

## Brand TLD Usage Growth

### Brand TLD Next Round Milestone

#### Brand TLD Usage Growth

Year-over-year numbers confirm the growing trend in Brand TLD adoption. Many of the world's largest brands continue to innovate and deploy value added use-cases with their Brand TLD.

Measure	Jan 2018	Jan 2019	Jan 2020	Jan 2021	2018-2020
Live sites	1,622	2,527	3,030	3,819	135%
Redirects	5,200	7,721	9,482	10,394	100%
Registered	10,148	15,591	18,728	21,569	113%

**Growth in Brand TLD Usage  
2018-2020**



— Live Sites — Redirects — Registered

#### Brand Usage Leaders

These brands are the most active users of Brand TLDs as of January 1, 2021.

Domains under Management		Growth in 2020	
DVAG	4,543	DVAG	965
AUDI	2,074	AUDI	471
MMA	1,878	ALLFINANZ	235
ALLFINANZ	1,208	MINI	99
MINI	759	LUNDBECK	96
SEAT	756	SCHWARZ	88
NEUSTAR	674	TEVA	57
ACO	335	SBI	55
ABBOTT	238	FOX	55
LAMBORGHINI	236	SEAT	52
SCHWARZ	218	ABBOTT	48
中信	208	GOOGLE	39
LECLERC	197	GOOG	36
BRADESCO	185	GLOBO	26
REIT	176	DHL	24

#### BRAND TLD USAGE WATCH



Increases reflect growth Jan 1, 2020 to Dec 31, 2020

Source: [makeway.world](#)

#### NEWS! Next Round Milestone

For organizations that have patiently awaited news regarding the next round of applications for Brands TLDs, a major milestone has been achieved. After years of policy debate, the final report detailing next round recommendations has been completed.

ICANN's Board of Directors is expected to receive final recommendations for approval later this year. This critical regulatory step will clear the way for brand leaders to acquire their own Brand TLDs. This is a momentous development for all brands eager to acquire and secure authentic domain spaces their audiences can TRUST.

#### TAKE ACTION! Prepare the organization

- Engage your Executive Team  
**INNOVATION • COMPETITION • SECURITY**
- Build your Business Case  
**STRATEGY • TCO • ROI**
- Strategic Product Introduction Process  
**PEOPLE • STORY • PROCESS • BUDGET**



● Gap & Ideation ● Strategic Plan ● Execution Plan ● Go-To-Market

#### ENTERPRISE RESOURCES

Building a Brand TLD Business Case

**Jump the Curve: Part 1**

[Click Here to play the webinar](#)

Executing a Brand TLD Strategy

**Jump the Curve: Part 2**

[Click Here to play the webinar](#)

**CONTACT US TO TAKE ACTION.**

**BUSINESS CASE • STRATEGY • APPLICATION • TECHNOLOGY**

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