



# How are new gTLDs being used?

## The CSC® New gTLD Utilization Report

SPECIAL EDITION: 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).

### 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 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.

With that being said, we are continuing to see a ramp up of .brand registrations with an over 50% increase since our last report. This is an indication that brands are beginning to lay the foundation for utilization, and as a result, we are seeing the launch of more .brand websites or redirects to existing websites.

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

- [lifetothe fullest.abbott](#) and [store.abbott](#)  
(American pharmaceuticals and health care products company)
- [news.bloomberg](#)  
(American financial software, data, and media company)
- [lilium.otsuka](#)  
(Japanese pharmaceutical, consumer products, and devices company)
- [urgence.axa](#)  
(French insurance group)
- [hsif2015tokyo.hitachi](#)  
(Japanese multinational conglomerate)
- [plt2015.mini](#)  
(German automobile manufacturer)
- [markets.saxo](#)  
(Danish bank)
- [driver.yandex](#)  
(Russian Internet company)

### DOT BRAND REGISTRATIONS

**3,800+**  
50%+ increase

Registrations of .brand/closed TLDs are continuing to increase significantly and have increased by over 50% since our September report.

### DOT BRANDS BY INDUSTRY

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

Industry	Number of Active .Brands
Finance and money	16
Consumer electronics	8
Internet services	9

### LEFT OF THE DOT

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

**[www], [home], [mail], [get]\*, [shop], [support], [learn]\*, [group], [business], [news], [travel], [about], [foundation], [info], and [com]**

\*new to the list

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

>> Request a CSC Dot Brand Strategic Analysis.

## MOST ACTIVE DOT BRAND REGISTRATIONS

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

Number of Domains	TLD
1,054	<b>.kred</b> (PeopleBrowsr online influence measure)
632	<b>.sca</b> (Swedish consumer goods company)
309	<b>.bloomberg</b> (American financial software, data, and media company)
282	<b>.中信/.citic</b> (Chinese multi-industry conglomerate)

## DOT BRANDS WITH AN ALEXA RANKING

16

60% increase since our last report

Alexa Position	TLD
5,625	<b>mabanque.bnpparibas</b> (French bank and financial services company)
19,218	<b>empire.kred</b> (American online influence measure)
38,160	<b>www.goo</b> (Japanese Internet services provider)
49,800	<b>mabanquepro.bnpparibas</b>
92,288	<b>home.barclays</b> (British financial services provider)
152,961	<b>countdown.kred</b>
206,183	<b>home.kred</b>
218,294	<b>study.monash</b> (Australian university)
242,898	<b>home.barclaycard</b> (British payment provider)
275,109	<b>loja.globo</b> (Brazilian media conglomerate)
290,338	<b>claim.kred</b>
347,655	<b>somethingincommon.mango</b> (Spanish fashion company)
371,161	<b>mabanqueprivée.bnpparibas</b>
585,453	<b>switchtobetter.barclays</b>
622,992	<b>newstoprotect.axa</b> (French insurance group)
943,121	<b>zerotrecastv.mma</b> (French insurance social network)

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## DOMAIN UTILIZATION

48%

Up from 31% in our last report

48% of registered .brand domains now have properly configured DNS zone files. This suggests that many brands are actually starting to utilize their asset. We will see an oscillation in this metric as the pace of registrations varies over time.

## BEST PRACTICES



It is important for .brand owners to understand the brand protection implications in the existing TLD landscape once they launch their new domain. For example, when launching a .brand domain, organizations should ensure that the proper keyword variations/typos are also protected in .com or their top ccTLDs. 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 .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 .brands are performing in search.

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 **somethingincommon.mango** (owned by a Spanish fashion company) integrates social media and mobile elements with their .brand. This newly registered domain already ranks third for the potentially non-branded keyword [something in common] at Google.es and is a primary driver of traffic in search for the website.

loja.globo		Top 3 Keywords at google.com.br <sup>5</sup>	
Keyword	Position	Monthly search volume	Traffic (%)
globo	12	30,400,000	70.17
globo marcas	1	22,200	9.26
sete vidas	14	165,000	1.02

somethingincommon.mango		Top Keyword at google.es <sup>5</sup>	
Keyword	Position	Monthly search volume	Traffic (%)
something in common	3	590	100



**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.

### Recent Developments

In our last report, we discussed Google's reorganization into a holding company called Alphabet with its primary domain name being a new gTLD: **abc.xyz**. At the time of writing this report, the domain still had an impressive Alexa ranking of 16,571, still ranks #1 for the keyword Alphabet and now also ranks #13 for abc at Google.com<sup>5</sup>.

When Facebook's Mark Zuckerberg announced that their Townhall Q&A would be held at stream.hacktv.xyz/qandawithmark-ext, **.xyz** stole the headlines again. As you can see, the primary website uses an **.xyz** domain name.

It was also reported in Circle ID<sup>6</sup> that Apple is now using the **.news** TLD for its news platform. According to the article, the **apple.news** domain will also be used within the Apple News app for shortening news links.

There are many other 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 brand uses that we referenced in our last report: **ikea.today**, **delsey.paris**, and **scuderiaferrari.social**.

Another TLD that intrigues me is **.movie**. The **.movie** domain solves the problem of serious overcrowding in .com—freeing up moviemakers to create easily memorable URLs for their latest productions that will also tie-in neatly with hashtags and social media campaigns. I wrote about the topic in a recent blog post, and some of these **.movie** domains have the potential to provide some additional recognition and consumer awareness of the new gTLDs:

- [normofthenorth.movie](#)
- [thehungergames.movie](#)
- [secretintheireyes.movie](#)
- [freeheld.movie](#)

**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/hz/en-us/articles/200449614.  
3. Source: ntldstats.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.circleid.com/posts/20150922\_apple\_uses\_the\_news\_tld\_for\_its\_news\_platform

### 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)<sup>2</sup>, 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, eight of the TLDs remained the same (**.media**, **.today**, **.sexy**, **.life**, **.zone**, **.ninja**, **.link**, and **.tokyo**). The new entrants to the list were **.news** and **.website**, with **.club** and **.social** barely missing the cut, and **.media** regaining its #1 spot in our Alternative Top 10. Also since our last report, **.lol**, **.site**, **.land**, **.paris**, **.amsterdam**, and **.news** showed the greatest increase in their new gTLD indicator scores.

As more brands continue to adopt new gTLDs, I wouldn't be surprised to see **.news** solidify its position in our Alternative Top 10. I'm also intrigued to see whether the continued exposure that **.xyz** is receiving will boost its indicator score. It currently has an indicator score of 20 which increased from 11 from our last report.

## TOP 10 BY REGISTRATIONS

TLD	Number of Domains in Alexa 1M <sup>3</sup>	Registration Volume <sup>4</sup>	New gTLD Indicator <sup>1</sup>
<b>.xyz</b>	947	1,151,424	20
.网址	0	372,849	-
<b>.science</b>	37	326,878	3
<b>.top</b>	191	296,815	16
<b>.club</b>	489	287,680	42
<b>.wang</b>	40	234,329	4
<b>.party</b>	27	207,294	3
<b>.link</b>	295	165,629	44
<b>.click</b>	75	156,354	12
<b>.website</b>	193	111,646	42

## CSC ALTERNATIVE TOP 10

TLD	Number of Domains in Alexa 1M <sup>3</sup>	Registration Volume <sup>4</sup>	New gTLD Indicator <sup>1</sup>
<b>.media</b>	69	21,520	79
<b>.today</b>	135	47,973	69
<b>.sexy</b>	65	25,780	62
<b>.life</b>	60	27,295	54
<b>.zone</b>	30	14,100	52
<b>.ninja</b>	99	52,589	46
<b>.link</b>	295	165,629	44
<b>.news</b>	44	24,936	43
<b>.website</b>	193	111,646	42
<b>.tokyo</b>	69	40,398	42