



STATE OF THE DOMAIN™

Benchmark Edition

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State of the Domain is a monthly publication of SnapNames.com, Inc.

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SnapNames compiles data in the public domain in order to present information on 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and its terminology—for readers who are not, we recommend the www.ICANN.org site as a starting point for definitive historical documents and technical resources.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

Remember last month’s discussion in this space about change? I doubt we could have been more right. Pardon the abnormal length of this section; there’s a great deal to cover.

To quickly preview what you’re about to read in this publisher’s note:

- The *Executive* and *Analyst Editions* roll-out has been delayed due to data availability and integrity issues.
- www.sotd.info is now available as your on-line resource for *State of the Domain* publications, research and conferences. You’ll want to visit.
- The *State of the Domain* Industry/Investment Conference, July 22-23, 2002, in San Francisco, will be keynoted by VeriSign Chairman and CEO Stratton Scavos and features panels of experts and thought leaders from the industry’s most innovative and successful companies. You’ll want to register.

STATE OF THE DOMAIN premium editions

We have elected to delay roll-out of the two premium *State of the Domain* publications — the *Executive* and *Analyst Editions* — that were to be introduced this month. We made this strategic decision for several reasons, though as you’ll read in Cameron Powell’s discussion of Whois issues in this report, we are not, at present, assured of the availability of a full set of complete — and more importantly, accurate or even usable — non-sensitive Whois data necessary to make the expanded editions’ data content reliable. We devote a great deal of effort to ensuring this publication is accurate and complete, and though our delay is a regrettable step, we believe it is necessary. We further believe this situation is temporary, and apologize to the readers who were looking forward to new industry metrics and analysis this month. We’ll keep you informed of publication plans as they develop.

WWW.SOTD.INFO

Message from the Publisher

The current Whois situation is an unnecessary one in our industry — and noteworthy enough that the U.S. House of Representatives (Judiciary Committee's) Subcommittee on Courts, the Internet and Intellectual Property is planning a hearing on Whois issues in May. SnapNames has been invited to testify, and we look forward to the opportunity to talk with members about the useful and non-invasive benefits of an accurate and accessible Whois database. (Read more about these controversial Whois issues in Cameron Powell's article, "Whois on First?")

STATE OF THE DOMAIN website and contact information

We're pleased to let you know that our new website is now up and available at www.sotd.info. The site archives the past year's editions of *State of the Domain* and will be the new delivery mechanism for all future editions. The site also is your on-line resource for *State of the Domain* Industry/Investment Conference registration. Please bookmark the site — we invite you to return often.

We have new contact information as well for questions or comments: ask@sotd.info, or by phone, toll-free, at (800) 790-SOTD (7683).

STATE OF THE DOMAIN Industry/Investment Conference

The first *State of the Domain* Industry/Investment Conference is safely on the calendar for July 22-23, 2002, in San Francisco. The event, sponsored by NeuStar and RealNames, will be worth your while — as we mentioned here, we have some of the most respected and innovative names in the industry taking part. (See the ad in this issue for more information). We hope you'll join us — registration is easy at www.sotd.info. **Early Bird discounts are available through May 15.**

Q1 2002 Report

Now, back to the report: It's pleasing to us (but surely to you, ultimately immaterial) that licensed pilots outnumber licensed lawyers among *State of the Domain* contributors. Along with your publisher, SnapNames CEO Ron Wiener was also long ago afflicted by the flying bug, and you'll see it in his description of the aerobatic domain name marketplace. His contribution leads our analysis this month. Fasten your seat belt.

Further in the category of change, it won't be long before multi-lingual domains take their place among our Internet navigation systems. As with any new technology, early systems are competing for superiority — this month, in the first of a two-part series, Neteka's CCO Edmon Chung takes us through his company's view of this developing issue.

We're particularly interested in any feedback or comment you have about our new format, or any other contribution you care to make toward our constructive improvement. Your comments are welcomed at publisher@sotd.info.

Regards,

Mason Cole
Publisher

Announcements

Important Information about Access to the STATE OF THE DOMAIN Web Site

The *State of the Domain* website at www.sotd.info is a password-protected site. Please take note of the following information and instructions to assure easy access:

- Please take a moment to register on the site (of course, we are NOT sharing your private information, with anyone). We're interested in profiling customers so as to tailor coverage and reports to fit your needs in this whiplash-like industry.
- This month's (Q1 2002) report will be available on the site's home page, without password access. Beginning next month, however, we'll be publishing reports via the website only and providing you with an access link at publication time. If you have not registered by that time, you'll be required to do so.

Of course, if you have questions about the site, or our report, please contact us at ask@sotd.info, or call us at (800) 790-SOTD (7683).

Visit SnapNames at the International Trademark Ass'n (INTA) Annual Meeting

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Booth 430

For more information about SnapNames tools for attorneys, visit:

www.snapnames.com/domaintoolkit_lawyers.html

.US Market Data Coming Soon!

Look for coverage on this newly redelegated .US ccTLD with the April 2002 *State of the Domain* report.

Register Now!



STATE OF THE DOMAIN™

INDUSTRY/INVESTMENT CONFERENCE

JULY 22 - 23, 2002, SAN FRANCISCO

The domain industry's leadership summit.

About the Conference:

SnapNames, producer of the domain name industry's most comprehensive and trusted information resource, introduces the *State of the Domain* Industry/Investment Conference — an interactive discussion forum designed for those with a stake in the industry's continued growth and success. This July, industry executives, investors, and analysts will gather in San Francisco for this premier event to discuss the trends, challenges, investment opportunities and issues in our industry today.

Join colleagues to:

- > Meet the CEOs and analysts that are considered the thought leaders in the industry
- > Learn about differences in popular Registrar and Registry business models
- > Understand market valuation trends and learn about recent transaction activity in the industry
- > Chart the further development and expansion of the DNS industry
- > Explore technology convergence between DNS, ENUM and Keywords, and other naming and directory developments

Keynote Address:

Stratton Sclavos
VeriSign Chairman & CEO

Participating Firms Include:

NeuStar/NeuLevel	GoDaddy
Afilias	BulkRegister
Global Name Registry	Direct NIC
RealNames	Ultra DNS
Melbourne IT	Nominum
AfterNIC	Legg Mason
Tucows	Bear Stearnes
NetNames	Piper Jaffray
ASCIO	Rampart Partners

Sponsored by:



The event is designed to provide a productive and informative forum for discussion on the business models, best practices, technology challenges and investment opportunities in the domain name industry.

We look forward to seeing you in San Francisco!

Date, Location, Accommodations:

Monday and Tuesday, July 22-23, 2002

Mark Hopkins Inter-Continental Hotel
Number One Nob Hill
San Francisco, CA 94108

To reserve your room at the Mark Hopkins Inter-Continental Hotel, call (800) 662-4455.

To receive the \$219.00 per night rate* (regularly \$430.00), you must tell them you are with the *State of the Domain* Industry/Investment Conference.

* Discounted hotel rate available through June 1, 2002.

Contact Information:

(800) 790-SOTD (7683)
conference@sotd.info

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Q1 2002 Market Overview

A Lomcevak, By Any Other Name, Is Still a Major Headache

by Ron Wiener

With summer around the corner, pretty soon it'll be air show season again. Hammerhead Stalls, Knife-edge Passes, and Snap Rolls (our favorite) will delight the crowds as they do every year. A modern-day air show wouldn't be complete, however, without some fearless nut performing the infamous *Lomcevak* maneuver. Invented by the Czechs, the *Lomcevak* (Czech for "headache") is almost as unsettling to watch as to perform. The *Lomcevak* is entered into from upward inverted flight. As the airspeed decays to near zero, the pilot throws the plane into an outside snap roll. The aircraft comes to zero airspeed, rotating about all three axes, and performs three end-over-end negative "g" tumbles, each tumble 45 degrees to the plane of the last. The maneuver ends when the aircraft begins falling with enough speed for the airflow passing the tail to stop the tumbling. A crowd-pleaser, every time.

In March, the CNO zone file performed a Lomcevak.

In this article, we discuss the surprising, continued loss of names from the CNO zone file, and we speculate on some reasons why that may be happening; we take a look at the often Pyrrhic battles among registrars for market share in a diminishing market; the Balkanized registries effectively being set up by some registrars; why ICANN hasn't been able to do anything about the free-for-all; and what registrars who aim to last out the year are doing to acquire and retain customers. We then turn to a market overview for March 2002.

The incredible (still-) shrinking zone file

In the February 2002 report we stated with a foolish degree of confidence that March would be the first positive month for the CNO zone file in ages that growth in domain name registrations would finally be restored. When we went to press on March 22 it sure seemed that way. Alas, unbeknownst to us, VeriSign Registrar had been saving up some large batch deletions for the final week of March. About 622,000 of them, in fact (VeriSign's net name loss for the entire month of March). Contrary to our overconfident predictions, the CNO zone file actually ended up contracting by

378,000 names instead. Exciting show, isn't it? Filled with surprises.

But the show isn't over yet. As we go to press with this Q1 2002 report, early April readings already show an even more dramatic plunge in progress, the zone file already down by close to 600,000 names and continuing to trend downward.

Tighten your seat belt, folks—more negative g's ahead. When VeriSign Registrar unloaded several million "promotional" domain names in Q4 and early Q1 the contrail of proof was a disproportionate number of NET and ORG names in the deletion queues. Now, deletions in the three CNO registries are roughly proportional, indicating that these losses were not just more promotional names being purged. (See Figure 1 on the next page.)

The depletion may be evidence of yet another plateau in the purging of the speculator registrations of 1999, 2000 and even 2001. And there are likely numerous other potential contributing factors. For example, corporations that engaged in heavy "defensive" registrations (when that was *de rigueur* a year or two ago) are facing the fact that if you defensively register every possible variation of every brand name in every TLD, you'd have no corporate funds left for R&D and marketing. In addition, UDRP is working, at least for the trademark owners, who win 80% of the time, and the new gTLDs have not experienced the same cybersquatting rushes as CNO did. And so corporations' perceived need to preemptively jump on defensive registrations may be relaxing,

Table 1: Total Registrations per gTLD (March 2002)

gTLD	Registrations		Change Net
	Feb	Mar	
COM	22,187,641	21,907,745	(279,896)
NET	3,846,007	3,770,792	(75,215)
ORG	2,418,123	2,401,094	(17,029)
CNO Total	28,451,771	28,079,631	(372,140)
INFO	740,559	777,776	37,217
BIZ	554,638	619,649	65,011
NAME	62,334	68,630	6,296
Totals	29,809,302	29,545,686	(263,616)

thus contributing to these higher-than-expected expiration rates.

Yet another contributing factor may be that foreign registrants who rushed to take COM names initially may now be switching over to their respective nations' ccTLDs instead (many ccTLD registries didn't launch until the last year or two, and some still remain to be activated). The ccTLDs have been on a growth tear, some of which may be at the expense of the CNO registries. This may also explain why VeriSign Registrar is taking the brunt of the losses in CNO, as it was the only registrar in operation at the time that many of these foreign registrants were getting on the web. Two years ago, an estimated 30%-40% of VeriSign's CNO names were registered to foreign registrants. (*State of the Domain* is looking into producing a deeper analysis on this subject in the future.)

Is the sky falling or is this a market correction?

With CNO shrinking for six months straight now, and the new gTLDs exhibiting relatively anemic growth rates, some may expect Chicken Little to pop out from around the corner any minute and declare a recession in the domain name market. In discussions with numerous Wall Street analysts and industry CEOs over the past few weeks a recurring question has been posed to us, which is whether the domain name business is collapsing altogether. We don't think so, but it is clear that the days of landrush market-share wars are over. Registrars and registries will need to radically adapt their business models to the new economic realities or be prepared to undergo some shrinkage themselves. And as in any market, one can't ignore that there are clearly some winners out there with the right business models to succeed in a time like this.

In one sense, we view the present hiccup in the domain market as a long-needed market correction. The speculator

binge-buying and defensive registration rush of yesteryear has had a depressing effect on renewal rates (and thus for registrars, a higher average marketing cost for renewal sales now) and resulted in a bloated namespace with a shockingly low utilization rate. You wouldn't sign up for twenty telephone numbers if you really needed only two, but you probably didn't give a second thought to whether you really needed those twenty domain names you purchased a year ago. A lot of those impulse registrants aren't getting the same impulse come renewal time, their owners realizing that if they haven't sold or made use of the names by now, they probably never will.

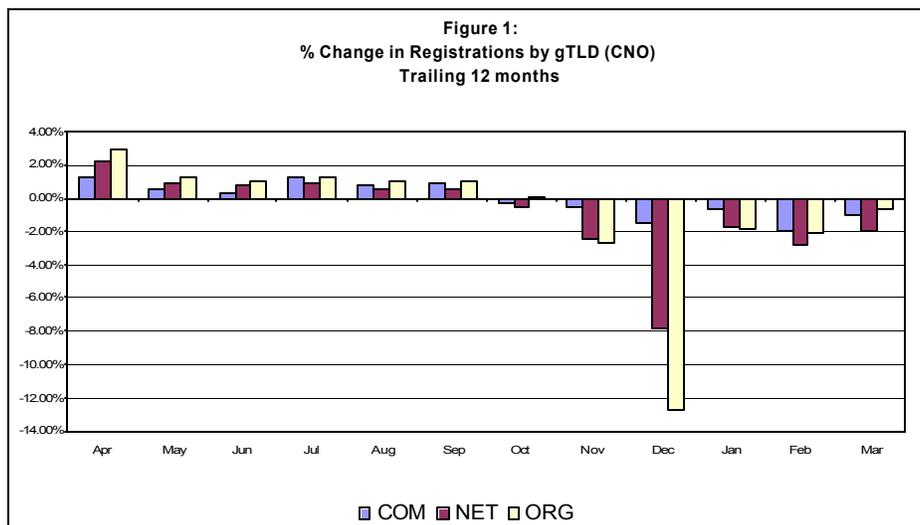
This purge is a good thing in that when it's over — and no one knows when it will be over until it actually is over — the quality of the average customer will be measurably higher, and recurring renewal streams more predictable. Until then, duck for cover.

As one would expect, corrective economic conditions drive interesting behaviors on the part of marketplace participants. Let's briefly review a few observations before diving into March's analysis:

Warlords clashing over territory

If you're in the domain name industry then you are probably well aware of the battle now ensuing between registrars over cross-renewal campaign tactics. In a nutshell, certain Registrars A have bought or harvested the customer databases of competing Registrars B and solicited the customers of Registrars B to renew and hence transfer their expiring domain names. Often,

customers are confused as to the identity of the registrar making the renewal offer, thinking that it is their original registrar. (Interestingly, some of these Registrars A offer better renewal prices to their competitors' customers than to their own existing customers.)



Some registrars have come to call this kind of campaign an “invoicing scheme” because in the dog-eat-dog world of commodity domain name sales, differentiation in branding is often so slight that one can well rely on customers’ foggy recollections to fool them into believing they are renewing with their original registrar when what they’re really doing is authorizing a cleverly disguised transfer order. For additional information, see www.domainscams.com, a site created by a Tucows reseller.

The inventors of this game, Domain Registry of Canada / America (a major eNom reseller, and not an ICANN accredited registrar, as they try to lead people to believe), are the best at it, and the most elusive from prosecution. They have been so successful at duping consumers in both Canada and the U.S. that other registrars have fallen to the temptation of launching similar campaigns, though not quite as egregiously as DROC’s. The listservs are full of protest emails from straight-laced registrars about the increasing frequency of nightmarish customer complaints, and loss of business.

The trouble with even the most tame of these cross-renewal campaigns is twofold: One, in an industry in which margins are thinning, a registrar’s existing customer base is its most valuable asset—so they don’t take kindly to getting poached by competitors. Two, the Registrars Accreditation Agreement (RAA) specifically prohibits harvesting of registrars’ whois databases for the purpose of making mass solicitations. While ICANN mandates open access to these databases through Port 43 calls and through registrars’ web sites, such open access creates the opportunity for competitors to harvest each others’ customer databases through automated high-speed querying. And as Cameron Powell explains later, the victimized registrars’ responses have, perhaps understandably, led them to try to prevent even legitimate access to their whois as well.

However, ICANN has been unable to enforce this rule effectively, under-resourced as it has been. With no cops around, the shoplifting of competitors’ customer information is becoming as common as jaywalking in Manhattan, and as difficult to trace or otherwise defend against. For registrants, it’s as annoying as the telemarketing calls they get at dinner time from the telephone companies, and, when they realize they’ve been duped into switching providers, it’s as irritating as the infamous slamming campaigns by telephone service providers.

Even before this new trend of cross-renewal campaigns, there were the “cheap transfer” campaigns. (Transfers include a built-in one year renewal, giving promoters a great avenue for pitching registrants to change registrars and save money at the same time.) Some of these campaigns were so successful in shifting price-sensitive customers away from the top two registrars to smaller registrars that it eventually led to the now long-standing battle of the “Automatic ACK,” pitting VeriSign Registrar and Register.com in particular against most of the other registrars.

(For the uninitiated: the Auto-ACK squabble boils down to certain registrars refusing (automatically “Negatively ACKnowledging”) to release domain names that their registrants have requested — through a competing registrar — to transfer away from them. Often — but certainly not always — this is the result of a cheap transfer campaign by the gaining registrar. Some argue that this “Auto-NACK” behavior causes registrants significant confusion, often double renewal expenses, sometimes temporary loss of control of their domain name or even confusion as to which registrar actually has it; and for registrars, a massive customer service *lomcevak*.)

The Balkanization of Domain Name Registries by Registrars

Some registrars have taken customer retention to an extreme, holding onto virtually dead customers. Ordinarily, when a name does not renew, registrars are required to release it back to the pool so that all registrars can have a first-come, first-served, equal chance of selling it to someone else. Releasing the name back into the pool requires that the registrar transmit a specific “DELETE” command to the registry. If they don’t, the name auto-renews at the registry, and the registrar is charged the \$6 wholesale price for another year. Registrars only have 45 days from the expiration date to send this DELETE command, or the auto-renewal, and the \$6 charge, sticks.

In effect, registrars have complete control over expired domain names until they physically delete them, even though the ICANN RAA¹ says they cannot hold onto a domain name unless there’s a paying customer associated with it. Some registrars have seen this loophole as an opportunity to balkanize the central registry. It works like this: Instead of deleting an expired name they simply retain it, letting the registry auto-renew the name and bill them the \$6 cost, but acting

essentially as the new owner of the name (skirting the rules, but the rules are not typically enforced). The registrar can then attempt to auction the name, or sell it to a favorite speculator client at a hefty profit margin. Should the original registrant suddenly realize the name was let go by accident, he may find himself bidding against others to get it back.

If all registrars began to hoard expired domain names in this way, pretty soon there would effectively be dozens of smaller “registries”, for once a name is sold by a particular registrar, it could remain there forever. In an extreme scenario combining all these practices, one might picture a world like this: a registrar obtains a customer from a competing registrar by soliciting them with a tantalizingly cheap transfer offer disguised as a renewal offer. If the newly-won registrant ever gives the name up, the registrar could take ownership of the name and auction it off to the highest bidder. If the registrant ever wanted to transfer the name elsewhere, all requests would be NACKed. No other registrar would ever get the chance to sell any previously owned domain to a consumer at a fair price. Prospective name buyers would first need to find out which registrar “owns” the name and then find out how to bid for it—and we know how rarely mass market or IP owning customers are able to do that.

There are some registrars who publicly proposed this sort of “infrastructure” scheme on an organized basis, as a means of de-monopolizing the registry operators, if not crippling their operations, and trumping registrars who hold the silly idea that an expired name might become publicly available again. Then there are some registrars who already do these things and simply don’t care what the others do or don’t do. In other words, it’s the classic race to the bottom. If it continues unchecked, not only will consumers lose in the long run, but most registrars won’t have the margins or cash reserve to survive a protracted battle. According to one M&A broker in the industry, seven out of the top 25 registrars are already looking for buyers. To play the game of hoarding deleted names you have to be able to invest a lot of cash—and be prepared to suffer high expirations a year later when you purge all the names that didn’t sell.

The “Registrar Chutzpah Award,” however, has to go to the registrar that began marketing cheap one-year registrations for INFO names. We did a double-take when we received a sample of this creative e-mail campaign. There would be nothing unusual about a one-year INFO registration except for the fact that registrars are only permitted to purchase two-year registration terms from the Afilias Registry. To industry

insiders this veiled attempt at Balkanizing the INFO registry was rather transparent, though the pedestrian user would never be savvy to this scheme. If the registrant who’d purchased a one-year subscription didn’t renew, the registrar would be able to auction off the second year at a much higher profit, since the name would not need to be returned to the pool for another year. (This particular registrar happened to also own a domain name “auction” site, and is one of the co-owners of the Afilias Registry, along with 18 of its competitors. It is also famous for automatically renewing all registrations as long as the credit card number retained from a year ago is still good, requiring registrants to opt-out of renewal, and then making it inordinately difficult to do so.)

The State of ICANN

As ICANN president Stuart Lynn stated in his reform proposal as well as to the media, ICANN has been ineffective in regulating the registrars due to the fact that it is understaffed and under-funded, as well as stifled by a “consensus” governance mandate that has yet to produce a true consensus decision since the formation of the organization in late 1998. The fact that consensus-among-brutal-competitors hasn’t worked is obvious to anyone who has been observing this industry for even a short while. (And in an indication of how inappropriate a decision-making process consensus is, among self-interested competitors, even if consensus did work in helping ICANN set policy affecting commercial fortunes, the participants might expose themselves to anti-trust violations in many countries, including the U.S. (and, as the article “Whois on First” illustrates below, the results of consensus could still not be enforced by ICANN on its current budget.))

Already the domain name industry has developed a reputation for being like the Wild West, where the sheriff had the badge but was too often hopelessly outgunned. We hope that ICANN’s self-initiated reform movement will eventually reverse this course of events.

¹ RAA: 3.7.4: “Registrar shall not activate any Registered Name unless and until it is satisfied that it has received a reasonable assurance of payment of its registration fee.”

3.7.5: “Registrar shall register Registered Names to Registered Name Holders only for fixed periods. At the conclusion of the registration period, failure by or on behalf of the Registered Name Holder to pay a renewal fee within the time specified in a second notice or reminder shall, in the absence of extenuating circumstances, result in cancellation of the registration.”....

Recall that ICANN was formed during the Clinton Administration in the midst of Internet mania, when everyone thought domain names would be the next microchip, a virtually endless bonanza of wealth creation—and thus must be monitored closely to avoid overexploitation and monopolistic control. It is again ironic, if not tragic, that the back-drop to all the fire ICANN is receiving right now is *a zone file that has been shrinking for six months straight*.

Perhaps an element of the current restructuring dialogue should be discussions about re-stimulation of the domain name economy, and fostering the development of new products and services, thus encouraging more competition (that doesn't mean over-saturating the marketplace with yet more accredited registrars/registries), as was part of ICANN's original charter. With appropriate stewardship throughout, the domain name industry has the potential to help lead sagging economies out of recession, rather than prolonging their woes.

Survivors' Strategies

Like the reality TV show "Survivor," registrars who haplessly landed on Domain Name Island are scrounging for every possible advantage in trying to keep themselves on the island, and their competitors off it. The business plans, like the commercial advertisements for the show, made it look a lot more achievable than it turns out in reality.

So, based on our and analysts' observations of the marketplace, what customer acquisition and retention best practices are winning registrars employing these days? Here are just a few:

- **Expanding into secondary market opportunities** by offering monitoring, back-order and wait-listing services (e.g. SnapBack, VeriSign's WLS) in addition to just primary registrations.
 - **Expanding into corporate brand management services** where margins are healthy and successful vendors charge hundreds of dollars per domain name for comprehensive care.
 - **Acquiring struggling competitors** at a lower cost-per-customer than it would take to recruit the same number of customers using advertising or other conventional methods. A number of players are out there using roll-up strategies to build a large registrant base quickly.
 - **Verifying registrant Whois info** and scrubbing their customer databases frequently (e.g., processing against the Postal Service's National Change of Address Database) to increase the deliverability of mail and minimize expirations due to obsolete customer contact information.
 - **Protecting their customers from competitors' spam campaigns** but doing so in a way that does not compromise the mandated public access (e.g., one savvy registrar publishes a forwarding alias e-mail address in the Whois record for each of its registrations, keeping the original e-mail address under lock and key, and rotating the alias every 90 days to effectively cut down on spam abuse of its customers without compromising law enforcement.)
- **Increasing average customer order amount** by offering as many value-added services as possible, leveraging the cost of acquisition of each customer against as many revenue streams as make sense.
 - **Boosting volumes rapidly** by building their own reseller channels, and servicing their resellers well.
 - **Providing responsive customer service**, but — even more importantly — good user interfaces for customers to conveniently manage their own domain names.

March Overview - Zone Files

The CNO zone file contracted by 378,000 names in March, reducing each of the COM, NET and ORG registries by roughly 1.3% for the month. Over the past six months the CNO file decreased by about 2.5 million names, or 12.3%. In contrast, the top ten registrars lost 3.85 million names, or 14.6%, from their aggregate registration base. Within this group VeriSign Registrar alone lost almost the exact same number of registrations, 3.85 million, or 26% of their registrations, during the same six-month period.

The aggregated BIZ, INFO and NAME zone files grew by only 109,000 names. The combined gTLD universe of CNOBIN therefore still declined by nearly 270,000 names in March.

March CNO Market Shares

In a horse race that would get the crowds at Churchill Downs out of their seats, the top ten ranks fully reorganized themselves in March, matching our earlier predictions closely. The big upset in March was Tucows overtaking Register.com to become the second-largest CNO registrar after VeriSign, for the first time in this industry's short history. Trend lines continue to indicate that MelbourneIT (#5) will likely unseat BulkRegister (#4) within the next month or two. If this occurs, the top four registrars will all be publicly-held companies: VeriSign (NASDAQ: VRSN), Register.com (NASDAQ: RCOM), Tucows (OTCBB: TCOW), and MelbourneIT (AU:MBT).

At current accretion/erosion rates, we expect the top ten to be ranked as follows by the third quarter of 2002 (fourth quarter at the latest), unless something significant changes:

Rank	Present	Q3/Q4 2002 Prediction
1	VeriSign Registrar	VeriSign Registrar
2	Register.com	Tucows
3	Tucows	Register.com
4	BulkRegister	MelbourneIT
5	MelbourneIT	BulkRegister
6	CoreNIC	GoDaddy
7	Registrars.com	eNom
8	eNom	DirectNIC
9	GoDaddy	DotRegistrar
10	Dotster	Dotster - or - Schlund.de

CoreNIC continued its downward spiral, falling from #6 to #8, and making room for eNom to move up one to #6 and GoDaddy to move to #7. Note, however, that the two registrars are apart by only a nose, so we would not be surprised to see veteran eNom and feisty upstart GoDaddy swap positions next month. GoDaddy and eNom were also the two fastest growing registrars in March, each adding an impressive 75,000 names. Louisiana-based DirectNIC also overtook Germany's staid Schlund.de, swapping #11 and #12 positions in Mardi Gras style.

BIZ and INFO Recap

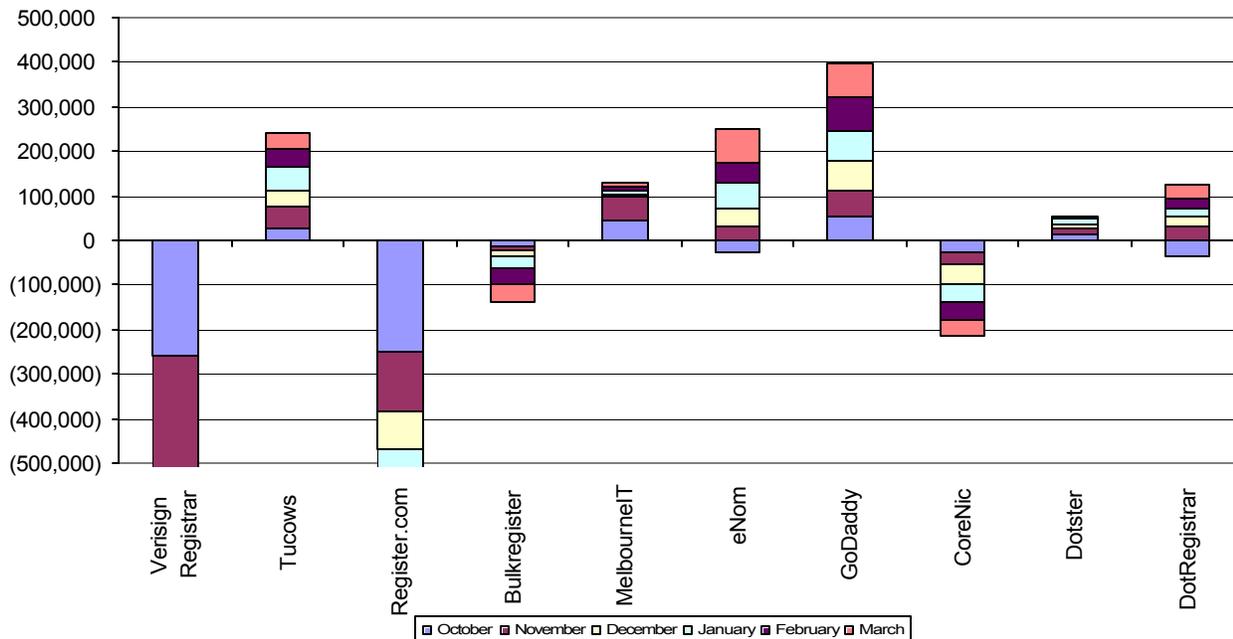
BIZ showed stronger performance than INFO in March, growing at almost double INFO's rate. BIZ added 66,000 names (12%), while INFO added 36,000 (5%). However, 29,000 of the BIZ names were "2B Batch Names" added on March 27th—a one-time event. Adjusting for this anomaly, both BIZ and INFO are accreting names at a rate of about 1,200 per day each, as compared to 29,000 per day for CNO combined.

Table 2: Top 10 Registrars Net Gain/Loss In Total Registrations (CNO / September 2001 - March 2002)

Company	Oct	Nov	Dec	Jan	Feb	Mar	Aggregate	Sept Total	Mar Total	% Change
Verisign Registrar	(256,882)	(369,284)	(1,287,888)	(483,670)	(767,553)	(622,269)	(3,787,546)	14,756,528	10,968,982	-25.7%
Tucows	27,582	48,332	35,295	53,363	40,939	36,723	242,234	2,520,683	2,762,917	9.6%
Register.com	(249,168)	(135,622)	(85,566)	(105,745)	(90,123)	(92,008)	(758,232)	3,514,004	2,755,772	-21.6%
Bulkregister	(12,143)	(11,351)	(11,062)	(25,857)	(39,593)	(40,293)	(140,299)	1,653,853	1,513,554	-8.5%
MelbourneIT	44,162	52,546	4,105	11,558	9,507	8,169	130,047	1,328,238	1,458,285	9.8%
eNom	(27,460)	31,260	40,494	55,954	47,772	73,139	221,159	516,370	737,529	42.8%
GoDaddy	55,302	55,487	66,682	70,272	71,949	75,923	395,615	337,443	733,058	117.2%
CoreNic	(26,842)	(25,552)	(44,605)	(41,189)	(38,545)	(37,213)	(213,946)	850,102	636,156	-25.2%
Dotster	12,594	14,729	10,405	10,054	3,675	(534)	50,923	474,020	524,943	10.7%
DotRegistrar	(37,775)	33,279	18,463	20,985	23,089	29,725	87,766	411,200	498,966	21.3%
Totals	(470,630)	(306,176)	(1,253,677)	(434,275)	(738,883)	(568,638)	(3,772,279)	26,362,441	22,590,162	-14.3%
Volatility Analysis	Oct	Nov	Dec	Jan	Feb	Mar				
CNO Zone File Count	30,571,212	30,307,916	29,271,104	29,027,122	28,451,771	28,079,631		30,571,212	28,079,631	-12.3%
Change in CNO Zone File	(104,324)	(263,296)	(1,036,812)	(243,982)	(575,351)	(372,140)			(2,491,581)	

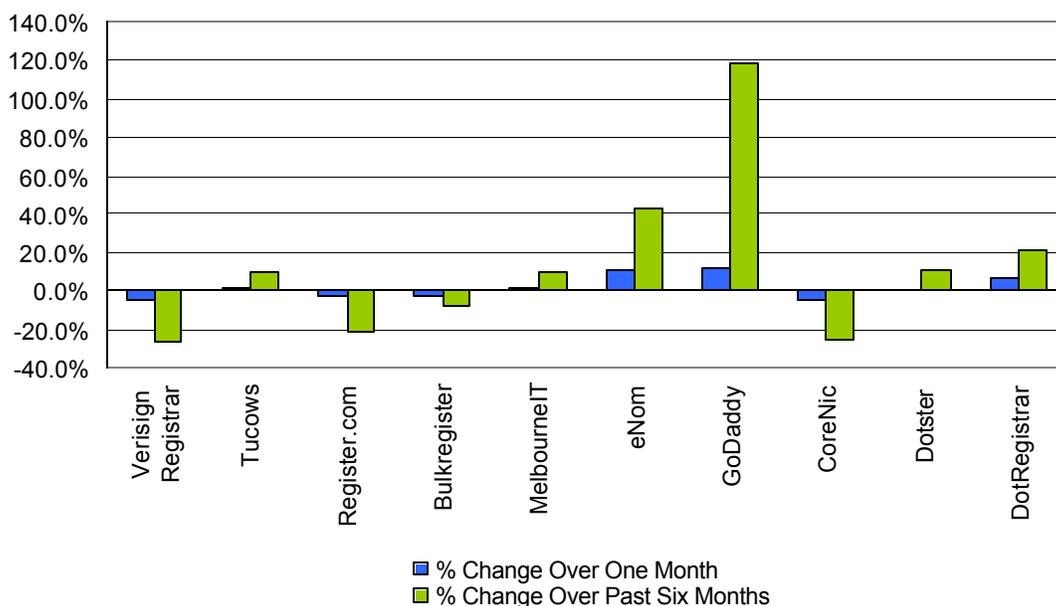
Note to Table 2: VeriSign Registrar includes Registrars.com registrations as of Feb '02. Sept Total adjusted for this effect.

Figure 2: Top-Ten Registrars Net New Registrations Oct '01-Mar '02



Note to Figure 2: VeriSign Registrar and Register.com are truncated in order to retain meaningful perspective. VeriSign Registrar's actual loss in net new registrations (CNO) over the past six months was -3.85 million (26%), while Register.com's was -758,000 (21%). CoreNIC declined by -214,000 (25%) as its members and their registrants continued diving overboard.

Figure 3: Top Ten Registrars' % Gain/Loss in CNO Net Registrations



NAME Recap

There's no way to soften the blow. NAME registrations have so far progressed very slowly, to the great disappointment of just about every analyst and executive in the industry, and even us here at *State of the Domain*. Most pundits, including us, expected that this would be the one gTLD that would start small but display steady incremental growth month to month, and reach greatness in its first year.

In interviewing registrars as to why they think NAME has been underperforming by an order of magnitude from even the most conservative projections (about 220 domain name registrations per day), one common theme was heard: Apparently GNR's technical delays at the registry level have forced it to continue to process registrations in batches every two weeks, instead of real-time like other registries (according to GNR, real-time registrations are slated for implementation in the coming weeks). This has created such a customer service *lomcevak* for registrars that many have stopped actively promoting it.

Some consumers have apparently complained that it is difficult at first to comprehend the unique first.last.name structure of NAME registrations, and the unbundling of the e-mail function. This was a bold experiment in increasing the potential size and profitability of a gTLD registry, but it may not in the end pass the consumer sniff test. Time will tell.

But there is hope: If GNR can get its operations righted, there is still broad conviction that it will ultimately arise to become one of the leading gTLDs. We sincerely hope so. A few registrars have speculated that GNR may outsource their registry operations to another company, although GNR management would not confirm this.

CNOBIN Recap

Taking all of CNOBIN into account, the most significant difference between February and March is the addition of a half dozen new registrars offering BIZ, INFO and NAME (BIN). Adding registrar market shares in the BIN space to the overall rankings in CNO space causes no significant changes in the rankings of these registrars other than Register.com and Tucows still being in the #2 and #3 positions, respectively (20,000 names apart), but this will likely be the last time you see them this way on either the CNO or CNOBIN table.

March 2002 - CNO - Registrar Market Shares

Company	Rank		Market Share		Registrations		Change Net
	Feb	Mar	Feb	Mar	Feb	Mar	
Verisign Registrar	1	1	40.76%	39.09%	11,591,251	10,968,982	(622,269)
Tucows	3	2	9.59%	9.85%	2,726,194	2,762,917	36,723
Register.com	2	3	10.01%	9.82%	2,847,780	2,755,772	(92,008)
Bulkregister	4	4	5.46%	5.39%	1,553,847	1,513,554	(40,293)
MelbourneIT	5	5	5.10%	5.20%	1,450,116	1,458,285	8,169
eNom	7	6	2.34%	2.63%	664,390	737,529	73,139
GoDaddy	8	7	2.31%	2.61%	657,135	733,058	75,923
CoreNic	6	8	2.37%	2.27%	673,369	636,156	(37,213)
Dotster	9	9	1.85%	1.87%	525,477	524,943	(534)
DotRegistrar	10	10	1.65%	1.78%	469,241	498,966	29,725
DirectNIC.com	12	11	1.55%	1.73%	441,365	485,015	43,650
Schlund.de	11	12	1.63%	1.69%	462,725	474,731	12,006
Joker.com	13	13	1.44%	1.48%	410,148	416,181	6,033
Domain Discover	14	14	1.27%	1.34%	362,184	375,262	13,078
GANDI	15	15	1.07%	1.12%	303,234	313,340	10,106
EasySpace	16	16	0.97%	0.93%	275,532	262,198	(13,334)
ItsYourDomain	17	17	0.83%	0.87%	235,647	243,460	7,813
NameSecure	19	18	0.77%	0.80%	218,544	223,654	5,110
Domain Bank	18	19	0.80%	0.79%	228,366	222,062	(6,304)
Stargate	20	20	0.55%	0.59%	157,114	166,675	9,561
OnlineNIC	21	21	0.50%	0.57%	143,284	160,305	17,021
DomainPeople	22	22	0.48%	0.47%	135,645	130,943	(4,702)
Discount Domain	23	23	0.44%	0.46%	126,360	128,655	2,295
YesNIC	25	24	0.41%	0.43%	116,540	120,935	4,395
Names4Ever	24	25	0.44%	0.42%	124,657	117,361	(7,296)
NamesDirect	27	26	0.32%	0.35%	91,734	98,718	6,984
AIT Domains.com	26	27	0.35%	0.35%	100,184	97,549	(2,635)
IARegistry	28	28	0.31%	0.34%	89,248	96,150	6,902
Paycenter	29	29	0.30%	0.33%	85,310	92,887	7,577
GKG.net	31	30	0.27%	0.29%	77,526	80,697	3,171
Ascio	32	31	0.25%	0.28%	70,131	77,489	7,358
Doregi	30	32	0.27%	0.27%	77,959	76,402	(1,557)
Alldomains.com	33	33	0.23%	0.25%	66,289	69,214	2,925
Name7.com	34	34	0.22%	0.24%	63,216	67,848	4,632
Nordnet	35	35	0.20%	0.21%	57,510	60,114	2,604
EPAG Enter-Price Multimedia AG	36	36	0.19%	0.21%	54,301	57,975	3,674
Netpia	37	37	0.19%	0.18%	53,582	51,408	(2,174)
Active ISP	39	38	0.15%	0.18%	43,313	49,766	6,453
dotearth	38	39	0.17%	0.16%	47,332	45,115	(2,217)
Tmagnic.net	40	40	0.13%	0.14%	37,840	40,621	2,781
Awregistry	41	41	0.13%	0.13%	36,293	36,159	(134)
Interdomain	43	42	0.10%	0.12%	28,585	32,590	4,005
SignatureDomains	42	43	0.12%	0.11%	33,562	31,521	(2,041)
Parava.net	46	44	0.10%	0.10%	27,211	29,234	2,023
PSI-Japan	44	45	0.10%	0.10%	28,472	28,833	361
TotalNIC	48	46	0.09%	0.10%	25,511	28,299	2,788
DomainInfo	45	47	0.10%	0.10%	28,425	27,847	(578)
Namescout	47	48	0.09%	0.10%	25,938	26,718	780
TotalRegistrations	50	49	0.08%	0.09%	22,582	25,872	3,290
Catalog.com	49	50	0.08%	0.09%	23,477	24,954	1,477
Namebay	52	51	0.08%	0.09%	21,333	24,928	3,595
Oleane	51	52	0.08%	0.08%	21,676	22,248	572

STATE OF THE DOMAIN™

Benchmark Edition

Q1 2002

NetNames	53	53	0.06%	0.08%	17,563	22,098	4,535
Domainsite.com	54	54	0.06%	0.06%	15,973	17,654	1,681
eNameCo	55	55	0.05%	0.06%	15,343	15,766	423
SRSplus	58	56	0.04%	0.06%	11,185	15,714	4,529
1stDomain.Net	56	57	0.05%	0.05%	12,908	13,160	252
DomainRG	57	58	0.04%	0.04%	11,277	11,341	64
DomainDiscount24	61	59	0.03%	0.04%	7,817	9,880	2,063
Nominate.net	60	60	0.03%	0.03%	8,642	9,118	476
Domini. It	59	61	0.03%	0.03%	8,658	8,741	83
DomainZoo	63	62	0.02%	0.03%	6,704	8,272	1,568
Directl.com	68	63	0.02%	0.03%	5,348	8,155	2,807
Planet Domain	64	64	0.02%	0.03%	6,320	7,806	1,486
Omnis.com	65	65	0.02%	0.02%	6,107	6,915	808
NameEngine	66	66	0.02%	0.02%	5,963	6,346	383
shop4domain.com	69	67	0.02%	0.02%	5,034	6,126	1,092
Secura-GmbH	67	68	0.02%	0.02%	5,683	5,721	38
BookMyName	62	69	0.03%	0.02%	7,300	5,200	(2,100)
Address Creation	70	70	0.02%	0.02%	4,367	5,024	657
ID Registry	71	71	0.01%	0.02%	4,119	4,359	240
Compuserve	72	72	0.01%	0.01%	4,026	4,084	58
Eastcom.com	73	73	0.01%	0.01%	3,494	3,999	505
Globedom	74	74	0.01%	0.01%	2,838	3,338	500
eMarkmonitor	76	75	0.01%	0.01%	2,527	3,144	617
MrDomReg.com	75	76	0.01%	0.01%	2,826	2,954	128
Bluehill.com	79	77	0.01%	0.01%	2,108	2,829	721
Domaindomain.com	77	78	0.01%	0.01%	2,445	2,445	0
123Registration	80	79	0.01%	0.01%	2,098	2,385	287
InterAccess	78	80	0.01%	0.01%	2,356	2,349	(7)
VirtuallInternet	81	81	0.01%	0.01%	2,092	2,146	54
Registration Technologies	87	82	0.00%	0.01%	325	1,975	1,650
Nominalia	82	83	0.01%	0.01%	1,728	1,901	173
Web Express	83	84	0.01%	0.01%	1,687	1,808	121
RGNames.com	91	85	0.00%	0.00%	108	1,226	1,118
Namesbeyond.com	92	86	0.00%	0.00%	29	977	948
Corporate Domains	85	87	0.00%	0.00%	652	775	123
eNetRegistry	84	88	0.00%	0.00%	788	758	(30)
pAsia	86	89	0.00%	0.00%	600	600	0
#1DomainNamesInternational	88	90	0.00%	0.00%	300	383	83
000domains	90	91	0.00%	0.00%	136	209	73
T-Systems	99	92	0.00%	0.00%	2	180	178
NameSystem	89	93	0.00%	0.00%	149	149	0
Alice's Registry	94	94	0.00%	0.00%	18	29	11
Topnet	97	95	0.00%	0.00%	8	19	11
DomainCity	95	96	0.00%	0.00%	16	15	(1)
NameTree	96	97	0.00%	0.00%	10	10	0
Misc	100	98	0.00%	0.00%	0	0	0
Cronon	100	98	0.00%	0.00%	0	0	0
RegistrarsAsia.com	100	98	0.00%	0.00%	0	0	0
007Names	100	98	0.00%	0.00%	0	0	0
Galcomm	100	98	0.00%	0.00%	0	0	0
NameZero	100	98	0.00%	0.00%	0	0	0
trustnames.net	93	98	0.00%	0.00%	23	0	(23)
Talk.com	98	98	0.00%	0.00%	3	0	(3)

Totals	100%	100%	28,438,388	28,060,178	(378,210)
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* = Formerly Speednames, Inc.

** = Formerly Seoulregister.com

WWW.SOTD.INFO

March 2002 - CNO - Registrar Market Share Gains & Losses

Company	Change Percent	Change Net
GoDaddy	0.27%	75,923
eNom	0.26%	73,139
DirectNIC.com	0.15%	43,650
Tucows	0.13%	36,723
DotRegistrar	0.10%	29,725
OnlineNIC	0.06%	17,021
Domain Discover	0.05%	13,078
Schlund.de	0.04%	12,006
GANDI	0.04%	10,106
Stargate	0.03%	9,561
MelbourneIT	0.03%	8,169
ItsYourDomain	0.03%	7,813
Paycenter	0.03%	7,577
Ascio	0.03%	7,358
NamesDirect	0.02%	6,984
IARegistry	0.02%	6,902
Active ISP	0.02%	6,453
Joker.com	0.02%	6,033
NameSecure	0.02%	5,110
Name7.com	0.02%	4,632
NetNames	0.02%	4,535
SRSplus	0.02%	4,529
YesNIC	0.02%	4,395
Interdomain	0.01%	4,005
EPAG Enter-Price Multimedia AG	0.01%	3,674
Namebay	0.01%	3,595
TotalRegistrations	0.01%	3,290
GKG.net	0.01%	3,171
Alldomains.com	0.01%	2,925
Directl.com	0.01%	2,807
TotalNIC	0.01%	2,788
Tmagnic.net	0.01%	2,781
Nordnet	0.01%	2,604
Discount Domain	0.01%	2,295
DomainDiscount24	0.01%	2,063
Parava.net	0.01%	2,023
Domainsite.com	0.01%	1,681
Registration Technologies	0.01%	1,650
DomainZoo	0.01%	1,568
Planet Domain	0.01%	1,486
Catalog.com	0.01%	1,477
RGNames.com	0.00%	1,118
shop4domain.com	0.00%	1,092
Namesbeyond.com	0.00%	948
Omnis.com	0.00%	808
Namescout	0.00%	780
Bluehill.com	0.00%	721
Address Creation	0.00%	657
eMarkmonitor	0.00%	617
Oleane	0.00%	572
Eastcom.com	0.00%	505
Globedom	0.00%	500
Nominate.net	0.00%	476
eNameCo	0.00%	423

Company	Change Percent	Change Net
NameEngine	0.00%	383
PSI-Japan	0.00%	361
123Registration	0.00%	287
1stDomain.Net	0.00%	252
ID Registry	0.00%	240
Nominalia	0.00%	173
MrDomReg.com	0.00%	128
Corporate Domains	0.00%	123
Web Express	0.00%	121
Domini. It	0.00%	83
#1DomainNamesInternational	0.00%	83
000domains	0.00%	73
DomainRG	0.00%	64
Compuserve	0.00%	58
VirtualInternet	0.00%	54
Secura-GmbH	0.00%	38
Misc	0.00%	0
Domaindomain.com	0.00%	0
Cronon	0.00%	0
RegistrarsAsia.com	0.00%	0
007Names	0.00%	0
Galcomm	0.00%	0
NameZero	0.00%	0
pAsia	0.00%	0
InterAccess	0.00%	(7)
eNetRegistry	0.00%	(30)
Awregistry	0.00%	(134)
Dotster	0.00%	(534)
DomainInfo	0.00%	(578)
Doregi	-0.01%	(1,557)
SignatureDomains	-0.01%	(2,041)
BookMyName	-0.01%	(2,100)
Netpia	-0.01%	(2,174)
dotearth	-0.01%	(2,217)
AIT Domains.com	-0.01%	(2,635)
DomainPeople	-0.02%	(4,702)
Domain Bank	-0.02%	(6,304)
Names4Ever	-0.03%	(7,296)
EasySpace	-0.05%	(13,334)
CoreNic	-0.13%	(37,213)
Bulkregister	-0.14%	(40,293)
Register.com	-0.32%	(92,008)
Verisign Registrar	-2.19%	(622,269)

Summary Q1 2002 - CNO - Registrar Market Shares

Company	Rank		Market Share		Registrations		Change Net
	4Q-01	1Q-02	4Q-01	1Q-02	4Q-01	1Q-02	
Verisign Registrar	1	1	44.09%	39.09%	12,897,157	10,968,982	(1,928,175)
Tucows	3	2	9.00%	9.85%	2,631,892	2,762,917	131,025
Register.com	2	3	10.40%	9.82%	3,043,648	2,755,772	(287,876)
Bulkregister	4	4	5.54%	5.39%	1,619,297	1,513,554	(105,743)
MelbourneIT	5	5	4.88%	5.20%	1,429,051	1,458,285	29,234
eNom	7	6	1.92%	2.63%	560,664	737,529	176,865
GoDaddy	8	7	1.76%	2.61%	514,914	733,058	218,144
CoreNic	6	8	2.57%	2.27%	753,103	636,156	(116,947)
Dotster	9	9	1.75%	1.87%	511,748	524,943	13,195
DotRegistrar	11	10	1.45%	1.78%	425,167	498,966	73,799
DirectNIC.com	13	11	1.20%	1.73%	351,624	485,015	133,391
Schlund.de	10	12	1.48%	1.69%	434,090	474,731	40,641
Joker.com	12	13	1.23%	1.48%	359,202	416,181	56,979
Domain Discover	14	14	1.14%	1.34%	334,041	375,262	41,221
GANDI	15	15	0.97%	1.12%	283,843	313,340	29,497
EasySpace	16	16	0.93%	0.93%	272,712	262,198	(10,514)
ItsYourDomain	19	17	0.70%	0.87%	206,157	243,460	37,303
NameSecure	17	18	0.83%	0.80%	244,081	223,654	(20,427)
Domain Bank	18	19	0.80%	0.79%	233,383	222,062	(11,321)
Stargate	20	20	0.46%	0.59%	135,960	166,675	30,715
OnlineNIC	22	21	0.43%	0.57%	124,469	160,305	35,836
DomainPeople	21	22	0.46%	0.47%	134,091	130,943	(3,148)
Discount Domain	23	23	0.42%	0.46%	121,880	128,655	6,775
YesNIC	25	24	0.36%	0.43%	105,980	120,935	14,955
Names4Ever	24	25	0.40%	0.42%	117,297	117,361	64
NamesDirect	27	26	0.28%	0.35%	80,897	98,718	17,821
AIT Domains.com	26	27	0.34%	0.35%	100,519	97,549	(2,970)
IARegistry	28	28	0.27%	0.34%	78,415	96,150	17,735
Paycenter	29	29	0.26%	0.33%	77,140	92,887	15,747
GKG.net	31	30	0.24%	0.29%	70,303	80,697	10,394
Ascio	32	31	0.22%	0.28%	64,334	77,489	13,155
Doregi	30	32	0.26%	0.27%	75,549	76,402	853
Alldomains.com	33	33	0.21%	0.25%	60,951	69,214	8,263
Name7.com	34	34	0.20%	0.24%	57,478	67,848	10,370
Nordnet	37	35	0.17%	0.21%	48,954	60,114	11,160
EPAG Enter-Price Multimedia AG	38	36	0.16%	0.21%	46,954	57,975	11,021
Netpia	35	37	0.19%	0.18%	56,414	51,408	(5,006)
Active ISP	41	38	0.12%	0.18%	35,298	49,766	14,468
dotearth	36	39	0.18%	0.16%	53,231	45,115	(8,116)
Tmagnic.net	42	40	0.11%	0.14%	31,591	40,621	9,030
Awregistry	40	41	0.13%	0.13%	37,366	36,159	(1,207)
Interdomain	46	42	0.09%	0.12%	24,941	32,590	7,649
SignatureDomains	39	43	0.14%	0.11%	40,292	31,521	(8,771)
Parava.net	45	44	0.09%	0.10%	27,485	29,234	1,749
PSI-Japan	44	45	0.09%	0.10%	27,707	28,833	1,126
TotalNIC	51	46	0.06%	0.10%	18,322	28,299	9,977
DomainInfo	43	47	0.10%	0.10%	30,514	27,847	(2,667)
Namescout	47	48	0.08%	0.10%	23,302	26,718	3,416
TotalRegistrations	50	49	0.06%	0.09%	18,595	25,872	7,277
Catalog.com	48	50	0.07%	0.09%	20,387	24,954	4,567
Namebay	52	51	0.05%	0.09%	15,636	24,928	9,292

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Oleane	49	52	0.07%	0.08%	20,185	22,248	2,063
NetNames	55	53	0.04%	0.08%	13,007	22,098	9,091
Domainsite.com	54	54	0.05%	0.06%	14,296	17,654	3,358
eNameCo	53	55	0.05%	0.06%	14,992	15,766	774
SRSplus	65	56	0.02%	0.06%	5,212	15,714	10,502
1stDomain.Net	56	57	0.04%	0.05%	12,012	13,160	1,148
DomainRG	57	58	0.04%	0.04%	11,269	11,341	72
DomainDiscount24	62	59	0.02%	0.04%	5,599	9,880	4,281
Nominate.net	59	60	0.03%	0.03%	7,796	9,118	1,322
Domini. It	58	61	0.03%	0.03%	8,538	8,741	203
DomainZoo	61	62	0.02%	0.03%	5,783	8,272	2,489
Directl.com	75	63	0.01%	0.03%	2,118	8,155	6,037
Planet Domain	68	64	0.01%	0.03%	4,122	7,806	3,684
Omnis.com	66	65	0.02%	0.02%	5,106	6,915	1,809
NameEngine	64	66	0.02%	0.02%	5,370	6,346	976
shop4domain.com	67	67	0.01%	0.02%	4,360	6,126	1,766
Secura-GmbH	63	68	0.02%	0.02%	5,399	5,721	322
BookMyName	60	69	0.02%	0.02%	6,395	5,200	(1,195)
Address Creation	71	70	0.01%	0.02%	3,652	5,024	1,372
ID Registry	69	71	0.01%	0.02%	3,996	4,359	363
Compuserve	70	72	0.01%	0.01%	3,957	4,084	127
Eastcom.com	72	73	0.01%	0.01%	3,318	3,999	681
Globedom	83	74	0.00%	0.01%	1,020	3,338	2,318
eMarkmonitor	81	75	0.00%	0.01%	1,092	3,144	2,052
MrDomReg.com	73	76	0.01%	0.01%	2,494	2,954	460
Bluehill.com	82	77	0.00%	0.01%	1,078	2,829	1,751
Domaindomain.com	74	78	0.01%	0.01%	2,432	2,445	13
123Registration	78	79	0.01%	0.01%	1,779	2,385	606
InterAccess	77	80	0.01%	0.01%	1,983	2,349	366
VirtualInternet	76	81	0.01%	0.01%	2,042	2,146	104
Registration Technologies	88	82	0.00%	0.01%	192	1,975	1,783
Nominalia	79	83	0.01%	0.01%	1,732	1,901	169
Web Express	80	84	0.00%	0.01%	1,381	1,808	427
RGNames.com	91	85	0.00%	0.00%	22	1,226	1,204
Namesbeyond.com	96	86	0.00%	0.00%	0	977	977
Corporate Domains	87	87	0.00%	0.00%	494	775	281
eNetRegistry	84	88	0.00%	0.00%	838	758	(80)
pAsia	86	89	0.00%	0.00%	606	600	(6)
#1DomainNamesInternational	90	90	0.00%	0.00%	115	383	268
000domains	92	91	0.00%	0.00%	11	209	198
T-Systems	96	92	0.00%	0.00%	0	180	180
NameSystem	89	93	0.00%	0.00%	149	149	0
Alice's Registry	94	94	0.00%	0.00%	6	29	23
Topnet	96	95	0.00%	0.00%	0	19	19
DomainCity	96	96	0.00%	0.00%	0	15	15
NameTree	93	97	0.00%	0.00%	10	10	0
Misc	96	98	0.00%	0.00%	0	0	0
Cronon	96	98	0.00%	0.00%	0	0	0
RegistrarsAsia.com	96	98	0.00%	0.00%	0	0	0
007Names	96	98	0.00%	0.00%	0	0	0
Galcomm	96	98	0.00%	0.00%	0	0	0
NameZero	96	98	0.00%	0.00%	0	0	0
trustnames.net	96	98	0.00%	0.00%	0	0	0
InternetOne			0.00%	0.00%	616	0	(616)
Talk.com	95	98	0.00%	0.00%	4	0	(4)

Totals	100%	100%	29,254,604	28,060,178	(1,194,426)
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Summary Q1 2002 - CNO - Registrar Market Share Gains & Losses

Company	Change Percent	Change Net
GoDaddy	0.75%	218,144
eNom	0.60%	176,865
DirectNIC.com	0.46%	133,391
Tucows	0.45%	131,025
DotRegistrar	0.25%	73,799
Joker.com	0.19%	56,979
Domain Discover	0.14%	41,221
Schlund.de	0.14%	40,641
ItsYourDomain	0.13%	37,303
OnlineNIC	0.12%	35,836
Stargate	0.10%	30,715
GANDI	0.10%	29,497
MelbourneIT	0.10%	29,234
NamesDirect	0.06%	17,821
IARegistry	0.06%	17,735
Paycenter	0.05%	15,747
YesNIC	0.05%	14,955
Active ISP	0.05%	14,468
Dotster	0.05%	13,195
Ascio	0.04%	13,155
Nordnet	0.04%	11,160
EPAG Enter-Price Multimedia AG	0.04%	11,021
SRSplus	0.04%	10,502
GKG.net	0.04%	10,394
Name7.com	0.04%	10,370
TotalNIC	0.03%	9,977
Namebay	0.03%	9,292
NetNames	0.03%	9,091
Tmagnic.net	0.03%	9,030
Alldomains.com	0.03%	8,263
Interdomain	0.03%	7,649
TotalRegistrations	0.02%	7,277
Discount Domain	0.02%	6,775
Directl.com	0.02%	6,037
Catalog.com	0.02%	4,567
DomainDiscount24	0.01%	4,281
Planet Domain	0.01%	3,684
Namescout	0.01%	3,416
Domainsite.com	0.01%	3,358
DomainZoo	0.01%	2,489
Globedom	0.01%	2,318
Oleane	0.01%	2,063
eMarkmonitor	0.01%	2,052
Omnis.com	0.01%	1,809
Registration Technologies	0.01%	1,783
shop4domain.com	0.01%	1,766
Bluehill.com	0.01%	1,751
Parava.net	0.01%	1,749
Address Creation	0.00%	1,372
Nominate.net	0.00%	1,322
RGNAMES.COM	0.00%	1,204
1stDomain.Net	0.00%	1,148
PSI-Japan	0.00%	1,126
Namesbeyond.com	0.00%	977

Company	Change Percent	Change Net
NameEngine	0.00%	976
Doregi	0.00%	853
eNameCo	0.00%	774
Eastcom.com	0.00%	681
123Registration	0.00%	606
MrDomReg.com	0.00%	460
Web Express	0.00%	427
InterAccess	0.00%	366
ID Registry	0.00%	363
Secura-GmbH	0.00%	322
Corporate Domains	0.00%	281
#1DomainNamesInternational	0.00%	268
Domini. It	0.00%	203
000domains	0.00%	198
Nominalia	0.00%	169
Compuserve	0.00%	127
VirtualInternet	0.00%	104
DomainRG	0.00%	72
Names4Ever	0.00%	64
Domaindomain.com	0.00%	13
Misc	0.00%	0
Cronon	0.00%	0
RegistrarsAsia.com	0.00%	0
007Names	0.00%	0
Galcomm	0.00%	0
NameZero	0.00%	0
pAsia	0.00%	(6)
eNetRegistry	0.00%	(80)
BookMyName	0.00%	(1,195)
Awregistry	0.00%	(1,207)
DomainInfo	-0.01%	(2,667)
AIT Domains.com	-0.01%	(2,970)
DomainPeople	-0.01%	(3,148)
Netpia	-0.02%	(5,006)
dotearth	-0.03%	(8,116)
SignatureDomains	-0.03%	(8,771)
EasySpace	-0.04%	(10,514)
Domain Bank	-0.04%	(11,321)
NameSecure	-0.07%	(20,427)
Bulkregister	-0.36%	(105,743)
CoreNic	-0.40%	(116,947)
Register.com	-0.98%	(287,876)
Verisign Registrar	-6.59%	(1,928,175)

March 2002 - BIZ - Registrar Market Shares

Company	Rank		Market Share		Registrations		Change Net
	Feb	Mar	Feb	Mar	Feb	Mar	
Verisign Registrar	1	1	23.27%	22.09%	128,568	136,715	8,147
Register.com	2	2	11.30%	10.78%	62,447	66,705	4,258
Tucows	3	3	8.12%	8.02%	44,876	49,631	4,755
MelbourneIT	4	4	5.88%	5.75%	32,489	35,561	3,072
Schlund.de	5	5	4.79%	4.75%	26,479	29,361	2,882
Bulkregister	7	6	3.68%	3.80%	20,357	23,526	3,169
eNom	6	7	3.76%	3.80%	20,752	23,510	2,758
DotRegistrar	8	8	3.45%	3.26%	19,076	20,171	1,095
GoDaddy	9	9	2.90%	2.91%	16,023	18,008	1,985
DirectNIC.com	10	10	2.79%	2.79%	15,412	17,294	1,882
CoreNic	11	11	2.31%	2.27%	12,783	14,067	1,284
Ascio	12	12	2.21%	2.19%	12,216	13,569	1,353
Joker.com	13	13	2.14%	2.17%	11,832	13,420	1,588
Dotster	15	14	1.82%	1.89%	10,085	11,689	1,604
SRSplus	14	15	1.92%	1.82%	10,635	11,272	637
Domain Discover	18	16	1.35%	1.38%	7,448	8,536	1,088
VirtuallInternet	16	17	1.45%	1.37%	8,026	8,499	473
YesNIC	17	18	1.40%	1.33%	7,728	8,247	519
Name7.com	19	19	1.06%	1.02%	5,837	6,311	474
DomainDiscount24	20	20	1.00%	1.00%	5,553	6,218	665
DomainPeople	21	21	0.80%	0.86%	4,419	5,325	906
Domain Bank	22	22	0.76%	0.80%	4,220	4,957	737
ItsYourDomain	24	23	0.66%	0.78%	3,642	4,832	1,190
EasySpace	23	24	0.66%	0.68%	3,649	4,218	569
eNameCo	38	25	0.33%	0.67%	1,841	4,168	2,327
NetNames	26	26	0.62%	0.65%	3,443	3,996	553
Alldomains.com	28	27	0.62%	0.64%	3,399	3,970	571
DomainInfo	25	28	0.64%	0.63%	3,537	3,895	358
Names4Ever	42	29	0.26%	0.62%	1,459	3,843	2,384
Corporate Domains	27	30	0.62%	0.58%	3,410	3,569	159
Netpia	29	31	0.54%	0.51%	2,968	3,176	208
BookMyName	46	32	0.19%	0.51%	1,039	3,172	2,133
1stDomain.Net	30	33	0.45%	0.48%	2,461	2,958	497
Namescout	33	34	0.39%	0.43%	2,135	2,659	524
Namebay	31	35	0.41%	0.41%	2,268	2,509	241
OnlineNIC	36	36	0.38%	0.40%	2,088	2,478	390
Discount Domain	35	37	0.38%	0.40%	2,111	2,467	356
Nominalia	32	38	0.39%	0.39%	2,172	2,421	249
TotalRegistrations	34	39	0.38%	0.39%	2,114	2,414	300
NameSecure	39	40	0.32%	0.37%	1,782	2,302	520
Secura-GmbH	40	41	0.32%	0.37%	1,775	2,263	488
Doregi	41	42	0.28%	0.35%	1,525	2,150	625
Nordnet	37	43	0.35%	0.33%	1,917	2,038	121
NameEngine	44	44	0.24%	0.28%	1,350	1,744	394
000domains	43	45	0.25%	0.27%	1,369	1,690	321
eMarkmonitor	45	46	0.22%	0.23%	1,230	1,423	193
Parava.net	50	47	0.14%	0.20%	784	1,240	456
123Registration	49	48	0.15%	0.17%	817	1,044	227
DirectI.com	47	49	0.17%	0.16%	932	980	48
Catalog.com	51	50	0.13%	0.15%	725	940	215
IARegistry	48	51	0.15%	0.14%	822	866	44
Cronon	53	52	0.11%	0.13%	630	810	180

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Bluehill.com	56	53	0.08%	0.13%	451	784	333
RegistrarsAsia.com	54	54	0.11%	0.11%	581	707	126
#1DomainNamesInternational	52	55	0.13%	0.11%	692	690	(2)
dotearth	59	56	0.06%	0.10%	355	595	240
AIT Domains.com	55	57	0.10%	0.10%	558	592	34
007Names	66	58	0.04%	0.09%	240	572	332
Nominate.net	63	59	0.06%	0.09%	309	569	260
RGNames.com	60	60	0.06%	0.09%	347	529	182
Registration Technologies	77	61	0.00%	0.08%	0	516	516
Galcomm	65	61	0.05%	0.08%	264	516	252
ID Registry	67	63	0.02%	0.08%	114	501	387
SignatureDomains	57	64	0.07%	0.07%	373	444	71
ChinaDNS	62	65	0.06%	0.07%	311	433	122
PSI-Japan	61	66	0.06%	0.07%	332	429	97
DomainRG	64	67	0.05%	0.07%	292	425	133
Interdomain	58	68	0.07%	0.07%	366	412	46
DomainProcessor.com	77	69	0.00%	0.05%	0	289	289
PhillipineRegistry	69	70	0.02%	0.03%	93	176	83
Internetters	77	71	0.00%	0.03%	0	156	156
Address Creation	68	72	0.02%	0.02%	95	131	36
Omnis.com	72	73	0.01%	0.01%	48	78	30
Globedom	70	74	0.01%	0.01%	55	77	22
Alice's Registry	77	75	0.00%	0.01%	0	75	75
Awregistry	71	76	0.01%	0.01%	54	74	20
Bondi, LLC	77	77	0.00%	0.01%	0	65	65
DomainZoo	73	78	0.00%	0.01%	26	34	8
NetSearchers, Int.	77	79	0.00%	0.01%	0	31	31
Transpac	75	80	0.00%	0.00%	4	20	16
RegistryRegistrar	74	81	0.00%	0.00%	8	7	(1)
DomainPro, Inc.	77	82	0.00%	0.00%	0	5	5
SiteName.com	77	83	0.00%	0.00%	0	2	2
Harleyzo-USA	76	84	0.00%	0.00%	1	1	0
GANDI	77	85	0.00%	0.00%	0	0	0
Stargate	77	85	0.00%	0.00%	0	0	0
NamesDirect	77	85	0.00%	0.00%	0	0	0
Paycenter	77	85	0.00%	0.00%	0	0	0
GKG.net	77	85	0.00%	0.00%	0	0	0
EPAG Enter-Price Multimedia AG	77	85	0.00%	0.00%	0	0	0
Active ISP	77	85	0.00%	0.00%	0	0	0
Tmagnic.net	77	85	0.00%	0.00%	0	0	0
TotalNIC	77	85	0.00%	0.00%	0	0	0
Oleane	77	85	0.00%	0.00%	0	0	0
Domainsite.com	77	85	0.00%	0.00%	0	0	0
Domini. It	77	85	0.00%	0.00%	0	0	0
Planet Domain	77	85	0.00%	0.00%	0	0	0
Totals			100%	100%	552,624	618,762	66,138

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March 2002 - INFO - Registrar Market Shares

Company	Rank		Market Share		Registrations		Change Net
	Feb	Mar	Feb	Mar	Feb	Mar	
Verisign Registrar	2	1	12.10%	15.84%	89,571	123,004	33,433
Schlund.de	1	2	13.55%	13.39%	100,306	104,032	3,726
Tucows	3	3	8.43%	8.53%	62,405	66,251	3,846
Register.com	4	4	8.08%	8.05%	59,790	62,555	2,765
CoreNic	6	5	4.39%	4.36%	32,532	33,825	1,293
MelbourneIT	7	6	4.20%	4.28%	31,080	33,224	2,144
Ascio	5	7	4.40%	3.69%	32,557	28,665	(3,892)
DirectNIC.com	8	8	3.70%	3.67%	27,368	28,496	1,128
Joker.com	9	9	3.61%	3.58%	26,688	27,806	1,118
eNom	10	10	3.26%	3.38%	24,166	26,290	2,124
Bulkregister	11	11	3.14%	3.09%	23,243	24,032	789
GoDaddy	12	12	2.09%	2.20%	15,480	17,091	1,611
EPAG Enter-Price Multimedia AG	15	13	1.60%	1.55%	11,823	12,035	212
DomainDiscount24	16	14	1.31%	1.31%	9,720	10,144	424
DomainPeople	17	15	1.23%	1.19%	9,117	9,273	156
Dotster	20	16	1.17%	1.18%	8,653	9,168	515
SRSplus	19	17	1.18%	1.18%	8,711	9,149	438
Domain Bank	18	18	1.21%	1.17%	8,963	9,065	102
ItsYourDomain	26	19	0.82%	0.96%	6,095	7,436	1,341
VirtuallInternet	22	20	0.96%	0.93%	7,123	7,237	114
EasySpace	23	21	0.87%	0.87%	6,476	6,789	313
Domain Discover	24	22	0.86%	0.87%	6,360	6,757	397
GANDI	27	23	0.78%	0.86%	5,749	6,706	957
TotalRegistrations	25	24	0.83%	0.81%	6,135	6,299	164
Misc	80	25	0.01%	0.69%	42	5,353	5,311
Alldomains.com	28	26	0.63%	0.61%	4,676	4,745	69
YesNIC	29	27	0.63%	0.61%	4,663	4,728	65
DomainInfo	30	28	0.61%	0.60%	4,530	4,688	158
DotRegistrar	33	29	0.54%	0.56%	3,981	4,373	392
Secura-GmbH	31	30	0.57%	0.56%	4,256	4,364	108
Discount Domain	32	31	0.54%	0.55%	4,006	4,305	299
dotearth	34	32	0.54%	0.52%	3,978	4,033	55
NetNames	36	33	0.51%	0.52%	3,805	4,023	218
1stDomain.Net	35	34	0.52%	0.49%	3,837	3,837	0
Globedom	37	35	0.49%	0.48%	3,642	3,694	52
Name7.com	39	36	0.47%	0.46%	3,455	3,571	116
Nordnet	38	37	0.47%	0.46%	3,483	3,546	63
NameSecure	21	38	1.08%	0.43%	8,011	3,303	(4,708)
eNameCo	40	39	0.40%	0.38%	2,954	2,983	29
Namebay	41	40	0.36%	0.35%	2,658	2,748	90
Nominalia	42	41	0.33%	0.34%	2,452	2,643	191
Parava.net	43	42	0.29%	0.28%	2,165	2,203	38
Namescout	44	43	0.28%	0.28%	2,083	2,187	104
OnlineNIC	46	44	0.25%	0.26%	1,858	2,001	143
NameEngine	45	45	0.26%	0.25%	1,927	1,932	5
Names4Ever	47	46	0.23%	0.23%	1,674	1,760	86
eMarkmonitor	48	47	0.22%	0.22%	1,643	1,685	42
Registration Technologies	49	48	0.22%	0.21%	1,618	1,619	1
Cronon	53	49	0.17%	0.21%	1,230	1,597	367
Netpia	50	50	0.18%	0.18%	1,363	1,388	25
Doregi	51	51	0.18%	0.17%	1,315	1,325	10
NamesDirect	13	52	1.71%	0.17%	12,672	1,312	(11,360)

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#1DomainNamesInternational	52	53	0.17%	0.16%	1,262	1,261	(1)
000domains	55	54	0.14%	0.14%	1,048	1,122	74
DomainZoo	54	55	0.14%	0.14%	1,058	1,065	7
ID Registry	56	56	0.13%	0.12%	998	946	(52)
Directl.com	57	57	0.12%	0.12%	871	899	28
AIT Domains.com	58	58	0.12%	0.12%	865	895	30
SignatureDomains	60	59	0.10%	0.11%	768	836	68
NameZero	14	60	1.62%	0.10%	12,013	787	(11,226)
RGNames.com	59	61	0.10%	0.10%	777	773	(4)
PSI-Japan	61	62	0.10%	0.10%	739	759	20
Interdomain	65	63	0.07%	0.08%	529	593	64
Bluehill.com	63	64	0.08%	0.07%	561	578	17
123Registration	62	65	0.08%	0.07%	567	573	6
AAAQ.com	64	66	0.07%	0.07%	533	533	0
Catalog.com	67	67	0.06%	0.07%	469	531	62
RegistrarsAsia.com	66	68	0.07%	0.07%	505	509	4
007Names	68	69	0.06%	0.05%	416	419	3
Nominate.net	69	70	0.05%	0.05%	382	386	4
Galcomm	70	71	0.04%	0.04%	286	309	23
BestRegistrar	71	72	0.03%	0.03%	255	265	10
Corporate Domains	74	73	0.03%	0.03%	233	262	29
Awregistry	72	74	0.03%	0.03%	241	238	(3)
Alice's Registry	73	75	0.03%	0.03%	237	237	0
Address Creation	75	76	0.02%	0.02%	142	168	26
BookMyName	76	77	0.01%	0.02%	111	128	17
Omnis.com	77	78	0.01%	0.02%	100	127	27
DomainPro, Inc.	77	79	0.01%	0.01%	100	100	0
Sitename.com	79	80	0.01%	0.01%	85	54	(31)
TotalNIC	82	81	0.00%	0.00%	17	27	10
DomainRG	81	82	0.00%	0.00%	26	25	(1)
Transpac	84	83	0.00%	0.00%	0	4	4
Internetters, Ltd	84	83	0.00%	0.00%	0	4	4
Active ISP	83	85	0.00%	0.00%	1	1	0
Stargate	84	86	0.00%	0.00%	0	0	0
IARegistry	84	86	0.00%	0.00%	0	0	0
Paycenter	84	86	0.00%	0.00%	0	0	0
GKG.net	84	86	0.00%	0.00%	0	0	0
Tmagnic.net	84	86	0.00%	0.00%	0	0	0
Oleane	84	86	0.00%	0.00%	0	0	0
Domainsite.com	84	86	0.00%	0.00%	0	0	0
Domini. It	84	86	0.00%	0.00%	0	0	0
Planet Domain	84	86	0.00%	0.00%	0	0	0
shop4domain.com	84	86	0.00%	0.00%	0	0	0
Compuserve	84	86	0.00%	0.00%	0	0	0
Eastcom.com	84	86	0.00%	0.00%	0	0	0
Totals							
			100%	100%	740,283	776,689	36,406

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March 2002 - NAME - Registrar Market Shares

Company	Rank		Market Share		Registrations		Change	E-mail	Total
	Feb	Mar	Feb	Mar	Feb	Mar	Net	Addresses	Namespace
Verisign Registrar	2	1	22.05%	23.55%	13,765	16,162	2,397	16,070	32,232
Register.com	1	2	23.09%	23.04%	14,412	15,814	1,402	15,814	31,628
GoDaddy	3	3	9.41%	9.26%	5,873	6,358	485	910	7,268
SRSplus	4	4	6.92%	6.57%	4,319	4,508	189	0	4,508
MelbourneIT	5	5	5.95%	5.76%	3,714	3,950	236	3,594	7,544
Ascio	6	6	4.70%	4.37%	2,936	3,002	66	3,002	6,004
Alldomains.com	7	7	4.05%	3.97%	2,531	2,724	193	1,584	4,308
Namescout	8	8	3.14%	2.96%	1,958	2,033	75	2,025	4,058
Tucows	9	9	2.81%	2.72%	1,753	1,868	115	357	2,225
DirectNIC.com	10	10	2.17%	2.05%	1,357	1,405	48	84	1,489
Bulkregister	12	11	1.56%	1.58%	975	1,086	111	119	1,205
YesNIC	11	12	1.58%	1.50%	987	1,032	45	795	1,827
DomainPeople	13	13	1.54%	1.44%	963	987	24	717	1,704
Dotster	14	14	1.43%	1.34%	894	917	23	645	1,562
TotalRegistrations	16	15	1.04%	1.01%	650	690	40	577	1,267
123Registration	15	16	1.05%	0.97%	656	669	13	388	1,057
Global Media OnLine. Inc.	42	17	0.00%	0.77%	0	530	530	530	1,060
CoreNic	19	18	0.65%	0.69%	406	471	65	422	893
1stDomain.Net	17	19	0.86%	0.68%	538	469	(69)	496	965
DomainDiscount24	24	20	0.45%	0.59%	283	404	121	0	404
NameEngine	20	21	0.62%	0.57%	389	389	0	202	591
Domain Discover	21	22	0.52%	0.47%	324	324	0	0	324
Nominalia	22	23	0.50%	0.47%	311	323	12	114	437
EasySpace	23	24	0.49%	0.46%	304	316	12	316	632
NetNames	25	25	0.40%	0.39%	247	266	19	48	314
DomainProcessor.com	26	26	0.30%	0.30%	190	204	14	114	318
Secura-GmbH	27	27	0.29%	0.26%	178	178	0	26	204
InterNetters	28	28	0.24%	0.24%	150	162	12	152	314
ID Registry	42	29	0.00%	0.23%	0	157	157	113	270
Netpia	42	30	0.00%	0.23%	0	155	155	0	155
Name7.com	30	31	0.20%	0.20%	125	140	15	110	250
Names4Ever	29	32	0.22%	0.20%	139	139	0	0	139
BookMyName	32	33	0.19%	0.20%	118	138	20	126	264
DotRegistrar	35	34	0.12%	0.19%	77	133	56	25	158
Registration Technologies	31	35	0.19%	0.18%	121	121	0	101	222
OnlineNIC	33	36	0.17%	0.16%	108	108	0	0	108
eMarkmonitor	34	37	0.17%	0.15%	105	106	1	0	106
Global Name Registry	36	38	0.10%	0.09%	62	62	0	62	124
Namebay	37	39	0.06%	0.08%	40	55	15	55	110
eNom	38	40	0.05%	0.05%	33	33	0	0	33
Dor034	42	41	0.00%	0.03%	0	21	21	0	21
Catalog.com	39	42	0.02%	0.02%	12	12	0	12	24
007Names	40	43	0.00%	0.00%	3	3	0	0	3
Interdomain	40	43	0.00%	0.00%	3	3	0	1	4
Doregi	42	45	0.00%	0.00%	0	0	0	14	14
Discount Domain	18	45	0.66%	0.00%	415	0	(415)	0	0
Totals									118,347

March 2002 - CNOBIN - Registrar Market Shares

Company	Rank		Market Share		Registrations		Change Net
	Feb	Mar	Feb	Mar	Feb	Mar	
Verisign Registrar	1	1	39.68%	38.09%	11,823,155	11,244,863	(578,292)
Register.com	2	2	10.02%	9.83%	2,984,429	2,900,846	(83,583)
Tucows	3	3	9.52%	9.76%	2,835,228	2,880,667	45,439
Bulkregister	4	4	5.36%	5.29%	1,598,422	1,562,198	(36,224)
MelbourneIT	5	5	5.09%	5.19%	1,517,399	1,531,020	13,621
eNom	7	6	2.38%	2.67%	709,341	787,362	78,021
GoDaddy	8	7	2.33%	2.62%	694,511	774,515	80,004
CoreNic	6	8	2.41%	2.32%	719,090	684,519	(34,571)
Schlund.de	9	9	1.98%	2.06%	589,510	608,124	18,614
Dotster	10	10	1.83%	1.85%	545,109	546,717	1,608
DirectNIC.com	12	11	1.63%	1.80%	485,502	532,210	46,708
DotRegistrar	11	12	1.65%	1.77%	492,375	523,643	31,268
Joker.com	13	13	1.51%	1.55%	448,668	457,407	8,739
Domain Discover	14	14	1.26%	1.32%	376,316	390,879	14,563
GANDI	15	15	1.04%	1.08%	308,983	320,046	11,063
EasySpace	16	16	0.96%	0.93%	285,961	273,521	(12,440)
ItsYourDomain	17	17	0.82%	0.87%	245,384	255,728	10,344
Domain Bank	18	18	0.81%	0.80%	241,549	236,084	(5,465)
NameSecure	19	19	0.77%	0.78%	228,337	229,259	922
Stargate	20	20	0.53%	0.56%	157,114	166,675	9,561
OnlineNIC	22	21	0.49%	0.56%	147,338	164,892	17,554
DomainPeople	21	22	0.50%	0.50%	150,144	146,528	(3,616)
Discount Domain	23	23	0.45%	0.46%	132,892	135,427	2,535
YesNIC	24	24	0.44%	0.46%	129,918	134,942	5,024
Names4Ever	25	25	0.43%	0.42%	127,929	123,103	(4,826)
Ascio	26	26	0.40%	0.42%	117,840	122,725	4,885
NamesDirect	27	27	0.35%	0.34%	104,406	100,030	(4,376)
AIT Domains.com	28	28	0.34%	0.34%	101,607	99,036	(2,571)
IARegistry	29	29	0.30%	0.33%	90,070	97,016	6,946
Paycenter	30	30	0.29%	0.31%	85,310	92,887	7,577
GKG.net	32	31	0.26%	0.27%	77,526	80,697	3,171
Alldomains.com	33	32	0.26%	0.27%	76,895	80,653	3,758
Doregi	31	33	0.27%	0.27%	80,799	79,877	(922)
Name7.com	34	34	0.24%	0.26%	72,633	77,870	5,237
EPAG Enter-Price Multimedia AG	35	35	0.22%	0.24%	66,124	70,010	3,886
Nordnet	36	36	0.21%	0.22%	62,910	65,698	2,788
Netpia	37	37	0.19%	0.19%	57,913	56,127	(1,786)
Active ISP	39	38	0.15%	0.17%	43,314	49,767	6,453
dotearth	38	39	0.17%	0.17%	51,665	49,743	(1,922)
SRSplus	43	40	0.12%	0.14%	34,850	40,643	5,793
Tmagnic.net	40	41	0.13%	0.14%	37,840	40,621	2,781
Awregistry	41	42	0.12%	0.12%	36,588	36,471	(117)
DomainInfo	42	43	0.12%	0.12%	36,492	36,430	(62)
TotalRegistrations	46	44	0.11%	0.12%	31,481	35,275	3,794
Interdomain	49	45	0.10%	0.11%	29,483	33,598	4,115
Namescout	45	46	0.11%	0.11%	32,114	33,597	1,483
SignatureDomains	44	47	0.12%	0.11%	34,703	32,801	(1,902)
Parava.net	47	48	0.10%	0.11%	30,160	32,677	2,517
NetNames	52	49	0.08%	0.10%	25,058	30,383	5,325
Namebay	50	50	0.09%	0.10%	26,299	30,240	3,941
PSI-Japan	48	51	0.10%	0.10%	29,543	30,021	478
TotalNIC	51	52	0.09%	0.10%	25,528	28,326	2,798
DomainDiscount24	54	53	0.08%	0.09%	23,373	26,646	3,273
Catalog.com	53	54	0.08%	0.09%	24,683	26,437	1,754
eNameCo	56	55	0.07%	0.08%	20,138	22,917	2,779
Oleane	55	56	0.07%	0.08%	21,676	22,248	572
1stDomain.Net	57	57	0.07%	0.07%	19,744	20,424	680
VirtualInternet	58	58	0.06%	0.06%	17,241	17,882	641
Domainsite.com	59	59	0.05%	0.06%	15,973	17,654	1,681
Secura-GmbH	61	60	0.04%	0.04%	11,892	12,526	634
DomainRG	62	61	0.04%	0.04%	11,595	11,791	196

STATE OF THE DOMAIN™

Benchmark Edition

Q1 2002

NameEngine	63	62	0.03%	0.04%	9,629	10,411	782
Nominate.net	64	63	0.03%	0.03%	9,333	10,073	740
Directl.com	68	64	0.02%	0.03%	7,151	10,034	2,883
DomainZoo	67	65	0.03%	0.03%	7,788	9,371	1,583
Domini. It	65	66	0.03%	0.03%	8,658	8,741	83
BookMyName	66	67	0.03%	0.03%	8,568	8,638	70
Planet Domain	71	68	0.02%	0.03%	6,320	7,806	1,486
Nominalia	69	69	0.02%	0.02%	6,663	7,288	625
Omnis.com	72	70	0.02%	0.02%	6,255	7,120	865
Globedom	70	71	0.02%	0.02%	6,535	7,109	574
eMarkmonitor	73	72	0.02%	0.02%	5,505	6,358	853
shop4domain.com	75	73	0.02%	0.02%	5,034	6,126	1,092
ID Registry	74	74	0.02%	0.02%	5,231	5,963	732
Misc	107	75	0.00%	0.02%	42	5,353	5,311
Address Creation	76	76	0.02%	0.02%	4,604	5,323	719
123Registration	78	77	0.01%	0.02%	4,138	4,671	533
Corporate Domains	77	78	0.01%	0.02%	4,295	4,606	311
Registration Technologies	87	79	0.01%	0.01%	2,064	4,231	2,167
Bluehill.com	81	80	0.01%	0.01%	3,120	4,191	1,071
Compuserve	79	81	0.01%	0.01%	4,026	4,084	58
Eastcom.com	80	82	0.01%	0.01%	3,494	3,999	505
000domains	83	83	0.01%	0.01%	2,553	3,021	468
MrDomReg.com	82	84	0.01%	0.01%	2,826	2,954	128
RGNames.com	90	85	0.00%	0.01%	1,232	2,528	1,296
Domaindomain.com	84	86	0.01%	0.01%	2,445	2,445	0
Cronon	88	87	0.01%	0.01%	1,860	2,407	547
InterAccess	85	88	0.01%	0.01%	2,356	2,349	(7)
#1DomainNamesInternational	86	89	0.01%	0.01%	2,254	2,334	80
Web Express	89	90	0.01%	0.01%	1,687	1,808	121
RegistrarsAsia.com	91	91	0.00%	0.00%	1,086	1,216	130
007Names	93	92	0.00%	0.00%	659	994	335
Namesbeyond.com	108	93	0.00%	0.00%	29	977	948
Galcomm	95	94	0.00%	0.00%	550	825	275
NameZero	60	95	0.04%	0.00%	12,013	787	(11,226)
eNetRegistry	92	96	0.00%	0.00%	788	758	(30)
pAsia	94	97	0.00%	0.00%	600	600	0
AAAQ.com	96	98	0.00%	0.00%	533	533	0
Global Media OnLine. Inc.	118	99	0.00%	0.00%	0	530	530
DomainProcessor.com	100	100	0.00%	0.00%	190	493	303
ChinaDNS	97	101	0.00%	0.00%	311	433	122
Alice's Registry	98	102	0.00%	0.00%	255	341	86
Internetters	101	103	0.00%	0.00%	150	318	168
BestRegistrar	98	104	0.00%	0.00%	255	265	10
T-Systems	116	105	0.00%	0.00%	2	180	178
PhillipineRegistry	104	106	0.00%	0.00%	93	176	83
NameSystem	102	107	0.00%	0.00%	149	149	0
DomainPro, Inc.	103	108	0.00%	0.00%	100	105	5
Bondi, LLC	118	109	0.00%	0.00%	0	65	65
Global Name Registry	106	110	0.00%	0.00%	62	62	0
Sitename.com	105	111	0.00%	0.00%	85	56	(29)
NetSearchers, Int.	118	112	0.00%	0.00%	0	31	31
Transpac	114	113	0.00%	0.00%	4	24	20
Dor034	118	114	0.00%	0.00%	0	21	21
Topnet	112	115	0.00%	0.00%	8	19	11
DomainCity	110	116	0.00%	0.00%	16	15	(1)
NameTree	111	117	0.00%	0.00%	10	10	0
RegistryRegistrar	112	118	0.00%	0.00%	8	7	(1)
Internetters, Ltd	118	119	0.00%	0.00%	0	4	4
Harleyzo-USA	117	120	0.00%	0.00%	1	1	0
trustnames.net	109	121	0.00%	0.00%	23	0	(23)
Talk.com	115	121	0.00%	0.00%	3	0	(3)
Totals			100%	100%	29,793,719	29,524,256	(269,463)

WWW.SOTD.INFO

Monthly Report

Whois on First?

The Sorry State of Registration Records Sought For Legitimate Purposes

by **Cameron Powell**

In the beginning, all was one. Then, a violent split, a rending asunder, and the whole was two. To the ends of their days, the two halves roam the world, looking for each other, seeking completion.

This is the story of Plato's androgynes, the original humans who each split into two-male and female-and forever after have searched for their missing halves. And consistent with the Greek tragedy that is sometimes the domain name industry, it is also the story of the Whois.

This May, Congress will hold another round of hearings on Whois accuracy and access. We have been asked to testify before Congress on these issues. There is a great deal to say.

I. The Day the Data Split in CNO

Network Solutions, Inc. (NSI) originally operated the COM, NET, and ORG ("CNO") TLDs as a "thick" registry, which meant that NSI held all of the following customer and domain-related fields in its own database:

Organization:

SnapNames.com, Inc.	[Organization/Individual]
Nelson Brady	
115 NW First Ave, 3rd Floor.	[Street Address]
Portland, OR 97209	[City, State, ZIP]
US	[Country]
Phone: 503-219-9990	[Telephone]
Fax.: 503-274-9749	[Fax]
Email: nelsonb@snapnames.com	[Email]

Registrar Name....:	[Registrar].com
Registrar Whois....:	whois.[registrar].com
Registrar Homepage:	http://www.[registrar].com

[Promotional text and graphics omitted]

Domain Name: snapnames.com

Created on.....:	Tue, Aug 22, 2000
Expires on.....:	Sat, Aug 22, 2009
Record last updated on..:	Sun, Mar 10, 2002

Domain servers in listed order:

PDX-DNS2.SNAPNAMES.COM	12.108.14.36
PDX-DNS1.SNAPNAMES.COM	2.108.12.51
NS1.ISDI.COM	204.107.85.2
NS2.ISDI.COM	204.107.85.100

NSI was a thick registry until April 1999, when NSI, Register.com, AOL, MelbourneIT, and French Telecom began testing the shared registry system. The U.S. Department of Commerce and ICANN opened up CNO for competition in late 1999. Under the theory that the registry should not have access to the registrars' customer data, VeriSign Registry, as NSI's registry function became known after purchase by VeriSign, Inc., was made a "thin" registry. The thin registry information is available from the registry, and includes the following:

Registrar	REGISTER.COM, INC.
WhoisServer	whois.register.com
ReferralURL	http://www.register.com
UpdatedDate	2002-01-24
NameServers	PDX-DNS1.SNAPNAMES.COM PDX-DNS2.SNAPNAMES.COM NS2.ISDI.COM NS1.ISDI.COM

In CNO, the difference between the "thin" view above and the "thick" view in the left column — i.e., the customer data — is that thick data is now held exclusively by registrars. This may have seemed like a good idea at the time, but the bifurcation of the Whois information, combined with ICANN's lack of clear guidance to registrars regarding public access and use of the data, has had unforeseen consequences. That they were unforeseen should not mean the consequences should remain as they are. (The more recent creation of BIZ, INFO, and NAME as "thick" registries suggests that the goals behind the splitting of the CNO Whois data could also have been accomplished by contractual means, rather than by technical separation.) The Whois system in CNO is as broken as anything in the domain name system.

II. The Results of Whois Balkanization: No Access for Legitimate Purposes

What are the problems with today's Whois? To the distress of a growing chorus in Congress, the Business Software Alliance, the International Trademark Association, the American Intellectual Property Law Association, and many others, the problems are legion-and all the more frustrating because *every single one of them is correctable*:

Attorneys, Law Enforcement, and IP Owners:

- Want to — but can't — search on individual Whois fields in order to locate defendants or find evidence of their *prior* bad acts in registrations.
- Are impeded in law enforcement by numerous egregiously bogus sets of Whois data.³ And because cybersquatters constantly change their already false Whois information in order to avoid legal action (causing some registrars to employ one or two full-time employees just to deal with them), lawyers' ability to search current and historical Whois records is critical to showing bad faith.
- Want to know the availability and uniqueness of domains prior to branding and trademark application.
- In mergers and acquisitions of companies, or purchases of domain names, need to be able to search the history of a domain registration and its attached website.
- Need to be able to find correct addresses for defendants, find other sites (owned by a common registrant) that may also contain illegalities, and aid in criminal investigations.

Corporations, IP Owners, All Registrants:

- Can't inventory and track domain name assets in order to maintain and protect those assets against ignorance of the existence of those assets, theft, employee conversion and departure, and high rates of inadvertent expiration. (Our data and experience show that ignorance, even more than the lack of an additional "redemption period" as recently proposed by ICANN, is the primary cause of inadvertent expirations.)
- Suffer from mistakes — uncorrectable due to lack of notification — in whois addresses, resulting in many inadvertent expirations.
- Unable to trace those responsible for pointing harmful or misleading domain names at their or others sites, as when gmsucks.com was pointed at ford.com (now a subject of ongoing litigation).
- Are forced into a false choice between their own privacy and their own ability to conduct law enforcement (false because making users pay for each search result in a fee-based Unified Whois search tool would be prohibitively expensive for telemarketers, while access could additionally be restricted to legal professionals and law enforcement).

Registrars and Registries:

- Suffer high accidental expirations, which translate to lower renewals and poor user experience.
- Are also forced into the same false choice: customer privacy or Whois revenue.

Congress and ICANN:

- The escrow mandated in the Registrar Accreditation Agreement (RAA)⁴ is still non-existent at most registrars, leaving many consumers and businesses at risk of name loss, website shut-down, and related consequences impacting the stability of the Internet and the commerce and flow of information on it.
- Non-compliance with the RAA's⁵ whois accuracy requirements leaves constituents of ICANN and Congress unable to enforce laws and protect assets.

Industry Analysts and Executives (A sample case study is discussed below):

- Can't collect and track non-customer-related Whois data in order to perform or publish statistical analyses of aggregated data. Therefore, they cannot:
 - Analyze industry-wide renewal rates
 - Analyze industry-wide transfer rates (and from and to whom transfers go)
 - Analyze new customer growth ("new adds") and customer abandonment ("new deletes") on a discrete basis, having to resort to the less meaningful zone file variances ("net new names") only in attempting to decode trends.

Today, not a single one of these things is possible, despite the fact that ICANN's RAA contemplates third parties integrating just these capabilities into a value-added tool such as what has been called a searchable Universal (or Unified) Whois:

3.3.6.5 Registrar's access agreement may require the third party to agree not to sell or redistribute the data except insofar as it has been incorporated by the third party into a value-added product or service that does not permit the extraction of a substantial portion of the bulk data from the value-added product or service for use by other parties.

(emphasis supplied).

III. The Technology and Revenue for a Fee-Based Universal Whois Exist, But the Political Will May Not

There are two primary reasons law enforcement and others are stymied in their desire to make legitimate, non-marketing use of Whois data: one is technical—it's not an easy job to collect, parse, normalize, and allow searches on a database composed of up to one hundred registrars' and two hundred fifty registries' proprietary database locations and formats. But this hurdle has been cleared. The greatest obstacle to industry innovation on a Universal Whois is some of the data holders (registrars and registries) themselves.

The intransigence of some of the registrars is not incomprehensible. They have all too often seen their precious customer data become victim to the predations of spammers, to telemarketers, and, as Ron Wiener discusses above, even to other registrars and resellers attempting to lure away their customers (sometimes with misleading messages). Some registrars and registries, mostly those in Europe, have claimed in the past to have concerns about the privacy of their customers (though, curiously, many of the same registries are based in countries in which homeowners' title information and credit reports—among other things—are publicly available).

But Wall Street analysts increasingly believe that registrars' greatest assets are their customers, not their domain names. If so, secreting customer data away and preventing revenue streams from non-abusive use would seem to be precisely a business model to avoid.

For reasons other than revenue, however, as Ken Stubbs of CoreNIC warned during February's meeting of the Registrars Constituency in Dulles, Virginia, if registrars fail to act of their own volition, the decision may be made for them by others. Our discussions with industry insiders and congressional committee members indicate that a storm is brewing over registrars exploiting "their privileges against the public interest" (as it was put in a recent, unrelated charge against registrars abusing the .BIZ and .INFO land-rushes) by trying to prevent all legitimate uses of their Whois data, rather than merely trying to prevent the marketing and spamming abuses that ICANN allows them to prevent.

A. Thwarting Uses For Legitimate Purposes

We discovered this first-hand when we began to consider publishing enhanced editions of *State of the Domain* in order

to provide our readers with aggregated statistical information on renewals and transfers of domain names. Aggregating such data would require SnapNames to send queries to what are known as the Port 43 servers of registrars-in effect, like calling a particular phone number for information. Our query would have sought from the registrars' Whois records the following harmless information:

- Creation date
- Expiration date

Our first stop was the Registrar Accreditation Agreement, where ICANN sets out the rules all registrars have agreed to follow. Here is the access to registrars' Ports 43 that ICANN, in the RAA, requires registrars to allow:

In providing query-based public access to registration data ... Registrar shall not impose terms and conditions on use of the data provided, except as permitted by policy established by ICANN. Unless and until ICANN establishes a different policy according to Section 4, Registrar shall permit use of data it provides in response to queries for any lawful purposes except to: (a) allow ... mass, unsolicited, commercial advertising or solicitations to entities other than the data recipient's own existing customers; or (b) enable high volume, automated, electronic processes that send queries or data to the systems of any ... ICANN-Accredited registrar, except as reasonably necessary to register domain names or modify existing registrations.

(emphases added).

In other words, we could "use" the "data" except for (a) spamming the customers of others or (b) using the data to enable additional⁶ high volume queries to a registrar.

Well, we did not intend even to collect customer information such as addresses, much less to contact a single customer (item a); nor did we intend to use the limited data we might collect in order to facilitate further querying of a registrar (item b). Accordingly, we sampled a few Port 43 servers of some registrars to see what form the data took.

None of the publicly-traded registrars had any objection. Reasonably enough, in the post-Enron era, when to object to attempts to aggregate statistical data on public companies would be to earn the ire of the analysts covering the domain industry. In fact, most of the top public registrars, MelbourneIT, Tucows, and VeriSign, as well as privately-

held BulkRegister, have affirmatively applauded efforts to fill in the industry's information gaps for their own and the analysts' sakes. (We are aware of numerous registrars who have built their own stealth statistical aggregation engines to harvest their competitors' whois databases around the clock. This is an expensive operation for the sake of a handful of reports, and is a political time bomb should they ever actually get caught in the act by one of their peers, who is more likely to believe they are harvesting customer data rather than just statistics.)

However, public registrars represent about 6% of all registrars. The response from a few private registrars regarding our sampling of merely expiration and creation dates did not bode well for legitimate uses of Whois data that, unlike our own use, actually might seek to aggregate and allow limited access to customer-related information for law enforcement purposes. One registrar, feeling recently bloodied by the alleged predations of other registrars, pointed us to its Port 43 restrictions, though those restrictions were not consistent with the language of the RAA and did not apply to uses other than harvesting proprietary customer data in the first place. Finally, a few others turned off our access to their Port 43 servers without explanation. Some of these may be intentionally turned off, while others may just be underpowered — in either instance, the RAA's contractual operating requirements are unmet.

So we decided to look into this free-for-all in the broader context of its implications for the public interest.

B. Registrar Reaction to Illegitimate Use Impedes Even Legitimate Use of the Whois

What we found was that while ICANN had mandated that registrars restrict access only insofar as the restrictions prevented improper activity-spamming and undue server loads—registrars, sometimes justifiably concerned about abuse of their Whois by others, have gone beyond ICANN's mandate and erected numerous obstacles to Whois uses. Some of these obstacles are undoubtedly necessary.

Unfortunately, these obstacles are blind to whether the use is *legitimate* or not, and so throw out the baby with the bath water. These obstacles include some registrars who:

- free-form their own policies on Whois availability and usage, including:
 - i. Bulk Whois restrictions different from those permitted by ICANN

- ii. Port 43 restrictions different from those permitted by ICANN

- *automatically* opt customers out of Bulk Whois data, despite the RAA's clear language stating (a) customers must "elect" to opt out and (b) customers may only elect to opt out of Bulk Whois data to be used for "*marketing purposes*" — not any and all other legitimate purposes.
- remove selected fields from their Whois records, including mandatory expiration and creation dates.
- randomize Whois formats and the order of content for each query (from subtle to prominent) — with no impact whatsoever on usage by spammers, but great disruption in legitimate usages.
- use the RAA's allowance of an "up to \$10,000" charge for their Whois⁷ to insist on \$10,000 even when they hold relatively few domain names — thus effectively preventing the very public access ICANN (and the public) desire.
- while failing to provide any guidance as to what might constitute "excessive" querying by third parties, indiscriminately and without explanation block the queries of those third parties, negating the concept of the ICANN-mandated ability to query a Port 43 server.
- do not even have Port 43 look-up capability, or have one that is prohibitively slow in responding.

A more narrow tailoring of registrar reactions is in order: one that prevents abuse of the Whois while allowing necessary access to IP and law enforcement and the third parties who would serve them, and, not trivially, permitting registrars to add critical new revenue streams. Let's look at the effects of today's less surgically precise responses.

1. Non-Compliant Bulk Whois Restrictions

In addition to being able to restrict access to spammers and those who would use Whois data to cause high server loads, registrars are allowed by the RAA to impose one additional restriction on their provision of Bulk Whois files to third-parties: the third party should not allow others to extract a "substantial portion" of the data—to allow such extraction would defeat the very purpose of preventing spam.⁸ These three restrictions—anti-spam, no later high-volume queries, and don't let others do the same—are the sum total of allowable restrictions. Nevertheless, we see some Bulk Whois agree-

ments that purport to impose additional burdens on Bulk Whois licenses, such as:

Subject to the terms and conditions of this Agreement, Licensor grants to Licensee and Licensee accepts a limited, non-exclusive, non-transferable, **non-sublicenseable** right to access and use the following data contained in Licensor's WHOIS database ...

The provision does not make clear whether any such "sublicensing" would prevent the use of the "value-added products and services" desired by ICANN in the RAA. Either this sort of additional language is consistent with the RAA, in which case it is superfluous at best and has a chilling effect at worst, or it is inconsistent with the RAA.

2. Non-Compliant Port 43 Restrictions

RAA section 3.3.5, regarding "public access" to registrars' Port 43 servers, has been disregarded by registrars representing the supermajority of all Whois records. According to our research, while about 42 registrars' Whois policies are admirably less restrictive than ICANN allows in section 3.3.5 (Tucows and MelbourneIT stand out here), and about 24 have restrictions mirroring section 3.3.5 verbatim, about 24 registrars, representing 68% of CNO (50% of .BIZ, 36% of .INFO), do not track section 3.3.5 (set forth in the margin for comparison)⁹, instead using quite different language like the following:

The compilation, repackaging, dissemination or other use of this Data is expressly prohibited without the prior written consent of [Registrar]. [Registrar] reserves the right to terminate your access to ... Registrar WHOIS database in its sole discretion ...

AND

This information is provided for the sole purpose of assisting you in obtaining information about domain name registration records. Any use of this data for any other purpose, including, but not limited to ... collection of this data ... for any purpose ... is expressly forbidden ...

The additional words and concepts create additional restrictions not contemplated by ICANN in section 3.3.5: no compilation, no repackaging, no dissemination, termination of access without reason, and no collection "for any purpose." In other words, the "value-added product or service" anticipated by ICANN in section 3.3.6.5 is rendered void, as are the capabilities sought by law enforcement, intellectual property owners, and others.

These restrictions may have been intended to prohibit Verio-type harvesting of the Whois files by parties who wish to use the information in marketing, spamming, and illegal uses. Clearly, however, they also purport to prohibit even the legitimate uses desired by law enforcement, IP owners, and collectors of aggregated statistical data.

3. Misuse of the "Elective" Opt-Out Provision and Improper Exclusion of Opted-Out Registrants From Bulk Whois Not Used for Marketing Purposes

Then there is the opt-out provision of section 3.3.6.6, which allows registrants to opt out of bulk whois data to be used "for marketing purposes," but which some registrars use to prohibit access for all legitimate uses. Here is section 3.3.6.6:

3.3.6.6 Registrar may enable Registered Name Holders who are individuals to elect not to have Personal Data concerning their registrations available for bulk access for marketing purposes based on Registrar's "Opt-Out" policy, and if Registrar has such a policy, Registrar shall require the third party to abide by the terms of that Opt-Out policy; provided, however, that Registrar may not use such data subject to opt-out for marketing purposes in its own value-added product or service.

(emphases supplied).

One registrar, however, not only refuses to provide the required access to its full Whois data (including customers who have opted-out) for non-marketing purposes such as for law enforcement, it also violates the requirement that any opt-out by a registrant be "elected." That is, this registrar has automatically opted-out nearly 75% of all of its Whois records, no matter how legitimate a third-party's intended use of the Bulk Whois. This is effectively an "opt-in" policy, not allowed for in the ICANN contracts.

IV. Back to Square One

What do these restrictions mean? They mean that solutions to the deficiencies listed at the beginning of this article are impossible: if the data can't be accessed, it can't be aggregated, and if it can't be aggregated, law enforcement and IP owners can't search it; third parties can't help end-users verify and clean it up; and it's more difficult to escrow Whois data against the potential demise of a registrar.

It also means that Whois access by law enforcement and intellectual property owners is wholly at the mercy of third

parties' ability to strike business arrangements with 100+ registrars. SnapNames' own nearly complete effort to build a universal Whois for distribution through one of the world's largest and most targeted channels to the IP and law enforcement community relies on just such participation by the most innovative registrars; these registrars are interested in non-exclusively sharing their data, for legitimate uses only, in exchange for revenue in an annual total available market we estimate as being well into ten figures in size. But a business-oriented solution does not address companies who are more politically driven, and, by leaving the choice of whether to provide access strictly up to the data sources, it's not an optimal solution for most.

V. If ICANN Can't Enforce Violations of Agreements, and the Industry Requires "Consensus" to Change a Status Quo Full of Violations, Violations Become Permanently Enshrined as Policy

ICANN is aware of the registrars' activities, but what can ICANN do? Agreements are nothing without enforcement capabilities, which requires money, and enforcement is of little benefit if penalties aren't part of the deal—companies would have every incentive to simply test ICANN whenever they liked, risk a small likelihood of a law suit, and draw down ICANN's financial resources even when ICANN wins. So what ICANN (or its equivalent by any other name) really needs is teeth: stipulated penalties and reimbursement of attorneys' fees and costs. It's little disincentive if the downside is simply to lose and be enjoined to change behavior (the proverbial slap on the wrist); rather, there can be no compliance without real teeth capable of drawing real blood.

Moving forward with ICANN reform is essential, particularly reform of current processes. It is not simply that "consensus" is another word for stalemate or stagnation. It would be a peculiar circularity to allow some registrars to misuse "consensus" to block remedies for those registrars' own violations.

As Congress prepares to hold another round of hearings on Whois access and accuracy, we strongly recommend the following steps:

1. **Port 43 Query Compliance.** ICANN should issue an Advisory demanding that registrars make their Port 43 restrictions mirror the exact language of the RAA's allowable restrictions or, in the alternative, allow more reasonable, more narrowly tailored bulk Whois access for legitimate uses. Further, limitations on query amount or rate must be technically reasonable and not simply a

way to block such queries by technical means where contractual means would not permit it.

2. **Bulk Whois Access Compliance.** ICANN should issue an Advisory demanding that registrars make their BulkWhois restrictions mirror exactly the RAA's allowable restrictions. In the alternative:
3. **ICANN should eliminate the \$10,000 bulk Whois fee for third parties seeking to provide access solely for legitimate law enforcement, and non-marketing, purposes.** With 100 registrars, \$1 million per year is a prohibitive up-front cost to place on legitimate access. Registrars could, however, be compensated via revenue-sharing with the access providers. There are industry standards in the direct marketing and legal research industries that can serve as models for setting such compensation.
4. **ICANN should issue clearly defined standards** for content and presentation of Whois data — e.g., what sort of anti-spam scrambling of the Whois formats is allowed, and what is not.
5. **Address escrow immediately.** This is a time-bomb. Given the financial conditions of many registrars, it will become an issue very soon. It is solvable, but not without the ability to reliably and consistently parse registrars' data, which first requires its collection.
6. **Enforce address verification** by registrars once they are notified of inaccuracy. It's already in the RAA, and it's every complainant's nightmare. This, too, is solvable, and a third-party could provide a scalable, more economically palatable solution than can individual registrars. It should not take a costly UDRP filing to bounce a registrant that did not comply with supplying valid contact information in the allotted 15-day period.
7. **Give ICANN a litigation budget for contract enforcement.**
8. **Insert teeth into ICANN's agreements.**
9. Entities who have large numbers of names and intellectual property rights in their domain names, and who wish to have all the powerful search and inventory capabilities discussed above, should **patronize registrars who make all their Whois records reasonably available** to third parties for use in search tools, and should

avoid registrars whose proprietary concerns stand in the way of their customers' need to inventory their assets, chase cybersquatters, and so on. *State of the Domain* subscribers may contact SnapNames for more information.

End Notes

² For simplicity's sake, we're omitting the usually similar address fields for the Administrative Contact, Technical Contact, and Zone/Billing Contact, and retaining only the "Organization" field.

³ Witness the disturbing allegations of the Organisation for Economic Co-Operation and Development at www.oecd.org/pdf/M00027000/M00027316.pdf.

⁴ 3.6: "Data Escrow. During the Term of this Agreement, on a schedule, under the terms, and in the format specified by ICANN, Registrar shall submit an electronic copy of the database described in Subsection 3.4.1 to ICANN or, at Registrar's election and at its expense, to a reputable escrow agent mutually approved by Registrar and ICANN . . ."

⁵ 3.7.8: "Registrar shall abide by any specifications or policies established according to Section 4 requiring reasonable and commercially practicable (a) verification, at the time of registration, of contact information associated with a Registered Name sponsored by Registrar or (b) periodic re-verification of such information."

Verification at the time of registration, however, would be so unduly onerous as to be either impossible or prohibitively expensive, which amounts to impossibility. The solution, rather, is to make stronger and clearer the registrars' obligations to correct inaccurate Whois data when they are notified that it is inaccurate or even fraudulent.

⁶ The *Register.com v. Verio* case made clear that the "temporal" language of the provision clearly means that one cannot use "the data" (which one has already obtained from querying) to later spam or submit high-volume queries - not that high-volume queries may not be made to obtain "the data" in the first instance. Nevertheless, we made sure to sample the data at a reasonably low rate so as not to burden any registrars' servers.

⁷ 3.3.6.2 Registrar may charge an annual fee, not to exceed US\$10,000, for such bulk access to the data.

⁸ 3.3.6.5: "Registrar's access agreement may require the third party to agree not to sell or redistribute the data except insofar as it has been incorporated by the third party into a value-added product or service that does not permit the extraction of a substantial portion of the bulk data from the value-added product or service for use by other parties."

⁹ Section 3.3.5: In providing query-based public access to registration data as required by Subsections 3.3.1 and 3.3.4, Registrar shall not impose terms and conditions on use of the data provided, except as permitted by policy established by ICANN. Unless and until ICANN establishes a different policy according to Section 4, Registrar shall permit use of data it provides in response to queries for any lawful purposes except to: (a) allow ... mass, unsolicited, commercial advertising or solicitations to entities other than the data recipient's own existing customers; or (b) enable high volume, automated, electronic processes that send queries or data to the systems of any ... ICANN-Accredited registrar, except as reasonably necessary to register domain names or modify existing registrations.

Guest Contributor

Your Name In Anyone's Language

by Edmon Chung

Editor's note: Edmon Chung contributes the first of a two-part guest contributor series on multi-lingual names. Next month's contribution will be from RealNames.

Imagine that when opening your browser to get to a website, you were forced to type in Chinese characters. How would you feel? This is what millions of non-English-speaking Internet users face every single day. Domain names, the fulcrum of the Internet's core navigation system, were designed to allow only English alphanumeric characters (A-Z, 0-9), so that even Latin-based characters, if they are accented, are at present ruled out.

The difficulty, of course, is that foreign businesses trying to maintain offline identities online have been forced to fracture their own languages and spelling conventions for the privilege of an online presence. The effects of this limitation are varied—for Asians, the pain is at the most basic level, while Europeans and Latin Americans have only to drop accents. American conglomerates aren't immune: Coca-Cola, a worldwide advertiser, could use only its English identity online.

This article will provide a historical overview of the development of the multi-lingual domain name problem and look into the future of the technology, standards, and policies now being developed to address the issue.

Unlike decades of *Star Trek* episodes where the universe's citizens fluently spoke the language of North America, the Internet is rapidly growing into a multilingual environment where all members should be able to communicate in their own words online. The Internet is evolving at an exponential rate—and not necessarily in English. In fact, according to International Data Corp. (IDC):

- Internet growth in other parts of the world significantly outpaces that of North America. In 2000, the United States accounted for 34% of Internet users, with Europe at 29%, Asia/Pacific (excluding Japan) at 16%, Japan at 10%, and the rest of world at 11%.
- Growth in Internet use in Asia/Pacific and the rest of the world — especially in Latin American countries — will quickly overtake the rate of growth in more developed

countries such as the United States, Canada, and major European nations.

- By 2005, the balance of Internet users will completely shift, with Asia/Pacific rivaling Europe for the most Internet users, while the United States slips to third place.
- There are close to 550 million Internet users today, but by 2005, nearly one billion people, or about 15% of the world's population, will be using the Internet. Most of the growth will come from non-English language areas.

The Internet is truly becoming a global phenomenon. Yet the problem remains, the key direct navigation system, domain names, is available only in English alphanumeric characters.

The Beginnings

So how did this English-only naming problem come about? In the beginning, the Internet was nothing more than a research project conducted by the Department of Defense. As the Internet evolved, the original design of the Domain Naming System (DNS) did not anticipate the phenomenal growth in non-English users accessing the Internet. As a result, all domain names were effectively limited to a narrow set of Roman characters and numbers, plus the hyphen. Since, at the time, the Internet was purely an American phenomenon, this system worked without difficulty.

However, the growth of namespace convergence on the Internet has led to constraints and language deficiencies that increasingly are barriers preventing people from the rest of the world from effectively expressing their identity online. At the same time, naming conventions that have already found deep roots in many Internet applications make it increasingly difficult to introduce multilingual options to the systems without multiple conflicts.

Ironically, the convergence strategy that has brought the Internet together now faces a big challenge from its user base, one that could even threaten to fracture the Internet, as alternative name spaces are introduced to serve multilingual needs. China, for example, has started an initiative to offer Chinese domain names using an alternative root.

Technical approaches

Given the current evolutionary stage of the multi-lingual domain name process, innovations in the marketplace have taken diverging paths. The primary technical contest is between client-based and server-based tools:

1) Client Plug-In Approach. From the perspective of software development and design, clearly the path of least resistance was to write a client software program that users would plug-in to their PC browsers. Once this client software was installed it would simply convert anything that looked like foreign characters to ASCII to conform to the limitations of the Domain Naming System (also called the ACE approach: ASCII Compatible Encoding). So, for example, if you typed Chinese characters, the client software would convert it into something like bq--eri348924k.com. Essentially, this is a quick and dirty fix on the existing system. The problem, however, is that the solution is based on the need for end users to proactively upgrade before multilingual names are accessible, thereby compromising universal access to the DNS.

2) Server Solution. The server-side approach calls for DNS servers to be upgraded to recognize foreign characters, thus immediately enabling access for a wide audience of end-users. However, top-level DNS servers are operated by domain registries (such as .com, .ca, .hk, .nl) around the world, while DNS resolvers are operated by ISPs—accordingly, it would be important to get other DNS server operators to upgrade their DNS servers to ensure universal access.

The Internet Engineering Task Force (IETF)—the group responsible for designing the governing framework and architecture of the Internet—has debated the two technical approaches (for more information, see the article at www.neteka.com/en/pages/products/position.html) for more than two years, but has yet to reach consensus about the superiority of either. In the meantime, companies such as Neteka, I-DNS.net and other domain industry players are moving forward in an attempt to create standards and functionality on their own, with two emerging as leading competitors:

1) VeriSign Testbed

On November 10, 2000, after entering into a partnership with client software provider I-DNS.net Inc., VeriSign Global Registry Services launched a multilingual test-bed, registering 700,000 million multilingual names in 30 days and generating millions of dollars in revenue. I-DNS.net provided a client software plug-in downloadable from the VeriSign site. This client-based approach has yielded mixed results; VeriSign has since dropped the I-DNS.net client and is now partnering with RealNames to improve resolution of the 1.1 million multilingual .com names under registration.

2) Hybrid Approach

Toronto-based Neteka has worked toward a server model that flags, identifies, and uniquely resolves domain names sent from the user's browser. With a server-end solution that is complemented by client-side considerations, Neteka provides a solution that is deployable immediately and is ready for the evolving standard.

Neteka's software delivers (or resolves) the desired web page regardless of language, yielding 96% resolution without client PC change requirements. Only 4% of users would be required to download a 'plug-in' to make the names work—usually the result of over-cautious system administrators at the user's ISP, which block out all multilingual domain requests, or a combination of operating system and browser that balks at the use of multilingual domain names.

Conclusion

As the Internet evolves into a truly diversified global phenomenon, its naming systems and standards are unquestionably going to have to upgrade to cater to broader user bases. The case for standards is pressing—recently, both CNNIC from China and TWNIC from Taiwan have formally expressed their frustration at the IETF's failure to consider the issues surrounding Chinese domain names and have gone as far as to suggest that IETF exclude the Chinese language altogether from the multilingual domain naming standard if the countries' concerns are not resolved.

Nevertheless, technologists involved in the standardization process realize the transition period will likely be very long. Multi-lingual domain names pose serious technical difficulty and political contention that justify the attention of every Internet stakeholder. More important, the issue and its solutions open a wide new frontier of instantly multi-folded domain name inventory.

Edmon Chung is CCO of Neteka (www.neteka.com). Recently honored as one of the 133 young Canadian leaders in the *Globe & Mail's* Canada Day millennium commemorative issue, Edmon obtained his Bachelor of Applied Science degree in Industrial Engineering in 1998 and a Master of Engineering degree from the University of Toronto in November 1999. Edmon also led Neteka to becoming a winner of the Chinese Canadian Entrepreneurship Award 2001.



Methodologies & Statistical Accuracy

SnapNames' domain name industry data is generated using domain names listed in the COM, NET, ORG, BIZ, INFO and NAME 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 disassociated from the domain.
- Name server changes are made during the cycle when the zone file is generated.

Often, 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@sotd.info.