



DIGITAL BRAND SERVICES
CORPORATION SERVICE COMPANY®

How are new gTLDs being used?

The CSC® New gTLD Utilization Report

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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 being used and how effectively the new generic TLDs are penetrating the Alexa™ top one million websites (a potential indicator for TLD utilization).

SUMMARY

DOT BRANDS



85

active dot brands
with more than 5
registrations

**Most active
dot brands by
registrations**

.中信/.citic
.nra
.seat
.bnpparibas
.bradesco

**Dot brands with
Alexa ranking**



27

35% increase since our
last report

**Dot brand
utilization**



59%

up 11% since our last
report

**Recently delegated
dot brands**

.sina
.yahoo
.pwc
.chase

**Top five terms to
the left of the dot**

home
www
mail
support
careers

*NEW GENERIC
TLDs*

**Number of
new gTLDs in the
Alexa Top 1M**



9,986

up 30%

**Top 10 by
volume**

.xyz
.top
.wang
.win
.club
.link
.science
.site
.bid
.xin

**CSC's Alternative
Top 10**

.media
.today
.sexy
.press
.news
.life
.global
.online
.guru
.space

**Interesting new
gTLDs in use**

sheraton.social
godsofegypt.movie
call.center

DOT BRANDS

DOT BRAND ACTIVITY

85
active .brands

In this section, we will be focusing on the number of “active” .brands (those with five or more registrations) as an insightful measure of participation by .brand owners. With 373 .brand TLDs now delegated in the root zone (an increase of 16% since our last report), we are constantly seeing more .brand websites being launched or redirected to existing websites with participation across all industries.

Recent additions to the list of delegated .brands include **.sina**, **.yahoo**, **.pwc**, and **.chase**.

DOT BRANDS BY INDUSTRY

The current top three most active industries for .brand utilization with more than five registrations are:

Industry	Number of Active .Brands
Finance and money	12
Construction, engineering, and equipment	10
Internet services	7

MOST ACTIVE DOT BRAND REGISTRATIONS

The majority of .brand registrations have been primarily in the following TLDs:

Number of Domains	TLD
319	.中信/.citic (Chinese multi-industry conglomerate)
147	.nra (American nonprofit organization)
98	.seat (Spanish automobile manufacturer)
93	.bnpparibas (French bank and financial services company)
90	.bradesco (Brazilian financial services provider)

LEFT OF THE DOT

Some of the most commonly used terms to the left of the dot are:

[about], **[annualreport]***, **[apps]***, **[careers]**, **[cloud]**, **[corporate]***, **[foundation]***, **[group]***, **[home]**, **[jobs]***, **[mail]**, **[news]**, **[shop]**, **[store]**, **[support]**, and **[www]**.

*new to the list

NEW DOT BRANDS IN USE

Some industry experts are focusing on the number of brands that have fully migrated away from .com to .brand as the gauge of the program’s success. As the largest provider of .brand registrar and advisory services, CSC Digital Brand Services doesn’t agree with an all or nothing approach. With any new digital channel, brand owners need to evaluate the potential impact on consumer behavior, branding, compliance, security, and innovation before making widespread changes. In essence, their .brand should become part of their digital asset inventory which can be leveraged as a tool to capitalize on opportunities or to mitigate a risk. The .brand implementation strategy is very specific to each organization and there is definitely not a one-size-fits-all approach.

Here are a few new examples of .brand utilization that caught my attention this month:

- **asturiasmotor.seat**
Spanish automobile manufacturer.
NOTE: SEAT is using its .brand to creatively assign authentic domains to its dealers. This is an ideal use case for companies that have a dealer, franchise or partner network.
- **nutritionnews.abbott**
American pharmaceuticals and health care products company.
- **play.afl**
Australian Football League, AFL.
- **tumoto.aig**
American multinational insurance corporation.
- **next100.bmw**
German luxury vehicles, motorcycle, and engine manufacturing company.
- **home.fage**
Luxembourgish dairy company.
- **apps.windows**
American multinational technology company.

DOT BRANDS

DOT BRANDS WITH AN ALEXA RANKING

27

35% increase since our last report

Current Alexa Position	Previous Alexa Position*	Dot Brand Domain
3,138	3,357	mabanque.bnpparibas (French bank and financial services company)
10,119	532,659	banco.bradesco (Brazilian financial services provider)
57,682	51,533	mabanquepro.bnpparibas (French bank and financial services company)
84,642	92,473	home.barclays (British financial services provider)
85,039	41,605	www.goo (Japanese internet services provider)
128,195	93,199	home.cern (European research organization)
142,791	-	next100.bmw (German luxury vehicles, motorcycle, and engine manufacturing company)
144,770	114,317	study.monash (Australian university)
155,277	177,562	home.barclaycard (British payment provider)
211,603	-	domains.google (American multinational technology company)
213,501	-	home.sandvik (Swedish high-technology engineering group)
306,512	-	global.weir (Scottish engineering company)
375,192	528,436	group.citic (Chinese state-owned enterprise)
423,999	-	fcguoan.citic (Chinese state-owned enterprise)
426,747	-	location.leclerc (French hypermarket chain)
484,316	269,630	loja.globo (Brazilian media conglomerate)
485,537	136,607	lifetothefullest.abbott (American pharmaceuticals and health care products company)
505,579	292,376	zerotracas.mma (French insurance social network)
524,040	-	group.pictet (Swiss private bank and asset manager)
634,068	-	arts.cern (European research organization)
671,684	649,324	recruitment.praxi (Italian management consulting firm)

*as of January 27, 2016

DOMAIN UTILIZATION

59%

Up from 53% in our last report

59% of registered .brand domains now have properly configured DNS zone files. For this period, it seems that the rate of utilization is outpacing the rate at which brands are registering new domains. We will see an oscillation in this metric as the pace of registrations varies over time.

BEST PRACTICES

- ✓ As the largest provider of .brand registrar and advisory services, CSC is actively assisting clients with technical implementation, naming strategies, deployment plans and data analysis related to launching and maintaining their new .brand asset. One of the key considerations in relation to .brand naming strategies is determining whether a future website will be set up as a subdomain or subdirectory. CSC's Brand Advisory experts can share best practices in relation to [this topic](#) as well as others that will have implications to [SEO and search marketing](#) in general.

DOT BRANDS IN SEARCH

Proponents of .brand domains have suggested that websites using the domains will provide Google® with signals that they are authentic, and that this may influence search engine rankings. We have looked at a few .brands that either have an Alexa ranking or were referenced above as new examples of .brand utilization to see which keywords they are ranking with in Google.

BMW

It is interesting to see that **next100.bmw**, a newly established .brand domain and website (registered October 22, 2015), already ranks in the first several pages in Google.com for non-branded keywords that receive greater than 2,000 monthly searches such as **[next]**, **[100]**, **[100 years]** and **[the next]**. One would think that other well established websites would rank higher for these non-branded keywords.

next100.bmw Alexa Ranking 142,791		Top Non-Branded Keywords at Google.com		
Keyword	Position	Monthly Search Volume	CPC	Number of Results
next	80	110,000	\$9.46	60,065,000
100	44	74,000	\$1.19	2,920,065,000
100 years	46	8,100	\$1.30	293,000,000
the next	49	2,400	\$ -	40,065,000

NEW GENERIC TLDS



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, and has been commonly used by the domain industry for many years.

Although it has certain reporting anomalies (such as the long tail effect)¹, it is a proxy for utilization.

OBSERVATIONS

In this section of the report, we will continue sharing observations for the top 100 new gTLDs by registration volume. Our New gTLD Indicator² helps gauge the relative value of the new gTLDs and compares them with .com. We are aware that factors such as TLD launch dates will skew the results a bit in the short term and that certain TLDs require special consideration.

There are several examples of new gTLD utilization by major brand owners, and the websites **inthewild.domains** and **showcase.ninja** (operated by Rightside registry) do a nice job collating creative uses of domains. Here are a few recent brand uses of the new gTLDs that also piqued my interest:

- [sheraton.social](#) (operated by Starwood Hotels)
- [godsofegypt.movie](#) (operated by Lions Gate Entertainment)
- [call.center](#) (operated by DIDWW)

TLDs in focus: Dot movie

In this section, we focus on the utilization of specific TLDs. The intent isn't to promote the new gTLDs over .com or other TLDs, but to show the available options for brand owners.

.Movie is interesting because it attempts to organize movie related content in one name space instead of utilizing long character strings or expensive options in .com. The benefits of doing so provide for more memorable and shorter naming conventions which have their benefits for sharing of links in social media as well.

Below is a list of .movie domains with an Alexa 1M ranking owned by a large brand. In this case, all five domains are owned by Lions Gate Entertainment, Inc. When reviewing the availability of the five brand strings to the left of the dot (e.g. The Divergent Series) in .com, four out of the five domains are owned by a third party with the exception of TheDivergentSeries.com which also points to TheDivergentSeries.Movie. In summary, the desired options in .com are either unavailable for use or for sale, which takes us back to the initial argument—why settle for a long .com domain name, or pay a hefty price for the .com domain, when you can accomplish your goal with a new gTLD?

Current Alexa Position	Domain
195,473	thedivergentseries.movie
276,942	criminal.movie
515,734	godsofegypt.movie
559,157	thehungergames.movie
588,263	nowyousee.me.movie

Other Details Regarding Dot Movie

To date, there have only been 971 .movie registrations but seven domains have managed to break into the Alexa 1M. To put things into perspective, .movie isn't considered in CSC's Alternative Top 10 list because we only look at the Top 100 TLDs by registration volume. However, it is interesting to note that .72% of movie domains have managed to obtain an Alexa 1M ranking compared to .39% for .com and .09% for .xyz. .Movie is obviously working from a much smaller sample, but the utilization the TLD has gotten is certainly noteworthy.

NEW GENERIC TLDS

TOP 10 BY REGISTRATIONS

It is interesting to note that five (.xyz, .top, .win, .link, and .science) out of the Top 10 TLDs by registration volume are also flagged by NTLDStats.com as being the Top Suspicious TLDs with the highest number of domains potentially implicated with fraud. However, the .xyz registry contends their designation⁸. The others on their list are .click, .party, .review, .webcam, and .date. In addition, it was recently reported by The Spamhaus Project that the following extensions .work, .date, .poker, .review, .click, .tokyo, .science, .top, .party, and .download have a high ratio of SPAM domains.

TLD	Registration Volume ³	Number of Domains in Alexa 1M ⁴	New gTLD Indicator ²
.xyz	2,710,705	2494	23.9
.top	1,821,215	650	9.3
.wang	1,070,064	26	0.6
.win	882,614	64	1.9
.club	748,635	958	33.2
.link	383,641	266	18.0
.science	348,140	21	1.6
.site	341,067	226	17.2
.bid	334,275	50	3.9
.xin	312,355	1	0.1

CSC ALTERNATIVE TOP 10

Changes in the Top 10

In CSC's Alternative Top 10, which considers Alexa rankings alongside the TLD's registration volume, seven of the TLDs remained the same (.media, .today, .sexy, .news, .life, .global, and .space). The new entrants to the list are .press, .online, and .guru. Although, .social didn't make the cut because it isn't in the top 100 by registrations volume, it still has an Indicator score of 46 which would have put it in our #7 position.

At the top of the charts at a virtual tie for the #1 spot, are .media and .today. Other TLDs that showed great increases in their New gTLD Indicator Scores were .press and .systems, while .xyz's Indicator Score decreased by 17% from 28 to 24. Continued interest in .xyz is still being fueled by the adoption of the TLD by large brand owners such as Alphabet, Google's parent company with the abc.xyz website.

In preparing CSC's Alternative Top 10, we noticed an excessive number of pay-per-click pages associated with .tech (e.g., 205g3ox3fn.tech) and .pics (e.g., 0001.pics) domains which had an Alexa ranking. Therefore, as a result, we didn't include 200+ domains for each of those extensions in our analysis. In addition, as a general rule going forward, any domains flagged by Spamhaus or NTLDStats.com as having a high occurrence of potential fraud or spam will not be included in CSC's Alternative Top 10.

TLD	Registration Volume ⁴	Number of Domains in Alexa 1M ³	New gTLD Indicator ²
.media	25,050	75	77.7
.today	51,437	154	77.7
.sexy	26,381	71	69.8
.press	19,003	49	66.9
.news	71,783	175	63.3
.life	35,549	82	59.9
.global	22,976	40	45.2
.online	224,374	388	44.9
.guru	67,887	115	44.0
.space	145,569	229	40.8

1. 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 related to the long tail effect - support.alexa.com/hc/en-us/articles/200449614.

2. 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 number 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 is currently the most globally utilized TLD.

3. Source: ntlidstats.com

4. Source: s3.amazonaws.com (Alexa 1M list). Please note that this does not include sub-domains.

5. Source: semrush.com

6. Source: namestat.org

7. Source: spamhaus.org/statistics/tlds/

8. According to the xyz registry they have a full-time compliance department dedicated to proactively monitoring and mitigating abuse. They state that less than half of the 4,866 .xyz domains listed as "suspicious" by ntlidstats are actually active, with the remainder being suspended or deleted by the registry for violating their anti-abuse policies.



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