



# NewGTLDs – broken expectations?

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




# Who is Afiliat? Where do we fit into the nTLD circus?

- . Afiliat is a pioneer in new Top Level Domains
  - . Global #2 provider of Internet domain name registry services
  - . .ORG, .INFO, .MOBI, .ASIA, .PRO and many others
  - . Responsible for supporting over 300 nTLD applications in the current round
- . Irish limited company established in 2000
  - . Locations in Dublin, Toronto, Philadelphia, Delhi
- . Leading premium anycast DNS provider
- . Cutting-edge mobile solutions through the dotMobi brand
  - . DeviceAtlas - Most accurate mobile detection solution
  - . GoMobi – complete “mobile-first” web-publishing solution

## new gTLD Summary

Domains:	7,285,193	TLDs:	747	Registrars:	252
Last Update:	2015-09-04T09:41:26Z	Upcoming Deletes:	 264,077 (3.62%)	Parked Domains:	 4,356,875 (59.80%)

## Top 30 new gTLDs

	TLD	Domains	% Share
1.	 .xyz	1,136,468	 15.60%
2.	 .网址 (xn--ses554g)	377,932	 5.19%
3.	 .science	326,823	 4.49%
4.	 .club	282,722	 3.88%
5.	 .top	271,866	 3.73%
6.	 .wang	216,332	 2.97%
7.	 .party	207,142	 2.84%
8.	 .link	163,453	 2.24%
9.	 .click	151,173	 2.08%
10.	 .website	108,334	 1.49%

Almost 2 years after the first nTLD launch and on the surface volume looks favourable. 7 million averages out to almost 10k per TLD launched.

Factors to think about when looking at top ranking TLDs –

- Premium name portfolios
- Low price points and associated marketing strategies
- Vertical integration
- ICANN compliance

# How is Afilias doing?

Afilias Limited



Domains:

226,189 (3.09%)

TLDs:

77 (10.31%)

Website:

[afilias.org](https://afilias.org)

Launch

[Upcoming Launch List](#)

## Registry Backend Breakdown

new gTLD		Domains	% Share
1.	<a href="#">.在线 (xn--3ds443g)</a>	36,013	15.95 %
2.	<a href="#">.red</a>	32,093	14.21 %
3.	<a href="#">.中文网 (xn--fiq228c5hs)</a>	17,916	7.93 %
4.	<a href="#">.global</a>	17,167	7.60 %
5.	<a href="#">.pink</a>	16,469	7.29 %
6.	<a href="#">.vegas</a>	16,071	7.12 %
7.	<a href="#">.blue</a>	16,058	7.11 %
8.	<a href="#">.porn</a>	11,921	5.28 %
9.	<a href="#">.手机 (xn--kput3i)</a>	9,598	4.25 %
10.	<a href="#">.kim</a>	9,218	4.08 %

# nTLDs: a slow start?


But, yes. Many have been disappointed by numbers and there have some “infancy” problems:

- Browser support
- Email acceptability
- Low demand
- End-user education/awareness

Nonetheless... nTLD registries that were looking to create the ‘next .COM’ were always destined to fall short...

- Landscape of domains has changed dramatically
- US vs EU markets have reacted very differently
- The strength of nTLDs is their ability to create of distinct and intuitive vertical markets

- We're building "superlocal" geo communities online – .NYC, .BERLIN, .MOSCOW.
- Trusted targeted TLDs - .LOTTO, .LGBT, .ORGANIC
- IDN for non-English speaking markets
- Developing brand trust – BNPParibas

 **BNP PARIBAS SA [FR]** <https://mabanque.bnpparibas/fr/Accueil-part-fr>

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## Dot Chinese Online



Chinese consumers don't need the purpose of Dot Chinese Online explained to them. The relevance of the TLD is clear and intuitive.

The Chinese word 在线 is the precise and singular translation for the English word "online" – there is zero ambiguity about the purpose of websites and services in a Dot Chinese Online domain.

The usefulness and popularity of 在线 ("online") has been validated by hundreds of famous and highly trafficked web properties, including AOL, F1 motor racing, key state news portals (including all Chinese provinces and key cities), and many of the largest web services platforms, including those for tickets, hotels, gaming, gadgets and many more important sectors.

## IT GETS BETTER PROJECT.

### .LGBT Pride Program to Benefit the It Gets Better Project

.LGBT is the perfect domain for LGBT sites, and this Pride Season, support the It Gets Better Project by registering a .LGBT domain anytime from June 30th, 2015, through National Coming Out Day on October 11th, 2015! For each domain name registered, .LGBT will be donating \$20.00 to The It Gets Better Project to help them continue their amazing outreach to LGBT youth.

Register your .LGBT address and support the It Gets Better Project  
y! Available at:

GoDaddy

101domain

BLACKNIGHT

ther quality registrars online.

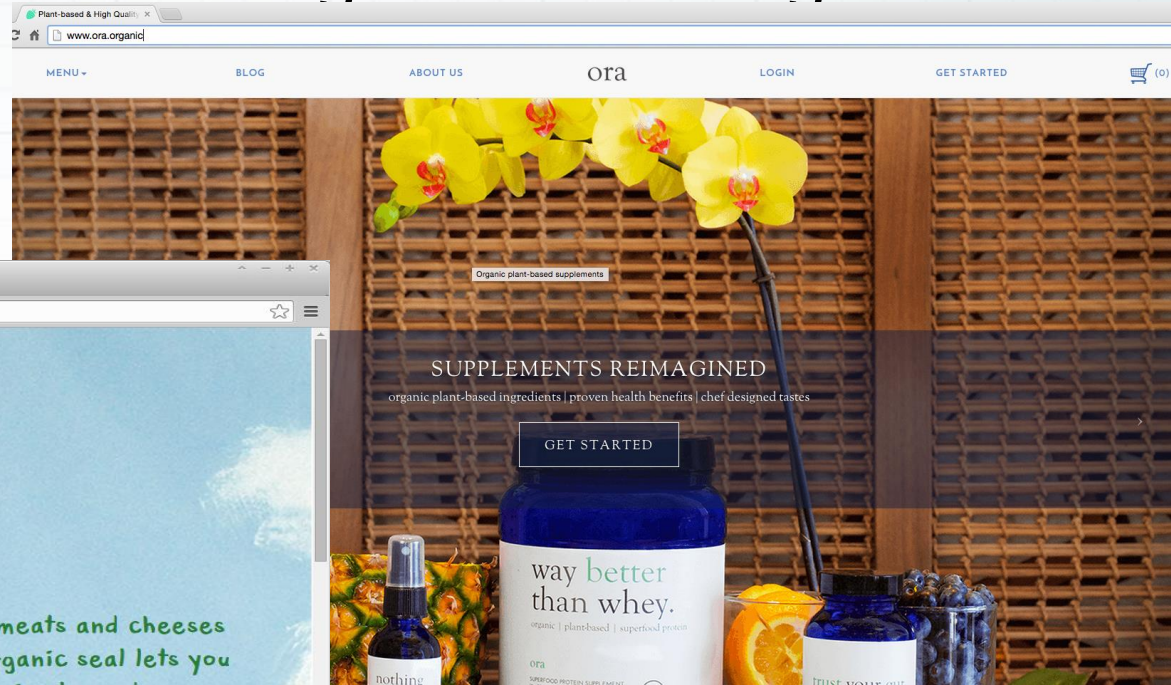
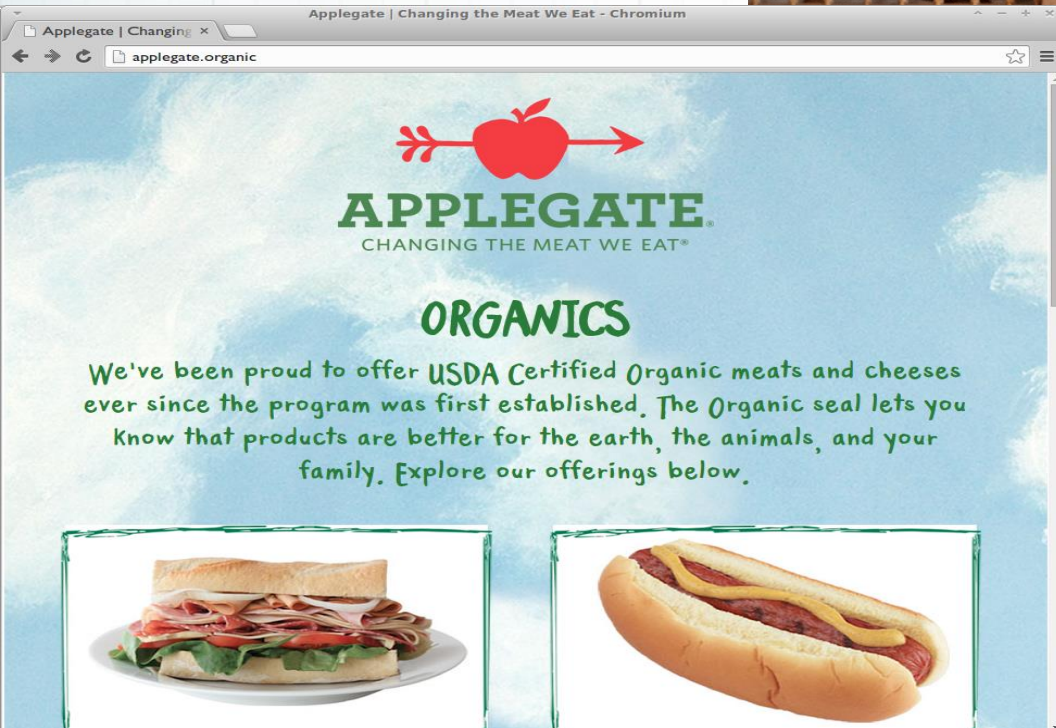


IT GETS BETTER PROJECT

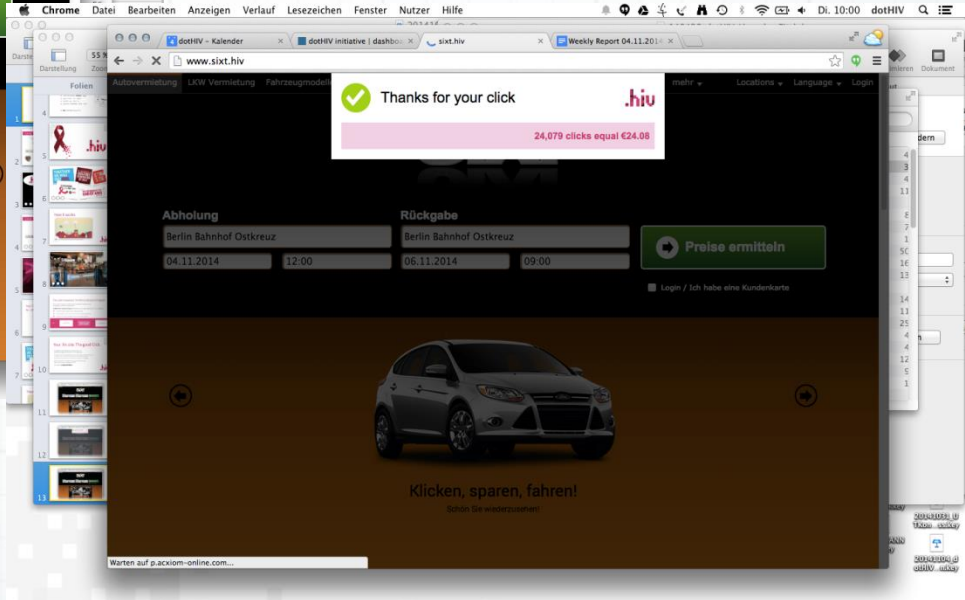
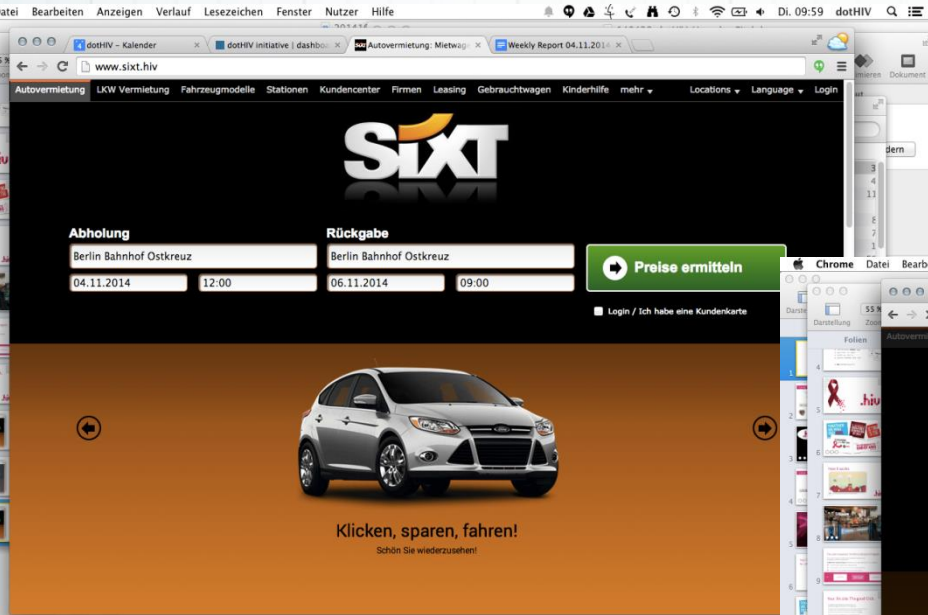
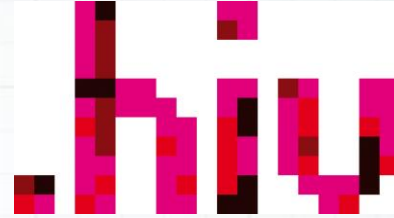




# Building trust with targeted TLDs



- Exclusive to the organic community and those serving it
- Eligibility requirements prevent saturation and misuse



<http://www.click4life.hiv>



# Going “superlocal” with Geo-TLDs



## What should we expect for the second round?

- Less total applications and less duplicates
- More brand applications. Especially those too apprehensive to participate in the first round
- More Geo applications
- Less commercial/volume focused TLDs looking to be the next generic
- A more streamlined approach from ICANN and registries (less guess work, we'd hope!)
- Acknowledgement that nTLDs have offered more opportunities, but this doesn't automatically create more end-users AND we can't rely on brand protection strategy for numbers.

# Thank you!

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Afilias

<http://www.afilias.info>

 @Afilias