

# New gTLD Quarterly Report Q3 2023



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# Introduction

Markmonitor provides strategic domain management solutions that help protect the revenue and reputation of the world's leading brands.

Since 1999, Markmonitor has served the domain portfolio needs of businesses around the globe, including many of the most visited websites in the world.

An ICANN-accredited domain registrar since its establishment, Markmonitor leverages its extensive industry relationships, innovative technology, and broad expertise to manage and protect company domain portfolios, all with data-driven, white-glove consultation designed to maximize portfolio value.

ICANN (the Internet Corporation for Assigned Names and Numbers) has a mission to “help ensure a stable, secure, and unified global Internet.”<sup>1</sup>As part of its activities, ICANN introduced a new generic Top-Level Domains (gTLDs) as part of ad hoc “rounds” in the years 2000 and 2004 then followed by formalizing the processes into the 2012 New gTLD Program which dramatically expanded the Domain Name System (DNS).<sup>2</sup>

With more than 1,000 new gTLDs delegated since 2012, there is a continual amount of activity in the gTLD namespace and Markmonitor provides quarterly updates to keep you abreast of current events.

So, sit back, get comfortable, and let's get to it!

1. [icann.org/en/beginners](https://www.icann.org/en/beginners)

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# Innovation in new gTLDs:

## PSD DMARC in .bank and .insurance

Since the ICANN New generic Top-Level Domain (gTLD) Application Round in 2012, hundreds of gTLDs have launched, all with different combinations of registrant requirements, target markets, policies, and price points. Some of these TLDs have tried to find novel applications for adding value and delivering innovation to end users. Today we speak with fTLD, the registry operator behind the .bank and .insurance TLDs, who has driven strong adoption in the sector by tailoring its offerings to its community members. Join us in finding out more about fTLD's recent efforts in implementing the security feature of Public Suffix Domain (PSD) DMARC (Domain-based Message Authentication, Reporting and Conformance) in .bank and .insurance, which will be active later this year.



**Chris Niemi**

Manager, Strategic Initiatives  
Markmonitor



**Heather Diaz**

Sr. Director, Compliance & Policy  
fTLD Registry Services

# An interview with Heather Diaz of fTLD Registry

**Chris Niemi:** Thanks for speaking with me. How did fTLD get to where it is today?

**Heather Diaz:** We've always sought to evolve the security requirements of our TLDs and as a community registry operator we consult with our community members and domain security stakeholders to address new and emerging security threats. For PSD DMARC, fTLD put together a working group of stakeholders including large mail service providers and other TLD registry operators and after about 30 months of working through the Internet Engineering Task Force RFC 9091 was published.<sup>1</sup> Subsequent to publication of the RFC, fTLD received approval from ICANN in late 2022 to implement PSD DMARC for our TLDs.

**Chris Niemi:** How does PSD DMARC work?

**Heather Diaz:** PSD DMARC is a failsafe for our domain space that stops email from originating from non-existent domains to help prevent spam and phishing. It also acts as a second lookup so that if a domain does not have its own DMARC record or it's set up incorrectly, it will complete the DMARC activity at the 'TLD level' to block or reject fraudulent emails from being delivered.



## What is DMARC?

Fundamentally, DMARC, Domain-based Message Authentication, Reporting, and Conformance, is an enhanced form of email security which prevents a myriad of common attacks.

## What is PSD DMARC?

When mail service providers (MSPs) such as Google and Microsoft query a domain name for its DMARC record, if one is found the DMARC record is followed. In contrast, if an MSP's query does not find a DMARC record for a domain name, there's a second query at the TLD level and starting November 15, 2023, for .bank/.insurance they would find the PSD DMARC record and can follow it.<sup>2</sup>

**Chris Niemi:** How does this fit into fTLD's overall security approach?

**Heather Diaz:** We seek to improve the cybersecurity of our TLDs, and this acts as a differentiator for us. Like the HSTS preload list<sup>3</sup>(HTTP Strict Transport Security enables “web sites to declare themselves accessible only via secure connections and/or for users to be able to direct their user agents to interact with given sites only over secure connections.”<sup>4</sup>) PSD DMARC is a “security by design” concept that provides an additional layer of protection.

**Chris Niemi:** Could other TLDs implement this feature?

**Heather Diaz:** Yes, some currently synthesize this technology, as listed here: <https://psddmarc.org/registry.html>. However, for some registry operators in the gTLD space it would require approval from ICANN. This could be an opportunity for .brand registry operators to add security to their gTLDs.

**Chris Niemi:** What else do you suggest in the security area?

**Heather Diaz:** When it comes to domain security, brand owners and domain owners should remember their email channel too and activate DMARC on the domains in their portfolios. While most have SPF records as these are required

by most receivers, it only is an effective control when DMARC is added and this point is very often missed by domain holders. I would add that DKIM with SPF and DMARC is the gold standard for email authentication.

**Chris Niemi:** Well thank you, Heather, for taking this informative trip into PSD DMARC with our readers; we can now clearly see how this is an additional layer of security for the TLDs .bank and .insurance and an example of innovation in the new gTLD space that other gTLD registry operators (even .brand holders) might want to consider applying in their own TLDs. It also brings up a good reminder of how DMARC should be utilized in other domains across a corporate domain holder's portfolio to increase security levels overall. Look for PSD DMARC in .bank and .insurance starting on November 15, 2023!

### How does DMARC work?

DMARC functions as a scalable mechanism by which a mail-originating organization can express domain-level policies and preferences for message validation, disposition, and reporting, that a mail-receiving organization can use to improve mail handling.

DMARC allows domain owners and receivers to collaborate by:

1. Providing receivers with assertions about domain owners' policies.
2. Providing feedback to senders so they can monitor authentication and judge threats.<sup>5</sup>

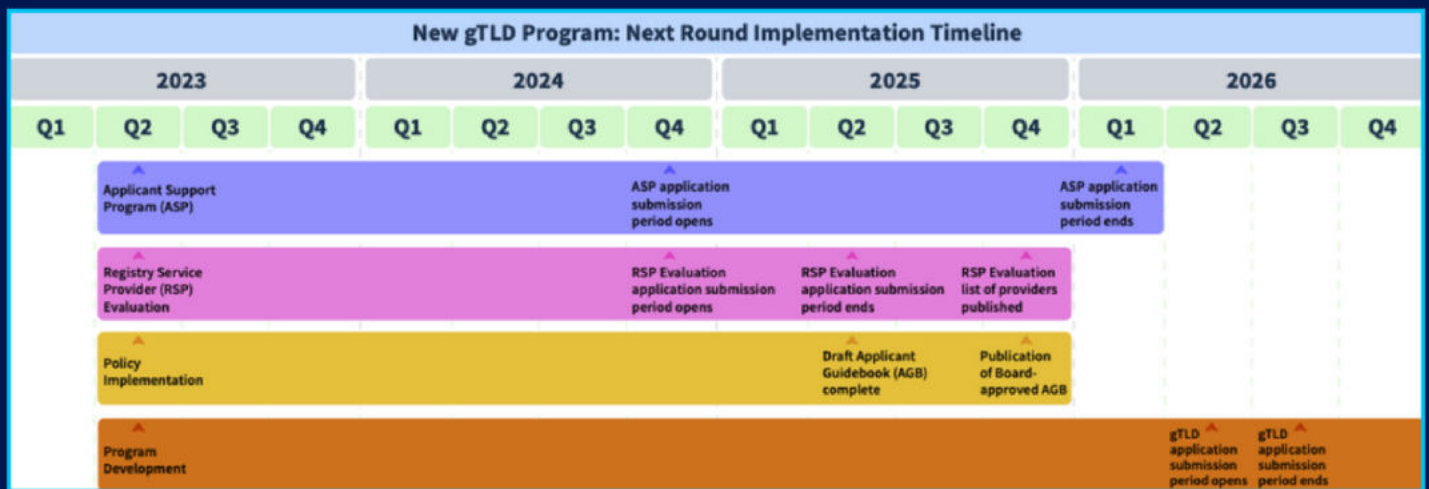
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# ICANN New gTLD Program Next Round update: Three is the “Magic Number”

In a resolution approved July 27, 2023, the ICANN Board acknowledged receipt of *The New gTLD Program: Next Round Implementation Plan*<sup>1</sup> and directed ICANN org to provide the Board with periodic updates on its progress on program implementation.<sup>2</sup> This is important as the plan outlines policy implementation that is anticipated to lead to a finalized Applicant Guidebook (AGB) in May 2025, with a subsequent operational work phase culminating in an application round for new gTLDs that could open in Q2 2026 (with the goal of April 2026).<sup>3</sup>

The implementation plan is a 66-page document that “includes relevant information related to all identified work streams and program and project elements for implementation of the Next Round, including timelines for completion, cost and resource requirements, system and tool requirements, communications requirements, and dependencies.”<sup>4</sup> The current high-level timeline<sup>5</sup> including the four main workstreams follows:



Considering the ICANN's boards actions and the details included in the Implementation Plan, a viable application window could now be just under three years away. As this timeline will have continued effects on the ICANN ecosystem including additional expansion of the domain name system (DNS), companies should be aware of it — whether they intend to apply for a gTLD or not — as the outcome of the Next Round will have long-term domain management strategy and brand protection ramifications.



## What led up to this?

In 2012, ICANN launched its latest round of gTLD applications, now commonly termed “new gTLDs.” The gTLDs that were applied for in 2012 began launching in late 2013 and have continued to do so up until the present day.

On December 17, 2015, the Generic Names Supporting Organization (GNSO) Council initiated a Policy Development Process (PDP) and chartered the *New gTLD Subsequent Procedures Working Group (SubPro PDP WG)* which was tasked with determining what changes should be made to the New gTLD Program.<sup>6</sup>

This began the next 8+ years of ICANN policy work around the Next Round of New gTLDs, leading up to March 16 of this year when the ICANN Board passed a resolution on a set of recommendations from the New gTLD Subsequent Procedures Policy Development Process Final Report which directed ICANN “Org” to begin the implementation phase of the Report’s outputs.<sup>7</sup>

On April 5, ICANN called for volunteers for the SubPro Implementation Review Team (IRT) and the Team began meeting on May 16.<sup>8</sup>

The outcome of the SubPro IRT’s work will be the creation of an updated Applicant Guidebook (AGB) for use in the Next Round. The AGB is the step-by-step procedure document for New gTLD Applicants that includes required documents and information to apply, the financial and legal commitments to operate a gTLD, and what to expect during the application and evaluation periods.

## What are the next steps? (“2+1=3” model)

The SubPro IRT work is expected to take approximately 24 months (the “2” is for years) to complete as it currently is waiting on many other concurrent dependencies within various ICANN policy processes to conclude, as described in the Implementation Plan.

Once the SubPro IRT work is completed, ICANN expects it will take one more year (the “1”) to complete the needed program development (program design, infrastructure development, and operationalization) so that the application window can be opened.

So, a little less than three years from now (the “3”) is our current best estimate of when the Next Round will happen.

## Why does this matter to Markmonitor customers?

As noted above, the implications of another application round will affect nearly all domain portfolio holders as they will at minimum be presented with more strategic decisions on registration and blocking options as well as additional namespaces to police as part of their brand protection strategies. In the lead-up time to the Next Round, Markmonitor experts can help review and optimize your domain portfolio to prepare for these coming changes.

Since the 2012 Application Round closed, many Markmonitor customers have also shown interest in applying for additional gTLDs (.brands and others) in the ICANN DNS.

## What services will Markmonitor provide for its customers?

Markmonitor is here to advise and guide our customers in everything regarding the Next Round.

We can assist throughout the entire process: from application, evaluation, and contracting to delegation, launch, and maintenance of their own gTLD(s) including other related services.

Utilizing our Global Industry Relations team's rapport with providers and other parties in the ICANN space and its understanding of the intricacies of ICANN policy, Markmonitor is best equipped to help our customers navigate this highly complex offering and meeting their gTLD needs.

## Want to discuss this further?

For more information on current strategic considerations or learning about applying for a gTLD, please reach out to your Domain Portfolio Advisor.

*Watch out, those three years will go faster than you think!*



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# History of Web2 and Web3 crossover in the new gTLDs

## Has the Rubicon been crossed in the DNS and Blockchain conflict?

You may have heard the term Web3 these days and wondered, “What does it mean?”

“If there’s a Web3 does that mean there’s a Web2?” (Yes, and yes.)

“Is there a Web4?” (Not yet, but stay tuned.)

In this article, we are describing these terms as well as detailing where Web3 and Web2 have crossed over in the new generic Top-Level Domains (gTLDs).

### **What is considered Web1?**

Web 1.0 was the “early internet” (1989-2004) that was characterized as the World Wide Web made up of “static pages that provided information but limited interactivity.”<sup>1</sup>

### **What is considered Web2?**

Web 2.0 (hereafter “Web2”) was the period (2004-present) marked by a shift of the internet to “user-generated content, comprising Wikipedia, social networks, YouTube and blogs.”<sup>2</sup>

### **What is considered Web3?**

Web 3.0 (hereafter “Web3”) was coined in 2014 as a “new, better internet” that continues today and is signified by “blockchains, cryptocurrencies, and NFTs (non-fungible tokens).”<sup>3</sup>

### **Why does this matter to you?**

Web1 was and Web2 is based on the foundational part of the internet, the Domain Name System (DNS). Per the Internet Corporation for Assigned Names and Numbers (ICANN), the DNS “helps users navigate the internet by allowing a text-based domain name to be used instead of [an] IP address.”<sup>4</sup> By its nature, the DNS is hierarchical and centralized which is the polar opposite of Web3, which is built on blockchain, “a distributed ledger which is easily traceable, trackable, transparent and immutable.”<sup>5</sup> Blockchain is decentralized in that information is distributed across different nodes (computers) in the system which all validate and verify transactions taking place in the network.<sup>6</sup>

### **Do Web2 and Web3 compete or interrelate?**

In some ways, the answer is both (simultaneously, or not).

For a brand holder, this relational complexity adds a layer of additional understanding that is needed to know how to view a given TLD within context, understanding its functionality and limitations and where that fits in your domain portfolio and brand protection strategies.

### **So, Web3 domains can do more than resolve to Web3 websites?**

Indeed, many can.

There are Web3 decentralized domains such as .eth,<sup>7</sup> .crypto,<sup>8</sup> and many more, which can be used to map to digital wallets in order to process cryptocurrency transactions as well as resolve to Web3 websites. Full descriptions of those domains and their effects on how a brand holder manages a domain portfolio are outside the scope of this piece, though we encourage you to speak with your Domain Portfolio Advisor should you like to learn more.

### **History of the new gTLD Program and new gTLD crossover into Web3**

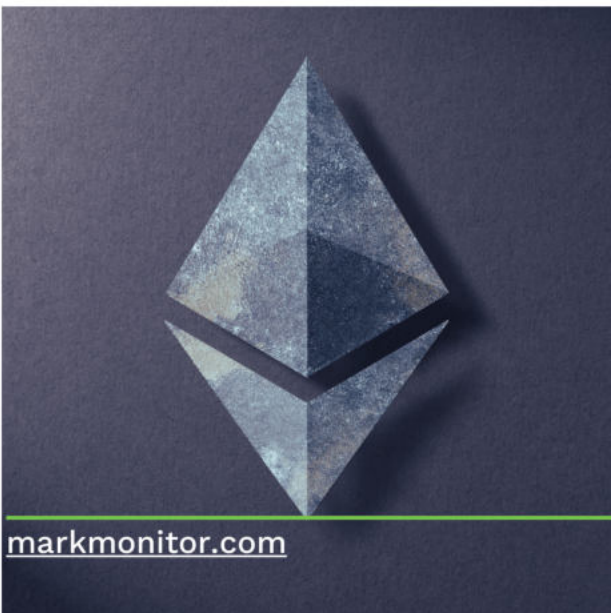
Now that you have some of the basics down, let’s get into the history of the new gTLD program and how new gTLDs began to cross over into the Web3 space. Please also note that for the remainder of the article, “Web2” and “DNS” will be used interchangeably as that connection has been made in the domain industry vernacular.

As you may recall, ICANN formalized the New gTLD Program and offered a TLD application window in 2012. When many of these TLDs rolled out, they took different approaches in offering value to their end users.

One of these gTLDs was .xyz, which launched in March 2014.<sup>9</sup> As part of its product development, the registry operator enabled capabilities to pair .xyz domain names with Ethereum (ETH) wallets in September 2018.<sup>10</sup> This was the first Web2 gTLD to be enabled on the ENS via DNSSEC integration.<sup>11</sup>

### What's ENS?

“Launched in May 2017, Ethereum Name Service (ENS) is a decentralized application that supplies Web3 usernames for the Ethereum ecosystem.”<sup>12</sup> These Web3 .eth usernames would match up to Ethereum addresses just like domain names match up with IP addresses in Web2. Ethereum is “the community-run technology powering the cryptocurrency Ether (ETH) and thousands of decentralized applications.”<sup>13</sup>



### In the ENS,

Top-level domains, like .eth and .test, are owned by smart contracts called registrars, which specify rules governing the allocation of their subdomains. Anyone may, by following the rules imposed by these registrar contracts, obtain ownership of a domain for their own use. ENS also supports importing in DNS names already owned by the user for use on ENS.<sup>14</sup>

So, returning back to .xyz and utilizing this framework, .xyz deployed a registrar on the ENS mainnet via DNSSEC integration<sup>15</sup> which allowed a .xyz registrant to claim the correspondent ENS name with the same top-level domain.<sup>16</sup> This registrar deployment concept will become important as we visit the other Web2 domains that entered the Web3 space.

### What other “traditional” DNS domains made the crossover?

#### .lux

The .lux gTLD launched in August 2018.<sup>17</sup> With .xyz having paved the way in ENS, .lux launched as the first natively “ENS enabled” Web2 gTLD,<sup>18</sup> being enabled on the Ethereum mainnet on October 9, 2018,<sup>19</sup> via a deployed registrar with a custom integration.<sup>20</sup>

Another Web2 gTLD had now entered the fray in the Web3 space — per the .luxе registry, “you can associate a .luxе name to whatever you want — smart contracts, wallets, decentralized apps, etc.”<sup>21</sup>

### **.kred**

.kred was a gTLD launched in early 2015.<sup>22</sup> The registry operator also chose to expand its service offering and on February 19, 2010, announced it was working with ENS to give .kred users the “benefits of two systems: traditional DNS and Ethereum-based ENS.”<sup>23</sup> The .kred plan allowed for tighter integration between the Web2 and Web3 worlds, for instance having DNS records for the Web2 domain stored on the ENS records of the Web3 domain, among other advantages. Similar to .luxе, the ENS registrar was deployed on the mainnet with a custom integration.<sup>24</sup>

#### **26 August, 2021**

An important date in ENS history, it marks the shift when full DNS namespace integration for ENS was made live on the Ethereum mainnet,<sup>25</sup> and marks the culmination of the work begun with .xyz in 2018, allowing for nearly all Web2 TLDs to integrate with ENS via DNSSEC.

#### **ENS stated that,**

*To expand the namespace on ENS, we’ve decided against simply creating additional ENS-native TLDs and in favor of integration the existing DNS namespace. We think this approach is best for users and gives ENS the best chances for long-term succes.*<sup>26</sup>

### **.cfd**

The .cfd gTLD took notice of ENS’ full namespace integration with the registry operator announcing on September 2, 201, that .cfd domain names would be able to be used as a wallet address in ENS as well.<sup>27</sup>

### **.art**

Another gTLD, .art, which had initially launched in 2017,<sup>28</sup> took advantage of ENS’ full namespace integration and on August 30, 2021, the registry operator released instructions<sup>29</sup> on how to register a .art domain and have “a neat and memorable crypto currency wallet address as a result.”<sup>30</sup> Additionally, .art continued expansion of its offering on October 25, 2022, when the registry operator integrated with ENS so registrants could “go beyond their standard DNS domain and streamline their digital identity to the Web3 space.”<sup>31</sup>

#### *How so?*

The deployment of the registrar to the ENS mainnet was completed via a custom integration.<sup>32</sup> The implementation utilizes a novel use of employing a TXT record on the DNS records of the Web2 domain for validation prior to minting of the Web2 domain.<sup>33</sup>

#### *And the innovation didn’t stop there.*

The registry operator then went a step further and expanded its Web3 functionality in March 2023, when the registry operator announced it was implementing a “matching domains” concept. What did that entail?

## In the “matching domains” concept, these domain names would be:

collision-proof: only the owner of a DNS .art domain can register the matching ENS .art domain. Similarly, if an ENS .art domain is registered for an available DNS .art domain, only the person who owns the ENS .art domain can use the DNS .art domain. This ensures that there can be no confusion or conflict between different owners of similar names.

The .art registry operator currently offers registrations through a specialized gateway.<sup>35</sup> After .xyz’s trailblazing work in the space, .art appears to be the clear leader in innovating on its Web3 functionality.

## These developments beg the question, “What’s next?”

### gTLDs launching in 2023

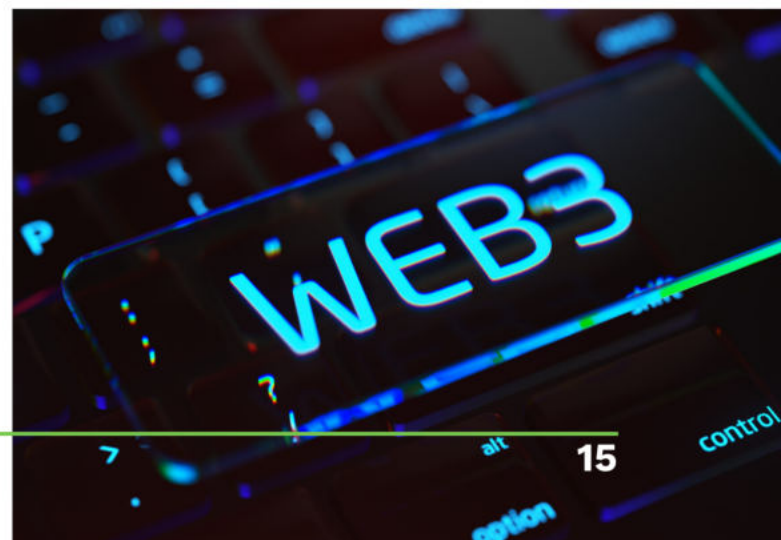
#### .box

The .box gTLD is wrapping up its launch in Q3 2023 and is the latest of the Web2/Web3 crossovers. For more information on .box please consult with your Domain Portfolio Advisor.

With gTLDs from the 2012 application window continuing to find ways to innovate and offer different functionality to their end users as well as ICANN announcing a potential next round of gTLD applications in 2026,<sup>36</sup> .box is likely not the last of new gTLDs that will breach the Web2/Web3 divide.

### Why should you care?

- The internet is a continually changing space with new opportunities and threats around every corner.
- With the invention of Web3 domains like .eth there are many new use cases and strategies to consider in their own right.
- Taking into account the number of Web2 gTLDs that are now crossing over into the Web3 space expands the options a brand holder can have that may potentially touch both spaces.
- Knowing about the Web3 functionality that .xyz, .luxe, .kred, .art, and .box have may provide for unforeseen flexibility that can affect business decisions around what use cases to employ.



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35. [protocol.art](https://protocol.art)
36. [icann.org/en/blogs/details/icann-board-accepts-next-round-implementation-plan-from-icann-org-31-07-2023-en](https://icann.org/en/blogs/details/icann-board-accepts-next-round-implementation-plan-from-icann-org-31-07-2023-en)

## *The Internet stops for no brand.*

Talk to us, let us help you map your brand onto Web3's emergent landscape.

As Web3 and Web2 continue to develop, intertwine, and diverge, your experts at Markmonitor will continue to keep you in the know so that you can make key management decisions with the best information possible.

For more information, contact your Domain Portfolio Advisor.

# Top of the charts

## These 10 gTLDs lead the pack in Q3 2023

The domain industry has always been centered on one number — *how many domain names are registered*.

Whether called “domains under management” or “domain count” or “registered domains,” this number is the thing as proxy for the viability, importance, and success of a generic Top-Level Domain (gTLD). The products of ICANN’s 2012 application round are no different, and out of the approximately 1,000 gTLDs that have been delegated since then, there are currently ten clear winners in the domains under management wars (see Figure 1).

**Figure 1: Domains registered 7/1/2018-7/1/2013\***

TLD	Count rank	7/1/18	7/1/19	7/1/20	7/1/21	7/1/22	7/1/23
.xyz	1	2,036,512	2,333,727	3,215,231	3,810,529	5,037,163	3,978,058
.online	2	808,176	1,258,233	1,616,863	2,084,606	2,158,672	2,716,953
.top	3	2,804,135	3,583,395	3,594,935	1,217,715	1,934,608	2,382,313
.shop	4	624,076	687,148	726,559	996,377	1,267,042	1,892,138
.site	5	476,057	1,462,062	2,041,016	1,380,500	1,221,736	1,495,278
.store	6	199,822	264,095	438,474	633,966	875,452	1,221,159
.vip	7	911,330	964,599	1,248,190	945,474	712,646	796,743
.cfd	8	5	5	5	5,048	106,342	486,786
.live	9	189,041	493,270	717,497	519,811	655,875	717,738
.app	10	280,802	444,565	715,058	767,016	659,697	670,189

\*For the purposes of this article, we have reviewed the five-year period from July 1, 2018 to July 1, 2023, noting the domain count for each gTLD in the current Top Ten on each July 1 of the period (a total of 6 measurements).

As with anything as complex as the domain ecosystem, there are many factors that play into the “success” of a domain, such as, but not limited to:

**End-user side (see Figure 2):**

- registrant eligibility - having no restrictions on potential users generally leads to more registrations.
- length of the gTLD (characters) - generally the lower the better for user interest.
- gTLD meaning - connection to a wider concept may help increase gTLD registration, whether due to positive connotations, specific industry, geography, use case, etc.
- domain price - lower price is usually correlated with higher registrations, though can sometimes increase the number of bad actor registrations in a space.
- unique functionality - special utility like ability to resolve inside of China or Web3 may add perceived value.

**Figure 2: End User Factors**

TLD	Count rank	Registry Operator	Registrant eligibility	TLD characters	Meaning	Average price*	Sale price**
.xyz	1	XYZ.COM LLC	Unrestricted	3	Neologism	\$20 or less	\$1
.online	2	Radix FZC	Unrestricted	6	Technology	\$21 to \$40	\$1
.top	3	.TOP Registry	Unrestricted	3	Descriptive	\$20 or less	\$1
.shop	4	GMO Registry, Inc.	Unrestricted	4	Commerce	\$21 to \$40	\$1
.site	5	Radix FZC	Unrestricted	4	Technology	\$21 to \$40	\$1
.store	6	Radix FZC	Unrestricted	5	Commerce	\$41 to \$60	\$1
.vip	7	Registry Services, LLC	Unrestricted	3	Abbreviation	\$20 or less	\$3
.cfd	8	ShortDot SA	Unrestricted	3	Abbreviation	\$20 or less	\$1
.live	9	Dog Beach, LLC (Identity Digital)	Unrestricted	4	Media	\$21 to \$40	\$1
.app	10	Charleston Road Registry Inc.	Unrestricted	3	Technology	\$20 or less	\$12

\*Average price across four large retail registrars and one corporate registrar on 8/22/2023.

\*\*lowest registrar sale price at tld-list.com on 8/22/2023.

**Registry Operator side (see Figure 3):**

- How many gTLDs are managed by the registry operator - the fewer managed may lead to more attention from the RO, but a larger gTLD base may lead to more resources to use on marketing.
- gTLD Age - Did it just launch a month ago or seven years ago? The longer a gTLD has been active, the more it may have the chance to reach “critical mass,” though a newer gTLD may be perceived more positively due to novelty.
- How is it being marketed? As it’s difficult to measure channel activity such as agreements and discounts, social media can be a rough proxy for end-user engagement.

**Figure 3: Registry Operator Factors**

TLD	Count rank	Registry Operator	General Availability Open	TLDs managed by RO	Social media presence**	Markmonitor Rank***
.xyz	1	XYZ.COM LLC	6/2/14	34	High	35
.online	2	Radix FZC	8/19/15	10	High	41
.top	3	.TOP Registry	11/18/14	1	Low	69
.shop	4	GMO Registry, Inc.	9/1/16	6	Low	44
.site	5	Radix FZC	7/8/15	10	High	71
.store	6	Radix FZC	6/7/16	10	High	64
.vip	7	Registry Services, LLC	5/17/16	30	Low	97
.cfd	8	ShortDot SA	4/13/2021*	5	High	240
.live	9	Dog Beach, LLC (Identity Digital)	10/21/15	266	Medium	92
.app	10	Charleston Road Registry Inc.	10/2/18	46	Low	51

\*gTLD was assigned to a new RO in January 2021 so was “relaunched” on this date.

\*\*Related X (formerly known as Twitter), Instagram, and LinkedIn searches were reviewed on 8/22/2023 and a subjective rating was applied based on existence of standalone accounts, relevant posts, and related hashtags.

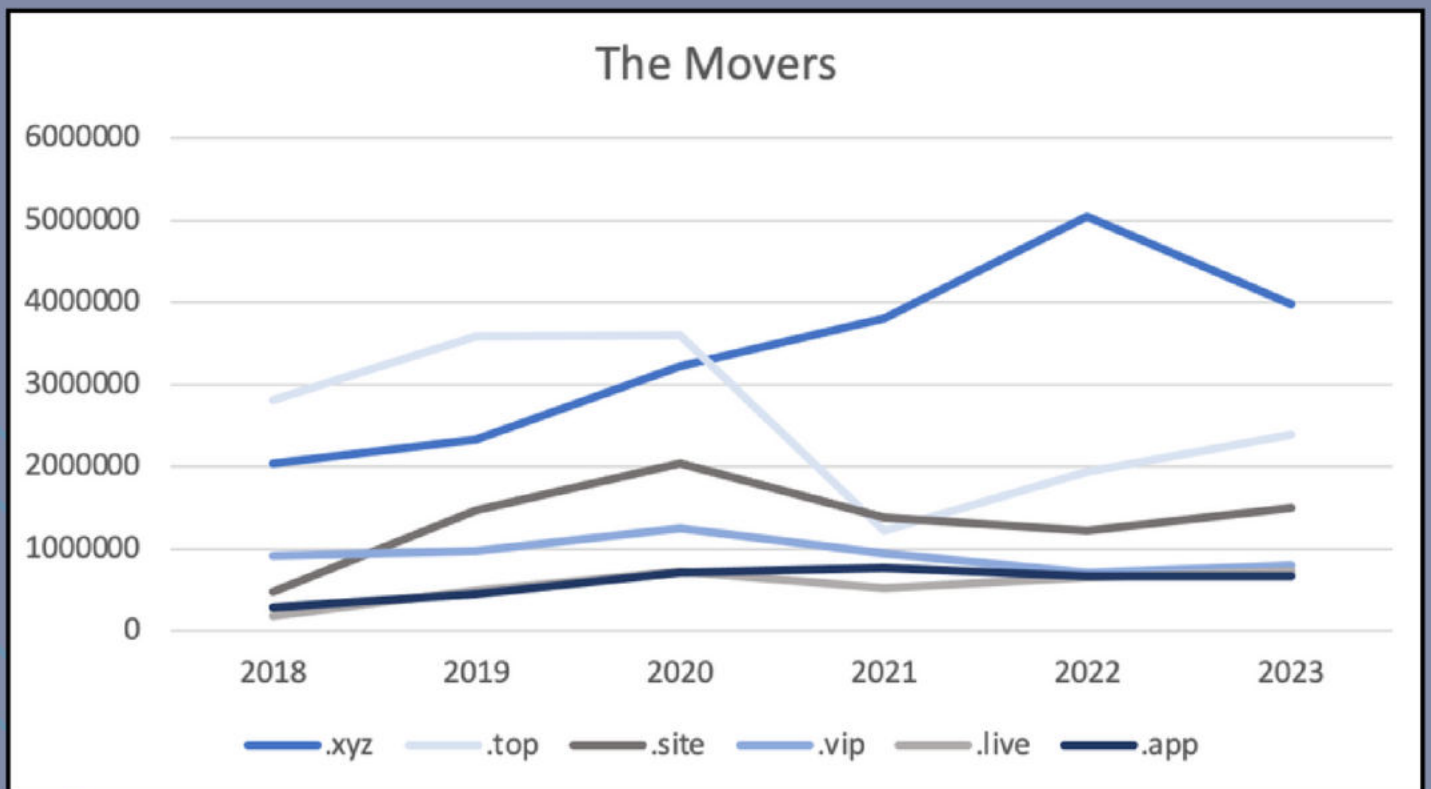
\*\*\*Proprietary Markmonitor global ranking that is affected by multiple external and internal metrics and data.

## gTLD registration trends

Adding these factors while grouping the TLDs by registration trends may shed more light on the relative attractiveness of these gTLDs. The gTLDs have been classified into categories based on the movement of the registration numbers over the period.

### The Movers

Figure 4: Top Ten gTLDs with some variation in registration counts (rises and drops) over time

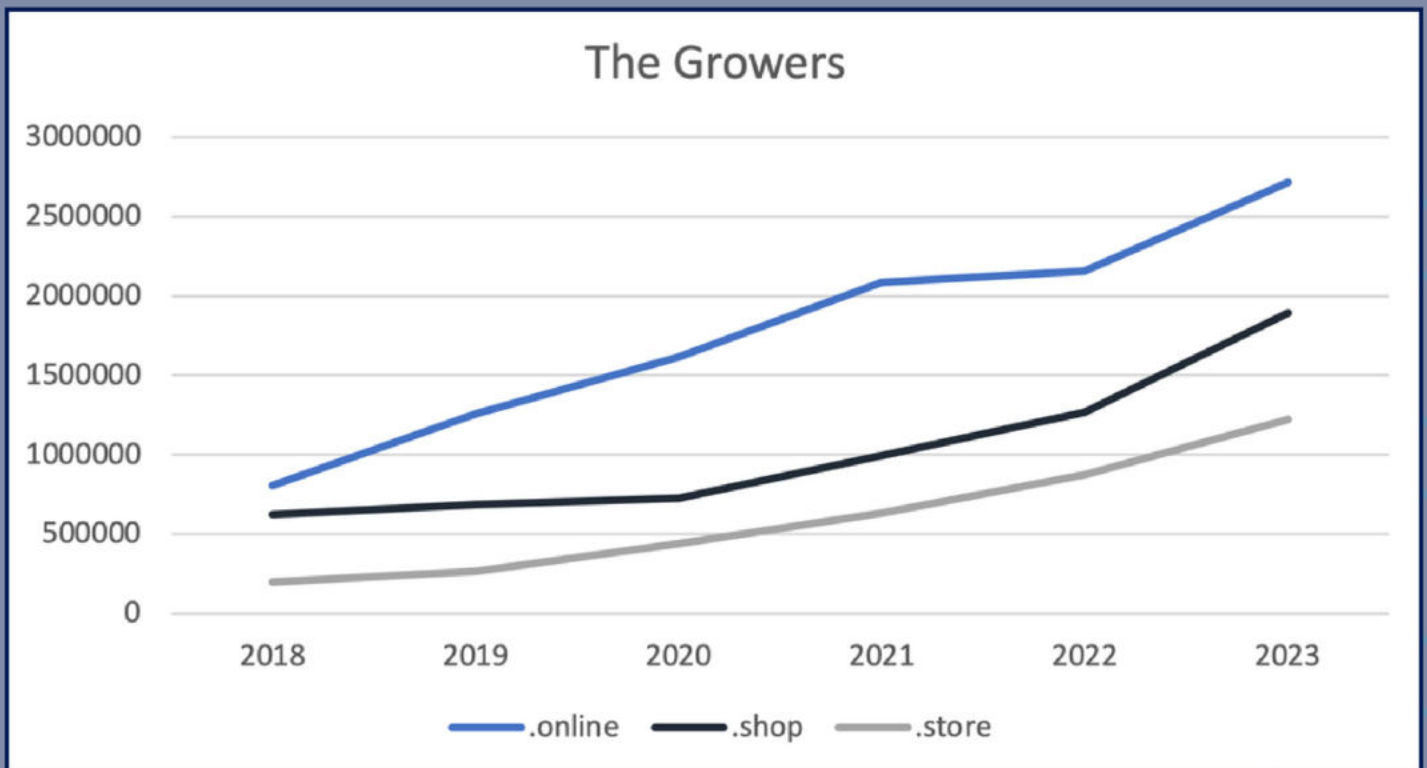


### Points of interest for the six “Movers” (see Figure 4):

- Four of the six are three characters: .app, .top, .vip, .xyz.
- Four of the six are low price (USD \$20 or less): .app, .top, .vip, .xyz.
- Four of the six have a registry operator with more than 10 gTLDs under management: .app, .site, .vip, and .xyz; .vip is the only gTLD that is the sole gTLD managed by its registry operator.
- Four of the six are available to be registered such that they resolve in China: .live, .top, .vip, and .xyz.
- Two of the six have a strong social media presence: .xyz and .site.
- .app: has a strong security rating as an active website is required to have an SSL Cert in place.
- .xyz: formally enabled on the Ethereum Name Service (ENS) for use with Web3 activities (digital wallets and decentralized domain websites) and the gTLD has a very healthy domain aftermarket resale history.<sup>1</sup>

### The Growers:

Figure 5: Top Ten gTLDs with consistent and predominantly positive growth over time (“up and to the right”):



**Points of interest for the three “Growers” (see Figure 5):**

- All three are greater than three characters in length: four (.shop), five (.store), and six (.online).
- Higher priced: two at USD \$21 to \$40 (.online and .shop), one at USD \$41 to \$60 (.store).
- All three have a Registry Operator managing six to 10 gTLDs.
- One of the three is available to be registered such that it will resolve in China: .shop.
- Two of the three have a strong eCommerce nexus: .shop and .store.
- Two of the three have a strong social media presence: .online and .store.

**The Climber:**

**Figure 6: Top Ten gTLD that displays fast consistent growth (“the hockey stick”)**



### Points of interest for the the “Climber” (see Figure 6):

- Three characters in length.
- Low price: USD \$20 or less.
- Managed by an RO who controls four other gTLDs.
- The TLD was acquired by its current registry operator about six years after delegation, so it was “relaunched” as a new “brand” in 2021.
- Has a strong social media presence, especially on LinkedIn, using campaigns including influencers like the pop artist Mauve.<sup>2</sup>

### What do the figures and points of interest above illustrate?

The information shared and shown above may not be definitive in showing why a particular gTLD is successful, though it does suggest that there are a number of different ways to reach high numbers of registrations.

### Brand perspective:

The popularity of the Top Ten is important to keep in mind as it is driven by cost for most of these gTLDs which should be factored into registration strategies around brand launches.

### Thinking of use cases:

Specific functionality like mandatory SSL Certs (.app), Web3 functionality (.xyz), and resolution inside of China (.live, .shop, .top, .vip, and .xyz) should be kept in mind for different applications in specific campaigns, jurisdictions, and implementations as needed.

For more information about how to consider the Top Ten new gTLDs in your domain strategy, please reach out to your Domain Portfolio Advisor. As for what gTLDs will be in the Top Ten five years from, your guess is as good as mine, though watch this space and we’ll both see who is correct...

1. [gen.xyz/blog/2022-year-in-review](https://gen.xyz/blog/2022-year-in-review)

2. [mauve-music.cfd](https://mauve-music.cfd)

# .Brand metrics

## What are the Top 25 .brand gTLDs?

Figure 7: Top 25 .brand gTLDs by Domain Count

TLD	Registry Operator	Domains	Sector	RO Country
.dvag	Deutsche Vermögensberatung Aktiengesellschaft DVAG	5375	Banking and Financial	Germany
.audi	AUDI Aktiengesellschaft	1694	Automotive	Germany
.mma	MMA IARD	1668	Banking and Financial	France
.allfinanz	Allfinanz Deutsche Vermögensberatung Aktiengesellschaft	1219	Banking and Financial	Germany
.leclerc	A.C.D. LEC Association des Centres Distributeurs Edouard Leclerc	1096	Retail	France
.seat	SEAT, S.A. (Sociedad Unipersonal)	763	Automotive	Spain
.neustar	NeuStar, Inc.	679	Technology	United States
.crs	Federated Co-operatives Limited	579	Co-operative	Canada
.gmx	1&1 Mail & Media GmbH	474	Technology	Germany
.schwarz	Schwarz Domains und Services GmbH & Co. KG	383	Retail	Germany
.aco	ACO Severin Ahlmann GmbH & Co. KG	350	Industrial	Germany
.abbott	Abbott Laboratories, Inc.	348	Pharmaceuticals	United States
.bnpparibas	BNP Paribas	297	Banking and Financial	France
.goog	Charleston Road Registry Inc.	273	Technology	United States
.lundbeck	H. Lundbeck A/S	254	Pharmaceuticals	Denmark
.lamborghini	Automobili Lamborghini S.p.A.	245	Automotive	Italy
.fox	FOX Registry, LLC	211	Media	United States
.bradesco	Banco Bradesco S.A.	197	Banking and Financial	Brazil
.mini	Bayerische Motoren Werke Aktiengesellschaft	187	Automotive	Germany
.man	MAN SE	181	Industrial	Germany
.weir	Weir Group IP Limited	172	Energy	Germany
.weber	Saint-Gobain Weber SA	163	Industrial	United Kingdom
.globo	Globo Comunicação e Participações S.A	161	Media	Brazil
.google	Charleston Road Registry Inc.	160	Technology	United States
.citic	CITIC Group Corporation	154	Conglomerate	China

Figure 8: Top 25 .brand gTLDs by registration count

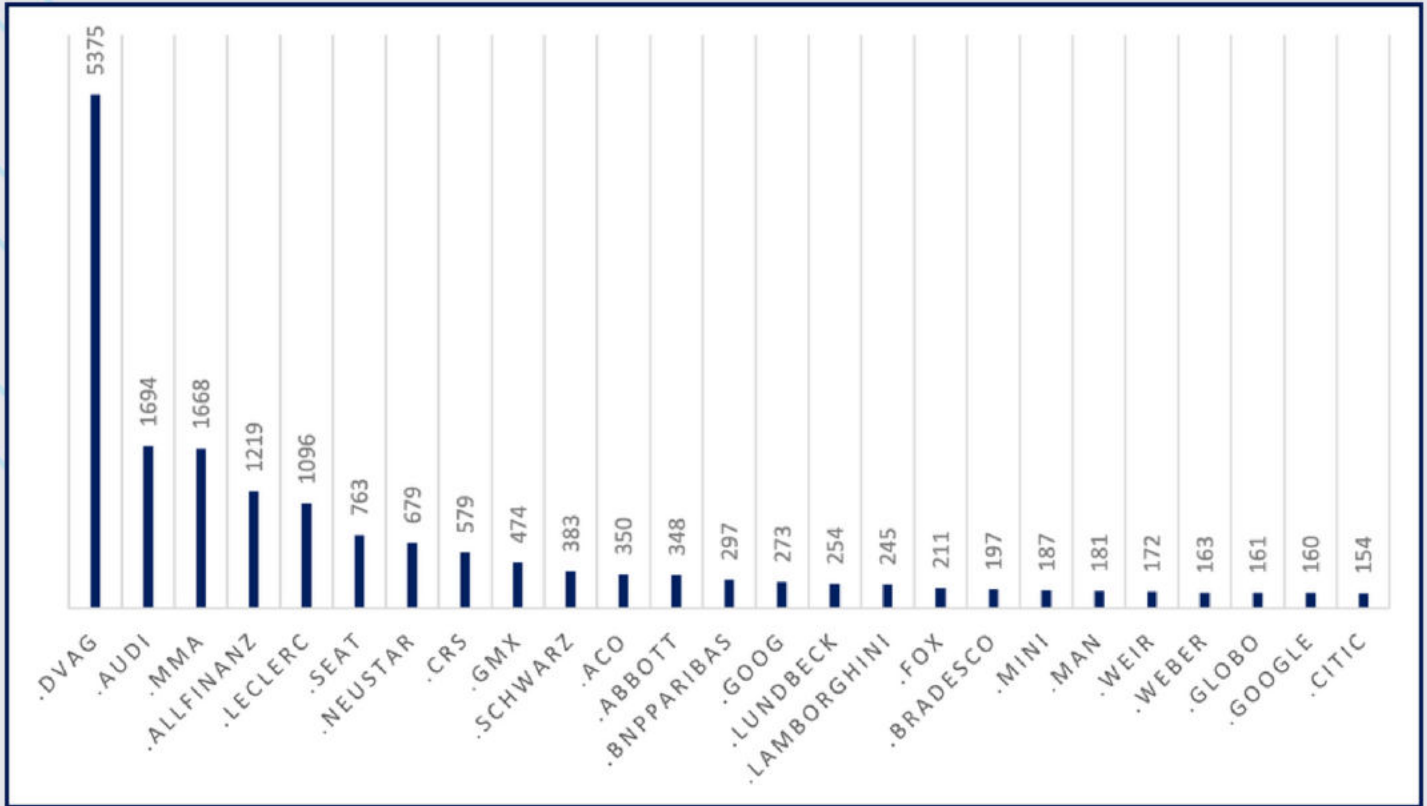


Figure 9: Top 25 .brand gTLDs by industry sector

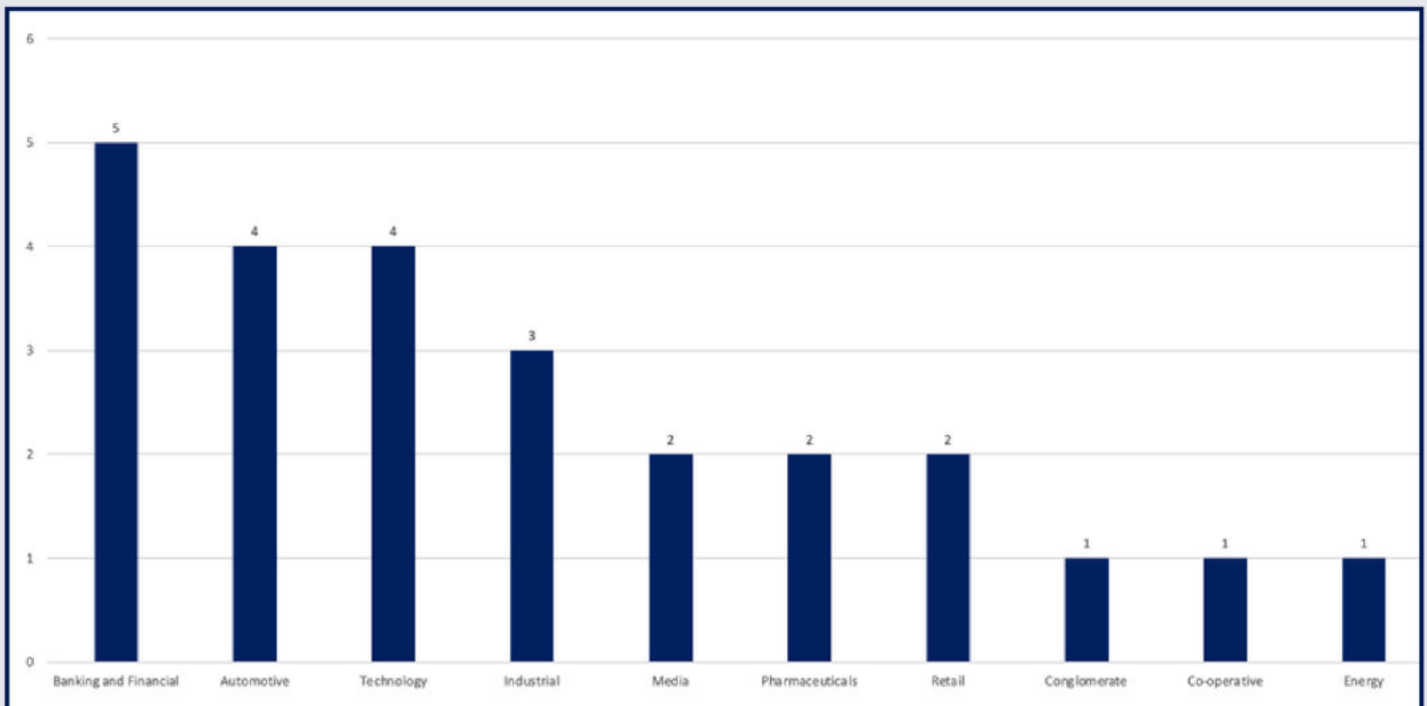
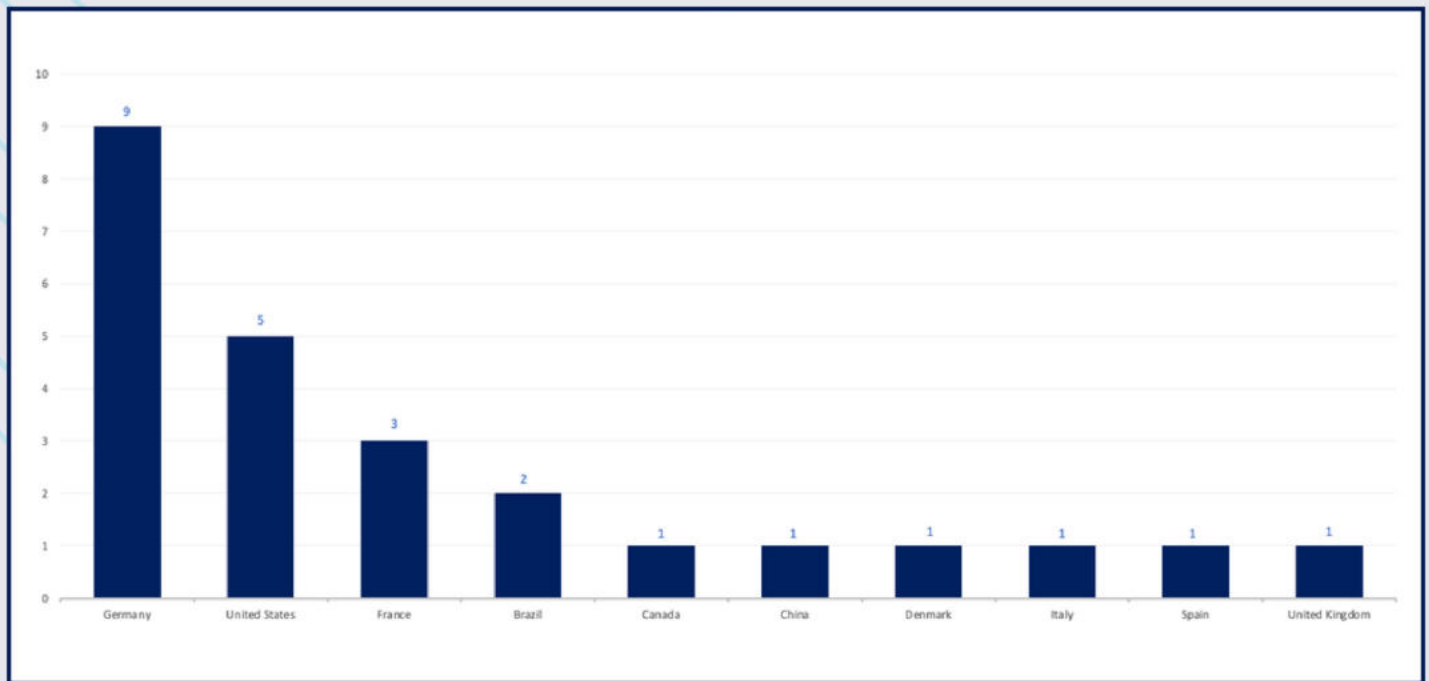


Figure 10: Top 25 .brand gTLDs by country



1. <https://ntldstats.com/tld>, pulled 8/24/2023

# Global Industry Relations Team Updates

The Markmonitor Global Industry Relations (GIR) team exists to provide advice, strategy, advocacy, thought leadership, policy-making, and industry knowledge and expertise in order to assist our clients and colleagues with the establishment, management, optimization, growth, and protection of critically important domain names and corporate domain portfolios.

As part of these efforts, the Markmonitor GIR team is active in the following memberships:

- **ICANN Registrar Stakeholder Group & Registrar Tech Ops**
- **Brand Registry Group**
- **ICANN Transfer Policy Working Group**
- **PIR Advisory Council**
- **International Trademark Association (INTA)**
- **i2Colation**
- **.IE Policy Advisory Committee Member**
- **BE Registrar Group**
- **Internet NZ Registrar Advisory Group**
- **Dynamic Coalition on Data and Trust**
- **Internet & Jurisdiction Policy Network**
- **Intellectual Property Resource (PIR) Center**
- **Web3 Domain Alliance**
- **Cybersecurity Tech Accord**
- **CENTR (Observer member)**

## Upcoming Public ICANN Meetings

Markmonitor makes it a priority to attend ICANN's public meetings throughout the year. The next meetings are:

### **ICANN78**

#### **25th Annual General Meeting**

October 21-26, 2023

*Hamburg, Germany*

### **ICANN79**

#### **Community Forum**

March 2 - 7, 2024

*San Juan, Puerto Rico*

### **ICANN80**

#### **Policy Forum**

June 10 - 13, 2024

*Kigali, Rwanda*

## Get involved with ICANN

If you are interested in getting more involved with ICANN and policy work, please consider joining the following groups (as relevant to your business):

- ICANN Business Constituency, [icannbc.org](https://icannbc.org)
- Intellectual Property Constituency, [ipconstituency.org](https://ipconstituency.org)
- Brand Registry Group, [brandregistrygroup.org](https://brandregistrygroup.org)

You can be confident that Markmonitor and the Global Industry Relations team is hard at work on the policy issues and related matters that affect corporate domain portfolio holders. Every day we're actively looking around corners to find the next big thing that could affect policy, the Internet, and your IP assets. Please don't hesitate to let us know the concerns you have so that we can continue to fine tune our approach to policy and advocacy.



Should you need any further information or assistance, please contact your Domain Portfolio Advisor (DPA) or email **[customer.service@markmonitor.com](mailto:customer.service@markmonitor.com)**

*Markmonitor provides strategic domain management solutions that help protect the revenue and reputation of the world's leading brands. Since 1999, Markmonitor has served the domain portfolio needs of businesses around the globe, including many of the most visited websites in the world. An ICANN accredited domain registrar since its establishment, Markmonitor leverages its extensive industry relationships, innovative technology, and broad expertise to manage and protect company domain portfolios, all with data driven, white-glove consultation designed to maximize domain portfolio value.*