

 **cira** FISCAL YEAR 25

REPORT TO MEMBERS



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“A good strategic plan is flexible and forward-looking enough that it can accommodate for changes in the landscape. However, it is hard to overstate just how transformative the last few years have been.”

A message from CIRA's board chair

Members,

As this is my last letter to members as Board Chair, I want to take the opportunity to look back over the last seven years in which I have had the pleasure to be involved with CIRA, through the ideation, creation and execution of the recently completed strategic plan.

When the organization first considered the *FY21-25 Strategic Plan* nearly seven years ago, the world, and CIRA, were very different places. Growth for .CA was slowing, diversified services revenue was only just beginning to make an impact on the organization and internet policy was still a relatively niche area of focus.

We had yet to go through a global pandemic, AI was mostly confined to science fiction and geopolitical order was relatively stable.

A good strategic plan is flexible and forward-looking enough that it can accommodate for changes in the landscape. However, it is hard to overstate just how transformative the last few years have been.

Despite all the change the world has experienced, CIRA finished the *FY21-25 Strategic Plan* in good shape, having reached or exceeded its targets—setting the stage for the new strategic plan that will guide the organization for the next three years.

At the end of the most recent fiscal year, the final one of the previous strategic plan, there were \$3.4 million .CA domains under management, representing a year-over-year growth rate of almost 1% outpacing the global ccTLD average of 0.3%. While the trend in global ccTLD growth has been slowing, the end of FY25 saw a marked increase in registrations which can be partially attributed to the rising “buy Canadian” sentiment brought on by the current trade challenges. The trend has continued into FY26, and CIRA is doing all it can to help Canadian businesses and individuals represent Canada online.

The cybersecurity team hit a significant milestone in FY25 with a successful trial of its most recent product, CIRA XDR, to a group of beta customers. The trial was well received and led to the full launch of CIRA XDR in early FY26, which is already generating interest and acclaim in the industry. CIRA XDR is a significant step forward for the organization's portfolio, filling a critical role in the cybersecurity stack that will add value for customers and help provide another layer of protection for Canada's institutions, infrastructure and businesses.

CIRA now protects nearly 7.5 million users across hospitals, schools, universities and businesses in Canada with its cybersecurity solutions, and blocked more than 80 million malicious queries per month in the last fiscal year across its various services.

FY25 also saw the evolution of the CIRA-SIDN partnership with the launch of a new brand: Hello Registry. The brand was unveiled at ICANN81 in Istanbul, and while I didn't have the pleasure of attending in person, I heard about the energy and excitement from colleagues and friends in attendance, and the ripple effect for the Hello Registry Platform was felt at home. Significant technical progress was also made in FY25 towards the goal of migrating .NL onto the platform, which will represent a key milestone in the partnership once completed in 2026.

While CIRA has been a leader in the internet governance ecosystem for years, FY25 saw the organization take a significant step forward with the launch of A Technical Community Coalition for Multistakeholderism (TCCM). TCCM is a coalition of technical operators from across the globe advocating for an evolved and strengthened multistakeholder approach to internet governance to keep the internet open, free, global, secure, resilient and interoperable for all. The group has surpassed 40 operators since the end of the fiscal year and is playing a unique role in the ongoing United Nation's dialogue around the future of internet governance.

While CIRA's accomplishments throughout the previous strategic plan, and in FY25, are significant, I am equally proud of the work we have done as a board to improve the way we work together.

In my two years as Chair, I have seen the Board make significant progress in the way we collaborate, and even in how we disagree. Much as CIRA was founded as a multistakeholder organization, the board itself is built on the multistakeholder model with a variety of perspectives and backgrounds. A diversity of opinions is important on a board and, given the rapidly changing nature of the landscape CIRA is operating in, it is also essential to good decision making.

We have made some complex decisions as CIRA navigates the changing internet world, and I am grateful to all my colleagues for the candid, respectful and open conversations we have had.

CIRA's new strategic plan, which will lead the organization into 2028, is already underway. It was developed through a nimble and agile process which included consultations with members, the board, staff, government representatives and industry leaders in keeping with the multistakeholder model. The foundation that was built in the previous strategic plan has set the organization up for success in challenging times.

With the annual general meeting approaching in September, I'd also like to take this opportunity to address our members directly. Your participation, feedback and advice are essential to CIRA's mission. In the coming year, we are redoubling our efforts to engage with members and ensure your voices are heard.

On behalf of the Board, I would like to thank CIRA staff and management for their efforts and dedication this past year. In particular, I would like to thank Byron Holland, CIRA's President & CEO, who has provided invaluable feedback and support during my two years as Chair. I look forward to continuing to work with this incredible team to help build a trusted internet for Canadians.

JILL KOWALCHUK | CHAIR OF CIRA'S BOARD OF DIRECTORS

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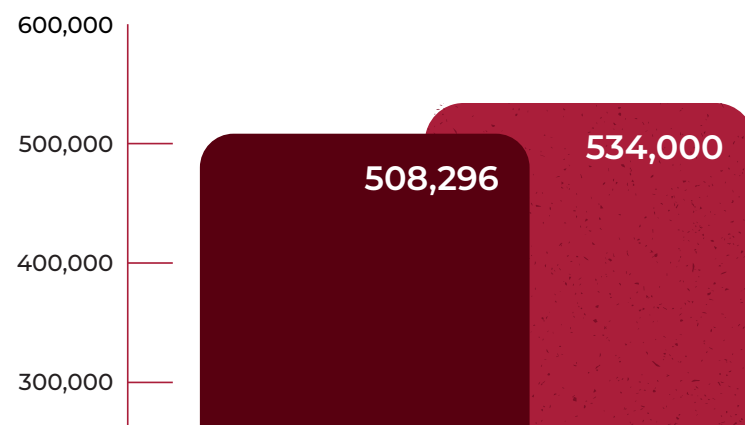


OPERATE: delivering on our core mission

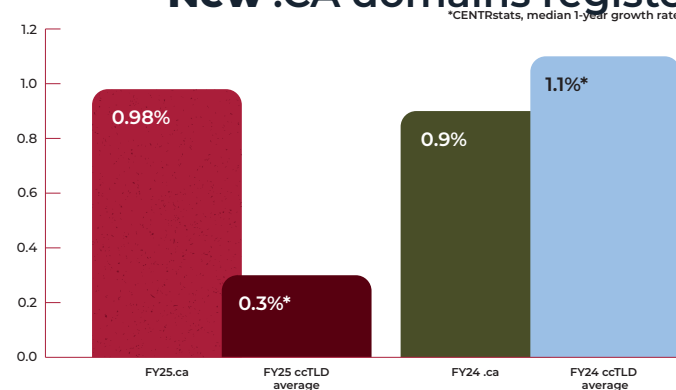
.CA Performance in FY25

CIRA continued to promote the value of .CA domains for small and medium-sized Canadian businesses. The global domain market in FY25 settled into maturity, with the .CA domain experiencing headwinds, much like other ccTLDs in the market. But, with a surge in supporting Canadian in the first few months of 2025, CIRA achieved a growth rate of **0.98%**. At the close of FY25, there were **3,426,339** .CA domains under management.

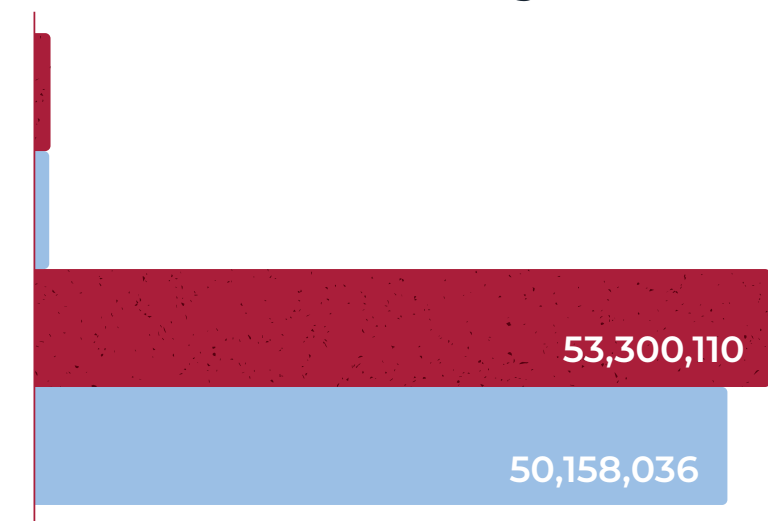
Registered .CA domains



New .CA domains registered



.CA growth rate



Marketing activities

Recent events proved there is more growth possible in the .CA world; the foundation of that growth required rethinking old assumptions about the industry, who our customers are and where we can find them. While the .CA awareness campaign was a tremendous success over the past five years, in FY25 .CA made a shift towards more sprint-based performance-oriented marketing activities.

As such, the .CA team focused on working closely with its registrar partners, bundling .CA with website and email offers, and targeting high-intent audiences with its marketing. It executed a total of seven different campaigns in FY25, testing new performance marketing strategies targeting SMEs, entrepreneurs and side hustlers in both English and French. It also built a new performance measurement tool to help improve marketing efficiency and return on ad spend.

INNOVATE: creating new opportunities

Cybersecurity services

CIRA continues to develop new cybersecurity technologies and services by leveraging its DNS knowledge, technical expertise and global infrastructure.

USERS PROTECTED BY CIRA IN FY25: 7,422,827

CIRA DNS Firewall

CIRA DNS Firewall is a cloud-based cybersecurity solution that protects organizations from malware, ransomware, phishing and other cyber attacks. Organizations are recognizing the extra defence it provides to their existing technologies as it continues to show rapid adoption across the country.



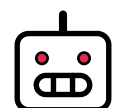
4,144,768
active Firewall users
as of end of FY25



2.8 M
phishing blocks
monthly average



551
Firewall customers
as of end of FY25



7.76 M
botnet blocks
monthly average



25.45 M
malware blocks
monthly average

GROUPS PROTECTED AS OF END OF FY25

154 K-12 schools

151 healthcare institutions

105 municipalities

242 universities and research networks

CIRA Cybersecurity Awareness Training

CIRA Cybersecurity Awareness Training is an integrated courseware and phishing simulation platform that enables organizations to educate their staff to protect themselves from cyber risks like social engineering and ransomware.

This service continues to be adopted across Canada as organizations recognize that the first line of defence against hackers is a cyber-savvy workforce.



254
enterprise customers
as of end of FY25



443
customers as
of end of FY25



263,544
employees protected
as of end of FY25

CIRA Canadian Shield

CIRA Canadian Shield is a free cybersecurity service that improves privacy by anonymizing DNS queries. It's built by Canadians, exclusively for Canadian households, to block viruses, ransomware and other malware.



3,278,059
users



47.7 M
blocks last month

PROTECTED BY CIRA'S CYBERSECURITY AWARENESS TRAINING IN FY25

91 municipalities and government

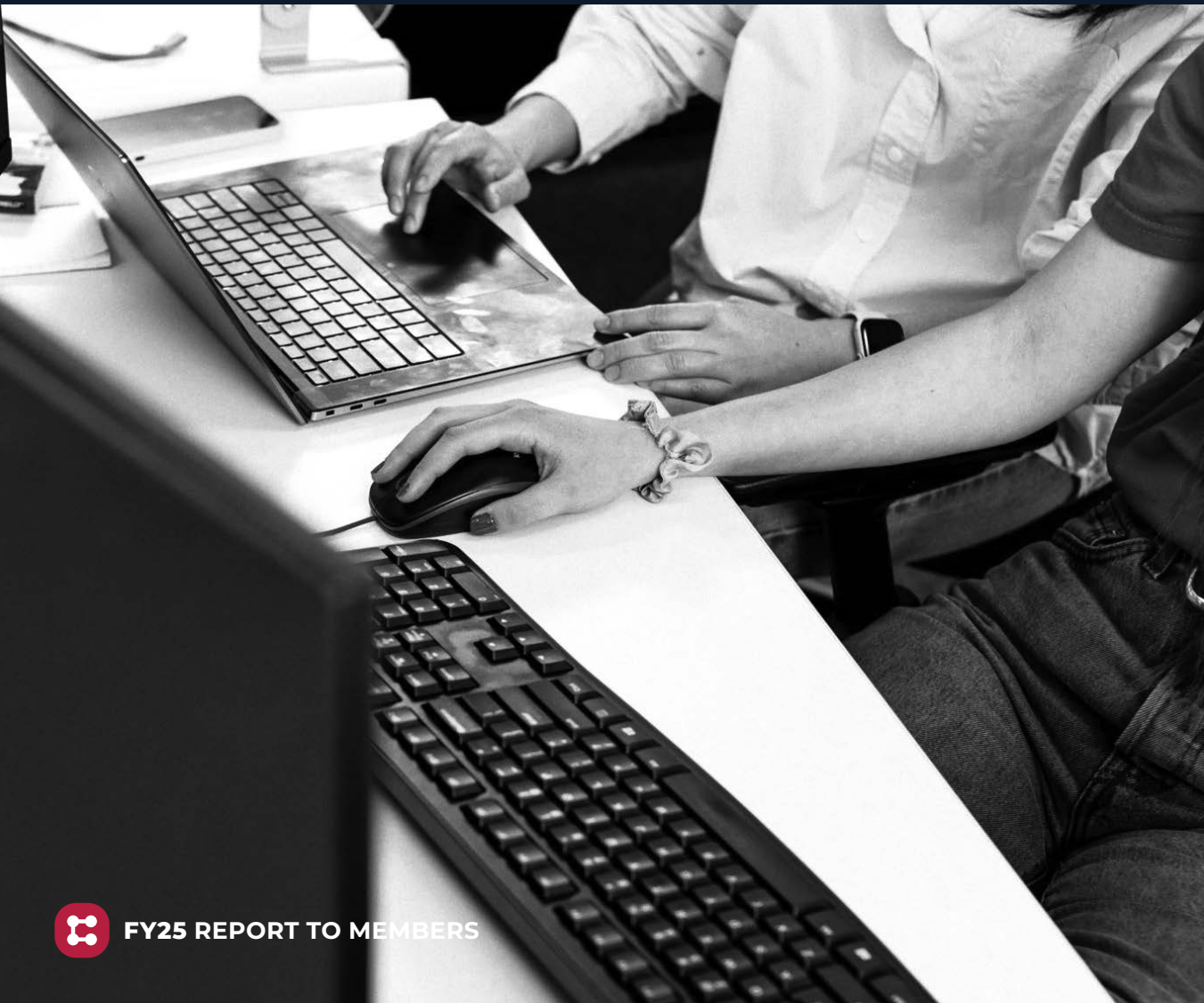
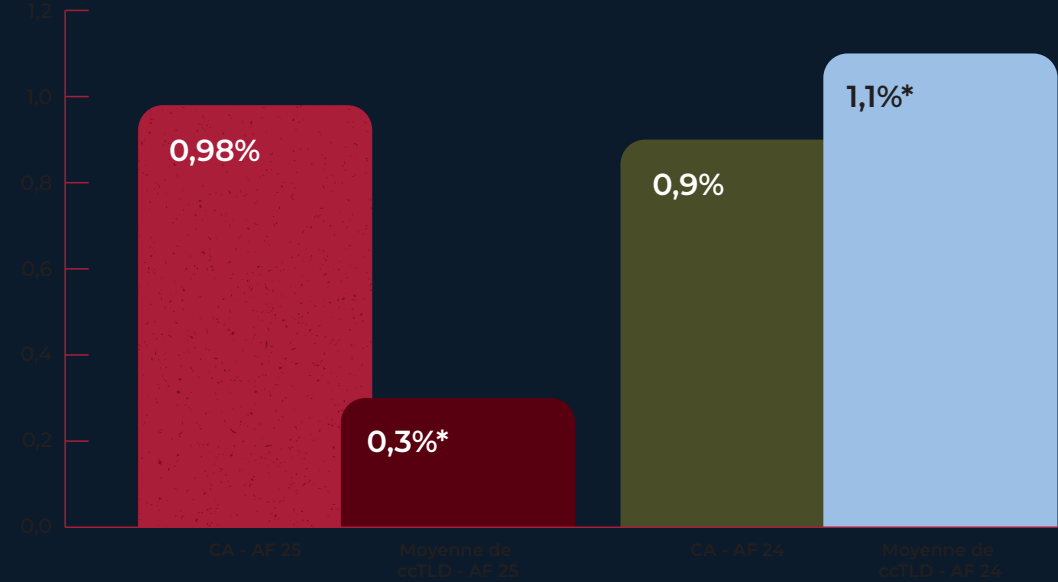
34 K-12 schools

54 universities and research networks

19 healthcare institutions

Zones protected by TLD & Anycast DNS

*ICMTRéports, taux de croissance médian sur 1 an



DNS and registry services

CIRA leverages its registry and DNS expertise to help organizations around the world manage and protect their domains.

CIRA Anycast DNS

CIRA Anycast DNS offers world-class global authoritative DNS infrastructure to help organizations keep their websites and domains safe, resilient and high performing. A second version of this service, called CIRA TLD Anycast, is provided to registries around the world and is used by 37% of all top-level domains on the internet, which includes 39 country-code top-level domains.

67,854,240,000

Anycast DNS average queries per day in FY25

Extended Detection & Response

As the cybersecurity landscape continues to evolve, organizations require more sophisticated tools to protect themselves. In FY25, CIRA responded to this challenge by developing a new enterprise-grade service, CIRA XDR. This software delivers a fully hosted cybersecurity solution that integrates EDR, SIEM and SOAR capabilities into a unified platform. Designed to simplify threat detection and accelerate incident response, the solution offers comprehensive visibility across environments without the need for on-premise infrastructure.



After a successful pilot in FY25 with eight stakeholders, CIRA XDR publicly launched in FY26 on **May 1, 2025**. [Learn more about this cutting-edge product.](#)

10 M+

Domains under management by Hello

Hello Registry: evolving a proven platform

Hello Registry is the next chapter in the evolution of the CIRA Registry Platform—built on over 25 years of experience managing Canada’s .CA domain. Trusted by leading TLDs around the world, including .nz and .ie, the platform has earned a reputation for reliability, innovation and community focus. Its success and stability attracted the interest of SIDN, the registry operator for .NL, leading to a strategic partnership aimed at expanding and enhancing the platform’s capabilities.

CIRA & SIDN: a perfect partnership

Recognizing the strength of the CIRA Registry Platform, CIRA and SIDN joined forces to create Hello Registry—a unified, next-generation registry platform designed to serve community-minded TLDs worldwide. By combining their deep technical expertise, operational excellence, and shared values, CIRA and SIDN are building a platform that not only powers their current TLDs, but is also poised to support a growing global community of registries. With SIDN’s TLDs soon joining the platform and more partners on the horizon, Hello Registry is positioned to become a cornerstone of the global domain name infrastructure.

TLD supported by CIRA



hello registry



DONATE: investing in Canada's internet

Net Good by CIRA

Net Good invests millions of dollars each year in communities, projects and policies that make the internet better for everyone in Canada. We do this through three pillars: infrastructure, online safety and policy engagement. By funding these initiatives, CIRA is tackling the digital obstacles faced by communities across the country. In addition, Net Good Grants give back by funding community-led projects that build a stronger, safer and more accessible internet for all Canadians.



Community story

OLNET tower and fibre project

During the COVID-19 pandemic, the Onion Lake Cree Nation community experienced the challenges that come with poor connectivity, particularly surrounding school children's access to online classes. CIRA funded the small community's work with SaskTel, moving the main network hub to a new, more accessible location for technicians and installing a new fibre optic line, improving affordable connectivity for more buildings and residents of the Nation. All departments that service the community are now connected to fibre, making coordinating things like the operation of the 40 daily school buses possible and smoothly delivering social services online to everyone.

National Capital Freenet

As part of its Net Good program, CIRA announced a \$250,000 two-year partnership with Ottawa's National Capital FreeNet to support a Community WiFi Network pilot project, known as [CommuniFi](#). Now in its second year, this pilot was launched in the Vanier neighbourhood because it faces some of the greatest social inequities in Ottawa. CommuniFi is helping bridge the digital divide by offering free WiFi and digital skills support, with plans to expand to Overbrook, Lowertown and Sandy Hill.

\$12.9 M

invested since 2014

232

projects funded as
of end of FY25

net 
good

BY  cira

Internet Performance Test

The Internet Performance Test (IPT) is a free, Canadian-based tool that enables anyone in the country to measure their internet's actual performance in real-time, under real-world conditions. The anonymized results are shared with researchers and organizations working to improve internet quality across Canada.

In FY25, CIRA successfully launched version 5 of the IPT. This new release features a fully redesigned user interface that modernizes the test-taking experience, improves usability on touchscreen devices, and provides more compelling data visualizations using CARP, CIRA's own data dashboard product. CIRA Members played a valuable role in the beta testing phase leading up to this public launch.

Looking ahead, CIRA has begun planning a suite of new features to mark the IPT's 10-year anniversary in FY26, further strengthening its role as a vital tool for improving Canada's digital infrastructure. [Get testing.](#)



106,000
Internet Performance Tests
conducted in FY25



156,310
lifetime Internet Performance
Tests conducted



Rural internet gap
The median urban download speed
is 2.5x faster than in rural areas.

Internet Exchange Points

CIRA supports Canada's Internet Exchange Points (IXPs) by highlighting them as a key part of a healthy internet ecosystem. CIRA peers at IXPs coast to coast to ensure Canadian users have fast, reliable access to over 3 million .CA domains, more than 1 million second-level domains and 525 top-level domains. By doing our part, we're improving the resilience and independence of our country's internet. If you have an Autonomous System number, reach out to your local IXP to get connected.

CIRA and the future of multistakeholderism

Global internet governance is at an inflection point. CIRA is a defender of a free, open and interoperable internet managed with the full participation of all stakeholders. In FY25, CIRA joined forces with aligned technical operators to raise our collective voice in ongoing United Nations' dialogues about the future of internet governance. Learn more about [A Technical Community Coalition for Multistakeholderism](#) (TCCM)—now comprised of more than 40 operators—and explore what CIRA is advocating for.



ORGANIZATIONAL FOUNDATION: a CIRA built to succeed

5

Co-op students
in FY25

130

Employees



\$588,105.15

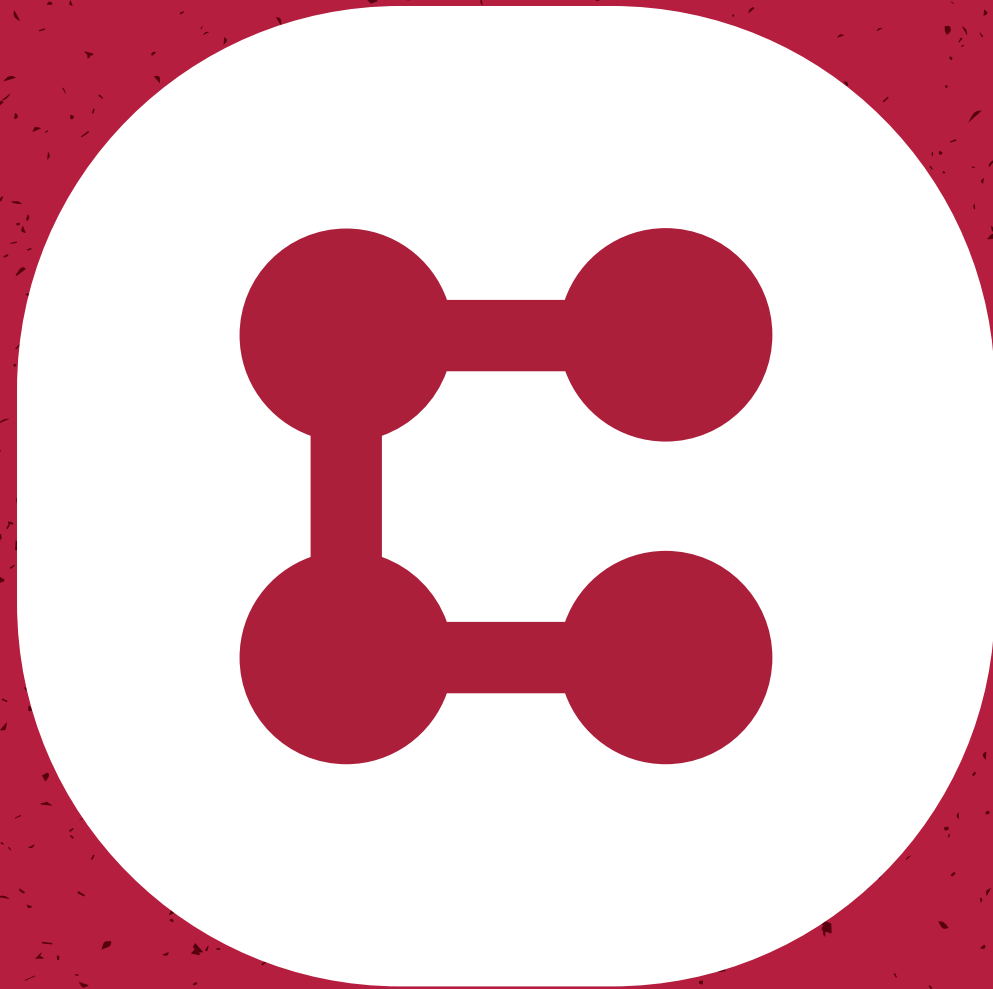
spent on staff training
and development

CIRA was named Mercer's Best Employer Certified, honoured as HR team of the Year by the Canadian HR Awards and was celebrated as one of the National Capital Region's top employers for the ninth consecutive year. We were also featured in The Career Directory for new graduates—a testament to our appeal to emerging talent.



Best Employers
Powered by Mercer
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CIRA MEMBERSHIP

14,088 members

74% annual member satisfaction score

13% of CIRA members actively participating in CIRA governance

Membership has its perks!

We've partnered with .CA businesses to bring CIRA members exclusive offers to support and celebrate small, local Canadian businesses.

[LEARN MORE](#)

Still not a member?

With a .CA domain in hand, membership is simple and free.

[JOIN NOW](#)