

# Navigating the World of New gTLDs

## What's a Brand to Do?

With the ever-changing domain name landscape, brands must determine where to register and how to protect their brands and trademarks online.

## Where Are the World's Largest Brands Registering?



### The Top 20

- |           |          |            |                        |             |
|-----------|----------|------------|------------------------|-------------|
| 1 .app    | 5 .news  | 9 .shop    | 13 .nyc                | 17 .reviews |
| 2 .sucks  | 6 .xyz   | 10 .club   | 14 .support            | 18 .store   |
| 3 .online | 7 .adult | 11 .cloud  | 15 .sex                | 19 .global  |
| 4 .porn   | 8 .blog  | 12 .london | 16 .公司 (business org.) | 20 .video   |

## Leading with Insight

As the leading corporate registrar and provider of strategic guidance to the world's largest brands, MarkMonitor is able to offer unique insights into new gTLDs.

### The Top 10, by Vertical



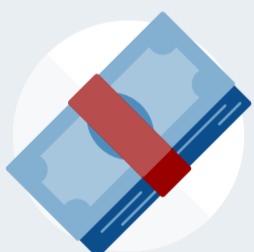
#### Pharmaceutical

- |                     |         |
|---------------------|---------|
| .health             | .soy    |
| .store              | .app    |
| .公司 (business org.) | .baby   |
| .healthcare         | .expert |
| .sale               | .swiss  |



#### Hospitality

- |             |          |
|-------------|----------|
| .vacations  | .miami   |
| .nyc        | .rentals |
| .istanbul   | .london  |
| .app        | .online  |
| .restaurant | .sucks   |



#### Financial Services

- |          |            |
|----------|------------|
| .app     | .market    |
| .reviews | .financial |
| .website | .cash      |
| .help    | .finance   |
| .trade   | .loans     |



#### Fashion and Luxury

- |                   |         |
|-------------------|---------|
| .clothing         | .shop   |
| .moscow           | .app    |
| .网址 (web address) | .nyc    |
| .sucks            | .store  |
| .luxury           | .london |



#### Entertainment and Media

- |          |        |
|----------|--------|
| .adult   | .fans  |
| .news    | .video |
| .porn    | .app   |
| .movie   | .film  |
| .reviews | .page  |



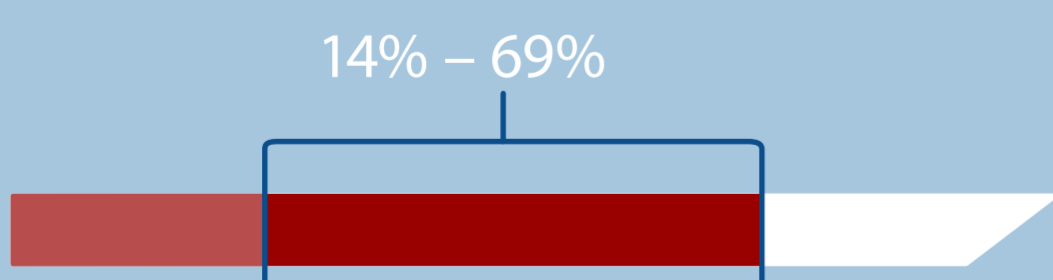
#### Consumer Goods

- |                     |               |
|---------------------|---------------|
| .公司 (business org.) | .reviews      |
| .adult              | .shop         |
| .porn               | .网络 (network) |
| .sucks              | .club         |
| .app                | .llc          |

## Protect Your Brand

As expected, new gTLDs are becoming avenues for brand abuse.

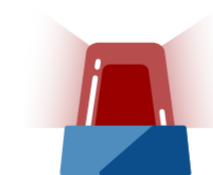
### Cybersquatting\*



\* Percentages are based on the domain ownership information of the top 100 web property names across .top, .loan, .xyz, .club and .online

## Get Proactive

Trying to register every variation, typosquat, and misspelling in this new environment promises to be cost prohibitive. Corporations must take a new approach.



Police your brand by monitoring domain registrations and improper trademark use. Take action where it makes sense.



Blocking domains, where available, allows brand owners to opt out of traditional registration while providing protection from squatters.

Our industry-leading new gTLD experts advise the world's largest brands. MarkMonitor can help your brand succeed in this uncharted territory. To learn more about new gTLDs, visit our New gTLD Resource Center at:

[markmonitor.com/topleveldomains](http://markmonitor.com/topleveldomains)