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

The Brand Registry Group makes effective and positive changes for dotBrands in the domain name industry

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.
Trends & Use Cases
2018 Trends

- Domains 15595, 54% increase
- 49% `.brands` active (>2 domains)
- Average domains per `.brand` 27.6

Source: Makeway.World
Which brands grew their .brand domain usage in 2018?

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

Source: Makeway.World
Trends & Use Cases

.com and .net still dominate gTLD DNS traffic

Prepared by Afilias

Share of Global gTLD DNS Volume (May 2018)

- COM/NET: 88%
- Legacy-C/N: 7%
- Generic: 4%
- Brands: 1%
- Geos: 0%

Source: ICANN Registry Operator Reports
Trends & Use Cases

All segments of new gTLDs are building DNS traffic

Prepared by Afilias
Why and how are dotBrands used?

- Social Media
- Websites and redirects
- Email
- Internal network and innovation
Trends & Use Cases

Social Media

- Trusted links replace random strings
- Consistent and memorable for the user
- Reinforces the brand
- Increased trust raises click-through rate
- Control and flexibility
- Low-risk entry for dotBrand usage

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

Key use cases

- next-generation.dvag
  A careers-based campaign page targeting young people and entrepreneurs to join DVAG

- annett-weigel.dvag
  One of over 100 staff domains, which forwards to a profile page for financial advisor Annett Weigel

- facebook.dvag
  A shortcut to DVAG’s corporate Facebook page

- meineapp.dvag
  An informational page providing details of DVAG’s customer application

Industry spotlight: Improved navigation & a consistent brand experience

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

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

- 3rd party agency PR and marketing campaigns
- Staff news daily website
Trends & Use Cases

Internal network & innovation

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

- Enforce minimum standards across entire TLD
- Simplify deployment of security, such as HTTP Strict Transport Security (HSTS) and Domain-based Message Authentication, Reporting and Conformance (DMARC)
- Extended control from the root of the Internet to the user
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
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Courtesy of Ben McIlwain, Google
Trends & Use Cases
How the SNCF implemented its new digital strategy with oui.sncf

04 October 2018 - By Cédric Michel-Flandin

At the end of December 2017, SNCF launched its new online booking platform, www.oui.sncf, after a complete overhaul of its platform www.voyages.sncf.com, one of the first e-commerce sites in France1. At the heart of the digital overhaul, SNCF chose to change domain names and to communicate with its own custom Internet extension.

The French railway board’s new Oui brand was chosen for its possible association with the existing .sncf domain name. Without a custom extension, the group could not choose or communicate with the short and easily remembered brand name. In so doing, while developing new services, the SNCF can promote its brand in a new and innovative way through the .sncf TLD. Caroline POLLET, snclf.com Brand content manager, tells us more.
“..the .brand TLD must serve the overall strategy of the brand and the company..”

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

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

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

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

BRG Activities
BRG Activities

BRG Guides

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

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

2018 Events

✓ Delivered the "Brand Track" at the GDD Summit which took place in British Columbia in May.

✓ Organised and hosted Brands & Domains 2018 in Barcelona. Topics included covered dotBrand launch strategies, corporate domain management strategies, future round of new gTLDs and how this will impact dotBrands.

✓ Participated in the regional DNS Forum and Registry Training for Latin America & Caribbean.
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

- Coincides with ICANN66
- The event for dotBrand registries and future applicants
Want to join the BRG?
Contact info@brandregistrygroup.org

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