

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 New gTLD Domains Registered?



The Top 20

1 .xyz	5 .store	9 .sbs	13 .cfd	17 .club
2 .top	6 .site	10 .lol	14 .live	18 .space
3 .shop	7 .vip	11 .click	15 .icu	19 .cloud
4 .online	8 .app	12 .bond	16 .dev	20 .cyou

Leading with Insight

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

The Top 10, by Vertical



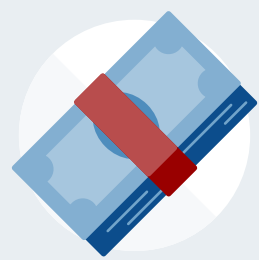
Pharmaceutical

.health	.doctor
.care	.dental
.clinic	.hospital
.fitness	.surgery
.healthcare	.pharmacy



Hospitality

.bar	.pub
.nyc	.tours
.city	.rentals
.london	.miami
.cafe	.restaurant



Financial Services

.bond	.money
.cfd	.fund
.finance	.cash
.capital	.market
.trade	.loans



Fashion and Luxury

.beauty	.style
.boutique	.clothing
.watch	.jewelry
.fashion	.luxury
.wedding	.shoes



Entertainment and Media

.lol	.games
.live	.video
.fun	.party
.media	.show
.news	.stream



Consumer Goods

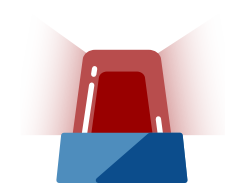
.shop	.deals
.store	.shopping
.baby	.kitchen
.market	.cheap
.sale	.toys

Protect Your Brand

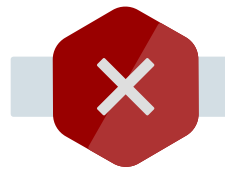
As expected, new gTLDs are becoming avenues for brand abuse.

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. MarkScout can help your brand succeed in this uncharted territory. To learn more about new gTLDs, visit our New gTLD Resource Center at:

markscout.com/topleveldomains