

# BRAND TLDS 2016 YEAR-END STATUS



Brand Top-Level Domains are digital transformation assets.  
Learn more @ [learn.authenticweb.com](http://learn.authenticweb.com).

## New TLD Domain Growth

Year	2014	2015	2016
End of Period	3,722,273	11,231,306	27,586,818
Y/Y Growth	n.a.	202%	146%

## 11 full transitions

Brands are moving their flagship web address to a Brand TLD

mabanque.bnpparibas	group.pictet	global.weir
banco.bradesco	home.sandvik	fcl.crs
global.canon	home.saxo	home.cern
groupe.schmidt	ingenieriaconstruccion.sener	

Source: brandtld.news

## active brands by geo



Europe & Asia lead North America

## active brands by industry



Science & Technology

41



Finance & Business

23



Travel & Transport

13



Sports & Media

10



Health & Education

6

**Kinder**

Kinder built an online gaming website and associated mobile app to build affinity with kids.

[magic.kinder](http://magic.kinder)

**amazon**

Amazon built a digital product page for QuickSight, an Amazon Web Services solution.

[quicksight.aws](http://quicksight.aws)

**Java**

Oracle built a website to market and educate consumers about the Java computer language.

[go.java](http://go.java)

# 60,000+

Brand TLD Domain Registrations



58,531



1,744



504

# 110 active brands



Showcase of active Brand TLDs:  
[brandtld.news](http://brandtld.news)

## "fortune global 100"

10 "Fortune Global 100" companies have an active Brand TLD

amazon

SAMSUNG



Volkswagen

Google

Microsoft

TOTAL

HITACHI



BNP PARIBAS

