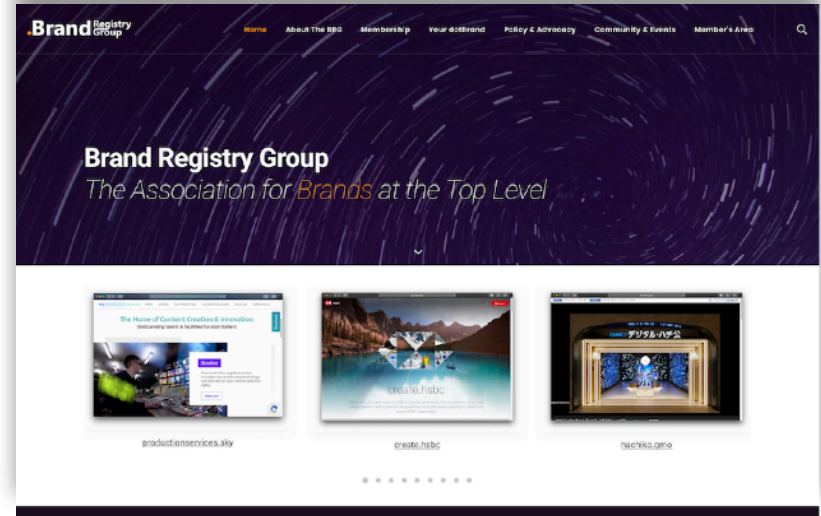


Brand Registry Group Community Session



ICANN 70 / 22 March 2021



Agenda

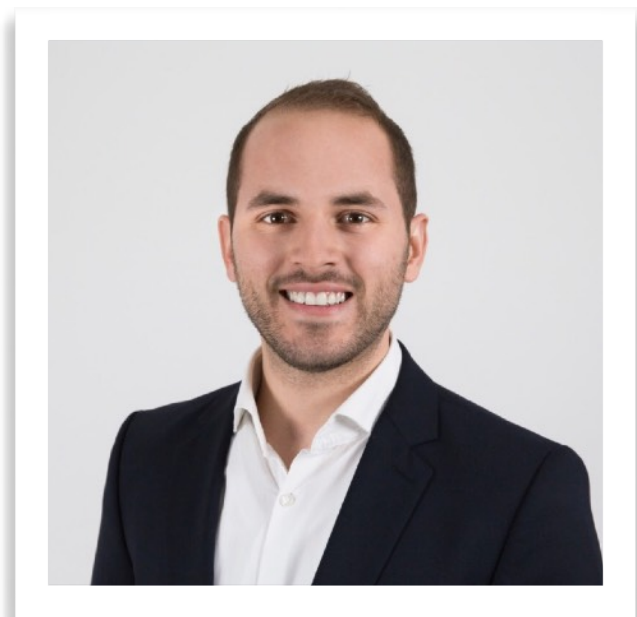
- Why organisations like their dotBrand
- DotBrands in Action
- The next round - time to move forward
- BRG Connect
- Q&A

Why do organisations like their dotBrand?

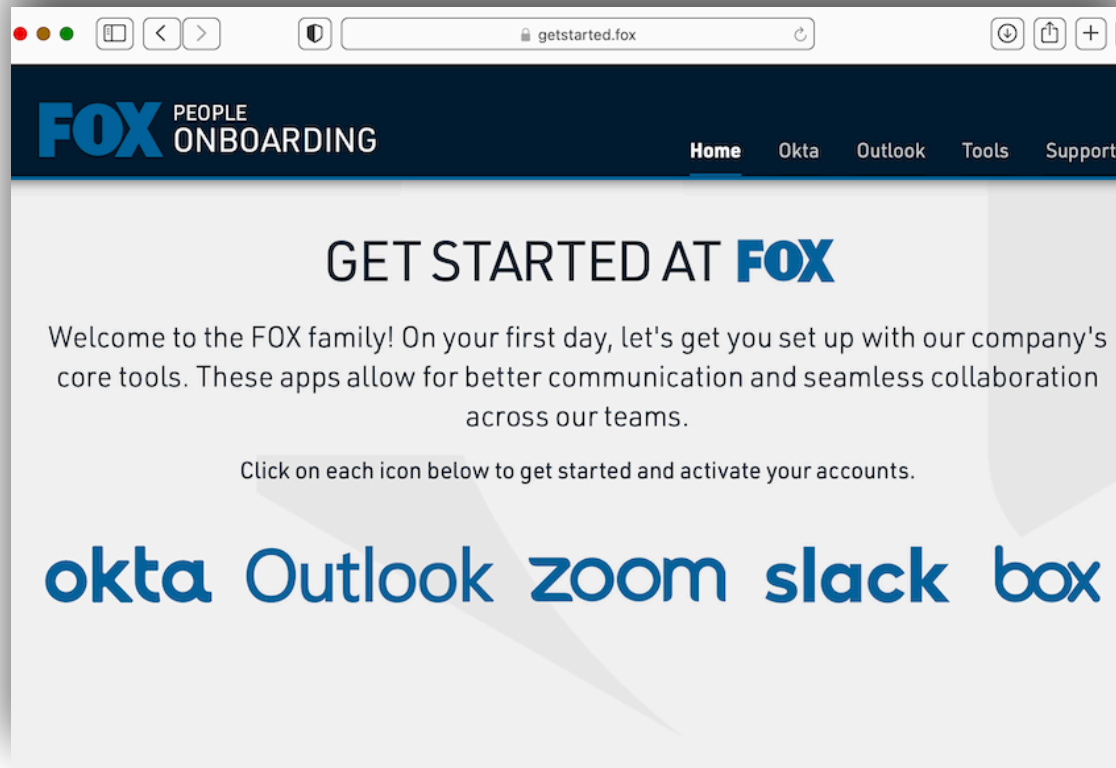
- “...it is exclusive to my brand, only we can use it”
- “...provides control end-to-end”
- “...security”
- “...it’s a new space, a chance to rebuild”
- “...helps me to optimise my domain portfolio”

Fox

Brand Registry
Group



Crews Gore



Amazon & AWS



Heath Dixon

Amazon & AWS



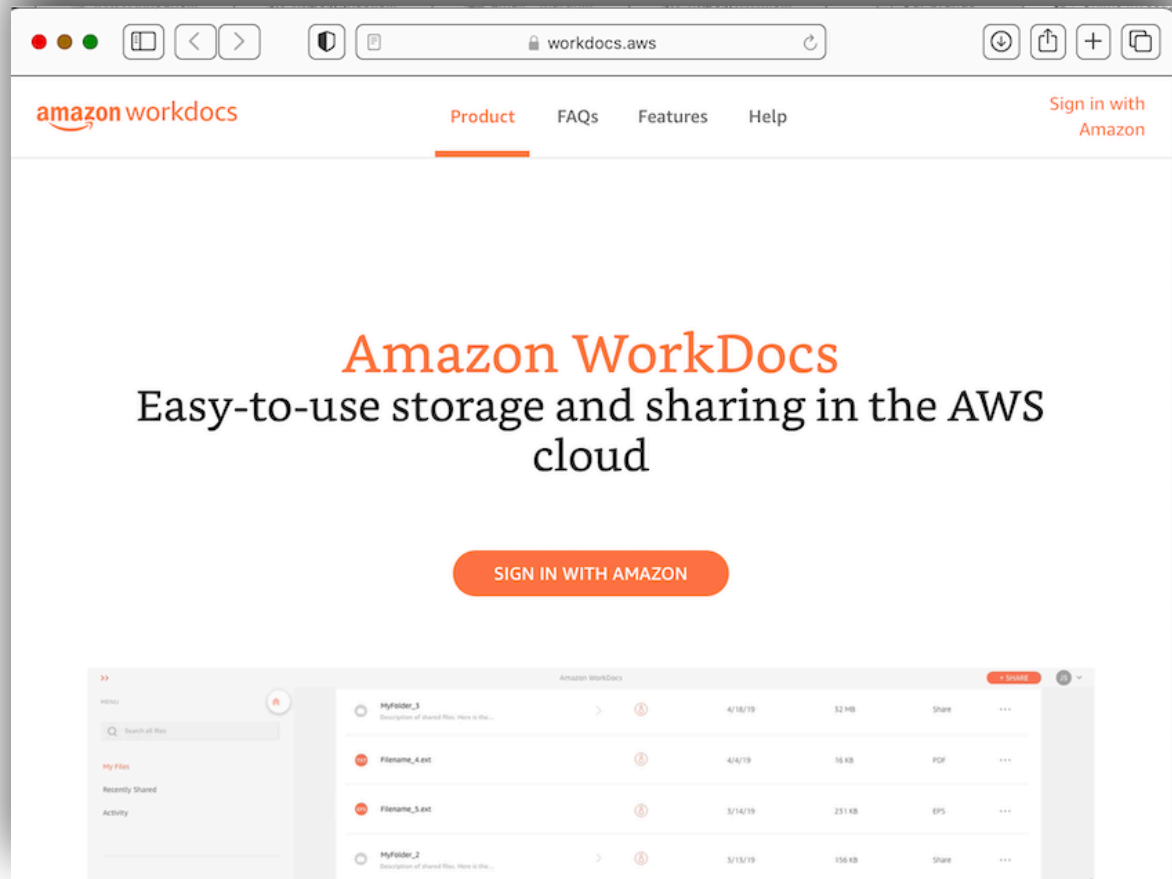
Amazon is excited to present .AMAZON

Amazon strives to have a positive impact on customers, employees, small businesses, the economy, and communities. We are guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking.

Stay connected and keep in touch by visiting [The Day One blog](#).

The registration and use of .AMAZON domain names is exclusive to Amazon and its Affiliates, except in limited instances specified in the .AMAZON Registry Agreement.

Amazon & AWS





Dawn Shackleton

dotSKY Registry
ICANN 70 RySG BRG Session

Bill & Ted Face The Music

sky store

dotSKY Registry – What we like best about our TLD

1

Exclusivity

- No one else can use the dotSKY TLD
- Always on point regards the brand
- Customers & Clients know they can trust the domain string
- It's dope

2

Optimisation

- TLD part of overarching internet namespace strategy
- 3 letter generic word brand:
 - Helps to reduce defensive domains
 - Cost savings
- Shortens urls e.g. platform set ups reduced by at least 1 sub level

3

Control

- It is quick to set up a new domain
- Easy to delete a domain when redundant
- Reduces split brain DNS within org (legacy organic DNS growth)
- Embedded in to internet namespace strategy

Application for a TLD - recommendations from a dotBrand that has the t-shirt



Application for a TLD - recommendations from a dotBrand that has the t-shirt

Establish a domain strategy & business case for applying for a dotBrand TLD



Application for a TLD - recommendations from a dotBrand that has the t-shirt

Establish a domain strategy & business case for applying for a dotBrand TLD



Incorporate your TLD within your company's overall domain name strategy

Why organisations like their dotBrand

Security

Choice &
availability

Brand
authenticity

Flexibility

Control

Differentiate

*Speed to
market*

Consistency

Reduce
reliance of
secondary
market

Brand

recognition

Portfolio
streamlining

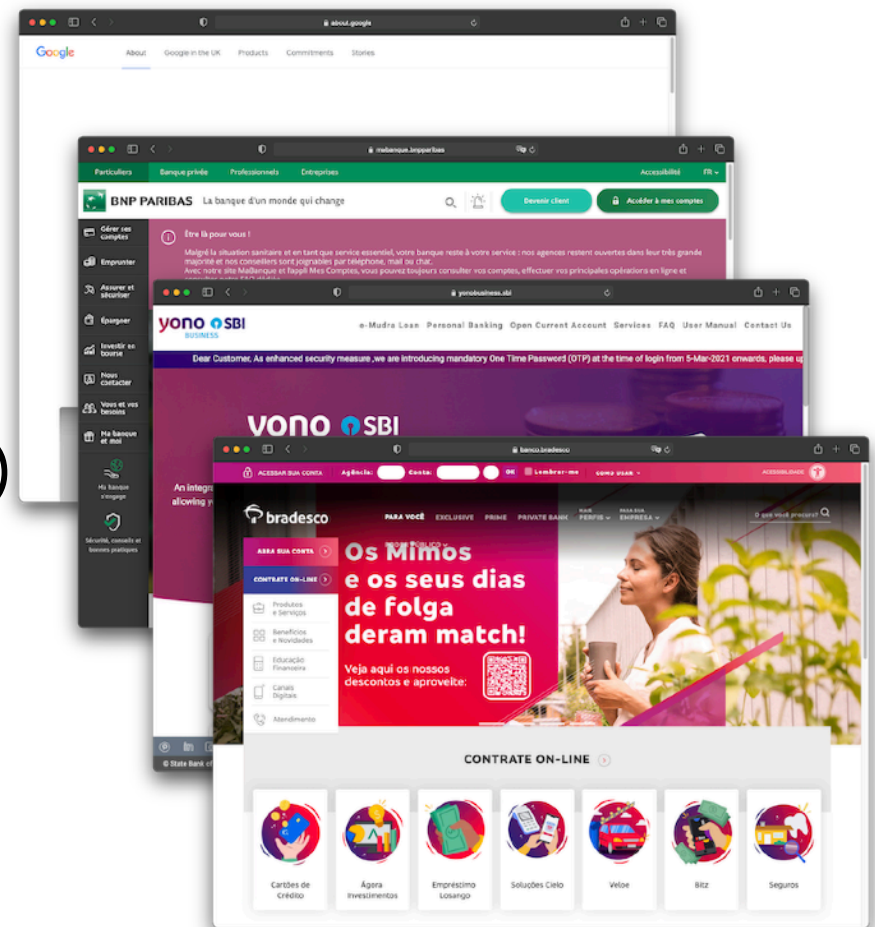
Innovation

DotBrands in Action

Alexa rankings provide an indication of popularity of websites based on traffic levels estimated over a 90-day period.

Examples (Alexa rank, March 2021):

- about.google (887)
- express.dhl (1062)
- mabanque.bnpparibas (1915)
- yonobusiness.sbi (4598)
- banco.bradesco (4929)



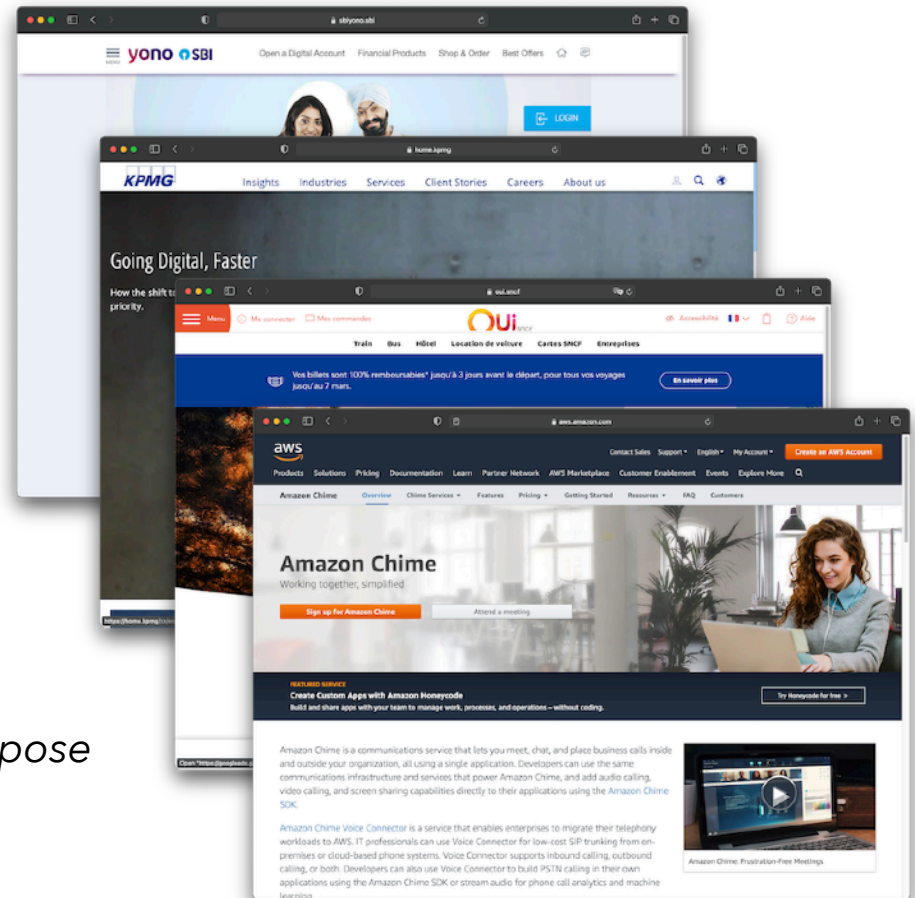
DotBrands in Action

Alexa rankings provide an indication of popularity of websites based on traffic levels estimated over a 90-day period.

Examples (Alexa rank, March 2021):

- sbiyono.sbi (7535)
- home.kpmg (7664)
- oui.sncf (7908)
- chime.aws (8348)

DotBrand domains are registered for a purpose and engender trust with Internet users.

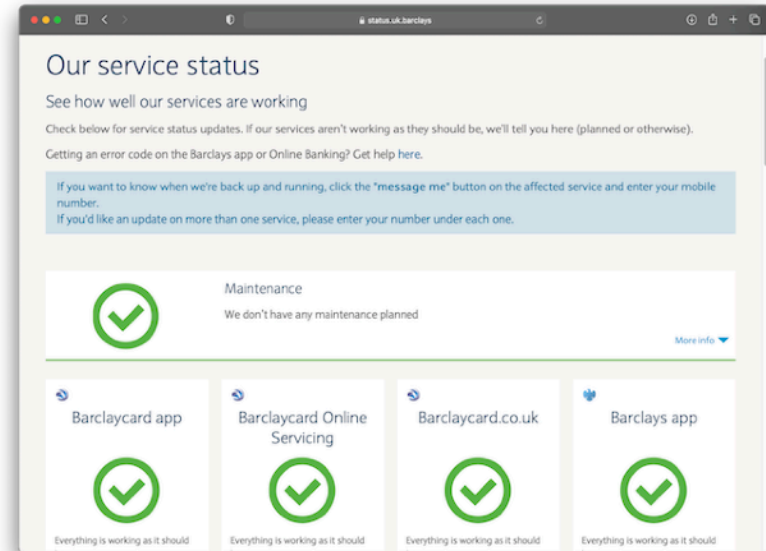
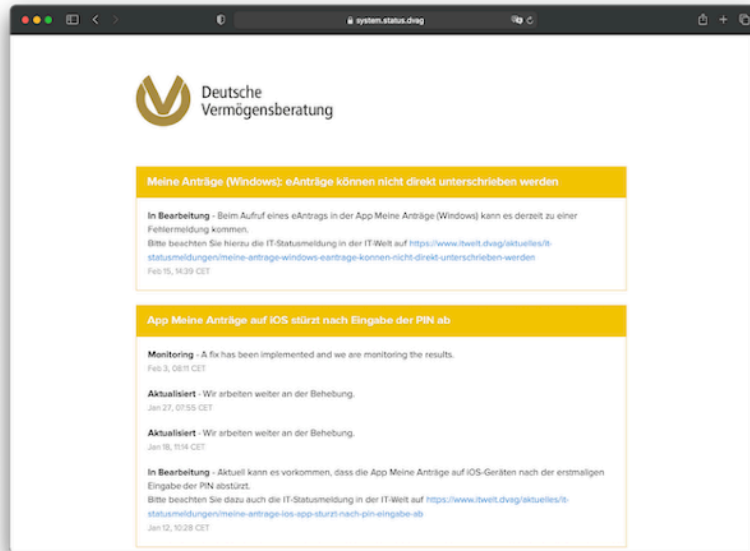


DotBrands in Action

The status of services and mobile applications is becoming a common online feature for many brands, particularly those offering B2C services. DVAG and Barclays illustrate the use of clear and memorable dotBrand domains to cover this:

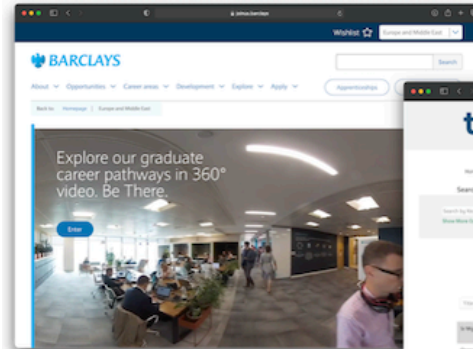
www.status.dvag

www.status.uk.barclays

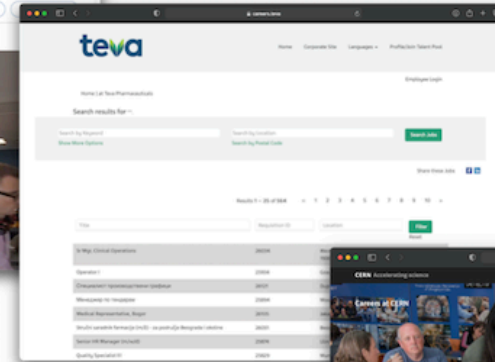


DotBrands in Action

A popular use of dotBrand domains is for graduate and recruitment sites



www.joinus.barclays

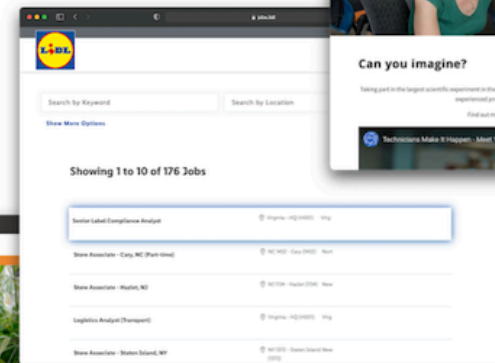
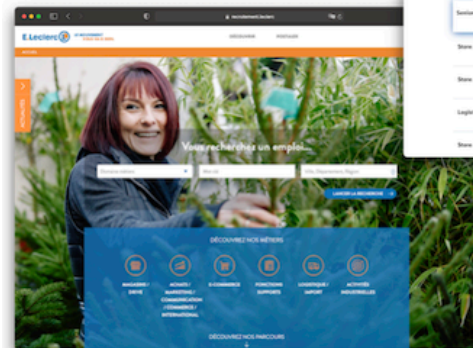
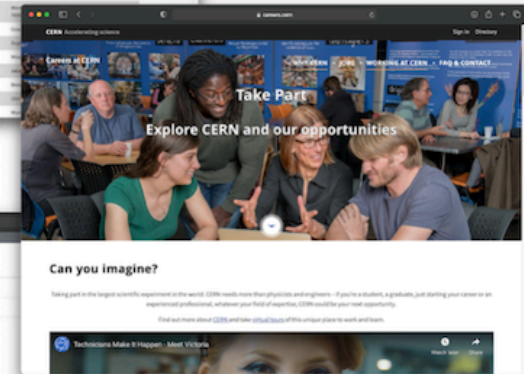


www.careers.teva

www.careers.cern

www.recrutement.leclerc

www.jobs.lidl

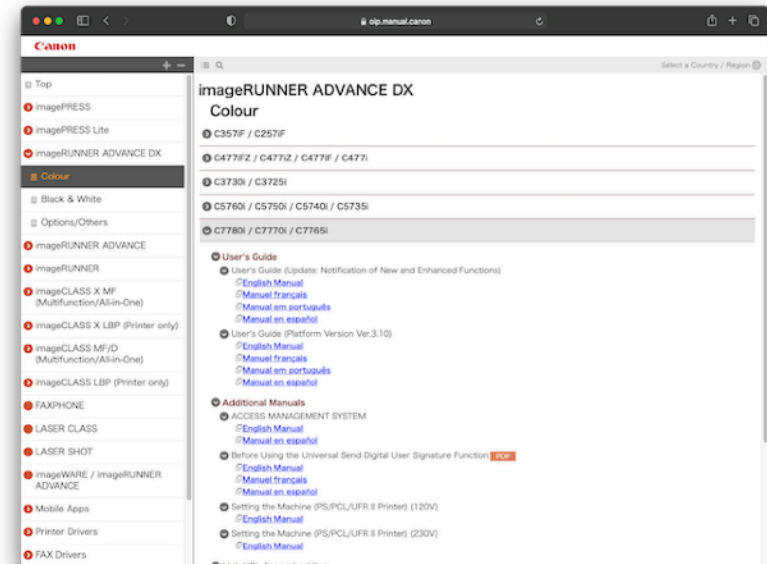
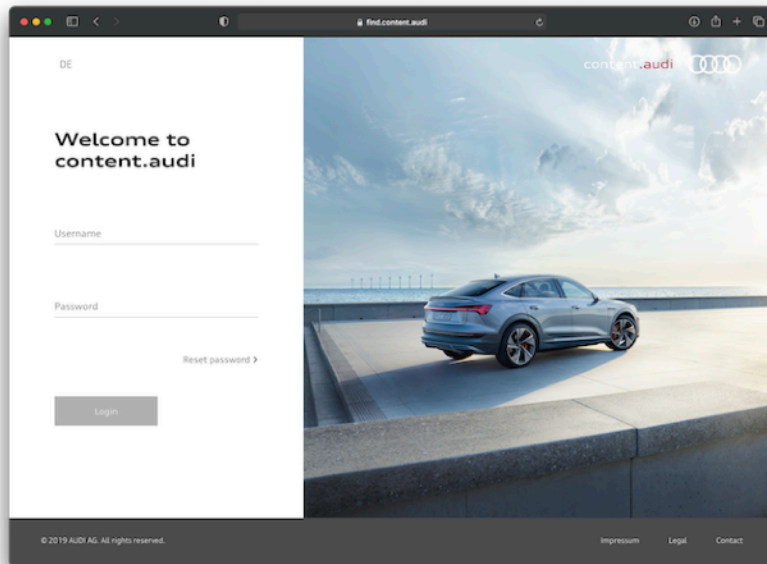


DotBrands in Action

Helping users find content and specific information is a practical and helpful way to use a dotBrand, as shown by Audi and Canon:

www.find.content.audi

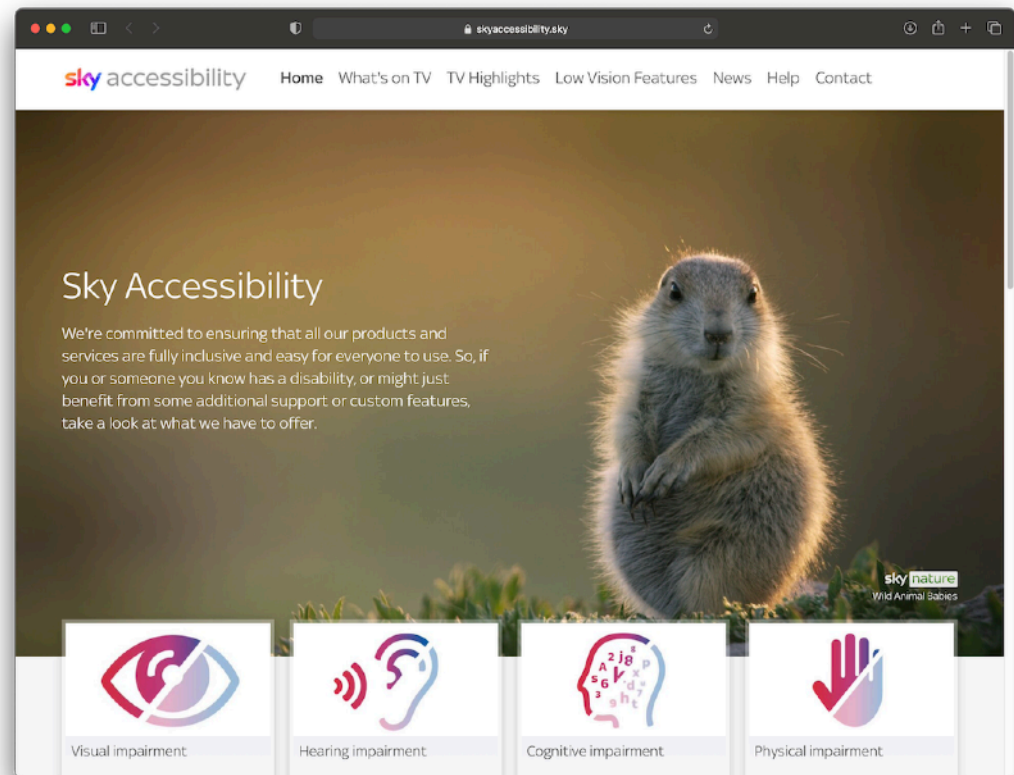
www.oip.manual.canon



DotBrands in Action

www.skyaccessibility.sky

Promoting the ways Sky helps its customers with disabilities enjoy access to their services.



The next round - time to move forward

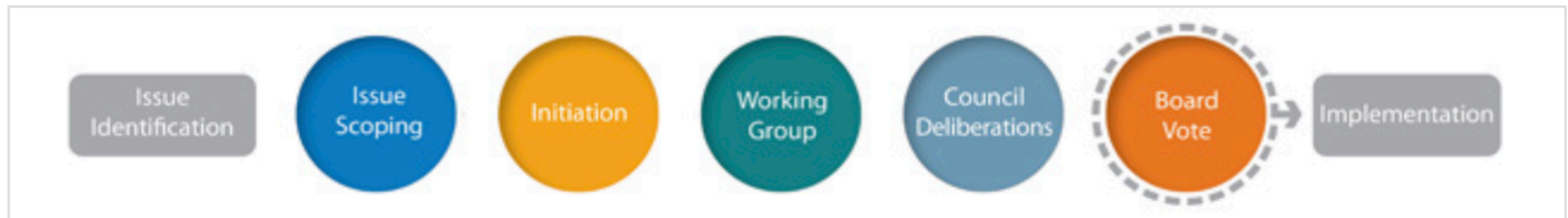
Subsequent Procedures PDP Working Group

- Open membership model: 250 members and observers
- 37 staff policy support and staff observers
- 245 meetings, over 5 years to address multiple topics
- Community input from **6** Public Comment periods and outreach to ICANN community

The next round - time to move forward

Final Report

- Package delivered of over 40 topics with all but one achieving full consensus (25) or consensus (16)
- Approved unanimously by the GNSO Council.



The next round - time to move forward

Implementing the Recommendations

- Changes include:
 - Registry Service Provider Pre-Evaluation
 - Predictability Model
 - More robust Applicant Support Program
 - String Similarity Review: Singular/plural versions of a word
 - Improvements to Community Priority Evaluation

The next round - time to move forward

Implementing the Recommendations

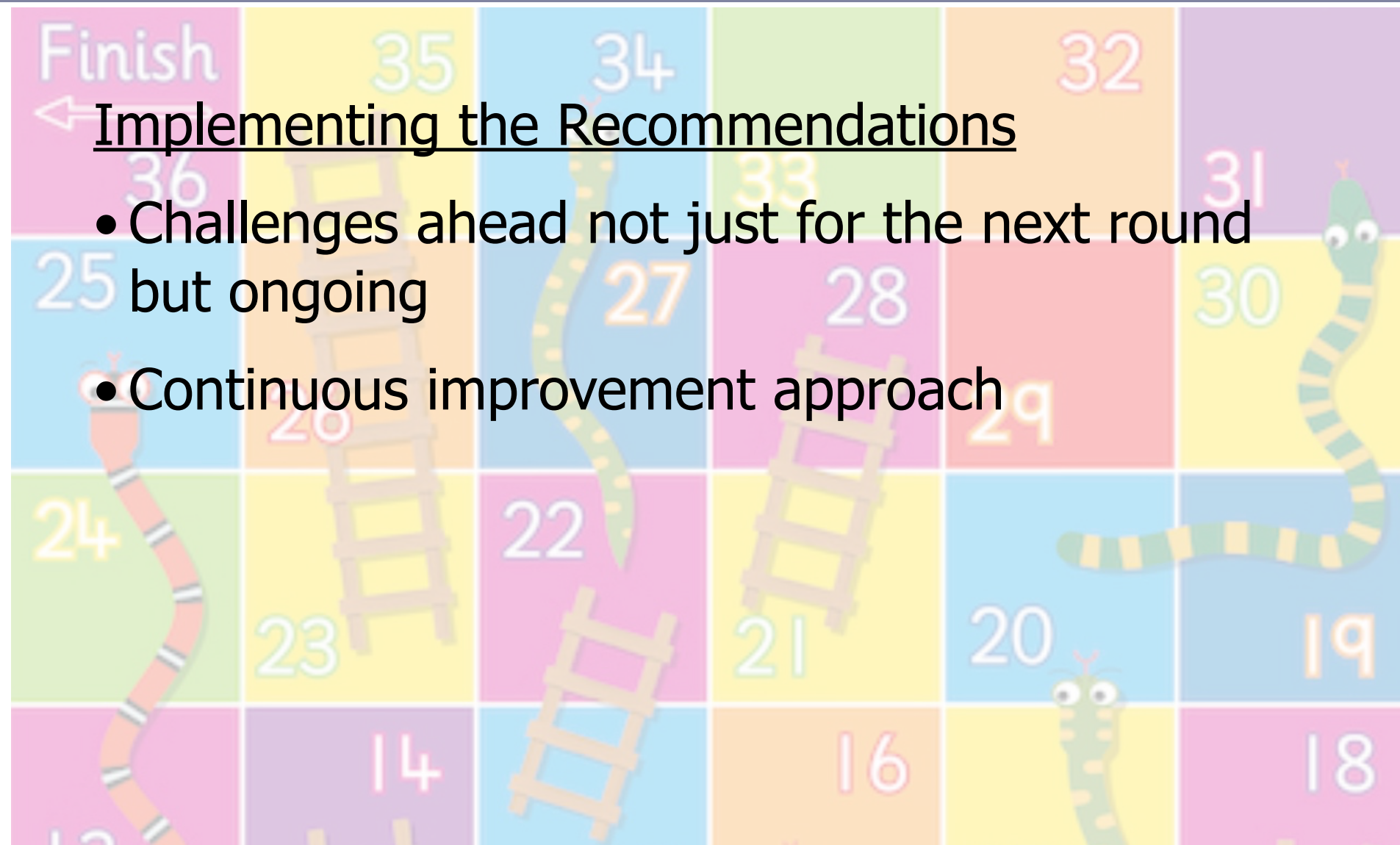
- Basic foundation of New gTLD Program similar to 2012
- Adapting and improving



The next round - time to move forward

Implementing the Recommendations

- Challenges ahead not just for the next round but ongoing
- Continuous improvement approach



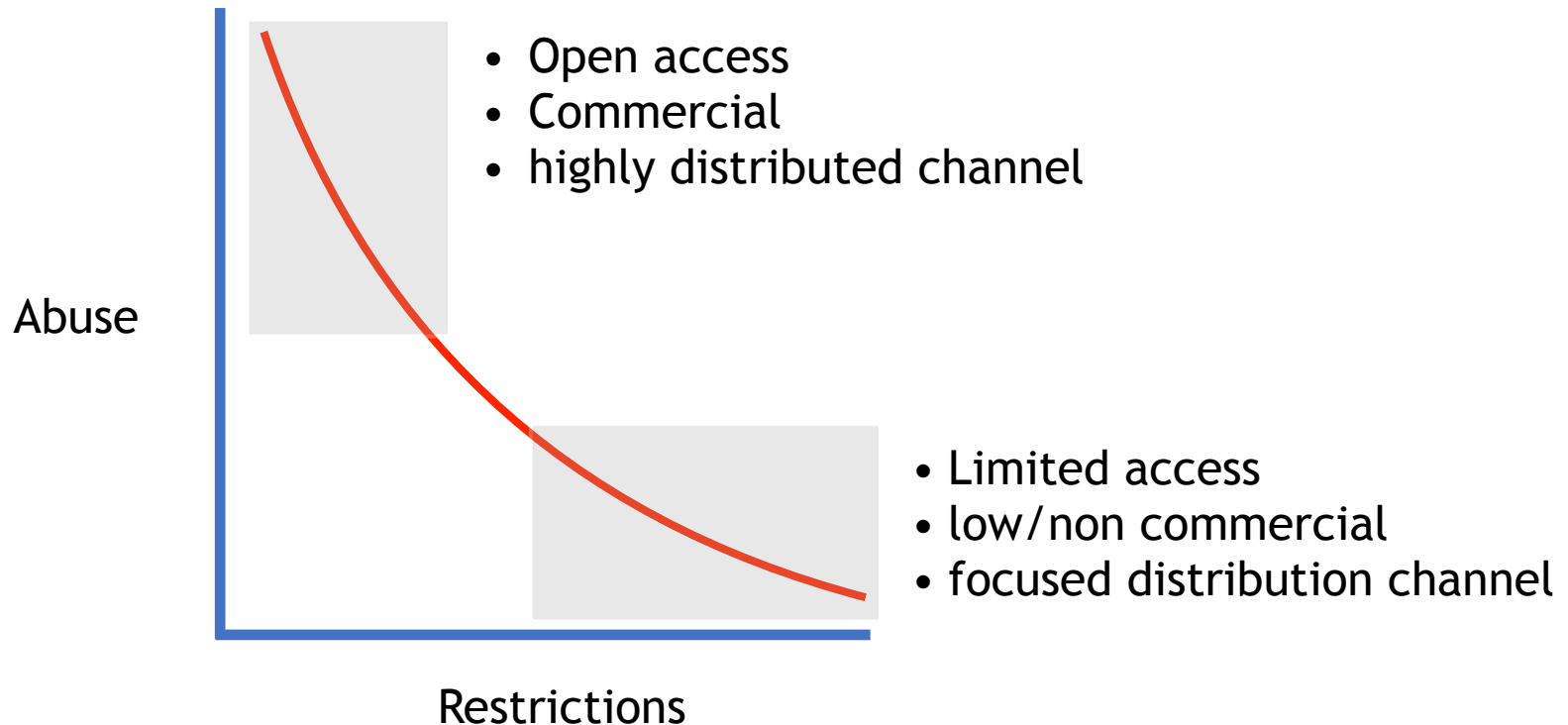
The next round - time to move forward

DNS Abuse - an ongoing issue

- An important area for ICANN to be involved
- ICANN community needs to play their part in addressing/managing DNS abuse
- This should not be a barrier for new entrants based on prior incumbents track record
- Recognise different registry models - one size fits all approach is not appropriate

The next round - time to move forward

- DNS Abuse and different registry models



The next round - time to move forward

Moving forward

- Board approval - support the multi-stakeholder consensus recommendations
- Use the experience and knowledge of the last round to expedite implementation
- Provide predictability - commit to new application window timeframe

BRG CONNECT

Community briefing

Edition 2

March 2021

BRG CONNECT

Brand Registry Group - ICANN Community Update

BRG Connect

BRG Connect is your industry brief focused on dotBrands and this unique registry model. For more information, go to www.brandregistrygroup.org.

BRG @ ICANN70

Come and join our BRG Community Session at ICANN70 on **Monday 15 March, 14:00 UTC**. Register to attend via the ICANN's meeting page - <https://70.schedule.icann.org>

User Adoption - dotBrand domains are popular and trusted

Alexa rankings provide an indication of popularity of websites based on traffic levels

Time to move forward with the next application round



With over five years of work behind it, the Subsequent Procedures PDP WG was rewarded with the GNSO's unanimous approval of their Final Report, steering the course for new application rounds. This collective work of the community has not only helped refine the approach to the next rounds but also witnessed the multi-stakeholder process in action. Typically, this means that parts of the community are equally displeased with the set of outcomes, which is safe to assume has happened in this important policy work process. Recognising the efforts of this group, the BRG is thankful for the work completed and the dedication of all those involved.

About the BRG

Insight. Collaboration. Representation.

Whether you already have a .brand registry or plan to apply at the next opportunity, the Brand Registry Group is a natural home for you. Engaging with like-minded peers and leading global brands, you can get the most value from your .brand investment.

Insight

- Exclusive .brand case studies, implementation guides and research papers to share with your organisation.
- Instant access to a range of industry experts and advice for any questions you may have.
- Member newsletters covering .brand news from around the world.
- Invitations to exclusive webinars and events hosted by guest experts covering a range of relevant topics for your .brand.

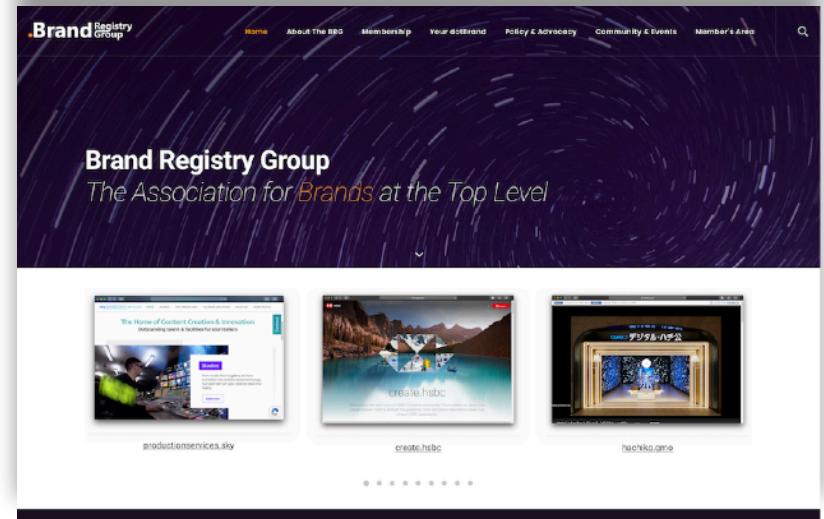
Collaboration

- Access to our private mailing list to ensure timely access to all new information.
- Our network includes the largest brands in the world.
- Monthly member meetings to provide you with updates and an opportunity to raise any queries.
- Ability to join our sub-committees that cover specific topics in greater detail for the benefit of all members.

Representation and Advocacy

- Representation within the ICANN community on a range of technical and policy matters, including access to the ICANN Board.
- Continued monitoring of the landscape to ensure your needs are being met.
- Advocacy of the benefits of .brand within the global technical community.
- Access to participate in ICANN's Registry Stakeholder Group (via the BRGs Associate Membership).

Questions



brandregistrygroup.org

info@brandregistrygroup.org



ICANN 70 / 22 March 2021