.brand tlds

New Top-Level Domain Opportunities

GoDaddy Registry

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(Operations & Acct Management)

- Responsible for GoDaddy Registry Service Provider Operations and managed/partnered TLDs (including: .biz, .CO, .nyc, .US, .club, .design, .TW, and more)
- Liaison to governments and multinational organizations
- 15+ years of Top-Level Domain industry experience

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* Source: ICANN Reports

GoDaddy Registry

- Subsidiary of GoDaddy Inc.
- One of the world's leading Registry Services Providers and Operators
- Experts across all areas of registry services technology, operations, sales and marketing and policy
- Trusted by the world's leading Registries, Governments and Brands

GoDaddy® Registry

Our History

1999
One of the first to launch a domain name registry business

2000
Awarded the .BIZ TLD by ICANN

2001
Selected by U.S. Dept of Commerce to operate the .US TLD
(extended for further 10 years in 2019)

2010
Launch .CO
(extended for further 5 years in 2020)

2012
200+ new TLDs in ICANN's Round 1 Program

2014
Launch .NYC
.melbourne
.sydney

2018
Selected by Indian Government to operate the .IN TLD

2020
Acquired by GoDaddy Inc.

2021
Acquired an additional 30+ TLDs, including .Club, .Design

GoDaddy Registry

What is a .brand?

Over **550** of the **world's largest brands** now have their own piece of internet real estate. It's time to end the search, and start connecting.
.brand The future for a connected world.

Who has a .brand TLD?

.brand Top-Level Domains:

- 550+ of the world's largest brands applied for their own Top-Level Domain
- Creating unique differentiation for global companies to improve their digital brand health

GoDaddy Registry

Top 10 Reasons for “Why .brand?”

1. Faster domain creation
2. Reduced costs
3. Greater availability
4. Advanced security
5. Easy to remember
6. Simplified navigation
7. Flexible
8. Easy to implement/transition
9. Long term SEO
10. Personalization

By the Numbers

Total Domains

20,401	up 9%	22,214
End of 2020		End of 2021

Total Resolving Domains

3,985

up 11%

Total Redirecting Domains

11,262

up 2%

Average number of domains per TLD

41	up 15%	47
End of 2020		End of 2021

2021 Domains

2,909	95%
Added	Average Renewal Rate

Source: .brands Industry Report, May 2022

By the Numbers

TLD	2021 Growth
.target	4000%
.amazon	600%
.genting	560%
.leclerc	481%
.bauhaus	417%
.godaddy	188%
.tui	143%
.next	133%
.lipsy	133%
.sncf	108%
.clubmed	100%
.chase	73%
.kpmg	56%
.jpmorgan	55%
.schaeffler	50%
.pfizer	50%
.gucci	50%

TLD Usage

Key	Growth
Redirect	15%
Inactive	18%
Developed	6%
Undeveloped	22%
Unknown	12%

Source: .brands Industry Report, May 2022

.brand Industry Sectors

Industry	Domains at end 2020	Domains at end 2021	2021 growth
Retail	552	1542	179%
Clothing and Accessories	99	181	83%
Leisure	42	73	74%
Travel	116	144	24%
Internet Services	100	121	21%
Consumer Electronics	145	173	19%
Media	504	586	16%
Banking and Financial	7261	8324	15%
Luxury	28	32	14%
Health	340	386	14%
Pharmaceutical	492	552	12%
Logistics	131	146	11%
Information Technology	1442	1603	11%
Sports	120	132	10%
Manufacturing	424	466	10%
Telecommunications	153	167	9%
Business Services	203	221	9%
Education	85	92	8%
Industrial	927	998	8%
Food and Beverages	74	78	5%

Source: .brands Industry Report, May 2022

.brands in use

open.godaddy

"There was so much we could do with our own .godaddy TLD and it was this incredibly powerful asset that could really elevate our brand above and beyond."

"Presenting open.godaddy in our advertising was a conscious effort to display our new domain without asking the users to type it in."

GoDaddy Registry

shopsmall.google

GoDaddy Registry

home.kpmg

GoDaddy Registry

signtime.apple

GoDaddy Registry

swoosh.nike – Newly launched!

GoDaddy Registry

JPMorganChase

.jpmorgan

.chase

+

2 China

Licenses*

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*First global .brand to apply and receive China Registry licenses

The Next Round

- Create a level playing field for new or existing brands that were not ready
  - Examples: Uber & eBay
- Forecast*: 2-5K applications in new round (60-70% .brands)

- Last application round was 2012
- ICANN community working through finalization of recommendations for next round

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*Forecast growth; not actual

The next "boom" to come from the left of the dot?

GoDaddy Registry

*Forecast growth; not actual

Resources

MakeWay.World | The world's leading hub of .brand information

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Thank You