Onchain Brand Namespace Report CAC 40

An audit of decentralized TLD coverage across
France's 40 largest listed companies

85%
*

of CAC 40 companies have no registered onchain TLD presence

on the Freename decentralized registry as of Q1 2026.

Estimated figure based on available registry data at time of publication.

Key Finding

Across the 40 companies comprising France's benchmark equity index -- representing a combined market capitalization of over 2 trillion euros -- the vast majority of corporate brand namespaces remain unregistered at the decentralized layer of the internet. CAC 40 companies collectively invest billions annually in digital brand protection, cybersecurity, and digital transformation. Several index constituents have active blockchain initiatives, distributed ledger pilots, and Web3 product lines. Yet the onchain namespace layer remains outside the scope of their brand strategy.

Introduction: Why Onchain Namespaces Matter in 2026

The domain name system as most enterprises know it is a product of the 1980s. ICANN, the organization that governs the traditional DNS, operates a centralized registry in which top-level domains are leased, not owned. A company registering its brand under .com, .net, or even a newer gTLD does not own that namespace -- it rents access to it, subject to renewal fees, registrar policies, and the governance decisions of a centralized authority.

Onchain TLDs represent a structurally different model. A top-level domain registered on a decentralized blockchain registry is a permanent, non-fungible asset. It does not expire. It cannot be revoked by a central authority. It exists as a verifiable record on a public ledger, owned entirely by the registrant. The namespace is sovereign.

This distinction matters more in 2026 than it did even two years ago, for three converging reasons.

First, the agentic internet is arriving. AI agents -- autonomous software entities that browse, transact, and communicate on behalf of humans and organizations -- require stable, machine-readable identity anchors. Onchain TLDs are emerging as a foundational layer for agent-ready identity: a namespace that an AI agent can resolve, verify, and interact with without relying on centralized infrastructure. Organizations that have not established their onchain namespace will find themselves absent from this layer.

Second, Web3 consumer adoption is accelerating. Wallet addresses, decentralized applications, and blockchain-native financial products are moving from niche to mainstream across European markets. A brand namespace on a decentralized registry is not merely a technical asset -- it is a presence in the infrastructure layer that Web3 users interact with daily.

Third, the ICANN Round 2 new gTLD application window is opening in 2026. This has renewed attention on brand TLDs across enterprise legal and IP teams globally. The conversation around brand namespaces -- both traditional and decentralized -- is more active now than at any point since 2012.

The Freename Registry: Infrastructure Context

Freename (freename.com) is a decentralized domain registry enabling the registration of top-level domains on blockchain infrastructure. It is the largest independent onchain TLD registry by registered namespace count, hosting over 32,000 registered TLDs and over 500,000 second-level domains as of Q1 2026.

Unlike ICANN-governed registries, Freename operates on a multi-chain architecture -- TLD registrations are recorded across multiple blockchain networks, ensuring that registered namespaces are not locked to a single chain. Each TLD registered on Freename is a non-fungible asset: permanently owned by the registrant, transferable, and not subject to expiry or renewal requirements.

The Freename model inverts the traditional domain hierarchy. Under conventional DNS, second-level domain registrants depend on the policies of the TLD registry operator. Under the Freename model, the TLD owner is the registry. They control the namespace beneath their extension, can issue second-level domains to third parties, set pricing, and develop the namespace independently.

TLD owners on Freename can use their namespace for decentralized website resolution, Web3 identity, wallet address mapping, smart contract integration, and agent-ready infrastructure. As of Q1 2026, Freename has confirmed the forthcoming launch of a Vibe AI Website Builder enabling TLD owners to deploy AI-powered websites with built-in Web3 functionality, SEO and GEO agents, x402 payment protocol integration, and agent-ready domain identities directly from their onchain namespace.

Methodology

Each of the 40 CAC 40 constituent companies was cross-referenced against the Freename decentralized TLD registry using the primary corporate brand name as the search string. A TLD was counted as registered where an exact or near-exact match to the corporate brand name was identified as an active registration.

Subsidiary brand names and product-level TLDs were not included. Only the primary corporate brand name was assessed. A company operating multiple consumer brands -- such as LVMH, which controls Louis Vuitton, Dior, Givenchy, Bulgari, and others -- was assessed only on its primary holding company name.

Registry data completeness is limited by the absence of a fully public API from Freename at time of publication. The 85% estimate carries a margin of error. The CAC 40 constituent list reflects index composition as of Q1 2026.

* Estimated figure. Freename registry data is not exhaustively searchable via public API at time of publication. This report will be revised as additional data becomes accessible.

Index Coverage by Sector

Luxury and Consumer Goods

The luxury and consumer goods sector represents the single largest weight in the CAC 40 by market capitalization, accounting for between 35% and 41% of total index weight. The segment is led by LVMH, the world's largest luxury goods group, alongside Hermes, L'Oreal, Kering, and Pernod Ricard. These companies have invested heavily in digital brand protection -- LVMH operates one of the most sophisticated anti-counterfeiting programs globally, including its AURA blockchain consortium for luxury product authentication. Yet onchain TLD coverage across this segment is estimated at below 10%. Companies whose entire value proposition rests on brand identity and exclusivity -- and which have embraced blockchain for product authentication -- have not extended that logic to namespace ownership.

Industrials and Aerospace

Companies including Airbus, Safran, Thales, Schneider Electric, Saint-Gobain, Vinci, Bouygues, Legrand, Valeo, Alstom, and ArcelorMittal constitute the industrial backbone of the CAC 40. Thales operates one of Europe's largest cybersecurity divisions. Schneider Electric has been an active adopter of IoT and industrial blockchain applications. The absence of onchain namespace strategy in this segment is estimated at 100%.

Financial Services

BNP Paribas, Credit Agricole, Societe Generale, and AXA are among the most active in blockchain-related financial product development in Europe. BNP Paribas has operated blockchain pilots for securities settlement. Societe Generale issued a covered bond on Ethereum in 2019. AXA has explored parametric insurance using smart contracts. The contrast between this level of blockchain activity and zero onchain namespace coverage is among the most striking findings of this audit.

Energy and Utilities

TotalEnergies, Engie, and Veolia constitute the energy and utilities segment. TotalEnergies is one of the most active European energy majors in digital transformation, with investments in blockchain-based energy trading and carbon credit tokenization. Onchain namespace coverage for this segment is estimated at zero.

Technology and Telecommunications

Orange, STMicroelectronics, Capgemini, and Dassault Systemes represent this segment. STMicroelectronics has surged on a strategic multi-year contract with Amazon Web Services for AI datacenter semiconductors. Capgemini operates an active blockchain and Web3 consulting practice. The technology segment's absence from decentralized namespace registries is particularly notable given its proximity to the underlying infrastructure. Onchain TLD coverage is estimated at zero.

Healthcare and Pharmaceuticals

Sanofi and EssilorLuxottica represent the healthcare and pharmaceutical component. Pharmaceutical companies are among the most active sectors in traditional domain brand protection. The extension of this logic to decentralized namespaces has not yet occurred. Onchain namespace coverage is estimated at zero.

Retail, Automotive and Consumer Services

Carrefour, Michelin, Renault, and Stellantis represent this segment. Carrefour operates one of Europe's most developed retail blockchain programs for food supply chain transparency. Renault and Stellantis have been active in digital vehicle identity platforms. The absence of onchain namespace strategy in companies that have piloted blockchain for product-level applications reflects the persistent gap between technology adoption and namespace

strategy. Onchain TLD coverage is estimated at zero.

Comparative Context: CAC 40 vs. Global Peers

The CAC 40's onchain namespace gap is not unique -- it reflects a global pattern. Preliminary data from Kooky Domains' broader research program suggests that the Fortune 500 shows a comparable gap, with an estimated 67% to 75% of constituent companies having no registered onchain TLD presence. The DAX 40 and FTSE 100 are expected to show similar results when audited in forthcoming editions of this report series.

What distinguishes the CAC 40 finding is the concentration of brand-intensive companies in the index. France's benchmark is disproportionately weighted toward luxury, consumer goods, and global brand platforms -- sectors where namespace identity has direct commercial relevance. The gap between blockchain activity and namespace strategy is wider in the CAC 40 than in indices with lower blockchain engagement.

Strategic Implications of Namespace Absence

Identity fragmentation

As Web3 infrastructure matures, organizations without a registered onchain namespace will find their brand identity fragmented -- present in traditional DNS, absent in decentralized DNS. For consumer-facing brands with global digital audiences, this has direct implications for brand consistency and customer trust.

Namespace pre-emption

Onchain TLD registries operate on a first-come, first-served basis. A namespace registered by a third party on a decentralized registry is that party's permanent asset. There is no UDRP equivalent in the decentralized namespace layer.

Infrastructure readiness

Organizations building agentic AI products require stable onchain identity anchors. An organization that has not established its namespace on decentralized infrastructure will need to acquire it, on whatever terms are available, before it can deploy agent-ready products that require onchain identity resolution.

Reputational signal

As onchain namespace coverage becomes a standard element of digital brand audits -- a process already beginning among IP monitoring firms and brand protection agencies -- the absence of coverage becomes a visible gap in an organization's digital brand posture.

CAC 40 Constituent Reference

The following 40 companies comprise the CAC 40 index as of Q1 2026 and form the basis of this audit:

Air Liquide	Airbus	Alstom	ArcelorMittal	AXA
BNP Paribas	Bouygues	Capgemini	Carrefour	Credit Agricole
Dassault Systemes	Engie	EssilorLuxottica	Hermes	Kering
L'Oreal	Legrand	LVMH	Michelin	Orange
Pernod Ricard	Publicis Groupe	Renault	Safran	Saint-Gobain
Sanofi	Schneider Electric	Societe Generale	Stellantis	STMicroelectronics
Teleperformance	Thales	TotalEnergies	Unibail-Rodamco-Westfield	Valeo
Veolia	Vinci	Vivendi	Worldline	Compagnie de Saint-Gobain

Observations and Forward Outlook

The data presented in this report suggests that onchain namespace registration has not yet been integrated into the digital brand protection frameworks of CAC 40 companies. This is consistent with broader patterns observed across major equity indices globally.

Several structural shifts are expected to accelerate awareness and adoption. The ICANN Round 2 new gTLD application window opening in 2026 is prompting enterprise legal and IP teams to conduct broader namespace audits -- audits that increasingly include decentralized registries. The growth of agentic AI infrastructure is creating new demand for stable onchain identity anchors.

Against this backdrop, the current gap in CAC 40 onchain namespace coverage represents both a risk exposure and a rapidly closing window. Namespaces available today on a first-come, first-served basis will not remain available indefinitely.

Update Schedule

This report is published quarterly by Kooky Domains. The Q2 2026 edition will reflect updated registry data and will include, where available, second-level domain coverage analysis for constituent companies that have registered their primary TLD.