



# 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

**94**  
active .brands

In this section, 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 December report, there were 75 .brand owners with five or more registrations. That number has now grown to 94, representing a 25% increase. With 322 .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 **.baidu**, **.alibaba**, **.tiffany**, and **.volkswagen**.

### 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	16
Technology	9
Health, pharmaceutical, or healthcare	8
Construction, engineering, and equipment	8

### LEFT OF THE DOT

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

**[about]**, **[careers]**, **[cloud]**, **[home]**, **[mail]**, **[news]**, **[shop]**, **[store]**, **[support]**, and **[www]**

### 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 are a few new examples of .brand utilization that caught my attention this month:

- **nic.fox**  
(American entertainment industry company)  
It appears .fox will launch in Spring 2016 and Fox Entertainment is positioning it as "the next big thing"<sup>5</sup>
- **search.bing**  
(American multinational technology company)
- **testnavoznja.bmw**  
(German automobile manufacturer's Slovenian marketing campaign)
- **bidding.citic**  
(Chinese state-owned enterprise)
- **london.firmdale**  
(UK hotel operator)
- **action.ntt**  
(Japanese telecommunications company)

**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
403	.中信/.citic (Chinese multi-industry conglomerate)
146	.nra (American nonprofit organization)
89	.bradesco (Brazilian financial services provider)
83	.cancerresearch (Australian nonprofit organization)
74	.bloomberg (American software, data, and media company)

## DOT BRANDS WITH AN ALEXA RANKING

# 20

11% increase since our last report

Current Alexa Position	Previous Alexa Position*	TLD
3,357	3,553	<b>mabanque.bnpparibas</b> (French bank and financial services company)
41,605	39,127	<b>www.goo</b> (Japanese Internet services provider)
51,533	40,701	<b>mabanquepro.bnpparibas</b> (French bank and financial services company)
92,473	75,010	<b>home.barclays</b> (British financial services provider)
93,199	91,268	<b>home.cern</b> (European research organization)
114,317	167,895	<b>study.monash</b> (Australian university)
136,607	107,120	<b>lifetothefullest.abbott</b> (American pharmaceuticals and health care products company)
177,562	217,299	<b>home.barclaycard</b> (British payment provider)
269,630	132,264	<b>loja.globo</b> (Brazilian media conglomerate)
292,376	130,680	<b>zerotrakas.mma</b> (French insurance social network)
484,674	-	<b>pros-zero-trakas.mma</b> (French insurance social network)
528,436	-	<b>group.citic</b> (Chinese state-owned enterprise)
532,659	594,595	<b>banco.bradesco</b> (Brazilian financial services provider)
645,397	486,893	<b>mabanqueprivée.bnpparibas</b> (French bank and financial services company)
649,324	-	<b>recruitment.praxi</b> (Italian management consulting firm)
652,230	667,218	<b>registry.google</b> (American multinational technology company)
680,620	-	<b>markets.saxo</b> (Danish investment bank)
762,965	-	<b>corp.sap</b> (German multinational software corporation)
828,848	445,432	<b>zerotracastv.mma</b> (French insurance social network)
890,099	-	<b>usa.bnpparibas</b> (French bank and financial services company)

\* as of Jan 26, 2016

## DOMAIN UTILIZATION

# 53%

Down from 55% in our last report

53% of registered .brand domains now have properly configured DNS zone files. For this period, it seems that the rate of registrations is outpacing the rate at which brands are activating their new assets. 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. CSC's Brand Advisory experts can share best practices in relation to **this topic** as well as others that will have implications on **SEO and search marketing** in general.

## 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 couple of .brands that have an Alexa ranking to see which keywords they are ranking with in Google.

### Google

In our last report, Google's **registry.google** domain, had established a ranking of 14 for the keyword **[domain registry]** in **Google.com**. At position 20, that domain still maintains a higher ranking for the keyword than other well-established registries.

### BNP Paribas

It is also interesting to see that **mabanque.bnpparibas**, ranks 4 in **Google.fr** against well-established domains like **hsbc.fr** (15) for the keyword **[ma banque]** (my bank) which receives 6,600 average monthly searches. The domain name also ranks 5 for the related keyword **[ma banque en ligne]** (my online bank). Interestingly, **usa.bnpparibas**, a domain name only registered in late 2015 ranks 46 in **Google.com** for the keyword **[usa bank]** well ahead of well-established domains like **barclaysus.com** (92) and **citi.com** (64).

Can this be a sign that Google is beginning to weigh .brand as a positive 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.

mabanque.bnpparibas Alexa Ranking 3,357		Top 2 keywords at Google.fr containing keyword ma banque	
Keyword	Position	Monthly search volume	CPC
ma banque	4	6,600	\$2.29
ma banque en ligne	5	1,900	\$10.55

usa.bnpparibas Alexa Ranking 890,099		Top keyword at Google.com containing keyword usa bank	
Keyword	Position	Monthly search volume	CPC
usa bank	46	4,400	\$1.36

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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.

There are several 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 brand uses of the new gTLDs that also piqued my interest:

- [nowyouseeme.movie](#) (operated by Lionsgate)
- [wonder.land](#) (operated by National Theatre)

### TLDs in focus: .bank

In this section, we will be featuring industry observations or statistics about a specific TLD's utilization.

.Bank is interesting because it implemented strict registration and security requirements for eligible registrants. Along with .brand TLDs, it is our opinion that .bank has the potential to signal authenticity and trust to Internet users. As a result, it has a higher probability of being embraced by consumers and potentially influencing the search engine rankings. Although there have only been 3,169 .bank registrations to date, five domains have managed to break into the Alexa 1M. To put things into perspective, .bank isn't considered in our Alternative Top 10 Ranking list because we only look at the Top 100 TLDs by registration volume. However, if we did, .bank would be ranked 11 with an indicator score of 40.

Below is a list of active .bank domains with an Alexa 1M ranking:

Current Alexa Position	Domain
620,734	1934.bank
626,597	tfb.bank
644,343	metropolitan.bank
695,487	montecito.bank
983,540	badgerbank.bank

### 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: ntlstats.com  
 4. Source: s3.amazonaws.com (Alexa 1M list). Please note that this does not include sub-domains.  
 5. http://domainincite.com/19877-fox-promises-dot-brand-will-be-the-next-big-thing

### 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, nine of the TLDs remained the same (.media, .today, .sexy, .news, .tokyo, .life, .social, .space, and .site). The new entrant to the list was .global, with .website missing the cut.

At the top of the charts, .media maintained its #1 position with .today returning to the #2 spot. Other TLDs that showed the greatest increase in their New gTLD Indicator Scores were: .global, .download, and .live while .xyz's Indicator Score increased by 33% from 21 to 28. Utilization of .xyz is still being fueled by the adoption of the TLD by large brand owners such as Alphabet, Google's parent company with the abc.xyz website.

## TOP 10 BY REGISTRATIONS

It is interesting to note that six (.science, .party, .xyz, .link, .win, and .top) out of the Top 10 TLDs by registration volume are also flagged by **NTLDStats.com** as being the top suspicious TLDs with the highest number of domains potentially implicated with fraud. The others on their list are .click, .review, .webcam, and .date. We recommend that brand owners factor this into their monitoring and enforcement strategies.

TLD	NTLD Suspicious <sup>2</sup>	Registration Volume <sup>4</sup>	Number of Domains in Alexa 1M <sup>3</sup>	New gTLD Indicator <sup>1</sup>
.xyz	!	1,830,600	2034	28.1
.top	!	1,034,889	280	6.9
.wang		631,719	28	1.1
.win	!	585,777	62	2.7
.club		580,933	605	26.4
.网址		353,072	-	-
.science	!	340,143	26	1.9
.ren		237,733	6	0.6
.link	!	228,549	266	29.5
.party	!	223,857	13	1.5

## CSC ALTERNATIVE TOP 10

TLD	Registration Volume <sup>4</sup>	Number of Domains in Alexa 1M <sup>3</sup>	New gTLD Indicator <sup>1</sup>
.media	23,278	74	80.5
.today	49,371	151	77.5
.sexy	24,633	67	68.9
.news	59,474	151	64.3
.tokyo	47,017	108	58.2
.life	31,863	63	50.1
.social	15,962	29	46.0
.global	21,509	39	45.9
.space	115,797	192	42.0
.site	87,084	144	41.9