

.brand TLDs

Updates and Insights

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TODAY'S PRESENTATION

- 1. .BRAND TLD STATUS**
- 2. WHY .BRAND TLD?**
- 3. Q&A**

**THIS WILL BECOME THE
MOST POWERFUL
SYMBOL IN GLOBAL
DIGITAL**





.brand TLD Status

.brand Stats Hub

The best resource for global .brand statistics

Search by Organization name or .brand

[or click here to view ALL .brand data](#)

 Search

567

.brand TLDs Delegated

[View All .brand TLDs](#)

41

Countries of Origin

[View TLDs by Region](#)

7,150

.brand Domains Registered

[View Domain Stats](#)

12.61

Avg. Domains per .brand TLD

[View Domains per TLD](#)

View by Sector

- Information Technology : 86
- Banking and Financial : 59
- Telecommunications : 43
- Automotive : 42
- Insurance : 33
- Media : 32
- Retail : 28
- Manufacturing : 25
- Real Estate : 21
- Pharmaceutical : 21

[View All](#)

View by Region



DISCOVER[®]

 **EverBank**[®]

 **BARCLAYS**

HSBC 

VISA


citi[®]

 **UBS**

**AMERICAN
EXPRESS**

CHASE 

J.P.Morgan

**SAXO
BANK**





Calvin Klein



 **CBS**

SHOWTIME

dish

abc

FOXTM

NETFLIX



COMCAST

Bloomberg

HBO[®]





Canon

FUJITSU

NEC



ORACLE®



IBM

accenture

Google

YAHOO!

neustar



JUNIPER
NETWORKS

淘宝网
Taobao.com

Pioneer

htc

SAP

Yandex





Ferrari

IVECO



LINCOLN



HYUNDAI



INFINITI



TOYOTA



MASERATI



SEAT



SUZUKI

SRT



JAGUAR



PEUGEOT



DATSUN



BMW



LEXUS



ABARTH



MITSUBISHI



FIAT



Audi



CHRYSLER



VW

CASE IH



ALFA ROMEO



LAND ROVER



CITROËN



MINI



NISSAN



LANCIA



BENTLEY



KIA



HONDA



DODGE



TATA



Uconnect

Jeep



NEW HOLLAND



MOPAR

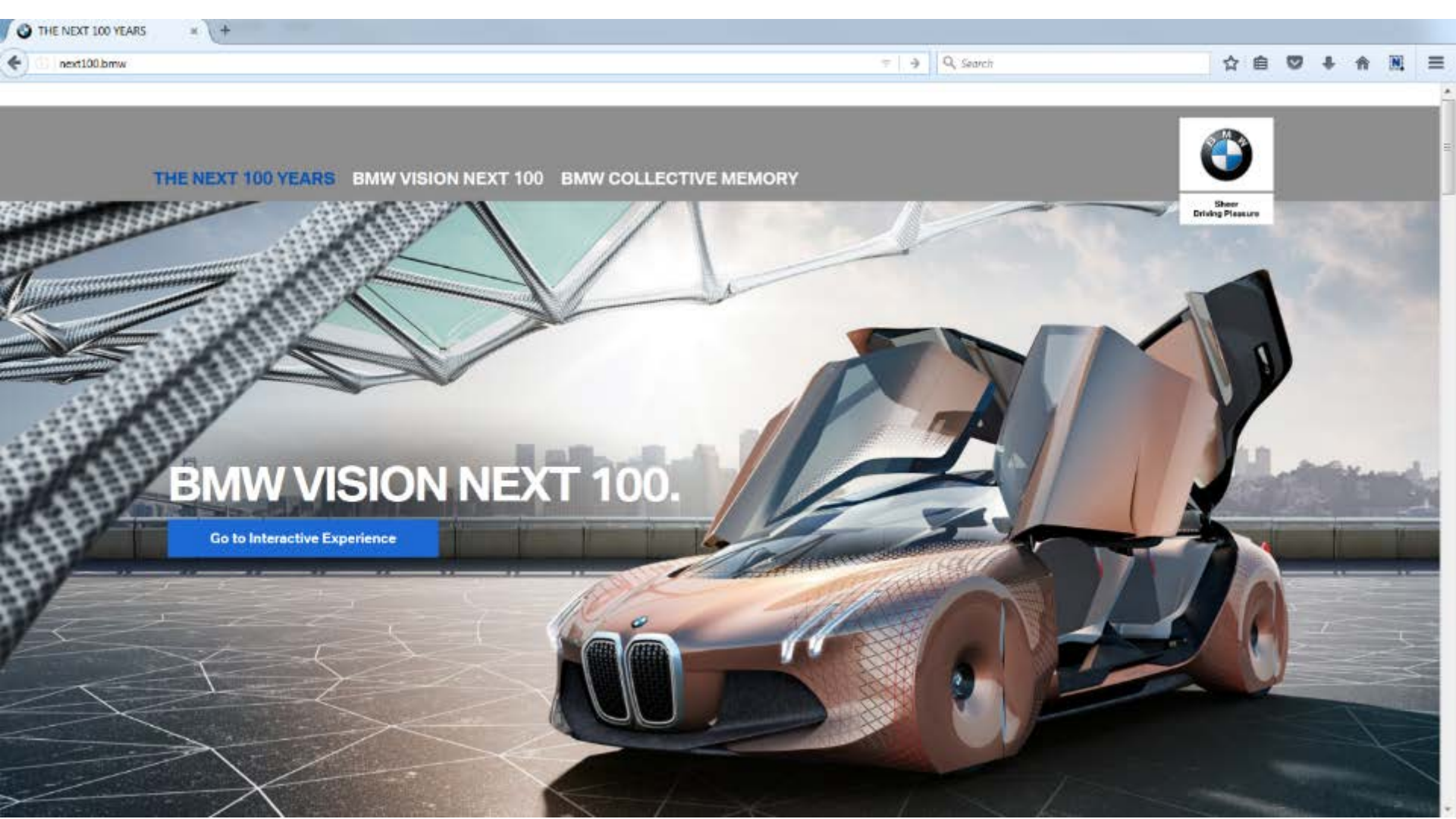


BUGATTI

.brands are being used in 3 main ways

1. Microsites
2. Full transitions
3. Vanities

Microsites

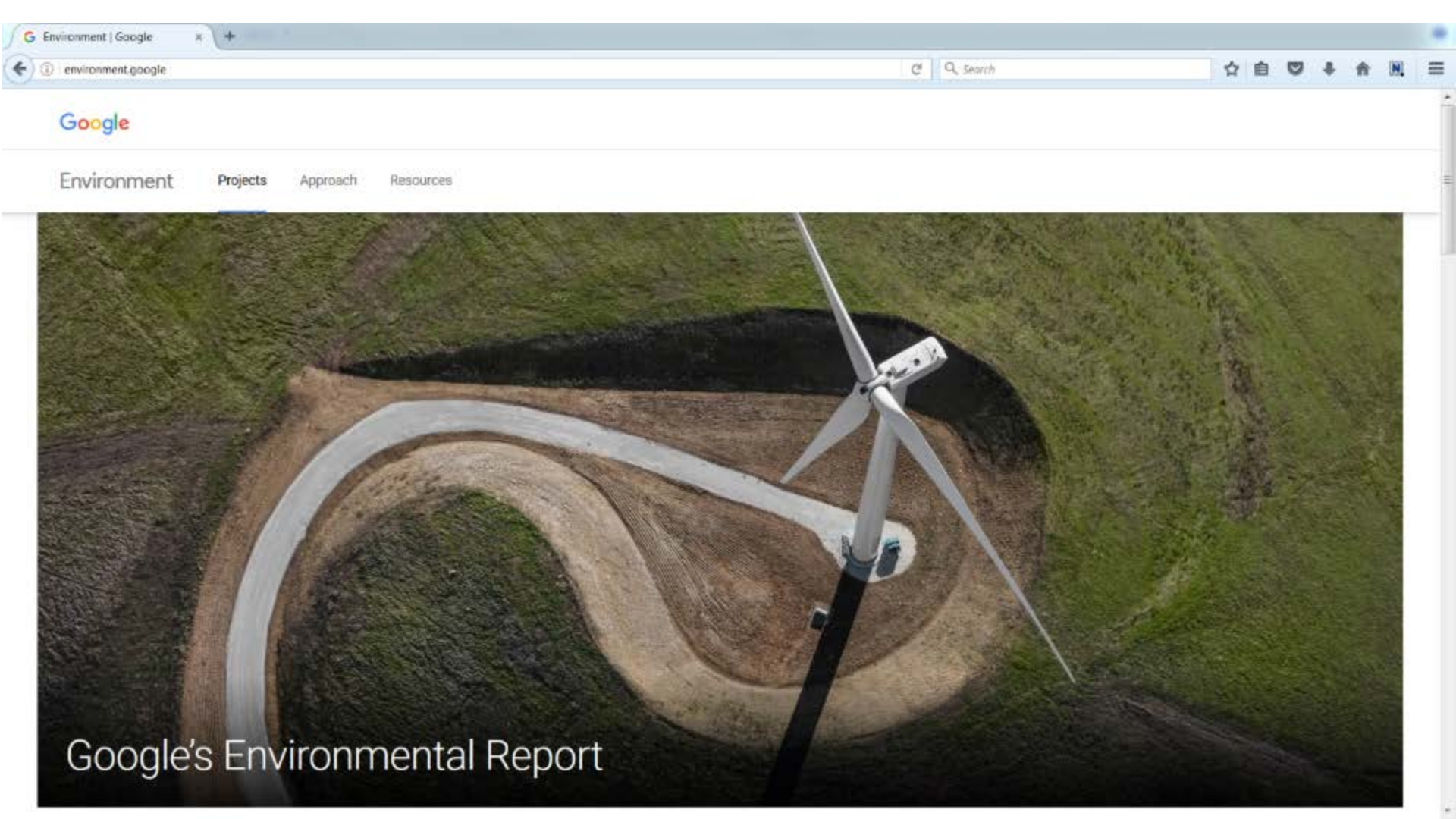


THE NEXT 100 YEARS BMW VISION NEXT 100 BMW COLLECTIVE MEMORY



BMW VISION NEXT 100.

[Go to Interactive Experience](#)



Environment

Projects

Approach

Resources



Google's Environmental Report



THE SHOW

An interactive, entertaining show
where you make music through body movement.



PICK UPS





CONCESIONARIO OFICIAL SEAT EN MADRID - HERGO MOTOR



CITA PREVIA

Nombre (*)

Teléfono (*)

Fecha (*)
 1 ▼ enero ▼ 2017 ▼

Descripción del servicio

- He leído y acepto los [términos de la LOPD](#)
- Autorizo el envío de comunicaciones comerciales por parte de HERGO MOTOR, S.L. y/o SEAT S.A.

UBICACIÓN Y HORARIOS

Apellidos (*)

Email (*)

Hora :
 (hh:mm)

Selecciona taller (*)
 Camino de la Fondi ▼

ENVIAR



CONSIGUE TU SEMINUEVO
 Aprovecha esta oportunidad



CITA PREVIA DE TALLER
 Sin colas, sin esperas



NUEVA SEAT STORE
 Llévate un vehículo nuevo de entrega inmediata con hasta un 35% de descuento.



PRUEBA TU SEAT
 Descubre que se siente al volante de un SEAT.



PRODUCT

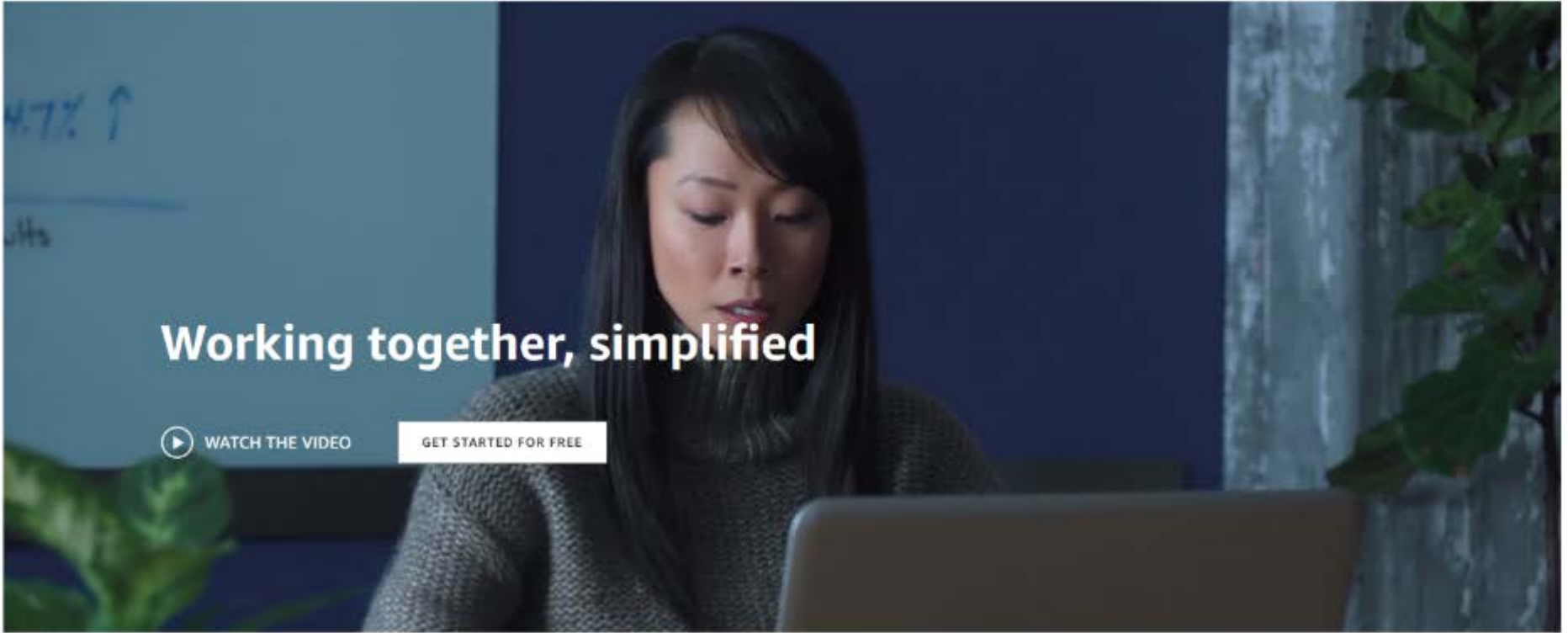
PRICING

HELP

CONTACT SALES

JOIN A MEETING

FREE DOWNLOAD



Working together, simplified

▶ WATCH THE VIDEO

GET STARTED FOR FREE

Full Transition



Search by keyword

Search

News ▾ About us ▾ Investor Relations ▾ Citizenship ▾ Careers ▾

Products and services



LEADERSHIP

Simplifying our activities

Andrea Bonafe, Chief Operating Officer of Barclays Non-Core, talks leadership, innovation and her advice for women in banking.

[Read full story >](#)

LEADERSHIP

Top international post for Barclays' cyber security chief

GROUP

Sale of French retail banking business



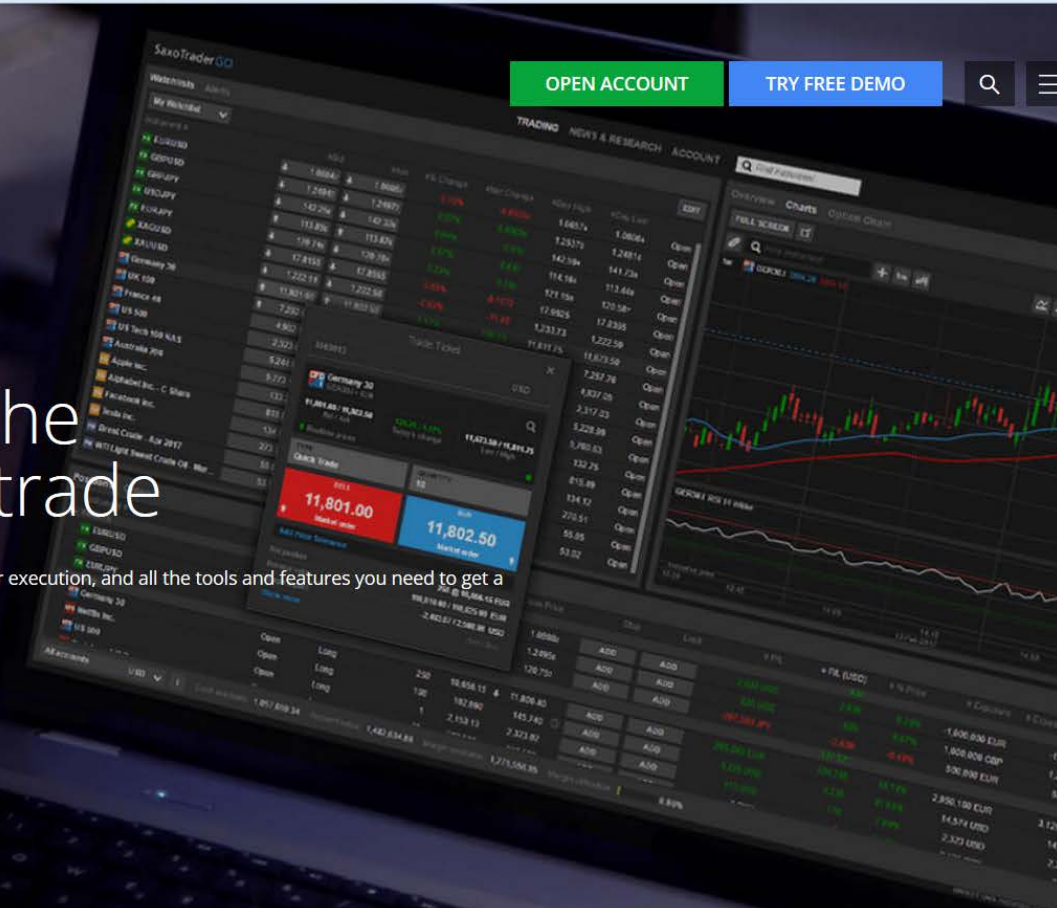
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Change the way you trade

More tradable instruments, better execution, and all the tools and features you need to get a head start in the markets today.

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The World. More Vibrant.

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Vanity URLs

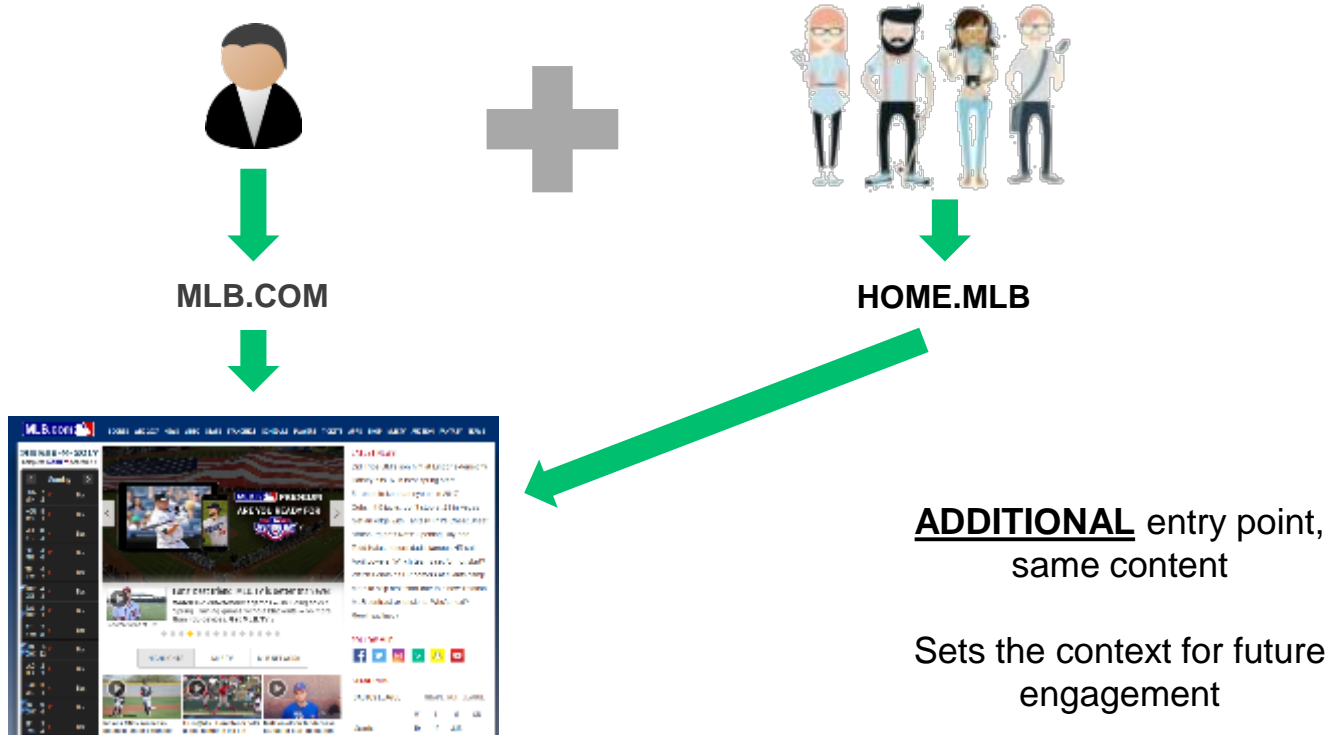
Today's direct navigation



MLB.COM



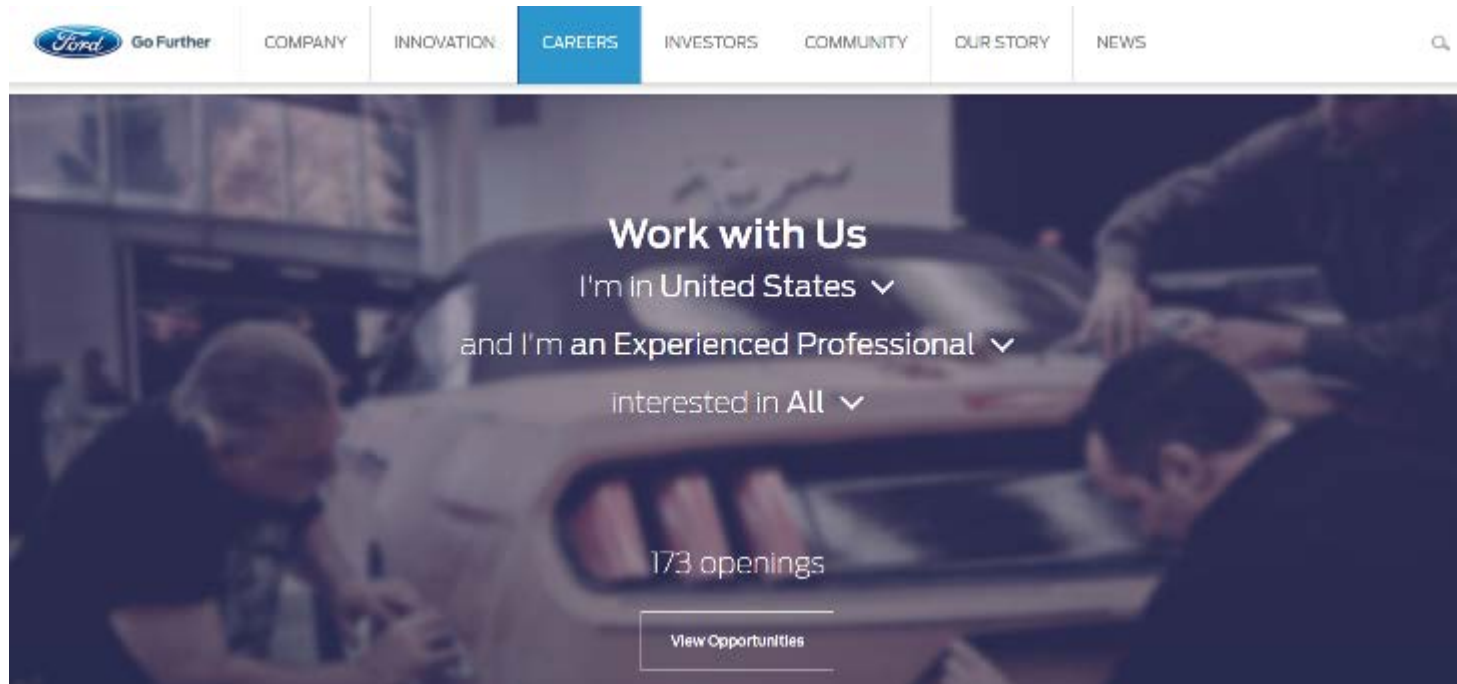
Today's direct navigation



NEW home.brand industry standards :

- home.nfl → www.nfl.com
- home.mlb → www.mlb.com
- home.chase → www.chase.com
- home.cisco → www.cisco.com
- home.ford → www.ford.com
- home.shell → www.shell.com
- home.sky → www.sky.com

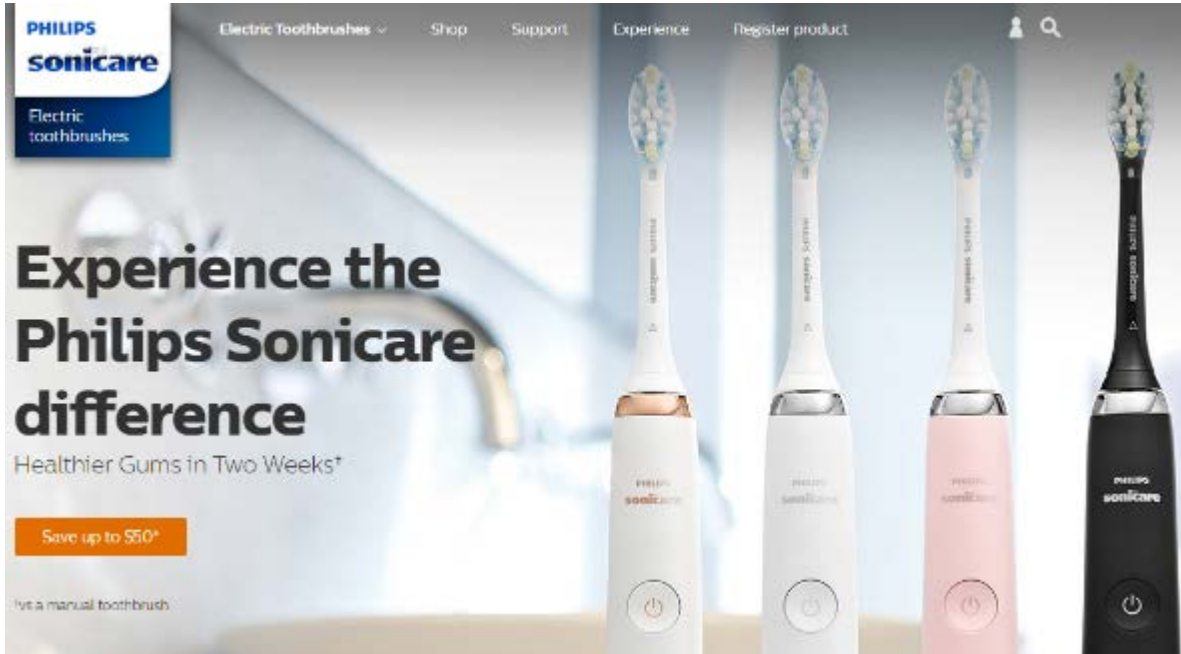
careers.ford redirects to <http://corporate.ford.com/careers.htmlford.com/jobs>



[surface.microsoft](https://www.microsoft.com/en-ca/surface) redirects to <https://www.microsoft.com/en-ca/surface>



sonicare.philips redirects to <http://www.usa.philips.com/c-m-pe/electric-toothbrushestup.orange.com/en>

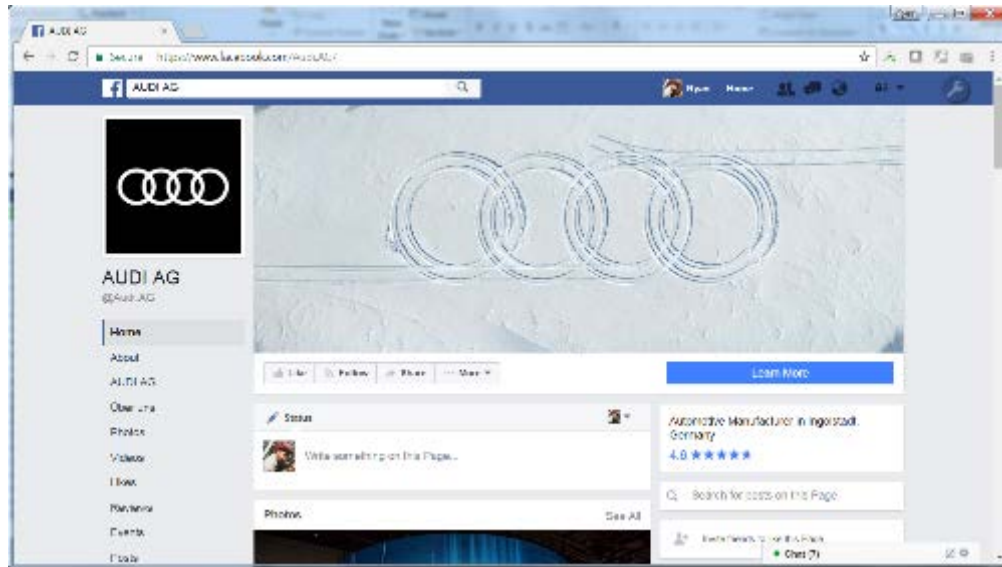


go.sky redirects to <http://go.sky.com/>

The screenshot displays the Sky Go website interface. At the top, the 'Sky Go' logo is on the left, and a search bar with the text 'Search Sky Go' is on the right. Below the logo is a navigation menu with icons for HOME, TV GUIDE, ANYTIME+, CHANNELS, and SETTINGS. The main content area features a large banner titled 'Watch TV you love on the Go' with three featured items: 'Christmas Box Sets on Sky Movies', 'Noel's Christmas Presents Re-opened', and 'Transformers: Dark of the Moon'. Below this banner are two sections: 'Watch live TV' and 'TV and Movies On Demand'. The 'Watch live TV' section lists programs such as 'Kylie Live In 2011...', 'Bones', 'Moulin Rouge!', and 'French and Saunders Christmas...'. The 'TV and Movies On Demand' section shows 'Khan v Peterson' and 'Mr Popper's Penguins'.

BEFORE = www.facebook.com/audi

NOW = facebook.audi



BEFORE = www.twitter.com/audi

NOW = twitter.audi



MakeWay.World



www.call.skype

Apr, 2017
A new shortcut to Skype's homepage outlining the features of the product



www.developer.nab

May, 2017
A portal for developers to access APIs from National Australia Bank (NAB)



www.welcome.jll

Apr, 2017
A 'welcome pack' HR site for JonesLangLaSalle new hires



www.corporate.bentley



www.go.java





YANKEES.COM



NEWYORK.YANKEES.MLB.COM

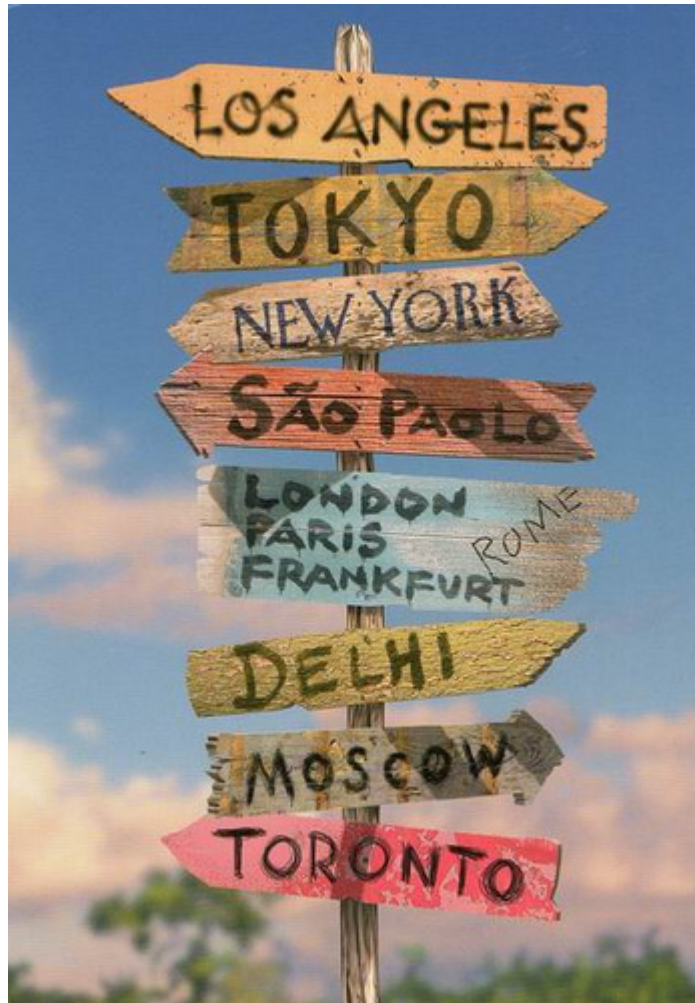
The screenshot shows the official website of the New York Yankees. The top navigation bar includes links for NEWS, VIDEO, SCHEDULE, TICKETS, SCORES, STATS, COMMUNITY, FANS, MANAGER, GAMEDAY, APPS, SHOP, MEDIA, PHOTOS, and TEAMS. The 'TICKETS' tab is highlighted in green. Below the navigation, there is a section for 'YANKEES TV' with a 'WATCH LIVE' button and a 'PREMIUM' offer. A match summary for Yankees vs. Mets is displayed. The main content area features a large banner for '2017 SEASON TICKETS ON SALE' with a photo of a player. To the right, there is a 'LATEST NEWS' section with several headlines and a 'VIDEO JOURNAL' section with a video thumbnail. At the bottom right, there is a 'Follow Spring Training Live' banner with logos for AZ, FL, and other states.

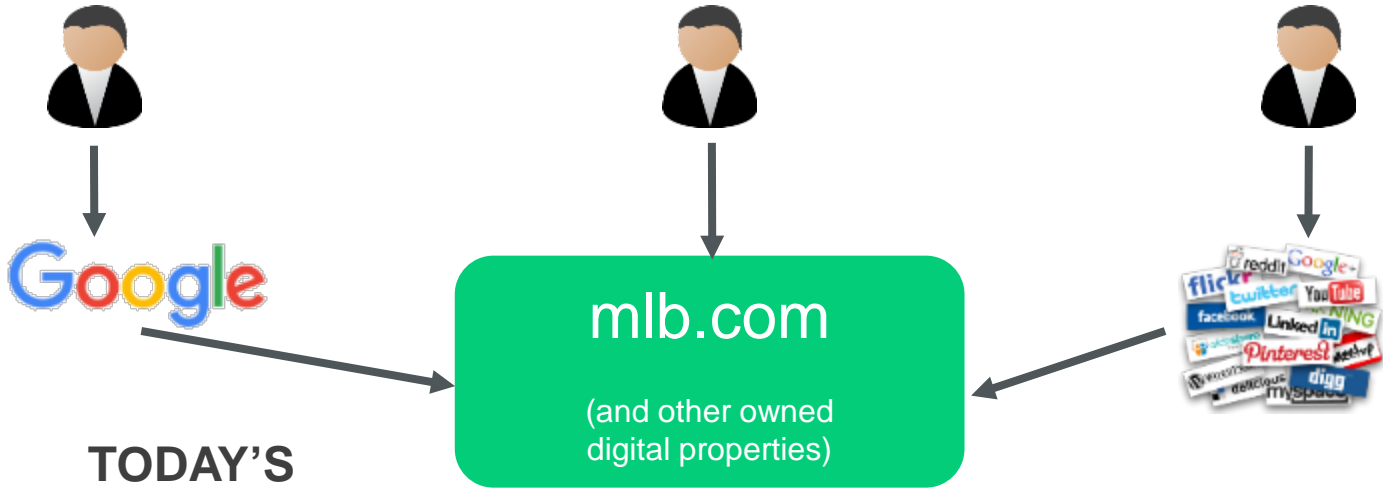
YANKEES.COM
(IDENTITY)

NEWYORK.YANKEES.MLB.COM
(CONTENT LOCATION)

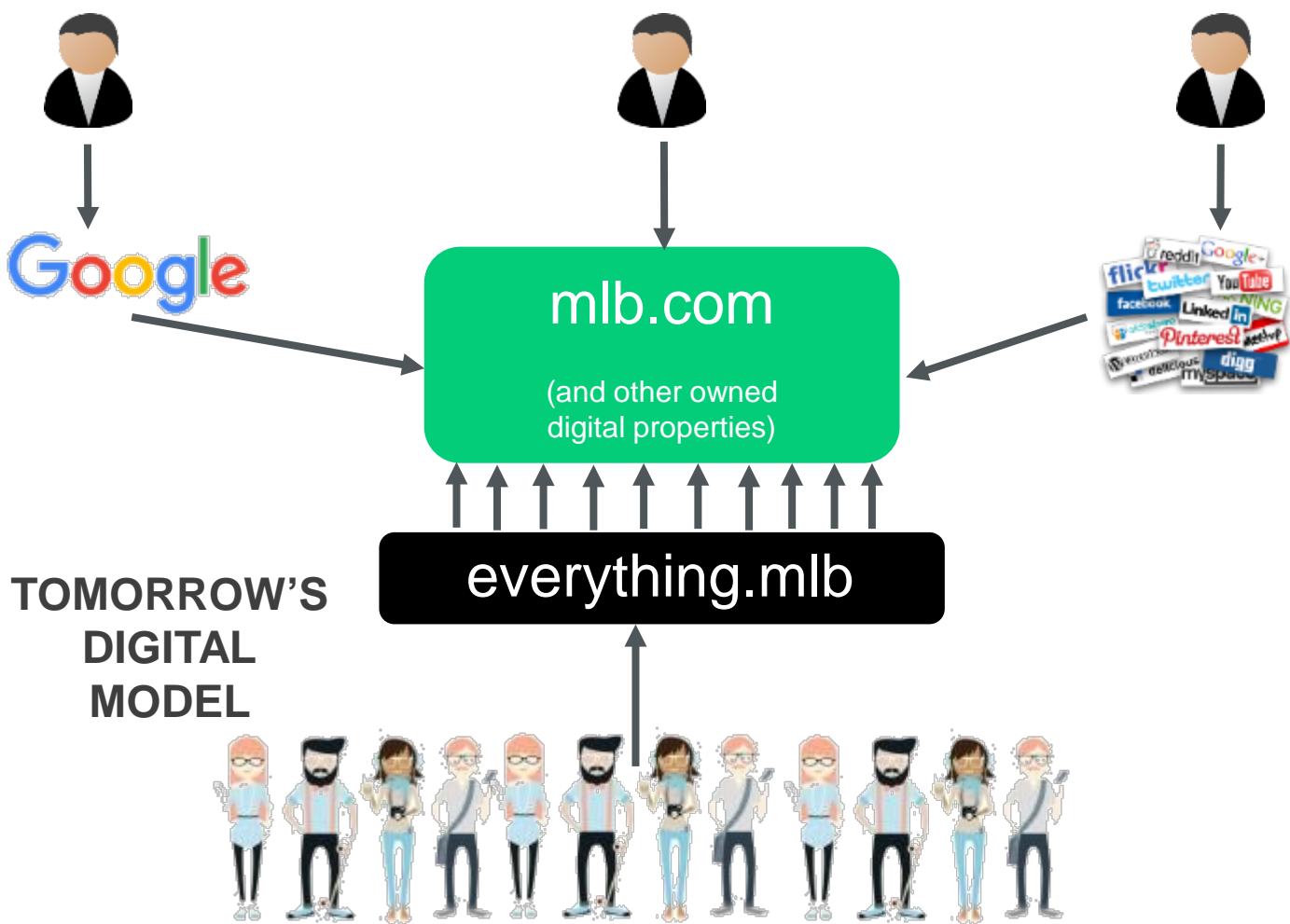
BRAND.COM
OR
<EVERYTHING>.BRAND

**(GIVING YOUR DIGITAL CONTENT
ITS OWN IDENTITY)**





**TODAY'S
DIGITAL
MODEL**





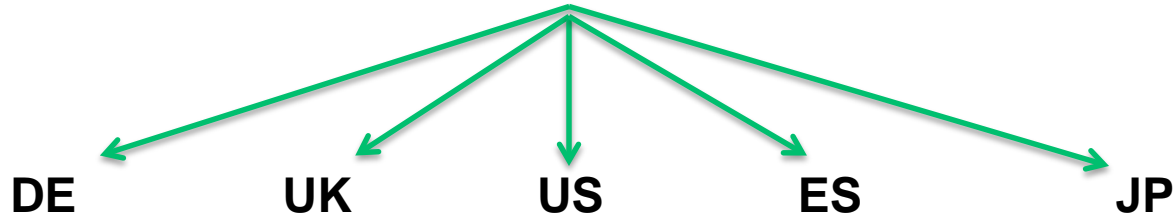
**YANKEES.COM
&
YANKEES.MLB**

NEWYORK.YANKEES.MLB.COM

The screenshot shows the New York Yankees website interface. At the top, there's a navigation bar with links for NEWS, VIDEO, SCORES, TICKETS, SCHEDULE, STATS, BOILER, COMMUNITY, FANS, MANAGER, GAMES, APPS, SHOP, MEDIA, PHOTOS, and TEAMS. Below this is a match summary for Yankees vs. Mets, with a 'MATCH' button and 'MLB.TV PREMIUM' logo. A large banner for '2017 SEASON TICKETS ON SALE' features a Yankees player. To the right, there's a 'LATEST NEWS' section with several article links and a 'VIDEO JOURNAL' section with a 'SHOP NOW' button. At the bottom right, there's a 'Follow Spring Training Live' banner with logos for AZ, FL, and other states.

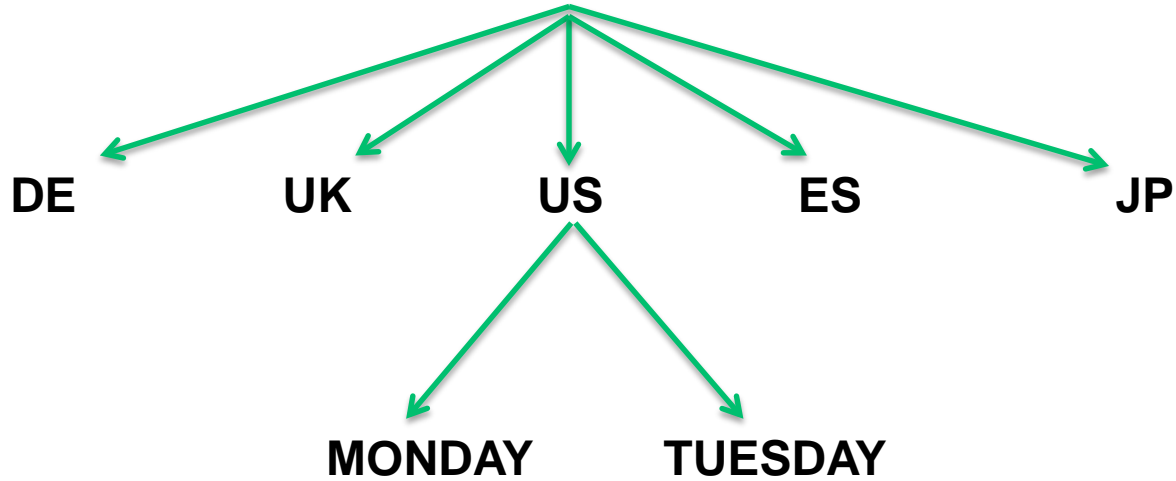


FOOTBALL.NIKE



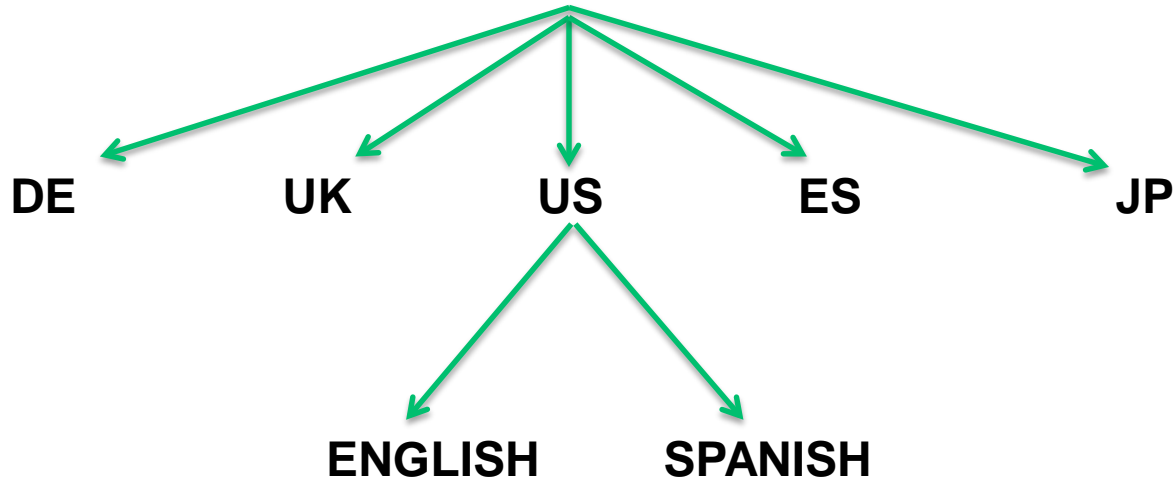


FOOTBALL.NIKE





FOOTBALL.NIKE



.neustar®



Are you being DDoS attacked? Call +1-855-727-1209.



Contact

Investors

Support

Login

neustar

Marketing

Risk

Security

Registry

Communications

NPAC

Connection Science

Insights

Company

Registry Solutions

As the largest provider of core registry and digital naming services, we help the most innovative brands in the world tap into the power and possibilities offered by today's new platforms for digital identity.



Neustar TLDs @NeustarTLDs · 3h

Matt Dorville of Major League Baseball on the #SEO benefits of vanity URL strategies in #dotbrands [t.neustar/2mcFQq3](https://t.me/t.neustar/2mcFQq3) ← #newgTLDs





search.neustar

Search Neustar

SEARCH





Search Results

Found 1810 documents for: *data*

Search Again

SEARCH

[Neustar | Operations & Network Consulting Professional ...](#)

... We offer security assessments and consulting services to ensure that your system and your **data** are as secure as possible. ... **Data Audits**. ...

[Neustar | Data Onboarding Solution](#)

Neustar's **Data** Onboarding Solution leverages all your customer **data** (online & offline) to facilitate true omni-channel customer experiences. ...

[Neustar | Data Resources](#)

Click here for **Data** Resources from Neustar, the leader in real-time cloud-based information services and analytics. ... Infographics. **Data** Resources. ...

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TKIRSCH@REGISTRY.NEUSTAR

HOME.NEUSTAR

why.brand ?

Why .brand?

Our Message

Use .brand to tackle the five
giant issues facing digital today

1. WEBSITES ARE NO LONGER CAPABLE OF NAVIGATION



ARGENTINA
27 TON/POU FT
1.69
KILO

TOMATES
GRUP
1.99
KILO

CHIRIMOLLA
1.99
KILO

MANGOS
MEXICAN
5.99

CEREZAS
EXTERAS
7.99
KILO

UNA SANDIA
2.49,99
KILO

FRESONES
1 CAJA
2.50

ROVELLON
SANDIA
12.99

ES/FRAGAZAS
1 CAJA
2.00

CHIRIMOLLA
1.99

1.99

1.99



2. INEFFICIENT CALLS TO ACTION

1. www.ibm.com
2. www.ibm.com/product
3. www.ibm.es/product
4. New microsite(s)
5. #ibmproduct
6. facebook / other social media
7. IBM App
8. Email Us
9. Call Us



3. EXPONENTIAL GROWTH IN PAID SEARCH

Expenditure in Paid Search in 2016 was;

- 47% of the average digital budget
- 14% of the average TOTAL marketing budget

Figure 1 Forecast: US Interactive Marketing Spend, 2011 To 2016



Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)

ford f150 - Google Search

Secure | https://www.google.com/?gws_rd=ssl#q=ford+f150

ford f150

All Images News Shopping Videos More Settings Tools

About 48,000,000 results (0.71 seconds)


Compare Chevy® Silverado - Stronger Than Ever - chevrolet.com
Ad www.chevrolet.com/Compare/F-150 ▾
Silverado is As Smart As It Is Strong. See How it Compares on Chevy.com
High-Strength Steel · The High-Strength Choice · Built To Get Things Done · Tow Confidently
Vehicle Photos Current Offers
Vehicle Specs Build Your Silverado


Ford.com - Ford F150
Ad www.ford.com/Ford_F-150 ▾
Research the Quality, Craftsmanship & Toughness of the 2017 Ford F-150.
40 Yrs Best Selling Truck · Roll Stability Control™ · Best-in-Class Gas Economy
Styles: XL, XLT, Lariat, Raptor...
Build and Price · Ford F-150 Gallery · Incentives and Offers · Request a Quote

2017 Ford F-150 - Special Offers This Week Only - fremontford.com
Ad www.fremontford.com/ ▾ (510) 254-3435
Build, Find & Price Your F-150 Take a Test Drive Today
Service Specials · Global Incentives · Showroom · New Ford Vehicles

2016 Ford F-150 Clearance - Massive January Ford F-150 Sale
Ad ford-clearance-sale.autosite.com/ ▾
Get Our Lowest Ford F-150 Price.

2017 Ford® F-150 Truck | Built Ford Tough® | Ford.com
www.ford.com/trucks/f150/ ▾



2017 Ford F-150 

Pickup truck

| | |
|-----------------------|-------------------|
| 5/5 Car and Driver | 4.5/5 Cars.com |
|-----------------------|-------------------|

MPG: Up to 19 city / 26 highway
MSRP: From \$26,730
Towing capacity: 5,000 to 10,400 lbs
Horsepower: 282 to 450 hp
Fuel tank capacity: 23 to 36 gal

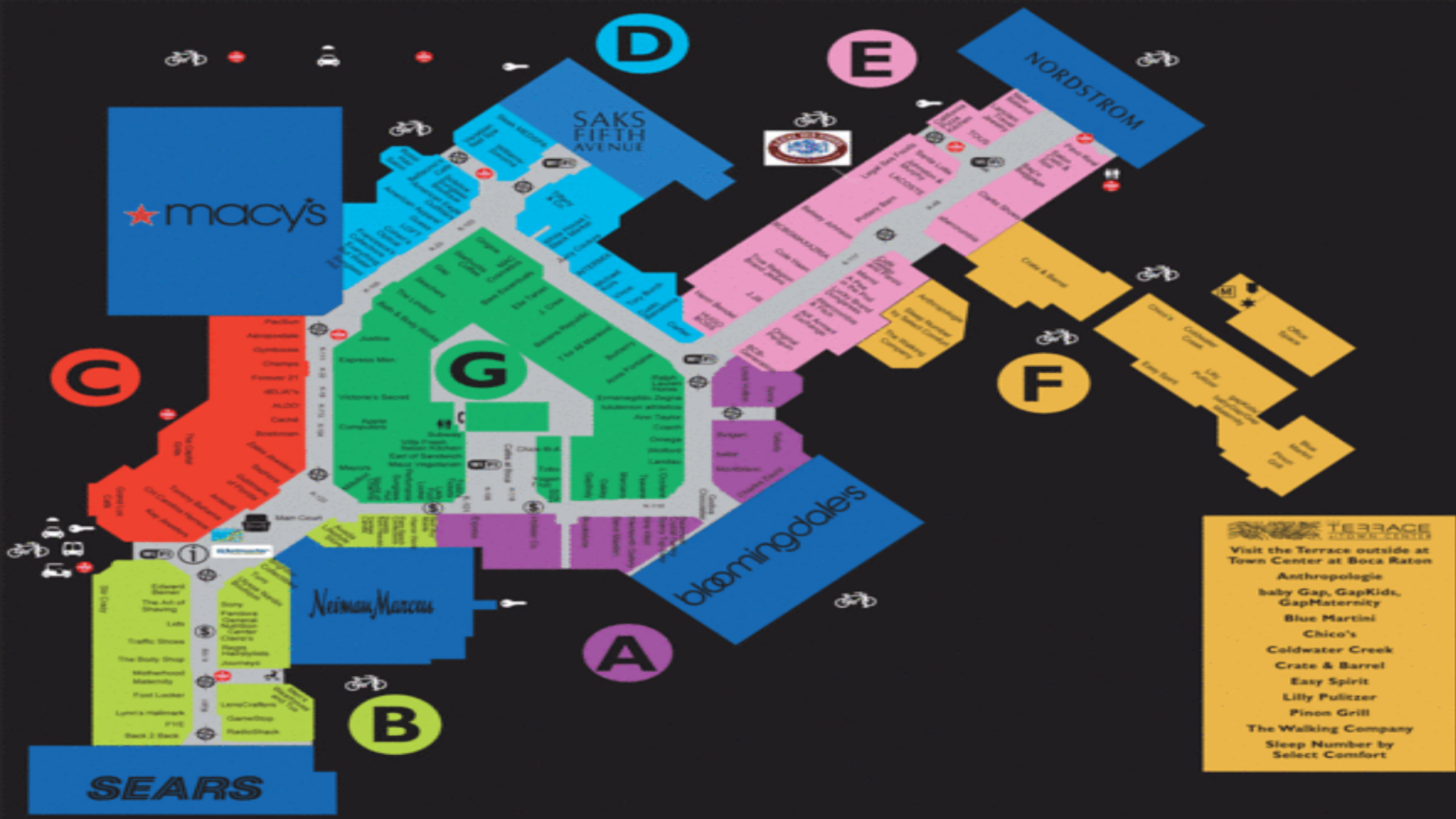
Body styles

From \$26,730

First Organic Result



4. WE STILL CAN'T MEASURE LEAKAGE



macy's

D

SAKS
FIFTH
AVENUE

E

NORDSTROM

C

G

F

bloomingdale's

A

Neiman Marcus

B

SEARS

- TERRACE**
 Visit the Terrace outside at
 Town Center at Boca Raton
- Anthropologie
 - baby Gap, GapKids,
 - GapMaternity
 - Blue Martini
 - Chico's
 - Coldwater Creek
 - Crate & Barrel
 - Easy Spirit
 - Lilly Pulitzer
 - Pinon Grill
 - The Walking Company
 - Sleep Number by
Select Comfort

5. SPEED, SPEED, SPEED

Method

Path

Destination



Search



mlb.com



yankees.com
&
yankees.mlb

neustar

Yankees Website



Method

Path

Destination

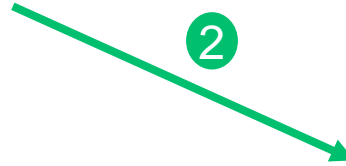


1



Search

2



mlb.com



yankees.com
&
yankees.mlb

Yankees Website



Method

Path

Destination

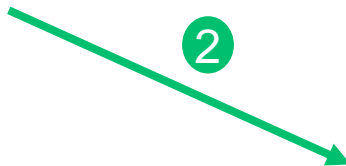


Search

1



2



Yankees Website



mlb.com

1



2



3



yankees.com
&
yankees.mlb

Method

Path

Destination

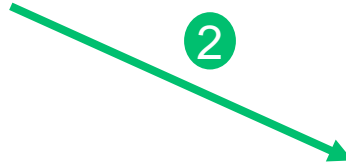


Search

1



2



Yankees Website



mlb.com

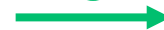
1



2



3



yankees.com
&
yankees.mlb

1



Key Lessons





**DOMAIN
NAMES**



**CUSTOMER
EXPERIENCE**



DOMAIN NAMES



DIGITAL NAVIGATION



**YOU COULD
CREATE
IPAD.APPLE**



**CUSTOMERS
CAN FIND
WHAT THEY
WANT**



**SECURITY /
DNSSEC**



**IMPROVED
RETURN
FROM YOUR
ADVERTISING
SPEND**



WEBSITES



**HOLISTIC
DIGITAL
PRESENCE**



TRANSFORMATION



QUICK WINS

SOCIAL MEDIA

CAMPAIGNS



HOSTING



IDENTITY



TRUST



FLEXIBILITY



**IF IT ENDS IN
.BRAND**



**INTUITIVE
RECALL**

THE FUTURE IS STILL UNWRITTEN

el futuro aun no esta escrito. το μέλλον δεν γράφτηκε ακόμα. die zukunft ist noch immer ungeschrieben.

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MUCHAS GRACIAS!!!



@TonyPKirsch
tkirsch@registry.neustar