



Q3 2018

New gTLD Quarterly Report

This report, created by MarkMonitor gTLD experts who advise and consult with the world's largest brands, provides detailed information on .Brand registration and marketing activity, current trends and news relevant to businesses and brand owners.

MarkMonitor
Protecting brands in the digital world

 **Clarivate**
Analytics

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Still in Contention: Top Level Domains to Watch

With all of the recent focus of the ICANN Community on the European Union's General Data Protection Regulation, it may have escaped notice that the New gTLD Program is still moving toward the completion of the 2012 Application Round. Many Registry Operators are continuing to work their TLDs through the latter parts of the launch process, with availability arriving in 2018 and beyond.

That said, there is a small group of Top Level Domains (TLDs) still in contention between multiple applicants. Via the effects of various ICANN accountability mechanisms (primarily [Requests for Reconsideration](#) and/or [Documentary Information Disclosure Policy](#) requests) and other ICANN processes (such as the [Community Priority Evaluation Process Review and Reports](#)), these TLDs have yet to be awarded to a Registry Operator:


- .CPA
- .GAY
- .HOTEL
- .MERC
- .MUSIC
- .SPA

Similarly, one contention set (.KID/.KIDS) has recently moved out of related ICANN [accountability mechanisms](#) and appears to be moving toward an [ICANN Auction](#)¹ soon. Another TLD, .WEB, has cleared contention and is currently in 'Contracting' status between ICANN and the [Registry Operator](#) (contracting can last up to 18 months).

As a number of these TLDs have potentially wide-ranging subject matter interest or relevance to corporate clients, we wanted you to be aware that they are still potential options for registration at a future time. MarkMonitor will continue to notify our clients as TLDs become available; please let your Client Services Manager know if you have any questions.

.Brand Update

When the New Generic Top Level Domain Program launched in 2012, more than 550 of the world's largest companies applied for TLDs that included company names or brands, hereafter called '.Brand' TLDs. .Brand TLDs behave the same as other legacy gTLDs and ccTLDs, on a technical level in the DNS as well as in search engine ranking, so they can provide unique benefits such as enhanced brand recognition, increased consumer trust, and wide availability of domain names.

 *The positive .Brand domain registration growth trend continues with a 13% quarter-over-quarter increase ending Q2.*

The positive .Brand domain registration growth trend continues with a 13% quarter-over-quarter increase ending Q2. MarkMonitor recently hosted a .Brand expert from Neustar to discuss up-to-date analysis of .Brand Top Level Domains during a joint webinar that can be accessed [here](#). Neustar is a technology company providing back-end registry operation services to many country code, legacy, new generic and .Brand TLDs including its own, .NEUSTAR.

The webinar includes:

1. New innovations and trends with .Brand TLDs
2. Defining your strategy for the next round
3. What you can do now to be prepared

¹ Per ICANN's [Applicant Guidebook](#), "String contention applies only when there is more than one qualified application for the same or similar gTLD strings" – in this case the singular/plural strings create contention – which generally needs to be broken via auction with the auction winner's TLD continuing through the application process and the other no longer proceeding.

Four primary methods of .Brand TLD utilization:



Full transitions

At least 21 companies have transitioned away from a primary web presence on a .COM or ccTLD to a .Brand TLD; e.g. Barclays, Pioneer, Canon, CERN.



Microsites

A one-off, or individual, branded domain meant to function as a discrete entity within a large website or to support larger campaign; e.g. DRIVE.BMW.



Branded short links for social media

Social Link Shorteners are better alternatives to using a long standard URL or a cryptic short link that doesn't contain the brand name. User conversions can be increased by leveraging branded short links such as I.NEUSTAR/MIDYEAR2017



Vanity/Redirect URLs


Configuring a short memorable domain to redirect to another domain that displays the content; e.g. CAREERS.FORD redirects to <http://CORPORATE.FORD.COM/CAREERS.HTML>

.Brand TLDs have been adopted globally and are helping organizations to distinguish themselves on the internet by enhancing brand recognition and increasing customer trust through better control of online presence. Read on to view the status of .Brand domain registration activity.



Kickstart your company's .Brand strategy today

Contact a MarkMonitor expert at:
dotbrand@markmonitor.com



.Brand Registration Activity

The second quarter of 2018 ended with 13,079 .Brand domain registrations, an increase of 13% over the previous quarter. There has been an impressive 84% year-over-year increase from Q2 2017 when the growth curve begins to steepen. All regions added .Brand domains in Q2, and the global distribution of registrations remains stable.

Much of the registration volume in Europe can be attributed to the popularity of registering domain names for municipalities or regions where business is conducted as well as the registration of individuals' names (Financial Advisors or other key staff) within the organization; e.g. PARIS-BOLIVAR.MMA and ANDY-ROGASCH.ALLFINANZ, respectively.

Figure 1: .Brand domain registrations | Q3 2015 – Q2 2018

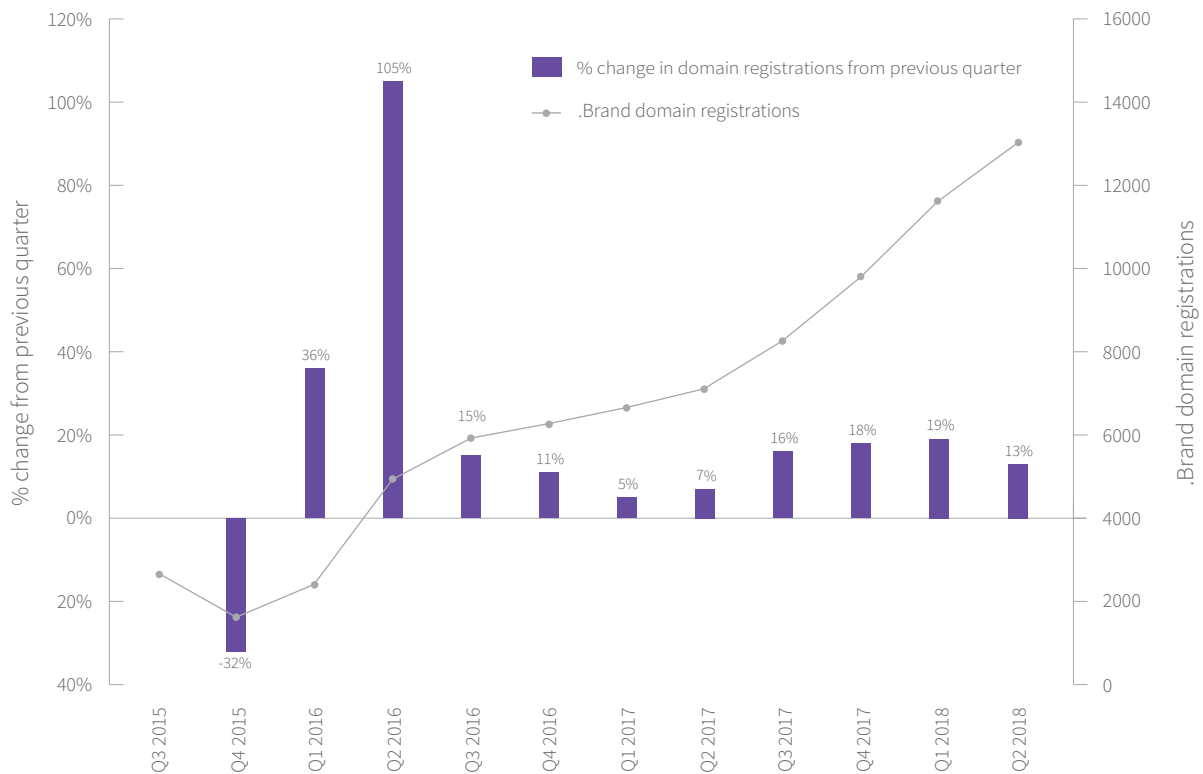


Table 1: .Brand registration activity by region | Q2 2018

Region	.Brand TLDs	% .Brand TLDs	.Brand Domain Registrations	% Domain Registrations
Europe	167	31%	9,100	70%
North America	235	44%	2,482	19%
Asia Pacific	130	24%	1,236	9%
Central and South America	7	1%	261	2%

Source: nTLDStats; <https://ntldstats.com> | June 30, 2018

The share of .Brand activity by industry remains similar to previous quarters.

Figure 2: .Brand domain registrations by industry | Q2 2018

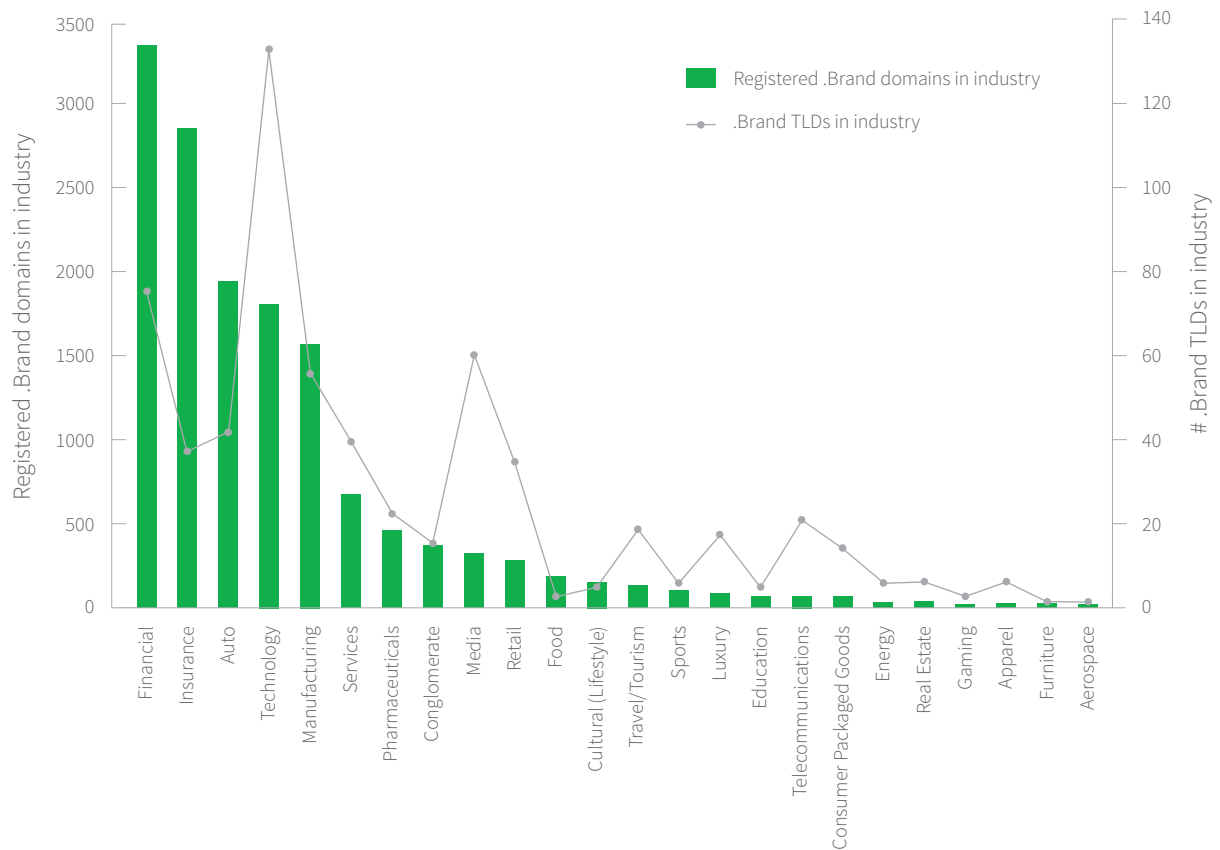


Table 2: Most active .Brand in top 5 industries by registration volume | Q2 2018

Rank	Industry	Most Active .Brand in Industry	.Brand Registry Operator	Total .Brand Registrations in Industry	Registrations by Most Active .Brand in Industry	% Registrations by Most Active .Brand in Industry
1	Financial	.DVAG	Deutsche Vermögensberatung	3,330	1,818	55%
2	Insurance	.MMA	MMA IARD	2,267	1,736	77%
3	Auto	.AUDI	Audi Aktiengesellschaft	2,112	924	44%
4	Technology	.NEUSTAR	NeuStar, Inc.	1,841	628	34%
5	Manufacturing	.WEBER	Saint-Gobain Weber SA	790	135	17%

Source: nTLDStats; <https://ntldstats.com> | June 30, 2018

The leading .Brands in the top five industries also remain the same. Each of the industry leaders added domains in Q2.

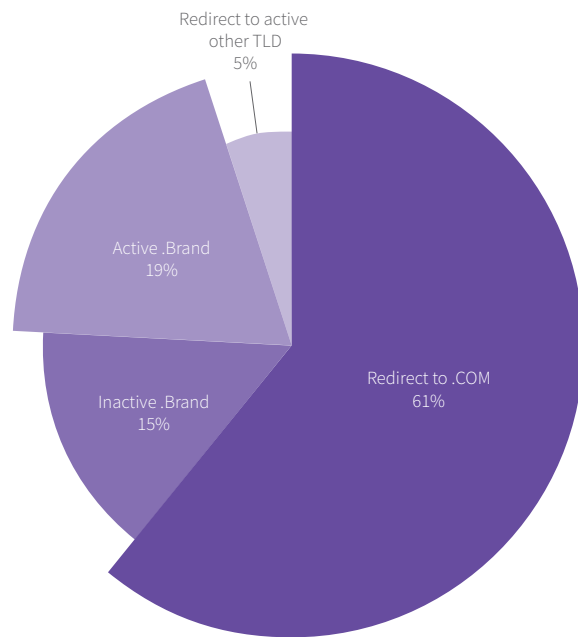
The Q2 labels in the top 10 are the same as those in Q1, but with some rank order changes. The HOME label continues to be the most registered in .Brand TLDs. *Note: www, NIC and PDTS01 labels are excluded.*

Table 3: Top 10 labels registered in .Brands | Q2 2018

Q2 Rank	Top .Brand registered labels	Most Active .Brand in Industry	Q1 Rank
1	home	home.barclays	1
2	my	my.abbott	2
3	careers	careers.neustar	3
4	go	go.shell	5
5	jobs	jobs.axa	6
6	mail	mail.bentley	7
7	cloud	cloud.cisco	4
8	about	about.linde	8
9	global	global.pioneer	10
10	news	news.bloomberg	9

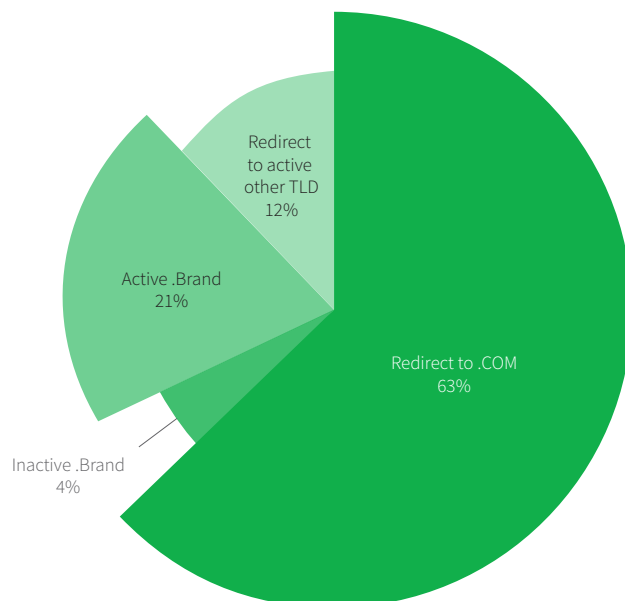
Source: The Centralized Zone Data Service
<https://czdap.icann.org/en>

Figure 3: Content resolution of 59 home.Brand domains | Q2 2018




We are excluding the WWW label from the top 10 Labels List above because it was perceived to be registered proactively with the objective of capturing type-in traffic.

Figure 4: Content resolution of 57 www.Brand domains | Q2 2018



Ever wonder where those WWW.BRAND domains redirect their visitors?

The majority of redirects (63%) point to .COM web pages and 21% resolve to .Brand TLD web pages and another 12% redirect to ccTLDs. A small number (4%) of www.BRAND domains resolve to inactive web pages without content.

The background features a large, light-grey circle that occupies most of the frame. A wooden beam with a natural grain pattern enters from the top-left corner, extending diagonally across the upper portion of the image. On the right side, a vertical white rectangular element is partially visible, appearing to be a light source or a structural part of a modern interior.

The content resolution of the HOME.BRAND domains remains consistent...

...with 61% redirecting to .COM web pages and 19% resolving to content on .Brand web pages.

.Brand Terminations and Breaches

The count of 2018 .Brand TLD termination requests to ICANN increased to eight in Q2 with four more .Brands put up on the chopping block by three Registry Operators. The termination request for .STATOIL could have been predicted since it was operated by a company named Statoil, a Norwegian energy company, that underwent a name change to Equinor in May 2018.

Including the four .Brands from Q2, that will likely terminate after August 2018, only 35 of the 490 contracted .Brand TLDs with Specification 13 have terminated (7% overall). Five Registry Operators with multiple .Brand TLDs have accounted for roughly half of all .Brand TLD terminations (17); the other 18 terminated .Brands were managed by Registry Operators with only one TLD.

.JLC and .PANERAI

Richemont DNS Inc., a subsidiary of the well-known Swiss luxury goods company Richemont, submitted notice of termination to ICANN on the .JLC and .PANERAI .Brand TLDs. This follows the termination of their TLD .IWC in Q1 this year and two others in 2017. Richemont originally applied for fourteen new gTLDs during the 2012 application period (nine .Brands and five open) but only five remain (two .Brands and three open). The two .Brands, .PIAGET and .CARTIER, only have the one required NIC domain registered at this time.

.STATOIL

Statoil ASA, a Norwegian energy company, submitted a termination request to ICANN in June on its only .Brand TLD. The .Brand had not launched and only had the one required NIC domain registered.

.VISTA

Vistaprint Limited, a subsidiary of Cimpres N.V., is a Dutch company that operates a wide variety of businesses. The .VISTA TLD did not have any domain registrations other than the required NIC domain. The company also manages the .VISTAPRINT TLD which has seven domains in the zone file.

A notable use case is that the NEWS.VISTAPRINT domain re-directs to a news page on a .COM web page. There are other re-directs in place, but also some inactive domains.

“Five Registry Operators with multiple .Brand TLDs have accounted for roughly half of all .Brand TLD terminations (17); the other 18 terminated .Brands were managed by Registry Operators with only one TLD.”

ICANN

ICANN62

MarkMonitor joined colleagues and policymakers from around the world at ICANN62 in Panama from June 25 – 28, 2018.

How will GDPR impact domain names and access to WHOIS records?

View this [webinar](#) to hear MarkMonitor policy experts Statton Hammock and Brian King share the most recent developments.

Table 4: ICANN meeting schedule

Meeting	Dates	Location
ICANN63 20th AGM (Annual General Meeting)	20-25 October 2018	Barcelona, Spain
ICANN64 Community Forum	9-14 March 2019	Kobe, Japan
ICANN65 Policy Forum	24-27 June 2019	Marrakech, Morocco
ICANN66 21st AGM	2-7 November 2019	Montréal, Canada
ICANN67 Community Forum	7-12 March 2020	Cancún, Mexico
ICANN68 Policy Forum	22-25 June 2020	Kuala Lumpur, Malaysia

Source: ICANN.ORG | meetings.icann.org/en/calendar

Ways to get involved with ICANN and policy



ICANN Business Constituency

<http://www.bizconst.org>



Intellectual Property Constituency

<http://www.ipconstituency.org>



Brand Registry Group

<http://brandregistrygroup.org>



Domain Name Association

<https://www.thedna.community>

Closing Thoughts: Leaving You with ‘A Taste of Idaho’

In 1999, MarkMonitor was founded in Boise, Idaho. We now have 500+ employees in various offices worldwide. One of our largest offices is now located in Meridian, a suburb of Boise. With that said, we are sharing an image of Idaho at the end of this and future reports. Why? Because we want to share more about our region!

The photo below is of the Sawtooth Mountain range reflected in Little Redfish Lake in late July. The Sawtooths are part of the Rocky Mountains in Central Idaho and accessible from the MarkMonitor office in approximately three hours by car.

The maximum elevation of the range is 10,751 feet (3277 meters) at the Summit of Thompson Peak. The range has many trails and fishable lakes. The closest mountain town is Stanley at an altitude of 6,253 feet (1906 meters) and has a recorded population of 63 in the 2010 census.

The photograph was taken by Tad Schafer, a MarkMonitor Senior Software Engineer, at 10:00 AM from the East bank of the lake.



About Clarivate Analytics

Clarivate Analytics is the global leader in providing trusted insights and analytics to accelerate the pace of innovation. Building on a heritage going back more than a century and a half, we have built some of the most trusted brands across the innovation lifecycle, including *Web of Science*, *Cortellis*, *Derwent*, *CompuMark*, *MarkMonitor* and *Techstreet*. Today, *Clarivate Analytics* is a new and independent company on a bold entrepreneurial mission to help our clients radically reduce the time from new ideas to life-changing innovations.

About MarkMonitor

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protect the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust. To learn more about MarkMonitor, our solutions and services, please visit markmonitor.com or call us at 1-800-745-9229.

Interested in a .Brand TLD? Contact a MarkMonitor expert at:
dotbrand@markmonitor.com

North America

Philadelphia: +1 800 336 4474
+1 215 386 0100

Latin America

Brazil: +55 11 8370 9845
Other countries: +1 215 823 5674

Europe, Middle East and Africa

London: +44 20 7433 4000

Asia Pacific

Singapore: +65 6775 5088
Tokyo: +81 3 4589 3100

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