

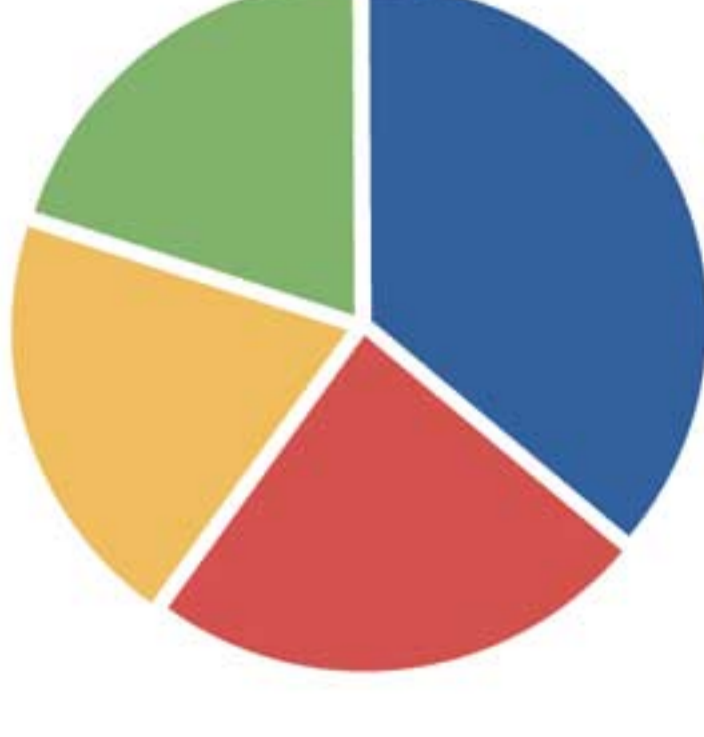
gTLDs Reinvent Digital Brand Strategy

Critical Drivers for CMOs in Next Generation of Internet

TOP BIG BRAND gTLD FILERS

101		13	
76		11	
14		10	
14		8	
14			

Emerging Key Brand Segments



36% - Retail & Consumer Goods
 24% - Media, Sports & Travel
 20% - Tech & Pharma
 20% - B2B, Financial Services & Non Profit

Retail & Consumer Goods

Famous Retail

Target, Walmart, Macys, Best Buy

Automotive

Hyundai, Ford, Goodyear, Toyota, BMW, Audi

Luxury

Gucci, Tiffany's, Chanel, Cartier, Mont Blanc

Consumer Packaged Goods

Heinz, Johnson & Johnson, DelMonte, Safeway

Media, Sports, & Travel

Food & Travel

Marriott, Delta, McDonalds, Cipriani

Games & Social

XBox, Lego, Sony, Flickr

Networks

Food Networks, BBC, HBO, ABC

Sports & Theater

Broadway.com, NFL, NBA, Netflix

Tech & Pharma

Imaging

Canon, Epson, Nikon

Software

Apple, Oracle, Intel, Microsoft

Pharma

Lilly, Cialis, Merck, Pfizer

Tech Services

AOL, Xerox, Verisign, Yahoo

B2B, Financial Services, & Non Profit

B2B

Deloitte, Accenture, KPMG, Dun & Bradstreet

Financial

JP Morgan, American Express, PNC, Capital One

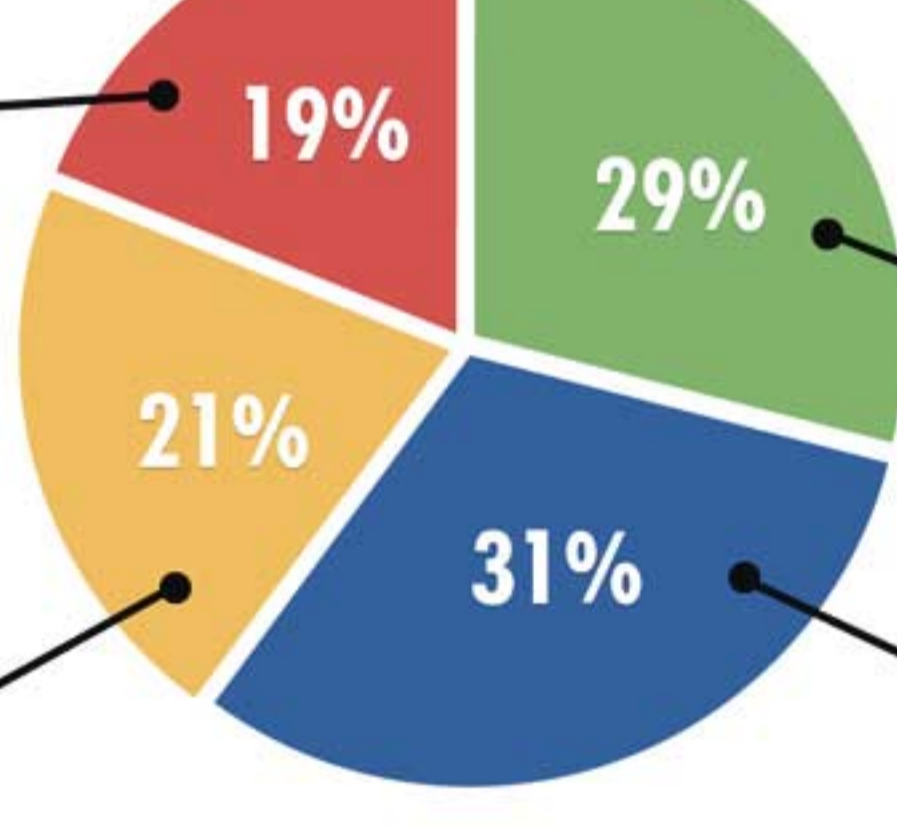
Insurance

State Farm, AllState, Travelers, Progressive

Non Profit

American Heart Association, AARP, Livestrong

Generic Categories



Media

app, art, audio, band, blog, film, football, game, music, network, news, channel, photos

Lifestyle

beauty, black, boats, cafe, design, diamonds, diet, cooking, fashion, fun, love, health

Search/Navigation

link, mail, nexus, now, online, search, watch, find, wiki

Company/Commerce

shopping, trading, shop, auction, business, coupon, dealer, deals

Generic & Brand Comparisons

Brand Category Applications

39%

Largest share of applications fell into retail and consumer goods category.

Generic Category Applications

61%

The majority of generics were lifestyle or company/commerce related terms that largely invoke brand categories.

7 large VC-backed gTLD companies filed for the majority of the brand generic strings.

Top Brand gTLD Strategies



Authenticity/Fight Counterfeiters



Robust Consumer Experience for Data Mining



Content Distribution - Evolving Beyond Cable



Catalyst for Disruptive Innovation

Top Brands Missing from gTLD



research and infographic provided by

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