

The Domain Name Industry

A Global Perspective

April 2018

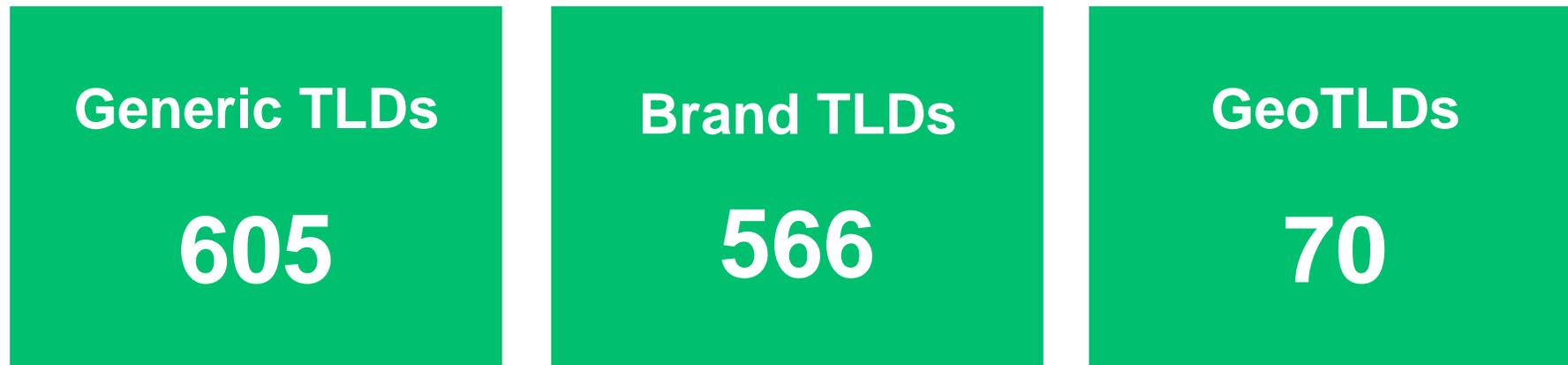


THE TLD LANDSCAPE

In **2000** there were **248 ccTLDs** and **3 gTLDs**

By **2012** an additional **20 gTLDs** were on the market

By **2018** **1,250 New gTLDs** were added





269+ million

**Domain Names registered under
the top 25 TLDs worldwide**



167.1 Million

**Names registered
under traditional TLDs**

(5 TLDs)

95.3 Million

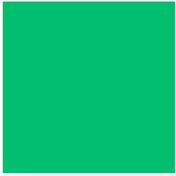
**Names registered
under ccTLDs**

(17 ccTLDs)

7.3 Million

**Names registered
under New gTLDs**

(3 New gTLDs)



A QUICK RECAP!

Generic TLDs

(Open)

.loan, .club, .buzz,
.science, etc.

Brand TLDs

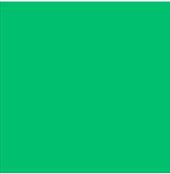
(closed)

.nike, .ibm, .netflix,
.microsoft, etc.

Geo TLDs

(Open)

.nyc, .london, .berlin,
.sydney, .taipei, etc.



A QUICK RECAP!

Generic TLDs

(Open)

**.loan, .club, .buzz,
.science, etc.**

Brand TLDs

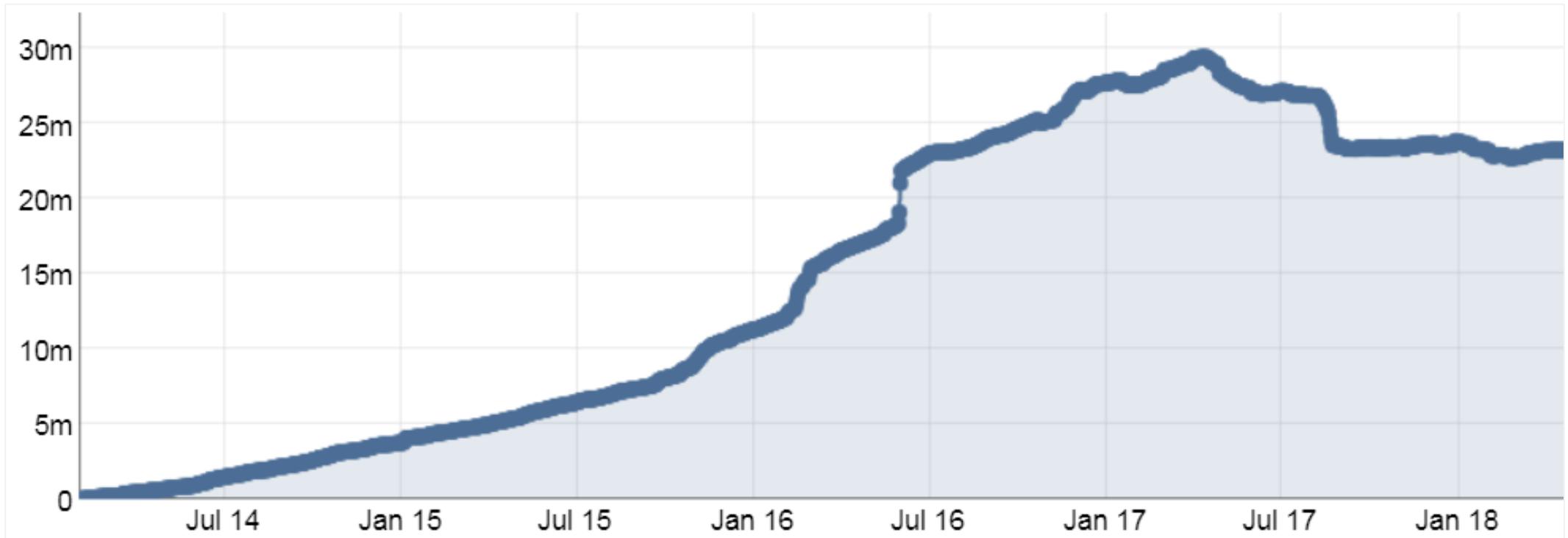
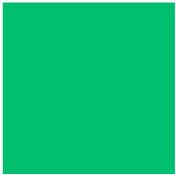
(closed)

**.nike, .ibm, .netflix,
.microsoft, etc.**

Geo TLDs

(Open)

**.nyc, .london, .berlin,
.sydney, .taipei, etc.**



Courtesy of <http://ntldstats.com>



KEY TRENDS

- Despite registrations, domain activation/utilization rates are still at an early stage.
- Traditional TLDs are still the first choice for registrants if desired names are available.
- Focus of ROs is still around registering names and that's where majority of marketing activities are.
- Overall market trend leads to speculation about the future of gTLDs.



Generic TLDs
(Open)

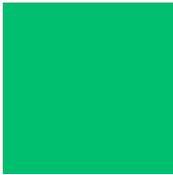
.loan, .club, .buzz,
.science, etc.

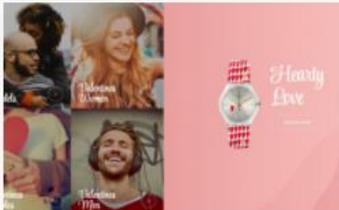
Brand TLDs
(closed)

.nike, .ibm, .netflix,
.microsoft, etc.

Geo TLDs
(Open)

.nyc, .london, .berlin,
.sydney, .taipei, etc.



 <p>accademia.lamborghini Apr, 2018 An informational site from Lamborghini related to Lamborghini Accademia.</p>	 <p>global.honda Apr, 2018 A new global corporate site from Honda.</p>	 <p>api.ricoh Apr, 2018 A developer-focused site from RICOH.</p>	 <p>pro.sony Mar, 2018 A promotional microsite from Sony advertising its professional products and solutions.</p>	 <p>x2sneaker.bmw Mar, 2018 A promotional site from BMW around its limited-edition X2 sneakers.</p>	 <p>ideasquare.cem Mar, 2018 An informational site for a new project from CEM.</p>
 <p>autonomousdriving.pioneer Apr, 2018 A microsite on Pioneer's development of autonomous driving technology.</p>	 <p>freestyle.abbott Mar, 2018 A campaign page from Abbott Laboratories with information on a new diabetes health tracking app.</p>	 <p>betterask.erni Mar, 2018 A new homepage for ERNI Consultants.</p>	 <p>valentines.swatch Mar, 2018 A brochure-style site from Swatch.</p>	 <p>diversity.google Mar, 2018 A corporate page from Google outlining its diversity commitments and targets.</p>	 <p>yours-customised.mini Mar, 2018 A promotional site from Mini that outlines the customisation options for its cars.</p>
 <p>empoweringyoungwomen.cfa Mar, 2018 A campaign page from the CFA Institute.</p>	 <p>berlin.audi Mar, 2018 One of a series of master navigation websites from Audi.</p>	 <p>e-tron.audi Mar, 2018 A microsite about Audi's long-awaited, new electric car.</p>	 <p>newsroom.apple Feb, 2018 A redirect to Apple's corporate newsroom page.</p>	 <p>data.total Jan, 2018 A page for external data sharing from Total.</p>	 <p>grow.google Feb, 2018 A landing page for Google's educational initiative.</p>

Courtesy of <http://www.makeway.world>



BRAND TLDs



www.home.neustar



www.surface.microsoft



www.next100.bmw



www.home.barclays



www.facebook.audi



Generic TLDs

(Open)

**.loan, .club, .buzz,
.science, etc.**

Brand TLDs

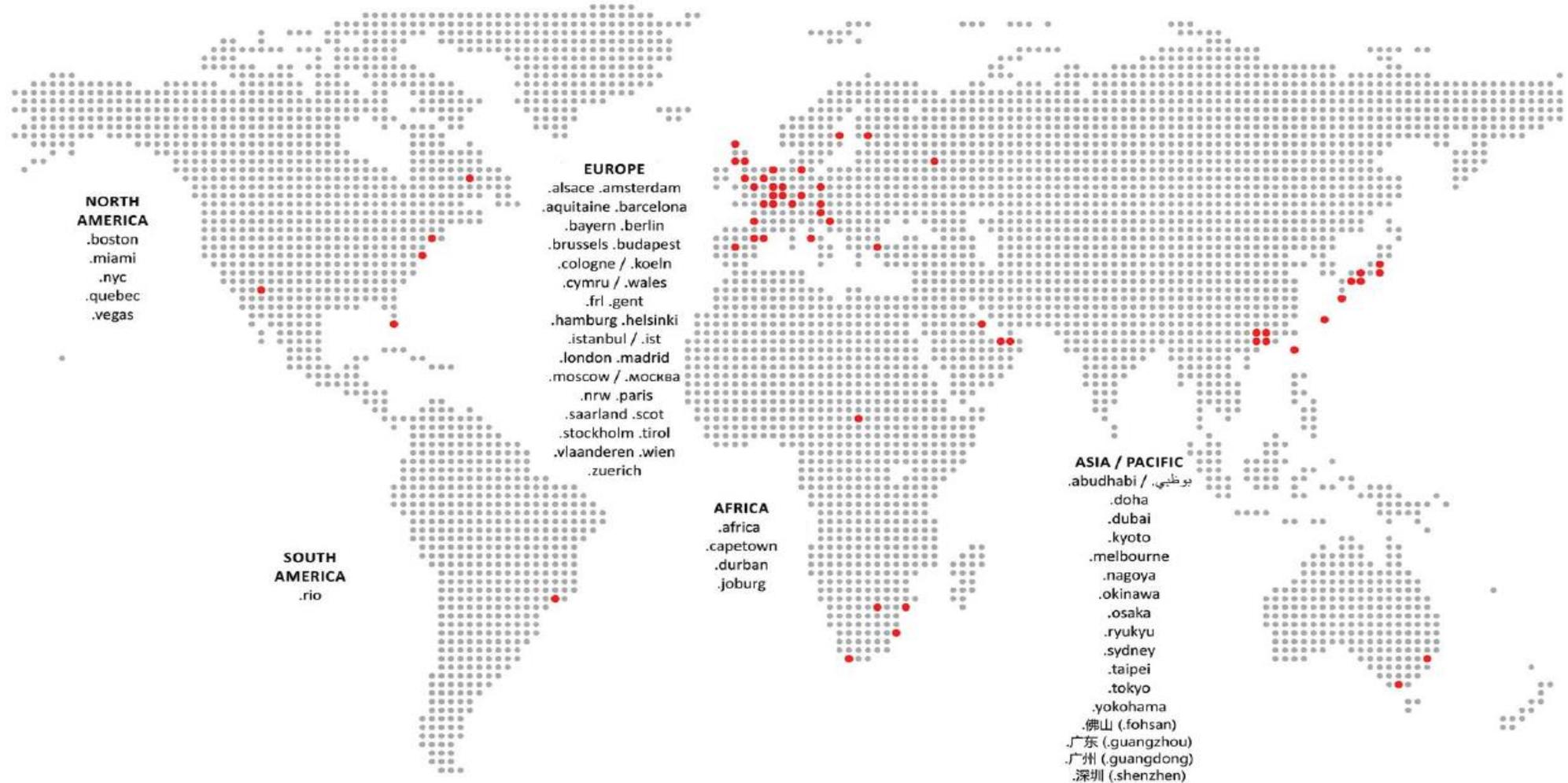
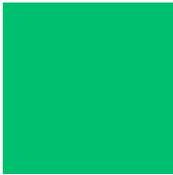
(closed)

**.nike, .ibm, .netflix,
.microsoft, etc.**

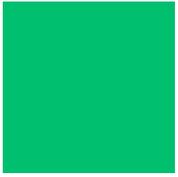
Geo TLDs

(Open)

**.nyc, .london, .berlin,
.sydney, .taipei, etc.**

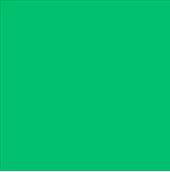


Courtesy of <http://geotld.group>



KEY TRENDS

- GeoTLDs have proven to be more credible.
- They are not always owned by governments, but they do require government support.
- So far, there is less speculation around their future.



2018 AND THE WAY FORWARD

- The **market has reshaped** since the introduction of New gTLDs. ccTLDs had to adapt their strategies in consequence.
- It is a **long-term play** for all TLDs. A forward-looking strategy to execute on, mixed with the ability to nimbly act to market shifts, are key to last and grow.
- ccTLDs and traditional gTLDs **utilization rates** are still higher than New gTLDs, but growth rates are plateauing.
- Registry Operators are moving towards surrounding themselves with the **right partners** to better position themselves in a such a competitive industry.

Thank you

mohammad.zeidan@neustar.biz