.Brand Registry Group

ICANN 75 – Kuala Lumpur, September 2022

The Association for Brands at the Top Level

Welcome

Today's Session

- .brand Industry Update
- Key .brand Statistics
- .brand Case Studies
  - .fox
  - .sky
  - .gmo / .honda
  - .godaddy
- Next Round Update
- Joining the BRG
- Q&A
- Cocktails and Conversations (for those in attendance)

Today's Session

- .brand Industry Update
- Key .brand Statistics
- .brand Case Studies
  - .fox
  - .sky
  - .gmo / .honda
  - .godaddy
- Next Round Update
- Joining the BRG
- Q&A
- Cocktails and Conversations (for those in attendance)

Part 1

.brand Industry Update

.brand Industry

Total number of .brands as at 30 June, 2022

477

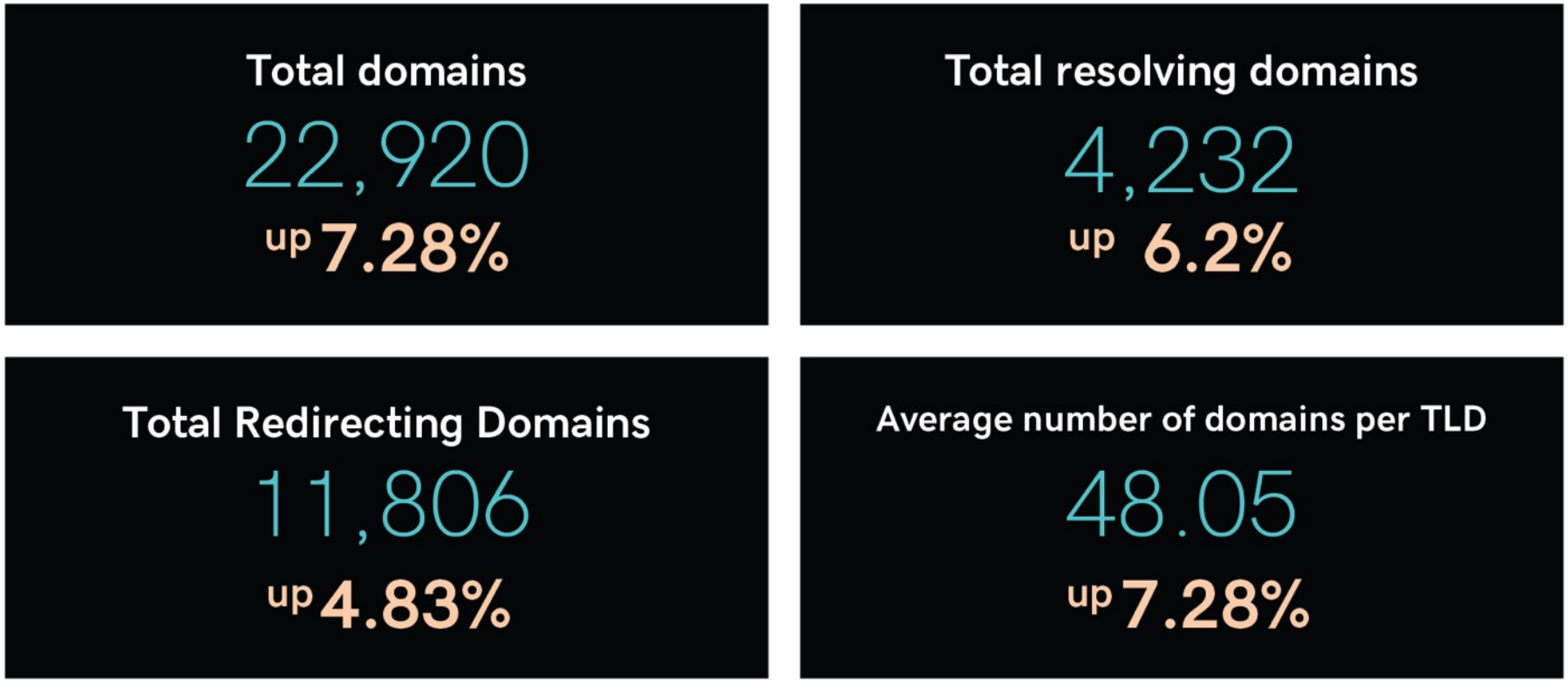
.brand Domain New Registrations over the last 12 months

1,807

.brand Domain Renewal Rate over the last 12

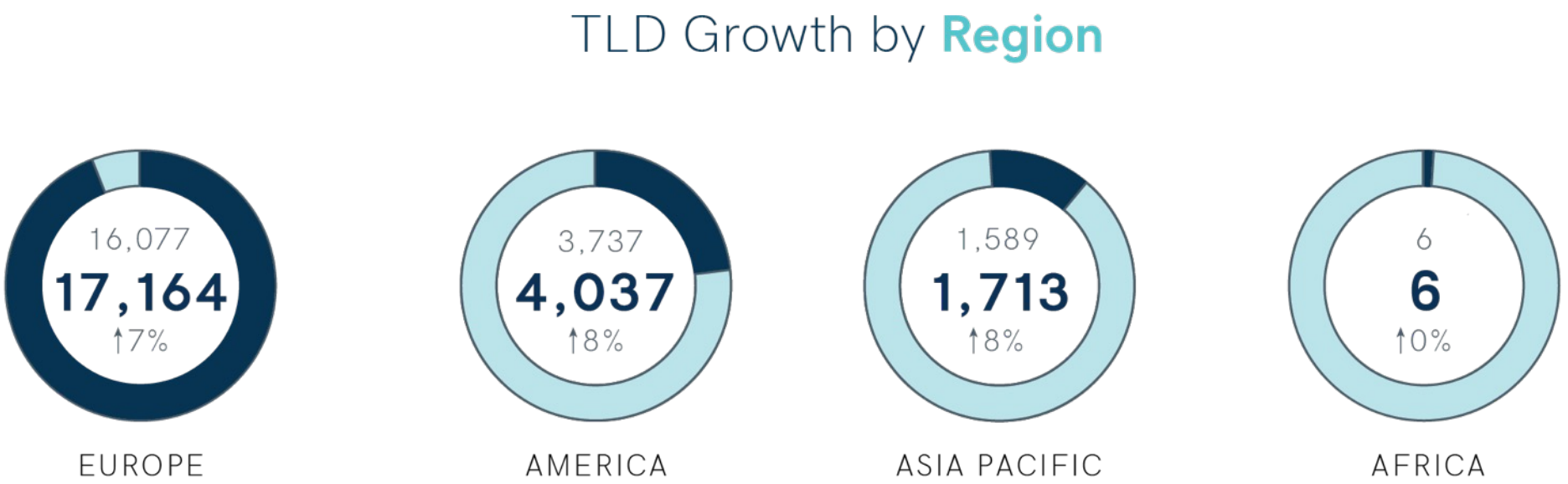
98.26%

.brand Industry



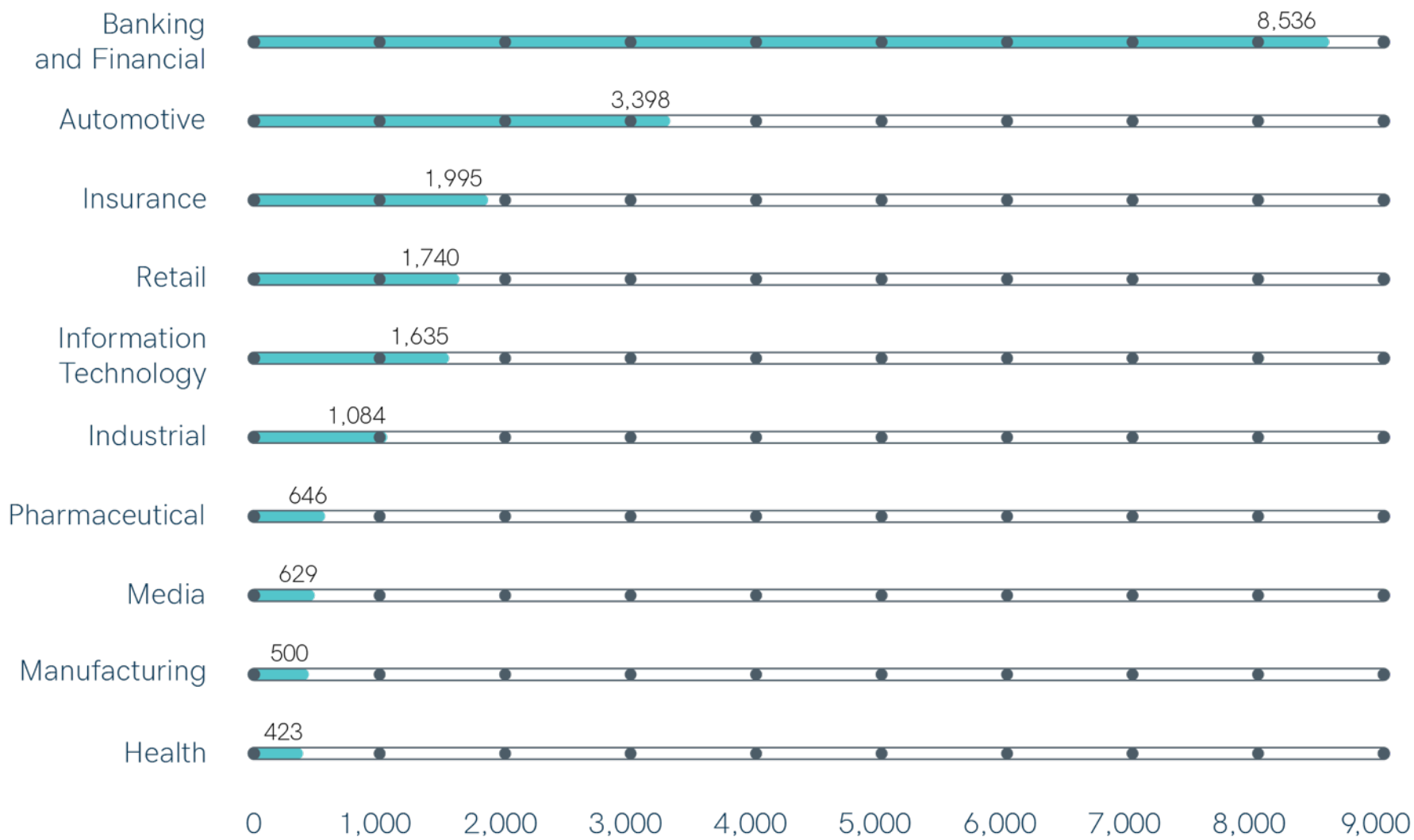
.Brand Registry Group

.brand Industry



.Brand Registry Group

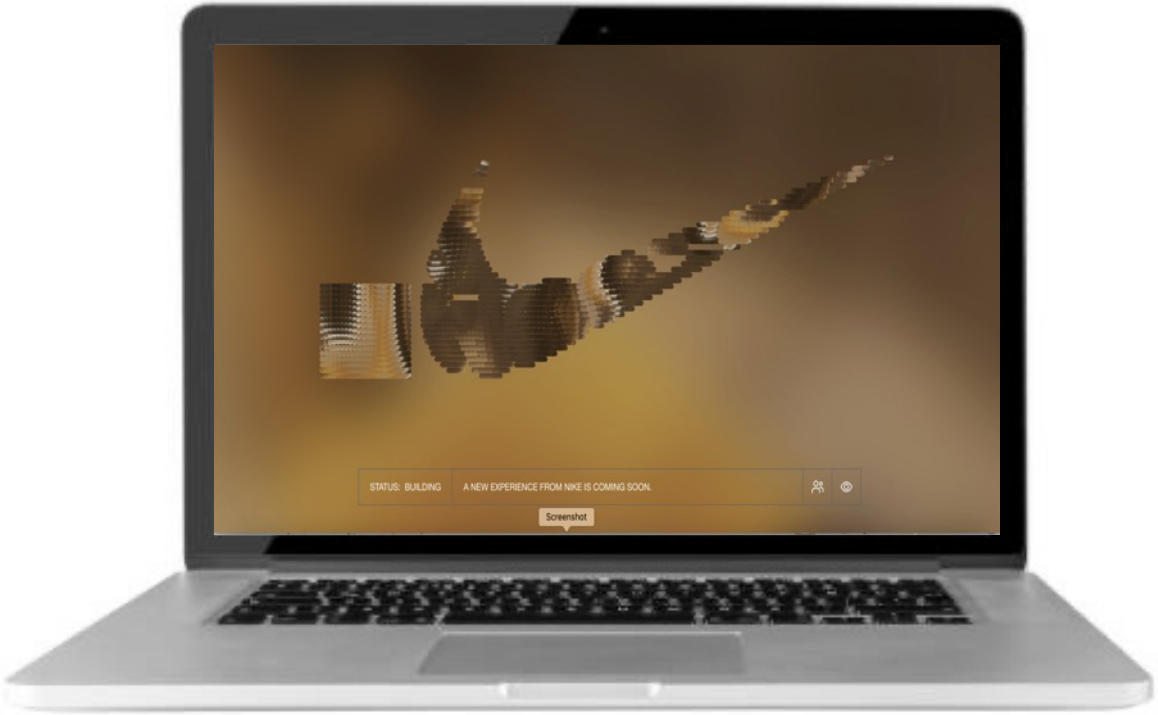
.brand TLD Domain registration **volume**



.Brand Registry Group

Recent Use Cases – In the Wild

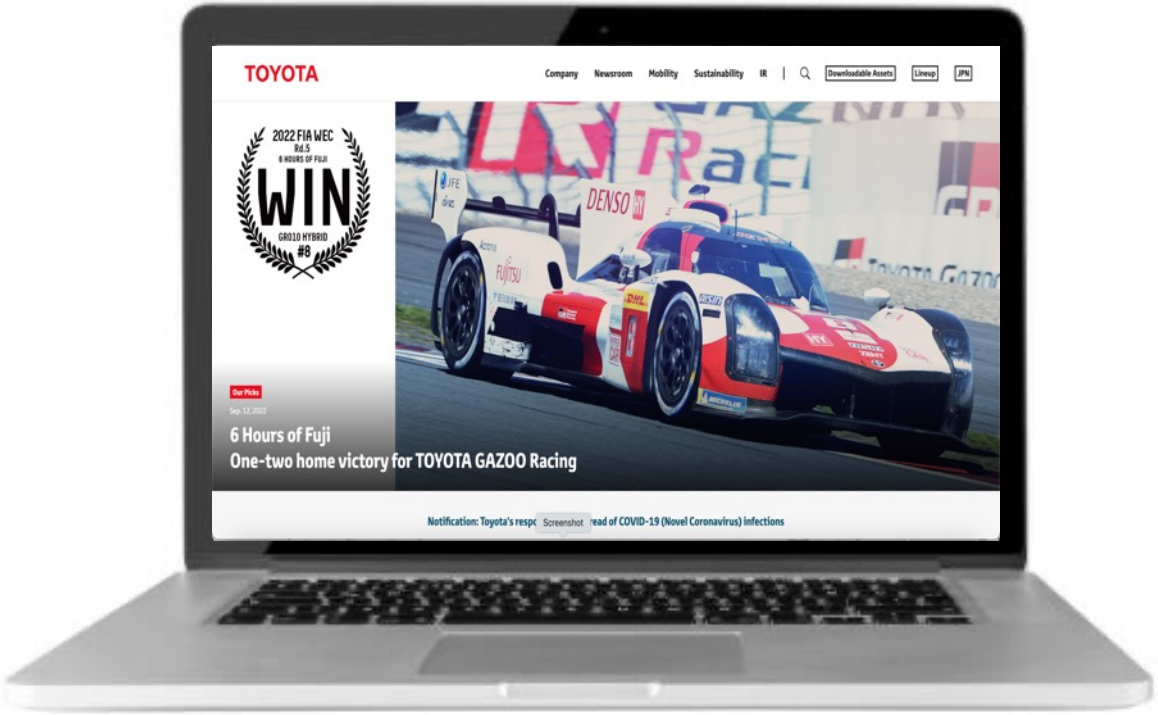
swoosh.nike



.Brand Registry Group

Recent Use Cases – In the Wild

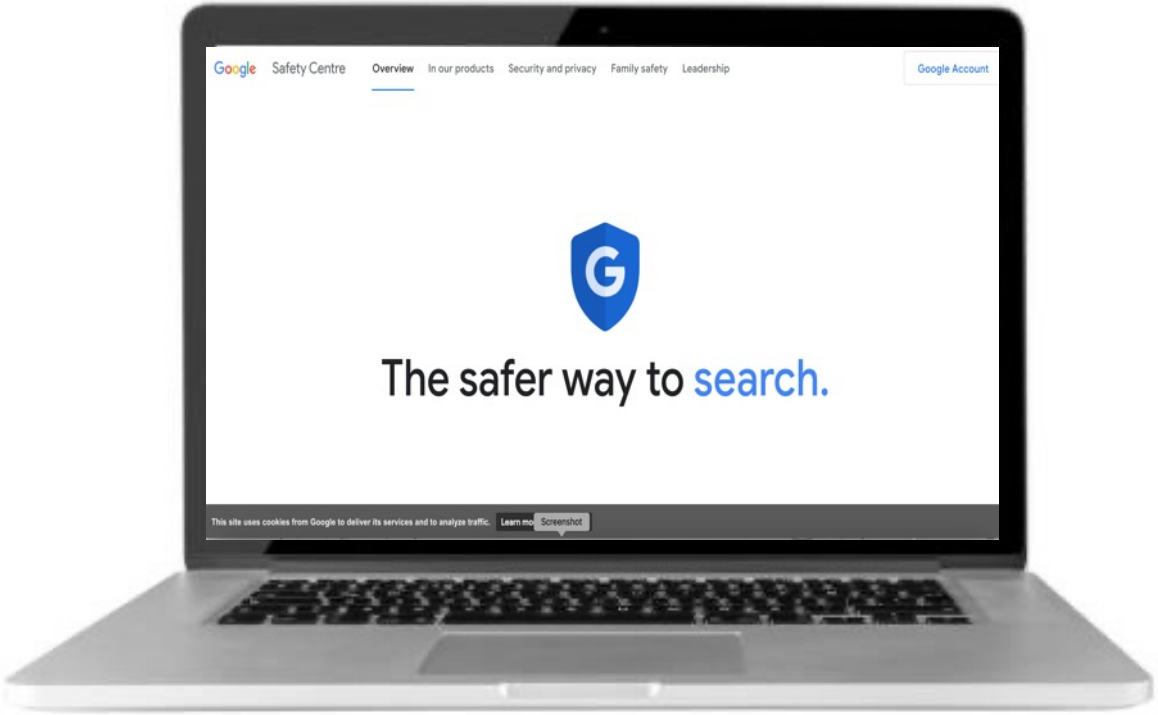
global.toyota



.Brand Registry Group

Recent Use Cases – In the Wild

safety.google

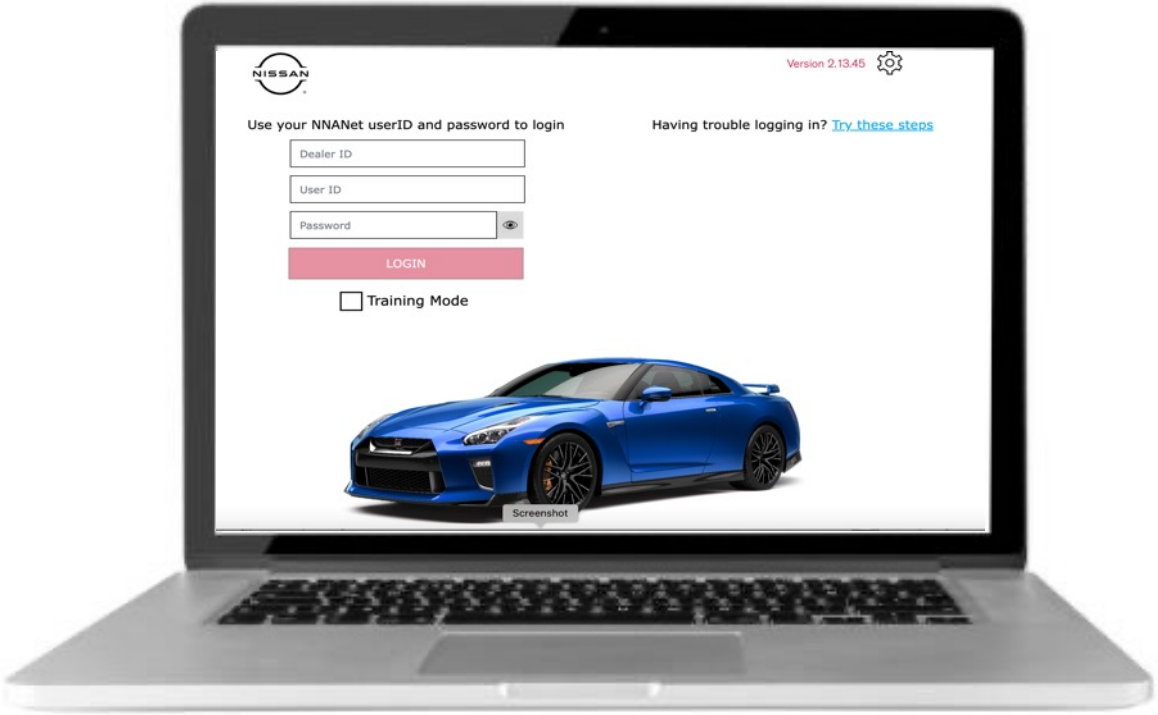


Recent Use Cases – In the Wild

pharmacyservices.amazon

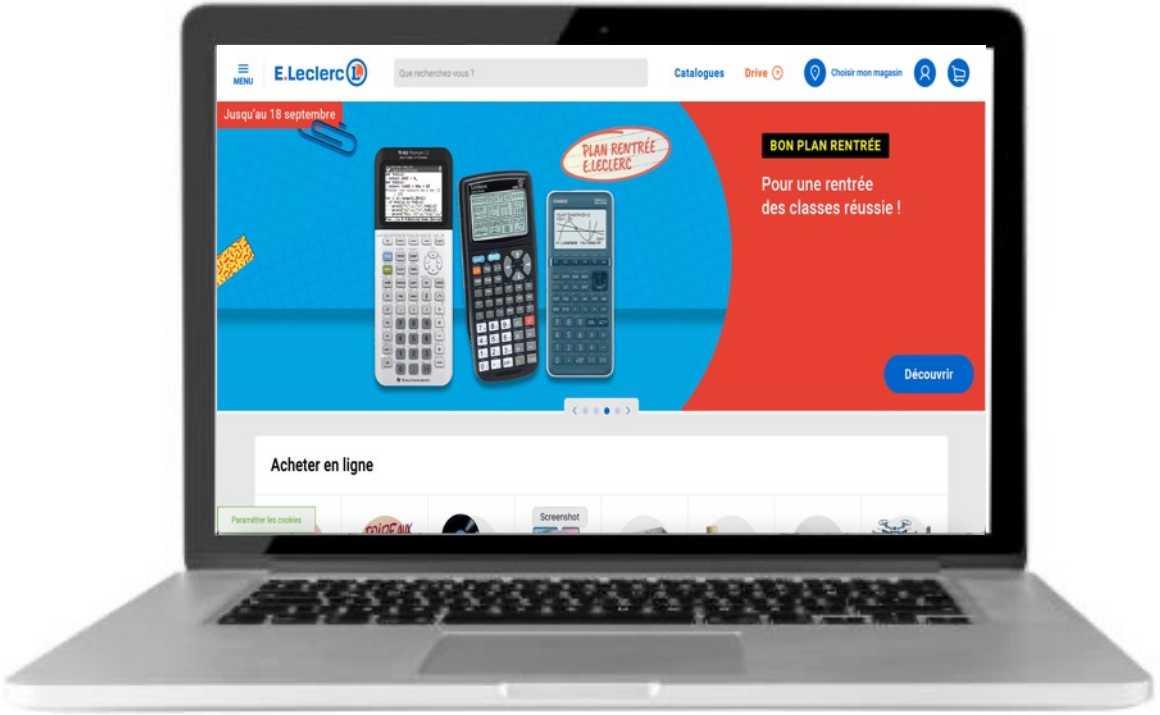
Recent Use Cases – In the Wild

ncar.nissan



Recent Use Cases – In the Wild

e.leclerc

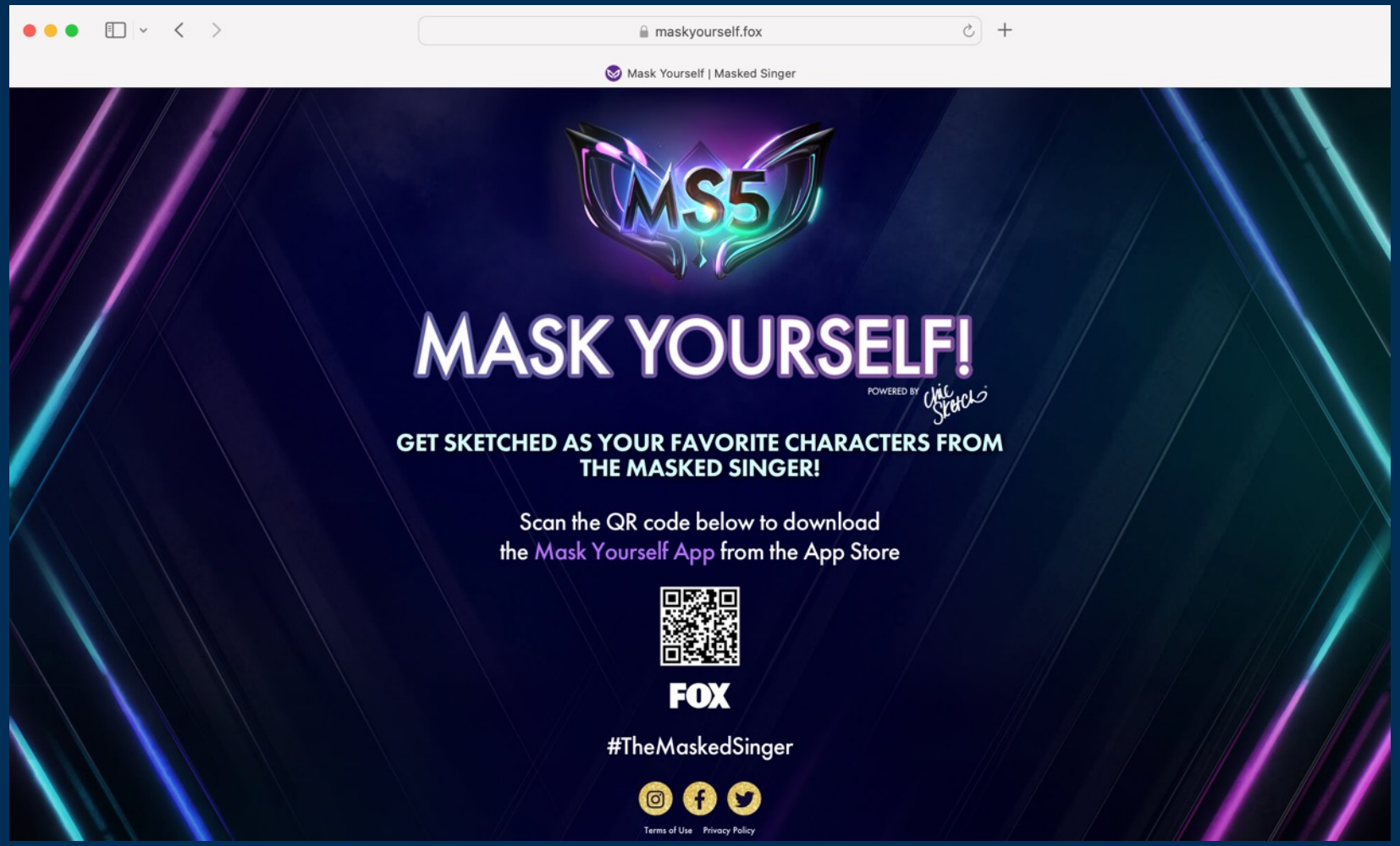


Part 2

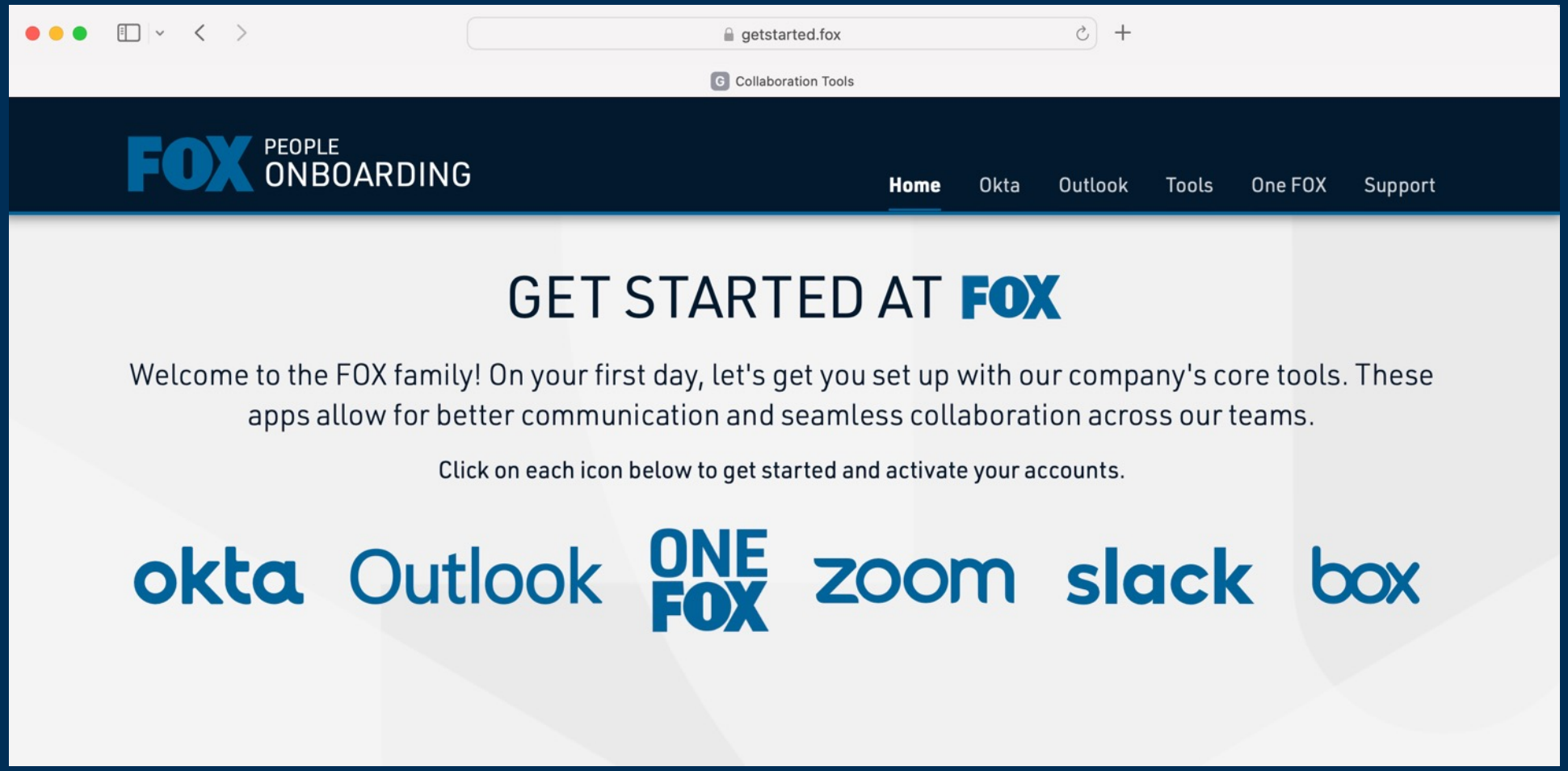
.brand Case Studies

.FOX Registry Update

MASKYOURSELF.FOX



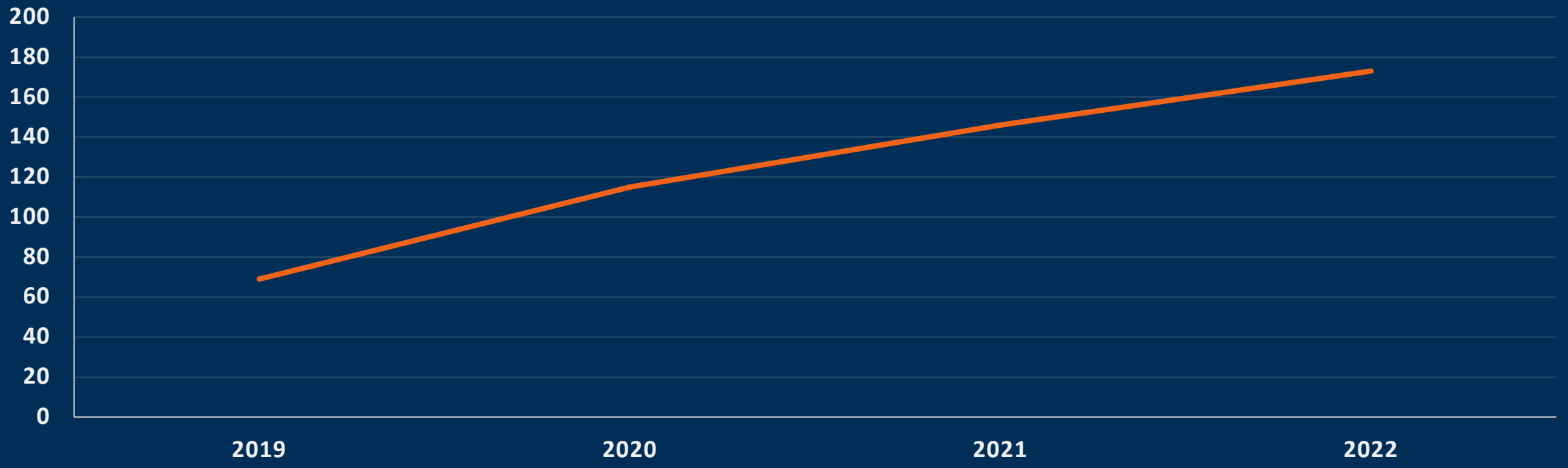
GETSTARTED.FOX



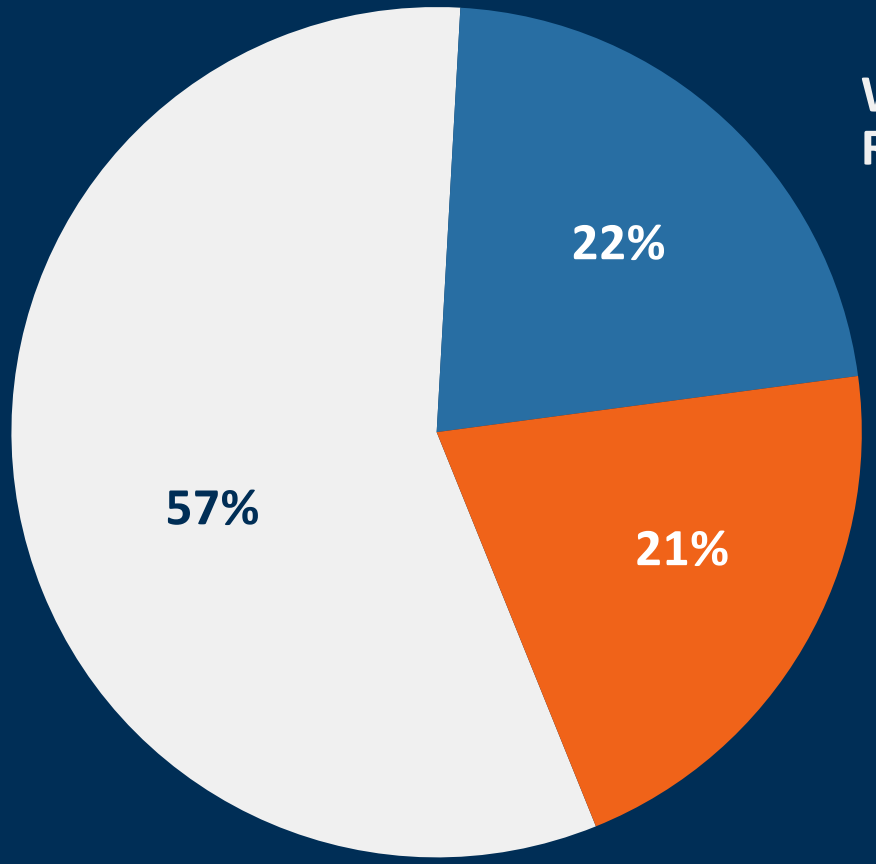
ONE.FOX

one.fox
One FOX
FOX Apps
One FOX FAQ
Governance & Compliance
ONE FOX
One FOX
Saved Items
Notifications
+ Submit Post
SHERRI SHOW
ONE FOX
NFL ON
FOX

.FOX Registrations



.FOX Domain Status



.FOX Benefits

BRAND AWARENESS

Many business units are excited to use the .FOX domain extension as it provide brand awareness while keeping the domain short

COMPANY SECURITY

FOX Security Team uses .FOX domains as a part of their strategy ranging from automated SSL Validation to limiting links in corporate emails to only use .FOX domains

AVAILABILITY

We acquire many after market domain names and it can be quite costly. .FOX domains gives our business units the opportunity to register their desired keyword in a .FOX domain without the enormous price tag

sky
dotSky
Keeping customers safe
Incredibles 2
sky store

Owning your dotBrand Top Level Domain (TLD)… more than just vanity

- Only a brand can own their dotBrand TLD providing their application is successful with ICANN.

- Changes to GDPR means it is harder to gauge the ownership of domain names now so owning your dotBrand is more valuable than ever before because it provides the consumer with reassurance that they are visiting a companies legitimate site simply by the domain name ending with a branded TLD.

- As website personalisation with dotBrand TLD's becomes more familiar to the consumer it becomes apparent that owning your dotBrand TLD is more than just making your website look "on brand" or allows for a shorter domain to be used, known as a vanity domain name.

As a company that owns their dotBrand TLD we see the use of dotSky as more than just aesthetically pleasing because only Sky can own dotSky. We found a good use case when it came to sending out email communication to our consumers and also Sky staff. We have always used third parties to send out our email communication to customers. Whether that be an invite to an event or a reply to a competition, updates on products and services and for Sky staff, even HR communication is managed externally.

We want to ensure whoever receives an email from Sky is not questioning its authenticity.

So how has dotSky helped with this part of the business?

- We do not allow third parties to spoof our emails, something that felt like a challenge to monitor before we owned our dotSky registry.

- A dotSky domain name has allowed us to provide peace of mind to our consumers and staff that they are receiving a legitimate email from Sky.

- We registered **contact.sky** as the primary domain name and set up relevant sub domains within this zone for each service that requires a third party to send out email communication on our behalf.

- The DNS records are restricted, we do not allow NS and CNAME delegation as this defeats the purpose of controlling who sends out emails on our behalf as these records mean we lose all control.

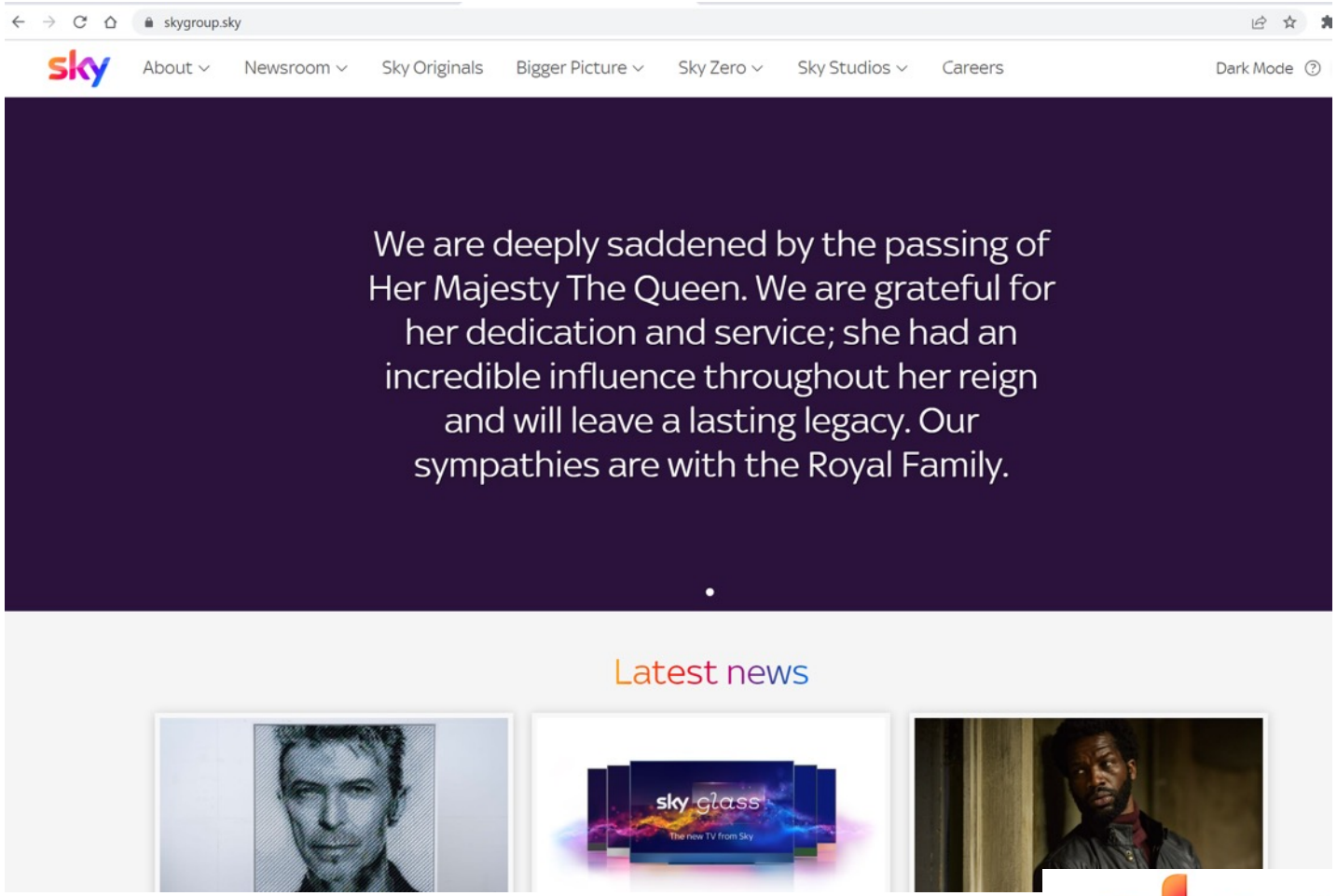
- Each sub domain is set up with an SPF and DKIM record from the mail provider and the Sky messaging team authenticates these records by adding a DMARC record. The use of the tilde (~) is not approved in any TXT record, the record must end **–all** not **~all** where the tilde represents a wildcard and **–all** means only this IP is authorised to send out mail for this domain.

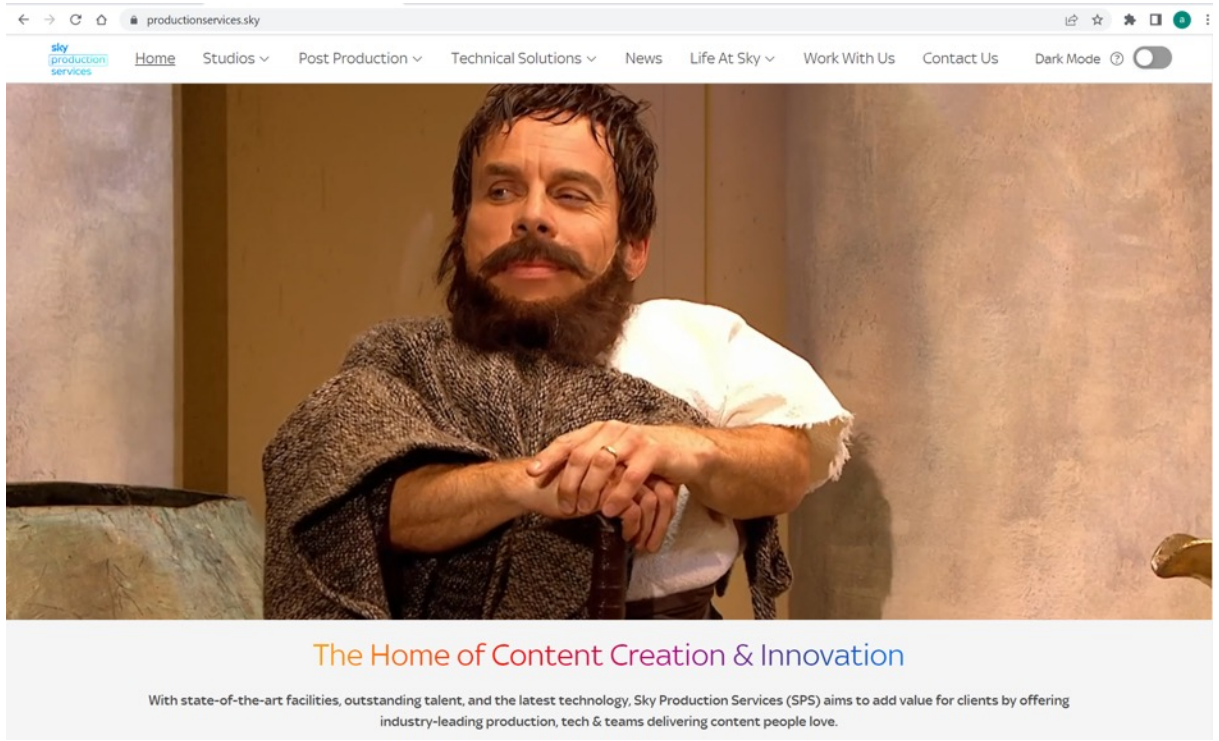
- The DMARC record is an email authentication protocol. It is designed to give email domain owners the ability to protect their domain from unauthorised use, commonly known as email spoofing

What have we set up?

- For products you have added to your basket but not checked out with - **@yourbasket.contact.sky**
- For products and services – **@notifications.contact.sky**
- For corporate communication – **@corporate.contact.sky**
- For our cyber security team - **@cybersecurity.contact.sky**
- For tech support help - **@techdesk.contact.sky**
- For HR communication to Sky staff - **@hr.contact.sky**
- For our engineer reward scheme - **@engineerrewards.contact.sky**
- For mailroom deliveries – **@skymailroom.contact.sky**

Skygroup.sky
Sky's corporate site migrated from corporate.sky.com





Productionservices.sky
(originally skyproductionservices.com, we moved a .com domain to a .sky domain)

Today.at.sky
several sub domain set ups to at.sky

Brand TLDs in Japan:
An Inside Look

2022/9/18

GMO BRAND&SECURITY

Japanese Brand TLDs

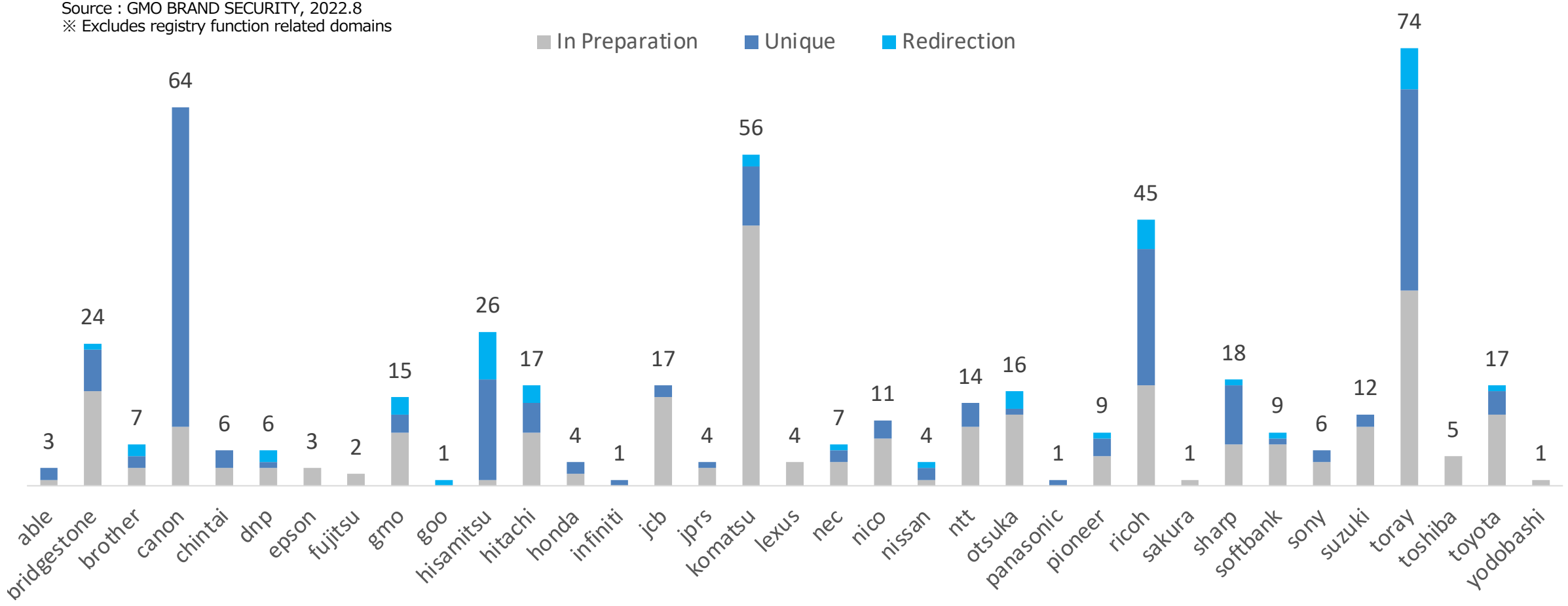
- 46 current brand TLDs in Japan (43 companies)

And more…

Brand TLD Usage

- **35 of the brand TLDs are actively used with 510 registrations.**
- **Unique Site 40% (205), Redirection 8%**
- **In Preparation domains are non-resolving but many times used for internal usage like email or Intranet**

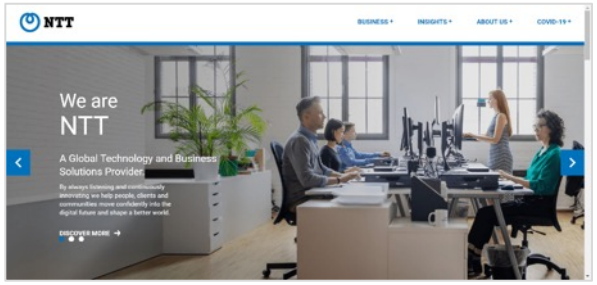
Source : GMO BRAND SECURITY, 2022.8
※ Excludes registry function related domains



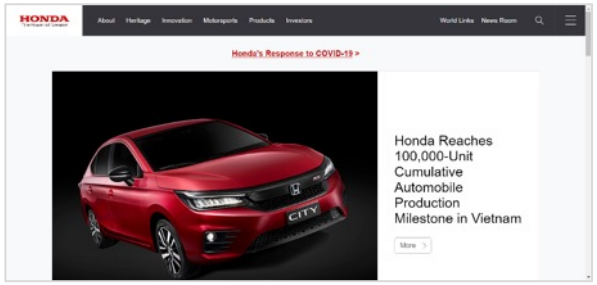
Global Corporate Site Expansion

- **Starting with Canon, 30 companies now use “global“, 15 of which are in Japan**

Corporate Site Transition Pattern: 「global.brand」



global.ntt
Unique Site



global.honda
Unique Site

global.hisamitsu
Unique Site

※ Japanese brands using “global” include 「.brother」, 「.canon」, 「.hisamitsu」, 「.honda」, 「.ntt」, 「.pioneer」, 「.sharp」, 「.softbank」, 「.toyota」, and 「.dnp」

Corporate Site Other Transition Patterns : 「group.」, 「home.」, 「holdings.」, and more

group.softbank
Unique Site

home.komatsu
Unique Site

holdings.panasonic
Unique Site

Brand TLD Usage Strategy: Canon

- **Strategic Goal: Corporate Inner Branding and Service Branding**

Canon Brand TLD Strategy

- **Utilizes .canon for corporate site renewal**
  (lead「global.brand」expansion)
- **Gradually spread awareness about .canon internally and through PR**
- **Inner branding by having group companies use .canon**
- **Partial (Asia) ccTLD structure systemization through site restructure and increasing governance**
- **Increase company service sites**

Inner Branding and Service Branding

medical.canon
Unique Site

※ Used for Canon Medical Systems that came out of an M&A of Toshiba Medical Systems.

vn.canon
Unique Site

※ Development of ccTLD .canon domains in countries of operation.
A common global company usage pattern.

Began applying to service sites → Service Branding

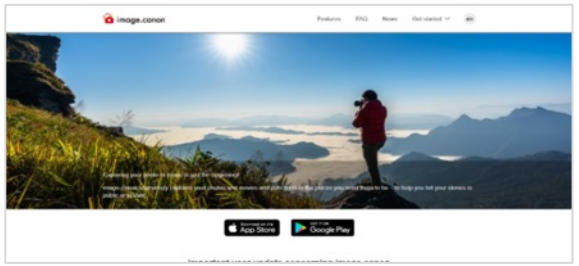
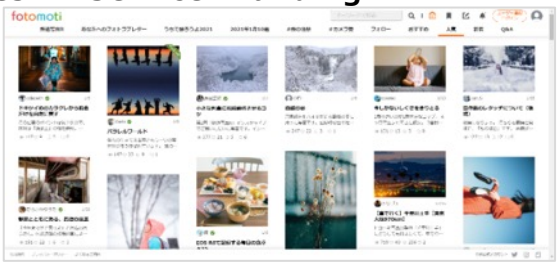


image.canon
Unique Site



fotomoti.canon
Unique Site

Brand TLD Usage Strategy: Sharp

- **Strategic Goal: Domain Structure Development, Global Site Development and Subdomain Usage**

Sharp Brand TLD Strategy

- **Utilizes .sharp to overcome difficulty of company name domain acquisitions**
- **Organization of a complex domain structure**
- **After developing 9「ccTLD.sharp」country sites for Asia, use「jp.sharp」subdomains for HQ corporate site**
  - Structure product pages under 「ccTLD.sharp」
- **.sharp subdomain use**

Global Site Development ・ Strengthen Governance

Development of global branches → HQ also develops under「jp.sharp」

Challenge

sharp-*.ccTLD**
sharp-*.com**
sharpcountryname.com

Difficulty to acquire「sharp」related domains in certain countries makes it difficult for consistent and simple naming

ex)
Hungary
www.sharp.hu
Ireland
www.sharp-electronics.ie
Germany
www.sharp.de
/ www.sharpsde.com
(Sharp Devices Europe)

→ Started with developing sites in .sharp for 9 Asian countries

corporate.jp.sharp
Japan corporate site also uses subdomains in .sharp

cocoroplus.jp.sharp
Uses a subdomain for online store「COCORO+」

Brand TLD Usage Trends

- **Unique Sites for Asian Country Sites (two-letter) and Product and Brand PR**

Corporate Site Transition

Many「global.brand」strings

- Canon
- Sharp
- SoftBank
- Toyota
- Honda
- NTT
- Brother
- Hisamitsu
- Komatsu
- Pioneer

Group Company Development

Oversea Branches「ccTLD.brand」

- Canon
- Sharp
- Hisamitsu

Apply Brand TLD for Domestic and Global Companies

- Canon
- Toray
- Komatsu (Partial)

Product, Service, and Brand Site Development

Organization of Product Pages under Brand TLD Site

- Canon
- Sharp
- Toyota
- Toray
- Hisamitsu
- Komatsu

Apply to Service Sites

- Canon
- Sharp

Sponsor・Event Marketing Sites

Sponsor・Event Sites

- Canon
- Bridgestone
- Hisamitsu
- Fujitsu
- DNP
- NTT

Marketing Sites (Landing Pages)

- Ricoh
- Toyota

Other Points of Interest

- **Use of brand TLD to increase security, reduce costs, and to innovate**

Start to shrink legacy domains and shift to using brand TLD

- Lack of control of dispersed portfolio
- Reduce security risk entry points
- Restructure and centralization of portfolio

Utilizing brand TLD for new and exciting developments

- Utilize brand TLD for email usage (94 domains)
    - jp.honda, global.komatsu, mail.yodobashi, etc.
- Innovative ways of using brand TLD
    - Using .gmo as a management environment for IoT devices

GMO BRAND&SECURITY

Michael Flemming

Regional Director North America

flemming@brandsecurity.gmo

- This material is copyrighted and belongs to GMO BRAND SECURITY Inc.
- The content may not be reproduced or reused (diverted) in other electronic media or printed materials without the consent of the copyright owner.
- Other company names, product names, service names and logos are used for display only. They may be registered trademarks, pending trademarks, or trade names of their respective companies.
- As of 2022/5/11, GMO Brights Consulting Inc. changes its company name to GMO BRAND SECURITY Inc.

BRANDTODAY by GMO

Brands are more interesting when you know how to secure them

You can learn information about the latest trademark applications,
business forecasts and trends, domains, and anticounterfeiting practices.
https://brandtoday.media/

.GoDaddy Top-Level Domain

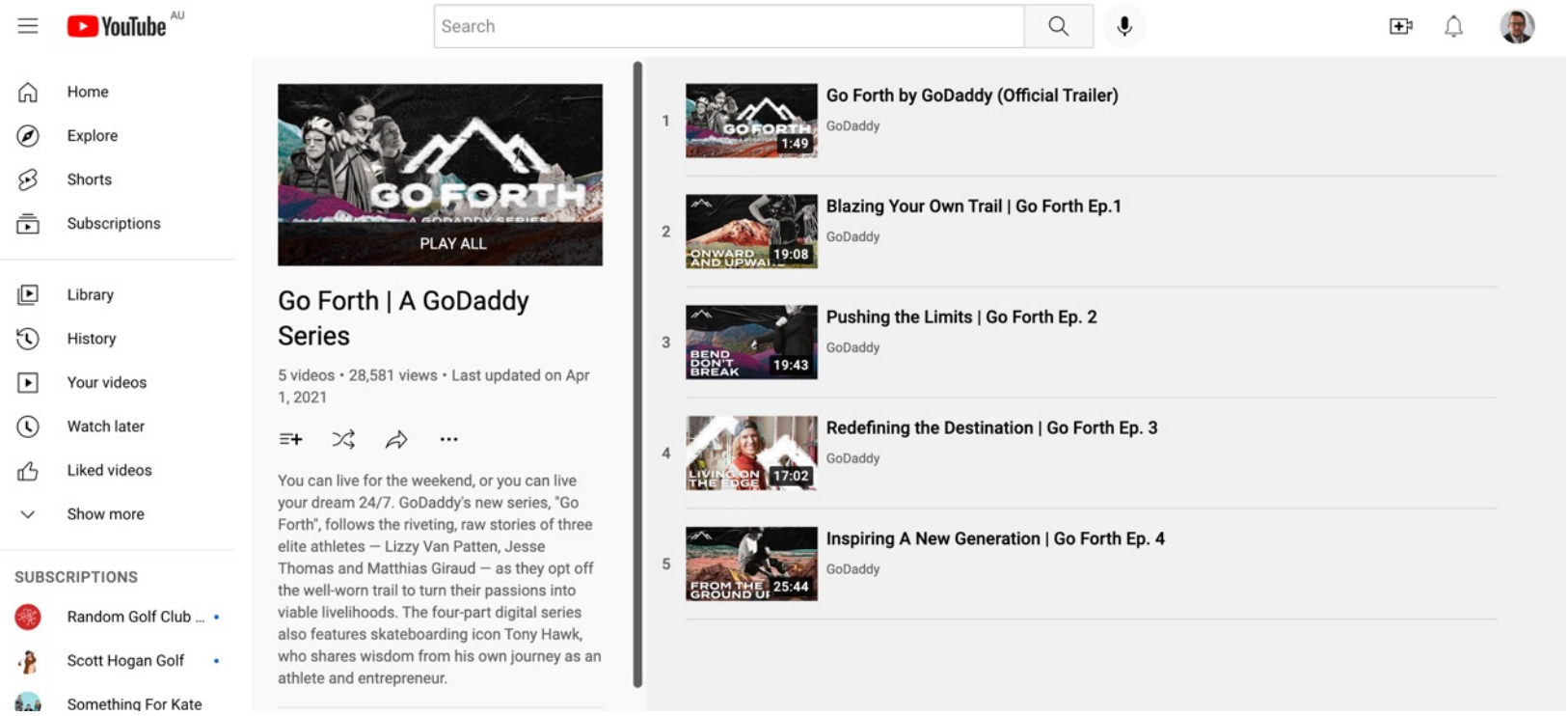
ICANN 75 Summary

.godaddy – Usage Summary

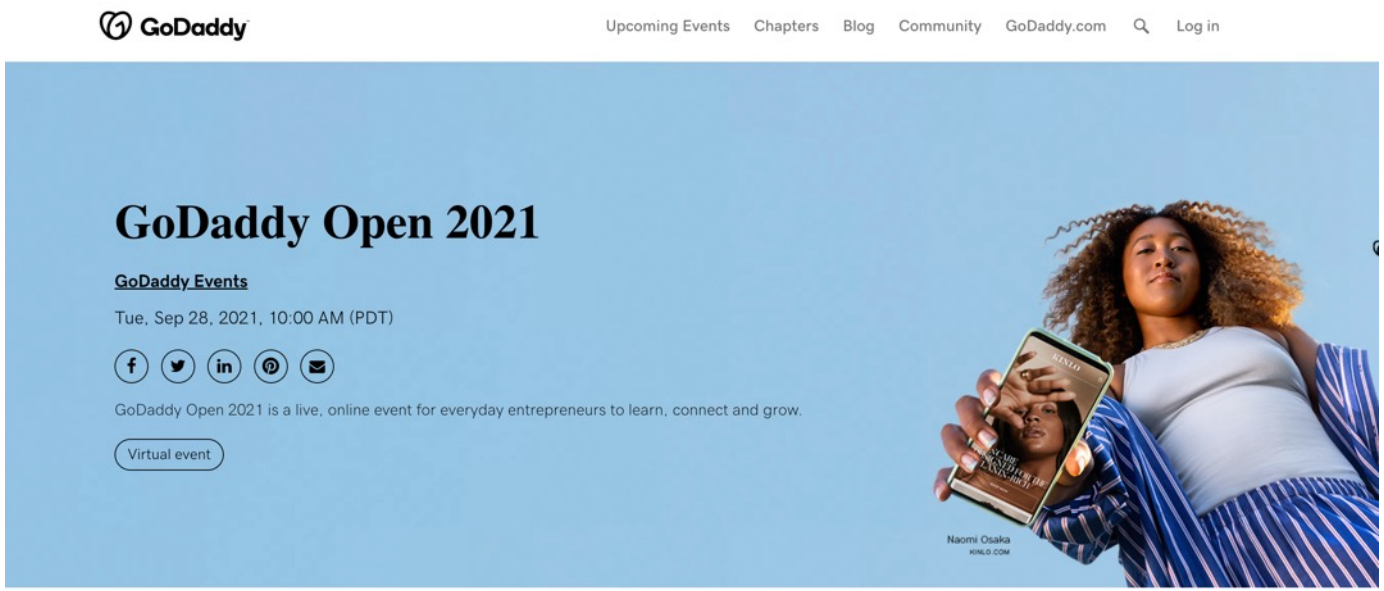
- 26 Names Registered
- 10 in Active Use
- Blend of External Marketing and Internal usage
- Blend of Resolving and Redirecting usage

GoDaddy Registry

goforth.godaddy



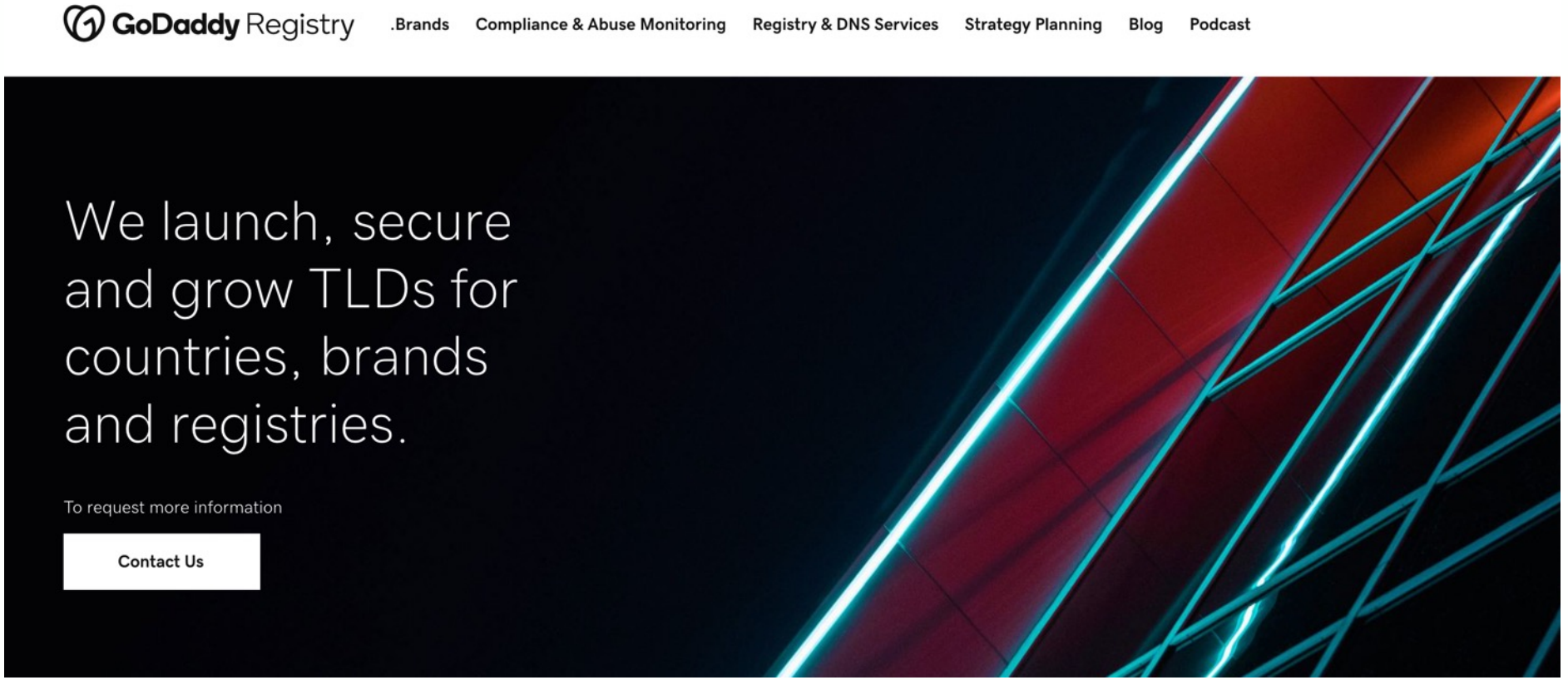
GoDaddy Registry



open.godaddy

GoDaddy Registry

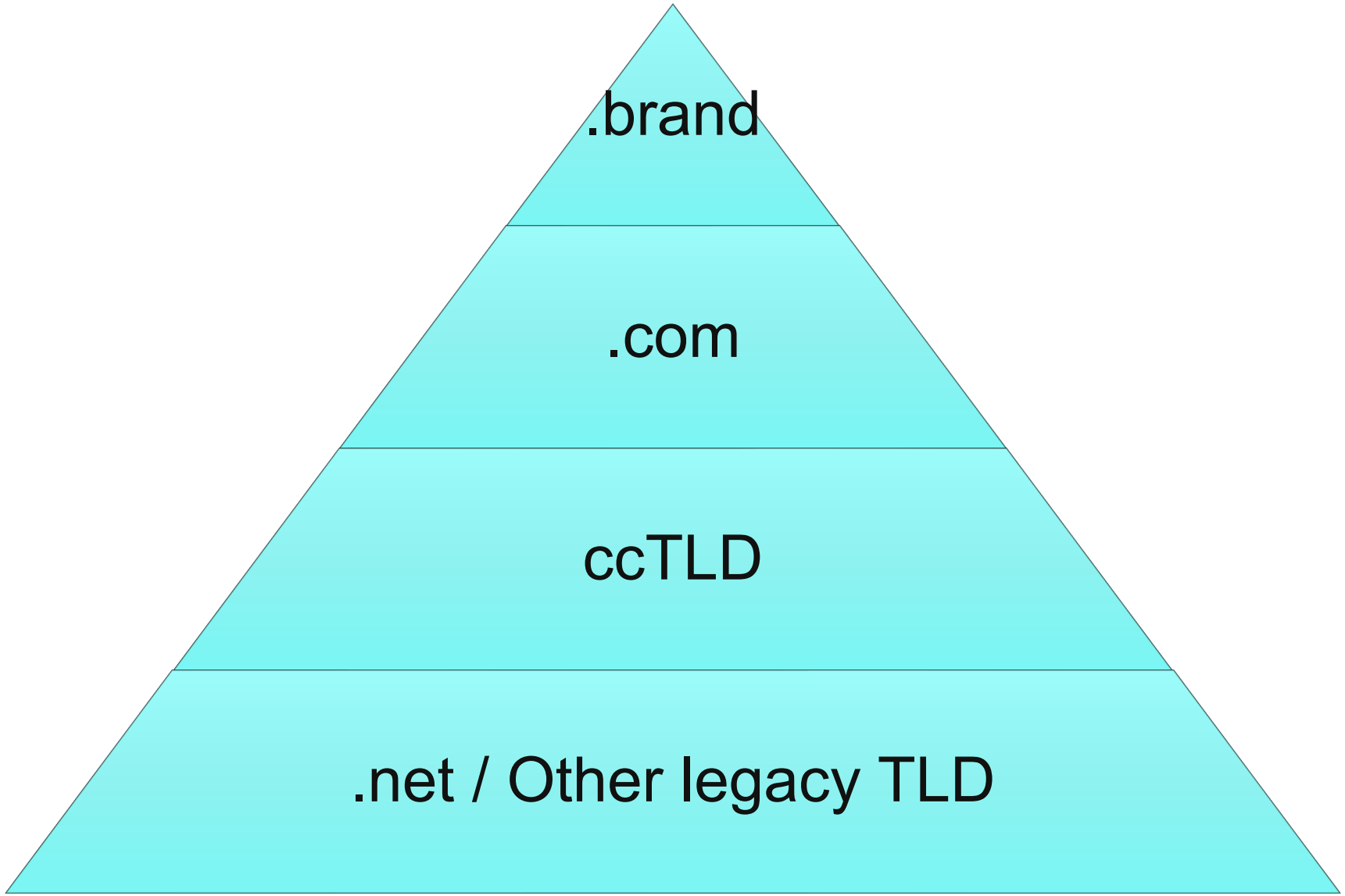
registry.godaddy



GoDaddy Registry

tony@registry.godaddy

GoDaddy Registry



GoDaddy Registry

Part 3

Next Round of New TLDs

Next Round of New TLDs

.Brand Registry Group

Part 4

About the BRG

Our History

- Formed in 2013 to support the unique needs of branded TLDs and highlight that the existing Registry Agreement was not suitable
- Successful in helping ICANN to create Specification 13
- Members include company representatives
- Have assisted dozens of .brands to launch, including:
  - Strategic support
  - Technical support
  - Policy support
  - Compliance support

Our Members

- ACO
- Alibaba
- Amazon
- Apple
- BBC
- Caravan
- Citigroup
- eBay
- Ferrero
- FOX
- GMO
- Grainger
- Gucci
- Honda
- HSBC
- IEEE
- JP Morgan Chase
- KPMG
- MarkMonitor
- Marriot
- Microsoft
- Neustar
- Philips
- Sandvik
- SAS
- Sky
- SCA
- Uber

Our Board

Crews Gore

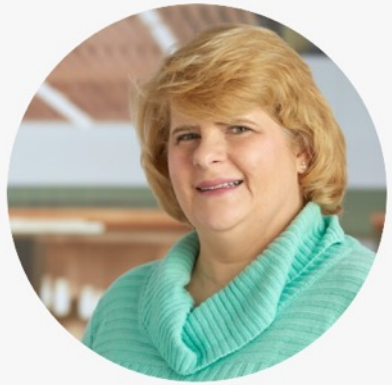
FOX

President

Matthew Crossman

Amazon

Vice President



Karen Day

SAS

Treasurer

Michael Rodenbaugh

Caravan Tours

Secretary

Our Board

Erwin Cruz

Grainger

David Souza

Apple

Martin Kuechenthal

ACO

Olga Yaguez

eBay

Nisha Parkash

Sky

Our Key Focus Areas

- To promote the benefits of brand TLDs and advocate for the BRG within the ICANN community and across the broader digital landscape.
- To empower our members with brand TLD strategies, use cases and best practices to support their activities.
- To regularly engage with our members to ensure that the activities and efforts of the BRG deliver maximum member value.
- To grow and retain BRG membership, with a focus on active brand TLD operators.
- To continue to support ICANN to deliver the next round of TLD applications ASAP

Why Join the BRG?

- Opportunity to meet and learn from your peers
- Safe place to explore concepts for your .brand
- Bi-monthly member meetings
- Regular expert speakers
- Webinars and newsletters
- Case studies
- Policy and operational assistance
- Access to highly experienced advisors if considering applying for a new TLD

BRG Membership

Organisations may join the BRG as a Regular Member or an Associate Member.

- A **Regular Member** is an organization that has delegated one or more dotBrand top-level domain registries and has entered into a Registry Agreement with ICANN
- An **Associate Member** is an organisation that is intending to apply and operate a dotBrand top-level domain registry sometime in the future

For more information on membership, please speak to us here today or get in touch;

info@brandregistrygroup.org

Part 5

Q&A

.Brand Registry Group

info@brandregistrygroup.org

@brandregistries