitable customer access: (1) the nature of competition, rather than cooperation, among registrars, including the seductive incentives for short-term gain; (2) the numerous, but necessary, policy, technical, and legal restrictions; and last but not least (3) the severe limitations imposed by a system in which each retailer (registrar) has only a fraction of the resources necessary to provide an adequate profit-maximizing and customer-service-maximizing service. As domain name reseller Robert L. Mathews put it:

. . . the problem to me seems right out of Economics 101: you simply can't sell something worth hundreds of thousands of dollars for six dollars and not expect chaos, no matter what rules you put in place. If you tried it offline, there would be riots. We're just seeing the online equivalent.

So, seriously: how can you sell a resource that could be worth hundreds of thousand of dollars to the general public for six dollars, and avoid crushing speculation and mysterious shenanigans? Especially since the virtual nature of the sale prevents you from limiting the applications to one per customer?

I don't think it's a technical problem, but rather a human nature problem.

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<sup>5</sup> <http://www.lextext.com/icann/january2002.html#01102002d>

## Conspiracies Both Vast and Mundane

**Q: *Is VeriSign an investor in SnapNames, or about to buy it?***

A: The answer to both is no. The persistent speculation to the contrary is unfounded. Moreover, the issue is a red herring; the real issue is not who's investing in whom, but which method of handling the enormous market in deleting names is best for consumers.<sup>6</sup> The former is political argument, the latter is on the merits.

### **Registrars or Customers: Competition for Whom?**

**Q: *Of the following stakeholders in the domain name system, who is the system primarily intended to benefit and for whom does it ultimately exist: registries, registrars, or customers?***

A: Customers, also known as end-users. They are the first and last principle, and their interests and rights outweigh any other single consideration.

**Q: *But it's competition that is, all other things being equal, best for consumers, right?***

A: Agreed.

**Q: *So why is it not the case that the existing competition among registrars for deleting names is better than the central registry having a partly preclusive role in providing a similar service to customers?***

A: A very good question. And one very rarely examined by the persons making the claim. If registrars can compete to provide a service and no more than a handful of registrants can compete to receive it, is such "competition" at all meaningful to customers?

Part of the reason this question has not been answered with regard to the WLS is that virtually all entities involved in the debate represent the interests of *sellers* of names (registries, registrars, resellers, speculators), rather than *end-users* of names. Accordingly, in thousands of pages of listserv emails and hours of registrar conference calls, it is not possible to find in their comments more than cursory references to consumers or their interests. It would be difficult to overstate the severity of this omission.

The so-called competition among registrars, as practiced today and as is inevitable when each registrar has a fractured share of the precious public resources known as connections to the registry, is unquestionably anti-competitive for *registrants*. If the domain name system exists for customers, then the so-called "competition" among registrars is a chimera. (See "A Day in the Life of Ivan Domainovich," in this issue.) And the so-called "competition", for registrants, occurs solely among an oligopoly of a few dozen registrants who are professional speculators.

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<sup>6</sup> A corollary was offered by Michael Mann, President of BuyDomains, who stated:

SnapNames, which currently makes the most money off expiring names, would go out of business under this [WLS] proposal and by far be its most vocal critic. However, Verisign has agreed to pay them off (silence them) by "licensing their technology".

As it was put by a too-rare domain name customer with a voice in the debate, Lalit Wadhwa, of Dotsplash.com, in a recent letter to ICANN:

Currently many registrars are running their own programs to catch dropped names and then auction them or give it to their people or charge monthly for [the] facility. Which is not [what] their primary purpose was. For a genuine domain/website owner that's a nightmare.

I'm sure [the] current [WLS] proposal is going to get heat from registrar/scripters who have been misusing the system. afternic/register.com, namewinner, enom, iaregistry, signaturedomains ... and this list is growing which makes [the] current proposal [necessary] to implement ASAP to discourage them.

[The] [p]roposal is to bring [a] snapnames kind of system at registry level with 100% success rate will be a relief for whole net community. And save us from nightmare of requesting registrar and paying high charges to them to get the name which is coming back to pool.

I believe [the] current [WLS] proposal is going to be successful if registrars don't hoard the names at their level. Which is unfair & unlawful. e.g. register.com is doing now and opensrs tried in between.

Lastly, I believe by approving this proposal, icann will bring clarity and clean system to people for deleted names and it will be relief to let go current mess and save us from nightmare if we ever need a name which is already gone and coming back to pool soon.

The WLS, imperfect as it may be in certain respects, restores competition among *registrants*. And that is the most critical competition of all.

Thus, when we hear talk of competition in the future, we are now obliged to ask ourselves, competition serving *whom*? And if the answer stops short of the customer, we will understand that the speaker has interests in *selective* competition that does not necessarily benefit customers.

Peter Girard of Afternic offered a similar analysis:

The Status Quo . . . is not an option. The system will change. Allowing dozens of companies to competitively game the registry's delete system does not constitute consumer choice and competition. It only forces the consumer to subscribe to innumerable 'attempts' to snatch a name, all but one (and usually all) of which must fail to provide a trace of value.

**Q: *More registrars are devoting their registry connections to the same speculators every week. What will happen when all 96 registrars begin to “compete” for deleting names?***

**A:** Because the technology the registrars are forced to use by the nature of the system is simple and there is virtually no barrier to entry, no registrar's performance will be superior to any other, and customers' average success rate will be 100/96 or 1.04%.

## Registries Built on Napkins

**Q:** *Isn't VeriSign's wholesale price too high because a few programmers could create a Parallel Registry in a few weeks after sketching it out on a napkin and isn't it true that the Parallel Registry is not "rocket science – It's just allocating an expired name from one registrant to the next in a database"?*<sup>7</sup>

**A:** The most pernicious myth yet is the supposed simplicity of the WLS. "I mapped out the entire WLS backend technology on a napkin in 10 minutes. It's very easy!" said one registrar. Undoubtedly, he did. As children, many of us sketched fighter jets in class, too.

As we understand it, there are many reasons behind VeriSign's wholesale price (which could still be changed depending upon feedback from registrars and their speculator customers), and those reasons include the difficulty and expense of building a world-class, fail-proof registry.

1. The WLS, as a Parallel Registry™ technology, is a full-scale registry platform that is equivalent in many ways to an operational registry. Consistent with VeriSign's long-standing technical reputation and service, and SnapNames' newer versions of the same, the WLS registry platform is also world-class. The hardware is very similar in specifications and performance, and all systems must go through a rigorous quality assurance to verify that the WLS will perform as well as the core registry. The WLS and the core registry are identical with respect to their security, scalability, support of diverse features and functionality, customer support and administrative interfaces, and software development kits supporting a broad range of Registrars. The WLS provides a completely separate EPP-based API for registrar-registry communication. The WLS must be able to scale across thousands of connections and across many machines without performance or reliability problems (all transactions through the system require complex two-phase commits).<sup>8</sup>
2. As a true parallel registry, the WLS' construction and preparation for integration both into the Registry and by registrars has required enormous time and expense.
3. Because WLS is a one-year test, VeriSign must try to recoup its costs in far less time than the years used to amortize (at \$6 per name) the expense of the core Registry.
4. Because the WLS provides a far superior customer experience than either the status quo or any alternative proposal for handling deleting names, it was chosen with full awareness of its costs. You get what you pay for.
5. Because VeriSign Registry determined that it could not alone build the WLS expeditiously, it contracted the construction to a third party, SnapNames, which, among other things, possesses pending patents on the Parallel Registry™ technologies that best serve customers.

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<sup>7</sup> Based on comments of Donny Simonton, of registrar Intercosmos, and Michael Mann, President of reseller BuyDomains.

<sup>8</sup> Because the WLS is based on patent-pending technology, disclosing the details of system would be imprudent. Much of the implementation is also protected by non-disclosures between SnapNames and VeriSign. In order to not reveal VeriSign-specific information, we will disclose here only high-level information.

6. Because market data, customer interviews, and SnapNames' and other registrars' experiences confirm that customers will pay approximately \$1 for every 1% increase in effectiveness of a wait-list service, a 100% effective service can command retail prices of up to \$100.
7. Because some registrars allow speculators to buy names at or near the names' wholesale cost (say \$6.50 including credit card and ICANN fees), speculators have no disincentive to buying up enormous volumes of names that mainstream customers, with inferior access, cannot register. At a higher price point, speculation for speculation's sake becomes more expensive, and can only diminish, leaving more names for end-users who will put those names to use in websites.

## Economics

Q: *Won't VeriSign make too much money at the proposed price? And isn't the proposed price going to be too high for customers in these economic times?*

A: It can't be had both ways.

VeriSign "making too much money" would mean people are buying the service. If people are buying the service, the price is not too high.

For *specific* names on which a WLS price is too high, the market will decide that rather than the name being sold through a WLS subscription, it will be deleted and sold through the gaming of the registrars who chase deleting names.

The WLS allows consumers to choose the value of their name. If it is of premium value, then the WLS allows registrars to earn higher margins, at retail prices of \$69-99, just as many registrars (the most profitable, in fact) still charge \$25 to \$35 for domain names in spite of destructive price wars. If customers are unwilling to pay the retail price for the WLS, then the current system applies:

- the WLS will not be purchased,
- the name will go into the delete cycle,
- the registrars will compete as they now are (including any innovation the registrars believe is possible)
- the name will be sold to the registrar (sans wait-list service and 100% efficacy) at a wholesale price of \$6

Q: *Isn't it true that the WLS proposal is ostensibly being put forth in order to address technical issues caused by registrars hyperping the Registry with requests for deleting names?*

A: It is not true. This belief, popular among conspiracy theorists, is based on the logical fallacy that because the WLS came *after* the Registry's announced difficulties with the technical burden imposed on it, the WLS must exist solely *because* of those technical difficulties. However, SnapNames had invented the methodology behind the Parallel Registry well before the Registry's problems, and any reduction of the load on the Registry due to the current free-for-all among registrars (competing with each other and against mainstream customers) is merely an incidental benefit of the WLS. It is not the driving force.

The WLS is first and foremost an attempt equitably to answer demand in the secondary market for domain names that the industry has long failed adequately to answer. It is neither a complete nor perfect answer, and was not intended to be. But the “technical issues” referred to by many as the *sole* issues are merely symptoms of the larger problem: consumers have no fair and orderly means to acquire previously-registered domain names. This has been and will continue to be the root problem. The technical consequences are secondary.

## **Intellectual Property**

**Q: *Won't the ability to wait-list names compel trademark owners to order wait-lists on their own names?***

A: No. Certainly it will compel them no more than speculators' ability to make arrangements with registrars for preferential access to deleting names has compelled trademark owners to do the same (or even to object to the practice). Bret Fausett:

[S]ome IP lawyers actually think this new service would enhance cybersquatting. I think that's largely because they have had no way of knowing what's happening already under the status quo, which is preferential Registry access for a few speculators and all mainstream and IP interests entirely shut out of the chance to acquire any of the millions of deleting names.

(Moreover, if someone has ordered a wait-list on your name, one must ask: so what? What is the harm? It's something on the order of someone thinking a less than fully positive thought about you. That is, it's metaphysical at best.)

Second, the easiest defense is to renew, or even to pre-pay.

Third, the risk of failing to renew would be the same as it is today: registrants with superior, preferential access might get the name after its expiration, and then trademark owners would undergo cost and inconvenience in getting it back. That is the same as today. No new compulsions on trademark owners are introduced by WLS.

If a registrant truly does not trust himself to pay his bills, then the WLS is the best form of insurance against such loss, because the WLS' success rate will be 100%. It's like wearing a belt. Or suspenders.

## **An IP Attorney Speaks Up**

Selected comments on ideal criteria of any system for handling deleting names from Bret Fausett, Esq., writing “from the perspective of a registrant” and also, it seems, of a trademark attorney:

**(a) a registrant's chance at a name should not increase by paying a fee to more than one registrar or submitting more than one application (with a single registrar or multiple registrars);**

The WLS satisfies this criterion. Under the WLS, there is no means to submit more than one wait-list order, in part because there is only one wait-list order per name and that order will be fulfilled should the original registrant not renew (1 million names per month expire due to non-renewal). Moreover, the WLS is not a system that can be gamed by casting one's lot with numerous registrars. And because learning where and how to cast one's lot today requires that domain name purchasing be a full-time job, the simpler and less esoteric WLS will open the market for deleting names to all mainstream customers, including IP and business registrants who are locked out today.

**(b) a registrant should not have to visit a registrar's site multiple times in order to obtain a deleting domain name. (This places some constraints around an auction model, which, depending on how it were implemented, might require a registrant to monitor the auction in order to place successive higher bids. It doesn't foreclose an auction model though);**

See above -- the WLS satisfies this criterion as well. The status quo fails it abysmally by requiring customers essentially to live on certain websites. None of the *proposed* auction mechanisms satisfy it either. The auction mechanisms fail to satisfy the criterion of not requiring multiple visits because they focus on *passive listings* of names for sale (and only names deleting during the 5-day delete cycle, worst of all), which listings must repeatedly be visited, which requires that such visitations be a profession. They do not focus on *aggregating all interested buyers*, all year long (for any and all names ever registered), at any time a customer has visited any site to express interest in any domain name.

If customers cannot express their interest in a name *at any point in time*, then customers cannot be aggregated for a live auction that occurs at a single, discrete point in time. Instead, only customers who research domain names and their status, and who visit certain websites a lot (rather than once) will have any hope even of ascertaining (during a brief window of up to 45 days) that a given name will be for sale, much less of being able to find the time to sit around and bid for it.

**(f) the previous registrant's choice of registrar shouldn't be a factor in determining what subsequent registrants must do to acquire the name. For example, the previous registrant's registrar shouldn't enjoy an exclusive ability to market the name, for any period of time, after the previous registrant has declined to renew.**

The WLS satisfies this criterion. The proposed auction models, which require certain registrars to allow others to place software on these certain registrars' sites, will not satisfy it. Because most registrars would not allow such intrusion, the concept would depend too heavily on those few that would. Similarly, experiments by Tucows and Register.com to transfer names beyond expiration to new owners would ensure that each registrar becomes a registry unto itself, capable of exerting total control over names under its control—but only names under its control.

## **Flaws in the WLS Proposal**

Q: *What may need to be changed in the WLS as proposed?*

A: VeriSign Registry's comment period on the WLS (which may be extended) has revealed many insightful comments from (mostly) the registrar community. These comments include:

- the desirability of examining a lower wholesale price;
- allegations of the anti-competitive nature of the WLS;
- the need for modifications to the grace period for domain names, to ensure that a name owner does not inadvertently lose his or her name to a WLS subscriber (modifications that make no less sense for regular registrations); and
- the desirability of revisiting the number of exchanges a WLS customer is allowed, should the customer's original target name not renew, or should the customer otherwise change his mind.

VeriSign has been diligently recording this feedback and is expected to respond with a more detailed proposal that will incorporate many of the comments and suggestions.



## Methodologies and Statistical Accuracy

SnapNames' domain name industry data is generated using domain names listed in the COM, NET, ORG, INFO and BIZ zone files. Only *active* domain names appear in the zone file, although a domain name does not have to be attached to a web site to be considered active. It is possible that a registrar could have domain names that are on hold, or domain names that do not have name servers listed, thus causing our report-generating process not to "credit" the Registrar with such domain names. Overall industry reports are run monthly from zone files produced on the first day of each month. Because some domain names may be transferred, expire, or expire and be re-registered by another registrar while the report is being produced, it is possible for those names not to be included in the report.

Daily reports are the result of the difference between two zone files monitored 24 hours apart. A domain name appears on or disappears from a zone file if:

- It was just registered and is being placed into the zone file.
- Its status is being changed from Registrar or Registry "hold" to "Active".
- It is being placed on hold in the normal process of expiration.
- It is being placed on hold because of a dispute.
- Its name servers are being permanently dissociated from the domain.
- Name server changes are made during the cycle when the zone file is generated.

Oftentimes, registrars will report larger numbers of current registrations and larger percentages of market share than the numbers shown in this report. This is because many registrars were resellers for Network Solutions or some other ICANN-accredited registrar prior to themselves becoming ICANN-accredited. In order to avoid double-counting, in the compilations you'll find in this report each registration is to the actual registrar of record in the zone file, regardless of the reseller that technically sold the name and manages the customer.

The above information is accurate to the best of SnapNames' knowledge and within reasonable margins of error. SnapNames is not liable for any reliance on this information. Persons with corrections or other comments are encouraged to bring them to SnapNames' attention. Please forward comments to [publisher@snapnames.com](mailto:publisher@snapnames.com).

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Prior to joining SnapNames, Len was Project Manager of AWRRegistry, the 11th operational ICANN accredited domain name Registrar. While serving in this position he managed all aspects of the Registrar's operations, including development, marketing, and sales, and positioned AWRRegistry as the eleventh ICANN Registrar to go operational in September of 1999. He also worked closely within the ICANN process, attending and participating as a voting member of the Registrars Constituency that influenced the operational environment under which accredited Registrars operate today. Prior to this he owned and operated his own consulting firm, Innovative Systems Design. As a consultant he assisted in the startup and operation of many Internet Service Providers and provided consulting services in the areas of: software and computer hardware development, network design and implementation, and consulting in voice and data communications. He has an extensive communications background stemming from his 17-year career at AT&T/Mountain Bell/USWest.



### Cameron Powell

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Prior to joining SnapNames, Cameron worked at Internet and software start-ups in Austin, Texas. Cameron has a background in best practices consulting and public speaking, having worked at the Corporate Executive Board in Washington, D.C. Prior to working at the CEB, Cameron practiced law as an intellectual property lawyer and litigator at Foley & Lardner, the nation's tenth-largest law firm; as a trial lawyer in the Attorney General's Honor Program at the U.S. Department of Justice; and as a judicial clerk to a chief federal judge. Cameron has also taught advanced intellectual property at the George Washington University Law Center, and he founded and ran The Caedmon Agency, a literary agency. Cameron holds a B.S. in Business Administration, summa cum laude, from the University of Colorado at Boulder, and a J.D. from Harvard Law School.



## Publisher

### Mason Cole

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Before joining SnapNames, Mason counseled early-stage technology companies in the Pacific Northwest, Bay Area, and Austin, Texas as Account Director and partner at New Venture Communications, a Portland-based marketing consultancy. Mason has a wide background in corporate marketing and communications in the technology, financial services and health care industries. He is the former Director of Communications for The Crabbe Huson Group, a \$5B contrarian-style capital management firm in the Liberty Financial Companies family, and also has held roles in communications and institutional marketing for American Century Investments. A former journalist and freelance writer, he was associate editor of *Emerging Science and Technology* and is a published author on financial services issues.

