

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 estimated over a 90-day period. With dotBrand domains ranking highly, user adoption is strong. See the examples overleaf...

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.

The ICANN Board will now face pressure from some parts of the community to slow or halt the process, to address DNS abuse, for example. The working group discussed this and other topics where disagreements persist but delivered a package to the GNSO and Board to start the much awaited implementation of new rounds. The BRG expects the Board to seriously consider this package,

Examples of Popular dotBrand Domains

Domain (Alexa rank, March 2021)

[about.google](#) (887)

[express.dhl](#) (1062)

[mabanque.bnpparibas](#) (1915)

[yonobusiness.sbi](#) (4598)

[banco.bradesco](#) (4929)

[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.

About the Brand Registry Group

The BRG helps companies and organisations derive maximum value from their dotBrand and keep ahead of the evolving domain industry as it affects dotBrands.

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developed by the community, and move forward at pace to implementation.

Moving forward with the implementation of new rounds does not prevent other work continuing in parallel. In particular, DNS abuse remains a key focus for the ICANN community to address effectively. Positive strides have already been seen in this space and further work is encouraged to ensure the broader community plays their part in managing to address these concerns appropriately. That said, we also recognise that DNS abuse is not evenly spread across all TLDs, but concentrated within relatively few TLDs, including legacy and ccTLDs. For many new gTLDs this is a non-issue, such as dotBrands and highly restrictive TLDs, whereby strict controls and restrictions that are applied minimise DNS abuse considerably.

The expectation of regular application windows, as originally approved under GNSO policies, can now be established based on the package of recommendations created by the Subsequent Procedures PDP WG. The BRG has been supportive of this effort and looks forward to participating in the implementation work. For those organisations that have been waiting patiently for the next application window to arrive, we hope the lengthy delays are now behind us.

Why organisations like their dotBrand

This is an important question, so we asked our members what they found beneficial from operating their dotBrand. Here's some of their responses:

"...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"

Please join us to find out more and hear from some of our members at the **BRG Community Session** at **ICANN70** (Monday 22nd March, 15:30 UTC).