

# NZRS Insights

# Data Sources

- The Register
  - What NZRS have access to
- The Internet Data Portal
  - What others have access to (open data)
  - <http://idp.nz>



<https://github.com/NZRS/internet-data-portal-tools>

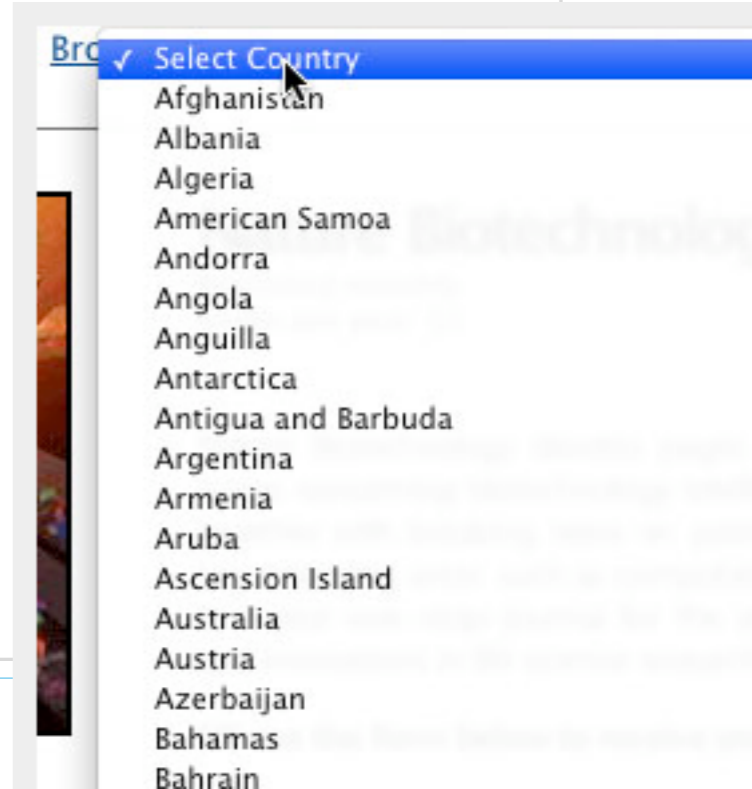
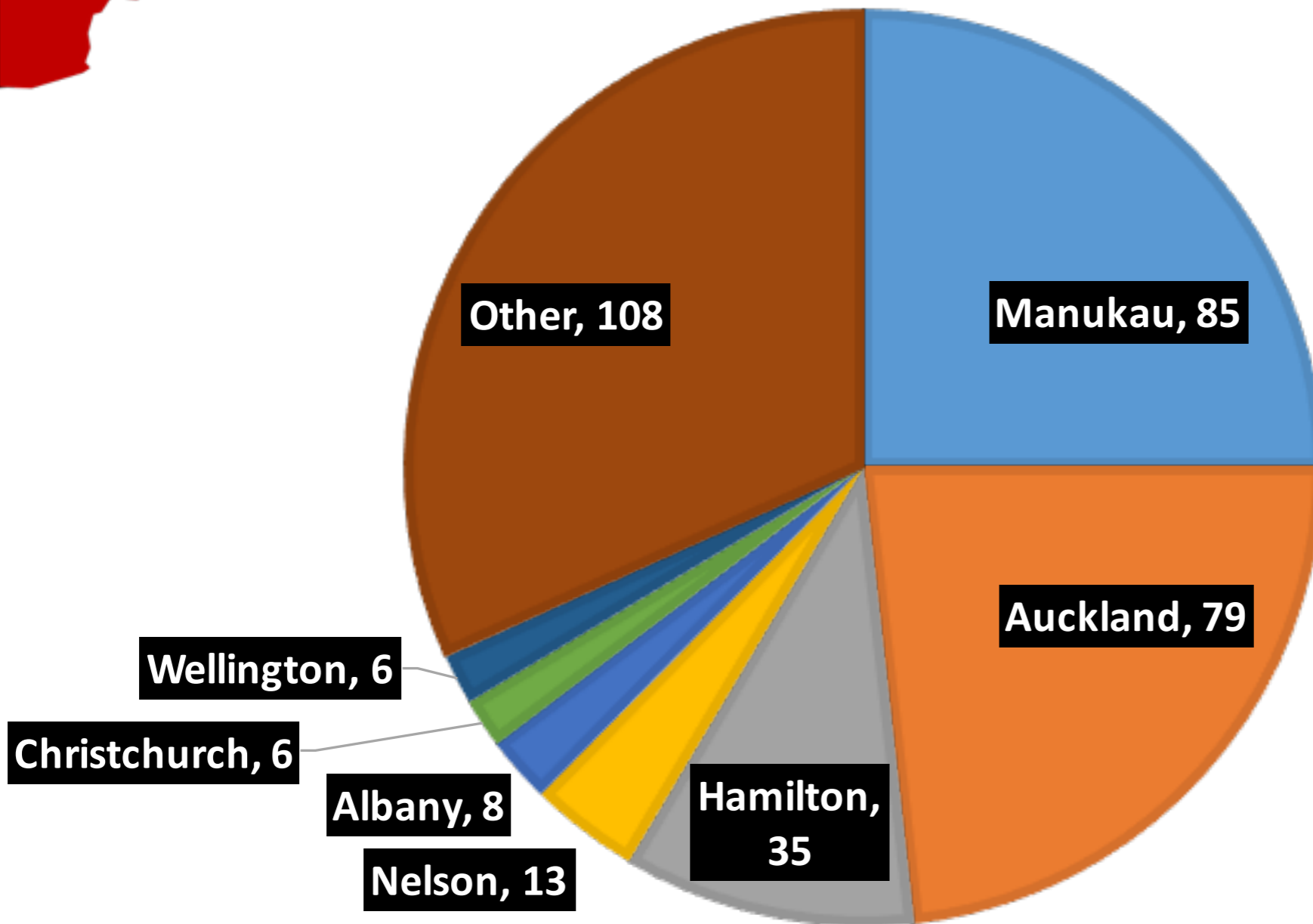


# Some Interesting Things We See

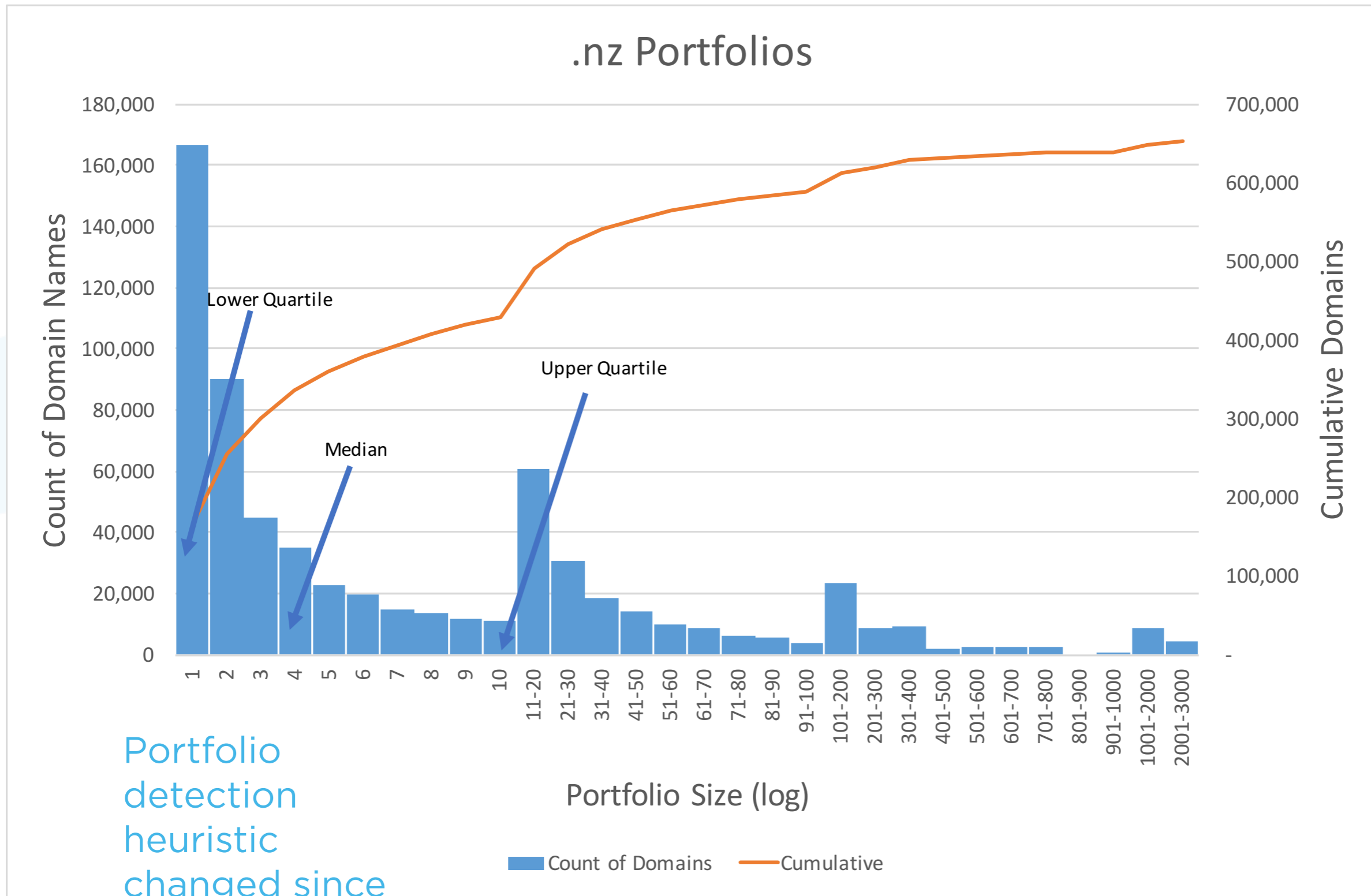


# Incorrect Country Details?

LARGEST CITIES IN AFGHANISTAN - ACCORDING TO THE REGISTER



# Portfolios Held



Portfolio  
detection  
heuristic  
changed since  
2014

# Namespace Utilisation

<i>String Length</i>	<i>Percentage of Possible Domains Registered .co.nz</i>	<i>Percentage of Possible Domains Registered at the second level</i>
<b>2</b>	<b>74.2%</b>	<b>39.7%</b>
<b>3</b>	<b>17.7%</b>	<b>6.2%</b>
<b>4</b>	<b>0.8%</b>	<b>0.2%</b>



# What We Saw With Second Level Registrations



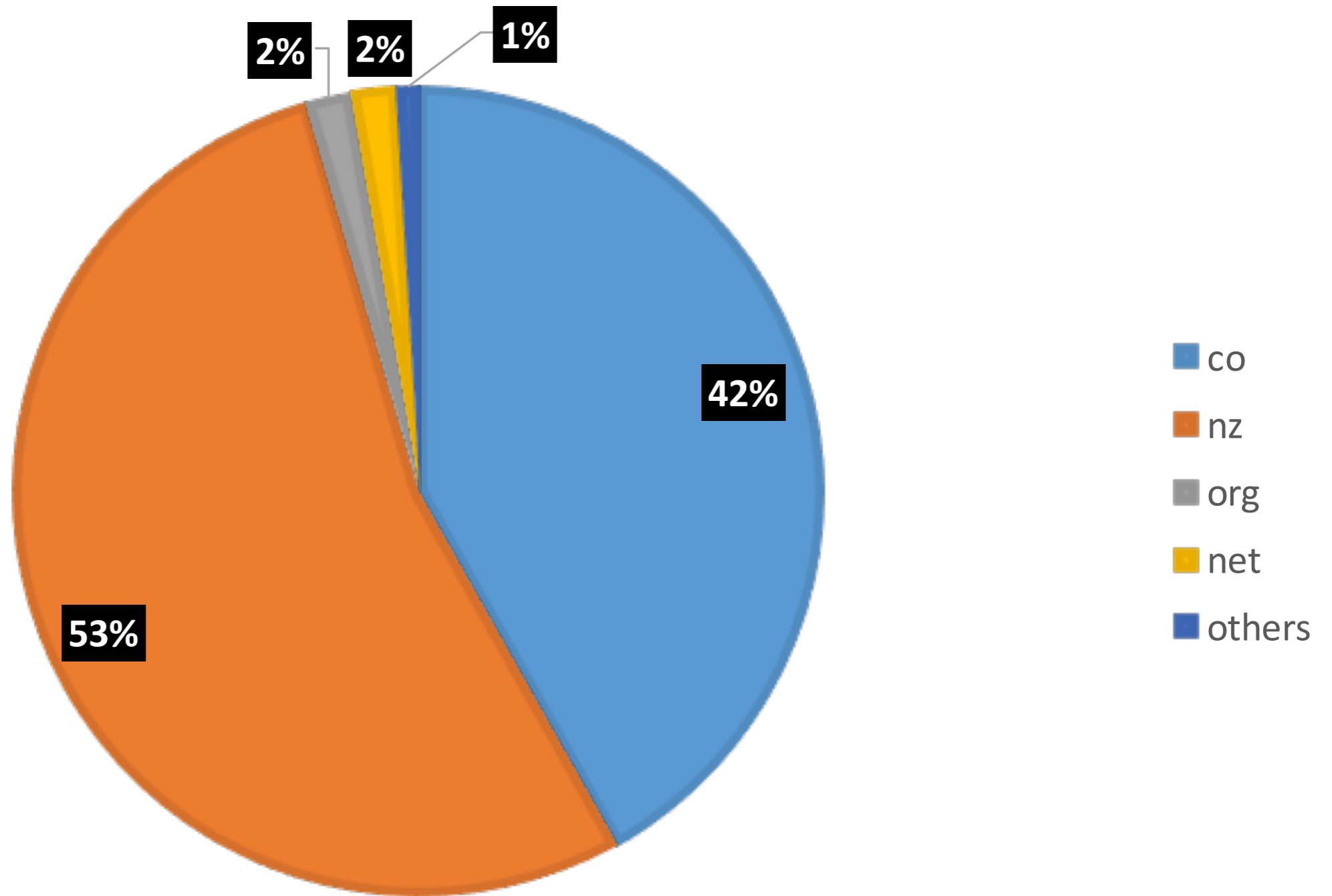
# What has 2LR done?

- Point in time analysis
- End of September



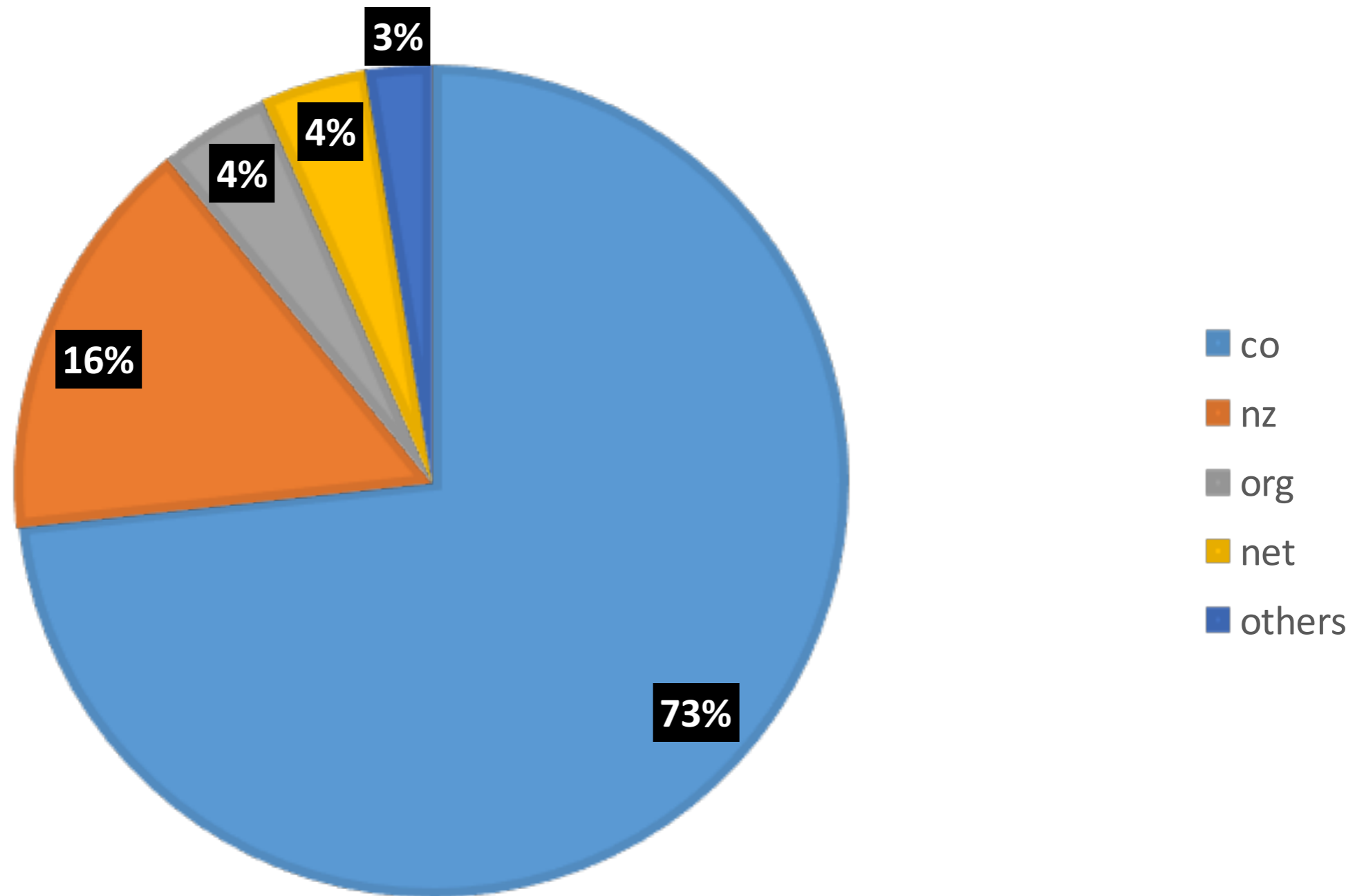
# 2LR Dominated the first 365 days

COUNT OF DOMAINS REGISTERED POST 2LR + 365 DAYS



# .co.nz Still Leads

COUNT OF DOMAINS - SEPTEMBER 2015



# Active Domains 365 days Since 2LR Launch

*Registered in .co.nz*

*Registered @ the 2L  
of .nz*

**80,914**

**103,734**

# What's Happened Since Launch

<i>Registered in .co.nz (*)</i>	<i>Registered @ the Second Level of .nz</i>	<i>Count</i>
✓	✓	<b>16,996</b>
✓	x	<b>63,918</b>
x	✓	<b>36,113</b>

\* Where the string is available

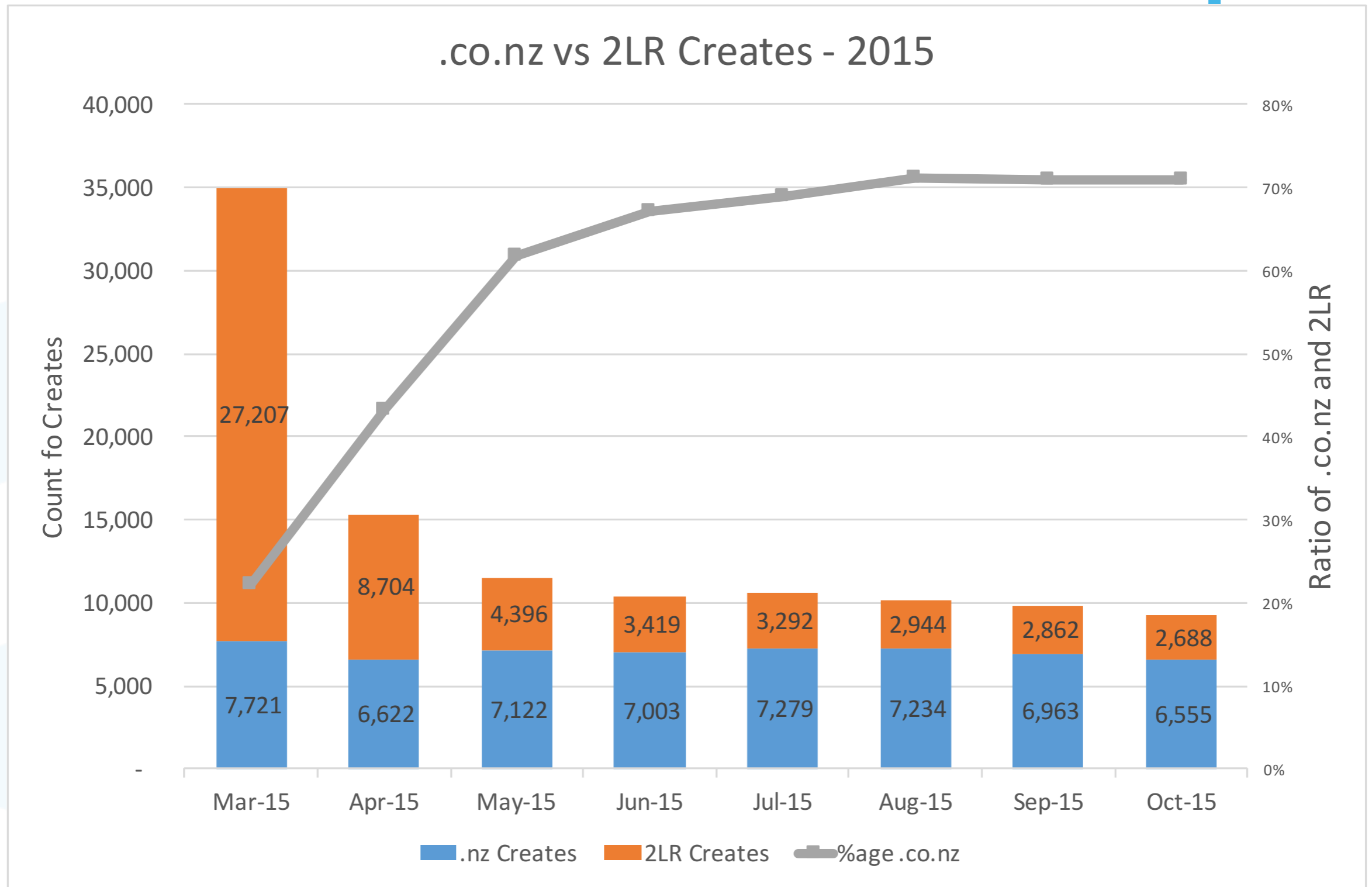
# And again....

- 80,914 .co.nz registrations in the year post 2LR.
- About 17,000 registrations also at the 2nd level for the same string (e.g. example.nz and example.co.nz)
- About 64,000 registrations in .co.nz that could have also been registered at the second level and weren't
- 103,734 registrations at the second level post 2LR.
- About 68,000 of these string are taken at in .co.nz
- About 36,000 registrations at the second level could have also been registered in .co.nz and weren't

# 2LR Growth has massively slowed

- The dominance in the first year came from two peaks
  - Launch and six months
- Since then considerable decline in growth of 2LR
- It is very clear creates and growth of 2LR has been event driven

# .co.nz is Still the Most Popular Namespace



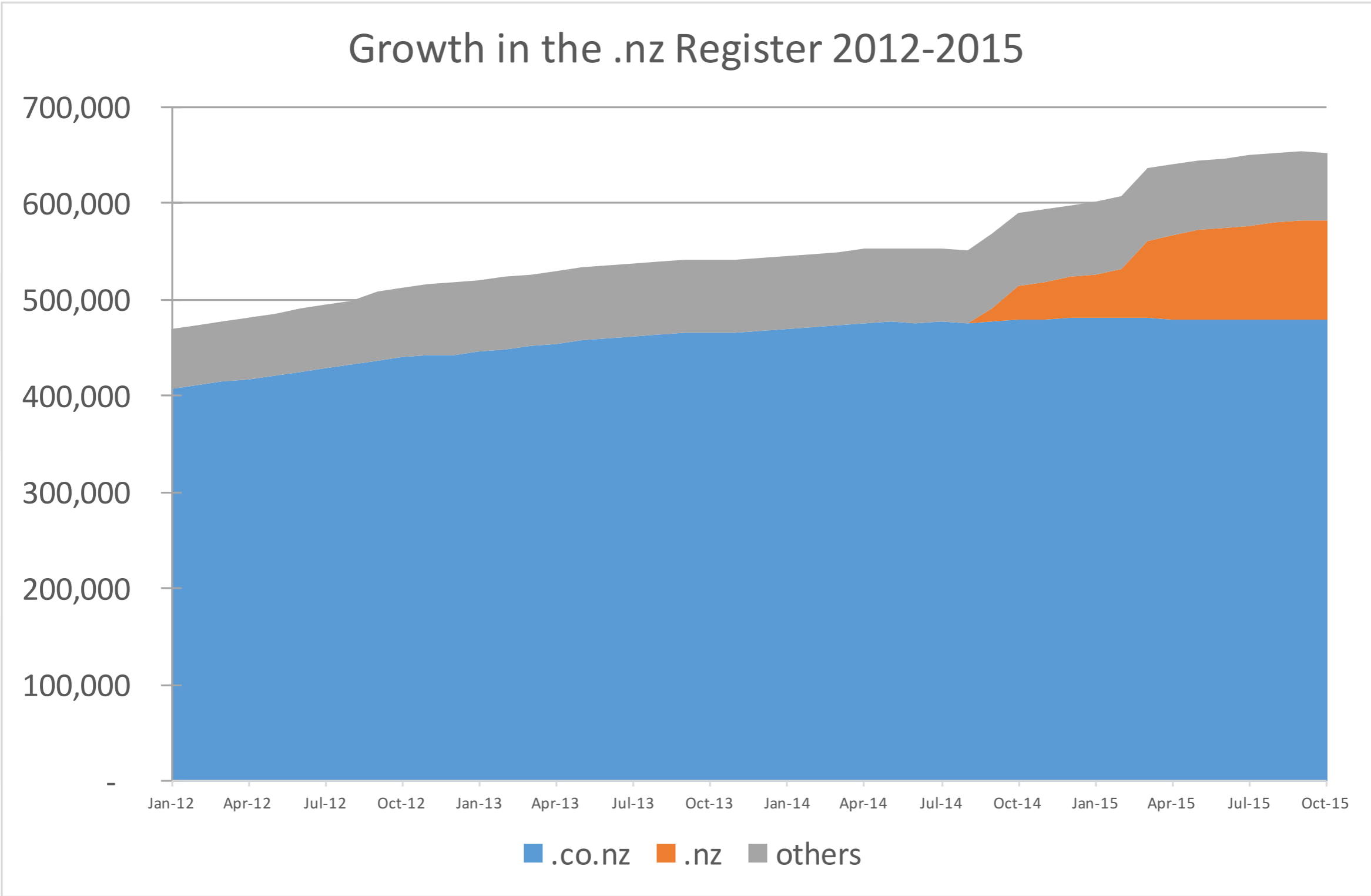


**Growth**

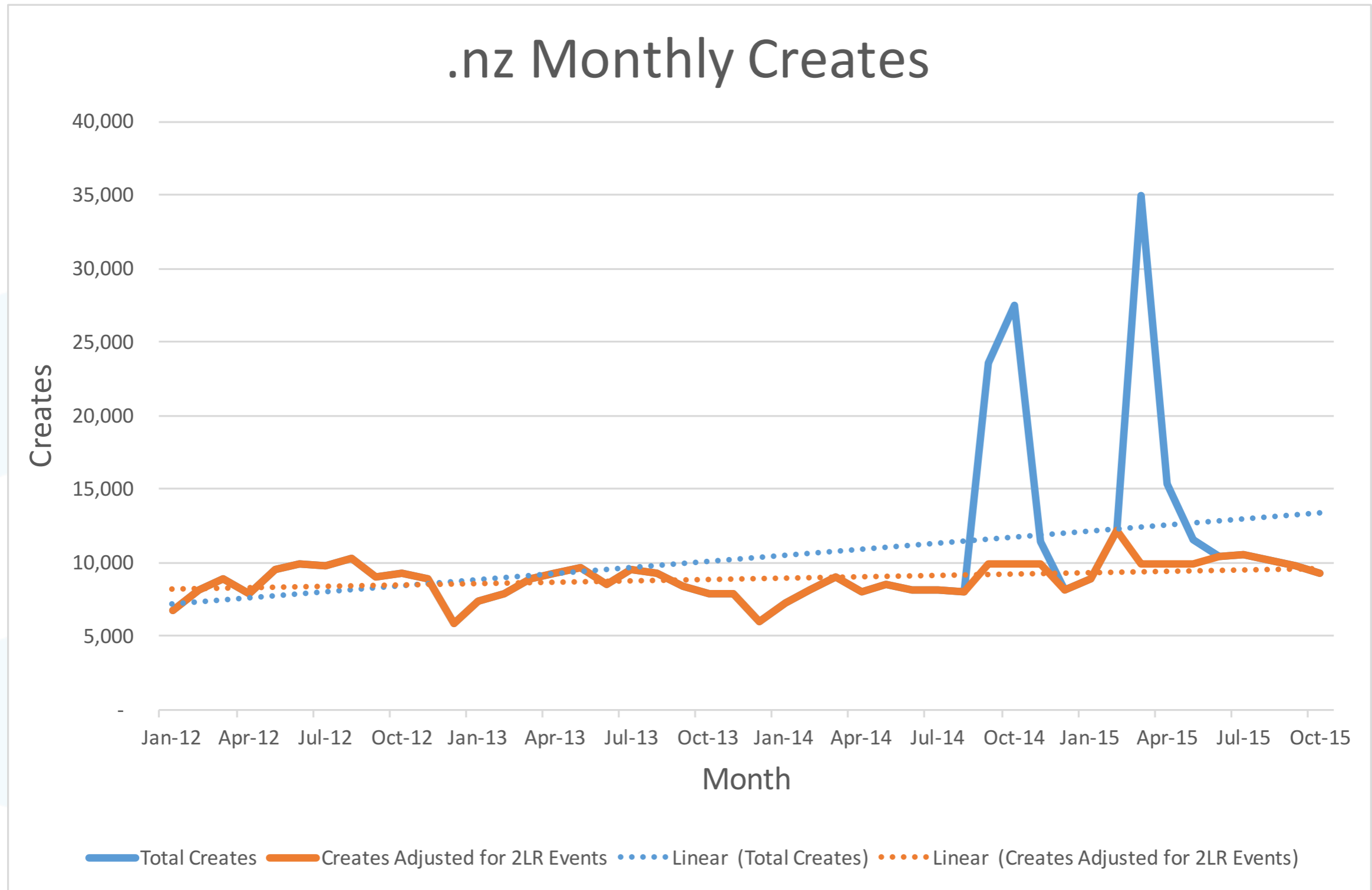




# We Seem to Still Be Growing



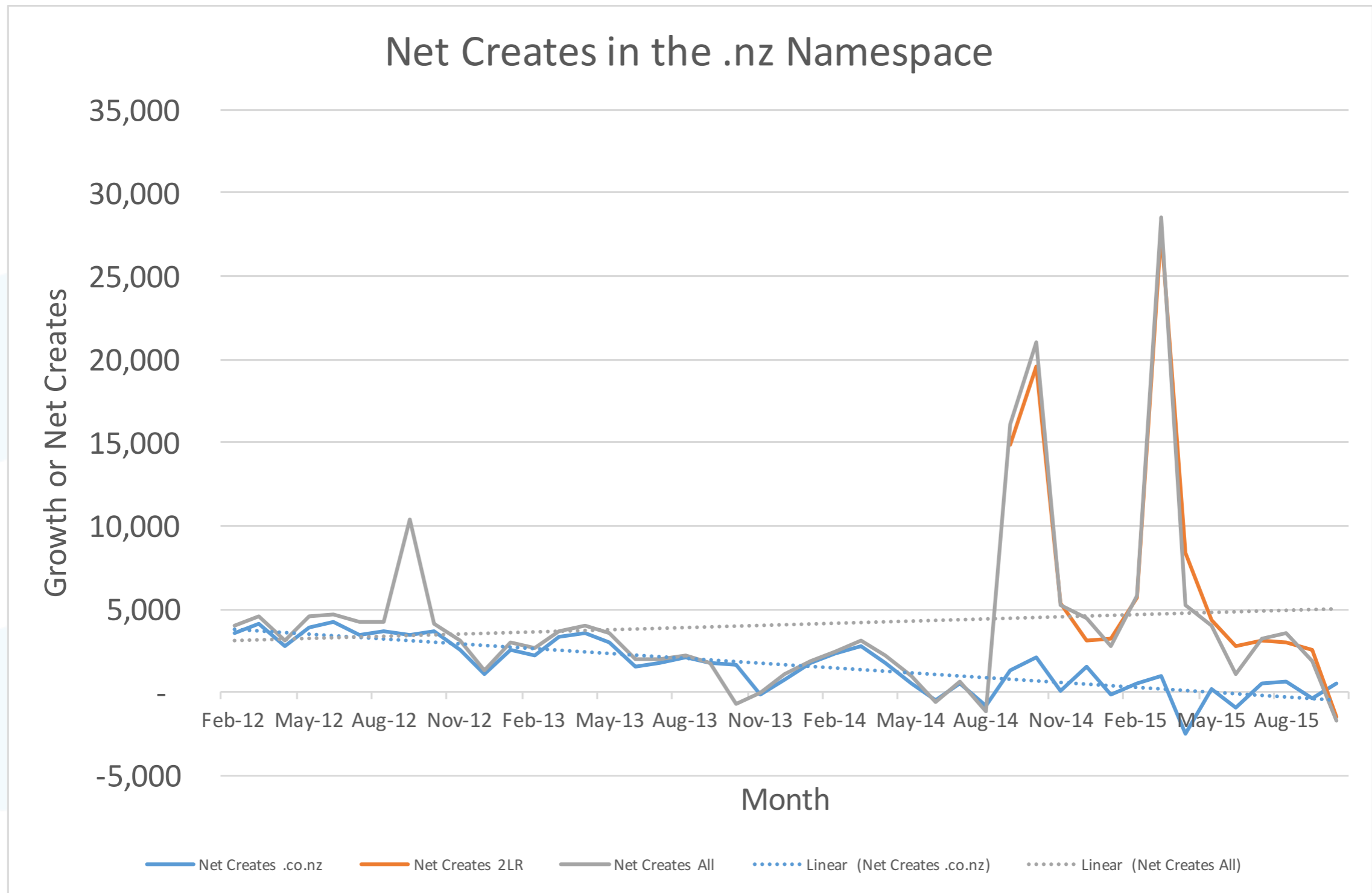
# We're Selling More than We've Ever Sold



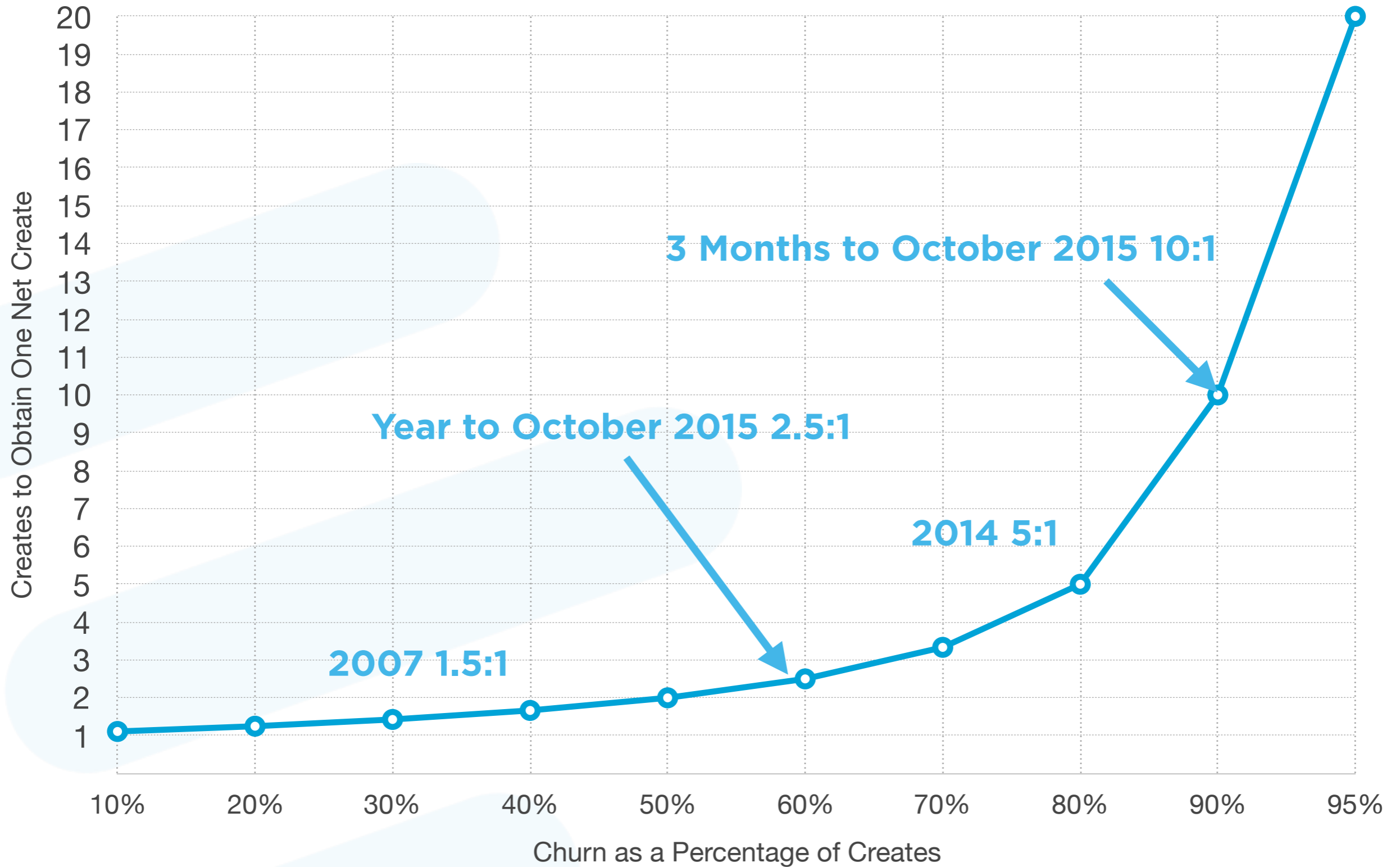
# Adjusting for Events

- The three months post the two events are set to the average of the other six months in that year post the first event
- Event 1 = PRR
- Event 2 = General availability

# Positive Growth is Likely Event Based



# Creates Required to Net Creates



# Are We About to go Backwards?

- Possibly
- Possibly not
- Positive growth in the register is harder to achieve and requires more creates.
- Negative growth in the register is easily influenced by small negative moves in creates.
- We're in a forecasting round

# Positive but Declining Growth Likely Punctuated by Event Driven Negative Growth

