BRG Community Session
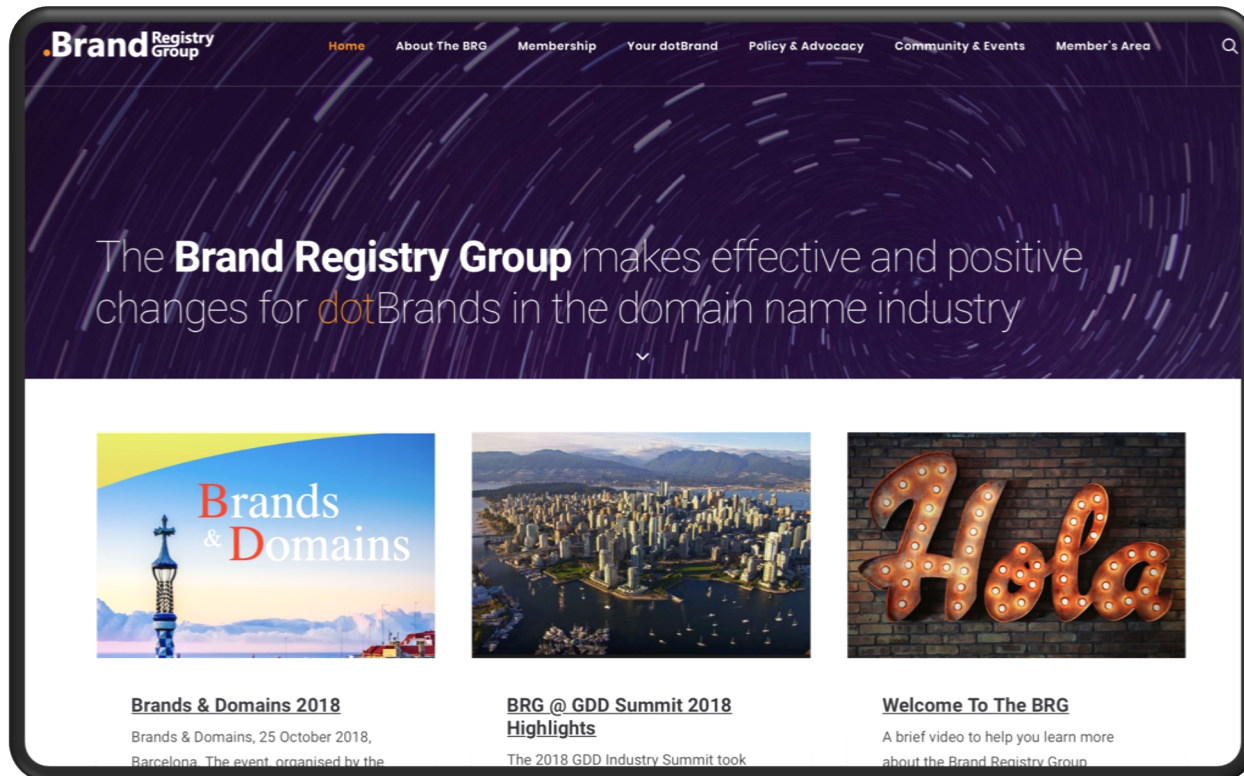
Wednesday 13th March 2019, 17:00-18:30

Room: Ruby

Agenda

- Welcome & Introduction

- Trends & Use Cases: dotBrands in action

- BRG Activities

- Q&A

About the BRG

www.brandregistrygroup.org

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.
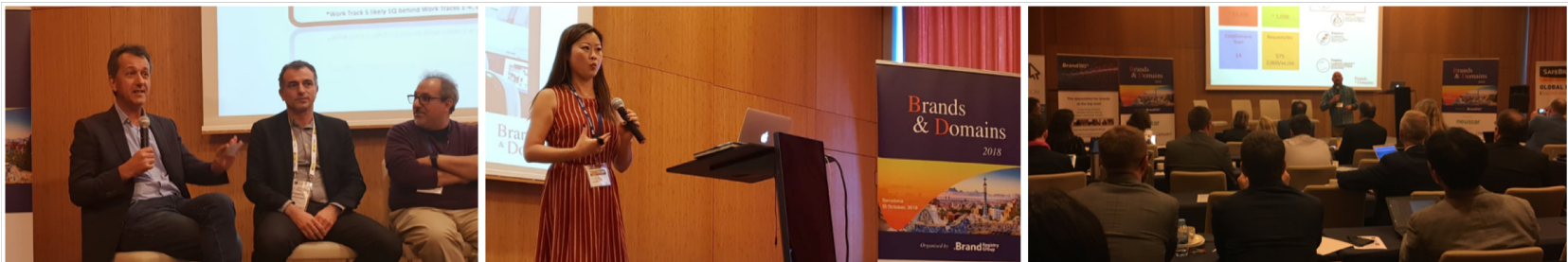
About the BRG

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

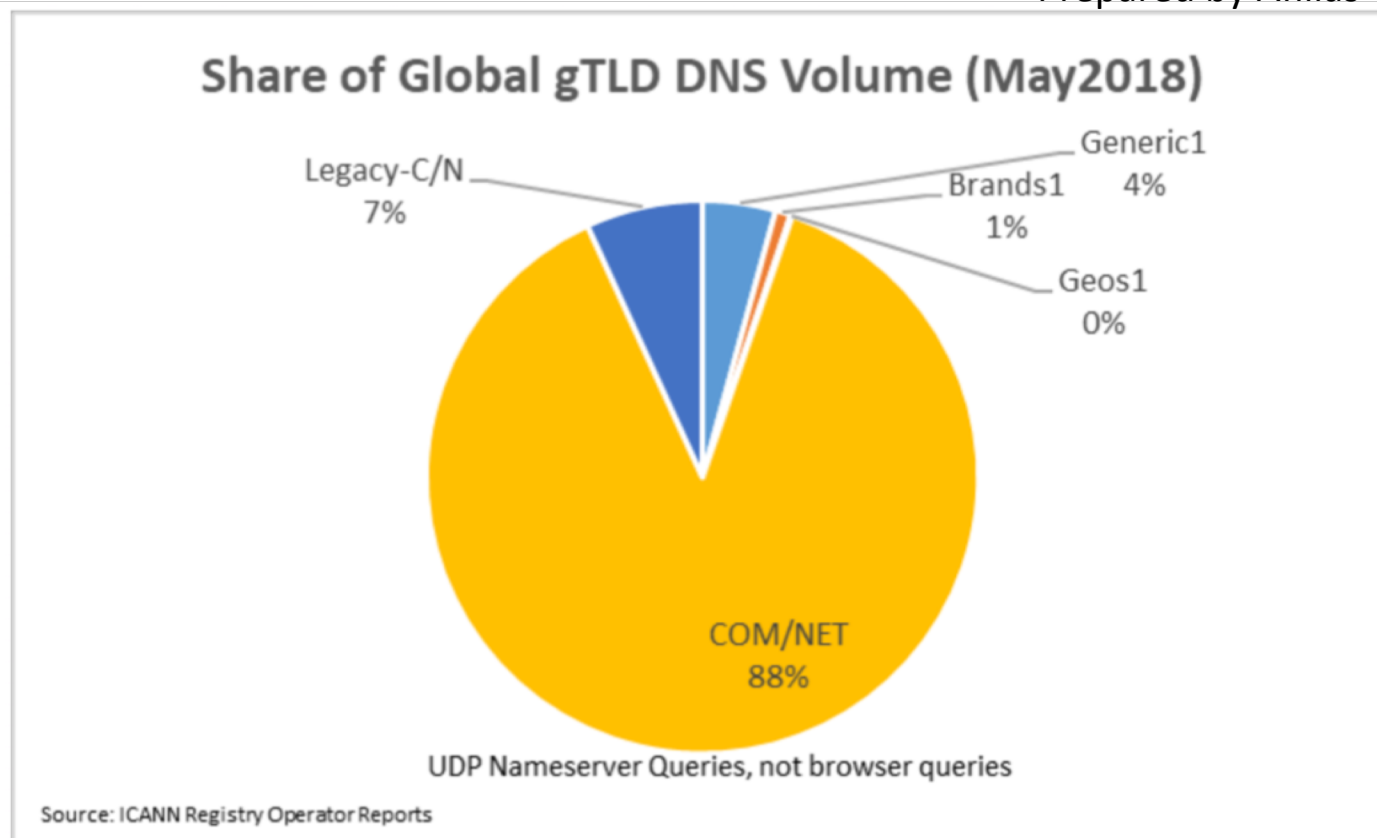Source: Makeway.World

Trends & Use Cases

Which brands grew their .brand domain usage in 2018?

- 86% .edeka
- 85% .erni
- 100% .auspost
- 111% .goog
- 146% .dvag
- 116% .audi
- 88% .fox
- 244% .bmw
- 1585% .mini
- 63% .weber

Source: Makeway.World
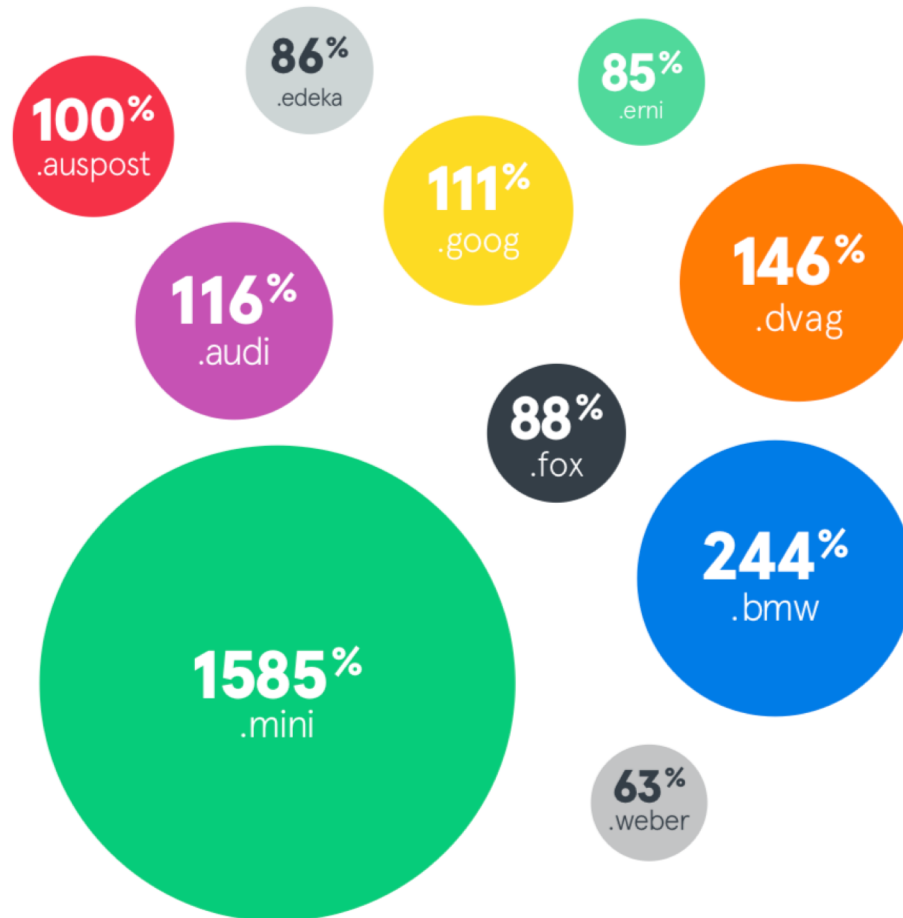
Trends & Use Cases

.com and .net still dominate gTLD DNS traffic

Prepared by Afilias

Share of Global gTLD DNS Volume (May2018)

- Legacy-C/N 7%
- Generic1 4%
- Brands1 1%
- Geos1 0%
- COM/NET 88%

UDP Nameserver Queries, not browser queries

Source: ICANN Registry Operator Reports

Trends & Use Cases

All segments of new gTLDs are building DNS traffic

Prepared by Afilias

nTLD DNS Volume Trends (May 2018)

.**Brand** Registry Group
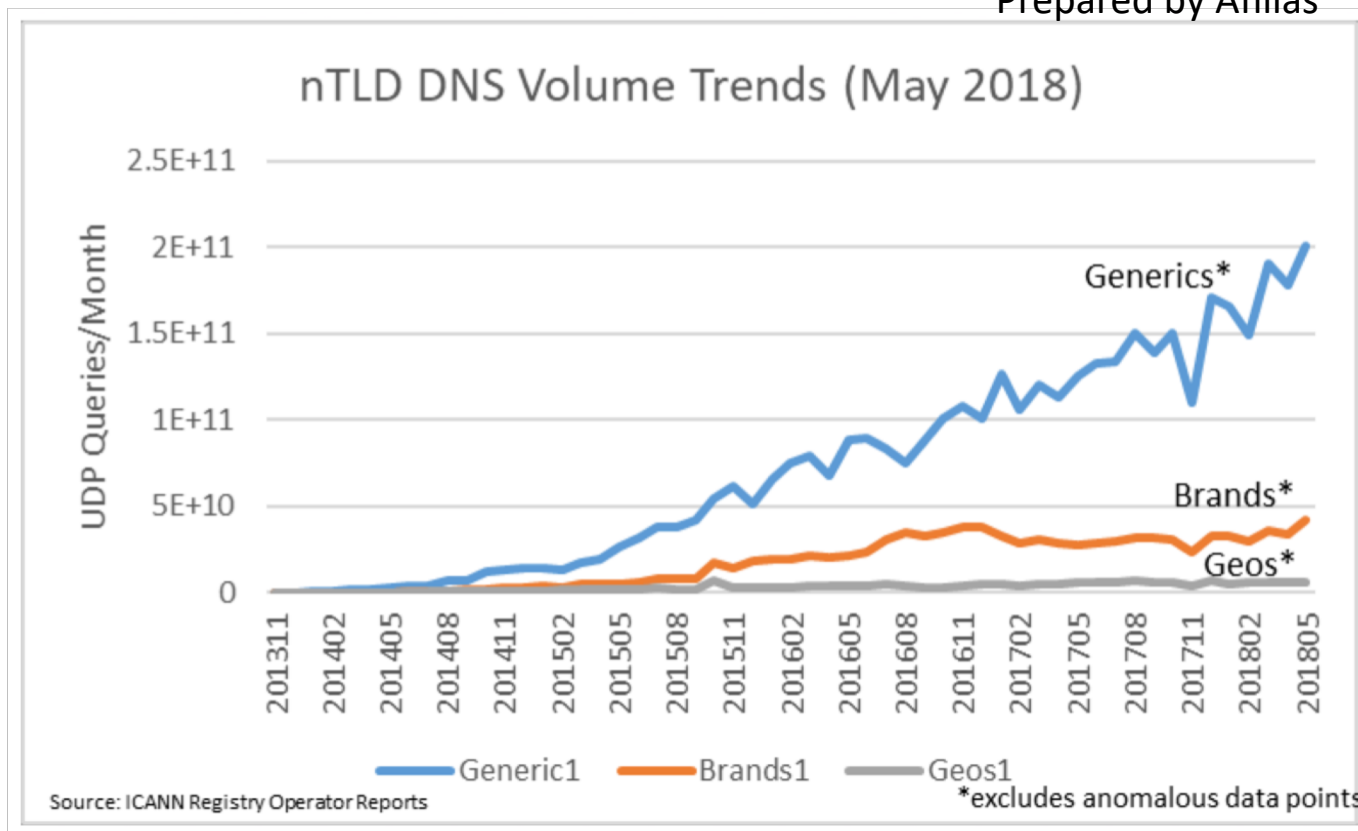
Why and how are dotBrands used?

- 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

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

Redirects

- 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

Trends & Use Cases

Websites

- Control
- Security
- Compliance

Trends & Use Cases

Websites

- Flexibility
- Choice
- Trust
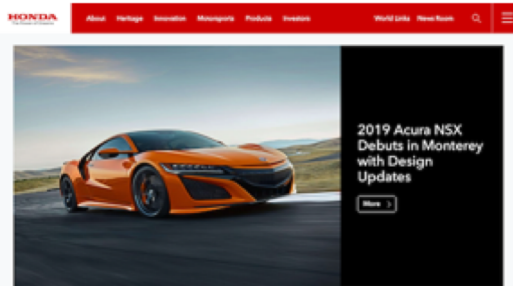
Trends & Use Cases

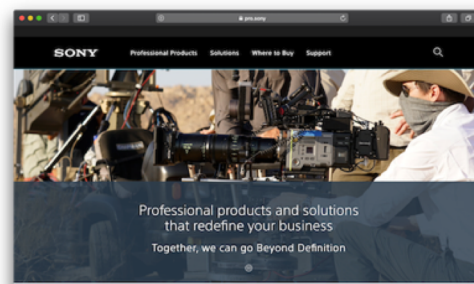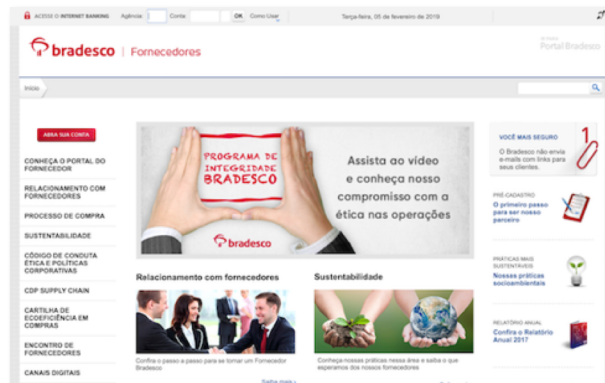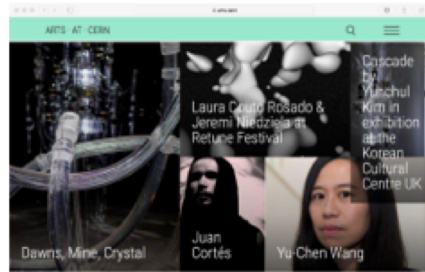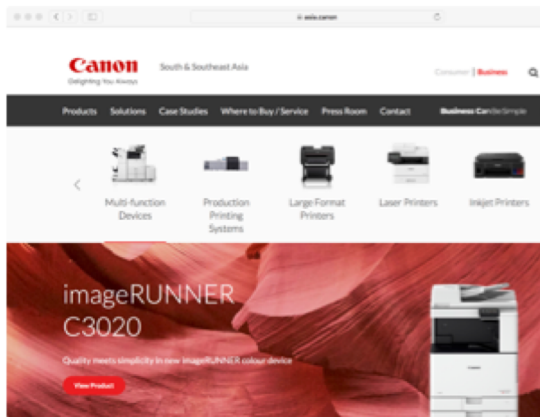## Email

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

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"

Trends & Use Cases
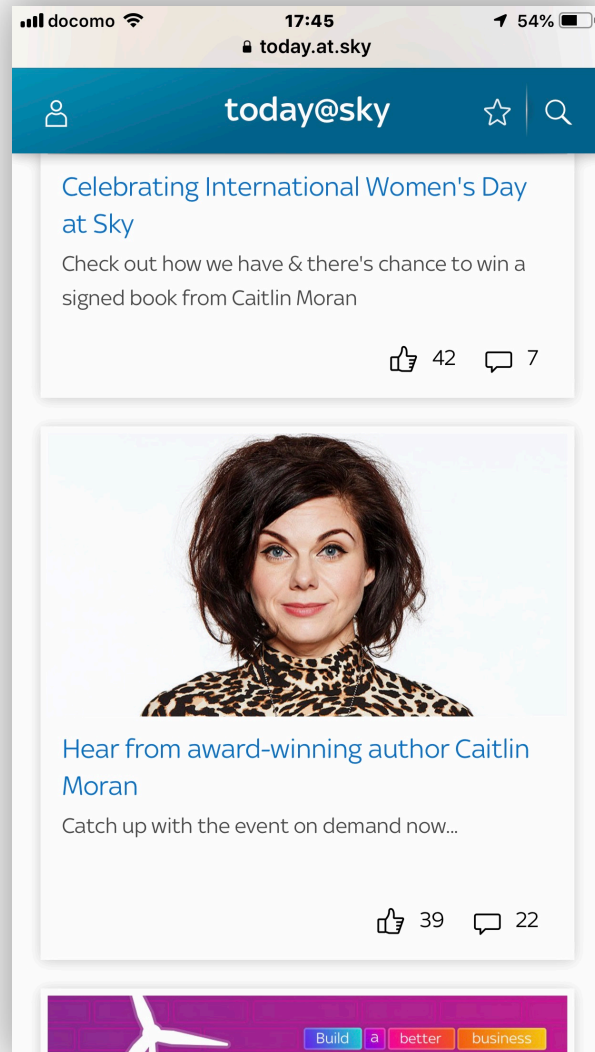
❖ 3rd party agency PR and marketing campaigns

❖ Staff news daily website

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

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
    To submit domains (incl. TLDs) to the HSTS preload list
goo.gl/vEoUV6   goo.gl/jiu4gM
    Interviews about HSTS preloading for brand TLDs
g.co/hststlds
    Blog post announcing our use of HSTS on TLDs
g.co/dotapplaunch
    .app launch announcement from May
yt.be/dotappio
    More details on HSTS preloading from Google I/O .app
launch presentation

Google Registry

Trends & Use Cases

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`g.co/hststlds`
　　Blog post announcing our use of HSTS on TLDs
`g.co/dotapplaunch`
　　.app launch announcement from May
`yt.be/dotappio`
　　More details on HSTS preloading from Google I/O .app launch presentation
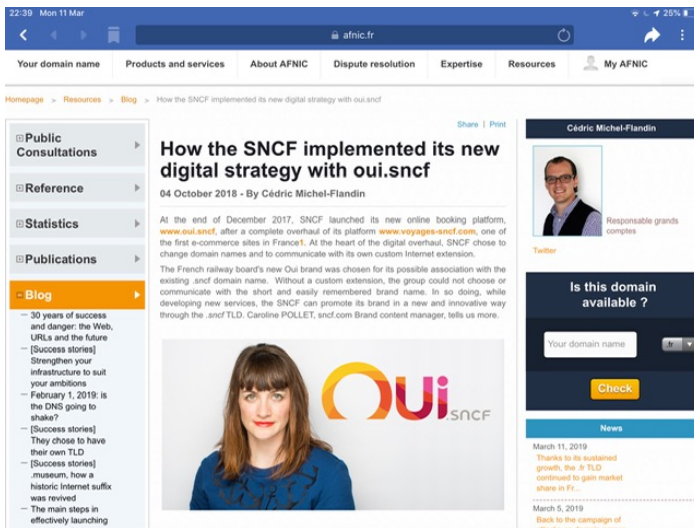
Google Registry

Trends & Use Cases

Trends & Use Cases

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

Trends & Use Cases

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"..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

Brand Registry Group

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
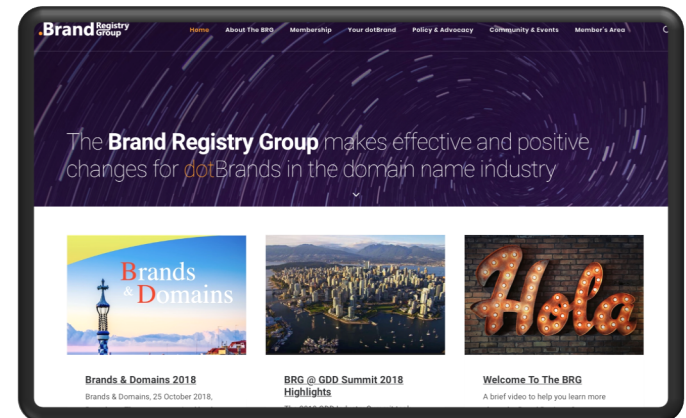- Using .BRANDS for services in China

BRG Activities

Brands & Domains 2019

7 November

Montreal

o Coincides with ICANN66

o The event for dotBrand registries and future applicants

4. Q & A

Want to join the BRG?
Contact info@brandregistrygroup.org

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