



Registry Registrar Data Group Introduction

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Registry Registrar Data Group

- ~ 1.5 years ago a number of ccTLD registries were beginning their own data projects
- Registries projects had various focuses:
 - Some Internal Data
 - Some external data with usage classification
- This group was formed to enable registrars and registries to work on these topics together



Registry Registrar Data Group- About

- 18 active registries and registrars (incl. CENTR)
- Regular web meetings and semi-regular face-to-face meetings
 - Next face-to-face Meeting 21.02.2018 Domainpulse: Munich
- CENTR has a special role:
 - ➔ Central repository for definitions, standards
- More details <https://stats.centri.org/rrdg#about>

Current Participants:

Afnic, DENIC, Nominet, DNS Belgium, EURid, IIS, nic.at, SIDN, DNS.BE, CENTR
1&1, Safebrands, GoDaddy, Knipp, OpenSRS, OVH, Nordreg



Registry Registrar Data Group

- Standardisation of Domain Usage Classifications
 - Industry Classification
 - Other Domain Usage
- Gaining further value from Registry-Level KPIs
 - Registrar Business Model breakdown of KPIs
 - Standardisation of KPIs- (Renewal Rate, Adds/Deletes etc)



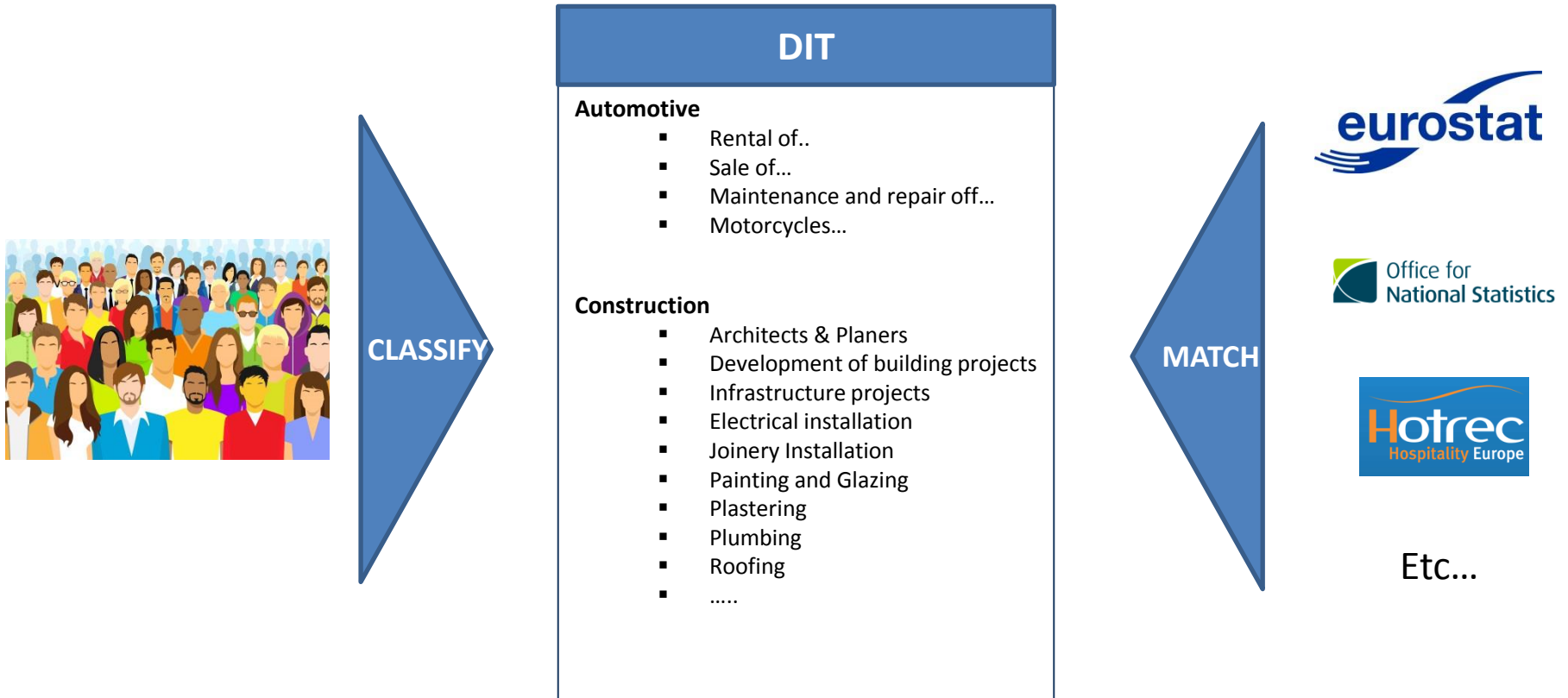
Usage Data: The DIT

- Domain Industry Taxonomy (DIT)
 - Hierarchy of industry classifications based on European NACE codes
2 Levels: Main and Sub-categories
 - “Meaningful” Categories: Based on
 - ✓ Numbers of businesses
 - ✓ Crawler and Classification Technology able to classify a website
 - ✓ Naming convention that allows “Novice” users to instantly understand what types of business are in each category
 - NACE Codes also matched to DIT categories to allow external data source usage.

<https://stats.centri.org/rrdg#dit>



Domain Industry Taxonomy



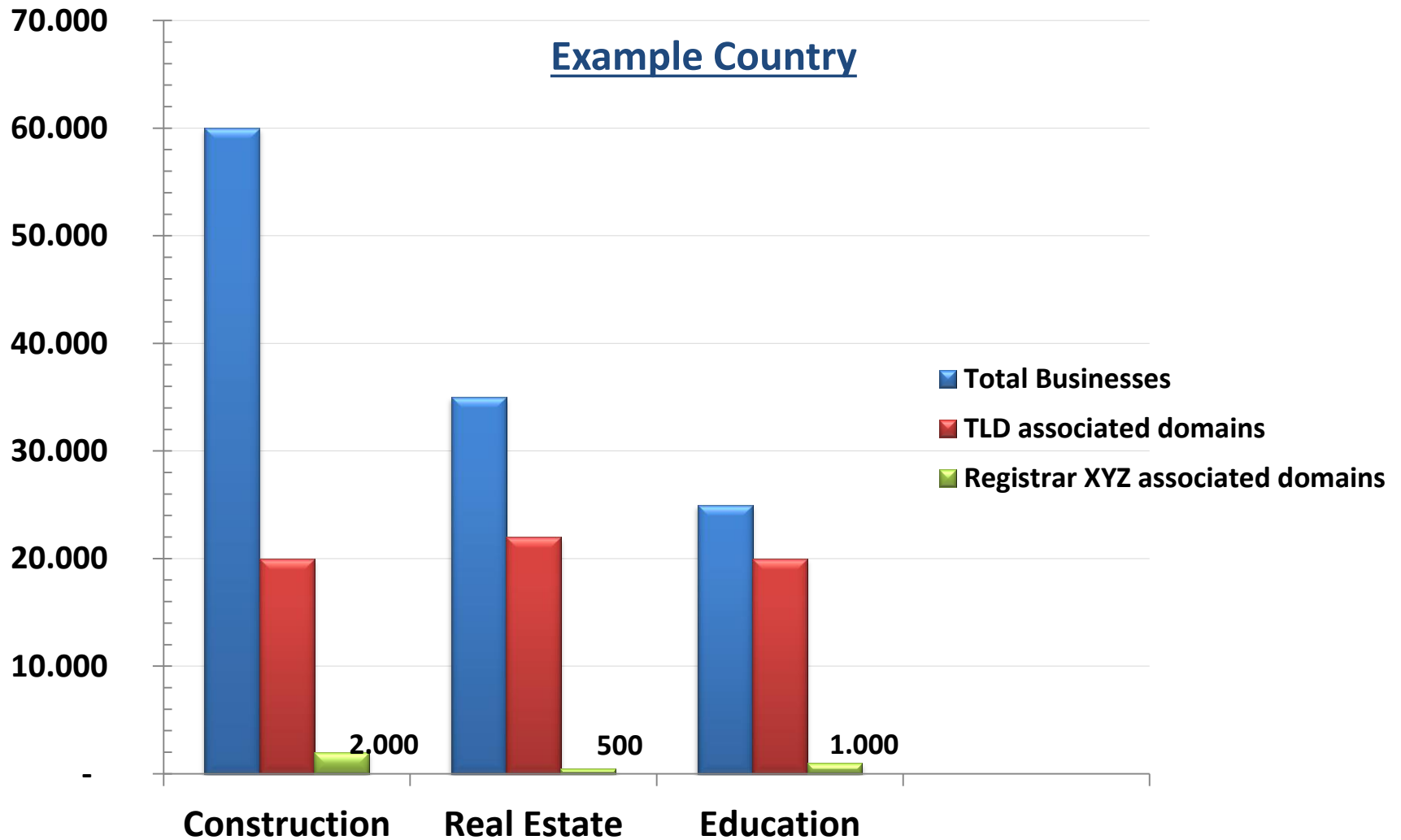
Classify Domains
attached to websites
based on DIT
Categories

Match external Data
sources to DIT to gain
insight into markets



How to use this data?

Example Country





Next Steps: Usage Classifications

- Standardised Definitions of:
 - Low Content Domains
 - Parked/PPC
 - Errors
 - Downloads
 - Redirects etc
 - Personal Domains
- This will allow a standardised classification of ALL domains in each registry



Standardisation of Registry-Level KPIs

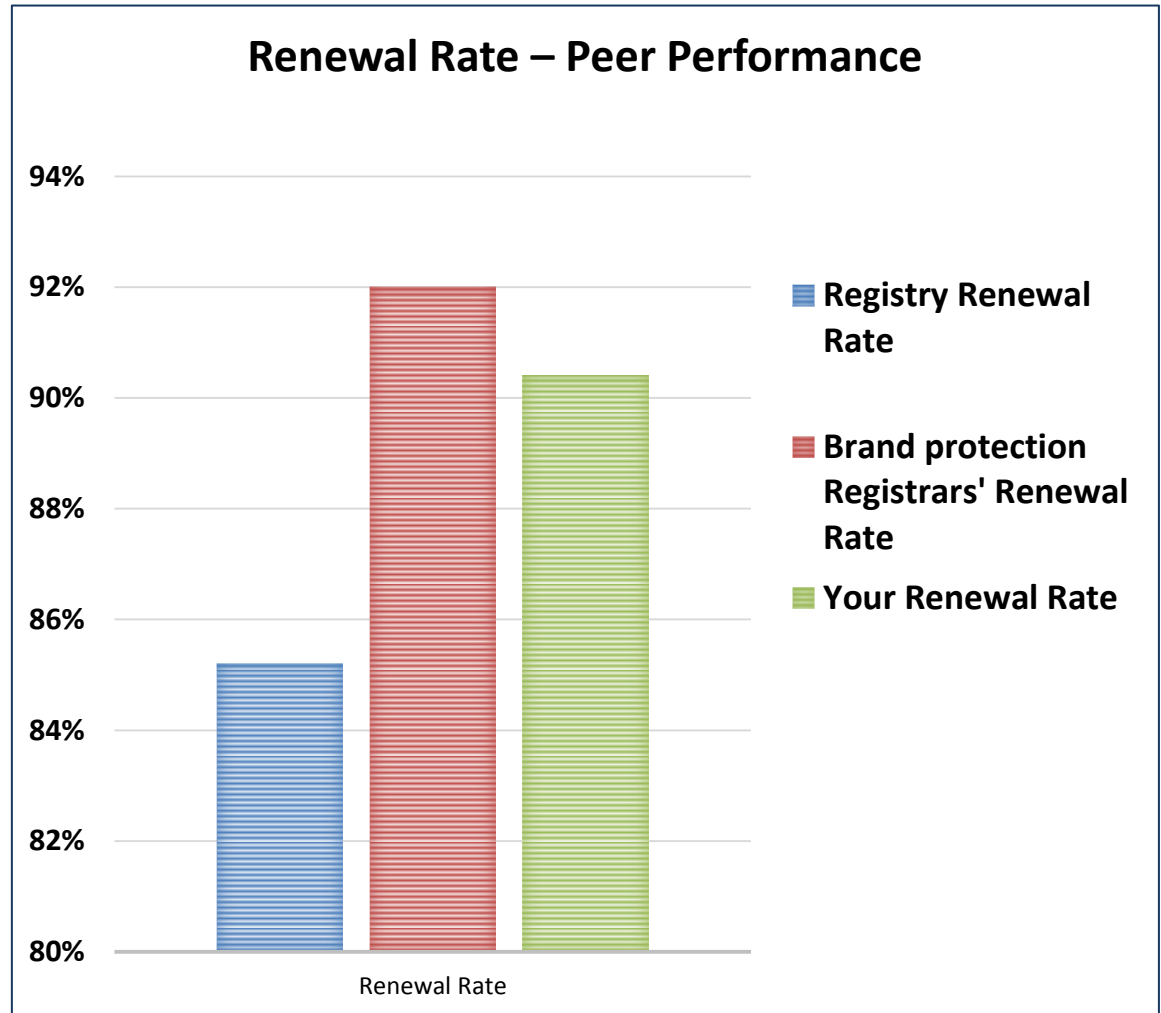
- Registrar Business Model breakdown
 - RRDG has defined 7 Registrar Business Model Categories
 - Domain Investor
 - Corporate
 - Brand Protection
 - Retail and Hosting
 - Wholesale
 - Access Provider
 - IT Infrastructure

<https://stats.centri.org/rrdg#businessmodels>



Business Model Breakdown: Example

- How is my performance compared to my peers?
- How is it changing over time? Am I gaining / losing?



Screenshots

Business model

- ☐ Access Provider
- ☐ Brand Protection
- ☐ Corporate
- ☒ Domain Investor
- ☐ IT Infrastructure
- ☒ Retail and Hosting
- ☒ Wholesale

Top chart

Total Domains ▼

Lower chart

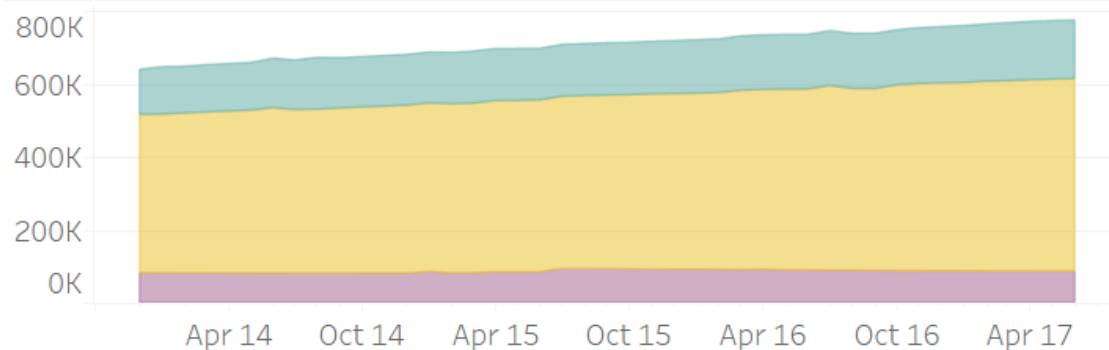
Renewal Rate ▼

Date

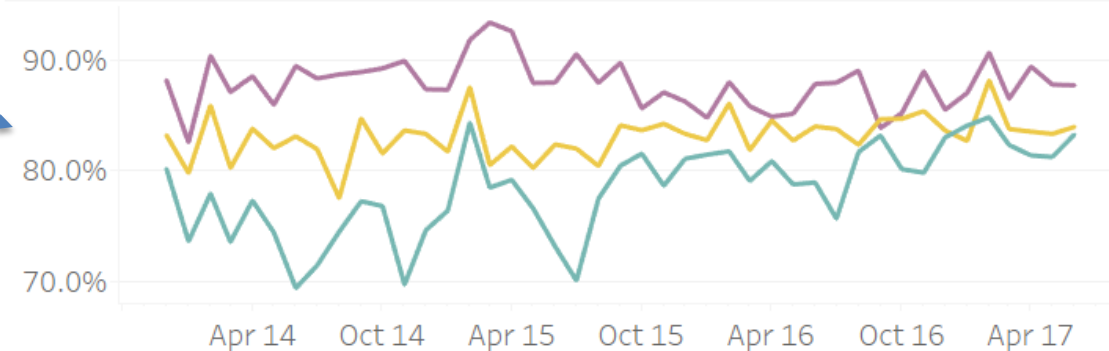
Nov 13 ◁ ▷ Jun 17

- Domain Investor
- Retail and Hosting
- Wholesale

Total Domains by business model in TLD1



Renewal Rate by business model in TLD1





Screenshots

Measure
Renewal Rate

Benchmark
Business model

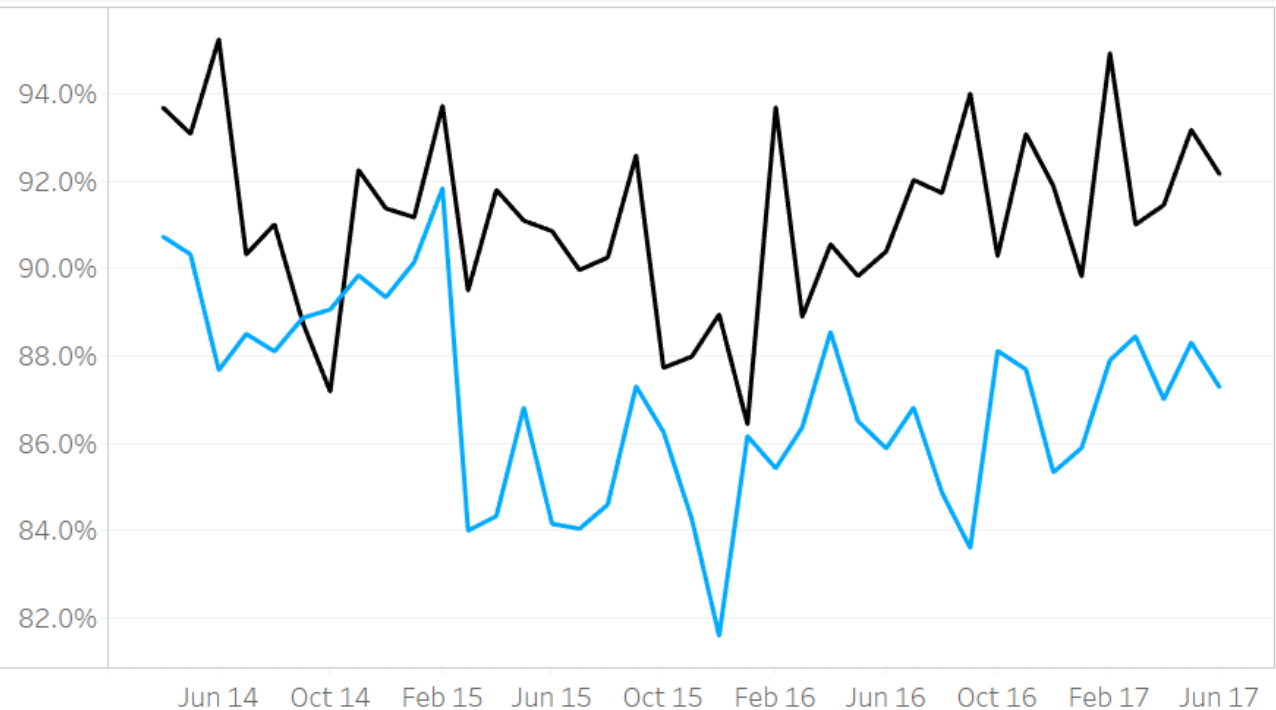
Date
Mar 14 — Jun 17

■ Registrar 176, Access Provider
■ Business model

Compare against your
business model OR the
registry as a whole

Renewal Rate

Registrar: Registrar 176 (Business Model: Access Provider) Comparison: Business model





Next Steps

- Survey currently online for registrars to be able to self-classify themselves into business model:

<https://stats.centri.org/rrdg#businessmodels>

- Please complete the survey (3-4 minutes)
- Standardisation of Registry KPI Definitions- (Renewal Rate, Adds/Deletes etc)
 - Will allow registrars to more easily compare own performance in various TLDs.



Interested?

- We would love to have more registrars and registries get involved.
- Contact:
RRDG email: rrdg-support@centrlists.org
or visit
<https://stats.centri.org/rrdg>