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SAN JUAN – Cross-Community Session: A Walk in the Shoes of a New gTLD Registry Operator  
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**KURT PRITZ:** I'm Kurt Pritz. I wanted to be a speaker so I could talk about that art, but I'm a moderator so I thought I'd show that video first to get everybody's attention, get you in your seats and sneak in an ad.

So as you know, I worked with ICANN for nine years and now I've been on the registry operator side for five. And so I've seen life from both sides now. And there's really amazing differences, I think, in the perception between the registry operator side and the everybody else side regarding what motivates an operator and what the definitions of success are. And working with these guys and others, I've learned that there's many definitions of success, and domains under management isn't one of them.

So on the panel today we have a pretty good cross-section of registries that really represent a good part of the industry. So we have a set of industry associations like the National Association of Boards of Pharmacy and American Banking Association that were in existence for a long time and then the DNS came along with a tool to help them reach their -- reach their members in a new way. We have brand new organizations

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that -- like .BERLIN that said, I'm an organization and went to the government of Berlin and said, I want to represent you, help you represent yourself, on the DNS. We have some brands that are leading what's going to be really, I think, an inevitable switch, right, from their current domain name to their new domain that's their brand. And we have people that are -- have certain passions like .DESIGN or .ART that really want to hook up with the creative communities. So there's an amazing amount of different business models. And each one has their own passions and their own definitions of success, and that's what we're here to talk about. So maybe -- maybe my pop culture reference shouldn't have been Joni Mitchell. Maybe it should have been, you know, I've been to the mountaintop and I've seen the other side.

So I think -- I was trying to figure out, we were trying to figure out, the best way to talk about this and make it sort of a conversation, not just a set of presentations. And so in true ICANN style, we're going to have a conversation but we also have like 150 slides. So you'll see a lot of clicking. But I think we want to take this kind of through the lifestyle of a domain name registry. You know, what was your big idea when you started? What was your -- what was your definition of success and, you know, how -- what was your tipping point to decide to go do this and then how did that -- those start-up steps go. And then the

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second set of questions really has to do with then what -- then what happened? What surprised you? What were the good surprises, the bad surprises? What was an easy part that you thought might have been harder or vice versa. And then finally, we'll talk about some outcomes and realizations. And you can see there's -- there's overlap with regard to these questions. So we'll kind of "mez" through it. But I'm really happy to have everybody here today. So with that, I want to introduce Gg Levine from the NABP, the National Association of Boards of Pharmacy. She oversees the registry operations for .PHARMACY, which is an initiative by the NABP. It's an independent international and impartial association that assists its members and member boards and jurisdictions in protecting the public health. You would have said this much more smoothly than me, Gg. And she's also -- besides the registry, she's a key contributor to research on the prevalence of fraud online and things like that, which is a great segue to the purpose and reason for being - - for .PHARMACY. Gg?

Gg LEVINE:

Thanks, Kurt. As you mentioned, NABP's mission is to protect the public health. And when we learned about ICANN's new application window for new gTLDs, we recognized it as an opportunity to further that mission. What we had in mind in becoming the registry operator for .PHARMACY was to create a

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safe online space where consumers could be sure that the medications and services and information that they got online are legitimate and safe.

The legitimate practice of pharmacy is highly regulated to protect patient health. And -- but when you go online, you find literally tens of thousands of Web sites that are operating illegally, selling substandard, fraudulent, falsified, counterfeit medications, presenting a global public health threat. Enforcement authorities have stated that the Internet is the most common pipeline for counterfeit drugs to reach consumers, and the World Health Organization estimates that between 100,000 and a million people die annually from using counterfeit drugs.

So by operating the .PHARMACY gTLD as a verified TLD, NABP has created a safe environment. And what I mean by a verified TLD is that in order to use a .PHARMACY domain name, registrants first must demonstrate that they're appropriately credentialed to dispense prescription drugs or to provide industry-specific information and services. They also have to demonstrate compliance with all applicable pharmacy laws in the jurisdictions where they're based and where their customers reside. Once they demonstrate compliance with registry standards, they are issued use of a .PHARMACY domain name which doubles as a seal of approval that can't be faked. Unlike

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seals and logos that can be cut and pasted onto a Web site, when you see .PHARMACY in a domain name, you know you've got the real deal. And it's also worth noting that the .PHARMACY TLD has had zero incidents of abuse in its three years of operation.

KURT PRITZ:

Thanks, Gg. There's some really interesting statistics coming up on this later. But I think Gg just said a TLD awareness program would save lives. So I think that would be good.

Next is Matt Embrescia. Matt -- I count Matt and his family as friends of mine. He's president and CEO of Second Gen, which is an Embrescia family investment firm that works extensively with talented management. They have a broad breadth of companies. Well, you're going to hear more about that from Matt, but they make motorcycles to boot. And he works with -- they work with their client companies to establish long-term value, and Matt will give you some more detail behind that.

MATT EMBRESCIA:

Thanks, Kurt. So my company was founded over 50 years ago, originally as a broadcasting company. Throughout that period of time we've owned and operated over 50 different TV and radio stations throughout the United States. In addition, we

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acquired broadcast rights for major league sports team like the Cleveland Indians, the Philadelphia Eagles and the Cleveland Cavaliers and that really created what we believe is our expertise in licensing and strategic partnerships.

In 1996 we started to notice a shift in our industry, specifically as the World Wide Web started to gain prominence and traction with consumers, it was an alternative outlet for consumers to find information that typically they would get from the radio and TV stations. And in 1996 the FCC enacted the Telecommunications Act which really deregulated the ownership restrictions for broadcast properties, and that really set off a wave of consolidation. And by 2000 we had divested quite a bit of our broadcast properties and were looking for new opportunities. We did get into the motorcycle manufacturing business but at one time the -- a guy named Ray Fassett, who many of you may know, approached us and told us about this thing called ICANN and these things called TLDs. And as we began to investigate the opportunity, we realized that there was a lot of analogies between our broadcasting background with licensing and working with a regulatory body like the FCC in the way ICANN was proposing launching new TLDs.

So in 2004, when the sTLD round was announced we applied for .JOBS, and that was a sponsored TLD round which allowed us for .JOBS to work with a nonprofit association called the Society

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for Human Resource Management as our sponsor. We additionally partnered with VeriSign as the back-end registry operator for a TLD, and we've been with them ever since.

That set off, for us, the idea of working with specific communities and specific industries, and we set out after the 2004 round -- we knew that there would be subsequent rounds, and that set us off with working for other -- looking for other partners that we could work with to develop TLDs specific for that industry. You know, it was at that time that we partnered with the National Association of Realtors and the Canadian Real Estate Association for real estate-related verticals, and we also worked with other organizations as well, like the Cleveland Clinic to apply for .MED. At the end of the day we applied for eight new top-level domains in the 2012 round, and here we are today now with -- as the registry operator for a total of five top-level domains, .JOBS, .REALTOR, .CAREER, .MED, and .REALESTATE. I'll be talking about .REALTOR a little bit more later.

KURT PRITZ:

Thanks, Matt. We went out drinking last night to do some team building, and it struck me when we were talking that, you know, Gg's organization started in 1904 with one of their missions, you know, to combat pharmacy abuse. Matt's organization started

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15 years ago. So many of these organizations motoring along with their mission and objectives and here comes the DNS with a great solution for their problems, their issues, or how to get ahead. So it's sort of -- we're going to transition now to somebody who started a company in order to take advantage of this opportunity. Dirk, as you know, is the founder and CEO of .BERLIN and .HAMBURG, the city top-level domains. He's one of the initiators of the last new gTLD round. That was initiated in 2000 -- work that started in -- way back in 2005. And he's currently the vice chair of the Association of Geographic Top-level Domains that has formed to advocate for the interests of the top-level domains. So Dirk?

DIRK KRISCHENOWSKI: Yeah, thank you, Kurt. My journey started with being a biochemist and working 15 years in the pharmaceutical industry before I had the pleasure to join the Internet and the ICANN community. That was a completely switch of my work altogether and -- that's the clicker. Yeah.

[ Laughter ]

So the idea of top-level domain names like .BERLIN and .HAMBURG really emerged from the overcrowded .DE and .COM namespaces already in the early 2000s when we had 100 million .COMs and over 10 million .DE names and it was hard to find --



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found a company and have a short domain name there. So we started going to ICANN in 2005 to the public forum there and asked the ICANN board to open a round, to allow for new top-level domain names, which then -- there was one of our arguments -- would complement the ccTLDs because there are small ccTLDs having 20,000 inhabitants and why shouldn't the city have a top-level domain name and own namespace in times of overcrowded namespaces.

So one of the -- these were some reactions, but also Vint Cerf who was the first guy we were running into, with my co-founder. He didn't find the idea very nice. So we had discussions and it was questions will city top-level domain names or new top-level domain names break the root or will it led to a balkanization of the Internet or is there really demand on that? All the questions hadn't been proven at this time and we had to show in the future.

KURT PRITZ:

So Dirk, that's you on the left, huh? What the DNS has done to this man.

DIRK KRISCHENOWSKI:

Yeah, with the short, short hair. And Vint is already a tall guy, but Alexander and me were really taller. So we had the idea

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basically with .BERLIN to create a public good for all the Berliners. I'm not sure which slide comes next, but in the project which is a project of the really reunited Berlin. Berlin at this time still struggles with combining east and west. We thought the city TLDs are a good thing for all the cities. We compared that idea to the idea of creating a new park, a new central park, a digital park, and such an open and safe space which is diverse and inclusive. So the park idea was driving us around. And -- but we had also one -- one quote that Kennedy said and we -- we used it in a way like don't ask Berlin what it can do for you but rather ask yourself what you can do for Berlin. That was one of our motivations.

So the first reaction of the city of Berlin was to send us an injunction. So you need to stop. Otherwise, it would be expensive for you. And they did it with a second injunction, too. We didn't react on this. Instead we engaged with the community, and quickly and within one year did crowdfunding, you can say. That wasn't available, this word at this time, but we did crowdfunding in the community, found over 100 stakeholders, shareholders, and sponsors which spotted the project, and that was a big step forward towards recognition also in the Berlin government. And two years later in 2008 the German Parliament said yes, we want geographic top-level

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domain names for our federal states and for cities. And that was another big step forward to our approval.

So the next slide. But we had to wait long, long time until 2014 when we launched. I will comment on this later, and we survived Paul Twomey, Rod Beckstrom, Fadi Chehade, and now we have Goran Marby, so that was our waiting time and we're sitting there for a long time. Okay. Thank you.

KURT PRITZ:

I think that's almost a microcosm of the ICANN model where, you know, Dirk went by himself to the city of Berlin and got said no and then drew a whole community together in support of it and won the day. So that's quite a story, I think. Craig Schwartz is a friend and former colleague of mine. He's -- he's the first director of the new gTLD program and fled ICANN and became the managing director of fTLD Registry Services, which he helped establish in 2011. fTLD operates .BANK and -- the verified .BANK and .INSURANCE TLDs. As I said, prior to that he was the chief of the gTLD registry liaison. Russ, he was your predecessor. And for five years and also supported, like I said, the development of the gTLD program. So Craig, you want to start?

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CRAIG SCHWARTZ:

Thanks, Kurt. It's good to be here and to see so many friendly and familiar faces. You know, our story's a little bit like Gg's and .PHARMACY. In fact, much of what she said applies to us. In terms of the big idea, in retrospect, the slide maybe is a little off and it should have been a reaction to a big idea. And what I mean by that is, ICANN's big idea was to let out all these new TLDs and the financial services industry's first response was stop, please don't. It's going to be terrible for consumers and terrible for banks and insurers. But what quickly came to be is that -- is the understanding that first we wanted to apply to secure and protect these but that there was also a lot of opportunity for innovation and to create something new in this space that didn't exist. And again, like .PHARMACY we operate as a verify top-level domain where we ensure all registrants meet our eligibility requirements, both at the time of registration but during the course of their registration. We also have a host of security requirements that we'll get to shortly.

I think it's pretty common knowledge that financial services companies and their customers are highly targeted online for abuse, which is why creating this gated community could be advantageous for the industry and the communities that are part of it.

There was definitely a big concern about these TLDs getting into the wrong hands, and the proliferation of abuse that would

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continue, which again prompted our application for these domains. And we focused very much on innovation and what can we do differently. So it was all about serving and protecting the banking and insurance industry.

So much like Dirk with .BERLIN, we started to get together stakeholders in our industry, both here in the United States and also abroad. The Global Federation of Insurance Associations, the International Banking Federation.

We got those groups together as well as a host of investors to form the company and to get support for our applications to ICANN in 2012.

We didn't have quite as long a journey as Dirk had to wait for his .BERLIN. But we did have 2012. And it took several years to get through the application and contention resolution process because there were other applicants. But, eventually, we did get approved and launch our TLDs.

So what really makes our .BANK and .INSURANCE different from just about any other TLD out there are the verification elements as well as the security requirements. And, when you package all those together, we say .BANK and .INSURANCE serve as your online stamp of trust, if you operate in this industry. It's a clear authentication of the identity of your company. We hear from bankers particularly all the time that .BANK helps them tell a

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security story their customers can understand. You see .BANK. You know that you can trust a Web site ending in .BANK. Or for banks that have gotten away from using email to talk to their customers because of all the phishing, they're now starting to make their way back into the space and using email as a tool of communication because they can say with a high degree of confidence that, if it doesn't end in .BANK, you shouldn't open the email and it's not from us.

As TLDs that mandate a number of security requirements both for our registrants and also our registrars, it's a factor in mitigating exposure to cyber threats for Web sites and email. For some registrants it was simply about getting a much better domain name than they could ever get in some of the legacy TLDs. So it enables more relevant and memorable names in a lot of cases, at least in .BANK, much shorter domain names. And it also created a mechanism for them to enhance their brand and differentiate their product with others in a competitive marketplace, one that's enduring a lot of consolidation because of acquisitions and mergers, but also one where margins continue to shrink for most banks around the world.

So there's a lot of value in the branding. And it's all wrapped up in the security. And that's what really works for our bankers and our insurers.

KURT PRITZ:

Thanks, Craig. One day I was sitting in my office. And Paul Twomey walked in and he said, "Kurt" or, you know. However -- I can't mimic how he talks. If I could, you wouldn't understand me.

"Kurt, the whole new gTLD program is going to be judged by who gets .BANK."

And the secret story is, when we did the community criteria, we kept testing as to whether .BANK would qualify as a community. But it never worked out.

But one of the great successes of the new gTLD program is, in fact, that FTLD operates it for the ABA and the insurance industry. And that's a success of the program.

We're going to start to transition to the second set of questions where we talk about the startup but then some of the things that occurred after that. And Jason Loyer of NeuStar is going to take us through that. He's the senior director of registry client engagement at NeuStar. He and his team of account managers support NeuStar's managed registry client portfolio of nearly 300 TLDs encompassing both brand and generic TLDs.

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You know, so we've already talked about this in the bar. But it must have been quite a story at NeuStar to go from .BIZ, which was already a pretty good brand, and convert to that.

So we're interested in hearing on that. Thanks, Jason.

JASON LOYER:

Thank you, Kurt. Hello, everyone. Today I'm going to take you through some of the drivers behind our transition from .BIZ to .NEUSTAR and talk a little bit about what we did, when we did it, how it we did it, and what happened when we did it.

Here you can see a few of the key drivers for the -- reasons behind our transition. But the key one for us was this first one: To help our customers find our content easily.

It was very important for us or to us that our clients and customers be able to go online and get access to our content in a very simple and easy manner. And, you know, we'd been thinking about this transition for quite some time. It was about a 4-year journey for us to make this transition. I'm not here to tell you it was easy. It was not.

And we knew, too, that we had to get buy-in from the top. And, in order to do that, we had to go on an education campaign both internally and externally to all our stakeholders to make this thing work.



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And, once we got the buy-in from Lisa Hook, our CEO, we knew we were off and running. We would have loved to have been the first to make this transition, but the fact that we weren't actually helped us a bit. Because, when we went to Lisa and talked to her about it, we were able to point to a few of these very well-known global brands that had already made the jump. And that was really what kind of sealed the deal for us to get the project up and running and ensure success.

So, yes, we made the transition from neustar.biz to home.neustar, but the timing actually worked out pretty well for us in a couple ways.

Our site was getting a bit stale, and we were due for a site refresh. And what we were able to do was combine the transition to .NEUSTAR with a complete top-down online content analysis of everything that we had out there on the Internet. And it worked out pretty well because we were able to kind of do both at the same time.

And, as part of that analysis, what we found was the -- you know, the core product lines that we manage at NeuStar. So NeuStar -- not everyone may know this. But we're more than just a registry. We've got five core product lines. When we were looking at all the data, we found that each of our unique product lines had their own specific sets of content.

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And not all of them really related to each other all that perfectly.

So what we did was we -- we created home.neustar, but we also created each -- or created microsites for each of our core product lines. So you can see here, for example, security.neustar. We took the data that we had built and we created very specific -- security specific content for that particular microsite in an SEO friendly way.

And all the sites have the same look and feel, and they all kind of roll up into this new .NUESTAR ecosystem.

So, as we continued that analysis, we found a few other things that were pretty interesting as well. As we were analyzing the ways that our customers were interacting with our site, we found that customers were having difficulty finding some of the content that we had out there.

And we came up with this concept of this direct navigation. And, as we continued this analysis, we found that it made sense for us to create some terms. There was about 600 terms that we created and in such a way that we can -- our customers can go directly to the content that they wanted instead of having to click around our site a bunch of times to be able to get to news or to our "contact us" page or those sorts of things.

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Here you can see an example. We created news.neustar. It's a redistrict that takes you right to the news section. And we created about 600 more of these as well.

The other thing we did was we found that, when our clients were on our site, they weren't easily able to navigate through. And they also weren't necessarily sure what they were looking for when they got there. But they knew that they wanted to learn about NeuStar or learn something about NeuStar.

So we came up with this concept of creating our own search engine. You can see -- I'm sure a lot of folks have this. You have this little search box at the top of your Web site that no one ever clicks on and never gets any traffic.

We created new search.neustar. And what we've done is we created a branded search experience. So, when you go to search.neustar and you click in whatever you want to click in to search, you get search results that look familiar, just like any other search experience that you're used to already. The difference here being that it's NeuStar-specific results. There's no competitive information. There's no ads here to sort through.

And you know that you're in a safe space, and you're getting exactly only NeuStar-specific results. And this search engine scans all of NeuStar's sites.

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Something else that we did we thought was pretty interesting and pretty cool was part of this internal and external education campaign that we spoke about a little earlier.

We actually took the step to move to our branded URL shortener. So, instead of just this nonsensical string of characters that doesn't mean anything to anyone, we made the switch to i.neustar. Simple to use, easy to remember. And we used that in all of our marketing, and that was a way to get the message out there.

Something else we did that was a pretty significant change for us was moving all our staff email addresses to our branded URL as well.

Here you can see Jason.Loyer@team.neustar. We did a campaign internally. And we sent out a bunch of emails and made sure our staff all understood what was happening. This is a pretty significant shift, and I know a lot of people are scared to do this. And we did it. And we've had some minor issues along the way. But, largely, it's been very successful. We also kept our historical Jason.loyer@neustar.biz email address as well so we had that backup. And we also gave our support staff their own email as well.

The other thing we did as part of this education campaign was we put a site together called hello.neustar. And hello.neustar

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we built as a way for our internal and external stakeholders to come and visit and learn about, not just the NeuStar brand revolution, but also what's going on out in the marketplace.

So, if you go to this site, it's a great little compendium of information that speaks about our transition as well as what's happening in the industry at large.

KURT PRITZ:

Thanks, Jason. That was really good. I talked to Jason and also Tony Kirsch before this. And their primary motivation, as I understand it, is to make life better for customers and your clients. And the way it created different ways of getting at information seems like a really powerful way to do that, plus 600 some-odd different search terms you can type into that. That's really cool.

So we're fully transitioned now into the second set of questions about what did you find out when you launched. Because, similar to that, .DESIGN targets a creative community. Beyond the angst of getting the TLD you really want, then it's really about launching and reaching your customers and those whom you want to serve.

Andrew is the director of business development at Top Level Design which is the operator of the .DESIGN registry. Andrew.

ANDREW MERRIAM:

Thanks, Kurt. So, yeah. I'm going to talk about, obviously, post launch and just kind of what we found operating and a surprise to us. Because I don't think we ever would have thought we could go in to Facebook and convince them they need facebook.design.

Now that we have 14 examples of brands, we can convince others. But the first ones that came out really were strategic decisions internally at those teams. So that's a great quote from Facebook when they first launched that site.

So, before I kind of spend my time jumping into this, I do want to note that we have 70,000 domains that are managed at .DESIGNS. So, while these 14 brands are great and they're exciting for us and for the industry, it's really those tens of thousands of other individual users that got better domain names that are going to really be the success of .DESIGN and the new TLD program as a whole. I think kind of unfairly the community had this expectation that there would be major brand usage immediately on new domain names, global marketing campaigns, et cetera. So when that didn't happen immediately at launch, it was like okay. What are the new TLDs doing? These started to come out probably about nine months ago, maybe two years now. airbnb.design was the first. And I

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think that turned a lot of heads in Silicon Valley. So you see Facebook and Uber and Airbnb, you can really understand that these companies are competing for the same design talent. They want the same UX designers, Dropbox and Wechat and Slack are all competing for the same talent. So we've separated them into three reasons why these companies operate these sites. But I think recruiting really is the strongest one because it is such a competitive market.

So these recruiting sites are all pretty explicit. These are all screen shots I'm just going to run through really quickly. You all have your devices open. You can navigate along with me.

They all have careers tabs in the corners or join us. uber.design has a team tab. This is booking.design.

Telecom.design comes from Deutsche Telecom, the parent company of T-Mobile. And they make their team really appealing with videos and profiles of team members individually. Amazon.design is one of the newest we found. And they are just starting to build content there with videos. Obviously, that "come work with us" tab up in the corner.

So another big push is content marketing. I think most people probably understand that term. A lot of it is just content for content's sake. They're not necessarily pushing a product or service, but they're speaking generally to their target audience

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or kind of the world at large and just another touchpoint for any brand.

So a lot more subtle, probably still aimed at recruiting. But [airbnb.design](#) has a fantastic site. And, speaking with them, two-thirds of the content will come from outside of Airbnb. So artists and fashion designers and interior designers.

[Npr.design](#) is clearly a blog from that team within NPR. I heard a speaker from NPR design team. And he frequently just referred to, "Oh yeah. You can check out more at our blog [npr.design](#)." He mentioned that a dozen times in his talk.

I think [kohler.design](#) is one of the cooler examples. Because you can't find mention of a sink or a faucet or a toilet anywhere in [kohler.design](#). It's just strictly them talking to and about architects and interior designers.

[Medium.design](#). [Slack.design](#) is an interesting example because this follows [slack.engineering](#), another new TLD by Donuts, I believe. So [.DESIGN](#) was the second one to come out from their team. And it clearly just shows that their team has a desire to speak to their peers out in the public outside their -- you can imagine that would be pretty hard for them to put that content on their main site.



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Opentable.design. Origami.design is really interesting because it comes from Facebook. And it's just this evil genius that is Facebook. Because origami is an app, a prototyping app that they use internally that they released to the public. So you can kind of imagine that, when people apply to work at Facebook as designers, they're already conversant in Facebook design tools because they made it available to the public, which is just so smart.

Automatic.design, obviously, the company behind .BLOG and Word Press.

And the last reason that these brands are doing this is brand management. So kind of their brand guidelines and their logos for download all out in the public. Again, I think, creating community Wix designers.

Dropbox.design. Atlast.design. Ant is the company behind Alibaba, part of the Alibaba Group.

etrade.design may be the best example of this. It's really built out. Wechat.design.

So I want to stress why I think this is happening. It's because, if you take the Facebook example, facebook.design is the best domain name for that site.

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There's not a better domain name -- new TLD, old TLD, legacy TLD -- that would be better for Facebook's design team than facebook.design. And yeah. Super exciting, and we couldn't be happier about it.

This is just kind of a step back and a look at our TLDs. So in new gTLDs there's -- we refer to generics as well as niche TLDs. And design is pretty cool because interior designers and jewelry designers and lighting designers have as much of a community on there as graphic designers and web designers and more digital types of roles.

So yeah. That's kind of an intro to us.

KURT PRITZ:

That is really great. I have two comments. One is, of course, for .ART we have similar ones. And one example would be bofa.art where I've gone to the Bank of America site and could not find their interest in art or their art collections at all. It's buried so deeply. Now they have bofa.art and can show that easily. And it's easy to find. The second comment is really, when I talked to these guys and when I give demos or see other people's demos, they just click, click, click, through all these examples. Click, click, click, one more -- one greater than the other as far as examples of adoption of new TLDs and how these entities get it.

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So I want to introduce Martin Sutton next. Martin --

ANDREW MERRIAM:

Sorry. I'm totally trampling on Martin.

I have kind of my presentation summed up in a book a little bit about how brands are using .DESIGN. And we schlepped this across the country, so we'd love to give it out to anyone who wants one afterwards. So please find me.

KURT PRITZ:

Okay. What was your name again?

So Martin Sutton leads the Brand Registry Group. And brands as a group -- my impression of them is they're all busy running their businesses. And so it's good that we have Martin here representing several of them. He was a new gTLD applicant working for HSBC. And he's now, as I said, executive director of the Brand Registry Group, which is association of organizations working together to champion the use of brand top-level domains. So, to take some of what Jason said about the .NEUSTAR brand to its logical conclusion, Martin will illuminate us.

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MARTIN SUTTON:

Thank you. As you mentioned, the companies that acquired their own registries, there was plenty of them. But, in terms of core business, running a registry is not typically their thing. So that's why we don't see that many at ICANN meetings like this.

And, if they are here, sometimes there's restrictions in terms of communication policies to speak up in public forums. So, hence, you've got me.

I'm just going to take you through just a couple examples to show you different types of deployment that I had here. Here we've got an engineering company based in Scotland. It's effectively a global B2B organization.

So Weir took the opportunity, when the new gTLD rounds opened, to redevelop their online presence and launch their TLD .WEIR. And this was consolidating their online presence. So Weir was able to simplify their digital space and created a single uniform access point for all their products and services as well as email communications, much like we've seen with .NEUSTAR.

So they've had the flexibility to adapt their space easily as they - their business develops, as it changes, and as it grows. So they have good control over that space.

And here we have an example of financial services. Now, there are quite a few banks that are actively using their TLDs, taking

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advantage of the additional security and control provided by operating their TLD. And, essentially, they're doing the end-to-end process. When we talk about brands, they're running this from the root of the Internet right through to the delivery to Internet users.

So that control, together with some of the controls we've heard across with pharmacy and bank, for instance, means that it's -- these are great areas where we're not seeing any abuse occurring.

So here's an example of .BARCLAYS and .BARCLAYCARD. Their focus was on enhancing the user's experience and giving Internet users more confidence and trust using online services and communications.

So with effective guidance that they've given to their online users, they've managed to seamlessly redirect their customer base across to using their new TLD with strong user adoption. So the challenges there they've taken up. They've done it in a very positive manner to easily migrate users into these new online spaces.

BNP Paribas, a French bank, is also another TLD that quickly migrated their customers to mabanque.bnpparibas along with the high daily traffic volumes associated with their online banking services.

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So for Internet users, these are great ways for them to actually learn and see and have confidence in the brands that are using them.

For Barclays it's more of a gradual integration. So, as they push out new products and services and revamp their old stock of digital presence, they take the opportunity to convert that over into the TLD spaces. But, in all cases, the brands that have activated have the freedom and flexibility to use domains that are relevant in context and intuitive for Internet users, clearly something that was shown on the .NEUSTAR aspect there, trying to make sure that the navigation is as simple as possible for users and they get to see and find what they're actually intending to look for.

And here, whilst the two different models -- so Barclays is more of a business to customer versus business to business that we saw with Weir, there are different priorities that pushed them to launch and activate their registries. But, significantly, they share the same aspect that both are purpose-driven. They're not revenue-driven.

And we're seeing many, many more activate their dot brands. And each month -- these are just examples that are collected on makeway.world and other places where they're trying to keep track of activations of dot brands.

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And this just gives you a quick illustration that just over the last couple months we're seeing lots of new activity within brand registries.

Now, this is typically something that, unless you're a customer of those brands or searching for products and services of particular brands, you're unlikely to come across. So that's why it's important that we try to make sure that in the community like this you're aware that there is lots of activity going on even though you may not actually see it.

Beyond that there's the aspect that it's not always visible. So using the DNS does not mean a Web site. There's the email communication channels. There's using DNS in ways for internal projects and use cases that would not be visible to us very easily.

So I think -- just to finish on this set, it's really interesting, now that we've seen lots of activation, that brands are talking to each other about their experiences and developing best practices and sharing those experiences to help others to launch effectively in a way that suits their business and their future strategies. So that's a great aspect to look at these days.

And we see that from the Brand Registry Group. We put information up with regards to use cases and sharing some of the lessons learned from some of our members.

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KURT PRITZ: Thanks, Martin. As we transition the clicker back up to Gg, I just want to point out that the people at my end of the table are hitting all their time slots. And you guys at the other end are kind of abusing yours for the second round of talks.

So, Gg, what happened?

Gg LEVINE: Well, I'd just like to talk about some of the successes that .PHARMACY has experienced since launch.

First off, we've had buy-in from Fortune 500 companies. We've had eight Fortune 500 companies that have registered at least one . PHARMACY domain name since 2015. And those include Albertsons, CVS, Express-Scripts, Humana, Kroger, Merck, Rite Aid, and Target.

And we've had really good domestic traction with 50% of licensed pharmacies in the U.S. serving .PHARMACY Web sites.

And to clarify, what I mean by that is that one .PHARMACY domain, for instance, cvs.pharmacy, might fill prescriptions or accept prescription drug orders on behalf of thousands of CVS stores.



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So the .PHARMACY registrants that we have represent a much broader higher number of pharmacy stores.

And, while we've had great traction in the United States, I want to stress that .PHARMACY is a global initiative. We work with regulators in other countries to ensure the credentials and eligibility of registrants from those countries. And those include Great Britain, Australia, Hong Kong, Canada, Ireland, and Spain. And we are in communications with regulators in other countries to establish working relationships with them as well.

We also work with several corporate partners in their own risk mitigation efforts. For instance, Google, Bing, Yahoo!, Twitter, all use .PHARMACY as a way of verifying that their advertisers are compliant and legitimate. Visa also recognizes .PHARMACY verification as meeting requirements for pharmacy merchants that are conducting credit card transactions through the Internet.

So we were pretty excited in December when we exceeded 500 domain names under management. And that may seem like an insignificant number, but bear in mind we're working with a limited pool of eligible registrants. And also bear in mind that those 500 domains represent thousands of pharmacy stores and other related entities.

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KURT PRITZ: Yeah, so when we were talking the other night, you know, I saw this slide and I'm saying, "I'm not so sure we want to show this slide. It doesn't seem so good," and then I said, "Well, what did that 50% mean on the slide before?" And then Gg told us, well, that covered -- those 500 registrations cover 50% of all pharmacies in the United States. And then I think Andrew kind of gasped. And he said, "Holy smokes! I never thought anything like that." So it's a clear demonstration how domains under management is not a measurement of success.

Sorry. Go ahead.

Gg LEVINE: That's okay.

KURT PRITZ: You get 30 seconds.

Gg LEVINE: Okay.

So -- And we've had 92% growth in 2017. So again, we're -- we're chugging along.

And these next several slides just give you a sampling of .PHARMACY domains in use. As you might expect, the majority of .PHARMACY registrations are for pharmacies, but we also have

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registrants that are -- that are veterinarians, consumer advocacy organizations, specialty pharmacies, regulatory authorities, and medical facilities, and basically the entire gamut of the pharmacy community.

So ultimately what NABP would like to see is broad adoption of the .PHARMACY domain across the pharmacy industry as -- as a sign of credibility and security for consumers. And pharmacies and related industries hopefully will recognize .PHARMACY as a way to stand out from the multitude of fraudulent websites that are endangering patient health. And in the end, .PHARMACY contributes to a safer Internet.

KURT PRITZ:

Terrific.

Matthew, what happened at .REALTOR?

MATT EMBRESCIA:

Thanks, Kurt.

So we launched .REALTOR in October of 2014. .REALTOR is only available to the one and a half million or so members of the National Association of Realtors and the Canadian Real Estate Association. Each member is eligible for one free domain for the first year, and thereafter the renewals are paid.

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We found that there was tremendous success at our launch. Within the first two weeks we had over 80,000 domains registered. A lot of excitement around the launch of .REALTOR, but we learned a lot through those years. And one of the first things we learned was we really needed to build a brand that distinguished ourselves, .REALTOR, from the National Association of Realtors and also some of our other partners, like Realtor.com. People would ask us, members were confused. They would say, "Are you guys NAR? Are you guys Realtor.com?" So one of the things we took on was to create our own visual identity, logos, brands, that would still enable us to connect ourselves with the term Realtor which is a hundred-year-old brand valued at over \$5 billion; create that association with the brand of Realtor but also distinguish ourselves as an online tool for Realtors to grow their business.

Another thing, obviously, that we did, with that success, you know, we still wanted to continue to grow the success of the registrations, and because renewals were so important to us, we also wanted to encourage use and adoption. So here's examples of some web and social media campaigns that we've taken to encourage people to get their domain in .REALTOR. We send out physical postcards to members as they either have claimed their domain or as they have joined the association or

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as a way to remind them that they're eligibility for a .REALTOR domain.

We have, because of our association with the National Association of Realtors and the Canadian association, we have a database of all these members, so we also have direct email campaigns that we mount. And these are all examples of some of the campaigns that we've created and used in the past.

It's been successful for us in a lot of ways because if you look at our renewals, on the free domains, they're now at approaching 70%. So we find that to be quite -- quite a success for us to get the renewals on our free domains up to such a high rate.

Similarly we've created online tutorials and resources for members to learn about us. One thing that's unique about Realtors is that they're all members of the national association but also the state and the local association as well. They also are affiliated almost always with an office, like a brokerage firm like a Century 21. And so we've created tools specifically for those state and local associations and the offices -- we call them boards, the associations and firms for the offices -- where they sometimes have a more direct connection to Realtors. So we provide those tools to them as a marketing arm on our behalf.

And of course we have our own tools on our website where members find us. They can learn more about it. We've created

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guides on how they can set up their domain, create email addresses. And we also provide industry information. We think it's our mission to bring awareness to this group of Realtors about the domain name industry in general and elevate that tool for the whole community, not only for our business.

And another thing that we found that's been tremendously successful to us is many Realtors are greatly influenced by their peers and what others are doing in the industry. So last year we developed what we call a speaker program where we found influential Realtors who were already educating and putting on seminars around how Realtors can better grow their business, and we've provided training, support, and incentives to these influential Realtors as a way for us to grow their business -- grow our .REALTOR business, and we've seen a lot of success from that as well.

KURT PRITZ: Thanks, Matt. That's great. I think --

MATT EMBRESCIA: I still -- Give me a moment here.

KURT PRITZ: Okay.

MATT EMBRESCIA:

So this is -- Here's a few testimonials I want to show you, and I'll go through this quickly, to tell you this is the end result of it where Realtors have come to us and talked to us about how best they've been able to use this. And here's a guy from Canada saying this is the best way for him to professionally project himself or how Realtors are using this to set themselves apart. And I have another Realtor who believes that this is the wave of the future.

So where do we go from here? We're about to embark on a new journey, and we're going to take the lessons we've learned from running a .REALTOR domain and applying it to an open and unrestricted TLD for the real estate industry. I invite all of you who are registrars to talk to me about working together. We're going to take all the tools we've developed for .REALTOR and enable the real registrars to both be successful not only for our registry but also we want to make sure our registrars are successful in -- in launching this TLD. You can find more at our website [home.realestate](http://home.realestate), or contact me at this information above.

KURT PRITZ:

Thanks, Matthew.

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That's sort of a great segue to one of the complexities that we have in the new domain name space, is that these registries, you know, .PHARMACY, .REALTOR, .BANK, you know, they're a lot more like .GOV and .MIL than they are like .COM and .NET. And there's a real necessity for these registries to converse directly with their customers and build tools for them so they can use the domain name well. That sort of -- it sort of collides with their traditional registry/registrar/registrant line of communication, and it's a way that, as Matt says, registries and registrars need to adjust and learn how to work together in the new environment.

Dirk, you want to tell us about what happened in Berlin?

DIRK KRISCHENOWSKI: Yes. After -- after finally nine years of advocating for .BERLIN, we are finally entering new territory by launching the first city top-level domain name ever to the general public. So we -- as news in that business, we face some challenging surprises, but also good surprises, and some of them I would like to share with you.

The interesting surprise were the companies which had a Berlin domain name with Berlin in it, they didn't instantly switch to the new, what we thought, sexy domain name with Berlin at the end. So that was quite a surprise. So all these having a domain name are unlikely -- unlikely to switch. But what we instantly



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recognized, that everything which is new in Berlin was -- was where the registrant and found Berlin domain names very attractive. We didn't believe how many things were done in a city like Berlin new every day. So galleries, companies, events, websites for personal things, whatever. And that is the really winning thing here, we experienced here. Some examples of new projects, upcoming smart city, country, thing.

Then also the other city top-level domain names and region top-level domain names launched in the first two years of that round and skyrocketed in the sales, but after a short period, everybody recognized in the geographic domain names that the space is really limited. So we had two years of good uptake, and then we realized that a local geographic top-level domain name is not .COM, a global one, so we have a limited audience here. But we used the time and founded an association that goes for our interests and communicates, and being a first resource on geographic top-level domain names. And we are quite an interesting group with intense discussions and so on. That was a binding thing here in the ICANN community, to exchange with all the other city top-level domain names.

So the more positive surprises, including that the Berliners rail like their Berlin domain, and we call it somehow Berlin-ness. And one of the strongest things that Berliners were saying, "I want to show that I am a Berliner." We asked them about that,

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and it this was really amazing. We didn't recognize that this was the main reason to get a Berlin domain name, and to find it -- find it Berlin domain names cool and Berlin-ish, what you can say for it.

So other surprises for us and what we are relying today on is the visibility of Berlin domain name in the public space on advertising, newspapers, posters on buildings. And every police car has a Berlin domain name which means, "We are there for you, .BERLIN," translated, and that is really amazing. Some other examples of West Berlin. And I like these blowup posters where everybody can see a Berlin domain name in the public and see there's something else than DE or .COM in Berlin. Or blowups here. "Like Berlin" was one campaign about finding the values of Berlin. And today we are a quite successful top-level domain name with 55,000 domain names, a good turnover and profit, nine employees. And what we think is really critical for a geographic top-level domain name is to be seen in the public so that people see you, and we feel, I think, we are on the edge to the breakthrough that Berlin is really accepted throughout the city here.

So our vision for the future is that Berlin will be the digital home for the Berliners and the digital identity of the city. You can say the DNA, digital DNA of Berlin.

KURT PRITZ:

Thank you very much, Dirk. So, we found that, too. We're not going to get the louvre.fr to switch over to louvre.art, but many instances where they'd be willing to use a temporary domain for an exhibition like louvre-renoir.art, because their Renoir exhibit, their URL is about this long with all the slashes in it, and instead they can have something pithy that they can put up on their advertisements without losing their domain name.

Craig, you want to go next?

CRAIG SCHWARTZ:

So our story continues to be a little bit different than most of the traditional domains. One thing that I learned pretty quickly joining the space is that bankers are extremely risk averse, they're not very innovative, and they don't like to make change. So changing your online presence and where you host your online banking was a very difficult mind gap for them to try and make.

And what we found is no one wanted to be first and no one wanted to be last. And as such, there were a whole a lot of people right in the middle waiting to see what their neighbors were doing or what the bank down the street was doing.

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We also learned that the value of our TLDs was pretty clear but that implementation given the verification, given the security components seemed a bit daunting, and also prioritizing it in a bank's roadmap for other activities, particularly given all of the competing pressures for regulatory compliance and cybersecurity, even though .BANK and .INSURANCE can be part of your layered approach to cybersecurity, and profit, profit efforts.

And what we wound up learning is that most banks were making the change when they were refreshing their brand or when they were launching a new website. So we got better about messaging about the right time to think about change.

I think the biggest learning for us was that registrants needed guidance and assistance. They needed to understand how to do this. And what makes our space particularly unique is we know so many of our registrants by first name. We're on a first-name basis. And where that comes in really handy is when we're thinking about rolling out a new tool or a new resource, we get together a working group of our bankers and we say, "Hey, this is what we're thinking. We'd like you to weigh in on this. Do you think it would be valuable? Do you think it's a waste of time? Would you use it if we build it?" And so we have a great platform for test-driving things before we invest time and resources in making them work.

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So one of our more recent tools is called our implementation hub, and we have one for .BANK and one for .INSURANCE, and what it does is it walks a registrant through what our six technical requirements are, what the value of them are, how to go about implementing, and also provides access to the types of resources that can hold their hand through the process and help them figure out how to do it. And to the credit of a good number of our registrars, they've built really excellent support platforms for their registrant customers and now can help them with the migration rather than a bank trying to sit around and figure this out for themselves.

We also in January of 2017 launched our third-party provider program which is effectively a page on our website that says if you need someone that can help you with compliant web hosting, we have a number of providers here. If you need someone to help you with secure domain redirection, here are some people that you want to talk to. And if you ever click through to some of these pages again you'll see quite a few of our registrars, our back-end provider VeriSign, they offer these services directly to registrants so that they can find this in one place with the entity they registered their name with. It's incredibly helpful and time saving.

We also found that a particularly strong motivator would be for banks to see what their peers are doing in the space. So I think it

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was early 2016 we started publishing success stories. This is just a snapshot, but each one had a section about why .BANK and what sort of marketing considerations did you have? What technical hurdles you did encounter and what kind of lessons did you learn?

And although we've just got a couple dozen of these posted on our website, we stopped doing them because they started to look and feel a little bit the same. There are actually now several hundred banks and insurers that have moved into the space.

We also got really aggressive with targeted advertising to begin to raise both consumer awareness about the TLDs, their security and marketing benefits, but also for the bankers themselves, mostly through LinkedIn and through Facebook.

In terms of measuring success, we do consider ourselves a successful registry operator. Across our two TLDs, we have about 6,000 names registered. Our renewal rate over the last couple of years, that averages about 90%. So we're incredibly happy with that.

Our bankers and our insurers tell us all the time about just what a difference this has made for their business and for their messaging to their customers. We are enjoying really nice profitability which enables us to continue -- continue developing new tools and resources for registrants. It also will

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help us start to expand globally. Right now, about 85% of our registrants are from the U.S. and 15% are international. We'd obviously like to see a broader takeup abroad.

And most importantly adoption and usage continues to increase. We actually track new go-live sites on a weekly basis. So we know every week what .BANK and what .INSURANCE domain registrants have launched.

And like the others, I will go through the next few slides to show what some banks have done. This bank in Iowa has this big billboard talking about how .BANK is for strong cybersecurity.

We've got Peterson Insurance talking about how it's helping their brand, and don't be afraid about the cost of transitioning.

Broadway Bank is another great example.

StreetSmart Insurance, another good example about how important it is to have a good online presence in this day and age where people are searching for insurance online.

Another bank.

And this is -- this is kind of one of my favorites because when I was driving to the Jersey Shore last week -- excuse me, last year to visit family in August, I was driving down the street and saw Shore Community Bank and they had this banner outside with

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their domain name. I thought, God, I have got to stop here and take a picture because this is our new TLD.

A few resources here. Follow us on social media. Give me a call if you have any questions. And happy to talk sometime after, if you'd like.

KURT PRITZ:

Thanks, Craig.

I think it's -- you raise an excellent point. It's a barrier to domain name registrations, whether it's at a restricted TLD as yours or an open one at .ART, is people are fine with registering domains but find the creation of a website daunting. And, you know -- some registrars are catching on with site builders and Wix, intuitive site builders. But for us, I think, if we want to be the proponents of domain names -- which I think we all are -- we need to understand that we need to help potential domain name registrants to get them out of social media and into domains. They need to -- we need to help them get across that barrier and provide tools like you talked about and Matthew talked about.

So Jason, and you two guys, you need to bring us home. So...



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JASON LOYER:

All right. Thanks, Kurt. So I will get to some our outcomes of our transition in a second. But I just want to go back and touch on one of the other key areas of focus for us, which is cost reduction.

Now, here these are mainly kind of domain specific. But, you know, we got a new CEO -- or, I'm sorry, a new CFO at Neustar and we wanted to impress her. So, you know, knowing that our marketing team is under a lot of pressure to reduce paid search costs, you know, this concept of this direct navigation we hope is going to lead us right to that.

And this is a good example of a customer who searched on neustar.marketing. And you can see that we were the first result that came up organically. But Conversion Logic is the first one there with the ad, right? We are shifting our mind-set into this direct navigation mind-set, and we are encompassing that navigation mind-set across all of our engagement. So all of our marketing channels, we're using that direct concept, that URL, and using those terms in all of our outreach. And over time we hope to reduce those search costs.

And the take-away here is that we really want our clients, our customers, to be able to come to anything.neustar. In fact, you can go to anything.neustar now and it will transfer you right to

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the search page. And the goal here really is to give all of our digital content its own identity.

So a couple of the outcomes, right, we'll get to those in a second. But I just wanted to touch, too, quickly on our plan, right? So this would not have happened were it not for a very extensive set of planning initiatives. And, again, just touching on how important it was to educate both internally, externally all of our key stakeholders.

So when we made this change, people weren't afraid they were going to break the Internet or their emails weren't going to work or that their navigation through our site was going to be worse than it was before. This is really key that if you're going to take this plunge, that you take the time and plan appropriately. It's very important.

And so here's some of the measurements, some of the metrics that we measured. And across the Board, we have seen some nice increases. And one of the key things that we found is that, you know, users are now better able to find the content when they get to our site. And when they get to our site, they stay longer.

And an important part of this transition, too, when we were through the planning stages, we knew we wanted to chronicle our journey and share it with the world. And in doing so, we

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created the launch guide. Launchguide.neustar is where you can go find a soft copy. Like Andrew, I was supposed to have hard copies I was going to share with you but they are lost in space somewhere. Sorry about that.

But, again, you going to launchguide and learn more about our transition, warts and all. It's all in there in a lot more detail than what I've shared with you today. So, if you are a brand and you're kind of on the fence and you're not sure where to go and how to make it happen, check out the launch guide. It's a great resource for you.

Brandsreport is something else that we started. We put this out twice per year. Again, was supposed to have hard copies. Sorry. But, again, brandsreport.neustar, just hop on. It's all right there for you. Put it out twice per year. We take our time and look at what's happening in the brand space and report on it accordingly.

Now, Martin touched on this earlier, makeway.world. We are very proud of this. We launched this back in December 2016. And we built this to be -- this is not designed to sell Neustar or pedal our wares. This is a resource we built for the industry because we believe in this brand movement. And so on makeway.world, we highlight a lot of the goings-on in the brand

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space. We dig deep in and find what's happening. And there's a few examples here on the home page.

And on the -- you know, within makeway.world, we've also created our stats hub. And we love this because anyone can go on at any time and see exactly what's happening in the brand space.

As Martin said earlier, it may not be obvious to everyone what's really happening. But there is movement, right? There's -- you know, nearly 600 delegated brands and about 11 1/2 thousand domains registered with more and more happening every day. So even though you may not see it, it's out there and it's happening.

I would like to leave you with something else we are quite proud of. It's a quick video that we put together that helps kind of explain what the brand -- you know, the .BRAND journey is like and why it's important.

[ Video playing ]

[ Music ]

[ Applause ]

JASON LOYER:

Thanks, everyone.

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KURT PRITZ: Cool video.

Andrew?

ANDREW MERRIAM: I guess I was just going to make the quick point that awareness is growing. I think a lot of people, what they have been talking about is how they're working in their individual kind of vertical markets. For us we go to a lot of design events of all different types and tier designers and Web designers, et cetera.

I also think that, you know, all of us registries and everyone in this industry, ICANN itself, owes prolific marketers like .CLUB and .XYZ a huge thanks because they have done more than anyone else to build awareness of new TLDs. And maybe it is because they do have generic extensions, but I think that it's pretty incredible.

I've had multiple interactions, many actually, when I explain, Oh, I work in new domains, et cetera. And someone will be like, oh, like .CLUB. It's not happened once or twice. It's happened well over a dozen times to me.

And, you know, in that vein, I think that uasg.tech, that's an ICANN service, right? I'm looking at the ICANN front row. I think

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it's great. It's a fantastic service. And it's really pointed squarely at adoption. And I really wish that ICANN would make a similar move towards awareness because it just feels unfair that, you know -- it almost feels like finger pointing when lack of new TLD revenue is cited in so many financial reports year after year from ICANN of reasons of cutting costs or projections, et cetera, when we're consistently told that ICANN -- it's not their job to work in awareness. I think clearly we do have a shared interest there. So it would -- I think we need to talk more and more about that as far as how can we build awareness generally together instead of just letting Colin and Daniel lead the way for us.

KURT PRITZ:

So we did want to give a shout-out to .CLUB who is like the one team -- one-person gTLD awareness team flying a million dollars a year.

ANDREW MERRIAM:

They are probably just out meeting with every registrar that's ever existed so they're not in this room right now.

KURT PRITZ:

They are in Germany at Domain Fest.

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But, Andrew, maybe whether Andrew -- whether ICANN conducts an awareness campaign or what they do is a policy question and not an operational question. So you can use your bottom-up -- bottom-up stick to work on that.

So, Martin, you have about 30 seconds to get us home.

MARTIN SUTTON:

With 26 slides remaining? Okay. Scary, no. It's just a couple more.

So, what does it look like in the future now? We're hearing lots of stories here today about usage, brands that have activated by doing so and encouraging others to get to grips with their launch plans and implement those. So we can expect those to grow.

They want to control that space from the root of the Internet and take advantage of it as they're seeing others do it now.

In doing that in terms of the large customer bases that we see with a lot of the brand registries that are delegated means that user adoption will be easier as well for general awareness across the Internet population.

And as the technicians within these organizations get to grips with the registry itself that's supporting their business and future strategies, I think what will happen is looking at -- they'll

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explore different ways to use the DNS and utilize it in ways that we haven't seen before.

So in future, if, when the application round opens up, don't be surprised if there is a significant proportion of brand -- companies and organizations that are looking to apply for a .BRAND.

We as the BRG ran a regular awareness session at the last three or four ICANN meetings. We do welcome anybody to come along so you can find out what is happening. We go through some trends and analysis and some individual brand stories. So if you want to find out more, we do have a session on 15th of March in the morning. Details are there. Please do come along. Come and find out and meet some of the members as well.

And then, finally, in terms of more resources that are available and emerging, the Brand Registry Group itself has a site with various information and resources to help those that have already deployed or about to deploy their registry and also thinking about those that are thinking of applying in the future and running a .BRAND. So please go and take a look. Thanks.

KURT PRITZ:

Thanks, Martin.



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So success comes in many different forms. And we've seen by talking to these guys and all the other registries I've met, they're really focused on long-term aims and not short-term gains.

I'm also always amazed at how hard everybody is working in this environment. And sometimes, you know, we know a lot of these guys because we see a lot of the same faces at ICANN meetings. But, you know, to a lot of registries, they don't have the money or -- or more importantly the time to attend ICANN meetings. Everybody I know is so busy shoveling getting their business off the ground, trying to serve their customers that they need every second they can.

So with that, I'm going to close unless there's a couple questions. We have some time. And I know there was an online question, so I'll be happy to take that.

REMOTE PARTICIPATION: A question from John McCormac: Has NeuStar considered marketing this approach and expertise for an integrated brand site, subsites, to other brand TLD owners, or would it transfer easily as a methodology?

JASON LOYER: Great question. So, yes, when we go out and talk to our clients, we use our example as kind of the beacon, so to speak. So I

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guess the direct answer to that is, yes, we are actively talking to our clients and explaining how we did things and, you know, with the goal of being that direct navigation mind-set. So, yes, we are.

ALAN GREENBERG: Alan Greenberg speaking.

KURT PRITZ: Hi, Alan.

ALAN GREENBERG: Directed at Gg but others also. There's a big difference between someone acquiring the domain name and actually using it. So, you know, I see -- I checked while you were talking and looked up cvs.pharmacy and it redirects to cvs.com and they do not use it at all in their actual operational website.

And I'm just wondering, a comment, is that still success because they are using it? Or are we trying to get to people actually using -- as Neustar is, using it in their operational website and, you know, making that their real brand?

Gg LEVINE: Great question, Alan. Thank you.

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Yes, that is certainly the goal. We'd love to see pharmacies across the Board using .PHARMACY as their primary domain name. And we are moving in that direction but a lot of the major companies are not quite at that point that they're ready to transition all of their marketing materials and their brand to .PHARMACY. But they do redirect -- they use the -- they have the .PHARMACY domain name. It's posted on the safe.pharmacy website. And you can find it by entering it in a search window. But that's what we'd like to see, is more direct use.

KURT PRITZ:

So I think, of course, it's success because that means that somebody's typing the .PHARMACY name into their browser. It's just a different door to the same information. But more importantly, it's the other way around. It's what you click on that counts as a reliable source. So if they've established that doorway and are putting it out there so people can click on it, I see the redirection part as really a small part.

And then to what Gg said, turning the ship of CVS around is a long-term thing, too. So I think a lot of us went into this thinking, you know, in two years we're going to see .CVS and cvs.pharmacy all suited up, where really, you know, it takes companies a while to do that.

Number one.

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Hi, George.

GEORGE SADOWSKY: Hi, Kurt.

Thank you. George Sadowsky. This question is also directed to Neustar.

So you went from level 2 to level 1. And at the same time, you did a -- what you called -- what was it called? A refresh, a site refresh. And you didn't need to do them both at the same time, although you did. And you could have forwarded everything over, redirected everything and then done the refresh or the reverse.

JASON LOYER: Right.

GEORGE SADOWSKY: Really, what you hope is you have got millions of URLs with neustar.bis floating around in cyberspace. And you have no control over what happens to those. And you hope that people will click on them at some point because they want to come to your site.

There are various ways you could go about this -- this change. And they have different impacts on the user experience. What

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were your choices? What did you decide to do? How did it work out? And were you right?

JASON LOYER:

Wow, so quite a question.

So we -- it's a good point. We didn't need to do all of it all at the same time. For us I think it was just about timing. We were -- we were in the process of taking on the site refresh as a project anyway. And knowing that we had this brand URL for quite some time and we hadn't actually used it yet, yet we were out evangelizing how important it is in our minds to further the brand movement, we knew that we needed to make something happen. And just timing I think is part of the answer to that question.

We also had a new person come in that kind of took over our entire domain management. She was definitely on board with this, as I said, as was all of our senior leadership.

So, you know, the -- we kind of got to the conclusion of how we - - we, you know, implemented this change through that analysis as part of that site refresh. And we just decided that this direct navigation concept was a way to go and just to simplify that user experience.

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And I think I put some of those metrics up in the deck before. You know, I think this happened -- you know, we made the transition in December. So we've had a few months now to measure. And all the feedback from our clients so far, our customers, has been very positive. And, like I said, this is just the way that we feel it's going to work. And we're actually pretty happy with the success and the metrics that have proven that out so far.

HELEN McDONALD:

Hello, my name is Helen McDonald from the Canadian Internet registry Association. I had a question for those of you from organizations like .PHARMACY. You're trying to attract business groups from other countries. Yet, you're a national American association of boards that's operating it.

How do you assure others in other countries that it's going to be a balanced administration or the decisions that you'll take around the .PHARMACY site are going to be equitable for everyone? How do you deal with that when you are still branded as American? Thank you.

Gg LEVINE:

First of all, I wanted to note that NABP does have associate members in all nine Canadian provinces as well as all U.S.

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territories and Australia and -- and other -- other countries. So we're not -- we're not purely U.S. centric.

But what we do is work with regulatory agencies in other countries to ensure that applicants from those countries are in compliance with all applicable pharmacy laws in that nation and that they're doing business in accordance with those standards.

Does that answer your question?

CRAIG SCHWARTZ:

And I might offer for .BANK because there are globally recognized bodies, the Global Federation of Insurance Associations and the International Banking Federation that these U.S.-based trades are members of or have sister members that are a part of that, there is this broader, bigger community that spans the whole -- the whole world. And so there was trust because of those existing relationships.

KURT PRITZ:

That was me. I was meeting with -- was it Swift? Anyway, European bankers and they were asking me about .BANK and where it was going. They heard somebody else was registering it. And I said it was the financial services roundtable. And they said, oh, we know those guys, okay.

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So -- yeah, I just wanted to say some more about that question because how, you know -- so I learned a lot about Gg the last couple weeks or so.

And she's sitting there in this job, and part of her job is to stop abuses which has the end goal of saving lives, which is a pretty big goal. And so while we wonder if each adoption of a gTLD in use will be sufficiently global, you know, how great is it that it's in these hands where they're trying to -- you know, trying to address those issues, you know, maybe first in North America but certainly globally. So I find that exciting.

Anyway, thanks for staying late and thanks for coming in the first place. We all really appreciate it. Thanks you guys for working so hard.

[ Applause ]

And thanks to Sue Shuler who put up with us for these couple weeks.

**[END OF TRANSCRIPTION]**