



# .ORG Update

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## .ORG Global Growth First Half 2010

- » Unparalleled growth of the world's third largest generic Top Level Domain (gTLD).
- » In the first six months of 2010, the .ORG domain **grew by 7.6%:**
  - more than doubling last year's first half gain of 3.2 percent, and
  - surpassing the growth of the two largest gTLDs -- .COM and .NET.
- » This increase in registrations has brought .ORG's total domains under management to 8.5 million.
- » 77.1% of .ORG Registrant renewed their domains for 1 to 3 years -- an increase of 4% over 2009.
- » .ORG realized a 16.5% growth in New Creates.

## .ORG in Asia/Pacific Region

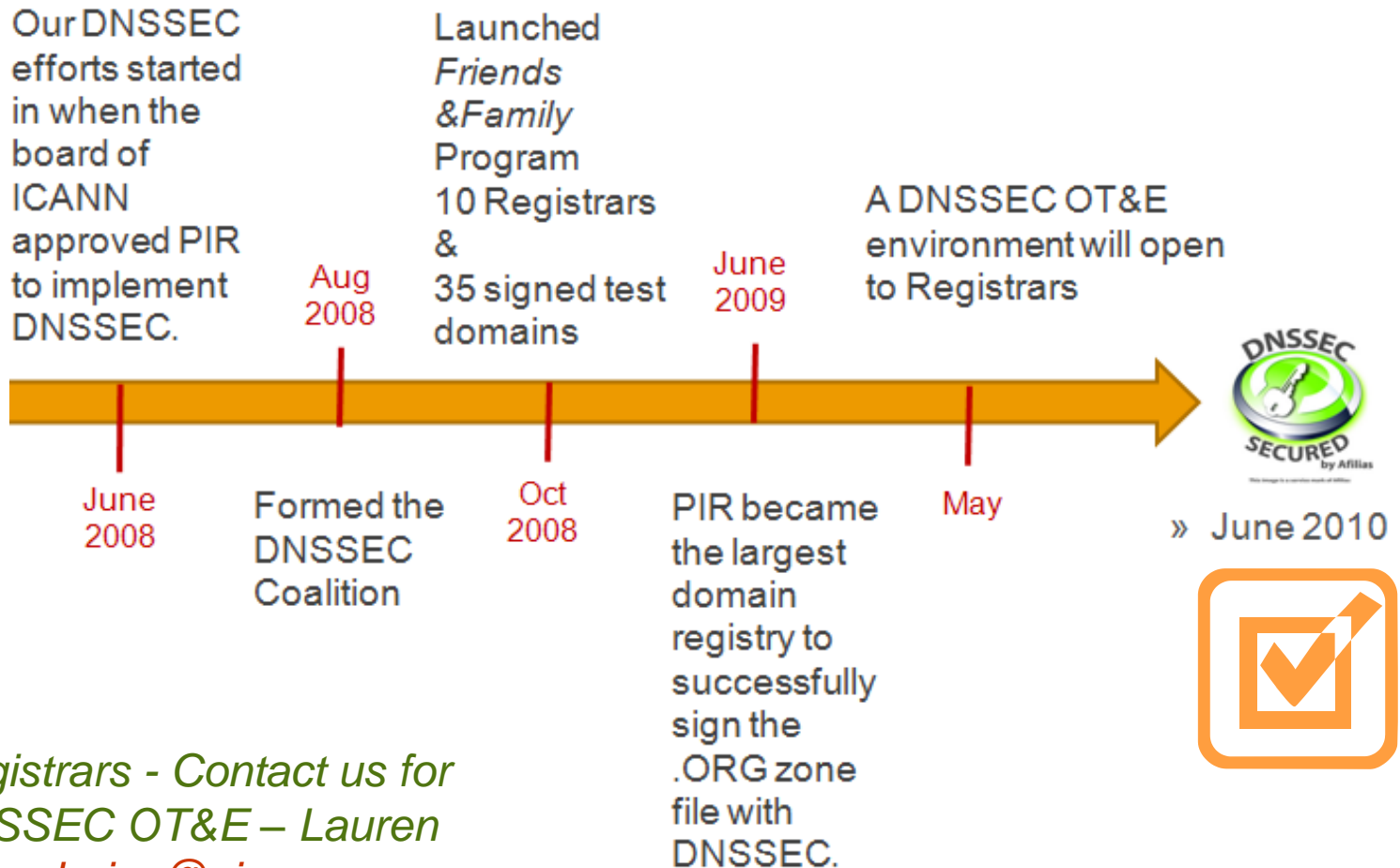
- » .ORG experiencing tremendous demand in Asia/Pacific
- » 2009 Year over Year growth tops .COM and .NET

Asia/Pac	ccTLD	.ORG	.COM	.NET
2009	3%	<b>9%</b>	1%	-1%
2008	29%	<b>7%</b>	11%	14%

Growth over prior year in Asia/Pacific Region  
Source: Zooknic

# DNSSEC Production Launch June 2010

## Leading the way among gTLDs



Registrars - Contact us for DNSSEC OT&E – Lauren Price, [lprice@pir.org](mailto:lprice@pir.org)

# Dashboard Report

- » Our Dashboard Report, created in 2009, quickly became the de facto standard to view .ORG domain name statistics:
  - .ORG Domain Name Report and
  - Our key initiatives.
- » After each release, roughly 1,500 copies are downloaded.
- » Our most recent Dashboard (1<sup>st</sup> Half of 2010) was just released.



Visit [www.pir.org/news/dashboard](http://www.pir.org/news/dashboard) to get your copy!

# Grow your business with .ORG!

Thank You,  
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