Navigating the World of New gTLDs

What’s a Brand to Do?

With the ever-changing domain name landscape, brands must determine where to register and how to protect their brands and trademarks online.

The Top 20

- .app
- .sucks
- .online
- .blog
- .news
- .support
- .club
- .health
- .blog
- .app

Leading with Insight

As the leading corporate registrar and provider of strategic guidance to the world’s largest brands, MarkMonitor is able to offer unique insights into new gTLDs.

The Top 10, by Vertical

**Pharmaceutical**
- health
- store
- .app (.business org)
- .healthcare
- .safe
- .sale

**Financial Services**
- app
- review
- website
- help
- trade
- .market (.business org)
- .financial
- .cash
- .finance
- .loans

**Entertainment and Media**
- adult
- news
- .app (.business org)
- .movie (website)
- .reviews
- .fans
- .video
- .movie
- .reviews

**Hospitality**
- vacations
- .app (.business org)
- .hotel
- .restaurant
- .recreation
- .realty
- .rentals
- .luxury
- .hotel
- .luxury

**Fashion and Luxury**
- clothing
- .app (.business org)
- .luxury
- .designer
- .sucks
- .store
- .app (.business org)
- .app (.business org)
- .app (.business org)
- .app (.business org)

**Consumer Goods**
- adult
- .app (.business org)
- .store
- .app (.business org)
- .店 (.business org)
- .store
- .app (.business org)
- .app (.business org)
- .app (.business org)
- .app (.business org)

Protect Your Brand

As expected, new gTLDs are becoming avenues for brand abuse.

Cybersquatting*

14% - 69%

* Percentages are based on the domain ownership information of the top 100 web property names across .top, .loan, .xyz, .club and .online

Get Proactive

Trying to register every variation, typosquat, and misspelling in this new environment promises to be cost prohibitive. Corporations must take a new approach.

Follow your brand by monitoring domain registrations and improper trademark use. Take action when it makes sense.

Blocking domains, where available, allows brand owners to opt out of traditional registration while avoiding protection from squatters.

Our industry-leading new gTLD experts advise the world’s largest brands. MarkMonitor can help your brand succeed in this uncharted territory.

To learn more about new gTLDs, visit our New gTLD Resource Center at:
markmonitor.com/topleveldomains

Where Are the World’s Largest Brands Registering?

Data as of October 16, 2018