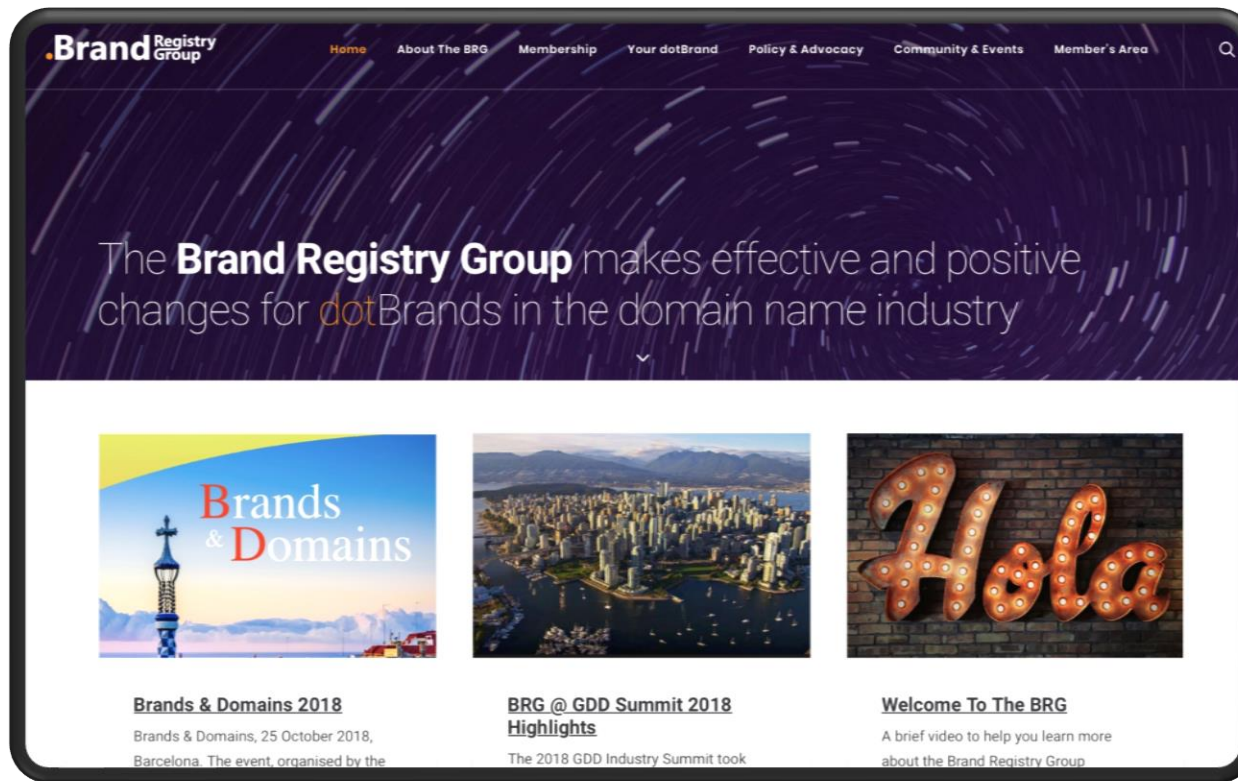# BRG Community Session

Wednesday 24th October 2018, 09:30-10:15

Room 127/128

Agenda

- Welcome (Cole Quinn) 5 min

- GDD Engagement - (Cole Quinn) 5 min

- DotBrand Use Cases and Trends (Martin Sutton) - 20 min

- Q&A

About the BRG

www.brandregistrygroup.org

About the BRG

Agenda

Time	Session	Speaker
15:00	Registration	
15:15	Welcome & Introduction	**Cole Quin** (Microsoft & BRG)
15:30	Approaching 5 years of dotBbrands, how far have we really come?	**Tony Kirsch** (Neustar & BRG)
16:00	Securing your dotBrand TLD using HSTS preloading	**Ben McIlwain** (Google)
16:30	Panel: How will the next application round improve for dotBrands?	**Martin Kuechenthal** (LEMARIT) **Roland LaPlante** (Afilias) **Jothan Frakes** Moderator (DNA)
17:00	Break	
17:10	Launch strategy and deployment - lessons and learnings from active dotBrand operators DotCERN: Why, how & what's next? DotFOX: Building a dotBrand from Inside Out DotHSBC: Away from the numbers - engagement strategies for dotBrands	**Kate Kahle** (CERN) **Cecilia Smith** (Fox) **Kevin Audritt** (HSBC)
18:10	Panel: Getting to the next round	**Jeff Neuman** (Valideus) **Peter LaMantia** (Authentic Web) **Frédéric Guillemaut** (SafeBrands) **Martin Sutton** Moderator (BRG)
18:40	Corporate domain portfolio management - The "Cole-istic" approach	**Cole Quin** (Microsoft & BRG)
19:00	Close	
	The event will close with a networking dinner, providing you with the opportunity to mix with attendees and industry experts and share experiences.	
19:30	**Brands & Domains Networking Dinner** (sponsored by Neustar)	Casa Carmen

Brands & Domains

The event for Brands about dotBrands

Barcelona 25 October, 2018

When: **25 October 2018, 3:00pm - 10pm**

Where: **Hotel SB Diagonal Zero, s/n Plaça de Llevant, 08019 Barcelona, Spain**

[Register to attend Brands & Domains 2018](#)

The Brands & Domains event is open to BRG members and non-members. Come and find out how dotBrands are being used, the strategies behind them and how to operate these registries for the benefit of your own organisation, and learn from your peers as they share their experiences.
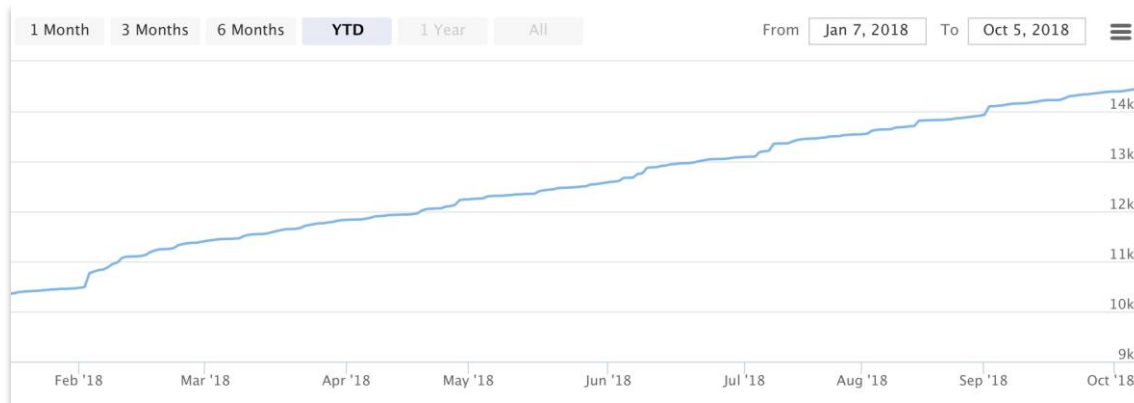
2. GDD Engagement

1. Welcome to Aysegul Tecke, Registry Services and Engagement Manager

3. DotBrand Use Cases & Trends

566
.brand TLDs Delegated
View All .brand TLDs

39
Countries of Origin
View TLDs by Region

14,438
.brand Domains Registered
View Domain Stats

25.51
Avg. Domains per .brand TLD
View Domains per TLD

Growth of dotBrand activity (visible)

| 1 Month | 3 Months | 6 Months | YTD | 1 Year | All | | From | Jan 7, 2018 | To | Oct 5, 2018 |

14k
13k
12k
11k
10k
9k

Feb '18   Mar '18   Apr '18   May '18   Jun '18   Jul '18   Aug '18   Sep '18   Oct '18

Source: Makeway.world

.**Brand** Registry Group

Why and how are dotBrands used?

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

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

HSBC ✔ @HSBC · 10h
1 in 4 millennials set up a business to make a difference #HSBCreport
grp.hsbc/60188WUX2

1 in 4 millennials set up a business to make a difference

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.

Websites

- Flexibility
- Choice
- Trust
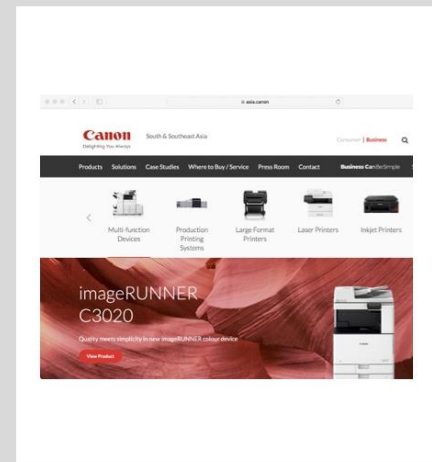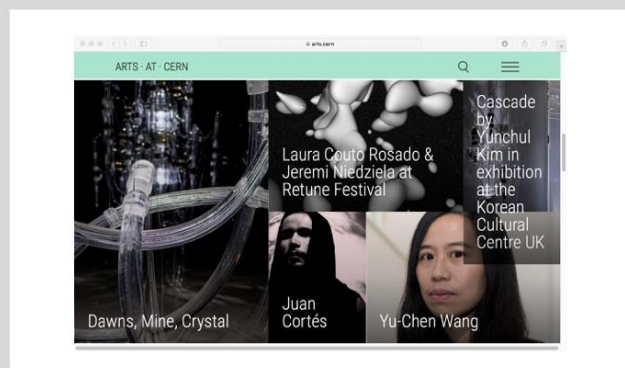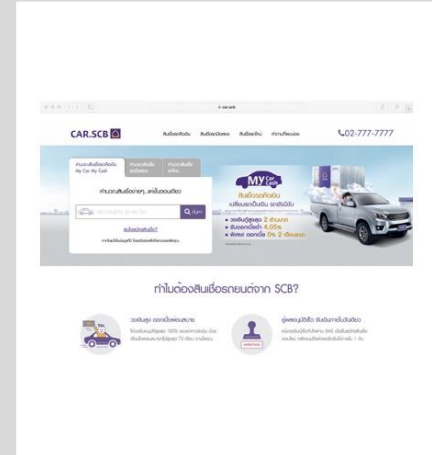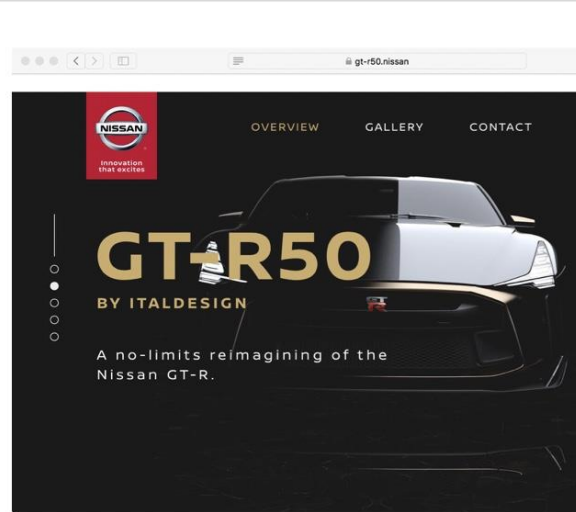
3. DotBrand Use Cases & Trends

Websites

- Control
- Security
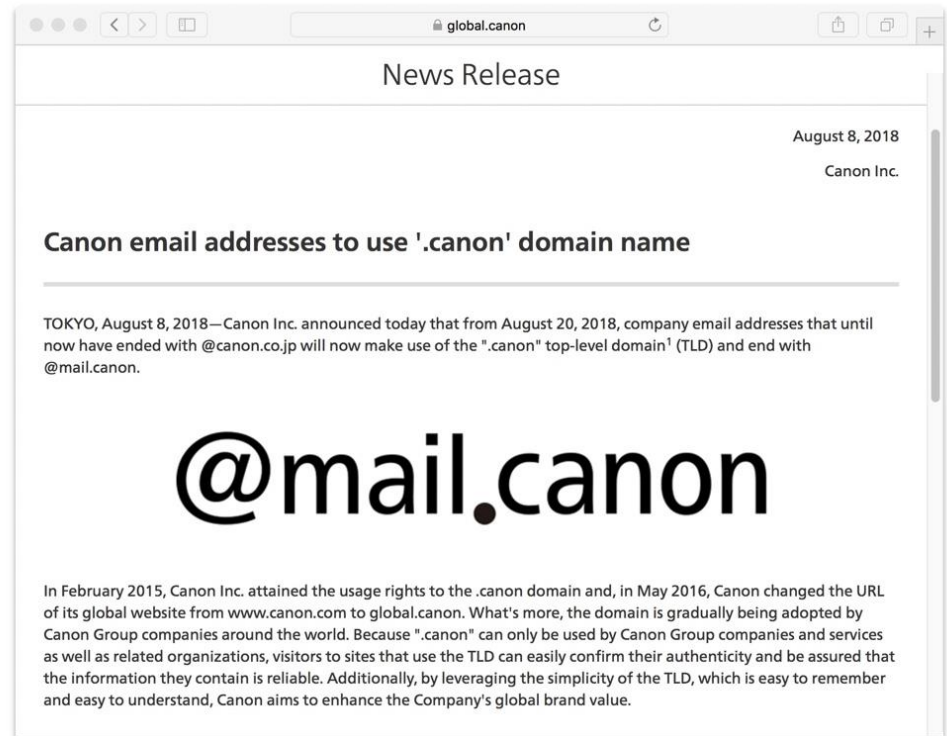- Compliance

3. DotBrand Use Cases & Trends

.Brand Registry Group

- 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

3. DotBrand Use Cases & Trends

Email

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

News Release

August 8, 2018

Canon Inc.

Canon email addresses to use '.canon' domain name

TOKYO, August 8, 2018—Canon Inc. announced today that from August 20, 2018, company email addresses that until now have ended with @canon.co.jp will now make use of the ".canon" top-level domain[1] (TLD) and end with @mail.canon.

@mail.canon

In February 2015, Canon Inc. attained the usage rights to the .canon domain and, in May 2016, Canon changed the URL of its global website from www.canon.com to global.canon. What's more, the domain is gradually being adopted by Canon Group companies around the world. Because ".canon" can only be used by Canon Group companies and services as well as related organizations, visitors to sites that use the TLD can easily confirm their authenticity and be assured that the information they contain is reliable. Additionally, by leveraging the simplicity of the TLD, which is easy to remember and easy to understand, Canon aims to enhance the Company's global brand value.

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

Internal network & innovation

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

🔒 https://

- 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

What next?

- Growing awareness of dotBrand amongst internal stakeholders will drive further deployment and interesting use cases.

- User adoption will further expand.

- More brands want to operate their own trusted space on the root of the Internet.

- ICANN Subsequent Procedures Policy Work

ICANN

Initial Report on the New gTLD Subsequent Procedures Policy Development Process (Overarching Issues & Work Tracks 1-4)

Open Date	Close Date	Staff Report Due
3 Jul 2018 23:59 UTC	26 Sep 2018 23:59 UTC	29 Oct 2018 23:59 UTC

Comments Closed

4. Q & A

www.brandregistrygroup.org