



Opportunities in New Domain Names

Agenda: www.new.domains

- What's changed?
- How did it happen?
- How are new domain names being used?
- What does it mean for real estate brokers and agents?
- Why these new.domains are a strategic asset

Talking



House



TUNE CAR RADIO



TO



AM

FOR INFORMATION

.sucks, .wtf, .fail, .work

.wow .rocks

.website .online

.today

.tires

.photography



.dot

.nyc

.democrat & .republican

.pizza

.ooo .goo .foo .boo

.eco



.ninja .guru

.movistar

vie .film

.wtf *happened ?!?*

1998 US DoC Whitepaper: Management of Internet Names and Addresses

- Noted widespread dissatisfaction about the absence of competition in domain name registration
- The U.S. Government:
competition = greater innovation, consumer choice, and satisfaction

Proposed creation of:

- ① a new private, not-for-profit corporation to coordinate DNS functions for the benefit of the Internet as a whole
- ② new Domain Name Registrars
- ③ new Domain Names Registries

1998 US DoC Whitepaper: Management of Internet Names and Addresses

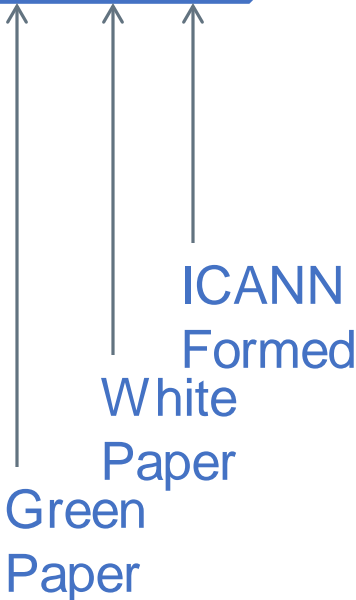
- Noted widespread dissatisfaction about the absence of competition in domain name registration
- The U.S. Government:
competition = greater innovation, consumer choice, and satisfaction

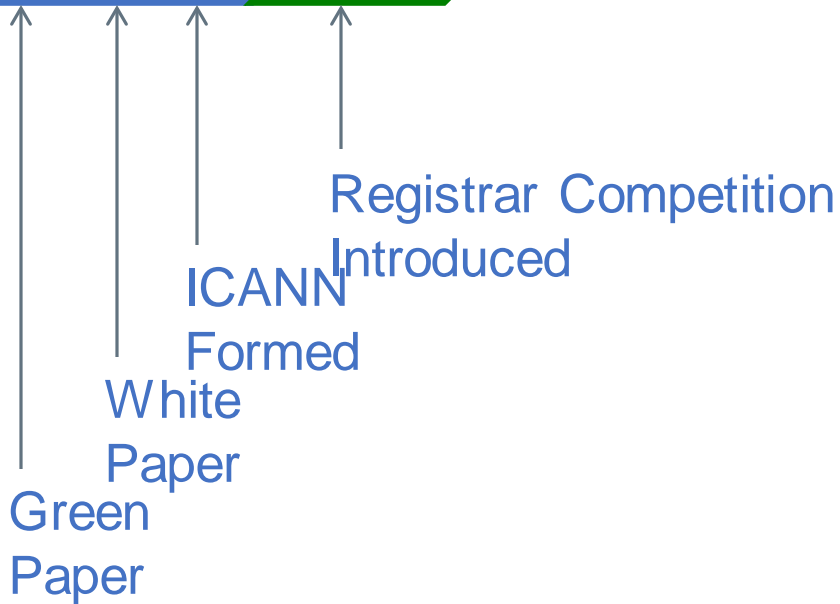
Proposed creation of:

- ① a new private, not-for-profit corporation to coordinate DNS functions for the benefit of the Internet as a whole
- ② new Domain Name Registrars
- ③ new Domain Names Registries



Too complicated!
Leave it for the new
corporation





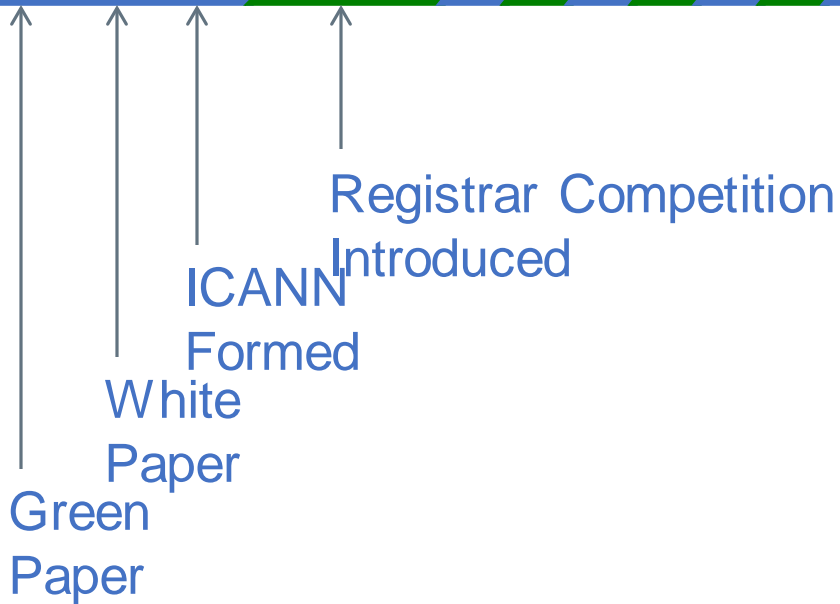


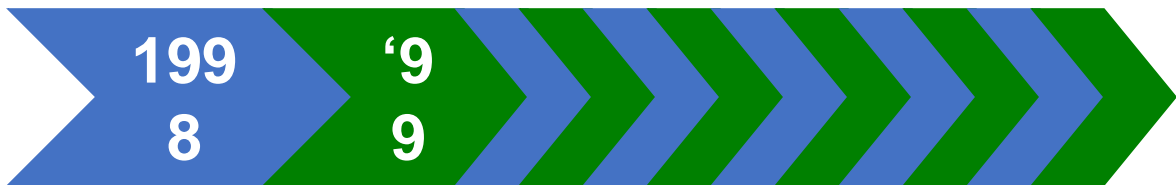
Green Paper

White Paper

ICANN Formed

Registrar Competition Introduced





Green Paper

White Paper

ICANN Formed

Registrar Competition Introduced

Four vertical arrows point upwards from the text labels to the corresponding segments of the timeline arrow.



199

8

'9

9

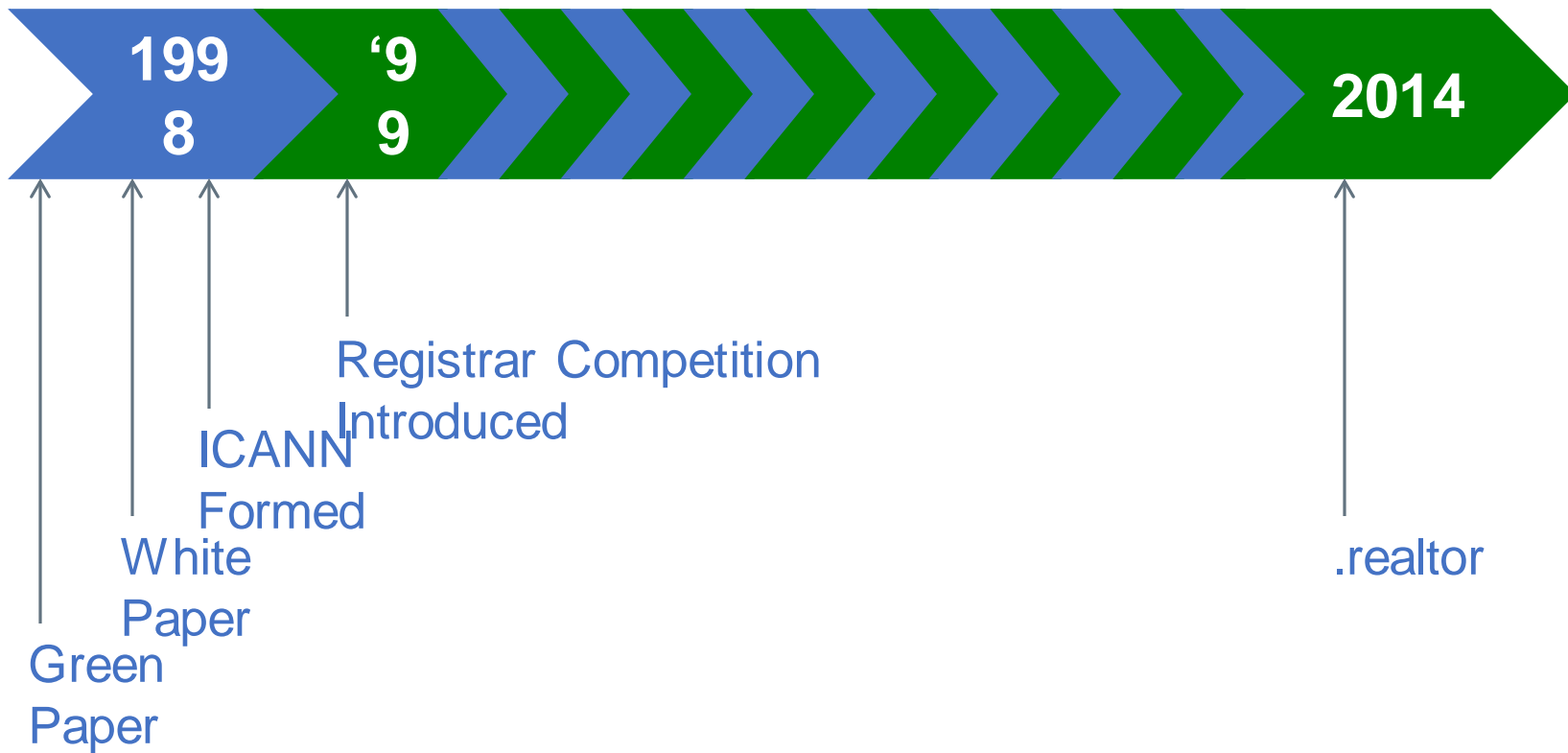


Green
Paper

White
Paper

ICANN
Formed

Registrar Competition
Introduced



What changed?

A thousand new options?

.com
.net
.org
.gov
.uk
.ch



.abogado	.caravan	.deals	.gal	.jetzt	.navy	.reise	.technology
.academy	.cards	.degree	.gallery	.jobs	.network	.reisen	.tel
.active	.care	.democrat	.gbiz	.joburg	.neustar	.ren	.tienda
.actor	.career	.dental	.gent	.juegos	.new	.rentals	.tips
.aero	.careers	.dentist	.gift	.kaufen	.nexus	.repair	.tirol
.agency	.casa	.desi	.gifts	.kim	.ngo	.report	.today
.airforce	.cash	.diamonds	.gives	.kitchen	.nhk	.republican	.tokyo
.allfinanz	.cat	.diet	.glass	.kiwi	.ninja	.rest	.tools
.alsace	.catering	.digital	.gle	.koeln	.nra	.restaurant	.top
.archi	.center	.direct	.global	.krd	.nrw	.reviews	.town
.army	.ceo	.directory	.globo	.kred	.nyc	.rich	.toys
.arpa	.cern	.discount	.gmail	.lacaixa	.okinawa	.rio	.trade
.asia	.channel	.dnp	.gmo	.land	.ong	.rip	.training
.associates	.cheap	.domains	.gmx	.lawyer	.onl	.rocks	.travel
.attorney	.christmas	.durban	.google	.lease	.ooo	.rodeo	.tui
.auction	.chrome	.dvag	.gop	.lgbt	.organic	.rsvp	.university
.audio	.church	.eat	.graphics	.life	.otsuka	.ruhr	.uno
.autos	.citic	.education	.gratis	.lighting	.ovh	.ryukyu	.uol
.axa	.city	.email	.green	.limited	.paris	.saarland	.vacations
.band	.claims	.engineer	.gripe	.limo	.partners	.sarl	.vegas
.bar	.cleaning	.equipment	.guide	.link	.parts	.sca	.ventures
.bargains	.click	.esq	.guitars	.loans	.pharmacy	.scb	.vet
.bayern	.clinic	.estate	.guru	.london	.photo	.schmidt	.viajes
.beer	.clothing	.eus	.hamburg	.lotto	.photos	.schule	.villas
.berlin	.club	.events	.haus	.ltda	.physio	.scot	.vision
.best	.codes	.exchange	.healthcare	.luxe	.pics	.services	.vlaanderen
.bid	.coffee	.expert	.help	.luxury	.pictures	.sexy	.vodka
.bike	.college	.exposed	.here	.maison	.pink	.shiksha	.vote
.bio	.cologne	.fail	.hiphop	.mango	.pizza	.shoes	.voting
.black	.community	.farm	.hiv	.market	.place	.singles	.voto
.blue	.company	.feedback	.holdings	.marketing	.plumbing	.social	.voyage
.bmw	.computer	.finance	.holiday	.media	.pohl	.software	.wales
.bnpparibas	.condos	.financial	.homes	.meet	.poker	.sohu	.wang
.boo	.consulting	.fish	.horse	.melbourne	.post	.solar	.watch
.boutique	.cooking	.fishing	.host	.meme	.praxi	.solutions	.webcam
.brussels	.cool	.fitness	.hosting	.menu	.press	.soy	.website
.budapest	.coop	.flights	.house	.miami	.pro	.space	.wed
.build	.country	.florist	.how	.mini	.prod	.spiegel	.wedding
.builders	.credit	.flsmidth	.ibm	.mobi	.prof	.supplies	.whoswho
.business	.creditcard	.fly	.immo	.moda	.properties	.supply	.wien
.buzz	.crs	.foo	.immobilien	.moe	.property	.support	.wiki
.bzh	.cruises	.forsale	.industries	.monash	.pub	.surf	.wme
.cab	.cuisinella	.foundation	.info	.mortgage	.qpon	.surgery	.work
.cal	.cymru	.fri	.ing	.moscow	.quebec	.suzuki	.works
.camera	.dad	.frogans	.ink	.mov	.realtor	.systems	.world
.camp	.dance	.fund	.institute	.museum	.recipes	.tatar	.wtc
.capetown	.dating	.furniture	.insure	.nagoya	.red	.tattoo	.wtf
.capital	.dav	.futbol	.int	.name	.rehab	.tax	.xvz

How are these new domain name extensions doing?

- 737 new domain name registries

with 7 million domain name registrations

- 1290 possible new registries

- Some of the best to come

- Music
- Art
- Inc

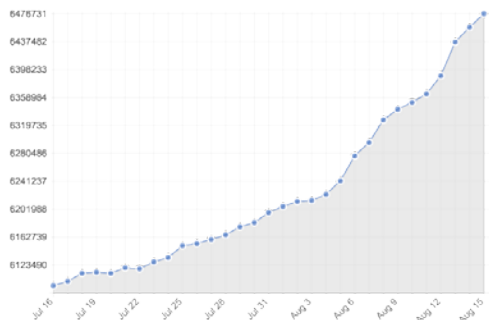
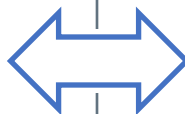
- 21 “gTLDs” (.com, .net, .org)

with 150 million registrations

- 251 ccTLDs

(plus 31 “internationalized” ccTLDs)

with 140 million registrations



Who is using new domain extensions?

Leading the way.....

- Geographic Names
- Celebrities
- Brands
- Pop Culture

PARK

icon 

Over 200 Locations
Lowest Rates In New York

1-877-PARKING

1-877-727-5464

wepark.nyc

VARICK STREET
PARKING LLC
422.37
422.39
84.43
13.52
10.25% NYC PARKING TAX ADCL
114-122 VARICK STREET
CAP. 36 LIC # 1078689
OPEN 24 HOURS

WTFDIJS?
THE WAY MORE FUN

sax
wind
brass
.london

[GET HELP](#)

BORN THIS WAY.FOUNDATION

EMPOWERING YOUTH ★ INSPIRING BRAVERY

[MENU](#)

Our Mission

Born This Way Foundation is committed to supporting the wellness of young people, and empowering them to create a kinder and braver world. We achieve this by shining a light on real people, quality research and authentic partnerships.



Julian Lennon ✓

@JulianLennon

+ Follow

Cynthia Lennon - In Loving Memory
cynthialennon.memorial



RETWEETS

5,454

FAVORITES

4,931



8:06 AM - 1 Apr 2015

V² - Red Carpet Interview at the 2014 Los Angeles Music Awards

<https://youtu.be/iamTrHbvcpw>    More 



2:18 / 2:55   YouTube

BIG MAC

ROCKS

Restaurant-Gigs gewinnen!

Gratis Armband mit Gewinncode zu jedem Package.
Code auf www.bigmac.rocks eingeben.



29

Big Mac Menü und Armband* mit Gewinnspiel-Code

Big Mac Menü, 9 Ch und Armband* mit G





'The Hunger Games: Mockingjay, Part 2' trailer (HD)

NY Daily News

NY Daily News
DAILY NEWS



IN THEATERS
NOVEMBER 20

 @THEHUNGERGAMES

 @THEHUNGERGAMES



#MOCKINGJAYPART2 #UNITE
THEHUNGERGAMES.MOVIE
TM & © 2015 LIONSGATE ENTERTAINMENT INC. ALL RIGHTS RESERVED.

[17/21:10]
LIONSGATE



01:43 / 01:46



664

BARC.L 261.65p ↓ -0.45

Contact Us



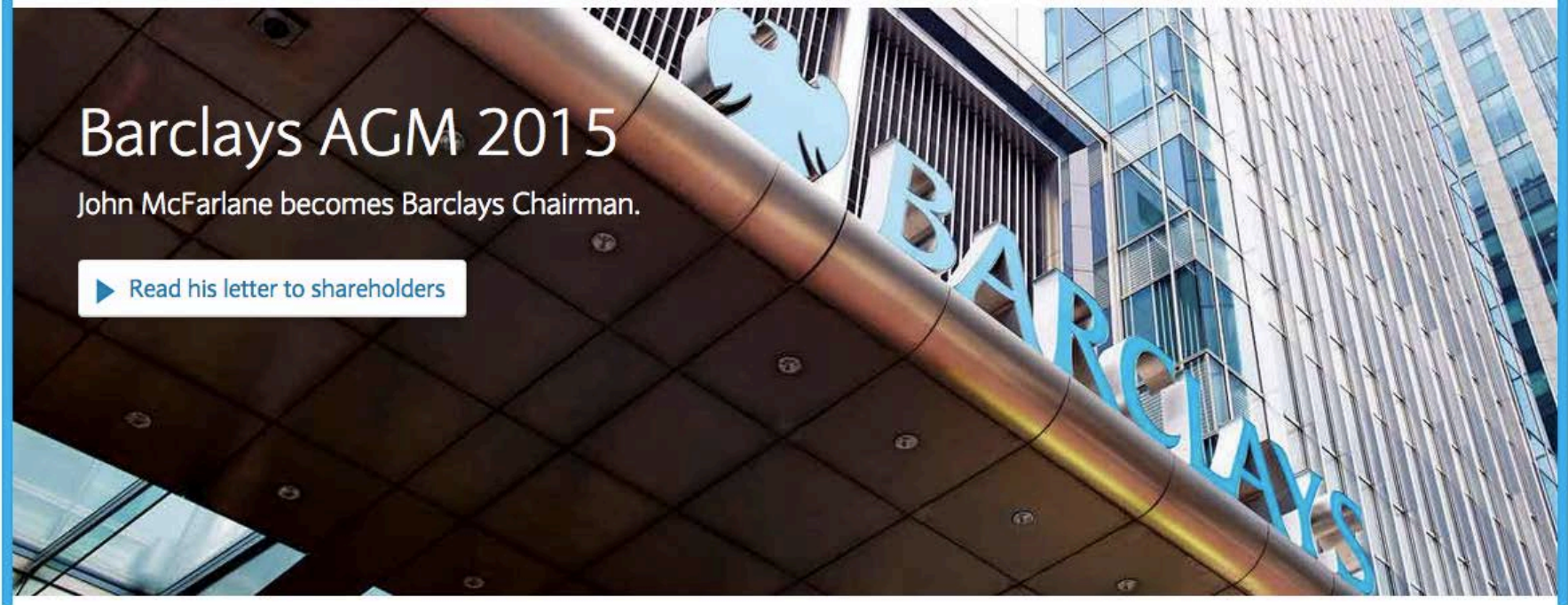
[News](#) [About us](#) [Investor Relations](#) [Citizenship](#) [Careers](#)

[Products and services](#)

Barclays AGM 2015

John McFarlane becomes Barclays Chairman.

[▶ Read his letter to shareholders](#)





Companies that did not apply:

- Facebook
- Ebay
- Twitter
- Groupon
- Uber
- Verizon
- Time Warner
- Procter & Gamble
- Coca-Cola
- Pepsi
- Sears
- Budweiser
- KFC
- Kraft
- Unilever
- Nestle



.today



.shop



.clothing



CHECANOS EN LA WEB FOTOS VIDEOS INFO AND FREE CDS
WWW.DJSLATINOS.COOL



NO SOLO TOCAMOS MUSICA

NOSOTROS LE PONEMOS EL SABOR A TU FIESTA

646-320-8244

- BODAS
- BAUTIZOS
- XV AÑOS
- COMUNIONES
- EVENTOS CORPORATIVOS
- Iglesias
- RECAUDACIONES DE FONDOS
- FERIAS
- CARNAVALES Y MAS..

- PROFESSIONAL, RELIABLE AND AFFORDABLE NY PARTY DJ SERVICE
- PERSONAL ATTENTION AND UNLIMITED CLIENT MEETINGS
- INSURANCE UPON REQUEST
- MULTIPLE AUDIO AND LIGHTING OPTIONS
- CROWD MOTIVATION WITHOUT BEING OBNOXIOUS
- GREAT GIVEAWAYS
- A LIFETIME OF UNFORGETTABLE MEMORIES

WWW.LOVATO.CLUB

WWW.LOVATO.CLUB



0:46 / 1:10



How does this affect you?

Risks

Opportunities

- **.realtor**
- **.realestate**

- **.realtor**
- **.realestate**
- **.realty**
- **.rent**
- **.properties**
- **.build**
- **homesearch.club**

.RENTALS

.PLACE

.MAISON

.HOUSE

.LOANS

.LAND

.KITCHEN

.GLASS

.FARM

.ENGINEERING

- .realtor
- .realestate
- .realty
- .rent
- .properties
- .build
- homesearch.club

.LIGHTING

.PROPERTIES

.PLUMBING

.INVESTMENTS

.ESTATE

.CONDOS

.BUILDERS

.COMMUNITY

.CONSTRUCTION

.CONTRACTORS



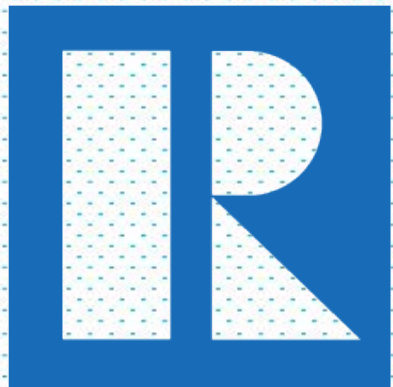
.realtor

Identity



www.monicasmith.realtor

Branding



REALTOR[®]





Convenience



Marketing



.REALTOR

Branding

- Safe
- Trusted
- Available to licensed Realtors only
- Effective SEO results

Selling

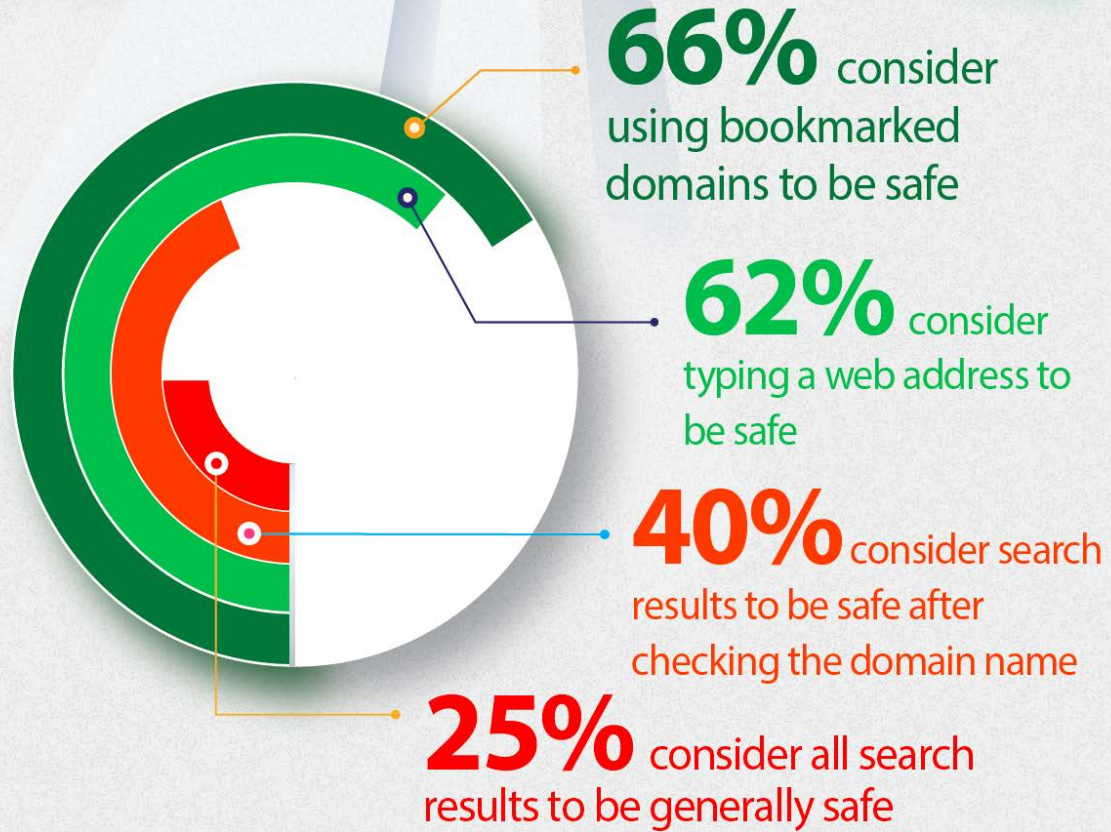
- Part of the pop culture
- Ahead of the curve
- Semantic connections in short, memorable domain names

www.monicasmith.realtor

People Like to Use Domain Names & “Get” New Domain Names

Internet users believe using domain names is the **SAFEST** way to navigate²

Internet Users Trust Domain Names



CONSUMERS like new domain extensions¹

of Internet users want
more domain extensions

60%

A pie chart is displayed on a computer monitor. The chart is divided into two segments: a larger green segment representing 60% and a smaller grey segment representing 40%. The text '60%' is written in white over the green segment. The monitor is a simple grey desktop computer with a silver stand.



ONLINE STRATEGY

Recent studies suggest that 95% of businesses feel that having access to new gTLDs will enhance their existing online strategy.



CONSUMER TRUST

Research on new gTLDs suggest that consumers who shop online on a daily basis are 80% more likely to enter a company's web address into their internet browser to get to a website, rather than using a search engine.

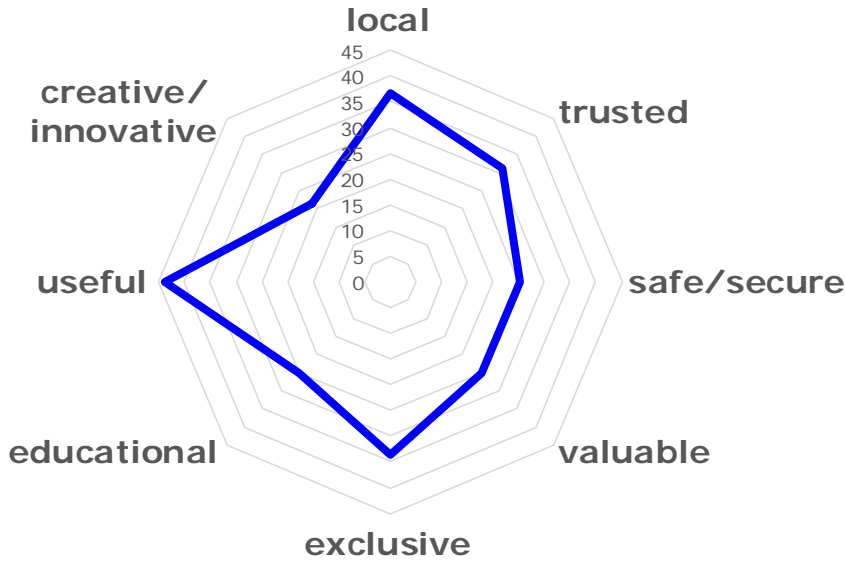
I do this all or part of the time:

- Type the domain name address 85%
directly into the browser address bar
- Type a company or relevant term
into a search engine 93%

Where would you go to pay bills online?

onlinepayments.com	48%	} 48%
onlinepayments.us	5%	
onlinepayments.bank	11%	
onlinepayments.cpa	1%	
onlinepayments.finance	1%	
onlinepayments.secure	35%	

INTRINSIC VALUES



industry verticals

The Conclusions (finally):

- The environment has changed; new domain names are here to stay:
 - Users trust domain names
 - Users “get” new domain names
- Domain names offer new branding opportunities:
 - Semantically matched, memorable and short names
 - Good SEO results
- The .realtor domain name extension offers branding opportunities that are:
 - safe
 - recognizable
 - memorable
 - effective
- Other names: e.g., .realestate, .rentals, .properties, .build, offer new opportunities for real estate professionals and their business partners to establish new name and brands that will appeal to the next generations of home buyers

Thank You

Kurt Pritz
kpritz@thedna.org