BRG *CONNECT*

## *Brand Registry Group - ICANN Community Update*

Leading the Way Home

KPMG is a major global brand that has moved from their legacy TLD across to their dotBrand. Take a look at home.kpmg and find out what it takes to make the transition by watching our webinar with Domenic Torani - "A Year at home.kpmg".
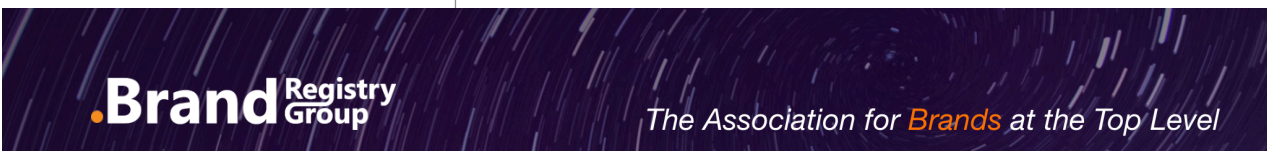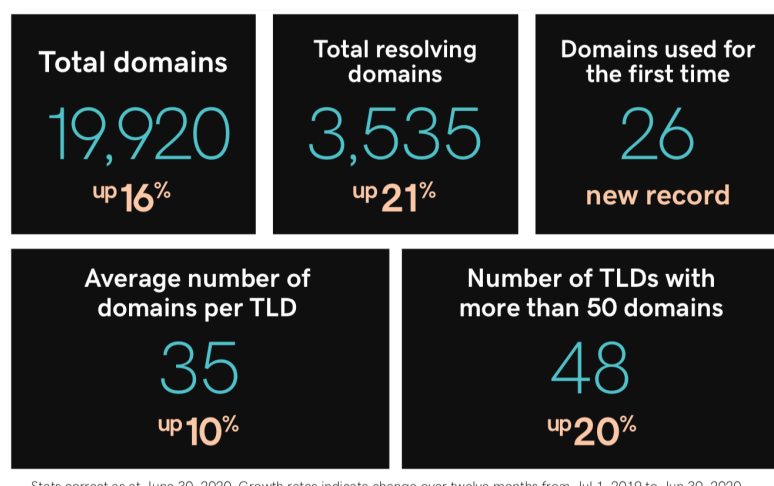
BRG Connect

Whether virtual or physical, the ICANN meetings can be awkward to navigate and impossible to attend all the sessions you want to. That's why we want to share with you a brief update about dotBrands that helps you to understand what is happening in the industry that affects this model of registry.
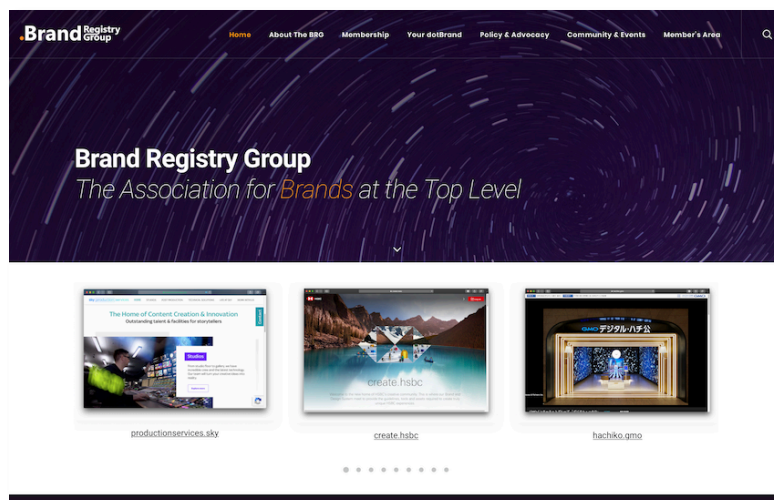
Growth of dotBrands

The recent industry news publication from makeway.world highlights the continuing growth of dotBrands as they deploy more use cases across their branded registries (see below). More insights are available from our "State of the Nation" webinar recording here - https://brandregistrygroup.org/20-20-dot-brand-vision-webinar-series/.

Total domains	Total resolving domains	Domains used for the first time
19,920	3,535	26
up 16%	up 21%	new record

Average number of domains per TLD	Number of TLDs with more than 50 domains
35	48
up 10%	up 20%

Stats correct as at June 30, 2020. Growth rates indicate change over twelve months from Jul 1, 2019 to Jun 30, 2020

.**Brand** Registry Group

The Association for Brands at the Top Level

The BRG welcomes the ICANN community to join our session at ICANN69 on Tuesday 13 October, 10:00 UTC. This is a great opportunity to interact with our members and hear what dotBrand registry operators are up to. Register to attend via the ICANN69 website - https://69.schedule.icann.org.

Security and Safety for Internet Users

DNS abuse is an important consideration of brands wanting to protect their customers and online users. By controlling the registry operation through to domain registrations, dotBrands have greater control to safeguard consumers from exploits that typically target the DNS.

About the Brand Registry Group

The BRG helps companies and organisations derive maximum value from their dotBrand and keep ahead of the evolving domain industry as it affects dotBrands.
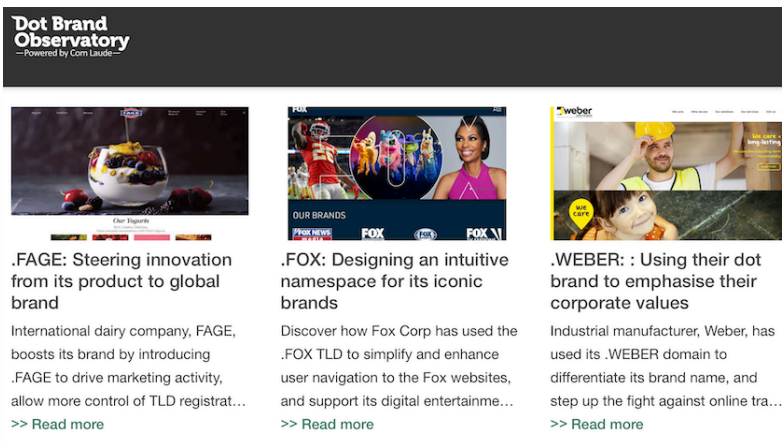
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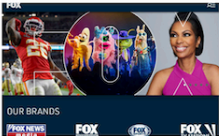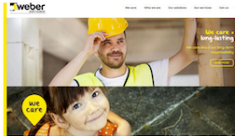*info@brandregistrygroup.org*
Website:
www.brandregistrygroup.org

BRG, Inc. 444 North Michigan Avenue, Suite 1200, Chicago,

Tracking and reporting different use cases is covered by a variety of sources, including the "dotBrand Observatory", where you can find out how individual organisations have adopted different strategies for their dotBrand deployments. - https://observatory.domains:

Subsequent Procedures for dotBrands

The BRG welcomes the progress made by the Subsequent Procedures Working Group to deliver their draft Final Report. Accepting that there are many compromises involved in order to balance the diversity of views, the BRG appreciates the effort of the Co-Chairs, leadership team, supporting ICANN Staff and Working Group members for their tireless efforts to produce a package of recommendations to improve upon the 2012 round. In particular:

• Formal recognition for dotBrand applicants

• A Predictability Framework to manage unanticipated changes to the Program.

• Removing obligations that are not relevant to dotBrand registries

Considering the time that has elapsed since the last round, the BRG urges the Working Group, GNSO Council and ICANN Board to continue the positive way forward and move expeditiously to the opening of subsequent rounds.

.Brand Registry Group

The Association for Brands at the Top Level