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# DOES MCDONALD'S PROPERLY MANAGE ITS DOMAIN NAMES ? TIME MANAGEMENT : PROPOSAL OF THE ICEBERG METHOD FOR DOMAIN NAME CATEGORIZATION

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## 1    INTRODUCTION

Domain Names are intangible assets used by every Internet users since 1986. Their value, correlated to their importance for the communication field and the information system. But while we are in a period where we connect factories to the Internet, the domain name remains the link between the company and the Internet. It is thus a need for decision makers to have a tool *ready to use*.

## 2    HISTORY AND INTEREST

Invented in 1983 and presented by Paul Mockapetris through the *Request For Content* 882[1] and 883[2], the Domain Name System is an alphanumeric tool used in order to give trust through the Internet.

The development of the industry 4.0 and more globally the digitalization of our economy gives to Internet a central point for economical development. Therefore, valuation, financial or not, is going to be developped.

### 2.1. A need for a method

*2.1.1. State of Art*

The state of art concerning the domain name management remains thin. According to the ISO 10668 norm, there are three approaches to valuate an intangible assets like a brand: the Market, Cost and Income approaches.
Using this method to valuate domain names, we can consider that the market approach is the most common one. A second market exists and the price of the domain name is given because of its semantic.
Auctions-based websites and valuation tools usually process by giving a value because of the interest of the characters : number of words, length, meaning, trending, a lot of of settings are used even if no any scientifical method exists.

The technical aspect of the domain name is not developped in the scientifical litteracy. In 2016, the *loss aspect* was used in order to have an idea of what technical development is lost [3]. According to this paper, the income aspect can be given due to a combination of traffic, average basket and purchase rate.

## 3   PROPOSAL

Because the domain name has a visible shape, the semantic, and a hidden one, the criticality, we suggest to use a method using these two axes, named *Iceberg method*. Using two rates, each one being rated from zero to one, the position of the domain name will be possible according to the X- and the Y- axes.
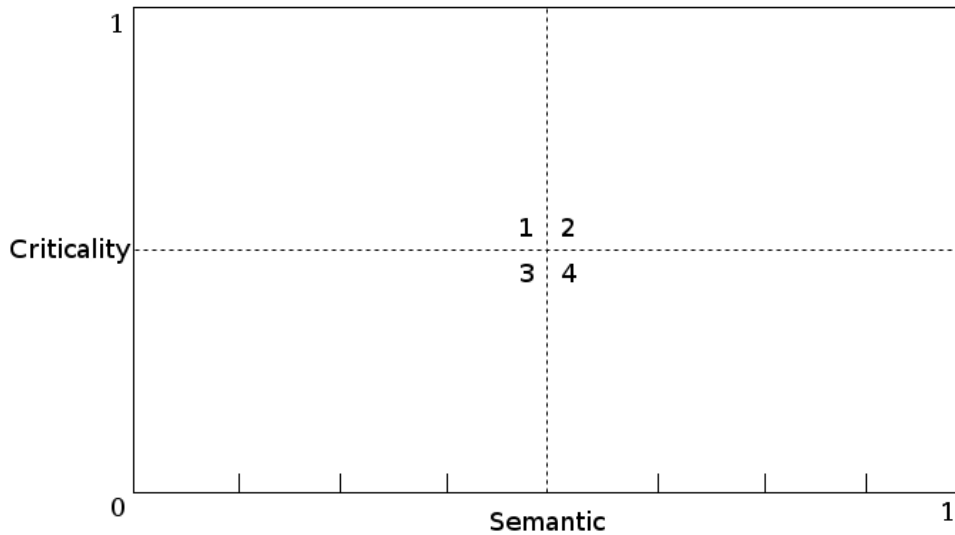


**Figure 1. Iceberg Method**

The definition of semantic and criticality ratings must be done with caution : the charge of the domain name evolves with time and the '1' rating has to be given to the most important value of the sample.

Four cells exist, 1-2-3-4, and management of the domain name has to be done according to its cell location :

| Cell Location | Designation | Management |
|---|---|---|
| 1 | Critical | To be strengthened |
| 2 | Vital | To be strengthened and a registration strategy has to be done |
| 3 | Dilemn | Thought of not renewal |
| 4 | Pepit | If trademark: keep it. If not, for sale |

## 4   EXAMPLE OF APPLICATION : MCDONALD'S

### 4.1. Presentation of McDonald's

McDonald's is typically the company concerned by Internet. At a time where every consumer decides where he should eat by surfing on the Internet, the biggest restaurant in the world has to be present.

Historically, brothers 'Dick' and 'Mac' McDonald opened their restaurant in 1940. Fifteen years later, it was the first time that a restaurant used the Golden Arches design : it was located in Des Plaines [4].

In 1994, a journalist of Wired asked the PR department of McDonald's why the do not register MCDONALDS.COM which was, at this time, available. The answer, « *Are you finding that the Internet is a big thing* » [5] appears to be colorful in 2018.

Given the fact that McDonalds's has withdrawn the project of using two Top Level Domains dedicated to the company [6] [7], we can conclude that McDonald's is going to keep its wallet of domain names and thus will need to manage it.

*4.2. Presentation of the domain names wallet*

McDonald's, due to its history, used several names to describe its activity: *Golden Arches*, the symbol, *McDonald's*, its brand, *MCD*, its ticker symbol, also used for emailing,…

Given the fact that McDonald's is a name commonly used as a familiy name, the brand had to register and to deal with domain names registered for a private purpose. It means that McDonald's has an important wallet of domain names and is an excellent candidate for the interest of the management by the *Iceberg method*.

# 5   X-AXIS : SEMANTIC

Semantics is the oldest valuation method. Indeed, a domain name is above all a name and a name corresponds to a value. The examples of SEX.COM, MUTUELLE.FR or FB.COM are three examples.

# 6   Y-AXIS : CRITICALITY

Once the domain name is acquired, an infrastructure develops: links, mail servers, and content are developed, bringing SEO, and reputations.

# 7   A THIRD INDICATOR : TRAFFIC

Traffic is a recognized indicator and a differentiating element to indicate the operational reality of a website, and therefore of a domain name.
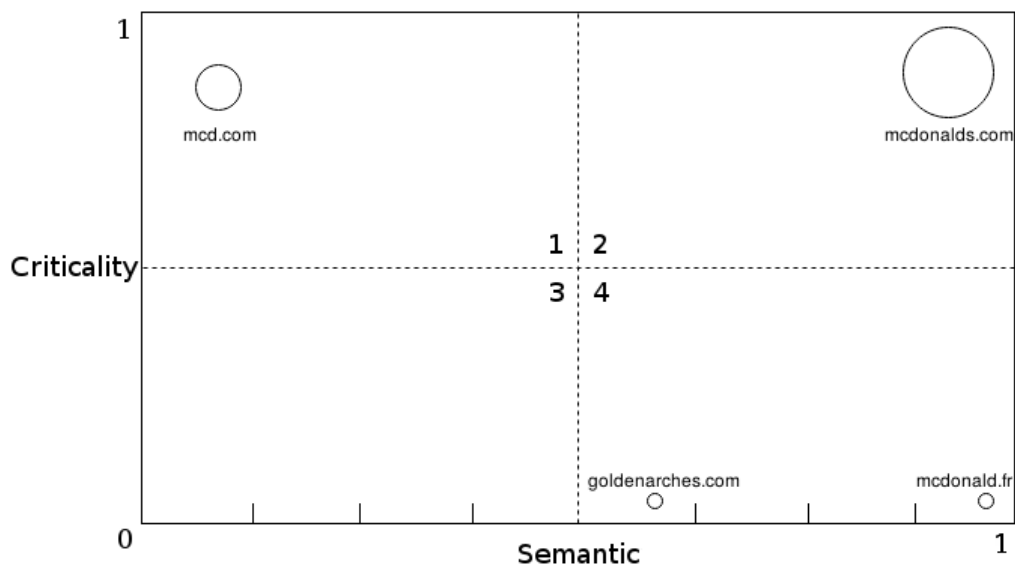
## 8    APPLICATION FOR MCDONALD'S



**Figure 2.  Iceberg Method – Application to McDonald's**

*7.1. Interpretation of the result*

- The domain name can be considered as a digital brand : the semantic is important and the typosquatting, represented by 'MCDONALD.FR' shows that the asset has to be kept for a long time, while has not to be technically developped ;
- 'GOLDENARCHES.COM' represents an historical brand : the domain name is registered but not used, but has to be maintened into the wallet ;
- On the other side, 'MCD.COM', not well known by a lot of Internet users, should be strenghtened due to its criticality ;
- Finally, 'MCDONALDS.COM' is the main brand name and is critical : used in communication, marketing and information system fields, the most developped name of the wallet has to be managed with high precaution.

## 8    CONCLUSION

Begging on a need to domain name management, the Iceberg Method is the first model and is ready to be used for international brands. The importance of the size of domain names wallets is going to need logarithmic axes.

This proposition has to remain open source in order to become a standard in intangible assets management.

A third axis can tomorrow bring an interesting visualization to this method: compliance with naming rules. Indeed, the commercial policy of domain names being liberal, it is advisable to carry out preventive deposits because of various factors: risky TLD because of the absence of recovery procedures, TLD known in the UDRP/SYRELI statistics, sectoral TLD,...
The scale will thus provide an indication of the status of the name in relation to the naming policy.
Case to follow.

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