



Brands using both open and closed Brand TLD identities.

NEW TLD DOMAINS REGISTERED

24,155,069

September 20, 2016

New TLD registrations surpass 24 million. A total of 1,182 new TLDs have now been delegated to the Internet's root zone.

Source: ntlidstats.com

BRAND INNOVATORS

Over 70 active Brand TLD identities are now showcased on our microsite [BrandTLD.news](#). Use cases range from simple redirects to full digital transitions. Below are a few examples. Visit [BrandTLD.news](#) to view others.



[unfiltered.news](#)

A new beta news service launched by Google displaying the news geographically.



[gallery.dnp](#)

The Dai Nippon Printing group is using their .DNP to create branded microsites.



[microsoft.gives](#)

Microsoft is redirecting this URL to an existing website about its philanthropic initiatives.



[denzel.mini](#)

BMW-Mini is experimenting using its .MINI TLD for its dealerships in Europe.



[vitre.mma](#)

Covea has registered over 1,700 .MMA identities to support channel partner agencies.



[paramount.news](#)

Paramount Pictures, a Viacom subsidiary, is redirecting this URL to its news webpage.



[volvoce.video](#)

Volvo is using a .VIDEO URL as a redirect to their Volvo construction YouTube Channel.

BRAND USE

+5,000 BRAND IDENTITIES

September 2016

526 Brand TLD (Latin character) signed their ICANN registry agreements. 174 have passed through delegation and set up brand identity use cases.

BRAND TOP LEVEL DOMAIN USE

In our March New TLD Market Brief, we provided a matrix showing Brand TLD activity in terms of registered domains. As the end of the year approaches, it is worth having a look to see how the market is maturing.

- 54% increase in the total number of new branded identities.
- 127% increase in compliance NIC sites + test and learn initiatives.
- **OVERALL:** Steady adoption with emerging stand out use cases.

Brand Activity	Mar 2016	Sept 2016	Growth %
Total Brand Registry Domains	3,267	5,042	54%
Brand Registries with ...			
> 100 domains	3	6	100%
26-100 domains *	48	18	-63%
6-25 domains	36	59	64%
2-5 domains	44	91	107%
1 NIC domain	142	322	127%
0 domains	252	30	-88%

* 26-100 cohort reduction due to activity variances. We see large swings of +/- 20-50, week/week registrations with certain vendors. We adjusted this report to use the low-end of the variance range to provide a truer picture. This cohort activity is strong as different identities are turned up and down. Now represented in the 6-25 cohort.

NEW TLD ARTICLES

Hubspot: A Beginner's Guide to Brand Top-Level Domains. [Article](#)

Dot Stories: Is the financial industry the most active participant? [Article](#)

Domain Incite: Next new gTLD round could start sooner. [Article](#)

Authentic Web: .WEB Acquired for \$135 Million. [Article](#)

Econsultancy: 5 companies using brand TLDs & why. [Article](#)

Circle ID: French Supermarket Giant LeClerc Turns On DotBrand. [Article](#)

Neustar: Google Switches TLD Registrar to .Google Domain Name. [Article](#)

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Authentic Web empowers enterprise teams with domain management services and systems designed for innovation.

Differentiate with your Brand TLD.

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