

Brand Digital Identity Change

NEW TLD DOMAINS REGISTERED

22,833,445

As of July 3, 2016

New TLD registrations continue to grow, now at **22.8m** registrations, compared to 14.9m in March. **1,056** New TLDs are now delegated to the Internet.

BRAND TLD INNOVATORS

68 brands are showcased at [BRANDTLD.NEWS](#). Use cases range from simple redirects to full digital transitions, from legacy to Brand TLD spaces.

What are we learning from first-movers?



Dozens of brands are in market with their Brand TLDs. We took a look at the first-movers, showcased at [BRANDTLD.NEWS](#). Here is what we found.

There are approx. **3,920** second level domains registered in these 68 TLDs. **351** were found to be 'in market' or indexed by Google. At 9% of registered names indexed, it's clear that a lot of activity is taking place below the surface. Digital, IT, brand and product teams are hard at work on initiatives hidden from the public and competitors. Digital teams often hide web content as they prepare new initiatives. How do they do this? Methodologies include IP whitelist restrictions and robot.txt "noindex" code to tell search engines not to index sites. Keep this in mind as you plan your Brand TLD initiatives.

We analyzed what is 'in market' to see how brands are moving forward. We reviewed 351 indexed sites. What we found was a diversity of approaches that showcase the flexibility and power of a Brand TLD to differentiate, be it with hundreds of domains in use, a handful, or even just one.

Canon used a single domain to reposition the global giant with [GLOBAL.CANON](#), moving to a market strategy v. product. That's powerful. Then there's SEAT with approx. 100 domains, deploying a [CHANNEL.BRAND](#) strategy to better represent dealerships in the markets they serve. Praxi gets a **GOLD STAR** for their approach to make the user experience seamless in a transition. They are combining the current site infrastructure and naming conventions with a new Brand TLD naming convention, for a seamless browsing experience.

Kudos to the Praxi team for their savvy work creating a seamless experience and minimizing business disruption in a transition.

Authentic Web is a corporate domain registrar, unlocking digital innovation for enterprise teams.

Learn how early leaders are deploying their Brand Registries. Consider the use cases your business can deploy to differentiate and lead in your market.

BRAND TLD/REGISTRY SHOWCASE

68 Brands Show Off

Featured active Brand TLDs

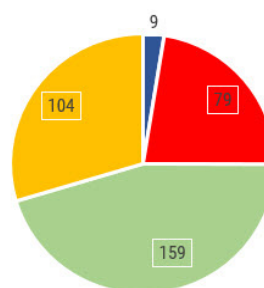
[BRANDTLD.NEWS](#) showcases some of the early market leaders in the Brand TLD space. These companies are building a competitive advantage.

2016: BRAND DIGITAL IDENTITY IN TRANSITION

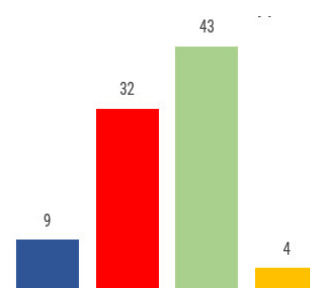
We present four use case types with summary statistics to see how first-movers are transitioning to their authentic, trusted, secure and controlled spaces.

REDIRECT	Forwarding to a deep link within an existing web presence. The URL typically resolves to a legacy domain.
DEDICATED PRESENCE	Unique website with content/experience specific to the Brand TLD label. Site maintains the Brand TLD URL.
BRAND LABEL HOME	Present Brand TLD message as the index page. Integrated as part of an existing web presence. URL may or may not be maintained in menu navigation.
FULL TRANSITION	Transition of company web destinations from legacy URLs to Brand TLD domain space.

of Domains by Type



of Brands by Use Case



■ Full Transition ■ Redirect ■ Dedicated Presence ■ Brand Label Home

What is this telling us?

There is great diversity in how teams deploy. "Brand Label Home" is likely a best practice approach. It addresses both user experience and offers lower risk on an SEO transition. "Dedicated Presence" with 159 domains is the top use case type, offering concise language with a focused experience.

Brands with more than one Use Case Type

20 of the 68, or 29% of brands are executing more than one use case type. Expect to see this percentage increase dramatically as leading brands become more educated and vested in digital transformations.

Contact us to learn more about how leading brands are driving digital transformations.

Differentiate with your Brand TLD.

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