



CSC Dot Brand Insights Report

June 2018

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Executive Summary

The number of activated .BRANDS leapt by 11% over the last six months. Most of the increase can be attributed to growth in the number of active domain names from .BRANDS in financial services and insurance, as well as vehicle and automotive parts manufacturers.

With the exception of .NEUSTAR, the top seven .BRANDS with the most number of active domain names registered new domain names with the purpose of providing them to distributors, dealers, authorized representatives, as well as members of staff. These domain names were typically in the formats *(Context)(Title)(Location).BRAND*, *(Product)(Description).BRAND*, or *(FirstName)(LastName).BRAND*. In other words, activation was directly driven by vendor management, SEO, and employee satisfaction needs. Maintaining a uniform look and feel of branded addresses appears to be a key component of this trend, with control over dealer and distributor branding clearly being a focus.

There are 20 additions to the number of .BRAND domain names with an Alexa ranking (an Amazon.com® company). This means 135 live .BRAND sites activated in the past months have attracted high levels of traffic to their sites.

Following our section on *Industry Leader Insights* from our previous report, this report talks about several lessons we can learn from them. Several .BRAND domain names from these leaders have made it into the Alexa Top 1M websites.

There is no direct relationship between the Alexa rank and the number of indexed pages on Google®—but both are commonly used popularity indicators, each with its own merit.

Domain name	Alexa ranking (March 2018)	No. of indexed pages on Google
blog.google	12,270	2,670
domains.google	23,772	96
chime.aws	43,509	740
ai.google	49,180	8
design.google	52,896	486
the.ismaili	101,863	12
cloudconnect.goog	113,024	892
grow.google	296,057	10
pki.goog	770,426	36

Number of Activated Dot Brands

154

Top 10 Activated Dot Brands

Rank		TLD	# Activations		Industry
1	→	mma	1676	-28	Insurance
Last report: 1					
2	↑	dvag	1474	+1474	Finance and money
Last report: --					
3	↓	audi	730	+118	Automotive, tires, other vehicles
Last report: 2					
4	↓	neustar	619	+11	Internet services
Last report: 3					
5	↓	seat	614	+205	Automotive, tires, other vehicles
Last report: 4					
6	↑	allfinanz	306	+306	Insurance
Last report: --					
7	↑	mini	294	+294	Automotive, tires, other vehicles
Last report: --					
8	↓	aco	281	+7	Construction, engineering, equipment
Last report: 5					
9	↓	bnpparibas	210	+40	Finance and money
Last report: 7					
10	↓	中信	193	-31	Finance and money
Last report: 6					

.DVAG ramped up domain activations with firstnamelastname.dvag domains for its 14,000-strong workforce of financial advisers. Also new to the list are .ALLFINANZ and .MINI.

Top 5 Active Industry Sectors

1

Insurance

2

Automotive, tires, and other vehicles

3

Finance and money

4

Internet services

5

Construction, engineering, and equipment

Activated dot brands

.BRANDS that have registered five or more domain names in their respective .BRAND top-level domains (TLDs).

Active domains

.BRAND domain names that resolve to meaningful content, including those that redirect to existing websites using 301 and 302 redirects. For an accurate representation of the level of activation in .BRAND domains, we have omitted nic.TLD and testing domains.

Active Dot Brand Domain Names

74%

+ 2.3% since last report

Percentage of Active Domains Using HTTPS

68%

+5.2% since last report



■ Inactive ■ Active

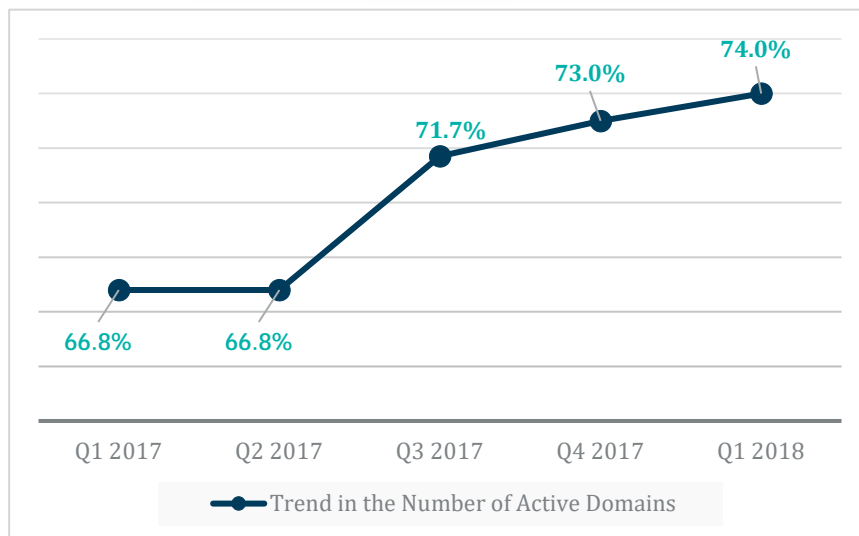


■ No SSL ■ SSL

More .BRAND TLDs have started to activate, making up 74% of all .BRAND domain names registered. This is an increase of 2.3% since our previous report in November 2017.

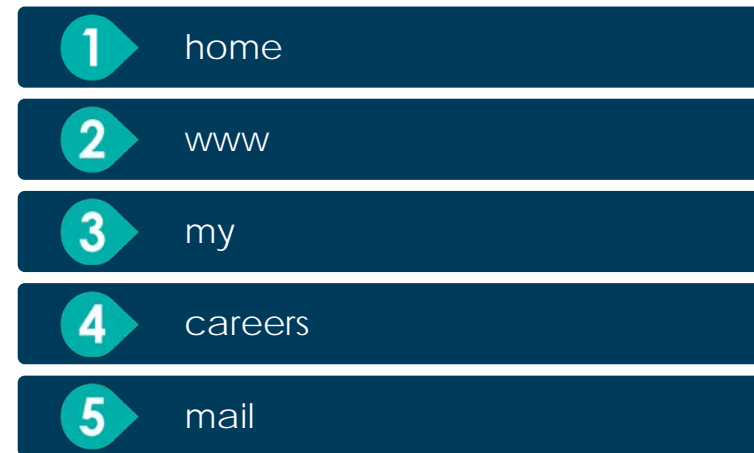
68% of new .BRAND TLD sites implemented secure sockets layer (SSL) certificates, a 5.2% increase since our last report. More .BRAND websites and microsites use the https protocol compared to non-.BRAND websites.

Trend in the Number of Active Domains



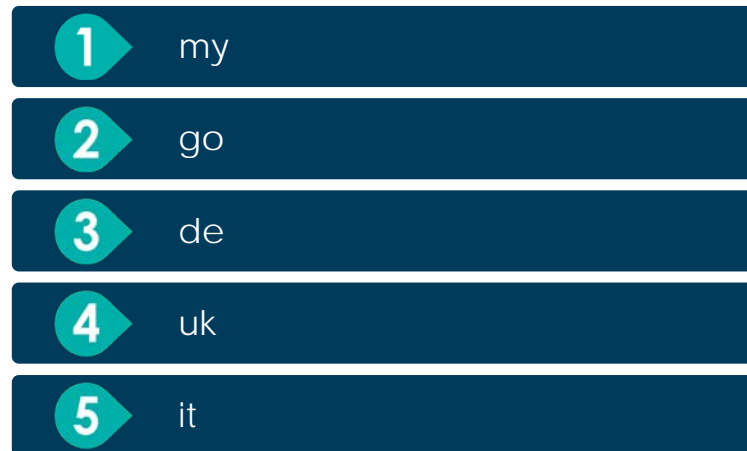
The rate of adoption of .BRANDS steadily increased since the end of Q2 2017. This surge in the adoption rate was driven by an increase in adoption across all active .BRANDS. Percentages were derived from data one month after the end of each calendar quarter.

Top 5 Registered Domain Names



“Home,” “www,” “my,” and “careers” remain the top 4 registered second-level .BRAND domain names. Having dropped out of the list around the same time last year, “mail” rejoins the top five list, displacing “cloud.” The latter suggests more .BRANDS are valuing the strategic placement of their brands in email—either for internal communications to educate internal stakeholders of the .BRAND, or for campaign-specific newsletters that do not receive public responses.

Top 5 Registered Two-Character Domain Names



The top two spots remain unchanged. "De" and "uk" switched places on the leader board. Fifth entrant "it" edged out "th." Together with "de" and "uk," these two-character domain names indicated a healthy adoption rate for the European region.

Top 5 Non 2-Character Geographical Names



"Global" remains first on the leader board. "Usa" switched places with "worldwide," and "international" switched places with "nyc." We anticipate that more city names will rejoin the list in the future of voice search.

Recent Activations

Encourage action

- The American Association of Retired Persons (AARP) maintains a redirect of **TakeOnToday.aarp** to its main website, aarp.org.
- This descriptive URL is longer than aarp.org, but makes a meaningful campaign to appeal to each new batch of U.S. citizens who retire every year to join the association as members.

Manage distributors

- BMW activated 257 .MINI domain names in the format DistributorName-Location.mini, such as **mueller-st-wendel.mini** and **niederlassung-wandsbek.mini**.
- These domain names will translate into digital addresses for websites with a uniform look and feel.

Consolidate news articles

- Aetna offers health care insurance plans and related services to members of professional medical, dental, and pharmaceutical groups.
- **News.aetna** redirects visitors to its identical subdomain in the legacy corporate site <http://aetna.com>.

Active Domains with an Alexa Ranking (High Traffic Sites)

135

Alexa.com 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.

Dot brand domain	Current Alexa ranking	Previous Alexa ranking
oui.sncf	1,886	--
banco.bradesco	2,645	3,213
mabanque.bnpparibas	3,170	3,018
logistics.dhl	6,481	--
blog.google	12,270	9,862



Do you need advice on your dot brand?

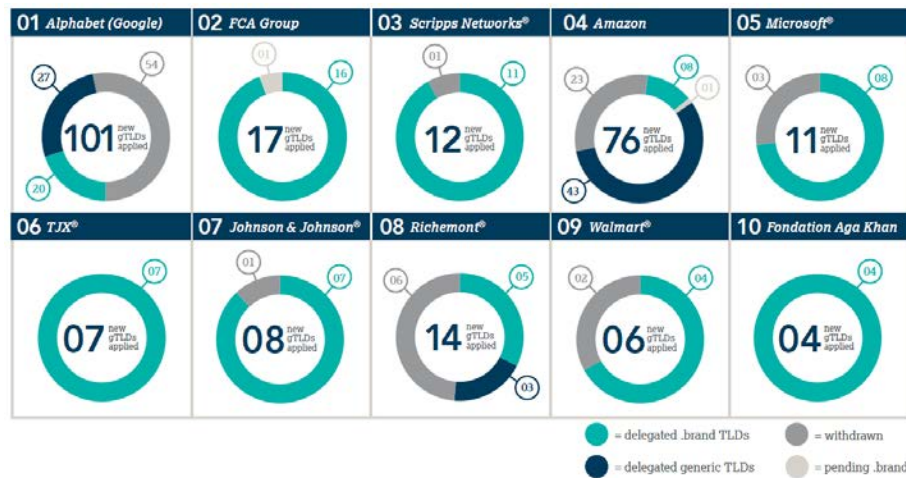
Request a CSC .BRAND strategic analysis.



Make Every Name Count

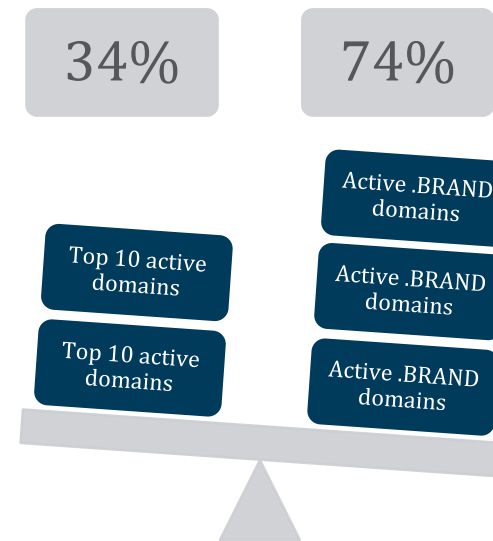
In our March 2018 *Dot Brand Retrospective Insights Report*, we highlighted the top 10 industry leaders in terms of the number of TLD delegations. Alphabet (*tech*) applied for 101 and delegated 20 .BRAND TLDs and 27 generic TLDs. The FCA group (*automotive*), applied for 17 and delegated 16 .BRAND TLDs so far. Scripps Networks (*media*) applied for 12 and delegated 11 .BRAND TLDs.

Our diagram from Page 8 of the report summed these up.



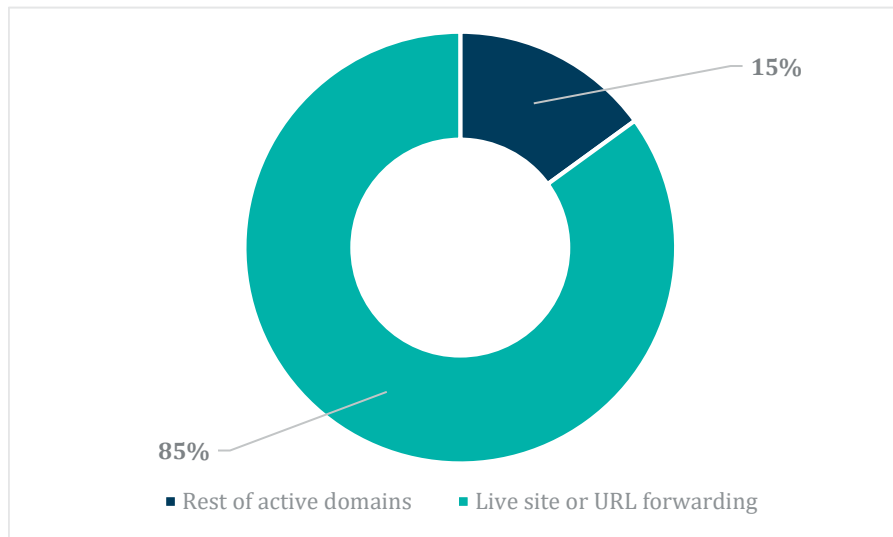
Large companies typically do not move at breakneck speed. When major corporations make changes, the changes are consequences of months or years of planning, research, iterations, and testing. These changes may lead to the start of a trend or signal a position in the adoption curve, which is why aggregating how top 10 leaders progress with their .BRANDs can be helpful to gauge current trends at current certain point in time.

Top 10 leaders pace themselves



Most domain names registered by the top 10 leaders remain inactive compared to .BRAND domain names in general. Nearly 34% of the former domains that point to live sites are set up as URL forwards or created for email use.

When top 10 leaders launch domains they make full use of them



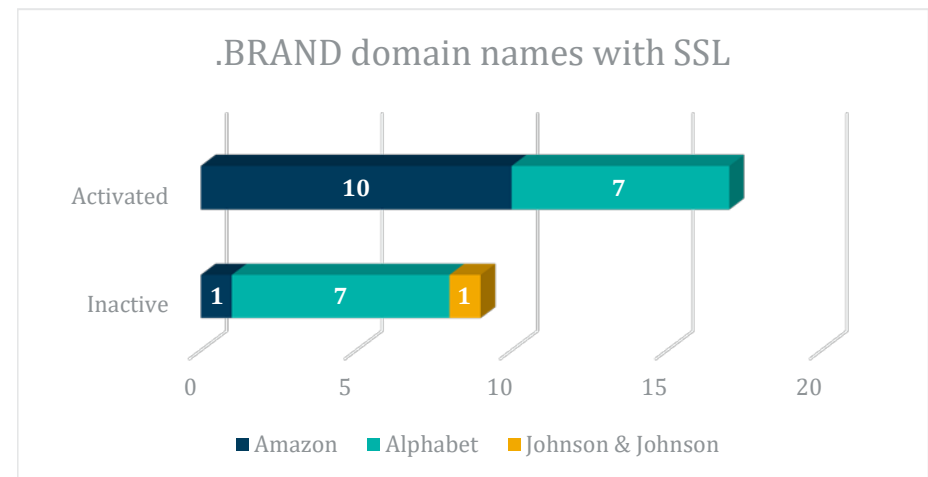
When major corporations move forward with executing changes, they do so with thorough planning that involves input and ownership from multiple stakeholders, and after every task behind the scenes is complete and approved.

Eighty-five percent of active domains from top 10 leaders resolve to live sites or are used for URL forwarding. This statistic includes domains that have MX records set up, which mean that some of these domains are potentially set up to be used in the domain name part of email addresses.

Alphabet and Amazon Lead .BRAND domain name SSL installations

Presently there are 26 .BRAND domain names with a certain level of encryption among all .BRAND domain names registered by the top 10 leaders; 11 of these are associated with domain names created by Amazon, and 14 are from Alphabet.

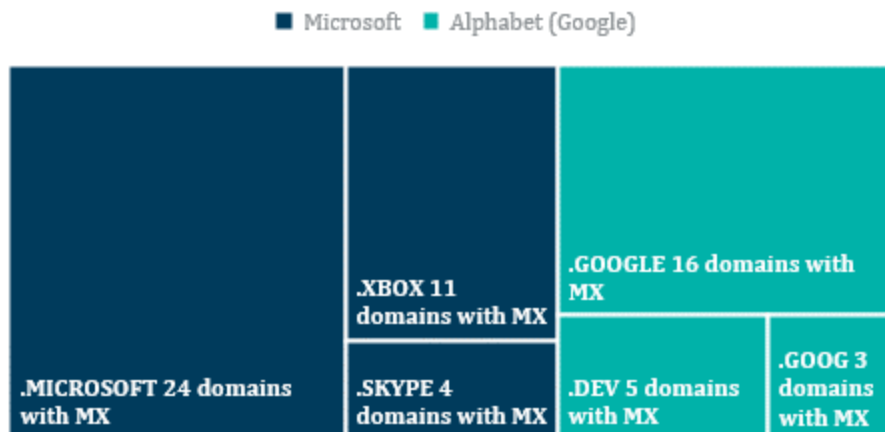
Nine of these 26 domain names are not currently activated. The presence of SSL suggests that most of these inactive domain names will eventually go live. Judging from their names, however, a few of them are used solely for testing purposes.



Microsoft and Alphabet advance universal acceptance (UA) of not-com domain names

An interesting observation was the presence of MX records in more than half of Microsoft .BRAND domain names and a third of Alphabet's. Although the presence of an MX record does not imply that the associated domain name is definitely used for email, it is safe to conclude that tech leaders Microsoft and Alphabet are experimenting with the use of email in their not-com .BRAND domain names.

Number of instances of domain name with MX record



As we announced in our March 2018 *Dot Brand Retrospective Insights Report*, the world's leading technology firms such as Microsoft and Alphabet, are devoting time, resources, and technical expertise to help companies become UA-ready.

Microsoft and Alphabet are indeed exploring the use of email within their own .BRAND domain names and this work is critical to steer developments in UA.

Conclusion

The major corporations behind .BRANDS may be cautious in moving forward but when they do, the results do not disappoint domain spotters. Domain launches that are well planned involve the input and ownership from multiple stakeholders within the corporation, then are tested and iterated until ready for launch. Top 10 leaders plan their .BRANDS use with end goals and scale in mind, which is why they incorporate SSL and MX records in early stages of domain activation.

Most .BRAND TLD registry operators do not monetize domain names in the same way generic TLD registry operators do. It is infinitely more appropriate for .BRAND TLD registry operators to ascertain use of their .BRAND digital assets to derive the incumbent value. Oftentimes, the more these digital assets are utilized, the greater the value they bring to the registry operators.

If you would like to discuss how you might find value in your .BRAND, we're ready to talk. Contact us at newgtlds@cscinfo.com.

About CSC

CSC helps businesses thrive online. We help effectively manage, promote, and secure our clients' valuable brand assets against the threats of the online world. Leading companies around the world choose us to be their trusted partner, including more than 65% of the Interbrand® 100 Best Global Brands. Leveraging state-of-the-art technology, Digital Brand Services delivers outstanding outcomes through our unique account management structure. With our expert, dedicated team, you'll have a daily point of contact to ensure your brand has the strength it needs to succeed in the 21st century. We help consolidate and secure, monitor and enforce, then optimize and promote your brands in order to maximize your digital presence, secure your digital intellectual property, and reduce costs.

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