

DECENTRALIZED WEB

BRG ICANN73

Tom Barrett – EnCirca

If
you're not
paying
for a product,



you
Are
The
Product.

PRIVACY BACKLASH



The Decentralized web is a movement to regain personal privacy.

SELF-SOVEREIGN DIGITAL IDENTITIES



- Decentralized Webs for consumers (Metaverses)
- Eliminates “censorship” (immutable & anonymous)
- Enabled by more data encryption and security than Web2
- Eliminates intermediaries that can “sniff your data”
 - Web2 Browsers and social networks (Big Tech)
 - ISP’s, Cloud Providers
 - SSL certificate authorities
 - ICANN and its contracted parties



BRANDS ARE FOLLOWING THE CONSUMERS



...Just like they followed them to Social Media

Spike in trademark filings for Decentralized Web

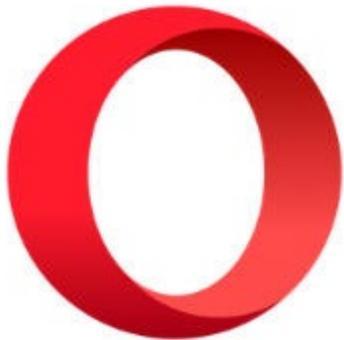
*“U.S NFT trademark applications skyrocketed 400x in 2021 with 15 registrations daily in 2022”
(www.MENAFN.com 2/22/2022)*

“Metaverse Trademark Applications Reach 16,000 in China” (www.fxempire.com. 2/22/2022)

THIRD BROWSER WAR IS COMING

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- ✓ Digital Wallet Apps
- ✓ Privacy Focused
- ✓ Access Permissions
- ✓ Default to AltRoots



EthDNS

ALTROOTS ARE PROLIFERATING

Domains playing a Supporting Role

- Ethereum blockchain (.ETH)
- Solana blockchain (.SOL)
- Polkadot blockchain (.DOT)

Domains have the Leading Role

- Unstoppable Domains (.CRYPTO, .WALLET,...)
- Handshake blockchain
- Butterfly, Nexbloc, Decentraveweb, Exip, BitDNS, DAS, HyFi, Quik, Human,...

THE DEMOCRATIZATION OF TOP-LEVEL DOMAINS

TLDs for everyone!

- **.THOMASBARRETT** – Personal TLD
- **.CAKE** – Community TLD
- **.ENCIRCA** – Brand TLD



HANDSHAKE LAUNCH

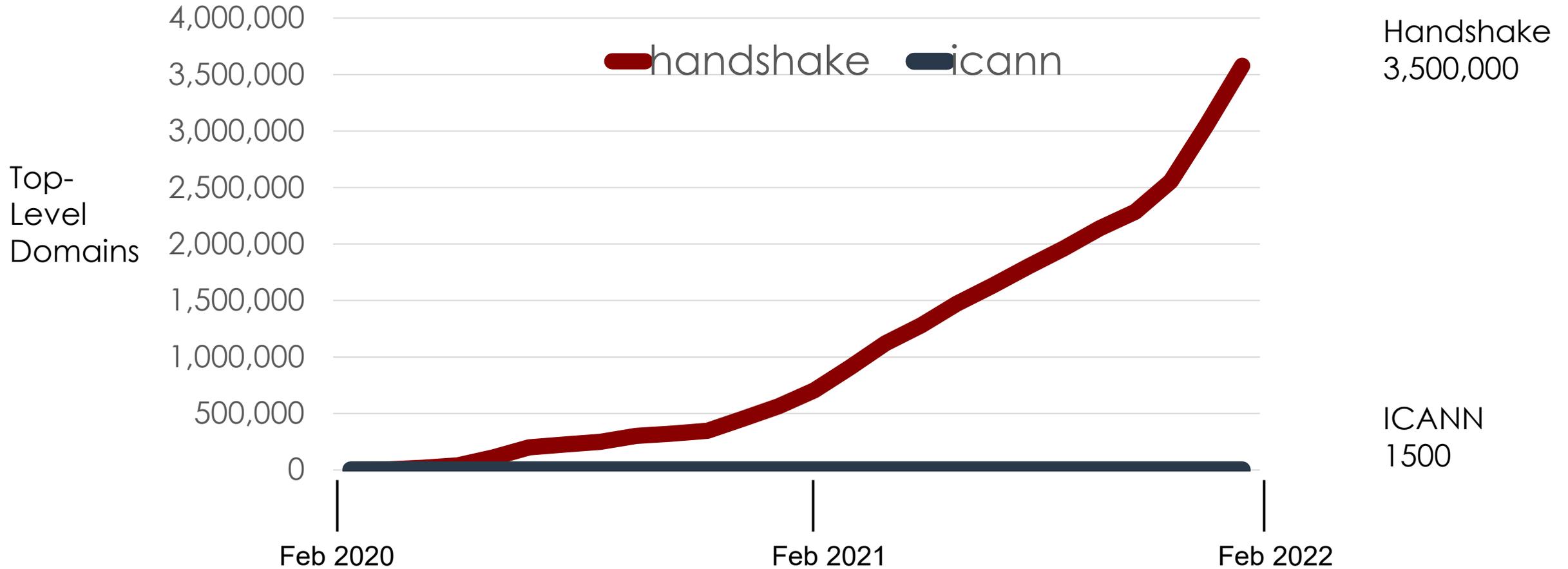
“Sunrise” Period – ends after four years

- Reserved the ICANN Root as of February 2020
- Reserved the domains of the top 100,000 websites
- Unclaimed names will be released at end of Sunrise

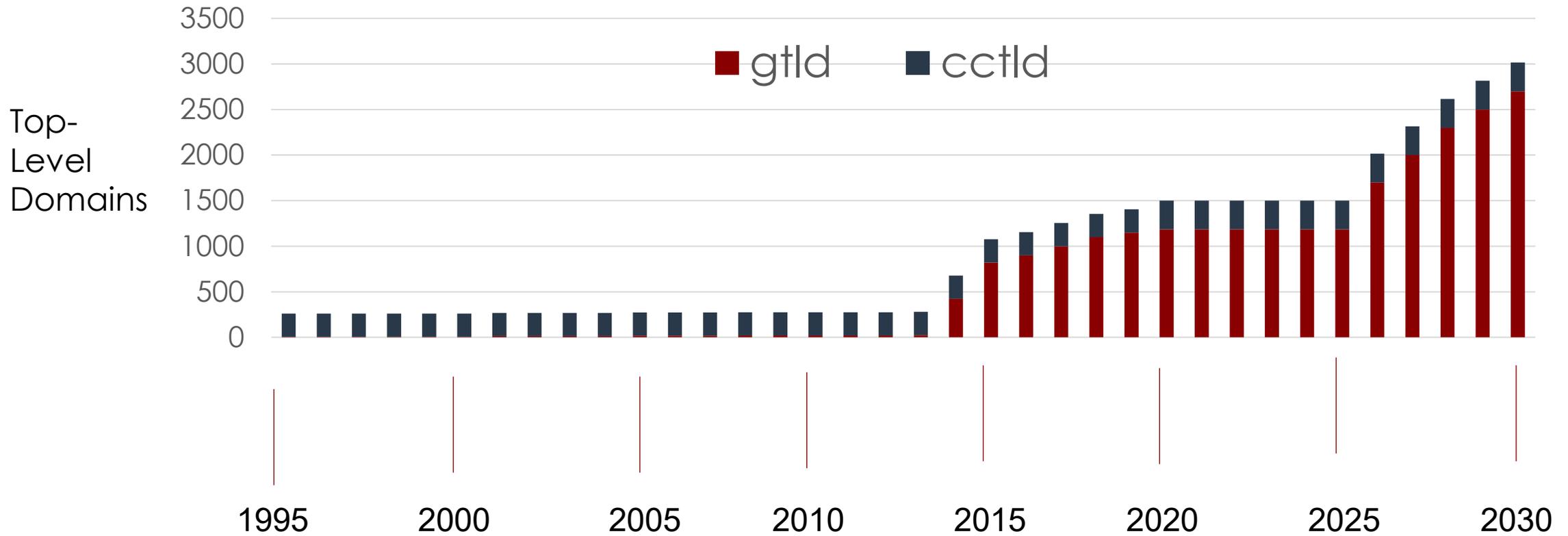
General Availability Auctions in February 2020

- Usual mix of early adopters and speculators
- Some bad actors: infringement, homographs
- Ignores ICANN reserved strings and restrictions

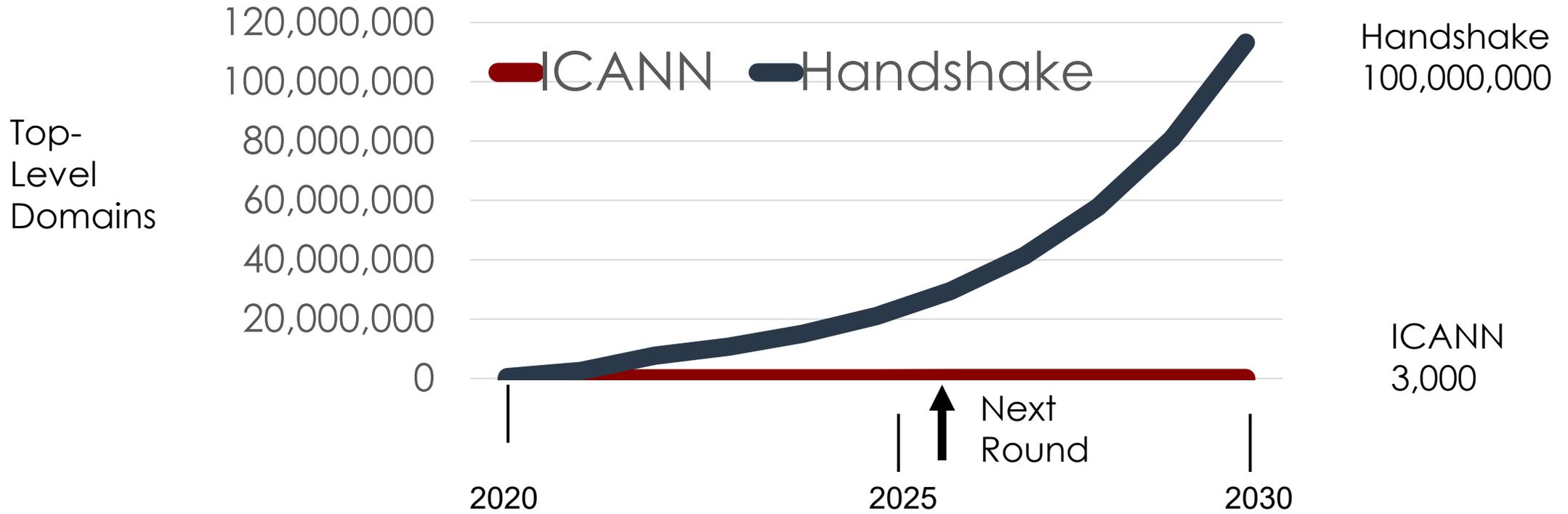
HANDSHAKE GROWTH



ICANN ROOT FORECAST (2030)



HANDSHAKE GROWTH



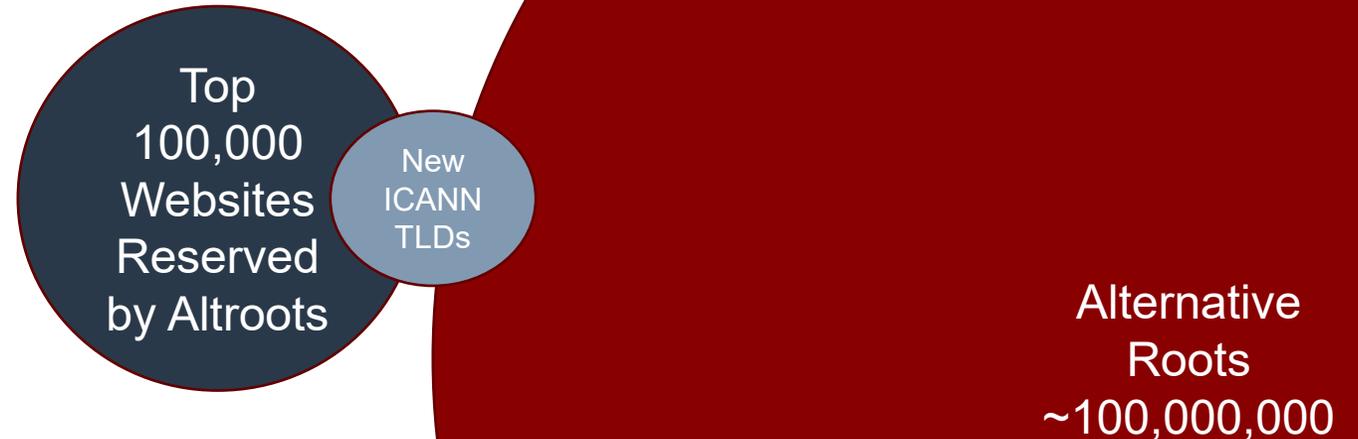
ALROOTS ARE NOT GOING AWAY

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The most successful
AltRoots will use reserved
ICANN strings

Most new ICANN TLDs will
collide but impact to
Dweb will be minimal

AltRoots will file Legal
Objections in next round



THANK YOU!

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DNS Industry

Consolidation, reducing choice and competition

02 Before the 2012 round

- Registry “oligopolies”
- Limited choice of TLDs
- You were either a Registrar or a Registry
- Registrars had to “apply for access” at Registries (May I sell your TLD?)
- Registries were one important limiting factor for industry success
- Great energy and excitement for the next round and for the coming opportunities
- ...

After the 2012 round

- Broader choice of Registries and TLDs incl. IDNs
- Registries had to “apply for access” at Registrars to get distributed their TLDs (Please sell my TLD!)
- Registrars were one important limiting factor for industry success
- New players, like Google, Donuts, and others, some of them without any history in ICANN
- ICANN reality of the (very slow) delegation process produced a lot of headache and took away a lot of the spirit
- ...

Today

- Ongoing consolidation both in Registry and Registrar business
- Vertical integration – Registrars and Registries in the same hand!
- Professionalization of the industry
- The industry has become a target for professional investors
- Development of conglomerates → new “oligopolies”?
- **Does this lead to less consumer choice, competition, innovation and willingness to push a next “round”!?**



O&A - Thank you!

In case of questions:

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Thinking beyond domains.

LEMARIT

A Secure and Trusted Internet

Brand TLD Value to Internet Users

Why Brand TLDs Help Consumers?

DO CONSUMERS TRUST THE INTERNET?



HOW CAN WE TRUST DIGITAL BRANDS ?

What is the DIGITAL Brand?



The Domain Name System

Enterprises own 100s, 1,000s or 10,000s of domains

How can Consumers know what to trust?

WHY SO MANY?

Trademarks

Products

Campaigns

Programs

Events

Partnerships

Local Market Needs

Brand Protection

Mergers & Acquisitions

Business is Digital

Digital runs on the DNS

Enterprise Shift to Brand Authentic Trusted Space



TRUSTED • SECURE • CONTROLLED • AUTHENTIC

1. IANA/ICANN Trust Anchor

Brand Authentic Space

2. TLD Security Policies

ie: DNSSEC, SPF, DMARC, End-to-End Encryption, etc.

3. Security Policy Compliance

CONTROL • VISIBILITY • AUTOMATION

A proprietary network at the root of the Internet, leveraging the ubiquity, security tools and stability of the IANA Root DNS. Secured • Trusted • Controlled

**Trust**

Brand TLDs are trusted name spaces because they are exclusive to brands.

**Marketing**

Communicate elegant brand messages and improve marketing communication KPIs.

**Security**

Related to trust as brand authoritative. Secure it with DNSSEC and SSL certs.

**Data**

A brand TLD provides visibility into query and traffic data insights not previously available.

**Credibility**

The majority of brands will eventually own a brand TLD. Owning it will increase market credibility.

**ROI**

Every dollar invested in a brand TLD ecosystem builds brand equity and long-term returns.

**Control**

The brand has complete control and access to all associated business data.

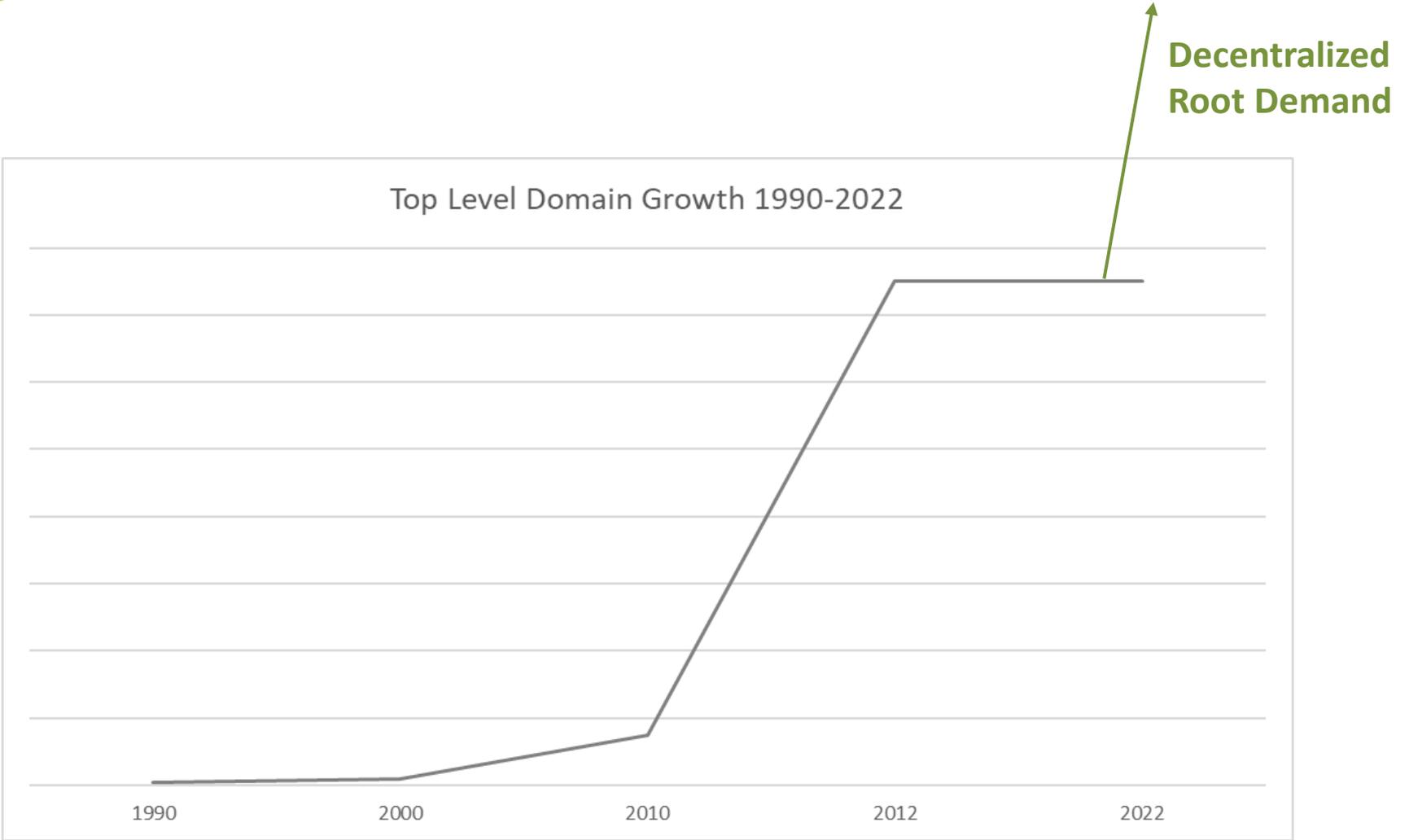
**Innovation**

A blank canvas to develop innovative use cases that are new, better and different.

 **USE CASES**

ICANN Governance Policy and Controls

1998 - 2022



Growth on blockchain TLD roots is massive. Tipping point is near.

ICANN risks relevance without near term and predictable IANA root expansion.

Innovation thinking and investment goes to the predictable growth path.

The only path forward is a shift to an
execution bias v. an ongoing **analysis** bias.

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