

Digital City Brands 2019

.berlin .nyc .rio .yokohama .wien .boston .vegas .nagoya .miami
.osaka .koeln .paris .budapest .zuerich .kyoto .gent .brussels
.barcelona .madrid .istanbul .amsterdam .dubai .abudhabi
.joburg .durban .capetown .gent .okinawa .sydney .tokyo
.doha .capetown .london .taipeh .melbourne .yokohama
.stockholm .moscow .helsinki .hamburg ...

Digital City Brands 2019

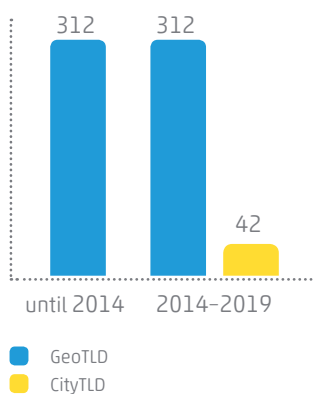
The Digital City Brand becomes the City Brand

DOTZON presents the third edition of Digital City Brands after 2017 and 2018. DOTZON analyzed which factors determine the successful use of Digital City Brands. The Digital City Brand is the digital dimension of the City Brand and mirrors the "Digitalness" of a city.

However, the Digital City Brand is much more than a mere extension of the City Brand as it plays an important role in strengthening the emotional bond between a city and its inhabitants. The Digital City Brand provides a reliable local anchor that is opposed to a city's constant changes and progressive digitalization. Even though the latter makes citizens independent of space and time, it causes a desire for belonging and localization at the same time. As a digital meeting place, the Digital City Brand has the power to satisfy these yearnings.

European capitals like Berlin, Paris and London were among the first to have their own Digital City Brands. Tokyo, New York, Sydney, Rio de Janeiro and other international metropolises soon joined this development. Today, most Digital City Brands have been well adopted by citizens, businesses and the city administration. City marketers appreciate them as a valuable tool for city marketing purposes and campaigns (e. g. www.visit.rio) and as a unique destination proposition in the global competition of places. For digitalization and smart city initiatives, Digital City Brands have become a meaningful tool as well.

Increase of GeoTLD and CityTLD until 2019



The study Digital City Brands is based on an analysis of the currently 37 cities worldwide that have their own digital identity on the Internet, so-called city top-level domains (cityTLDs). A total of five of these 37 cities operate two cityTLDs with different names: either with the abbreviation next to the long version of the name, or own the city name in different languages. Since these cityTLD twins have developed quite differently, we considered them separately from this year on.

Sources for the underlying data are eight parameters: The number of registered domain names, the annual sales volume, the number of active domain names, the number of domain names per 1,000 inhabitants, the number of pages per domain listed at Google, the gross domestic product per domain name, the number of domains listed in the Alexa Rank alexa.com and a comparison between the cityTLD and the national top-level domain (ccTLD). The figures used are all from public

databases and local parameters specific to a city. They specify the strengths and assets of the cities. The sum of each of the eight scores achieved per CityTLD constitutes the Ranking of the Digital City Brands 2019.

Digital City Brands 2019 allows a head-to-head comparison of all cities with their own digital identities. The study shows that .berlin remains unchallenged at the top, followed by .tokyo in second place and .hamburg in third place. This year's newcomers in the TOP 10 are .wien and .gent. From the TOP 10 of 2018, .ist/.istanbul, .moscow/.mockba and .miami dropped out.

The following table shows the TOP 10 Digital City Brands. The comparison between years reflects the development of each city in the ranking.

Ranking Digital City Brands 2019

Ranking Digital City Brands 2019		Ranking Digital City Brands COMPARISON 2018 (2019)	
1	.berlin	1	.berlin (1) →
2	.tokyo	2	.tokyo (2) →
3	.hamburg	3	.vegas (4) ↘
4	.vegas	4	.london (8) ↘
5	.koeln	5	.istanbul + .ist (12/15) ↘
6	.amsterdam	6	.koeln + .cologne (5/20) ↗
7	.nyc	7	.nyc (7) →
8	.london	8	.moscow + .mockba (11/26) ↘
9	.wien	9	.amsterdam (6) ↗
10	.gent	10	.miami (17) ↘

Top 10 Digital City Brands



Just like in 2017 and 2018, .berlin scored the top of the ranking and defended its status as the leading Digital City Brand worldwide. .berlin is managed by the Berlin-based company dotBERLIN and was the first cityTLD ever to be launched to the public. .berlin ranks good to very good in almost all categories. Nearly 55,000 domain names account for a turnover close to USD 2 million. A good result in the category "domain names per 1,000 inhabitants" combined with about 65 % of active domain names and a good number of high traffic domain names according to Amazon's www.alexa.com ranking platform ensure the top position.

<https://dot.berlin>



.tokyo, which is managed by the Tokyo-based company GMO, maintained its second place in 2019. The cityTLD counts 109 domain names listed in Alexa's top one million websites and thereby more than any other cityTLD. It had more than 121.800 domains under management being the largest cityTLD in terms of registration figures. The Tokyo city administration and Tokyo-based businesses have started to use .tokyo domain names quite intensively, which is one of the reasons for this success. Furthermore, with the fifth place in the category "geoTLD compared to ccTLD", .tokyo is even more popular as the country-specific domain extension .jp.

<https://hello.tokyo>



Third place winner .hamburg made quite a leap as it was able to improve by eight places coming from rank 11 in 2018. With around 23,000 domains, the number of registered Internet addresses has hardly changed compared to the previous year - however, meanwhile 71% of .hamburg domains are actively used. Especially addresses like www.stadtreinigung.hamburg and www.polizei.hamburg are being used by the city itself. In addition, a turnover of \$ 774,000 and a good sixth place in the Category "Gross national product per domain" is responsible for the big jump of the cityTLD in 2019.

<https://nic.hamburg>



Also in this year's ranking the US city ending .vegas stays in the Top 10 group. A good rank with 30 domains per 1,000 inhabitants as well as an active usage rate of 57 percent of .vegas domains justifies this positive result. Moreover, the cityTLD is very popular with locals: In Las Vegas, the city ending has a 364 percent higher penetration rate as the national ending .us. However, only seven pages are per .vegas domain listed on Google, making the city extension in this category only on the 32nd place.

<https://the.vegas>



With .koeln and .cologne, Cologne is one of the cities that operates two cityTLDs. In the top 10 of the digital city brands, however, only .koeln has made it: Despite the low gross national product per domain shows in the corresponding category "gross national product per domain" that a low price can contribute to a successful cityTLD being on the fifth place. The city of Cologne makes use of their cityTLD with addresses like www.verkehr.koeln and www.jugendbefragung.koeln actively, which also contributes to the good position. More good results - like an active usage rate of 63 percent or a number of 22 domains per 1,000 inhabitants - make .koeln compared to the duo .koeln / .cologne win a place.

<https://dot.koeln>



Amsterdam is the second time in the top 10 ranking and moved from last year's place 9 up to 6th place. In most of the eight parameters the cityTLD .amsterdam reached good averages - and in the category of "domains per 1,000 Inhabitants" even the top spot: Per 1.000 inhabitants 34 .amsterdam domains are registered. The fifth place reached .amsterdam in the Categories "Registered Domains" and "Turnover": The cityTLD had a total of 29,098 registered Internet addresses and a turnover of 756,000 US dollars. In terms of visibility on Google, however, .amsterdam can still boost: Only 13 pages appear with .amsterdam which corresponds to the 25th place.

<https://nic.amsterdam>



Since its launch in 2014, the city suffix .nyc became the digital home for many New Yorker. In Alexa Rank, .nyc is represented by 76 domains; this is the second best value of all city endings and shows that owners strongly promote their .nyc Internet addresses. Besides, .nyc is app. 25 percent more popular than the national ending .us. The number of pages listed on Google per domain increased as well: while in the last year only six websites per domain were found on Google, this year the figure increased to 33. However, only 40 percent of all .nyc domains are actively used, why the city ending scores again the seventh place this year.

<https://ownit.nyc>



.london slips from last year's place 4 to 8th in 2019. In many categories the city ending still performs good: By the end of 2018 67,062 Internet addresses were registered under .london, which is the third best value in the city ranking. In addition, the cityTLD scored the second highest revenue with 1.6 million US dollars. Also, 35 domains in Alexa Rank makes the fourth place. However, just under 42 percent of all .london domains are actively used, which is why the city extension lands in this category only on the 30th place.

<https://domains.london>



.wien

The Austrian city ending .wien is for the second time among the top 10 digital city brands. Their ninth place resulted primarily from the active usage rate of 62 percent, which corresponds to the fifth rank in the category "Active domains of the cityTLD". The cityTLD .wien achieved solid values in midfield in the categories "Domains per inhabitant" and "Turnover": After all, there are eight .wien addresses per 1.000 inhabitants, which corresponds to the tenth place; and with \$ 313,000 vienna scored the 12th highest turnover among all cityTLDs.

<http://punkt.wien>



.gent

For the first time in the top 10 of the digital city brands is the city of Ghent with her ending .gent. Front-runner is .gent in the ratio of domain registrations to the economic power of the city. This shows that even a small city has enough potential for its own ending. The frequent use of city addresses like www.stad.gent may be just as important for this as the very active use of .gent addresses in general. Overall, .gent has an active usage rate of their addresses of 64 percent which makes it the fourth place in this category. In most other categories, .gent is located in the midfield. Air upwards, however, is in relation on the number of city Internet addresses: In total, only 3,570 domains are registered.

<http://www.nic.gent>

Winner of each parameter

To determine the top 10 digital city brands, every cityTLD scored against the eight parameters used for the analysis. The ranking of the Digital City Brands 2019 resulted in the overall scores for each cityTLD with the lowest number ranking best.

The eight winners of each parameter are:

Category 1 - "Registered domains"	.tokyo
Category 2 - "Turnover"	.berlin
Category 3 - "Active Domains"	.cologne
Category 4 - "Domains per inhabitant"	.amsterdam
Category 5 - "Google listed sites per domain"	.madrid
Category 6 - "Gross national product per domain"	.gent
Category 7 - "City Ending versus Country Ending"	.miami
Category 8 - "Alexa Rank"	.tokyo



Summary

The results obtained in Digital City Brands 2019 educate and support cities to learn from each other how to facilitate the advantages a cityTLD offers to the city. The dynamics of cityTLDs is also reflected in the growth rates: Within the last 12 months, the number of cityTLD domains grew from 609,000 to 637,567, which is a constant upward development that stands in contrast to the stagnation of many other top-level domains.

Outlook

Digitalization, E-Government and Smart City continue to be the key drivers for the development of cities, and thus a major focus of the city administration and city marketing. The IT infrastructure of a cityTLD will play a vital role for the communication of cities towards their stakeholders and as a digital place branding tool.

Last year, cities have already started to deepen their knowledge and experience in the field of digital branding, and initiated a number of innovative projects like www.nybg.nyc, www.be.berlin and www.verkehr.koeln. Next year, a number of new projects will supplement the already existing ones and thus serve as fresh role models for an even more frequent and intense use of the new communication possibilities. We expect more and more cities to catch up with this development so that next year's Digital City Brands will include a number of newcomers again.

Interested parties can order the detailed study (in German) via info@dotzon.consulting.



digital identities for tomorrow

About DOTZON

DOTZON is an international management consulting dedicated to digital identities. Since 2005, companies, cities and organizations trust DOTZON as a reliable partner for the concept, the application and the operation of their own top-level domain. The DOTZON team is well connected and has a wealth of experience working with ICANN for fifteen years. DOTZON's specialists apply their knowledge to help their clients protect, establish and strengthen the digital identities of brands and companies. Since 2017, DOTZON annually publishes the Digital City Brands study.