

## 2016 Year End Status New and Brand TLDs

### NEW TLD DOMAINS REGISTERED

**27,582,430**

December 2016. Source: ntlstats.com

New TLD registrations ended the year at 27.6 million growing 3.5 million in the last quarter of 2016. 1,560 TLDs, including legacy TLDs are now live on the Internet.

### BRAND TLD INNOVATORS

110 brands now have active Brand TLDs. They are showcased at [brandtld.news](http://brandtld.news). In the last quarter alone, we count 35 new brands who have published new use cases. 2017 may be the tipping point year. Are you ready?



[quicksight.aws](http://quicksight.aws)

Amazon launched a website for QuickSight, an Amazon Web Services (AWS) solution.



[taster.bbc](http://taster.bbc)

The BBC launched a new website, accepting reviews on new experimental content.



[environment.google](http://environment.google)

Google created this Brand TLD website to promote environmental initiatives.



[go.java](http://go.java)

Oracle created this website to promote learning the Java computer programming language.



[magic.kinder](http://magic.kinder)

Ferrero's Kinder brand created an innovative games website and app to create brand affinity with kids.



[cloud.bugatti](http://cloud.bugatti)

This is a new Bugatti website built as a login portal for Bugatti's cloud platform.



[customercare.gucci](http://customercare.gucci)

This is a coming soon page for a new Gucci website focused on customer service.



[home.saxo](http://home.saxo)

Saxo Bank transitioned its flagship domain from saxobank.com to home.saxo.



[50years.latrobe](http://50years.latrobe)

La Trobe University created this new property in celebration of its 50th anniversary.



[logistics.dhl](http://logistics.dhl)

This domain is being used on a new DHL destination to collect feedback for new digital properties.

### BRAND TLD DOMAINS REGISTERED

**60,000+**

December 2016. Source: ntlstats.com. \*50k+ are .OVH domains.

Authentic Web is a corporate domain registrar, providing business intelligence and digital innovation solutions for brand teams.

Learn how early adopters are deploying their Brand Top-Level Domains. Call us to learn more and stay ahead of the market: 1-855-436-8853.

As of December 2016, 553 brands have signed their Registry Agreements with ICANN and 547 Brand TLDs are live on the Internet.

### EUROPE AND ASIA ARE LEADING NORTH AMERICA

It is not surprising that the tech sector is leading the charge in Brand TLD innovation. It is surprising that North America is greatly lagging the world in this digital transformation. Of the live Brand TLDs only 24% of the entities are NA based.

The financial sector is also emerging as a digital transformation leader. It makes sense as a Brand TLDs offers greater security, authenticity and trust for audiences. Two leaders [Barclays](http://Barclays) and [Saxo Bank](http://Saxo Bank) stated as much in their press releases.

A snapshot by industry and geography is provided below.

#### ACTIVE BRANDS BY INDUSTRY

Financial & Business	Science & Technology	Travel & Transport
23	41	13
Health & Education	Sports & Media	Consumer & People
6	10	17

#### ACTIVE BRANDS BY GEOGRAPHY

The Americas	Europe & Africa	Asia & Australasia
27	54	29

### BRAND TLD RESOURCES

**BrandTLD.News:** Amazon launches quicksight.aws. [Article](#)

**Authentic Web:** Video – Brand TLDs | Why? What? How? [Video](#)

**Neustar:** 2016: The Year That Was in .brands TLDs [Article](#)

**Dot Stories:** December 2016 Dot Brand Insights. [Article](#)

**LeapRate:** Saxo Bank's head of digital on moving to home.saxo. [Interview](#)

[Read the New TLD Whitepaper](#)

[Schedule an Education Session](#)

Authentic Web empowers enterprises with a domain management platform built for innovation.

Differentiate with your Brand TLD.

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