

How are New gTLDs being used?

The CSC New gTLD Utilization Report

Published every two months, the **CSC New gTLD Utilization Report** is designed to update digital marketers and their peers in legal and IT about how New gTLDs are being adopted. We examine how .brand domains are performing in search and how effectively the top new generic TLDs are penetrating the Alexa™ top 1 million websites (a potential indicator for TLD utilization).

CSC also performs separate analysis on the brand protection risk related to the New gTLDs.

.brands in search

Domain	TLD	Search observations for related [exact match] keywords at Google ¹
mirai.dnp	.dnp	Ranks 82nd for [mirai] in Google Japan. Mirai is a Japanese word meaning “the future.”
destination.monash	.monash	Ranks 10th for [destination] in Google Australia.
cohc.citic	.citic	Ranks 3rd for [cohc] in Google U.S.
fcr.frogans	.frogans	Ranks 17th for [fcr] in Google France
bowel.cancerresearch	.cancerresearch	Ranks 20th for [bowel cancer research] in Google Australia.
orientation.monash	.monash	Ranks 66th for [orientation] in Google.com.
childhood.cancerresearch	.cancerresearch	Ranks 81st for [childhood cancer] and 52nd for [childhood cancer research] in Google Australia.

¹ Since Google localizes many of their search results, where possible we set the country home location in our tool (MySEOTool.com) to replicate the search experience of a local consumer. In cases where the .brand domains did not rank for the country location, we used the United States as the country home location.

What are the top 10 New gTLDs for your brand?

>> Request a complimentary New gTLD analysis to find out.



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Prepared by:
Vincent D'Angelo

Observations

.brand domain registrations

To date, over 800 domain names have been registered in .brand/closed TLDs. The majority have been registered in the following extensions: **.nra**, **.citic**, **中信 (.citic)**, and **.cancerresearch**.

Within the .brand registrations, some of the most-used terms to the left of the dot are: **nic** (an obvious requirement), **domaintest**, **www**, **start**, **home**, **donate**, **plaza**, **magazine**, **support**, and **foundation**. As the representative sample is quite small, we expect these common terms to change over time. It is also clear that most brands are still in the planning stages. Based on our analysis, only approximately **46%** of the registered domains have properly configured DNS zone files, which might be an indication of utilization.

This month it is interesting to note that two .brand/closed domains with active websites operated by the **Australian Cancer Research Foundation** have achieved an Alexa 1M Ranking - **home.cancerresearch** and **theone.cancerresearch**. Other new examples of .brand utilization include **betting.williamhill** (William Hill, a provider of betting services), **innovandconnect.bnpparibas** (BNP Paribas, a French bank and financial services company) and **drive.bmw** (BMW, an automotive company), which redirects to **bmw.com**.

Ranking for non-branded keywords

Proponents of .brand domains have suggested that websites using these domains will signal to Google® that they are authentic, and this may influence their search engine rankings. Google has not confirmed this.

It is interesting to observe that **orientation.monash** already ranks on page five out of 259,000,000 results at Google.com for the keyword [**orientation**], which receives 90,000 monthly global searches. Another surprise performer is **cohc.citic**, which ranks seventh out of 132,000 results for [**cohc**], an acronym with multiple meanings.

Other .brand domains have managed to rank particularly well in the local country Google index considering they are new domain names. For example, in Australia, **destination.monash** ranks 10th for [**destination**]. In Japan, **mirai.dnp** ranks 82nd for [**mirai**]. (Mirai is a Japanese word meaning “the future.”) In France, **fcr.frogans** continues to rank 17th for [**fcr**], well ahead of more established domains.

Could this mean that terms to the left of .brand domains are powerful ranking signals for the search engines? It's too early to tell, but that possibility continues to intrigue CSC Digital Brand Services' Brand Advisory Team.

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3,070
↑ 34%
Number of New gTLDs
in the Alexa top 1M

What is the Alexa top 1M?

Alexa.com (an Amazon® company) ranks websites based on their estimated traffic. The Alexa top 1M is a listing of the million most popular sites on the web based on traffic.²

Top 10 by registrations

	TLD	New gTLD Indicator**	Registration Volume ³	# of Domains in Alexa Top 1M ⁴
1	xyz	8	809,740	288
2	club	35	186,604	275
3	berlin	N/A	156,400	9
4	wang	N/A	124,863	10
5	realtor	-	93,580	0
6	guru	20	82,811	72
7	nyc	N/A	71,860	25
8	link	43	65,631	119
9	top	6	65,317	18
10	ovh	12	59,064	29

An alternative Top 10

	TLD	New gTLD Indicator**	Registration Volume ³	# of Domains in Alexa Top 1M ⁴
1	.media	54	13,971	32
2	.social	53	9,756	22
3	.website	51	42,840	93
4	.today	49	47,761	100
5	.marketing	46	12,224	24
6	.ninja	44	28,138	52
7	.link	43	65,631	119
8	.zone	39	13,316	22
9	.buzz	38	9,240	15
10	.click	38	18,761	30

** .com has score of 100

Observations

In this report, we'll continue to share observations for the Top 100 new gTLDs by registration volume. Our New gTLD Indicator¹ will help gauge the relative value of new gTLDs and see how they compare with .com. We are aware that factors such as TLD launch dates will skew the results a bit in the short term. Furthermore, we are aware that certain TLDs require special consideration. For instance, it isn't reasonable to expect geo-type TLDs, which are targeted for a local audience, to achieve wide scale penetration of the Alexa 1M.

The early leaders

During the study period, eight of our **Alternative Top 10 TLDs** remained the same, with **.ninja** and **.buzz** now also making the cut. It's worth noting that **.media**, **.social**, **.website**, **.today** and **.marketing** maintained their leadership positions in terms of penetrating the Alexa 1M when taking into account their relative registration volumes. Could this be a future sign of these TLDs' "global" value? Only time will tell.

Since our last report, **.world**, **.red**, **.media**, and **.space** showed the greatest increase in their New gTLD Indicator¹ scores. **.club** and **.sexy**, which were on the Alternative Top 10 in the last report, narrowly missed, but came in positions 12 and 13 respectively. As stated above, we expect factors such as TLD launch dates and the pace of registration volume changes to cause short-term oscillations in the New gTLD Indicator scores.

CSC does not necessarily recommend that our clients register in the extensions above. We use factors such as industry, search, markets, and brand risk to provide our clients with targeted registration and blocking strategies.

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¹ New gTLD Indicator: In order to assess a New gTLD's relative penetration of the Alexa 1M, we developed a simple ratio which compares the # of domains for the TLD in the Alexa 1M with the registration volume for the TLD. We then indexed the ratio against .com (assigned a score of 100), which currently is the most globally utilized TLD.

² Please note that data may be skewed by the fact that website migrations from existing domains may have already ranked for the related keywords, and there may be reporting anomalies from the Alexa.com data set.

³ Source: ntlstats.com

⁴ Source: s3.amazonaws.com (Alexa 1M list)