

**ICANN**  
**Transcription ICANN64 Kobe**  
**GNSO – RySG BRG Community Session – dotBrand Trends**  
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Sue Schuler: We can start the recording.

Martin Sutton: Marvelous. Welcome, everybody. Nice to see you've made it through to Wednesday of ICANN 64. Well done to every one of you. And even more so for persevering until the end of the day to come and join us - with the Brand Registry Group, so lovely to see you all.

Some new faces, which is great to see as well, as well as those that I'm sure are itching for a bit of an update on what brands have been doing. So I'll just go through the agenda. My name is Martin Sutton from the BRG, Brand Registry Group. We'll give you a bit of background about the Brand Registry Group, I know some of you are familiar with who we are and what we do but as we haven't been out to Asia since I think Hyderabad was the closest we got in recent meetings it's useful just to bring everybody up to speed that hasn't met us before.

And then we'd like to keep raising awareness of what's going on in the brand world, the dotBrand world, and that landscape just to make sure people are aware of what is being used, how it's being used, some of the challenges and some of the benefits being drawn from that as we talk to our members and also brands that are outside of the Brand Registry Group.

And then we'll go through to talk about some of the activities that the Brand Registry Group has been up to and at the end opportunity for question and answers. But if there's anything you want to ask or raise a comment through the presentation part, please do so, so very happy to be interactive and to move through that with some questions at any stage.

Okay. So bit about the Brand Registry Group. It's a trade association that sits outside of ICANN itself; it's a nonprofit US registered corporation. It was originally set up after the first round of applications was received, or made public, in fact, from the 2012 New gTLD round where a significant number of brands obviously applied to run their own top level domain.

With that in mind, a lot of the - the organization around ICANN at that stage was really geared towards open commercial registries and didn't really account for the new models that were coming along particularly brands that were wanting to secure the top level domain for their own use to service their own organization and their users safely and securely on the Internet.

Our membership consists of many of those that you see in front of us now and others but that gives you a good idea of the different types of industries that they're in. It also is very much spread globally so these are different regions of the world. So our membership is diverse, which is great to see, and we actually benefit from that by talking to different industries and it tends to be a very noncompetitive environment where we're all learning about operating and running a top level domain which has never been our core business.

We have a board of directors, and the current directors are listed in front of you here. And four of those are officers. We have Cole Quinn who's the President from Microsoft, who's to my right here, so welcome, Cole and I'll get him to speak a bit later. We also have Dawn Shackleton, from Sky and we'll learn a little bit of what Sky have been up to.

Cecilia Smith, our treasurer, and who's from 21st Century Fox unfortunately couldn't make it to this meeting. Similarly, Tony Kirsch, the secretary from Neustar was also unable to venture across to Kobe for this meeting. Likewise many others aren't here, which represent the rest of our directors with the exception of Luca Barbero who represents Ferrero. Oh and Michael, sorry, right beside me here to my left that represents Honda and Sony.

We also have legal advisors on the Board and that was great timing, Susan, to wander in at that stage, thank you very much. That's Susan Payne. And not sure if Marc is with us, I think...

((Crosstalk))

Martin Sutton: Okay. And Marc Trachtenberg might be able to join us later in the meeting. So as you can see, again, quite a wide spread of different industries that are represented there and also across the globe which is great to have that diversity on the Board.

So I've just realized I've missed a slide update for you, Sue, sorry about that. So I was just going to start with more of an overview of the purpose of the Brand Registry Group, which is really to look after the interests of our members and how they can best equip themselves to operate their dotBrand and leverage that to get the most value out of it. And within that - on that basis underneath that strategy we have built a structure of committees and we regularly meet with the membership every month to pursue those goals and activities which generally fall into these groups in front of you here and a few more.

So it's really to provide a really exclusive network for our members so that they feel very comfortable and confident to talk to one another about their experiences, to share information and to learn from each other. And with that in mind, they're able to then use the expertise and leverage that within their

own organizations to work with others to develop best practices for dotBrand operators.

And certainly across ICANN, but even further, it's about promoting the dotBrand's interests with a collective voice. It's not always possible for companies, these large brands, to be able to be vocal in public areas about what they're doing, the challenges that they're having, but certainly on a more aggregated basis the trade association is able to then portray their concerns, their ideas and work with industry fora like ICANN to progress these and improve the situations for them. So in that respect the Brand Registry Group does engage with the ICANN community on behalf of its members and wider than that as well.

So the types of things that we will do within the Brand Registry Group is develop positions and position papers. We'll get involved in relative - relevant policy activities particularly within ICANN and work those issues through on behalf of its members. It doesn't preclude members from directly accessing and working in these spaces; indeed, we would encourage them all to be able to be able to do that, but that's simply not reasonable from every organization's position.

It is, you know, a small - a very small but significant part of their business and as it's not their core business it's much easier sometimes to allow the association and the members within it to help progress positions and ideas within the community.

And like today, we do like to raise awareness of dotBrand activities. It's not always easy to see what is going on unless you really go looking around for these activities. DotBrands themselves, they're not trying to sell domains, they're not trying to promote their business of a registry service to anybody at all, it's about using that platform for their particular business in association with their business strategies so it's not something that they would generally broadcast every month to everybody.

But there are some visible signs of activity that - here today we'll be able to walk through and make sure that we do highlight to you where you can find further information and track these changes.

And in terms of trying to promote awareness, we do organize activities, certainly within the Brand Registry Group, but also externally as well where we encourage other dotBrands and future applicants and supporting providers in the ecosystem to come together and talk about what is a fairly new functional and exciting opportunity that brands have. So we do host events and we engage in certain other aspects outside of ICANN to promote these activities for dotBrands.

But if we just focus in, because we are at ICANN, just to try and show you how we sort of fit the jigsaw puzzle together here, we do have membership, as an association member, of the Registry Stakeholder Group. This was really important at the time that the application process was progressing because what we didn't have was a vehicle to represent the interests of dotBrands and the policy - and changing any policy issues, we didn't have that representation prior to applying and being delegated our own registries.

Hence, we had to look at avenues and explore avenues where we could reasonable representation. And at the time, especially early on in the application process, you weren't considered to be a delegated registry, you had no contract, so actually there was no formal visibility for - to offer dotBrands.

So there were interest groups that could be formed, and eventually we worked with the Registry Stakeholder Group to create what is called this association member. It's the first time that that was achieved, and it helps as the Registry Stakeholder Group grows, to funnel information through from a distinct set of registry operators and their particular model.

And the BRG then also facilitates engagement with the Global Domains Division. So this is more on the operational side of things, and the contractual elements where again, this was going to be very different for the normal or the standard operations that ICANN had been used to where operations of registries were very open and geared to distribute and sell second level domains.

So there were some different issues to explore and overcome, part of which, for instance, was communication. Individual brands would not be able, or want to particularly contact directly with ICANN on operational issues. They typically would use a consultancy service or frontend service, and backend service provider to operate the functional aspects of a dotBrand registry.

So improving some of the communications which were very much a one size fits all approach from ICANN originally meant that we've been able to adjust some of these controls to ensure that the right information gets through to the brand owner itself whilst those that help run the day to day operations received the necessary communications between them and the Global Domains Division.

And in terms of whilst there is the Registry Stakeholder Group to access the GNSO structure and important policy development work, we also work directly to affect the policy development as well.

So we get involved and members individually do so themselves, so they may be members also of the Registry Stakeholder Group, as well as the Brand Registry Group, others may not; it just tends to be how they're set up and organized and how critical it is for them to be directly involved with ICANN policy development. So they have options and it provides flexibility for them suitable to the amount of resources that they can apply to it.

And if we think of some of the key areas that the Brand Registry Group has been involved with over the years, certainly Specification 13 was the kick

start of it all where we needed to try and identify some areas that were distinct to a dotBrand and certainly some of that was in managing and controlling it effectively was to reduce this idea that it should be open and equal access to accredited registrars, which is a requirement for the open commercial registries.

Specification 13 has other elements but that was probably the key bit to categorize dotBrands, and now as we see Subsequent Procedures moving forward there is definitely a warm feeling towards having a distinct brand TLD recognized within the process going forward.

And as brands were beginning to activate and get to think about what structure that they would apply, a lot of them were thinking about, you know, applying two character codes and having that flexibility. Certainly on identifying country areas or where two character codes actually had a different meaning, IT, ME for Me. There was different ways that they would actually represent a useful term and string that was formulated with the dotBrand extension.

So it was important for them to be able to freely activate those second character country codes. And that took, again, a long process where we had to try and undo some of the complexities of ICANN process to be able to achieve that. And we did that actually in concert with the Registry Stakeholder Group and others that really needed to work through this issue and thankfully that was successfully applied.

There are still some anomalies where it's not particularly country codes is the issue but there is a small number of, and I've forgotten where the term is for them, Dietmar will know, I'm sure. It's not country code - EU, AU for...

((Crosstalk))

Martin Sutton: ...African Union.

((Crosstalk))

Martin Sutton: UN, so those are still special cases that you would need to work through before you could actually delegate them as second level domains on your registry, but nevertheless, the 250-odd two character country codes were made available.

And in terms of all of the - I shouldn't say "pain" but I will - the pain that everybody endured through the first application process, which is understandable, it introduced a number of new elements and the consequences of that were periods of confusion, trouble and we've gradually ironed those out.

Now we don't want to repeat those types of issues again so Subsequent Procedures was a great opportunity for feeding back into the system to help make those improvements so that dotBrand applications in the future, including that may want to apply for more, are going to have an easier path and less painful path to pursue going forward.

And on a practical basis, I mentioned here that there's the engagement with Global Domains Division, and things like ICANN audits that have arisen recently where again, this is something very new for dotBrands and for many of the other registries that had not been in operation before where there was quite a widespread audit process applied.

But we could offer practical help to our members by creating a standard template that they were free to use or adapt to their needs and that obviously then helped simplify that process as to what would normally be complex or at least very different than they had been used to. So offering a standard template does in fact help those newcomers.



Okay. No questions at the moment. I can pause here if there are. Okay. So let's have a look at what's been happening over the last year. I'm pleased to say that the upward trend continues and at a reasonable pace. So if we're looking at the visible aspects of second level domains, the familiar measure and metric that we see in the domain space is an upward increase, in fact a significant increase - so 54% of second level domains are registered in dotBrands were seen last year.

We've seen a greater number start to become active. Here we just call it, you know, anything greater than two domains at this stage. Recognizing that anything that is registered in a dotBrand is normally for a purpose, so beyond the (NIC) dotBrand requirement something that is registered normally has a purpose. They don't have to register anything defensively anymore in this space, unlike in the rest of the gTLD and ccTLD world where they're having to protect their brand. They're not having to register lots of typos to prevent others from confusing online users.

So this is a very clean space to start with so anything that's added in should be purposeful, it may have visible uses such as email and Web sites, it may not, it may have a distinct purpose which is more internally oriented for that organization. So that's interesting when we start to look at average domains per dotBrand where they're increasing and we've seen an increase to 27, maybe 28, per TLD.

For some of these where they have actually made a significant move to shift current transactional services for instance if it's an online banking service, that normally drags across to a very large user base that will be interacting in that dotBrand Web site weekly, monthly at least, of millions.

So the actual domain name in proportion to usage is - would be an interesting measure to actually have a look at further because one domain, as I say, could command millions and millions of users using that particular facility on a regular basis versus something in the gTLD ccTLD world which may be just

visited occasionally by a very small number of the population. So that is worth bearing in mind when we explore a bit further some of the use cases ahead of us.

Does anybody have any questions?

((Crosstalk))

Michael Flemming: Michael Flemming for the record. Just wanted to ask on the average domains per brand 27.6, out of the number of dotBrands that we have that does feel a little high. I know that there's a few, maybe five of 10 extreme cases where brands have over 100 or so, I just think that's a really good - maybe we kind of clarify that a little bit on how that was maybe calculated or - I know we've pulled the statistics from MakeWay.World, but...

Martin Sutton: So yes, I mean, that - rather than sort of list all of them down the average is a convenient indicator, but you're quite right; the spread is significant. So I think MMA, I think probably was about 1700 second level domains, I think Neustar has got a significant number, I think Audi and others have created, you know, hundreds already. So there will be a lot trailing in the lower tens.

Michael Flemming: Yes.

Martin Sutton: But, you know, again, even if they've got two operating on a dotBrand if it is a significant one that attracts traffic, which is the most preferable, some of those that may be in the portfolio of 1700 second level domains, maybe not be actually targeting a high usage, but actually helps them organize their activities or services to their user base. Thanks, Michael. Any other questions?

Cole Quinn: That raises a good point, it's not a question but it's just kind of tacking onto that, which draws the distinction about how a dotBrand business model

differs from a commercial registry that's basing their revenue on reselling or selling volumes of second level domains.

Martin Sutton: And to some extent there is some useful cases there to think about broader than dotBrands, so if there is a specialized TLD, a certainly - a highly regulated TLD where access is - there's barriers to access, you have to meet certain criteria to get in, and you have to then use it and set it up, they are going to have those which are purposeful domain names in that registry.

And their revenue model will be different, so the value-add that registry will provide still brings in a revenue but it will be a higher per domain price because of all the peripheral value-adds that that brings to having that domain in that space. But as you say, within the dotBrand space there is no revenue stream built on the number of domains. In fact there's no revenue stream on your TLD, full stop.

Okay. So the - just an indication of those that have grown significantly over the last year and again, a good spread of different organizations, minis obviously expanded. There are other car ones there, Audi, BMW leading the way in terms of volume. We've got Weber, DVAG - DVAG - I can't read the top one, it's too small now, EMI, thank you.

So again a good spread - Ernie - that's it, thank you. But again, good positive growth seen over the year, some significant which would indicate that they are beginning to get the - this embedded into their process and policies are starting to use their top level domains.

Tom.

Tom Barrett: I may have missed this, but what's the metric for deciding usage?

Martin Sutton: So in terms of usage this is - I think it was - if they are - if they were 20 domains minimum previously so it only captured growth if they were 20

domains, so it's still second level domains, but there was a - it took out the low numbers because obviously you could quickly get 100% up on adding one domain.

Tom Barrett: So just as a editorial comment, I think that, you know, obviously number of names in a zone file is the traditional metric for all gTLDs. It might make sense to start moving away from that metric for brands and talk about site visits or some other metric that would make sense for a brand TLD.

Martin Sutton: Can you do the next slide please, Tom? That's great. So yes, for that very reason the nature of a dotBrand and the use cases, if there were better metrics that we could start pulling together, that would be great. So what we have here is from Afiliias, they've been pulling down data of DNS traffic. Now this is not, you know, the be all and end all. There are some issues in terms of the data itself, underlying data, but if we treat this as an indication it does offer another dimension to the data elements that we're referring to here.

And again, I see this as a good opportunity for perhaps other distinct models that may not be necessarily closed brands but more highly regulated models where again the volume of domains at the second level may not be significant but the overwhelming traffic that it builds up and trust that it brings to it is recognized more so in DNS traffic.

So this is from last year, so Roland, if he's in the room, I can't - yes, thank you, Roland. Roland kindly put this data together and I think we presented it at the Brands and Domains event in Barcelona. And it just pulls together the DNS queries from the name servers related to the dotBrands, but here it's pulled out everything and gives you a representation against the legacy TLDs, brands, Geos and the generics.

Now granted, it's only a small slice, but as we know, there's not, at that time, been an overwhelming move and shift of dotBrands to activate and increase activation of that space at the time, so this goes back to middle of last year.

But nevertheless, I think to Tom's point, it's another area to explore, another dimension that can help us to illustrate that there is activity, there's usage that is valuable in that particular space already.

And if we compare against the different groups, the Geos, the brands, and the generics, what we see here is the fact that, you know, it's obvious that generics do create a lot of traffic and they have vast quantities of second level domain names, but even on the small volume of domains registered at the brands TLDs, that's already generating significant DNS traffic and is increasing at a pace higher than the geos, for instance.

So it's just worth bearing in mind that this activity behind the scenes could be a good indicator that we can start to work more cleverly on taking out any unusual elements of the data but give us a stronger indication and - of performance within the different types of TLDs.

So thanks. Does that help or if you have any other ideas as to what other measures might be useful to consider building up in the future I think that would be very welcome within the Brand Registry Group so we can begin to look at how to collect data, how to report it effectively. We don't want to oversell something if it's not really true qualitative data as well as quantitative.

So again I think some of this will be familiar to many of you around the table that have been to these sessions before but it's not rocket science. The use cases, how they're being used, is pretty traditional but if they are not traditional they may not be telling us, okay. So just bear that in mind.

So what we're looking at here is probably more of the visible aspects that can be picked up in the public domain and therefore we can extract some of that information out and give you a general awareness of what's going on. But we see it being used now in social media, Web sites, there are a lot of redirects and I'll come onto that in a short while.

Email is beginning to grow in terms of usage and interest within the dotBrand space. And also on the back of that there is internal network capabilities that people are exploiting as well, even if it just to transfer their intranet across but also looking at the network effect of running your own registry what can that enable you to do or simplify in applying different protocols, perhaps security protocols. So we'll touch on that as we go through.

And as we've been talking to many of the brands, it seems that those that really want to move forward and activate are having to look at ways that the business doesn't feel as if it's going to be disrupted, so a low risk entry point is being considered by many. And some that have already gone this route would select social media as a starting point where you can actually generate using a dotBrand consistent, meaningful, short URLs to insert within social media and those start to become very visible to your audience day in day out as you push those into the network.

And what that has seen significantly is an uptick in clickthroughs. So rather than users seeing a very abstract set of characters that come through, often on a back of a Libyan domain name which may cause problems for some in terms of compliance requirements, they can quickly transfer in a dot social media - sorry, URL shortners to generate something that is far more meaningful, that they control and they can adapt to their business needs.

And we've certainly seen that in a number of cases. And there's quite a bit of information out in terms of use cases and experiences for instance HSBC. And I think if you have a look on MakeWay.World, their latest report refers to information experience and the benefits seen from beginning the URL shortners.

And certainly it's very difficult in large organizations that are spread across regions with vast numbers of employees to go and teach them about new gTLDs and a dotBrand, but when you start pushing something out there that

is highly visible that actually drives up internal knowledge and awareness just by seeing these things. And in particular for HSBC's case they've - that generates even more suggestions, ideas to move forward and leverage the dotBrand.

Another sort of low risk entry point is using redirects. So this is where often it's considered, you know, well is that a really good purpose? Well, over time you've probably got in various organizations Web sites littered around, ccTLD extensions, gTLD extensions that are very deep layered, so content is buried within these sites. And users have to go hunting and try to figure out the right area to get at that information.

And for a dotBrand a redirect can be a very useful way of promoting some of the information that they really want people to focus on, their users to focus on and drive them there quicker, more efficiently, and very much less - much better user experience. So thinking about something that is relevant, is a short URL with your dotBrand can be very helpful to put that into, you know, emails, marketing emails, literature that's intuitive for the users to actually direct their queries straight to and remember. So, you know, there's a lot of stuff out there and easy ways to help users remember can be very effective.

It also provides an opportunity for the data that you can start to pull away because don't forget, as you're running the registry, you're going to be able to access data that was ordinarily limited to the registry operator. So if users were doing typo of your brand and going into incorrect places, that sort of information you may be able to pull and make use of and direct customers effectively by setting up a domain that's equivalent to that in your dotBrand registry and getting them to the right location.

It may also give you guidance in terms of future structure within your dotBrand as to what would be effective for your user base. Excuse me. So again, this is a good low risk entry point SOI that dotBrands that have been

uncomfortable thinking about the whole burdensome approach of moving and shifting large parts of their digital infrastructure across to a dotBrand.

This very much helps educate them, lets it feed in, let's them learn similar to the social media links, thank you, Cole, and starts to get it much more in the - in front of the senior executives without having to dedicate lots of time and energy trying to train them. Once you start using these things it becomes far more easier to explain the value.

So in terms of Web sites we're seeing a good, good amount of new Web sites being adopted on the dotBrand space. There are some examples here. I don't know if you can see them but I've tried to put in some more of the local brands that are now active and using Web sites.

Again, that's sort of a familiar - a comfortable attribute that a dotBrand provides is, you know, just that much more distinct control over that environment, you know what is positioned where, you've put additional security protocols in place perhaps and administered it more easily; easier to police in one place rather than spread across lots of different domains in ccTLDs and legacy TLDs. So we're seeing, you know, a good shift, an increase of Web sites.

The other thing is the flexibility that it provides, and similar to the redirects where you can put better terms that are meaningful and recognizable to users as the second level to get them to the locations on these Web sites is great.

And then the opportunity here is that where before you have a very heavily layered set of Web sites, you can start to thin them out and spread them across your dotBrand space so it is far more intuitive relying on the domain name to point the user to the right content far more efficiently.

And in terms of marketing where they're always wanting the new ideas, the products and services to evolve, it also provides the flexibility and choice for



them to manage those new projects rather than coming knocking on the domain managers door at the last minute saying oh, I want apple.co.uk because I'm just going to start selling apples, no you can't do that.

Not to say that you want to put apple.brand, I should add, but the flexibility and choice that it does provide to a dot what is coming through from a marketing product development is far more easier in a fresh space like your dotBrand. And you may then relax some of the heavier protective registrations that we typically see across the gTLD and ccTLD space.

And it all ties together again with trust. As users begin to see the social media, the redirects, and Web sites all having that familiar trusted brand name at the end, will help build up, you know, awareness from the user community. To date there's been very little difficulty in terms of moving users to the dotBrand spaces. Some good communication obviously helps and that shouldn't be missed out, but, having said that, there is - it is recognized that users adapt very quickly and with a dotBrand at the end there's been no concern in terms of moving across to utilizing the dotBrand.

In some cases though, there is the concern with SEO traffic and making sure that it doesn't impact negatively on what you've already built up over years and years within your existing legacy environment. So there does need to be some conscious steps taken and some understanding that SEO will have an impact initially but generally from what we've heard from those that have transferred significant activity across to their dotBrand, within months it's actually back to normal.

The difficulty is that you tend to fragment what you've already got within your existing digital environment so it is very difficult, you have to aggregate that traffic again when you look at what you've created in the new environment.

I mentioned earlier that, you know, we're beginning to hear quite a lot more interest in email and certainly it was great to see Canon this week,

unfortunately they're not here today, they left yesterday I believe, but it was great to actually engage with those that have moved forward very publicly to say this is, you know, something that we really want to do. These are the reasons why, so they advertise that fact, they communicated this effectively during the course of last year.

And it was great to know that they're moving very much at a pace to adopt email across all of Canon during the course of this year, so they're already way ahead then 50% of their taskforce to adopt the dotCanon email addresses. They see this as a significant move forward in addition to what they've created in the Web site areas. And they feel that it is strong in terms of reinforcing the brand.

Again, just like the other aspects that we've seen earlier, the trust that is associated with it increases. It also gives up new opportunities where if you have got very fragmented email set up across your organization over the years, a new opportunity to refresh that, to re-look at it and see how best you want to take that forward in the coming years as a structure for your business.

I can give my voice a little break here because I think it would be great to hear from one of our members and their experiences with using email. So Dawn, can I hand that over to you?

Dawn Shackleton: Okay, hello everybody. Dawn Shackleton at Sky. Recently, or towards the end of last year we were - purchased, thank you - we were purchased by Comcast and aside from what you can see on the screen, I just remembered that our big boss, our CEO, Jeremy Darroch, wanted to have a video conference call with Brian Roberts, the - who heads up Comcast, on a daily basis because everything is brand new.

So our video conferencing team came to us and they said, look, can we use dotSky for this dialogue between the two bosses? And I said, yes, of course

we can because it was a great way of exposing dotSky to the big bosses. And so we registered a domain name and it is now up front in front of Brian Roberts and Jeremy Darroch on a daily basis. They can see - I won't give the domain string but dotSky is up there and they can see it which is terrific.

Now as you can see on screen, this is our internal employee Web site. It is our internal communications channel and it's used across all of our businesses in Europe so that's Ireland, Germany, Austria, Switzerland, Spain and Italy, I can't forget Italy. And we made a conscious decision not to actually use any country codes, the second level domain simply because we use at - the word at - quite extensively for internal communications and indeed external communications.

For, as you can see here, today.at.sky reflects the - what we call our internal coms channel. We also use work.at.sky, it's work in progress but it will be there to replace work@sky.com. And this is how we're sort of moving things forward. The - on the email side we the just started to use a dotSky for third party agencies who are - we use for PR and marketing purposes.

The latest one which will be going live either this week or next week will be sevenkingdoms.contact.sky. And this is a promotional tool of the Game of Thrones throne around seven cities in the UK. And they needed to be able to email people off the street having their photograph taken on the Game of Thrones and so we needed an email address that they could recognize as coming from Sky.

So, you know, things are progressing really quite nicely in the email space. But I have to emphasize, this is for the third party agencies that we use for these promotional exercises, not for the corporate coms side of email.

We also use dotSky or internal infrastructure. Our engineers are highly delighted that their individual data centers have got their own domain name and all of these systems within that, those data centers, are have up of that

particular domain name. Again, for security reasons I can't tell you what those domain name string are, but they love it and we, on a regular basis, get our infrastructure team saying, can we have a dotSky domain please? And, you know, we're having to manage their enthusiasm for the top level domain.

And yes.

Cole Quinn: Are those secret domains available if you do a CZDS?

Dawn Shackleton: Yes. But we don't want to promote.

Cole Quinn: Right, okay.

Dawn Shackleton: Yes.

Cole Quinn: I was just curious.

Dawn Shackleton: Yes.

Cole Quinn: If it was behind an authentication layer or if there was more to the URL than just a simple second level domain.

Dawn Shackleton: Yes. It's out there, yes, it's registered but it's - we just don't want to, you know, sort of go too public on those strings. And let me see, we also use redirects for - the obvious ones would be Sky News, so we redirect news.sky to ask our news sites, Sky Sports, so it's sports.sky, and this is how we have started the - we started with redirects from the get-go and we're just gradually expanding as the dotSky TLD within the organization across Europe has become more commonly known.

Any questions?

Martin Sutton: Thank you, Dawn. That's wonderful. So today.at.sky, probably you want to check the traffic because I think everybody's been keying into see what's going on. Good to get promotion there.

Dawn Shackleton: Well our Web site is skygroup.sky so take a look at that one, that's the corporate Web site.

Martin Sutton: So thank you, that's great insights. And what's been interesting this week is the number of brands that have been have to share a lot of their experiences whether they've just a handful of domains or they've launched far more. And we've had a great session I think it was Monday afternoon with local brands, some of our members from Japan and members from the BRG that have come into Japan for this week.

And just - the volume of noise was incredible when you just asked them to all talk to one another about what they've done, the challenges, the experiences, and there was a lot going on. So I think it's just another indicator that unless you actually go looking for this stuff or are in a room with people that are actually dealing with their dotBrands, a lot of it is not that visible and you don't appreciate it. So thanks, Dawn, for giving us an illustration there. There's many more that are already taking place.

So looking - I said earlier there could be some other internal uses, and Dawn's alluded to that as well so, you know, that's - this is happening. It may not be visible, but there are activities happening behind the scenes that you're just never going to be able to reveal in the public domain.

But there's also opportunities looking at that registry level operation that you've never had before so with your dotBrand, what can you do in terms of enforcing a minimum standard in that space and start to leverage some of the security protocols that are available. And there's certainly a couple that have emerged over the last year and highly publicized certainly on the HSTS strict transport security trying to leverage the network level of your TLD and apply

things once for many rather than, you know, apply everything to individual domains as you would do in the past.

The other one here is looking at email and how can you utilize things like DMARC, SPF, etcetera, into your dotBrand so that there is a default, if you like, for every domain that ever gets entered into the zone file that if you're going to use it for email or if you're not, there is a default element there so it protects you. And we'll just talk about that - sorry, HSTS in a minute.

But just on the DMARC side of things, there is activity going on in the industry particularly driven by dotBank and its friends, Craig. And I'd be happy if you've got a moment just to talk to us about what's happening in the ideas of DMARC being applied to a registry. Thanks, Craig.

Craig Schwartz: Sure. Happy to. Again, my name is Craig Schwartz and we run the dotBank and dotInsurance domains. So as Martin was talking about, this - whether it's HSTS or DMARC, we continually look at ways to create hierarchical security for our domains and we think that some of these approaches are really relevant for brand TLDs.

The one that we're working on right now and excited about is DMARC at the top level. And as Martin said, right now if you want to use email authentication you do it at the second level and our thinking is that by doing it at the top level you create an umbrella of protection for every domain and even the nonexistent domains that could be used for phishing and spoofing in your TLDs.

We've got a really great working group together, it includes (Valimail), (Demartian), (Agari), Microsoft, Proof Point, Tom Barrett's registrar, EnCirca, has been part of it. And in October of last year we submitted an Internet draft to the IETF. We're working through that process. And ideally we'll bring it to - a request to ICANN sometime hopefully with this year.

If anyone is interested in learning more about it I'm happy to schedule a time to speak with you. If you think the BRG would like to do a short webinar on this at some point in the coming months I'm happy to coordinate that. My email address is Craig@ftld.com and happy to take any questions folks might have.

Martin Sutton: Thank you so much, Craig. We did have the pleasure of having a webinar provided by you a little while ago so it would be fantastic to repeat that I think in terms of understanding any progress and also whether any brands want to add their name to the list.

So Craig referred to the work at the IETF and I think that there was - there's also the opportunity to add more and more interested parties to that list so it's recognized as something that will be in demand if not now, at least in the future from dotBrand operators, so I think that's really valuable to keep track of and see if we can encourage others to add their name. Thank you, Craig.

So I'll move on just a little bit - oh, I shall stop there now. Thank you, Dietmar.

Dietmar Lenden: Thanks, Martin. There is one thing that's in everybody's Registry Agreement that people don't generally talk about but that's DNS SEC. That is actually enabled at the root level and that is one way that you can use security and make sure that people that are coming to your Web sites or to your second level domains are getting the correct information.

So like HSTS and all that kind of stuff is good but there is something that is already in place for every single brand registry at the time of signing the agreement that is something that they have to have and they should use it. Just doing a little plug for DNS SEC there.

Cole Quinn: Yes, that's a great point. And one of the things about having multiple tools in your tool bag is that my understanding is that no single tool is a silver bullet that takes care of all the risk, there's residual risk, there's, you know, some

coverage and some out of scope for certain solutions. And so if you have a combination of things like DNS SEC and HSTS and DMARC and those types of things then you're able to get quite secure, at scale, with a reduced total cost of ownership because you're doing it at a more macular level than at a granular level so that's great.

Martin Sutton: Thank you. Yes, good point. And I think even more interesting this week is the increasing discussions on security, so, you know, wherever we can learn and introduce ideas that would be valuable to dotBrand operators who have not been doing this stuff before is, you know, what can we do, how can we do it, is it easy to apply, is it sensible to do then these as Cole said, are all incremental steps up to reducing all those risks.

So HSTS -we've covered this before but I just thought in case there's any in the audience that are not familiar with it is just to quickly touch on this where it enforces mandatory HTTPS on a domain name. So if a user types in HTTP web address, if it's in the preloaded list for the browsers this will automatically respond back via HTTPS and maintain that level of security for the duration of the interactions with the user.

So this is something you can apply at the domain level, but again if you've got your brand TLD and you're running and operating that brand TLD, there is an opportunity for you to consider applying that at the top level and that's a very practical way of adopting it and enforcing HTTPS with very little effort.

You do have to consider how it will work in what you strategically want to do in that space, and also consider - I think it's - is it links out from there that may not be workable. I can't - but there is some considerations that need to be applied. So one of the things that the BRG looks at is what kind of advice can we give to members? How can we build that up to say, okay, well this is great idea oh, by the way, there could be other consequences that you need to consider when you adopt these things and be prepared for that and it's a measured approach.



Dietmar.

Sue Schuler: We have a question online. The question to Sky, when creating and using sports.sky, do you also secure domains such as sky.sport?

Dawn Shackleton: Sometimes, not always. It really depends on what we have set up in the Trademark Clearinghouse as the marks that we use across the businesses that we have. I hope that answers the question. It really depends on what our trademarks are.

((Crosstalk))

Dawn Shackleton: Yes, this is a relatively priority of - and some new gTLDs for example, it just varies. I mean, we wouldn't put sports.farm, for example, we wouldn't defend ourselves there but if it was sports.football then yes we would or but sport or sport.sky is relevant to us because Sky Sport and Sky Sports are the sports Web sites that we have across Europe.

Martin Sutton: Thanks for that question, Jean, we'll keep an eye out for any more in the window. Dietmar.

Dietmar Lenden: On the HSTS, the only thing I'd also obviously say to anybody that's looking to do it is that you're doing it at the top level and you have noted there that then affects every single name going forward and it's very difficult to unwind that particular process.

And then the other thing to remember is that because it's forcing it to HTTPS you do need to have a certificate of some form sitting at that level. So if you are a brand and most - well we're in the brand group, yes, sorry, so as a brand you're generally buying certificates from reputable providers so there is a cost involved in then all of a sudden having an extra - let's say your register

47 names, as an example, that means you would have to have 47 SSL certificates.

And that would then be an additional cost that could be quite restrictive from a registration perspective. So it becomes very difficult because then if you are worried about cost then you're stuck with - at the top level as opposed to each second level name. I mean, it's a good idea, sorry, don't get me wrong, I mean, I think it's a great idea but...

((Crosstalk))

Cole Quinn: Yes, it lets you talk - let's explore SSL at the top as well, right. Yes, Tom.

Tom Barrett: You can also explore Let's Encrypt, which are free certs so we've stood up several thousand dotBank names all with secure landing pages at very low cost.

((Crosstalk))

Cole Quinn: Sorry. But the point is well taken, again, a measured principled approach, don't just read something in a blog and then go implement it, right.

Dawn Shackleton: We have a strict policy not to use Let's Encrypt or any other free SSL certificate authority for security reasons and a tranche of other reasons. It's a trust, we value our brand more than obtaining a free certificate, we'd rather pay and have that validation of our brand and the domain.

Martin Sutton: All good point. And you know, especially for those that have not launched too much within their own TLD space, it's a valuable thing to, one, consider. Also it does raise the question, you know, so how can we make this easier? How, you know, if we - if our previous model was always that second level domains, because they are distributed across different environments, then that worked, we couldn't really do anything else.

But this is actually very different and it gives opportunities to raise those discussions with CA providers. And we did that early on within the Brand Registry Group, I think it was in Dublin, ICANN Dublin that we were trying to explore how these certificates could be adapted in a dotBrand environment. And then...

Dietmar Lenden: I'll make one observation, though, if you are a very large brand you might have the ability to create your own certifying authority but I mean, that is - there is cost involved and it's not a simple process of waking up in the morning and going, hey, I'm a SSL certificate provider and off you go. But that could be for larger brands that have the technical expertise and who might be in that industry could look at doing something like, but a lot of the brands aren't necessarily in that particular field.

Martin Sutton: Okay, and we've got a question in the chat from Jean. DotBrand new gTLDs are more simple to launch than any other type of TLD, could a round for dotBrands only be launched before 2022? I think there's a couple of elements to this that when you say "simple to launch" I think some may actually debate that.

But nevertheless, I think the rest of that question - a simple answer could be yes, but that's what makes sense to corporates and brands that would be interested and certainly would consider it to be a low risk venture for ICANN to move forward with. But it is not a shared idea amongst the community, so how do dotBrands actually influence that? And we'll move on to Subsequent Procedures in a short while and I think that will be relevant to that discussion as well. Thanks, Jean.

Yes NGO, sorry. Okay. So I thought I'd put up another recent example of where a major change has been adopted by a brand and I've got to say thanks to AFNIC, thank you, (Emily), for pointing this out to me the other day because they have captured some of the information and follow up with the

brand SNCF after they adopted a very aggressive adoption of dotBrand to really push all their users into this space under a branded effort called oui.sncf.

And, you know, this is online ticketing, sales for journeys, lots of other bits and pieces on there. So they are attracting a user base across France day in day out of millions.

(Emily): Sorry. Across Europe, I would say it's a large ecommerce Web site across Europe.

Martin Sutton: Thank you, (Emily).

((Crosstalk))

Martin Sutton: I don't think so yet.

Dietmar Lenden: Martin, a quick question.

Martin Sutton: Dietmar.

Dietmar Lenden: (Emily), when did that launch?

(Emily): It was last year, I don't remember if it was in September or earlier than that. I think it was even earlier than that, maybe first semester last year.

Dietmar Lenden: Sorry, I just have to ask Roland a question if he's still behind me. Hey, Roland, the DNS information that you were able to get, the traffic information, and I note that that was one 2018 so the next potentially, if you're going to release it to the public will be coming up shortly-ish.

Are you able to single out for example oui.sncf because I mean, that's going to have - that might skew your traffic graphs slightly because that's quite a big

- it's a big change in that (NA)s does get a lot of traffic and also my (bunk) - I don't know how to pronounced it correctly, dotBNPPARIBAS, so that might skew the graph slightly and make it look like there's a lot more traffic coming as opposed to maybe not necessarily the case.

Roland LaPlante: Yes, the short answer is no, I can't...

Dietmar Lenden: Okay.

Roland LaPlante: ...segregate one site.

Dietmar Lenden: Right.

Roland LaPlante: ...because it's the...

Cole Quinn: Online Roland said the short answer was no, he's just looking at the UDP query, doesn't look at it at a overly granular level.

Martin Sutton: So I think it's worth bearing in mind that we've referenced areas where you can obtain more information about brand activity so there's MakeWay.World is the - is an area to visit and just familiarize yourself with new activities. But also on AFNIC's Web site they've got a white paper that refers to the experience of SNCF in this particular case. So I would recommend that you go and take a look and see what's happened and there are experiences that have come out of that. And it would be interesting, (Emily), if there is any further follow up in a reasonable amount of time with SNCF to see how that has evolved.

(Emily): Yes, with pleasure.

Martin Sutton: And if we could invite them out to speak about it.

(Emily): We'll try but, you know, it's a huge company, administration like is difficult to have them going far away.

Martin Sutton: Understood. Understood. So at least though to capture some of these use cases and experiences, is great to be able to share so thanks also for making that available on the Web site.

I pulled out some of the key points from the responses from SNCF that really some of these aspects I think are familiar to others that looking at trying to deploy the dotBrand, it must serve the overall strategy of the brand and the company. It's no point doing something that is divergent to that overall strategy of the organization.

Also looking for the right moment and the right opportunity to launch and activate certain activities within your dotBrand, that's again something familiar that we've heard elsewhere where, you know, to leverage it and give it a boost the first time you really use it in force was - offering a lot of opportunities for visibility not only for Internet users but within the organization itself.

And within the organization trying to get the right sort of level of ownership and bringing on board the senior executives to make sure that it is sponsored effectively within the organization. That helps drive it forward and for deployment.

And it's not typically one person, one function, it's got to be a mixture of relevant functions that can really get excited and charged with this to explore what would be good, how to deploy it and then implement. So exchanging and here co-steering with all the units in the group was an important aspect for SNCF.

And not forgetting the fact that it's still, you know, there's lots of aspects here on financial basis, legal basis, that need to be considered, measured as you

go through the process. So some - I'd recommend you have a look at this. It's fairly short paper but gives you some good insights from their experience.

Okay, so what has been going on at the BRG? I'm just going to give you a few areas that we've been working on most recently. For our members, it is about using that shared experience and knowledge as we go forward and build out on dotBrands. It is, you know, what lessons can we learn from all of this that we can pull together and create some guides?

So we created a quick guide to the base Registry Agreement, you know, for anybody that's not been familiar with ICANN and the domain name space, even the Registry Agreement is a pretty awkward document to go through, absent of any knowledge and experience it's horrendous. So trying to get people to understand what they're committed to, what their obligations are and pick out the most salient ones and give them some direction is valuable to our members.

Helping them think about checklists for when they're doing something, make sure they've done it in the right sequence, haven't missed anything out, so, you know, putting in redirects, making them most effective, making sure then that things like SEO are not ignored.

We referenced earlier NXDomains, so when somebody is trying to access certain points at a registry that don't actually exist at this stage it's actually useful information. It might not be that easy to extract from all of the noise that goes in terms of traffic against a particular registry, but nevertheless stripping out some of the relevant information could help you organize your naming structure within the TLD and improve customer experience.

And again, thinking about from an operational perspective, a brand often outsources a lot of the work but nevertheless needs to have a good knowledge and awareness of the activities that it needs to be carrying out, the certification requirements that it is obliged to do for Specification 13, for

instance, in a dotBrand instance, but also relevant to CZDES requirements, getting that understanding, into easy digestible format is something that we work with the GDD staff to enable us to make it simpler to understand internally and also be able to train others internally.

We can't just rely on individual people within an organization to take this on, you've got to have that contingency available, succession planning, you've got to have something that's relevant for them to learn from.

And then as people have been able to explore creating their own dotBrand strategies, what are the learning points, what are the shared elements there that are useful for others to consider rather than trying to start from scratch? So dotBrand strategy paper was delivered to our members to support their interest in trying to move forward with perhaps something that had lost a lot of traction due to the long process the application period took and the complications that came with it.

And for the last year we undertook a number of events and I've highlighted a few here. So we've been very keen to create a brand track within the GDD Summit so that those that come to the GDD Summit from - that have more an operational perspective to come forward with rather than deep policy activities can learn and share from others and find some relevant aspects to operating their dotBrand.

So even within the Brand Registry Group we have representatives from IP legal or digital marketing or IT, DNS teams. And some of this will be relevant to certain functions within an organization and we try to accommodate that.

We also organized and hosted Brand & Domains 2018 at the tail end of the Barcelona ICANN meeting. That was great, again, in terms of so many more brands being able to come forward and share their experiences and/or ideas about how to encourage take-up within your organization and how to approach that with some ideas. Very useful.



And then also thinking about well what does the next round look like and future applicants can then take away some good learning points to consider as they build up their business case and strategy before the next round opens.

And towards the tail end of the year we were invited to join our colleagues in Latin America. And I will turn around now and welcome Daniel Fink who organized all of this and would be grateful in fact - rather than listen to me if Daniel wouldn't mind just giving a little idea of, you know, what we did and how useful it was for colleagues in Latin America.

Daniel Fink: Hi.

Martin Sutton: Thank you, Daniel.

Daniel Fink: Thank you, Martin. Thank you. Hi, everybody. So I'm really happy to be here most importantly to thank very much to Martin for coming to the region and conduct the workshops - the strategy workshop - dotBrand strategy workshop that he did. I know he got the approval from you, from BRG, so I want to extend our appreciation to you.

Everyday I'm in touch with dotBrands in our region from the most simple topics to the thing that Martin help us to solve, which is depending on what kind of strategy we can do we can prepare for launching our brands. So as you know, I don't have this capability so I really need your help to do it then and Martin did it brilliantly.

So I'm sure like what you did in Brazil is speeding up a lot the launching of very important brands for the region. And we received really good feedback for your activity. They are looking forward to see you again and other friends from BRG, so I'm - I hope to keep to keep in touch with you to do it. And again, thank you so much. It's also - we had a good support from Mark, which

is also from Brazil, he was there, and he's also working on like sort of BRG ambassador, if I may, to the brands there. So yes, thanks a lot and we hope we can strengthen this collaboration in the future. Thank you.

Martin Sutton: Thank you so much, Daniel. And, you know, for organizing it in the first place was a tremendous effort just to get brands that are across Latin America, because they are fairly well split around the region, into one place and to get them engaged and talking with each other was fantastic, so it was a great experience and I do look forward to seeing them again very soon.

Daniel Fink: And my goal is to have them sit here with you and were going to get there.

Martin Sutton: Cole.

Cole Quinn: Yes, so I just wanted to take this opportunity to say that in the first round there were certain areas - and certain markets of the globe that were noticeably missing from applying for dotBrands or gTLDs and they just kind of sat it out. And so one of the things that the BRG intends to do is to intentionally seek out businesses from these markets, including Latin America, but also other places in Africa, just to get those conversations started because the subsequent studies looking into the reasons why they were absent had to do mostly with lack of awareness and a lack of viable business model.

So with Subsequent Procedures kind of down the road on the horizon, we're using this time as a runway to get in front of and to meet business owners to get them thinking about dotBrand scenarios. So I would just put it out to the room the BRG is looking for ways to find folks in these markets. And so if you happen to run across anybody please send them my way or Martin's way because we would like to specifically get to know some of these people that are kind of off the radar. Thanks.

Martin Sutton: Thanks, Cole. And thank you, Daniel. So we'll look out for more.

((Crosstalk))

Martin Sutton: Yes, sure. Thank you, Mark.

Mark Datysgeld: Thank you so much for coming, Martin, it was invaluable. It literally was. It was the first time that almost 10 brands in Brazil got together to talk and it proved completely invaluable. And having talked to them ever since you were there and really trying to get them into this environment, I would like to just bring to the members of the BRG what their concerns are.

And it's very interesting because it's not exactly the technical aspects, they're very confident in that; it is just two words that stick out like a sore thumb, migration and SEO. Just that. Everything else they're on board, they're convinced the marketing angle works, the strategy angle works, the security angle works. Migration and SEO.

And if we can start bringing back so those ideas to them and how this is going on, we can possibly bring not all, but certainly some of them and they're all big brands, impactful brands, very significant brands, they are very willing. So I would just like to act as their proxy here and express their anxiety. So thank you.

Martin Sutton: Thank you, Mark. And yes, we'll definitely continue in the discussions and seeing how we can work through those. So it was great to see you here this week. Dawn.

Dawn Shackleton: Mark, we - when we transferred or migrated our corporate Web site to skygroup.sky we actually noticed a much - the traffic increased, our SEO increased, so it was in the small scale compared to our customer sites, but there is evidence that it does help your SEO on the browsers.

((Crosstalk))

Michael Flemming: Michael Flemming for the record again. So one of the amazing things about being a member of the BRG is you get to participate in these fun committees. I'm part of the Best Practice Committee that Cole is heading. A couple of the ideas that have come out of this, these meetings recently is to actually address aspects like SEO. I don't think migration is one we have gotten into detail yet because each brand has their own specific plan and it's very different.

But to address, you know, the concern and I think in some ways hysteria of SEO and, you know, oh dotBrand is completely different, where we're looking at how we can put something together that can, not necessarily calm all your fears in one second, you know, it's like that expression I keep hearing this week, the silver bullet, there is no such thing. But you know, and the SEO isn't exactly a werewolf either.

So I think that we can address this in a very - what's the word - a very data-driven and prodigal - prodigal? No, a practical, thank you, very practical manner. So I think by, you know, being a part of the BRG and bringing that voice to hear especially the proxy, we thank you very much for those - the voice and the areas that we're not able to get to. But we all share this - these fears and I hope that what we're creating now we'll be able to take to other regions and share with them what our learnings are and just to note that that we can overcome such challenges together.

Martin Sutton: Okay. Thank you. I was just going to reflect on then some of the guidance and feedback from the various exchanges that we've had and just highlight certain aspects of, you know, identifying the owner, establish the right set of internal stakeholders, get your TLD strategy aligned with your business strategy, consider low risk low cost entry points, but they give high interest and return to raise further propositions than within your organization, and that's important in terms of then triggering the buildup of awareness in various other ways as well as what you can visibly do.

And one thing that we've found that's been very useful over - well within the Brand Registry Group is - but also as you've heard from Daniel and Mark, there is that engagement and collaboration amongst other brands and getting them talking together is so rewarding and they are beginning to be encouraged and more confident to go back to their organization and build up on that.

And don't forget, a journey of 1000 miles begins with a single step. Okay? I had to add that in at some stage. So let me just move on. So we've - so for this year I think we've run through some of this already so I'm not sure we need to cover it as we're running out of time.

But Subsequent Procedures, obviously that's a key area we've been working on for a number of years already but we're hoping to see some conclusion coming through towards the end of this year and then moving into sort of implementation steps during the course of 2020 so a bit more excitement hopefully coming our way as we head through the end of the year.

There are further guides and best practices that we're looking at producing and we've referenced some of those and the helpful discussions already today. But other things in the pipeline we're looking at is how to deliver services using a dotBrand in China. Getting improved measures for business case references and measuring ROI. And also exploring, you know, the security aspects as we mentioned earlier.

So as part of that effort we will continue to look at further engagement and events through this year. The one to look out for coming up will be the Brand Tracks at the GDD Summit so that's in Bangkok in May.

We've got topics assigned on the agenda at this stage which is looking at, you know, you're now operating it, have you got the right business continuity and resilience in there? Looking at it from a broader perspective of dotBrands

within your entire portfolio. Keeping your dotBrand secure. And the other one we just mentioned about using it in China, so some of the topics at the - I'm hoping a very interesting for members and others to come along and participate in.

We've also just agreed a date for the next Brands & Domains event which will take place in November - on the 7th of November at the tail end of ICANN 66 in Montréal, so that's beginning to be planned. If anybody has useful ideas or wishes to participate in any way please let me know, we're interested in putting rich content in there just as we did last year and I'm very pleased that we've got a lot of sponsors returning already without actually being prompted, so that's great to have. And watch out for further news on that.

I think that's a wrap. We've run out of time for Q&A but I'm hoping that, you know, as we're building this up and you're hearing more use cases and a lot more activities within the BRG focused on operational side and using it, is that, you know, other members will want to come into the BRG that are wanting to learn off each other and develop their own dotBrand space.

So I just wanted to mention the - recently we've been able to introduce a discount of 20% for 2019 membership, so if anybody is interested in moving forward with an application to join the rest of our wonderful BRG members we need an application in by late April if not before, and we'll happily discount for your first year.

And as always I can be contacted on [Martin@brandregistrygroup.org](mailto:Martin@brandregistrygroup.org) or you can get through on [info@brandregistry.org](mailto:info@brandregistry.org) and I look forward to hearing from you. And I think we're on time to finish now...

Sue Schuler: minute over.

Martin Sutton: A minute over. If we could just hang around for a photograph that would be fantastic just...

Sue Schuler: Yes, please. If you're a member.

((Crosstalk))

Martin Sutton: ...before you go off and enjoy a wonderful relaxed evening I hope. Thank you for coming and please hang around for a photo.

Sue Schuler: Thank you. We can end the recording. Okay, members, if you could go - don't move...

Martin Sutton: Anybody if you'd like.

Sue Schuler: Anybody. Okay. Please go to that side of the table. That looks like the best light...

END