



# CSC Dot Brand Insights Report

June 2020

*Research and editorial prepared by CSC  
Gretchen Olive, director, Policy and Industry Affairs  
Connie Hon, project manager, Domains  
Peter Scott, global brand advisor*



## Executive summary

The number of activated .BRANDs increased by a modest 1% over the past calendar quarter, but the total number of .BRAND domain names registered across all of these .BRANDs increased by 7%. This increase in domains under management (DUM) is led by the 17% increase from .BRANDs within the automotive, tires, and other vehicles sector.

In response to the COVID-19 global pandemic, .BRANDs are actively used by .BRAND owners to communicate important messaging to their customers, investors, and employees. Thirteen COVID-19 themed domain names have been activated to showcase related COVID information and tools, as well as streaming COVID-19 related news. Only 10% of .BRAND domain names have been set up with email security tools such as domain-based message authentication, reporting, and conformance (DMARC), domainkeys identified mail (DKIM), and sender policy framework (SPF) records. The lack of email security among .BRAND and legacy domain names feeds the problem of phishing—which plays on fear and uncertainty among people in lockdown mode.

We continue to report on more Alexa-related statistics, as Alexa ranking is a good indicator of the popularity and traffic flow to .BRAND domains.

There is a distinct uptick in the activity surrounding .BRAND domain names; .GOOGLE and .CANON each have 14 unique .BRAND sites ranked in the Alexa Top 1 Million, and .AWS, and .SAP—organizations that produce enterprise tools for telecommuting—have seven to eight sites also ranked in Alexa. The number of .BRAND sites from the finance and money industries have also risen sharply, as more turn to these dedicated sites for business and personal banking.

In this report, we highlight how [JP.SHARP](#) surged to the top of the Alexa .BRAND chart for domain names. Its popularity can be attributed to its subdomain being used as the site where Japanese residents can apply directly to Sharp Corporation to obtain surgical masks. In March 2020, the company announced it was going to use one factory to produce surgical masks instead of television sets. The site has since received over 6M applications.

.BRANDs can be to manage third parties, including (1) primarily for the purpose of assessing ongoing behavior, (2) performance, and (3) risk. Third-party management can also be regarded as an opportunity to create value. **Read: [In focus: Three ways in which dot brands are used in third-party management.](#)**

## Number of activated dot brands

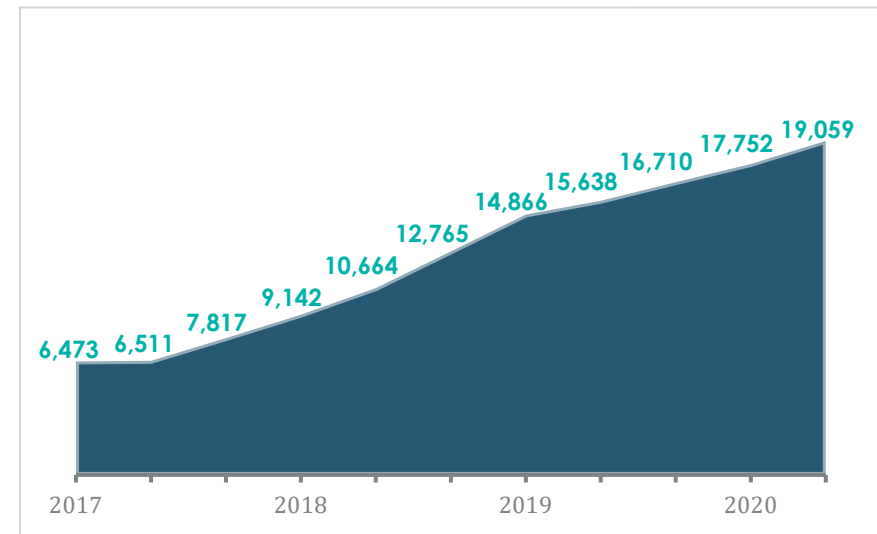
192

## Growth in DUM across all dot brands over time

### Top 10 activated dot brands by DUM

Rank		TLD	#Registrations		Industry
1	→	.dvag	3,978	+404	Insurance
Last report: 1					
2	↑	.audi	1,744	+404	Automotive, tires, other vehicles
Last report: 3					
3	↓	.mma	1,638	-2	Insurance
Last report: 2					
4	→	.allfinanz	1,060	+89	Finance and money
Last report: 4					
5	→	.seat	686	+3	Automotive, tires, other vehicles
Last report: 5					
6	↑	.mini	684	+73	Automotive, tires, other vehicles
Last report: 7					
7	↓	.neustar	659	+4	Internet services
Last report: 6					
8	→	.crs	591	+4	Associations and clubs
Last report: 8					
9	→	.gmx	473	--	Internet services
Last report: 9					
10	→	.aco	324	+11	Construction, engineering, equipment
Last report: 10					

The number of activated .BRANDs saw a modest increase by 1% to 190. In the Top 10 activated .BRANDs by the number of DUM, there was some slight shifting in ranks. We observe a steady growth in .BRAND DUM over time.



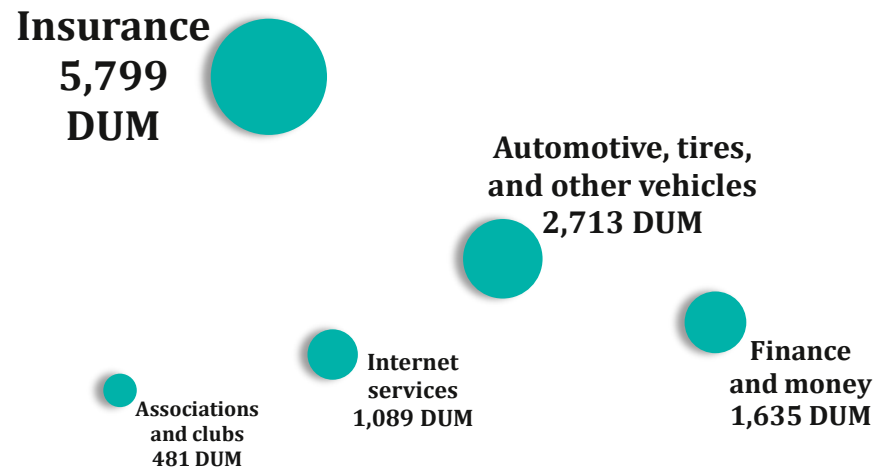
### Activated dot brands

.BRANDS that have registered five or more domain names in their respective .BRAND top-level domain (TLD).

### DUM

The number of domain names under management.

## Top 5 active industry sectors by DUM



Among the Top 5 active industry sectors by the number of DUM, insurance continues to lead its closest sector, automotive, tires, and other vehicles, by almost 115%. This gap is smaller since our last report due to the increase in the number of DUM from automotive, tires, and other vehicles by 17%. The number of DUM in the leading sector of insurance has increased by 5% compared to our last report, while the number of DUM in the sectors Finance and money, internet services, and associations and clubs increased by 5%, 1%, and 1% respectively.

## Use case

### Critical notifications

In times of a public health crisis such as the one we are in, employees, customers, and investors are looking towards strong, firm, and capable leadership with effective messaging more so than ever. **Coronavirus.dhl** and **coronavirus.abbott** provide clarity as to what a visitor may expect to see when they visit these domain names in a web browser.

For example, visitors may expect to get a glimpse into which of DHL's operations are being provided, and what Abbott's role is in the fight against the COVID-19 pandemic. Indeed, when you visit *coronavirus.dhl*, you'll find that DHL has set up a coronavirus task force led by the group's CEO with a detailed FAQ to answer pertinent queries from customers.

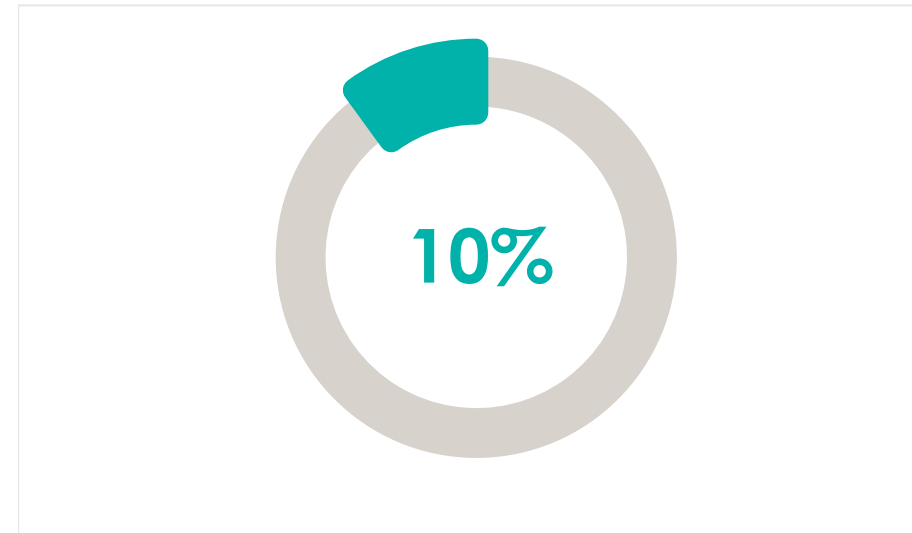
Similarly, visitors to *coronavirus.abbott* will find that besides the ID NOW COVID-19 developed by Abbott, detection of positive results can be produced in as little as five minutes. Abbott is also developing antibody tests and diagnostic testing capabilities for hospitals, academic medical center labs, and reference laboratories in the United States. Visitors can also get the latest status updates on these tools—namely, whether they're FDA cleared or approved. Visitors can find the most accurate information directly from Abbott instead of having to navigate through a clutter of potential misinformation, fake news, and media noise.

## Dot brand domain names that contain terms “covid” or “corona”

## Dot brand domain names with email security

10%

Domain name	Dot brand	Site
pov-covid.abbott	.abbott	
coronavirus.abbott		
poc-covid.abbott		
covid19dashboard.aco	.aco	
covid19dashboardeck.aco		
covid19.afl	.afl	-
againstcovid19.cern	.cern	
coronavirus.dhl	.dhl	
coronavirus.fox	.fox	
coronavirusnow.fox		
coronavirus.google	.google	
covid19.google		
covid-19.google		

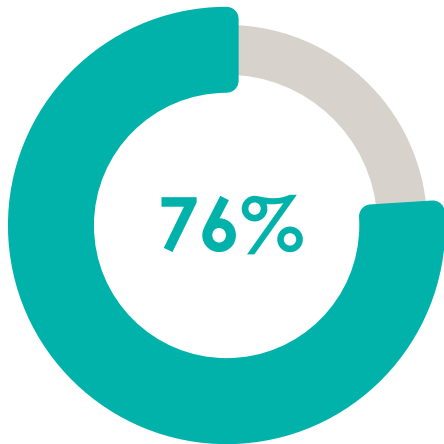


Our research shows that 90% all registered .BRAND domain names are without email security. This implies that only one out of 10 .BRAND domain names are potentially used for email, or are set up to avoid being mistaken as a source of spam or phishing emails. The latter is important to protect brand reputation regardless of whether the .BRAND domain name is used for email. We identified .BRAND domain names with email security as those that have set up one or more of DMARC, DKIM, or SPF records.

## Resolving dot brand domain names

76%

unchanged since last report



The percentage of .BRAND domain names that resolve to meaningful content inclusive of redirects remain unchanged since our last report. Has the active use of .BRAND domains achieved a steady state? If the percentage of resolving .BRAND domain names remain the same for three consecutive reports, i.e., for a period of a year, we can state that this is so. For now, this means that 24% of .BRAND domain names are not associated with websites or email. This is less than the estimate of 47% of new gTLD domain names that are parked, according to ntlstats.com.

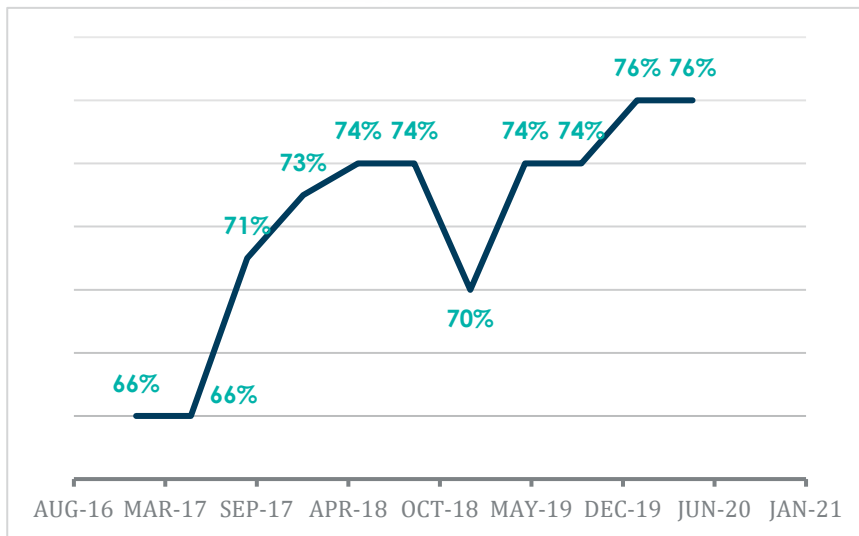
## Top 10 dot brands by resolving domains

Rank	TLD	#Resolving	%Resolving	Industry
1	.dvag	3,945	99%	Insurance
2	.mma	1,631	91%	Insurance
3	.audi	1,591	100%	Automotive, tires, other vehicles
4	.allfinanz	1,057	100%	Finance and money
5	.seat	564	82%	Automotive, tires, other vehicles
6	.neustar	546	82%	Internet services
7	.crs	413	83%	Associations and clubs
8	.gmx	396	70%	Internet services
9	.aco	288	84%	Construction, engineering, equipment
10	.lamborghini	211	89%	Automotive, tires, other vehicles

### Resolving domains

.BRAND domain names that resolve to meaningful content, including those that redirect to existing websites using 301 and 302 redirects. For an accurate representation of the level of activation in .BRAND domains, we have omitted NIC.TLD and testing domains.

### Trend in the number of resolving domains



As we predicted in our last report of 2019, the year 2020 will bring higher peaks. .BRAND adoption is expected to rev up throughout the year as the industry receives further news of the Round 2 .BRAND application framework from Internet Corporation for Assigned Names and Numbers (ICANN). The number of resolving domains hit a new three-year high; 76% of the total .BRAND domain names resolve to active content. Percentages were derived from data one month after the end of each calendar quarter.

### Top 10 dot brands by total number of domains ranked in Alexa

Rank	TLD	Total domains in Alexa	Highest ranked domain name in Alexa	Industry
1	.google	14	about.google	Internet services
2	.canon	14	creativepark.canon	Manufacturing
3	.aws	8	calculator.aws	Enterprise services
4	.sap	7	cloud.sap	Enterprise services
5	.sharp	6	jp.sharp	Electronics
6	.bradesco	5	banco.bradesco	Finance and money
7	.abbott	5	nutritionnews.abbott	Health and pharmaceuticals
8	.sbi	4	sbiyono.sbi	Finance and money
9	.bnpparibas	4	mabanque.bnpparibas	Finance and money
10	.barclays	3	jobs.barclays	Finance and money



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## Active domains with an Alexa ranking (high-traffic sites)

108

Dot brand domain	Current Alexa ranking	Registration date
jp.sharp	496	May 21, 2018
about.google	857	Aug 6, 2018
forms.gle	1,571	Feb 12, 2019
express.dhl	1,641	Jul 14, 2017
blog.google	2,003	Aug 12, 2016
mabanque.bnpparibas	3,554	Jan 19, 2015
home.kpmg	6,304	Dec 13, 2017
banco.bradesco	6,810	Sep 28, 2015
chime.aws	6,989	Oct 31, 2016
safety.google	8,314	Apr 25, 2018

The Alexa Top 1M is a listing of the million most popular sites on the web based on traffic, and has been commonly used by the domain industry for many years. E.g., Google.com ranks #1 and YouTube.com ranks #2.

## Alexa dot brand domain story

### JP.SHARP

Alexa ranking: 496

Most significant source of traffic: direct type-in

Sharp Corporation was founded in 1912 in Tokyo, Japan but unfortunately, it is not the owner of *sharp.com*, which was registered in 1994 and currently resolves to the website of Sharp Healthcare, a not-for-profit health care provider established in 1950 in San Diego, U.S.

“Sharp” is a generic word and a myriad of businesses use “sharp” in their brands. Securing .SHARP was a strategic move by Sharp Corporation to finally lay their claim on a succinct and unique top-level domain name.

Today, its subsidiary, Sharp Electronics still operates from *sharpusa.com* and *sharptvusa.com*, but Sharp Corporation has pivoted from *sharp.co.jp* (registered in 2013) to **jp.sharp**. It retains *sharp.co.jp* as a defensive measure, but predominantly operates from *jp.sharp* within Japan and relies on .SHARP domains such as *tw.sharp* and *id.sharp* for other regions.

Sharp Corporation made another pivot in March 2020 to produce surgical masks in response to the COVID-19 pandemic, receiving more than 6 million mask requests. The application site [go.jp.sharp/mask](https://go.jp.sharp/mask) showed a sharp rise in traffic, pushing *jp.sharp* to the top of the .BRAND Alexa chart.



Do you need advice on your dot brand?

Request a CSC .BRAND strategic analysis.



A magnifying glass icon with a teal handle and a white lens, positioned to the left of the text.

## In focus

### Three ways in which dot brands are used in third-party management

Wikipedia<sup>1</sup> defines third-party management as “the process whereby companies **monitor and manage** interactions with all external parties with which it has a relationship. This includes contractual and non-contractual parties. Third-party management is conducted primarily for the purpose of assessing the ongoing behavior, performance, and **risk** that each third-party relationship represents to a company.”

A third party is any entity that a company does business with. This may include upstream parties, i.e., suppliers, vendors, contract manufacturers, business partners and affiliates—as well as downstream parties, i.e., brokers, distributors, resellers, and agents.

In 2013, as the U.S. economy picked up the pieces after the subprime mortgage crisis, the U.S. Office of the Comptroller of the Currency (OCC) stipulated that all regulated banks must manage the risk of all their third-party associations. This headlined third-party management in the financial services industry and beyond<sup>2</sup>.

#### **From managing risks to generating value**

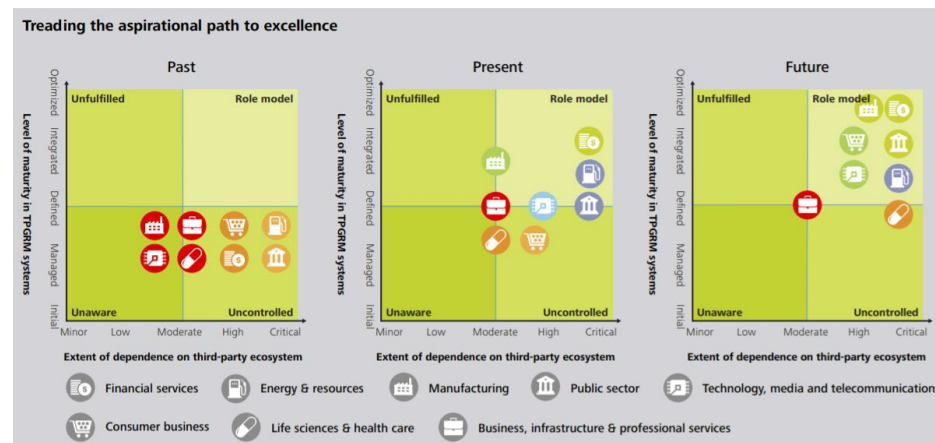
Beyond complying with regulations, risk management can be regarded as opportunities to create value. As Deloitte’s global risk advisory leader, Owen Ryan says succinctly, “*Today’s leading organizations are those that have learned how to protect their value through risk management. Tomorrow’s leaders will be those that recognize the opportunity for risk to also create value*.”<sup>3</sup>”



In its 2016 global survey on “Third-Party Governance and Risk Management” (TPGRM), Deloitte surveyed chief finance officers, chief risk officers, and other roles typically responsible for governance and risk management around third parties from over 170 organizations across eight industries, each with annual revenues in excess of \$1B USD.

The survey found that the “best-in-class” organizations are those able to leverage their third-party ecosystem more extensively with a higher planned dependence on them. They are also the organizations in a more mature stage of implementation of the related governance and risk management mechanisms, implemented top-down from the board and C-suite.

These organizations would, therefore, be the best positioned to maximize the opportunities arising from the use of third parties as a valuable organization asset.



Source: Deloitte's 2016 global survey on Third-Party Governance and Risk Management

## The challenge in third-party management

There are many models in third-party management. The more effective models have one common factor: continuous monitoring.

After establishing a third-party relationship on business terms, an organization must continuously monitor the relationship, provide oversight, and enable frequent reporting to have first-hand information and manage any risks that may arise from the relationship.

Continuous monitoring is the most difficult to achieve due to little or no systematic approach and attrition of processes, like employee turnover. Moreover, third-party relationships often outlast third-party management processes and staff with the subject matter knowledge.

Therefore, it's crucial for organizations to integrate third-party management mechanisms into their workflows. One way to do that is to leverage systems to automate components of the relationship. Another way is to make third-party management a goal of another established workflow.

## Dot brands are role models in third-party management

The .BRAND is a suitable tool to be used in third-party management because .BRANDs are investing in a long-term commitment of .BRAND owners. In addition, the team managing .BRANDs generally comprises key personnel from legal, finance, technical, marketing, and management—teams whose work can benefit from effective management of third parties as well as growing the use of their .BRANDs.

Underpinned by each .BRAND's unique process, .BRANDs can be used to manage three different types of (downstream) distribution parties: (1) agents and individual representatives, (2) dealers, and (3) retail co-operatives.

## 1. Agents and individual representatives

Agents or individual representatives of firms operating in the insurance and financial services industries act as intermediaries between the buyers and the owners of the products. They are typically self-employed or sole proprietors and are entrusted with the power to act on behalf of the owners. They typically give advice to help buyers figure out the products, and in return, receive commissions for their services.

It's critical for agents to fully equip themselves with product or services knowledge to be able to apply the right product to the buyers' needs. Besides offering certification courses and licenses that have to be renewed annually, product and service owners can further endorse these agents and representatives by providing a branded URL for each of them.

These branded URLs resolve into webpages that have similar framework and structure. For instance, *beaune.mma* looks similar to *chagny.mma*:



*beaune.mma*



*christoph-rolf.allfinanz*

Domain names with city names or agent office street addresses ending in **.mma** redirect to their equivalent agent directory pages in *agence.mma.fr*.

Firstname-Lastname domains ending in **.dvag** and **.allfinanz** redirect to their equivalent personnel representative webpages in *dvag.de* and *allfinanz.ag*, respectively.

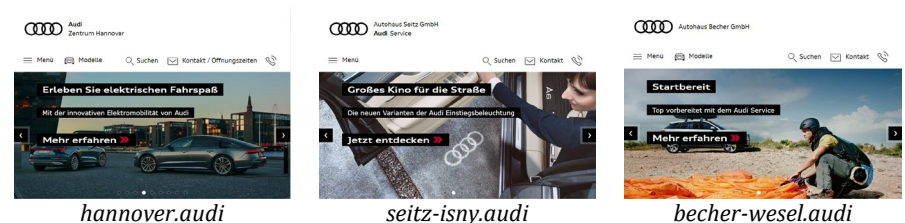
## 2. Dealers

Dealers are middlemen who buy products and sell them for higher prices without altering their condition. Automobile dealerships, in modern times, purchase their inventory of vehicles from automobile manufacturers via bank loans. They typically pay interest per vehicle that sit in their showroom or lots, and therefore are interested in selling the vehicles as quickly as possible.

Dealers employ automobile salespeople, and may also provide maintenance services for vehicles, employ automotive technicians to stock and sell spare automobile parts, help buyers fill out vehicle loan financing, and process insurance claims.

Most automotive manufacturers have shifted the focus of their dealership models to branding and technology. New or refurbished facilities are required to have a standard look for dealerships and have product experts to liaise with customers.

For branding purposes and third-party management purposes, **.BRANDS** enable automotive manufacturers to build a standard look and feel for its dealer websites over the internet.



Automobile **.BRANDS** that have achieved standardizing looks for their dealer websites: **.audi**, **.bmw**, **.mini**, **.seat**, and **.lamborghini**.

### 3. Retail co-operatives

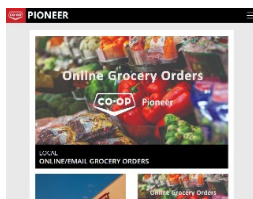
Canada's Federated Co-operatives Limited (FCL) is one of two cooperatives that operate their own .BRAND. FCL operates .CRS, the acronym for "Co-operative Retailing System."

FCL's business is providing wholesaling, manufacturing, marketing, and administration of agriculture, energy, food and home, and building solutions to its 96 independent retail co-operative members in Western Canada. Together these members form the CRS.

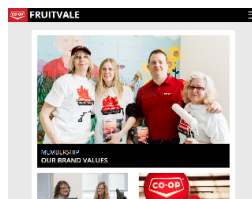
Prior to FCL operating .CRS, member websites were created and managed in disparate ways. Moreover, some members were large co-operatives that had resources to maintain their online presence, but smaller co-ops didn't necessarily have the same resources.

FCL to streamline design, naming, governance, maintenance, and management of these online assets—as well as set them apart from fake sites—by having these websites re-created from scratch, ending in .CRS.

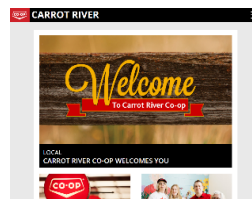
There are currently 380 .CRS domain names that resolve or redirect to member websites. With a few exceptions that redirect to legacy member sites, all sites are built with similar framework and content structure.



pioneerco-op.crs



fruitvaleco-op.crs



carrotriverco-op.crs

### Conclusion

Keeping close to third parties regularly is essential to formulating strong relationships and obtaining information instead of getting caught off-guard, and it helps detect changes that could increase risk exposure.

.BRANDs are tools for brand owners to not only manage third-party risk, but also highlight and enhance the opportunities that third-parties can create for their organizations.

These use cases that we've shared show three of the ways in which .BRANDs can be used to stay close to third parties downstream or in the distribution channels.

No matter where you are right now in the .BRAND journey, with the various ways your business can benefit from your .BRAND, CSC can help provide further insight and consultation. You can email us at [dotbrand@cscglobal.com](mailto:dotbrand@cscglobal.com) with questions or comments.

### References

- <sup>1</sup>Wikipedia: [Definition of third-party management](#)
- <sup>2</sup>SIFMA Securities Industry and Financial Markets Association: [OCC risk management life cycle](#)
- <sup>3</sup>Deloitte.: [Extended enterprise risk management global survey 2016](#)
- <sup>4</sup>The Red Flag Group: [Why effective third party management is crucial to your business](#)
- <sup>5</sup>Wikipedia: [The car dealership model](#)

## About CSC

CSC is the trusted provider of choice for the Forbes Global 2000 and the 100 Best Global Brands® in enterprise domain names, domain name system (DNS), digital certificate management, as well as digital brand and fraud protection. As global companies make significant investments in their security posture, CSC can help them understand known security blind spots that exist and help them secure their digital assets. By leveraging CSC's proprietary solutions, companies can get secure to protect against cyber threats to their online assets, helping them avoid devastating revenue loss, brand reputation damage, or significant financial penalties because of policies like the General Data Protection Regulation (GDPR). CSC also provides online brand protection—the combination of online brand monitoring and enforcement activities—taking a holistic approach to digital asset protection, along with fraud protection services to combat phishing. Headquartered in Wilmington, Delaware, USA, since 1899, CSC has offices throughout the United States, Canada, Europe, and the Asia-Pacific region. CSC is a global company capable of doing business wherever our clients are—and we accomplish that by employing experts in every business we serve.

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