

ICANN Transcription – Abu Dhabi

Brand Registry Group (BRG) Update on dot brand trends & use cases Thursday, 02 November 2017 13:30 GST

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On page: <https://gnso.icann.org/en/group-activities/calendar>

Martin Sutton: Okay thanks everybody. Whilst we're waiting for some of the power to come back to our laptops, which are depleting quickly at the moment so things might go a bit fuzzy on the screen if we don't get through some of these slides at least for the next ten minutes.

My name is Martin Sutton from the Brand Registry Group. I see a lot of familiar faces, but for those that don't know, we're here today just to go through a number of bits of information about brands just to make sure that people aware of what is actually going on out in that space and give a - give the audience an opportunity to ask questions about the activities that we're seeing, trends that we're seeing, and also to talk a bit about the Brand Registry Group, for those that are not familiar with it.

So today's agenda - oh sorry. Before we go through that, it would be nice just to get a call out of names as we around the table. So I've already done my

bit. If I go to the left first whilst somebody is trying to eat, and just introduce your name and affiliation please.

Sue Schuler: Sure. I'm Sue Schuler, Registries Stakeholder Group secretariat.

Michael Flemming: Michael Flemming, GMO Consulting, representing BRG members.

Karen Day: Karen Day, BRG board and RySG ExCom.

Sebastien Ducos: Sebastien Ducos, Neustar, representing a number of brands, including Neustar.

Nick Wood: Nick Wood, Valideus.

Mark Wilson: Mark Wilson, (Axa).

Man: (Unintelligible), (Axa).

Atsushi Endo: Atsushi Endo from Japan Registry Service. We are the back end for several Japanese brand TLDs.

Jacob Williams: Jacob Williams, (Interlink).

Woman: (Unintelligible), (Interlink).

Janelle McAlister: Janelle McAlister from (Brand Site).

Elisa Cooper: Elisa Cooper, (Brand Site).

Jeff Neuman: Jeff Neuman of Valideus, representing Citibank.

Luca Barbero: Luca Barbero, Studio Barbero, representing Ferrero Trading Lux.

(Nancy Keep): Hi. (Nancy Keep). I'm one of the - representing one of the .brand user from SBA.

(Kenjo Parday): (Kenjo Parday) from Afilias. We run a few .brands.

Cole Quinn: I'm Cole Quinn with Microsoft. I'm on the board of directors with the Brand Registry Group.

Cecelia Smith: Cecelia Smith, BRG President.

Martin Sutton: If anybody sitting back from the tables wants to come up and introduce themselves please do so, if you just come to the table. I don't know if they're working on it.

Jim Prendergast: Hi. Jim Prendergast for Galway Strategy Group.

Michael Palage: Michael Palage, Ferris Global.

Craig Schwartz: Craig Schwartz, operator of the .bank and .insurance TLDs.

(Karen New): (Karen New) from Valideus, representing several Chinese .brand registries.

Oliver Wood: Oliver Wood, Valideus.

Ken Taylor: Ken Taylor, .cum laude.

(Leanna Nolancheck):(Leanna Nolancheck), (Aputext).

(Jeff): (Jeff) here from (Brima).

Kevin Wilson: Kevin Wilson, TLD Advisors.

Gabe Freed: Gabe Freed, TLD Advisors.

Zornista Marcheva: Zornista Marcheva, Lemarit.

Martin Kuechenthal: Martin Kuechenthal, Lemarit.

(Ben Trapada): (Ben Trapada), (unintelligible).

Lynette Nardone: Lynette Nardone, ICANN Org.

(Andy Fitzpety): (Andy Fitzpety).

Scott Haden: Scott Haden, Amazon.

Claudia Martin: Claudia Martin, TDMH.

Chris Cassavil: Chris Cassavil, (Nelson Mullins).

Stephane Van Gelder: Stephane Van Gelder, eating.

Man: (Unintelligible), ICANN Org.

Martin Sutton: Thanks very much everyone.

Ronald Schwaertzler: Ronald Schwaertzler, Domain Worx.

Martin Sutton: Well thank you for joining us this afternoon. I know we're in conflict with some other meetings such as the RPM, so we're going to be missing some of our BRG buddies that have to attend there as well but there's a few of us around here today to guide us through. The agenda that we're just going to through is a bit about the BRG, just to make sure you're familiar with what that's about and what it's doing, and then we'll go through some various use cases and trends that we're seeing.

We're also going to touch up on - touch on some operational concerns that emerges as brands activate more and more within the space. And also then feed that into some subsequent procedures elements that .brands are looking at. So without further ado - oh, one thing is please feel free to interact as we go through. There is a Q&A part at the end here but for interaction, I'm more than happy to take questions. Just either flag in the Adobe Connect or put your hand up, and we will allow for questions as we go through. Thank you.

Over to you, Cecelia.

Cecelia Smith: Thank you, Martin. Really, really appreciate everyone coming. I know it's the end of a very busy ICANN week. I'm sure everyone's very exhausted, as am I, and looking forward to heading home, wherever that may be. So, again, appreciate you all being here on a Thursday late afternoon.

So I do, as Martin mentioned, I see a lot of familiar faces as well but I do want to just touch a little bit on, you know, who we are as the BRG and what we - and who we represent. We have 40 members representing almost 80 .brand TLDs.

The majority of our members are full members but we do have an additional category called associate members, which allows members who are looking for the future round who did not apply the first time but are very interested in the next round. Obviously that's a very big topic in the upcoming ICANN meetings for the next round.

As many of you know, most brands or .brand registries do not attend ICANN and that's really where we fit in. We advocate collectively on behalf of our members and other .brand spaces by providing value through our awareness programs and policy advocacy so that we can drive actual results to our members.

So this year -- can you - next slide please -- so this year our focus really has been on information sharing and developing best practices. We do this through our BRG newsletter and our monthly members meetings. The trends and analysis report, which Martin will do a deep dive in after me, really does highlight what's happening in the .brand space.

As most of you know, .brands don't typically publicize what they do. A lot of it is done internally, so it may seem as if nothing is happening but there really is a lot of activity happening behind the scenes. We also work directly with ICANN GDD to develop specific .brands guides, and Cole Quinn will talk a little bit about that later.

And really our focus is to simplify some of the industry jargon so that our members can understand what's happening and distribute that internally. Usually the person who represents the .brand is an attorney or one person, but really this is a much bigger operation internally for .brand owners.

And just to wrap up what we do so we can get the bulk of what this session is, I just wanted to highlight some of the networking events that we do. Most recently the BRG participated in the Brands and Domains Conference. That was in The Hague in Netherlands. Akram Attalah, who is the ICANN president of GDD was also there to talk about some of the impact of the new gTLD program to ICANN and how best to engage brands within the subsequent so that we can get our voice there.

We facilitate networking event across different sectors so that we can promote what the .brands are doing. And for next year we're really, really going to focus on events specifically on operations by partnering with different industries outside of ICANN. So that's just a high level of what we're doing and I'm going to pass the slides over to Martin to talk about the trends.

Martin Sutton: Thank you, Cecelia. And apologies for any of the faint sound that might be coming through on Adobe Connect. I understand that there is - has been

some problems with that in this room today. So hopefully - (Anne), is that better? Can you hear us? I'll wait for you to - okay thank you. So just - if anybody does speak, if you could just get a bit closer to the mic as we go through, that'd be great. Thank you.

So this next session is really just to give a flavor of what's going on. Things are happening all the time in this space and it's just nice to be able to showcase some of these. But just for those that aren't familiar with the background of all of this, there were 1,900 applications that came through on the 2012 round.

Over a third of those were for .brands. And now what we've seen is with 1,200-odd new gTLDs delegated, there's a good proportion of those, 540, that we see that are delegated as .brands. So a significant portion of that new application was related to brands, and it's great to see them all now delegated, or most delegated.

So from a - some snapshots from information that's gathered. There is now 267 .brands that have gone beyond the (nick) .brand. So the obligatory (nick) page is still standing for quite a few but many have advanced on and starting to progress to make some early use of their .brand.

Now whilst it's not a significant measure for .brands, the second level domain volumes have actually increased twofold in about a 16 months' period. So we are seeing steady progress. So I think people are comfortable with we're seeing volume metrics of second level domains. But I'll refer to that a bit later in terms of other ways that we might want to consider looking at .brands.

But with the domain names that have already been registered, there's 1,200 active websites. These are things that are visible. So this gives us the indication to the general user that there is something happening. Don't forget though that there are a lot of other users for a domain name other than putting on a website. So these may be doing - performing other activities and

duties for .brands as they push forward and start making greater use of the registry.

So for some, I just wonder, you know, do you see much of this? I think the general impression back is that it doesn't seem that brands are doing much. But unless you're an actual customer or a business partner of some of these brands, accessing their business services online in their .brand space or receiving emails from them, you would probably be unaware of what is actually happening. A lot of it is localized as well.

So here's an illustration of different types of businesses that have - are generating activities on their .brand. You know, the general day-to-day user may not be falling over and seeing because they're not - got any need to go directly to those websites.

So here's a few examples of recent activities, which are useful to highlight. So there was a scarier picture I think on this which I avoided putting up but I should have done because of Halloween I suppose. But here's a recent example, thepredator.fox.

So this has been launched and just straight away you can recognize within the domain name this makes sense for .brands. You've got everything in there feeding through to what this is all about. There's no diversion to, you know, having a .com or anything like that illustrating what this could be. It's direct and to the point. So that's an advantage that we see with brands being able to get the right naming conventions out there to reinforce their brand and link it to products and services that they're pushing out.

Behind the scenes of all of this, it all creates a very seamless effect where the brand is being promoted through this channel and through apps, anything else that's deployed in relation to the Predator fan apps and products and services that get pushed out.

So Cecelia will tell me if there's anything else I've missed. Is there anything else I should cover in terms of that example you'd like to...?

Cecelia Smith: All I'll say is that...

Martin Sutton: To the mic.

Cecelia Smith: All I'll say is that one of the strategies that we did consider here is to redirect thepredator.com to thepredator.fox.

Martin Sutton: Thanks, Cecelia. So another recent example, and this is where it even starts to get built into large marketing campaigns that have strong visibility. I think some of these billboard ads were noticed in airports recently. There is a video advertisement that you can go to on YouTube to support .aws and build on .aws. So if you haven't seen that, I would recommend checking the link out there and looking the video. Very impressive. But in terms of - irrespective of the product that's being pushed out here, the fact that it works really well with a .brand and reinforces that and just saves bundling it up with anything that's irrelevant in terms of a domain structure.

And we can't forget that this has to be coordinated over different channels. And here's an example that's been regularly used but for (La Clerk), which is, you know, a localized supermarket chain in France, this takes an awful lot of effort to make sure across all of your marketing elements that you've reinforced that with the new domain structure that you're pushing out .brand. And they've done this very effectively but highly localized in that market.

But we shouldn't forget that that creates quite a lot of expense for .brands. One, to build into planning out their new marketing campaigns, renewing some of the items that probably had an old domain referencing and marketing URLs quoted on it to reinforce their .brand.

Other examples here. Again, just coordinating across different communication channels across the apps - sorry, the social media accounts, linking that smartly with your website. It's all starting to come together as sort of launch campaigns take effect. And this is helpful for all brands to break into using the .brand effectively so they have to make sure it all combines and fits together, reinforces the .brand URL.

And this is just to illustrate the breadth of businesses that have taken advantage of this. We see a significant proportion of these being from financial, media, Internet industry, and automobile. So there's some significant ones that are already out there and activating their brands. Now some may start off with, you know, just in a simple way of trying to use their .brand to produce URL shortness.

So in the social media space, that's very useful to swap it out from what looks like absolutely something irrelevant, numbers and letters as short URL shortener into something that's meaningful for the brand and is easily recognized. It may not be significant in itself but it just does constantly reinforce the brand as messages go out and gives that reassurance to consumers that they are feeding out to the right information that's coming from that particular business and organization.

So it is great to see the take up and the breadth of businesses that are now active in this space. Sorry that doesn't fit on a screen quite easily there. But this is to illustrate that beyond what you see on the visible side is there is actual take up on e-mail. I think there has been some caution in movement to e-mail, possibly because it is a huge shift for a business organization, especially global organizations to map that across to their new .brand and with some caution over universal acceptance issues that may still remain with some recipients of e-mail. But.

Here's an example, .weir converted everything into their new global .weir space and, along with that, reinforced it with e-mail usage. So it is noticeable

that MX records (unintelligible) have been assigned to a good proportion of the domains that have been registered within the .brands. But yes, it's probably going to take a lot more time before that builds out to regular use.

This is something we've raised before but it's a good illustration for those that are unaware. But, you know, one of the advantages for .brands to be able to use that space to apply any second level domain, subject to some minor restrictions I should have mentioned at the second level that we're aware of, but predominantly there is the choice, the ability to push it out as quickly as possible.

So from a marketing campaign perspective, it is a great deal of flexibility built into this, and we're seeing a lot of the choices of domains that are relevant to the brand or relevant to the type of things it's trying to push out in that space have the ability to be short and precise. So when comparing the length of strings at second level saying gTLDs with the .brands, it's noticeable that the average string length is shorter in a .brand because they have that choice and the ability to choose something relevant.

So second level domains not significantly important for .brands. When you consider that some of them look after a customer base of millions and millions of end users, if they are pushing their services across to a .brand, what we've seen is a very successful move across. End users do adopt it easily if you put out the communication and made it available to them so that they're aware that it's pushing to that space.

We've seen transitions of millions of users. In the banking environment with BNP Paribas and I think (Bodesco), there are significant user base numbers there that are already switched over and happily using online banking services within the secure .brand space. I think we've also got to recognize that it's not just a website still. As we go over, as people start to use the e-mail capabilities, that again will reinforce the message and be far more quantifiable I suppose as a measure of success and adoption.

The other thing to bear in mind at the second level domains is that a brand will typically put a second level domain in the structure for a purpose. So it may not be visible to or immediately obvious to an end user why they may have applied another 20, 30, 900, 1,000 domains on to that registry because there may be internal purposes as well. But those that are visible, the e-mail and the website links and et cetera, those will be purposeful. So they're not going to have to do a lot of protective registrations. It's all limited to what their needs are and the purpose that it's trying to - or the objectives it's trying to achieve.

One of the things that - actually, Roland, can you put your hand up I think. There you are. Roland, thank you. Because Roland's provided some information from - for DNS traffic that was prepared earlier this year. So this might be a better indicator in the future once we figured out how good the data is, the quality of the data that collected by ICANN.

And this is from earlier this year, as I stated, so it's not going to contain anything that's relevant to recent launches and activity within the .brand space. But as you can see, there's progress. There is good adoption. That line has continued on many of these. And what it does mean is that it's picking up the traffic that's going on that is beyond just websites.

So (Alexa) rankings are a good measure in terms of understanding how popular some of these addresses are, but that's typically a visible use case. This provides a lot more in depth or depth to that information. And there's some interesting things that (Roland)'s done to compare against gTLDs, the traffic increase, and the traffic increase across .brands and other particular models that have emerged from the new gTLD round.

So I think that that will be an interesting one to watch and follow as the pilot feedback is taken in and any improvements are made to the quality of the data because there was some obvious weird things happening with some of

the data, so we couldn't quite trust it all to be convinced. But I just wanted to make sure that people are aware there could be better qualitative information that we can look towards when we're assessing the usage of .brands rather than the simplified version of domains under management, which is a regular metric that's used within the commercial registry environment.

Okay. And if you would like to keep tracking information on this, there are some useful public resources available. So makeway.world and .brandobservatory.com are collecting a lot of information, showing the use cases, and going to some depth in terms of case studies. Very interesting if you do want to have a look at that space in more depth. And they update records regularly on that. So a valuable source I think to give a wider market perspective. So.

Before we carry on, does anybody have any questions or we'll just move on to the next section otherwise? (Mike)?

Michael Palage: Has the BRG done any statistics on UA, universal acceptance issues?

Martin Sutton: Will you park that for a little while because we will cover UA in a couple of slides next? But thank you for that.

Okay, (Cole), if I could pass over to you to just cover some operational concerns that may emerge?

Cole Quinn: Sure. Thank you very much. So last year in Hyderabad we shared with you the BRG's strategic vision plan and also described our organizational structure in terms of committees and the working groups, where we wanted to make sure that we were very focused and in agreement with our mission and why we exist, and then we also wanted to map all of the things that we do to that mission. And so we created some committees and working groups.

And one of the committees that we created was the Registry Operations and Best Practices Committee, and I am pleased to be involved with that. And so from that perspective, I'm going to share with you a couple of the operational concerns that are common to the .brand space. Next slide.

So that was an excellent segue. I appreciate you priming the pump here with universal acceptance. So as my good friend from Afiliis mentioned in our DNA meeting this morning, some .brands are finding out that when they do launch that there are systems and transactional platforms that don't recognize their TLD. So most obvious would be if a company moved their e-mail system over to a you know, (Cole.collette.)domains.microsoft. There are some systems out there that when you enter that in, it's going to throw an error and not play nicely.

So this comes into the universal acceptance and universal awareness purview. This a great team out there. Don Hollander and (Mark Spencharic) and (Rich Merlinger) are heading up a lot of work here to make sure that the companies and the transactional platforms that are out there that are validating against things like e-mail addresses are up to date with the latest IANA list of delegated TLDs and/or the public suffix list is up to date and that they're hardcoded TLD reference tables and objects and their code are up to date and that they have integrated a reasonably frequent refresh period so that they have the latest list of TLDs that they're going off of.

And if any .brand owner or registry operator is running into problems where they do launch and they're using an e-mail with their own TLD and they run into problems, there is a great portal called UASG.tech. And so on that website there would be a button that you can click that will take you into a workflow to log incidents or UA issues, and then someone from that team will work with you to moderate and facilitate the reconciliation of getting that rectified with the platform that you're having a problem with.

Now curing a problem that you've discovered after you launch is a lot worse than preventing the problem. And so the UA team also has a library of helpful guidance that would help walk you through a workflow in the test phase or preproduction phase so that you can kind of make an inventory of all your critical business functions and transactional partners and you can work with those guys in a calculated way to make sure that when you do launch you're not going to break anything. So that's universal acceptance, and this would be a great time for you to ask your question there.

Michael Palage: Yes. Having worked with Don and (Mark), two points that you may want to consider before you switch over. Is actually doing your own internal UA assessment, and this is actually something that ICANN did and they actually found that half of their systems were non-UA ready. So I found that encouraging two years ago when (Ash) gave those statistics to the UA group. So I think that's number one is doing your own assessment is really important.

The other thing that the UA group has is they actually prepared a CIO report. So that's something to perhaps give to your own internal team.

Cole Quinn: Can you define CIOs?

Michael Palage: Chief information officer.

Cole Quinn: Oh, that CIO.

Michael Palage: Yes, sorry. Yes it was actually - the UA group actually contracted with a third party to prepare that so that's something when you run into an external vendor who may not be familiar with the problem, it's nice to give them that document and say, "It's not us. It's an industry problem, and the technical coordinating body who is in charge of it is doing something.

And then what was the – there was one other thing I wanted to do and now I forget it. Anyway.

Cole Quinn: So as a prelaunch you said get these ducks in a row before you launch.

Michael Palage: Yes you...

Cole Quinn: An assessment for your own...

Michael Palage: You want to do the assessment oh now I remember thank you. It has to do with one other resource the UA group has. We have begun to work on templates. So when you actually start renewing contracts with your external vendors you actually can begin to incorporate those terms.

So the ability for the people and the DRG to begin educating downstream programmers as to what they need to do. It is almost – the way we discuss it a couple of years ago was it is almost like a Y2K approach to this.

Cole Quinn: Yes.

Michael Palage: Where you need the lawyers to start educating your vendors this what I need. And then that helps the entire ecosystem. It is kind of like a high tide raises all the ships in the harbor.

Cole Quinn: True. Yes I thought about it in terms of it is like a Y2K without the deadline necessarily right?

Cecelia Smith: We have two questions. One online too and then Sebastien.

Sue Schuler: Yes there is a question from (Michael Pfeiffer) from Berlin. Are there any indicators that brands are using their TLDs and their IT structure? Their intranets, the Windows domain. Or is it just for serving public services like Web sites?

Cole Quinn: Well if it is internal or external facing right? Sebastien?

Sebastien Ducos: Sebastien Ducos of (Neustar). In the age old principle of eating your own dog food. We have moved our properties to dot-(Neustar) and particularly email.

And age old also that you are not going to do what you are told. I know that there was study done and verification done internally for it. I know also that (unintelligible) deep end. At some point somebody had to take a decision and we went.

And the reality is I am able to travel. I am able to log onto public property Wi-Fi in hotel rooms. All these things work. All these large installed bases work. All the stuff that I have seen actually is exactly what (Michael) was describing (unintelligible).

It is internal networks for security reasons that expect you to appear under a certain identity, under a certain domain name or et cetera. Those are actually more the trouble.

Yes of course I may find a Web site that is expecting somewhere I don't know newspaper or something like that that wants my identity that might expect a generic domain. We haven't had a domain that is longer than the sort of four character general tolerance. But the reality is that it works.

I don't speak for IDNs. Yes we did our homework. Yes we tried to avoid those self-inflicted wounds but it generally works. And I would very, very strongly encourage everybody to run at least these (unintelligible) and try them because it does work.

Cole Quinn: Sebastien and as you can sense Sebastien as a valuable member of the registry operations and best practices committee. So thank you very much. I appreciate the help there.

It looks like we have answered your question so thank you for asking. And if there is no other universal acceptance or awareness questions we will go to the next slide and the next concern which is CZDS access.

So just a quick word on this. When your registry you need to provide your entire zone file to anybody that asks within reason. And there are mechanisms there to facilitate that.

The dot-brands those with Spec 13 are not thrilled about this obligation. Not because we don't want to be transparent but because we own the entire route. We owned the entire zone.

And so some of the reasons and the drivers behind this compliance piece don't really apply to us as they would a generic or an open TLD like dot com. What this does in practical terms from like a marketing or like a campaign process for us.

In the dot com like my domain's team would work with a marketing or a product development team. And one of the things that they would do in the process of developing their product would be to go out and get a domain name.

And in order to not tip off the world that we are doing anything with this name we would usually register it or acquire it anonymously through a third party and then we would mask it and it would sit there. And to the outside world that is sniffing the wire. There would be no apparent connection between Microsoft for instance and this domain name.

However, if we are going to do the same thing under dot Microsoft, anybody that wants to look at our zone file would know in advance that we are doing that. And then we have all kinds of problems there from a marketing and launch perspective.

And so that is just one use case where you can say that it is a hindrance to us and a barrier to kind of – to use our own TLD. And so philosophically we are having discussions with ICANN and some of the other folks that we are not asking for special treatment. We are just proposing that perhaps the reasons for the treatment and the mechanism are necessarily appropriate to our situation.

So we are looking forward to kind of having that conversation proceed and we have Russ here behind you Sebastien.

Russ Weinstein: Hey this is Russ from ICANN's staff and I am new in my position in trying to understand the concerns here so we can kind of think through potential solutions.

But in your use case that you described – I am trying to sort through it. And I am thinking but if you owned the whole zone why do you have to get the domain early? Because you have it. There is no protectionist factor. So maybe you can help me understand that part of it and I can try and relay those concerns back.

Cole Quinn: So I am going to recruit my former guy here. (Michael).

Michael Palage: So here is an example. Suppose you are a financial institution and part of your security is you want secret back door dot whatever. You may want to provide sort of remote access.

So once you have to broadcast that and you have to make your zone file available that is problematic. Again one of the other things brands want to do

and we have seen this with dot bank with migrating over some financial institutions.

They actually like to test it out first and to sit there and say, you have to get it right on Day 1 that is not very good. So as I said there are security concerns, there are real life marketing concerns and how people go about launching it. And it is really problematic for some brands to make this available.

Cole Quinn: I could not have said that better myself. Thank you. Sebastien did you have anything to add to that?

Sebastien Ducos: No I had the same question as Russ and also the same answer. I think that for testing purposes there are ways of doing it without using the actual (unintelligible). There are ways to do it.

But indeed that second case that (Michael) was talking about when you are building something that needs to remain secret for security reasons. That definitely is a use case.

Cole Quinn: Yes. So like anything around here it takes a while to get all the right people and all the right feedback. Loops and, you know, public comment and everything else changes slow and steady. So we just want to be patient.

One thing though that I have got to say is that over the last year the nature of our conversations with GDD and the ICANN have really improved. And I just want to say thank you to Christa and (Lynnette) and Russ and all these guys (unintelligible).

Because the tone of the conversation is a lot more friendly and it is not – we are not sitting on opposite sides of the table firing arrows at each other. And so we are very hopeful and optimistic about the future of being able to get more realistic about dot-brands.

So that we are able to have a much more successful utilization of the assets that we have already invested in. Let alone pave the way for the next wave of dot-brands that are going to be part of (unintelligible).

Okay so the last thing I want to just touch on here from an operations point of view is the portal formerly known as the GDD portal. And so Lynnette has been working with me on drafting a general operations manual for dot-brand owners.

And a lot of the content of that manual points to this thing called the naming services portal. I am not going to get into very much detail here. I am just going to touch upon it when they launched it. They came out with a new set of terms and conditions or terms of use that kind of caught some of us by surprise.

And so not so much the brand registry group in particular but the registry stakeholder group in general. We have a collective voice where we are going to a negotiated redline process now where we didn't like some of the TCs. And the GDD folks are getting in the same room so to speak with a couple of folks.

I think (Christina) and (Jeff) are kind of the red line, front line. And hopefully in a really expedited manner we will work through those negotiations. And once the TCs are fixed or the terms of use are acceptable and in place then we are kind of turning our members loose and saying you are free to walk about the cabin and go into the portal and enjoy it.

But until then we are asking to hold off on it. And I believe that if the booth is still open through tomorrow if anybody wants to get a free demo without having to accept anything. There will be people down there that can show you around the portal just to satisfy your curiosity and see what this is all about.

Martin Sutton: Thank you (Cole). I am just going to wind back to CZDS because (unintelligible) note into the chat box here. Which is possible work around if anybody is considering the issue of CZDS and not progressing with a particular opportunity. There are third level domain options that could potentially resolve that issue for the time being. Thank you for that.

Okay so let's move onto to subsequent procedures because there are some elements here that are worth noting particularly in relation to the demand that is anticipated from brands in the future.

Please don't ask me for a number. The regular question is like asking ICANN for a date for the new next round or subsequent procedures to just to kick off with. I don't know the number. It is speculated very high by some and in the middle for others. So we will just note that there is demand.

And it doesn't necessarily come from just large corporates. So it is those that are building up their business and don't want the frustration and one of the benefits of having a secured zone to support their business and its growth in the future.

So those interested it is moving across the different size organizations. I think they can particularly take advantage of that. Now there might be some issues still might remain in terms of cost inventory for some.

But even with some of the sort of medium or small enterprises that I have spoken to. They haven't shut it when I have given them the indication of costs to set up. They think that that might be a worthwhile outlay to save the frustration to say on the line.

What there does need to be though is a greater awareness and education. There is distinctly, you know, a big market out there that just has not got a clue what this is about.

Now that may change over time as the existing brand applicants start to make greater use of their dot-brand and show you even stronger examples that they are seeing and touching every day. So that could well be an advantage for the time it might take for the next application window occurs.

So what we have got is at least the opportunity learning from the 2012 round which if we reflect on that was a time leading up to creating the applicant guide book when dot-brands didn't exist.

Nobody was quite sure what this would look like, would taste like. So at that stage there were probably a lot of brands thinking about it but not being able to say anything about it. And it influenced strongly the policies and procedures that ended up in the 2012 guidebook.

Typically as a corporate organization, the ability to say anything in public in an ICANN type environment is really difficult. So again if something was available at that stage like the Brand Registry Group it may have been a lot more helpful to at least influence some of those decisions with some combined thought and energy at that stage.

It wasn't going to happen. It was too early at that time. But after the – after we had seen the experience of going through the application phase, the difficulties that were then better understood as people tried to go through the registry agreement process and delegation and now to operation. It is clear that there are some better ways to do stuff.

There is an opportunity to streamline some elements. To better reflect the new model that has emerged which is a substantial number of those new applicants and delegated TLDs as being the dot-brands.

So subsequent procedures does give an opportunity to try and help influence that based on the experience that we have had. And it would be far better if

we could actually make some improvements before (unintelligible) helpful before the next window was launched.

So that the pain and the time to correct is not after an application is submitted. And then drag on to three to five years before delegation. We certainly want to see evidence of that time to market after an application shortened.

So in here some examples for recommended changes. Where the dot-brand category is better recognized. And where there is an appropriate path for it to follow that may be better streamlined that our process track is actually adapted to that dot-brand model.

Out of the last round Specification 13 emerged after the applications were put in. It took a lot of effort to do that but it was very important for dot-brands to be able to achieve that particularly in relation to having to give equal access to registrars.

This is not a distribution exercise for dot-brands. They want just one registrar or a maximum of three to support their business to being able to use that for their business purposes.

So from that what we would like to make sure that it has been created in the current way of dealing with negotiating that contract. It demands that that negotiation is performed with all of the registry stakeholder group whether they have an interest in dot-brands or not.

So one thing that would be helpful from the process that we experienced after the last negotiation was completed this year after probably more or less two years of a process is that particular section, Specification 13 or whatever it may be called in the future could change is negotiated exclusively by those dot-brands that are assigned to Spec 13.

Another example in terms of the application process would be looking at the financial capability elements. So that thinking about a non-revenue generating registry. So that includes dot-brands. It may include others.

But just to bear in mind that it didn't suit in practical purposes the questions that were being asked within the last application process.

Streamlining again is one thing but predictability I think is a regular theme beyond dot-brands. We all want to be thinking that we can step into this and be reassured that we have checked all of the things that needed to be checked and that we are very, very confident that that should pass through without any problems.

So having that predictability there have been many discussions within the subsequent procedures to try and, you know, attempt to do that and those continue.

And if you are concerned about that. If you supported dot-brands or you are a dot-brand and want more. Think about making sure that your voices are heard within the various Work Tracks to recognize that.

One of the key areas this scenario emerged as a separate Work Track to subsequent procedures relates to geographic terms at the top level. And there is a strong start from the dot-brand. The BRG membership where there should be no restrictions at the top level.

Where the use of the TLDs to identify the brand and not represent the geographic term. And where there is no conflict with national or international law. What we are referring to here is that it should be in context. Things can exist. People are not confused by things being called or similar to a geographic term.

So there is a lot of work in that space and obviously very, very divergent abuse that needs to be handled carefully and considered. But certainly from a brand registry group perspective there is a strong start, you know, we believe it should be as open as possible. To allow innovation opportunities to emerge rather than to highly restrict entry into this market.

So there is a flavor of some of the things that we focused on and we have got active membership. In fact we have got quite a few co-leaders on the Work Tracks to try and move that forward.

That is kind of the end of the corporate presentation. So we have got plenty of time for Q&A. So if you have got any questions we are here to help now.

Lori Schulman: Lori Schulman has a question. Does the BRG position on GO essentially proposed GO pick. Do you support the GO pick?

Martin Sutton: We haven't got a position on that particular aspect at this stage. The position that I quoted there earlier Lori is one that has been formulated by the BRG. I think we still have got discussions to go through within Work Track 5 to move that along.

But it is certainly things that we will need to consider as that process moves along. I must add at this stage I will make a plug here actually. As the co-leader of one of four co-leaders. So I have been appointed from the GNSO for that Work Track 5. It is a very distinct and focused group.

But it is unusual in the way that it has had to perform so that we can bring in all the different views and aspects that we need to consider to try and make some positive changes in that particular element.

As a co-chair I will be neutral. So I have offered what is the BRG position here. But it will be important for BRG members and other dot-brands what

opinions that they have to bring to the table? As well as all of the other GNSO parties, the constituencies and stakeholder groups.

So if you have got an interest in this space I do recommend that you join to the working and sign up to that. Thank you. (Stephane)??

Stephane Van Gelder: Thanks (Martin) and thanks for a very interesting presentation. Your advice was to get involved in the sub working group to ensure a modicum of stability for the businesses that you are talking to. I suppose that means financial and process stability obviously.

Have you also attempted to have direct discussions with either GAC or board on the concrete needs of businesses? Because these tend to get lost in the ICANN prism but – (preservation) not prism. But although it is probably one as well.

But the board members and the GAC may be able to push those agendas as well. I am not obviously advocating for side stepping policy development process especially not with (Jeff) in the room.

But I am just trying to see all avenues to get that clarity which I am sure is probably the Number 1 requirement for many businesses if all those avenues have been exhausted. Thank you.

Martin Sutton: Thank you (Stephane). As you can probably see from the last slide there are some that we may not want to just go stand in front of the GAC and reel off. But we have engaged with the GAC. At the last ICANN meeting we had a session with them.

Really to raise awareness because I think one of the problems when the policies and processes were created for 2012 round we didn't have dot-brands. Nobody knew what they looked like or tasted like.

Now we have got evidence of what is actually happening in the marketplace where there could be a lot more reassurance to them as to okay the purpose, the adaptability of the market. So the end users are easily taking these onboard and using them for dot-brand services.

So I think that is our opportunity at the moment. So we have engaged with the GAC. We have engaged with the board and hoping to do more but we haven't had an audience with the board at this stage.

But there is a lot of awareness that needs to be created. That is why we do these events now at ICANN to try and make sure that people do see this stuff. Because as we said earlier, unless you are a customer of these brands or a business partner that can see and evidence day to day activity on a dot-brand it is invisible. (Nick)?

Nick Wood: I think that is a great question because three of us presented to the GAC at the Johannesburg meeting. And in questions afterwards several of the GAC members talking with us really were not aware of the differences between a closed brand registry and open registry, restricted open registry.

And I would also go to the point about two characters at the second level. So a lot of the arguments we have had being because they do not understand brand registries with Specification 13. So I think you are quite right.

Martin Sutton: Do we have any other questions? (Mike)?

Michael Palage: So as you are looking to potentially renegotiate for Spec 13 have you considered what to do about the rather restrictive nature you had to apply before the date of application?

So let's just suppose you have a brand that picks up a failed TLD and decides to repurpose it to correspond with their brand. So Microsoft missed

out on dot office. Someone – you are able to pick it up from donuts and now you decide you want to use that as your brand TLD.

So you didn't apply for that someone else applied for it. You have now acquired the TLD. Per the very terms of the Spec 13. You may not be able to apply. You see where I am coming from?

Martin Sutton: Kind of but it is one of the things that hasn't occurred yet but could potentially. That might need to have some consideration of how you unravel if you have already got use of that.

Michael Palage: Correct well I mean that is part of the repurposing of a TLD. It is kind of like urban regentrification. You are going to rezone. And I guess the other thing that is important as well is there is going to be another round hopefully.

And when that round happens one would assume that you are going to say well you have to have had a trademark before the state. So you are then going to have this kind of period in time where let's just suppose someone applied.

They didn't have a trademark at the time. Then there is going to be a brand holder in this limbo where they are never going to be ever qualified for a Spec 13.

Martin Sutton: They could go for exemption of...

Michael Palage: Yes so what they have to do is they have to go for a Spec 9 and exemption. But then it is kind of like you are a second class citizen. Oh you can just go over there with your Spec 9. We are Spec 13.

I just think if you really want to be inclusive of all the brands you really kind of need to address that. And much like there has been a market that has evolved in the secondary name space. I mean we are already seeing how

top level demands are being brought and sold. So I am just saying it is something you may want to put on your radar.

Martin Sutton: To that point though I mean we have had recent discussions in terms of adapting some of our thoughts for subsequent procedures. Especially where originally dot-brands would have love to see a very nicely neat registry agreement that actually reflected the dot-brand from top to bottom.

But I think on that very nature where there might be some adaptations along the way there is flexibility built into the Specification 13 in terms of whether you add or delete at some stage. But we need to see some of those work through.

We may have to anticipate some of those. You probably know more than I in terms of anybody that is whispering around on that. So it would be worthwhile just getting an idea of is it real? Is it going to happen soon? Or is it going to be something where we may or may not see for many years hence.

Man: (Unintelligible) incredibly long lead time. (Unintelligible).

Martin Sutton: Thanks. (Christina)? Any other questions? Have we exhausted you? It is getting to the end of the week. We are nearly done. Should we take a vote about clearing out early?

Second it. All right well thank you so much for your time and for joining us today. If you do have any questions after this I am sure you will see some of us running around.

If you are a brand and want a little bit more information please come and see me. I have got a copy of our BRG newsletter, recent one. So if you are interested in just seeing some of the things that we are doing and activities there. I am happy to give you a copy of the newsletter. Thank you.

Sue Schuler: If you are a member of the BRG – I am sorry if you are a member of the BRG we are going to take a group photo. So if everybody could come to this side of the room so I don't have to deal with the light coming in from the windows. That would be great.

END