

# The Domain Report

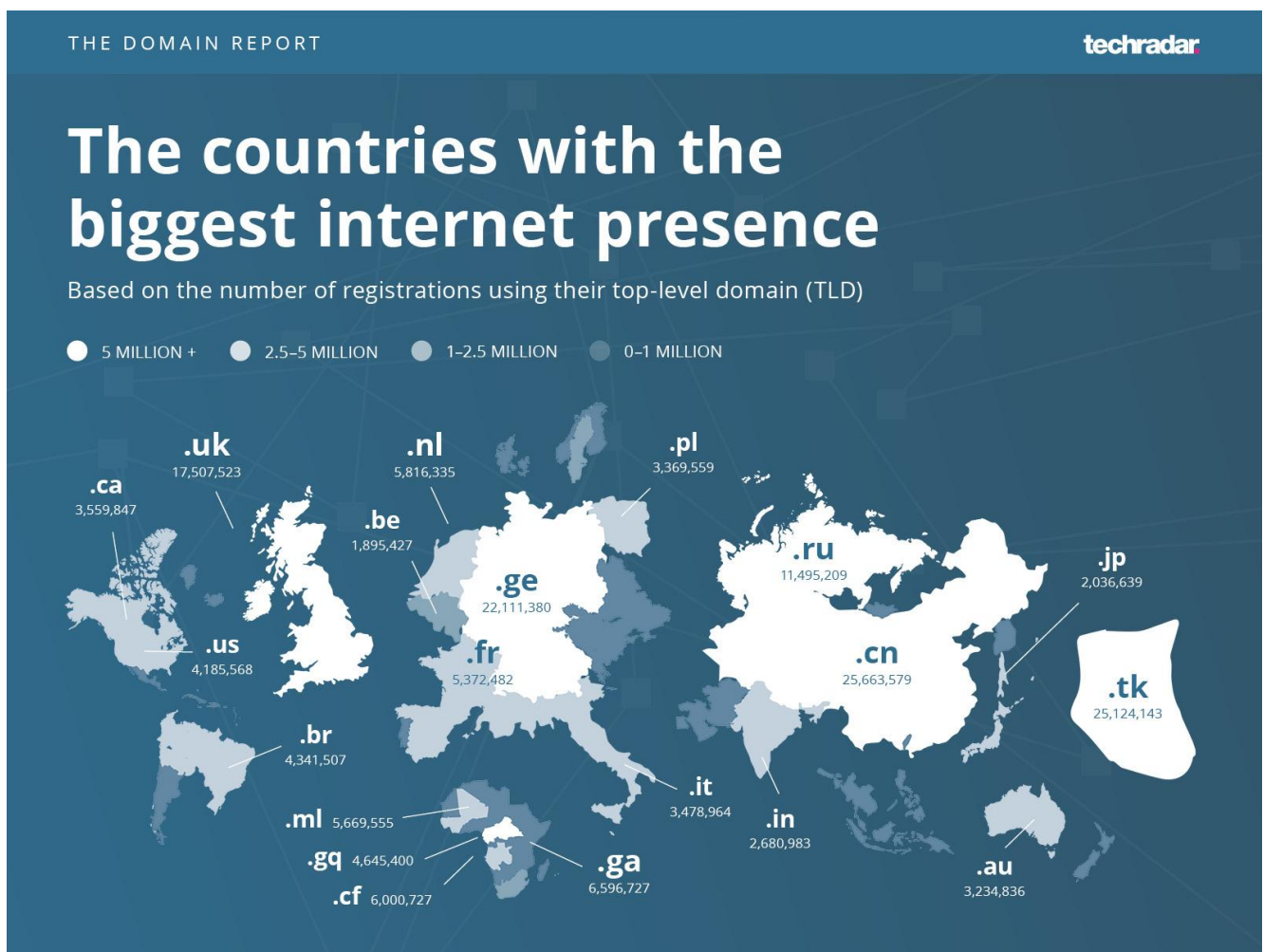
A good website starts with a good [domain name](#). To create a strong brand presence, it needs to be memorable, unique and ownable, ensuring your customers can easily find you online.

We've looked at which countries have more [registered domains](#) than anywhere else, along with the biggest [domain registrars](#), the most expensive domains and the website building tips to help turn your domain name into a dominant force.

## What is a TLD? Here's why they are important

A TLD, or top level domain, can come in two different formats: gTLDs (generic top level domains) and ccTLDs (country code top level domains).

Originally, all TLDs had unique purposes. You had .com (commercial), .org (organisation) and even .edu (education), all specifying what role that website played. Now that's no longer the case, and TLD registration is mostly open for everyone. The only exceptions are things like .gov, which is exclusively reserved for government websites.



## **China's digital presence dominates the world wide web**

It might come as no surprise to see that China claims top spot. With over 25 million registered domains, the Chinese digital presence dominates the web. The country code for Chinese domains account for one of every nine domains on the internet!

The .cn ccTLD (country code top level domain) is predominantly used by Chinese businesses, with enough of them in operation to make China a domain superpower.

Even though China's digital presence is so strong, not all websites or website builders are available in the country. For example, [Wix is not available](#) in the country, despite being one of the most popular website builders in the world.

## **Tokelau is home to over 25 million domains, but why?**

Tiny Tokelau is a group of islands in the South Pacific Ocean, cut off from the rest of the world with only around 1,400 inhabitants. There's no real infrastructure there, no tourist industry, and definitely not millions of businesses selling their goods.

So how come it's home to an incredible 25,124,143 registered domains? The answer is simple: registering a domain name there is free.

A percentage of the subscription fee goes to the people of Tokelau, making their domain service one of the island group's most successful sources of revenue.

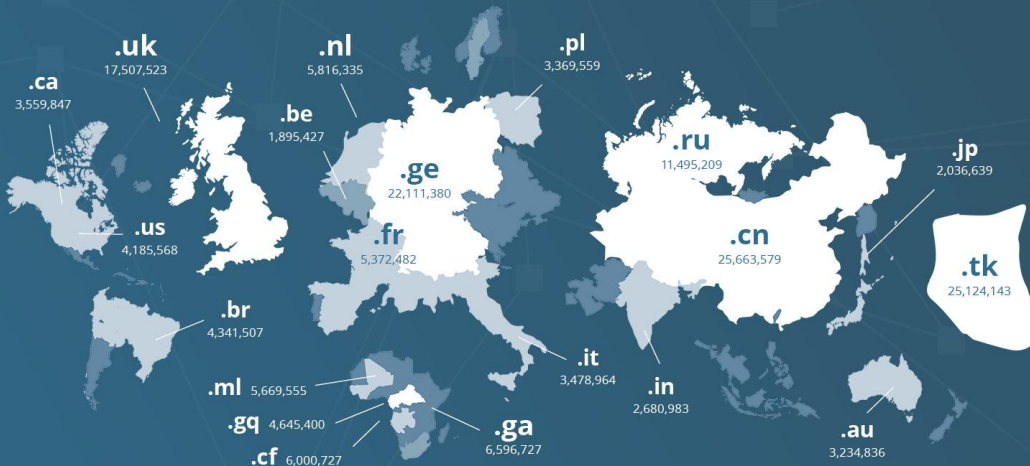
While you have to pay to host something on a .com or .co.uk domain, registering a website with .tk (the Tokelau TLD) is absolutely free for the first 12 months, with only a small subscription fee required after this period expires. The flipside of domain name registration being free is that it is used more than others for scams and phishing campaigns.

## **The United States *isn't* a digital superpower based on domains**

# The countries with the biggest internet presence

Based on the number of registrations using their top-level domain (TLD)

● 5 MILLION + ● 2.5–5 MILLION ● 1–2.5 MILLION ● 0–1 MILLION



#	COUNTRY	TLD	DOMAINS	#	COUNTRY	TLD	DOMAINS	#	COUNTRY	TLD	DOMAINS
1	China	.cn	25,663,579	26	Belgium	.be	1,895,427	51	Finland	.fi	506,943
2	Tokelau	.tk	25,124,143	27	Samoa	.ws	1,807,340	52	Indonesia	.id	493,944
3	Germany	.de	22,111,380	28	Austria	.at	1,734,695	53	Vietnam	.vn	487,300
4	United Kingdom	.uk	17,507,523	29	South Africa	.za	1,669,969	54	Greece	.gr	485,173
5	Russia	.ru	11,495,209	30	Czech Republic	.cz	1,472,752	55	British Virgin Islands	.vg	452,461
6	Gabon	.ga	6,596,727	31	Denmark	.dk	1,446,480	56	Turkey	.tr	389,321
7	Central African Rep.	.cf	6,000,770	32	Montenegro	.me	1,436,059	57	Portugal	.pt	355,038
8	Netherlands	.nl	5,816,335	33	Niue	.nu	1,324,096	58	Ireland	.ie	347,239
9	Mali	.ml	5,669,555	34	Cocos Islands	.cc	1,206,458	59	Israel	.il	330,411
10	France	.fr	5,372,482	35	Philippines	.ph	1,126,521	60	Malaysia	.my	263,429
11	European Union	.eu	4,953,145	36	Iran	.ir	1,094,211	61	Kazakhstan	.kz	235,760
12	Equatorial Guinea	.gq	4,645,400	37	Mexico	.mx	1,018,402	62	Hong Kong	.hk	223,883
13	Brazil	.br	4,341,507	38	Palau	.pw	961,837	63	UAE	.ae	213,456
14	United States	.us	4,185,568	39	South Korea	.kr	912,654	64	Soviet Union	.su	210,810
15	Canada	.ca	3,559,847	40	Norway	.no	910,567	65	Singapore	.sg	206,368
16	Italy	.it	3,478,964	41	Hungary	.hu	846,460	66	Laos	.la	202,159
17	Poland	.pl	3,369,559	42	Romania	.ro	790,582	67	Lithuania	.lt	201,805
18	Australia	.au	3,234,836	43	Ukraine	.ua	777,924	68	Nigeria	.ng	177,651
19	Colombia	.co	3,233,462	44	Chile	.cl	694,908	69	Belarus	.by	159,585
20	Taiwan	.tw	2,885,528	45	British Indian Ocean	.io	690,670	70	Ecuador	.ec	159,287
21	India	.in	2,680,983	46	Micronesia	.fm	604,117	71	Estonia	.ee	139,776
22	Sweden	.se	2,484,233	47	Slovakia	.sk	566,414	72	Slovenia	.si	139,163
23	Spain	.es	2,313,944	48	Tuvalu	.tv	565,706	73	Peru	.pe	133,927
24	Switzerland	.ch	2,294,343	49	Argentina	.ar	537,388	74	Kenya	.ke	128,185
25	Japan	.jp	2,036,639	50	New Zealand	.nz	525,297	75	Latvia	.lv	125,973

The United States could be considered the top digital dominator in the world because most web hosting companies, website builders, and domain registrars are based in the country. However, its size would be much smaller based on the number of country code top level domains registered there.

Unlike their current status as global political power, the United State's influence would decrease significantly if the world was all online. With only 4,185,568 registered domains using their official .us TLD (it's not .com - we'll get to that later), they fall down to number 14 on our map, smaller than the likes of Brazil (4.3m), Mali (5.6m) and Gabon (6.5m).

## **The .uk TLD makes the United Kingdom the fourth largest digital dominator**

With over 17 million registered domains, the UK is our domain map's fourth largest country. Their official TLD is .uk, however this is most commonly seen as .co.uk (the 'co' standing for commercial). Other .uk domains exist, such as .net.uk, .gov.uk and .me.uk, helping increase the country's dominance.

# The top TLDs of the internet

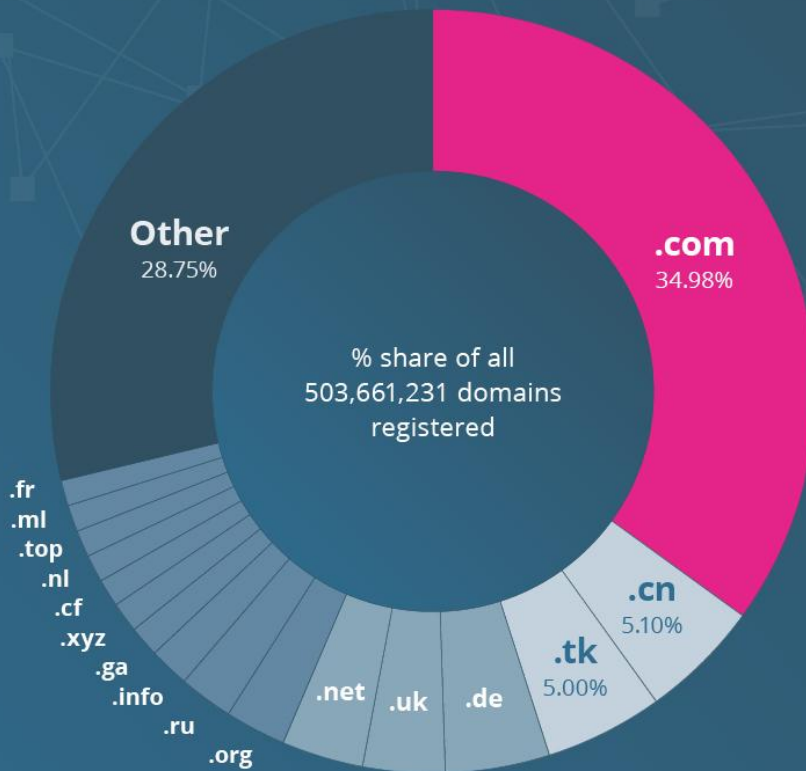
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## The top TLDs on the internet

Based on share of total domains registered

● > 10% SHARE ● 5-10% SHARE ● 2.5-5% SHARE ● 1-2.5% SHARE



#	TLD NAME	% OF INTERNET	#	TLD NAME	% OF INTERNET
1	● .com	34.98%	9	● .info	1.71%
2	● .cn	5.10%	10	● .ga	1.31%
3	● .tk	5.00%	11	● .xyz	1.26%
4	● .de	4.40%	12	● .cf	1.19%
5	● .uk	3.48%	13	● .nl	1.16%
6	● .net	3.45%	14	● .top	1.13%
7	● .org	2.57%	15	● .ml	1.13%
8	● .ru	2.29%	16	● .fr	1.07%

\*The 'Other' category represents all of the domains whose share is below 1% of the internet.

\*Registrars are authorized by ICANN. Total number of domains registered = 503,661,231.

## **The biggest top level domain on the internet is .com**

The .com TLD accounts for a huge 34.98% of the internet, with over 176 million domains using it. However, .com isn't the official TLD of the USA like you might think. While it is registered in the States, it actually started out as a specific domain for commercial websites, only being opened up to public use in the mid-90s.

Thanks to [ICANN](#) (the Internet Corporation for Assigned Names and Numbers), .com websites can now be accessed by anyone, no matter where they are.

## **Only 1.07% of the internet is registered in France**

The French TLD, .fr, is one of the smallest in the world, with only 5,373,766 domains registered with it. Part of the reason why it's so small is the amount of territories that make France up. Each one has its own separate domain, limiting the potential for .fr to hold a true monopoly. Other countries such as the United States and United Kingdom have a similar strategy for smaller territories, but they are less affected because, ironically, the lingua franca of the web is English.

## **The biggest domain registrars of all time**

If you register [your website](#) on GoDaddy, you're in the majority. The site is home to 73,429,006 domains, making it the most successful on the market. Our research shows GoDaddy is a bit expensive when it comes to domain registration though, even if their website builder boasts the best customer service of website builder platforms.

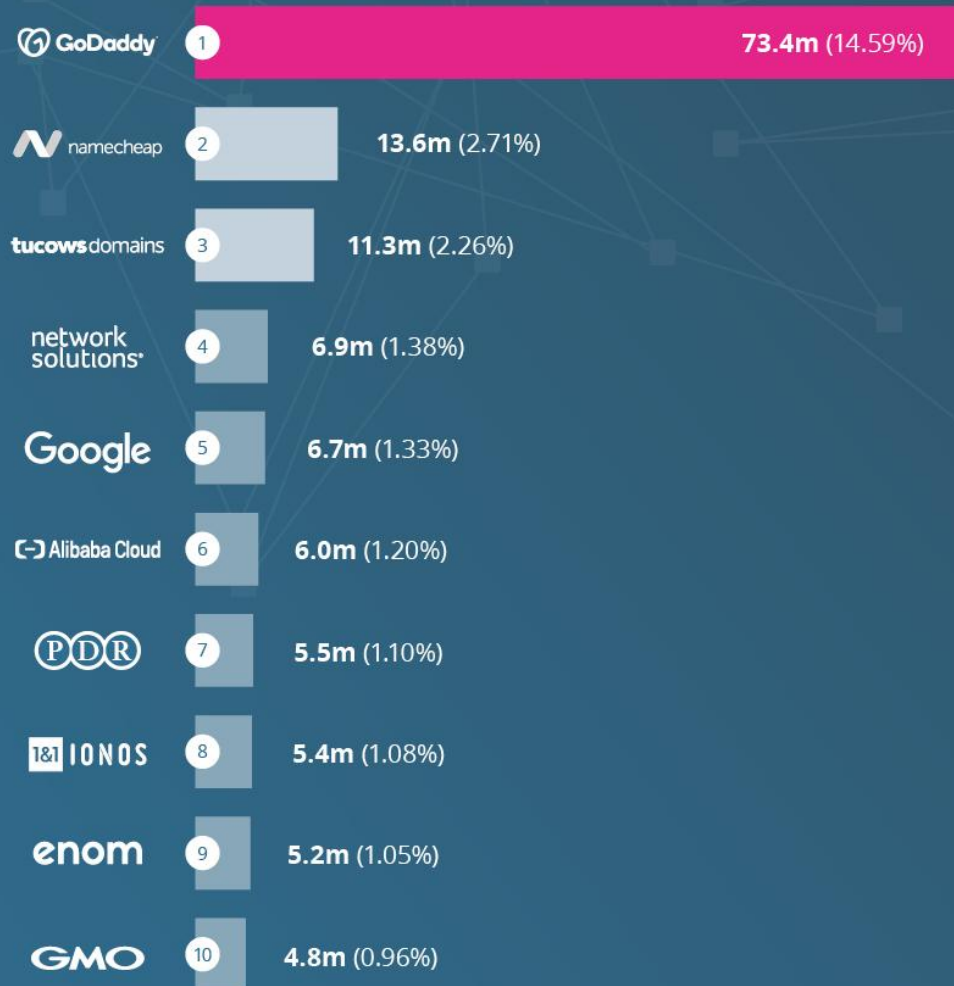
NameCheap comes in second place with 13,633,482 registered domains, while Tucows Domains is third with 11,353,239.



# The top ten website domain registrars

Based on number of domains registered per registrar

● > 20 MILLION ● 10-20 MILLION ● 0-10 MILLION



\*Registrars are authorized by ICANN. Total number of domains registered = 503,661,231.

## **The most expensive domains ever bought (and sold)**

Buying and selling domains is actually a large industry because a domain name is an instant boost for a web presence. Some domains are worth more than others due to their notoriety or what the domain name can stand for, such as household names like Cars.com or even Hotels.com.

TechRadar looked at a variety of factors in order to determine how much value these domain names could possibly command in 2021.

As a note, this formula references the domain name only, not the net worth of a brand. To determine the value of the most expensive domains ever bought if they were sold in 2021, this study utilized the following metrics to create a value for the domains at present day.

- The price of inflation
- Cost per Click
- Monthly Traffic
- Yearly Traffic
- Organic search
- Search volume for domain terms



# The most expensive domains

Based on yearly traffic, search volume, cost-per-click and inflation

#	DOMAIN NAME	SALE YEAR	PRICE AT SALE	VALUE IN 2021
1	<a href="#">HealthInsurance.com</a>	2019	\$8,130,000	\$6,118,176,839
2	<a href="#">California.com</a>	2019	\$3,000,000	\$43,824,365
3	<a href="#">Voice.com</a>	2019	\$30,000,000	\$30,654,849
4	<a href="#">Cars.com</a>	2017	\$872,300,000	\$934,076,346
5	<a href="#">Shoes.com</a>	2017	\$9,000,000	\$9,637,381
6	<a href="#">360.com</a>	2015	\$17,000,000	\$18,623,051
7	<a href="#">Pornone.com</a>	2015	\$8,800,000	\$9,640,168
8	<a href="#">Tesla.com</a>	2014	\$11,000,000	\$12,135,241
9	<a href="#">Medicare.com</a>	2014	\$4,800,000	\$5,295,378
10	<a href="#">Mi.com</a>	2014	\$4,000,000	\$4,412,815
11	<a href="#">Whisky.com</a>	2014	\$3,000,000	\$3,309,611
12	<a href="#">IG.com</a>	2013	\$4,600,000	\$5,173,833
13	<a href="#">GiftCard.com</a>	2012	\$4,000,000	\$4,607,908
14	<a href="#">iCloud.com</a>	2011	\$6,000,000	\$7,160,598
15	<a href="#">CarInsurance.com</a>	2010	\$49,700,000	\$61,181,768
16	<a href="#">Insurance.com</a>	2010	\$35,600,000	\$43,824,365
17	<a href="#">Sex.com</a>	2010	\$13,000,000	\$16,003,279
18	<a href="#">Facebook.com</a>	2010	\$8,500,000	\$10,463,683
19	<a href="#">Internet.com</a>	2009	\$18,000,000	\$22,616,310
20	<a href="#">Insure.com</a>	2009	\$16,000,000	\$20,103,387
21	<a href="#">Toys.com</a>	2009	\$5,100,000	\$6,407,954
22	<a href="#">Yp.com</a>	2008	\$4,000,000	\$5,180,488
23	<a href="#">VRBO.com</a>	2007	\$35,000,000	\$46,371,954
24	<a href="#">Porn.com</a>	2007	\$9,500,000	\$12,586,673
25	<a href="#">LasVegas.com</a>	2005	\$90,000,000	\$125,310,471
26	<a href="#">Software.com</a>	2005	\$3,000,000	\$4,177,016
27	<a href="#">Casino.com</a>	2003	\$5,500,000	\$7,888,702
28	<a href="#">Shop.com</a>	2003	\$4,000,000	\$5,737,238
29	<a href="#">Wine.com</a>	2003	\$3,000,000	\$4,302,928
30	<a href="#">Formula1.com</a>	2002	\$8,500,000	\$12,402,952
31	<a href="#">Hotels.com</a>	2001	\$11,000,000	\$16,267,783
32	<a href="#">Business.com</a>	1999	\$7,500,000	\$11,399,772
33	<a href="#">AltaVista.com</a>	1998	\$3,000,000	\$4,643,754

## California.com's value has increased by \$40 million

The official website for the state of California cost \$3 million in 2019, but now it's a lot more expensive at \$43 million. While location specific TLDs might be a thing of the past, having your location right there in your web name sure brings value to your brand.

## Hotels.com could be worth up to 47.89% more in 2021

Hotels.com is a great example of a domain that has an instant presence. You know exactly what this website is about: hotels. Sold for \$11,000,000 in 2001, Hotels.com has increased in traffic as well as online presence so it could be worth up to \$16,267,783 two decades later in 2021.

## Building the best website and online presence

Building the best website for your brand and creating the strongest online presence begins with your domain name. Once you have identified the best domain name to register for your website, you can begin building it. We have all of the information and details you'll need to choose from the top 50 [best website builders](#) for your brand.

## Methodology

To determine the digital size of every country, TechRadar utilized data from <https://domainnamestat.com> to identify the number of domains registered by ccTLD. To identify the number of top level domain types worldwide, the study also used the same source (DomainNameStat.com) which correlates to the world's most popular TLDs. This source was also utilized to identify the number of domains registered under each major registrar (ex. GoDaddy) because registrars help protect your domain and the content in your website.

Each of the most expensive domains ever sold was sourced from Wikipedia and DomainSherpa.com, reputable sources which analyze domain sales. As a note, the price of the domain now does not include the brand as well. The values are based on the domain name alone. To determine the current value of these websites, if sold in 2021, the TechRadar Domain Report study utilized the following metrics to create a formula which would project the current sale value:

- CPC in \$USD
- Inflation price x years since last domain sale
- Monthly traffic volumes Similarwebs.com
- Yearly traffic volumes from Similarwebs.com
- Organic search for the domain
- Search volume for the domain name without the TLD

Data is available for use [here](#) with credit to TechRadar.com.

