

.FOX

Entertainment in the 21st century

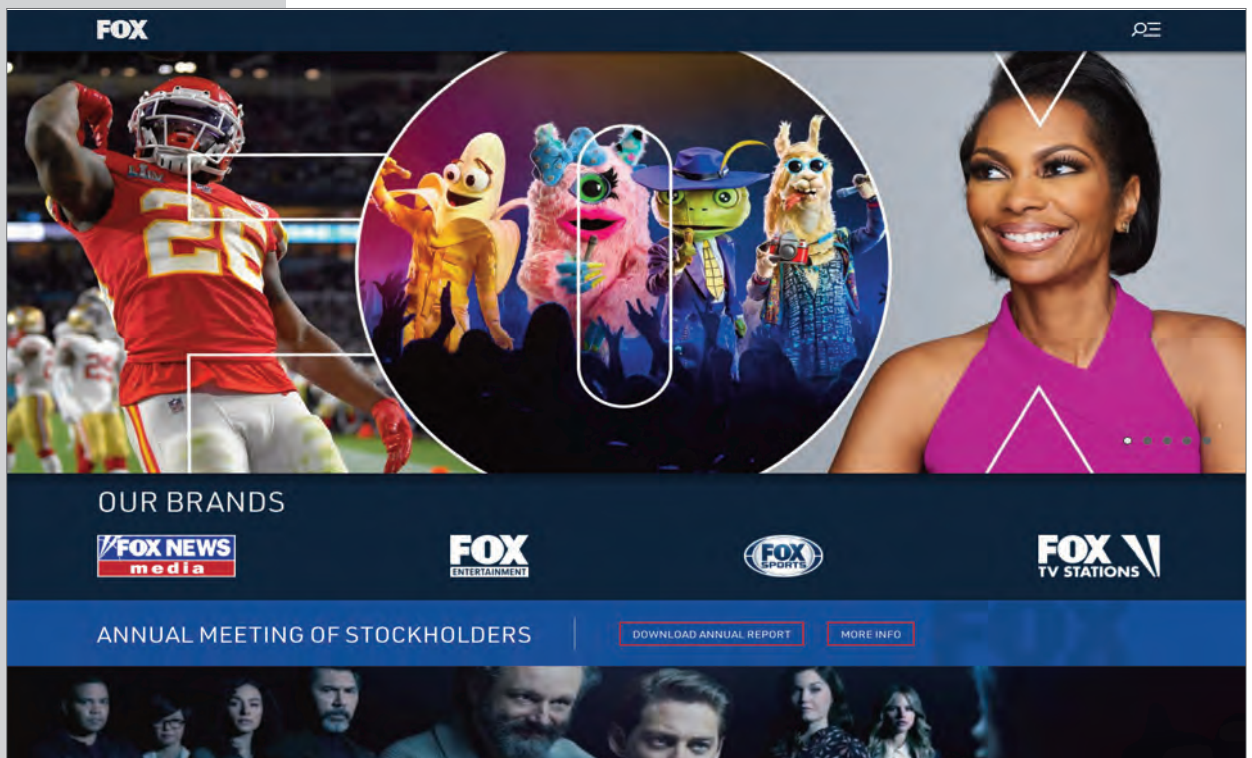
.FOX CASE STUDY IN BRIEF

- **Initiatives**
Simplified navigation, content-driven (vanity) URLs
- **Main model of use**
Web forwarding and marketing sites
- **Key benefits**
Consumer trust, speed to market, HR, employee resources, and enhanced SEO

Going live with .FOX

US multinational media corporation 21st Century Fox, now part of The Walt Disney Company, was one of the first mass entertainment brands to go live with a dot brand. It has used the .FOX TLD to support its digital entertainment businesses, which include the streaming of films, tv, music, and related products and services under the world-famous FOX brand.

From Twentieth Century Fox and Fox Searchlight Pictures to FOX News and FOX Music, the FOX businesses entertain billions of consumers in the US and across the globe. The company has produced, distributed, and licensed some of the most iconic and commercially successful films of all time, including Titanic and Avatar, as well as classic and popular TV shows, such as *The Simpsons*, *American Idol*, and *24*.



CORP.FOX

The company's extensive entertainment network comprises 27 broadcast TV stations, 19 different regional sports TV channels, and the United States' largest cable TV network, as well as a multilingual International Channel that reaches more than 1.1 billion subscribers online. Its digital presence also covers a range of live streaming websites, webshops, and on-demand mobile applications, each created to satisfy consumers' changing viewing habits.

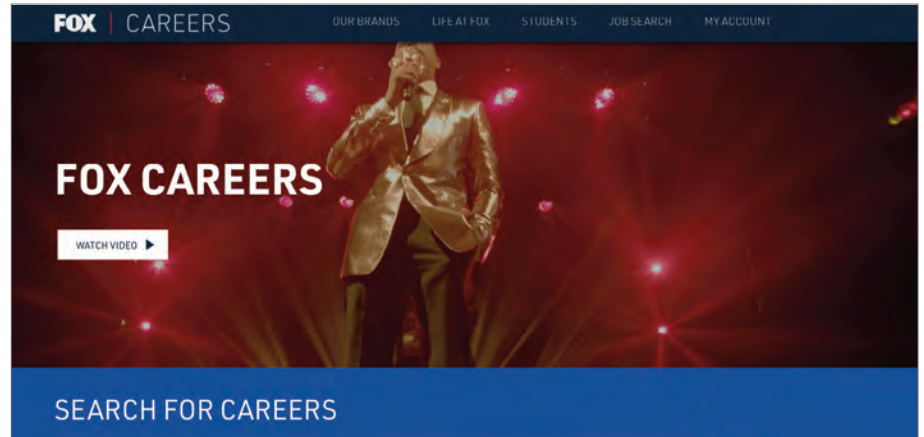
With its .FOX registration, 21st Century Fox sought, in particular, to design a "trusted, specialized, hierarchical, and intuitive namespace" ¹ for its iconic brands that could simplify user traffic and popularise its digital presence. This has led to the introduction of more than a hundred .FOX domain names, ranging from web forwarding to campaign sites, and internal URLs.

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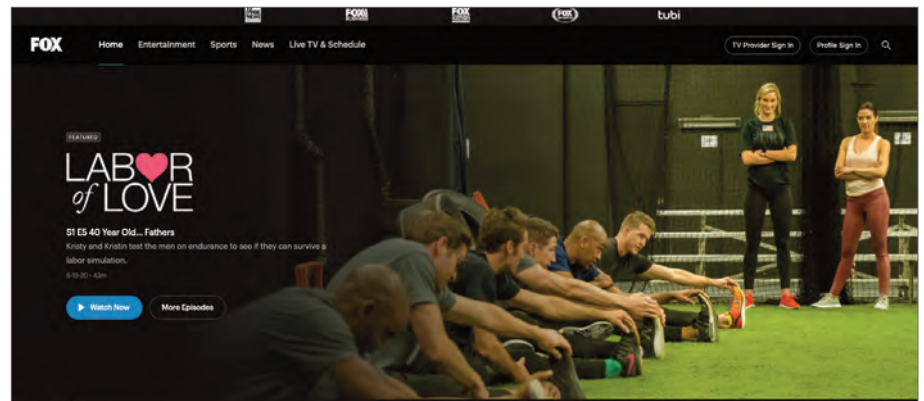
A chance to enhance its entertainment portfolio with .FOX

One of the main strategies that Fox appears to have deployed with .FOX is the creation of a range of short and memorable generic terms which have been setup to redirect to existing key sites. For example, CORP.FOX and CORPORATE.FOX (which both redirect to foxcorporation.com), BET.FOX (which drives traffic to foxbet.com), SPORTS.FOX (which takes users to foxsports.com), CAREERS.FOX (which redirects to foxcareers.com), BUSINESS.FOX (which redirects to foxbusiness.com), and NEWS.FOX (which redirects to foxnews.com). This strategy helps simplify and enhance user navigation to the Fox websites to support SEO.



CAREERS.FOX

In a similar vein, the company has registered multiple keywords as domains to redirect visitors to its main fox.com website, including HOME.FOX, BROADCAST.FOX, ENTERTAINMENT.FOX and TV.FOX. This appears to be aimed at optimising navigation to fox.com.



TV.FOX

To promote its news channels at this time of global pandemic, the company was also quick to launch a series of dedicated COVID-19 URLs, including CORONAVIRUS.FOX and CORONAVIRUSNOW.FOX (both of which redirect to coronavirusnow.com).

Supporting internal initiatives

Aside from customer focused sites, Fox have also taken advantage of their dot brand for internal company use. Some online staff resources are being hosted on domains such as ALERTLINE.FOX and ETHICS.FOX, and internal staff portals can be found at HR.FOX and EMAILHELP.FOX. They have even created a very useful interactive map of their studios at WAYFINDER.FOX.

Making a mark online

The dot brand provides a valuable opportunity for any global and diversified businesses to step back and review their approach to domain name registrations, and the ways in which they communicate with consumers online. As the range of .FOX registrations show, a dot brand can provide an efficient method of complimenting and enhancing the established core company sites. This can be an initial phase in part of a broader strategy for utilising the dot brand.



CORONAVIRUS.FOX

To see if a branded Top Level Domain is right for your company, request a free assessment: experts@comlaude.com.

To read more dot brand use cases, visit: observatory.domains.