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

Generic TLDs: 605
Brand TLDs: 566
GeoTLDs: 70
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.
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.
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- .science, etc.

**Brand TLDs**
(closed)

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

**Geo TLDs**
(Open)

- .nyc, .london, .berlin,
- .sydney, .taipei, etc.
BRAND TLDs
Brand TLDs (closed)
.nike, .ibm, .netflix, .microsoft, etc.

Generic TLDs (Open)
.loan, .club, .buzz, .science, etc.

Geo TLDs (Open)
.nyc, .london, .berlin, .sydney, .taipei, etc.
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