



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

### DOT BRAND REGISTRATIONS

**2,050+**  
55%+ increase

Registrations of dot brand/closed TLDs have increased significantly since our May report.

### NEW DOT BRANDS IN USE

We have seen some interesting developments recently with Barclays (a British multinational bank) launching **home.barclays** and now redirecting its primary **barclays.com** website to it. Below are a few other new examples of dot brand utilization:

- <http://business.bloomberg>  
(U.S. financial software, data, and media company)
- <http://sports.sky>  
(British sports media conglomerate)
- <http://www.yandex>  
(Russian Internet company)
- <http://play.samsung>  
(South Korean multi-industry conglomerate)

### DOT BRANDS BY INDUSTRY

The most active industries for dot brand utilization (with more than two registrations) are currently:

# of active .brands	Industry
11	Finance and money
6	Internet services
4	Retail or marketplace
4	Technology
4	News, media, and entertainment

### LEFT OF THE DOT

Some of the most commonly used terms to the left of the dot (with three or more references) are:

**[nic], [www], [home], [mail], [domaintest], [news], [support], [shop], [foundation], [business], and [about].**

Since the representative sample is quite small, we expect the common terms to change over time.

### MOST ACTIVE DOT BRAND REGISTRATIONS

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

# of domains	TLD
555	.sca (Swedish consumer goods company)
236	.citic/中信 (Chinese multi-industry conglomerate)
214	.bloomberg (U.S. financial software, data, and media company)
208	.sky (British sports media conglomerate)
143	.nra (U.S. nonprofit organization)

**Do you need advice on your dot brand?**

>> Request a CSC Dot Brand Strategic Analysis.

## DOT BRANDS WITH AN ALEXA RANKING

5

No change since our last report.

Alexa Position	TLD
10,034	<b>mabanque.bnpparibas</b> (French bank and financial services company)
116,128	<b>mabanquepro.bnpparibas</b> (French bank and financial services company)
348,006	<b>study.monash</b> (Australian university)
395,667	<b>loja.globo</b> (Brazilian media conglomerate)
609,921	<b>mabanqueprivée.bnpparibas</b> (French bank and financial services company)

## DOMAIN UTILIZATION

34%

No change since our last report.

34% of registered dot brand domains have properly configured DNS zone files. This suggests that most brands are still in the planning stages.

## BEST PRACTICES

-  We noticed that dot brand owners sometimes do not configure the “www” and/or “non-www” versions of their domain name. This has the potential to provide a poor customer experience, lead to cannibalization of direct traffic to search engines, and potentially drive up search marketing costs. For example, **play.samsung** resolves, but **http://www.play.samsung** does not resolve. CSC recommends that both versions are configured.
-  It is important for dot brand owners to understand the brand protection implications in the existing TLD landscape once they launch their new domain. For example, when launching a dot brand domain, organizations should ensure that the proper keyword variations/typos are also protected in .com. These strings will be targeted by third parties and, without proper consumer education, direct traffic may be lost to them. A comprehensive analysis of the impact on search, mobile and social media should also be considered in the TLD launch plan.

## DOT BRANDS IN SEARCH

Proponents of dot 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. Google has not confirmed this, but the Brand Advisory Team at **CSC Digital Brand Services** continues to monitor with interest how dot brands are performing in search.

We looked at three of the dot brands that already have an Alexa ranking to see which keywords they are ranking for in Google. For this set of domains, non-branded keywords do not appear to be significant drivers of traffic in search.

loja.globo		Top 3 Keywords at Google.com.br	
Alexa Ranking 395,667			
Keyword	Position	Monthly Search Volume	Traffic (%)
globo marcas	1	22,200	31.01
site da globo	2	40,500	15.65
som livre	10	60,500	5.39

study.monash		Top 3 Keywords at Google.com.au	
Alexa Ranking 348,006			
Keyword	Position	Monthly Search Volume	Traffic (%)
monash scholarships	1	590	20.25
monash scholarship	1	260	8.92
monash university scholarships	1	210	7.2

mabanque.bnpparibas		Top 3 Keywords at Google.fr	
Alexa Ranking 10,034			
Keyword	Position	Monthly Search Volume	Traffic (%)
bnp	7	4,090,000	47.1
bnp paribas	8	673,000	5.81
bnp net	5	49,500	0.71

Source: <http://www.SemRush.com>

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**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 Indicator<sup>1</sup>, 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. For instance, it isn't reasonable to compare Geo-type TLDs, which are targeted for a local audience, to achieve wide-scale penetration of the Alexa top 1M.

### Recent Developments

Since our last report, the **.bank** TLD launched very successfully with over 3,000+ applications. We will continue to monitor that extension to see if it will indeed become synonymous with "trusted banking on the Internet." We will also be keeping an eye on the upcoming launches of **.app** (owned by Google), **.site** and **.online** which are anticipated to be popular. Will **.site** outperform **.website** which has managed to break into CSC's Alternative Top 10?

### Changes in the Top 10

In this period, **9 out of the Alternative Top 10 TLDs** remained the same, **.work** moved down and **.wiki** was the new entrant. This makes it the third consecutive report that **.media** has held the #1 position in terms of penetrating the Alexa 1M when taking into account the TLD's registration volume.

Also since our last report, **.wiki** showed the greatest increase in its New gTLD Indicator score. As stated above, factors such as TLD launch dates and the pace of registration volume changes will cause oscillations in rankings. For example, **.work** was number six in the last report, but is now in 20.

Could the CSC New gTLD Indicator signal the future global value of TLDs? Only time will tell, but we are compelled to follow these developments because they may be an indicator of consumer perception and search engine treatment of New gTLDs.

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

## 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.<sup>2</sup>

## TOP 10 BY REGISTRATIONS

TLD	# of Domains in Alexa 1M <sup>4</sup>	Registration Volume <sup>3</sup>	New gTLD Indicator <sup>1</sup>
.xyz	359	990,514	9
.网址	0	385,410	0
.science	215	311,471	17
.club	425	270,884	38
.party	21	195,737	3
.wang	50	179,604	7
.berlin	11	152,878	2
.top	68	143,991	11
.link	192	129,854	36
.realtor	2	102,935	0

## AN ALTERNATIVE TOP 10

TLD	# of Domains in Alexa 1M <sup>4</sup>	Registration Volume <sup>3</sup>	New gTLD Indicator <sup>1</sup>
.media	58	18,148	77
.today	121	46,711	63
.zone	31	14,779	51
.sexy	50	24,088	50
.social	27	13,889	47
.website	143	74,652	46
.pics	33	17,262	46
.wiki	23	12,592	44
.ninja	94	51,581	44
.space	58	33,542	42

## 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 # 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: ntlidstats.com

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