

# ONE YEAR OF .online

Getting users Online around the Globe

LAUNCHED 26TH AUGUST, 2015

First to hit **38000+** domains in 24 hours

**390000+**

DOMAINS REGISTERED TILL DATE

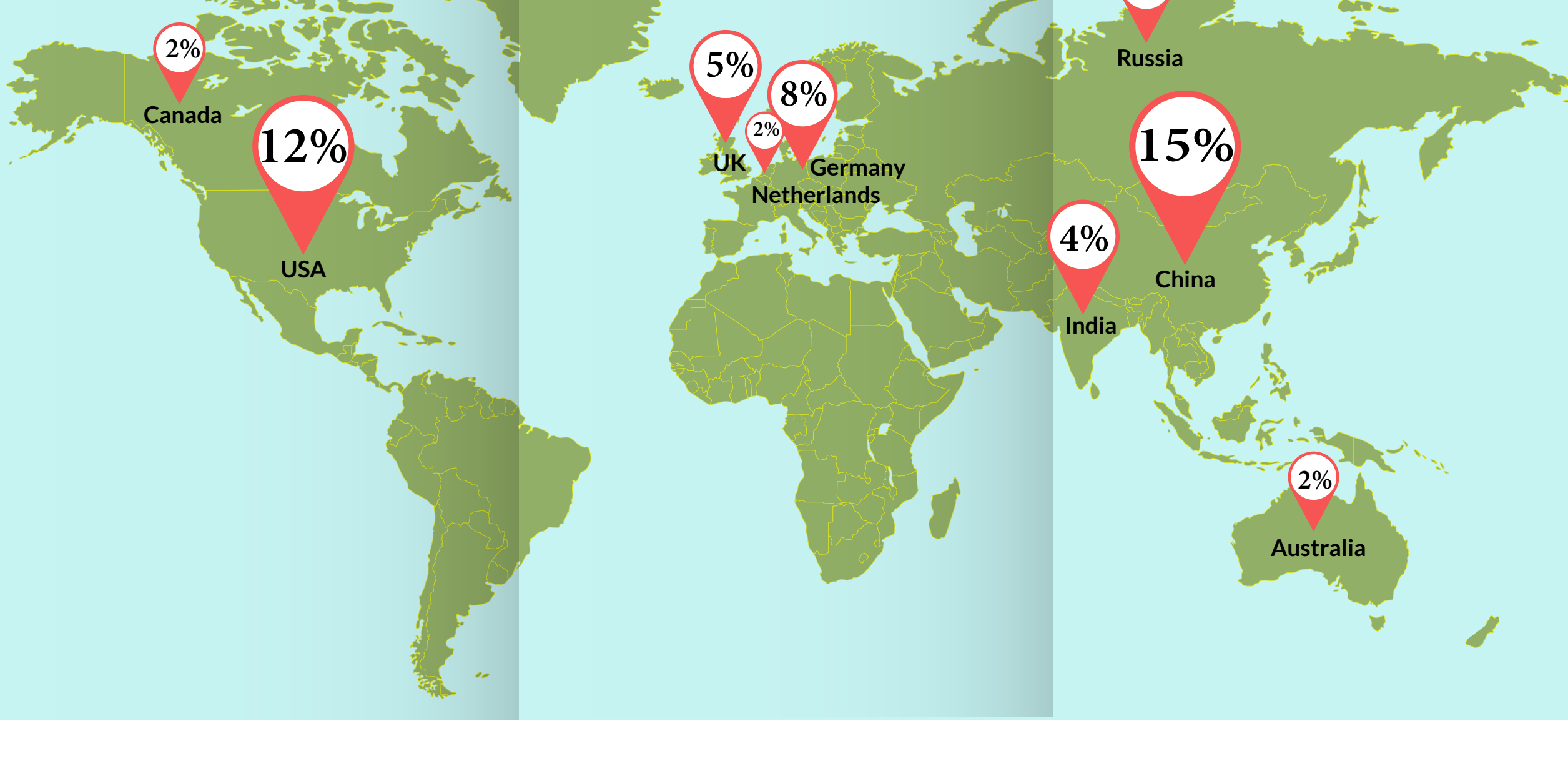
8<sup>th</sup>

LARGEST NEW gTLD

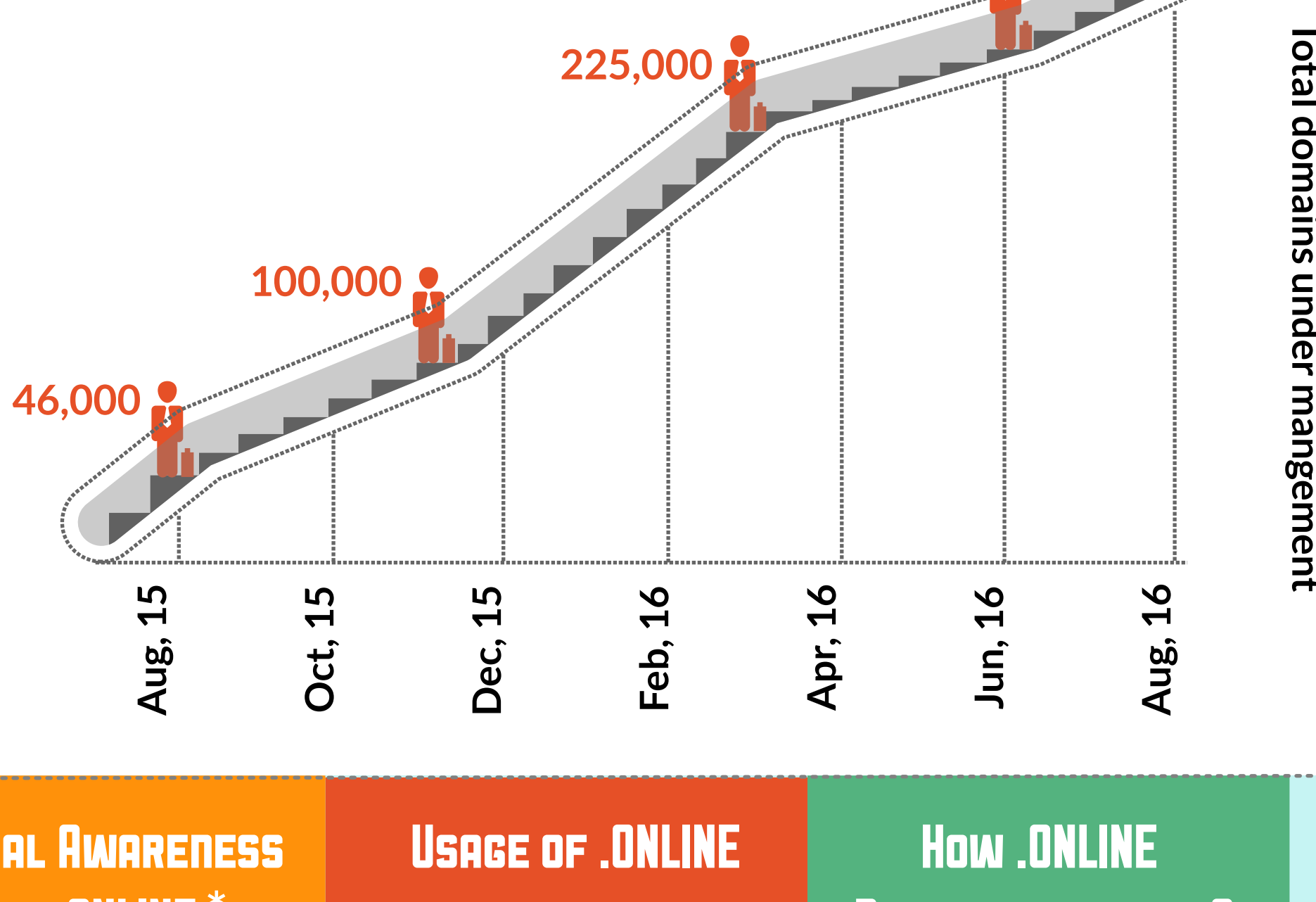
REGISTERED IN OVER

**207 COUNTRIES**

## GEOGRAPHIC SPREAD OF .ONLINE REGISTRANTS



## THE GROWTH OF .ONLINE



### GLOBAL AWARENESS OF .ONLINE\*

3<sup>rd</sup>

3<sup>rd</sup> most known new gTLD globally

Most known new TLD in Europe (No 1 in France, Germany, Poland and Vietnam)

\*ICANN Consumer Awareness Wave 2 - June 2016

### USAGE OF .ONLINE

3<sup>rd</sup>

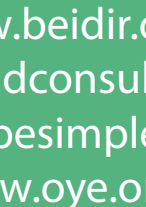
\* 3<sup>rd</sup> most visited New gTLD Globally

748+ Domains in Alexa Top 1 Million

50,118,408 DNS Requests Received everyday

\*ICANN Consumer Awareness Wave 2 - June 2016

### How .ONLINE Domains ARE USED?



Businesses

www.beidir.online  
www.adconsult.online  
www.besimple.online  
www.oye.online



Ecommerce Sites

www.mallia.online  
www.dogovor.online  
www.princess.online  
www.airpumps.online



Blogs

www.airdrones.online  
www.glasshalfull.online  
www.heike.online  
www.guidetoblogging.online

**26,700**

3 Character domains still available

**663,000+**

Total webpages across all live sites

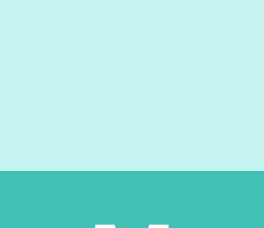
**41,000+**

Mobile friendly sites

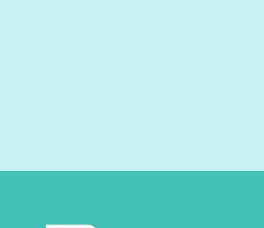
**15,000+**

Sites using Google Analytics

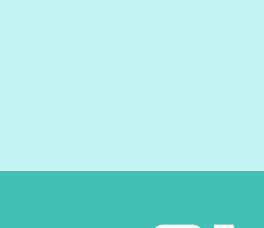
## TOP LANGUAGES FOR .ONLINE SITES



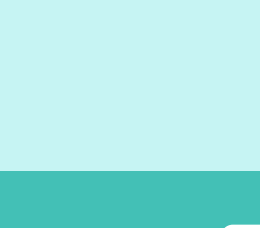
English



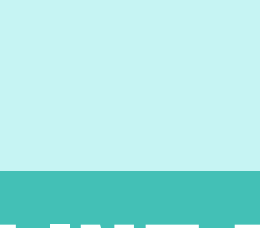
German



Chinese



Russian



Dutch



Spanish

## MOST POPULAR CMS ON .ONLINE DOMAINS

58%

Sitefinity

38%

WordPress

2%

Blogger

1%

WIX

1%

Joomla

## THE .ONLINE ROYALTY - PREMIUM SALES

**1200+**

Annuity premiums sold

**\$625,655**

Registry revenue from annuity premiums

**22%**

Premiums used actively

## PREMIUM DOMAINS IN USE

www.mega.online

www.networks.online

www.unity.online

www.papa.online

www.popcorn.online

www.bandwidth.online

www.motorsport.online

www.democracy.online

www.atlas.online

www.harvest.online

## .ONLINE USER SPEAK

LOUDER ONLINE

“ Being a global company it has definitely made sense to move to a .online especially in terms of branding for an online marketing company. ”

Aaron Agui Founder | www.louder.online

echo

“ It’s great, we’ve been able to use an extension which has allowed us to choose the name we really wanted to use. ”

Alex | Marketing Manager | www.echo.online

## TOP REGISTRAR PARTNERS

GoDaddy™

阿里云 aliyun.com

namecheap

resellerclub

西部数码 www.west.cn

enom

1&1

OpenSRS

UNCOMPLICATING THE WORLD, ONE DOMAIN AT A TIME

.online

### Sources

\*nTLD stats  
\*Alexa Top 1 Million list  
\*Namestat.org  
\*ICANN Consumer Awareness Research - June 2016  
\*.ONLINE zone analysis by dataprovider

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