

## COMMERCIAL INTERNET DOMAIN NAMES

## The number of commercial Internet domain names (".com") per firm.

**Why Is This Important?** Despite the much ballyhooed failure of some high-flying "dot-bombs," the use of the Internet by business continues to grow.<sup>21</sup> The number of dot-com domain names registered in the United States actually grew from 9 million in July 2000 to 19 million in July 2001.<sup>22</sup> The big difference between the dot-com bubble of the late 1990s and today is, while many dot-coms were based on dubious business models, many of today's dot-com companies are using the Internet for strategic and effective commercial purposes.

**The Rankings:** The number of ".com" domains per firm varies significantly by state. The highest-ranking state, California, has more than six times more than the lowest-ranking state, South Dakota. Nevada's second-place finish could well be a dubious distinction: it may be attributable to a large number of gambling and adult sites. But most of the other top finishers, including Maryland, Massachusetts, New York, and Virginia, are states with a large presence of high-tech companies.

The top five		".com" domains per firm
1.	California	1.86
2.	Nevada	1.71
3.	Arizona	1.34
4.	Massachusetts	1.34
5.	New York	1.27
<b>U.S. average</b>		<b>0.95</b>

Source: Matthew Zook, U.C. Berkeley, 2000 data.

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