

**Transcription ICANN61 San Juan
BRG dotBrands Trends & Use Cases
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Cecilia Smith: Good morning everyone. Thank you for joining our BRG open session. I'm Cecilia Smith, President of the Brand Registry Group and really appreciate you all being here on the last day of the ICANN meeting here. We have due to the Adobe issue we don't have the Adobe Connect available. And I know that we have a few people who are logged in remotely which means that you get to see us but you can't talk to us or yell at us directly. So if you do have any questions please email icann61-103a@icann.org. It's also published on the ICANN site as well.

So just a little background about the Brand Registry Group. I see a lot of familiar faces. But for those who don't know us we are a trade association for brand owners who have their own .brand. Some of our members have .brand specific TLDs but we do have a members who also have open so there is a bit of a mix. And we also have members who are very interested in next round who didn't make it in the first round there.

So we have - we represented over 70 .brand TLDs. And so with that I'm going to since we have somebody dialed in from Australia and it's about 1:00 in the morning for him we have Tony Kirsch on the line who's going to go through a few slides - well actually a number of slides with us on his .neustar brand process here. Do we have Tony set up?

Martin Sutton: Good morning everybody in the (unintelligible). Excellent.

Cecilia Smith: Good morning Tony. Thank you for being here.

Martin Sutton: Hi everybody. How we going to the (unintelligible). So we've got your first slide up. So if you could just tell us to nudge along whenever you need to. So we're on BRG open session and ready to go when you are. But just to make sure that people are aware we're going to focus on a lot of what .neustar was able - has been able to achieve with their launch and operation of their .brand Tony's just going to outline a little bit of the broader scene as well for us so we'll get - run through this and have a chance for a Q&A at the end. Thanks Tony. Over to you.

Tony Kirsch: Thanks Martin. Hello everybody. As Martin mentioned I thought we'd share with you some of our experiences in moving over to .neustar which has been a long journey for our organization. Some of you in the audience no doubt are sort of more familiar with us as potentially one of your vendors in this space but I guess just to move forward we'll click through the slides Martin, thank you.

To introduce myself if I haven't met you along these ICANN journeys as you can see -- sorry for the photo -- my name is Tony Kirsch. I lead the Advisory Business at Neustar. But in particular my role here is very much about helping our clients to understand number one the potential I guess of a .brand TLD and what that can mean to your organization.

And then for some of the people that we work with we then sort of helped them a little bit more on implementing that. This is not necessarily designed as a sales pitch and want you to - sell you anything. But I wanted to just sort of show you that we're very fortunate. We look after about 160 .brands around the world including, you know, many of the Fortune 500 sort of really well-known global brands. So that's really my experience in this number one,

as working with a lot of those clients, number two, as working with the .neustar TLD. And we've just migrated to over the last three or so months.

Some of you may have seen a presentation that includes some of this earlier in the week in one of the ICANN meetings. But we'll move forward a slide please Martin. What we've also done is built a Web site called MakeWay.world. Again this is just free information that we're sharing with the community.

I thought what I'd just share with you just for those of you that are new to the topic is some of the stats. There's a lot of discussion within the .brand community that things are moving, you know, relatively slowly. But certainly my experience that's over the last 12 months not necessarily been as much of the case. So as you can see here we're looking at 560-odd .brands that are delegated.

The important thing is to have a look at towards more to the right-hand side of that and start to look at the fact that there's almost 11-1/2 thousand .brand domains being registered. If you've got access to this data you'd be able to see that there's, you know, typically anywhere between ten and 50 domains being registered each day across the portfolio of .brands.

And if we move forward to slide - what I thought some of you may even find interesting is to realize that almost 2/3 now of companies as we speak today are using their .brand. And when I say using their .brand I mean using it above and beyond the (metatreemeet) page. And what I thought was also interesting is to show you very quickly why we've moved to .neustar. I'm going to elaborate a little more about that at a corporate level for us. But I think the first thing to note is that we were not the first.

So for many of you you may recall that back in the Dublin meeting I think it was 2015 maybe even '16 our - one of our clients Barclay so one of the first to do it moving forward in the slide. And since then we've seen really four

main types of usage across the .brand game. So I'm going to show you a little bit of context around what we're seeing from the marketplace and then I'm going to show you how we've manipulated and used some if not all of these skills in our .neustar launch.

The first of these obviously if we go forward a slide and then again (Matt) and on to the Barclay's one please was first as I mentioned was Barclay's the British bank moving from Barclays.com over to (IM).barclays. And that was an enormous step. These guys did that as I mentioned back in 2015. It was an enormous step and a very positive one for the organization. They've subsequently been joined by 19 other organizations if we move forward to slide onto to see (Cannon). There's many others. You know, well generally household names that have been able to do this and move their organizations across onto their .brand.

Typically speaking you'll see this occur when people are doing something else. It could be moving a CMS or a Content Management System. It could be that you're redesigning your Web site. And typically what we've seen from most organizations in this space is when you're doing something else enhancing new security it sort of gives you an opportunity to look at a fresh start. And that's certainly what's been the case with organizations such as (Cannon) and Barclay's.

If we move forward onto looking at another analogy here this is more for your microsities. And if we skip forward again we'll look at Google and what they've done here. So as everyone all know Google.com is obviously the search engine that we all very much use every day. But what they've done with a lot of their new products is people see the (thing) on that slide but they have microsities that have been generated for top lifting (Connaries) environment.google. To the top right is blog.google and then in the middle at the bottom there is ii.google. And these are the things that Google's starting to roll out.

When they put a new product and it makes sense for it to exist on a domain that's outside the core example of Google.com they're able to roll these out with flexibility and speed. And I think this is really important for the .brand group. And certainly if you roll forward one more slide you'll see that, you know, with Amazon doing a similar thing here with .awus this is really starting to show and give confidence to people in the last 12 months that using a .brand as a big organization is something that's really achievable. And this microsite concept gives people an ability to be able to do that without necessarily impacting and having to worry about design implications and SCO implications on the core (site).

So if we skip forward the next opportunity here is looking at what we call Vanity or redirect URLs. If you're not familiar with this context I'll show you a picture if we skip forward onto the slide here with Chase. In a traditional model you would go to Chase.com and obviously acquire that Web site. And what we've done is we've started to explore other ways that you can get through to that content. So for the illustration and clarity here there is no Web site at home.chase. There is just a simple domain name that - or redirects or, you know, re-navigates the user through to chase.com.

And I've heard some conversations about that this week. I know that there's been some discussion within the communities to seeing some vanity URLs and starting to say, "Well hang on, is that really a good use of the .brand." And I think we should really have a - as a community a really strong think about that right? Domain names don't always have to have Web sites on them okay? And I think in particular for those of you that have got a .brand or that are looking into .brand not only is a redirect model like this are really important and an easy and safe you for you to start using your .brand but there's actually a really strong element as to why you might want to consider it.

And the first part and probably the most easy to grasp around that is just the simplicity that comes from being able to type the domains that you were

cognitively thinking. So if we scroll down we'll - slide please Martin. I can show you some examples of around sort of 60 or so companies. Most of these are big names that you - that you're very familiar with that have already started to use this from a naming standards perspective okay?

So Home.brand as you can see here is the generally accepted path or industry standard for what your home page may be. Now in and of itself that's great that we're doing it from a standard perspective. But I think that the most important part here is that it starts to set a trend as to what might happen. So if we move forward a slide you can see here that not only can you find the New York Yankees content via Yankees.com which ironically if you (typically) sat on your mobile phone or if you got your computer in front of you if you type in Yankees.com you'll see that you get redirected to a far longer URL on the MLB.com extension.

Now the interesting thing here is we've also created Yankees.mlb. And that - what that's been able to do is to start to get people thinking about different pathways to being able to find the content in something that's far more easy and simple to use. So for those of you that have been part of that discussion during the week and you've been talking about vanity URLs I think that that old school thinking of domain names have to have Web sites in a very sort of traditional gTLD model is something that is probably in my view not the case. And certainly social media and other technologies that we've used today have shown us that it's not necessarily the case that you need to have a Web site on your domain. It's all about creating efficient pathways for your customers to your content. And that's what people have done.

If we move forward a slide here you can see that careers.forward not surprised when you're redirected to the recruitment page but it's a quite a long URL where it redirects to. And it's not hard to see why a user would intuitively find that careers.forward URL far easier to be able to type in or click. And similarly if you look - go forward a slide please to cloud.cisco it's the same sort of thing.

So I think it's a really important discussion. We're not going to go deep on it today. But we very strongly believe in the power of vanity for a variety of reasons, just suit - certain cases of using Neustar. We don't do it all the time but we absolutely do it in certain cases where it makes sense for us.

And in the fourth and final area where we looked at this if we skip forward a slide is in social media. We can go forward a slide again please to the Bitly slide. And the interesting thing here guys is that when we look at social media this is really evolved by way of links over the last probably five to seven years.

And as is the case in most technologies you typically start with the quickest, the easiest the free version. And that's very much what (Lee) has been all about. But as they've started to move into a more commercial model and they've started to look more at branded links their data themselves this is a Bitly link. You can see the bottom. You can look this up if you want to test it out.

Bitly released a case study. It's about 12 to 18 months old that said that when you put your brand in your links and you don't use ironically the B-I-T-L-Y type short links in your social media that you'll get an increase of at least 34% in your click-through ratios. So that's why you can see if we move over a slide you can see organizations starting to really use their .brand as part of this. So whether it's Citibank, HSBC, Phillips or Prudential -- I thought I'd just pull out some examples for you -- the people are starting to realize that shorter and branded and in our case as a community, the people within this room (unintelligible) right as we go along.

So if we move forward a slide -- I'll pause for questions in just a moment -- I thought I'd just before I talk about .neustar explain to you why this matters to marketers. It's my very strong belief that the power of the .brand really lies in the hands of the marketers and it probably lies in the hands of marketers

using it initially to really help the business, you know, make their advertising more effective, say the costs of a reason they're going to show you in a moment. But also I think it's the future. I think it's the future that as we look for new technologies that using your .brand is going to have - is incredibly important in strength for organization as we move forward.

So if we skip forward I might now sort of apologies for this, this is exactly what we at neustar we're all about in moving to .neustar. I'm going to show you exactly what we did and why we did it. We wanted to use .neustar to tackle the issues that we're facing in our organization.

And if we skip forward a slide I'm going to show you the top 16s as to what we were using and why we did it. This is what matters to marketers. When I'm talking to my CMO and CMOs around the world these are the things that when we sit down with them and say, "Hey listen, what could we do, what were the key touchpoints in your role that we could make a difference for? If we could make a difference what would really excite you?" And these are the six things that they say.

They want to get better customer engagement. They want more effective advertising. They need to manage their costs and increase their security for obvious reasons. They are all about consistency and personalization and they want to create model where if they're going to make a change in their business that that change is capable of being sustained over a long term. If you're a CMO or you're a chief digital officer what you seek at doing is consistently moving across multiple platforms. And the advent of social media while it's wonderful for marketers has also created a number of headaches being able, you know, to manage multiple applications.

So if we look at and we skip forward a slide let me show you an example of what's changing in the marketing world. First of all search is starting to answer the question instead of redirect you to the location as we've typically done. And you're seeing if you look to, you know, last week's sort of changes

to a lot of the search algorithms you're seeing significant changes in the way that responses are not only coming from the search engines but you're also seeing consistent change from the consumer as to the questions that were being asked okay. So you can see for example that, you know, someone's more and more starting to type cognitive questions in who won the nine and '69 world series okay?

Now if we skip forward a slide the other thing that's really on the mind of CMOs is voice search. And as you can see here ComScore predicted by the end of 2020 that 50% of all searches will be done by voice. And if you think about it that's not really all that far away. We're talking just over 18 months where they're starting to think that voice is going to significantly change the game.

Now this is also a really important part of our .neustar journey. We have identified this and we believe that .neustar significantly increases our probability of being a foundation of our voice search strategy. And I'm going to show you some examples of that as we move along.

Before we talk about .neustar I'm going to pause for just a couple of seconds to see if there's any questions. Moving forward a slide onto the Chase slide please these are the things that are also impacting digital marketers. They're looking at ways of making their experience more secure and that includes their advertising experience. Here's an article that you can see from the New York Times where Chase moved their advertising from 400,000 sites. You can think of these as little sort of sidebar ads that may have appeared on a new site or something like that. And they realized that their brand was being put in places where they didn't want it to happen. This is often referred to as programmatic advertising for those of you that are familiar with that topic.

And they've realized that a lot of these - they were putting their information in the wrong place. If we skip forward a slide this is consistent with organizations like Proctor & Gamble who are really starting to put the

pressure on digital and media partners to be accountable to them. They're finding more and more and more that digital advertising is not working for them and they want to start to take control and go direct to consumer in many ways.

Final slide on this before we get going is to talk about the change. Brands are changing. And I hope there's potentially people from these organizations and this is - the news came out yesterday that it's interesting that what would otherwise have been I think if you'd looked at the stats a year or two ago that Apple and Google were organizations that were, you know, ranking quite highly in people's brand perception but things change. So CMOs not only want to look at environments where we can control the message but they want to protect their brand at all costs. We could move forward a slide here. And this is the - a client - this is about two years ago we were doing a workshop with a client. And I still maintain that this is the best thing that I've ever heard from a client so far.

He says, 'Our brand will outlive every product, innovation and service and frankly every person in this company. It should be the core of everything we do.' So when we're talking about .brand TLDs we're not talking about small assets little, you know, fly by night promotions, or apps, or technologies that may or may not last the length of time this is - these are our brands. And that's why I strongly believe that the use of .brand in light of these quote will be something that as we collectively keep moving in this industry over the next year or two that we start to really, you know, find options and ways that we can make these .brands is the cornerstone and the foundations of our digital footprint and with that get our, you know, additional security, and data and advertising effectiveness and all the things that I've mentioned before.

We skip forward a slide because this is the end game. And it's very much what we've been about with .neustar. We're going to use our .brand everywhere. We're going to use it to protect and enhance the brand, to simplify our digital engagement. And we're going to use it for the future

benefit of our organization and I think hopefully for those of you in the room that have got one or if you're interested to get one this is the end game. The benefit that you will get from it is when you're using it and you're using it everywhere and it becomes the culture of your digital organization. So forgive me it's always difficult to do these presentations with all the people in the room. I can't tell if you're all asleep. I'll pause just here to see if there's any questions and then we'll start to talk about .neustar.

Martin Sutton: We've just woken them back up again Tony.

Tony Kirsch: Excellent.

Martin Sutton: No questions at the moment so you can head on to the .neustar.

Tony Kirsch: Excellent. Thanks Martin. All right so let's have a look at what we did for .neustar. Again for those of you that saw this – some of these slides earlier in the week apologies. As I said before we're just getting down to the slide which is why transitions .neustar please? Why did we do it? For us it was for five key points. We wanted to help our customers to find their information easily. We had tens of thousands of pages on our Web site. It had grown organically over time. And for a variety of reasons it was just becoming very difficult to manage and frankly we're not even sure it was performing in the way that we would have liked it to have done.

So as a result of that we wanted to help our customers to find their content really easily. We wanted to make our advertising and our customer experience really simple. In doing that we want to reduce their costs and I'm going to explain a little bit more about that in a moment. We see .neustar as a cost reduction activity. And we will significantly in when I say invest we will significantly focus on using .neustar as the basis for cost reduction.

We want to enhance our security – we'll move forward a slide please. We have a lot of we're a B2B company. We had a lot of partners and a lot of

customers where we see .neustar being the cornerstone of our relationship and the way that we interact with them and they trust that can come from that. We've already seen a significant increase in our first party data. And as I mentioned before, you know, we make no secret of it we were in the middle of doing our Web site redevelopment and it made sense for us to tie the .neustar transition from our traditional domain which was neustar.biz. That's what we used for everything in our organization. And we were able to align that with a new Web site, a new CMS infrastructure and put .neustar all as part of one project.

So let's skip forward two slides please. I'll show you the key project elements and show you sort of what we did what we believe to be as close to a complete transition as we've seen in the marketplace today. The first part obviously being a migration from Neustar (unintelligible) to home.neustar. We picked up a lot of the old content and sort of filtered it, processed it, cleaned it up and effectively put it into a new ecosystem in home.neustar.

Over the slide we then started to look at a combination of a transition to home.neustar but we also took a micro-site approach as I was referring to you with (Ilia). So what we realized that as our - within our five key business areas in our business is that the security content was very different to the marketing content. And the registry content was indeed very different to the risk content. These are sort of our five sort of key business areas.

So we built marker sites for each one of those and we made very content rich sites that were able to rank extremely well in search but also benefit from the naming convention of being linked to from home.neustar it's a consistent look and feel across the entire environment. But we were able to effectively have a macro layer in home.neustar and then a far more micro-site driven approach with the verticals that you can see at the bottom.

Over the slide. We then took an enormous amount of redirects. We went and assessed all of our traffic, our site structures, our navigation on our Web

sites, we looked at our customer experience and we looked at all of the things that people might want to do on our Web site. So for example you could go to `contactus.neustar`. It will redirect you to `home.neustar/something`. But if you want to find contact us on Neustar if you go over the slides you want to find `news.neustar` we're starting to create as many pathways to our content for our customers to use intuitively. We want our customers typing this into the browser using `.neustar` in the domain.

And we strongly believe that for each one of our customers that does that on a regular basis we receive not just brand perception benefit and a perception of being innovative we believe that we're going to save cost and make our customer experience significantly better.

Over the slide. What we can't ignore using our - the fact that some people like to search we still know that people are going to search. We understand all of that. Our SCO is incredibly important to us. But we did build our own search engine. It was a very, very simple project. You can go to `search.neustar` and see what's been happening there.

And of course if you skip over the slides you'll see the result set here where there's no competitor information and no ads. Okay. We're able to tune I guess you could use is the right word that `.neustar` experience and ensure that we're providing what our customers are looking for and effectively respond to that in real-time.

And then as I showed you if you move over the slide we've done the same thing in social media. So we used `.neustar` in our URL shortener on Twitter over the slide. We're also using you can see here my email address if you've got any questions or comments or maybe even you'd like to make some further comment on this presentation privately. You're welcome to do so. That's my email address `tony.kirsch@team.neustar`.

We now have moved all of our staff. I think we've got 3000 or 4000 staff globally. We've moved all of their email addresses over to team.neustar and we'll talk a little bit more about that in a moment.

And then the best part of it I think also as a marketer was moving over the slide was to look at how do we communicate this to our customer base? So we spent a lot of time creating some Web content and email content for our internal and external stakeholders around .neustar and why we've moved to it over the slide. And we've started to look at ways as I mentioned at the start to reduce our costs.

In our case it was a number of areas. We're an organization that does a lot of marketing. We wanted to reduce the amount of domains that we were acquiring in particular the aftermarket. We have a lot of products that are in key areas that are highly competitive whether it's security or marketing. Typically our domains that we were buying in the aftermarket were very expensive. This way using .neustar we're able to use them that are on brand but we were able to get them. Of course they were available. They were very cheap and are easy to register. And very quickly we're starting to look at ways being able to reduce the number of defensive registrations that we have and start to reinvest our brand equity in .neustar.

Can we go to the slide please? And it also meant that we were able to start to slowly reduce the amount of exposure that we had in paid search. And because this sort of experience is something still bothers, we don't love the fact that people can use search and then find advertisements from our competitors sitting well and truly above our results set. You can see here that, you know, marketing .neustar is ranking number one for organic but many - I'm sure many users are still sort of clicking on those ads at the top.

So we wanted to find an experience where we could overcome that. The way that we're going to do it as we move over the slide is we're going to use .neustar in all of our advertising. So you can see here we're going to use

marketing.neustar within the brochures and moving over the slide to the (unintelligible). The gain for us very quickly is to look at anything .neustar.

We use the DNS traffic to monitor for annex domains. For those of you that are not familiar with that we monitor to see what people are typing in to the left-hand side of .neustar. We monitor to see whether there's mistypes. We see if there's things that people are typing in that we hadn't thought of. All of that traffic we're capturing and we're monitoring and creating domains in near real-time to make sure that our digital content has its own identity.

And this is the game for us. Over the next one to two to three years we will continue to not only reinforce dot - domains like marketing .neustar in our advertising but we will also start to reinforce the opportunity for customers to effectively type in whatever they want .neustar and put the pressure on ourselves to be good enough to give them the right resolve, the right customer experience and give them the quickest and most trusted experience that is available online right now. And that's the ability to type whatever you want and in one step get to the content that you're looking for. And there is no other, you know, methodology of being able to do that right now on the Web okay?

So let's have a look over the slides. I'll show you very quickly what we managed to, you know, achieve with this right? And if we move over the slide one more time I wanted to sort of show you before I get into the good stuff I'm – I guess these are the questions that I'm asked almost, you know, almost every time, the five main things. First of all, you know, universal acceptance did this even work? Where did it go wrong? Let me address that for you?

I've been working on projects for .brand clients since 2014. When .brand clients in 2014 were typically using them there were universal acceptance issues. In some cases it would be browser related. So for example on your mobile device or on your desktop it may not have worked in the way that you

would have wanted it to especially if you had a brand that had more than three or four characters. Those issues do not happen anymore.

There were issues in terms of, you know, other platforms that may be used. So for example you may have a CMS or you may have a marketing automation system or something like that. Back in 2014, 2015 there were those issues. We have not encountered more than a handful of minor universal acceptance issues that we were able to work directly with the vendors on and have them rectified immediately.

So from our perspective whilst we don't for a second think that all of the universal acceptance issues at a highly technical level are resolved from Neustar's perspective we have not had any lasting universal acceptance issues and .neustar for what we use it for which is everything that I've just shown you has worked perfectly.

Email there are – has been a fantastic thing right? We love the .neustar email address number one because it helped us to educate our staff. Not everyone in our business understood about the .neustar project. It was an impossible thing to market and communicate, you know, 2000 or 3000, 4000 people. And giving them a new email address they suddenly just got it. And we've done all sorts of research around with our staff and they're like yes I get it now. I had, you know, I probably wouldn't have got it if you didn't give me an email address and you - but now I get it. Yes we're just .neustar now. We're not neustar obvious. It's kind of simple. We just got rid of the .biz bit, makes sense.

Email does occasionally, occasionally we typically report about one a month where get in touch with either a vendor or it may be for example we might use the universal acceptance group to report an email where a form is still hardcoded. But with today's modern libraries very rarely does that happen. Certainly as I said that was more the case in 2014, 2015. Very, very rarely do we find that now.

We experienced no downtime. The success of moving from Neustar.biz to home.neustar was seamless. It was a nine month planning journey. For those that are interested from the project side it involved a variety of people, everything from our external agencies internal to digital, technology, DNS. I guess we're fortunate in the sense that we have access to some, you know, really good resources in that space but certainly no downtime. In fact more the opposite. It's been amazing. I'll talk about search in a moment.

And I guess the logical question is, you know, how much effort was required, you know, versus the benefit? And look I guess we should speak about that really candidly. The effort required in it was noticeable. I wouldn't call it substantial but it was noticeable. As I said it was a nine month planning project. I don't think that we had more than one or two people dedicated to it at any point in time but it did require communication and engagement with a large number of senior stakeholders and implement - implementation type people.

You know, whether it was different parts of our technology team, different product areas there was quite a bit of effort and time that we've invested in this migration. And certainly the planning to deal with all of the redirect and deal with the new structure was significant. However the benefit to us as an organization I guess is twofold. The benefit for us as an organization is that we now have a new brand identity which has been important for us to sort of talk internally about what we're doing with .neustar and in particular where our business is going.

Have we achieved all of the benefits that we were hoping for in terms of, you know, cutting all of our costs and, you know, it's not – it doesn't work like that. You know, for us we see this as an investment in the future and we're looking at the benefit of moving to neustar being directly proportional to the amount of effort that we put in place to advertise it and tell our customers about its benefit. So we're incredibly, you know, we're now exactly three months in.

We're going to write a report. I'm going to show you something that we've done in a moment, going to show you some reports around what the statistics around that have been. But certainly from a search results perspective we found that the process of doing this has been incredibly seamless. Most of the search engines provide you with Webmaster tools that allow you to move from one domain to another. There is typically a small dip in the amount of sort of if you want sort of aggregate it and call it, you know, it's your powering your - in your Web site for a week or two and now it's back if not better than where it's ever been.

So I guess we're just sort of speaking pretty openly with you about the outcomes but we're incredibly happy with the move to .neustar. And we'd certainly, you know, advocate this to anyone in the room that's entertaining it. Over the slides just a couple more to go. I think that the key for this from our perspective was about communication. Most of you work for organizations that have capability of planning projects, you have technical resources. That's not really the hard part. The hard part is about how do you communicate it? How do you communicate the benefits, the vision, how would you make sure that you can get people involved? And in particularly as you're doing the actual migration it's one of those things that you have to be completely committed to.

So in our case we made a, you know, we obviously did a lot of trial and a lot of planning. We focused an enormous amount and taken an enormous amount of confidence from getting it done and getting it done quickly and then getting immediately into BAU or Business as Usual Mode, what can we learn? What can we continue to modify each and every day to make sure that we're not – we didn't just do neustar as a one-off project. We made the corporate culture and the way that we view our digital footprint completely based around .neustar and we'll continue to invest in that each and every day.

For those of you over the slides just onto the staff page please it's called Our Metrics I thought I'd just give you some quick steps. Since we've moved to .neustar as I said we did that early December last year and it's now March so I guess we're looking at it roughly three or so months since we've done that. Let's talk about what's happened. Our page views have gone up 20%. Our total sessions are up 22%. Our returning users are up 25% and our new users are up 24%.

Over the slide. Our organic search traffic by way of total footprint is up 12%. Our direct type traffic which I think is one of the key metrics that I'm looking for is up 10%. The number of leads that we're getting is up 8% and our page dips and time on site also tow really strong indicators for us not necessarily do to neustar I think it would be fair to say this has probably got as much to do with the site redesign as it does around the naming but nonetheless, you know, really important for us to see that those overarching metrics have been, you know, strong. We haven't got any of our metrics that we use as our keys that have gone down and that's a great sign for us.

We're happy to reinvest in this in the future. What we were looking for in the first three months was to make sure that it was safe and that it was reliable and it was working. This is all bonus gain for us and we're looking at maximizing this as we move forward.

So what have we done? If you move over the slide this is called launchguide neustar. This is a free resource that's available to all of you. It doesn't matter if you're one of our customers or not. If you want to grab your phone or you – your laptop out now feel free to jump online. You can download it. This is every step of what I've just been talking to you about with launchguide.neustar. It goes through it step-by-step everything that I just mentioned to you about the email and all those sorts of things. And feel free to take a copy of that and then use it for your internal project.

Next slide please. And for those of you that are interested this is sort of the summary report that we create. It's called the brandsreport.neustar. We do these twice a year. Again it's a free resource available for all – for anyone that's interested to be able to jump online and have a look and see, you know, what's going on in the industry.

And then if we move over the slide just very quickly this is (unintelligible). I mentioned that before, all the examples, all the data. There's a stats hub in the top right-hand corner but you're welcome to use that for those in the room. This is just a, you know, place where we do, you know, blogging and all those sorts of things to try and sort of promote what's happening in the .brand industry. But as I said that's a free resource available for everyone.

Okay two slides to go. Let's just summarize this, where to from here? And I'm sort of taking this -- over the slide please -- from an industry perspective. As I mentioned to you I'm very fortunate that I get to work with a large number of brand .brand owners around the world but it's an interesting sort of time I think for all of us. So where to from here?

From our perspective we will continue to relentlessly drive whatever is necessary to make the round one applicants the .brands a success. We strongly believe in the future of this and we strongly believe that the future of this relies on making an impact each and every day with current owners of .brand TLDs to advocate for it. The more stories that we share the more that we win collectively as a group.

Second point is that we need to use this to solve real business problems. They're going to talk about domain names in a moment but I'm spending more and more and more time with organizations and understanding how .brands can solve their real business problems. It's not a traditional domain model. We need to, you know, sort of open our eyes and think a little bit more about how can we use .brands to cut costs or increase security and things like that, elements that, you know, get the attention of organizations that

really want to look for meaningful change in making this sort of progression to .brand.

And one thing if you haven't started and I'll give you this is just one sort of I guess free bit of advice that I'd love to share with you is that momentum breeds momentum. We did careers.neustar about two years before we moved from neustar.biz to home.neustar. We did our social media, we did our email. None of it happened without a purpose.

We were always moving, you know, organically and we were always getting more and more confidence in particular from our executives. The more things that we did the more confidence that we gained. So momentum breeds momentum. And if you haven't started with anything, you know, it's a common thing you'll hear from neustar is that it's very important just to get started. And as I said with .neustar we really focused on making this a business culture. It's not a domain. It's our digital footprint and really starting to reinforce those languages.

Final slide let's just go over the one here. For those of you that are still skeptical I understand that. You know, I've certainly had many, many people talk to me about this and in particular around the fact that we can't change consumer behavior. Personally I don't subscribe to that. I think that we change consumer behavior in our advertising every day. And I think that as we use .brands to make a better customer experience the customers will learn online and they will adapt very, very quickly.

So if you're doing it do what we do. Feel free to join us, you know, evangelize your success. Share it with the world. Take my advice if you will, stop talking about domain names and all of the history of two characters and all of the things that sort of plague us in the domain name industry and just simplify it. This is about creating pathways for customers to engage with our business in trusted and intuitive ways.

And then finally for those that are sort of part of the journey round two I think is an important part of it. We've continued to advocate for that and we think that not only is it, you know, useful for the industry but I think it's also useful for round one applicants. I think having more organizations supporting the journey, joining in, learning from us and bringing their own, you know, skills and interests and opportunities to the game can only help all of us. So with that I'll pause for any questions and thank you for your time.

Woman: Go ahead Cole.

Cole Quinn: Hey Tony this is Cole Quinn. Thanks for your presentation. It was fantastic. I've seen some of these slides the material before but one of the things that was new was the bit about voice search. And I was wondering if you could drill into that a little bit?

Tony Kirsch: Sure, thanks Cole. So for a lot of organizations what they're seeing is over the last I guess frankly Cole it's probably more like ten years the behavior from the user has changed to a predominantly or ever increasingly - let me rephrase that, an ever-increasing search first mentality. So whereas ten years ago we went to cnn.com and we got our news now we've got kind of a different way of approaching that. And whether it's through social or whether it's through search more people are going I guess indirect to the content the - or the content publishers.

Voice I think adds a new layer of that. So the behavior as I represented earlier was that in the past when we were typing into search we would look at ways of shortening what we were typing to save ourselves time. We would sort of, you know, look for CNN News. And as we use voice the ability to be able to do that without typing and whether it's using of one of those, you know, variety of voice tools that are available gives us an ability to ask a deeper question in a more I guess more simple and quicker fashion as a consumer.

So instead of, you know, typing CNN News into a search or even CNN.com I can say, you know, show me the CNN News on the latest development in XYZ right? So voice makes it easier for a consumer to search. By default that makes the experience for the brand at a higher risk in my view. It increases the probability of that user not being able to get to the content that you were giving them.

So we're exploring -- to give you sort of a bit of insight as to what the next blog from us might be around -- ideas where we may use calls to action that are driven by voice. So for example you may see a campaign from us and the call to action rather than saying go to www.marketing.nuestar we may say, "Pick up your phone and say go to marketing .nuestar." And we believe very strongly that the .brand domains have a very strong role to play as voice continues to and I mean voice in the context of voice, you know, for example Alexa, Google Home -- all sorts of products -- as well as Google navigation by way of -- sorry navigation by voice on cell phone such as Siri, you know, Google assistant. So we think very strongly that using those .brand domain names works. In fact we've proven that the vast majority of circumstances using a .brand can indeed aid a voice campaign.

Cecilia Smith: All right does anyone else have any questions for Tony?

Martin Sutton: Can you come up to the mic please? Sorry we haven't got a handheld. Thank you.

Cecilia Smith: Tony if you could bear with us. I know it's 1:15 in the morning for you. Go ahead.

Tony Kirsch: No problems Cecilia, no problems. Okay.

(Sergio Garcias): Hello. My name is (Sergio Garcias) from Columbia and I'm a new member of the Fellowship Program. I have a question. What do you think about translated.brand to another regions for example Latin American, the

Caribbean, or Asia? What do you think about the possibility to apply this method to another market?

Tony Kirsch: That's a great question. I won't pretend to be an expert in sort of multiple languages. We do have a couple of clients that we've worked with in the past that one or two I think that have actually applied for transliterations of their brands, others that had thought about it and decided not to. I think it works and I guess back to Cole's question around voice search I see enormous potential for this. And I think that as people continue, you know, for example in the second round for applications I think it's highly logical that brands will where it's where the brand is translated or spoken in a different way globally.

So for example McDonald's and Arabic does not sound like that. It has a sort of more Arabic tone to it. It has different characters. I can see that an organization like that might apply to have those. We haven't seen a lot of ibm.brands in the past I think I think because of a relative, a slower adoption of IDNs globally. But my intuition says and I can't sort of, you know, give you anything other than that, my intuition says that this voice navigation opportunity may be the change in that (bit seas), an organization instead of perhaps of applying for one .brand may be looking to acquire them specifically for in country marketing where the - where a different language is spoken.

Martin Sutton: If I can it's Martin Sutton here just to add to that, I think there are examples of .brands that the did apply for IDNs as well as ASCII so there was - (Citic) I think is one example. And many of the applications and I'm not sure how many but during the process they declare what IDN tables are going to have applicable on their registries. So it gives them the opportunity and flexibility to add those terms and strings into the left of the dot which in turn is I think we've had illustrated today from Tony that on the voice side of things that's going to be very valuable to use.

Cecilia Smith: Okay so Tony thank you again. I don't see any other questions, really appreciate you dialing in at this odd hour for you and always being a champion of .brands. MakeWay.world is viewed by many, many people here. Then just for those in the room who came late there is a brochure up here that Tony referenced. If you need one please come and...

Martin Sutton: (Unintelligible) too.

Cecilia Smith: please come and grab them. There's actually two different brochures so more for you all. So with that Tony thank you again. Have a good...

Tony Kirsch: (Unintelligible). Bye.

((Crosstalk))

Cecilia Smith: All right thank you. So we will move on to Martin who's going to walk us through some of our .brand use cases and trends. This is something that we monitor quite frequently. We like to report to our own membership into the community on what's happening in that .brand world.

Martin Sutton: Thank you Cecelia. Now thankfully Tony's done a majority of the job for me so we can shrink this a bit down to some extent and leave it open for some Q&A at the end or we have an early lunch.

So one of the things that I think is useful to bear in mind is that, you know, Tony from neustar has had historically interactions with ICANN from a contracted party's perspective for many years whereas a lot of brands that have applied have never been to ICANN and probably never will go to ICANN. There's only just a handful that do turn up. And originally their motives for turning up at ICANN meetings were not as a contracted party.

So we need to be aware that many do not come to this place and are able to illustrate what their use cases are or intentions are. So we try and give you an

impression of what is going on out there because otherwise you probably wouldn't be aware of it unless perhaps you're a customer of the individual organization using some services that they've moved across to their .brand space. So this just gives us a chance to flag this up, make sure that the awareness is strong. And you have a chance to ask me questions as we go along so I'm quite happy for anybody to interject.

And if we go to the next slide going on from what Tony was saying there's different organizations, different verticals that have applied for their own brand registry. And like the .neustar one this example here of .(weir) is a B2B entity. And they didn't have their .com domain, they didn't have (weir).com originally. They had something else. And similar to what Tony said there was a driver then to actually use the ability to apply for their own brand at the top level to change that significantly.

So they took the opportunity to create a single platform where it shows all of their global products and services and can be accessed in one easy place for their customers. But also it creates then a platform for the future giving it the flexibility. They can adapt as they grow, change and develop new products and services. So to be able to do that easily without having to scan around all of these other TLDs and figure out where you're going to put your name space and what products are already taken this is much easier and flexible to cover your future growth of your business.

If we go to the next slide. Thank you. So we heard I think that was on the slide there was some other banks but I just picked out this one which is Barclay's. And they've got .Barclay's, .Barclaycard. There are others but financial service providers there's quite a few that have already activated and actually been using their TLDs in a substantive way.

Here just to pull out some of the reasons, the priorities that were given by Barclays it was to simplify the online user experience and increase trust and

confidence. So they felt this new platform could give continued and increase trust and confidence for their Internet users.

And this is where, you know, controlling your platform from the root of the Internet right through to user delivery is something that was never achieved before. So I think what we've seen here with banks that this is – so this is a B2C environment where they're - they've got huge numbers of customers, when they move their Internet banking services to which I'm sure most of us now aim towards looking at our bank account once a week if not once a day they've converted many, many of their customers to using .brands easily and daily in high volumes.

Another example is BNP Paribas. Quite a while ago they took the leap of faith to put (Mybanc).BNP Paribas into play. And through strong messaging with their customers transfer them across within a very short period of time but given – gave them the awareness that this is okay, this is why we're doing it. And, you know, if they've got 4 million plus Internet online banking users that's a lot of traffic that they've managed to push over into their brand TLD space.

So I think one of the lessons learned here though is that for any of these brands that have activated that there is the ability to or the flexibility I suppose to use domains that are relevant in context and intuitive for their users. And I can see that especially from some of the items that Tony was able to illustrate further before here.

If we just go to the next slide now given that these are completely different types of organizations and may have had different priorities to actually start using their .brand this is just a highlight that both are purpose driven and not revenue driven. It's not very clear in the ICANN community what these differences are. And I think that is a clear picture of what a .brand is, is purpose driven. So the domains that are used and set up on there are for a purpose to support their business and to connect with their customers.

Next slide. And Tony's given loads examples so we'll flick through these. I think there's about five examples on here if we keep going. So, you know, this is just to give you a flavor of recent activity. And this is month on month. Everything is starting to shoot out but you won't actually see it unless you're interacting in that particular brand for a particular reason that takes you to those sites. Now this is all visible areas. There – behind the scenes there could be internal projects for use cases that are not visible to you. So this is just a sample of what is going on in this space.

So if you carry on. Now given the activity that has emerged over the last 12 to 18 months we've seen a strong and steady rise in .brands being activated and extending their usage. And the great thing about that as this is not their core business they do like to talk to each other and share learnings and try and make sure that they develop the best practices possible to do certain things and launch processes for SCO, making sure that that is not impacted adversely when they move across or to discuss perhaps the risks around universal acceptance and how to prepare yourself for any feedback from the Internet users.

So here's some examples. On the Brand Registry Group Web site, brandregistry.group.org we've started to put some useful resources out there that are in the public domain. So we're happily sharing those as well. And we like to incorporate feeds from the stuff that Tony does and from others in the marketplace which just promotes what's going on in the .brand space.

And here we've got a couple of samples on the slides of case study with HSBC and the use of their URL shorteners. And certainly in that respect that's another avenue of gaining awareness across a vast organization that .hsbc is available. So that's started to spur a lot of internal interest to develop more.

And from Fox it's the importance about how to gain internal engagement to support all of that planning, to delivery and making that transition most effective. It's not just a short term event. There's a lot of planning that goes into this because it's new space, new territory. But they don't want to mess up. They want to make it as effective as possible.

If we just carry on to the next slide. Thank you. So actually could we just go back one I think just to break it up a bit here? There's more resources on this slide. Perhaps if I could just ask Cole some of the things that we've been working on, a lot of things that are available on the Web site that would be helpful. Thanks.

Cole Quinn:

Sure, thanks Martin. So this is Cole Quinn with Microsoft. And I chair a committee called Registry Operations and Best Practices. So from the beginning the BRG had typically been focusing a lot of its efforts on policy development and making sure that .brands were well represented in the registry agreement. And then as time went on and these brands, you know, applied and received and launched and delegated the shift became transitional from policy development and more towards operations. So now we have this thing how do we run it and what do we do with it? And one of the things that I love about the Brand Registry Group is the ability for the members to cross pollinate and share experiences and not make it so that everybody hits the same landmines.

So we have been developing a repository and a platform for people to share experiences. And the Registry Operations and Best Practices Committee is the conduit to be able to kind of set that up and organize it into a framework that's consumable. So we developed the content and the material based on the topics and issues that are relevant and important to the members. And we have put those into a roadmap and prioritized those in levels of effort versus value.

And a few things that we've been working on for deliverables for example this last year we worked very closely with the GDD staff to develop and publish a general operations manual for .Brand Registries. This is a really easy to consume and read guide to engage and navigate ICANN and get through the ecosystem and basically find out who's who and also highlighting and clarifying in a really succinct way what your obligations are as a registry operator.

We've also developed a checklist to help folks with the redirect program like Tony mentioned in his presentation. One of the easiest lowest risk and legitimate use cases in using your .brand would be to simply redirect it back to your legacy URL structure so that when you go off and try to socialize your .brand and get some of these names in the wild and get people used to seeing them in marketing campaigns and on the Internet you're not undermining your company's current domain strategy right?

They might be focusing all of their SCO and all of their efforts on their .com. And if you go in and successfully launch a .brand which has the side effect of stealing traffic from yourself that's going to be a tough sell. So what we're doing here is helping folks do this right so that you optimize your SCO and do the redirect checklist correctly.

There's a couple other things from a technical side also that we're framing up. One of the most interesting things is something that we're working with Ben from Google on which is called HSTS. It - and essentially it stands for HTTP Strict Transport Security. This is a preloaded list where if somebody were to type in anything .brand if that .brand is preloaded with these different browsers it automatically sends it in a secure mode using a secure protocol.

And so these are some of the interesting things that can be done to the right of the dot that can't necessarily be done to the left of the. So as I said we've got a lot of people in the Brand Registry Group that are kind of exchanging

these ideas. And we have our ear to the ground. We're trying to glean all of this great community information imported into a -- hi (Ben).

(Ben): I'm here.

Cole Quinn: ...put it into a format that's consumable not just to the BRG but also we're going to have some of the content available from our Web site under registry operations. And with me as always is (Ben).

(Ben): Yes I guess I don't have too much to add but we currently have I believe eight top level domains on the HSTS preload list. Actually yesterday Firefox just rolled out the version that offers support for that. So it's supported in almost all major browsers now which is great. And most of the TLDs on it are Google's including .Google and .app which is launching in sunrise at the end of this month and in general availability in early May so you will actually start seeing lots of domain names on HSTS preloaded TLDs soon.

And we also have .bank and .insurance on the list as well. Those are the first two TLDs from other operators. And we're working with several other operators as now as well to add it. Actually adding stuff to the list is very easy. You basically send an email and then we confirm that you are who you say you are and it gets added to the list. So there's like zero engineering effort required on the registry side. It's very simple.

The only thing is obviously that means that every single Web site your serving on that TLD has to be HTTPS. And obviously you should be doing that already if that's a best practice. But that's just, you know, the one obvious ramification to be aware of. And we think it's an obvious best fit for every .brand TLD. Every company should be using secure connections anyway. It's too much of a liability not to. Like you're just leaving your customer data open to being stolen by, you know, who knows what. So just an obvious fit for every.brand TLD. If you never intend on hosting an insecure

site and you shouldn't be then it's just obvious getting on the list now because it takes a few months to rollout.

Man: Obviously.

(Ben): Yes.

Man: Would do you send email to and who has to send email?

(Ben): Yes so you can start the conversation anyone can send it and then to verify the ownership of the TLD I think it's whoever like it's something through like the, you know, IETF primary owner...

Man: Primary.

(Ben: ...it's - I don't know well something primary (contact) of the TLD. But as far as getting it on the list those of you who know me can contact me directly and I'll get you on the right path or go to hstspreload.org. I'll repeat that. That is hstspreload.org. That's the main home site for the HSTS preload list. And there are instructions on there about how to add TLDs to the list. And you literally just put the name of the TLD in the box at the top and if it's a TLD it'll just say like here's the email address to contact if you want this on the list so it's very simple.

Cole Quinn: And that information will be on the Web site as well. All right back to you Martin.

Martin Sutton: Oh.

(Sarah): So this is (Sarah) from Union Registry. In my previous life I was with a registrar and 14 years we helped a lot of brands get their .brands. But in my ten years' experience with brands the truth is the comment that I got most

often is, "I'm using it because no one is using it." So obviously this is awesome and it's information that I assume all registrars have.

In my new role I'm at a registry and we have all of those TLDs on the line here and I have seen as we know the second round is not even close to happening yet. And I may be ten years before the ones that were early adopter got it and can develop it and the ones that were not on that round and still have not. But what I'm seeing from our TLDs is a lot of brands that are actually using -- obviously is focusing on my TLDs because it's the usage that I am analyzing. So I'm just offering to the group I know this is a very brand centric group but I have big, big brands using TLDs for their main sites, just give you an example of StubHub.

StubHub uses .pics for people to put all the pictures when they go to concerts through tickets that they have bought through StubHub. So if you ever need I mean as a register you are already my client so that information is for free, just reach out to me. But if you ever or anyone in this group ever needs that kind of information to add its more brands that are using it while they wait to be able to have their own brand and we know it's cheap. So it's not that all the brands are ever going to be able to get all their brands of TLDs. Some of them just have many, many brands so that's another complicated resource.

And we have tried to make everybody aware that those things exist that they still not shocked when a Web site is not .com and they don't even know what really .neustar means. So again I'm offering myself as a resource if you ever need help. Brands are using the new gTLDs from some another (unintelligible).

Martin Sutton: Thank you, appreciate that. So we're just - move through some other points here. So just looking forward now I think from what Tony was saying in other comments this sort of momentum breeds further momentum. And what we're seeing and what we're trying to do is to raise that awareness level so that it does start to get people aware that if they've got this utility to put it into play.

And as the new gTLD round two, three, four or five starts to firm up then I think also we'll see some of the others that haven't activated will come into play to take advantage of that early adoption.

But with that because of the different nature of these .brands particularly with the B2C market as they launch and use their online services for their customers that user adoption is going to grow and grow and grow. So we've seen that significantly change over the last year and certainly no adverse issues from a customer perspective.

So this is a great way in terms of promoting new gTLDs. And we had the opportunity to sit on a session on Monday I think it was a walk-in issue of new gTLD registry operator. And it was really clear from that particular session that from the array of different registries that have emerged in this last round that there is much more focus on the purpose and using that for the benefit of Internet users.

So as I said earlier with the brands having that ability to control end to end from the root of the Internet through to delivery of the services to their users we also can see that those with high validated registrants and high levels of entry restricted TLDs such as .pharmacy, .bank, .insurance that those are very similar but kind of they are one step back. They're controlling the registrant to a certain degree as to what they can do but across those there's an element of, you know, positiveness which is zero abuse, no confusing, confusing for those Internet users. And that's going to build up I think more and more as we see people convert over and transition their use cases into the .brand space.

And with that as the technicians get to grips with perhaps better data that they can actually exploit from seeing who's interacting with their registry and some of the annex domains information that Cole referenced earlier there's going to be a lot more interest internally within those organizations to see what this DNS thing can actually do.

We traditionally use it to distribute domain names. So there will be opportunities emerging as those technicians start to explore what it is they've actually got beyond just a delivery of Web site, email and so forth. And so that will stimulate new ways I think to utilize the DNS in the future.

And notwithstanding all of the thing that was in the last round more brands are going to apply. If we can make it more simple, more easier and more predictable that's going to encourage even more to come and apply. We do know that there are brands queuing up to apply for the next opportunity. And hopefully by encouraging others to see the value in using it that it's notably a long term aim, not a short term gain that they'll have the opportunities to have a considered decision before the next round opens up.

But nevertheless it will be helpful I think within the ICANN arena to be able to put the message across that there are extremely good success stories to be had out of the latest round and to encourage others to think about pushing forward with the next application window.

So with that I'm going to close off I think with just go and visit our site for more information. It's just been refreshed so we've got lots of new material on there and it will continue to be built up with resources available to the public and we have a lot more buried in there for our users, our members to access as well. So without further ado if there is any more questions feel free to ask now otherwise you can have an early lunch.

Woman: I'm sorry (unintelligible).

Martin Sutton: It's up to you. Lori.

Lori Schulman: I probably should have asked this to neustar but I have a comment and a question. So I'm Lori Schulman from the International Trademark Association so of course we have a deep interest in brands. And I do want to say that I

am frequently asked for use cases and do go to the Brand Registry Group site frequently but also I want to – there's also a brand registry observatory that is cosponsored by VeriSign I think (Come Loud) correct?

So there are a lot of online resources for people who need data who are making presentations. So as I said I use it all the time. So I have a question about cost and socializing cost to clients. And prior to onboarding at INTA I did advise clients on.brands. And this was before anybody knew what they were actually going to look like or how they were going to operate.

But I still think it's difficult and maybe people can share some insights and maybe not now but maybe later with me catch me in the hall or whatever about this issue about we wanted to save money because that's not the perception at all. You go through the cost of a, you know, a lengthy ICANN application process then you go through the cost of implementation then you go through the cost of rethinking, you know, whatever your marketing issues are and how you're going to fund those from a corporate perspective. So I think that there probably would be helpful for many to have more data on sort of typical cost, average cost. I know some of that's proprietary but I think it's super difficult to translate these issues to clients that may be considering it who really just don't know how to budget for it.

Martin Sutton: And to be clear I mean the Brand Registry Group is not out there to sell...

Lori Schulman: No but...

Martin Sutton: ...brand TLDs. And but what we do try and do is see what these models look like and the cost elements involved. What are the rewards? And so I think for GDD Summit this year we may be able to actually hone in on some of the particular information that you're referring to. So with experience, with that knowledge of yes there was some big costs up front but what does it look like now that you've got it in operation, plenty of reference different elements there that they can utilize their .brand and potentially save some costs.

But again it's not a revenue-generating machine. It's in support of many more wider things their communications, their – it could be a lot to do with supporting their business but it doesn't necessarily translate into a visible Web site or social media presence. So there's other elements to that that we probably need to explore further but haven't had the ability yet to get that experience of use in and tangible measures certainly on the cost side. But thanks for that. (Mark)?

(Mark): I think just to, you know, address that question it's a great question. And I think part of the answer is was in Tony's presentation of the materials you see on the Brand Registry Group Web site. I mean really it's not cost savings. And if you look at it that way, you know, you're looking at it the wrong way. It's an expenditure but what is an expenditure for, a variety of different things right?

So security on the one hand, higher visibility, you know, it's a marketing expense. And I think, you know, it's not the type of endeavor that you could categorize as one type of expense. I think it's rare you're going to find a company where this initiative would fall under, you know, one area of the company. It would fall under many areas of the company. And I think like other more global and significant initiatives that a company takes part of the trick is getting a lot of different people on board and making sure you got the proper buy-in from multiple budgets in the company and not just one. But, you know, the revenue savings thing you're never going to get your money back. But that's not the point.

Man: I would add sorry.

((Crosstalk))

Woman: (Unintelligible).

Man: Sorry (unintelligible) response sorry.

Woman: Yes I was just going to add I think Tony's presentation was really interesting and I think it was almost, you know, it wasn't - the cost thing wasn't a factor clearly in Neustar making their application. You know, they've got it. But I guess it's, you know, having got this wonderful asset and all of the other, you know, potential benefits of it. You know, a kind of perhaps even not necessarily expected benefit was also discovering that they might be able to save other search costs. So we think it's more like that rather than the thing - the cost being a driver.

Man: So as a corporate domain portfolio manager one of the things that resonates with me is that the idea there would be that if you are fully committed to your .brand then it would ideally reduce the need to go after all of the proliferation of domain names including aftermarket which can get quite spendy. So I – and also the need to maintain such a robust portfolio of defensive, purely defensive names as well. So in that regard I can see a reduction in savings in that one piece of the overall picture.

Martin Sutton: So no single answer. There's multiple aspects to that.

Lori Schulman: Thank you but all interesting.

Martin Sutton: Thank you. Brian.

Brian Beckham: Thanks Brian Beckham for the record. I - I'm a big fan of the work you guys are doing here and I know that you've made a lot of progress with for example getting a .brand specific contract. And ICANN certainly has learned a lot over the course of the past few years in terms of how to process applications, how to vet backend providers so there's probably a lot of good lessons learned and potential economies of scale and efficiency gains for future rounds. And I know I hear that there's brand interest in a future round and would be even more brand interest if for example ICANN knocked it's

close to \$200,000 application fee down to \$40,000 or \$50,000 or amortized, you know, the fee over a number of years. So I'm just curious how receptive has ICANN been to these ideas of kind of efficiency gains learned from the first round lower cost -- that sort of thing -- that would actually be sort of a rising tide that lifts all ships especially when we hear that with relatively slow uptake in the program generally there's a keen interest from I think all corners of the community to see more brands in this space to drive visibility for these new spaces? Thanks.

Martin Sutton: I mean when you refer to ICANN ICANN org simply just directs you to subsequent procedures. I think that - we've tried avenues before to say, you know, can - it makes sense if you want to keep this thing active and alive that if you are taking applications from a sort of low risk entities that could be including the brands that, that would have been effective to keep it - the momentum going whilst they made some continual improvements to the process.

Nevertheless every time that we attempted that it was always pushed down into subsequent procedures. You need to go and do it with the community and to push it out that way so it's very much geared towards the work tracks within subsequent procedures. There have been discussions on that. And if we have a number of members that are actively participating within each of the work tracks if not actually co-leading those work tracks to keep that momentum going to conclusion and to move forward with the next opportunity.

But it's something that's going to be very difficult to try to get a separate application window before a lot of that work is complete accepted by the community and they could actually divert what are currently scarce resources that have been confused with GDPR, IANA transition and all of those components that have emerged since the application round first started. That's taken a lot of the resources away and it's slowed down probably a lot of work. (Mark)?

(Mark): I think in most cases like many questions ICANN will not give you a direct answer. I think part of the answer probably lies in their current budgetary woes. It seems unlikely that when they want to hire 5 million more staff members and send 5 million ALAC people and so forth to meetings that the price will not go down much. But other than that they haven't been very specific except for at least one occasion I'm aware of where Akram's specifically said that they may not price because they don't want to encourage too many applicants and that there's a concern that if there's too many applicants and there's too many TLDs that ICANN turns into the role of the domain registrar except that it's top level domains not second level domains. So on at least one occasion you said that.

Cecilia Smith: Okay so we're nearing the end of our meeting session. Does anyone have any final questions or comments for us?

(Sergio Garcias): Excuse me (unintelligible). So for the record I am (Sergio Garcias) from the Fellowship Program. I had a very technical question. If my trademark expired or something like that I can modify my .brand for any reason or is - yes? Oh sorry I can modify my .brand for example if I have a new brand or my brand is (unintelligible).

Martin Sutton: (Susan).

Cecilia Smith: (Unintelligible) legal advice.

Martin Sutton: Thank you.

Cecilia Smith: One of our legal advisors.

Woman: Okay.

Martin Sutton: (Unintelligible).

Woman: Thank you for that question. So when you – once you’ve got your string and indeed once you’ve even applied for it, you know, once you've put in your application you can't change the word that you've applied for. So if your brand for example was to – if you were to have a refresh of your brand and change your brand you wouldn't be able to change your TLD in the way that the rules are currently set up.

What you can do that the rules regarding brands, TLD specifically in terms of the specific provisions that apply to brands and give them certain safeguards require an annual certification. And included in that is things like you have to certify that your trademark is still registered and valid. And so if you were to, if a situation were to arise where your trademark for some reason was no longer registered it wouldn't cancel your TLD all together but it would lose the status of the .brand. And then it would have to be opened up to the kind of the wider community and become more of a kind of open commercial TLD model. So you wouldn't automatically have your brand cancel because your trademark was canceled but it would stop having that brand TLD status.

Man: Thank you.

Cecilia Smith: So we have one quick question or comment from (Jonathan) and then we'll close out the session.

(Jonathan): Yes and I realize I'm between you and lunch so I'll make it really, really fast. I just wanted to say that I sat in on this session. I'm very delighted with all of the great work that's going on in the Brand Registry Group. Tony Holmes I thought did a fantastic job.

Cecilia Smith: (Unintelligible) Tony.

(Jonathan): Oh Tony Kirsch excuse me. I will be having some .coffee soon. But the - Tony Kirsch has done a fantastic job with neustar presenting what their case

was. And I wanted to say that we have a growing between the Domain Name Association and the Brand Registry Group a growing amount of collaboration and work that we're doing and we're delighted to see your work. And we're here to help you amplify your message and help get the word out as well. So I wanted to just state my compliments to you on great work and I look forward to collaborating and helping you amplify the successes.

Cecilia Smith: Great. Thank you (Jonathan), that's perfect because I was going to end with, you know, although the BRG spends quite a bit of time at ICANN that's not all that we do. We reach out to through INTA and through the DNA through very different resources and try to get to the marketing people and the digital people beyond the policy. So with the new Web site hopefully you can contact us through there but we'll also be outside. I think we're getting kicked out of the room in a couple of minutes. So thank you again for all participating and have a good lunch. Thank you.

Woman: Before everybody scatters we'd like to take a group photo of anybody that's a member of the BRG. Please go to this side. I think that'll be the best backdrop.

Man: I (unintelligible)...

Woman: I've got – I'll do it on mine and I'll send it to you. So please move real quickly because I know that we will get kicked out. Thank you..

END