

A banner image showing a city skyline at dusk with the text 'ICANN|64 KOB E' overlaid. The skyline includes a prominent red tower and a large white dome structure.

ICANN|64  
KOB E

.Brand Registry  
Group

# BRG Community Session

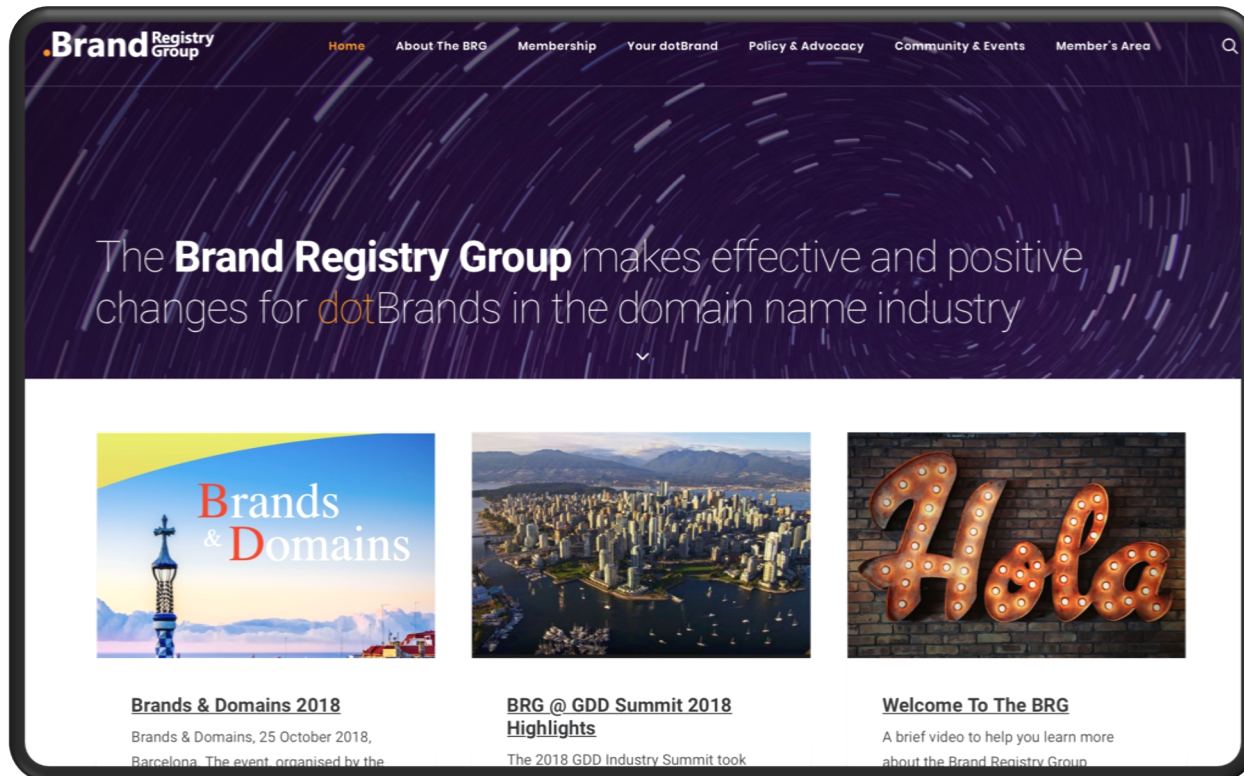
Wednesday 13<sup>th</sup> March 2019, 17:00-18:30

Room: Ruby

# Agenda

- Welcome & Introduction
- Trends & Use Cases: dotBrands in action
- BRG Activities
- Q&A

# About the BRG



[www.brandregistrygroup.org](http://www.brandregistrygroup.org)

# Members include:





# BRG Board of Directors

Cole Quinn, President (Microsoft)

Dawn Shackleton, Vice President (Sky)

Cecilia Smith, Treasurer (Fox)

Tony Kirsch, Secretary (Neustar)

Kevin Audritt (HSBC)

Kristina Rosette (Amazon)

Bill Hayes (BBC)

Luca Barbero (Ferrero)

Michael Flemming (Honda & Sony)

Diana Moltrup (Apple)

Erwin Cruz (Grainger)

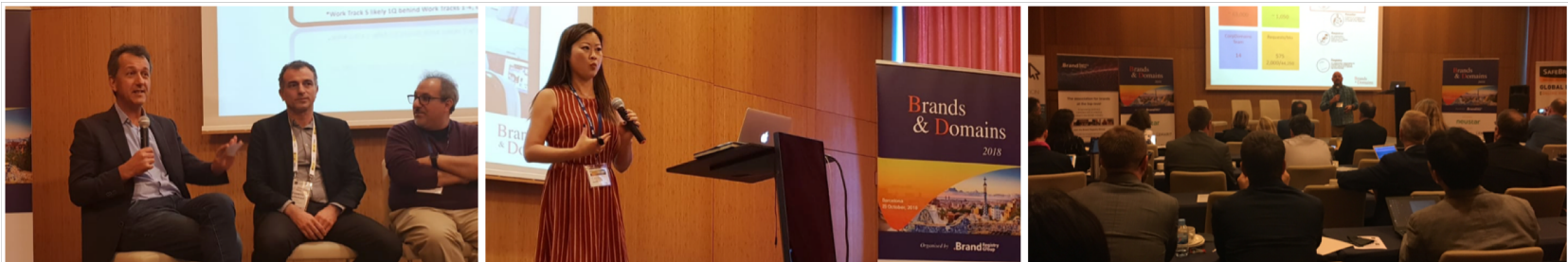
# About the BRG

- Provides an exclusive network for dotBrands to share and learn from each other.
- Develops best practices for dotBrand operators.
- Promotes dotBrands' interests with a collective voice.
- Engages with the ICANN community on behalf of its members



# About the BRG

- Develops position papers, participates in policy development work on behalf of its members.
- Raises awareness of dotBrand activities to the broader community.
- Organises and participates in events to exchange experiences of launching and operating a dotBrand registry.



# About the BRG

## ICANN

- The BRG is an Association Member of the Registry Stakeholder Group (RySG).
- The BRG facilitates engagement with ICANN's Global Domains Division.
- BRG members also work directly in ICANN policy development.

Specification 13

2-character country  
codes

Subsequent  
Procedures

ICANN Audit

# Trends & Use Cases

# Trends & Use Cases

## 2018 Trends



Domains 15595  
54% increase



49% .brands active  
(>2 domains)

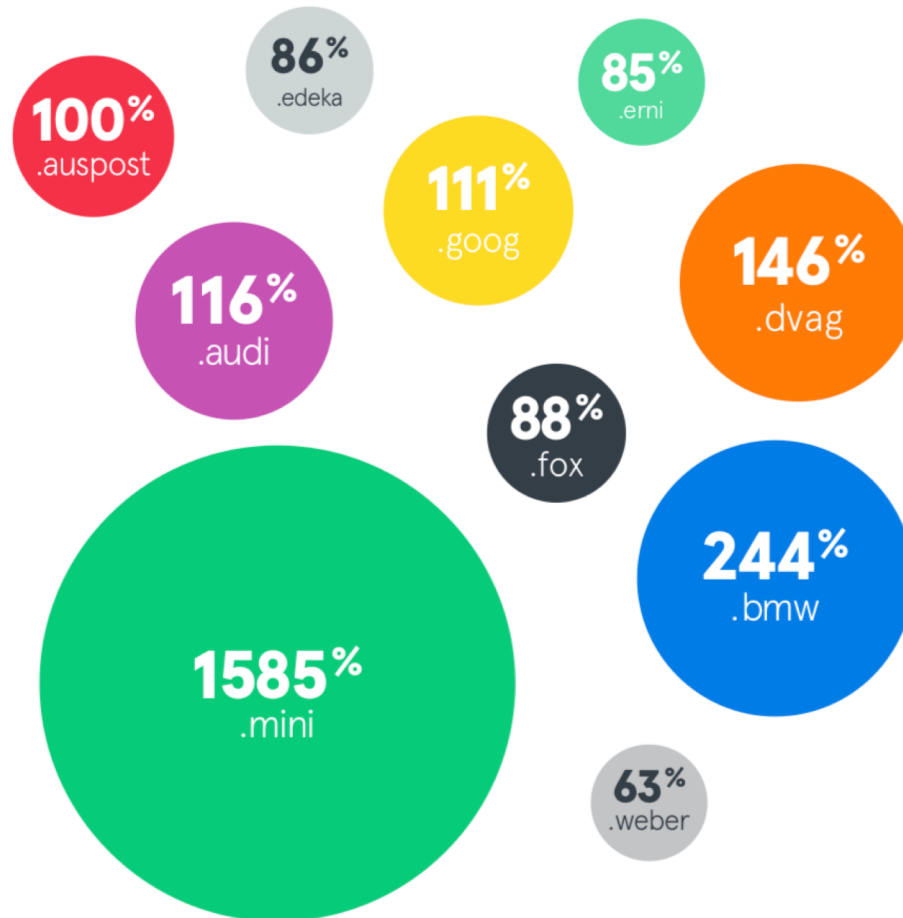


Average domains  
per .brand 27.6



# Trends & Use Cases

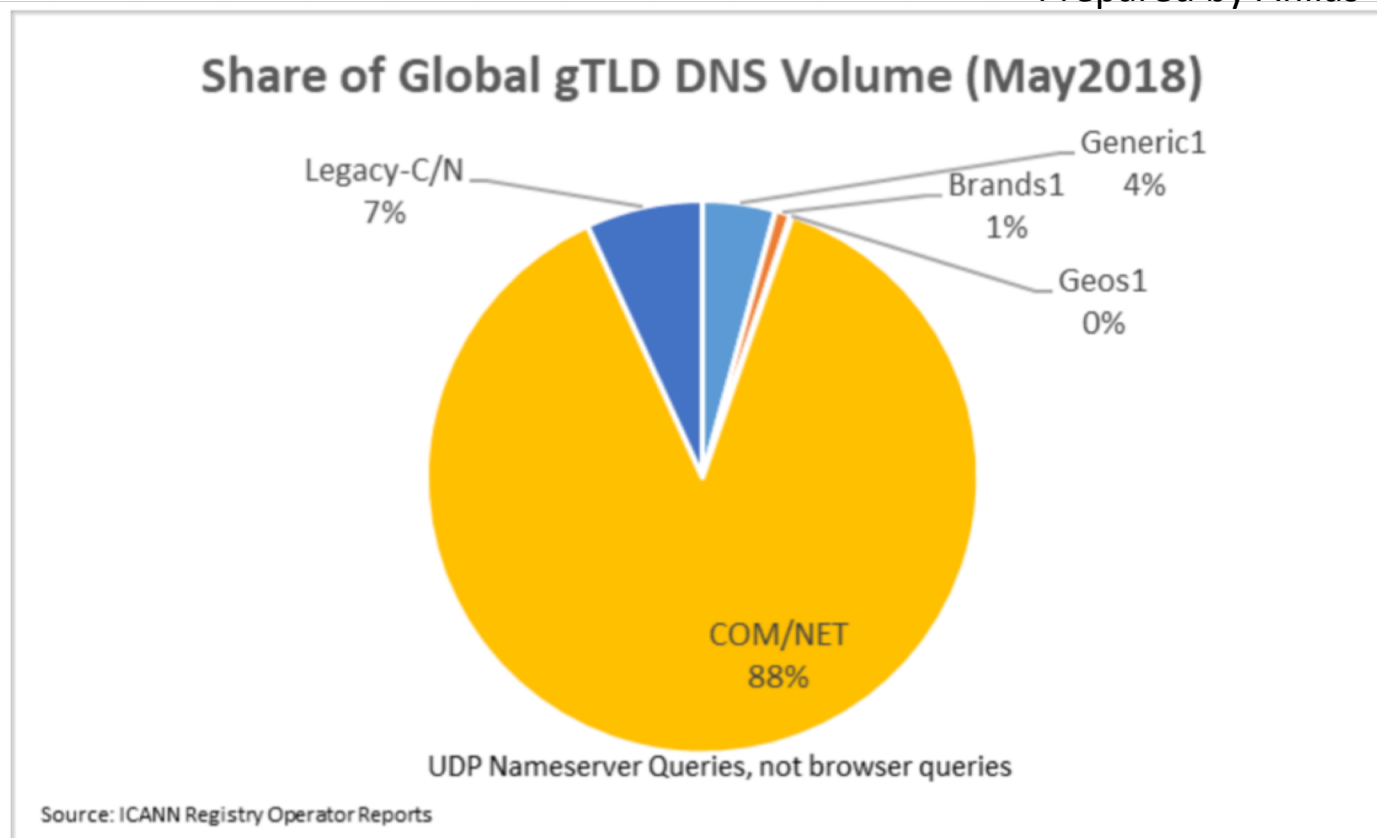
## Which brands grew their **.brand** domain usage in 2018?



# Trends & Use Cases

.com and .net still dominate gTLD DNS traffic

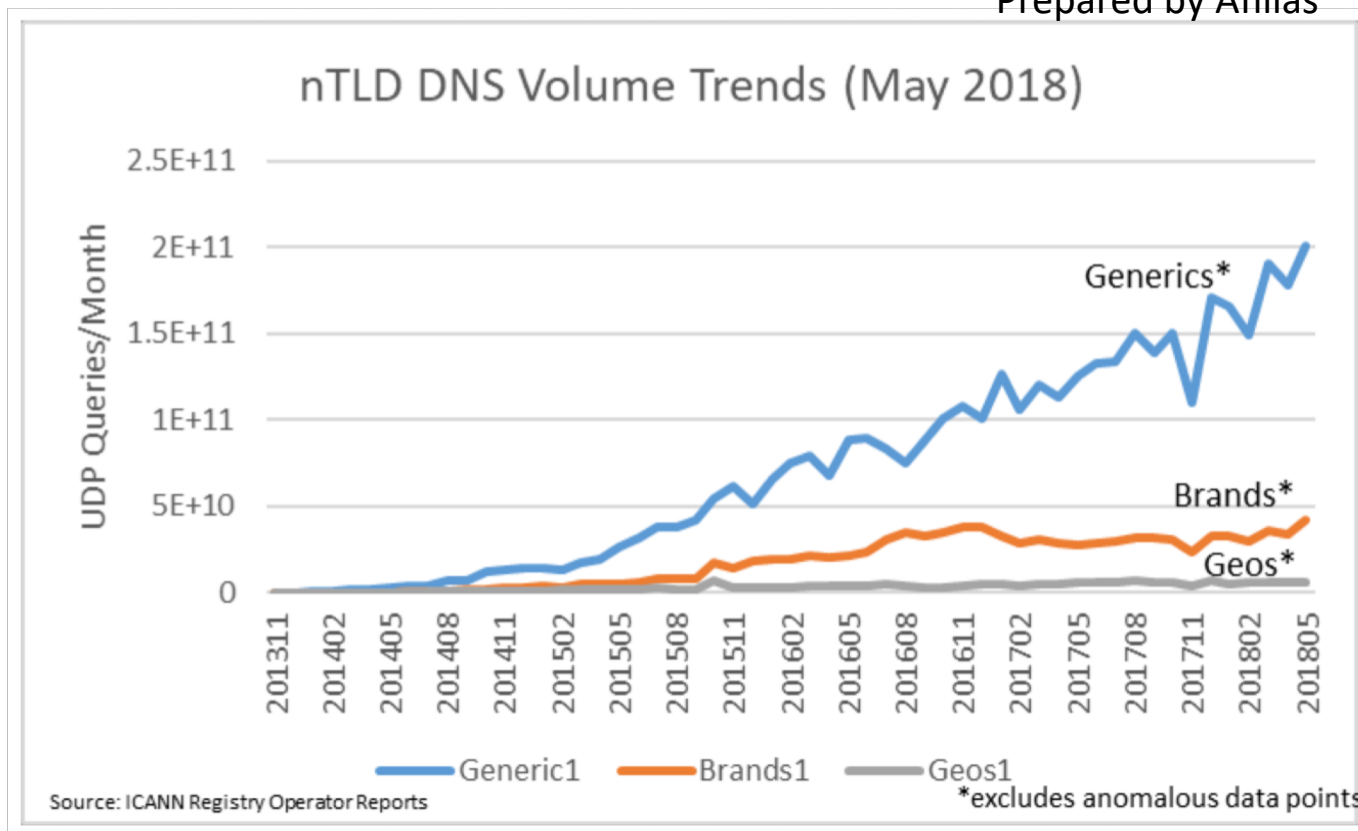
Prepared by Afilias



# Trends & Use Cases

All segments of new gTLDs are building DNS traffic

Prepared by Afiliias



# Trends & Use Cases

Why and  
how are  
dotBrands  
used?

- Social Media
- Websites and redirects
- Email
- Internal network and innovation

# Trends & Use Cases

## Social Media

Trusted links  
replace  
random strings

Consistent and  
memorable for  
the user

Reinforces the  
brand

Increased trust  
raises click-  
through rate

Control and  
flexibility

Low-risk entry  
for dotBrand  
usage



*The new TLD URL Shortener communicates to customers and followers of all global and local HSBC social media accounts that an HSBC link using "grp.hsbc" is legitimate, authentic and secure. It connects HSBC to a better user experience, and presents HSBC as a digital brand with a clear idea on how to innovate secure practices in its brand space.*





# Trends & Use Cases

MakeWayWorld

What is a .brand? Showcase News Resources Videos Stats Hub

Current .brands: nba | .netflix | .nike | .oracle | .samsung | .sky | .toyota | .visa | .walmart | .afi | .an

## Key use cases

 <p>next-generation.dvag</p> <p>A careers-based campaign page targeting young people and entrepreneurs to join DVAG</p>	 <p>annett-weigel.dvag</p> <p>One of over 100 staff domains, which forwards to a profile page for financial advisor Annett Weigel</p>	 <p>facebook.dvag</p> <p>A shortcut to DVAG's corporate Facebook page</p>	 <p>meineapp.dvag</p> <p>An informational page providing details of DVAG's customer application</p>
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Industry spotlight: Improved navigation & a consistent brand experience

- Redirects link to deep content
- More memorable and easy to navigate for users
- Can help to analyse user habits before redesign under dotBrand structure
- Low risk entry for dotBrand usage

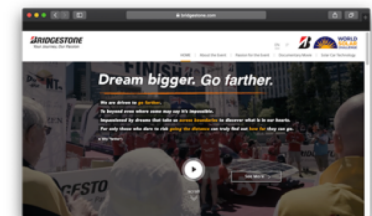
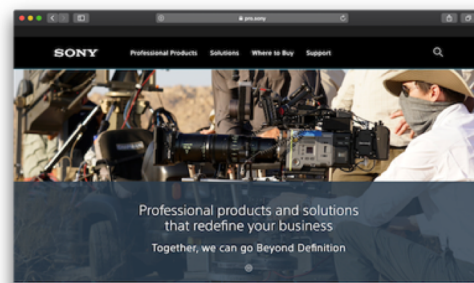
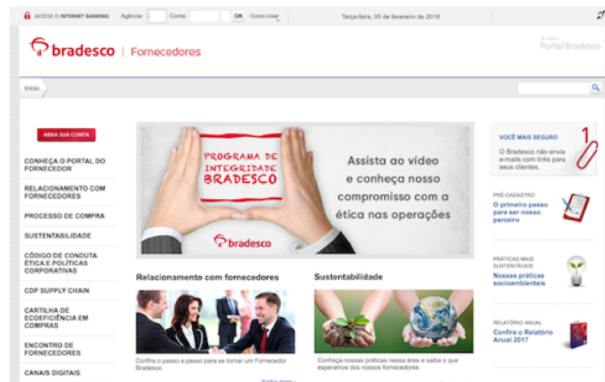
Redirects



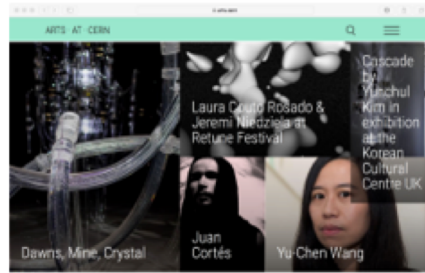
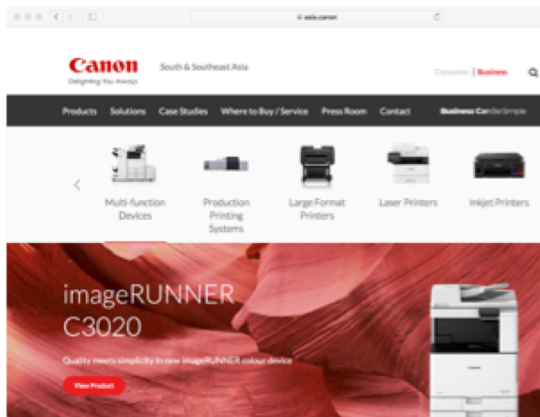
# Trends & Use Cases

## Websites

- Control
- Security
- Compliance

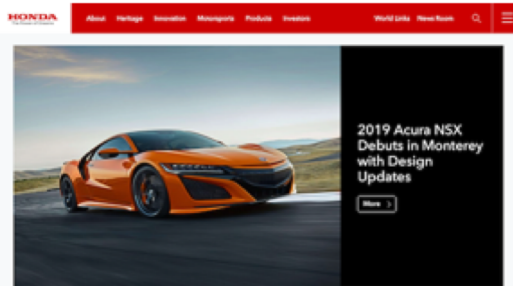


# Trends & Use Cases



## Websites

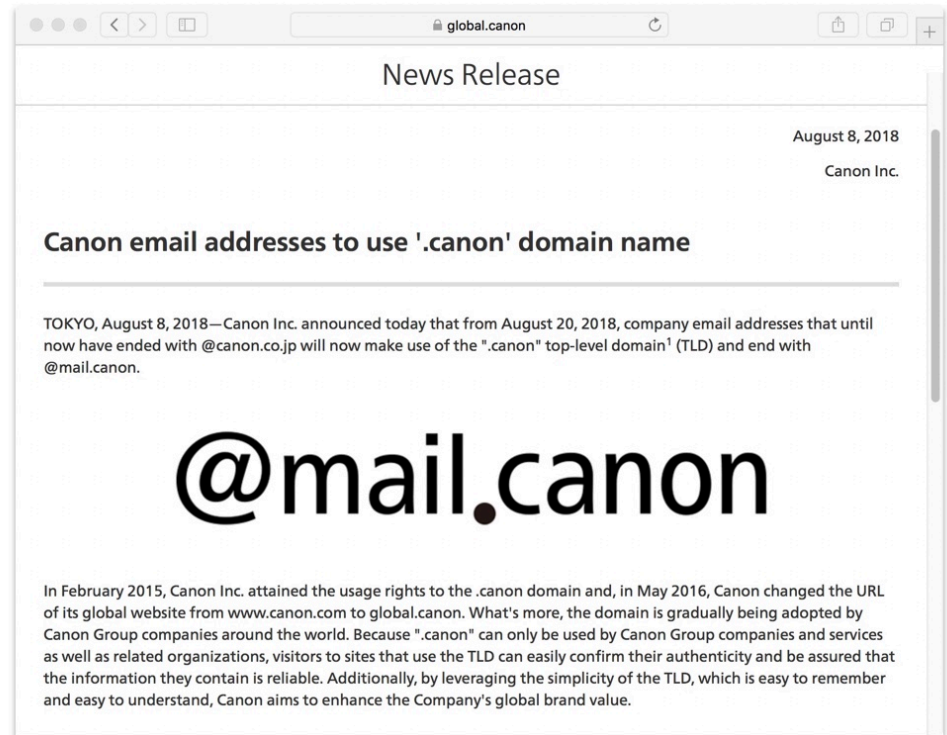
- Flexibility
- Choice
- Trust



# Trends & Use Cases

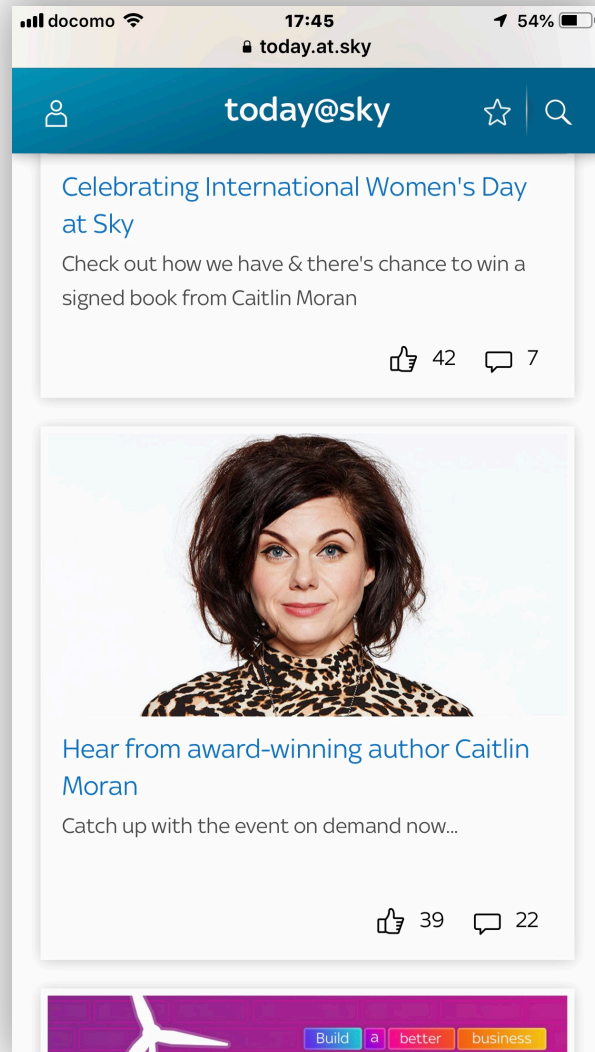
## Email

- Reinforces the brand
- Increases trust with customers, suppliers and within organization
- Flexibility & choice
- Considerations:  
Universal Acceptance



***“Canon is taking this chance to adopt a uniform domain, improving communication and increasing operation efficiency”***

# Trends & Use Cases



- ❖ 3rd party agency PR and marketing campaigns
- ❖ Staff news daily website

# Trends & Use Cases

## Internal network & innovation

Google makes HTTPS encryption mandatory for its 45 new TLDs :  
.dev / .app / .how...



- Enforce minimum standards across entire TLD
- Simplify deployment of security, such as HTTP Strict Transport Security (HSTS) and Domain-based Message Authentication, Reporting and Conformance (DMARC)
- Extended control from the root of the Internet to the user

# Trends & Use Cases

## HTTP Strict Transport Security (HSTS)

- Enforces mandatory HTTPS on a domain name
- Browsers automatically rewrite <http://foo.bar> to <https://foo.bar> before sending the request.
- Preloaded HSTS cannot be stripped.
- A best practice in web security.
- Using HSTS for entire TLDs is simple and a good match for dotBrands.

Courtesy of Ben McIlwain, Google

### HSTS everything

- Simplest way is to apply it to entire TLDs
- Already in use on .app, .page, .dev, .google, .bank, .insurance, and 7 more
- Simpler than configuring HSTS for every individual domain
- Provides protection for new domains from moment of creation

Google Registry

### Resources, Q&A

[hstspreload.org](https://hstspreload.org)

To submit domains (incl. TLDs) to the HSTS preload list

[goo.gl/vEoUV6](https://goo.gl/vEoUV6) [goo.gl/jiu4gM](https://goo.gl/jiu4gM)

Interviews about HSTS preloading for brand TLDs

[g.co/hststlds](https://g.co/hststlds)

Blog post announcing our use of HSTS on TLDs

[g.co/dotapplaunch](https://g.co/dotapplaunch)

.app launch announcement from May

[yt.be/dotappio](https://yt.be/dotappio)

More details on HSTS preloading from Google I/O .app launch presentation

Google Registry



# Trends & Use Cases

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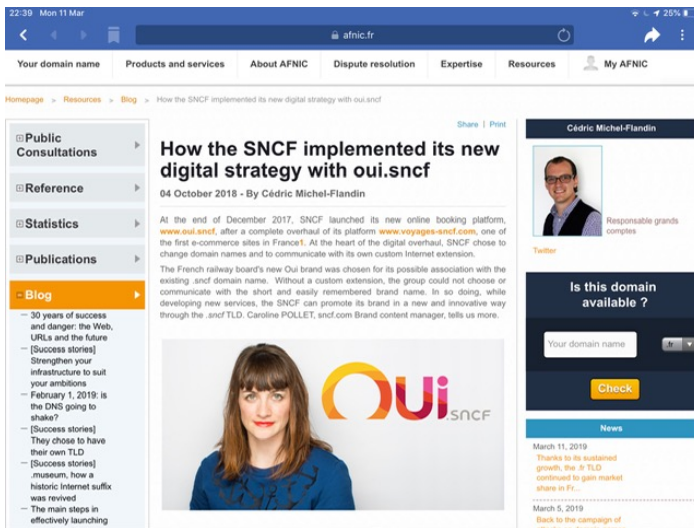


# Trends & Use Cases

The screenshot shows a mobile browser interface for the AFNIC website. The top navigation bar includes links for 'Your domain name', 'Products and services', 'About AFNIC', 'Dispute resolution', 'Expertise', 'Resources', and 'My AFNIC'. The breadcrumb trail indicates the current page is 'Blog > How the SNCF implemented its new digital strategy with oui.sncf'. The main content area features a sidebar with categories like 'Public Consultations', 'Reference', 'Statistics', and 'Publications', with 'Blog' selected. The article title is 'How the SNCF implemented its new digital strategy with oui.sncf', dated 04 October 2018, by Cédric Michel-Flandin. The article text discusses SNCF's digital strategy, mentioning the launch of the 'oui.sncf' platform and the use of the .sncf domain. A photo of Caroline Pollet, SNCF Brand content manager, is shown next to the 'oui.sncf' logo. On the right, there is a profile for Cédric Michel-Flandin, 'Responsible grands comptes', with a 'Twitter' link. Below that is a 'Domain availability checker' with a text input field, a dropdown for '.fr', and a 'Check' button. A 'News' section at the bottom lists recent updates, including 'Thanks to its sustained growth, the .fr TLD continued to gain market share in Fr...' and 'Back to the campaign of attacks on domain names'.

<https://www.afnic.fr/en/resources/blog/how-the-sncf-implemented-its-new-digital-strategy-with-oui-sncf-1.html>

# Trends & Use Cases



<https://www.afnic.fr/en/resources/blog/how-the-sncf-implemented-its-new-digital-strategy-with-oui-sncf-1.html>

“..the .brand TLD must serve the overall strategy of the brand and the company..”

“..find the right moment, the right opportunity to get started..”

“..convincing and bringing on-board Excom sponsors to ensure easy deployment..”

“..exchanging and co-steering with all the units in your group..”

“..anticipating the financial and legal issues with the departments concerned..”

# BRG Activities

# BRG Activities

## BRG Guides

Based on the experience and knowledge of our members, the BRG has developed and published a number of guides that can help our members to plan and operate their registry effectively:

- ✓ Quick guide to the Base Registry Agreement
- ✓ Basic Redirect Checklist
- ✓ Exploring NXDomain Reports
- ✓ GDD General Operations Guide for Brand Registry Operators
- ✓ White Paper - dotBrand Strategy



# BRG Activities

## 2018 Events

- ✓ Delivered the "Brand Track" at the GDD Summit which took place in British Columbia in May.
- ✓ Organised and hosted [Brands & Domains 2018](#) in Barcelona. Topics included covered dotBrand launch strategies, corporate domain management strategies, future round of new gTLDs and how this will impact dotBrands.
- ✓ Participated in the regional DNS Forum and Registry Training for Latin America & Caribbean.



# BRG Activities

## General guidance/feedback from dotBrand exchanges

- Identify owner.
- Establish group of key internal stakeholders.
- Create your TLD strategy, aligned to your business' strategy.
- Consider starting with low risk, low cost but high interest/return propositions.
- Build up awareness.
- Engage and collaborate with other dotBrands

*“A journey of a thousand miles begins with a single step.”-Lao-Tzu*

# BRG Activities

## Priorities for 2019

- **Subsequent Procedures PDP - Final Report & Next Steps**
- **Developing further guides/best practices for our members, including:**
  - SEO impact and safeguards
  - Using a dotBrand to service China
  - Developing business cases and measuring ROI
  - Security for your dotBrand
- **dotBrand Engagement & Events**

# BRG Activities



## .Brand Track Topics:

- .BRAND Registry Operations: Business Continuity and Resilience
- Integrating .BRANDS with your domain portfolio
- Keeping your .BRAND secure
- Using .BRANDS for services in China

# BRG Activities



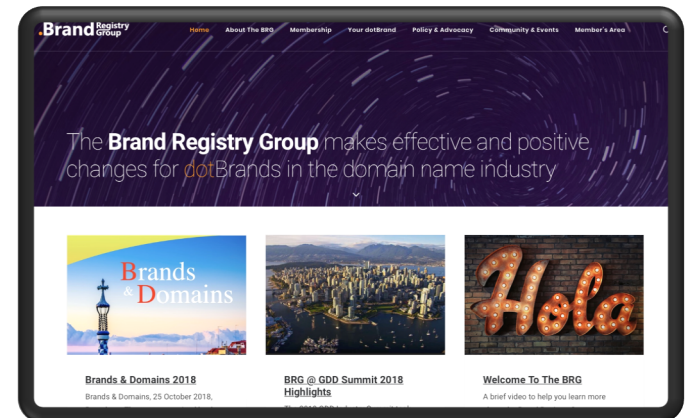
## **Brands & Domains 2019**

**7 November**

**Montreal**

- Coincides with ICANN66
- The event for dotBrand registries and future applicants

# 4. Q & A



Want to join the BRG?

Contact [info@brandregistrygroup.org](mailto:info@brandregistrygroup.org)

First year membership discount of 20% available for applications received by 30<sup>th</sup> April 2019.