

BRAND TLD LIVE WEBSITES

859

June 1, 2017. Source: dotbrandobservatory.com

The number of active websites with a Brand TLD URL. This number has grown since the end of Q1 with several Brand TLDs with multiple uses cases.

BRAND TLD DOMAINS REGISTERED

7,507

July 12, 2017. Source: makeway.world

In total 7,500+ domains are registered in the Brand TLDs and the number of brands with an active Brand TLD use case grew by approximately 25 to 135 brands.

BRAND TLD INNOVATORS

544 of 551 Brand TLDs are now live. Several mega brands such as HSBC, Johnson & Johnson, Allstate, Ford, and CBS launched use cases in Q2.



rdc.statefarm

This is a new State Farm website for research and development.



corporate.bentley

This is a new corporate website built by Bentley.



brand.deloitte

This is a redirect to an article featuring Deloitte's Managing Director, Global Brand.



letsride.hsbc

This is a redirect to letsride.co.uk. The benefit of a Brand TLD is the brand in every domain.



careers.ford

This is a redirect to the corporate careers page for Ford.



call.skype

This is a redirect to Skype's home page.



developer.nab

This is a site built by the National Australian Bank encouraging developers to use their API.



home.allstate

This is a redirect to Allstate's home page.



interactive.cbs

A new media-centric digital property created by CBS.



jnjinstitute.jnj

This is a new website offering specialized programs for healthcare professionals.

September 2018 proposed for 2nd Round domain expansion

DOMAINS AND GLACIERS



Many of us with the patience to follow news in the top-level domain (TLD) space over the past few years have observed the pace of events to be glacial. The first application round for new TLDs started in 2012 - half a decade ago! ICANN moves at the pace of the industry, which has rarely set land speed records. The funny thing about glaciers however is that they appear to be static right up to a moment of geographic inflection, at which point million-ton pieces can calve off with dramatic effect.

Could the domain space be at such a moment of inflection? There are signs... To begin with, major brands worldwide are steadily launching their own ".dot Brand" registries and use cases. Despite industry naysayers who've suggested that the .Brand TLD is a fad - many pointing to the high profile decision by McDonalds to relinquish their .McDonalds and .MCD domain extensions, many more brands are moving forward.

The second geographic inflection could be that the domain industry - at least a credible representation of it, has petitioned ICAAN with a proposal to get the long-awaited 2nd Round applications in gear as early as September 2018.

Brand executives ought to take note. Five years of watching the digital glacier inch along may have lulled many of us into a somnolent state. But signs indicate that huge blocks of ice are about to start splashing soon. For innovative brands that have their plans in place, it promises to be fun times ahead!

BRAND TLD RESOURCES

ARTICLES

New TLD Round Proposed for September 2018: [Article](#)
 .brand Spotlight: Automotive industry: [Article](#)
 Dot Brand Customer Experience: [Article](#)
 Brand TLD Stats Hub - Track Brand TLD progress: [Stats](#)
 Preparing the Next Round of New gTLDs: [Article](#)

WHITEPAPER

[Read the New TLD Whitepaper](#)

EDUCATION SESSION

[Schedule an Education Session](#)

SHOWCASE

Learn how early adopters are deploying their Brand top-level domains.

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Authentic Web empowers enterprises with a domain management platform built for the new TLD era