



# Opportunities & Challenges for ccTLDs in the light of new gTLDs

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Vientiane, Laos



# Services offered from EyHost – At a glance

## DOMAIN REGISTRATION:

- ❖ Domain Name Registration



## WEB HOSTING SOLUTIONS:

- ❖ Web Hosting, Cloud Hosting.
- ❖ Dedicated Servers, Cloud Servers, VPS.
- ❖ Reseller Web Hosting.
- ❖ CDN
- ❖ Email Hosting – Google Workspace

## SECURITIES SOLUTIONS:

- ❖ Cloud Backup
- ❖ DDoS Protection, WAF and Firewall systems.
- ❖ SSL Certificates.



gTLDs

Statistics vs

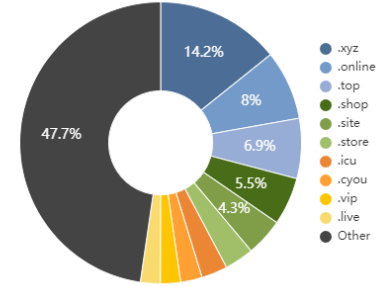
ccTLDs

# Stats - gTLDs


new gTLD Domains



New gTLD Market Share



TLD Breakdown

New gTLD	Type	Registry	Backend	Signed	Domains	±/±	% Share
1.  .xyz		XYZ.COM LLC	CentralNic	71,257	4,301,708	-11,977 ↓	14.23%
2.  .online		Radix FZC	CentralNic	73,707	2,408,813	4,263 ↑	7.97%
3.  .top		Jiangsu Bangning Science & Technol...	ZDNS	6,077	2,082,628	6,210 ↑	6.89%
4.  .shop		GMO Registry, Inc.	GMO Registry, Inc.	20,927	1,656,702	-1,502 ↓	5.48%
5.  .site		Radix FZC	CentralNic	22,106	1,307,297	1,322 ↑	4.33%
6.  .store		Radix FZC	CentralNic	29,521	1,012,098	-573 ↓	3.35%
7.  .icu		Shortdot SA	CentralNic	3,790	904,297	-11,749 ↓	2.99%
8.  .cyou		Shortdot SA	CentralNic	524	749,569	-26,759 ↓	2.48%
9.  .vip		Registry Services, LLC	GoDaddy Registry	1,697	696,689	-2,681 ↓	2.31%
10.  .live		Dog Beach, LLC (Identity Digital Inc.)	Identity Digital Inc.	10,277	689,727	674 ↑	2.28%

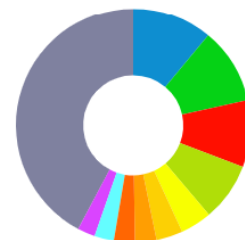
# Stats - ccTLDs

TLD name	Registered domains	Share, %
.cn	28,668,847	11.05%
.tk	27,145,869	10.47%
.de	23,984,658	9.25%
.uk	20,875,120	8.05%
.ru	11,227,338	4.33%
.ga	9,464,611	3.65%
.cf	7,707,896	2.97%
.ml	7,484,480	2.89%
.nl	6,984,294	2.69%
.br	6,279,665	2.42%

JS chart by amCharts

## Top TLDs distribution

By number of registered domains



.cn	11.05%
.tk	10.47%
.de	9.25%
.uk	8.05%
.ru	4.33%
.ga	3.65%
.cf	2.97%
.ml	2.89%
.nl	2.69%
.br	2.42%
Others	42.24%

# Challenges for ccTLDs

1

ccTLDs already in challenging positions with other gTLDs, with the new rounds of gTLDs it will become more competitive phase for ccTLDs

2

ccTLDs often (e.g: .bd) doesn't like to work with local resellers or registrars , They must overcome it and run campaign with local resellers and hosting companies to make it more popular

3

More attractive and innovative gTLDs will come, need to develop proper marketing strategy to do the same for ccTLDs

4

Run targeted marketing campaigns for local communities and business to attract them to establish their brand with ccTLDs



# Opportunities for ccTLDs



- 1 ccTLDs directly work with their govt. and try to develop national policy that can become more powerful in their respective country. It's an added bonus for ccTLDs for their promotion
- 2 APTLD community can directly help the ccTLDs to become more competitive with the gTLDs by developing new strategies
- 3 People often prefer to pay for their service in their local currency
- 4 Supports can be provided in the respective local languages which certainly can attract more peoples



# Thank you.

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