FORTUNE 500

Onchain Brand Namespace Report: Fortune 500

An audit of decentralized TLD coverage across America's 500 largest companies by revenue.

67%

of Fortune 500 companies have no registered onchain TLD presence on the Freename decentralized registry as of Q1 2026.*

** Estimated figure. See Methodology.*

Key Finding

An estimated 67% of Fortune 500 companies have no registered onchain top-level domain presence on the Freename decentralized registry as of Q1 2026. Across the 500 companies comprising America's defining corporate benchmark -- representing a combined revenue of $23.5 trillion and 44.1 million employees -- the majority of corporate brand namespaces remain unregistered at the decentralized layer of the internet.

The Fortune 500 collectively represents approximately two-thirds of US GDP. Its constituents include the world's most recognized consumer brands, the largest technology companies on earth, the dominant financial institutions of the global economy, and the healthcare systems that serve hundreds of millions of Americans. Across this breadth of economic power and brand investment, the onchain namespace layer has been almost entirely overlooked.

** Estimated figure. Freename registry data is not exhaustively searchable via public API at time of publication.*

Introduction: The Fortune 500 in 2026

The Fortune 500 is the definitive benchmark of American corporate power. Published annually by Fortune magazine, it ranks the 500 largest US corporations by total revenue. As of 2026, these companies collectively generated $23.5 trillion in revenue and employed 44.1 million people worldwide. The list spans every major sector of the American economy -- from retail and energy to technology, healthcare, finance, and defense.

Walmart holds the top position for the eleventh consecutive year. Amazon occupies the second spot. The top ten includes Exxon Mobil, Apple, UnitedHealth Group, CVS Health, Berkshire Hathaway, Alphabet, McKesson, and Chevron -- a cross-section of retail, technology, healthcare, energy, and finance that reflects the breadth of the American economy.

These companies are among the most sophisticated operators of digital brand strategy on earth. Their combined investment in brand protection, cybersecurity, digital infrastructure, and intellectual property management runs into the tens of billions annually. And yet, at the onchain namespace layer, the majority are absent.

What Is an Onchain TLD and Why Does It Matter?

A top-level domain registered on a decentralized blockchain registry is structurally different from a traditional domain name. Under conventional DNS, a domain name is leased, not owned -- subject to annual renewal fees, registrar policies, and the governance decisions of ICANN.

An onchain TLD is a permanent, non-fungible asset. Registered on a public blockchain, it does not expire. It cannot be revoked by a central authority. It exists as a verifiable record on an immutable ledger, owned outright by the registrant.

For Fortune 500 companies that spend millions defending their brand names in traditional DNS through defensive registrations, UDRP proceedings, and domain monitoring services, the onchain namespace represents a new and unaddressed frontier. The same brand protection logic applies directly to decentralized registries. But the mechanisms are different, the window is finite, and the cost of inaction is permanent: onchain TLD registries operate on a first-come, first-served basis with no UDRP equivalent.

The Freename Registry: Infrastructure Context

Freename (freename.com) 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 ensuring registered namespaces are accessible across major blockchain ecosystems.

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 500 Fortune 500 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 was identified as an active registration on the Freename registry.

Subsidiary brand names, product-level TLDs, and divisional names were not included. Only the primary corporate brand name was assessed. The 67% estimate carries a margin of error and will be updated as additional registry data becomes accessible.

Index Coverage by Sector

Technology

The technology sector includes Apple, Alphabet, Microsoft, Meta, Amazon, and enterprise infrastructure providers, semiconductor companies, and software platforms. Microsoft Azure offers blockchain-as-a-service. Amazon Web Services has invested heavily in blockchain infrastructure products. Google Cloud has partnered with multiple blockchain networks.

Onchain TLD coverage across the technology sector is estimated at below 5%. Companies that build and sell blockchain infrastructure have not registered their own brand namespaces on blockchain-based registries.

Healthcare and Pharmaceuticals

Healthcare is one of the most heavily represented sectors in the Fortune 500, with UnitedHealth Group, CVS Health, McKesson, AmerisourceBergen, Cigna, Humana, Johnson and Johnson, Pfizer, Abbott Laboratories, and Eli Lilly among its constituents. These companies maintain large defensive domain portfolios and active UDRP enforcement programs in traditional DNS.

Onchain TLD coverage across the healthcare sector is estimated at zero. An industry that invests heavily in traditional brand protection has not extended that investment to decentralized namespace registries.

Financial Services

JPMorgan Chase operates its own blockchain network, JPM Coin. Goldman Sachs has issued tokenized bonds. Visa and Mastercard have announced blockchain-based payment infrastructure initiatives.

Onchain TLD coverage across the financial services sector is estimated at below 3%. Institutions building blockchain financial products have not secured their onchain namespace.

Retail and Consumer Goods

Retail is the Fortune 500's dominant sector by revenue, led by Walmart at $611 billion annually. Amazon, Costco, Kroger, Home Depot, Target, and Lowe's follow.

Onchain TLD coverage across the retail sector is estimated at zero for primary corporate brand names.

Energy, Industrials and Defense

Energy companies including Exxon Mobil, Chevron, ConocoPhillips, and Valero Energy have participated in consortia blockchain networks for trade finance and commodity tracking. Defense contractors Boeing, Lockheed Martin, Raytheon, and General Dynamics represent the industrials and defense segment.

Onchain TLD coverage for this combined sector is estimated at zero.

Telecommunications and Media

AT&T;, Verizon, Comcast, Charter Communications, and Walt Disney Company represent the telecommunications and media segment.

Onchain TLD coverage for this sector is estimated at zero.

The Agentic Internet Dimension

One of the most significant near-term drivers of onchain namespace adoption among Fortune 500 companies will be agentic AI infrastructure. AI agents -- autonomous software entities that browse, transact, and communicate on behalf of organizations -- require stable, machine-readable, and verifiable identity anchors. Onchain TLDs are emerging as a foundational layer for agent-ready identity.

Fortune 500 companies are among the most active deployers of enterprise AI. Microsoft's Copilot, Google's Gemini enterprise products, Amazon's AWS AI infrastructure, and Salesforce's Einstein AI platform are each being integrated into Fortune 500 operations at scale. As these agentic systems mature, the question of onchain identity -- who the agent is, which organization it represents, and how that identity can be verified on a decentralized basis -- will become a pressing operational concern.

Organizations that have established their onchain namespace will be positioned to deploy agent-ready identity infrastructure. Those that have not will face acquisition costs and delays at the point when this infrastructure becomes operationally necessary.

Comparative Context: Fortune 500 vs. Global Peers

The Fortune 500's onchain namespace gap is consistent with broader global patterns. The CAC 40, France's benchmark equity index, shows an estimated 85% gap in onchain TLD coverage -- higher than the Fortune 500 estimate, reflecting its concentration of brand-intensive luxury and consumer goods companies. The DAX 40 and FTSE 100 are expected to show comparable figures when audited in forthcoming editions of this series.

The Fortune 500's lower estimated gap -- 67% versus 85% for the CAC 40 -- may reflect the higher concentration of technology companies in the US index. However, this estimate carries significant uncertainty and will be refined as additional registry data becomes available.

Strategic Implications of Namespace Absence

Namespace pre-emption is the most immediate risk. Onchain TLD registries operate on a first-come, first-served basis with no UDRP equivalent. A namespace registered by a third party is that party's permanent asset. For a Fortune 500 company with a well-known brand name, the window during which that name is available as an onchain TLD is finite and closing.

Identity fragmentation is the second risk. As Web3 infrastructure matures, organizations without an onchain namespace will find their brand identity absent in decentralized DNS -- a growing gap for brands with global digital audiences.

Infrastructure readiness for agentic AI is the third. As autonomous AI agents become standard enterprise deployments, onchain identity infrastructure becomes operationally necessary.

Competitive positioning is the fourth. As onchain namespace coverage becomes a standard element of enterprise digital brand audits, the absence of coverage becomes a visible gap relative to peers that have acted.

Observations and Forward Outlook

The Fortune 500's onchain namespace gap is the defining finding of this report. The world's largest and most sophisticated corporate brands have largely not addressed the decentralized namespace layer. This is not a reflection of strategic judgment against decentralized infrastructure; it reflects the early stage of enterprise awareness of a new class of digital brand asset.

The ICANN Round 2 new gTLD application window opening in 2026 is already prompting Fortune 500 legal and IP teams to conduct broader namespace audits that increasingly examine decentralized registries. The growth of agentic AI is creating new demand for onchain identity anchors. And the maturation of Web3 consumer products is bringing decentralized namespace resolution into mainstream digital experiences.

Against this backdrop, the current gap represents both a significant risk exposure and a rapidly closing window. This report establishes the baseline for the Fortune 500. Subsequent annual editions will track year-over-year changes in coverage and examine whether the gap is closing as enterprise awareness matures.

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