



# **APTLD86**

**Data Matters!**

Nam Gilada, Da Nang, Vietnam  
19<sup>th</sup> September 2024

# Why Data Matters?

- New entrants
- Registrar consolidation
- Economic pressures
- Regulatory changes
- Changing user preferences

Evidence-based strategic decisions requires data!

# Why Data Matters?

- How are ccTLDs growing my region?
- What is my TLD market share in my country?
- How are my domains being used?
- How much does my domain cost to a registrant?

...How do my numbers compare to other ccTLDs?

# APTLD data platform ([data.aptd.org](https://data.aptd.org))

## What

A data platform with data, analysis and repositories relevant to APTLD members


## Purpose

- Market analysis
- Benchmarking


## Access

Ordinary members only

# How to access APTLD data platform



Asia Pacific Top Level  
Domain Association



LOGIN

[Home](#) [About](#) [What We Do](#) [Meetings](#) [Documents](#)

## DOCUMENTS

Home / Data and surveys

MOUs

Board Minutes

Working Papers

Fellows' Testimonials

Other Documents

**Data and surveys**

Ordinary Members Only

## Data and surveys

The [APTLD data portal](#) is sub-site and home to all data and surveys that run within the membership. The portal is accessible only to APTLD ordinary members and includes the following areas:

- Monthly ccTLD registrations figures and trend charts
- Member country profiles including TLD market shares and social media usage
- Open APTLD surveys
- Data files from all closed APTLD surveys including some custom reports
- Statistics on APTLD events and others

To access the portal, please go to:

[DATA.APTLD.ORG](https://data.aptld.org)

# Dashboards and surveys

The screenshot shows the APTLD data platform interface. At the top, there is a navigation bar with the APTLD data logo and links for DASHBOARDS, DATA BANK, SURVEYS, SERVICES, RESOURCES, and LOGOUT. Below the navigation bar, a dark header bar spans the width of the page. The main content area is divided into four sections, each with a title, a description, and a set of buttons.

**APTLD data** DASHBOARDS ▾ DATA BANK ▾ SURVEYS SERVICES ▾ RESOURCES ▾ LOGOUT

APTLD data is the data platform APTLD ([www.aptld.org](http://www.aptld.org)) and contains statistics and information on member organisations the broader TLD domain market and other internal data. The site is only available to individuals that are staff of an ordinary member of APTLD. Below are key areas of the site.

**DASHBOARDS**

Analysis dashboards allow users to view interactive charts on a data in the APTLD databank.

[Registrations](#) [Markets](#) [Pricing](#) [Domains](#) [ICANN](#)

**DATA BANK**

Raw downloadable csv files on all available datasets from registrations to previous survey data

[Registrations](#) [Surveys](#) [Domain pricing](#)

**SURVEYS**

List of all open surveys for members. Surveys can be initiated by any member

[Open surveys](#)

**RESOURCES**

Dashboards on APTLD meeting evaluations, attendance and other data. Access: Board/Management

[Meetings](#) [Member list](#)

# Key areas of data

1. Registrations
2. TLD Market share (country level)
3. Domain classifications
4. Retail pricing of domains
5. Survey bank

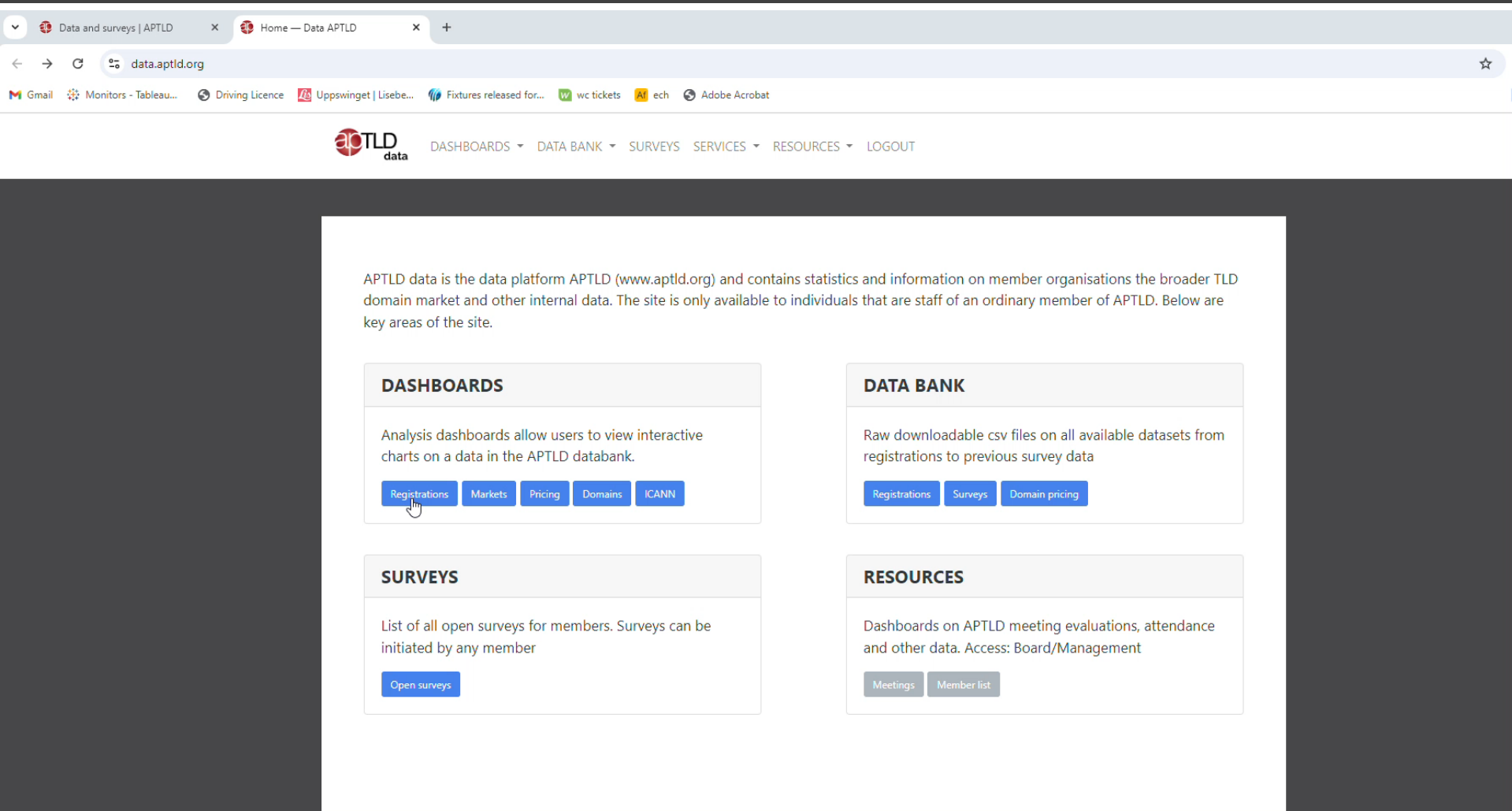
# How data is captured

- Registration data
  - JSON file (recommended)
  - Manual (registry websites / email communication)
- List of domains
- Member surveys
- External research
- Collaboration with CENTR



# Examples of member only dashboards

# Registration Dashboard



The screenshot shows a web browser window with two tabs: 'Data and surveys | APTLD' and 'Home — Data APTLD'. The address bar shows 'data.aptd.org'. The browser's taskbar at the bottom includes icons for Gmail, Monitors - Tableau..., Driving Licence, Uppswinget | Lisebe..., Fixtures released for..., wc tickets, ech, and Adobe Acrobat.

The website header features the 'apTLD data' logo and a navigation menu with the following items: DASHBOARDS, DATA BANK, SURVEYS, SERVICES, RESOURCES, and LOGOUT.

The main content area is titled 'Registration Dashboard' and contains the following text: 'APTLD data is the data platform APTLD (www.aptd.org) and contains statistics and information on member organisations the broader TLD domain market and other internal data. The site is only available to individuals that are staff of an ordinary member of APTLD. Below are key areas of the site.'

The dashboard is organized into four sections, each with a title and a description:

- DASHBOARDS**: Analysis dashboards allow users to view interactive charts on a data in the APTLD databank. Below this text are five buttons: Registrations, Markets, Pricing, Domains, and ICANN. A mouse cursor is hovering over the 'Registrations' button.
- DATA BANK**: Raw downloadable csv files on all available datasets from registrations to previous survey data. Below this text are three buttons: Registrations, Surveys, and Domain pricing.
- SURVEYS**: List of all open surveys for members. Surveys can be initiated by any member. Below this text is one button: Open surveys.
- RESOURCES**: Dashboards on APTLD meeting evaluations, attendance and other data. Access: Board/Management. Below this text are two buttons: Meetings and Member list.

# Markets Dashboard

## MARKETS

Vietnam

### COUNTRY REPORT | VIETNAM

#### MARKET

Market size (est). 751,367  
Growth (1Y) -43.1%

#### NATIONAL ccTLD

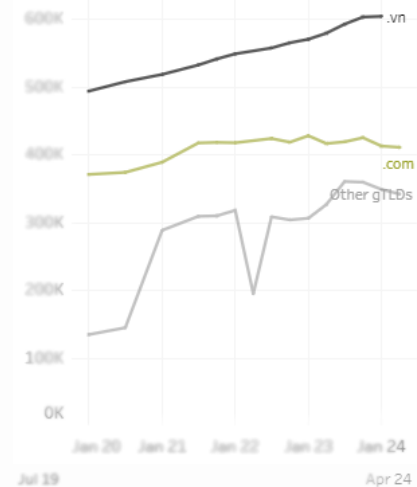
	.vn	APTLD
Local market share		51.4%
Domains per 100 pop.	0.6	1.4

Market share estimates based on locally registered held domain names of member ccTLDs and gTLDs. Domains per 100 population calculated based on registered domains including any foreign held. Industry benchmark refer to median ccTLD value. Registration data on Vietnam last updated April 2024

[View on Tableau Public](#)

### DOMAIN REGISTRATIONS

Local registrations



Jul 19 Apr 24

# Pricing - Registrar

## SUMMARY

## COMPARE

### MEDIAN REGISTRAR PRICES

BUY\*

19.5

↓ from last

Median buy price

Updated: July 2024

Sample: 46 unique buy/promo prices

Calculation includes any promotions advertised

RENEWAL

20.7 USD

↓ from last year

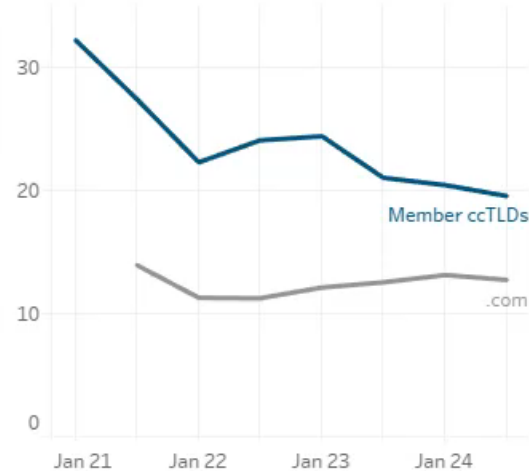
TRANSFER

9.7 USD

↓ from last year

### MEDIAN REGISTRAR PRICE | BUY

Buy (all incl. promo)



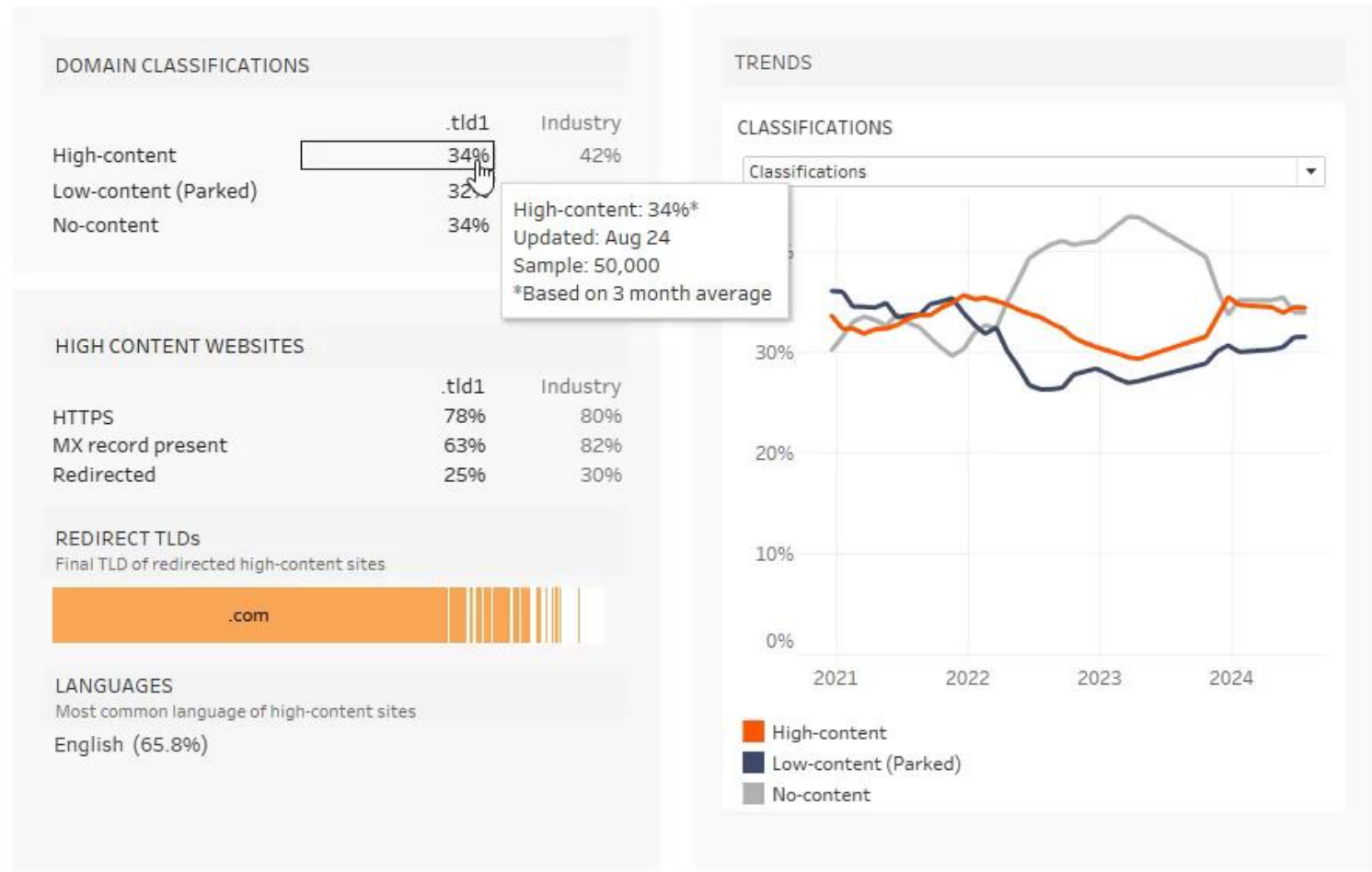
Jan 21



July 24

Date updated: July 2024.  
Sample: 46 buy prices over 23 unique ccTLDs strings (includes second levels). Notes: All non-USD prices have been converted to USD at the time of collection. All prices based on initial buy price and include tax. Registrar that do not state whether tax is included where tax info was not provided are not considered in the analysis.  
Source: Net Knowledge

# Domain Usage



# APTLD member surveys

# APTLD surveys

## Who can initiate a survey?

Anyone from a member registry

## Who responds?

Member registries

## How long does a survey run?

4-6 weeks (avg)

## How many responses can I expect?

10-15 member registries (avg)

# APTLD surveys: how to initiate

1. Does APTLD already have the data I need?
2. Check: APTLD survey library
3. If no, send draft survey to [namrata@aptld.org](mailto:namrata@aptld.org) or [patrick@aptld.org](mailto:patrick@aptld.org)
4. APTLD helps develop questions and logic



# APTLD surveys: getting results

- Basic (auto-generated) report
- Raw csv data
- Custom analysis report



## Survey report:

### Access to zone files

**Description:** This survey is aimed at understanding the disclosing zone [detail](#) information to public and/or external entities.

This survey was first [run](#) in CENTR. APTLD thanks CENTR for its participation.

**Important - For the purpose of this survey,** 'zone details' refers to the TLD in one document and potentially other related information such as creation and expiry date, registration status, associated Registrar, DNSSEC, etc. Zone details are generated on a regular basis.

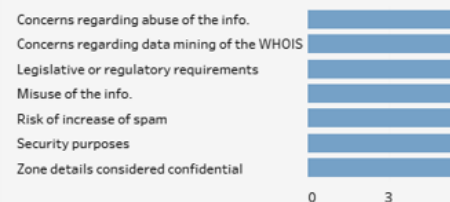
**Participants:** 18 (.bd, .bh, .fj, .hk, .in, .jp, .kg, .kh, .kr, .la, .li, .lu, .me, .mk, .ml, .mo, .mt, .mv, .mw, .ng, .ni, .nl, .no, .nz, .om, .pe, .pg, .ph, .pk, .pl, .pt, .ro, .rs, .ru, .sc, .sd, .se, .sg, .sh, .si, .sk, .sl, .sm, .sn, .so, .sr, .st, .sv, .sw, .sz, .td, .tg, .th, .tk, .tl, .tm, .tn, .tr, .tt, .tv, .tw, .tz, .ua, .ug, .us, .uy, .uz, .ve, .vg, .vi, .vn, .vu, .wf, .ws, .ye, .yt, .za, .zm, .zw)

**Survey Period:** March-April 2023

**Raw data:** <https://data.aptdl.org/members/data-bank>

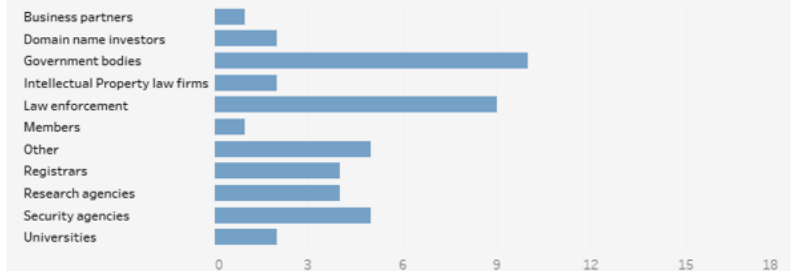
- *Government bodies* are the most common entities to whom registries (10) have provided data in the past year. The least common entities are *Members* (1 registry) and *Business partners* (1 registry). Refer [Chart 3](#) for more details.
- 5 registries (.jp, .kh, .nz, .ps and .sg) require recipient to sign a disclosure agreement. .jp, .nz and .sg require recipient to sign a disclosure agreement setting out terms of use.
- 4 registries (.kg, .kh, .nz and .vn) have a policy on disclosing zone details on their websites.

chart 1  
Common reasons for not providing the zone details to external entities  
Ref: What are your reasons for not providing the zone details to external entities?



\* based on a sample of 18 registries

chart 3  
Entities to whom zone details are provided  
Ref: To whom do you provide the zone details?



\* based on a sample of 18 registries

## PROVISION OF DATA

- The most common information provided from a zone is the *creation and expiry date of each domain name* (9 registries) followed by *Hostnames of authoritative name servers for each domain name* (8 registries). Refer [Chart 4](#) for more details. For 11 registries, the information provided is considered 'up-to-date' while 2 registries it is based on older information.
- 3 registries (.bd, .kh, and .la) give domain name holders an option to opt out of having their domain names included in the zone details.
- .nz and .sg charge external third parties for the zone details provided.

# Thank you for listening

Any more questions?

[namrata@aptld.org](mailto:namrata@aptld.org)

## About Net Knowledge

- Data consultancy based in Australia and India
- Manages data services and platforms for APTLD and CENTR
- Develops tools and conduct research in the domain name industry principally for registry operators
- Contact [patrick@netknowledge.com.au](mailto:patrick@netknowledge.com.au)

# Quick poll..



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