ICANN 67
VIRTUAL COMMUNITY FORUM

7–12 March 2020

ICANN67 TO BE HELD
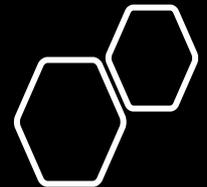USING REMOTE
PARTICIPATION

Brand Registry Group Community Session

Monday 9th March 2020, 15:30-17:00

Agenda

- Welcome
- About dotBrands & Brand Registry Group
- dotBrands Trends
- Use Cases (BRG Members)
- Future Rounds (Subsequent Procedures)
- BRG Events
- Q&A

About dotBrands

- dotBrand model provides greater control from root of internet to users.

- dotBrand operator controls all the registrations

- A registry void of malicious registrations, typo-squatting, cyber-squatting, domain speculation – a dotBrand is an authentic trusted space

- Solid platform on which further layers can be applied to enhance security and safety for the organisation and users.

About dotBrands

- Rules and controls can be applied consistently at network level.

- Despite low volumes of domains, dotBrands already account for a significant proportion of DNS traffic amongst new gTLDs

- dotBrands will be a significant contributor towards security and safety as the Internet continues to grow.

About the BRG
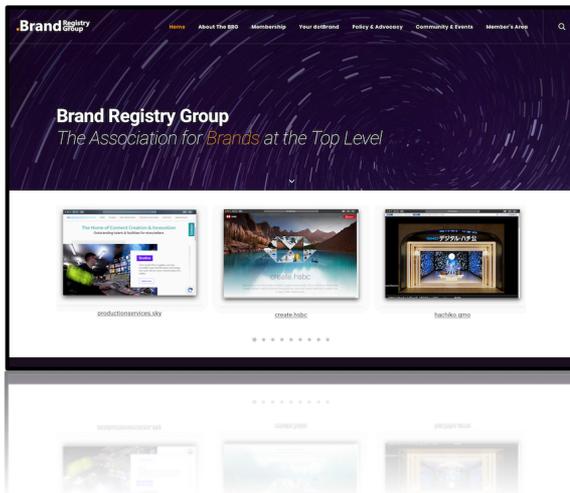
www.brandregistrygroup.org

About the BRG

The Brand Registry Group supports the collective interests of our members and help them to derive maximum value from their Brand TLDs.

ICANN66 - Montréal, November 2019

Purpose

Strategic Objectives

Committees, Groups & Activities

dotBrands Update

.Brand TLD Changes in 2019:

- Domains rose 20% to 18,722

- 64% of .Brand TLDs now in use

- Total domains in use increased 19% to 12,509

- Total redirects grew 22% to 9426

- Total resolving domains increased by 15% to 3,083
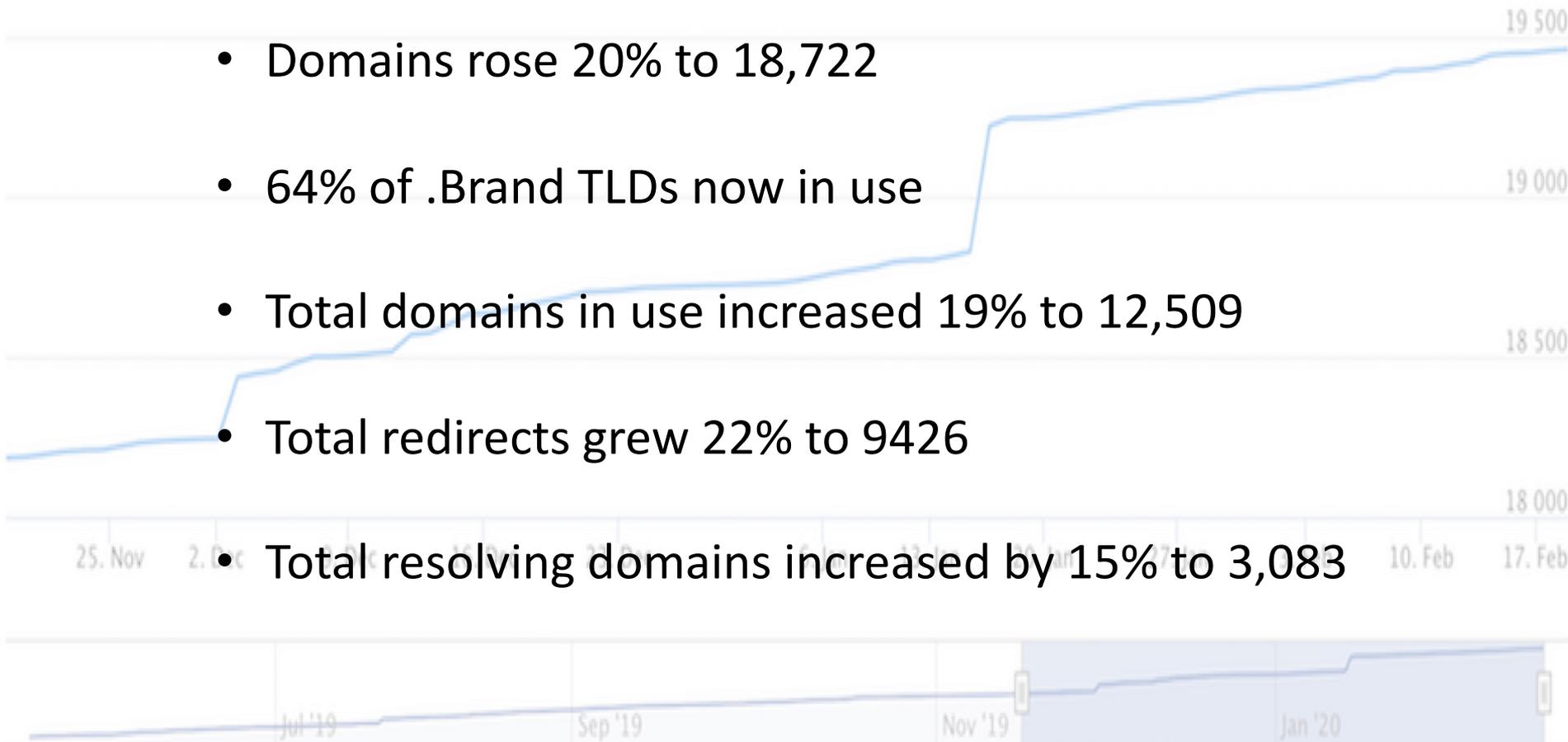
dotBrands Update

Brand TLDs with the most domains	Industry	Domains
.dvag	Banking/Financial	3575
.mma	Insurance	1859
.audi	Automotive	1603
.allfinanz	Banking/Financial	973
.seat	Automotive	704
.mini	Automotive	660
.neustar	Information Technology	655
.aco	Industrial	320
.lamborghini	Automotive	227
.leclerc	Retail	190

Brand TLD Highest Growth 2019	Resolving Domains
ABBVIE	1500%
VISA	450%
APPLE	380%
CBS	350%
JPMORGAN	325%
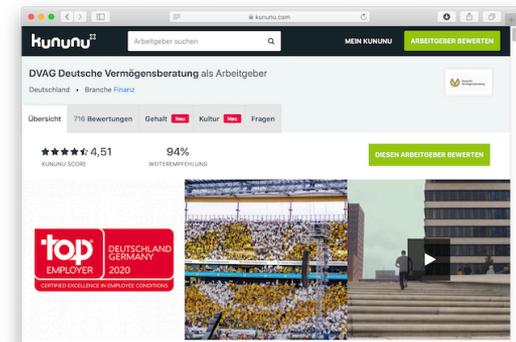
dotBrands Update

Brand TLDs with most resolving domains	Industry	Resolving Domains
.audi	Automotive	855
.seat	Automotive	542
.bmw	Automotive	84
.weber	Construction	81
.schwarz	Retail	79
.bradesco	Banking/Financial	64
.leclerc	Retail	52
.abbott	Health	51
.canon	Consumer Electronics	36
.cern	Industrial	29
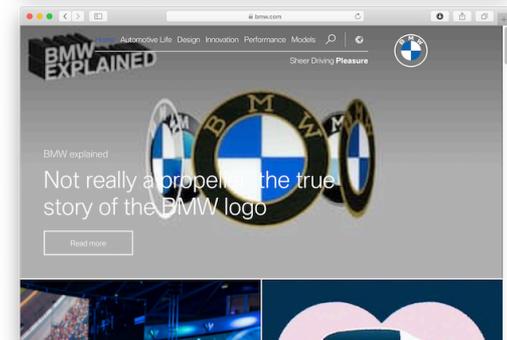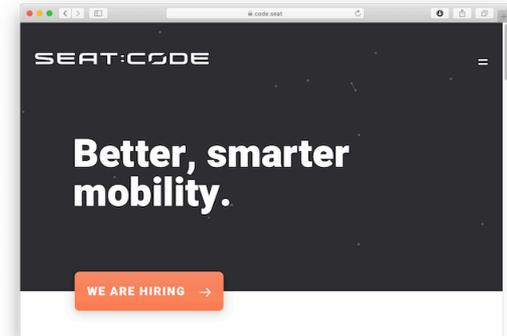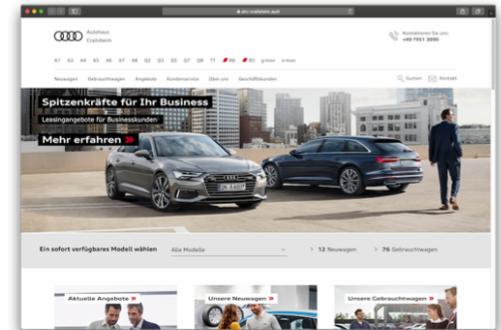
dotBrands Update

Domains by Industry Sector	Domains
Banking and Financial	5633
Automotive	3661
Insurance	2370
Information Technology	1702
Industrial	1036
Retail	500
Media	457
Manufacturing	431
Pharmaceutical	347
Health	315
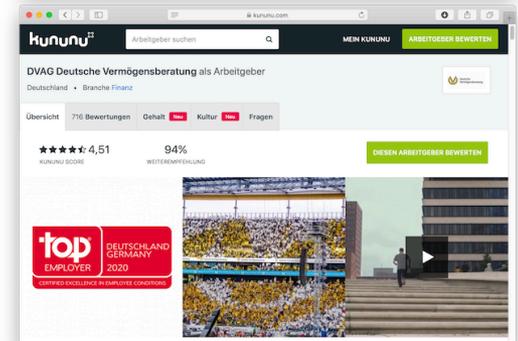
dotBrands Update

Fastest .Brand domain growth by country	Top 5 countries for .Brand redirect domains	Top 5 countries for .Brand resolving domains
1. Australia	1. Germany	1. Germany
2. Switzerland	2. France	2. Spain
3. Germany	3. USA	3. USA
4. Japan	4. UK	4. France
5. USA	5. Brazil	5. Japan

Use Cases – BRG Members

- Nisha Parkash (dotSky)

dotSky

Keeping customers safe

Incredibles 2

sky store

dotSky

Owning your dotBrand Top Level Domain (TLD)… more than just vanity

- Only a brand can own their dotBrand TLD providing their application is successful with ICANN.

- Changes to GDPR means it is harder to gauge the ownership of domain names now so owning your dotBrand is more valuable than ever before because it provides the consumer with reassurance that they are visiting a companies legitimate site simply by the domain name ending with a branded TLD.

- As website personalisation with dotBrand TLD's becomes more familiar to the consumer it becomes apparent that owning your dotBrand TLD is more than just making your website look "on brand" or allows for a shorter domain to be used, known as a vanity domain name.

As a company that owns their dotBrand TLD we see the use of dotSky as more than just aesthetically pleasing because only Sky can own dotSky. We found a good use case when it came to sending out email communication to our consumers and also Sky staff. We have always used third parties to send out our email communication to customers. Whether that be an invite to an event or a reply to a competition, updates on products and services and for Sky staff, even HR communication is managed externally.

We want to ensure whoever receives an email from Sky is not questioning its authenticity.

dotSky

So how has dotSky helped with this part of the business?

- We do not allow third parties to spoof our emails, something that felt like a challenge to monitor before we owned our dotSky registry.

- A dotSky domain name has allowed us to provide peace of mind to our consumers and staff that they are receiving a legitimate email from Sky.

- We registered **contact.sky** as the primary domain name and set up relevant sub domains within this zone for each service that requires a third party to send out email communication on our behalf.

- The DNS records are restricted, we do not allow NS and CNAME delegation as this defeats the purpose of controlling who sends out emails on our behalf as these records mean we lose all control.

- Each sub domain is set up with an SPF and DKIM record from the mail provider and the Sky messaging team authenticates these records by adding a DMARC record. The use of the tilde (~) is not approved in any TXT record, the record must end **–all** not **~all** where the tilde represents a wildcard and **–all** means only this IP is authorised to send out mail for this domain.

- The DMARC record is an email authentication protocol. It is designed to give email domain owners the ability to protect their domain from unauthorised use, commonly known as email spoofing

sky

dotSky

What have we set up?

- For products you have added to your basket but not checked out with - **@yourbasket.contact.sky**

- For products and services – **@notifications.contact.sky**

- For corporate communication – **@corporate.contact.sky**

- For our cyber security team - **@cybersecurity.contact.sky**

- For tech support help - **@techdesk.contact.sky**

- For HR communication to Sky staff - **@hr.contact.sky**

- For our engineer reward scheme - **@engineerrewards.contact.sky**

- For mailroom deliveries – **@skymailroom.contact.sky**

sky

Q&A

Future Rounds (Subsequent Procedures)

Good progress within Subsequent Procedures PDP in respect of dotBrands to:

- Recognise the distinct model of dotBrands
- Remove the Continued Operation Instrument (COI) intended for purpose of registrant protection
- Simplifying the background checks
- Introduce an RSP pre-qualifying check
- Maintain the principle of cost-recovery to determine the application fees
- Improving predictability for applicants

BRG Events 2020

- dotBrands Masterclass 2020
  - Coincide with GDD Summit in Paris
  - Subject to changes based on coronavirus
  - Focus on active dotBrands and learnings

- Brands & Domains 2020 (October)
  - Coincide with ICANN69 in Hamburg
  - Broader topics for brands – not just dotBrands
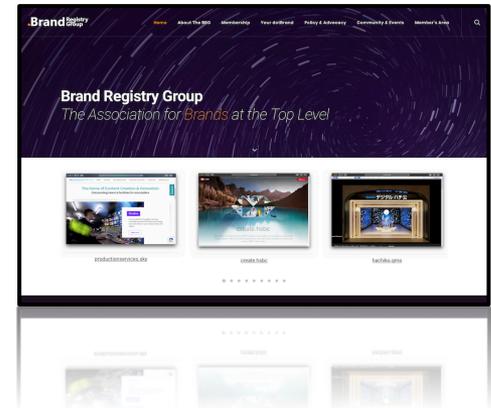
Brands & Domains 2020

"Thanks for a wonderful and exciting day in Montreal. And special thanks to bringing so many people together on this topic, it was really fruitful."

"I found it very interesting and informative with excellent presentations and content. Having been to all of the B&D events I have found that they have got better and better each year."

"You put together a really strong roster of presenters and panel guests which I'm sure attendees appreciated as you just don't get exposure to this kind of content and experience at ICANN"

4. Q & A

ICANN66 - Montréal, November 2019

Brand Registry Group
The Association for Brands at the Top Level

To join the BRG, please contact:
info@brandregistrygroup.org

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