BRAND TLD MARKET BRIEF

January 2021

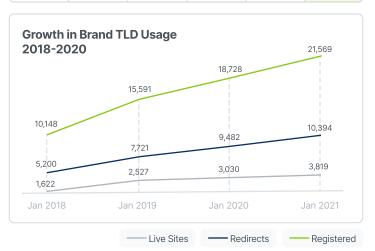
authenticweb.com

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%



Brand Usage Leaders

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

Domains under Management				
DVAG	4,543			
AUDI	2,074			
MMA	1,878			
ALLFINANZ	1,208			
MINI	759			
SEAT	756			
NEUSTAR	674			
ACO	335			
ABBOTT	238			
LAMBORGHINI	236			
SCHWARZ	218			
中信	208			
LECLERC	197			
BRADESCO	185			
REIT	176			

Growth in 2020	
DVAG	965
AUDI	471
ALLFINANZ	235
MINI	99
LUNDBECK	96
SCHWARZ	88
TEVA	57
SBI	55
FOX	55
SEAT	52
ABBOTT	48
GOOGLE	39
GOOG	36
GLOBO	26
DHL	24

BRAND TLD USAGE WATCH



Increases reflect grouwth 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

1. Engage your Executive Team

INNOVATION • COMPETITION • SECURITY

2. Build your Business Case STRATEGY • TCO • ROI

3. Strategic Product Introduction Process
PEOPLE • STORY • PROCESS • BUDGET



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