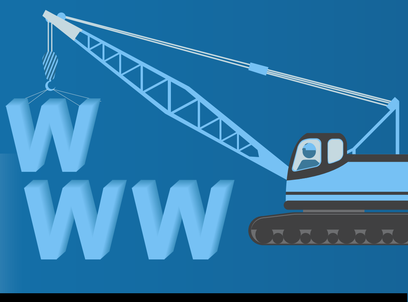
WHAT'S NEXT FOR THE NEW TLDS IN 2016?



QUOTES BY 16 DOMAIN INDUSTRY INSIDERS

+500

+500 new top level domains launched since 2013 incl. .club, .london and .golf.

11 MILLION

11M domain registrations until end 2015. That's **one every five seconds.**

ACQUISITIONS

"Most new TLDs have unsupportable business models and economics, and we will see the first wave of consolidation"

***Gary Fisher**, Accent Media*

"I anticipate additional consolidation in the domain name industry"

***Mason Cole**, Donuts Inc.*

NEW TLD LAUNCHES

"Highly contended new TLDs should enter general availability during 2016"

***Michele Neylon**, Blacknight Solutions*

"I'm on record as saying that .web will be a great new gTLD...My prediction for the top release in 2016"

***Joe Alagna,** 101domain.com*

"The New gTLD program is about more options and better left.right combinations. I would prefer credit.cards over creditcards.web any day of the year"

***Konstantinos Zournas,** OnlineDomain.com*

DOT BRANDS

"No brand has yet truly stepped up and embraced their .Brand web address...I'll stick my neck out and predict that in 2016 we'll finally see that happen"

***Jeff Sass**, .CLUB Domains*

"In 2016, Google will move from google.com to search.google. From gmail.com to mail.google. calendar.google.com to calendar.google"

***Sean Ottey**, Rightside*

THE CHINESE DOMAIN MARKET

"Aftermarket prices for domains in China will reach a plateau or even correct downward at some point during 2016...New TLDs will be hit much harder than established extensions"

Joseph Peterson

"...All of a sudden Chinese investors get all interested in a TLD, and not because of specific business development targeted at China"

***Rubens Kuhl.** nic.br*

MARKETING AND AWARENESS

"In 2016, I strongly believe we will start to see ads using new domain names in the street of Europe"

***Jean Guillon**, Jovenet Consulting*

"New gTLDs that bundle additional services such as an 'easy setup' website will boost traction while cultivating further growth"

***Christa Taylor**, DotTBA*

"Some of the industry will be shifting to a more commercial focus from the previously held policy and technical concerns"

***Tony Kirsch**, Neustar*

"New models will emerge and gain traction, more specific and targeted to the industries and niches they represent"

***Kathy Nielsen,** DigitalStrategies.Marketing*

NEXT ROUND

"We still won't know when round 2 will begin"

***Rob Rozicki**, Dot Ski*

THE NUMBERS GAME

"I could easily see us reaching the 25M registrations in 2016"

***Bill Hartzer**, Globe Runner*

"New top level domain registrations soar toward 100 million as mass brand adoption, development and education efforts gain traction"

***Bill Doshier**, DotStrategy*