



Domain Name Trends 2026

Registration patterns shaping global domain
name strategy and brand protection



Managing domain names on an enterprise level can be complex, with organizations often overseeing portfolios of hundreds or even thousands of domains.

Every company has a different approach based on factors such as markets in which it operates, trademarks it owns, and its level of exposure to fraud. Domain management can also involve multiple stakeholders. Decisions about domain registrations may span departments, brand owners, or geographies, adding further complexity.

As a result, a common question we hear is, “Which domain names should we register?” In this report, we examine high-level data on the most registered domain extensions by large corporations. We also outline key factors organizations should consider when building and managing an effective domain portfolio.

Unsurprisingly, the most registered, top-level domains (TLDs) are .com and .net, which are used globally. The three other generic top-level domains (gTLDs) on the list are .org, .biz, and .info. These domains have been available for a long time and are open to anyone to register. All other domain name extensions are country-code top-level domains (ccTLDs). Their appearance on the list makes sense, as most belong to the largest countries by gross domestic product (GDP)—although, notably, India (.in) and Russia (.ru) don’t appear on the most used domains list.

The one outlier is .co, the ccTLD for Colombia, which doesn’t appear on the 20 highest GDP list, but is on the top 20 most used domains list.

Why is this the case?

First, the Colombian registry outsourced registry operations to Team Internet (a U.K. company). Additionally, many organizations register this domain extension, anticipating its fraudulent use as a typo of .com—a serious risk for many.

Domain registrations across global companies

	GLOBAL RANKING
.com	1
.net	2
.co.uk	3
.org	4
.info	5
.com.au	6
.fr	7
.de	8
.biz	9
.eu	10
.us	11
.ca	12
.uk	13
.au	14
.nl	15
.co	16
.it	17
.es	18
.ch	19
.cn	20



gTLDs

Unrestricted, open to all

Examples:

.com

.net

.info

VS.



ccTLDs

Specific to a country or region

Examples:

.uk (U.K.)

.mx (Mexico)

.asia (Asia)

Domain registrations across EMEA companies

EMEA companies are more likely to own ccTLDs compared with the Americas. One thing to note with most European countries is that their extensions are available on a first-come, first-served basis, but may have some requirements, such as an address within the European Union (EU).



	EMEA RANKING	GLOBAL RANKING
.com	1	1
.co.uk	2	3
.fr	3	7
.net	4	2
.de	5	8
.org	6	4
.eu	7	10
.uk	8	13
.info	9	5
.nl	10	15
.biz	11	9
.se	12	21
.it	13	17
.ch	14	19
.es	15	18
.be	16	23
.dk	17	26
.us	18	11
.at	19	27
.cn	20	20

Domain registrations across Asia-Pacific companies

In the APAC region, domain registrations often include both ccTLDs and more restricted, second-level domains under those ccTLDs. For example, Hong Kong uses both .hk and .com.hk, Singapore uses .sg and .com.sg, and New Zealand uses .nz and .co.nz. The only generic top-level domain in this list is .asia, similar to the .eu in the EMEA list, which launched more than 10 years ago.



	APAC RANKING	GLOBAL RANKING
.com.au	1	6
.com	2	1
.au	3	14
.co.nz	4	24
.net	5	2
.net.au	6	45
.org	7	4
.co.uk	8	3
.cn	9	20
.com.sg	10	47
.nz	11	58
.sg	12	44
.co	13	16
.com.hk	14	54
.hk	15	40
.com.cn	16	31
.biz	17	9
.info	18	5
.asia	19	28
.org.au	20	122

Domain registrations across North American companies

Clearly, gTLDs heavily dominate this list, accounting for the top five, followed by a mix of ccTLDs across the world. One notable entry is .tv, the country code for Tuvalu, a South Pacific island nation. Rather than being used primarily for country-specific registrations, .tv has been widely adopted by media companies because of its association with television, making it effectively an industry-themed extension.

The key takeaway from these results is that the geographic location of large corporations will see a difference in the local ccTLDs registered. Generic top-level domains still play a massive part in all regions across the world. Finally, organizations often register repurposed domains for brand protection purposes. For example, in the last few years we've seen a large increase in registrations for .ai, which is the ccTLD for Anguilla.



NA
RANKING

GLOBAL
RANKING

.com	1	1
.net	2	2
.org	3	4
.info	4	5
.biz	5	9
.co.uk	6	3
.us	7	11
.ca	8	12
.de	9	8
.eu	10	10
.co	11	16
.uk	12	13
.fr	13	7
.mobi	14	22
.com.au	15	6
.nl	16	15
.tv	17	30
.es	18	18
.cn	19	20
.it	20	17

How have new gTLDs fared since launching?

None of the top 20 most registered new gTLDs appear among the top 20 registered by large corporations. Consumer-grade registrars now promote many of them, often at a low price.

New gTLD global top 20



Source: New TLD Stats, 2026. <https://ntldstats.com/>

Top 20 new gTLDs registered by corporations

You will notice some similarities between this list and the global top 20.

You will also notice some clear *differences*, namely that corporations tend to register three types of new gTLDs:



Geographic extensions, such as .london and .nyc



Generic terms that could be used in phishing attacks, such as .cloud, .app, or .shop, all of which can appear legitimate if used in a fraudulent website



Defensive registration of reputation-sensitive terms that they don't want associated with their brand, such as .porn, .adult, and .sucks

.app	1
.online	2
.shop	3
.xyz	4
.sucks	5
.store	6
.site	7
.cloud	8
.club	9
.london	10
.dev	11
.top	12
.tech	13
.global	14
.email	15
.porn	16
.nyc	17
.adult	18
.live	19
.link	20

Source: CSC

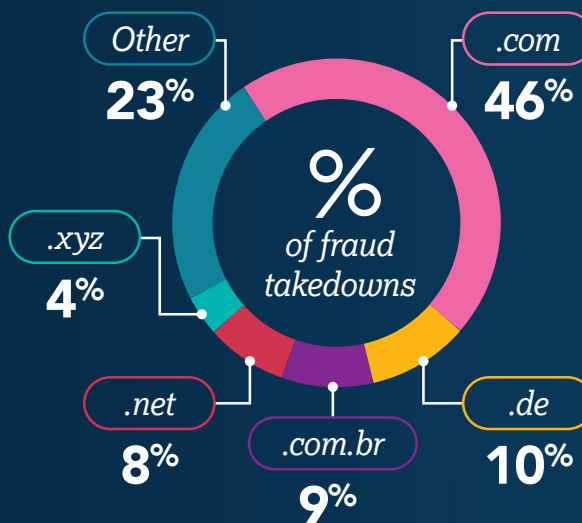
Most common domains used in fraud

CSC is a leading fraud prevention company and takes down thousands of websites every month.

We analyzed a six-month snapshot of fraudulent websites to uncover possible correlations between the domain extensions used and how companies protect their brands.

The first thing to note is that .com remains the leading domain extension used in fraud. Moreover, 75% of the top domain extensions are gTLDs. Lack of restrictions, low cost, and availability of enforcement actions primarily underpin this practice. Looking at the top ccTLDs, both U.K. (.uk) and Germany (.de) appear on this list. Again, the ease and cost of buying domains for these potentially large markets may drive those registrations.

As seen elsewhere in the data, another widely marketed ccTLD appears in this list: .cc, the country code domain for the Cocos Islands. It has effectively been marketed and operated like a gTLD for more than 20 years, as an alternative to .com. However, some of the extensions that appear, such as .icu, .cyou, and .sbs (all operated by the same registry), do not appear on the list of domain extensions commonly registered by large corporations. This highlights a potential gap between where companies register domains and where fraudulent activity occurs. Organizations must consider such gaps when building domain strategy.



The "quasi-gTLDs"

Sometimes, some ccTLDs are used as gTLDs.

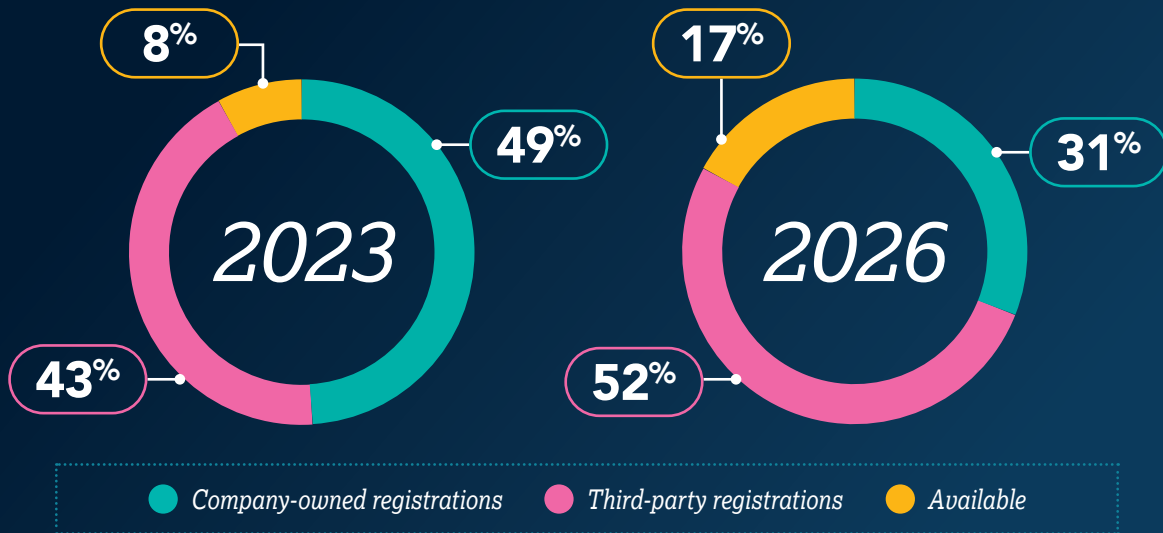
Examples:

	COUNTRY	HOW IT'S OFTEN USED
.co	Colombia	Typo for .com
.tv	Tuvalu	Signifies "television" for media companies
.cc	Cocos Islands	Alternative to .com

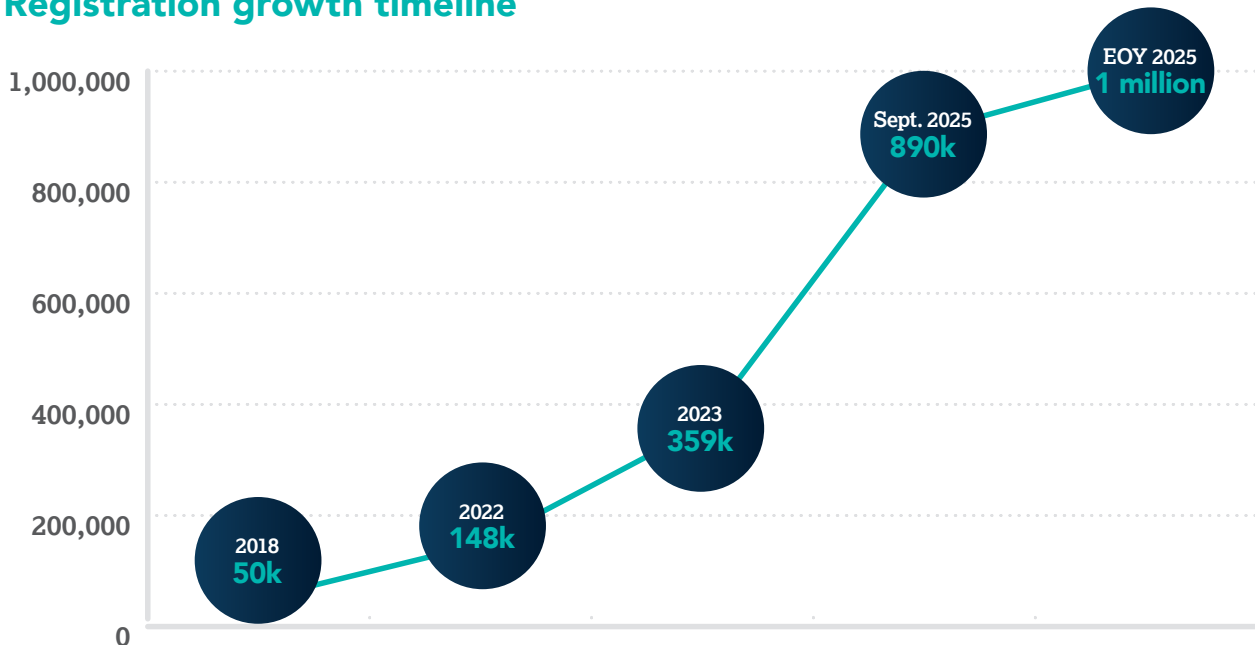
Keeping pace with .ai

Since the launch of ChatGPT, there has been increased interest in .ai domain names, both from corporations and bad actors. Findings from our 2023 Domain Security Report show that 43% of .ai domain registrations using Forbes Global 2000 brands are third-party owned, and we observe that this percentage has grown to 52% in 2026. With constant changes in the domain name industry, it's important to stay up to date to ensure you get the right protections in place.

Global 2000 .ai registrations



Registration growth timeline



Key .ai trends and data points



Surging growth rate

The number of registered .ai domains increased tenfold between late 2022 and late 2025. In 2024, registrations grew by an estimated 300%.



Market position

By the end of 2025, .ai represented 6.9% of total domain market volume, making it one of the top non-.com extensions.



Economic impact on Anguilla

As the ccTLD for the island of Anguilla, .ai registrations generated significant revenue surges. In 2023, it generated \$32 million (over 10% of the island's GDP), rising to an estimated \$38 million in 2024.



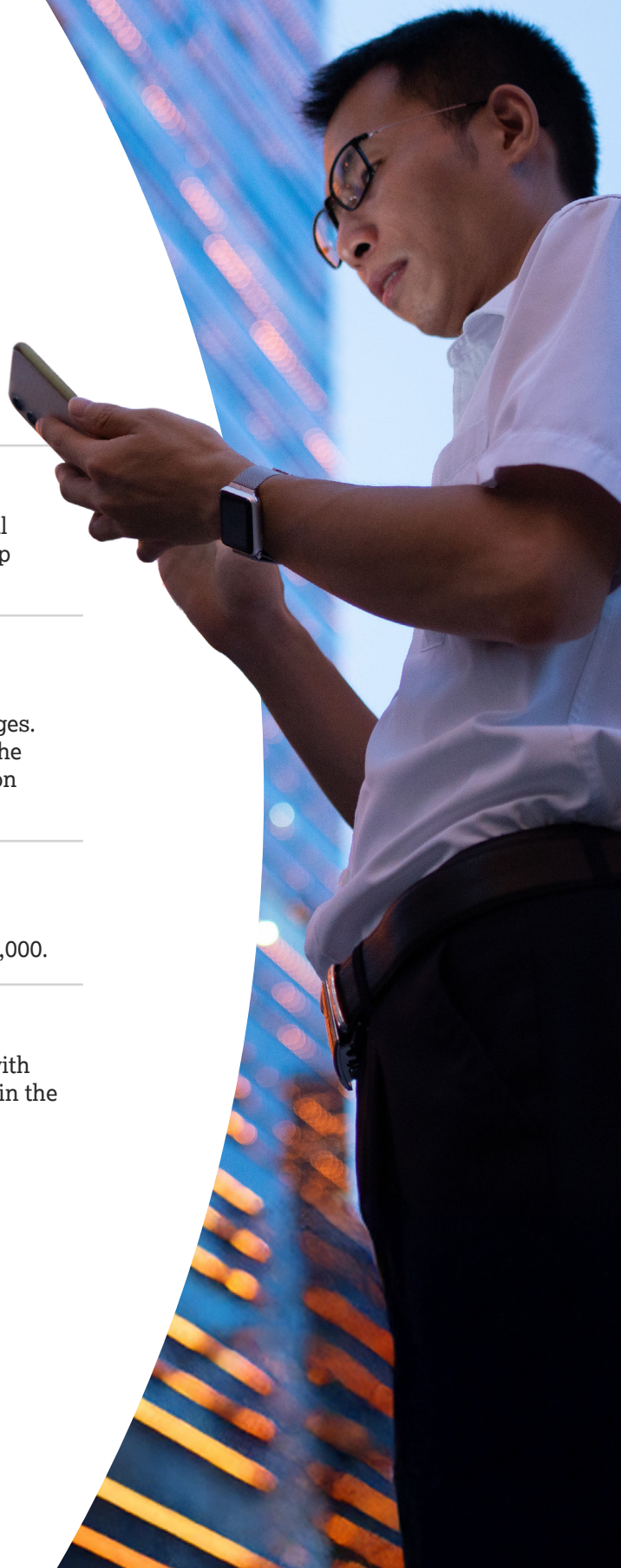
High-value sales

Aftermarket prices soared, with major sales, including you.ai at \$700,000 and ace.ai at \$205,000.



Usage

The extension is widely used for AI startups, with 28% of new tech startups having registered .ai in the first half of 2025.



Navigating the domain landscape in 2026





Registering every global domain extension, alongside all possible variations, is typically cost prohibitive. However, you can mitigate as much risk as possible within your budget by registering the right domain extensions.

Considering these factors will help build a domain portfolio that balances protection with cost efficiency.

In addition to registering domains, other mechanisms can strengthen protection. For example, domain-blocking services, such as AdultBlock, prevent registrations across entire categories of high-risk extensions. Organizations should also consider implementing a strategic monitoring program that identifies new registrations containing your brand.

CSC helps thousands of companies each year navigate these decisions. By combining data, expertise, and technological capabilities, we simplify the process of building and managing a domain protection strategy, helping organizations reduce risk and prevent third parties from misusing their brands.

To inform your strategy, you should consider:

-  Your current trademarks and their level of importance
-  The markets most relevant to your business
-  Domain extensions that present higher risk, such as those with few registration restrictions or high potential for fraud
-  Alternative domain variations that may warrant defensive registration



 **Let's talk** 800-927-9800 | cscdbs.com

How CSC can help

CSC is the trusted security and threat intelligence provider of choice for the Forbes Global 2000 and the 100 Best Global Brands (Interbrand®) with focus areas in domain security and management, along with digital brand and fraud protection. As global companies make significant investments in their security posture, our DomainSecSM platform can help them understand cybersecurity oversights that exist and help them secure their online digital assets and brands. By leveraging CSC's proprietary technology, companies can solidify their security posture to protect against cyber threat vectors targeting their online assets and brand reputation, helping them avoid devastating revenue loss. CSC also provides online brand protection—the combination of online brand monitoring and enforcement activities—with a multidimensional view of various threats outside the firewall targeting specific domains. Fraud protection services that combat phishing in the early stages of attack round out our solutions. Headquartered in Wilmington, Delaware, USA, since 1899, CSC has offices throughout the United States, Canada, Europe, and the Asia-Pacific region. CSC is a global company capable of doing business wherever our clients are—and we accomplish that by employing experts in every business we serve. Visit cscdbs.com.

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