



## **The International Impact of .BANK: 11 Percent of Global Registrants**

U.S.-based banks quickly leapt to acquire .BANK domain names when they became available in May 2015. They did so for a variety of reasons: increased security, mandatory verification, [cohesive branding](#) and to provide a trusted online experience for their customers.

Now, new data shows ([infographic](#)) that an additional 219 banks *outside* of the U.S. have registered a total of 512 .BANK domain names, representing 11 percent of the 5,602 registrations approved through October 31, 2015.

Here are the top five countries outside the U.S. registering .BANK domain names:

1. South Africa = 62
2. Great Britain = 48
3. Greece = 45
4. Spain = 41
5. Germany = 37

The .BANK Internet web extension is one of nearly 1,000 web extensions such as .FAMILY and .REALTY that became available in 2015, catering to more niche industries and interests. At the ICANN 54 meeting held in Dublin this past October, industry experts recognized and applauded fTLD Registry Services for its operations of .BANK, which requires that the purchaser's eligibility to register is verified before the domain name is awarded. It also requires enhanced security designed to protect banks, their customers and Internet users.

*\*Data is through October 31, 2015*