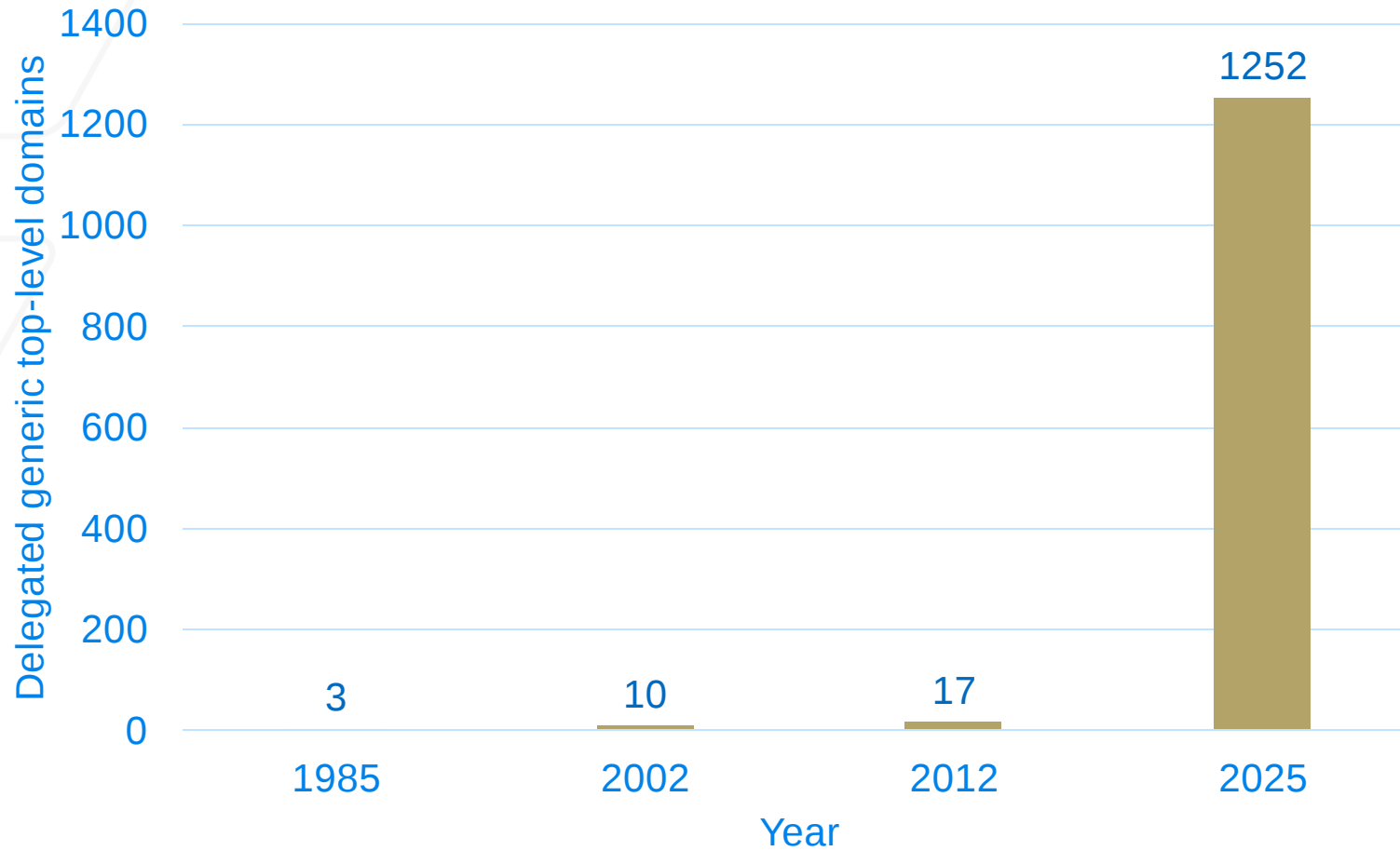


gTLDs and Brand Strategy: Aligning Domain Names with Business Sectors

Vinny Adjibi, PhD student

Introduction

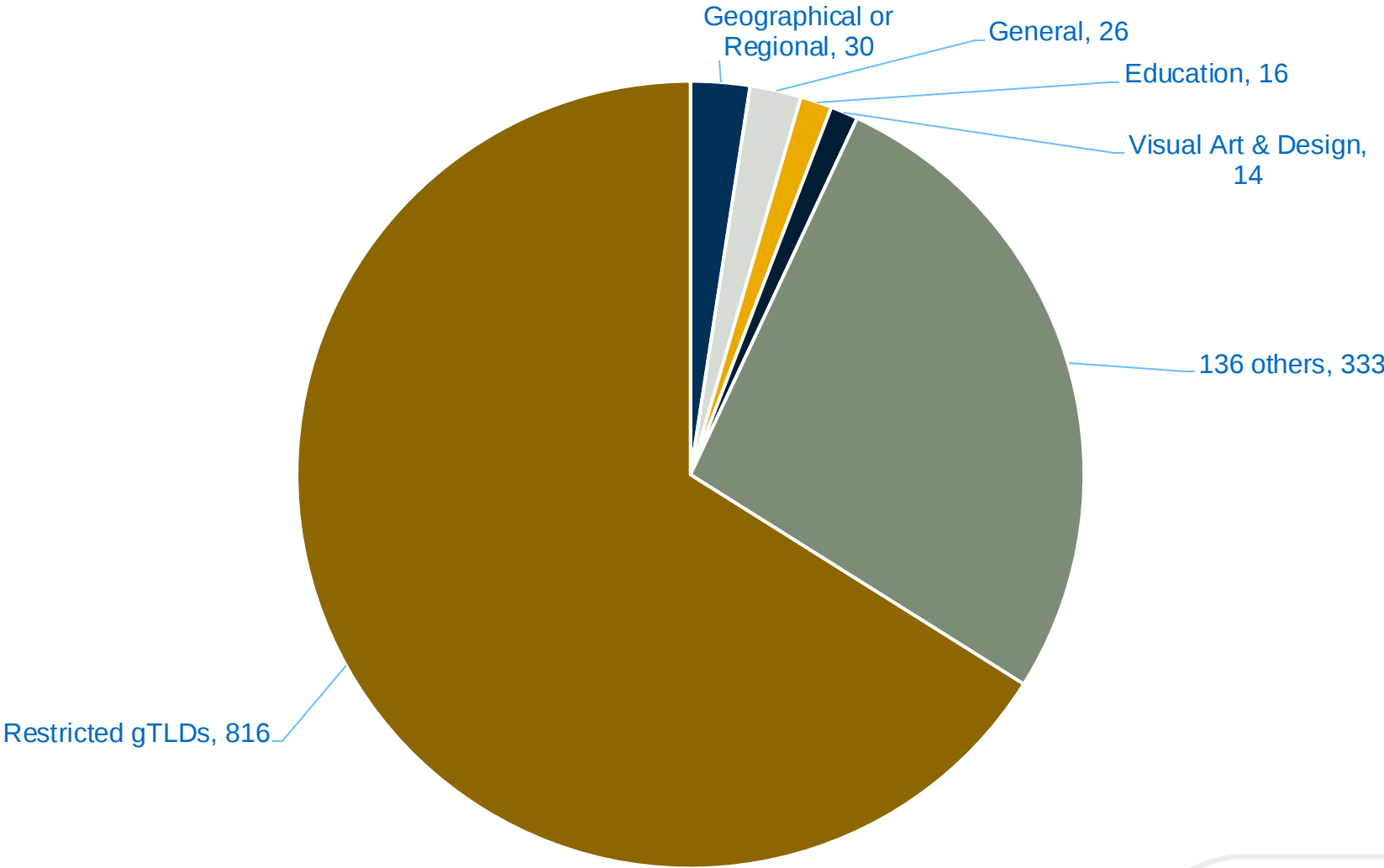


- Significant increase in the number of delegated gTLDs.
- Evidence of adoption
- How are companies using those gTLDs?

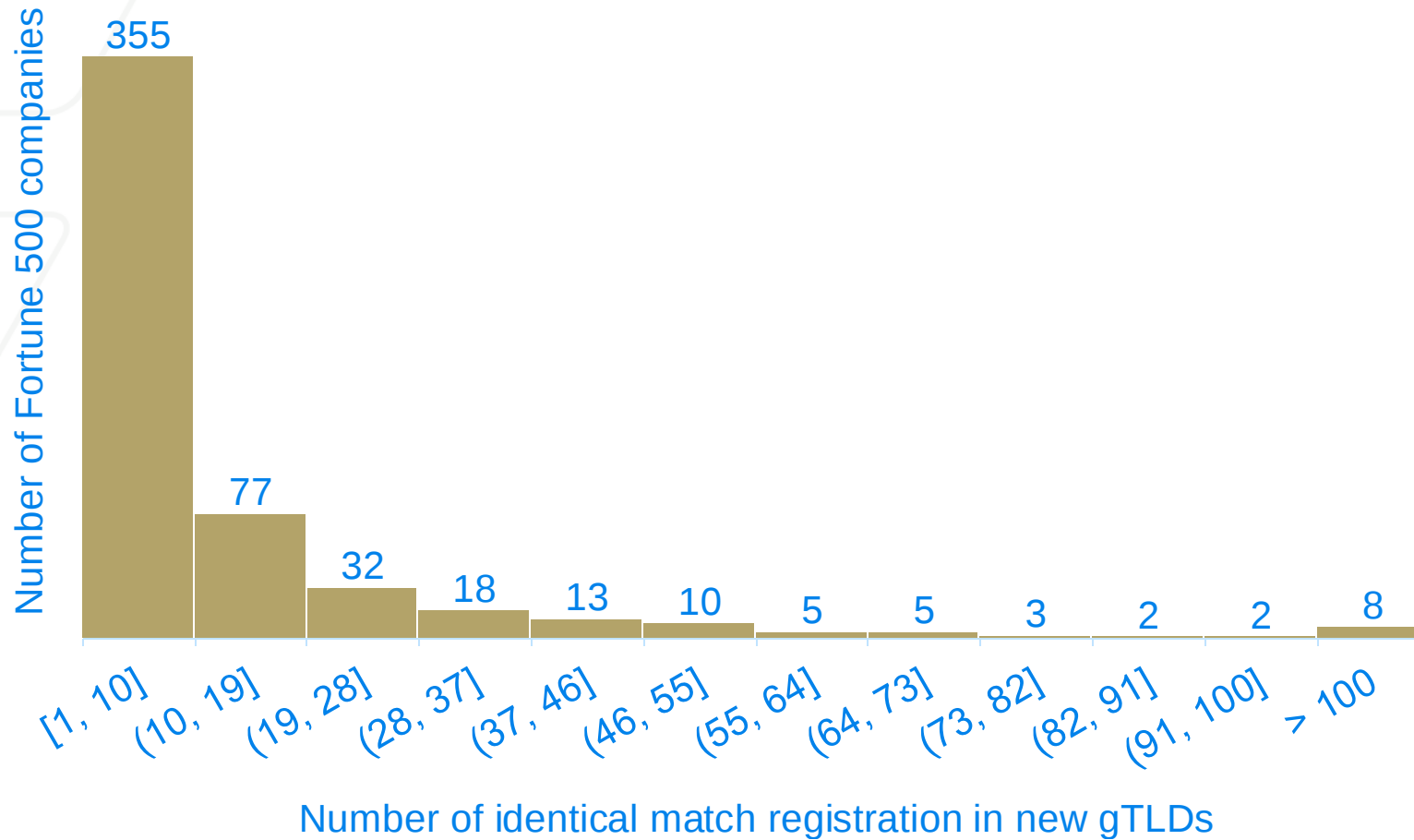
Utilization of new gTLDs by companies



Fortune 1000



Defensive registration of identical matches in new gTLDs

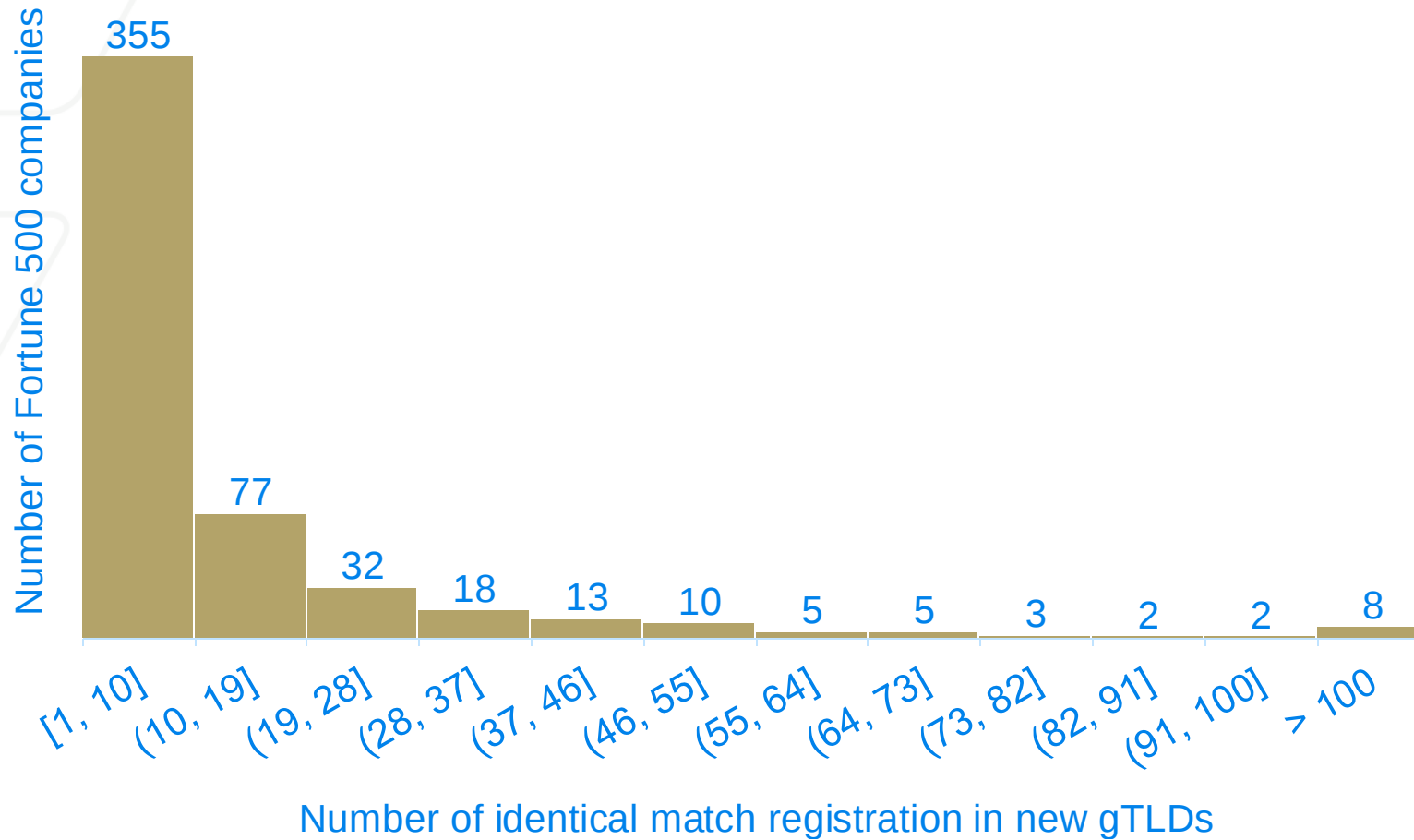


The most active company
registered

374

of 416 possible domains.

Defensive registration of exact matches in new gTLDs



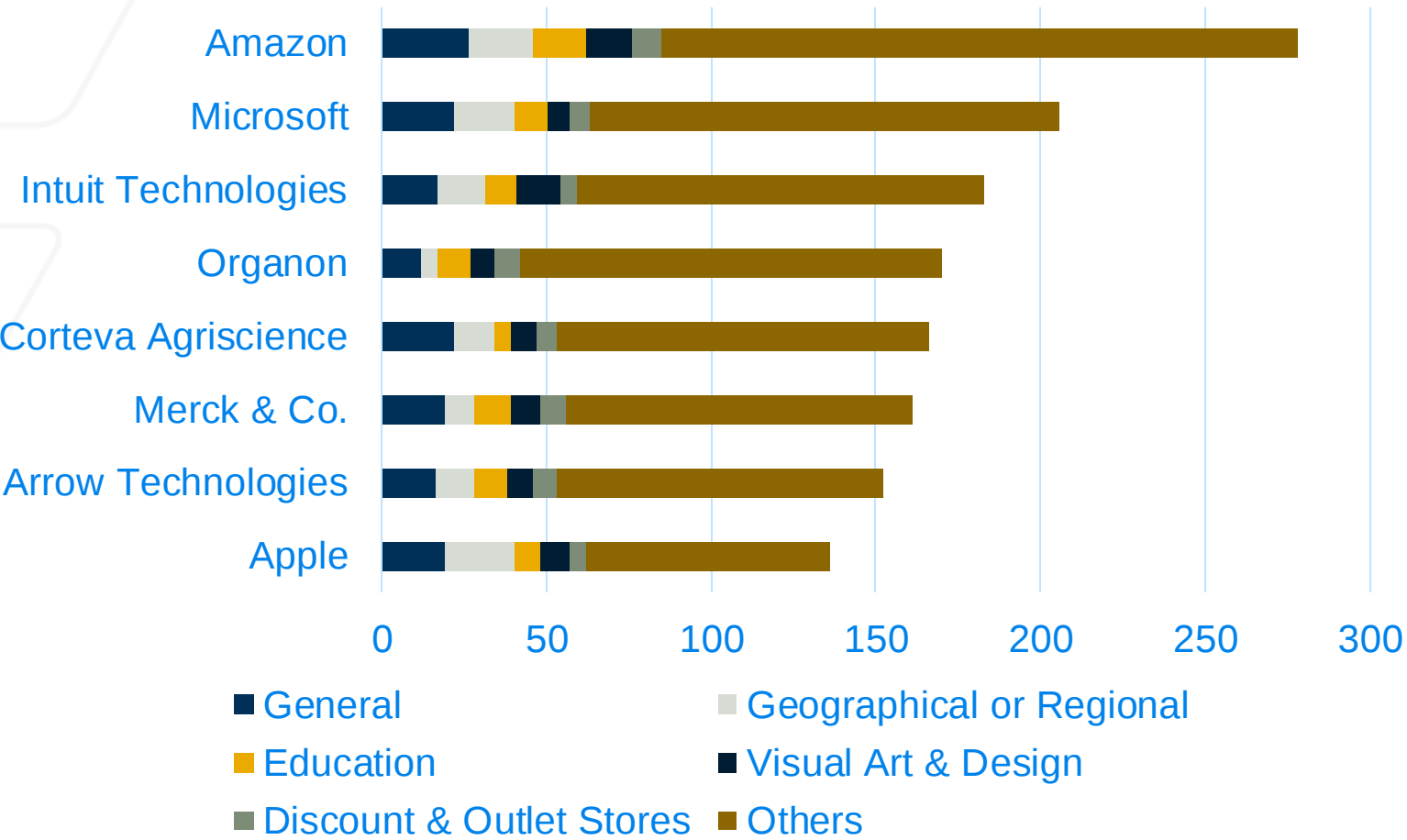
The most active company registered

374

of 416 possible domains.

How do they choose which TLD to focus on?

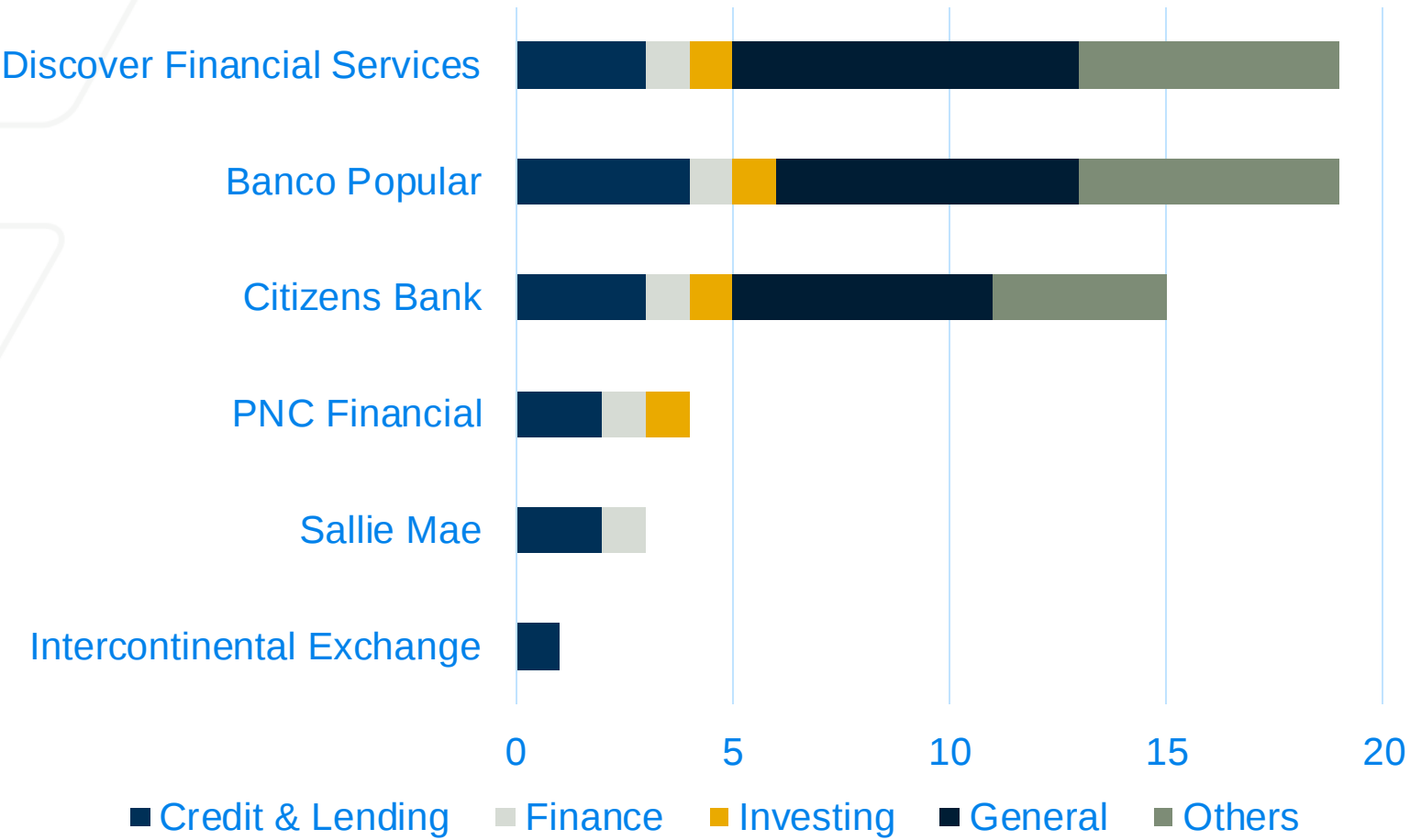
Group 1: Jacks of all trades



These companies operate across **multiple sectors** of activities.



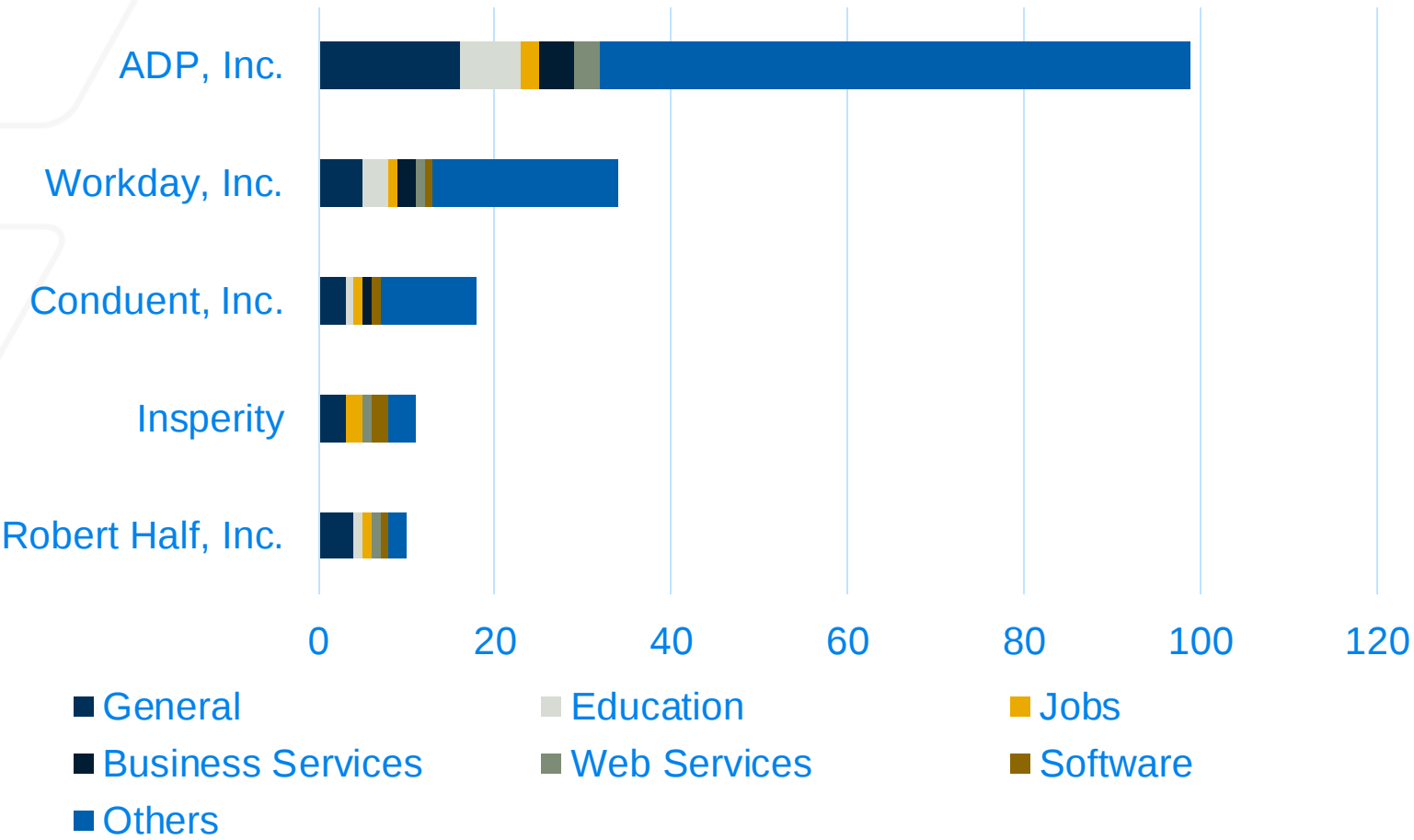
Group 2: Financial companies



Companies in the financial sector focused more on **Finance-related** gTLDs.



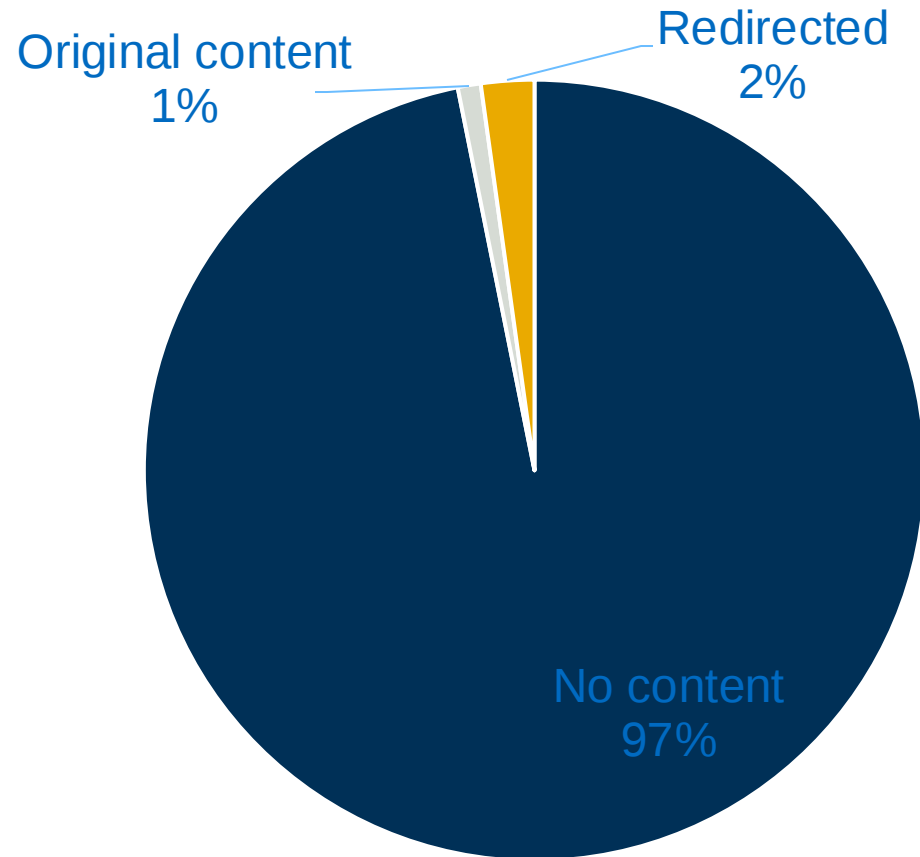
Group 3: Companies in the HR business



Companies that work in the human resources sector register domain names from fields related to **Education and Jobs**.



Utilization of registrations in the new gTLDs



7,651

unused domain names.



Summary



**Improved Rights
Protection
Mechanisms**



**Better Options for
Prospective
Registrants**

Thanks.

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