



# TLDStat

## New Tool Statistics Collection and Processing

A presentation by Marina Nikerova, TCI  
5th International conference for ccTLD registries  
and registrars of CIS, Central and Eastern Europe  
Budva, Montenegro, 13 September 2012



**Russian Domains**



**TLDStat**



**Security**



**Pricing model**



**Q&A**



## Russian Domains - <http://statdom.ru/>

Contributors



COORDINATION CENTER  
FOR TLD RU/PΦ



openstat



Technical  
Centre  
of Internet

Launch Date

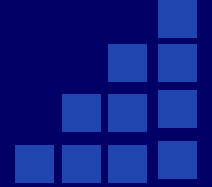
5 September 2011

Objectives

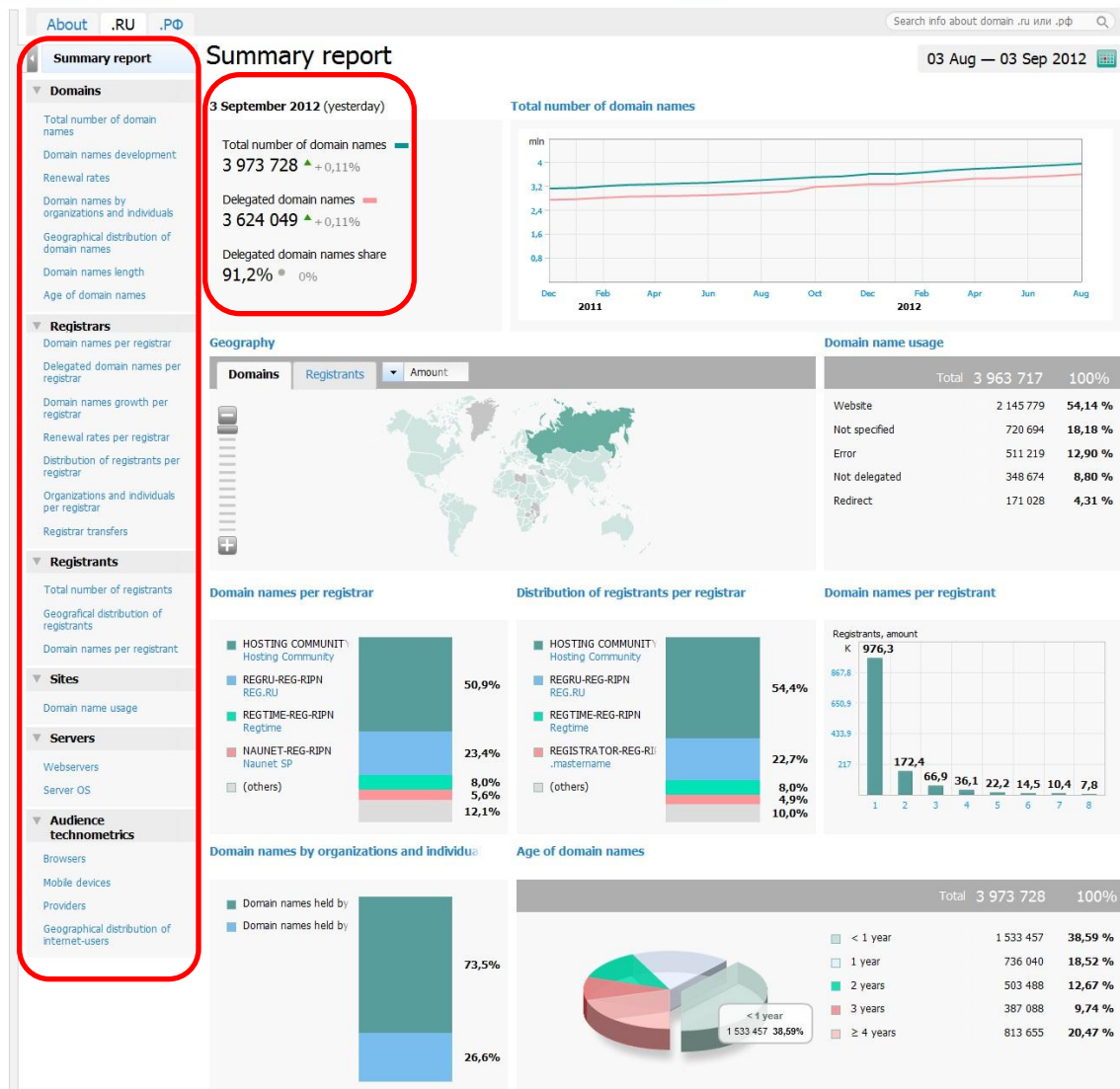
- Rendering unique stats related to registration and usage of domain names.RU, .PΦ and .SU to a broad circle of entities
- A high-quality apparatus at hand for Coordination Center to evaluate and improve the Russian TLDs development plans

Target audience

Media reps, Internet analysts, and users concerned



## Russian Domains



Founders | openstat | English

About .RU .РФ

Search info about domain .ru или .рф

03 Aug — 03 Sep 2012

### Summary report

3 September 2012 (yesterday)

Total number of domain names  
3 973 728 ▲ +0,11%

Delegated domain names  
3 624 049 ▲ +0,11%

Delegated domain names share  
91,2% ● 0%

### Geography

Domains | Registrars | Amount

### Domain name usage

	Total	3 963 717	100%
Website	2 145 779	54,14 %	
Not specified	720 694	18,18 %	
Error	511 219	12,90 %	
Not delegated	348 674	8,80 %	
Redirect	171 028	4,31 %	

### Registrars

Domain names per registrar

Delegated domain names per registrar

Domain names growth per registrar

Renewal rates per registrar

Distribution of registrars per registrar

Organizations and individuals per registrar

Registrar transfers

### Registrants

Total number of registrants

Geographical distribution of registrants

Domain names per registrant

### Sites

Domain name usage

### Servers

Webrowsers

Server OS

### Audience technometrics

Browsers

Mobile devices

Providers

Geographical distribution of internet-users

### Domain names per registrar

HOSTING COMMUNITY Hosting Community	50,9%
REGRU-REG-RIPN REG.RU	23,4%
REGTIME-REG-RIPN Regtime	8,0%
NAUNET-REG-RIPN Naunet SP	5,6%
(others)	12,1%

### Distribution of registrants per registrar

HOSTING COMMUNITY Hosting Community	54,4%
REGRU-REG-RIPN REG.RU	22,7%
REGTIME-REG-RIPN Regtime	8,0%
REGISTRATOR-REG-RIPN .mastername	4,9%
(others)	10,0%

### Domain names per registrar

Registrants, amount

1	976,3
2	172,4
3	66,9
4	36,1
5	22,2
6	14,5
7	10,4
8	7,8

### Domain names by organizations and individual

Domain names held by	73,5%
Domain names held by internet-users	26,6%

### Age of domain names

	Total	3 973 728	100%
< 1 year	1 533 457	38,59 %	
1 year	736 040	18,52 %	
2 years	503 488	12,67 %	
3 years	387 088	9,74 %	
≥ 4 years	813 655	20,47 %	

❖ Always up-to-date data on Russian domains development

❖ Complete set of indicators to evaluate expansion of .RU и .РФ

❖ Convenient navigation across reports

### 3 September 2012 (yesterday)

.RU —

Total number of domain names

3 973 728 ▲ +0,11%

New registrations since the beginning of the month  
10 014

.РФ —

Total number of domain names

823 378 ▲ +0,06%

New registrations since the beginning of the month 1 007

❖ Results can be presented both in tables and charts, and bar charts

Russian Domains

Founders



openstat



Русский  
English

About .RU .РФ

Search info about domain .ru или .рф

Summary report

Domain name usage

Report Export

August 2012

Group: Sites

Domains

Registrars

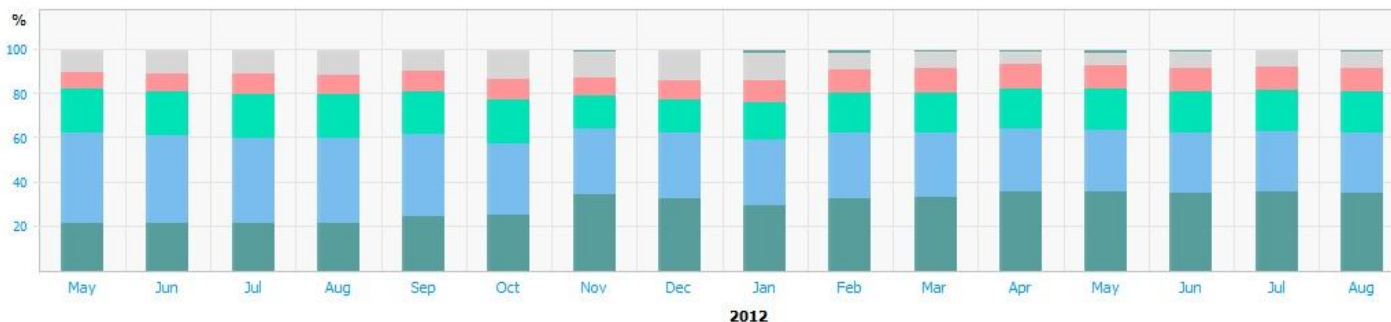
Registrants

Sites

Domain name usage

Servers

Audience  
technometrics



On the chart Website Not delegated Not specified Redirect Error (Undefined)



Categories

	Total	Domain names, amount	Domain names, %
		<b>822 371</b>	<b>100,00</b>
Website	294 652		35,83 %
Not delegated	223 125		27,13 %
Not specified	152 220		18,51 %
Redirect	88 098		10,71 %
Error	61 673		7,50 %
(Undefined)	2 603		0,32 %



## ❖ Results can be downloaded in.csv, .tsv, .xls formats

Russian Domains

Founders  openstat  Русский English

About .RU .PH Search info about domain .ru или .рф

Summary report **Geographical distribution of registrants** Report Export 03 September 2012

Group: Registrants Statistics by: days months

CSV  
 tsv  
 xls

Total number of registrants  
 Geographical distribution of registrants  
 Domain names per registrant  
 Sites  
 Servers  
 Audience technometrics

Country Russian region

	Registrants, amount	Registrants, %
<b>Total</b>	<b>1 352 020</b>	<b>100,00 %</b>
Russian Federation	1 217 659	90,06 %
— (Undefined)	79 175	5,86 %
Ukraine	13 901	1,03 %
Belarus	8 168	0,60 %
Germany	6 661	0,49 %
United States	2 307	0,17 %
United Kingdom	1 699	0,13 %
Kazakhstan	1 574	0,12 %
Netherlands	1 376	0,10 %
Italy	1 151	0,09 %
Latvia	1 072	0,08 %
France	1 043	0,08 %
Czech Republic	949	0,07 %
Poland	900	0,07 %
Sao Tome and Principe	878	0,06 %
Sweden	685	0,05 %
Israel	670	0,05 %
Switzerland	642	0,05 %

vascript;

Feedback



# From Russian Domains to TLDStat

After being presented at various domain meetings, Russian Domains stirred the community's great interest. Technical Centre of Internet created a special easy-to-customize SaaS solution – TLDStat (<http://tldstat.com/>)

TLDStat is a unique statistical tool to help you comprehensively evaluate your domain business and strategize in order for it to succeed



➤ NIC.LV became a pioneer customer to test the new service



**Data collection from  
various sources**

**Data processing in  
accordance  
peculiarities of the  
customer concerned**

**Building of statistical  
reports on a daily,  
weekly and monthly  
basis**

## **FEATURES & BENEFITS**

- Collection of data on usage of domain names
- Results can be presented both in tables and charts and bar charts. The graphical representation of evaluation outputs can take the form of a dedicated web-site.
- Customization:
  - Various formats of customer's data are possible
  - Language: both in English but also in the national language (subject to provision of translation)
  - Corporate style elements
  - Separate charts or tables can be also incorporated in the customer's website
- Powerful and comprehensive data presentation tools help focus on what's really important
- Access rights management



✓ Secure https protocol



✓ Depersonalized data  
(no personal data  
processing)

✓ NDA (Non-disclosure agreement)



✓ High security level of the data center, which stores the data and results of their processing (Data triple redundancy ensures a high level of reliability)



## The service fee includes

- **Installation fee**  
tailored to customer's demand
- **Monthly fee**  
depends on the registry base

Number of domain names	Monthly fee
< 250,000	299 € / month
250,000 – 1,000,000	1,499 € / month
> 1,000,000	3,999 € / month



**Questions?**

**Drop 'em at:**

**[info@tcinet.ru](mailto:info@tcinet.ru)**

**We're happy to offer a completely bespoke service to meet your specific needs.**

http://

@

www

internet

# Thank You!



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