Success Stories in the new gTLD World
Middle East DNS Forum
The changing domain name world – why did we need new TLDs?

**Innovation**
New ideas, new uses, new business models that will rebalance the naming system

**Consumer choice**
Getting back to the days when domain extensions actually meant something

**Competitiveness**
Driving activity and adoption through market driven competition

**Secure, stable and resilient Internet**
Increase the stability in the core of the Internet
The four tipping points of the new gTLD Programme

"A tipping point is a point in time when a group—or a large number of group members—rapidly and dramatically changes its behaviour by widely adopting a previously rare practice."
Tipping point 1 – First Chinese New Year promotion – February/March 2016

- New gTLD volume increases by almost 50% in just three months due to promotions from Chinese registrars such as West.cn who registered more than 500,000 names in just four days.

- Big increase in a small number of gTLDs including:
  - .XYZ
  - .TOP
  - .CLUB
  - .WANG

- Major focus on numeric domain names within Chinese market.
Chinese-focused pricing promotions – major registrars included West.CN and GMO

- Domains offered less than 5c in many instances
- .XYZ adds 3 million domains in just 7 days
- Other big growth TLDs include .TOP and .WIN
- .VIP launched – 400,000 registrations added in 10 days
Tipping Point 3 – Promotional names renewals – August 2017

- Expiry of domain names registered in aggressive price promotions in May/June 2016
  - .XYZ
- Top 10 most registered TLDs shifts around completely
- Very few TLDs launched during summer months to drive new growth
Tipping point 4 – Business as usual – September 2017 onwards

- Stability within existing registration base
- Few new gTLDs still to launch
- Consolidation within Registry Back-End Operator landscape
- Many gTLDs now looking to sell their TLDs as they have failed to hit original financial objectives
- gTLDs now in advanced renewal cycles meaning that renewal rates are relatively high
- Registries now looking at value-add products
  - Registry Lock
  - Premium Name strategy
  - Storefront
The future.....possibly

- Final new gTLDs launched – contested/high interest TLDs to be launched
  - dotWeb
  - dotMusic
  - dotApp
- Renewal rates continue to be very stable
- Further price promotions will drive tactical growth
- Consumer confidence and acceptance grows as more new gTLDs are seen in the wild
- No definitive news on second round
Global vs Local – New gTLDs registered in United Arab Emirates

Note: UAE is the biggest register of new gTLDs in MENA and is the 38th biggest globally with 22,000 registrations.
# Ongoing opportunities and threats of the new gTLD programme

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### Opportunities
- **Registrations containing IP for the organisation coupled with relevant new gTLDs**
- **Registrations containing a generically attractive sector term along with a new gTLD**
- **Registrations which remove the TLD and create an Exact Match Domain term (EDM)**
- **Registrations that can have a negative impact or sentiment on a Brand using relevant IP**
- **Registrations that could be used to deceive internet users or profit from a brand’s IP**
- **Registrations of names that are used for fraudulent purposes**

### Threats
- **Meantime.Beer LV.Insurance**
- **Tube.Tickets Horse.Racing**
- **DXC.Technology NCC.Group**
- **McDonalds.Sucks Starbucks.Porn**
- **Lufthansa.flights Virgin.Holiday**
- **Domains used for Phishing/Malware**
Client Case Studies
.XYZ’s success in the Middle East by the numbers

• .xyz is the most popular new domain in 50% of all countries and territories in the Middle East
  ○ It’s also a top-3 domain in over 83% of the Middle East, and a top-10 domain in over 94% of the Middle East

• .xyz is the #1 new domain in:
  ○ Egypt
  ○ Iraq
  ○ Pakistan
  ○ Cyprus
  ○ Saudi Arabia
  ○ Turkey
  ○ Yemen
  ○ Jordan

All statistics from https://ntldstats.com as of April 20, 2018
.XYZ by the numbers

- 2.3 million domains under management¹
- Less than 1% active .xyz abuse¹
- 230 adopted countries & territories¹
- 190 registrars that manage at least 1 .xyz domain¹
- 1,500 variably priced domains sold²

- 1.7 million domains created in 2017²
- 300K domains renewed in 2017²
- 25 million .xyz pages indexed in Google³
- 2,700 Alexa 1 million sites⁴
- $823 average 2017 aftermarket sale price reported on NameBio⁵

¹https://ntldstats.com
²Internal XYZ registry statistics
³https://www.google.com
⁴https://aws.amazon.com
⁵https://namebio.com
• Architecture firm whose designs for the Saudi Arabian Consulate in Pakistan and the Sustainable Energy Technologies Center in Saudi Arabia are World Architecture Festival Award finalists.
• Architect that designs both physical structures and unique visual experiences.
TempDop.xyz - Namecheap customer (Israel)

• Startup that created a wearable thermometer which logs body temperatures and sleep cycles to make fertility planning simpler.

• They rebranded from TempDrop.com, and have been featured in TechCrunch and The Jerusalem Post.

• Featured in XYZ’s #WebsiteWednesday series
Hussam.xyz - Namecheap customer (United Arab Emirates)

• Site created by serial entrepreneur Hussam Mohsineh where he offers advice and development assistance to early-stage founders.
DeltaEngineering.xyz - GoDaddy customer (Egypt)

- Acrylic design business working in every sector from Automotives to Banks to Petroleum to Ministries
“A dotBrand is a single, intuitive and secure location at the pinnacle of the domain universe that will vastly improve online marketing, fraud prevention and intellectual property protection...”
Reason to adopt a DotBrand

• Enhance Security and Brand Protection
• Increase efficiency of Digital Marketing spend
• Reduce existing Domain Names costs
• Increases trust
• Developing a compelling competitive advantage
DotBrand development

Who is most actively using .brand domains?

1. Insurance
   - MMA
   - Esurance
   - Allstate

2. Real Estate
   - Jones Lang LaSalle
   - Capital One
   - Deutsche Vermögensberatung

3. Automotive
   - Ford
   - Lamborghini
   - Bentley

4. Information Technology
   - Google
   - Microsoft
   - Cisco

5. Industrial
   - Philips
   - Sandvik
   - CITIC

6. Banking & Financial
   - Barclays
   - HSBC
   - State Bank of India

7. Media
   - Fox
   - Sky
   - Bloomberg

8. Retail
   - Target
   - Lidl
   - LeClerc

9. Manufacturing
   - Hitachi
   - DuPont
   - Komatsu

10. Health
    - Abbott
    - Fresenius
    - AARP

32% of top 100 brands in BrandFinance Global 100 are actively using a .brand TLD

47% growth in companies that have more than 50 .brand domain names registered

20 companies have transitioned their homepage to their .brand TLD

63 new companies began using their .brand in 2017

The increase in brands with large volumes of domains, high number of new additions to the space and significant number of full transitions to .brands all further illustrate a shift towards usage of .brand domains.

566 .brand TLDs Delegated

39 Countries of Origin

11,946 .brand Domains Registered

21.11 Avg. Domains per .brand TLD

Source: MakewaydotWorld / Neustar dotBrand Report
DotBrand Case Studies
Some of the world’s most respected brands are the new digital pioneers
Other Dotbrands Now Live
Any Questions?