

Brand TLD Initiatives Expand

NEW TLD DOMAINS REGISTERED

14,868,758

As of March 1, 2016

New domain registration growth ramps to over 3.7 million new names since January 1.16, largely driven by speculative registrations out of China.

BRAND REGISTRY INNOVATORS

More brands are establishing test and learn initiatives, redirecting Brand Registry domains to existing properties and launching new web properties.



[nic.fox](#)

Fox launches a robust media website indicating an initiative for the spring of 2016.



Bradesco

[corporate.bradesco](#)

A top five bank in Brazil, Bradesco, launches a new Brand Registry property.



[home.microsoft](#)

Microsoft is testing by redirecting a Brand Registry domain to their home page.



[search.bing](#)

Microsoft's search platform performs a test using a Brand Registry domain redirect.



[tv.dvag & magazin.dvag](#)

Deutsche Vermögensberatung, financial consulting, launches Brand Registry sites.



[testnavoznja.bmw](#)

BMW Slovenia launches a Brand Registry campaign.



[viacom.tech](#)

Viacom launches a site showcasing it's media brands on a new TLD.



[cta.tech](#)

The Consumer Technology Association, who run CES, moved to a new TLD.

BRAND REGISTRIES WITH > 25 DOMAINS REGISTERED

51

As of March 1, 2016

Of the 526 signed Brand Registries, 51 have more than 25 second level domains registered, an increase of 183% since mid December 2015.

BRAND REGISTRY USE

Brand Registry Domains Registered Continues to Grow

Many Brand Registries have yet to appoint an executive sponsor to drive the innovation use case thinking and execution. In previous briefs, we identified Barclays and BNP Paribas, announcing and now commencing full transitions. Three months later, we see others including Microsoft, NRA, Wier, Bradesco, Bloomberg and Citic emerging as innovation early movers with dozens of Brand Registry domains registered. It is test and learn time.

In Q1.16 we saw a substantial increase in Brand Registry usage as the thin edge of the wedge materializing. In Dec 2015, we counted 18 Brand Registries with 25 or more domains registered. At March 1, 2016, 51 companies have joined the leaders club. We expect the pace to continue as Brand Registry capabilities and related uses cases penetrate the CIO and CMO ranks.

Brand Activity	Dec 2015	Mar 2016	Growth %
Total Brand Registry Domains	1,901	3,272	72%
Brand Registries with ...			
More than 25 domains	18	51	183%
Between 6-25 domains	41	36	-12%
Between 1-5 domains	150	187	25%
One or more domains	209	274	31%

New TLD Related Articles

The Domains: New gTLDs add 1 million names in 5 days. [Article](#)

Circle ID: ICANN CEO farewell letter overlooks innovation. [Article](#)

Domain Name Wire: ICANN applicants - Coalitions vs. Communities. [Article](#)

World Trademark Review: Slow start for the new gTLDs? [Article](#)

Forbes: The 'Not-Com' Branding Trend. [Article](#)

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