

Research Brief 2014

INTERNATIONAL gTLD AWARENESS REPORT



OVERVIEW

A gTLD (generic Top-Level Domain) is the suffix at the end of a web address, such as “.com,” “.net,” or “.org.” For nearly two decades, the Internet’s governing body, the Internet Corporation for Assigned Names and Numbers (ICANN), has slowly introduced new extensions it deemed appropriate for public use.

In 2008, the organization began a process to fundamentally change the way people navigate online by introducing the possibility of an unlimited number of domain extensions that any company or individual could apply to manage. At the close of its application process in 2012, ICANN had received nearly 2,000 applications from companies including Google, Amazon.com, Microsoft, AOL, HBO, American Express, McDonalds, L’Oréal, Nike, Chrysler, Wal-Mart and many others to create and manage new gTLDs. After lengthy approvals, the first new extensions started to become available for public use at the beginning of 2014. Up to 1,000 new domain extensions could be introduced within the first year with the potential for even more over the years to come.

The goal of this research is to uncover whether people are aware that new gTLDs have begun to launch, gauge public perception on their usefulness and determine whether or not businesses plan to take advantage of them. Over the course of May 2014, 1,150 respondents from the United States, United Kingdom, Germany and China were queried via SurveyMonkey, an online survey services provider.



KEY FINDINGS

The most significant findings of the “International gTLD Awareness Report” are:

China’s understanding and acceptance of new gTLDs is far greater than other countries surveyed

By nearly every measure – from the percentage of people who are aware of gTLDs, to those who understand the different phases of their rollout – Chinese respondents showed that they are far more knowledgeable about new gTLDs and the domain industry in general. In addition, an overwhelming majority of Chinese respondents (86 percent) said that they believe introducing new gTLDs was a good idea. This is most likely an indication that there was a market need and subsequent excitement for Internationalized Domain Names (IDNs), which are part of the rollout of new gTLDs, and will enable native speakers of Chinese and other languages to use domain names in their native script for the first time.

Awareness of new gTLDs is growing, but there is still a significant need for more education

People are becoming increasingly knowledgeable about the introduction of new gTLDs. Compared to a 2013 survey of Americans in marketing professions, which was also conducted by Sedo, awareness among those in similar roles has increased considerably, from 25 percent previously to 40 percent this year. This level of awareness is fairly consistent across all respondents, with 41 percent of the 1,150 people surveyed aware that new gTLDs have launched, 40 percent unaware and 19 percent who said it sounded familiar but they weren’t sure. Clearly there is still room for organizations in the domain industry to continue educating businesses and the general public, which must happen in order for new gTLDs to ultimately be successful.

Marketing professionals in the U.S. are far more skeptical about gTLDs than their peers in other countries

Those who hold marketing roles in the U.S. appeared to be more negative about the launch of new gTLDs than any other group, including their counterparts in other countries. This suggests that recent campaigns against new gTLDs from organizations such as Verisign and the Association of National Advertisers have been successful influencing opinions. Among marketers in the U.S., 75 percent said that new gTLDs would make the Internet more confusing, a belief held by only 50 percent of total U.S. respondents and 43 percent of all respondents globally. In addition, this is a much higher number than a year ago, when only 62 percent of U.S. marketers said new gTLDs would make the Internet more confusing.

The underlying theme throughout all the results is that awareness and acceptance of new gTLDs is still the biggest hurdle for them to ultimately be successful. However, this becomes less of a concern moving from West to East across the globe, from the U.S. to England, Germany and China.

In general, awareness is fairly strong, considering that the first new gTLD was only introduced to the Internet a few months before the survey was conducted, and knowledge will increase naturally as others are introduced and start to be used by companies and individuals.

QUESTION CATEGORIES



Questions posed to survey respondents can be designated into six different categories which can be found in different sections of this report. They are:

- About the Respondents
- Domain Usage
- New gTLD Awareness & Usage
- New gTLD Perception
- Domain & Trademark Knowledge
- New gTLD & Search Perception

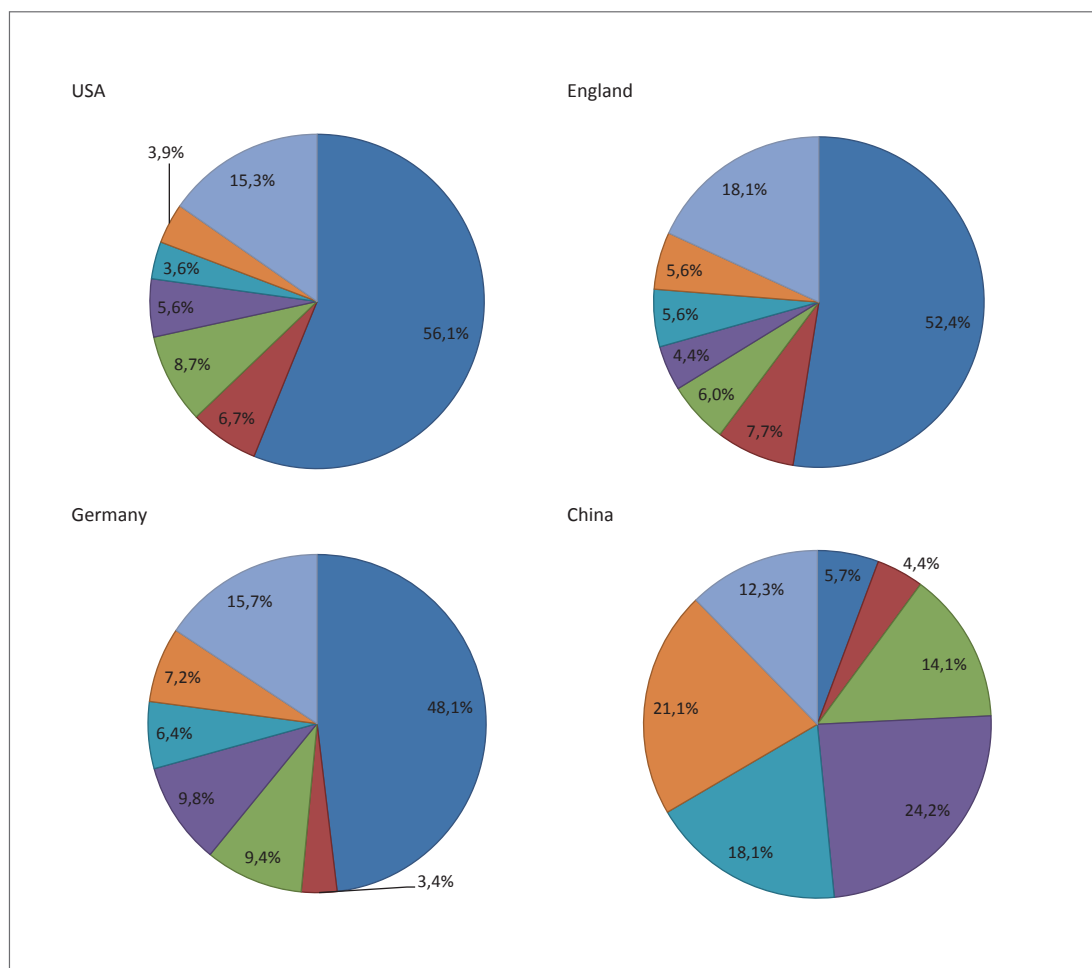
ABOUT THE RESPONDENTS

In total, 1,150 people were surveyed. This is comprised of 608 respondents in the U.S., 248 in England, 235 in Germany and 241 in China. They were asked the following questions to give a general overview of the demographic makeup.

How many employees does your organization have?

People surveyed worked for organizations that range in size from small businesses with only a few people, to large enterprises with more than a thousand. Small businesses were better represented in the U.S., England and Germany, while organizations in China skewed larger.

● 0-25 ● 25-50 ● 50-100 ● 100-250 ● 250-500 ● 500-1,000 ● More than 1,000



READ THE FULL REPORT

containing 32 pages of insightful diagrams and more survey findings. Just send us a quick email to:

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and we will send you the full report shortly.

ALL THINGS gTLDs AT **sedo.com/gtlds**

SEDO BY THE NUMBERS

Sedo, an acronym for **Search Engine for Domain Offers**, is the **leading auction platform and marketplace for premium domains and is a one-stop shop domain solution provider**, offering a broad range of domain name-related products and services. Sedo supports the full life cycle of a domain name, offering products and services which fulfill the needs of domain buyers and sellers, as well as our partners. **This includes buying and selling, auctioning and monetizing domains, appraisals and valuation, transfer and escrow services and domain brokerage.** Sedo connects buyers and sellers, making it simple for individuals and companies alike to acquire the domains they need for their online success.

Sedo's top priority has always been the use of research and development as an avenue to innovate and expand services. **With a wide range of domain name services and unparalleled customer service**, Sedo is positioned to continue its growth as a **complete domain service provider** with an **internationally recognized brand**.

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Over 2 million clients worldwide

180 Buyer Countries

Over 4 million domains parked

More than 3,500 domain transactions per month

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