.Brand Registry Group

Helping Brands
Reach the Top Level

ICANN 60
ANNUAL GENERAL
ABU DHABI
28 October–3 November 2017

**Brand Registry Group
Update on dotBrand Trends and Use Cases**

Thursday, 2 November 2017
1330-1500 (GST/UTC+4)
Capital Suite 14

Adobe Connect https://participate.icann.org/abu60-capitalsuite14

Agenda

- Welcome and About the BRG
- Evolution of dotBrands - Use Cases & Trends
- Operational Concerns
- Subsequent Procedures - dotBrands
- Q&A

About the BRG

- The BRG is a non-profit global business association that represents its members - dotBrand registry operators and future dotBrand applicants.

- Voice of dotBrands

  - An advocate for dotBrand registry operators and dotBrand applicants, protecting our members' interests in policy development at ICANN and more widely to raise awareness of the distinct new model introduced by brands.

About the BRG

- Information Sharing & Developing Best Practices

  - BRG Newsletter and Membership Meetings

  - dotBrand Trends & Analysis Reports

  - Developing materials to help members better understand the aspects of operating a registry and assist them maximising the return on their TLD investment.

  - Members contribute to developing future best practices for dotBrands.

BRG@GDD Summit 2017: Engaging with ICANN and GDD for New Registries

About the BRG

- Networking & Events

  - The BRG provides you with access to peers across different sectors, all with an interest in operating and developing their dotBrand registries.

  - Members gain access to events & workshops organised by the BRG or in partnership with related industry organisations.

Evolution of dotBrands - Use Cases & Trends

ICANN New gTLD 2012 Application Round

- 1930 Applications

- 1/3 applications were for dotBrands

- 1227 new gTLDs are delegated, of which over 540 (44%) are dotBrands

Snapshot from October 2017 - visible use

- 267 dotBrands > 1 SLD (beyond nic.brand)

- 8154 domain names registered under dotBrand registries (vs 4312 in June 2016)
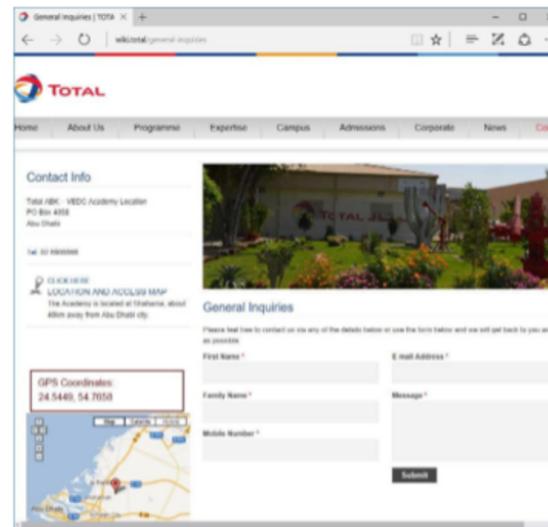
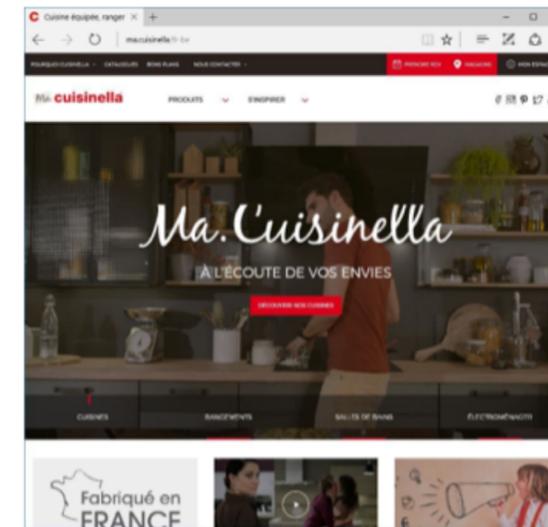- 1239 active websites

DotBrand Second Level Domains Evolution

(source https://dotbrandobservatory.com)

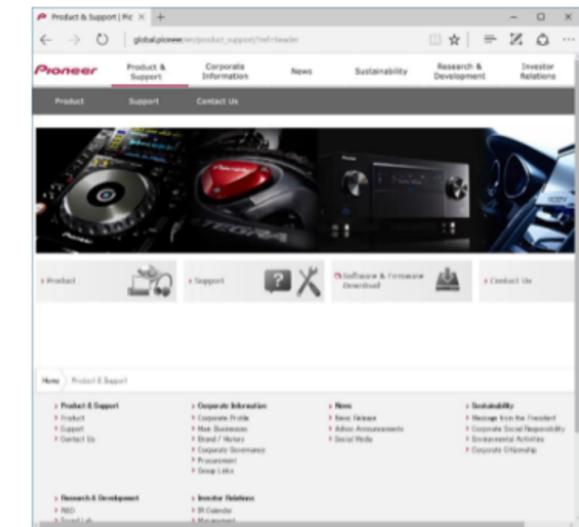**.Brand** Registry Group
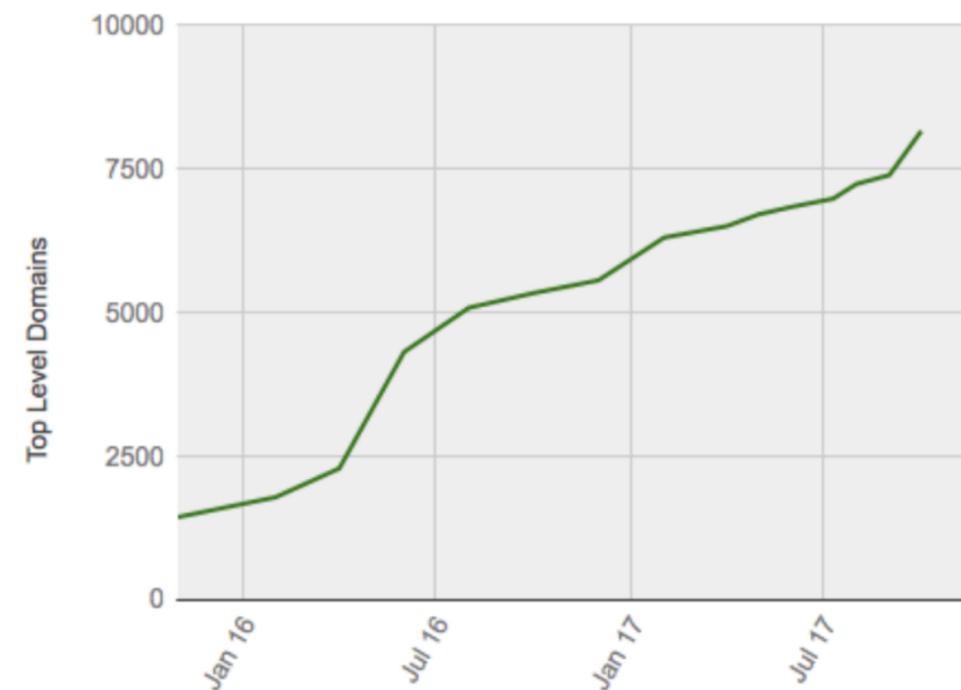
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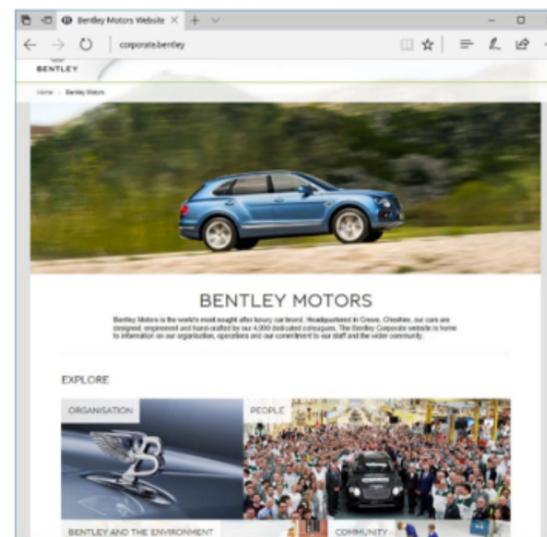# Are you aware of dotBrands that have been launched?
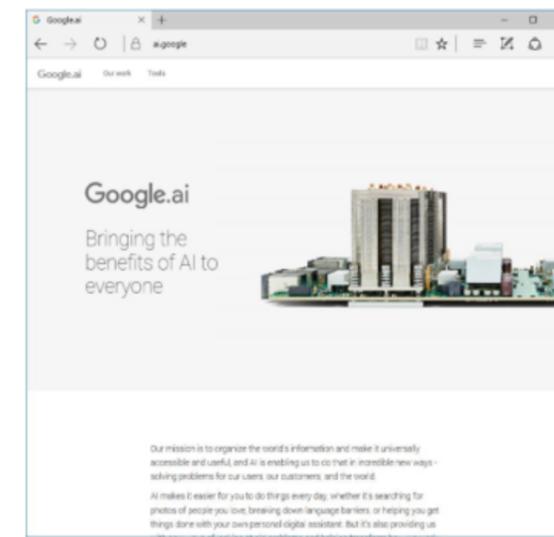
wiki dot total – June 2017
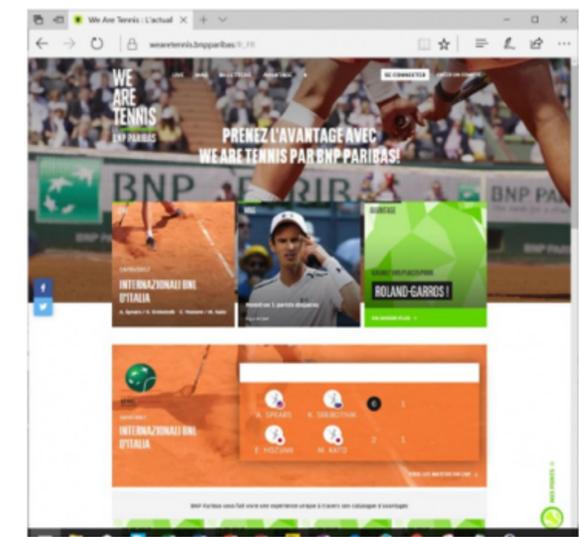
ma dot cuisinella – June 2017

global dot pioneer – June 2017

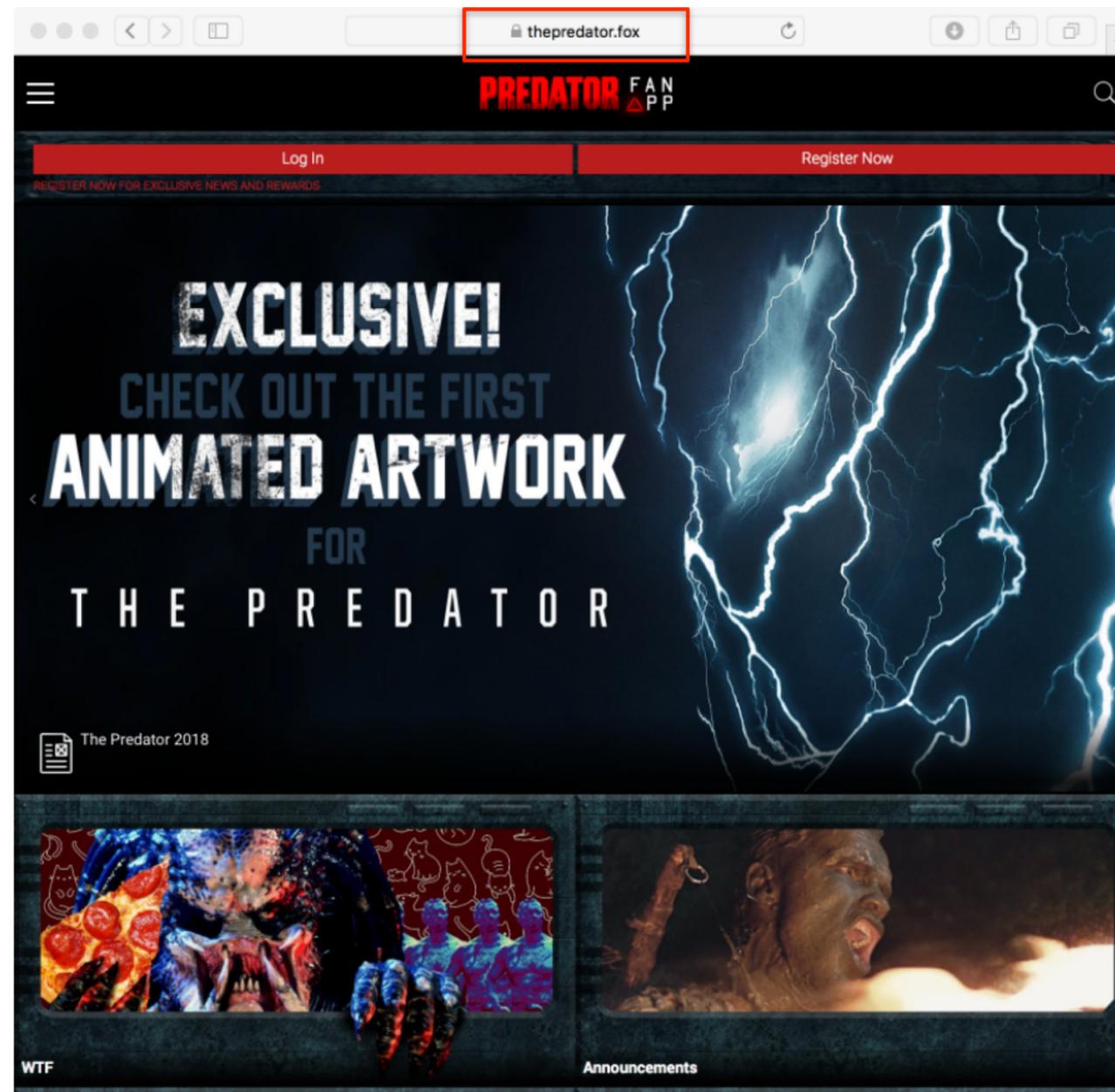corporate dot bentley – June 2017

ai dot google – May 2017

wearetennis dot bnpparibas – May 2017

.fox

Fox launched their newest Fan Engagement experience at ThePredator.Fox.

This website supports the associated Predator Official Fan App and allows new users to sample the community seamlessly before downloading the app, which connects core fans to exclusive content, conversation and everything Predator.

.aws

Amazon Web Services (AWS)

Advertising new services on their dotBrand: https://www.youtube.com/watch?v=3n1NpmtJ5G8

www.BuildOn.aws

0:59 / 1:00

Commercial - Build on with AWS

🔒 buildon.aws

🔒 buildon.aws

Customer Enrichm...

Storage

Lead Scoring

Amazon Redshift

AMAZON WEB SERVICES
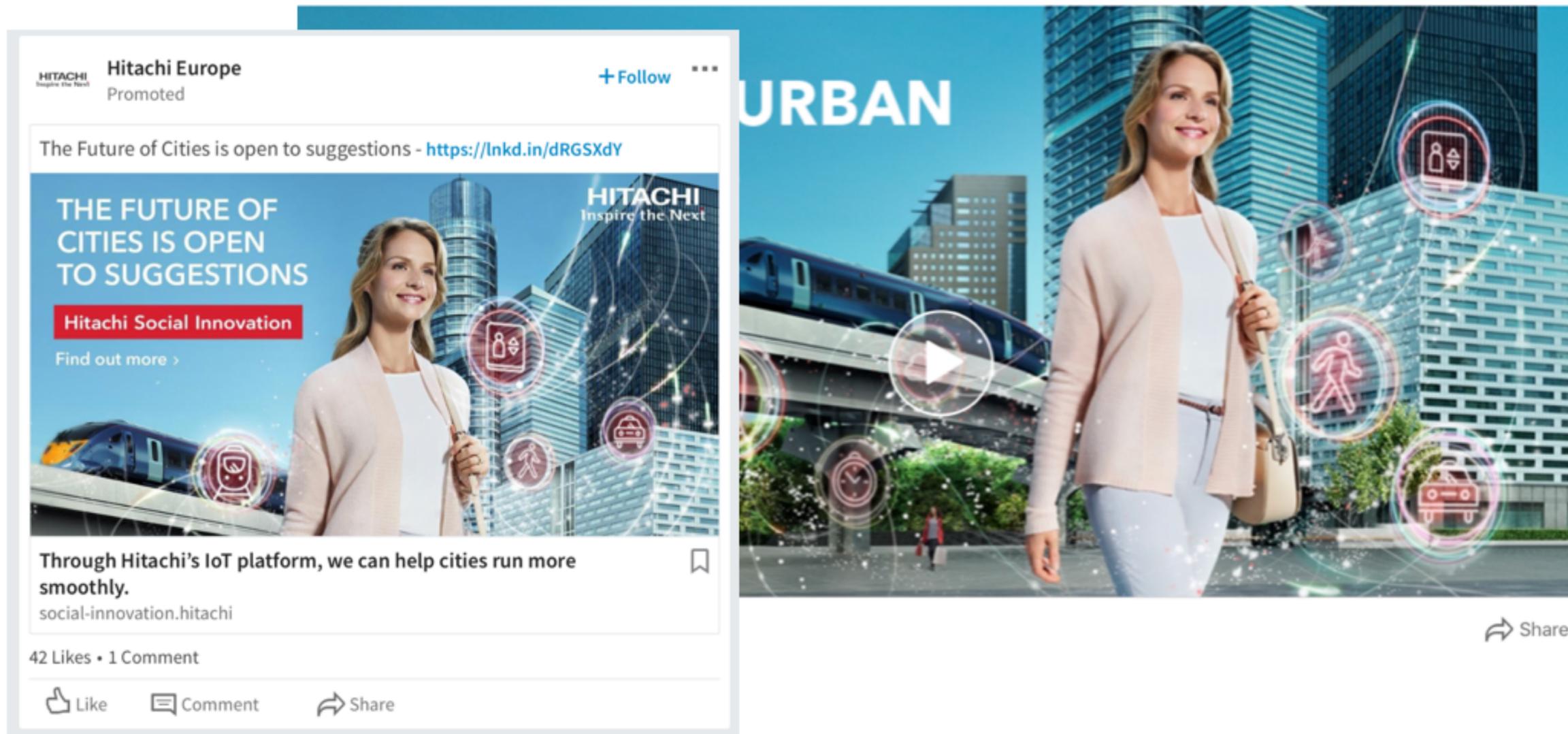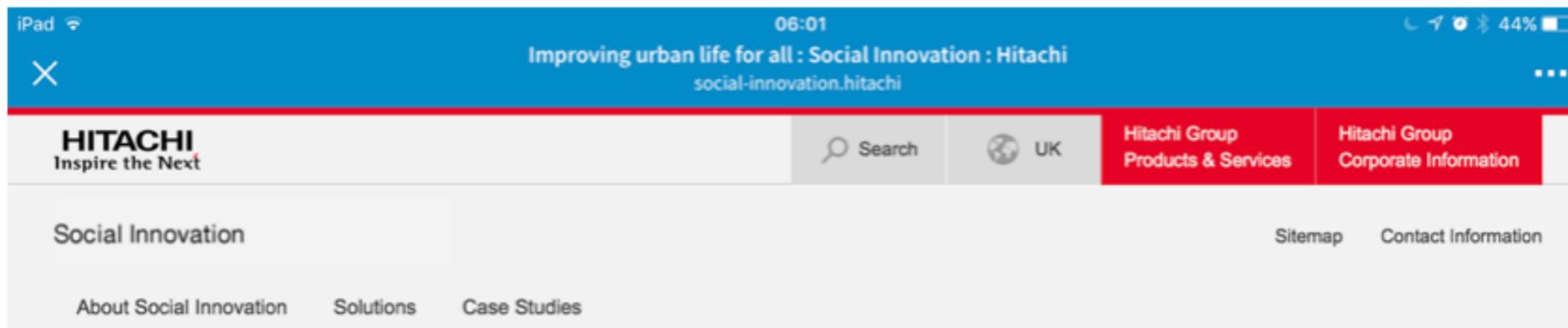
BUILD ON

aws

Amazon EC2

...el Repository

.leclerc

Co-ordinating across multiple marketing and communication channels.

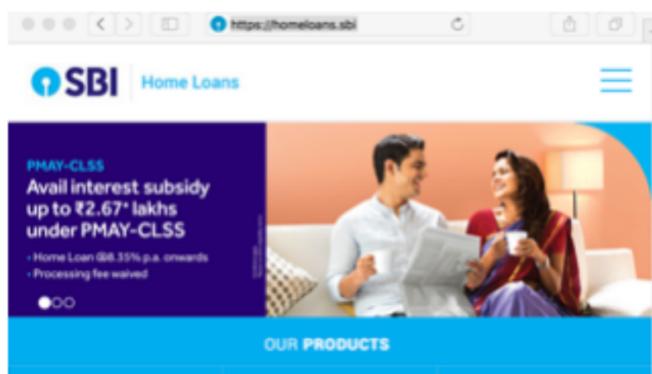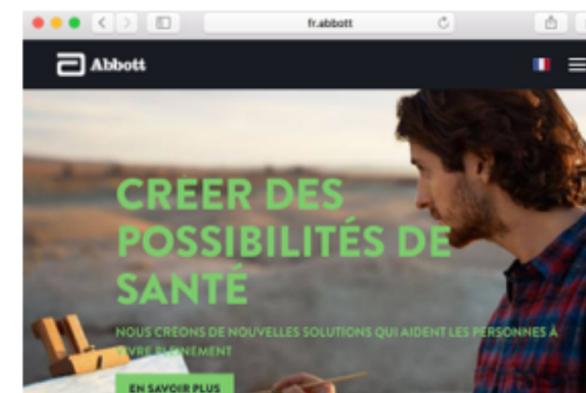.Brand Registry Group
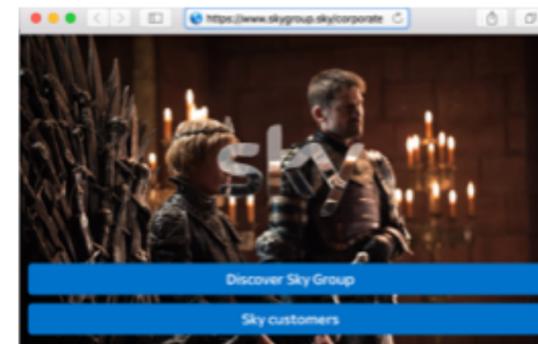
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.hitachi

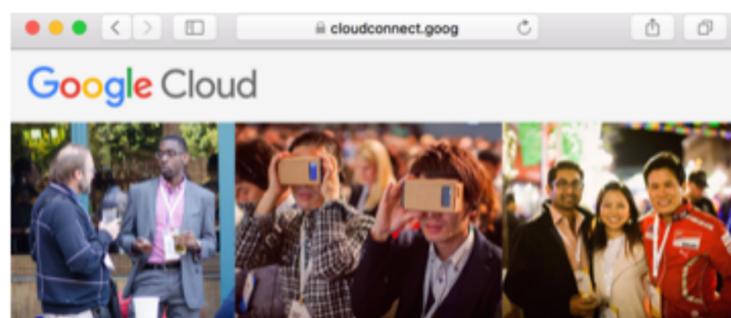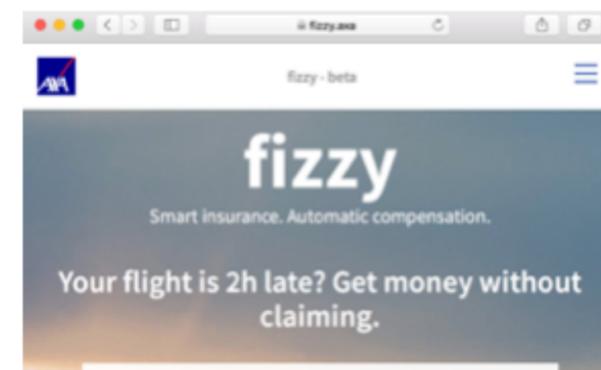Co-ordinating across multiple marketing and communication channels.

Business Sectors

Top Level Domains per Vertical

BRG Open Session   BRG @ ICANN60

.Brand Registry Group

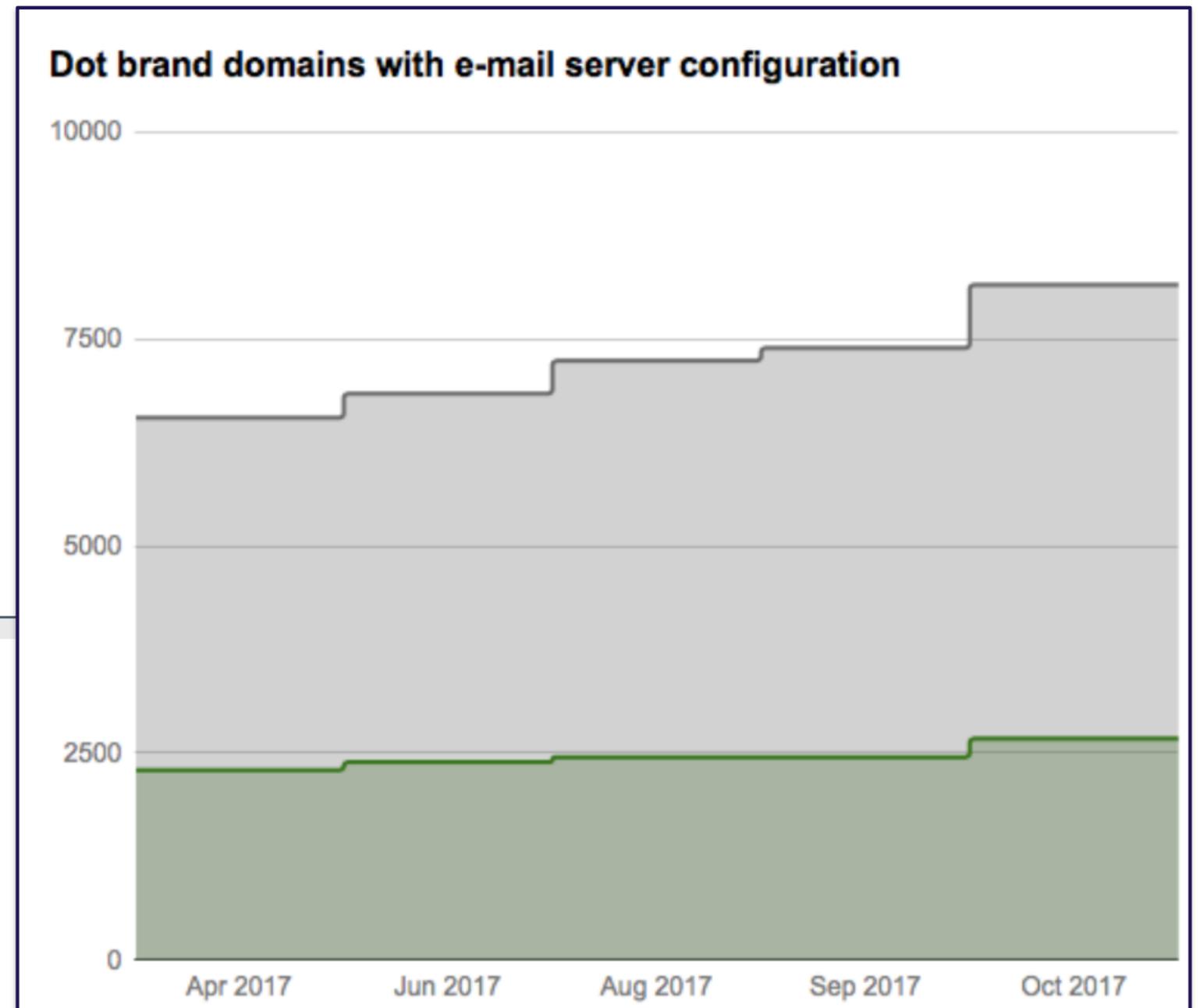**Helping Brands Reach the Top Level**
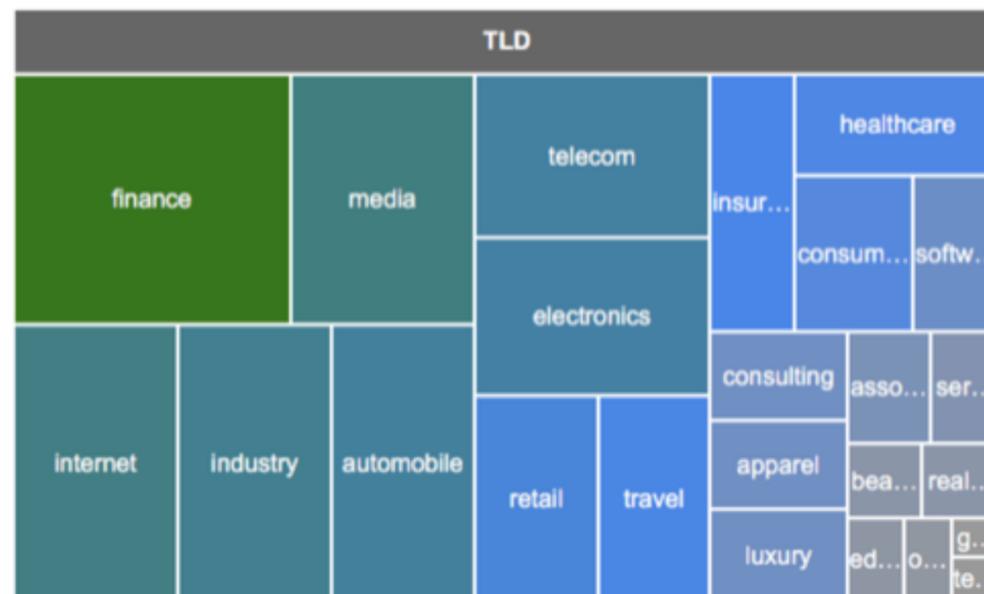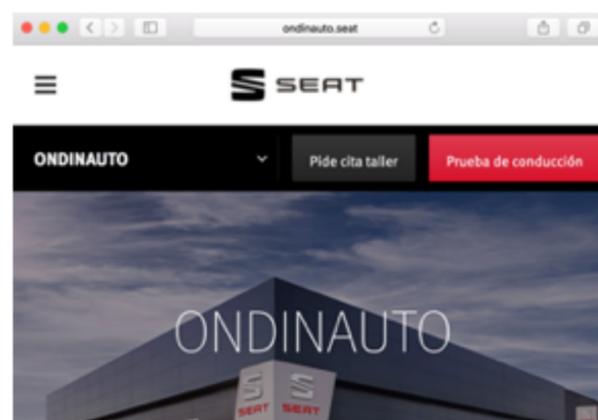
dotBrand email

Weir Group enquiries

The Weir Group PLC
1 West Regent Street
Glasgow
G2 1RW
United Kingdom

T: +44 (0)141 637 7111
contact-us@mail.weir

Dot brand domains with e-mail server configuration

(source https://dotbrandobservatory.com)

dotBrand SLD Choice & Availability

Volume of Second-Level Domains

- Irrelevant to dotBrands. A single domain could direct millions of users to online services and/or support email.

- Domains registered under a dotBrand will serve a purpose (externally and/or internally).

- Indicators of use other than Domains Under Management should be considered for dotBrands, e.g. DNS traffic

DNS Traffic
(ICANN ODI Pilot)
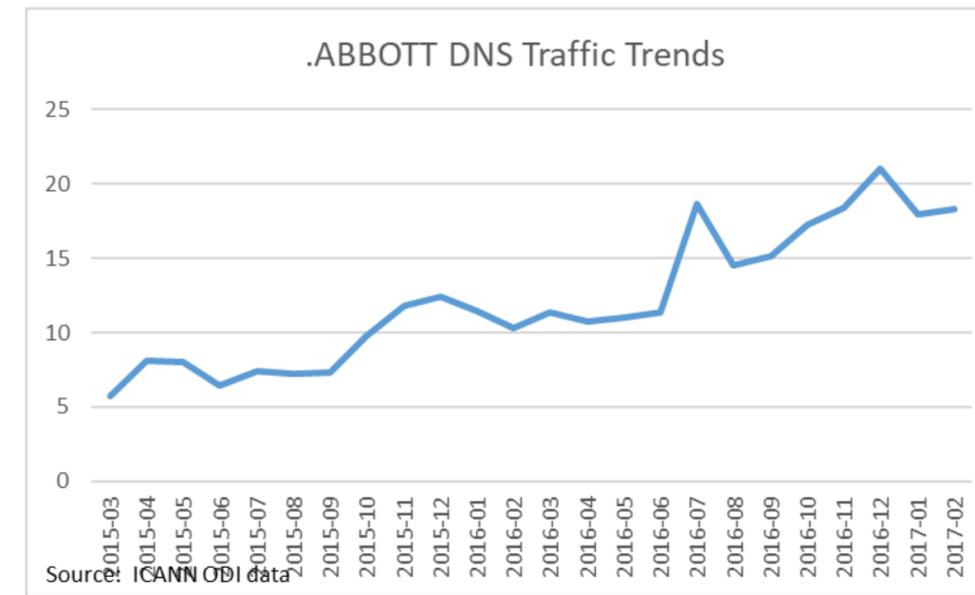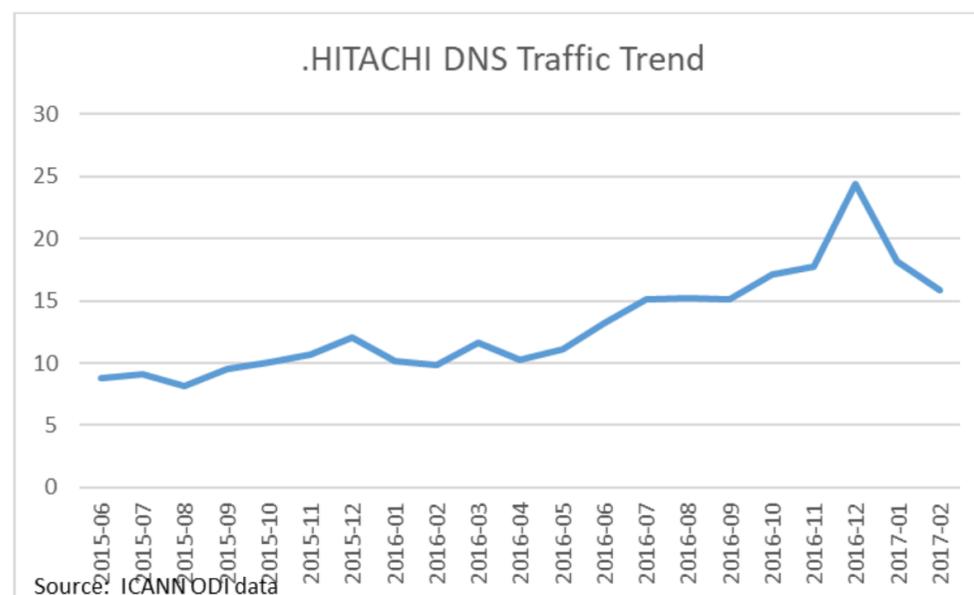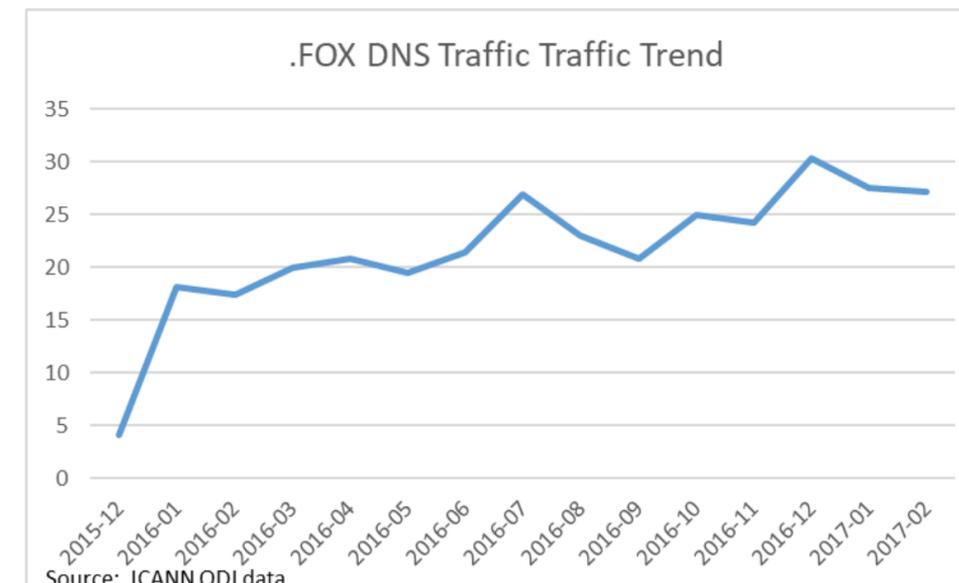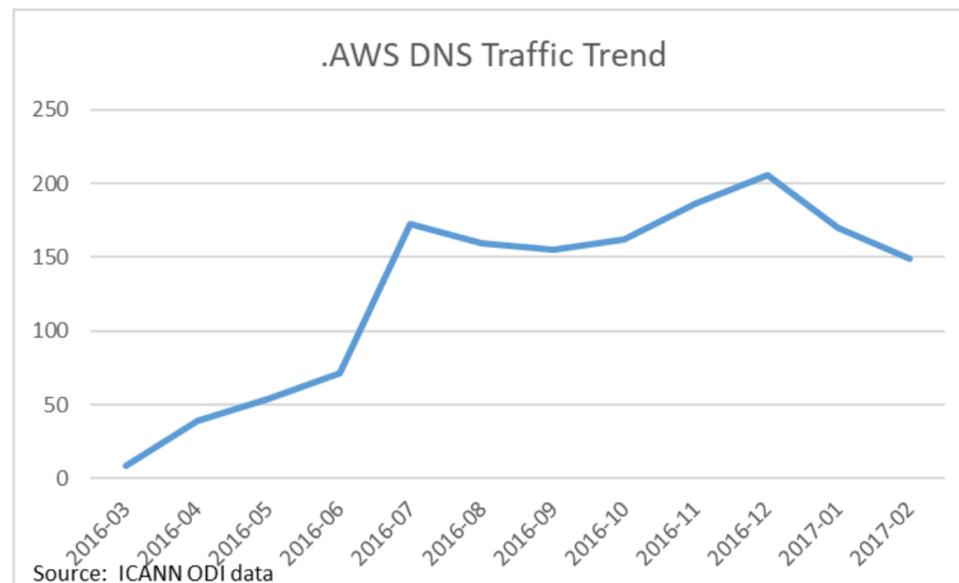
UDP queries at the TLD nameserver level (not browser queries)
Source: ICANN Registry Operator Reports via ODI

Helpful
Resources

http://www.makeway.world

https://dotbrandobservatory.com

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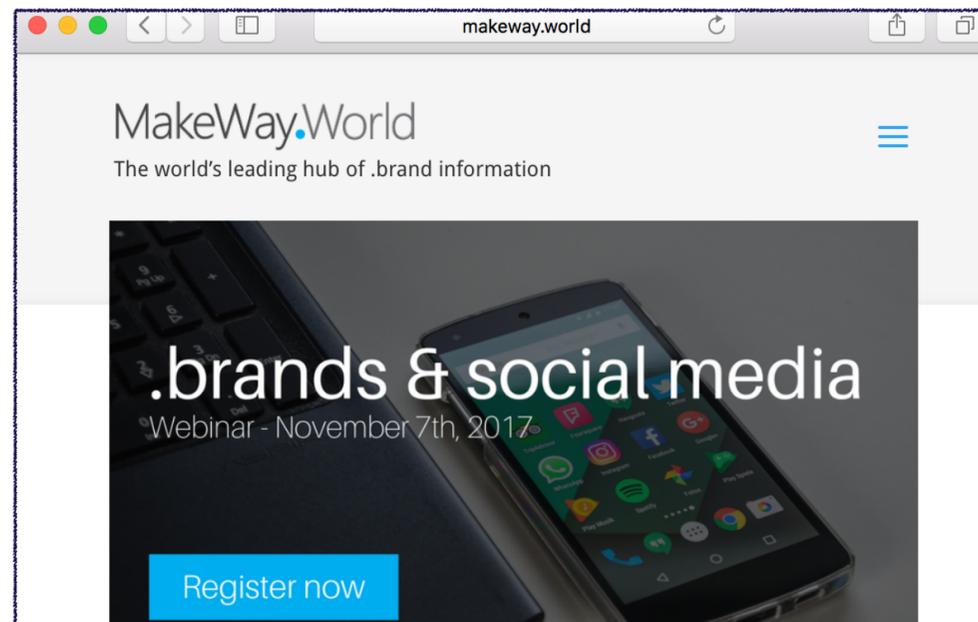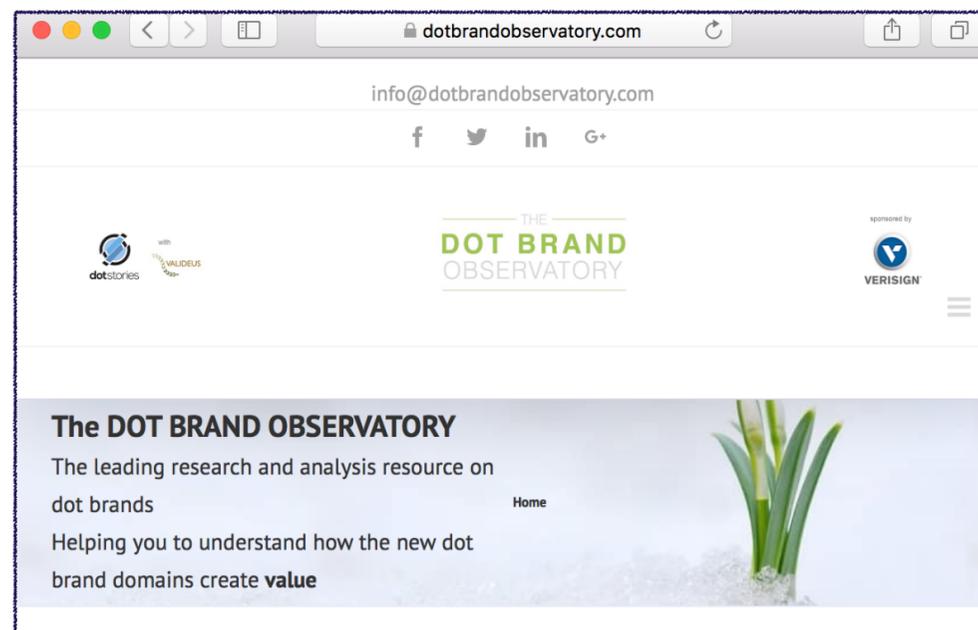
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Operational Concerns

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Operational Concerns - Examples

Universal Acceptance

• Cautious approach required, particularly with email deployment and ability for recipients to accept emails.

• Engaged with UASG and utilise their online guidance and reporting facilities.

• As more dotBrands become active, greater opportunity to raise awareness and direct users or third party providers towards UA readiness.

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Operational Concerns - Examples

CZDS Access

- CZDS allows anyone access to registry zone files (typically law enforcement, IP enforcement and researchers and others to monitor new domain activity and identify ownership.

- dotBrand registries simplify identification - the operator is the point of contact for all domains.

- CZDS can inhibit or delay use of dotBrands for launching new products and services, or innovative internal use to support their corporate infrastructure.

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Operational Concerns - Examples

GDD Naming Services Portal

Subsequent Procedures - dotBrands

Subsequent Procedures - Demand

- Demand for future dotBrands has been identified amongst large corporates, multinationals and even Small-Medium Enterprises (SMEs).

- Greater education and awareness is required to ensure those outside the domain industry can also take advantage of future opportunities.

Subsequent Procedures - Improvements

- Subsequent Procedures provides and opportunity to review and improve the application process. Perspective of new industry players should be a consideration.

- dotBrands are the most significant new category - lessons learnt should be factored into policy and implementation improvements.

Subsequent Procedures - Recommended Changes (examples)

- Formalise dotBrand category and create a process track for dotBrands to reflect their distinct model.

- The relevant specification for dotBrands (currently Specification 13) or any subsequent categorised RA for dotBrand registries should only be negotiated exclusively by dotBrand registry operators.

- The financial capability section of the application should better accommodate non-revenue generating registry operating models, such as dotBrand registries.

Subsequent Procedures - Recommended Changes (examples) cont..

- Introduce a Registry Services Program to remove unnecessary duplication, improve predictability, streamline the process and reduce the time between post-application and delegation.

- No restrictions to the use of geographic terms at the top level for applicants that hold a matching trademark, whereby the use of the TLD is to identify the brand and not to represent the geographic term, and where there is no conflict with national or international law.

Q&A

Thank you