

NEW TLD MARKET MOMENTUM BRIEF

Issue 3 authenticweb.com

Brands Deploy New TLD Initiatives

Authentic Web focuses on **innovations in the new brand TLD space**. Inform your thinking and discover opportunities fo brand TLD innovation. Learn how early movers are deploying their brand TLDs and consider use cases to differentiate.

NEW TLD DOMAINS REGISTERED

10,117,568

As of November 19, 2015

New TLD domain registrations surpassed 10 million. Overall the space is growing by 1.5 million per quarter with 795 total new TLDs delegated.

EARLY BRAND TLD INNOVATORS

Some brands have made complete transitions to their .brand TLD while other brands are redirecting brand TLD domains to exisiting digital properties.



apple.news

Apple is using apple.news as a shortener and redirection URL in its Apple News app.



lifetothefullest.abbott

Abbott created a compelling consumer engagement campaign using its brand TLD.



registry.google & abc.xyz

Google registry works with Google Apps and abc.xyz registered for umbrella company.



home.cern

Cern, European Organization for Nuclear Research moves to its Brand TLD.



dollar.bank

Dollar Bank moves from .com to .bank for enhanced secuirty.



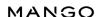
lead.bank

Lead Bank transitions to a .bank domain citing security and engagment as key drivers.



assistmoneypenny.sony

Sony launches an interactive site promoting the new James Bond movies, Spectre.



shop.mango

Spanish clothing retailer Mango launches its new brand registry as a redirect.

BRAND TLDS DELEGATED IN 03 2015

50

July 1, 2015 - September 30, 2015

50 Brand TLDs delegated in the 3rd quarter of 2015 and more brands signed ICANN agreemens. Delegated TLDs can begin registering domains.

NEW TLD EDUCATION

Risk and Reward: Social Proof or Brand TLD

Brand registries offer digital marketers an engagement vehicle that is new and different than anything before. Today, is a challenging time for digital professionals, making decisions on which toolsets to use, to improve engagement trajectories.

The Brand Registry is the new kid on the block, with no proof of improving KPIs. It is nuanced and requires an informed stratetgic vision to fully undertand and define the value of outcomes. Beacuse it is unproven, risk exists. Should it be a priority? Where to start? What is the risk? What are the rewards? Be bold or be careful? The start point is alignment.

Are we an industry Leader or a Follower?

Leaders are unique. They accept risk and gain market advantage with success. Followers are common. They mitigate risk by seeking third party social proof to validate business case assumptions. Brand leaders will create social proof, and we are starting to see them emerge. They may stumble but they will gain market advantage. Followers will prepare themselves to be fast-followers when social proof is clear.

Is your brand a Leader or a Follower?

NEW TLD ARTICLES

Tech Crunch: Google's Domain Registry Expands. Read Article
Think Advisor: Banks Line Up for Dot-Bank Domain Names. Read Article
Yahoo Finance: Dollar Bank Adopts dollar.bank domain. Read Article
Brand Channel: How Are Brands Handling the New gTLDs? Read Article
Nasdaq: Apple's new News Platform Utilizes .NEWS TLD. Read Article
Forbes: Do What Google Did And Try A Not-Com Name. Read Article
KSHB: Lead Bank, switching to lead.bank domain name. Read Article
Wired: Google's Alphabet domain Will End .Com Dominance. Read Article

Read the New TLD White Paper

Authentic Web empowers teams with a next generaton domain intelligence and management system.

Differentiate with Brand TLD capabilities.

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