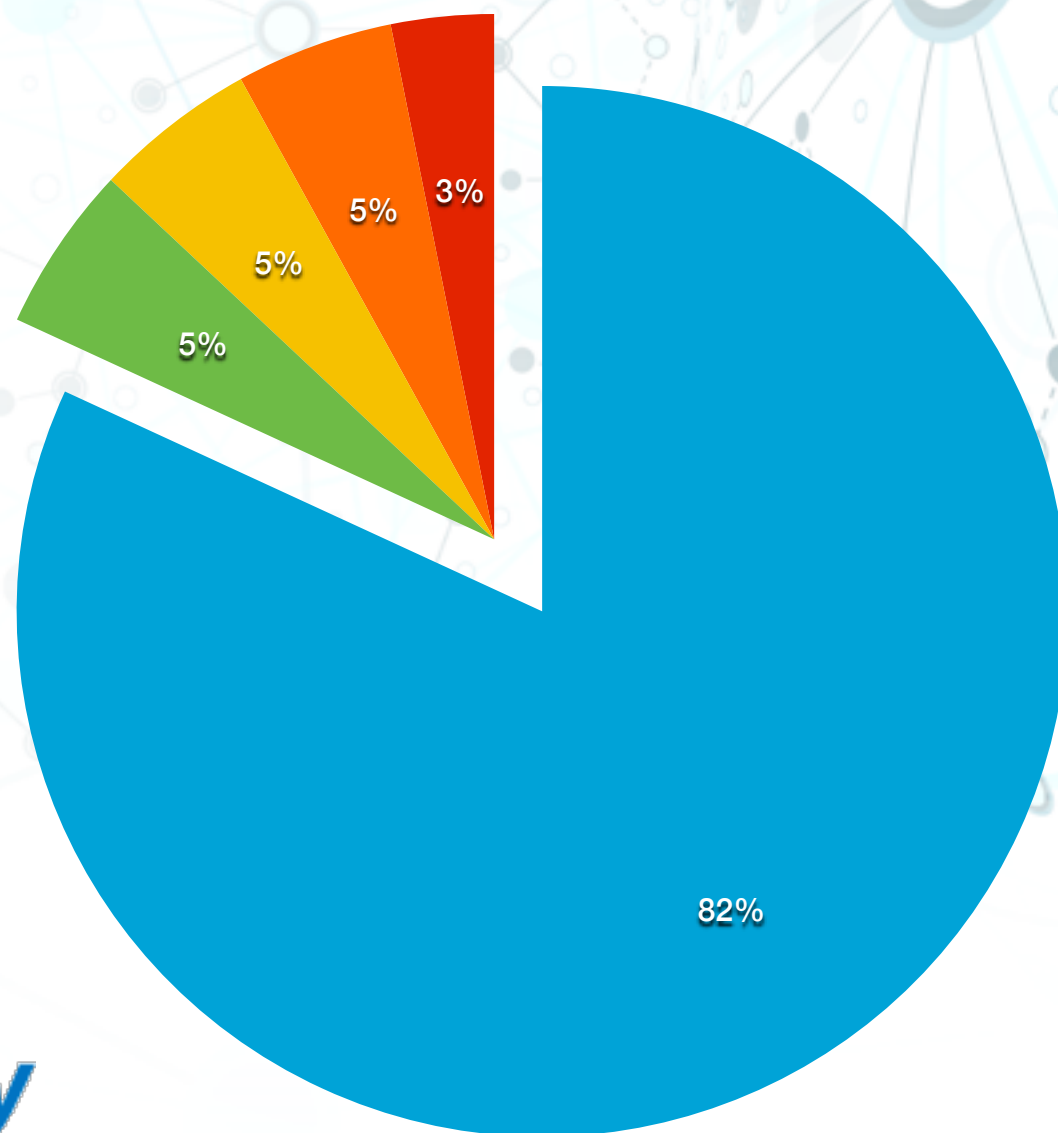
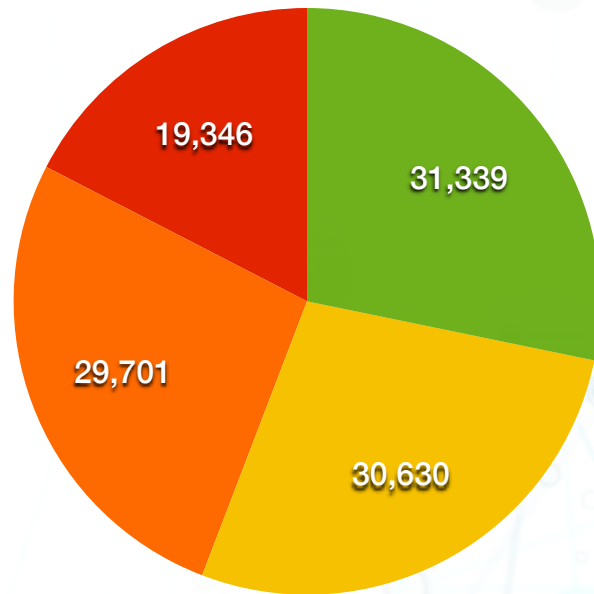


Numbers of Note

.nz Registrar Conference

Registry Summary - 2LDs and 2LR

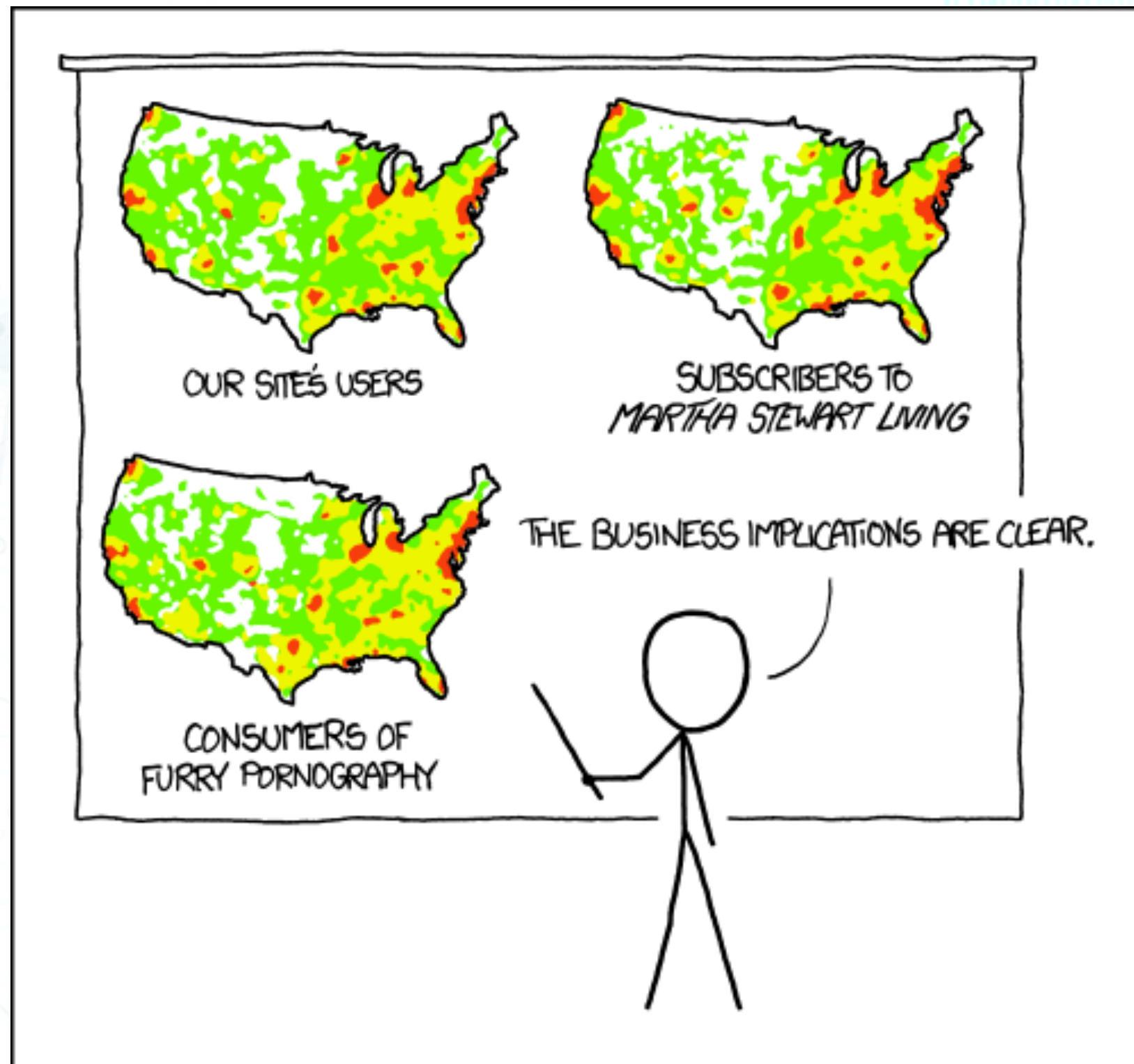


Redundancy?

- 21,000 domain names in .nz have 'nz' as a string in the third level.
- 1,100 have nz as a string in the second level.
- All have it at the first level.

Geographic

- 30,000 domain names in .nz reference a New Zealand place name.
- 624 New Zealand place names are represented



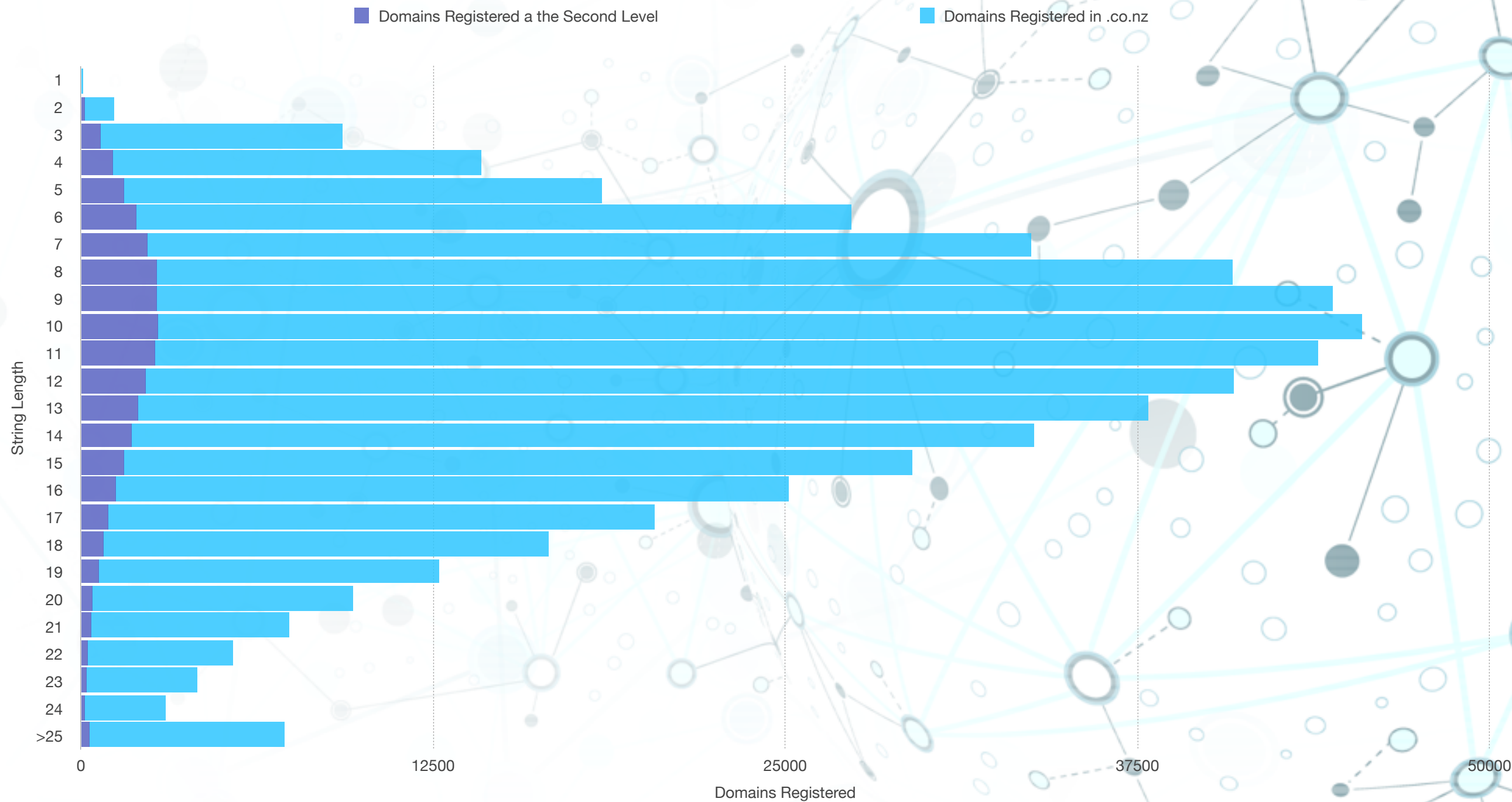
PET PEEVE #208:
GEOGRAPHIC PROFILE MAPS WHICH ARE
BASICALLY JUST POPULATION MAPS

source: <http://xkcd.com/1138/>

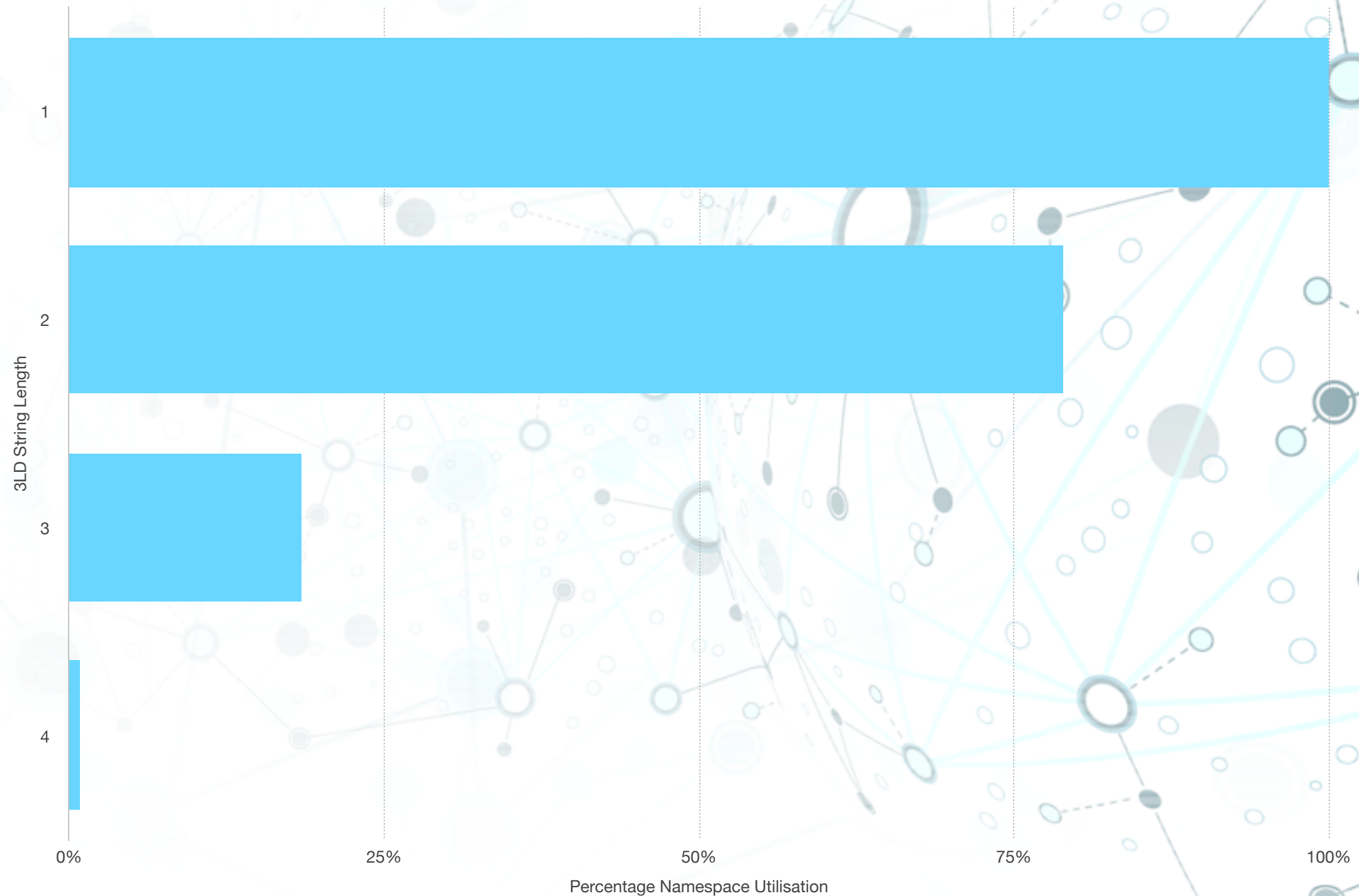
Most Referenced Place Names .nz Domain Names

Place	Count
auckland	5,161
wellington	2,272
christchurch	1,520
nelson	1,186
queenstown	867
tauranga	814
hamilton	810
dunedin	725
rotorua	662
taupo	653
wanaka	572
napier	340
whangarei	334
wanganui	278
cambridge	252
Other	14,153

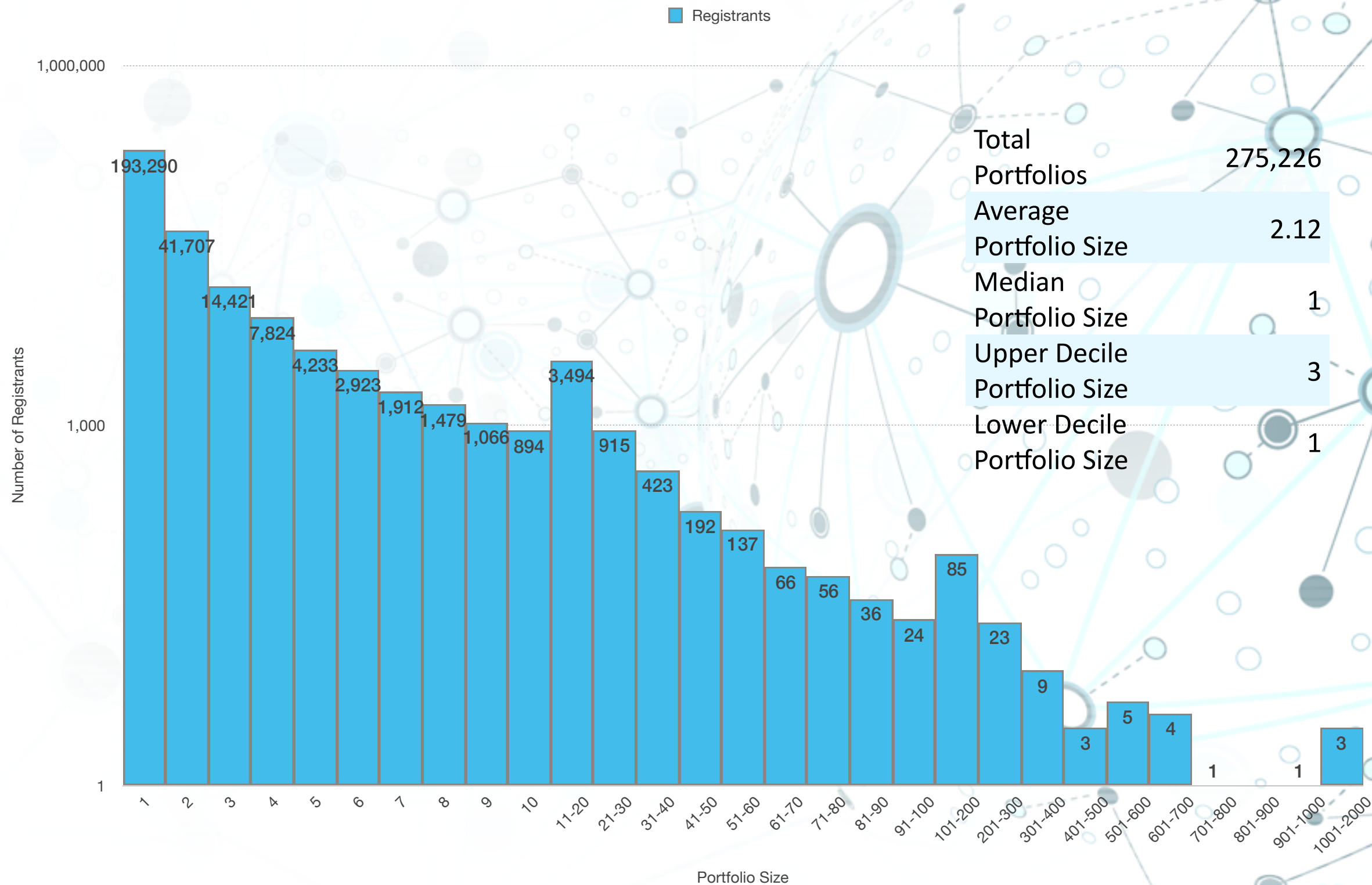
String Length at The Second Level and .co.nz



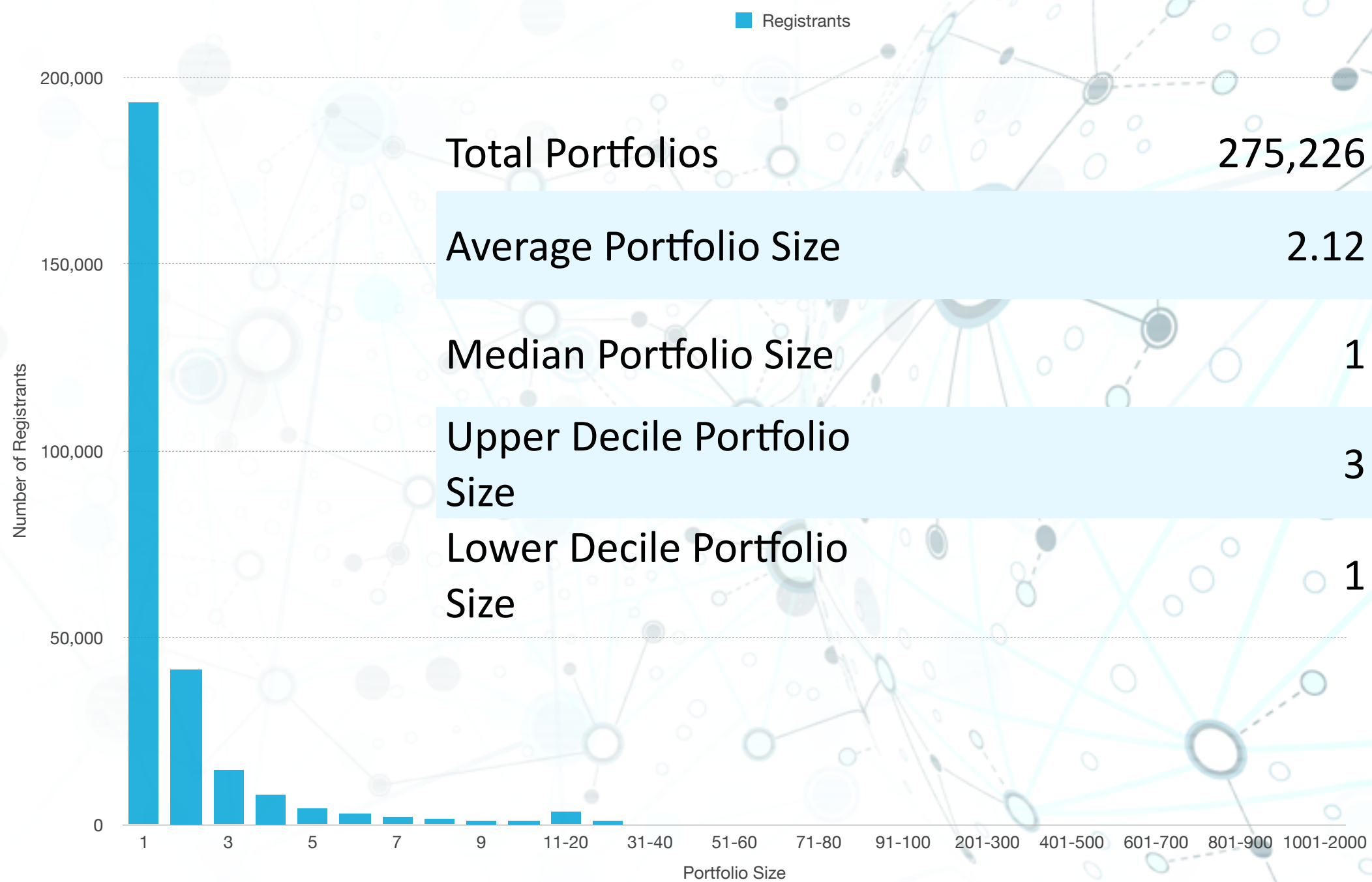
Namespace Utilisation for .co.nz



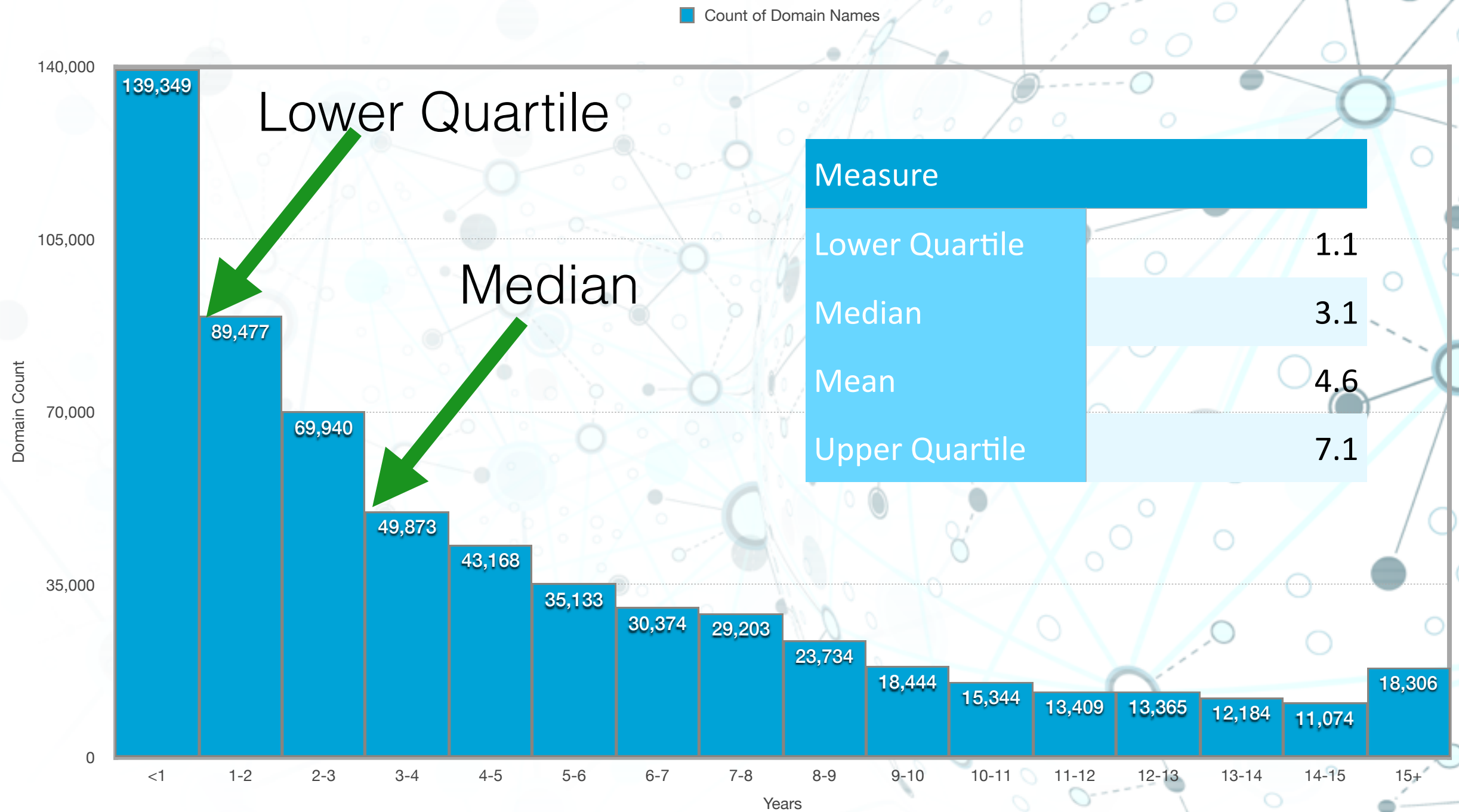
Portfolio Holdings in .nz



Only Log on the Bottom



Age of Domain Names .nz Register





So....

- A about a quarter of our register is less than a year old; and,
- Around half the register is less than three years old.

CHURN

Churn rate (sometimes called attrition rate), in its broadest sense, is a measure of the number of individuals or items moving out of a collective group over a specific period of time. It is one of two primary factors that determine the steady-state level of customers a business will support.

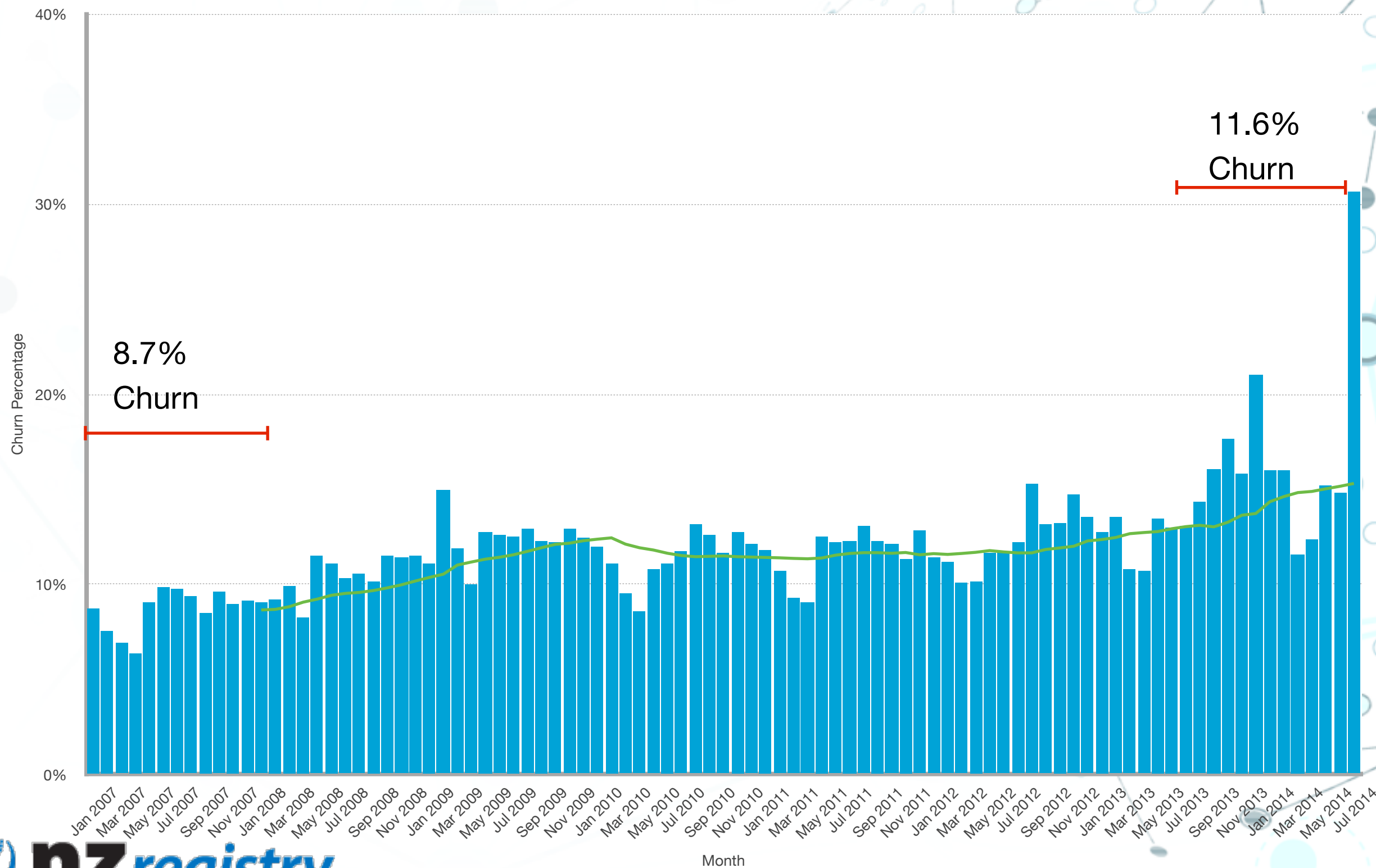
Its Real

- Since 2007 .nz has lost 386K domain names.
- Which is more than the entire registry in 2007 @ 264K domain names.

.nz Registry Churn - 33% Increase in 7.5 Years

■ Annualised Churn

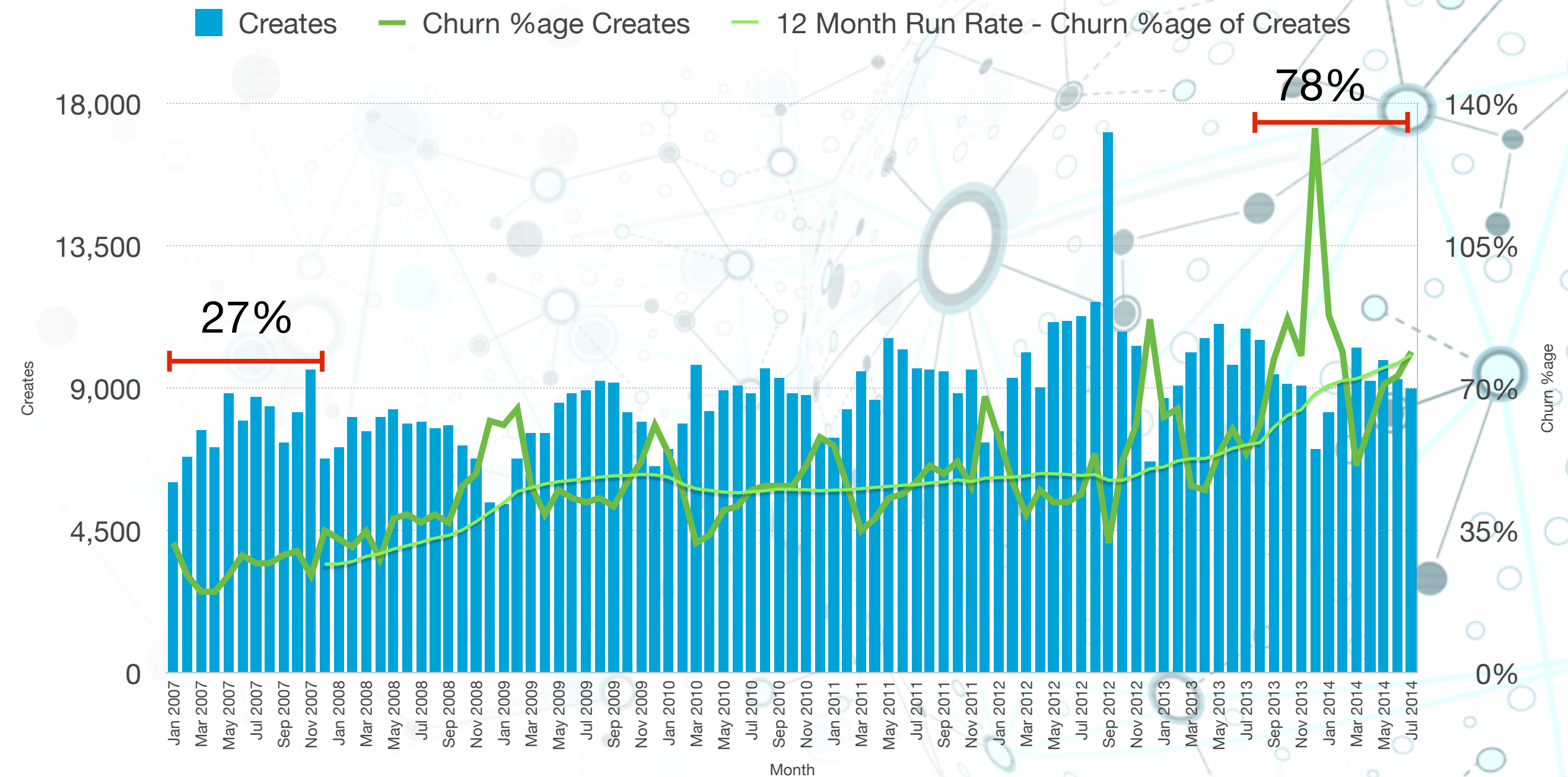
— 12 Month Run Rate



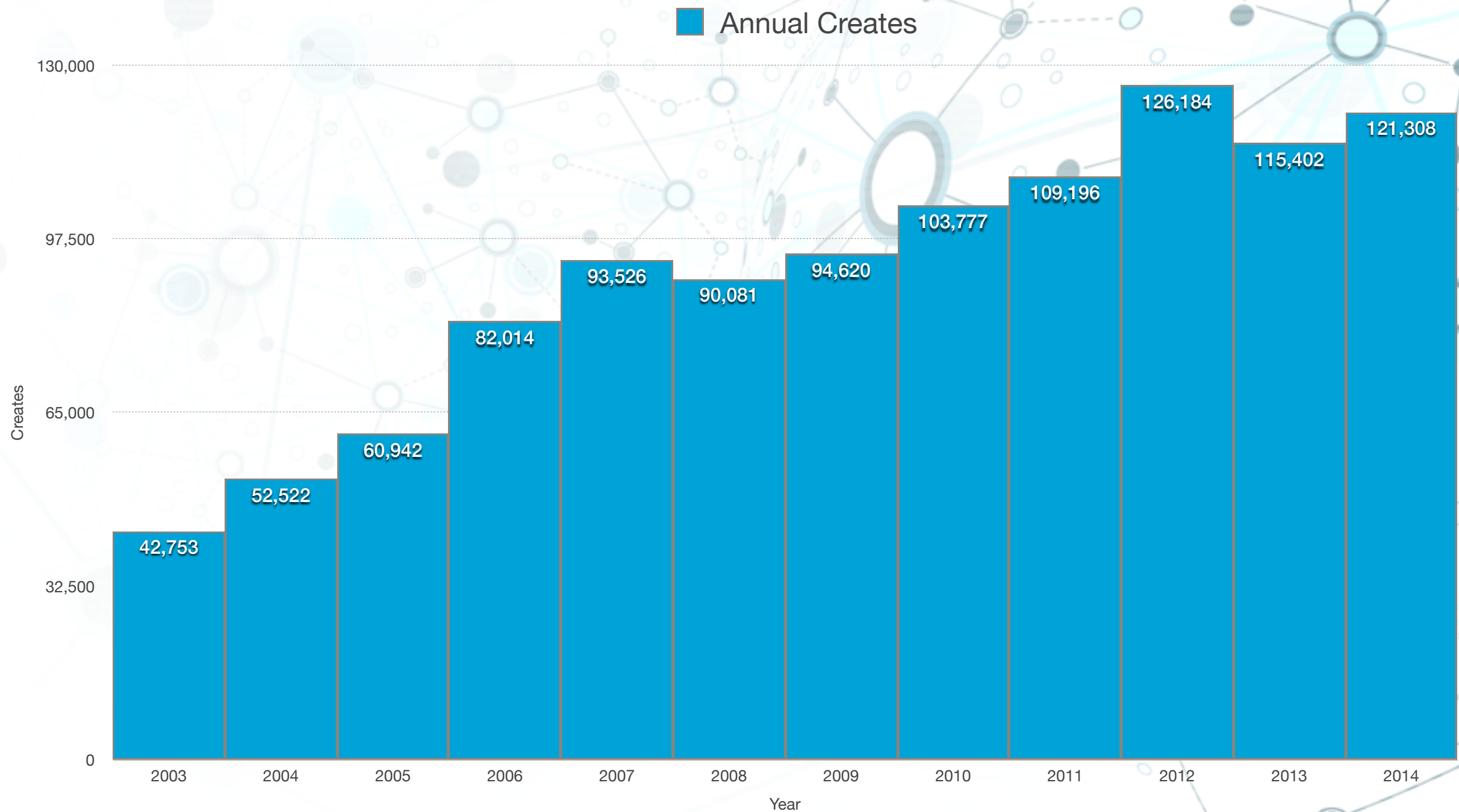
11.6%
Churn

8.7%
Churn

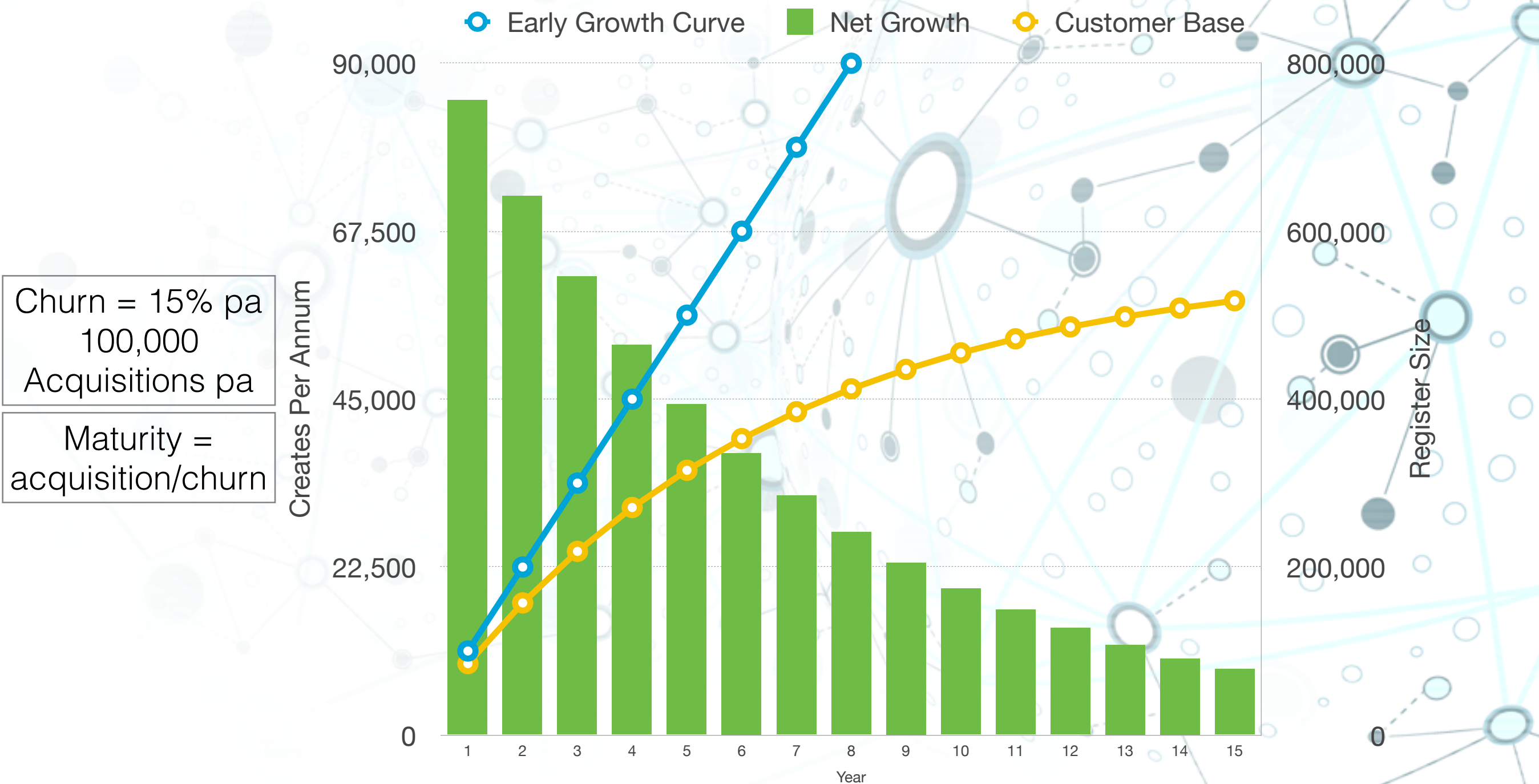
Churn as a Percentage of Creates



.nz Total Creates Per Annum



Subscription Maturity[1]



[1] - Made Up

Creates Required to Net Creates

