



How are new gTLDs being used?

The CSC® New gTLD Utilization Report

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).

DOT BRAND ACTIVITY

75
active .brands

Starting in this issue, 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. In our October report, there were 53 .brand owners with five or more registrations. That number has now grown to 75, representing a 42% increase.

With 264 .brand TLDs now delegated in the root zone, 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 **.audi**, **.boehringer**, **.bugatti**, **.grainger**, **.lamborghini**, and **.symantec**.

DOT BRANDS BY INDUSTRY

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

Industry	Number of Active .Brands
Finance and money	13
Technology	7
Internet services	6
Health, pharmaceutical, or healthcare	6

LEFT OF THE DOT

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

[home], **[support]**, **[www]**, **[mail]**, **[news]**, **[shop]**, **[store]***, **[careers]***, **[about]**, **[business]**, **[travel]**, **[group]**, **[cloud]***, **[video]***, **[search]***, **[labs]***, **[media]***, **[info]**, **[events]***, **[foundation]**, **[games]***, and **[com]**

*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 a few new examples of .brand utilization that piqued my interest:

- **assistmoneypenny.sony**
(Japanese multinational conglomerate)
- **home.microsoft**
(American multinational technology company)
- **corporate.bradesco**
(Brazilian financial services provider)
- **wsc.bridgestone**
(Japanese multinational auto and truck parts manufacturer)
- **security.cisco**
(American multinational technology company)
- **2020.ntt**
(Japanese telecommunications company)
- **digitalbanking.barclays**
(British financial services provider)
- **company.emerck**
(German science and technology company)

Do you need advice on your .brand?

>> Request a CSC Dot Brand Strategic Analysis.

MOST ACTIVE DOT BRAND REGISTRATIONS

The following brands have been most the active in terms of registrations:

Number of Domains	TLD
291	.中信/.citic (Chinese multi-industry conglomerate)
146	.nra (American nonprofit organization)
85	.bradesco (Brazilian financial services provider)

Note: We decided to no longer include .kred registrations in our analysis as we've done in the past. Although .kred is a closed TLD, we have learned that they are using their TLD to rank other brands and not in the traditional .brand sense.

DOT BRANDS WITH AN ALEXA RANKING

18

13% increase since our last report

Current Alexa Position	Previous Alexa Position*	TLD
3,553	5,625	mabanque.bnpparibas (French bank and financial services company)
39,127	38,160	www.goo (Japanese Internet services provider)
40,701	49,800	mabanquepro.bnpparibas
75,010	92,288	home.barclays (British financial services provider)
91,268	-	home.cern (European research organization)
107,120	-	lifetothe fullest.abbott (American pharmaceuticals and health care products company)
130,680	943,121	zerotracas.mma (French insurance social network)
132,264	275,109	loja.globo (Brazilian media conglomerate)
167,895	218,294	study.monash (Australian university)
217,299	242,898	home.barclaycard (British payment provider)
228,864	-	batepapo.uol (Brazilian internet services provider)
336,119	-	assistmoneypenny.sony (Japanese multinational conglomerate)
443,151	-	prime.bradesco (Brazilian financial services provider)
445,432	943,121	zerotracastv.mma (French insurance social network)
486,893	371,161	mabanqueprivée.bnpparibas
594,595	-	banco.bradesco (Brazilian financial services provider)
667,218	-	registry.google (American multinational technology company)
843,856	-	play.samsung (South Korean multinational conglomerate)

*As of Sept 25, 2015

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DOMAIN UTILIZATION

55%

Up from 48% in our last report

55% of registered .brand domains now have properly configured DNS zone files. This suggests that many brands are actually starting to utilize their asset with the pace of use outgaining the pace of registrations during this period. 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 Digital Brand Services 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. (Please see **our blog post** for more information on this issue.) CSC brand advisory experts can share best practices in relation to this topic as well as other areas impacting search engine marketing.

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. For this set of domains, it is interesting to see that “registry.google,” the domain registry website for Google, already ranks 14 for the keyword “domain registry” at Google.com. Furthermore, the domain name was only recently registered, but already ranks ahead of other prominent new gTLD registries for the keyword “domain registry.”

Can this be a sign that Google is beginning to weigh .brand as a ranking factor in search engine results pages? Google has not confirmed this, but the Brand Advisory Team at CSC Digital Brand Services will continue to monitor with interest how .brands are performing in search.

registry.google Alexa Ranking 667,218		Top 5 Keywords at google.com	
Keyword	Position	Monthly search volume	Traffic (%)
google whois	3	210	17.64
google domains	22	40,500	11.76
google tld	9	390	10.78
google registrar	7	260	9.8
domain registry	14	1,300	8.82



**NUMBER OF NEW GTLDS
IN THE ALEXA TOP 1M**

OBSERVATIONS

In this section of the report, we will continue sharing observations for the top 100 new gTLDs by registration volume. Our New gTLD Indicator¹ 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 many nice examples of new gTLD utilization by major brand owners, and the website *Domains in the Wild* does a nice job collating creative uses of domains. Here are a few recent examples of brands using the new gTLDs that piqued my interest:

- **auto.glass** (Registered by Belron)
- **nespresso.club** (Registered by Nestlé)
- **Huemor.rocks** (Registered by digital agency, Huemor Designs, who migrated from their .com)

New gTLDs in China

The recent appreciation in market value of two- and three-letter .com domains and Google's launch of **abc.xyz** has fueled speculation in the new gTLDs market, primarily by investors in China. According to a recent *State of the Domains* article, "**The Steady Rise of the New TLDs and China's Clout,**" China's share of the new gTLD market stands at 36%.

To investigate further, we conducted an analysis of the Top 20 TLDs by Chinese market share alongside registration volume and CSC's New gTLD Indicator scores. We found that where Chinese registrants represented over 50% of the market share for the TLD (namely in **.ren**, **.xin**, **.网址**, **.wang**, **.win**, **.top**, **.party**, **.date**, **.xyz**, and **.science**), utilization according to CSC's Indicator score is currently very low, with the exception of **.xyz**.

As more websites are launched in these new extensions and Chinese consumers become more comfortable with them, brand owners will absolutely need to consider the brand protection and brand promotion implications of new gTLDs in China.

What are the top 10 new gTLDs for your brand?

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

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 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.
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 related to the long tail effect - support.alex.com/hc/en-us/articles/200449614.
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: www.namestat.org

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)², it is a proxy for utilization.

Changes in the Top 10

In CSC's **Alternative Top 10**, which considers Alexa rankings alongside the TLD's registration volume, seven of the 10 remained in the list (**.media**, **.news**, **.today**, **.sexy**, **.tokyo**, **.life**, and **.website**). The new entrants to the list were **.social**, **.site**, and **.space**, with **.ninja**, **.link**, and **.zone** missing the cut. We were intrigued to see **.site** make the Alternative Top 10 and surpass **.website**—a TLD that was launched first. Is this a case where a shorter TLD (**.site**) is more popular than its longer counterpart (**.website**)? We will continue to monitor this development.

Furthermore, **.media** maintained its #1 position in the Alternative Top 10 with **.news** roaring to the #2 spot as we predicted in our last report. Other TLDs that showed the greatest increase in their New gTLD Indicator scores were **.trade**, **.tech**, and **.online**, while **.xyz**'s score marginally increased from 20 to 21.

TOP 10 BY REGISTRATIONS

TLD	Number of Domains in Alexa 1M ³	Registration Volume ⁴	New gTLD Indicator ¹
.xyz	1357	1,644,452	20.9
.top	392	895,841	11.1
.wang	26	594,268	1.1
.win	65	495,922	3.3
.club	538	407,350	33.5
.网址	0	365,203	-
.science	25	329,503	1.9
.party	18	210,048	2.2
.link	251	177,913	35.8
.click	98	169,600	14.7

CSC ALTERNATIVE TOP 10

TLD	Number of Domains in Alexa 1M ³	Registration Volume ⁴	New gTLD Indicator ¹
.media	73	22,284	83
.news	116	36,736	80
.today	147	48,044	78
.sexy	68	24,067	72
.tokyo	91	41,047	56
.life	58	30,636	48
.social	29	15,646	47
.site	119	65,028	46
.website	205	122,580	42
.space	149	90,016	42