

How are New gTLDs being used?

The CSC New gTLD Utilization Report

Published every two months, the **CSC New gTLD Utilization Report** is designed to update digital marketers and their peers in legal and IT about how New gTLDs are being adopted. We examine how .brand domains are performing in search and how effectively the top new generic TLDs are penetrating the Alexa™ top 1 million websites (a potential indicator for TLD utilization).

CSC also performs separate analysis on the brand protection risk related to the New gTLDs.

.brands in search

Domain	TLD	Search observations for related [exact match] keywords at Google¹
annualreport.axa*	.axa	7th for [axa], 4th for [annual report axa] & 4th for [axa annual report]
rapportannuel.axa	.axa	25th for [axa], 4th for [rapport annuel axa], 4th [axa rapport annuel], & 38th for [rapport annuel]
creativegallery.axa*	.axa	1st for [axa creative gallery]
group.citic*	.citic	9th for [citic] & 4th for [citic group]
metal.citic*	.citic	31st for [citic metal]
cohc.citic*	.citic	12th for [cohc]
plaza.dnp	.dnp	2nd for [dnp], 1st for [plaza dnp] & 1st for [dnp plaza]
mirai.dnp	.dnp	10th for [dnp] & 85th for [mirai]
dnpenguin.dnp	.dnp	4th for [dnp] & 1st for [dnpenguin]
start.dnp	.dnp	13th for [dnp] & 85th for [start]
gallery.dnp	.dnp	41st for [dnp]
sumaimirai.dnp	.dnp	32nd for [dnp]
fcr.frogans	.frogans	12th for [frogans] & 39th for [fcr]
get.frogans	.frogans	5th for [frogans]
about.monash	.monash	10th for [monash]
destination.monash	.monash	10th for [monash], 1st for [destination monash] & 29th for [destination]
staging-destination.monash	.monash	9th for [monash]
uniweb.monash	.monash	10th for [monash]

What are the top 10 New gTLDs for your brand?

>> Request a complimentary New gTLD analysis to find out.



DIGITAL BRAND SERVICES
CORPORATION SERVICE COMPANY™

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Observations

In this section of the report, we observe how some of the .brand domains are ranking for related [exact match] keywords at Google. We feature .brand domains that have active websites and show up in search for keywords with measurable search volume.

Proponents have suggested that .brand domains may signal to Google that they are authentic, thus influencing their search engine rankings. Google has not confirmed this.

More .brand sites from the early leaders in .brand utilization

Although no .brand domains with active websites currently have an Alexa 1M ranking, several companies are emerging as early leaders in .brand utilization. **Dai Nippon Printing Co., Ltd.**, the owner of **.dnp**, has deployed several new .brand websites, all of which now rank in the first few pages of Google Japan for the keyword [DNP]. **CITIC Group** has deployed seven .brand websites, three of which already rank for relevant branded keywords in search. AXA, the first .brand applicant to “go live,” also launched another .brand website at **creativegallery.axa** and Monash launched **uniweb.monash**.

Ranking for non-branded keywords

In this month's report, **start.dnp** ranks for the keyword **[start]**, while **destination.monash**, **fcr.frogans**, and **rapportannuel.axa** also rank for the non-branded keywords to the left of the dot, all of which can have a multitude of meanings. Could this mean that terms to the left of .brand domains are powerful ranking signals for the search engines? It's too early to tell, but that possibility continues to intrigue the Brand Advisory Team at CSC Digital Brand Services.

*Since Google localizes many of their search results, where possible we set the country home location in our tool (MySEOTool.com) to replicate the search experience of a local consumer. In cases where the .brand domains did not rank for the country location, we used the United States as the country home location.

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Number of New gTLDs in the Alexa top 1M

What is the Alexa top 1M?

Alexa.com (an Amazon® company) ranks websites based on their estimated traffic. The Alexa top 1M is a listing of the million most popular sites on the web based on traffic.⁴

Top 10 by registrations

	TLD	Registration Volume ²	# of Domains in Alexa Top 1M ³
1	.xyz	766,343	479
2	.网址	354,418	0
3	.club	165,060	281
4	.berlin	155,403	7
5	.wang	108,747	13
6	.realtor	90,339	2
7	.guru	79,537	62
8	.nyc	66,595	13
9	.ovh	56,504	26
10	.link	54,294	100

An alternative Top 10

	TLD	CSC New gTLD Indicator ^{**}	Registration Volume ³	# of Domains in Alexa Top 1M ⁴
1	.social	66	7,799	22
2	.today	47	44,690	89
3	.marketing	43	11,395	21
4	.link	43	54,294	100
5	.website	42	31,508	56
6	.click	41	11,914	21
7	.club	40	165,060	281
8	.zone	37	12,546	20
9	.media	37	12,033	19
10	.sexy	37	17,776	28

** .com has score of 100

Observations

In this section, we will continue sharing observations for the top 100 New gTLDs by registration volume. In December 2014 we introduced the **New gTLD Indicator**¹, which helps us gauge the relative value of New gTLDs and see how they compare with .com. We are aware that factors such as TLD launch dates will skew the results somewhat in the short term. Furthermore, we are aware that certain TLDs require special consideration. For instance, it isn't reasonable to expect geo-type TLDs, which are targeted for a local audience, to achieve wide-scale penetration of the Alexa 1M.

New gTLDs in the Alexa 1M rising rapidly

Since our last report we saw a 52% increase in the number of new gTLD domains ranking in the Alexa 1M. We expect this trend to continue to accelerate as consumer awareness of the new gTLDs increases, brand owners make more creative use of them and more .brand domains are deployed.

The leaders so far

In this period, **.social**, **.today**, **.marketing**, and **.link** achieved the highest New gTLD Indicator scores. It is interesting that **.social** and **.today** maintained their leadership positions in terms of penetrating the Alexa 1M when taking into account the TLDs' registration volumes.

New entrants

Since our last report, **.click**, **.website**, **.city**, and **.link** showed the greatest increase in their New gTLD Indicator scores. As stated above, factors such as TLD launch dates and big changes in registration volume can be expected to cause oscillations in the New gTLD Indicator scores. Therefore, we are not surprised to see TLDs like **.pics** and **.works** (which are no longer in the top 100 by registration volume in this report) as well as **.reviews**, **.red**, and **.wiki** drop out of the top 10. When TLDs rank highly on a consistent basis, it may indicate that they have "global" value.

CSC does not necessarily recommend that our clients register in the extensions above. We use factors such as industry, search, markets and brand risk to provide our clients with targeted registration and blocking strategies.

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¹ New gTLD Indicator: In order to assess a New gTLD's relative penetration of the Alexa 1M, we developed a simple ratio which compares the # of domains for the TLD in the Alexa 1M with the registration volume for the TLD. We then indexed the ratio against .com (assigned a score of 100), which currently is the most globally utilized TLD.

² Please note that data may be skewed by the fact that website migrations from existing domains may have already ranked for the related keywords, and there may be reporting anomalies from the Alexa.com data set.

³ Source: ntlstats.com

⁴ Source: s3.amazonaws.com (Alexa 1M list)