

The FAQs of New TLDs

New top-level domains are about to change the Internet.
Here's what brands and marketers need to know.

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New TLD FAQs

Everything Brands Need to Know About the Benefits of New Top-Level Domains.

For two decades, the Internet has known just 22 top-level domain names (TLDs). You know them as the last part of Internet addresses, for instance, .com, .net or .org.

Beginning in 2012, the Internet Corporation of Assigned Names and Numbers (ICANN), the regulatory body for domain names opened up applications so that any organization (or individual with \$185K to cover the fee) could get their own TLD and a bigger piece of the Internet. .Citibank, .kmpg and .nyc are just three of hundreds of examples.

How will this change the rules of online engagement for consumers, brands, marketers and IT teams? Neustar teamed up with experts including Google, ICANN Wiki and marketing agency Pappas Group to answer some of the questions businesses are asking.

Q: What are the benefits of a new TLD?

A: New brand TLDs offer a unique and significant opportunity to drive brand affinity, build trust, enhance security and engage customers.

The benefits of activating your brand TLD include:

a. Put Your Brand in Bright Lights

No matter how catchy your domain name is, anything ending with dot com is necessarily another “dot com.” The fact that we instinctively think of this suffix shows how hard it is to stand out by using it. With a branded TLD, e.g. [www.offers.yourbrand](#), every listing of your web address becomes a brighter billboard helping you compete more effectively in the marketplace.

b. Build Trust in Your Brand

A brand TLD gives your customers a guarantee they’re on an authentic website. It’s peace of mind in an age of phishing, scamming and lookalike sites that try to defraud customers by stealing personal information.

In a [survey-based report](#) on new TLD consumer preferences, Fairwinds Partners, a domain name consulting and digital strategy firm, shares why users will trust .brands:

“Survey participants exhibited a strong preference for navigating to .BRANDs when given the choice between .BRANDs and .GENERICs,” says Fairwinds.

“Consumers are likely to embrace brand name gTLDs without too much hesitation and will expect to find relevant content there. Brand owners should keep this in mind as they roll out their new gTLDs to ensure that Internet users will find the content they are looking for when they begin navigating to .BRAND gTLDs.”

Your brand’s credibility and your customer’s trust will increase with a .brand website that has valuable and relevant content.

c. Make Your Brand Accessible

Running a new campaign or customer event? Goodbye odd names, long names, and awkward juxtapositions; adios [www.mybrand.com/salesmarathon](#); hello, brand-specific, product-directed, customer-friendly alternatives that make instant sense. Imagine going from [canon.com](#) to [printer.canon](#), [camera.canon](#), and of course, [shop.canon](#). For the company, it’s easier to cross-promote; for the customer, it’s easier to remember.

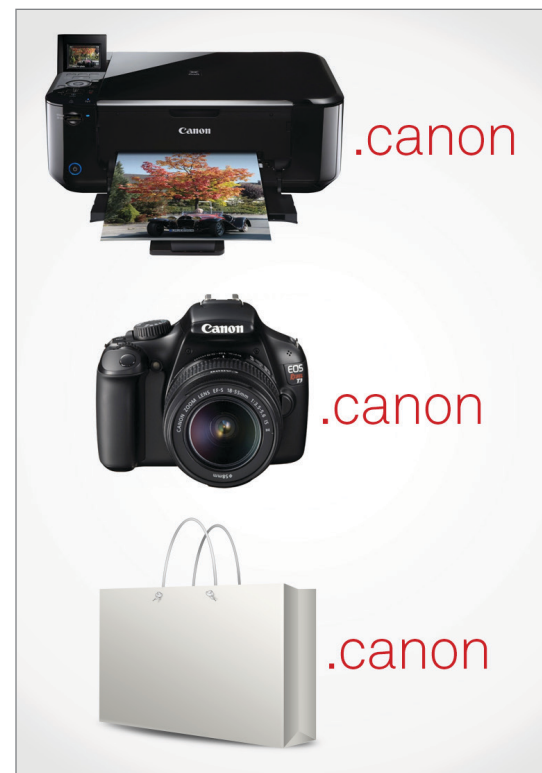
New brand TLDs also provide unique ways to boost customer loyalty. Branded emails like [heather@my.bmw](#) and community sites like [connect.bmw](#) give customers a personal way to identify themselves with brands and enjoy the benefits.

d. Safeguard Your Brand Supply Chain

New brand TLDs can extend a “chain of trust” through your chain of affiliates, partners and sales channels. By owning

both sides of the dot, your company gets to decide which other entities may register a domain name ending with your brand.

This assures customers that they’re dealing with a certified dealer or an approved agent. The advantages will be particularly evident in fields such as real estate, technology and software, insurance and consumer packaged goods, and as with everything else Internet-related, other strong use cases will materialize.

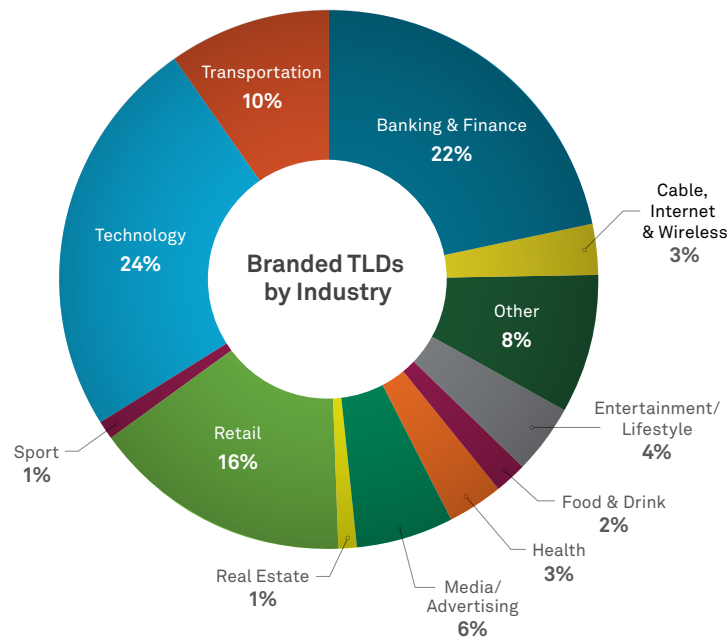


Q: Who's doing it? Industry landscape overview

A: There are a total of 1751 new TLD applications, comprised of brands (635), generics (1060), and geographies (56). More than half of all brand TLDs fall into financial and technology verticals. Furthermore, 41% of brand TLDs were applied for by Fortune 500 companies, mostly in financial services, retail, technology and transportation.

Here's a quick breakdown of branded TLDs by industry:

Banking & Finance	139
Cable, Internet & Wireless	19
Other	53
Entertainment/Lifestyle	27
Food & Drink	12
Health	21
Media/Advertising	37
Real Estate	7
Retail	99
Sport	7
Technology	154
Transportation	60
Total	635



See Appendix for full breakdown.

As a registry services provider for more than 300 new TLD, the largest in the world, Neustar is dedicated to ensuring a safe and secure roll-out for brands, organizations and communities.

Our clients trust us for internal and external marketing strategy, policy counsel, threat mitigation and reporting/ analytics.

neustar.biz/nTLDs

Q: Will a new TLD hurt my SEO?

A: A top-level domain is just one of hundreds of elements in a search algorithm. Early use cases indicate no negative search impact, and even potential benefits.

A website's TLD is just one of many pieces in the algorithms that power search engines such as Google.

“If and when there is enough information that [.brands] should be a signal [in search], it would become one,” says Google strategic .brand partner manager, Lauren Kelley.

New TLD holders should (as now) focus on building highly relevant content on their .brand and .generic to earn search visibility.

“If Nike launches lots of .nike domains with highly relevant content, for example, over time [.nike] may surface higher for Nike searches,” says Kelley.

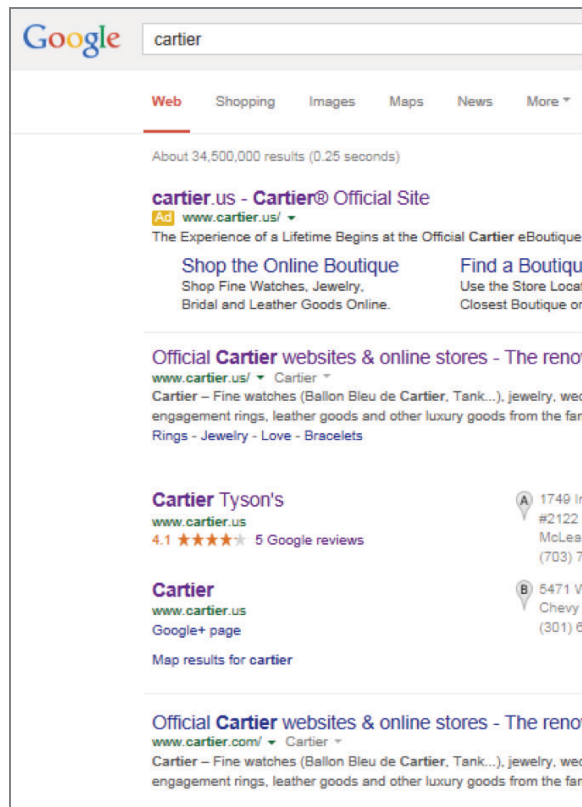
For now, applicants can see how Google is reacting to newly launched TLDs on the web with a simple site parameter search of “site:.brand” or “site:.generic.”

Initial observations from our own research include:

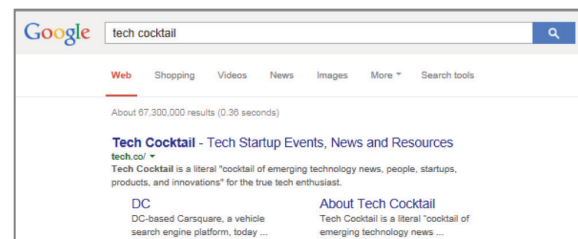
- ▶ In a search for VDI guru, VDI.guru ranks higher than VDIguru.com.
- ▶ For Monash University, the first organization in the world to go live with a .brand, monash.edu.au continues to lead results over .monash.

It's safe to say that there are no negative impacts. “If you're building new content complementary to your .com, it won't hurt,” says Kelley.

Recent TLD history confirms this notion. Cartier now uses Cartier.us as its primary web address in the United States. As shown below, a search for “Cartier,” Cartier.us ranks #1 in search results, with its .com counterpart ranking second.



Popular start-up tech publication Tech Cocktail recently switched from using its keyword inclusive URL techcocktail.com to a shorter name: tech.co. As shown below, it sustained all of its original search rankings with the new .co extension, and it continues to rank #1 for “Tech Cocktail” in search.



LeWeb, the #1 Internet event in Europe, with over 3,500 participants from 76 countries, also saw positive results in SEO when they transitioned from Leweb.net to Leweb.co:

- ▶ Prior to the switch, Leweb.net was not the single #1 listing for branded “Leweb” terms and not in top 150 listings for competitive terms such as “2012 web conference.”
- ▶ After a smooth transition and content optimization in May 2012, Leweb.co experienced ranking increases of over 50 spots for more competitive terms such as “2012 web conference,” and a 123% increase in monthly organic visits.

“The same rules that apply today will apply tomorrow: content and relevancy,” says Kelley.

Q: Will switching to a new TLD confuse my customers?

A: Not likely. With clear customer communication and a strong roll-out plan, today's customers are likely to welcome your new TLD with open arms.

According to Jeff Neuman, Vice President, Registry Services at Neustar, a .brand TLD may in fact decrease customer confusion across the globe:

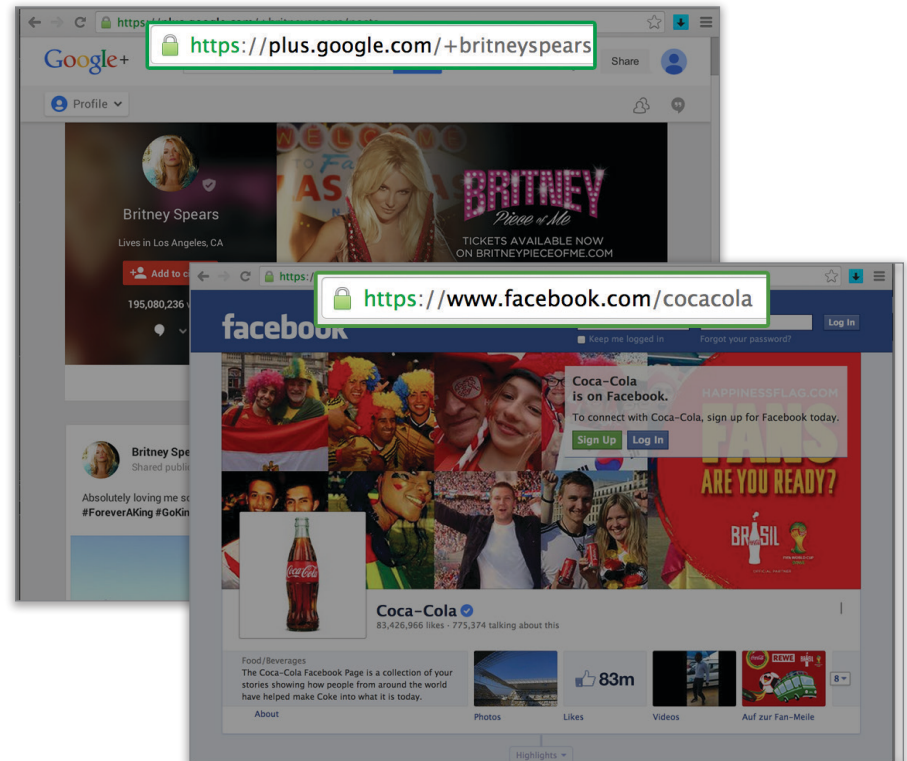
“Today, brands are securing a large portfolio of domain name extensions depending on where in the world their website is accessed. While .com is prominent in the U.S., brands also use a number of country-specific extensions like .ca in the Canada and .cn in China. Combined names like .com.au and .co.uk make an even more complicated experience for global customers and brands.

Now, with a .brand, customers can access one, consistent website (e.g .google) from any location in the world – eliminating confusion and strengthening brand identity.”

But how quickly will customers jump on the .brand bandwagon? [Fairwinds Partners](#) predicts a rapid learning curve:

“Today's consumers are used to the rapid evolution of new electronic devices and platforms delivering better and more targeted online experiences. This rapid learning curve and willingness to adapt will help consumers and brand owners as new gTLDs are rolled out.”

Moreover, the wide use of brand pages across social media networks illustrates how today's online consumers are quick to adopt online hubs for accessing products and services. Facebook and Google+ brand pages are just one example. We also see this adoption in the widespread use of vanity URLs for marketing campaigns. History indicates that consumers will go wherever the type of information they want is hosted – regardless of the address.



Q: Can I monetize my new TLD?

A: Yes. New TLDs are just like any other business asset, and can be used to support and generate revenue.

While generic applicants rely on individual sales of names to generate ROI, brands can experience .brand benefits in other ways.

“Most brands that purchased a .brand have some idea of how they will use it,” says Anthony Pappas, president of Pappas Group, a marketing agency whose clients include TLDs .co, .us and .nyc. “Value for brands isn’t in the selling of the domain. It’s about having access to a new resource to deepen relationships with customers and support existing initiatives.”

Branded TLDs should be used in tandem with a larger brand strategies, says Pappas. “A great example of this is .nyc, which the City of New York applied for to support its Digital Roadmap initiative.”

In a press release, former chief digital officer Rachel Hoat describes the city’s motivation:

“Our digital strategy is focused on improving the lives of New Yorkers through investments in technology infrastructure, education, data, engagement and industry. The introduction of .nyc will spur unprecedented local civic and economic activity.”

Three ways .brands can boost customer relationships:

1. Identity

In a world full of fraudsters and scammers, a .brand can protect a brand’s identity and provide a name that customers can trust. From email addresses to web addresses, a .brand is an immediate identifier for customers to recognize a company with which they’ve already established trust. As a result, customers may be more likely to increase their online engagement with the .brand, along with purchases.

2. Community

.brands offer great opportunities to build online communities around customers and corporate social responsibility initiatives. With a .brand, companies can give partners and customers a piece of their brand to call their own. From individual email addresses to personalized blogs, forums and fan or advocate pages, the possibilities are myriad.

3. Campaigns

It is already common for brands to use new domain names, external of their brand.com structure, to launch specific campaigns. With branded TLDs, companies can identify their campaigns as their own, while still incorporating valuable keywords into their URL. Names like **dasauto.volkswagon**, **smarterplanet.ibm**, **school.walmart** or **give.toyota**, can transform generic .com campaigns into branded movements that are quickly identified, searchable and trusted.

Ultimately, says Pappas, “the success of a .brand depends on how much effort a brand puts behind it. Domain names are catching up with how the Internet has already evolved. Brands should look at how their customers are already behaving and communicating online, and align their .brand as a platform to further build on these behaviors.”

Q: What are the 100 promotional names we get?

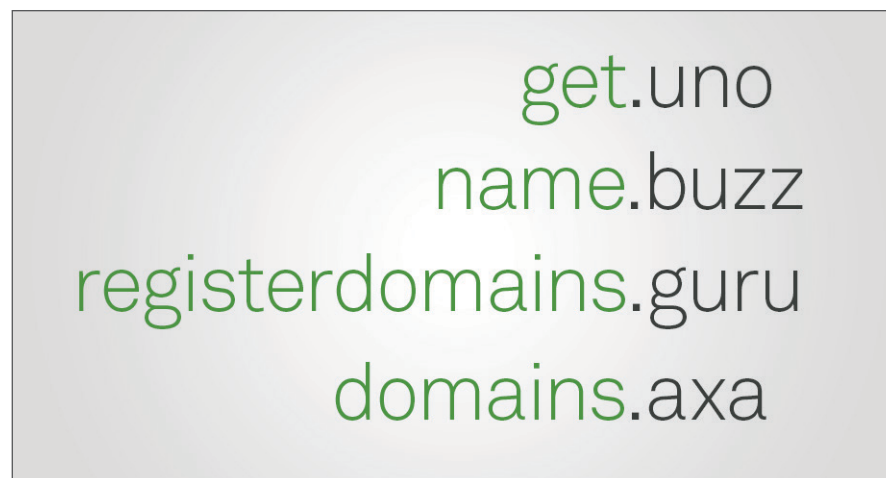
A: ICANN allows .brand and .generic TLD applicants to activate up to 100 names necessary for the operation or the promotion of the TLD. These names can be registered and used during the Sunrise period, the first phase of new TLD availability.

According to the new TLD Registrar agreement, applicants must either:

- a. Register such names through an ICANN-accredited registrar; or
- b. Self-allocate such names and with respect to those names submit to and be responsible to ICANN for compliance with ICANN Consensus Policies and the obligations.

After the sunrise period, these names can be released for registration to another party or entity at the registry operator's discretion. If the Registry would like to allocate any of these names prior to or after the Sunrise Period, it may only do so by having ICANN approve a "Qualified Launch Plan" which is subject to an amendment to the new TLD Registrar agreement and certain limitations set forth therein.

When choosing which promotional names to secure, .brands should make sure these names align with their holistic TLD strategy. This is an opportunity to test new campaign names to help you reach your business goals.



Q: What are good examples of brands using a new TLD?

A: The current .brand landscape looks conservative. Few brands have finalized their agreements with ICANN to date. However, some brands are already activating their nic.brand as the first step in expanding their online presence (nic.neustar included).

Insurance company AXA is among the first to launch a .brand TLD website in English. The company began a slow rollout of the TLD, with domains.axa dedicated to educating employees, affiliates and customers on the benefits of the new TLD:

“Protection: .AXA is your trusted destination to better protect you online

Innovation: .AXA fostering innovation and digital culture

Simplicity: easy navigable new .AXA domain names to explore AXA”

It’s clear from domains.axa that the .AXA domain name is here to stay – and big plans are already underway:

“The registration and the use of dotAXA domain names will be therefore exclusively reserved to AXA and its affiliates. When you visit a website with an Internet address ending with .AXA, you can be certain that it’s authorized by AXA and overseen by us.”

“If you are an AXA entity interested in registering a .AXA domain name, please contact the AXA Web Presence team.”

While .AXA is one of the first brands to launch their .brand, others are destined to closely follow as more ICANN agreements become final and companies realize the value of their .brands.

Q: Do I need to replace my existing .com site?

A: No. An immediate switch is not necessary. Start by launching your nic.TLD page and other content-specific domains.

An early option is to redirect your nic.TLD to your .com, but this should only be an intermediate step to building a lasting naming convention under your .brand that mirrors your overall domain name strategy. Another option is to create a whole new page to communicate your new TLD plans with customers.

Next, begin experimenting with your new TLD to develop an understanding of what resonates best with your audience. Try a/b testing around new campaigns.

Regardless of how you use your nic.brand, you’ll want to build a lasting naming convention that mirrors your overall domain name strategy.

Consider the following in your planning efforts:

- ▶ Current framework: Take note of how your current domain name is structured. Analyze what’s working and what might be improved with your new TLD.
- ▶ Customer engagement: Understand how customers are using and engaging with your current domain space.
- ▶ What established campaigns could benefit from a .brand TLD, and what future campaigns might benefit?
- ▶ How will you educate the marketplace on your .brand?
- ▶ Who will manage and maintain your brand TLD naming convention?

In summary, your naming convention should reflect and enhance how your company already does business.

Q: Is my nTLD secure?

A: As noted earlier, branded TLDs indicate to customers that they're on an authentic websites, not a counterfeit. This is one of many security benefits.

Most of today's brands are following a defensive domain name strategy. The majority of a brand's domain name portfolio is comprised of protective registrations, says Neuman

Now, companies can move away from a defensive registrations and focus on building a lasting .brand strategy.

Another advantage of new TLDs is faster response time to attacks. If a company's TLD account with its registrar is compromised, the business will have direct control in mitigating the attack when its websites are hosted on its own TLD. With a generic name (.com, .org, .net), companies need to work through a multitude of registrars to uncover and mitigate attacks. When .brand is attacked, the attacker cannot move it anywhere outside the brand's control, as the domain is under its own registry instead of a registrar.

As the only entity with access to the TLD, a brand can immediately contact its registry customer service to stop an attack, instead of working through several registrars.

Of course, no Internet space is inherently hacker-proof. You'll want additional tools such as threat mitigation services, a requirement of ICANN, to block malicious actors and protect your brand and customers.

**Need help protecting your TLD?
Neustar's threat mitigation services can help.**

"As president of a new family-friendly TLD, I was looking for proven threat mitigation. I found that Neustar has a long record of protecting TLDS like .co, .us and .biz."

- Bill Doshier, .BUZZ



Visit neustar.biz/threat-mitigation for more info.

Q: Can I or should I invest in other general new TLDs?

A: You've made big investments to secure your .brand. Does this mean you should ignore all other new generic TLD opportunities? The answer depends on your business strategy.

Where are your customers? What are you selling? Are there specific communities that you are a part of, or philanthropies you support? Is there a growth segment you are focusing on? The answers will shape your decisions on leveraging new generic TLDs.

As a brand, imagine joining a community of owners under a grouped moniker. Several brands could take advantage of “descriptive” generic TLDs such as **anheiser.beer**, **coke.diet**, **mattel.coupon**, **nyc.fashion**, **cartier.gold** and **neustar.green**, among others.

There's no harm in testing names for a certain period of time to see what names best serve your goals.

The Internet is becoming more personal. It needs a crucial differentiator to target the right segments. By enabling your entities to align themselves with others that share common interests, your brand could benefit. Don't hesitate in joining forces with others in the space and begin laying claim to the specific market segment.

Q: Where can I learn more?

A: The following resources will keep you current on the latest ICANN news and TLD developments:

- ▶ ICANN: Visit <http://newgtlds.icann.org> for the latest news, developments and policy updates in the new TLD space.
- ▶ ICANN Wiki: ICANN Wiki, a neutral organization dedicated to serving the domain name community, offers a comprehensive webpage on the new TLD program: http://icannwiki.com/index.php/New_gTLD.
- ▶ Domain Incite: This blog (<http://domainincite.com>) on the domain name business, covers the latest trends around the new TLD space.
- ▶ Domain Name Wire: Domainnamewire.com offers expert analysis on important new TLD topics.

Learn More About Our New TLD Registry Services

We're already helping organizations like yours launch, grow and optimize their TLDs. With more than 10 years of experience in growing domain name registries, Neustar can help make your namespace a more successful and valuable asset.

For more information, contact us at registrymarketing@neustar.biz.

Appendix:

Brand TLD by Category

Banking/Finance:

TLD	Applicant
中信	CITIC Group Corporation
淡马锡	Temasek Holdings (Private) Limited
嘉里	Kerry Trading Co. Limited
工行	Industrial and Commercial Bank of China Limited
ك تي ب.	Kuwait Finance House
نايولعلا.	Olayan Investments Company Establishment
schwarzgroup	Schwarz Domains und Services GmbH & Co. KG
mckinsey	McKinsey Holdings, Inc.
redumbrella	Travelers TLD, LLC
wtc	World Trade Centers Association, Inc.
otsuka	Otsuka Holdings Co., Ltd.
lasalle	Jones Lang LaSalle Incorporated
temasek	Temasek Holdings (Private) Limited
aig	American International Group, Inc.
cimb	CIMB Group Sdn Bhd
lpl	LPL Financial
chase	JPMorgan Chase & Co.
bofa	Bank of America (NMS Services, Inc.)
scb	The Siam Commercial Bank Public Company Limited ("SCB")
statebank	STATE BANK OF INDIA

TLD	Applicant
alipay	Alibaba Group Holding Limited
capitalone	Capital One Financial Corporation
travelguard	American International Group, Inc.
itau	Itau Unibanco Holding S.A.
forex	IG Group Holdings PLC
axa	AXA SA
olayangroup	Olayan Investments Company Establishment
esurance	Esurance Insurance Company
lotte	Lotte Holdings Co., Ltd.
jll	Jones Lang LaSalle Incorporated
vanguard	The Vanguard Group, Inc.
bnl	Banca Nazionale del Lavoro
americanexpress	American Express
cba	Commonwealth Bank Of Australia
pramerica	Prudential Financial, Inc.
icbc	Industrial and Commercial Bank of China Limited
bradesco	Banco Bradesco S.A.
sbi	State Bank Of India
travelers	Travelers TLD, LLC
bnpparibas	BNP Paribas
amex	American Express
americanfamily	AmFam, Inc.
amp	AMP Limited

TLD	Applicant
jpmorgan	JPMorgan Chase & Co.
bloomberg	Bloomberg IP Holdings LLC
allstate	Allstate Fire and Casualty Insurance Company
swiftcover	Swiftcover Insurance Services Limited
firmdale	Firmdale Holdings Limited
lacaixa	CAIXA D'ESTALVIS I PENSIONS DE BARCELONA
alibaba	Alibaba Group Holding Limited
visa	Visa International Service Association
citic	CITIC Group Corporation
prudential	Prudential Financial, Inc.
tab	Tabcorp Holdings Limited
open	American Express Travel Related Services Company, Inc.
ubank	National Australia Bank Limited
everbank	EverBank
maif	Mutuelle Assurance Instituteur France (MAIF)
doosan	Doosan Corporation
pru	Prudential Financial, Inc.
pictet	Pictet Europe S.A.
goodhands	Allstate Fire and Casualty Insurance Company
nadex	IG Group Holdings PLC

Banking/Finance (continued)

TLD	Applicant
hsbc	HSBC Holdings PLC
aetna	Aetna Life Insurance Company
payu	MIH PayU B.V.
allfinanzberatung	Allfinanz Deutsche Vermögensberatung Aktiengesellschaft
jcb	JCB Co., Ltd.
pohl	Deutsche Vermögensberatung Aktiengesellschaft DVAG
ubs	UBS AG
discover	Discover Financial Services
bbva	BANCO BILBAO VIZCAYA ARGENTARIA, S.A.
nab	National Australia Bank Limited
scor	SCOR SE
amica	Amica Mutual Insurance Company
tiaa	Teachers Insurance and Annuity Association of America
onyourside	Nationwide Mutual Insurance Company
travelersinsurance	Travelers TLD, LLC
dvag	Deutsche Vermögensberatung Aktiengesellschaft DVAG
hdfc	Housing Development Finance Corporation Limited
ceb	The Corporate Executive Board Company
allfinanzberater	Allfinanz Deutsche Vermögensberatung Aktiengesellschaft
taobao	Alibaba Group Holding Limited
jpmorganchase	JPMorgan Chase & Co.
statefarm	State Farm Mutual Automobile Insurance Company
dnb	The Dun & Bradstreet Corporation

TLD	Applicant
mtr	MTR Corporation Limited
alstom	ALSTOM
nationwide	Nationwide Mutual Insurance Company
mih	Myriad International Holdings B.V.
bharti	Bharti Enterprises (Holding) Private Limited
commbank	Commonwealth Bank Of Australia
linde	Linde Aktiengesellschaft
metlife	MetLife Services and Solutions, LLC
ice	IntercontinentalExchange, Inc.
ril	Reliance Industries Limited
netbank	Commonwealth Bank Of Australia
cfa	CFA Institute
trv	Travelers TLD, LLC
pwC	PwC Business Trust
deloitte	Deloitte
kuokgroup	Kerry Trading Co. Limited
anz	Australia and New Zealand Banking Group Limited
softbank	SOFTBANK CORP.
guardian	The Guardian Life Insurance Company of America
kpmg	KPMG International Cooperative (KPMG International Genossenschaft)
obi	OBI Group Holding GmbH
erni	ERNI Group Holding AG
lplfinancial	LPL Financial
schwarz	Schwarz Domains und Services GmbH & Co. KG
tmall	Alibaba Group Holding Limited
kerrylogistics	Kerry Trading Co. Limited

TLD	Applicant
northwesternmutual	Northwestern Mutual Registry, LLC
hdfcbank	HDFC Bank Limited
barclays	Barclays Bank
lidl	Schwarz Domains und Services GmbH & Co. KG
reliance	Reliance Industries Limited
kfh	Kuwait Finance House
barclaycard	Barclays Bank
ally	Ally Financial Inc.
vig	VIENNA INSURANCE GROUP AG Wiener Versicherung Gruppe
olayan	Olayan Investments Company Establishment
bbt	BB&T Corporation
mutual	Northwestern Mutual MU TLD Registry, LLC
amfam	AmFam, Inc.
nissay	Nippon Life Insurance Company
banamex	Citigroup Inc.
farmers	Farmers Insurance Exchange
citi	Citigroup Inc.
transunion	Trans Union LLC
fidelity	Fidelity Brokerage Services LLC
mutuelle	Fédération Nationale de la Mutualité Française
shriram	Shriram Capital Ltd.
richardli	Pacific Century Asset Management (HK) Limited
saxo	Saxo Bank A/S
pnc	PNC Domain Co., LLC
progressive	Progressive Casualty Insurance Company

Cable, Internet & Wireless

TLD	Applicant
ل.ت.وي.ك.	Qatar Telecom (Qtel)
ك.ي.ا.و.م.	Qatar Telecom (Qtel)
삼성	SAMSUNG SDS CO., LTD
ت.ا.ا.ص.ت.ا.	Emirates Telecommunications Corporation (Etisalat)
诺基亚	Nokia Corporation
viva	Saudi Telecom Company
stc	Saudi Telecom Company
samsung	SAMSUNG SDS CO., LTD
telefonica	Telefónica S.A.
aol	AOL Inc.
unicom	China United Network Communications Corporation Limited
xfinity	Comcast
nokia	Nokia Corporation
ntt	NIPPON TELEGRAPH AND TELEPHONE CORPORATION
qtel	Qatar Telecom (Qtel)
starhub	StarHub
stcgroup	Saudi Telecom Company
etisalat	Emirates Telecommunications Corporation (trading as Etisalat)
shaw	Shaw Cablesystems G.P.

Entertainment/Lifestyle

TLD	Applicant
嘉里大酒店	Kerry Trading Co. Limited
盛贸饭店	Shangri-La International Hotel Management Limited
kerryhotels	Kerry Trading Co. Limited
wme	William Morris Endeavor Entertainment, LLC
nowtv	Starbucks (HK) Limited
xbox	Microsoft
hgtv	Lifestyle Domain Holdings, Inc.
shangrila	Shangri-La International Hotel Management Limited
audible	Amazon
genting	Resorts World Inc Pte. Ltd.
viking	Viking River Cruises (Bermuda) Ltd.
nico	DWANGO Co., Ltd.
blockbuster	Dish DBS Corporation
ladbrokes	LADBROKES INTERNATIONAL PLC
vana	Lifestyle Domain Holdings, Inc.
beats	Beats Electronics, LLC
williamhill	William Hill Organization Limited
konami	KONAMI CORPORATION
uol	UBN INTERNET LTDA.
marriott	Marriott Worldwide Corporation
tradershotels	Shangri-La International Hotel Management Limited
clubmed	Club Méditerranée S.A.
hyatt	Hyatt GTLD, L.L.C.
playstation	Sony
orientexpress	Orient-Express Hotels Ltd.
lego	LEGO Juris A/S
cipriani	Hotel Cipriani

Food/Drink

TLD	Applicant
mcd	McDonald's Corporation
mcdonalds	McDonald's Corporation
rocher	Ferrero Trading Lux S.A.
kinder	Ferrero Trading Lux S.A.
gea	GEA Group Aktiengesellschaft
vons	Safeway Inc.
barefoot	Gallo Vineyards, Inc.
justforu	Safeway Inc.
pamperedchef	The Pampered Chef, Ltd.
safeway	Safeway Inc.
gallo	Gallo Vineyards, Inc.
fage	FAGE Dairy Industry S.A.

Health

TLD	Applicant
lanxess	LANXESS Corporation
emerck	Merck KGaA
merck	Merck Registry Holdings, Inc.
msd	MSD Registry Holdings, Inc.
merck	Merck Registry Holdings, Inc.
pfizer	Pfizer Inc.
lilly	Eli Lilly and Company
sanofi	Sanofi
teva	Teva Pharmaceutical Industries Limited
lundbeck	H. Lundbeck A/S
boehringer	Boehringer Ingelheim Pharma GmbH & Co. KG
abbott	Abbott Laboratories
aarp	AARP
alcon	Alcon Laboratories, Inc.
merckmsd	MSD Registry Holdings, Inc.
abbvie	Abbott Laboratories
stada	STADA Arzneimittel AG
merck	Merck KGaA
allfinanz	Allfinanz Deutsche Vermögensberatung Aktiengesellschaft
hisamitsu	Hisamitsu Pharmaceutical Co., Inc.
bms	Bristol-Myers Squibb Company
lupin	LUPIN LIMITED

Media/Advertising

TLD	Applicant
showtime	CBS Domains Inc.
naspers	Intelprop (Proprietary) Limited
bbc	British Broadcasting Corporation
travelchannel	Lifestyle Domain Holdings, Inc.
observer	Guardian News and Media Limited
fox	FOX Registry, LLC
spiegel	SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG
theguardian	Guardian News and Media Limited
tvS	T V SUNDRAM IYENGAR & SONS LIMITED
cbn	The Christian Broadcasting Network, Inc.
canalplus	CANAL+ FRANCE
cbs	CBS Domains Inc.
ollo	Dish DBS Corporation
hbo	HBO Registry Services, Inc.
dtv	Dish DBS Corporation
multichoice	MultiChoice Africa (Proprietary) Limited
foodnetwork	Lifestyle Domain Holdings, Inc.
dstv	MultiChoice Africa (Proprietary) Limited
sbs	SPECIAL BROADCASTING SERVICE CORPORATION
globo	Globo Comunicação e Participações S.A
gotv	MultiChoice Africa (Proprietary) Limited
sapo	PT Comunicacoes S.A.
sky	Sky IP International Ltd
africamagic	Electronic Media Network Limited(M-Net)

TLD	Applicant
mzansimagic	Electronic Media Network Limited(M-Net)
locker	Dish DBS Corporation
star	Star India Private Limited
cookingchannel	Lifestyle Domain Holdings, Inc.
eurovision	European Broadcasting Union
sina	Sina Corporation
nhk	Japan Broadcasting Corporation (NHK)
dish	Dish DBS Corporation
abc	American Broadcasting Companies, Inc.
weatherchannel	The Weather Channel, LLC
itv	ITV Services Limited
seven	Seven West Media Ltd
jcp	JCP Media, Inc.

Real Estate

TLD	Applicant
immobilien	Demand Media (United TLD Holdco Ltd.)
immo	dotimmobilie GmbH
cbre	CBRE, Inc.
lefrak	LeFrak Organization, Inc.
chintai	CHINTAI Corporation
fresenius	Fresenius Immobilien-Verwaltungs-GmbH
ikano	Ikano S.A.

Retail

TLD	Applicant
off	Johnson Shareholdings, Inc.
一号店	Wal-Mart Stores, Inc.
アマゾン	Amazon
亚马逊	Amazon
ポイント	Amazon
通用电气公司	GE GTLD Holdings LLC
dnp	Dai Nippon Printing Co., Ltd.
blanco	BLANCO GmbH + Co KG
samsclub	Wal-Mart Stores, Inc.
lipsy	Lipsy Ltd
glade	Johnson & Johnson (Johnson Shareholdings, Inc.)
select	iSelect Ltd
omega	The Swatch Group Ltd
hermes	HERMES INTERNATIONAL
qvc	QVC, Inc.
tkmaxx	The TJX Companies, Inc.
coach	Coach, Inc.
rightathome	Johnson Shareholdings, Inc.
iselect	iSelect Ltd
bauhaus	Werkhaus GmbH
scjohnson	Johnson Shareholdings, Inc.
oldnavy	The Gap, Inc.
extraspaces	Extra Space Storage LLC
grainger	Grainger Registry Services, LLC
tjmaxx	The TJX Companies, Inc.
loft	Ancco, Inc.
homegoods	The TJX Companies, Inc.
mrmuscle	Johnson Shareholdings, Inc.
tjx	The TJX Companies, Inc.

TLD	Applicant
caravan	Caravan International, Inc.
afamilycompany	Johnson & Johnson (Johnson Shareholdings, Inc.)
homedepot	Homer TLC, Inc.
mrporter	Richemont DNS Inc.
iwc	Richemont DNS Inc.
george	Wal-Mart Stores, Inc.
zippo	Zadco Company
natura	NATURA COSMÉTICOS S.A.
kerryproperties	Kerry Trading Co. Limited
goldpoint	YODOBASHI CAMERA CO.,LTD.
mango	PUNTO FA S.L.
weber	Saint-Gobain Weber SA
marshalls	The TJX Companies, Inc.
macys	Macys, Inc.
calvinklein	PVH gTLD Holdings LLC
crs	Federated Co operatives Limited
shopyourway	Shop Your Way, Inc.
zara	Industria de Diseño Textil, S.A. (INDITEX, S.A.)
target	Target Domain Holdings, LLC
lancome	L'Oréal
bostik	Bostik SA
bananarepublic	The Gap, Inc.
staples	Staples, Inc.
chanel	Chanel International B.V.
vanish	Reckitt Benckiser N.V.
montblanc	Richemont DNS Inc.
vistaprint	Vistaprint Limited
schmidt	SALM S.A.S.

TLD	Applicant
asda	Wal-Mart Stores, Inc.
gucci	Guccio Gucci S.p.a.
redstone	Redstone Haute Couture Co., Ltd.
bestbuy	BBY Solutions, Inc.
zappos	Amazon
homesense	The TJX Companies, Inc.
swatch	The Swatch Group Ltd
dabur	Dabur India Limited
tdk	TDK Corporation
raid	Johnson Shareholdings, Inc.
cuisinella	SALM S.A.S.
chloe	Richemont DNS Inc.
ipiranga	Ipiranga Produtos de Petroleo S.A.
jnj	Johnson & Johnson Services, Inc.
walmart	Wal-Mart Stores, Inc.
cartier	Richemont DNS Inc.
sca	SVENSKA CELLULOSA AKTIEBOLAGET SCA
gap	The Gap, Inc.
rexroth	Bosch Rexroth AG
boots	THE BOOTS COMPANY PLC
duck	Johnson Shareholdings, Inc.
piaget	Richemont DNS Inc.
pipertime	The Gap, Inc.
jlc	Richemont DNS Inc.
shell	Shell Information Technology International Inc
thd	Homer TLC, Inc.
athleta	The Gap, Inc.
aquarelle	Aquarelle.com

Retail (continued)

TLD	Applicant
panerai	Richemont DNS Inc.
honeywell	Honeywell GTLD LLC
netaporter	Richemont DNS Inc.
aramco	Aramco Services Company
hitachi	Hitachi Ltd.
vista	Vistaprint Limited
tiffany	Tiffany and Company
gecompany	GE GTLD Holdings LLC
crown	Crown Equipment Corporation
aeg	Aktiebolaget Electrolux
statoil	Statoil ASA
rockwool	Rockwool International A/S
kone	KONE Corporation
able	Able Inc.
clinique	ELC Online Inc.

Sport

TLD	Applicant
nike	NIKE, Inc.
indians	Reliance Industries Limited
nba	NBA REGISTRY, LLC
supersport	SuperSport International Holdings Limited
afl	Australian Football League
nfl	NFL Reg Ops LLC
mlb	MLB Advanced Media DH, LLC

Technology

TLD	Applicant
飞利浦	Koninklijke Philips Electronics N.V.
谷歌	Google/Charleston Road Registry Inc.
联通	China United Network Communications Corporation Limited
ي.ل.ي.اب.وم.	GreenTech Consultancy Company W.L.L.
グーグル	Google/Charleston Road Registry Inc.
電訊盈科	PCCW Enterprises Limited
وك.م.ار.	Aramco Services Company
gle	Google (Charleston Road Registry Inc.)
active	The Active Network, Inc.
mobily	GreenTech Consultancy Company W.L.L.
digikey	Digi-Key Corporation
prod	Google (Charleston Road Registry Inc.)
cyou	Beijing Gamease Age Digital Technology Co., Ltd.
dwg	Autodesk, Inc.
godaddy	GoDaddy
schaeffler	Schaeffler Technologies AG & Co. KG
cisco	Cisco Technology, Inc.
fire	Amazon
mattel	Mattel Sites, Inc.
mtn	MTN Dubai Limited
dell	Dell Inc.
docomo	NTT DOCOMO, INC.
cal	Google (Charleston Road Registry Inc.)
warman	Weir Group IP Limited

TLD	Applicant
silk	Amazon
wolterskluwer	Wolters Kluwer N.V.
goo	NTT Resonant Inc.
yamaxun	Amazon
yandex	YANDEX, LLC
hughes	Hughes Satellite Systems Corporation
mnet	Electronic Media Network Limited(M-Net)
chrome	Google (Charleston Road Registry Inc.)
meo	PT Comunicacoes S.A.
neustar	Neustar
pioneer	Pioneer Corporation
hotmail	Microsoft
aws	Amazon
fujixerox	Xerox DNHC LLC
microsoft	Microsoft
youtube	Google (Charleston Road Registry Inc.)
kindle	Amazon
nexus	Google (Charleston Road Registry Inc.)
goog	Google (Charleston Road Registry Inc.)
krd	KRG Department of Information Technology
icu	One.com A/S
locus	Locus Analytics LLC
kyknet	Electronic Media Network Limited(M-Net)
emerson	Emerson Electric Co.
lancaster	LANCASTER

Technology (continued)

TLD	Applicant
next	Next plc
windows	Microsoft
webjet	Webjet Limited
drive	Google (Charleston Road Registry Inc.)
nikon	NIKON CORPORATION
sony	Sony
hangout	Google (Charleston Road Registry Inc.)
sandvik	Sandvik AB
sohu	Sohu.com Limited
acer	Acer Incorporated
ren	Beijing Qianxiang Wangjing Technology Development Co., Ltd.
moto	Google (Charleston Road Registry Inc.)
accenture	Accenture Global Services Limited
one	One.com A/S
ovh	OVH SAS
infy	Infosys Limited
slings	Hughes Satellite Systems Corporation
infosys	Infosys Limited
guge	Google (Charleston Road Registry Inc.)
baidu	Baidu, Inc.
ibm	International Business Machines Corporation
htc	HTC corporation
gdn	Joint Stock Company "Navigation-information systems"
ultrabook	Intel Corporation
apple	Apple Inc.

TLD	Applicant
drive	Amazon
bosch	Robert Bosch GMBH
skype	Microsoft
toshiba	TOSHIBA Corporation
plus	Google (Charleston Road Registry Inc.)
yahoo	Yahoo
philips	Koninklijke Philips Electronics N.V.
sharp	Sharp Corporation
mozaic	Qatar Telecom (Qtel)
sakura	SAKURA Internet Inc.
ifm	ifm electronic gmbh
yodobashi	YODOBASHI CAMERA CO., LTD.
norton	Symantec Corporation
airtel	Bharti Airtel Limited
shouji	QIHOO 360 TECHNOLOGY CO. LTD.
gmail	Google (Charleston Road Registry Inc.)
terra	Telefónica S.A.
unicorn	Unicorn a.s.
amazon	Amazon
tci	Asia Green IT System Bilgisayar San. ve Tic. Ltd. Sti.
tushu	Amazon
office	Microsoft
gbiz	Google (Charleston Road Registry Inc.)
iinet	Connect West Pty. Ltd. (iINET)
frogans	OP3FT
jmp	Matrix IP LLC
juniper	JUNIPER NETWORKS, INC.

TLD	Applicant
xerox	Xerox
brother	Brother Industries, Ltd.
intel	Intel Corporation
prime	Amazon
fast	Amazon
sas	Research IP LLC
gmo	GMO Internet
comcast	Comcast
oracle	Oracle Corporation
imdb	Amazon
aigo	aigo Digital Technology
liaison	Liaison Technologies, Incorporated
canon	Canon
ricoh	Ricoh Company, Ltd.
android	Google (Charleston Road Registry Inc.)
nec	NEC Corporation
flsmidth	FLSmidth A/S
gmx	1&1 Mail & Media GmbH
ggee	GMO Internet
bing	Microsoft
comsec	Verisign
nextdirect	Next plc
kred	KredTLD Pty Ltd
google	Google (Charleston Road Registry Inc.)
verisign	Verisign
azure	Microsoft
jprs	Japan Registry Services Co., Ltd.

Technology (continued)

TLD	Applicant
sfr	Societe Francaise du Radiotelephone (SFR)
orange	Orange Brand Services Limited
sap	SAP AG
dclk	Google (Charleston Road Registry Inc.)
quest	Quest ION Limited
flickr	Yahoo
netflix	Netflix, Inc.
symantec	Symantec Corporation
intuit	Intuit Administrative Services, Inc.
panasonic	Panasonic Corporation
kpn	KPN
hkt	PCCW-HKT DataCom Services Limited
fido	Rogers Communications Partnership
pccw	PCCW Enterprises Limited
smart	Smart Communications, Inc.
frontier	Frontier Communications Corporation
flir	FLIR Systems, Inc.
ericsson	Telefonaktiebolaget L M Ericsson
fujitsu	Fujitsu Limited
telecity	TelecityGroup International Limited
xperia	Sony
mma	MMA IARD
kddi	KDDI CORPORATION
mint	Intuit Administrative Services, Inc.
ses	SES
ftr	Frontier Communications Corporation

Transportation

TLD	Applicant
大众汽车	Volkswagen (China) Investment Co., Ltd.
fiat	Fiat Industrial S.p.A
aaa	American Automobile Association, Inc.
bridgestone	Bridgestone Corporation
virgin	Virgin Enterprises Limited
bmw	Bayerische Motoren Werke Aktiengesellschaft
lancia	Fiat Industrial S.p.A
mini	Bayerische Motoren Werke Aktiengesellschaft
airbus	Airbus S.A.S.
mtpc	Mitsubishi Tanabe Pharma Corporation
sas	Scandinavian Airlines System Group (SAS AB)
alfaromeo	Fiat Industrial S.p.A
ferrari	Fiat Industrial S.p.A
infiniti	NISSAN MOTOR CO., LTD.
tatamotors	Tata Motors Ltd
suzuki	SUZUKI MOTOR CORPORATION
fedex	Federal Express Corporation
caseih	Fiat Industrial S.p.A
dhl	Deutsche Post AG
toyota	Toyota
lexus	Toyota
hyundai	Hyundai Motor Company
man	MAN SE
jaguar	Jaguar Cars Limited
delta	Delta Air Lines, Inc.
bugatti	Bugatti International SA

TLD	Applicant
snCF	Société Nationale des Chemins de fer Français
chrysler	Chrysler Group LLC.
iveco	Fiat Industrial S.p.A
dodge	Chrysler Group LLC.
landrover	Land Rover
maserati	Fiat Industrial S.p.A
changiairport	Changi Airport Group (Singapore) Pte. Ltd
datsun	NISSAN MOTOR CO., LTD.
avianca	Aerovias del Continente Americano S.A. Avianca
audi	AUDI
uconnect	Chrysler Group LLC.
volkswagen	Volkswagen Group of America Inc.
bentley	Bentley Motors Limited
ups	UPS Market Driver, Inc.
ram	Chrysler Group LLC.
abarth	Fiat Industrial S.p.A
honda	Honda Motor Co., Ltd.
mopar	Chrysler Group LLC.
mitsubishi	Mitsubishi Corporation
jeep	Chrysler Group LLC.
nissan	NISSAN MOTOR CO., LTD.
case	Fiat Industrial S.p.A
newholland	Fiat Industrial S.p.A
srt	Chrysler Group LLC
kia	KIA MOTORS CORPORATION
lamborghini	Automobili Lamborghini S.p.A.
ford	Ford Motor Company

Transportation (continued)

TLD	Applicant
dunlop	The Goodyear Tire & Rubber Company
volvo	Volvo Holding Sverige Aktiebolag
adac	Allgemeiner Deutscher Automobil-Club e.V. (ADAC)
lincoln	Ford Motor Company
goodyear	The Goodyear Tire & Rubber Company
firestone	Bridgestone Corporation
seat	SEAT, S.A. (Sociedad Unipersonal)

Other

TLD	Applicant
香格里拉	Shangri-La International Hotel Management Limited
arte	Association Relative à la Télévision Européenne G.E.I.E.
agakhan	Fondation Aga Khan (Aga Khan Foundation)
wilmar	Wilmar International Limited
bom	NIC.br
nra	NRA Holdings Company, INC.
akdn	Fondation Aga Khan (Aga Khan Foundation)
lamer	ELC Online Inc.
livestrong	Lance Armstrong Foundation
monash	Monash University
latrobe	La Trobe University
rmit	Royal Melbourne Institute of Technology
bond	Bond University Limited
mit	Massachusetts Institute of Technology
ieee	.IEEE Global LLC
gop	Republican State Leadership Committee, Inc.
ceo	CEOTLD Pty Ltd
sener	Sener Ingeniería y Sistemas, S.A.
epson	Seiko Epson Corporation
duns	The Dun & Bradstreet Corporation
praxi	Praxi S.p.A.
monster	Monster, Inc.
toray	Toray Industries, Inc.
komatsu	Komatsu Ltd.
lixil	JS Group Corporation
cern	European Organization for Nuclear Research ("CERN")

TLD	Applicant
total	Total SA
woodside	Woodside Petroleum Limited
abb	ABB Ltd.
jio	Affinity Names, Inc.
deutschepost	Deutsche Post AG
bcg	The Boston Consulting Group, Inc.
rwe	RWE AG
aco	ACO Severin Ahlmann GmbH & Co. KG
dupont	E.I. du Pont de Nemours and Company
sew	SEW-EURODRIVE GmbH & Co KG
sandvikcoromant	Sandvik AB
bbb	Council of Better Business Bureaus, Inc.
edeka	EDEKA Verband kaufmännischer Genossenschaften e.V.
fairwinds	FairWinds Partners, LLC
seek	Seek Limited
weir	Weir Group IP Limited
walter	Sandvik AB
pitney	Pitney Bowes Inc.
ping	Karsten Manufacturing Corporation (Ping Registry Provider, Inc.)
leclerc	A.C.D. LEC Association des Centres Distributeurs Edouard Leclerc
auspost	Australian Postal Corporation
citadel	Citadel Domain LLC
origins	ELC Online Inc.
rogers	Rogers Communications Partnership
monster	Monster Worldwide, Inc.
csc	Alliance-One Services, Inc.
gallup	Gallup, Inc.



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