



Registry Registrar Data Group Introduction

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Registry Registrar Data Group

- ~ 1.5 years ago a number of ccTLD registries were beginning their own data projects
- Registries projects had various focuses:
 - Some Internal Data
 - Some external data with usage classification
- This group was formed to enable registrars and registries to work on these topics together



Registry Registrar Data Group- About

- 18 active registries and registrars (incl. CENTR)
- Regular web meetings and semi-regular face-to-face meetings
 - Next face-to-face Meeting 21.02.2018 Domainpulse: Munich
- CENTR has a special role:
 - ➔ Central repository for definitions, standards
- More details <https://stats.centri.org/rrdg#about>

Current Participants:

Afnic, DENIC, Nominet, DNS Belgium, EURid, IIS, nic.at, SIDN, DNS.BE, CENTR
1&1, Safebrands, GoDaddy, Knipp, OpenSRS, OVH, Nordreg



Registry Registrar Data Group

- Standardisation of Domain Usage Classifications
 - Industry Classification
 - Other Domain Usage
- Gaining further value from Registry-Level KPIs
 - Registrar Business Model breakdown of KPIs
 - Standardisation of KPIs- (Renewal Rate, Adds/Deletes etc)



Usage Data: The DIT

- Domain Industry Taxonomy (DIT)
 - Hierarchy of industry classifications based on European NACE codes
2 Levels: Main and Sub-categories
 - “Meaningful” Categories: Based on
 - ✓ Numbers of businesses
 - ✓ Crawler and Classification Technology able to classify a website
 - ✓ Naming convention that allows “Novice” users to instantly understand what types of business are in each category
 - NACE Codes also matched to DIT categories to allow external data source usage.

<https://stats.centri.org/rrdg#dit>



Domain Industry Taxonomy



DIT
Automotive <ul style="list-style-type: none">▪ Rental of..▪ Sale of...▪ Maintenance and repair off...▪ Motorcycles...
Construction <ul style="list-style-type: none">▪ Architects & Planers▪ Development of building projects▪ Infrastructure projects▪ Electrical installation▪ Joinery Installation▪ Painting and Glazing▪ Plastering▪ Plumbing▪ Roofing▪



Etc...

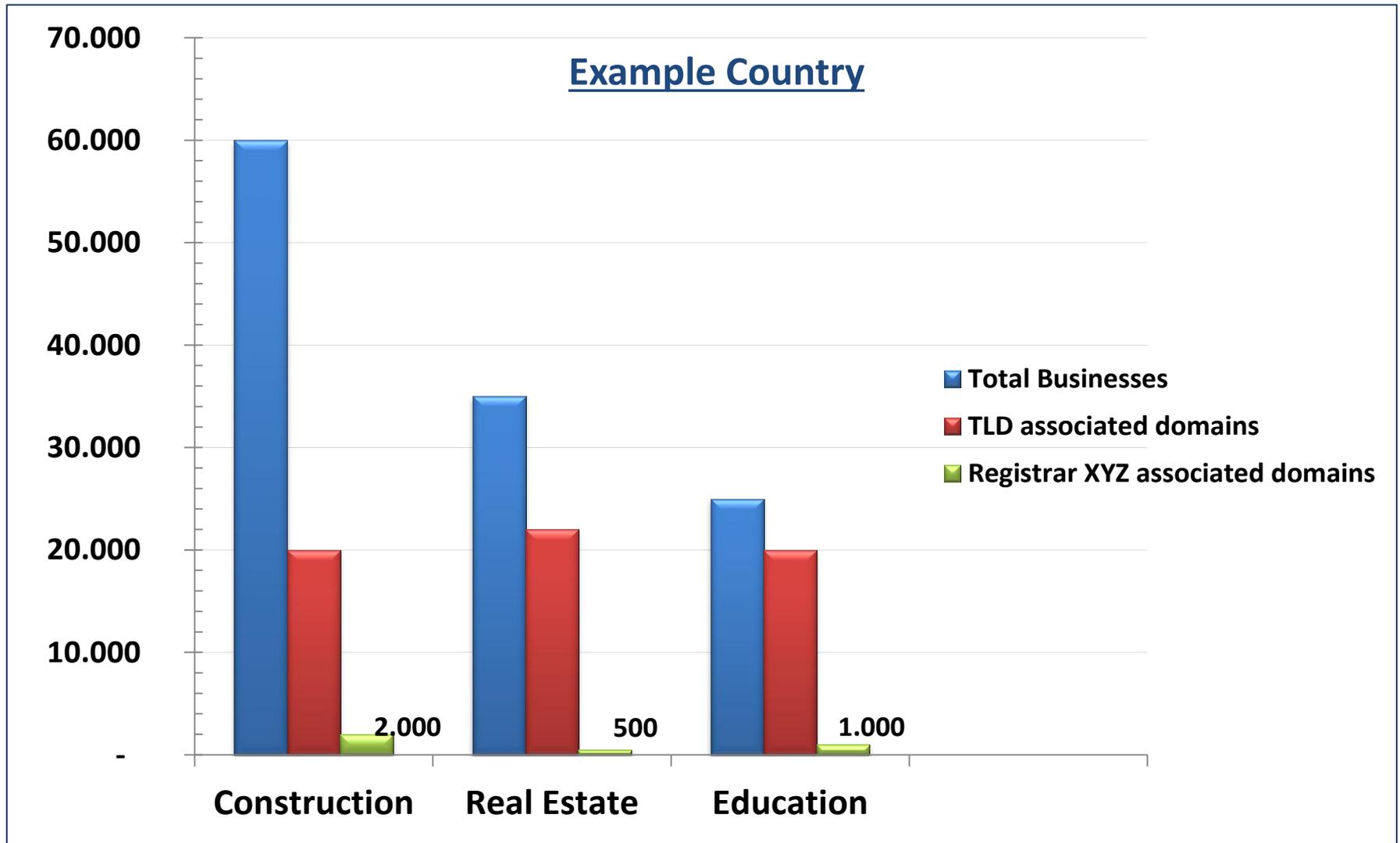
Classify Domains attached to websites based on DIT Categories

Match external Data sources to DIT to gain insight into markets



How to use this data?

Example Country





Next Steps: Usage Classifications

- Standardised Definitions of:
 - Low Content Domains
 - Parked/PPC
 - Errors
 - Downloads
 - Redirects etc
 - Personal Domains
- This will allow a standardised classification of ALL domains in each registry



Standardisation of Registry-Level KPIs

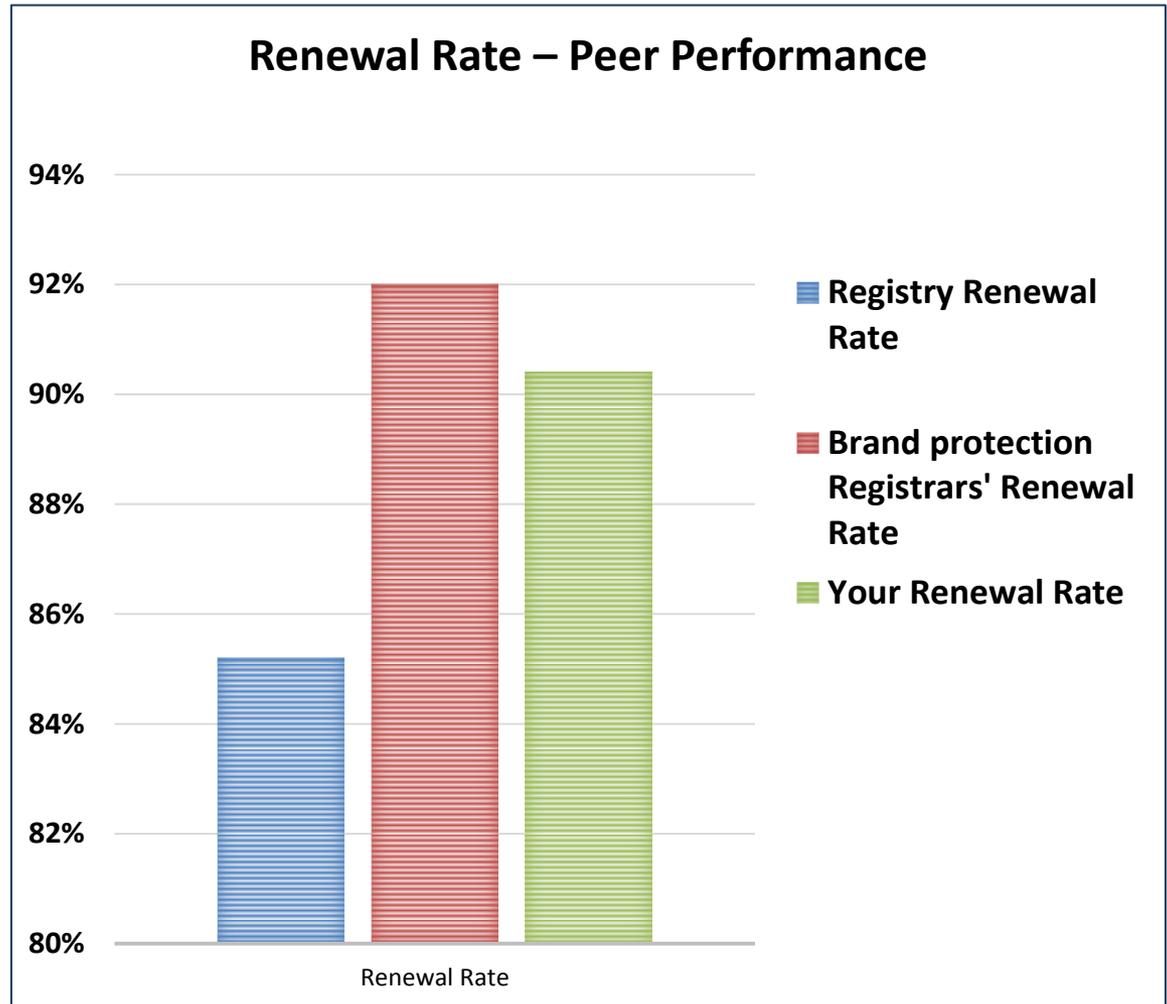
- Registrar Business Model breakdown
 - RRDG has defined 7 Registrar Business Model Categories
 - Domain Investor
 - Corporate
 - Brand Protection
 - Retail and Hosting
 - Wholesale
 - Access Provider
 - IT Infrastructure

<https://stats.centri.org/rrdg#businessmodels>



Business Model Breakdown: Example

- How is my performance compared to my peers?
- How is it changing over time? Am I gaining / losing?



Screenshots

Business model

- Access Provider
- Brand Protection
- Corporate
- Domain Investor
- IT Infrastructure
- Retail and Hosting
- Wholesale

Top chart

Total Domains

Lower chart

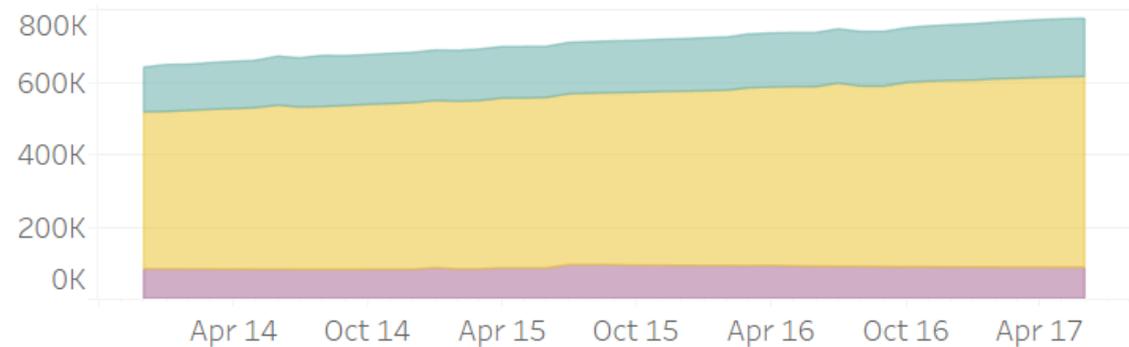
Renewal Rate

Date

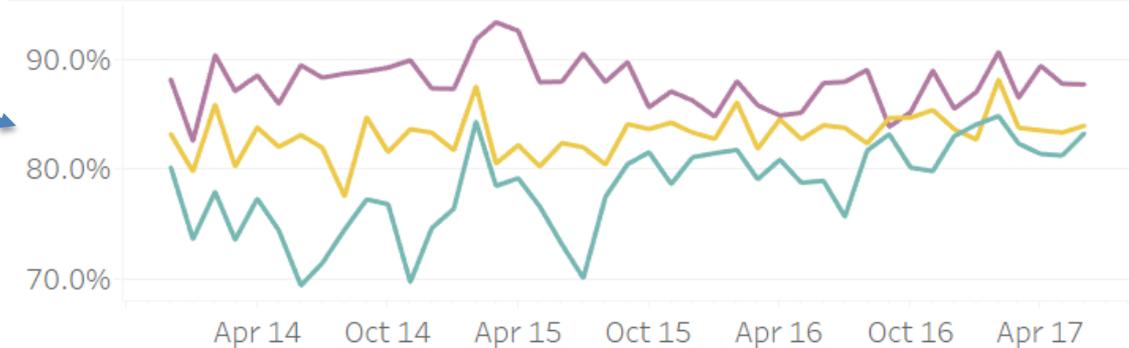
Nov 13 Jun 17

- Domain Investor
- Retail and Hosting
- Wholesale

Total Domains by business model in TLD1



Renewal Rate by business model in TLD1





Screenshots

Measure
Renewal Rate

Benchmark
Business model

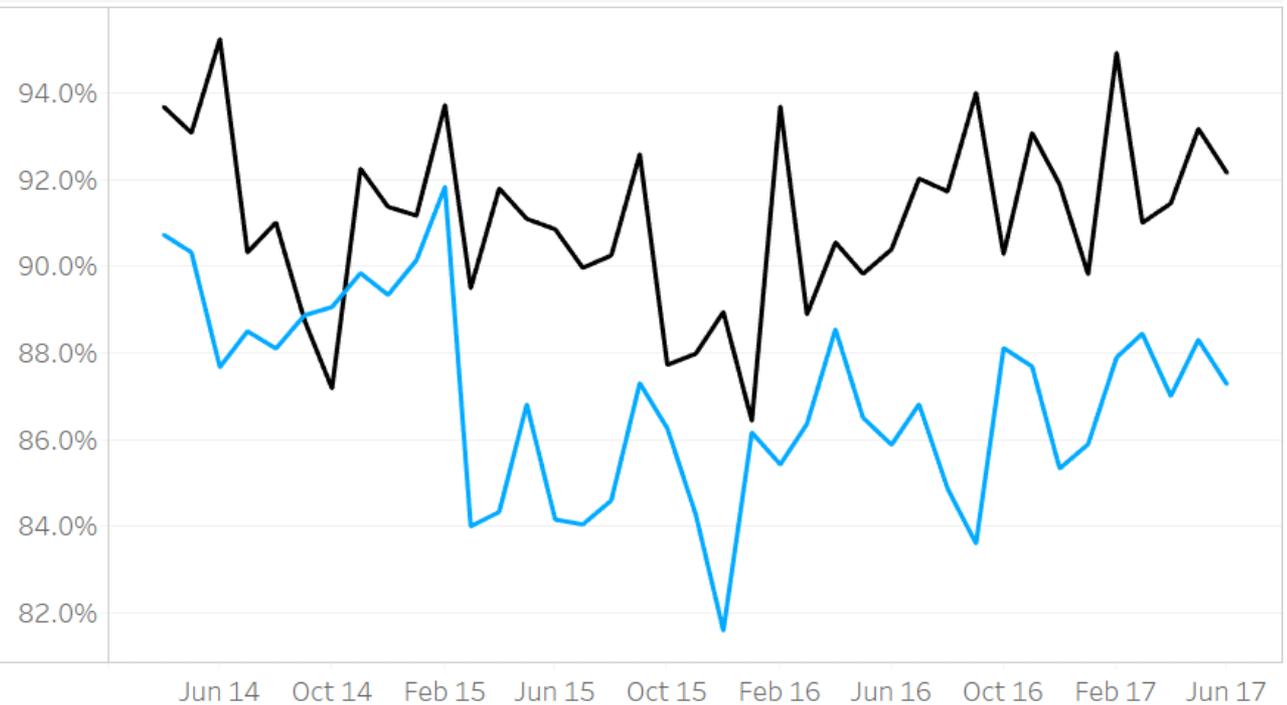
Date
Mar 14 — Jun 17

■ Registrar 176, Access Provider
■ Business model

Compare against your
business model OR the
registry as a whole

Renewal Rate

Registrar: Registrar 176 (Business Model: Access Provider) Comparison: Business model





Next Steps

- Survey currently online for registrars to be able to self-classify themselves into business model:

<https://stats.centri.org/rrdg#businessmodels>

- Please complete the survey (3-4 minutes)
- Standardisation of Registry KPI Definitions- (Renewal Rate, Adds/Deletes etc)
 - Will allow registrars to more easily compare own performance in various TLDs.



Interested?

- We would love to have more registrars and registries get involved.
- Contact:
RRDG email: rrdg-support@centrlists.org
or visit
<https://stats.centri.org/rrdg>