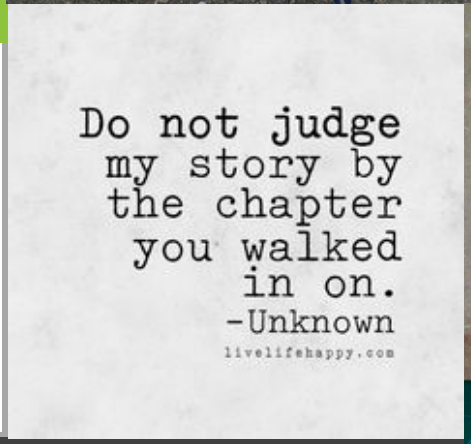
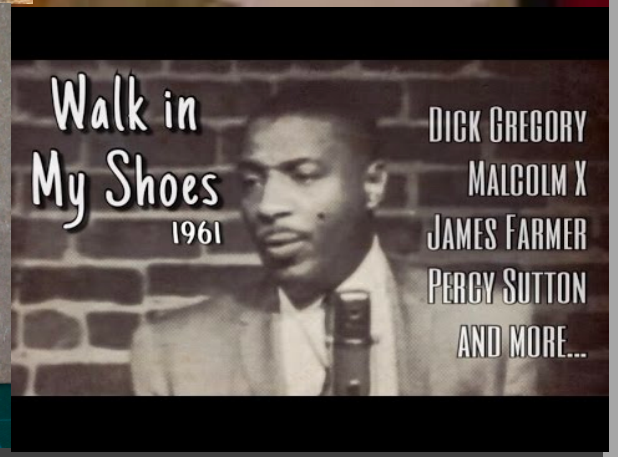
"To understand the man, you must first walk a mile in his moccasin."

~ North American Indian Proverb

.ART





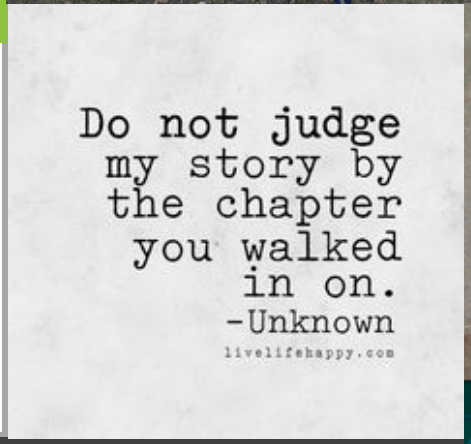
Walk in the Shoes of a Registry Operator

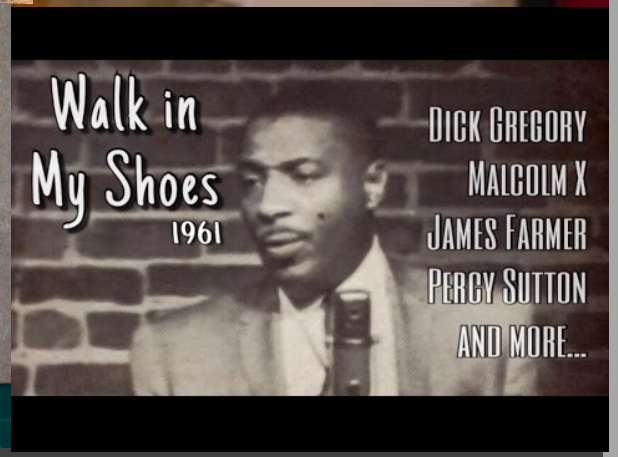
.ART
JOIN NOW

"To understand the man, you must first walk a mile in his moccasin."

~ North American Indian Proverb

.ART





Walk in the Shoes of a Registry Operator

QUESTION #1

BIG IDEA :

- When did you start
- Tipping point to go

QUESTION #2

WHAT WAS EASY,

WHAT WAS HARD

- Pleasant surprises
- Unpleasant surprises

QUESTION #3

OUTCOMES &

REALISATIONS

NABP

National Association of Boards of Pharmacy

Pharmacy in the Digital Age

.pharmacy®

Verified Websites You Can Trust

Gg Levine, Registry Operations Manager
National Association of Boards of Pharmacy
ICANN61 – March 12, 2018

.Pharmacy Launched to Protect Public Health

More than a gTLD, the .pharmacy domain creates **a safe online space** where consumers can be sure the medicines, services, and information they obtain are **legitimate** and **trustworthy**.

NABP

Buying Medicine Online Is Risky

- The legitimate practice of pharmacy is highly regulated to ensure medication safety and protect patient health.
- Tens of thousands of fake online pharmacies break these regulations, creating a **global public health threat**.
- US enforcement authorities say the internet is the most common way for **counterfeit medicines** to reach consumers.
- World Health Organization estimates between **100,000 and 1 million people die** annually from using counterfeit drugs.

NABP

Verified gTLD Creates a Safe Environment

- NABP pre-verifies that .pharmacy registrants are **appropriately credentialed** to dispense prescription drugs or provide related information and resources.
- NABP grants use of the .pharmacy domain only to entities that **adhere to pharmacy laws** in the jurisdictions where they are based and where their patients and customers reside.
- "Seal of approval" is in the domain and **can't be faked**.
- .Pharmacy TLD has had **zero** incidents of abuse.

NABP

.realtor™ - the long and winding road

Matthew Embrescia

President & CEO, Second Generation, Ltd.

MARCH 12, 2018

.realtor™ Master your domain

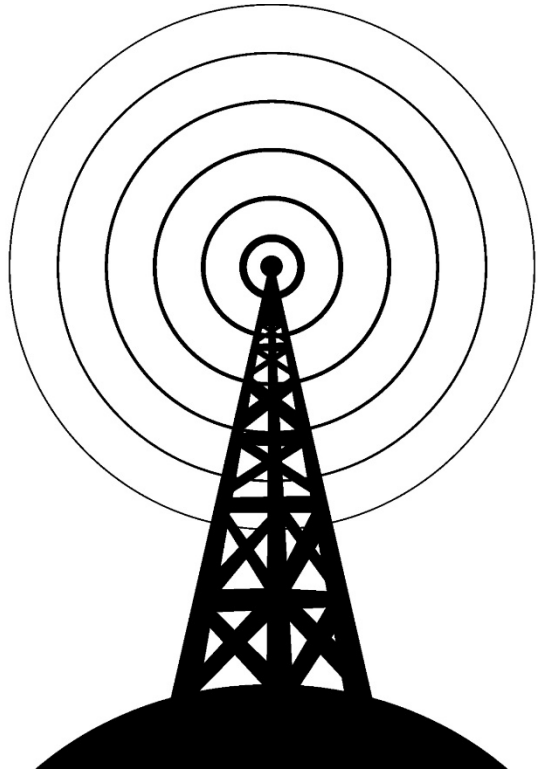
Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

Company Background

50+ Years in the Broadcasting Industry

- Owner/Operator of over 50 Television and Radio stations throughout the US
- Broadcast rights holder for MLB, NFL, and NBA teams
- Experts in Licensing and Strategic Partnerships



CBS

NFL

NBA

MAJOR LEAGUE BASEBALL

.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

Turning Point

Telecommunications Act of 1996

- Broadcast Industry Consolidation
- Rise of the Internet

A New Opportunity

Early 2000

- Learned of ICANN
- Funded Initiative to acquire a new gTLD

ICANN

Our First

2004 sTLD RFP

- Applied for .jobs
- Partnered with SHRM
- Partnered with Verisign
- Launched 2005

.jobs

SHRM
SOCIETY FOR HUMAN RESOURCE MANAGEMENT

powered by VERISIGN™

.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

Looking Forward

2006-2014

- Preparing for the next round
- Established partnerships with major groups that served specific communities
- Applied for 8 new gTLDs during the 2012 Round

NATIONAL ASSOCIATION of REALTORS®

Cleveland Clinic

J·A·C·K ENTERTAINMENT

CREA THE CANADIAN REAL ESTATE ASSOCIATION

The Result

Registry Operator of 5 gTLDs

- .jobs, .career, .realtor™, .realestate, and .med

.jobs

.realtor™

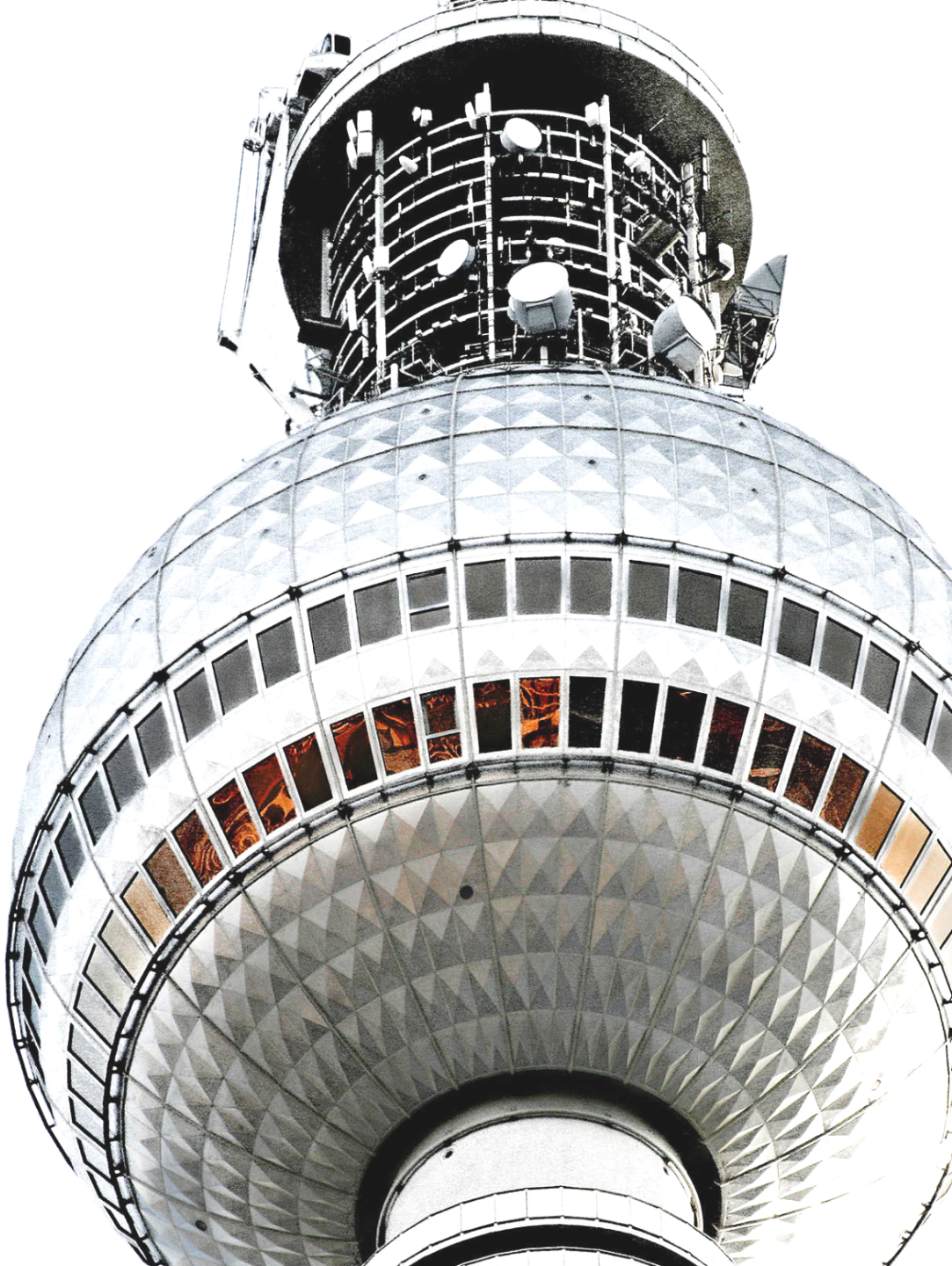
.career

.med

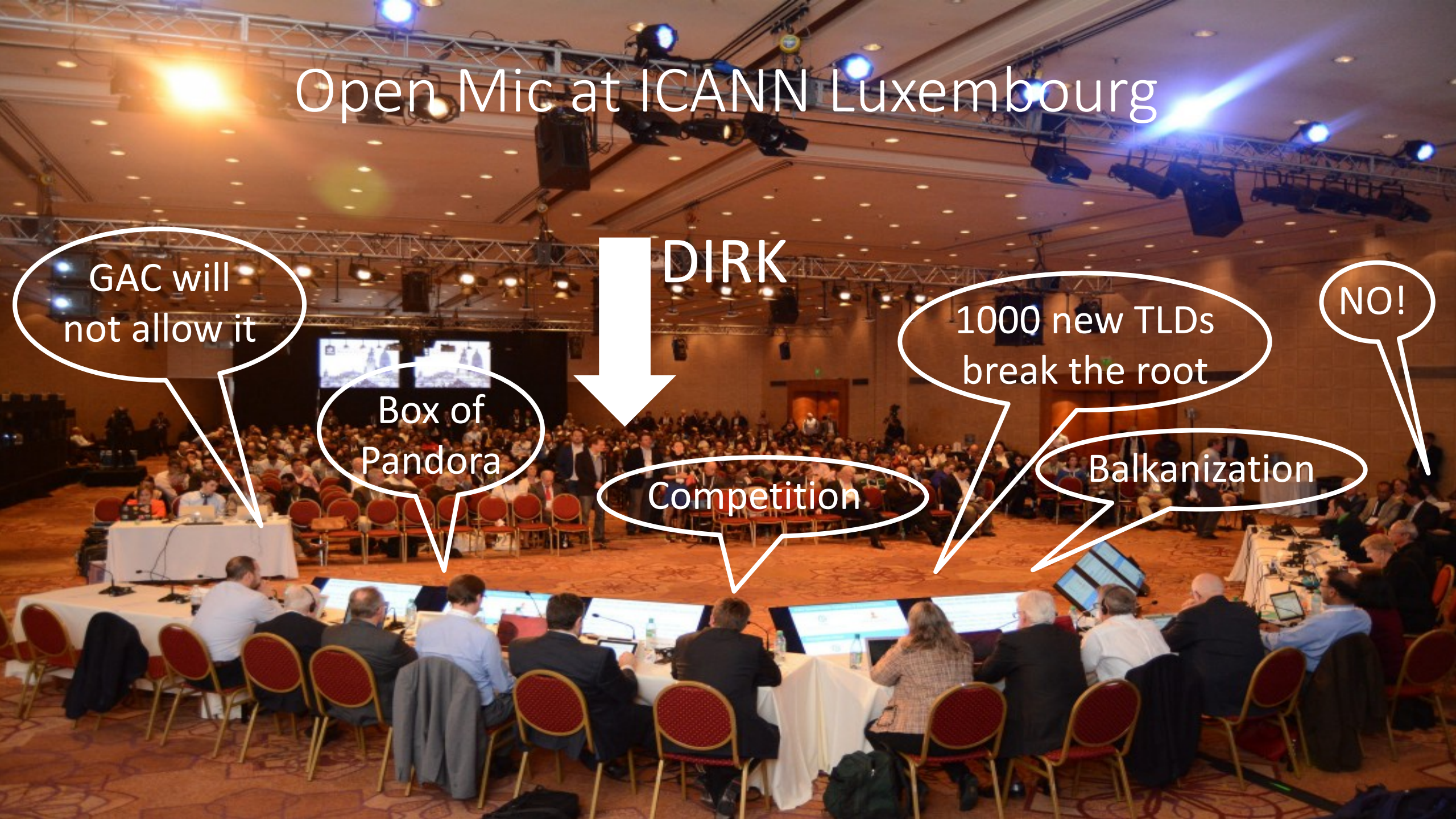
.realestate

.berlin

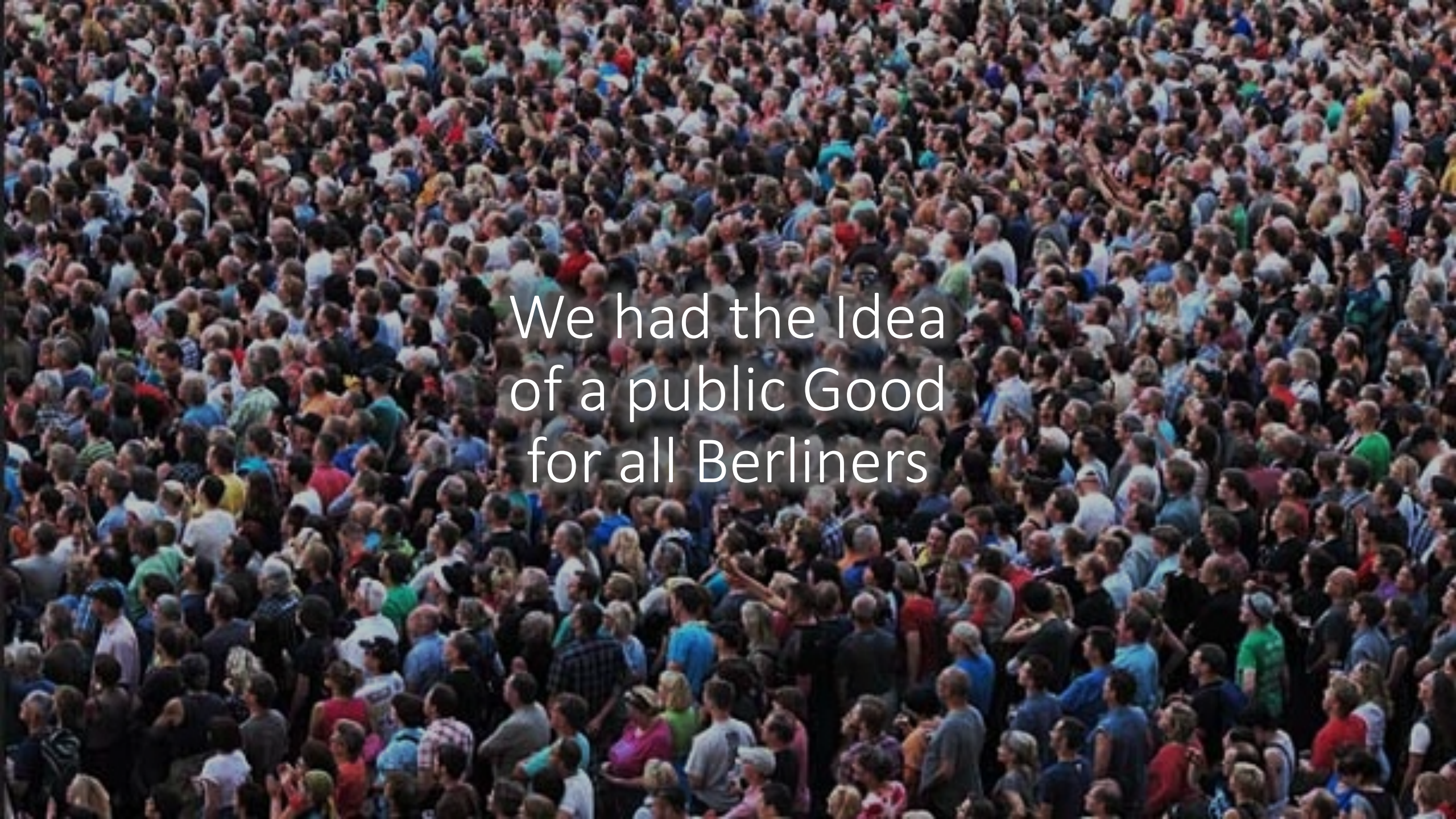
The Journey



Open Mic at ICANN Luxembourg



Vint was not amused

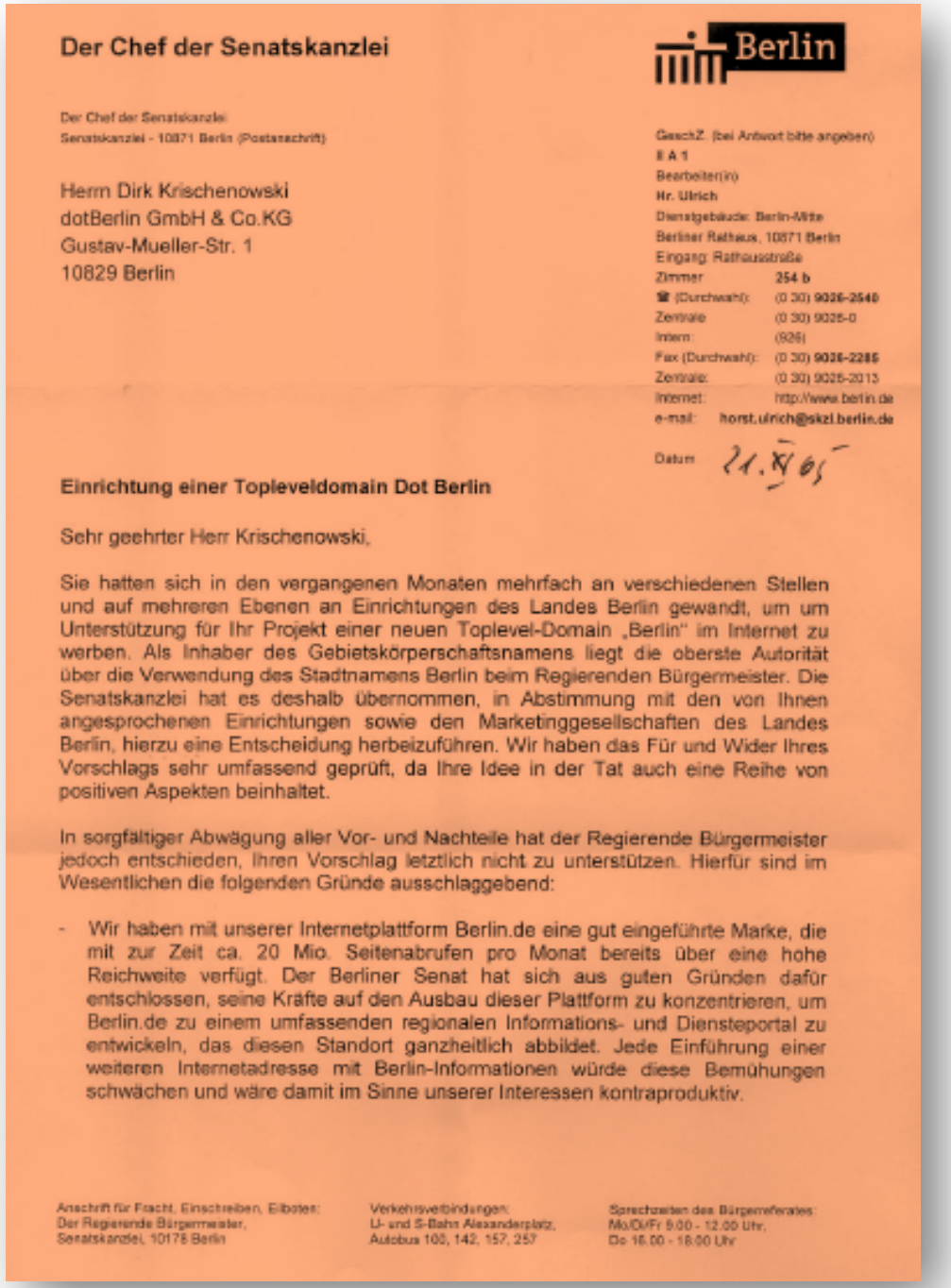

We had the Idea
of a public Good
for all Berliners

.berlin is a project of the re-united Berlin

Injunction by City of Berlin

The Mayor wrote:

“You will be in trouble if you do not stop .berlin and it will be expensive for you”



Der Chef der Senatskanzlei

Berlin

Der Chef der Senatskanzlei
Senatskanzlei - 10871 Berlin (Postanschrift)

Herrn Dirk Krischenowski
dotBerlin GmbH & Co.KG
Gustav-Mueller-Str. 1
10829 Berlin

GeschZ. (bei Antwort bitte angeben)
II A 1
Bearbeiter(in)
Hr. Ulrich
Dienstgebäude: Berlin-Mitte
Berliner Rathaus, 10871 Berlin
Eingang: Rathausstraße
Zimmer 254 b
☎ (Durchwahl): (0 30) 9026-2540
Zentrale (0 30) 9026-0
Intern (926)
Fax (Durchwahl): (0 30) 9026-2285
Zentrale: (0 30) 9026-2013
Internet: http://www.berlin.de
e-mail: horst.ulrich@skzl.berlin.de

Datum 21.11.05

Einrichtung einer Topleveldomain Dot Berlin

Sehr geehrter Herr Krischenowski,

Sie hatten sich in den vergangenen Monaten mehrfach an verschiedenen Stellen und auf mehreren Ebenen an Einrichtungen des Landes Berlin gewandt, um um Unterstützung für Ihr Projekt einer neuen Toplevel-Domain „Berlin“ im Internet zu werben. Als Inhaber des Gebietskörperschaftsnamens liegt die oberste Autorität über die Verwendung des Stadtnamens Berlin beim Regierenden Bürgermeister. Die Senatskanzlei hat es deshalb übernommen, in Abstimmung mit den von Ihnen angesprochenen Einrichtungen sowie den Marketinggesellschaften des Landes Berlin, hierzu eine Entscheidung herbeizuführen. Wir haben das Für und Wider Ihres Vorschlags sehr umfassend geprüft, da Ihre Idee in der Tat auch eine Reihe von positiven Aspekten beinhaltet.

In sorgfältiger Abwägung aller Vor- und Nachteile hat der Regierende Bürgermeister jedoch entschieden, Ihren Vorschlag letztlich nicht zu unterstützen. Hierfür sind im Wesentlichen die folgenden Gründe ausschlaggebend:

- Wir haben mit unserer Internetplattform Berlin.de eine gut eingeführte Marke, die mit zur Zeit ca. 20 Mio. Seitenabrufen pro Monat bereits über eine hohe Reichweite verfügt. Der Berliner Senat hat sich aus guten Gründen dafür entschlossen, seine Kräfte auf den Ausbau dieser Plattform zu konzentrieren, um Berlin.de zu einem umfassenden regionalen Informations- und Dienstportal zu entwickeln, das diesen Standort ganzheitlich abbildet. Jede Einführung einer weiteren Internetadresse mit Berlin-Informationen würde diese Bemühungen schwächen und wäre damit im Sinne unserer Interessen kontraproduktiv.

Anschrift für Fracht, Einschreiben, Eilboten:
Der Regierende Bürgermeister,
Senatskanzlei, 10178 Berlin

Verkehrsverbindungen:
U- und S-Bahn Alexanderplatz,
Autobus 100, 142, 157, 257

Sprechzeiten des Bürgerreferates:
Mo/Di/Fr 9.00 - 12.00 Uhr,
Do 15.00 - 18.00 Uhr

We engaged with the Community & Stakeholders, got support by over 115 Sharholders and Sponsors

German Parliament: YES!

Courtesy Translation of the Approval of a German Bundestag Resolution concerning GeoTLD, IDNs and Whois by dotBERLIN GmbH & Co. KG

Source: German Bundestag server
http://dip21.bundestag.de/dip21/btp/16/16136.pdf

"I now call up point 10 on the agenda: Discussion of the recommendation and report from the committee for culture and media (22nd committee) on the motion put by the representatives Dorothee Bär, Wolfgang Börnsen (Bönstrup), Peter Albach, other CDU/CSU representatives and the CDU/CSU faction, as well as the representatives Jörg Tauss, Martin Dörmann, Christoph Pries, other SPD representatives and the SPD faction.

The Development of Address Space in the Internet – Printed matter 16/4564, 16/6342 –

Deutscher Bundestag **Drucksache 16/4564**

16. Wahlperiode 07. 03. 2007

Antrag

der Abgeordneten Dorothee Bär, Wolfgang Börnsen (Bönstrup), Peter Albach, Renate Blank, Gitta Connemann, Reinhard Grindel, Monika Grütters, Dr. Günter Krings, Hartmut Koschyk, Johann-Henrich Krummacher, Maria Michalk, Philipp Mißfelder, Rita Pawelski, Ruprecht Polenz, Dr. Norbert Röttgen, Marco Wanderwitz, Volker Kauder, Dr. Peter Ramsauer und der Fraktion der CDU/CSU sowie der Abgeordneten Jörg Tauss, Martin Dörmann, Christoph Pries, Monika Griefahn, Siegmund Ehrmann, Kerstin Griese, Fritz-Rudolf Körper, Angelika Krüger-Leißner, Dr. Uwe Küster, Markus Meckel, Petra Merkel (Berlin), Steffen Reiche (Cottbus), Michael Roth (Heringen), Renate Schmidt (Nürnberg), Olaf Scholz, Dr. h. c. Wolfgang Thierse, Simone Violka, Dr. Peter Struck und der Fraktion der SPD

Weiterentwicklung des Adressraums im Internet

Der Bundestag wolle beschließen:

I. Der Deutsche Bundestag stellt fest:

Das Internet hat die moderne Gesellschaft in allen Bereichen durchdrungen, so dass heute wirtschaftlich und sozial bedeutsame Prozesse ohne seine Nutzung kaum noch denkbar sind. Die Beantwortung der Fragen nach den rechtlichen Rahmenbedingungen in einem weltweiten Informations- und Kommunikationsnetz, seiner technischen Verfasstheit und dem fairen Zugang zu seiner Infrastruktur sind daher heute für Deutschland und alle anderen Nationen von hoher sozialer, kultureller, rechtlicher und ökonomischer Bedeutung.

Konstituierendes Merkmal des Internets als weltweites Daten-, Informations- und Kommunikationsnetz ist die Vergabe einmaliger und eindeutiger Adressen, damit Nutzer weltweit Inhalte leicht und nachvollziehbar auffinden können. Die Kontrolle über den Adressraum des Internets, über Domains und Top-Level-Domains (TLDs), d. h. die höchsten Hierarchiestufen von Domains, sind ein entscheidender Teil dieser Infrastruktur. Sie liegt bei der ICANN, der Internet Corporation for Assigned Names and Numbers, einer privatrechtlichen Non-Profit-Organisation US-amerikanischen Rechts mit Sitz in Marina del Rey, die heute zugleich über die Grundlagen der Verwaltung von Namen und Adressen im Internet entscheidet und Standards für Technik und Verfahren beschließt.

Auch wenn die ICANN kein verbindliches Recht setzt, koordiniert sie so doch technische Aspekte des Internets, deren normative Kraft des Faktischen weltweit erhebliche ökonomische und politische Auswirkungen hat. Und obwohl die ICANN längst Teil einer autonomen Selbstregulierung des Internets sein oder aber ihre Legitimation durch eine verstärkte internationale Kooperation erhalten sollte, ist sie heute allein mit der US-Administration durch staatliche Aufsicht und einen Vertrag verbunden. Dieses ist bereits seit langem Gegenstand von Dis-

2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

Trusted. Verified. More Secure.

Craig Schwartz, Managing Director
fTLD Registry Services
March 12, 2018

The Big Idea

- Financial services firms and their customers are highly targeted for abuse
- What if these TLDs get into the wrong hands?
- How can we innovate in our own, gated communities?
- .BANK and .INSURANCE – created to serve and protect these communities

American
Bankers
Association

FINANCIAL
SERVICES
ROUNDTABLE

CANADIAN
BANKERS
ASSOCIATION
Advocating for a Sound
Canadian Banking System

EBF
European
Banking
Federation

GFIA
GLOBAL FEDERATION OF INSURANCE ASSOCIATIONS

ibfed
International
Banking Federation

IBC
BAC
Insurance Bureau of Canada
Bureau d'assurance du Canada

- ✓ Authenticates **identity**
- ✓ Helps tell a **security story** customers can understand
- ✓ **Mitigates exposure to cyberthreats** for websites and email
- ✓ Enables more **relevant and memorable** names
- ✓ Enhances **brand recognition and differentiation** in a competitive marketplace

.neustar

Our transition to .brand

Why Transition to .neustar?

1. Help our customers to find our content easily
2. Increase the efficiency of our advertising
3. Reduce our costs
4. Enhance our security

neustar

Why Transition to .neustar?

5. Increase trust with customers and partners
6. Increase our 1st party data
7. Aligned with our website refresh program
8. Join a global branding revolution

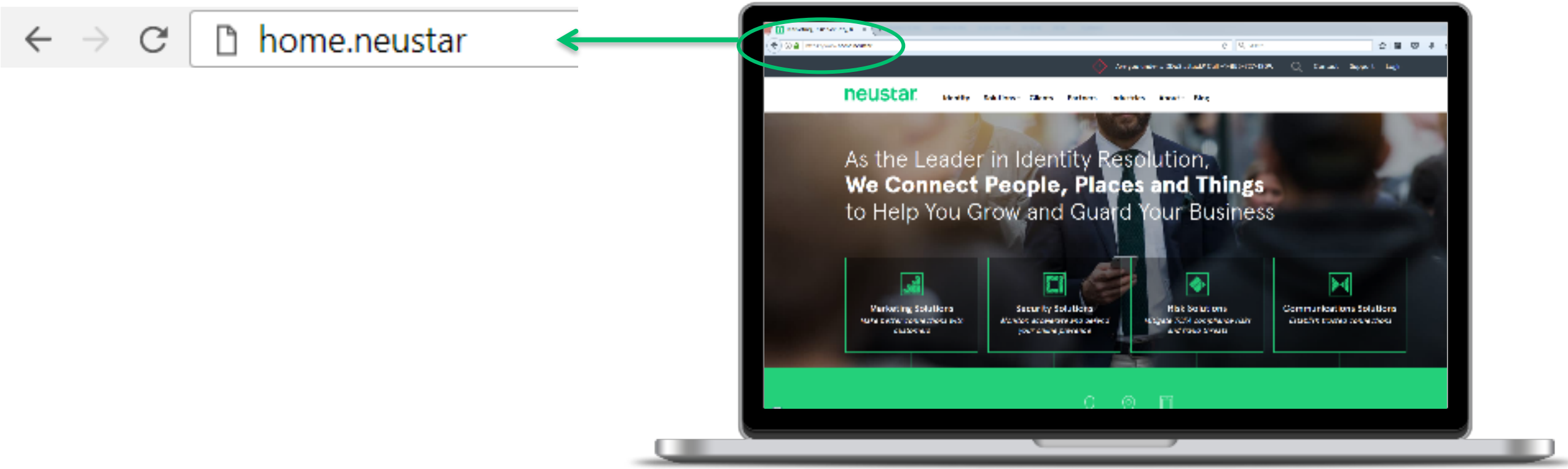
neustar

Approx. 20 organizations have done this already

.neustar

The key project elements

Migrated from neustar.biz to home.neustar



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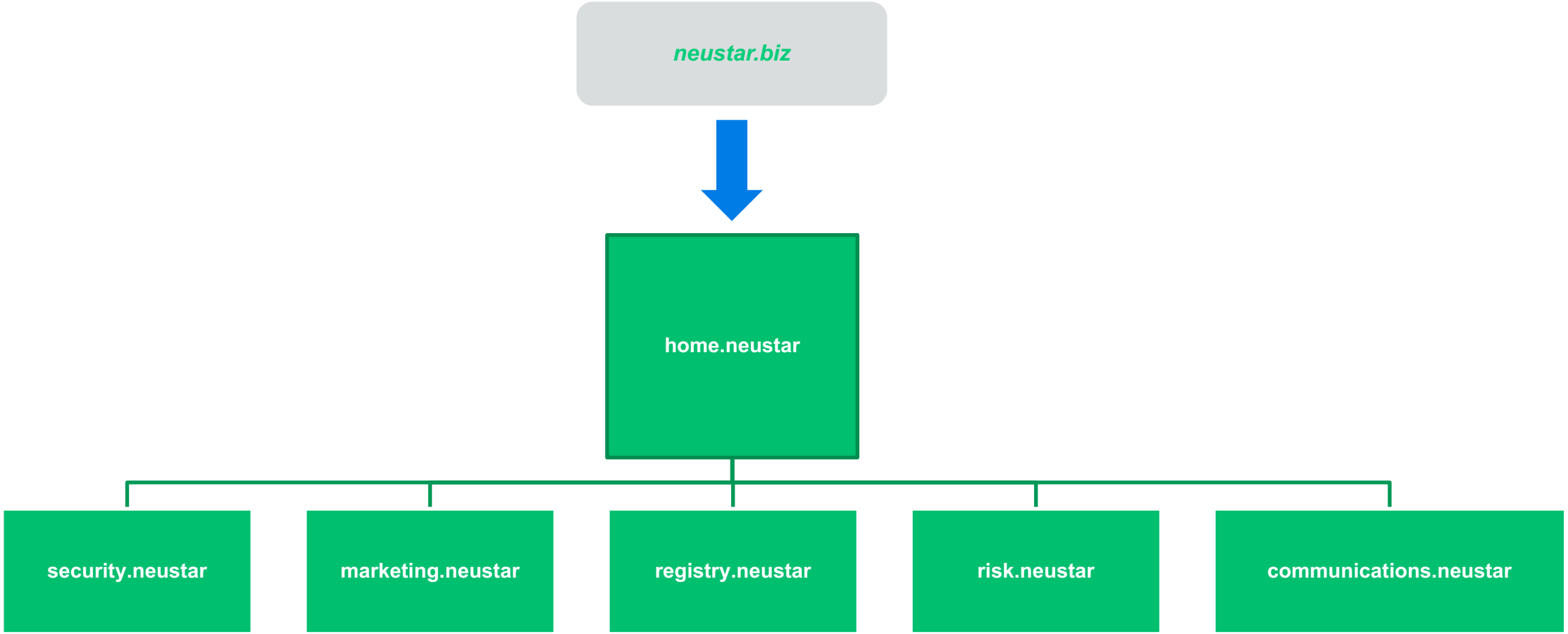
Gave our key business units a connected microsite within the ecosystem



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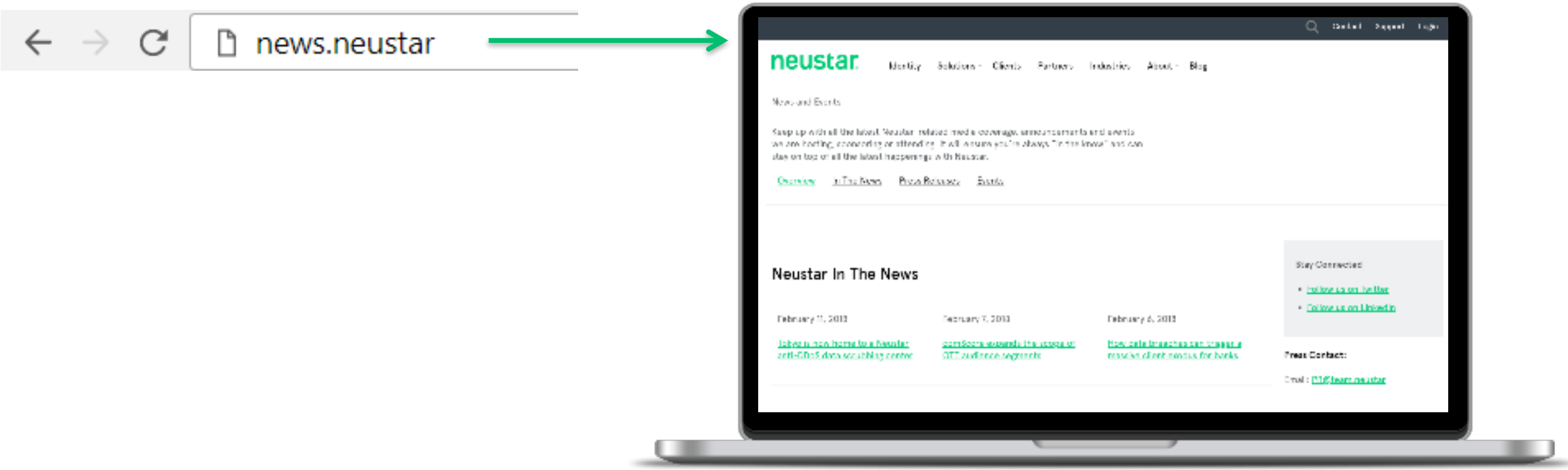
Created intuitive pathways to ALL of our content



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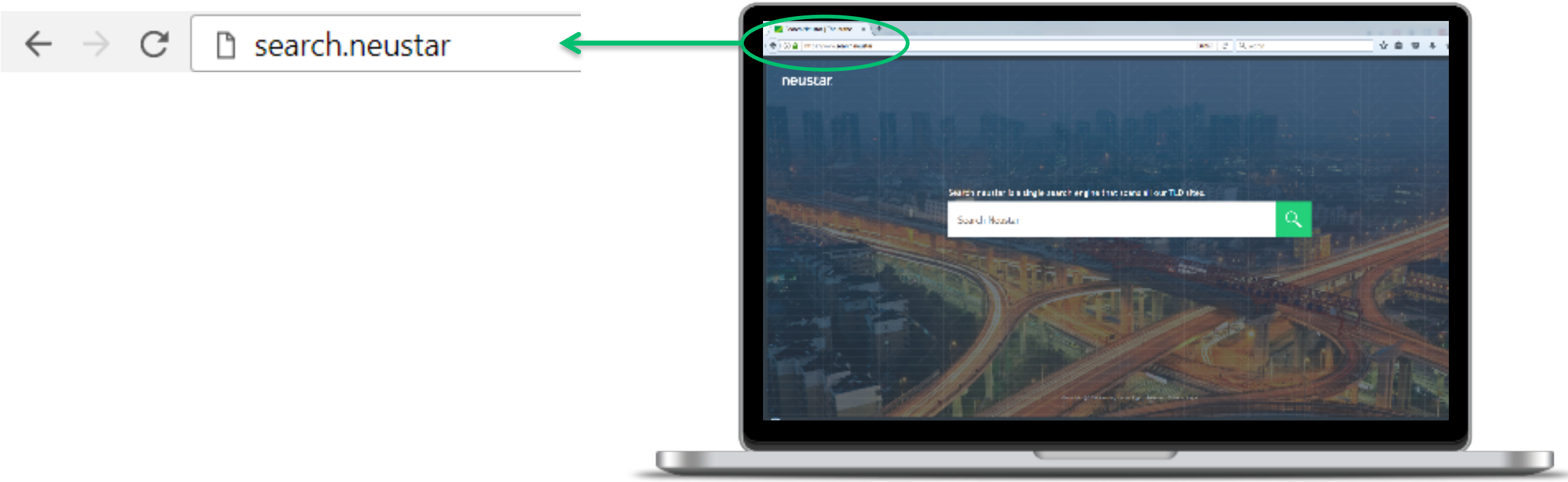
Built our own Neustar search engine



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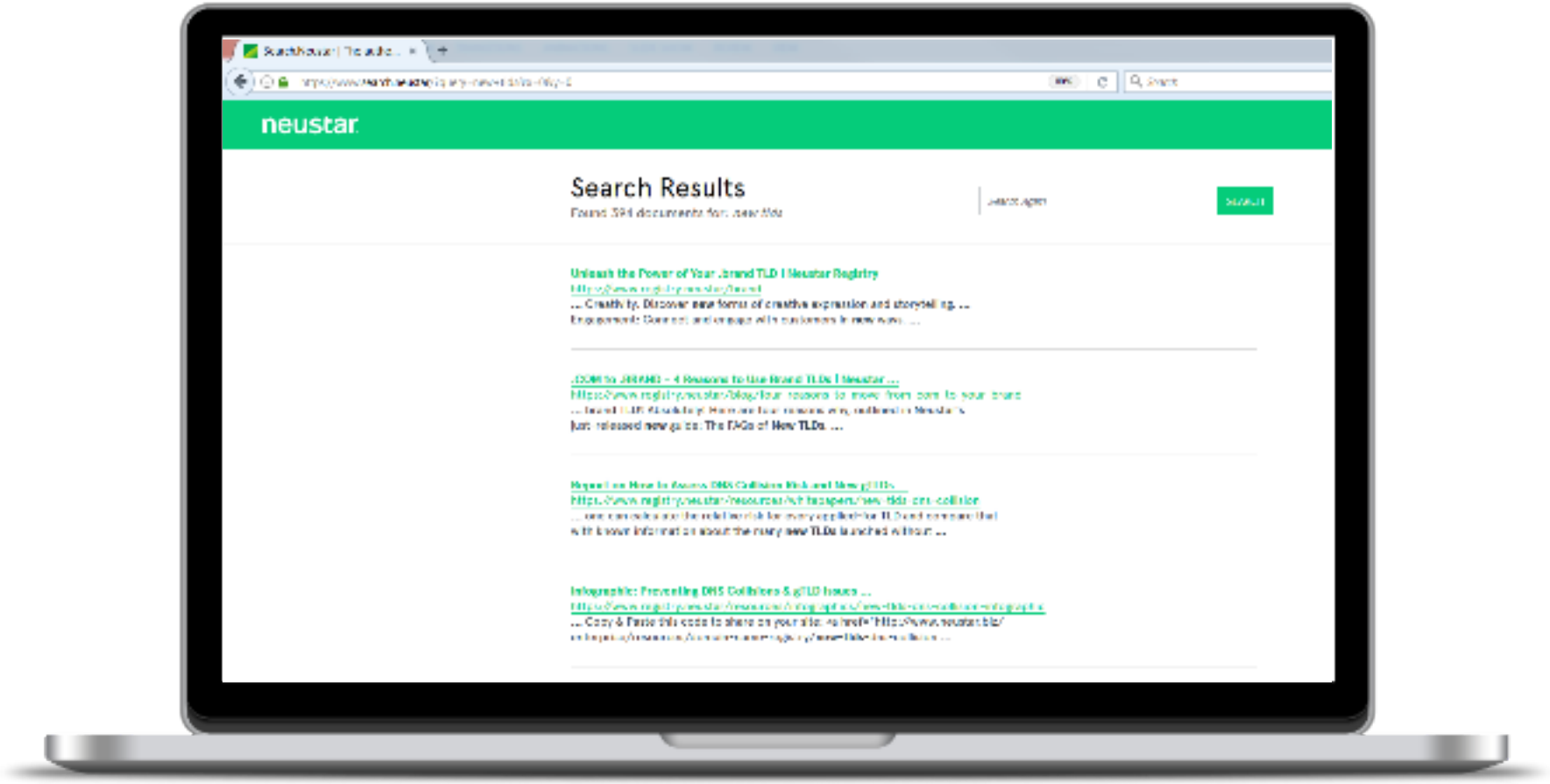

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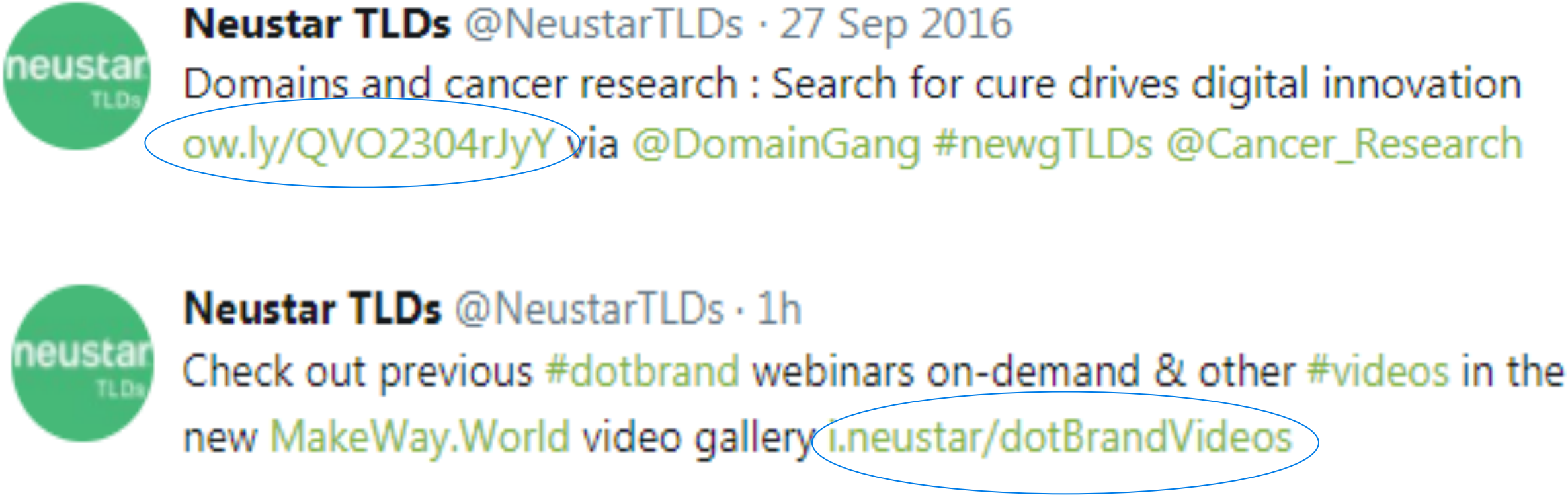
Moved to a new, branded URL shortener



Moved our staff emails to .neustar addresses

- jason.loyer@team.neustar

- Customer Support teams now have emails on:

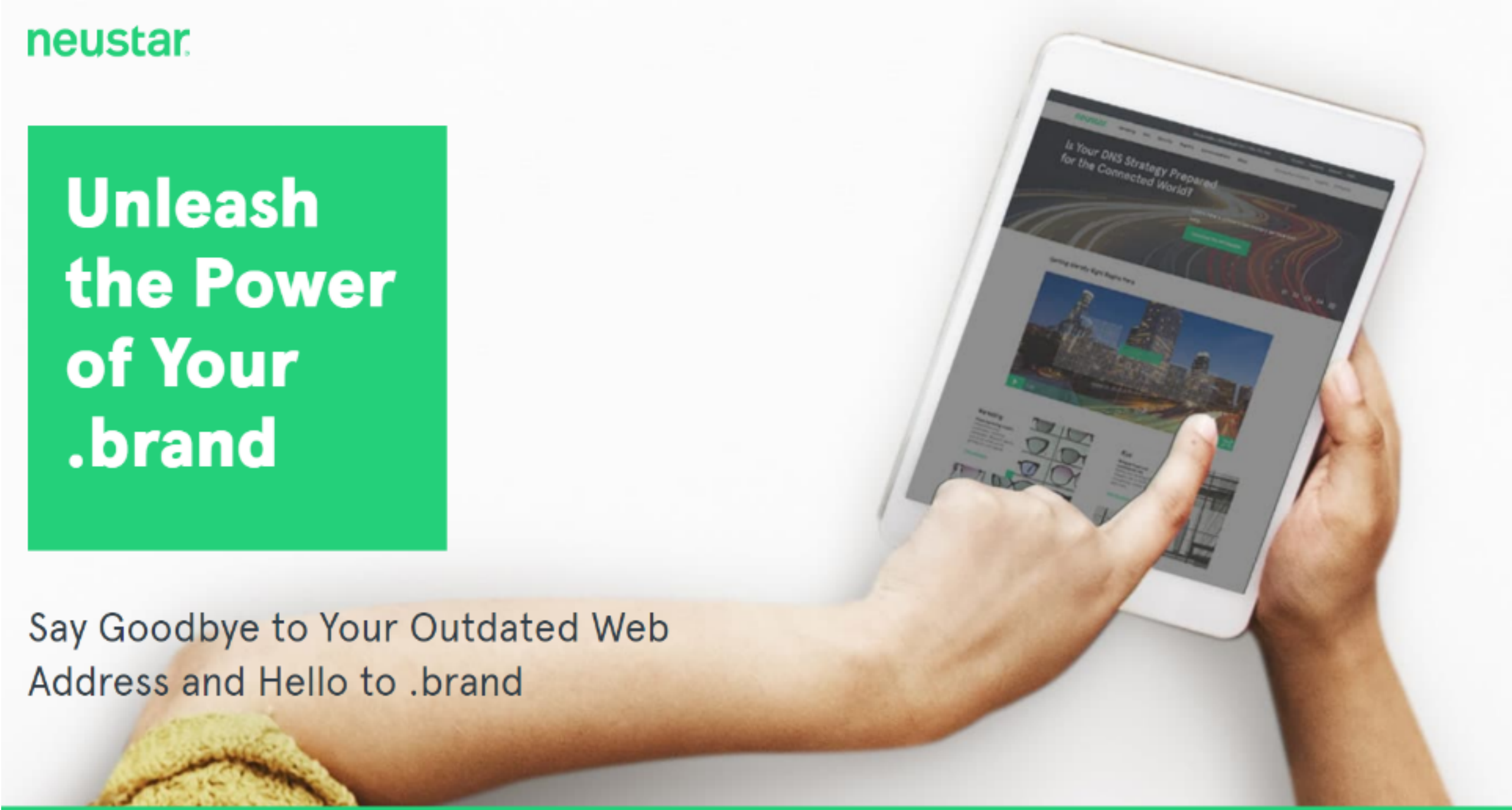
  @support.neustar

neustar

neustar

Unleash the Power of Your .brand

Say Goodbye to Your Outdated Web Address and Hello to .brand



Facebook.design is just getting started.
Like most things at Facebook, it will be iterated on frequently. But we hope this becomes a place where designers can find great resources to grow as designers and develop in their career. Ultimately, we hope we can push our discipline forward.

.design

Jeff Smith, Facebook Product Designer, on the launch of the facebook.design site

Full list of household brands on .design

Recruiting:

facebook.design

uber.design

airbnb.design

booking.design

Content Marketing:

npr.design

kohler.design

medium.design

slack.design

opentable.design

automattic.design

Brand Management:

dropbox.design

atlassian.design

etrade.design

wechat.design

.design

Canon
G12
Design, develop, and deliver
Seagate
DESIGN
WE THE CREATIVE
.design

RECRUITMENT

.design

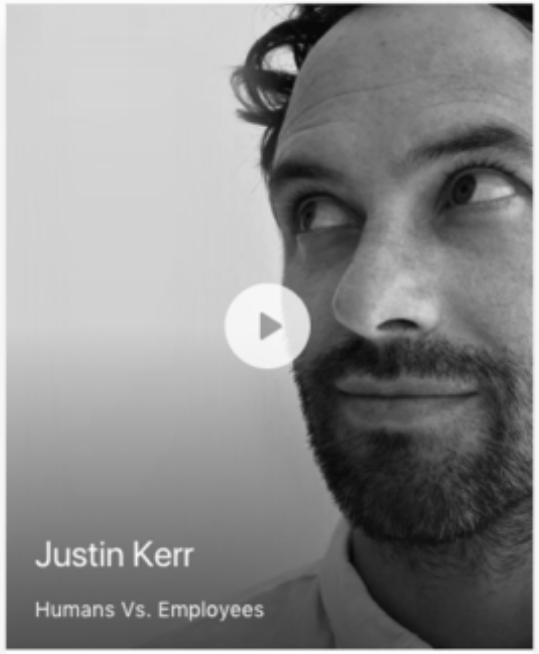
What's on our mind?

Collection of articles, videos, and resources made by designers at Facebook.

iOS 11 iPhone GUI

Origami, Sketch, and Photoshop templates of GUI elements found in the public release of iOS 11.

RESOURCE GUIS



VIDEO DESIGN LECTURES

Devices

Images and Sketch files of popular devices.

RESOURCE IMAGES

FACEBOOK.DESIGN

The Enterprising Designer: Beyond Consumer Product

One Year Designing at WhatsApp

UBER

The Craft Behind Our Design

Case Studies Events Team

Accessible by Design
Building Bridges in Communication

EXPLORE CASE STUDY

UBER.DESIGN

Booking.design

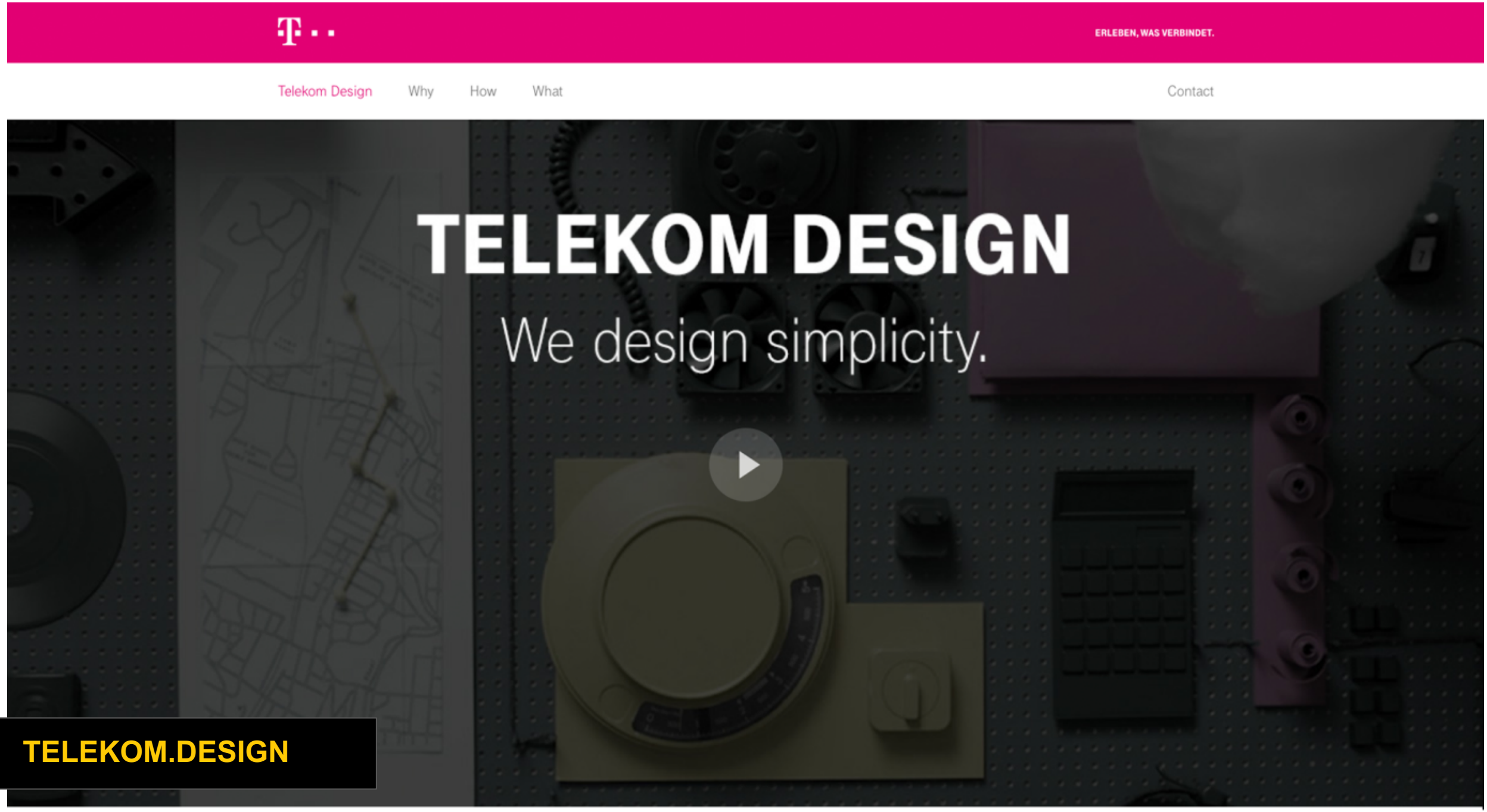
UX stories from the designers and researchers at Booking.com

ARCHIVE | DESIGN AND RESEARCH CAREERS

Follow

MEDIUM.DESIGN

20 Mistakes to Avoid When Applying For


ERLEBEN, WAS VERBINDET.
Telekom Design
Why
How
What
Contact
TELEKOM DESIGN
We design simplicity.
TELEKOM.DESIGN

Amazon Design

Come work with us! →

Designing intuitive experiences for customers.

We are obsessed with our customers and work backwards to solve complex problems with thoughtfully simple solutions. These results should always elevate the user experience and put design into high gear. More

AMAZON.DESIGN

CONTENT MARKETING

.design

design

Articles Events Videos Projects

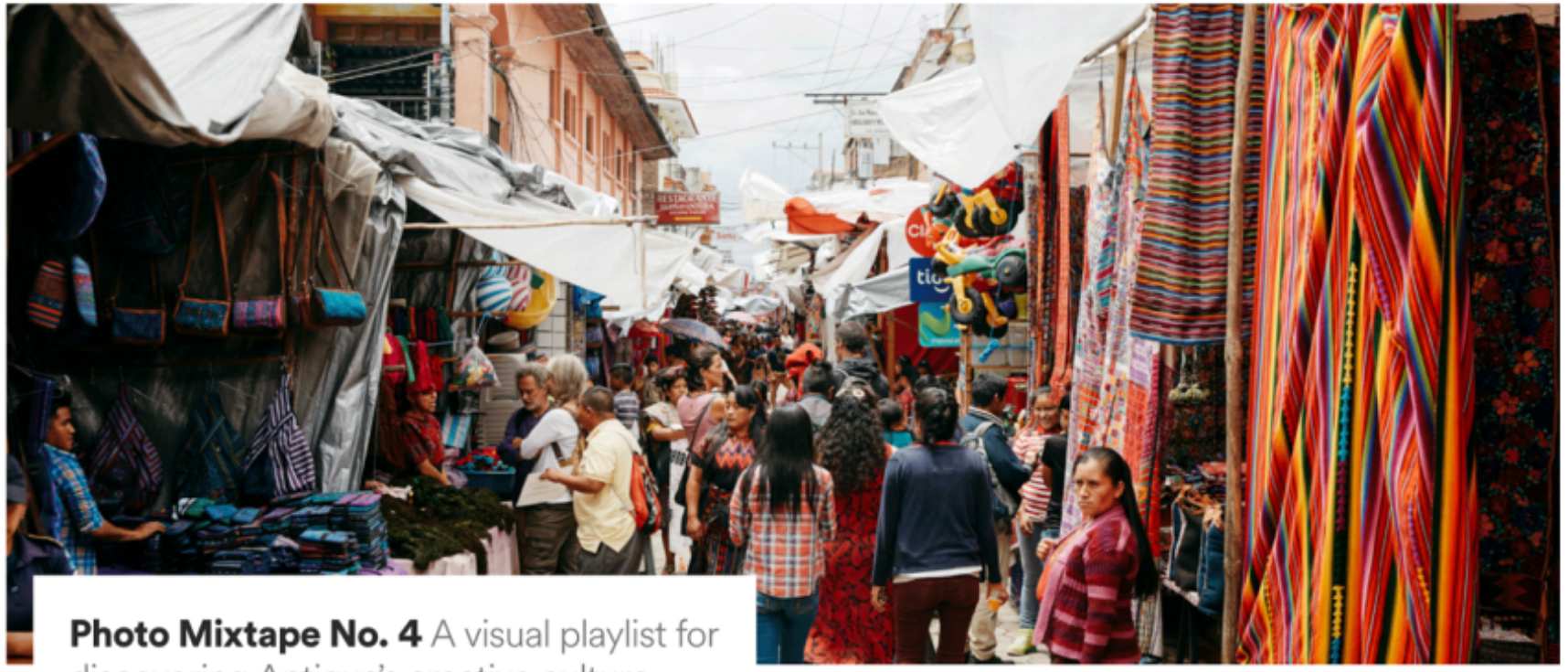


Photo Mixtape No. 4 A visual playlist for discovering Antigua's creative culture.

Destinations, Inspirations

AIRBNB.DESIGN

Design at NPR

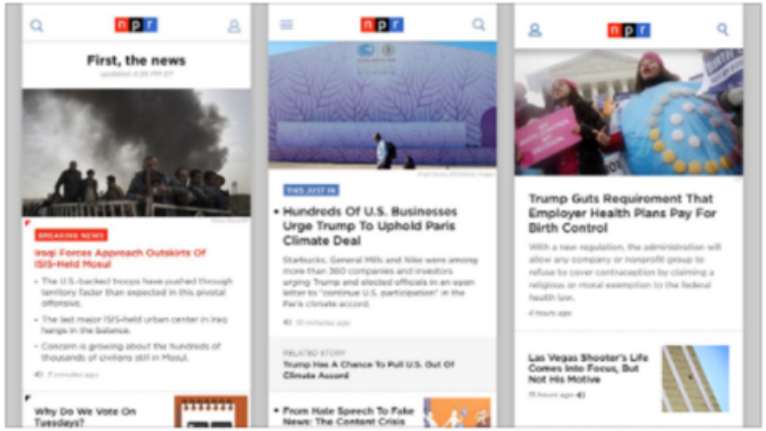
Stories from the design teams at National Public Radio

Follow

Building NPR Design's Workshop "Go Bag"

A few weeks ago, I tweeted out a photo of our team's new workshop facilitation kit. Since then, I've gotten numerous
ut the...

ewman



Design Show-and-Tell: the NPR News App Gets a Facelift

Upon releasing the first in a series of public betas of the new NPR News app, we're sharing what worked — and what didn't — for our home...

Libby Bawcombe
Oct 18

NPR.DESIGN

DesignFul.

KOHLER.

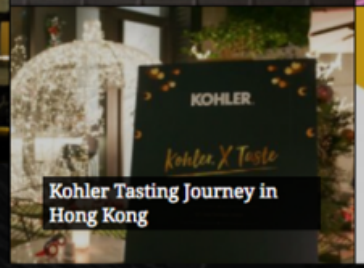
Home | Bold. Art. | Design Forum | Calendar | SEARCH ...

Trends | Design | People | Green | Tech | Ideas | Events | See more Posts...

Design Talk with Julian Treasure on visual communication

Sleep 2017 London – all about guest experiences

IIDEX Toronto 2017



Kohler Tasting Journey in Hong Kong

IDCS' Design Excellence Awards Singapore – one for KEC SGP

KOHLER Bold. Art.

a Dimithran – Dubai-based photographic artist

Bold. Art. Hefei – art and economic growth

Bold. Art. Hong Kong – colorful multiculturalism

KOHLER.DESIGN

Designing Medium

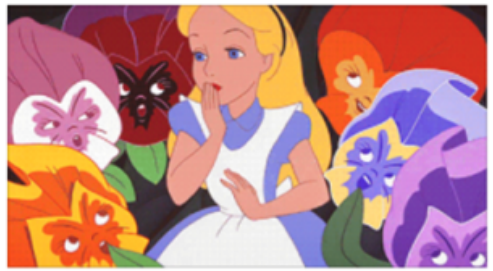
Stories from Medium's design and research team

Follow

Six Memos for the Next Millennium

Books for a Designer's Head and Heart, Part 1

Ben Hersh
Dec 12



MEDIUM.DESIGN

#slack-design

Researching, writing, and designing for work

Follow

SLACK.DESIGN

OpenTable Design

Stories & insights from the design team at OpenTable

Follow

Design at OpenTable

A welcome note for our new publication.

Ben Fullerton
Nov 1

Crumb to Concept

A recap of our San Francisco Design Week event at Tartine Manufactory

Cynthia Medranda
Sep 21

OPENTABLE.DESIGN

Learn Examples Documentation Community

INTRODUCING

Design Prototyping with Origami Studio

Explore, iterate, and test your ideas. A new tool for designing modern interfaces, built and used by designers at Facebook. Get started today for free.

Download Origami Studio for Mac Watch Tutorial

ORIGAMI.DESIGN

March 7, 2018

Remote Work and Remote Designers

AUTOMATTIC.DESIGN

BRAND MANAGEMENT

.design

nd

DROPBOX.DESIGN

Design, develop, and deliver

Use Atlassian's end-to-end design language to create straightforward and beautiful experiences.

Brand

Foundations, including personality, writing style, color, and type.

Marketing

How color, type, and illustration are used in marketing.

Product

Foundations, components, and patterns for building applications.

A double rainbow!

We use color in meaningful ways in all expressions of our brand.

Atlassian logos

ATLASSIAN

Why prototyping is a must

Atlassian personality

Our illustrations

AtlasKit

The tools to build experiences in the Atlassian Design style.

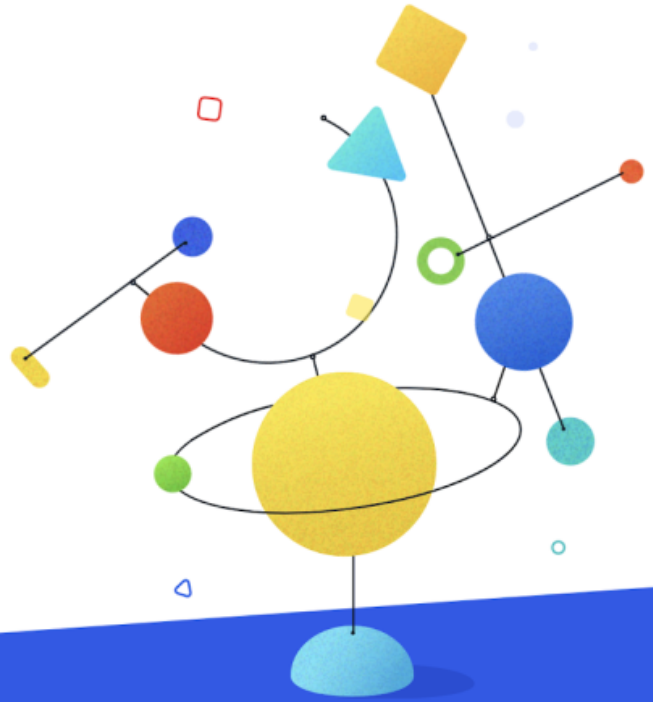
ATLASSIAN.DESIGN

My Drive - Google Drive

Ant Design

一个服务于企业级产品的设计体系。基于『确定』和『自然』的设计价值观，通过模块化的解决方案，让设计者专注于更好的用户体验。

开始使用 设计语言 Star 25008



设计语言

ANT.DESIGN

Help us improve by sharing your feedback.

DESIGN

Home

Principles

Foundation

Components

Patterns

Utilities

Accessibility

Resources

ETRADE.DESIGN

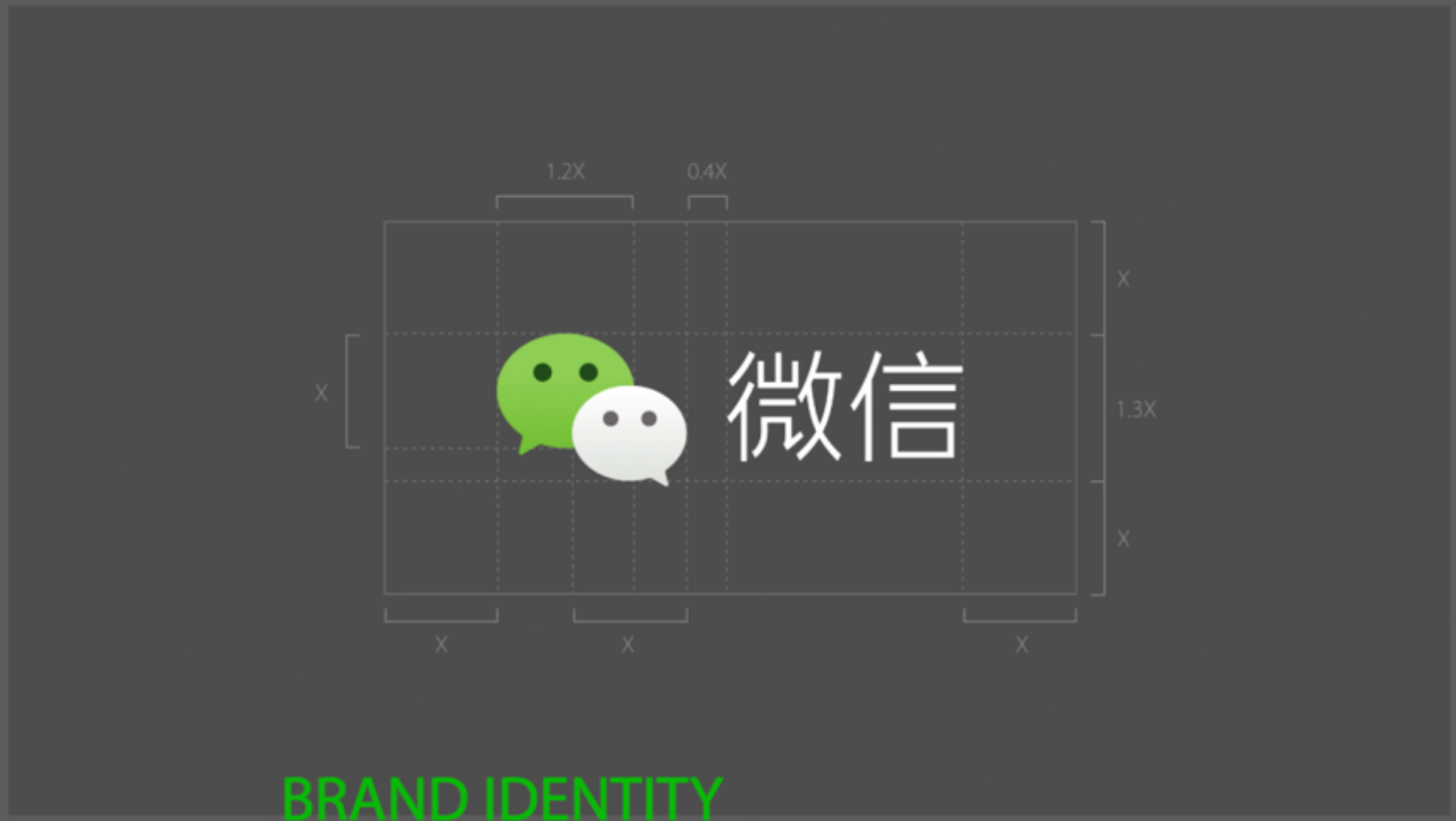
"The details are not the details. They make the design."

- Charles Eames

Simple Elegance, revisited by E*TRADE

A unified aesthetic plays a key role in making E*TRADE a connected, engaging and meaningful experience. By drawing inspiration from the world of finance where speed is paramount, our design language supports the perception of speed, by being efficient and minimalist.

Through the Design Language, we've created an aesthetic that applies the abstract principles of simple elegance so our experiences are differentiated, easy to use and easy to comprehend.



BRAND IDENTITY

WECHAT.DESIGN

Main Brand Specifications -

WeChat's brand identity is derived from the product's core design values: 'Prudence',

Proven value

.design delivers on the value promise of the nTLD program as a whole

- It **looks good** - important for a designer's business card
- It is distinct and **semantically powerful** -
  - creating a new destination for the design department (facebook.design's content has no place on facebook.com!)
  - bluelagoon.design is specific and meaningful while bluelagoon.net is not

.design

.design is relevant to any type of designer

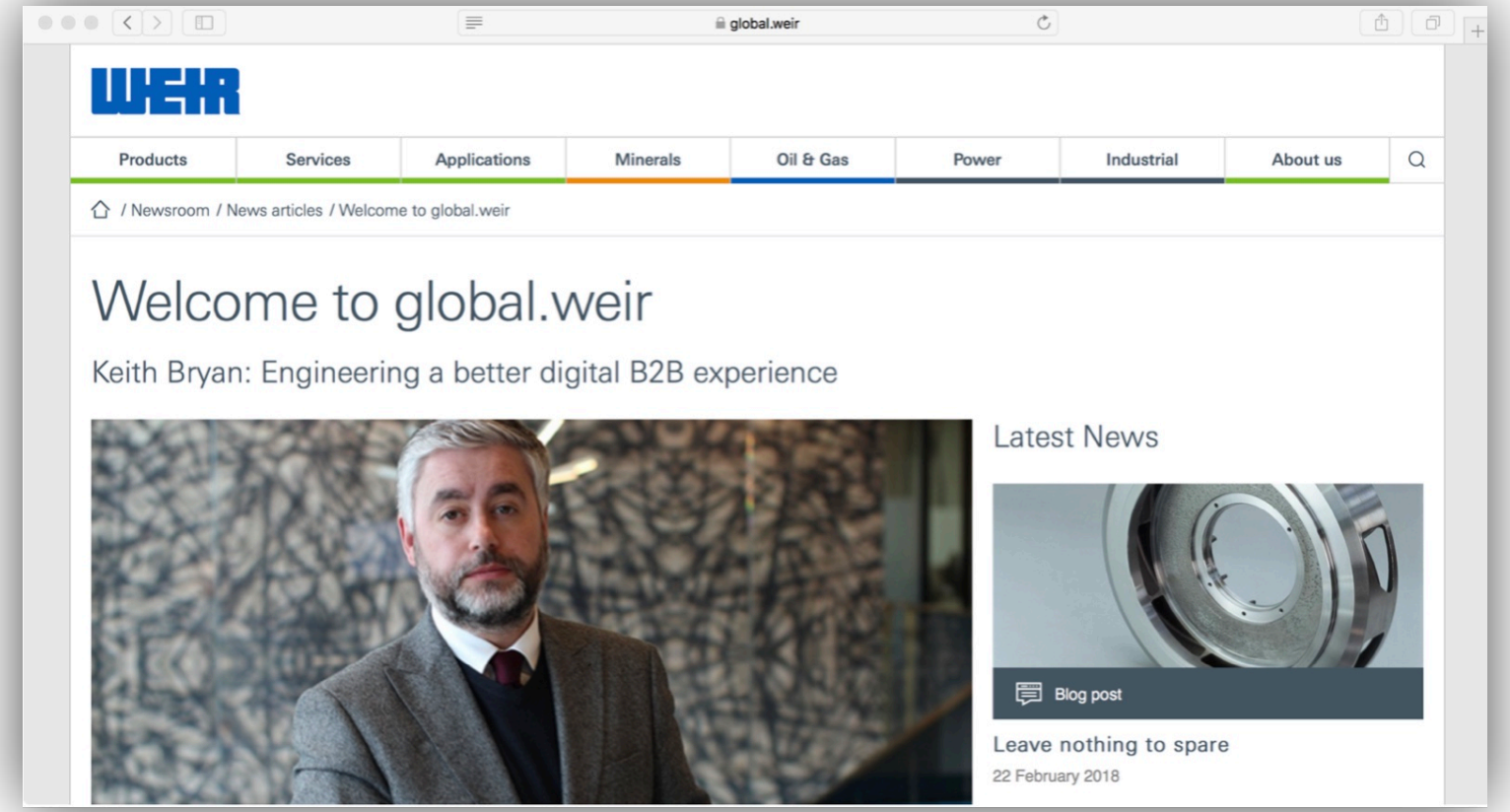
.design is a successful nTLD, especially as a “niche vertical.” Part of its strength is the wide variety of design professions, .design is equally relevant to landscape architects as to web designers

- The word “design” appears in 1 million .com domains, the single most common word in .com SLDs!
- We currently have 70k DUM - just 930,000 more to go to capture our market!
- Our wholesale price is nearly 4x that of .com

.design

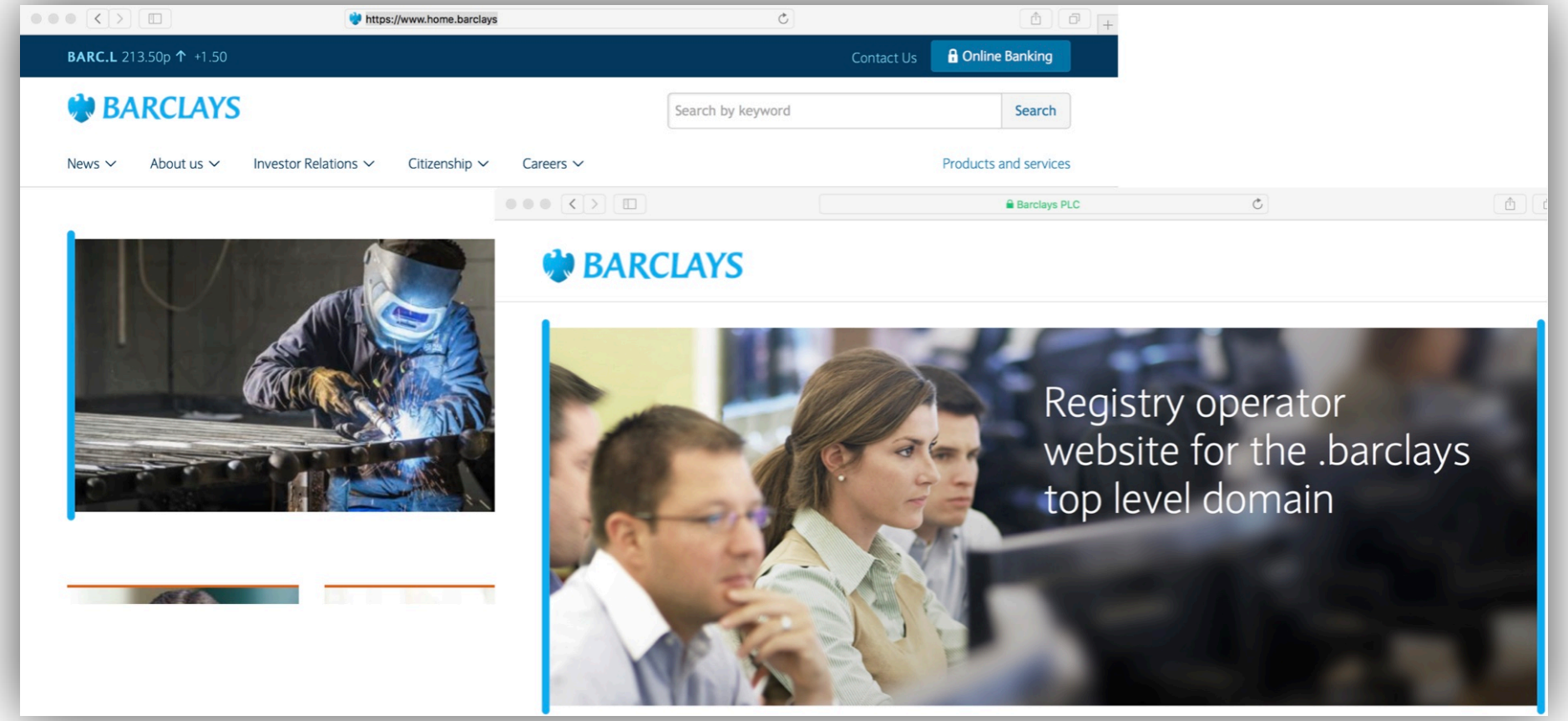
A walk in the shoes of a new gTLD Registry Operator

Monday, 12 March 2018



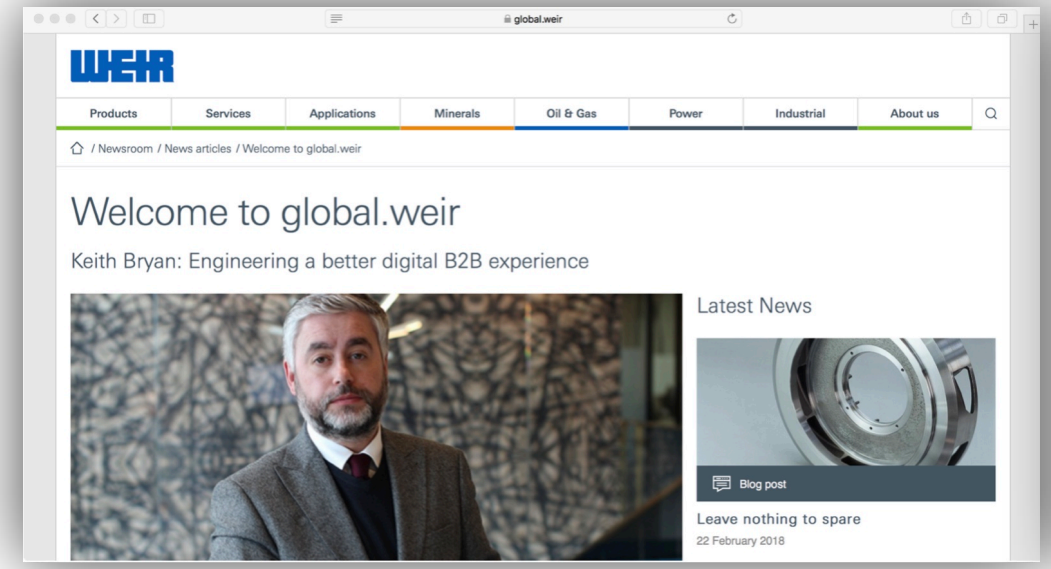
"…a **single platform** ensures that users can now get information on all our products and services in one …helps convey the scale and scope of the Group's capabilities across the world…."

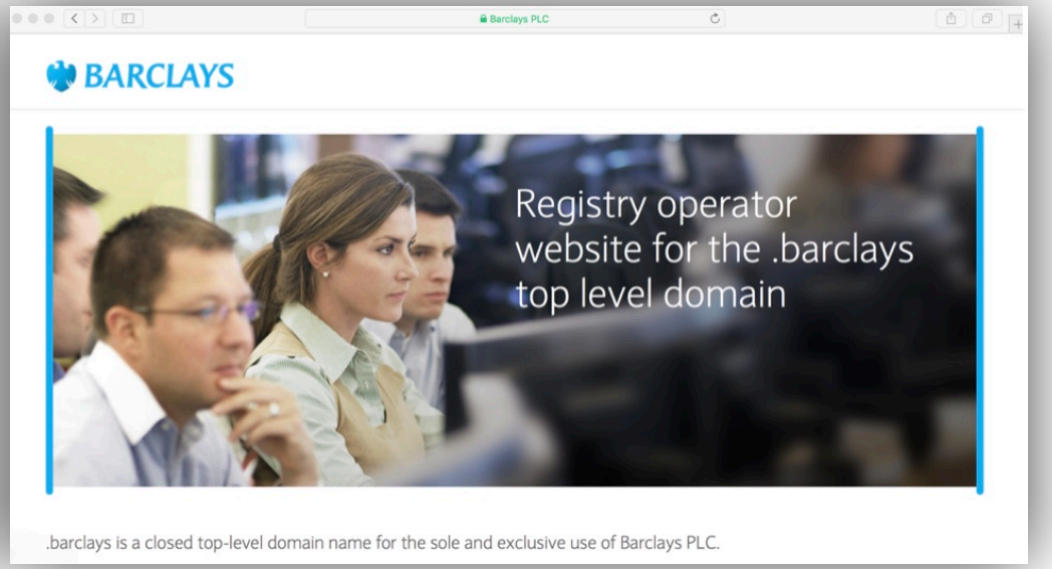
"….more **flexibility** over how we promote and market our products and services digitally…."



"..simplified online **user experience**, making it crystal clear to our customers that they are engaging with a genuine Barclays site."

"serves to **increase trust and confidence** in Barclays' online entities."





B2B	B2C
Consolidation of online presence	Enhanced security and control
Flexibility to promote/market products	Trusted space for users
Both are Purpose Driven not Revenue Driven	

e-tron.audi

Mar, 2018

A microsite about Audi's long-awaited, new electric car.

berlin.audi

Mar, 2018

One of a series of master navigation websites from Audi.

pro.sony

Mar, 2018

A promotional microsite from Sony advertising its professional products and solutions.

x2sneaker.bmw

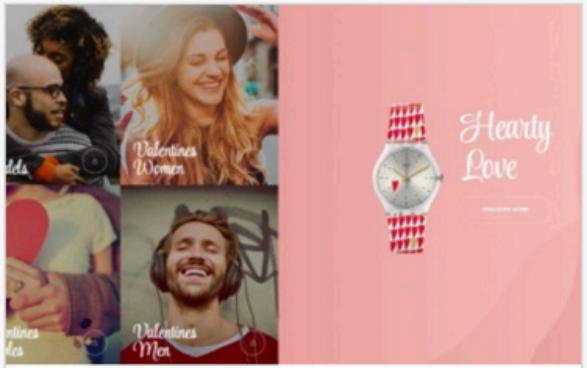
Mar, 2018

A promotional site from BMW around its limited-edition X2 sneakers.

ideasquare.cern

Mar, 2018

An informational site for a new project from CERN.



valentines.swatch

Mar, 2018

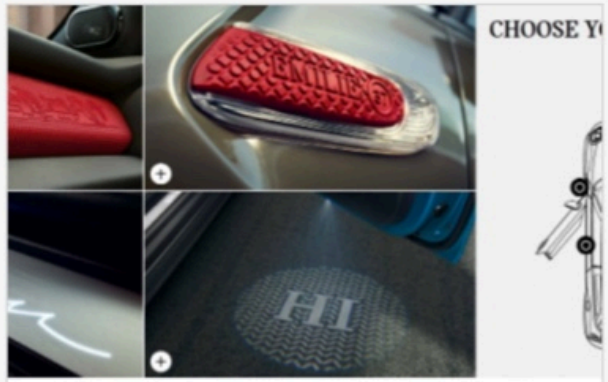
A brochureware site from Swatch.

User adoption - brands can direct users confidently to trusted spaces

diversity.google

Mar, 2018

A corporate page from Google outlining its diversity commitments and targets.



yours-customised.mini

Mar, 2018

A promotional site from Mini that outlines the customisation options for its cars.

newsroom.apple

Feb, 2018

A redirect to Apple's corporate newsroom page.

cloudconnect.goog

Jan, 2018

A new site from Google for Google Cloud System Administrators and Partners.

grow.google

Feb, 2018

A landing page for Google's educational initiative.

data.total

Jan, 2018

A page for external data sharing from Total.

User adoption - brands can direct users confidently to trusted spaces

home.komatsu

Jan, 2018

A relocation of the Japanese homepage for heavy equipment manufacturer Komatsu.

global.hisamitsu

Jan, 2018

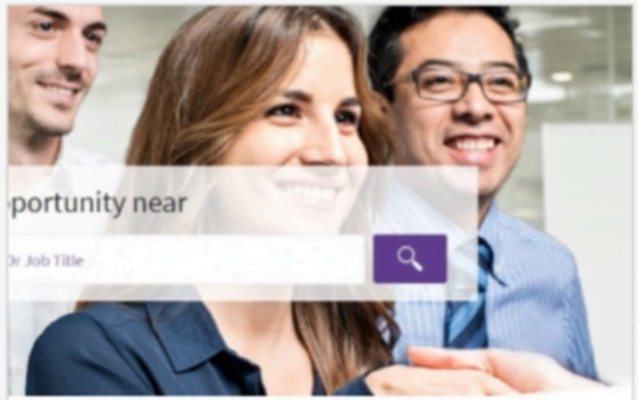
A new global homepage for Hisamitsu Pharmaceutical Company.

draindesign.aco

Jan, 2018

A product microsite from the ACO group.

miku.ricoh



join.erni

Dec, 2017

A careers and job vacancies page for ERNI.

bank.sbi

Dec, 2017

A new homepage for the State Bank of India.

User adoption - brands can direct users confidently to trusted spaces

A product page from Ricoh promoting a new collaboration.

filmwettbewerb.audi

Dec, 2017

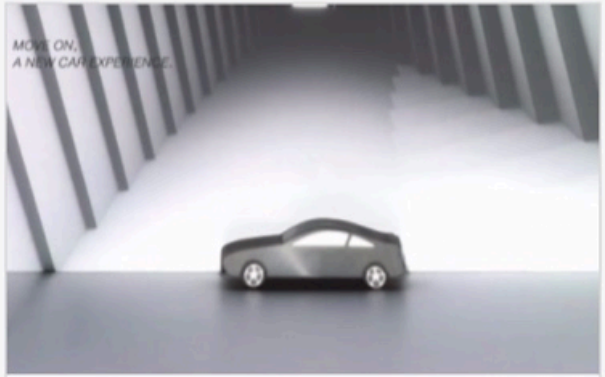
A German competition page for Audi's #RevealtheA6 campaign.

vorbuilder.jll

futureofwork.jll

Dec, 2017

An informational site from JLL on the Future of Work.



global.pioneer

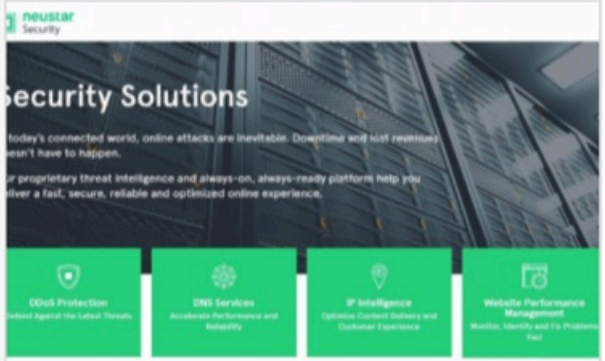
Dec, 2017

A landing page acting as a gateway to Pioneer's regional sites.

ausbildung.edeka

Dec, 2017

A careers and job vacancies site for Germany supermarket corporation Edeka.



security.neustar

Dec, 2017

A new page for Neustar's Security Solutions business.

User adoption - brands can direct users confidently to trusted spaces

A German blog page for Jones Lang LaSalle.

urus.lamborghini

Dec, 2017

A product page from Lamborghini for its new Urus SUV.

overons.kpn

oui.sncf

Dec, 2017

A new site for SNCF, the official European distribution channel of the French railways.

wecare.weber

Dec, 2017

A social responsibility website for Weber Saint-Gobain.

home.neustar

Dec, 2017

The new homepage for global information services company Neustar.

globaltrade.dhl

Dec, 2017

A redirect to global trade information within the logistics.dhl page.

User adoption - brands can direct users confidently to trusted spaces

Case Study: HSBC – "*Which Way Forward?*"

"Every great journey of discovery begins with the first step and a key subject that is often discussed within the Internet community is a brands active use and adoption of its Top Level Domain (TLD).

At HSBC a key element of our TLD strategy is what we refer to as '.HSBC Socialisation', which is effectively communicating the presence of our .HSBC TLD across a truly global audience that includes customers, prospects, staff and of course the general public.

We have achieved this by integrating a TLD URL shortener within our global social media platforms that operate across multiple social media channels, geographic locations and local languages.

The new TLD URL Shortener communicates
using "grp.hsbc" is legitimate, authentic and
clear idea on how to innovate secure practic

Senior Management within our Social Media
of the value that it adds to the Groups Social
team developing some really creative innova

Kevin Audritt – Global Head of the .HSBC T

brandregistrygroup.org

.Brand Registry Group

Home | About The BRG | Membership | Your dotBrand | Policy & Advocacy | Community & Events | Member's Area

Ask The Expert: Marketing Your dotBrand Internally

Cecilia Smith, Executive Director, Domains & .Fox Registry at 21st Century Fox, discusses marketing your dotBrand within your organisation.

What are the biggest challenges of marketing your brand TLD to your colleagues?

"Some colleagues have expressed interest in our dotBrand TLD, but many are still hesitant to fully commit or transition to the extension. There is a deep culture in traditional domain registration within a few core extensions such as .com, .org, .tv, and ccTLDs. We are a company of many companies with different operating and marketing departments. Although this provides greater agility at some levels, it creates additional challenges when implementing a digital dotBrand platform for both internal and consumer facing usage. This adds complexity and confusion when trying to assign second level domains where there can be crossover amongst the different

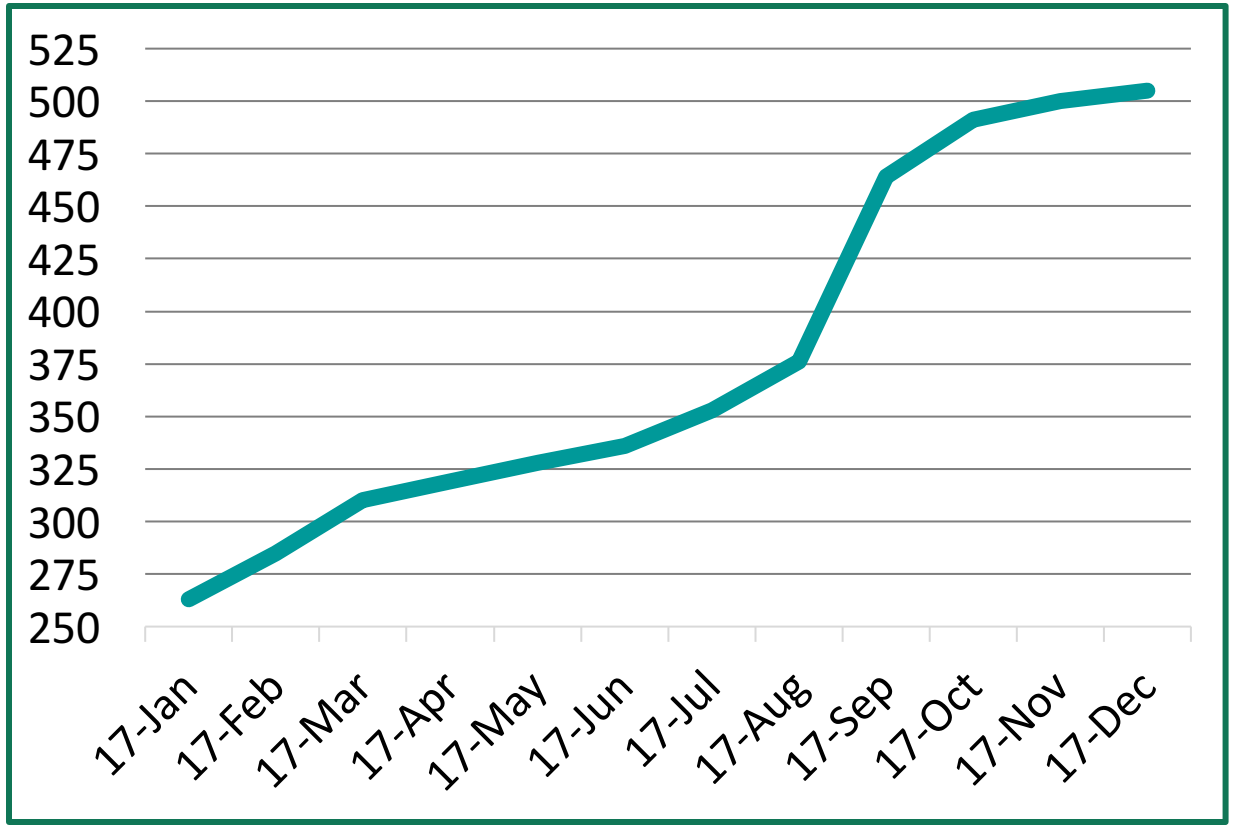
.Pharmacy Garners Broad Recognition

- **Fortune 500 Buy-in:** Eight Fortune 500 organizations registered one or more .pharmacy domains since 2015, including Albertsons Cos, CVS, Express Scripts, Humana, Kroger, Merck, Rite Aid, and Target.
- **Domestic Traction:** Nearly 50% of all US licensed pharmacies service .pharmacy verified websites.
- **Global Initiative:** Several countries collaborate and participate in the .Pharmacy Program, including Canada, Great Britain, Ireland, Spain, Australia, and Hong Kong, with many more expressing interest and willingness to recognize the program.
- **Partner Risk Mitigation:** .Pharmacy verification meets requirements for Google, Bing, Yahoo, Twitter, and Visa.

NABP

Domain Registration Volume On the Rise

- Exceeded **500** domains under management in 4Q17
- **92% growth** in registration volume in 2017



NABP

bioplus.pharmacy

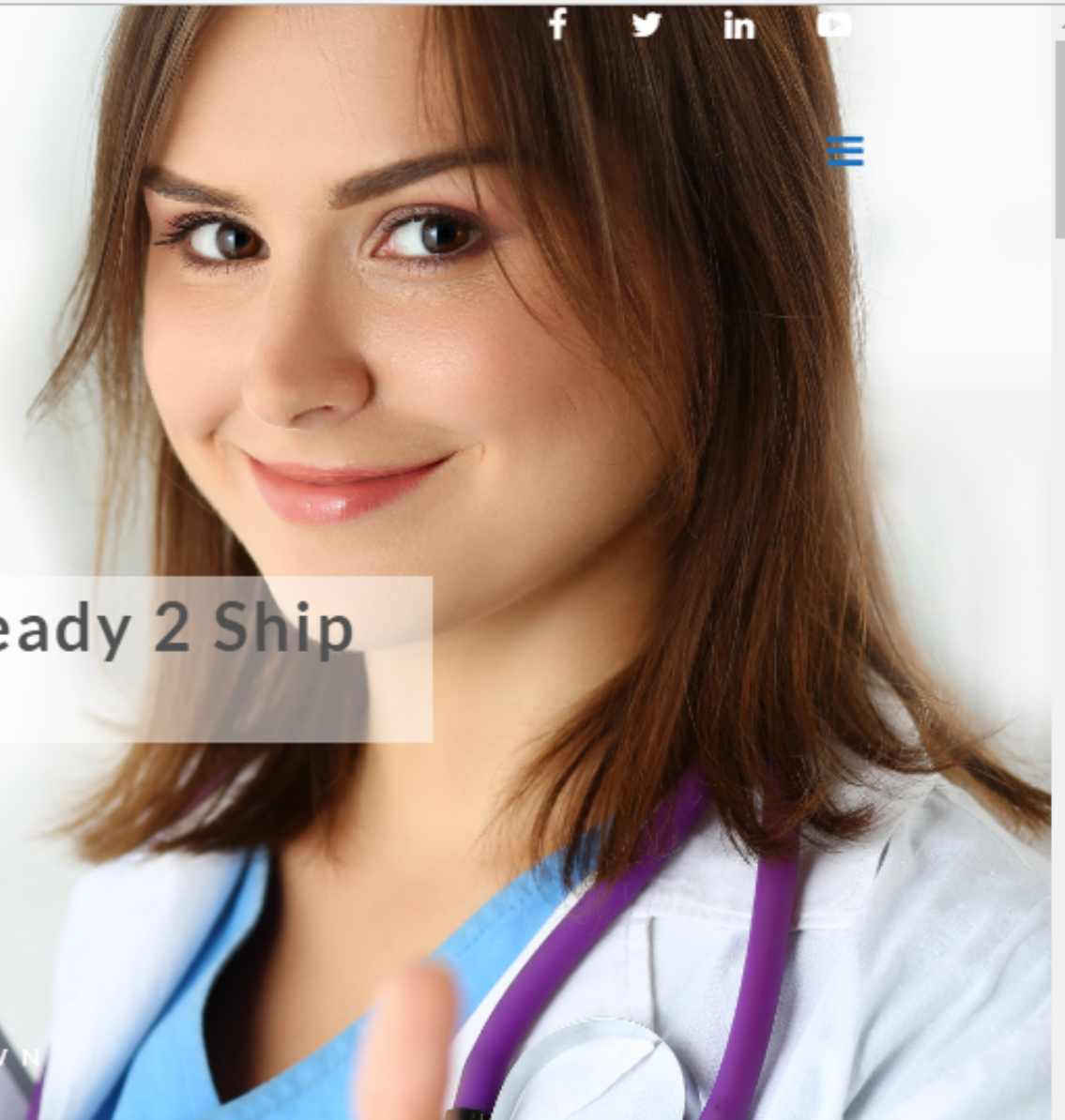
bioplus.pharmacy

BioPlus RxExpress Specialty Pharmacy

What's Better for Your Patients... 2 Days or 2 Weeks?

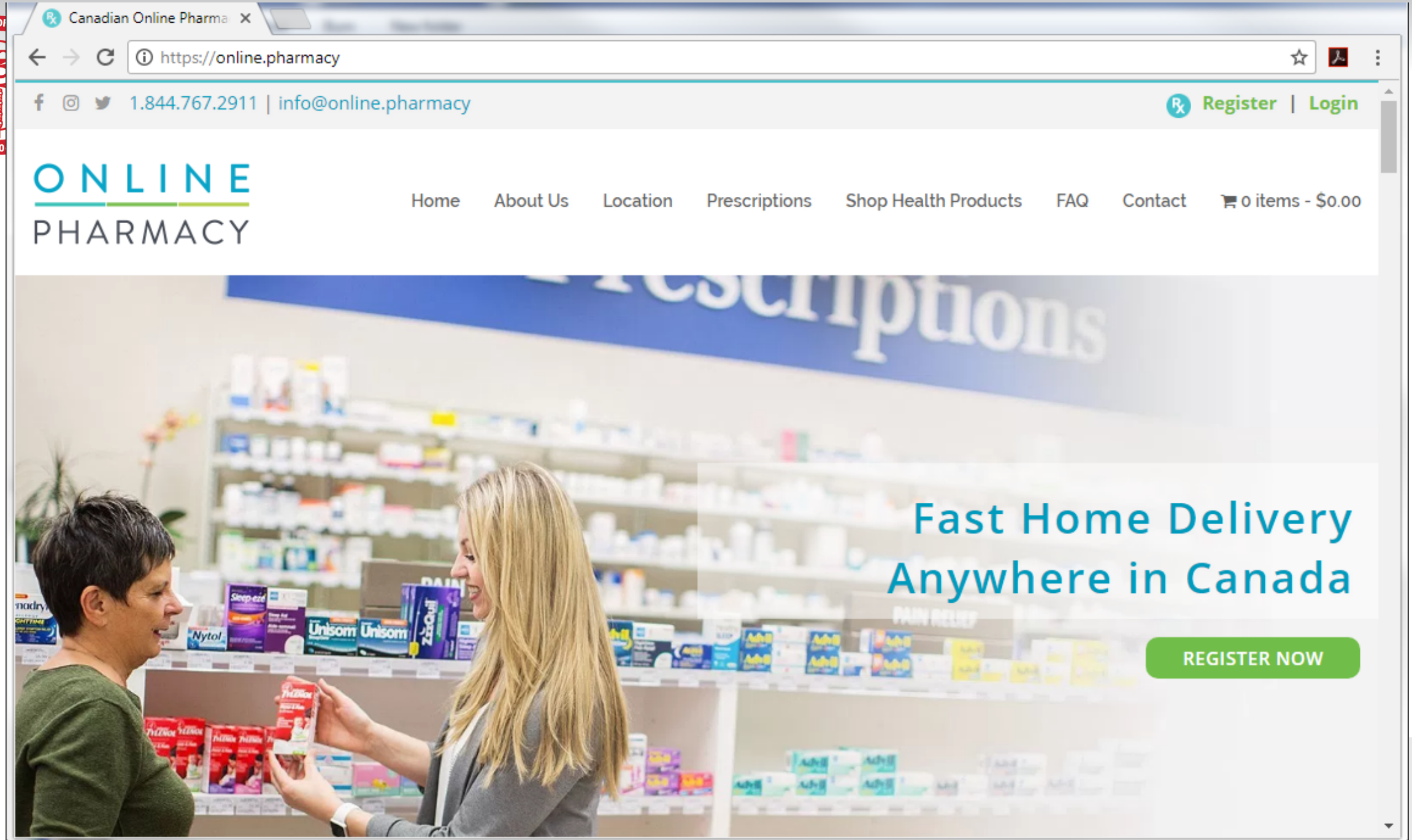
Introducing BioPlus' New 2-Day Ready 2 Ship

BioExpress 2-Day Ready 2 Ship: Receive all the benefits of our fast and easy express service, including our NEW 2-Day Ready 2 Ship, for all eligible prescriptions.



MORE INFORMATION

SCROLL DOWN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Please Log In

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Want us to bill your insurance? Choose from one of these options...

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Create your online account or download a printable version to submit by mail or fax.

Orange County Compou

medlife.pharmacy

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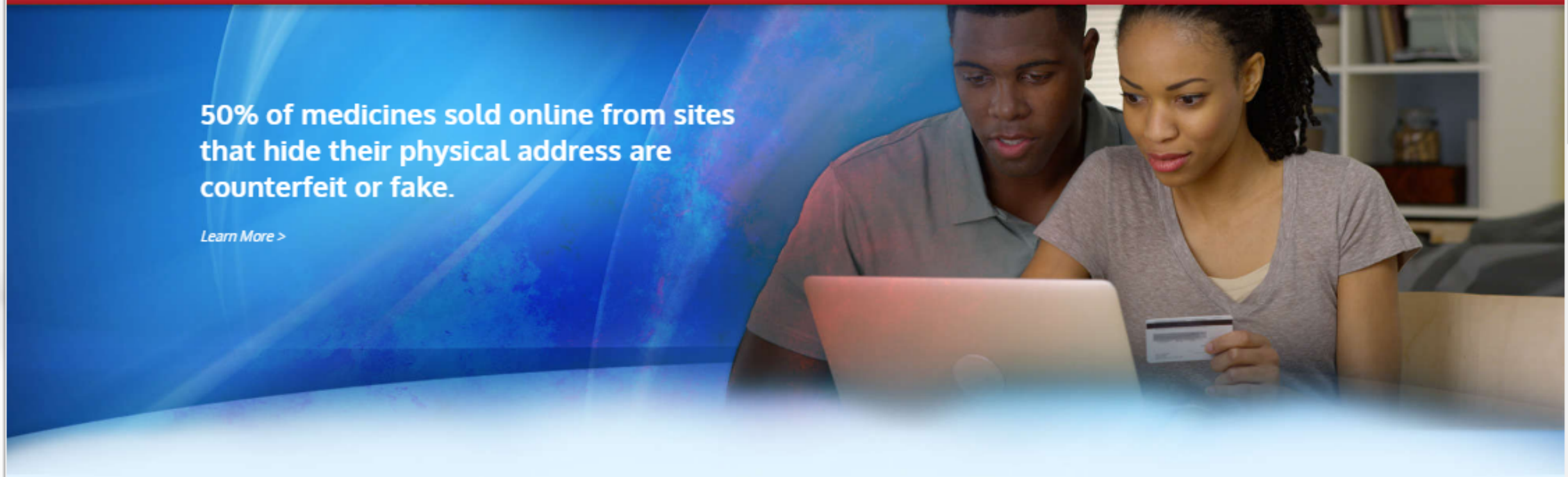

The Alliance for Safe Online Pharmacies is dedicated to combatting illegal online pharmacies and counterfeit medicines to make the Internet safer for consumers worldwide.

Full-service Fertility Phar

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College of Pharmacists

cphm.pharmacy

College of Pharmacists of Manitoba

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ABOUT FOR THE PUBLIC PHARMACY PRACTICE QUALITY ASSURANCE REGISTRATION & LICENSURE NEWS & EVENTS

WELCOME TO THE COLLEGE OF PHARMACISTS OF MANITOBA

Creating the framework for collaborative and innovative patient-centred pharmacy practice

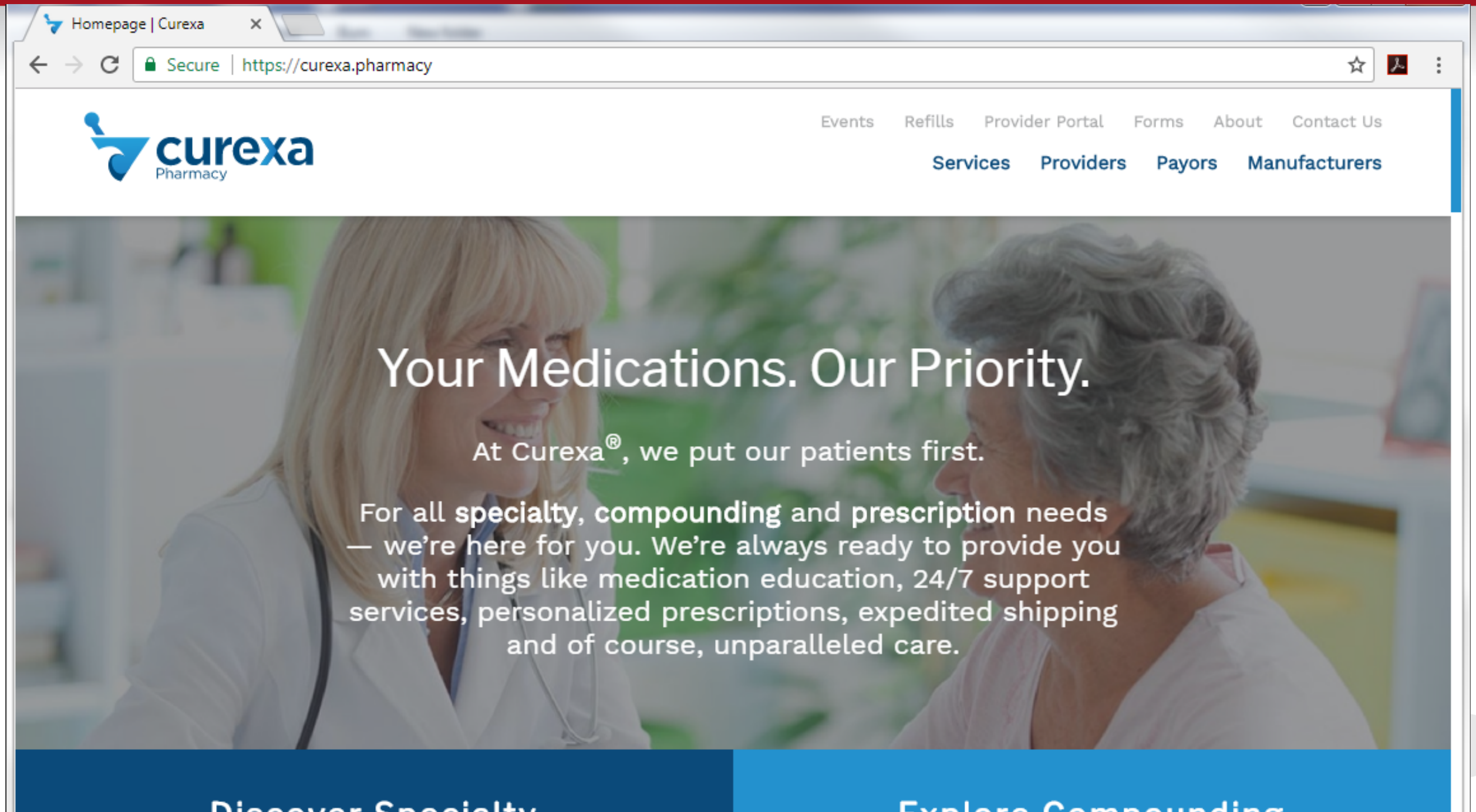
Quick Links

- Pharmacy Directory
- Pharmacist Directory
- Pharmacist Profile Directory
- Pharmacy Technician Directory
- Safety IQ
- Professional Development

For the Public

Exempted Codeine Changes

Click to view a message from the College of Pharmacists: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Your Medications. Our Priority.
At Curexa®, we put our patients first.
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Secure | https://homecare.pharmacy

jason@homecaresv.com | 1687 Erringer Rd #101, Simi Valley, CA 93065

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Pharmacy Coupons wants to save you more money than ever before! We are focusing on a market that impacts all Americans nationwide. Prescription drug prices have skyrocketed in the past few years. Meanwhile, their manufacturing cost is rapidly decreasing. Why should you pay more while the insurance companies pay less?

Search coupons...

Featured Drug Coupons

Viagra	Belviq	Epipen	Qvar

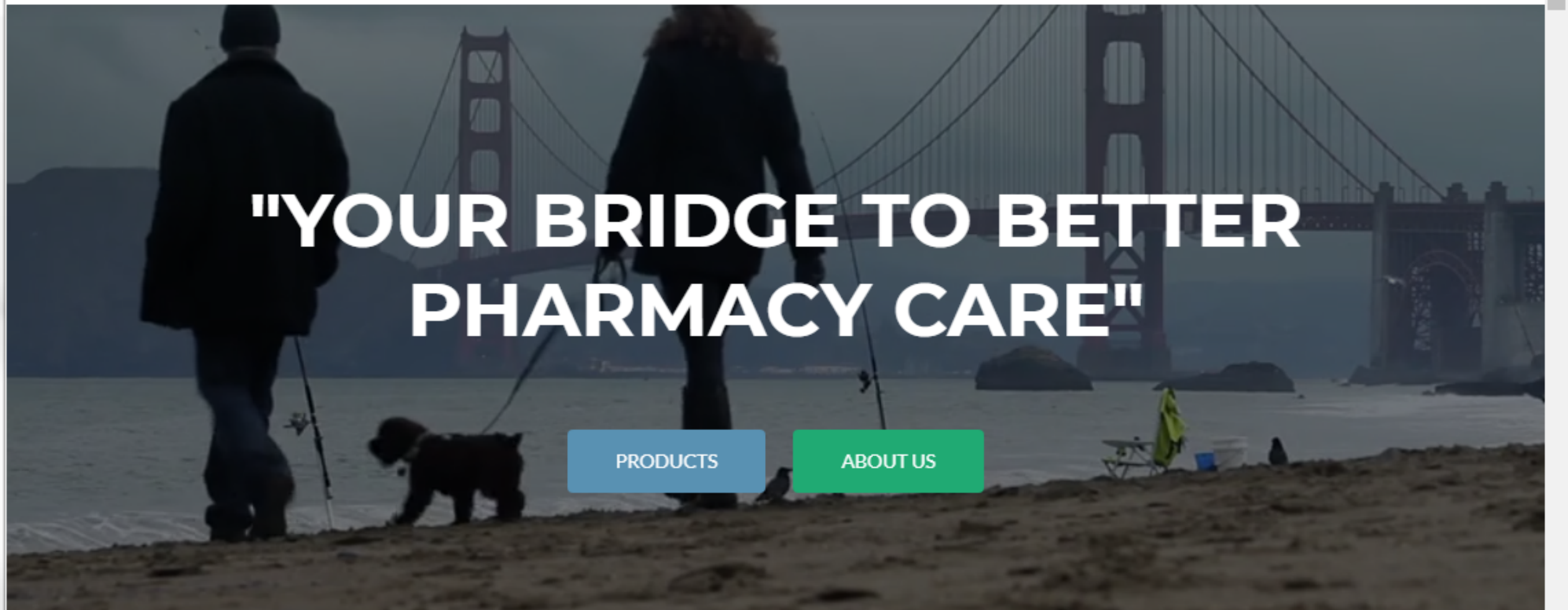
Golden Gate Veterinary

Secure | https://ggvcp.pharmacy

GOLDEN GATE VETERINARY COMPOUNDING PHARMACY

YOUR BRIDGE TO EXCEPTIONAL VETERINARY COMPOUND CARE

PRODUCTS WHAT IS COMPOUNDING? ORDER ABOUT US CONTACT US



Vision for the Future of .Pharmacy

- Ultimately, NABP aims to see widespread usage of the .pharmacy domain across the industry, as **a sign of credibility and security** for consumers.
- Pharmacies and related entities will recognize the .pharmacy domain name as **a way to stand out** against the overwhelming number of fraudulent websites selling medicine illegally, endangering public health.
- In the end, .pharmacy contributes to a **safer internet**.

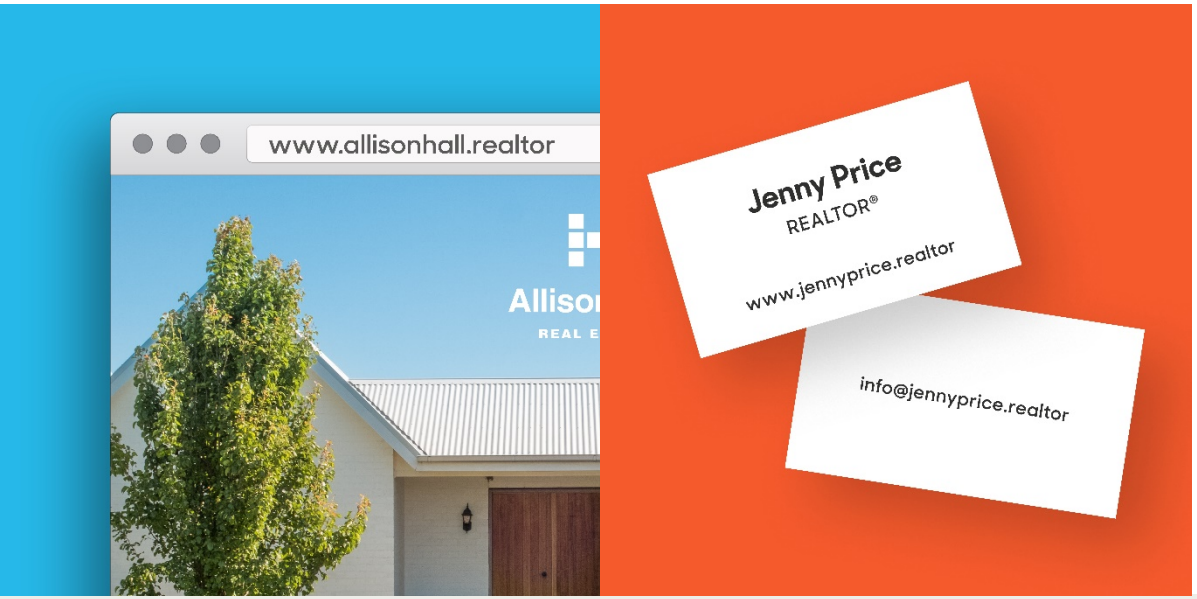
Case Study

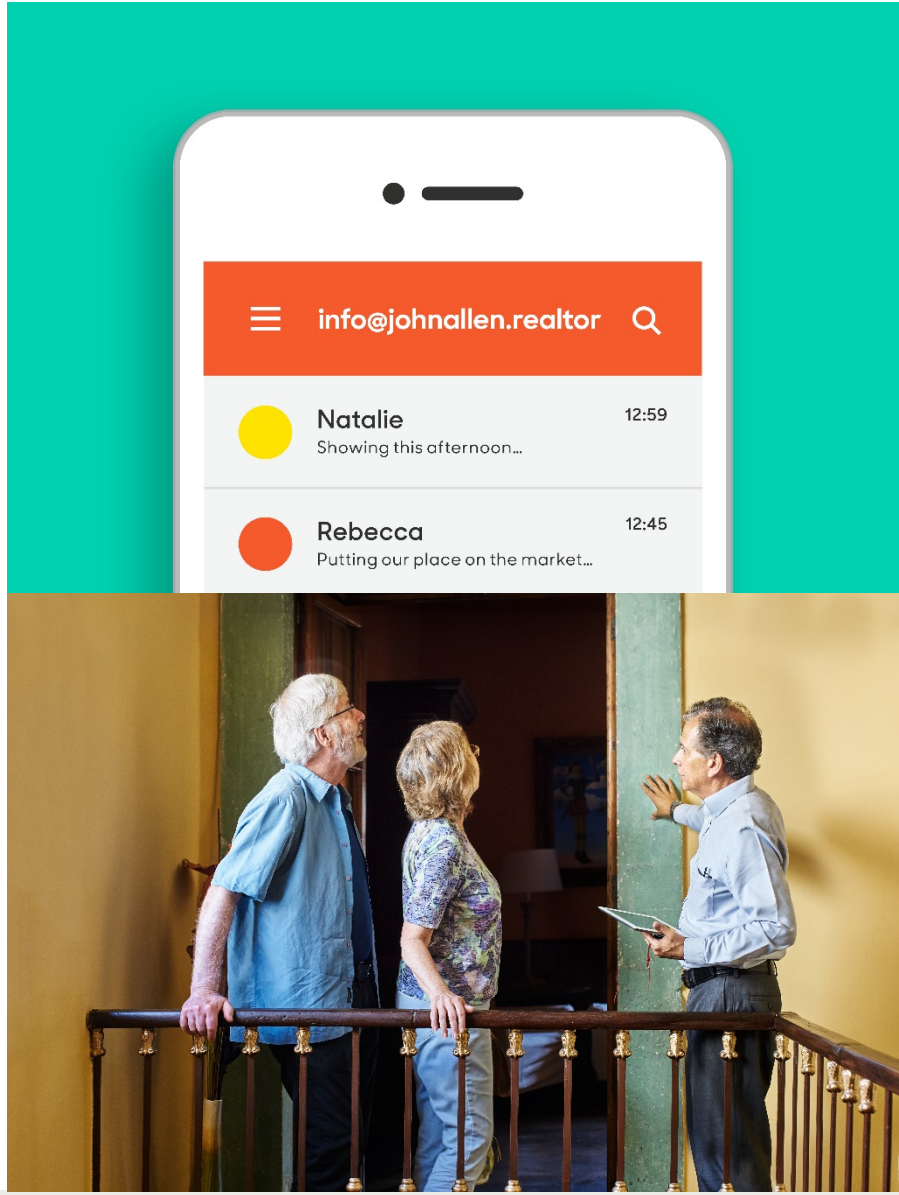
Lessons Learned

.realtor™

Building a Brand

.realtor™ Master your domain





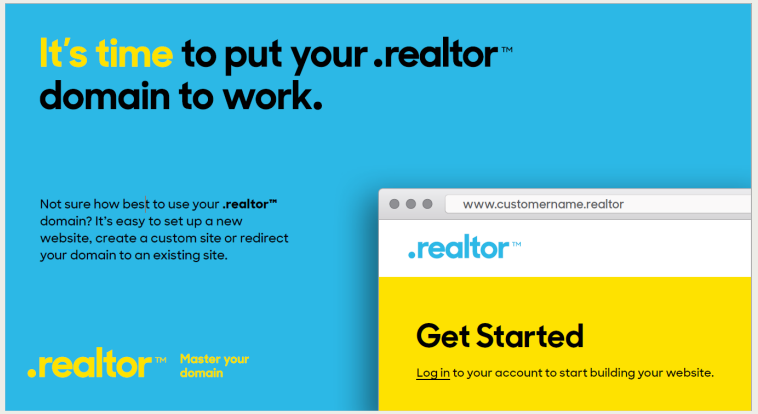
.realtor™ Master your domain

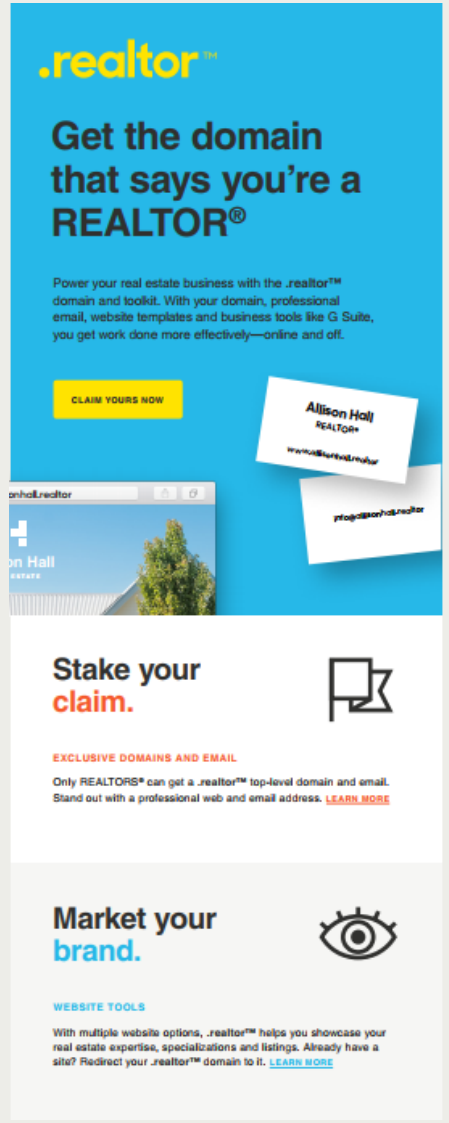
Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

Marketing & Advertising

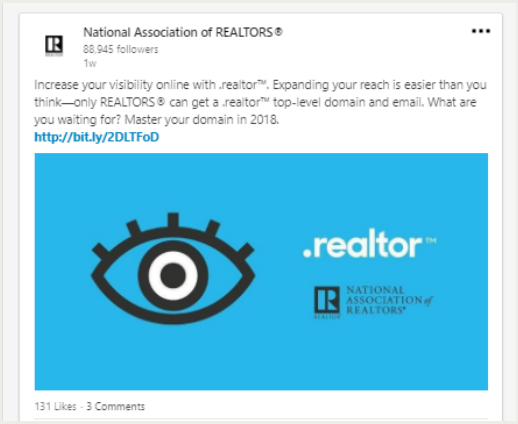
email ->

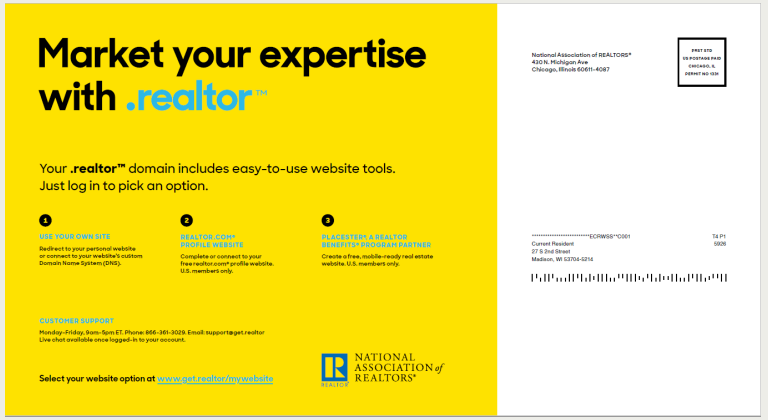




Web and social media ->

postcard ->





.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

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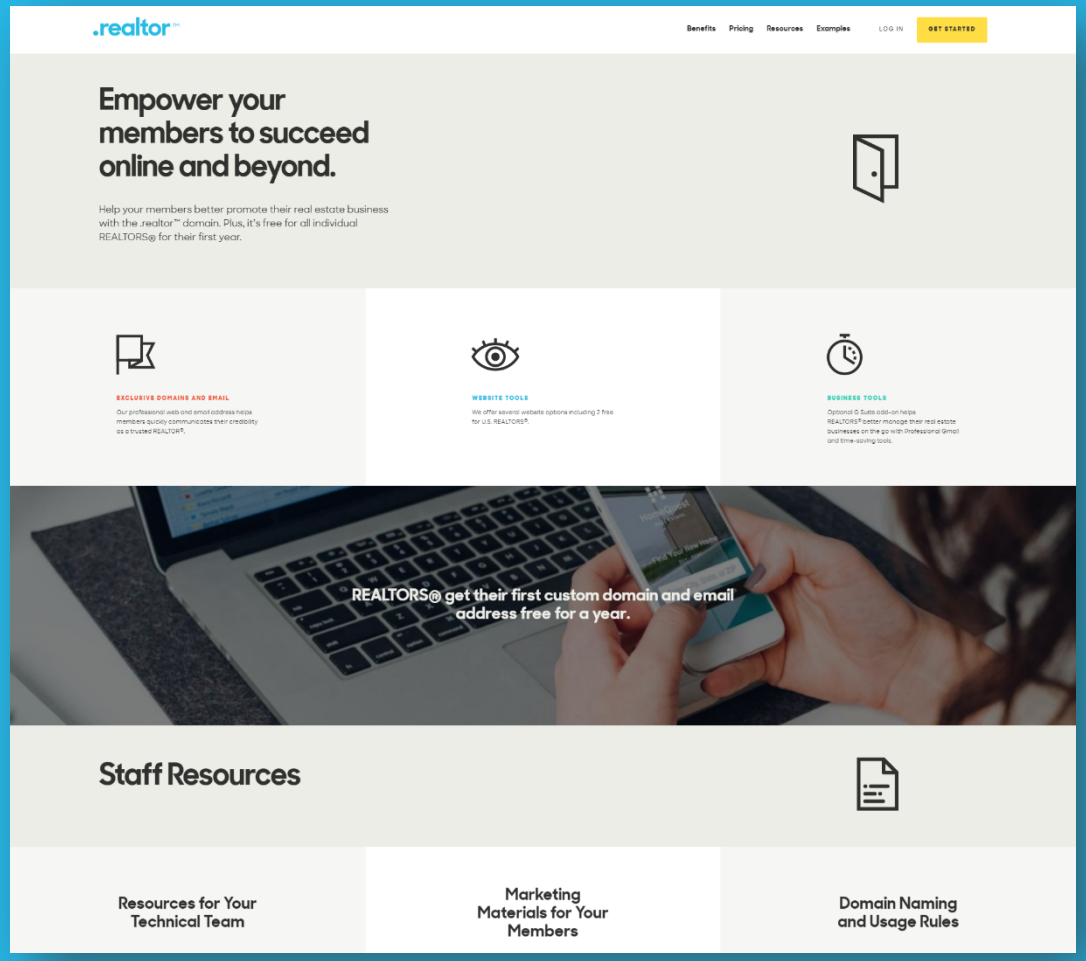
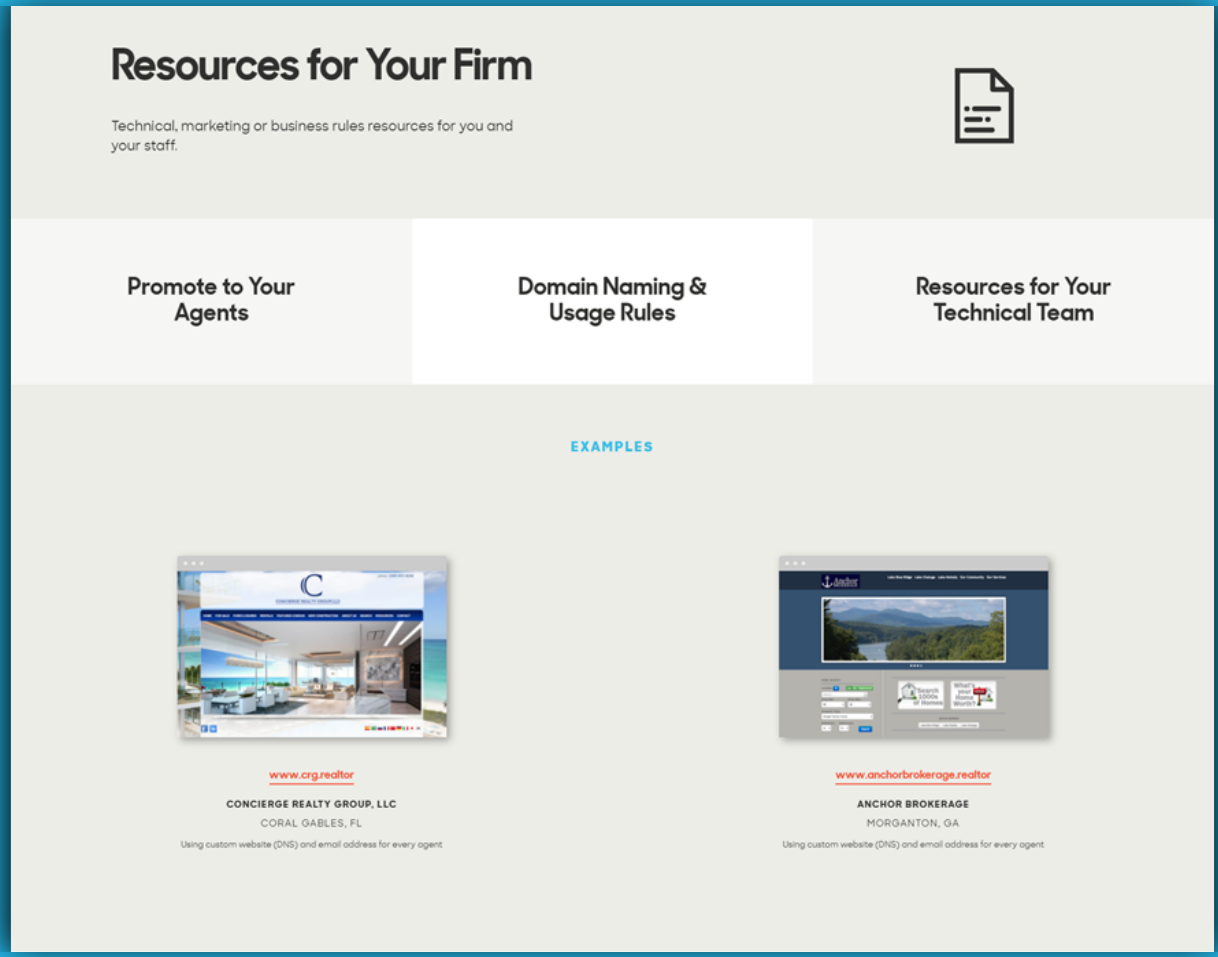
Boards & Firms





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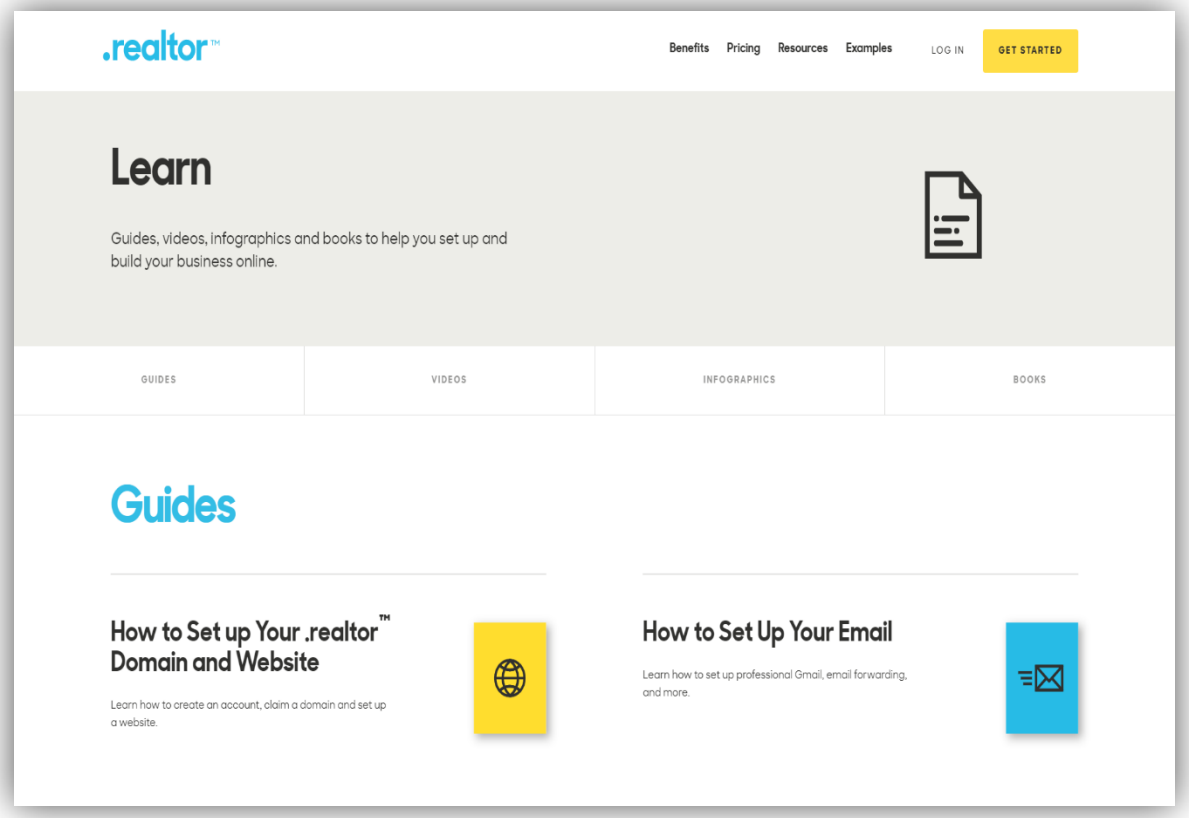
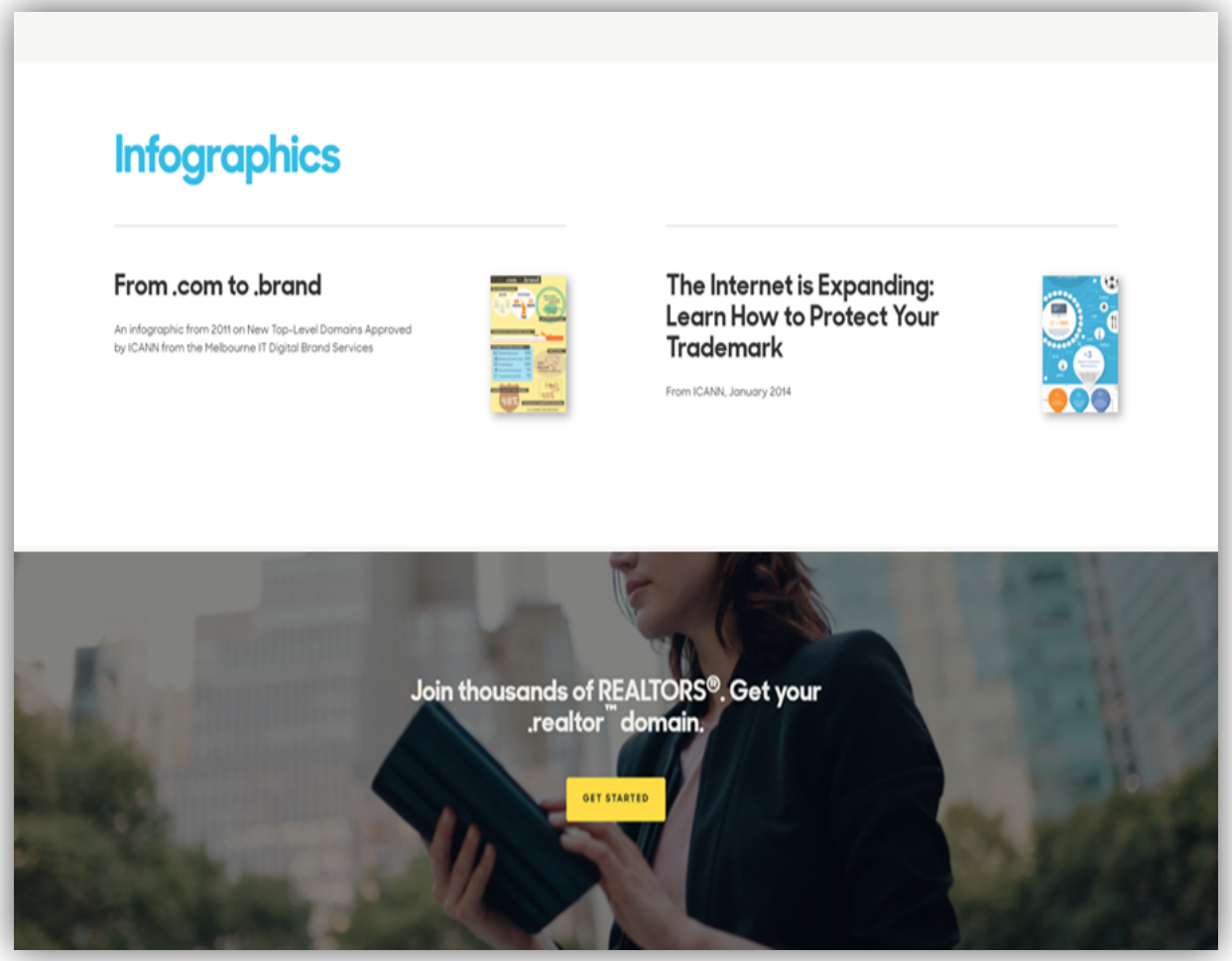
Members





.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

Speakers

FURHAD WAQUAD

EDUCATOR AND REALTOR®

Furhad has over 29 years as a REALTOR®, has been President of his Local REALTOR® Association and State Association of REALTORS®, and has served in many roles with the National Association of REALTORS® including on the 2009 President's Extended Leadership Team.

MARION NAPOLEON

BROKER/OWNER AND REALTOR®

Marion Napoleon is the Broker/Owner of Unlimited Realty Solutions in Grand Prairie, Texas and has been a licensed REALTOR® since 2001. Marion is an Instructor Certified by Texas Association of REALTORS® and National Association of REALTORS®

MARKI LEMONS

EDUCATOR AND REALTOR®

Marki is a licensed Managing Broker, REALTOR®, avid volunteer, and Major Donor, dedicated to all things real estate. Marki also has over 25 years of marketing experience.

MICHELLE WALKER

BROKER OWNER AND 2017 LOCAL BOARD PRESIDENT

Michelle started STL Buy & Sell, REALTORS® in 2006 and has grown the company to more than 40 agents, serving the Greater St. Louis Metropolitan Area. Michelle contributes her company's success to her community and industry involvement.

VERONICA MULLENIX

BROKER OWNER AND REALTOR®

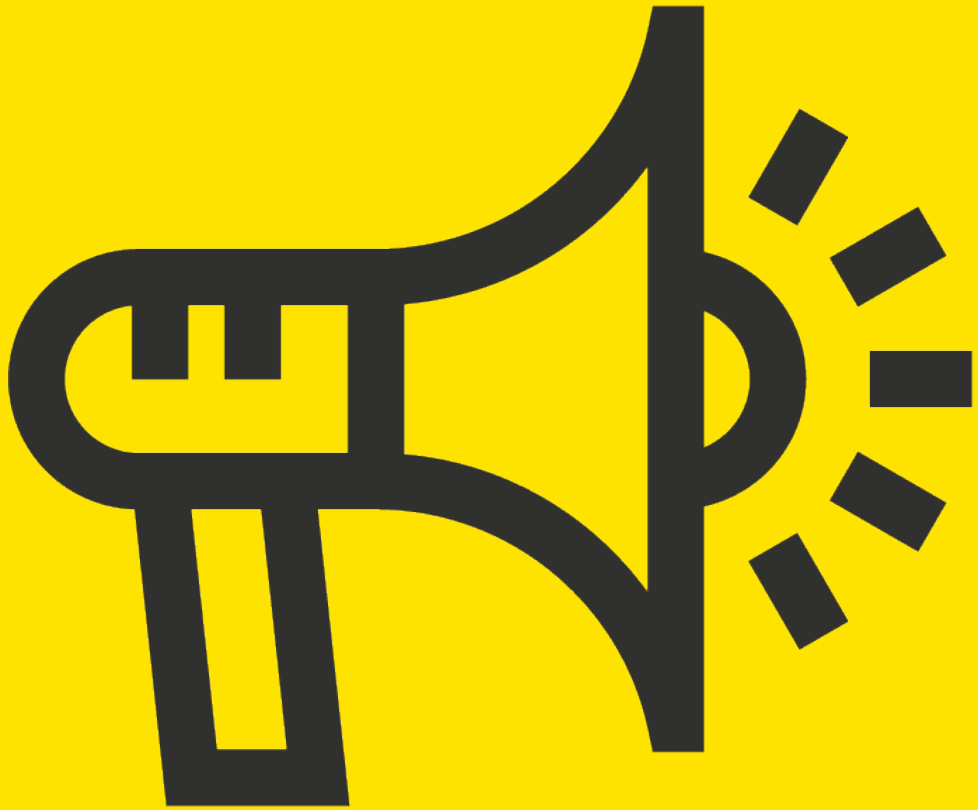
Veronica has been a real estate course instructor for over a decade. She actively serves the REALTOR® Family as a volunteer leader on numerous local, state and national association committees since 2006.

.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

REALTOR® NATIONAL ASSOCIATION of REALTORS®

Testimonials



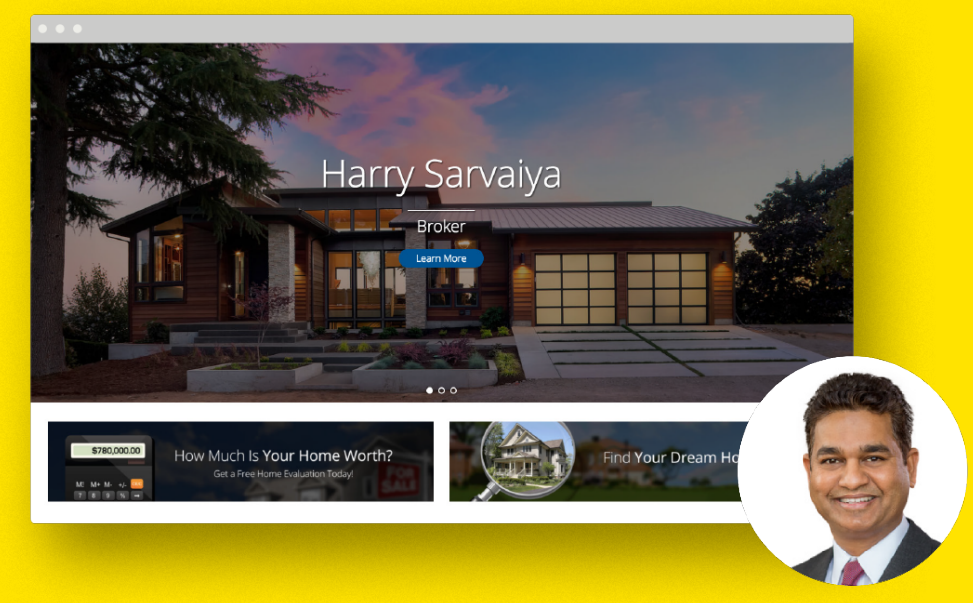
.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

“

This has been the best way to professionally project me and my business.



HARRY SARVAIYA Toronto, ON, Canada

www.harry.realtor

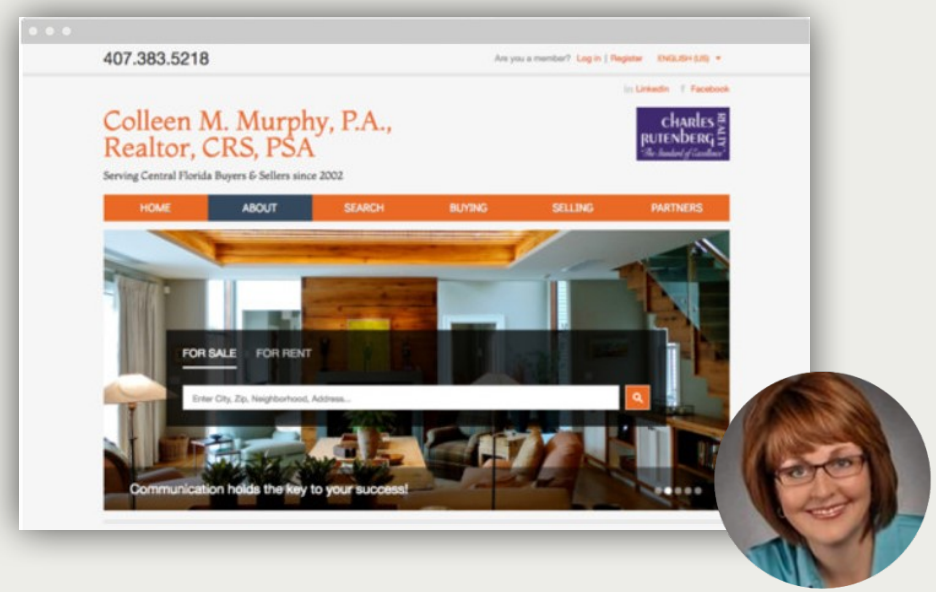
.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

REALTOR® NATIONAL ASSOCIATION of REALTORS®

“

REALTORS® should be using .realtor™ to set themselves apart. My domain is promoting my brand as well as our industry.



COLLEEN MURPHY Orlando, FL

www.colleenmurphy.realtor

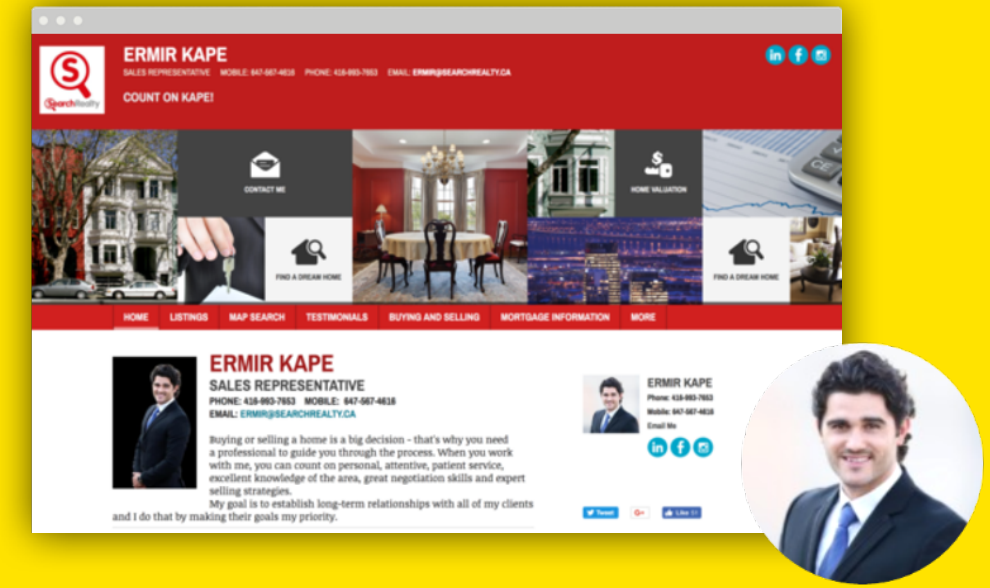
.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

“

Not only are .realtor™ top-level [domains] very catchy—I believe they are the way of the future.



ERMIR KAPE Mississauga, ON, Canada

www.ermirkape.realtor

.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

Where do we go from here?

.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

NATIONAL ASSOCIATION of REALTORS®

.realestate

https:// _____ .realestate

Coming Soon

An open and
unrestricted gTLD.

www.home.realestate

Contact Information

Matthew Embrescia

President & CEO

Second Generation, Ltd.

216-361-1000

fme@secondgen.com

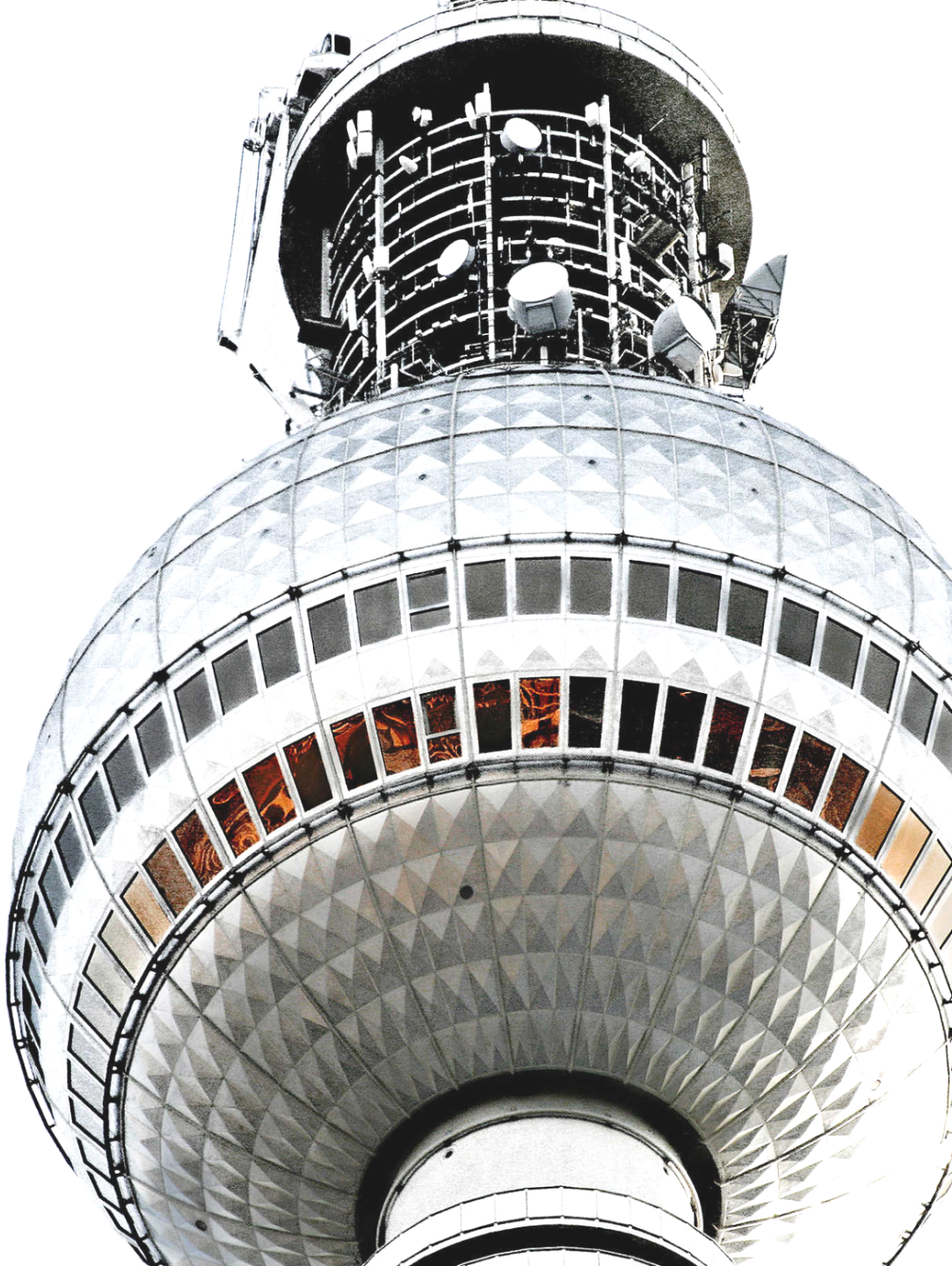
.realtor™ Master your domain

Second Generation, The Embrescia Companies Ltd.

REALTOR® NATIONAL ASSOCIATION of REALTORS®

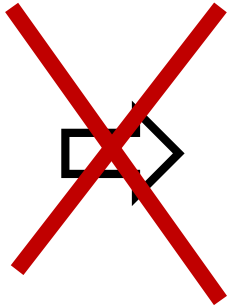
.berlin

The Surprises



The ☹ Surprises

Switching to a nTLD domain rarely happens

siemensberlin.de  siemens.berlin

.berlin
INTERNETADRESSEN
NUR FÜR BERLINER.

ALLES AUF EINER KARTE
WWW.GO.BERLIN

ENTDECKE BERLIN NEU!

Die besten Veranstaltungen und Orte in deiner Nähe!

THE ONE

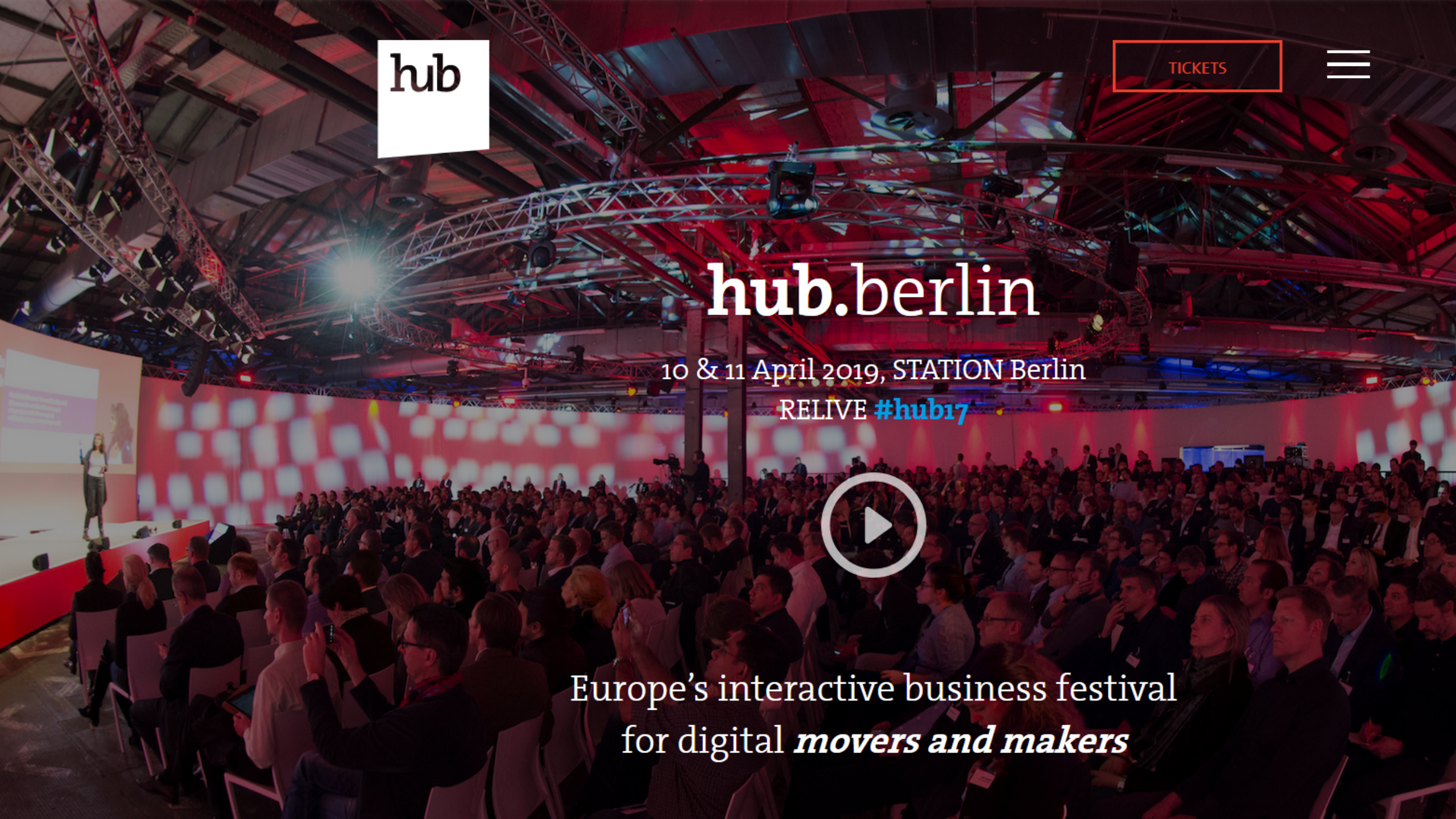
GRAND SHOW

Costumes by
Jean Paul Gaultier

FRIEDRICHSTADT–
PALAST BERLIN

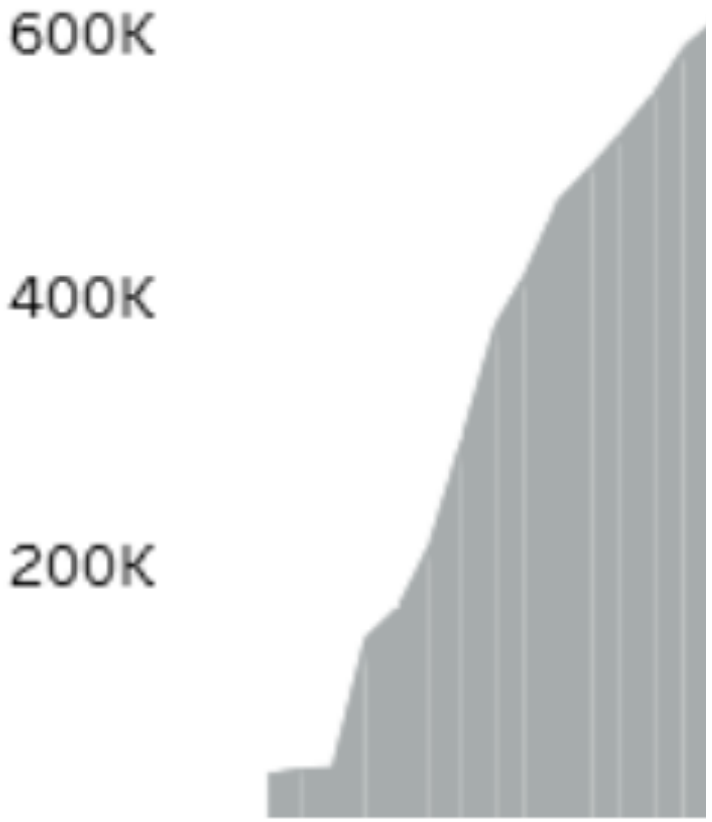
www.palast.berlin

www.mampe.berlin
www.mampe.berlin


hub
TICKETS
hub.berlin
10 & 11 April 2019, STATION Berlin
RELIVE #hub17
Europe's interactive business festival
for digital movers and makers

DIGITIZE
PUBLIC SERVICES
Congress / Workshops / Expo
CityCube Berlin, 20. — 22. 11. 2018
www.smartcountry.berlin
smart country
convention

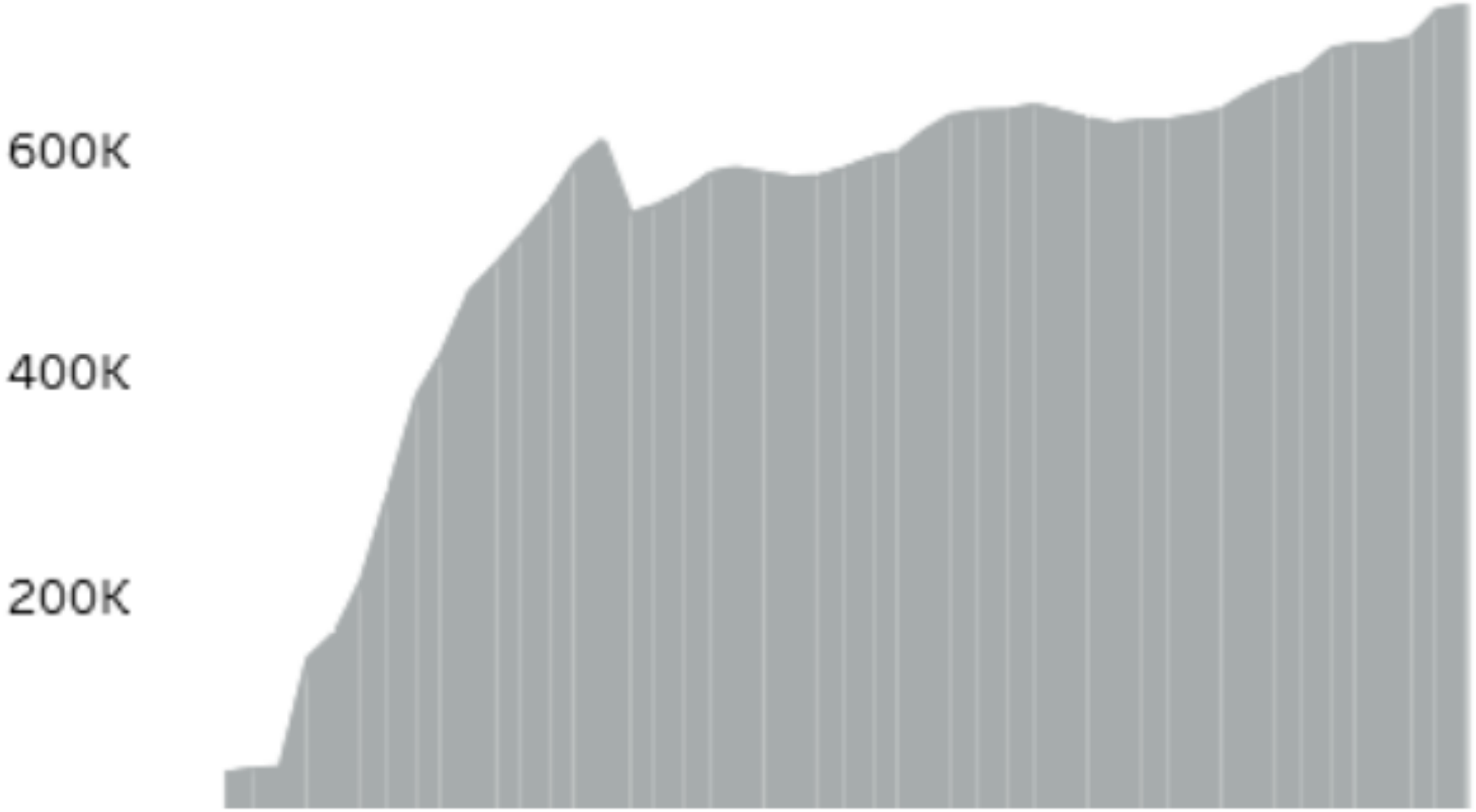
geoTLD‘s euphoric first year …



Source: https://stats.centr.org/gtlds (2013 to 2018)

.berlin
INTERNETADRESSEN
NUR FÜR BERLINER.

… but geoTLD‘s market is not a global one



Source: https://stats.centr.org/gtlds (2013 to 2018)

.berlin
INTERNETADRESSEN
NUR FÜR BERLINER.

geoTLD.group

promoting local digital identities

geoTLD.group

Become a member of the geographic top-level domain community and connect to your peer group.

The ☺ Surprises

SADO OPERA
WHAT ARE BERLIN'S THREE BASIC VALUES?
QUEER ELEGANT & OBSCENE
CÄTHE SIELAND
WOHER WEISST DU, DASS DU BERLINER BIST?
Siehste das nich'?
CHRISTOPHER VON DEYLEN SCHILLER
AB WANN BIST DU BERLINER?
2001
JOHN WATTS FISCHER-Z
WHEN ARE YOU A BERLINER?
When you can
MICAELA SCHÄFER
WOHER WEISST DU, DASS DU BERLINER BIST?
WIE IST ALLES EGAL!

I register a .berlin domain name because …

.berlin
INTERNETADRESSEN
NUR FÜR BERLINER.

www.Da für Dich.berlin
D
B 7044
POLIZEI

STIFTUNG STADTMUSEUM BERLIN
M
WEST:BERLIN
14.11.2014
28.06.2015
EINE INSEL AUF DER SUCHE NACH FESTLAND
WWW.WEST.BERLIN
EPHRAIM-PALAIS | POSTSTRASSE 16 | 10178 BERLIN
spier
WWW.WEST.BERLIN
HAARTICK
spier

DASBILD.BERLIN
FOTOGRAFIE
EINRAHMUNGEN
Fotolabor
Passfotos
Portraitstudio
142

ZIEGERT
AM LOK DEPOT 14
EIGENTUMSWOHNUNGEN
1 bis 6 Zimmer
von 37 bis 199 m²
www.lokdepot14.berlin
VERKAUFSBÜRO HIER
Dudenstraße 78
Exklusivvertrieb
ZIEGERT — Bank- und Immobilienconsulting GmbH
+49 (0) 30 880 353 – 0

DB
Ich entspanne lieber
am See als zwischen Beton.
Für nur 7,60 Euro* den ganzen Tag das Berliner Umland erkunden.
Was auch immer Du vorhast, die S-Bahn bringt Dich hin:
mit der Tageskarte Berlin und Umgebung in ganzer Schönheit genießen.
www.washastduvor.berlin
Wir fahren im:
VBB
Verkehrsverbund
Berlin-Brandenburg
Alles ist erreichbar.
S Bahn Berlin
* Preis gilt beim Kauf einer Tageskarte für beliebig viele Fahrten an einem Tag im Tarifbereich Berlin ABC.

BRAUHAUS AM SCHLOSS
UNABHÄNGIGE CRAFT BRAUEREI
LEMKE BERLIN
Est.99
WWW.LEMKE.BERLIN
STEPWAY

GIB UNS DEINE
ANTWORT AUF:
www.LIKE.BERLIN
B
LIKE
BERLIN
#likeberlin
SALE
SALE
SALE
SALE
50%
50%

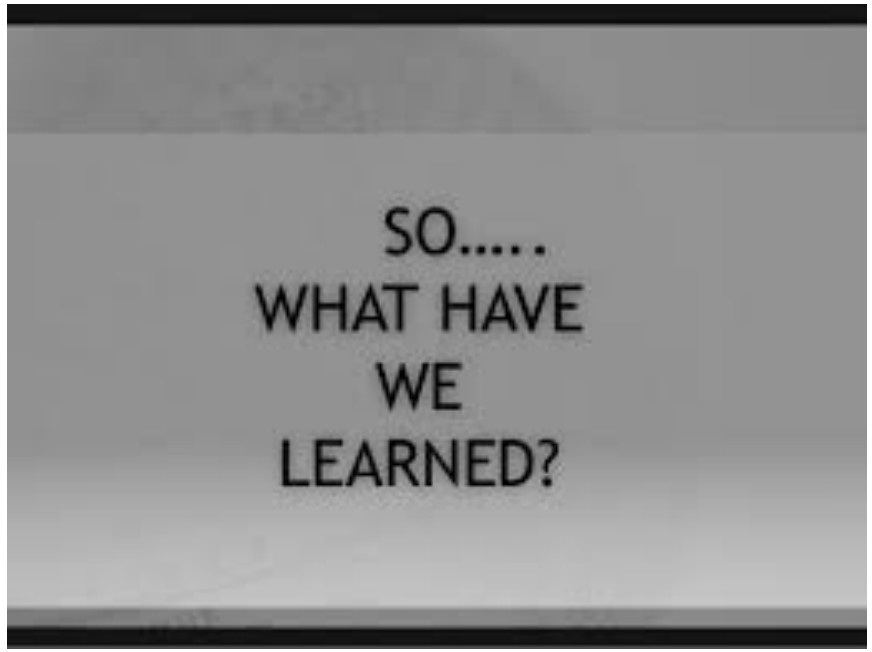
A successful TLD

55,000 domain names
€ 1.5 mio turnover p.a.
€ 200,000 profit p.a.
9 employees

VISION

.berlin is the digital home of the Berliners
and the digital identity of Berlin.

The digital DNA of Berlin.



- Financial services is a lagging industry – no one likes to be first… or last
- The value was clear, but implementation and prioritization seemed daunting
- Registrants needed guidance and assistance

When you're ready to begin using your .BANK domain(s) this hub will provide your internal team and/or vendors with everything needed to make the move. Each requirement for launching a .BANK domain is linked below to its corresponding Implementation Guide.

Implementation Instructions

[click to expand]

1.
Ensure authoritative name server host names are within the .BANK domain zone

2.
Implement DNS Security Extensions (DNSSEC)

3.
Obtain a Digital Identity Certificate

4.
Ensure TLS v1.1 or greater has been implemented

5.
Create DMARC and SPF and/or DKIM records for email authentication

6.
Ensure vendors utilizing DNS records (CNAME, MX) are using TLS and DNSSEC

.bank

9

Third-Party Provider Program

fTLD's Third-Party Provider Program is a list of businesses that can provide guidance and assistance to registrants to support the activation of .BANK domain names in compliance with the Security Requirements necessary to support their websites, email and other services. This program was established in response to .BANK registrants' requests for assistance in these areas.

The list of Services and Approved Providers is updated as either is added or removed. The list is not an endorsement of any providers' services by fTLD and fTLD makes no additional representations or warranties regarding the providers' services.

Questions about the program should be submitted to fTLD@fTLD.com.

Services and Approved Providers

Web Hosting

Hosted Email

Email Authentication

DNS Services

Security Services

Secure Domain Redirection

Bundled Services

To be considered for participation in the Program, please complete an Application and email it to fTLD@fTLD.com.

Success Stories

.BANK Success Story: Montecito Bank & Trust

www.montecito.bank

"Following the 2008 recession, robust risk management became a key differentiator to compete and win. Migrating to .BANK was a simple and logical decision as part of this strategy."

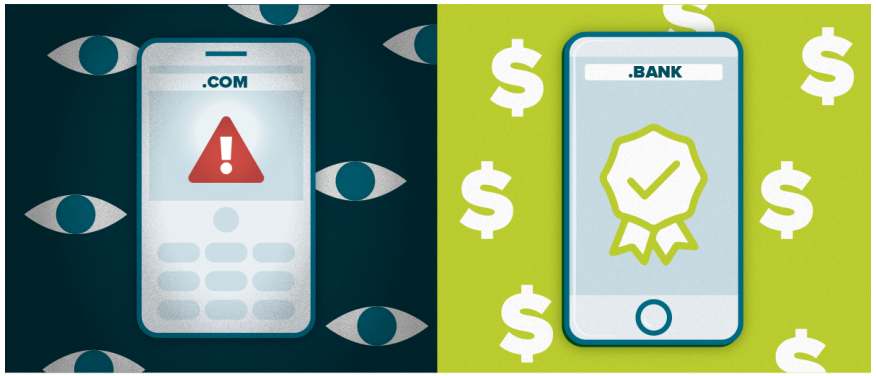
JANET GARUFIS, MB&T'S PRESIDENT AND CEO

Montecito Bank & Trust®

Montecito Bank & Trust (MB&T), an S Corporation, is the oldest and largest locally owned community bank in the Santa Barbara and Ventura counties in California. Founded in 1975, MB&T offers a variety of competitive deposit and lending solutions for businesses and consumers, as well as online services, including mobile banking and cash management. Its Wealth Management Division provides full investment management as well as trust services at all branch office markets. The bank has more than 200 associates and holds $1.2 billion in assets.

WHY .BANK?

Paul Abramson, MB&T's Director of Technology, was a key driver in the bank's decision to migrate from its MONTECITO.COM to MONTECITO.BANK domain name. His first exposure to the .BANK domain was in 2013 as part of a discussion about the larger gTLD expansion. Abramson acknowledged that he initially thought that the .BANK domain was a novelty. However, after researching fTLD Registry Services' (fTLD) strategy and value proposition for .BANK, inclusive of the mandatory verification process and security requirements of the domain, Abramson recognized the goals were aligned with MB&T's objectives and brought the issue to the attention of the MB&T's president and CEO, Janet Garufis.



PHISHERS DENIED. Customers can trust a .BANK domain.

- Communities are served and protected
  - Created market differentiators that enhance branding and consumer trust
    - Strong renewal rate (~90%)
      - Profitability supports expansion of services and global engagement
        - Adoption/usage steadily increasing

"Using a .BANK domain confirms that we are looking out for the security of our customers and identifies us as a proactive leader in banking and in our community."

JOHN KORONA, PRESIDENT & CEO

www.MansfieldBank.BANK

"Don't be afraid of the costs of moving to .INSURANCE as this is an investment for the future that is already beginning to pay off for our agency."

DUSTIN PETERSON, INSURANCE AGENT

www.Peterson.INSURANCE

BROADWAY BANK
We're here for good.℠

MY FINANCIAL CENTER:

Locations | Login | Search..

PERSONAL BUSINESS LEARN ABOUT

GOOD IS

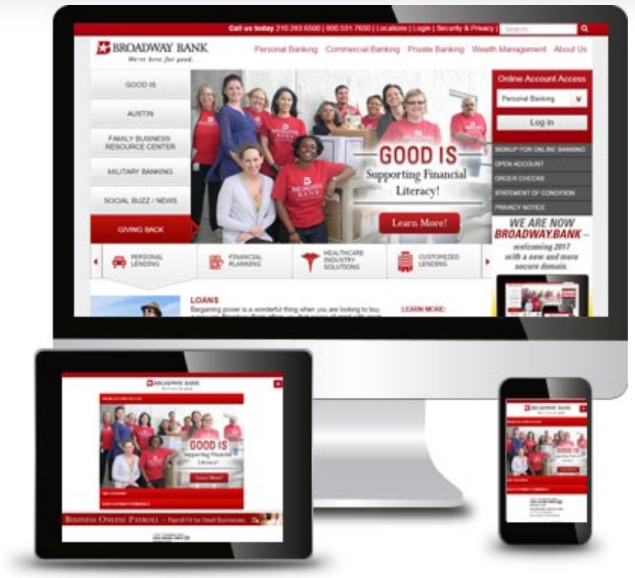
Broadway.Bank

We are now **Broadway.Bank**. This top-level domain, **.Bank**, provides an additional layer of security that other domains do not.

- Only verified members of the banking community, ***that's us***, will be able to register a **.Bank** domain.
- **.BANK** domains signify that Broadway Bank is verified, legitimate and committed to implementing additional security that goes beyond existing standards.
- With additional security measures taken in the verification process, cybercriminals are identified and denied the right to obtain a **.BANK** domain.
- The **.BANK** environment is an enhanced level of security against impostor sites, giving our customers and business partners peace of mind.

This enhancement will not affect your online banking experience. Our website, navigation tools and online banking login page remain the same and easily accessible from our homepage.

You will enjoy the same user-friendly navigation that you have come to expect from the Broadway Bank website with added security.



www.Broadway.BANK

"Insurance is a different type of business now. You need to stand out on the internet and with our new STREETSMART. INSURANCE domain name, new customers can easily find us."

CARLO FERRARA, VICE PRESIDENT

www.StreetSmart.INSURANCE

"TFB's desire is that every customer has a secure online banking experience – and .BANK helps us do so by signaling identification and security when you log onto our website."

CHIP REGISTER,
SVP / CHIEF INFORMATION OFFICER

www.TFB.BANK

www.ShoreCommunity.BANK

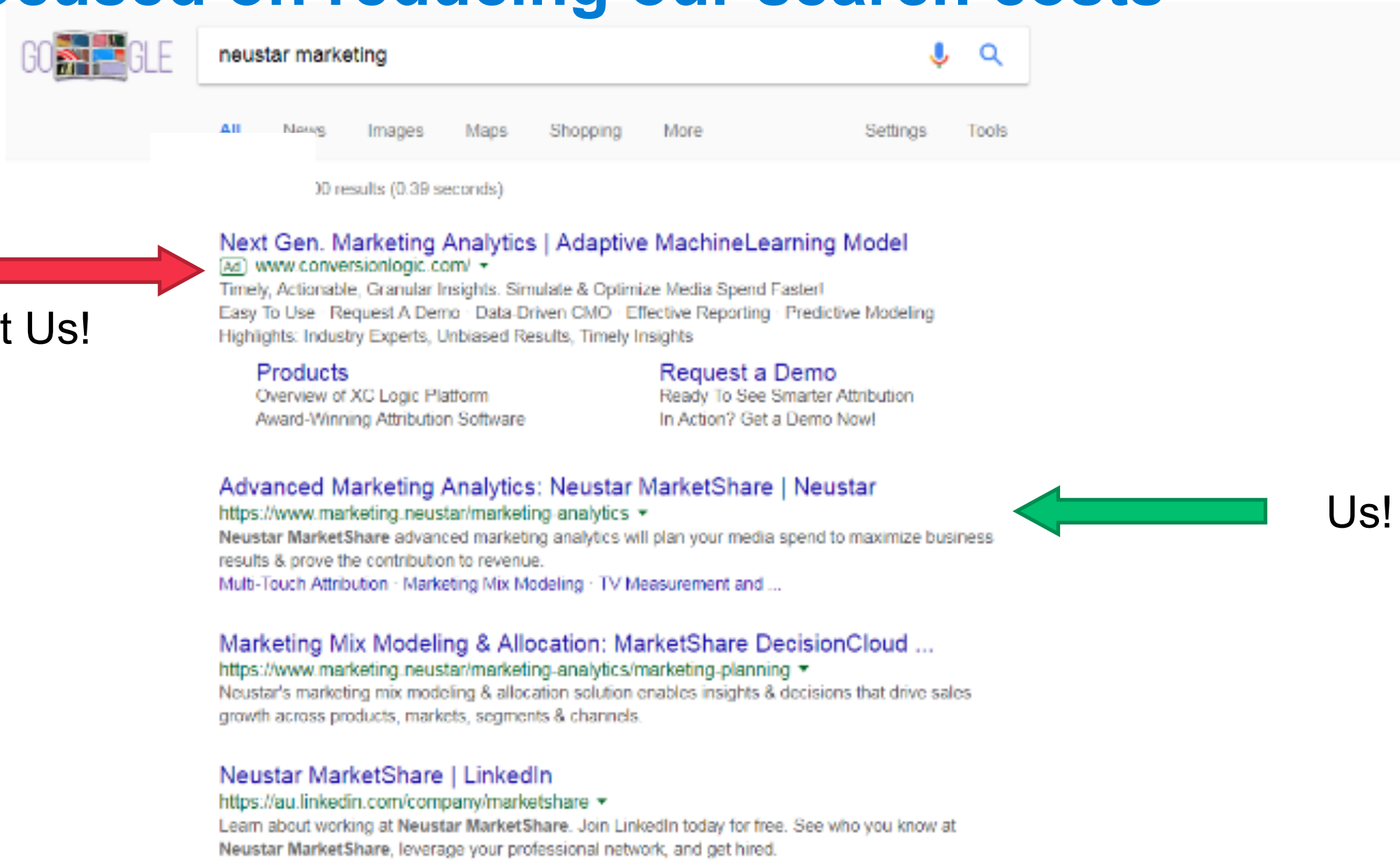
Resources

- Craig Schwartz – craig@fTLD.com
- www.fTLD.com
- www.register.BANK
- www.register.INSURANCE
- Social Media
  - **Twitter: @fTLD_Registry**
  - **LinkedIn**
    - .BANK
    - .INSURANCE
    - fTLD

Focused on reducing our costs

- Cheaper, faster domain registrations in .neustar
- Slowly evaluate our domain portfolio
- Reduce defensive registrations
- Avoid costly buybacks for new campaigns

Focused on reducing our search costs



Not Us!

Us!

neustar

Using .neustar in our advertising

MARKETING.NEUSTAR

NEUSTAR.BIZ
TO
<ANYTHING>.NEUSTAR

(GIVING OUR DIGITAL CONTENT IT'S OWN IDENTITY)

.neustar

The Outcomes

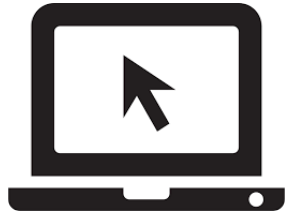
Planning for Success

1. Communication (Internal and External)
2. Detailed transition planning
3. Managing risk is a priority
4. Execute with speed and commitment
5. Focus on flexibility and continued learning post transition

Our Metrics

20%

Page Views



22%

Total Sessions

25%

Returning Users

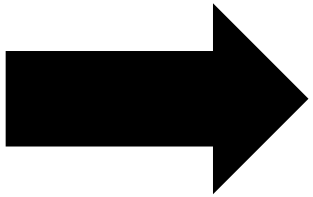
24%

New Users

Our Metrics

12%

Organic Search Traffic



10%

Direct Traffic

8%

RFI Leads

12%

Page Depth (>3pgs)

15%

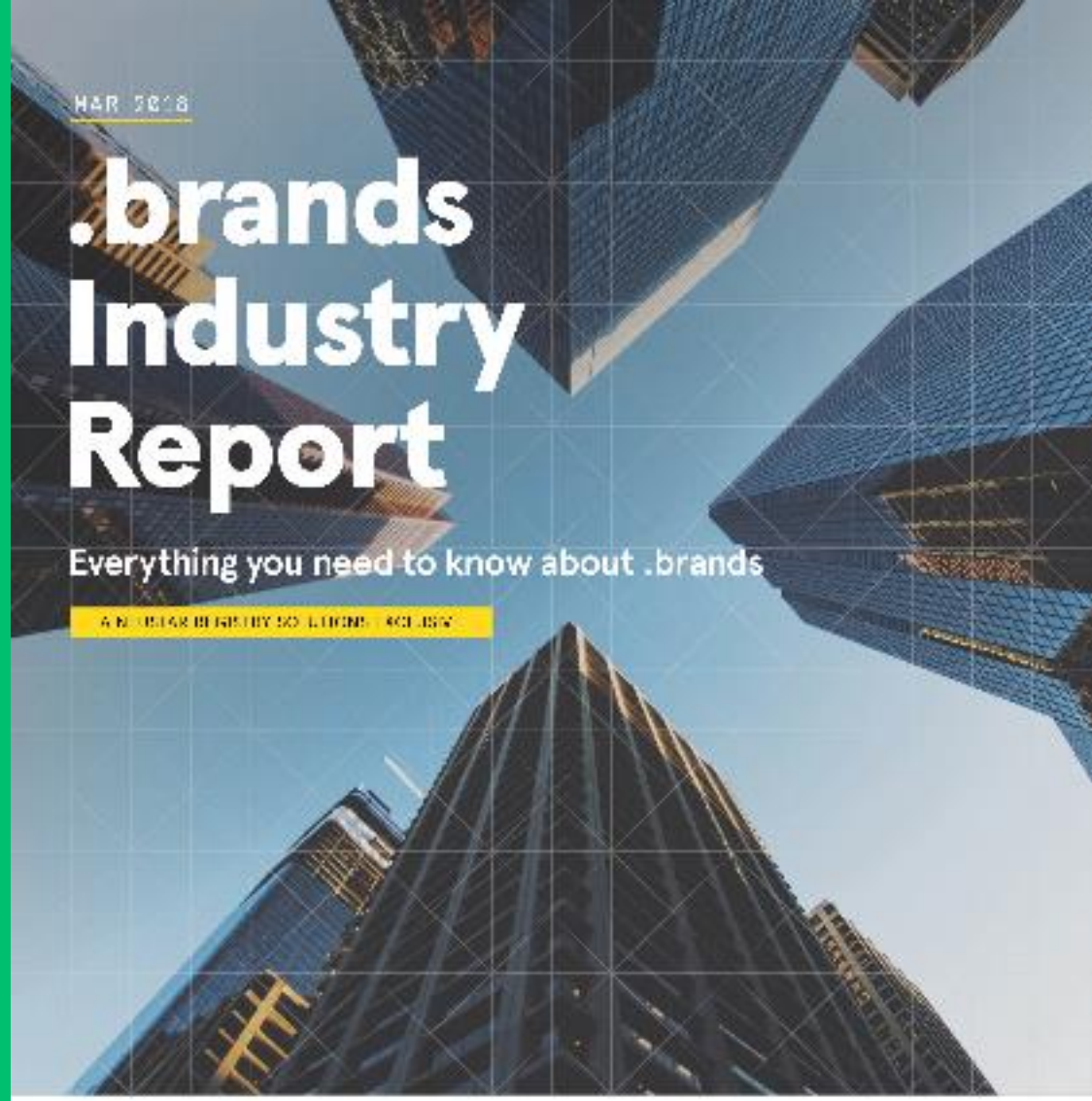
Time on Site

www.launchguide.neustar

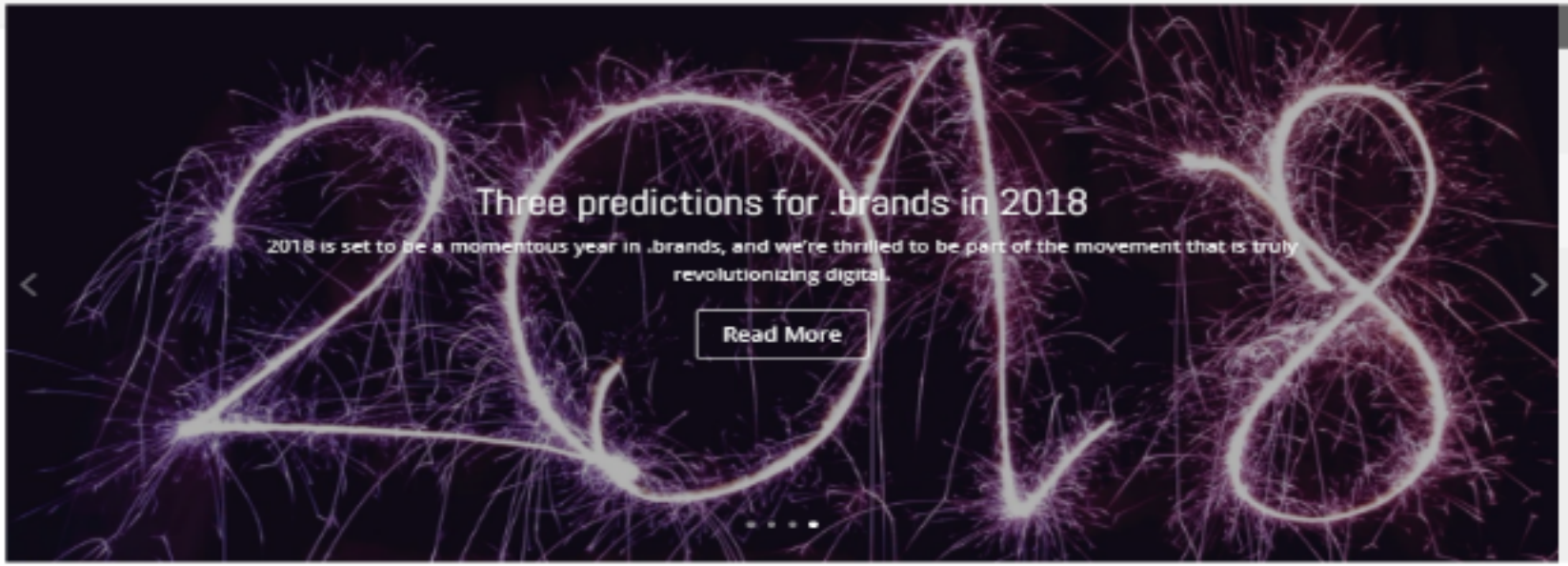
neustar
www.registry.neustar

neustar

www.brandsreport.neustar



neustar



Top Stories

Introducing the .neustar Launch Guide
Feb, 2018

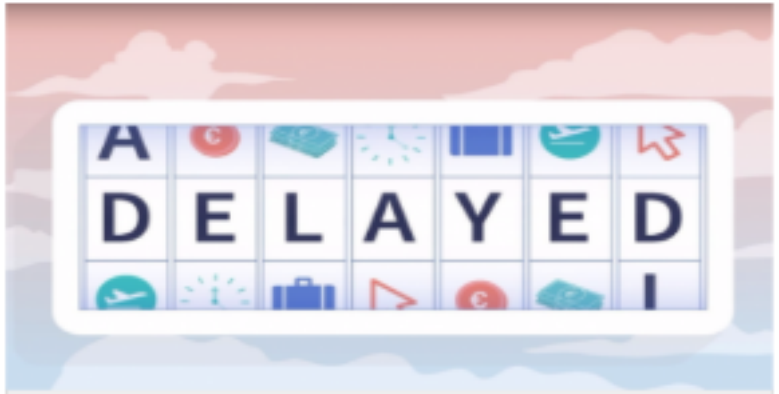
The .neustar Launch Guide
Feb, 2018

.brands Spotlight: Neustar
Feb, 2018

See what global brands are doing with their .brand TLDs

newsroom.apple

grow.google



fizzy.axa

.brand Stats Hub

The best resource for global .brand statistics

Search by Organization name or .brand

or click here to view ALL .brand data

Search

566
.brand TLDs Delegated
View All .brand TLDs

39
Countries of Origin
View TLDs by Region

11,469
.brand Domains Registered
View Domain Stats

20.26
Avg. Domains per .brand TLD
View Domains per TLD

neustar

Thank You!

MakeWay.World

The world's leading hub of .brand information.

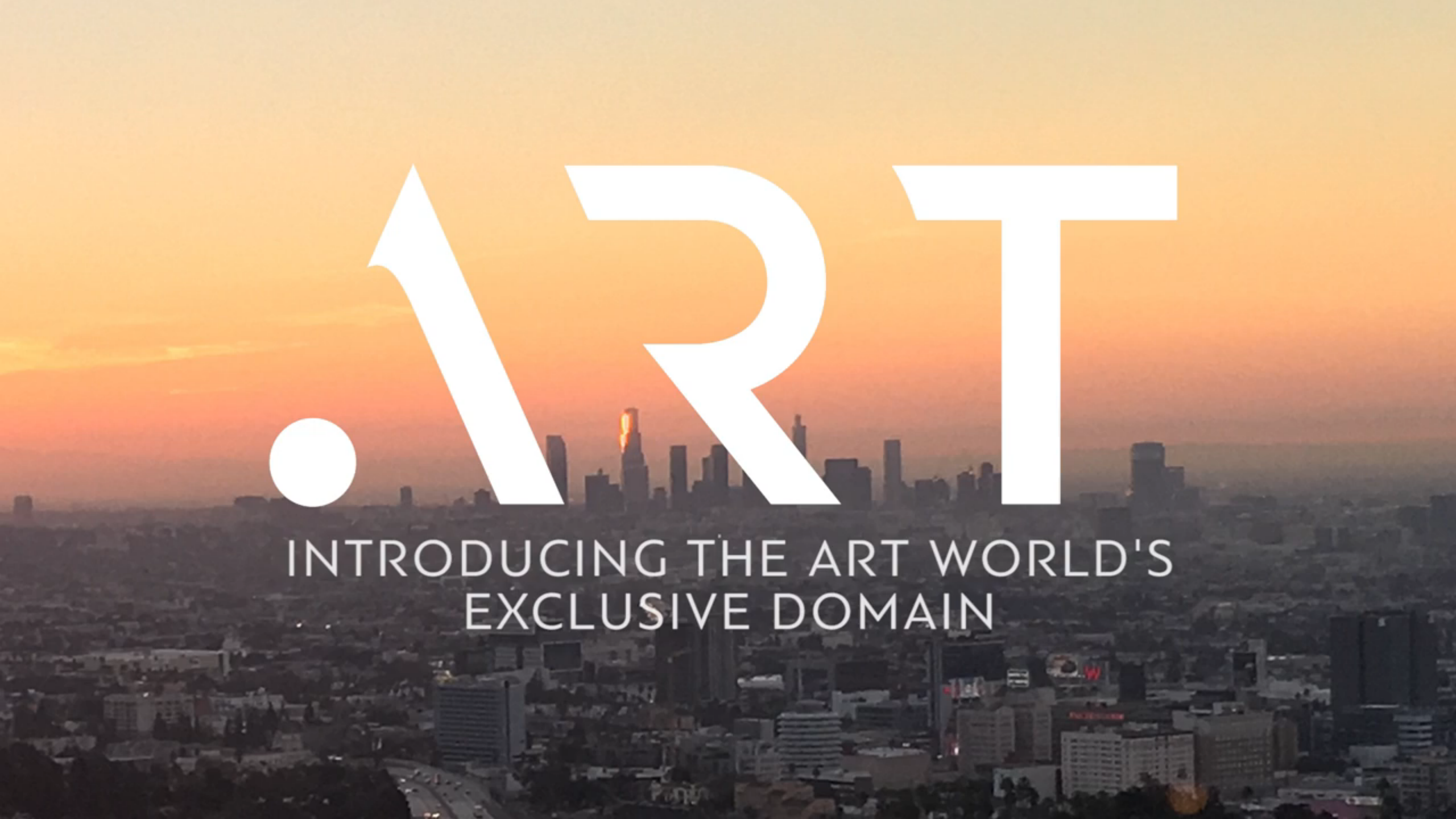
www.makeway.world

@neustartlds

Awareness is growing

- I was told that “everyone knows about .design” by a .design user from San Francisco
    - I laughed at her in response
- We all owe prolific marketers like .club a thanks as their general awareness approach has really had an effect
    - When explaining nTLDs to people many have responded, “Oh, like .club”
- The UASG.tech service is a great start but that is pointed at technical adoption rather than awareness, with nTLD volume/revenue being cited as a shortfall in ICANN budgets we must remember that our successes are very much linked and increased nTLD awareness is perhaps the only large multiplier we can work towards together

.design

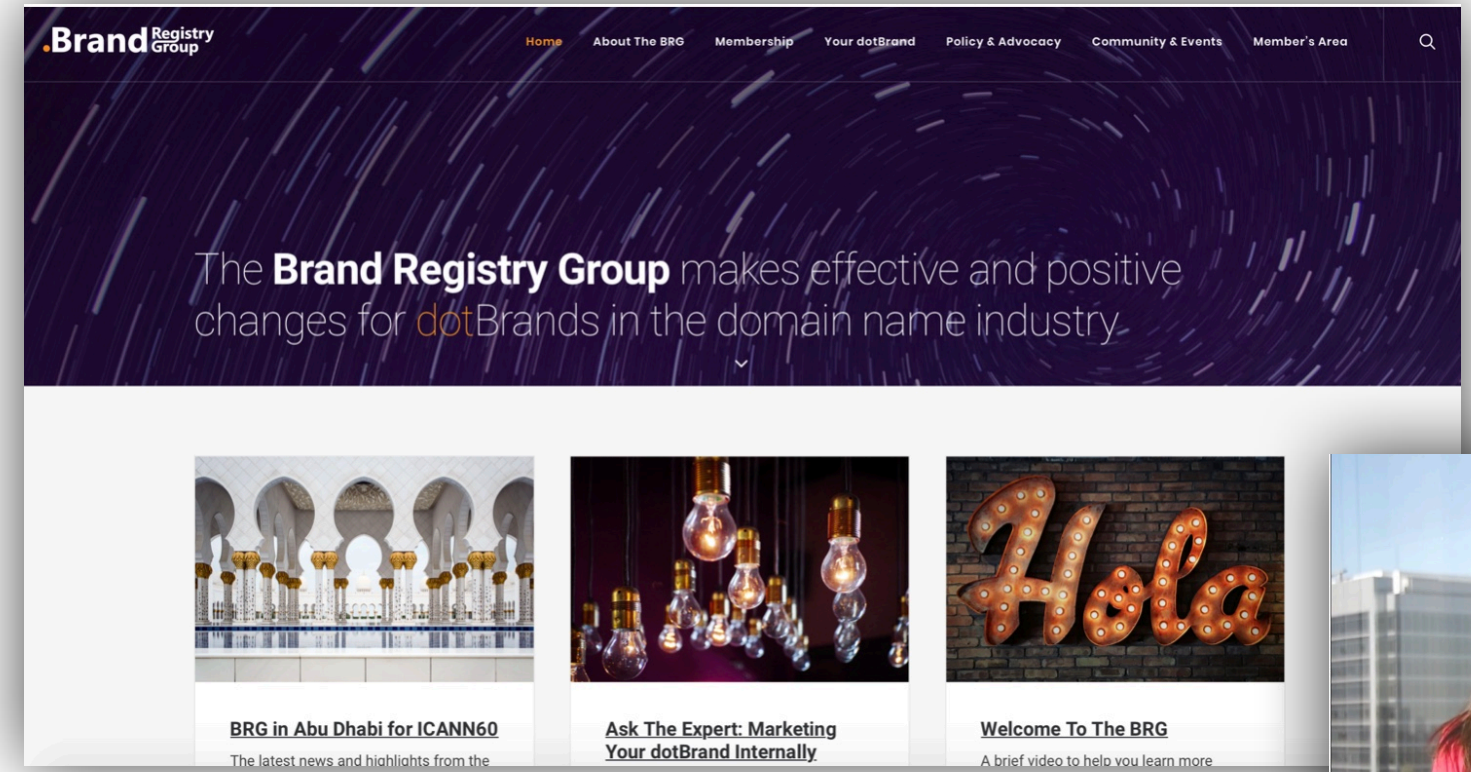

.ART
INTRODUCING THE ART WORLD'S
EXCLUSIVE DOMAIN

The future…..

- More brands will activate their registries, controlling their online presence from the root of the Internet
- User adoption will continue to grow
- Brands will exploit the greater choice, flexibility and data that a brand registry provides and adapt their online space to suit their business and future strategies
- These registry operators will stimulate new ways to utilise the DNS
- More brands will apply to operate their own registries.

Find out more - BRG: dotBrands Trends & Use Cases
15 March, 10:30-12:00 - Room 103 A
(https://61.schedule.icann.org/meetings/641132)

Visit www.brandregistrygroup.org for more information:



Success Comes in Different Forms

Long -Term Aims, Not Short -Term Gains

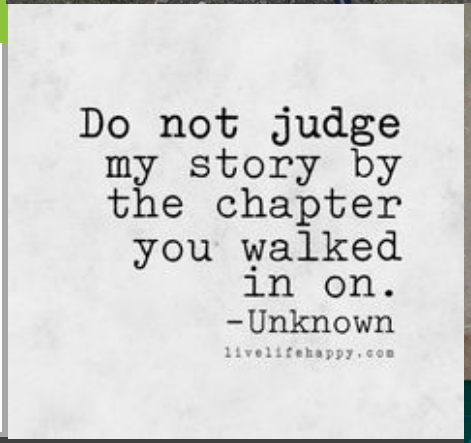
Takes a Lot of **Work & Commitment**

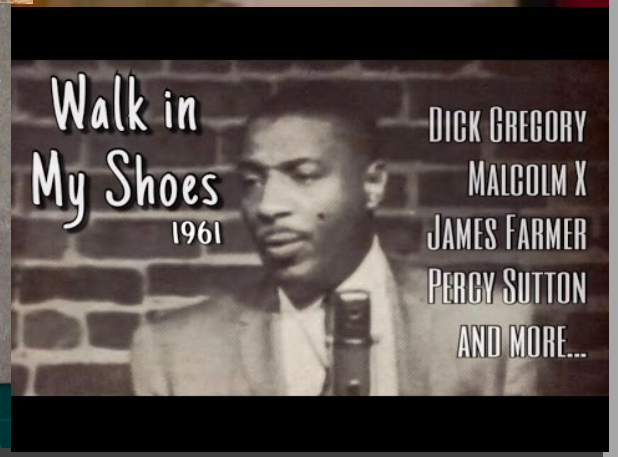
To Serve Registrants & Their Communities

"To understand the man, you must first walk a mile in his moccasin."

~ *North American Indian Proverb*

.ART





Questions