

Domain Names – the future or the past?

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Domain Names – the future or the past?

- Will domains be replaced by a technological or media innovation?
- What is a domains projected life value as an investment or asset?

Why we use domain names

- *“Domains make it easier for people to use the Web.”*
- Used for:
 - Web sites – places we put content and create brands
 - Email – method of sending content to other people
 - Navigation – method of finding content

Will domains be replaced by a technological or media innovation?

- Alternative functionality to domain names?
 - Social Media
 - Google (Search) to the desktop and mobile touch points

Look at Social Media

- Facebook
 - More than 400 million active users
 - 50% of our active users log on to Facebook in any given day
 - Average user has 130 friends
 - People spend over 500 billion minutes per month on Facebook

Facebook continued

- There are more than 100 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are two times more active on Facebook than non-mobile users.
- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

Facebook continued

- More than one million developers and entrepreneurs from more than 180 countries
- Every month, more than 70% of Facebook users engage with Platform applications
- More than 550,000 active applications currently on Facebook Platform
- More than 250,000 websites have integrated with Facebook Platform
- More than 100 million Facebook users engage with Facebook on external websites every month
- Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have integrated with Facebook

Look at Social Media

- Twitter
 - 50 million tweets are posted every day. That's an average of 600 tweets per second.
 - More than 400 million active users
 - Fortune 100 loves Twitter

Fortune 100 using at least one Social Media Platform

134 tweets

106 shares

21 shares

WordPress

Blogger

More

Most Global Companies Use At Least One Social Media Platform

More than one-half (79%) of the top 100 companies in the *Fortune* Global 500 index are using at least one of the social media platforms (Twitter, Facebook, YouTube or corporate blogs) considered in this study.

Global Companies Using at Least One Social Media Platform

Region	Percentage
Total	79%
U.S.	86%
Europe	88%
Asia-Pacific	50%

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share

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full

Fortune 100 using at all four Social Media Platform



Fortune 100 most popular Social Media

134 tweets

106 shares

21 shares

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Blogger

More

Global Companies Find Value from Engaging in Social Media

Twitter is the most popular social media tool among *Fortune* Global 100 companies, with almost two-thirds (65%) having a presence on the social network. At least one-half are reaching audiences through Facebook (54%) and YouTube (50%). One-third maintain corporate blogs.

Percentage of *Fortune* Global 100 Companies with...

Social Media Platform	Percentage
Twitter accounts	65%
Facebook fan pages	54%
YouTube channels	50%
Corporate blogs	33%

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Fortune 100 – many have multiple accounts

The slide features a sidebar on the left with social media sharing options: 134 tweets, 106 shares, 21 shares, and buttons for Twitter, Facebook, Buzz, WordPress, Blogger, and More.

Companies on Twitter Have Multiple Active Accounts

For example, AT&T has multiple accounts for consumer information, corporate news, local search, different communities and business information.

- ATTNews**: atatt
- ATTDeals**: atatt
- attJOBS**: atatt
- ATTmusic**: atatt
- ATTCustomerCare**: atatt
- shareatt**: atatt
- smallbizinSite**: atatt

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Good News

- The Internet grew by 1 million domain names in the first quarter of 2010, Domain Name Industry Brief published by VeriSign, Inc.
- The Domain Name Industry ended the first quarter of 2010 with a base of more than 193 million domain name registrations across all of the Top Level Domain Names (TLDs), an increase of 11 million domain name registrations, or 6 percent, compared to the first quarter of 2009.

Can Social Media replace Domain Names?

- In my opinion NO!
- Why?
 - There is no market for trading Social media handles/names.
 - There is only a weak system for handling name disputes and trademark issues. It's insufficient to handle a global naming system.
 - Major brand holders would not want to share a brand with Facebook or Twitter.
 - Social media companies are private and do not have a regulatory body enforcing rules and procedures, placing all work you do to your Social Media Fan pages – at risk.

Can Google (Search) replace Domain Names?

- In my opinion NO!
- Why?
 - Not even corporate brand holders want to give Google a monopoly over their brands.
 - Even though search can take away much direct navigation opportunities theoretically, the domain is still a core component of how search ranks relevancy of a query response.

Summary

- Domain industry is growing in parallel with growing search usage, social media usage, and mobile access.
- Use Social Media for its viral properties, and leave brands on domains under your direct control.
- Google (search) will never become such a monopoly that they will control most of what people see and brands they interact with. Domains stay foundational to the system.