

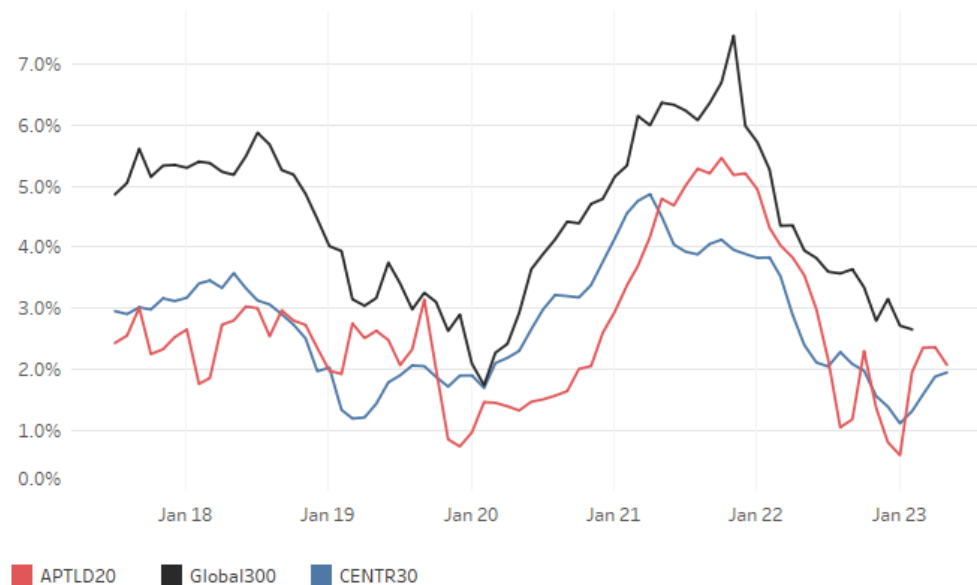


APTLD Market Update ccTLDs in the Asia Pacific region

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REGISTRATION GROWTH

- During the Pandemic: growth at increased rates
- Post-pandemic: Rates decreased similar to other groups and regions and now registrations have started stabilizing after the post-pandemic drop



This chart shows the long term trend of domain growth. Values that make the line are the median 1 year growth rates of TLDs in the sample. The 1 year growth is calculated per TLD, per month as the percentage difference between domains in the recent month compared to 12 months prior.

REGISTRATION GROWTH

- ccTLDs with less than 300,000 domain counts grew by 4.4% in April 2023 and all ccTLDs with 300,000+ domain counts grew by 1.5%

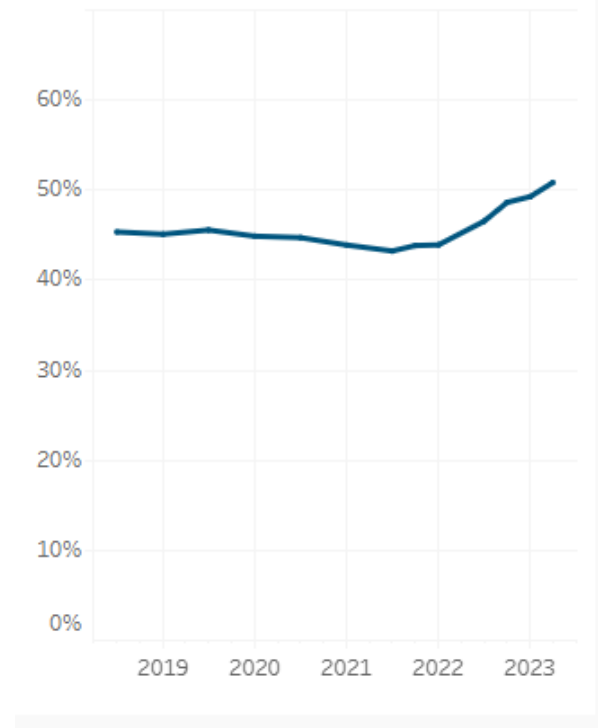
Average Yearly Growth based on size		
Date	0-300k	300k+
Apr-23	4.4%	1.5%
Mar-23	5.4%	1.8%
Feb-23	5.8%	1.7%
Jan-23	5.7%	1.4%
*Sample size: 0-300k is 12 ccTLDs and 300k+ is 6 ccTLDs		

MARKET INDICATORS

- Combined median ccTLD market share 50.8% (est.) with no significant change
- The domain per capita when compared to the European market (8.6 domains per 100) remains low at 0.8 domains per 100 population, for many countries signaling potential for growth.

Domain per capita range between 0.1 and 13.2 per 100 population with a median of 0.8

MEDIAN ccTLD SHARE BY REGISTRATIONS



Market size is estimated at 24.7M domains across 19 member countries. Note that figures from ccTLDs include registrations outside their local market/country.

DOMAIN PRICING

- Median buy price of 21.0 USD as of July 2023
- Pricing is relatively high compared to European ccTLDs due to higher underlying registry prices.
- During the time of collection of data, on average 29% of prices were promotional rates for new domain registration.

ccTLD Registrar Prices		
Median registrar prices in July 2023 (all prices in USD)		
	Asia Pacific	Europe
Buy	21.0	11.3
Renewals	21.4	16.9
Transfer	12.0	-

The buy price includes any promotions at the time of collection. We collect prices on 9 member ccTLDs and 52 unique registrars. Pricing captured from largest registrars of participant member ccTLDs. Source: APTLD, CENTR