

# CAN THE INTERNET BE TRUSTED?

## Is your digital brand trusted?

Mark Zuckerberg's New Year's pledge is a whopper: "To fix Facebook!" In this scary new world of "fake news" and online security breaches, trust and authenticity means a lot. Zuckerberg should inspire digital leaders everywhere to examine their own brand spaces for trust and authenticity. Are you in control of your digital house?

Brand leaders are taking innovative steps to optimize their digital footprint. Banks, telecoms, transportation, automotive, retail, pharma and industrial brands continue to roll out secure, trustworthy, customer-engaging use cases with their Brand TLDs. Fourth quarter growth in new Brand TLD spaces confirms this trend. Brand TLDs have momentum entering 2018!

If your brand is not among these *active innovators*, you may fall into one of two other categories. Each has opportunity to improve digital brand trustworthiness and customer engagement. Which group best describes you?

*Passive defenders* jumped on ICANN's 2012 application round to secure their Brand TLD, but their new asset sits on the shelf without a deployment strategy. While *active innovators* build digital brand equity, *passive defenders* are arguably letting their first-mover advantage slip away.

**Next Round Applicants:** Over 550 brands applied for their Brand TLD in Round 1. Thousands of brands that missed the 1st round are queuing up for ICANN's next round, coming soon. Are you prepared? **Now** is the time to reexamine your digital footprint for security and trust.

Read our Brand TLD examples and articles to learn more about how you can rock 2018 by taking your digital brand to the next level. A Brand TLD strategy can help you build authenticity in a trusted and secure, digital space.

Live Brand TLD Websites

1,622



82%

An increase of 762 or 82% compared to 890 recorded in October 2017  
source: [dotbrandobservatory.com](http://dotbrandobservatory.com)

Brand TLD Domains Registered

10,149



17%

An increase of 1,448 or 17% compared to 8,701 recorded in October 2017  
source: [makeway.world](http://makeway.world)

### BRAND TLD INNOVATORS

Zappos

[influencers.zappos.com](http://influencers.zappos.com)  
A newly active .brand featuring a login portal.

Google

[cloudconnect.goog](http://cloudconnect.goog)  
A new site for Google Cloud System.

Canon

[machinery.canon](http://machinery.canon)  
A new microsite for Canon Machinery.

kpn

[overons.kpn](http://overons.kpn)  
Information site for a Dutch Telecom.

SNCF

[oui.sncf](http://oui.sncf)  
Official distribution site of the French Railway.

Yandex

[auto.yandex](http://auto.yandex)  
A site for Yandex's new connected car technology.



[drive.bmw](http://drive.bmw)  
A redirect to [bmw.com](http://bmw.com).

Hisamitsu

[global.hisamitsu](http://global.hisamitsu)  
The new flagship address for a global pharmaceutical.

ERNI

[socialwall.erni](http://socialwall.erni)  
Social site for German electronics manufacturer.

neustar.

[home.neustar](http://home.neustar)  
New flagship web address for American Internet company.

### ENTERPRISE RESOURCES

#### ARTICLES

Dot Brand domains making progress  
Neustar evolves digital brand unveiling [home.neustar](http://home.neustar)  
Dot Brand domains: Changing the way brands share online  
Top 10 Brand Moments 2017  
Axa uses .Brand for blockchain insurance product

#### WHITEPAPER

Your Corporate Domain Portfolio:  
7 Best Practices for Success

#### WHITEPAPER

Domains & DNS: Security,  
Compliance & Performance

#### SHOWCASE

Check out a simple microsite showcasing Brand Innovators  
Visit [BrandTLD.news](http://BrandTLD.news)