





.NYC STATE OF THE DOMAIN

In October 2014, New York City publicly launched the .nyc web address. The .nyc domain is part of the creation of a new class of generic top-level domains (gTLDs) that has greatly expanded the web's domain name system. With the historic launch of .nyc, the City of New York became the first city in the country with a top-level domain, creating new opportunities to support local businesses, organizations and residents, and establishing an unprecedented level of geographic authority to the digital sphere.

Through .nyc, the city generates revenue, helps residents take advantage of government services, encourages local businesses to thrive, markets and promotes tourism, and spreads the dynamic image of New York City around the world. Neustar, Inc. is the official registry operator for .nyc. In this role, the company supports all marketing efforts and operates the technical infrastructure of the .nyc domain.

The following statistics represent fun facts on the state of the domain as of March 31, 2015.

Total Registrations



74,562

Total .nyc domain registrations to date.

.nyc Domains per Registrant



The average registrant owns between 2 and 3 .nyc domains

Domains per Registrant



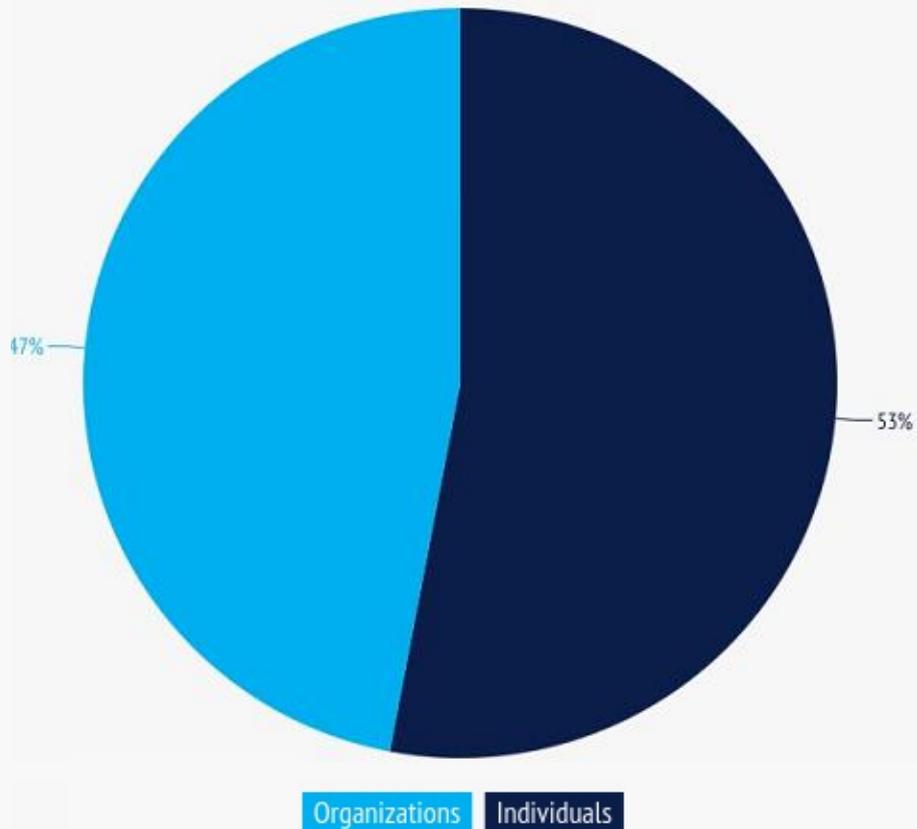
97%

of New York registrants own between 1-10 .nyc domains

Domains Per Registrant

Domains Registered	Number of Registrants
1	18,505
2-5	8,083
6-10	1,135
11-50	675
50+	88

Breakdown of Registrations by Type of Registrant



Number of industries represented on .nyc

24+

There are more than two dozen industries represented in .nyc domain registrations

Average Retail Cost of a Domain

\$ 34.99

is the average retail cost of a .nyc domain. .nyc domain registrations generally cost between \$29-\$39.

Total Registrar Partners

 **47**

Registrar partners are currently selling .nyc domains.

Most Popular Day of The Week for Registrations

 **Friday**

More domain names are registered on Fridays than any other day of the week

Average Length of .nyc Domains

9

The average .nyc domain has 9 characters.

For more information or to register a .nyc domain, visit ownit.nyc.