

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 one million websites (a potential indicator for TLD utilization).

Observations

.brand domain registrations

According to our analysis of .brand/closed TLDs, there have been 1,300+ registrations to date which represents a more than 60% increase from our March report. Where feasible, we analyzed .brand registries with more than two registrations to identify the following findings:

- The most active .brand applicants thus far are from the finance and Internet services industries.
- The most commonly used terms to the left of the dot (with three or more references) are **[nic]**, **[domaintest]**, **[www]**, **[home]**, **[shop]**, **[join]**, **[support]** and **[about]**. Since the representative sample is quite small, we expect the common terms to change over time.
- It is clear that most brands are still in the planning stages as only approximately **34%** of the registered domains have properly configured DNS zone files, which can be an indication of utilization. Our belief here is that the pace of registrations has been much quicker than utilization and this gap will begin to close over time.
- The majority of .brand/closed registrations have been performed by multinational organizations located outside of the U.S., primarily in the following TLDs: **.sca** (Swedish consumer goods company), **.citic/中信** (Chinese conglomerate), **.cancerresearch** (Australian charity), **.sky** (Swedish media conglomerate), **.globo** (Brazilian media conglomerate), **.firmdale** (UK hotel operator), **.mango** (Spanish clothing company), **.monash** (Australian university), **.otsuka** (Japanese healthcare company), **.dnp** (Japanese printing company), **.axa** (French investment banking firm) and **.yandex** (Russian Internet company).
- It is also interesting to note that five .brand/closed domains now have an Alexa ranking:
 - o **livingthechange.bnpparibas** (BNP Paribas is a French bank)
 - o **com.google** (Google launched this as an [April Fool's Joke](#))
 - o **study.monash**
 - o **loja.globo**
 - o **group.citic**

Other new examples of .brand utilization include **about.everbank** (Everbank, a U.S. bank), **i3-de.bmw**, **i3-es.bmw** and **i3-fr.bmw** which have relevant local content. and **cheltenham.williamhill** (William Hill, a provider of betting services). In our next report, we will be intrigued to see how .barclays and .barclaycard perform.



Date Range:
April 26 - May 6, 2015

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.brands and closed domains 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. An interesting observation in this month's report is how the newly registered closed .cancerresearch domains are ranking in the 1st several pages of Google.com for related keywords. Also included below are some interesting .brand domains that managed to rank in Google.com for related keywords.

Are terms to the left of .brand domains are powerful ranking signals for the search engines? The Brand Advisory Team at CSC Digital Brand Services will continue to track this closely.

Domain	Search observations for related [exact match] keywords at Google¹
home.cancerresearch	Already ranks on Page 5 for [cancer research] . bowel.cancerresearch, skin.cancerresearch, childhood.cancerresearch, donate.cancerresearch are also ranking on the first few pages of Google for exact match keywords.
fcr.frogans	Continues to rank 17th for [FCR]
coh.citic	Continues to rank 10th for [COHC]
destination.monash	Continues to rank 58th [destination]

What are the top 10 New gTLDs for your brand?

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



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3,805
↑ 24%
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.²

Top 10 by registrations

	TLD	New gTLD Indicator**	Registration Volume ³	# of Domains in Alexa Top 1M ⁴
1	.xyz	17	894,670	633
2	.science	5	215,478	43
3	.club	38	212,452	339
4	.berlin	1	155,318	9
5	.wang	4	141,942	24
6	.link	35	110,922	166
7	.realtor	0	97,044	2
8	.top	8	90,670	32
9	.guru	27	76,134	87
10	.nyc	6	76,034	20

An alternative Top 10

	TLD	New gTLD Indicator**	Registration Volume ³	# of Domains in Alexa Top 1M ⁴
1	.media	70	15,993	47
2	.social	61	11,972	31
3	.today	56	50,071	118
4	.website	54	57,894	131
5	.ninja	50	45,338	96
6	.work	49	22,519	47
7	.pics	47	9,634	19
8	.sexy	47	22,912	45
9	.zone	45	14,120	27
10	.space	43	22,599	41

** .com has score of 100

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Observations

The roll out of generic TLDs continues at a modest pace, however I am intrigued by the upcoming .bank launch. Along with .brand and other anticipated TLDs like .app, .bank has put in place baseline restrictions and security requirements which could potentially add true value to the Internet ecosystem. If deployment of the .bank TLD is successful and marketed properly to banks, it can become synonymous with “Trusted Banking on the Internet” and perhaps even increase consumer awareness of the New gTLDs.

Introduction

In this report, we will continue sharing observations on the Top 100 New gTLDs by registration volume. Our New gTLD Indicator¹, will help gauge the relative value of the New gTLDs and see how they compare with .com. We are aware that factors such as TLD launch dates will skew the results a bit in the short term. Furthermore, we are aware 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 1M.

The early leaders

In this reporting period, six out of the Top 10 TLDs remained the same (.media, .social, .today, .website, .ninja and .zone) while .work, .pics, .sexy, and .space were the new entrants. This represents the third consecutive report where .social had a top position and the second consecutive report where .media has the number one position in terms of penetrating the Alexa 1M, when taking into account the TLDs' registration volumes.

Since our last report, .pics, .work, .space and .life showed the greatest increase in their New gTLD Indicator scores. As stated above, factors such as TLD launch dates and the pace of registration volume changes will cause oscillations in the New gTLD Indicator scores. For example, .marketing, .buzz, .link, and .click were on the Top 10 in the last report, but came in at positions 13, 14, 15 and 28 respectively.

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.

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: ntdstats.com

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