

Case Study

**.BROKER, .CFD, .FOREX,
.MARKETS, .TRADING,
.SPREADBETTING**

“Boston Ivy’s domains are a unique and innovative way for companies to reach out and make that direct connection with their audience. In the competitive world of financial services, these TLDs are a way to clearly signpost your business and rise above the noise.”



BOSTONIVY
REGISTRY

 Website
<http://Bostonivy.co>

 Registry Name
Boston Ivy Registry

 Location
London, UK

Background

IG Group (IG), a Financial Times Stock Exchange (FTSE) 250 trading corporation, saw an opportunity in the competitive and digitally savvy financial services industry to help companies, traders and brokers evolve their web presences. Through the New gTLD Program, IG developed a portfolio of six generic top-level domains (gTLDs): .BROKER, .CFD [“Contracts for Difference”], .FOREX, .MARKETS, .SPREADBETTING and .TRADING. The company carefully selected its gTLD portfolio to match its current service offerings, potential growth categories, and valuable search terms and keywords. To manage the TLDs, IG created wholly owned subsidiary group Boston Ivy, which is based out of IG’s London, U.K. office.

Objectives

Boston Ivy’s goal is to build an ecosystem around its gTLDs and facilitate a high rate of end-user adoption by serving the financial services sector. The company is actively developing content specific to this niche audience. For example, it hired a team of veteran financial journalists to create content for its website news.markets, a daily news portal focused on financial markets and leveraging the .MARKETS TLD. The opportunities available with these new gTLDs allow IG and other financial companies to tailor their web presences in a way they couldn’t before – whether it’s educating users new to the industry, targeting potential customers in the pipeline, or engaging and retaining an existing customer base. These companies can now utilize different web addresses specific to certain product offerings or to communicate with different audiences. IG has done as much with websites such as IG.forex, IG.spreadbetting and Learn.spreadbetting.

Boston Ivy is also actively addressing concerns about consumer trust in the financial services industry by validating registrants seeking domain names in its .CFD and .SPREADBETTING gTLDs pre-registration. As such, end users accessing websites on these gTLDs will do so knowing that the sites are associated with regulated financial entities and are therefore legitimate sources for information and product/service offerings. In turn, and by securing a domain name in one of these two validated TLDs, financial providers will have a badge of authority that can be leveraged for their own marketing purposes and to differentiate themselves from a crowded and confusing market.

TRIVIA

-  Date TLD available on Internet: **All six gTLDs went live between May and October 2015**
-  Number of registrations: **Nearly 800 (across all six gTLDs)**
-  **While financial companies are the target market for this suite of gTLDs, the .MARKETS and .BROKER gTLDs offer additional domain registration opportunities in other industry verticals (ex: food.markets, insurance.broker, etc).**

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats



1930

total applications received by the deadline (May 2012)

1200+

new gTLDs or "strings" possible

Language Options



1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region



17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean

Safeguards In Place



17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.



One World, One Internet

