



New gTLDs in the Region: Program update, statistics and cases in the Region

Daniel Fink | GSE Manager Brazil | July 18th, 2016

Program update

New gTLD's program

Application Statistics: Overview (as of 8 July 2016)

<i>Total Applications Submitted</i>	1930
Completed New gTLD Program (gTLD Delegated** - introduced into Internet)	1065
Application Withdrawn	575
Applications that Will Not Proceed/Not Approved	34
Currently Proceeding through New gTLD Program*	256

New gTLD's by region

1930 total number of applications received

911
North America

675
Europe

24
South America

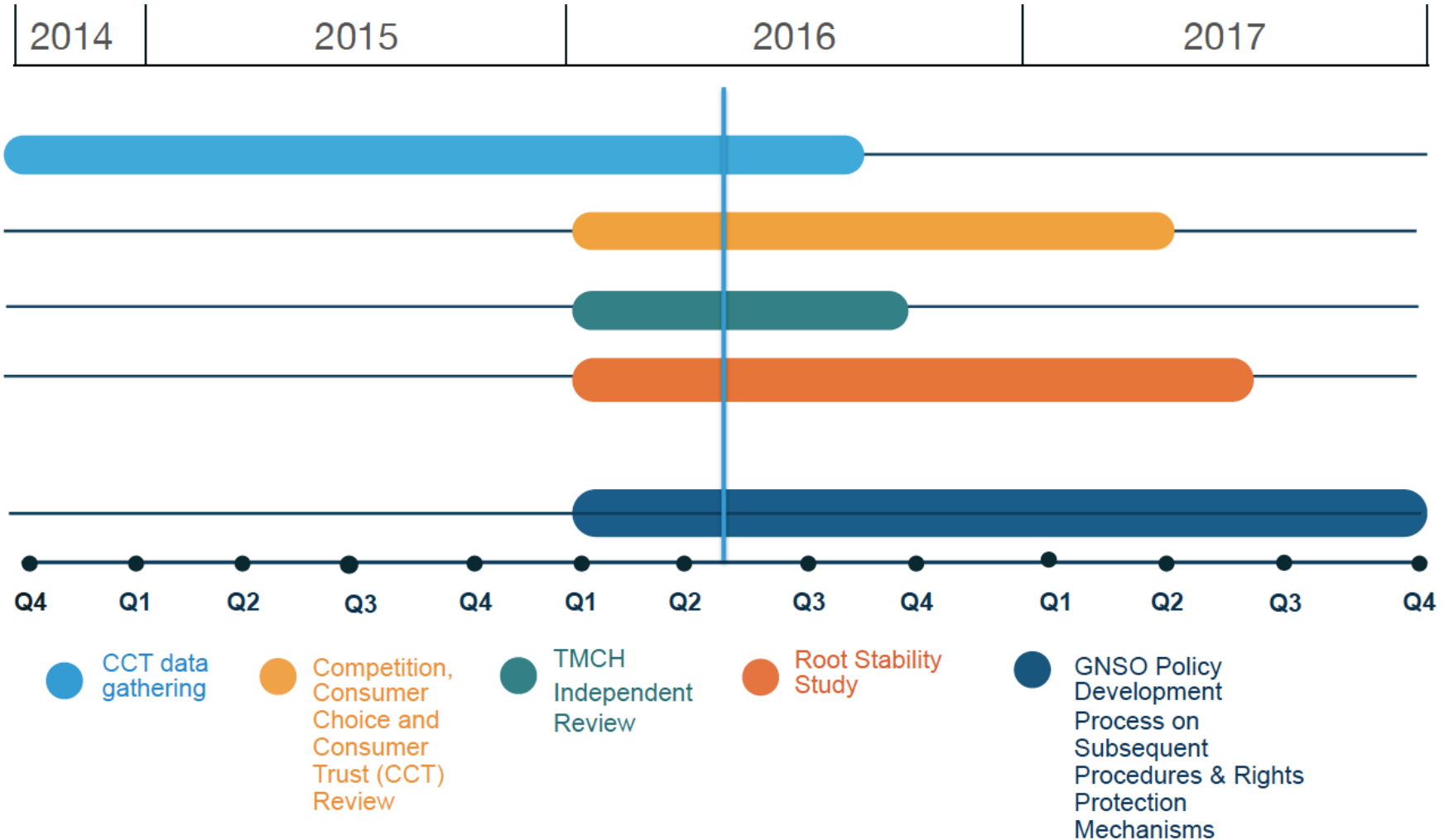
17
Africa

303
Asia Pacific

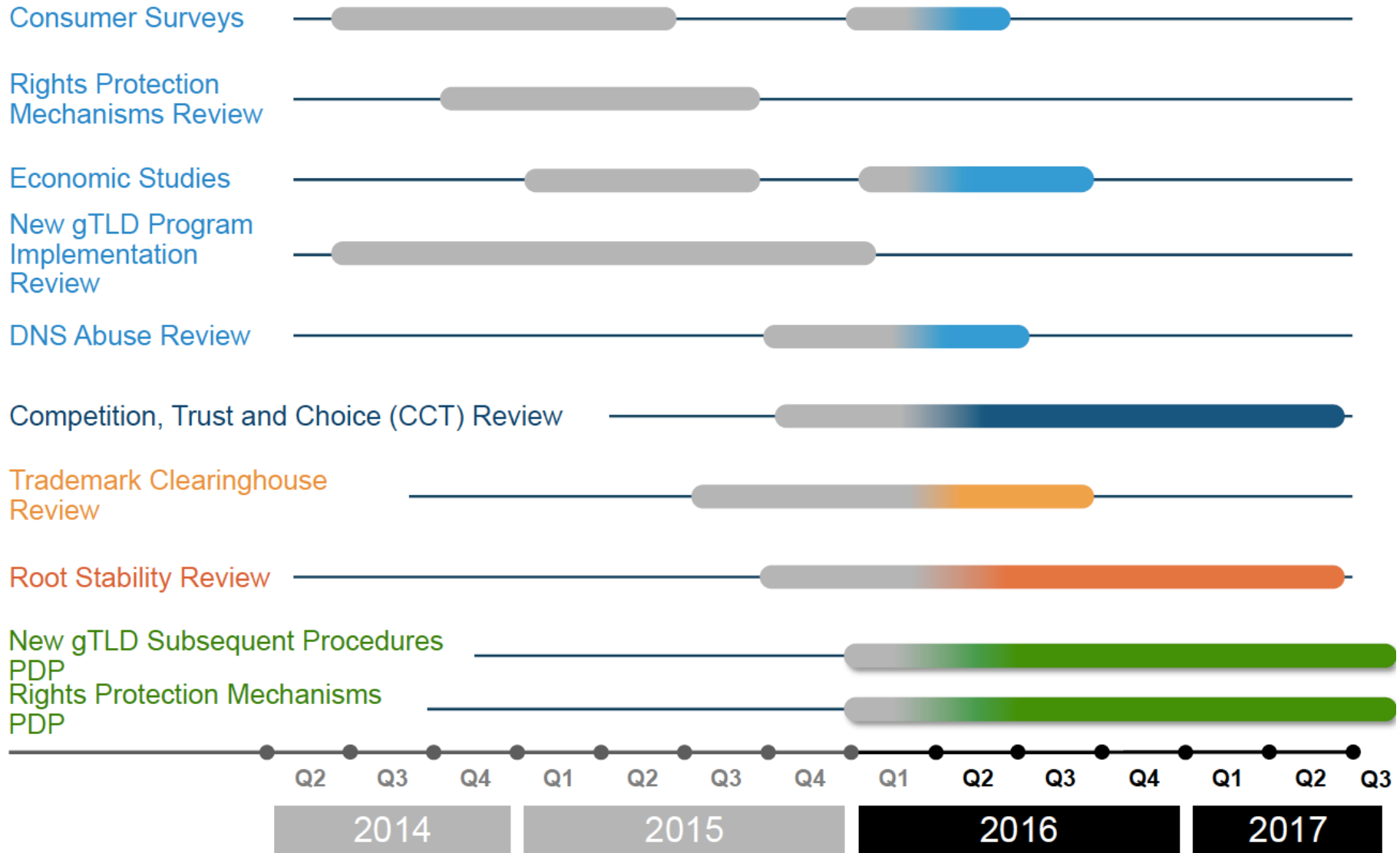


New gTLD's program reviews

Project supports and coordinates multi-disciplinary reviews of New gTLD Program



New gTLD's program reviews - Chronogram



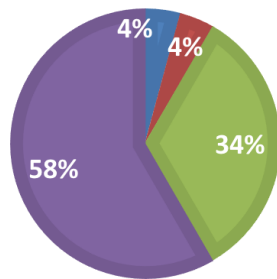
A world map where the continents are defined by a network of white dots (nodes) connected by thin white lines (edges). The background is a solid teal color. The word "Statistics" is written in white, bold, sans-serif font on the left side of the map.

Statistics

New gTLD's in the region

Country	TLD	Type	Country	TLD	Type
Brazil	.bom	General	Uruguay	.lat	Geo
	.bradesco	Brand		.hotel	General
	.final	General		.hoteis	General
	.globo	Brand		.hoteles	General
	.ipiranga	Brand		.passagens	General
	.itau	Brand		.vuelos	General
	.ltda	General	Mexico	.bar	General
	.natura	Brand		.cafe	General
	.rio	Geo		.rest	General
	.uol	Brand	Panama ¹	.blog	General
.vivo	Brand	.legal		General	
Colombia	.avianca	Brand		.news	General

■ Community ■ Geo ■ Brand ■ General



Industrial Sector	#TLDs
Banks	2
Tele-communications	2
Airlines	1
Beauty	1
Media	1
Oil	1

1: None of these applications have final gone through the phase of delegation and run by registries in the U.S. and Ireland.

Global Consumer Research, Wave 2



<https://www.icann.org/news/announcement-2-2016-06-23-en>

Total of **5,452 Consumers**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 18 languages

- Countries: China, India, Indonesia, Japan, Philippines, Russia, South Korea, Vietnam, France, Germany, Italy, Poland, Spain, Turkey, United Kingdom, Egypt, Nigeria, South Africa, Canada, Mexico, United States, Argentina, Brazil, Colombia
- Languages: English, Spanish, Portuguese (Brazil), Simplified Chinese, French, German, Italian, Japanese, Korean, Russian, Arabic, Vietnamese, Tagalog, Turkish, Polish, LATAM Spanish, British English, Bahasa

Global Consumer Research, Wave 2

AVERAGE AWARENESS AND VISITATION ON THE RISE

For legacy gTLDs, an upward trend

Awareness and visitation rates have grown wave-over-wave for all three tiers of legacy gTLDs.

New gTLDs show less movement

Among the reference set of new gTLDs that were shown in both waves, average awareness has only ticked up slightly and reported visitation has actually decreased. However, the new gTLDs added in this wave have higher average awareness and visitation than the reference set.

New gTLDs stronger outside of NA and EUR

We see strong regional differences for the new gTLDs—awareness of any new gTLD in AP, Africa and LAC is as much as 20 points higher than in North America and EUR.

LEGACY TLDS	2015	2016	
AVERAGE AWARENESS (%)			
High	79%	89%	(76%-99% across regions)
Moderate	36%	43%	(20%-64% across regions)
Low	9%	13%	(5%-12% across regions)
Geographically Targeted ccTLDs	86%	88%	(51%-99% across country)
AVERAGE VISITATION (%)			
High	71%	81%	(63%-97% across regions)
Moderate	22%	27%	(11%-44% across regions)
Low	4%	7%	(2%-32% across regions)
Geographically Targeted ccTLDs	81%	81%	(29%-98% across country)

High .com, .net, .org
 Moderate: .info, .biz
 Low: .mobi, .pro, .tel, .asia, .coop
 Geographically Targeted: based on only those shown in that region

NEW TLDS	2015	2016	
AVERAGE AWARENESS (%)			
Consistent gTLDs	14%	16%	(2%-39% across regions)
Added gTLDs	NA	20%	(7%-37% across regions)
Geographically Targeted gTLDs	10%	13%	(1%-34% across country)
AVERAGE VISITATION (%)			
Generic Extensions	15%	12%	(2%-37% across regions)
Added gTLDs	NA	15%	(2%-34% across regions)
Geographically Targeted gTLDs	12%	9%	(1%-23% across country)

Consistent—shown in both waves: .email, .photography, .link, .guru, .realtor, .club, .xyz
 Added: new in this wave: .news, .online, .website, .site, .space, .pics, .top
 Geographically Targeted: based on only those shown in that region

Global Consumer Research, Wave 2

AWARENESS OF NEW gTLDs

For those new gTLDs measured in both waves, awareness is up slightly for most. While increased compared to last year, awareness is lowest in North America and Europe.

Among the new gTLDs added to the list this year, .news and .online have the highest level of awareness.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION



NORTH AMERICA
(A)



SOUTH AMERICA
(B)



EUROPE
(C)



AFRICA
(D)



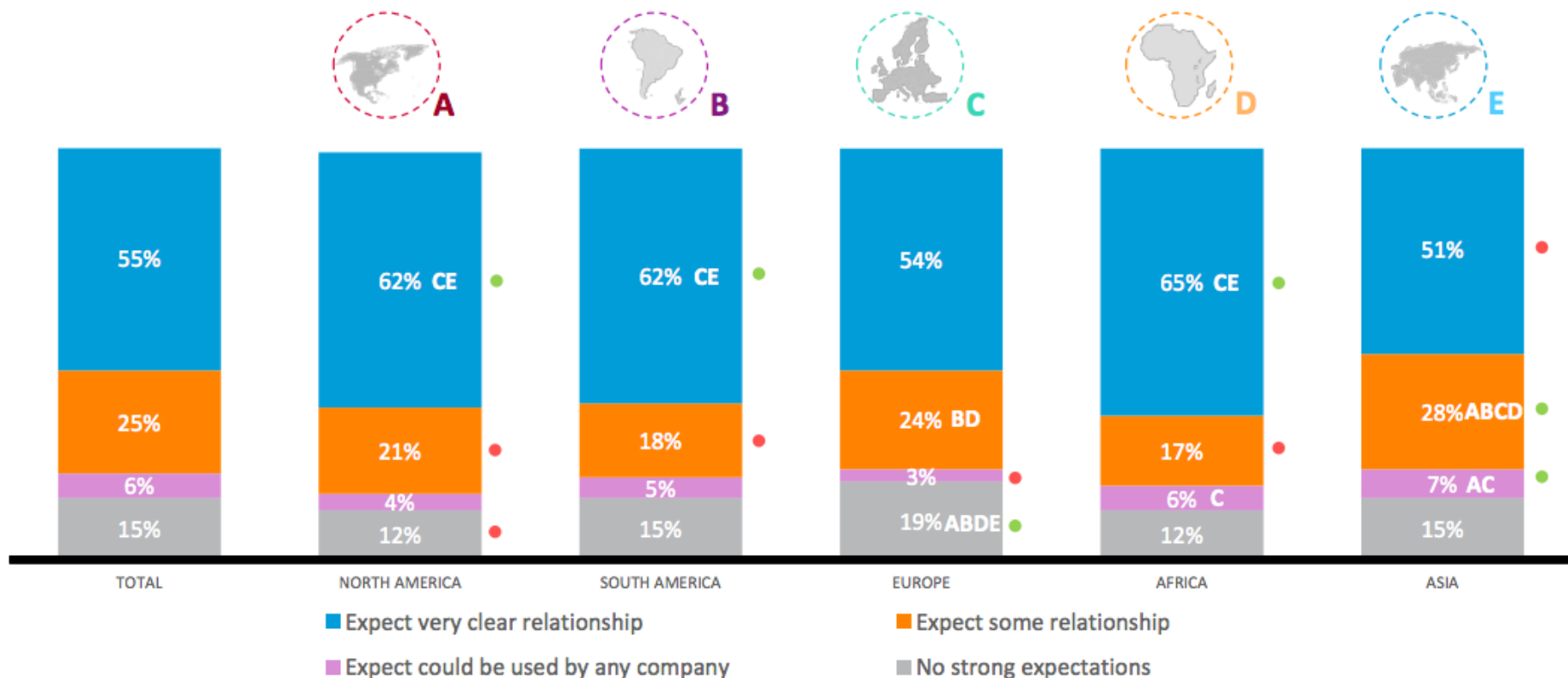
ASIA
(E)

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Aware of any in both years**	46%	52% ↑	29%	38% ● ↑	54%	59% AC D ●	33%	45% A ● ↑	48%	52% AC	53%	58% ACD ● ↑
.news*	NA	33%	NA	22% ●	NA	34% AC	NA	25% ●	NA	39% AC ●	NA	37% AC ●
.email	28%	32% ↑	16%	22% ● ↑	39%	39% ACDE ●	22%	29% A ↑	31%	31% A	32%	34% AC ●
.online*	NA	30%	NA	17% ●	NA	37% ACE ●	NA	31% A	NA	36% A ●	NA	31% A ●
.link	24%	27% ↑	14%	16% ●	35%	36% ACE ●	13%	17% ● ↑	31%	31% AC	28%	31% AC ● ↑
.website*	NA	21%	NA	15% ●	NA	39% ACDE ●	NA	20% A	NA	24% A	NA	20% A ●
.site*	NA	20%	NA	13% ●	NA	29% ACE ●	NA	13% ●	NA	25% AC ●	NA	22% AC ●
.club	13%	16% ↑	5%	6% ●	11%	14% AC	7%	9% A ● ↑	12%	13% AC	17%	21% ABCD ● ↑

Global Consumer Research, Wave 2

EXPECTED RELATIONSHIP OF REGISTERED SITES TO NEW gTLDs

More than half of consumers expect a very clear relationship between the content of the website and its extension. 8 in 10 expect very clear or some relationship between the two. This expectation is slightly weaker in Europe and Asia.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

Global Consumer Research, Wave 2

NEW gTLD RESTRICTIONS

Roughly half of consumers favor light purchase restrictions on the new gTLDs, but preference for strict purchase requirements is on the rise while there are fewer who feel there should be no restrictions. The geo-specific gTLDs (not shown) follow this pattern of roughly half the respondents showing preference for light restrictions.

Both LAC and North America are generally more prone to favor strict restrictions (with North America more likely to favor strict restrictions on sites like .realtor, .bank, .pharmacy and .builder).

Strict purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	20%	29% ↑
.link	18%	22% ↑
.club	18%	23% ↑
.guru	18%	22% ↑
.photography	18%	22% ↑
.realtor	19%	27% ↑
.xyz	18%	21% ↑
.bank	NA	50%
.pharmacy	NA	42%
.builder	NA	28%

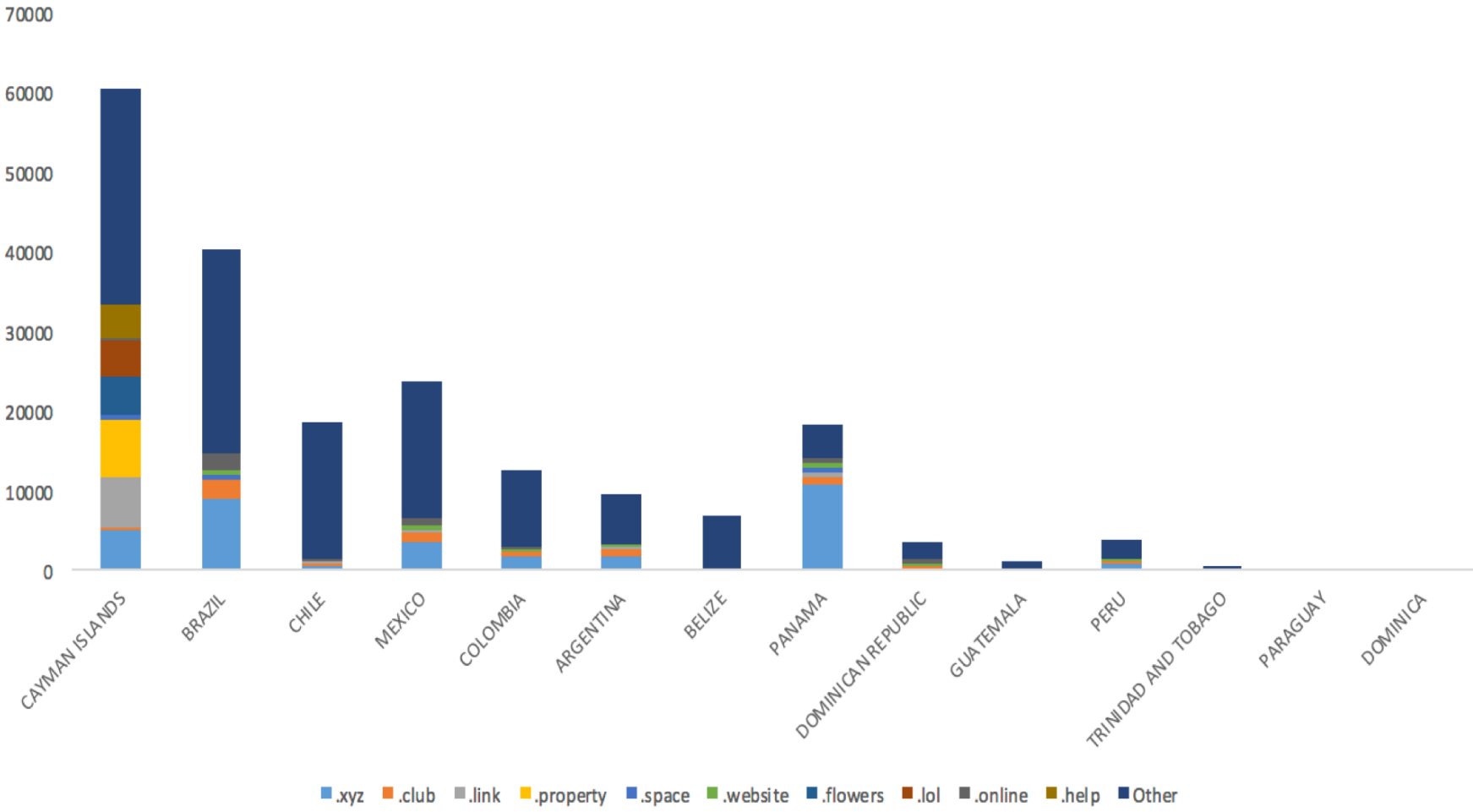
Some purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	48%	46%
.link	49%	50%
.club	50%	53% ↑
.guru	48%	49%
.photography	50%	53% ↑
.realtor	49%	49%
.xyz	46%	44%
.bank	NA	36%
.pharmacy	NA	41%
.builder	NA	50%

No purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	32%	24% ↓
.link	33%	28% ↓
.club	32%	25% ↓
.guru	34%	30% ↓
.photography	32%	24% ↓
.realtor	32%	24% ↓
.xyz	37%	35%
.bank	NA	14%
.pharmacy	NA	18%
.builder	NA	21%

Upcoming study: LAC DNS Marketplace

- 48% of domains registered in the region are ccTLDs and 52% gTLDs (legacy and new).*
 - *When excluding Panama and Cayman Islands, the ccTLD market share goes up to 68%.
- New TLD registrations: 6% of domains (approx. 1 million). Highest # in Panama (57%) and Cayman Is. (29%). Brazil captures 3%; Mexico and Chile 2%.

New gTLDs by country



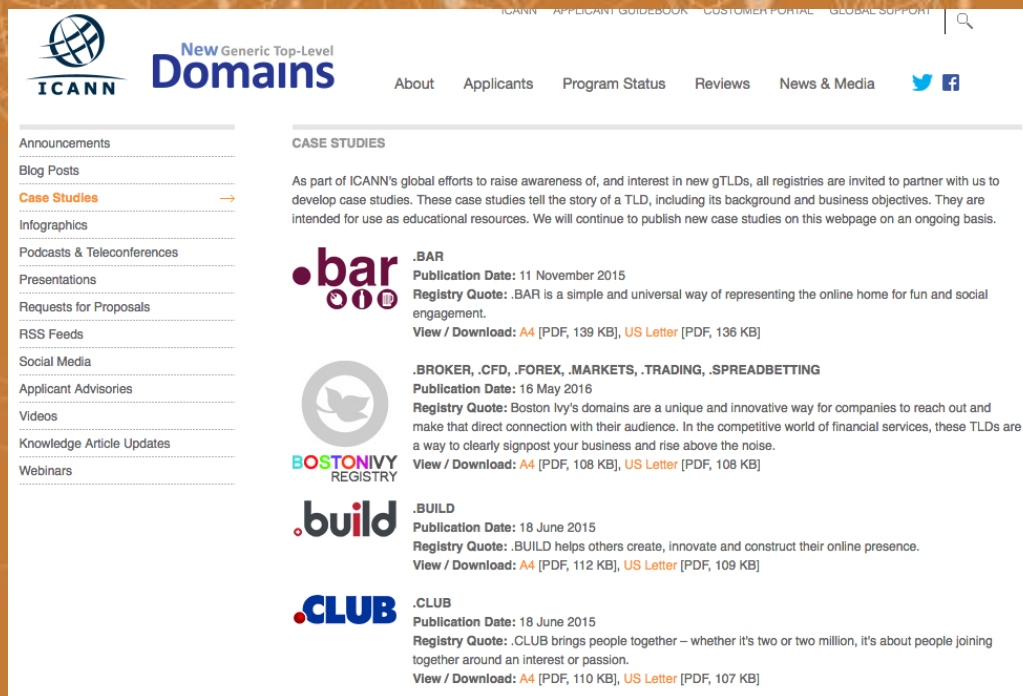
Upcoming study: LAC DNS Marketplace

- Top 10 new TLDs in LAC: .xyz, .space, .lol, .online, .club, .flowers, .link, .property, .help, .website.
- Top 2 registrars in the region have 50% of the domains.
- Top 10 registrars in the region are all foreign except for UOL (Brazil) and Uniregistrar Corp. (Cayman Is.)



Cases

<https://newgtlds.icann.org/en/announcements-and-media/case-studies>



The screenshot shows the ICANN New Generic Top-Level Domains website. The header includes the ICANN logo, the text "New Generic Top-Level Domains", and navigation links for "About", "Applicants", "Program Status", "Reviews", and "News & Media". There are also social media icons for Twitter and Facebook. A search bar is visible in the top right corner.

The main content area is titled "CASE STUDIES" and includes an introductory paragraph: "As part of ICANN's global efforts to raise awareness of, and interest in new gTLDs, all registries are invited to partner with us to develop case studies. These case studies tell the story of a TLD, including its background and business objectives. They are intended for use as educational resources. We will continue to publish new case studies on this webpage on an ongoing basis."

A left-hand navigation menu lists various content types: Announcements, Blog Posts, Case Studies (highlighted with an arrow), Infographics, Podcasts & Teleconferences, Presentations, Requests for Proposals, RSS Feeds, Social Media, Applicant Advisories, Videos, Knowledge Article Updates, and Webinars.

The case studies listed are:

- .BAR**
Publication Date: 11 November 2015
Registry Quote: .BAR is a simple and universal way of representing the online home for fun and social engagement.
View / Download: [A4](#) [PDF, 139 KB], [US Letter](#) [PDF, 136 KB]
- .BROKER, .CFD, .FOREX, .MARKETS, .TRADING, .SPREADBETTING**
Publication Date: 16 May 2016
Registry Quote: Boston Ivy's domains are a unique and innovative way for companies to reach out and make that direct connection with their audience. In the competitive world of financial services, these TLDs are a way to clearly signpost your business and rise above the noise.
View / Download: [A4](#) [PDF, 108 KB], [US Letter](#) [PDF, 108 KB]
- .BUILD**
Publication Date: 18 June 2015
Registry Quote: .BUILD helps others create, innovate and construct their online presence.
View / Download: [A4](#) [PDF, 112 KB], [US Letter](#) [PDF, 109 KB]
- .CLUB**
Publication Date: 18 June 2015
Registry Quote: .CLUB brings people together – whether it's two or two million, it's about people joining together around an interest or passion.
View / Download: [A4](#) [PDF, 110 KB], [US Letter](#) [PDF, 107 KB]

RA Signing Ceremony, Rio de Janeiro, 2015



.ITAÚ



.BRADESCO



.IPIRANGA



.GLOBO



.UOL



.BOM



.FINAL



.NATURA



.VIVO



.rio





 Website
<http://www.register.bar>

 Registry Name
Punto 2012

 Location
Mexico City, DF, Mexico

TRIVIA

-  Date TLD available on Internet: 14 July 2014
-  Number of registrations: 4,825 as of 5 August 2015
- .BAR is simple to understand, easy to type, highly memorable and marketable.
- .BAR has registrants from all around the world, but is most popular and recognized in the U.S., Russia, UK, Japan and Germany.*



banco.bradesco/

ACESSO O INTERNET BANKING Agência: Conta: Lembrar-me OK Como Usar ▼ Acessibilidade

Bradesco

ABRA SUA CONTA

Produtos e Serviços

Promoções e Campanhas

Sobre o Bradesco

Educação Financeira

Canais Digitais

Atendimento

PARA VOCÊ

Exclusive Prime Private Bank

MAIS Perfis

PARA SUA Empresa

PARA O Poder Público

O que você procura?

Aproveite o melhor das suas férias!

Conte com o **Limite de Crédito Pessoal.**

Crédito Consignado
Contrate ou refinance

Token no Celular
Ative e aproveite as vantagens

Débito Automático
Coloque sua tranquilidade no automático

Leilão de Imóveis
Participe e conquise o imóvel do seu sonho

Saiba por onde a Tocha Olímpica Rio 2016 está passando hoje.

VEJA NO MAPA

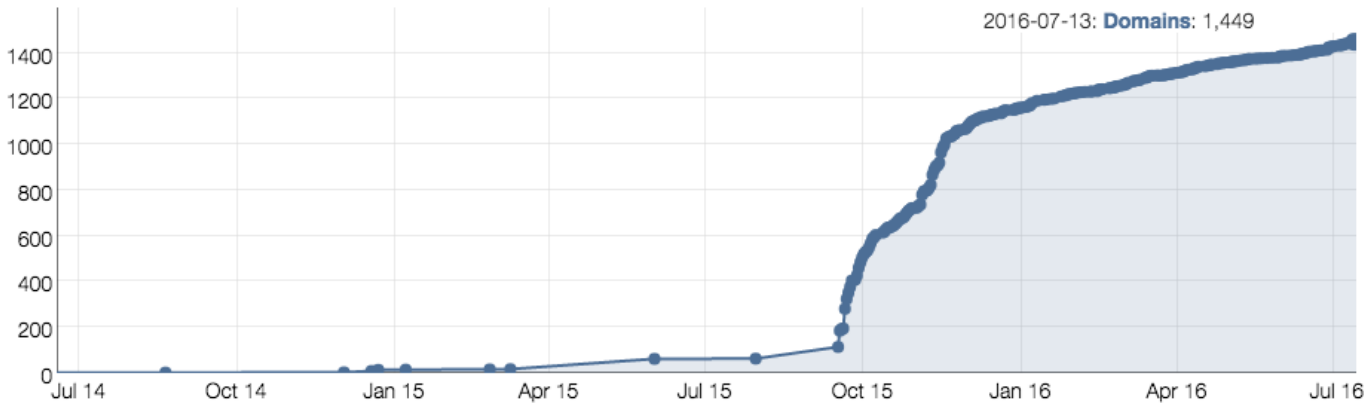
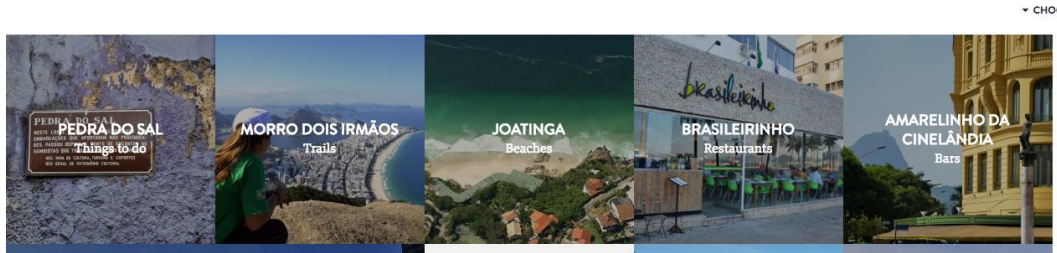
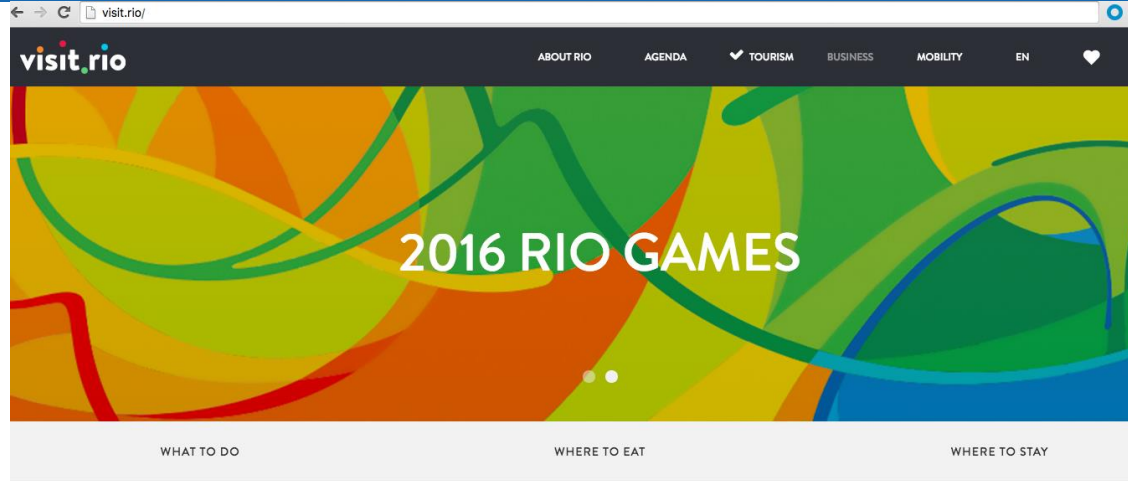
Serviços On-line

Cursos On-line

2ª via de boleto

Regularização de Dívidas

Senha 4 dígitos



Thank you !



daniel.fink@icann.org

Website: <https://www.icann.org/>



twitter.com/icann



facebook.com/icannorg