

Brands Deploy New TLD Initiatives

Authentic Web focuses on **innovations in the new brand TLD space**. Inform your thinking and discover opportunities for 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.

BRAND TLDs DELEGATED IN Q3 2015

50

July 1, 2015 - September 30, 2015

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

EARLY BRAND TLD INNOVATORS

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



[apple.news](#)

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



[lifetothe fullest.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 security.



[lead.bank](#)

Lead Bank transitions to a .bank domain citing security and engagement 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.

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 strategic vision to fully understand and define the value of outcomes. Because 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 generation domain intelligence and management system.

Differentiate with Brand TLD capabilities.

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