



serving the public interest

THE DASHBOARD

○ January - June 2009

EXECUTIVE SUMMARY

The Public Interest Registry (PIR) continues to reinforce and enhance .ORG's position as the most trusted generic Top Level Domain (gTLD) on the Internet. Not only has the .ORG domain achieved impressive growth relative to the broader field of major gTLDs in the first half of 2009, but the domain has also gained momentum as a recognized thought leader in this market, establishing new benchmarks for Internet security and unity.

The current report presents quantitative data and qualitative developments from the first half of the year that illustrate the robust health of the .ORG domain. This progress is evident in the fact that, despite the unprecedented decline of world economies in the past six months, .ORG posted more than an 11-percent gain in new registrants over 2008. Moreover, with this expansion, the domain continues to achieve ever wider diversity among its client organizations. And finally, several recently launched initiatives that bolster online security, openness, and stability—while at the same time improving knowledge sharing and capacity building in order to create larger, more engaged communities—underscore PIR's commitment to overarching advancement of the Internet.

.ORGS TAKE CENTER STAGE AT 2009 WEBBY AWARDS

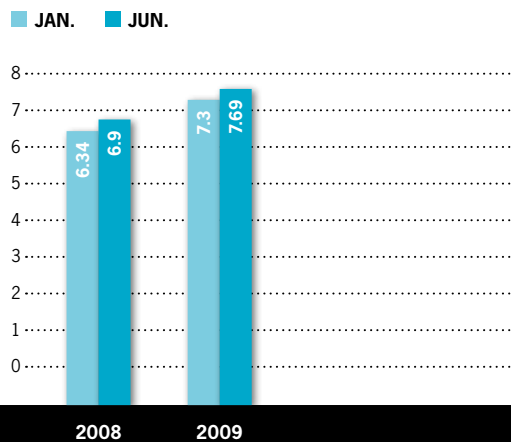
This year, the number of .ORG winners increased 37 percent over 2008 for all categories. Hailed as the "Internet's highest honor" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet. .ORG returned as the Official Sponsor for 2009.



ABOUT THE ORGANIZATIONS

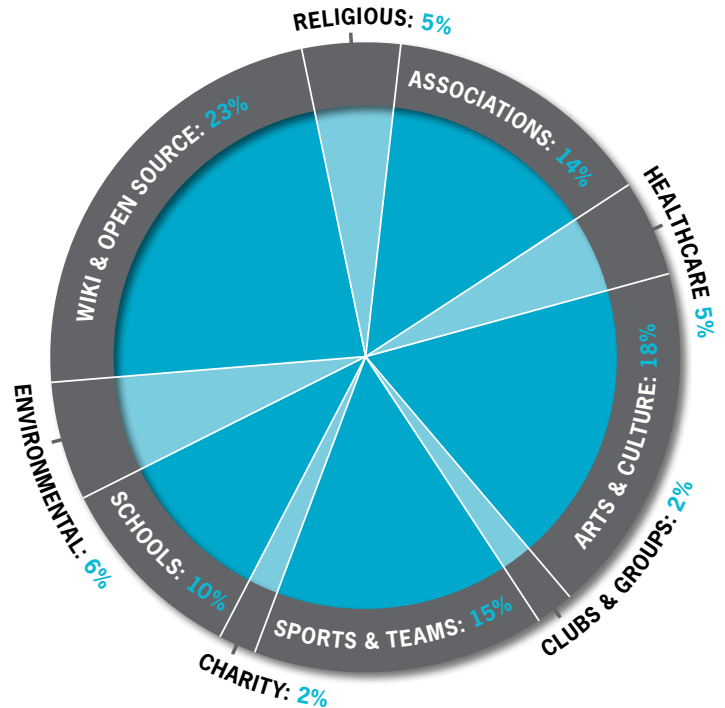
GROWTH & COMPOSITION

The 7.69 million new organizations that registered with the domain by June of this year represent an 11.4 percent increase over that same figure for new registrations during the same time period in 2008.



HIGHLIGHTED .ORG CATEGORIES BY CONTENT DENSITY

While the .ORG domain is popularly associated with non-profit organizations, which certainly form an important component of its constituency, this breakdown shows that the domain's actual community is both vibrant and diverse. The percentages generated in the content-density analysis below represent the number of highlighted .ORG pages indexed by leading search engines using key words for specific subject categories. Registered business and philanthropic organizations span the range from open source developers to sports associations and cultural foundations.



(SOURCE: PIR. The following chart depicts highlighted categories only, it does not reflect the entire composition of .ORG registrations)



.ORG INITIATIVES & INNOVATIONS

Securing the Future

On June 2, PIR again demonstrated its pioneering mindset by becoming the first open gTLD to successfully sign with the Domain Name Security Extension (DNSSEC). The .ORG zone is, to date, the largest domain registry to implement the security measure.

Protecting the .ORG Community

PIR continues to take ground-breaking steps to shield its registrants from unwanted commercial, phishing, and fraudulent email messages that are instruments of identity-theft schemes. In March of 2008, at the ICANN meeting in New Delhi, India, PIR initiated the formation of the Registry Internet Safety Group (RISG).

Preventing Abuse

In March of 2009, .ORG implemented its Domain Name Anti-Abuse Policy to safeguard and preserve the integrity of the domain for the registry, registrars, and registrants. Specifically, this measure enforces the domain's zero-tolerance stance against abuses such as illegal or fraudulent activities, spam, phishing, pharming, and willful distribution of malware.



Mitre.org registered in July 1985.

A not-for-profit organization chartered to work in the public interest, The Mitre Corporation applies its expertise in systems engineering, information technology, operational concepts, and enterprise modernization to address its sponsors' critical needs.



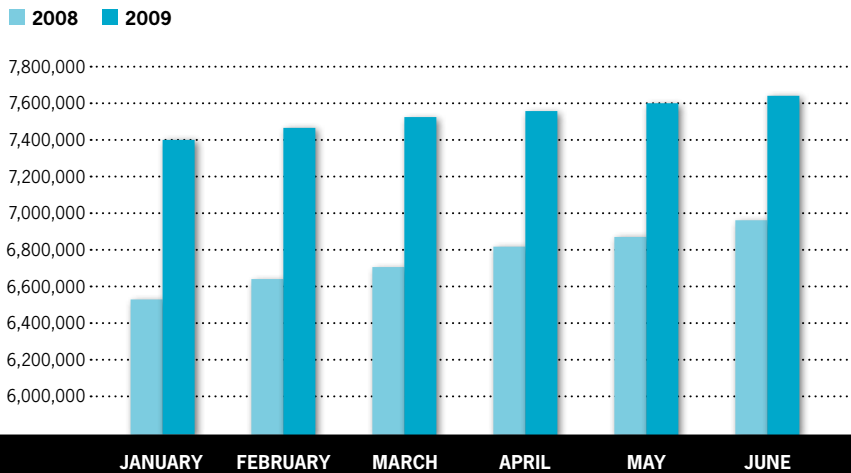
.ORG GROWTH & COMPOSITION

Growth

The following figures detail the .ORG domain's growth from several key perspectives, including year-to-year new registration numbers, year-to-year registration renewals, and growth percentage relative to other gTLDs.

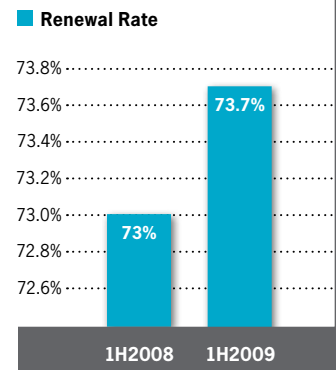
.ORG DOMAIN INCREASES

The number of .ORG total domains under management increased a vigorous 11.4 percent between June 2008 and June 2009, rising from 6.9 million registrants to 7.69 million. This upsurge suggests a strong growth trend overall in 2009 for the Internet's third largest gTLD. (SOURCE: PIR)



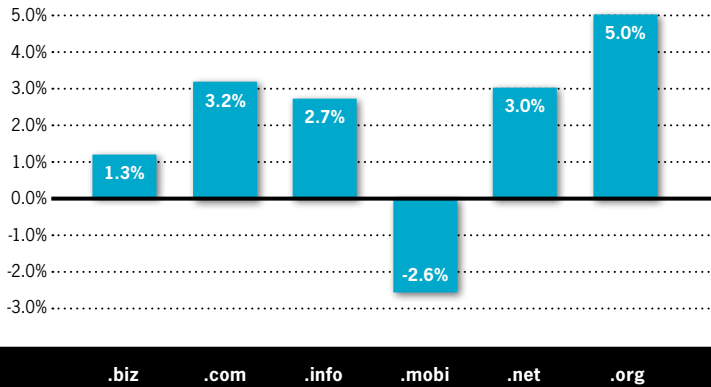
RENEWAL RATE

The blended rate of organizations renewing their .ORG domains for one, two, and three years averaged 73.7 percent in the first half of 2009 as compared to 73 percent during the same period in 2008. This stable renewal rate demonstrates the strength of the .ORG community as well as the commitment of its members. (SOURCE: PIR)



JANUARY-JUNE 2009

The percentage growth rate of .ORG registrations outstrip that of all other TLDs in the first half of 2009. In fact, the largest TLD, .COM, posted only a 3.2-percent gain compared to .ORG's 5 percent expansion. (SOURCE: ZOOKNIC REPORTS)

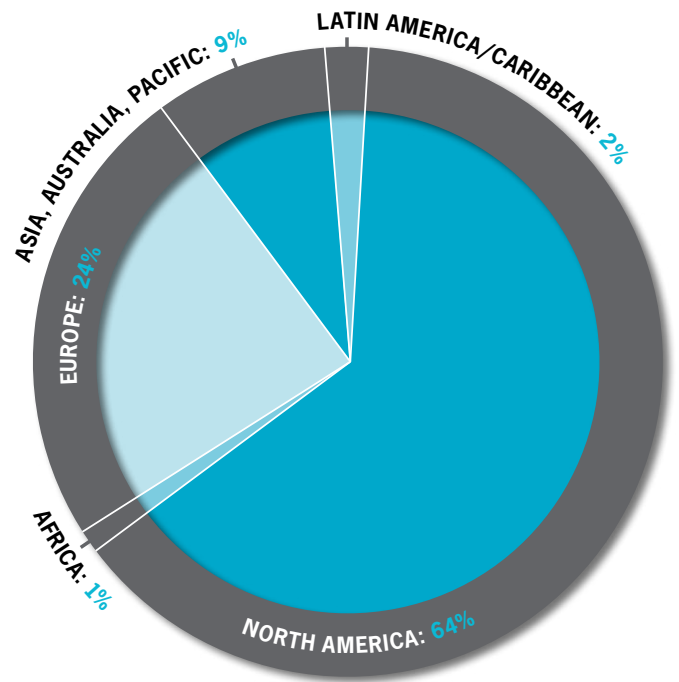


GLOBAL REACH

As the .ORG domain grows in size and scope, it also extends the geographical range of its registrants.

FIRST HALF 2009

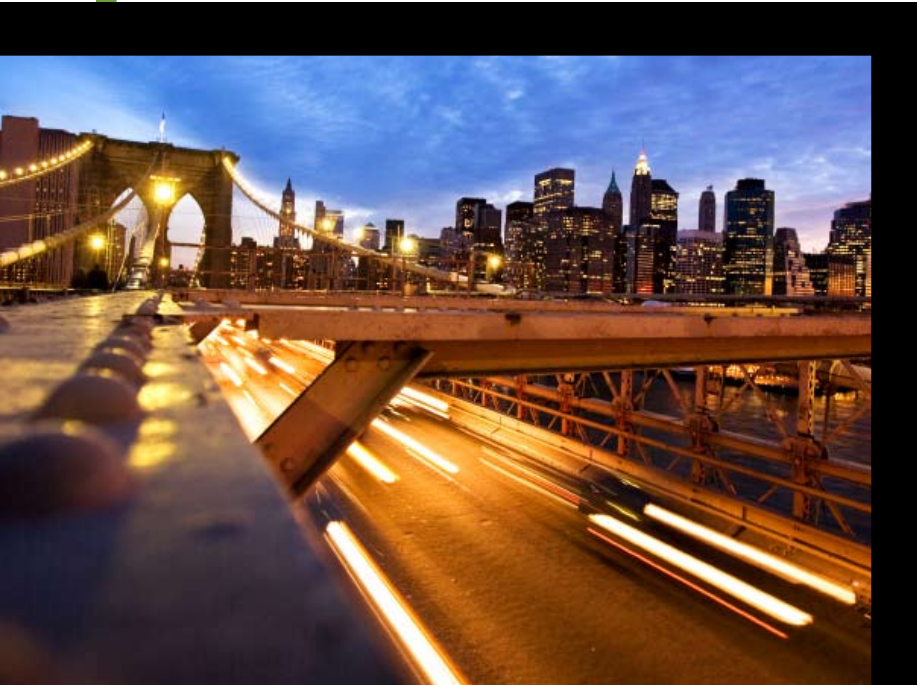
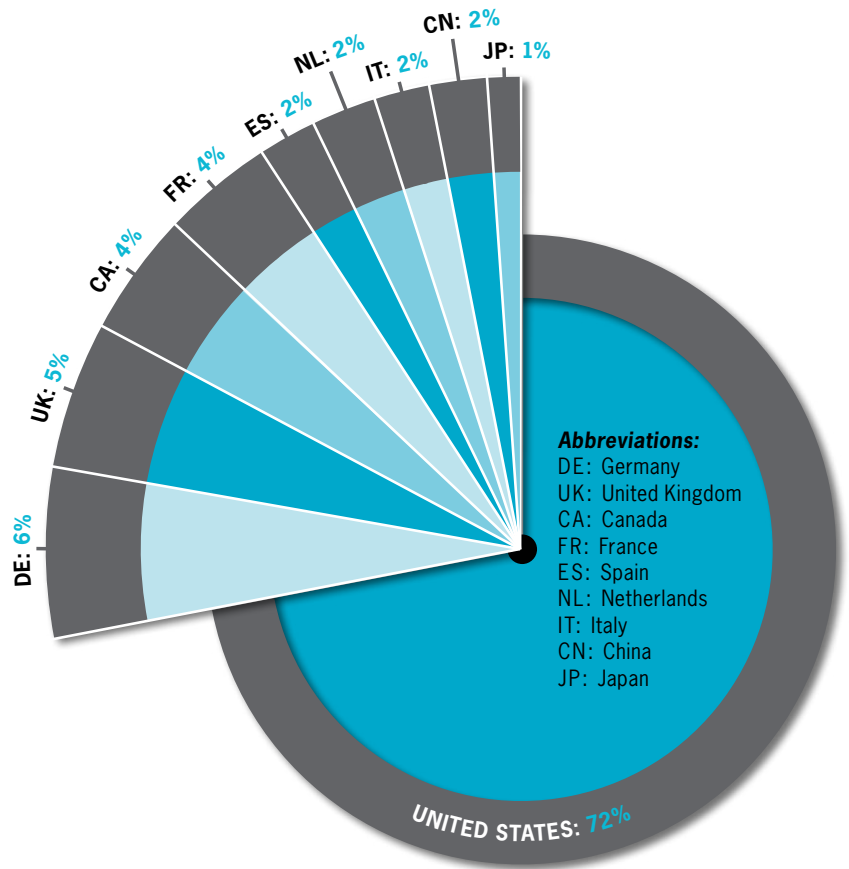
Organizations within the .ORG community not only encompass a wide array of industries and special interests, but, increasingly, they reach around the globe. While North America remains the largest .ORG market, the domain's presence and profile are on the rise in Europe; Asia, Australia, and the Pacific; Latin America and the Caribbean; and Africa. (SOURCE: PIR)



WORLD MARKETS

The Top 10 markets by country for the .ORG domain are located in the three principal regions listed in the previous chart. (SOURCE: PIR)

The U.S. and European Union represent the regions with the most significant .ORG registration, though Canada also posts a strong .ORG presence. The Chinese and Japanese markets offer promising potential.



.ORG INITIATIVES & INNOVATIONS

Security First

Providing a safe and secure environment for the .ORG community is PIR's most critical mission as the domain's registry operator. Toward this end, PIR has led the industry in adopting new Internet security measures that include Domain Name Security Extensions (DNSSEC) and the implementation of stringent anti-abuse policies. The standards, combined with ongoing efforts to cultivate and extend its community, distinguish PIR as one of the Internet's most progressive innovators.

DNSSEC Coalition

Malicious attackers are constantly attempting to misdirect users to criminal websites that have been designed to appropriate the user's identity. As the Internet expands with the introduction of new gTLDs, the potential risks to users and registrants increases exponentially. The protection of these community members has always been a top priority for PIR, which strongly advocates the implementation of DNSSEC as a means of advancing the security and stability of the Domain Name System. .ORG's authorization and deployment of DNSSEC is an important first step in adding crucial additional layers of security to Internet communications.

To learn more about the DNSSEC Industry Coalition and view latest news,

visit www.dnsseccoalition.org.

Anti-Abuse Policy

PIR is committed to thwarting the financial damage, compromise of personal information, and erosion of trust in the Internet that results from the abuse mentioned above. Already, its Domain Name Anti-Abuse Policy has made a significant impact. In the month of May 2009 alone, this rigorous set of guidelines resulted in the mitigation of more than >>

CORPORATE BENEFITS

As an alternative to their commercial advertising campaigns, large corporations are using .ORG to re-brand themselves by reaching out to their customers with cause-oriented messages. Here are some recent examples:

www.Routanboom.org: Volkswagen acquired a .ORG address to brand the advertising campaign for its new mini-van, the Routan. Actress Brooke Shields lent her face to the campaign, which focused on the growth of families in the United States as a driving force for purchases of mini-vans.

www.Beeboy.org: A campaign engineered by Post cereal, Beeboy.org educates children about bees—while at the same time raising awareness for the Honeycomb brand of cereal—by telling the story of a boy named Bernard who was raised by these agriculturally vital insects.

1,000 abusive domains whose activities included phishing, the distribution of malware, and serious threats to the integrity of the DNS.

PIR responds aggressively to individual abuse cases, as well as to more serious organized assaults on the DNS. Recently, PIR staff participated in ICANN registration abuse working groups, joining forces with registrars to neutralize the threats posed by the “Avalanche” phishing gang and the “Conficker” attack. These efforts have reduced spam, prevented wide-scale phishing offensives, and contributed to the overall safety of the .ORG domain community.

Community Advocacy

Organizations that register with .ORG seek to promote community, give voice to their causes, and become agents for change. PIR recognizes their laudable efforts by sponsoring the Webby Awards, which are held in New York City each June. The Webby is billed as “the leading International award honoring excellence in interactive design, creativity, usability and functionality on the Internet.” This particular honor is the Internet industry’s equivalent of the Academy of Motion Picture Arts and Sciences’ Oscar. In total, 63 .ORG sites were nominated and 26 were announced winners, an increase of 37 percent from the previous year.

PIR’s .ORG Ambassadorship program is yet another way in which it pays tribute to the achievements of its community. Each year, PIR selects one of the nominated organizations from the larger .ORG community with which to partner on a number of worthy projects over the course of the Ambassador’s 12-month term. During that time, the winning organization is entitled to high-profile exposure in public-relations initiatives, blogs, events, and other activities sponsored by .ORG. The American Red Cross was selected as the 2009 .ORG Ambassador at the annual Nonprofit Technology Conference hosted in April by the Nonprofit Technology Network (NTEN). Through this program, The American Red Cross and runner-ups Bike & Build, Dare to Dream Fund, Mercy Corps, and Yoga Bear are now sharing their best practices for online community building with the larger .ORG community.



MIDWEEK SPIKE

The most active days of the week for the sale of .ORG domains are Tuesdays and Wednesdays.

(SOURCE: INTERNAL REPORTS)

CONCLUSION

Based on its high renewal rate and mounting registrations, PIR is poised for continued growth. Among Top Level Domains, .ORG has emerged as one of the most progressive and innovative communities to be found on the Internet. For users and registrants alike, the .ORG domain represents an environment in which content is not only reliable but secure, thanks to the implementation of cutting-edge security measures such as DNSSEC. These qualitative advantages have driven the domain's impressive level of growth and member retention in an economic climate that has adversely affected businesses around the world, including some of its competitors.

In a recent survey, 10,000 respondents located in the United States, Germany, the United Kingdom, and Scandinavia identified the top five characteristics that they associate with the .ORG brand:

1. **Informative**
2. **Well-Intentioned**
3. **Trustworthy**
4. **Valuable Information**
5. **Reliable**

These favorable impressions of the .ORG brand are further supported by PIR initiatives currently underway to enhance Internet security and promote community. Like the diverse and far-reaching organizations that form its rapidly expanding constituency, the .ORG domain's forward-thinking policies and spirit of innovation will make it a powerful agent of change on the Internet far into the foreseeable future. ○

