

## Brand Management in the Age of New gTLDs

<http://brussels38.icann.org/node/12504>

**Wednesday, 23 June 2010 – 16:00 – 17:30**

[2010-06-23 16::10:15] Karla\_Valente: All: I will be collecting questions/comments from the chat room. The Q&A is at the end

[2010-06-23 16::39:32] denesh: So if a company/organisation will get their own gTLD, what will they do with their 'main brand' .com/.org/.net/.biz and any other gTLD that gets released? Will they hand them back?

[2010-06-23 16::40:20] Karla\_Valente: Denesh: I will ask your question to the panel

[2010-06-23 16::40:21] gpmgroup: It would be a huge risk to hand them back

[2010-06-23 16::40:23] denesh: let's say with bbc.. will they hand back bbc.com when they get .bbc?

[2010-06-23 16::40:39] R: I don't think so. For \$10 per year, they may as well continue to renew.

[2010-06-23 16::41:05] denesh: I see the reasons for having .bbc especially with all their brands.. but then would they register bbc.newgTLD whenever new gTLD gets released?

[2010-06-23 16::41:18] denesh: Thanks Karla

[2010-06-23 16::42:13] denesh: the point is that if .bbc is oging to be the 'trusted' brand for the bbc, then there would be no point having bbc.gTLD

[2010-06-23 16::42:37] John\_McCormac\_HosterStats: QUESTION: Given that there are only 28762 names (some are brands but some are generics) that are registered across com/net/org/biz/info/mobi/asia/tel are brand owners more likely to concentrate on the big three (com/net/org) and the ccTLDs rather than the new gTLDs?

[2010-06-23 16::43:13] chiao: question to the panel members: does the panel support that the brand owner is able to manage the registry infrastructure as well as the sales storefront (i.e. the registrar)?

[2010-06-23 16::43:35] denesh: Karla... I am Denesh Bhabuta, independent consultant from the UK in case that needs to be made clear.

[2010-06-23 16::47:05] gpmgroup: MarkMonitor survey  
[http://www.circleid.com/posts/20100520\\_new\\_gtld\\_survey\\_shows\\_many\\_intend\\_to\\_apply\\_but\\_majority\\_undecided/](http://www.circleid.com/posts/20100520_new_gtld_survey_shows_many_intend_to_apply_but_majority_undecided/)

[2010-06-23 16::48:51] Karla\_Valente: John: I will ask your question soon.

[2010-06-23 16::49:04] John\_McCormac\_HosterStats: thanks Karla

[2010-06-23 16::49:33] denesh: But the whole point of 'non confusion' would be by having .bbc so anything not under .bbc would not be official bbs stuff!

[2010-06-23 16::55:45] Karla\_Valente: denesh: listen to this

[2010-06-23 16::58:35] denesh: Thanks Karla.. listened to it.. now pondering in my mind. :-)

[2010-06-23 16::59:26] Karla\_Valente: :-

[2010-06-23 17::00:22] denesh: Karla\_Valente: See you at the gala tonight for a quick chat?

[2010-06-23 17::00:56] Karla\_Valente: I am not going :-( there are few tickets and, as staff, I am giving my spot to our community members

[2010-06-23 17::01:34] denesh: Karla\_Valente: Oh. OK will seek you out later today or tomorrow.

[2010-06-23 17::04:29] SeanPowell: Karla\_Valente: please read slower for the scribes

[2010-06-23 17::06:38] Karla\_Valente: ok

[2010-06-23 17::07:06] →<sup>a</sup> SeanPowell set a ban on \*!\*@130.129.11.100.

[2010-06-23 17::18:46] R: Anyone else lose the audio?

[2010-06-23 17::18:53] Sean\_Powell: No

[2010-06-23 17::19:07] gpmgroup: ok here

[2010-06-23 17::19:15] Amber\_Sterling: No, you may want to restart

[2010-06-23 17::19:59] Edwina\_Baddeley: The audio seems very good

[2010-06-23 17::20:13] R: Got it back. Thanks for the response.

[2010-06-23 17::20:22] Edwina\_Baddeley: :)

[2010-06-23 17::21:16] andrew\_pink: I would expect over 1,000.

[2010-06-23 17::22:06] Amber\_Sterling: What is this new economic study and where can I find it?

[2010-06-23 17::22:16] →<sup>a</sup> Konstantinos\_Komaitis left the chat room.

[2010-06-23 17::23:32] R: <http://www.scribd.com/doc/33189192/Economic-Analysis-of-New-Gtlds-16jun10-En>

[2010-06-23 17::23:35] gpmgroup: there should be a second half to the economic survey and they are looking for comments on the first half. Those comments will hopefully be used to shape the second part.

[2010-06-23 17::24:33] Amber\_Sterling: THANK YOU!

[2010-06-23 17::26:22] John\_McCormac\_HosterStats: QUESTION: Will new gTLDs be too dependent on brand protection registrations for a major part of their revenue and how would brand owners feel about this?

[2010-06-23 17::27:28] Karla\_Valente: got it.

[2010-06-23 17::28:50] R: Question re: Economic Study recommends discrete, limited rounds of new gTLDs. What is the likelihood that this is the case? Ryan Kaatz

[2010-06-23 17::29:43] Karla\_Valente: thank you, Ryan.

[2010-06-23 17::37:57] Karla\_Valente: we will end the session in 5 minutes. There will be final remarks from the speakers. Thank you all for participating.

[2010-06-23 17::38:47] denesh: Thanks for relaying the questions on, Karla.

[2010-06-23 17::38:56] Karla\_Valente: you are welcome

[2010-06-23 17::39:05] John\_McCormac\_HosterStats: thanks - it has been a very interesting session

[2010-06-23 17::39:14] Karla\_Valente: I am glad to hear that.

[2010-06-23 17::42:13] gpmgroup: On defensive registrations - why not pay the fees to a central icann fund that way new gTLDs can not be set up primarily to benefit from defensive registrations. YOU could just make a new class of registration which didn't resolve

[2010-06-23 17::42:15] denesh: I think more like upto 100

[2010-06-23 17::42:25] John\_McCormac\_HosterStats: 17?

[2010-06-23 17::42:33] gpmgroup: echo Johns comments very interesting panel

[2010-06-23 17::43:06] denesh: clap clap

[2010-06-23 17::43:19] –<sup>a</sup> Edwina\_Baddeley left the chat room.

[2010-06-23 17::43:39] John\_McCormac\_HosterStats: what is interesting is how .asia almost failed to gain massive brand protection registrations

[2010-06-23 17::44:07] gpmgroup: has .asia started growing again or is it still shrinking

[2010-06-23 17::44:18] John\_McCormac\_HosterStats: it could be an indication for future gTLDs that brand owners will only consider a TLD when it is successful

[2010-06-23 17::44:47] John\_McCormac\_HosterStats: still falling - it may stabilise around 175K later this year but the second anniversary of its landrush hit it hard

[2010-06-23 17::45:20] John\_McCormac\_HosterStats: just from memory it is around 182K atm

[2010-06-23 17::45:41] gpmgroup: interesting thanks

[2010-06-23 17::46:00] John\_McCormac\_HosterStats: .info has exploded again though :)

[2010-06-23 17::47:19] John\_McCormac\_HosterStats: I think it was another promo by a big registrar

[2010-06-23 17::47:59] gpmgroup: Do you think it will continue to grow or do you think it will shrink with new gTLDs

[2010-06-23 17::48:26] John\_McCormac\_HosterStats: .info growth is cyclic in that the promos result in a drop a year or so later

[2010-06-23 17::48:53] John\_McCormac\_HosterStats: but it has been growing well - I think it has one of the highest unique domain counts of the newer gTLDs

[2010-06-23 17::49:38] John\_McCormac\_HosterStats: that can mean that there are parallel ccTLD registrations

[2010-06-23 17::50:04] gpmgroup: We see strange patterns of usage in some areas of the world some really like it and others seem to avoid

[2010-06-23 17::50:57] John\_McCormac\_HosterStats: it is an agnostic TLD in that it really doesn't offend anyone - that makes it very useful for cross border and adjacent country marketing

[2010-06-23 17::54:23] John\_McCormac\_HosterStats: later all

[2010-06-23 17::54:28] gpmgroup: Thanks John