
ICANN69 | Community Days Sessions – (GNSO) BRG Community Session: dotBrand Trends
Tuesday, October 13, 2020 – 12:00 to 13:30 CEST

SUE SCHULER: Thanks, Terri. Good morning, good evening, good afternoon to everyone. And welcome to the Brand Registry Group Community Session on the 13th of October, 2020. As a reminder, this call is being recorded. The recordings will be posted on the ICANN 69 website shortly after the call ends. All panelists, please remember to state your name before speaking. All participants of the call must abide by the ICANN Standards of Behavior, which I will be posting here in the Zoom Room. And there it is. And with that, I will turn it over to Martin.

MARTIN SUTTON: Thank you, Sue. And welcome, everybody. I'm really pleased you've been able to join us today. I know there's often conflicts with other meetings. So, I appreciate you joining us, especially if the time zone is a lot out of kilter with your regular day.

So, we've got quite a lot to cover this morning. And just a brief agenda outline is I'll talk about BRG connect—a brief update for the ICANN community. Then, we'll quickly move on to dot brands in action. So, you can hear from some of our members and what they've been doing with their own dot brands, and building use cases and learnings over recent months and years.

We also want to [turn] at the moment to what is a hot topic—in fact, two hot topics. We've got the Subsequent Procedures and what they

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look to mean for dot brands and future applicants, as we go through the remaining stages, if you like, of the PDP work and effort.

We also want to focus in on DNS abuse and outline some aspects of safety and security for internet users when we talk about dot brands as well. We will have an opportunity for questions and answers at the end. But if you do have any questions, we'll try and monitor those in the chat, if you want to post them there during the course of our presentations today.

So, let me start with just a quick look at BRG connect. Brand Registry Group is a Trade association. We look after members that have a dot brand TLD or that intend to apply in the next round. So, what that also means is that we provide a voice for our members at ICANN.

And we do that, mainly, through the Registries Stakeholder Group, where we are an association member—in fact, we were one of the first association members and we helped craft the membership criteria—to help more multiple TLD operators to come into ICANN without necessarily having to complete all the different meetings. And they take what they need, essentially. And we feed them a lot of information back from the Brand Registry Group.

But what is important for us is to be able to indicate what is happening in the dot brand landscape. And we do this, as often as we can, at ICANN meetings—preferably in face-to-face sessions, which unfortunately are out of the question for the time being. But it gives an opportunity for people to be aware of what is actually going on in this different model of registry, where it's not always apparent.

There's certainly not a high growth of domain name sells that are intended from a dot brand perspective. So, you won't see it on a typical registrar portal when you're trying to determine what domain names you want to acquire for business purposes or your next marketing campaign.

So, what we've done here is we've circulated a two-page update—so it's very brief, concise—about dot brands. If you haven't received this already, through your own constituency, stakeholder group, or advisory committee, hopefully that will ping its way through to you. But I'll include a link later on so you can access this directly. I know that there were some problems getting this session put onto the ICANN website page in the early part of the schedule release. So, it may have gone unnoticed for some.

Now, with this, we outlined certain aspects of what's been happening over the last year. So, there's the usual steady growth that we like to see from the dot brand perspective. And whilst these may not be huge numbers in comparison to the open generic TLDs, it's more than enough for a dot brand model. And we'll talk about that in a bit more detail. And you'll hear, also, from our members and their application of use cases.

But all the signs there are steady growth and we see this year-on-year. Great to see. And the fact that more brands are actually going live and doing something with their TLD ensures that they are reaching the internal parts of their organizations that are needing to support those changes.

Now, we often taken a lot of feed from different resources, like Makeway.World and another, just to give us an insight as to what's going on outside the BRG membership. And one of the things that is clear is that the number of domain names is irrelevant in a dot brand perspective. But what registrations are done within a dot brand TLD are for a purpose. Whether it's visible or not to the end user is a different matter because there are different ways that they'll be using those domains registered.

But where they have got a big market, especially in a B2C market, like BNP Paribas and SNCF, we see single domain names attracting a lot of online traffic on a daily basis. And these are good signals out there, that the consumers are used to moving across to a dot brand and are trusting that environment to transact, day in and day out.

We also see some other examples, which are perhaps more B2B markets, that are still climbing up the Alexa rankings, which very much is a subjective measure but a good measure to indicate what sites are popular and attract a lot of traffic. So, these are examples that I'll put on here in addition to BNP Paribas and SNCF, home.KPMG and global.Toyota. Again, some of the indicators here, over the last three months, would indicate that they're going up those rankings steadily as well.

And that's because of a combination of things. When the brands look at how to use a particular domain, there might be a variety of reasons that they're looking at applying for it on their own dot brand registry. It may be a combination of these things. So, if they want to create a

new product or service, speed-to-market is important to them. Choice and availability is key to getting the right naming convention for their particular product and service.

But in a gTLD world, absent of having a dot brand, they would often have to seek domains on a secondary market, which potentially are very, very expensive. So, there can be cost savings by directing their attention to their own dot brand and also satisfying the need for speed-to-market and that choice and availability.

And there are many other reasons why they would particularly choose a domain name. It may be for more security of innovative purposes. But these may not always be visible to the end user. They could be used internally or as part of a technical process that is needed for supporting their internet service.

So, we also look at, as I say, a variety of sources to see what's going on, in and outside of our own membership. It's always interesting to learn from others and the experiences that they have. And it also encourages other dot brands to push forward and encourage their internal colleagues to adopt a proactive approach to their dot brand. It still has many, many challenges. And those changes are sometimes difficult to achieve and certainly within a short time frame.

And what we've done over the last few months is do more public awareness activities. And we created a webinar series over the course of June and July this year so that we could still participate and engage with people around the world, absent of any physical face-to-face meetings. And what we would typically do is a brands and domains

event to bring people together and share a lot of the information and stories about dot brands and beyond the domain name industry.

I'll just go through some of these. One of them is very much a state of the nation webinar, which describes a lot of the activities across the broad industry piece for dot brands. And how they're being used is an example of the social media—use cases where URL shorteners are being adopted on the dot brands space, providing a lot more trust and confidence for end users to reach the next step or walk through to the next step of products and services that these brands are trying to promote.

We also hear from our members and their particular experiences and very strong challenges for major transitions. We talked to Domenic Torani, who presented a year at home.KPMG—a big transition project to move a lot of their digital presence into one space. This has been done and achieved, and they've been running this for a year, and it's growing and growing in strength. He also talks about the challenges that are involved in achieving this and how to try and get the buy-in internally and move the dot brand forward and become part of their strategy in marketing and digital landscape.

One of the biggest challenges always identified from a marketing perspective with SEO, search engine optimization, is always that threat if you try and change the formulas that you've built up over time and years. And these are precious to organizations. Any change in the way that you're going to approach this, especially with the transition that we saw with home.KPMG, has to be very well planned.

The inventory that you've got as a digital presence needs to be thoroughly understood before you start the process of even thinking about transitioning across to a new space.

So, with thought, care, and attention and within this webinar, Chris Green explains some of the things that you really must focus in on and prepare and plan effectively to make that transition work properly. In a lot of the cases that we refer to over a short period of time there were gains seen on traffic. That doesn't necessarily mean it was tied to the use of the dot brand but the whole process that they had undertaken really exposed areas that could be improved upon for search engine optimization, which they included in their program to transition to their dot brand.

We also heard about business case and strategy formulation from Peter LaMantia. And this covered in-depth items of building up the internal push forward with adopting dot brands and even provided formulas for developing ROI models. So, that is again a very interesting one for those that are either working with their own dot brand and want to effectively try to develop ROI measures or indeed for new applicants in the future that are thinking about how their business case may be formulated and strategies to deploy it once they've applied. So, those are, again, good ones to look into.

We're also thinking about the next round. And we did a webinar that looked at what this could mean for dot brand applicants in the future. So again, very interesting at that stage. Since then, we've had the draft final report pushed out for public comment and that work continues.

And the expectation is that the final report is provided to the GNSO Council at the year end. We'll talk about that in a bit more detail as we go through today's session.

One of the things that is clear, when we talk to our members—when we hear from other dot brands as well—is that it is challenging. It does need a lot of buy-in internally. It needs strong teamwork to deliver and integrate a dot brand within an organization. So, I think patience is required in this space. And many of those leaders that may have had frustrations in pushing forward with dot brand activities are starting to see some light and certainly encouragement, as others go forward and lead the way.

And so, if you haven't seen the flyer—the BRG Connect—there's the link there for you. I'll add that in. We'll circulate it on the slides afterwards so you can find that on our website. The intention is that we'll be able to deliver these before each of the ICANN meetings, just so everybody in the community has an idea of what is going on in that space but, ideally, encourage people to join us for our sessions and find out more.

So, with that, it's time for us to have a look at dot brands in action. And I'm please to welcome members of the BRG. And first of all, directly from Hamburg, we have, for ICANN 69, which should have been in Hamburg, Martin Kuechenthal. And I'll had over to you, Martin, to talk about the experience of .ACO.

MARTIN KUECHENTHAL: Yeah. Thanks, Martin. And hi, everybody. I'm so happy to welcome everybody in my home time zone. But I'm, of course, very sad that you cannot be physically attending Hamburg right now. It's perfect weather today so you would have enjoyed it. And I really hope for next time inviting you and to welcome you all in-person in Hamburg as soon as possible.

I have the pleasure to speak about the .ACO registry today. I'm not speaking in my own capacity as the CEO of LEMARIT, which is serving brand customers worldwide, but as the responsible in the daily tasks for the .ACO registry.

And I just want to introduce you, very shortly, in this, into the ACO company. It was founded in 1946. And most like you're aware that every one of you has used it in the past because it's the company ... ACO is producing drainage systems and is the world leader in drainage systems. So, take a look down sometimes when you walk through pedestrian streets, through shopping streets, and you will see the sign everywhere on the streets because it makes the streets and the cities not drown when it's raining a lot.

For example, ACO also was providing and equipping football stadiums at the World Championship in Brasilia, in Brazil with drainage systems. And there has been a lot of rain. But the stadiums and the arenas supplied by ACO, they stayed dry. So, they're doing a good job.

The turnover is about just under one billion of euro every year. And ACO is present in more than 44 countries in the world. And as I said before, the business fields within civil engineering, building drainage,

and other building material. And the company is family-owned by the Ahlmann family. And ACO stands for “Ahlmann and Company.”

Martin? I cannot ... Yeah. Here you have a nice example. This drainage, even it's for me a piece of art on the ground. This represents some of the most known products ACO is producing for the world market. Thank you, Martin.

Just a short—way back in the timeline—why, actually, .ACO? We have been sitting together to decide this project almost—let me count—nine years ago in the first part of 2011. And at that time, LEMARIT was already responsible for the worldwide domain management of the ACO brand. And as you can see, the three-letter brand is always a little bit difficult to handle. And on top of that, ACO is a very decentralized organization. That means more or less every market—every country—uses its own domain name, its own web presence.

And while applying for .ACO at that time, there was quite big competition on the name, which was already visible in the registration of domain names worldwide. We're using acoaus.com.eu because the Austrian Chamber Orchestra has been fast in registering aco.com.eu. In the north of Europe, there's also a very strong brand which is shortened with ACO. And even in Germany, there are other organizations.

So, driven by the wish of the central corporate marketing department and also—and that was, I think, the most important part—strongly supported by the owner, Mr. Ahlmann of ACO. It was decided to apply for .ACO because .ACO should be used to harmonize the appearance of

the four decentralized, multinational and multi-brand organization in ACO.

And it's kind of a development. Before it was aconline.eu. Then, the aco.com domain name was acquired. And the future should be and will be the use of .ACO within the entire organization. Thank you, Martin.

Just about the facts, we have seen the slides. Martin Sutton has shown us about the registered domains within the dot brand registries worldwide. We are round about 20,000 registrations. And ACO itself has registered 320-plus domains under the .ACO TLD. 10% of these are directly-resolving and 90% are redirected. These redirections are mostly the registered country-code two-letter domain names because there's a transition of using these within the entire organization for pointing out the different countries—what content. And the resolving domain names are mostly used form complaints and communication platforms.

And I want to point one thing out here. And I think that is the big difference between dot brand registries and, let's call it, commercial registries. It's this key number of domains under management. I personally think that it's a very bad number to find out and to tell if a dot brand registry is used in a proper way or in a good way. And if it's successful, for me, it's much more important to find out which domain names are registered, and which domain names are really in use, and how these domain names are used.

So, to evaluate if a dot brand is working or not and is successful or not, the number of registered domains is not the number which you should look at. You should more look at which domain names are really in use and how they are used. Next, please.

One of the first examples ACO has used, or the first domain names ACO has registered, was a product which was not within the main focus of the ACO product. It was a side product, developed from a subsidiary in the northern countries. And actually, it's a very cool tool. It's called DrinkCooler and it's made from ... When I say plastic, it's the wrong word. But it's produced, and you put it in the ground, and you put beer cans or bottles in it, and you cool then like that.

So, it's a very fancy, very nice product. Absolutely not in the main focus of the ACO business. But it was used within ACO to gain experience with a microsite using a .ACO. The key objectives have been to understand if the users—if the humans using a domain name like DrinkCooler.ACO will accept it, besides the technical universal acceptance. And is it really recognized as a domain name? How is the dot brand treated by the search engines?

And also, to try to light the fire for dot brand within the entire organization because when I think about, the ACO management and the ACO people have been really, really excited in the application phase, in the first quarter 2012. And this fire really stopped, almost, because it took—the whole process in ICANN to get the application through and to get the TLD delegated took so long time—more than three years.

And that was necessary in the beginning, when the domain was able to use—when it was delegated to use a lighthouse project. And that was DrinkCooler.ACO. And I know, also, my colleagues within the BRG have recognized this example because it has been shown in a lot of presentations, also in the past, because it was one of the first real-life examples, which also had a nice feedback. Next, please.

Yeah, the learnings. Actually, one of the learnings made from the DrinkCooler.ACO was that it's highly recommended, also, to use the www in front of the domain name, to make it not only on the technical but especially also for the human users to understand that this a real domain name you're talking about.

And it has been a big fear, in the beginning, to use a .ACO domain name in the broader perspective, due to the maybe possible obstacles with the search engine. But actually, one key learning was that if the content is good enough, the positioning at search engines will absolutely not be an issue and has not been affected. That was one of the key learnings. And that was very necessary, also, to convince other parts in the organization to use .ACO domain in future.

But actually, one of the key issues is really to communicate internally about the usage of .ACO—to put the people together, to inform them, and to take the fear away that this could affect their business and their way of using domain names in the past in any way negatively. And our experience was the more examples we could use, and the more people could be involved from the entire organization, the more positive outcome we got from the users—from the internal users. Next, Martin.

Another example, which has been used internally only, is the marketing.ACO domain. The idea was to improve internal communications and, of course, still ongoing, to raise the awareness of the .ACO TLD and the use of the domains under the .ACO TLD. And the key objective was really to improve the communication among, to strengthen ACO as a brand within the organization, and mainly to raise awareness and to get all people on the boat for the .ACO journey in the future. Next, please.

Actually, our key learnings here have been high acceptance and high direct access rates through a memorable domain name. You have to imagine that—or you have to have the mind—that the ACO organization is really decentralized and has a lot of marketing offices and marketing departments all over the world. And by using the marketing.ACO, they have one streamlined channel everybody could use to address their needs and also to communicate with each other.

And of course, the aim was to invest marketing people around the world with the .ACO domain, was the raise the awareness and the acceptance, and also after that, we could see more requests for registrations of .ACO domains for other marketing departments around the world.

And actually, to use a .ACO campaign domain instead of acofancycampaignname.com, led internally and externally to more memorable and better domain names. And actually, it really put the understanding and also the need and the wish to use .ACO domains within the ACO marketing on a completely different level.

So, it was a very slow process. But you have to convince them ... It was on one of the other slides. You really have to convince the organization itself and also the people involved. Everybody feels change. And to show, by these kind of examples ... And that's why I picked these two. Showing by examples, which are from the real world and which the people who are the users really have an access to every day, made it much easier for ACO, also, to use .ACO domains for other campaigns, and for other products, and for other purposes in the future.

Next and almost last, please. The takeaways, from our perspective, that it's a hard journey. And I can repeat this. Three years, or three and a half years, waiting from the application to the delegation was really hard. And I can imagine that other companies and other dot brands struggled the same. It's really not so easy to keep the people online and to keep the people—the fire in the people burning for this issue. And we needed to internally and externally accept the .ACO as a valuable TLD and valuable domains. And actually, once it's established, and once you have used it, it's much easier, also, to extend the usage.

And you can choose. One hand, you can say, "I want a big bang." But if you don't want it or if you're not able to get it through the small start, it's a good thing to gain own experience and also to take the fears, which the people within the organization may have. I think of search engine optimization and the reaction of search engines, the user experience and stuff like that. You can show by example that there's not a need to have this fear about it.

And the next step within the ACO organization is to get other domain-related non-marketing stakeholders abroad—for example the IT—to think about should the .ACO be used for emailing in future. I see a lot of advantages to using a dot brand within the IT security. And that is actually the next steps which are planned within ACO. It's a slower but a straightforward process, which ACO uses to establish the .ACO.

Next and last. Thank you, Martin. So, in any case of questions, I don't actually ... We haven't talked about that. So, will questions be allowed here or later, Martin?

MARTIN SUTTON:

I think we'll hold back until we get to the Q&A at the end. If anybody wants to put in any questions in the chat, we'll follow that. But thanks so much for providing that. I was really interested at the end, where you were talking about the marketing leading the way and encouraging other departments to come on board because it is different for different brands.

And we heard from Crews Gore recently, from Fox, when he was talking on domain name wire. He did a podcast. And from their perspective, it's very much IT—IT security moving ahead and encouraging marketing to take on the dot brand experience. So, interesting to see the different ways that organizations approach this.

MARTIN KÜCHENTHAL:

Maybe one small addition here. Sorry Martin. You're absolutely right. It depends, actually, somehow, who has been in charge for this whole thing. And in ACO, it was really the corporate marketing, which has a

very strong connection, also, to the leadership of the organization. It was very interesting to bring this name forward. Actually, for ACO, the name itself is very important and it's driven by the marketing. And it had been a wish from the owner of the company to apply for the .ACO. And he is also having an eye on if it's really used. So, that's a really big support from top down, which makes, also, things much easier.

MARTIN SUTTON:

Excellent. Yeah. And a question to wait until the end—but I'll pose it now so you've got time to think about this—is DrinkCooler. So, have you got one? How effective is it? And have you got enough beers in there to share round with the audience? Okay. Thank you, Martin.

So now, I'll move on to our regular, regular friend, Tony Kirsch, to talk about a couple of different dot brands—so, to focus in on those. Tony drives the MakeWay.World information as well. So, no doubt, he'll be able to give us a little bit more up-to-date information, in terms of numbers and activities in that respect. So, Tony, welcome. I know it's late for you. And I appreciate you joining us. I'll control the slides from here on and leave you to it.

TONY KIRSCH:

Thanks, Martin. Hello, dot brand friends. Greetings from Melbourne, Australia. And thanks, Martin, for your kind words. I think I can speak on behalf of everyone here. We're devastated not to be in Hamburg. I had been looking forward to this for many, many months. So, it's a weird feeling to be at an ICANN meeting, as an Australian, without

jetlag. But nonetheless, I've had a couple of extra gin and tonics tonight to make sure I've got that authentic ICANN experience—feel at the top of my game for this very short presentation.

I think most of you ... Hopefully you've understood that we're pretty passionate about dot brands in my space, here at GoDaddy Registry. And I'll just talk about that very quickly. If you can move the slide, please, Martin. We'll move reasonably quickly.

Many of you will know us as Neustar. Earlier, throughout this year, we have been acquired by GoDaddy and have now set up a separate, standalone business within the GoDaddy family called GoDaddy Registry. So, our entire team has moved across. Our 200-plus top-level domains, which includes over 140 dot brands, have also moved across.

And it's been a fantastic journey. We're really looking forward to seeing the next evolution of what that partnership can bring and what that means for our clients in the community. But so far, it's been business and usual, which is great. And we're really excited to keep that moving. We'll keep moving. Thanks, Martin.

This was our first foray into this. I think there had been a couple little tests with .GoDaddy in the past. But what better time to look at a microsite for a new product. In our case, it's about the registry business—it's not related to GoDaddy.com—not just through business interests but also with vertical integration with ICANN. So, this is the purpose opportunity for us to look at a standalone microsite.

As I said, it does what it says on the tin. This is the whole purpose of dot brands. You've heard me say it before. So, registry.GoDaddy is live now, folks. You'll see all of that. You can also see, if we move forward please, Martin, that we've done very similar to what we did with Neustar. This is my email address. It's the second organization that I've been fortunate enough to work with, where we've had a dot brand and we've been able to move our email onto it.

So, if you are a brand owner or you are advising a dot brand owner, I can tell you that this has been a very simple and reliable technology. We've had, now, close to 100 people start to use this @registry.GoDaddy email concept. And it's working perfectly. So, if you're interested in that, you can always reach out to me and we can always give you some ideas on what we've done and all that sort of stuff.

But it's a fantastic, really simple thing for us to do. And again, in our case, it helps us to really keep not just separation between GoDaddy.com and Registry with GoDaddy Registry but it's also in the URLs, which we're really passionate about. And you can expect to see, over the course of the next few months, that we will continue to roll out really cool, innovative ideas in .GoDaddy. Thanks, Martin.

From a MakeWay.World perspective, I thought I'd just give you a little taste of that, as I always do. Over 20,000 domains now registered in dot brands. And as you'll see, in the industry report that I'll talk about towards the end of today's presentation, that continues to grow, anywhere between 15 and 20% year-on-year.

So, yes. We've had some challenges. Martin alluded to some of the earlier with .ACO. But realistically, I think that this is a really amazing opportunity that we've got in front of us and one that we've done really well to, as a dot brand industry, and of course with the Brand Registry Group, to continue to promote.

This is a really fantastic number, when you consider that there's 550 or so dot brands that exist on the web today. That's a pretty big number. And I know not all of them are being used. And some of them may be just registered and not being used right now. But this is a significant number, even if you just work that out at a pure per-TLD basis. This is a really strong number and it continues to grow, case-by-base. Thanks, Martin.

I thought I'd just give you couple of cool ideas that some of you may or may not have seen. This is not something that all of us do every day. But Google's TV product, if you're a basketball fan, is being promoted across the NBA finals. And this tv.Google URL ... You'll continue to talk about .Google and the way that's being used across MakeWay.World publications.

And the more I look at what .Google are doing, the more I can see that they are setting the benchmark for everyone else in this space. They now have numerous—and I mean numerous, in the dozens—of microsites on .Google. And this TV product is ... It's a significant product for Google across their advertising spend. But the fact that it's on tv.Google just continues to show how passionate they are about this.

Martin alluded to the one with .Fox. This is a great one. This is—with The Masked Singer, for those that don't get that on their television. Fantastic to see .Fox being used in TV shows and driving traffic to their websites. Again, the work Fox have done has been absolutely unbelievable and they should be commended for that. Thanks, Martin.

And another one ... I guess it's part of the Google family. If you haven't seen these, go and check these out. This is [rewind.YouTube](#) and [lifeinaday.YouTube](#). I won't talk about them in significant detail today. But those two websites are some of the best I've seen. And the fact that they're on a dot brand just further reinforces, a, how amazing Google are at building great sites and launching them on their dot brand but, b, how much trust they must have in these. These could have gone on any domain and they haven't. It's absolutely amazing what they've done here.

So again, if you haven't seen those sites, go and check it out. Both of them are campaigns that are significant. In particular, Life In a Day is a social responsibility and welfare activity that's being undertaken by YouTube. So again, just personally, I just wanted to call these out. If you haven't seen them, please go and check them out. I absolutely love them. They're probably the best examples I've seen in a long time. Thanks, Martin.

And I guess something that's a little close to my heart ... I'm very fortunate to have been asked JPMorgan Chase to represent them on the BRG. And I thought that it might be worth sharing. I know this is not going to be for every dot brand. But it might be worth sharing, very

quickly, what we've been working with, with JPMorgan Chase over the last year or so. Thanks, Martin.

We have been working with the Chinese government, the MIIT, to get .JPMorgan and .Chase. They've now been the first international dot brands that have been accredited by MIIT. And it's been an extensive process, as you can see here, by our team here at GoDaddy Registry, who've helped them with the necessary technology in China, as well as operational and advisory services to help get them set up in ongoing compliance.

But this is a fantastic thing. As I said, it's not for every dot brand. But for those of you that are interested and see significant benefit in having content hosted within the Chinese firewall, this is a project that I think is going to add significant value for many dot brands over the next few years.

So, you'll see some activity. They'll be able to report back to you on that later this year or perhaps early next year around JPMorgan Chase's activities in China. But for now, I guess a good news story that the Chinese government has approved those. We're really excited that we've gotten through that process with JPMorgan Chase. Thanks, Martin.

So, I guess, just in quick summary, I'm all about this idea of, "What can dot brand bring to you and your organization?" and finding different ways. We've talked a lot on MakeWay.World about different concepts. But ultimately—thanks, Martin, if we'd just skip forward—I just want to reinforce to everyone. And we're talking here ... Martin, you

mentioned it earlier about .ACO, that it's not about domain registrations and volume. That's true. And that is absolutely true.

But what I think is a really important concept for us to continue to focus on is that everything dot brand has value. And when we're in a world where we have a lot to say as digital organizations and we're trying to get customers to have direct relationships with us, many of the organizations that I work with at the moment are seeking opportunities to think about what happens on the left-hand side of that dot brand dot.

And the further that we have those—the more workshops that we have—the more we're exposing opportunities for them to bring new ideas, promotions, content to the fore and help organizations with their long-term digital ecosystem health. I think this is a really strong word for it. It's about creating health in your digital ecosystem moving forward. Thanks, Martin.

So, quick summary. Thanks, guys. I know we're short on time here today but I thought I'd just reiterate a couple of things that we do here at GoDaddy Registry for everyone's benefit. Martin mentioned the first one, if we keep moving please. MakeWay.World remains available to everyone—up-to-date information with all of our blogs, and interviews, and showcased information—all those sorts of things. Many of you have heard me talk about this before so I won't go into it in depth. And if just keep clicking through, Martin. Thanks.

It's got the stats up there, that you're able to type in the name of a TLD and look up some basic information as to what's happening within

that TLD. And then, every two—sorry, twice a year—we public the Industry Report, which you can also find there. The last one of those was available, I think it was about a month ago, featuring a superstar you might be about to hear from I think. Dawn from Sky is our key piece on that Industry Report.

Very proud of that. Very proud of the team. And in particular, I guess, for the purposes of this conversation, I'm very proud of all of us in the dot brand community, as I said at the start. I think we've done an amazing job to get to where we are. And yet, I still feel really bullish that this is just the beginning of what's ahead.

So, with that, I'll pass back to you Martin. And yeah. Feel free to ask any questions. I'll hang around for the end of that.

MARTIN SUTTON: Thank you, Tony. Much appreciated. And I think I won the bet. That's a side bet for us to think about, not the audience, all right? It was a photo finish. Let's put it that way.

TONY KIRSCH: Noted.

MARTIN SUTTON: Let me segue into our next speaker. I'd like to introduce you to Dawn Shackleton from Sky. And I'll move on and hand over to you. Thank you, Dawn.

DAWN SHACKLETON:

Hello. Thank you, Martin. And good morning, good evening, good afternoon, wherever you are. I'm going to talk about .Sky and our brand registry strategy, or the strategy in relation to the brand registry. And, Martin, if you could ... No. Let's stay here for the moment.

Who is Sky? Sky group, we're Europe's leading direct-to-consumer media and entertainment company. And we put out content on many platforms, as linear, satellite, OTT—all sorts of things like that. We're also an ISP. We sell mobiles to our customers. We provide landline telephony for our customers in the UK and Ireland. So, we have a broad spectrum of products and services that we provide to our customers. If you could go to the next slide, please, Martin. Thank you.

So, what is our strategy? So, it's about making sure that we have a strategy. And with .Sky brand TLD, it's the realization that it's Sky's exclusive real estate on the internet. And in the business world, and in the commercial world, domains are seen as ... They're not seen as technology. Marketeers see them as some way of branding and things like that.

However, a TLD and a domain name is a piece of technology. And at Sky, I work out of Group Sky Technology. And I've been managing the .Sky registry since it was delegated. And I was involved in the feasibility study to apply for the .Sky TLD. So, there is a level of consistency, shall we say, at Sky, in terms of somebody knowing that it exists, that we have it, and so on and so forth.

So, what is our strategy at Sky? I think it's really important to understand the organization that you work in, especially the business and technology culture. You've got to understand how it works, who the stakeholders are, and how the organization likes to brand itself and protect its customers, its products, and especially, its reputation. For a brand, its reputation is key because if you have a poor reputation with your customers, then you're on a hiding to nothing. And frankly, you could go out of business quite quickly.

So, the next pillar is about incorporating your brand registry domains within your existing company domain name portfolios. And it's essential because you shouldn't be treating it, in my view, as something separate. It is all part and parcel, again, of your brand, your reputation, and how you present yourself to your customers, and, indeed, your suppliers, and the world, and all the territory that you work in.

The third pillar is about centralization. So, what we're working on at the moment is centralizing all of the Sky portfolios. We have businesses in Germany, and Italy, and we have satellite offices around the rest of Europe. But what my team is working on is centralizing the portfolios out of the Germany and Italy—bringing them into one area so that my team can manage the more administrative aspects of domain names.

And Sky doing a .Sky domain name is also a centralized issue, especially as I'm the manager of the TLD. And that seems to be working quite well because we're now getting some traction in

Germany and Italy. They're wanting to use a .Sky domain for more local engagement with their customers. And so, it is all coming together.

And it's important to make sure that your domain portfolio, including your TLD, is handled by a specific team that have that responsibility. And you make it a specific workstream within your organization. And also, it should be seen as a specialist role. Certainly, it's important to have an understanding of how the domain industry works. And certainly, when you've got your own TLD, it's important to understand how ICANN works and the communities that you're part of.

And I'll give a shout out to the Brand Registry Group. It's been a fantastic association to be associated with, in terms of ideas and how to manage a TLD. Frankly, without it, I would have been at a loss to manage the .Sky registry.

The fourth column is about promoting awareness of your TLD within the organization that you work. And it's about maintaining that awareness on all of your stakeholders' radars. If you don't, it will get forgotten about. So, it is key to your strategy in relation to your dot brand TLD.

And the last one there is ... Well, we're a media company. We're an entertainment company. We like to celebrate things. So, we like to celebrate the anniversary of our brand TLD delegation. And so, I would encourage everybody to have that as part of their strategy. Next slide, please, Martin.

So, as you can probably gather, it's crucial to build a domain name strategy, not just a strategy for your TLD but to have a strategy for all of your internet namespace. And there are six points here that I would like to just very quickly talk about.

So, it's crucial, I think, to keep up-to-date with domain name trends and changes in the industry. And then, it's about translating those trends and changes into a dynamic domain name strategy for your business. And especially so, when like us, or like me and my team, we are dealing with a generic word as a brand, it becomes really tricky. And yeah. You just have to stay on top of what's going on.

Then, another key piece is about building stakeholder networks. So, in my team, we have extremely strong and dynamic working relationships with our IP legal eagles and our international lawyers. And we are absolutely ... We just go out and we befriend our marketeers and our PR people, especially the brand team because .Sky is our brand—or Sky is our brand and the .Sky internet namespace is critical to the brand team and the company as a whole.

And then, we have ... You need to foster some technical strength within your workstream and the team that are managing your domain names and your TLD. DNS knowledge will get you a long way to understanding how the internet ecosystem works. And it will also help you to maximize and really work your domain names, work your dot brand TLD, work the domains that you currently use and will probably continue to use in the best possible way.

And a lot of that, through understanding DNS, it gives you many more options of utilizing those domain names, especially with subdomains. And when you do that, as I say here, you can say, really, goodbye to a very swollen domain portfolio. So, it does enable you to optimize your domain name portfolio. And likewise, your .Sky—well, in our case, our .Sky TLD.

It's also important to understand how long a domain name is required for, both in your TLD and, I think, in your domain name portfolio. So, you need to understand how long will the branding, or the film, or TV show, the product, the service, or indeed, the technology ... How long is it going to be around for? And with that, it gives you this avenue of being able to utilize an existing domain, active domain, and subdomain—the work that you want to do, especially the short-term work on promotion and branding that you want to deal with.

So then, moving on to global reach, it's really ... Certainly for us, it's critical that we consider the countries that the company operates in and future business expansions. We are part of Comcast and NBCU. We're one of the three main companies within Comcast. And we currently are just in Europe. But there's always this view that we will reach out even further and provide our terrific content and services—products and services—to the rest of the world and be less Europe-centric.

And so, therefore, it's important to understand how you can achieve a global reach. And a TLD—having a brand TLD—provides you with that

because it is a global TLD. It's not just for the countries that you currently operate out of.

And the last one there is the quality. It's about quality-defensive domains. So, it's what we concentrate on. Sky is defending ourselves more with the non-trademarked branding products and services that we provide. You do have a level of protection when you have a registered trademark and in the internet namespace. So, you know that's really where we concentrate in terms of having quality-defensive domains.

And we also highlight where vulnerabilities are in the domain name arena, e.g. we can concentrate less on typos, and hyphens, and Cyrillic characters and all of that good stuff. And it goes back to the first point on this slide about understanding the domain industry and the changes—the trends and the changes in that world. Next slide please, Martin. Thank you.

So, here is just some illustration of how we're currently using .Sky. So, at the top on the left-hand side, you'll see that we're using contact.Sky for consumer and, indeed, employee messages and emails. And we do utilize DKIM, DMARC, and SPF records in this space. So, we have a level of security. And it just provides us ... Our consumers, our customers, our employees know that the message is coming from Sky. It's not coming from anybody else.

On the right-hand side, at the top, you can see fluvaccine.Sky. And we've been fortunate enough that Sky has been looking after its

employees during this pandemic. And we've all been given the opportunity to obtain a flu vaccine, certainly in the UK.

Sky Production Services. So, it's productionservices.Sky. We actually have world-class studio and production services that we hire out to production companies. And this is their website. And then, to the side of that, you can see SkyGroup.Sky. This is our corporate website—everything corporate. All our corporate affairs, all the information about us can be found here.

So, I would encourage you to take a look. We also used .Sky for infrastructure—technology infrastructure. It's extremely popular in our technology product teams. And I'm hoping that by the end of next year, at the next assembly, I can reveal some of this stuff that we're working on with those technology teams because there's some exciting things happening. But I can't talk about it.

So, thank you, Martin. I think I've come to the end. And I'll answer any questions as best I can, at the end of the session.

MARTIN SUTTON:

Thank you, Dawn. I note there is a question in there. We'll come back to that in the Q&A because we've got some extra bits to go through here. Before we do, I'm going to just allow Tony to complete his day. There was a question posted by Craig, regarding the length of time it took to cover the MIIT process. I wonder if we could just ask you, Tony, just to respond to that. And then, we can let you go. You might be on mute.

TONY KIRSCH:

Beg your pardon. Try that again. Thanks for the question. So, yes. In terms of timing with this project, if you were trying to get an accurate read on how long it would take you, I'm not sure I can provide you if one. Because if I'm really honest with you, COVID and a variety of things around that has thrown a pretty significant spanner in that project. It's taken us over a year. But that's not to suggest that it couldn't be done significantly—with significant improvements in that timeline—and I think COVID, obviously, being a big one in that.

As you would appreciate Craig, within that sector with financial services, the documentation and approach to that was very rigorous. So, I think if you were looking at this as a TLD or a brand owner—a dot brand owner—you'd want to be thinking six to 12 months as a minimum.

But in our case, it's taken a little longer than that for the aforementioned challenges of being one of the first, if not the first, international dot brand to do this with the Chinese government. I think there's been a little bit of learning, which is not uncommon for those of us in the domain name space, in the ICANN world. As we innovate, we tend to run into little challenges of building bridges as we walk. But we're there now, which is great. But yeah. Six to 12 months would be a reasonable timeline, I think, for anyone seeking to take that on.

MARTIN SUTTON:

Thank you, Tony. Much appreciated. And if there are any questions at the end, I'll try and cover them off or we'll circle back to you after the session. All right. Thanks very much.

So, one of the things that we have been trying to learn about over the last eight years is learnings from the new gTLD round for 2012. So, I'd like to introduce you to Susan Payne. And Susan in the Brand Registry Group's—one of the legal advisors and is very—has been following this closely, amongst other BRG members, over the last four years' work of the Subsequent Procedures Working Group. So, Susan, I'll hand over to you and control the slides as we go along. Thank you.

SUSAN PAYNE:

Okay. Thanks, Martin. And hello, everyone. You're welcome to this session. It's just a really brief update on what's been going on in the working group called Subsequent Procedures, which is the one that's setting the policy and implementation guidance for future gTLD releases, based, obviously, on experiences from the 2012 round. And it's a huge effort. Anyone who saw the hundreds of pages of the draft final report will appreciate that it's not possible, obviously, in the kind of time we've got available to talk about it in real detail here.

So, I've just tried to pick a few highlights, if you like, and things that seem to have particular relevance to dot brand applicants or potential applicants. Thanks, Martin.

So, we're at the stage of close to the end of the work on SubPro. It's been going on for more than four years. The draft final report went out

for public comment, which closed in September—so, basically, just a couple of weeks ago. And it's the task of the working group, now, to review those comments and consider whether anything needs to be revised or changed after taking into account the input.

That group—the PDP working group—is due to finish its work by the end of December and send its final recommendations to the GNSO Council. Now, I would say that that is a really aggressive timeline. So, for the people who are participating in that work, we have a lot to do.

There were approximately 50 comments received. I would say a lot of these are positive—people just supporting outcomes and so-on. But there are some areas where there's some more significant comments. And they were really detailed, thoughtful comments from the ICANN Board and ICANN Org in particular, where they've commented on aspects of the report—in some cases, asked for clarity or further work, or further consideration. So, as I say, there's a lot to do in relation to that.

And obviously, the Board and Org are only two sets of input into this process. Their views don't have governing weight in the multistakeholder process. But I think it's fair to say that given that a new gTLD program would be implemented by the ICANN staff sitting within Org, and given that it's the Board that has to adopt this program, it makes sense for the working group to give serious consideration and thought to the issues that they've raised and try to take them on board.

So, just generally, briefly, on timing, we probably are looking at something like an application window opening in about Q4 of 2022. But as with all of these processes, it is somewhat dependent on how long it takes to get through the next phases. So, we have Council, in theory, getting the report by the end of this year. Council will need to review it and vote on it. And then, in the ordinary course of events, it would go to the Board for adoption.

ICANN Org is actually proposing for all PDPs—but it would impact this one—what they’re calling an operational design phase that they’re talking about building into the PDP process, which would come between Council approval and Board approval and is intended to be more of a costing and feasibility assessment by staff before the Board consider and vote on recommendations.

And obviously, that might have an impact on timing. It could mean that it actually speeds things up further down the line. But it does very much mean that, potentially, it might take longer for the Board to adopt something. That’s still a proposal and it’s something on which there’s input being sought at the moment by Göran. So obviously, if this is an area of interest to you, it’s worth flagging that as something you might want to have a look at. Next slide, Martin. Thank you.

As I said, I think it’s fair to say that we’re fairly confident now that the next new gTLD releases will be a series of discrete and predictable rounds, but which I mean an open application period and then a closed evaluation, objection, contracting and delegation type period. There may be overlap. It’s not necessarily the case that all of the TLD

applications from one round would be through that whole process before the next application window would open, although, obviously, some people have made comments on that, expressing concerns. A few members of the community have expressed their concerns.

I think the Board and Org are keen to have a bit more clarity from the working group on what might be perceived as being the end of a round before the next one starts. But generally speaking, I think the working group's recommendations on that are fairly fixed now, in terms of cost, because obviously, anyone who's thinking about applying in the next round wants to know how much it's going to cost them.

It's not really the place for the working group to set an absolute fee. But obviously, they've tried to give guidance of considerations to be taken into account by staff, who will be setting the fee when they've taken into account the costs of the program, how much it's cost to set up systems and processes, and so on.

It's intended that this should be cost-neutral. So, it's not a revenue-generating process for ICANN. Also not intended to be something that runs at a loss. And because the working group's envisaging rolling windows going forward, there might be cost reckonings and changes to the application fee along the way.

One of the areas where I think the working group and a number of us, certainly in the BRG, had hoped for improvements in cost was around whether improvements to process could drive some cost savings. And one of those in particular that were looking to was this notion of

registry service provider, or backend provider, pre-evaluation. That would reduce some of the duplication that we saw in the last round, with technical answers to applications and with some of the testing and so-on that was required.

Interesting, actually, in that respect, that the Org's comments are in favor of having a single, uniform application fee, irrespective of whether there's an RSP approval process or not. And whilst again, as I say, Org's comments don't necessarily win the day, that is something that the working group will have to think about because it somewhat undermines, really, a lot of the benefit of the RSP preapproval, pre-evaluation, if it doesn't drive a cost saving. And indeed, it could actually—in that circumstance, could actually mean that the cost was higher because someone will have to pick up the cost for that pre-evaluation exercise. Next one.

So, moving on to some dot brand considerations in particular, I think one of the good things coming out of this is that we are now seeing the formalization of the dot brands status as a specific TLD site. That's very important to us all, obviously. There are also some proposals coming from the working group to reduce or remove some of the obligations that were perceived by dot brands from the previous round as being, perhaps, irrelevant to their TLD type.

So, for example, proposed that there should be no continuing operations instrument. That would be something like the letter of credit that was required to have in place for an applicant to cover the cost, in case the registry failed and had transition to the emergency

backend registry operator, the view being that these closed TLD spaces don't sell commercial names. And therefore, there's not the same need for registrant protection.

And another one of interest and importance, and quite live debate currently, is around the public interest commitments that cover, in particular, security threats and monitoring—so, Specification 11.3 (a) and (b)—again, the proposal being that those particular commitments wouldn't be needed in a close registry type environment.

Now, I would say that that has had some pushback or some requests for further thought and clarification from Org and the Board. Org pointed out that dot brands—whilst many dot brands might be entirely closed, it's not ruled out that they might allocate names for use by third parties such as licensees. They gave the example of car manufacturer, for example, who might use its dealership ... Might allocate names to their dealership—and so, felt that there were still consequences for registrants and for the wider end-user community if a dot brand failed.

And so, obviously, that's something that we in the BRG will want to be working through and considering some of those types of scenarios and what the—how the risks, if they really are risks—how those risks would be handled if there isn't the COI in place.

In terms of application changes, one of the real improvements, or perceived improvements, from a number of us in the working group, coming out of this PDP work, has been efforts to try to improve the process for applicants who find themselves coming up against

problems—so, either an objection, a GAC advice, falling into contention with another application—and to try to build in processes that might allow more applicants to go forward, rather than being thrown out of the process because of one of these issues.

So, there's a limited—a proposal around limited changes that might be made to the application, either in terms of who the applicant is, or even in some limited cases, to the string itself, to try to allow that hurdle to be overcome. And in particular, for the case of a dot brand, the working group is recommending that it might be possible, where you're in a case of contention, to add some kind of a descriptor to the dot brand that relates to the services or goods offered in your trademark registration.

And so, as an example, if there was a company—a tech company with the brand Banana that was finding itself in contention with another brand that also used Banana, perhaps, for clothing, that the tech company might add “computers” onto Banana and therefore, go forward with that TLD. Perhaps the clothing company would also attach a descriptor.

Obviously, if that were to be the case, we would feel very strongly that in that circumstance where the brands had to do that, it should still qualify for Specification 13. And so, that's something that's been flagged by the BRG and some others, in the terms of the comments, and indeed Org has as well. It's likely that it would need a change to Spec 13. And so, that's quite an important thing. But I think it gives an important benefit for brands.

One of the other areas, in relation to this application change process, which has caused—which I think will cause a deal of work or a deal of further consideration to be required—is around the adoption of registry voluntary commitments. That’s a new term for what know of as PICs, or public interest commitments, in the previous round. It’s basically this notion the registry applicants could adopt various promises into their contract to try, again, to overcome some of these objections and conflict issues. So, there might be a PIC adopted as to the manner of use, for example—sorry a registry—RVC.

That has led to comments from the Board and Org expressing concerns or potential doubt of the enforceability of new commitments of that nature. They pointed out that it’s a legal issue surrounding ICANN’s mission under its bylaws, in particular the provision that prevents ICANN from seeking to control services or content on websites, as opposed to the domains themselves.

And that—the existing PICs that we have from the 2012 round were grandfathered in, specifically during the work that developed those new Bylaws. The Board and Org have both expressed a concern about new PICs or new RVCs, where they might expand any content regulation or content restriction, about their ability to enforce those.

So, there clearly needs to be some more consideration of that. There might be ways to address that by ... Well, we need to understand exactly what the Board is saying. Possibly, there might be a need for some legal advice on this. It’s not inherently impossible to amend the Bylaws. But it has to be said, I think that that’s a pretty lengthy

process. It's a very community-based process, obviously, because it's quite a big deal to amend the ICANN Bylaws.

And the issue of content regulation, as we know, is a really thorny one in ICANN. And indeed, the adoption of this particular language in the Bylaws, was very hard-fought. And so, actually, a Bylaws amendment is by no means something that one could assume could happen. Next slide, Martin.

Finally, just a few other issues that I think come up for brands and others. On singulars and plurals, as we know, there's likely to be a prohibition on singulars and plurals of the same word. But the working group wants to allow for circumstances where, perhaps, the intended meeting of the gTLDs was different so that effectively, one isn't really a singular or a plural of the others.

And whilst this obviously has an impact for brands because in many cases, a brand might be singular or plural of a descriptive or other word, Org ... Obviously, in addition to this RVC issue that I just talked about, Org also flagged that they thought there was an inherent ambiguity in relying on the intended use of the TLD and argued that a registrant, or indeed a registrar, might sell to a registrant outside of that intended use and that the registry wouldn't have control of that.

I think whilst we may want to debate the veracity of that in relation to an open TLD, on a dot brand, I think there is an extraordinarily high degree of control. And so, it may be that this is an area where a dot brand, at least, could go forward on this basis, even if it has to be reconsidered elsewhere.

I'm conscious of time. So, just a couple of other things. If you were part of the previous round, you had to commit to a covenant not to sue ICANN. The working group has sought to minimize the impact of that in some ways. And perhaps unsurprisingly, the Board is pushing back quite hard on that and has pointed out that if there's any weakening to the covenant not to sue, it might preclude their ability to offer the program at all. In other words, if ICANN is going to run another round, they want to be ring fenced from liability.

And finally, changes to the registry agreement. It's likely there'll be some changes in the RA for the next round over the 2012 one. Org has a strong preference for them to be a uniform Registry Agreement. Again, we don't have to necessarily adopt what Org wants but just to note it. It does mean, I think, that we've seen a history of Org and staff seeking to renegotiate Registry Agreements when they come to be renewed. And so, they put a number of legacy TLDs on the 2012 agreement.

When you TLD comes up for its 10-year contract renewal, if there's a significantly different Registry Agreement now in place for the next round, then you'll see pressure from ICANN staff to move you onto that new Registry Agreement. So, it's something to keep an eye on and be aware of.

And then, just final slide, just to flag that there are ... There are two SubPro sessions this week. In fact, they're this afternoon—this afternoon Hamburg time. And covering—starting to look at the

comments—basically, covering a range of topics, including some of those that I’ve just talked about and the others highlighted here.

So, obviously, this is a very whistle-stop tour of SubPro and where we currently are. But there’s more work to be done before we get to the end of the year. Thanks, everyone.

MARTIN SUTTON:

Thanks so much, Susan. And that’s a great update, in terms of only recently having the comments with us from different components of the community. So, I appreciate all the thoughts and altering us to the various parts of comments that are coming that relate to dot brands.

So, I just wanted to bring us back to one of the points there that was raised on DNS abuse. It is certainly a focus for the ICANN community and has been for a last year or so. And I just wanted to give an opportunity, just to alert everybody to how does a dot brand safeguard users in this respect?

To start with, there is control—basically, from the root of the internet, through to the delivery of services, communications, whatever they use on those domains, to the end user. So, having that control is something that you do not get from maintaining portfolios of ccTLDs and gTLDs. There’s a number of components and different parties in the equation, should you need to ever recover from an incident that may occur.

So, also, the design, basically, of the dot brand model is that there are limited registrars. Typically, you only need one. But as a safeguard

measure, you've got the opportunity of having up to three registrars in situ, in case that you needed to transfer any or for contingency purposes.

So, there is limited exposure in terms of the number of registrar connectivities that are included with the dot brand registry operation. There's no resellers involved and there is no secondary market that we've talked about earlier as well. So this, in all, minimizes a number of attack vectors that potentially the open commercial registries have to manage and spot the risks.

In terms of trademark abuse, which we're all familiar with trying to protect our trademarks online, the dot brand also gives increased security. You're not going to have speculative domain registrations on a dot brand. You're not going to have trademark infringements on that dot brand. So, that again minimizes risks with regards to trademark abuse.

But at the same time, the extended use of a dot brand starts to enhance that online brand authenticity and the overall trust to users. So, these are important factors to bear in mind when we look at DNS abuse in the wider context.

Beyond that, there's also layers of security that can be built into the dot brand. And whether you're deploying DNSSEC, SSL, HSTS, these can be done at a TLD level for a dot brand—again, something that the user may not be observant of but it increases safety for those users.

It doesn't mean that a dot brand is immune to abuse. There are still attack vectors that may impact them—perhaps vulnerabilities in the websites that they're hosting are exposed. And these are always a challenge for anybody because any vulnerabilities are tried and attempted to use to leverage different attacks.

However, by operating on a dot brand, that ability to monitor that landscape and respond to incidents is probably far quicker, far more reliable, because you're only dealing with a number of components, most of which you're in charge of. So, you minimize any impact. It may not even impact users. But if it does, it would minimize them, in the fact that you are able to quickly identify and respond to incidents as they occur.

It's far more difficult when you're trying to monitor across a domain portfolio, where you'll use extensively gTLDs and ccTLD domains to deliver your services. In particular, with a dot brand, it will scale as well. So, the more you use it, you will still be able to contain any issues fairly effectively and easily within that environment.

Notwithstanding that, we still are interested in being involved in discussions within ICANN and within the Registries Stakeholder Group. We've participated in the DAAR Team and DNS Abuse Working Group that's recently been pulled together.

But one of the things that we want to make sure is seen here is that there are different models that we've introduced to the DNS. And the abuse measures or responses need to be balanced with those. And in particular, the dot brand registry model is one that we're obviously

interested in. But there are others where risk exposure is far different to the larger, open commercial TLDs.

So, conscious of time. We've just got a few minutes left. I did want to just quickly flag some of the benefits of organization that our members enjoy. This is available on our website. And you'll be able to find out more information from there. But essentially, we cover greater insight, collaboration, and representation for our members.

So, I know we've had some questions in the chat, which have been responded to. If anybody has a quick question, we've got about a minute left before the shutters come down and we're switched off. In the meantime, here's some contact information that you can contact us on.

And whilst I'm waiting to see if there's any questions ... I don't see hands up. If you believe parts of your community would be interested in some engagement with the Brand Registry Group, we are very happy and willing to join any of your meetings—not necessarily at ICANN itself. I know that there is always problems trying to fit everything into heavy schedule—but outside of ICANN meetings, when you get together and have an opportunity to have guests join your meetings. Certainly, let me know and we'll be happy to arrange that and organize that.

I still see no questions. So, I hope that was helpful for you. Enjoy the rest of your ICANN 69 meetings. And we look forward to seeing and hearing from you again in the future. Thanks very much. Sue, we can close the recording now. Thank you.

SUE SCHULER: Thank you, Martin. Terri, please end the recording.

[END OF TRANSCRIPTION]