

EXAMINATION OF ALEXA TOP 500 UK SITES

Data from <http://www.alexa.com/topsites/countries;0/GB>

INTRODUCTION

Nominet, the not-for-profit organisation that runs the UK domain name system, has announced a proposal to launch domain registrations directly under .uk (i.e. example.uk will be registerable for the first time). Instead of giving priority to existing .co.uk registrants, they will let trademark holders have first pick of .uk domains (with any clashes resolved by auction). This will mean that many very popular sites will be forced to fight to get their .uk domain name, or will find themselves excluded from the process entirely for lack of an appropriate matching trademark. Nominet's proposal can be downloaded from: <http://www.nominet.org.uk/how-participate/policy-development/current-policy-discussions-and-consultations/consultation-new-uk>

There are many other major issues with their proposal, some of which are summarised at <http://www.mydomainnames.co.uk/>

NOTES

- There are 102 .co.uk sites in the top 500 most visited sites in the UK.
- Of these, 50 fail one or more criteria to automatically receive the matching .uk name under Nominet's proposal
- 23 fail the UK presence requirement
- 26 would be forced to contest the .uk at auction with other TM holders, including the BBC, eBay, Amazon and Telegraph.
- 9 would automatically lose their right to the equivalent .uk because they have no TM and other TM holders exist

SITE	Traffic Ranking	Registrant	Competing Trademarks	Registrant has trademark	UK Registrant	Outcome
Google.co.uk	1	Google Inc.	N	Y	N	
BBC.co.uk	5	British Broadcasting Corporation	Y	Y	Y	TM auction
eBay.co.uk	6	eBay Inc.	Y	Y	N	TM auction
Amazon.co.uk	8	Amazon Europe Holding Technologies SCS	Y	Y	N	TM auction
DailyMail.co.uk	13	Associated Newspapers Limited	N	Y	Y	
Guardian.co.uk	15	Guardian News & Media Limited	Y	N	Y	Cannot participate in TM auction
Telegraph.co.uk	19	Telegraph Media Group Limited	Y	Y	Y	TM auction
HSBC.co.uk	22	HSBC Holdings plc	N	Y	Y	
RightMove.co.uk	26	Rightmove Group Limited	N	Y	Y	
National-Lottery.co.uk	34	National Lottery Commision	N	N	Y	
Barclays.co.uk	36	Barclays Bank Plc	Y	Y	Y	TM auction
LloydsTSB.co.uk	39	Lloyds TSB Bank Plc	Y	Y	Y	TM auction
Argos.co.uk	40	Argos Ltd	Y	Y	Y	TM auction

Santander.co.uk	43	Santander UK plc	Y	Y	Y	TM auction
TheSun.co.uk	44	News Group Newspapers Limited	N	Y	Y	
TripAdvisor.co.uk	57	TripAdvisor LLC	N	Y	N	
AutoTrader.co.uk	62	Trader Publishing Ltd	N	Y	Y	
Zoopla.co.uk	71	Zoopla Property Group Limited	N	Y	Y	
Independent.co.uk	78	Independent Print Ltd.	Y	Y	Y	TM auction
Halifax-Online.co.uk	79	LLOYDS BANKING GROUP PLC	N	N	Y	
Orange.co.uk	85	Orange Brand Services Limited	Y	Y	Y	TM auction
Nationwide.co.uk	86	Nationwide Building Society	Y	Y	Y	TM auction
DigitalSpy.co.uk	91	The National Magazine Company Ltd	N	Y	Y	
Groupon.co.uk	101	Groupon, Inc.	N	Y	N	
TalkTalk.co.uk	105	TalkTalk Communications Limited	N	Y	Y	
AOL.co.uk	107	AOL Inc.	N	Y	N	
NationalRail.co.uk	109	ATOC Limited	Y	N	Y	Automatic loss to TM holder
Next.co.uk	114	Next Group Plc	Y	Y	Y	TM auction
O2.co.uk	118	O2 Holdings Ltd	Y	Y	Y	TM auction
123-Reg.co.uk	121	Webfusion Limited	N	Y	Y	
Indeed.co.uk	122	Indeed, Inc.	Y	Y	N	TM auction
Three.co.uk	123	GDH (BVI) Limited	Y	N	N	Cannot participate in TM auction
Halifax.co.uk	131	LLOYDS BANKING GROUP PLC	N	Y	Y	
Reed.co.uk	135	Reed Solutions Plc	Y	Y	Y	TM auction
OneAndOne.co.uk	138	1&1 Internet Limited	N	Y	N	
HuffingtonPost.co.uk	149	The Huffingtonpost.com, Inc.	N	Y	N	
Vodafone.co.uk	153	Vodafone Group PLC	N	Y	Y	
Mirror.co.uk	158	MGN Limited	Y	N	Y	Cannot participate in TM auction
Currys.co.uk	171	DSG Retail Limited	N	Y	Y	
TVGuide.co.uk	182	TVGUIDE.CO.UK LIMITED	Y	N	Y	Automatic loss to TM holder
Co-OperativeBank.co.uk	183	The Co-Operative Bank Plc	N	N	Y	
Barclaycard.co.uk	193	Barclays Bank PLC	N	Y	Y	
PCWorld.co.uk	194	DSG Retail Limited	Y	Y	Y	TM auction
ThisIsSouthWales.co.uk	196	Northcliffe Media Holdings Ltd	N	Y	Y	
NewsNow.co.uk	205	NewsNow Publishing Ltd	N	N	Y	
Sainsburys.co.uk	206	J Sainsbury Plc	N	Y	Y	

HeartInternet.co.uk	207	Heart Internet Ltd	N	Y	Y	
Expedia.co.uk	214	Expedia Inc	Y	Y	N	TM auction
TicketMaster.co.uk	221	Ticketmaster UK Ltd	N	Y	Y	
Very.co.uk	223	Shop Direct Home Shopping Limited	Y	Y	Y	TM auction
Paypal-Business.co.uk	229	PayPal Pte Ltd	N	N	N	
RBS.co.uk	236	The Royal Bank of Scotland Plc	Y	Y	Y	TM auction
VoucherCodes.co.uk	237	Econversions Ltd	N	N	Y	
TheRegister.co.uk	248	Linus Birtles	N	Y	Y	
Vistaprint.co.uk	258	Vistaprint USA, Incorporated	N	Y	N	
Which.co.uk	259	Which? Ltd	N	Y	Y	
T-Mobile.co.uk	263	Deutsche Telekom AG	N	Y	N	
JobSite.co.uk	272	Jobsite UK (Worldwide) Limited	N	Y	Y	
Comet.co.uk	275	Comet Group Limited	Y	Y	Y	TM auction
TopCashback.co.uk	277	UKC Systems Ltd	N	Y	Y	
Metro.co.uk	280	Associated Newspapers Limited	Y	Y	Y	TM auction
Ancestry.co.uk	286	Ancestry.com Operations Inc.	Y	Y	N	TM auction
Just-Eat.co.uk	295	Just-Eat Host A/S	N	Y	N	
Odeon.co.uk	306	Odeon Cinemas Limited	Y	Y	Y	TM auction
BritishGas.co.uk	307	GB Gas Holdings Limited	N	Y	Y	
Monster.co.uk	312	TMP Worldwide Ltd	Y	Y	N	TM auction
HouseOfFraser.co.uk	314	House of Fraser (Stores) Limited	N	N	Y	
FastHosts.co.uk	315	Fasthosts Internet Ltd	N	Y	Y	
Cineworld.co.uk	333	Cineworld Cinemas Limited	N	Y	Y	
Homebase.co.uk	336	Homebase Limited	N	Y	Y	
Standard.co.uk	337	Evening Standard Limited	Y	N	Y	Cannot participate in TM auction
BankOfScotland.co.uk	347	HBOS Plc	N	Y	Y	
SpareRoom.co.uk	350	Rupert Hunt	N	Y	Y	
UKBusinessForums.co.uk	355	Sift Ltd	N	N	Y	
FreeIndex.co.uk	361	FreeIndex Ltd	N	Y	Y	
MyVoucherCodes.co.uk	374	Markcomedia Limited	N	Y	Y	
Maplin.co.uk	375	Maplin Electronics Limited	N	Y	Y	
TheStudentRoom.co.uk	377	Acumen Professional Intelligence Limited	N	N	Y	
Qype.co.uk	391	UPSPRING GmbH	N	Y	N	
Extendcp.co.uk	392	Heart Internet Ltd	N	N	Y	

BankCardServices.co.uk	394	MBNA Europe Bank Ltd.	N	N	N	
ThisIsMoney.co.uk	399	Associated Newspapers Limited	N	Y	Y	
Wickes.co.uk	400	Travis Perkins Trading Company Limited	N	Y	Y	
Preloved.co.uk	401	Moo Ltd	Y	N	Y	Automatic loss to TM holder
Craigslist.co.uk	404	Craigslist, Inc.	Y	N	N	Automatic loss to TM holder
Game.co.uk	406	Game Group PLC	Y	Y	Y	TM auction
PostOffice.co.uk	430	Post Office Limited	N	Y	Y	
CV-Library.co.uk	434	CV Library Ltd.	N	Y	Y	
Overclockers.co.uk	443	Esnet Ltd	N	N	Y	
Dominos.co.uk	445	Domino's Pizza Group Ltd.	N	Y	Y	
CompanyCheck.co.uk	447	Company Check Ltd	N	N	Y	
PCAdvisor.co.uk	452	IDG Communications Ltd	N	Y	N	
TimesOnline.co.uk	454	Times Newspapers Limited	N	Y	Y	
Thomson.co.uk	457	TUI TRAVEL AMBER E&W LLP	Y	Y	Y	TM auction
Wowcher.co.uk	466	Associated Newspapers Limited	N	Y	Y	
Securesuite.co.uk	471	RSA Security, Inc.	N	N	N	
Tiscali.co.uk	479	TALKTALK COMMUNICATIONS LIMITED	Y	N	Y	Automatic loss to TM holder
CreditExpert.co.uk	481	Experian Limited	N	Y	Y	
Matalan.co.uk	482	Matalan Retail Ltd	N	Y	Y	
Travelodge.co.uk	483	Travelodge Hotels Limited	N	Y	Y	
EventBrite.co.uk	494	Eventbrite	N	Y	N	
ToysRUs.co.uk	499	Toys R Us	N	Y	Y	