

**Executive Summary** ● ● ●


**Key Figures**
**1.9 million**

September 2010,  
almost 1.9 million  
domain names

**21%**

21 % growth in a year

**€12**

Median end-user price  
steady at €12/year,  
in line with other  
Top Level Domains

**€650**

The average resale price  
of .fr domain names

**Salient facts about the .fr domain for 2009-2010**

Official designation of AFNIC as the Registry for the .fr country-code Top Level Domain in March 2010
Opening of .fr to the French citizens living abroad in March 2010
Nearly 1.8 million domain names registered by the summer of 2010
21% annual growth for the .fr TLD, or 10 points more than the average for other TLDs
38% of .fr domain names registered by private individuals
Median end-user price of € 12 exc. VAT/year, in line with the other Top Level Domains
Continuation of the market consolidation of domain name registrars
High growth on the .fr secondary market, with the highest average prices such as "credit.fr" sold for € 600,000
Signature of the .fr root with DNSSEC in September 2010
Nearly one in every two names refers to a professional website, far in front of personal websites
A marked preference among people in France for the .fr TLD


**The robust health of the .fr TLD**

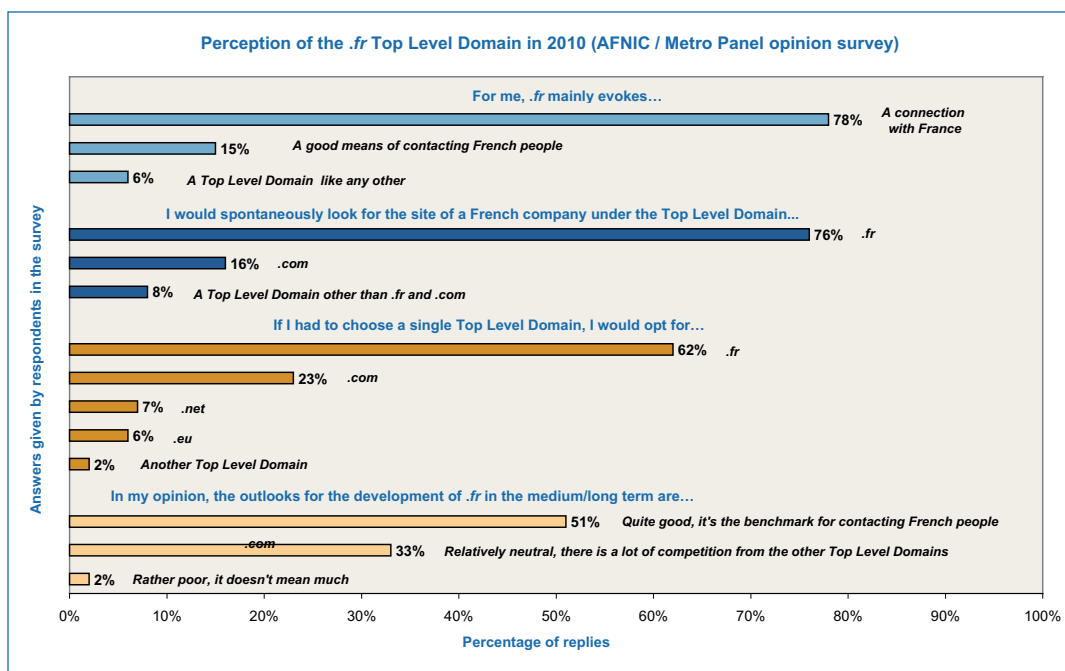
● **.fr in fine fettle**

Against a backdrop of major slowdown in domain name growth on the international scale, the .fr domain name is doing well: with an annual growth rate of 21%, the .fr TLD has kept a 10-point lead over to the average growth rate for other Top Level Domains.

The .fr TLD is gaining some 300,000 new domain names per year, today exceeding 1,900,000 domain names. It currently represents one third of all the domain names registered in France.

## ● **.fr** TLD, the favourite extension in France

The opinion survey conducted by AFNIC in June 2010 showed a marked preference among French people for **.fr** domain names. In fact, **for 78 % of the respondents, the **.fr** ccTLD mainly evokes attachment to the French territory**. A further 76% stated they would spontaneously look for the website of French companies under **.fr**. On the other hand, more than one in two respondents considers that the prospects for development of **.fr** in the medium to long term are quite good. Finally, if they had to choose a single domain, 62% of respondents would opt for the national ccTLD.



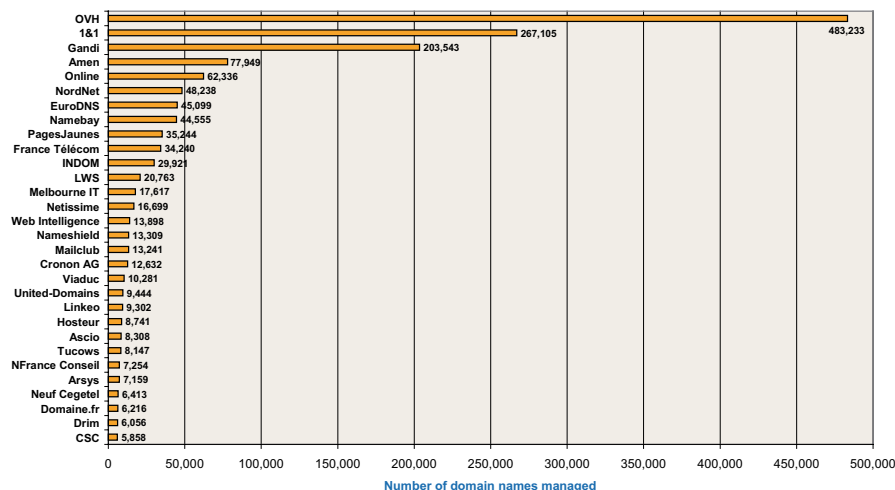
## ● **Strong growth of the secondary market**

The secondary market continues to be very vigorous. **The annual number of transactions for **.fr** domain names grew 30% in 2009.**

Although some domain names spontaneously attract web traffic, others acquire value as the company communicates using them. The **.fr** TLD has the highest value in these transactions. For example, early in 2010, the **credit.fr** domain name and site resold for 600,000 euros. The record prices for other transactions involving **.fr** domain names varied between 17,500 and 50,000 euros in 2009/2010, while the average price was almost 1,000 dollars.

## A registrar market which is continuing to restructure

Top 30 registrars in terms of the number of .fr domain names managed in July 2010



### Structuring the market

The restructuring of the market for registrars of .fr domain names is continuing with an 8% decrease in the number of registrars, now estimated to be 800. The registrars are mainly located in large urban areas, whereas 13 French departments have no registrar whatsoever. Almost 15% of registrars are outside France, mainly in Europe.

### The appearance of catchment areas of registrars of .fr domain names

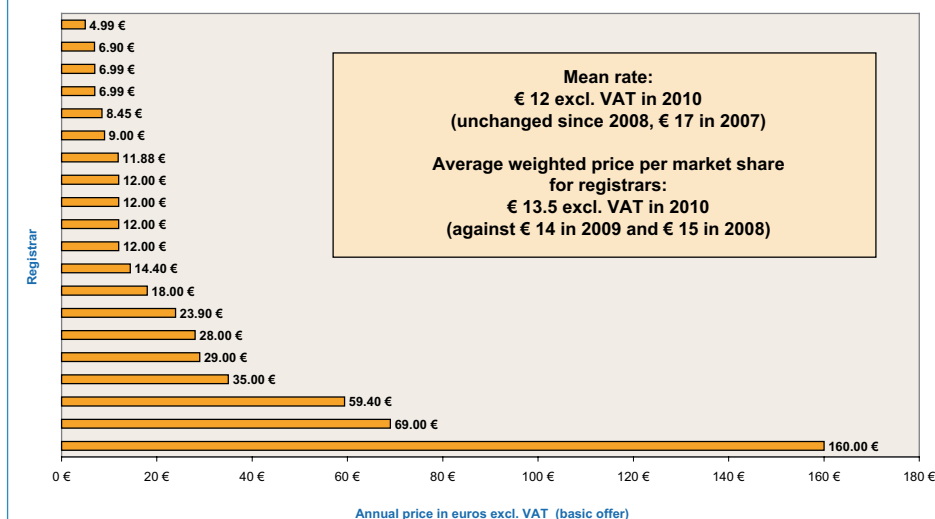
For the first time, the Report has discerned catchment areas of registrars of .fr domain names, i.e. the number of departments covered by the customer base of each registrar in France. This makes it possible to assess the commercial scope of registrars, which demonstrates that a small portion of registrars (15% on the private individual market, 6% on the corporate market) has an exclusively local customer base, whereas 30% to 40% cover almost all of continental France.

### End-user price

A study of the 30 biggest registrars of .fr domain names (in number of domains managed) reveals that the fee for domain name registration has stayed the same at an estimated 12 euros, in line with other Top Level Domains.

However, the range of fees charged by registrars is extremely wide, ranging from €5 to €160. This diversity of fees applied can be explained by the market segments these offers address (e.g. mass market, SMEs, micro-businesses, corporations) and by the added-value services that are sometimes offered in a package with the domain name, such as technical services (e.g. web hosting, e-mail accounts), legal services (e.g. background checks, surveillance, name recovery, legal assistance) and marketing services (e.g. search engine optimisation).

Prices for .fr domain names in September 2010 per registrar  
(Study of the top 30 registrars in terms of the number of registered domain names)



### Technological changes to come

IPv6 deployment is still as modest as far as servers are concerned. For example, while 6% of the DNS servers for domain names are IPv6-compatible, this ratio is only 1% for web servers and even less for e-mail servers. However, these percentages could change if DNS were also deployed at the main registrars.

Moreover, important security changes have been made to the *.fr* TLD. For example, the signature of the *.fr* zone with DNSSEC last September, which will ultimately protect Internet users against attacks by cache poisoning. AFNIC also deployed its own anycast cloud which should improve the distribution of the DNS service in the *.fr* zone on a series of physical servers distributed worldwide.

#### ● Data on DNS servers in *.fr*

- Number of DNS servers: 42 884 (+ 14% on year)
- Number of requests received by authoritative DNS servers managed by AFNIC: over 3,800 requests per second during the first half of 2010, for a nearly 40% increase in the number of requests received by AFNIC servers in 18 months.

#### ● Use of IPv6 in *.fr*

- DNS service: 6% of *.fr* domain names
- Web: 1%
- E-Mail servers: 0.3%

#### ● About French Domain Name Industry Report

Starting in 2007, AFNIC decided to undertake the task of producing an annual industry report on the domain name market in France.

Produced in partnership with Télécom Sud Paris, the Report aims to raise the profile of domain names and the players involved, as the same time providing some useful guidance for analysing the market's strengths and weakness.

→ Further information: [www.afnic.fr/actu/observatoire](http://www.afnic.fr/actu/observatoire)

#### ● About AFNIC

(Association Française pour le Nommage Internet en Coopération)

Non-profit organization, AFNIC is in charge of the administrative and technical management of the *.fr* (France) and *.re* (Reunion Island) Internet domain names.

AFNIC brings together public and private members: representatives from the French government, Internet users and Internet Service Providers (Registrars).

→ Further information: [www.afnic.fr](http://www.afnic.fr)