

Authentic Web Inc.

New TLD Market Information Report

A Whitepaper: The Top Level Domain(TLD) Expansion Program and what it means for the enterprise digital and brand manager.

Updated March 2017

BACKGROUND • SCOPE • STATUS • CHALLENGES • STRATEGIES



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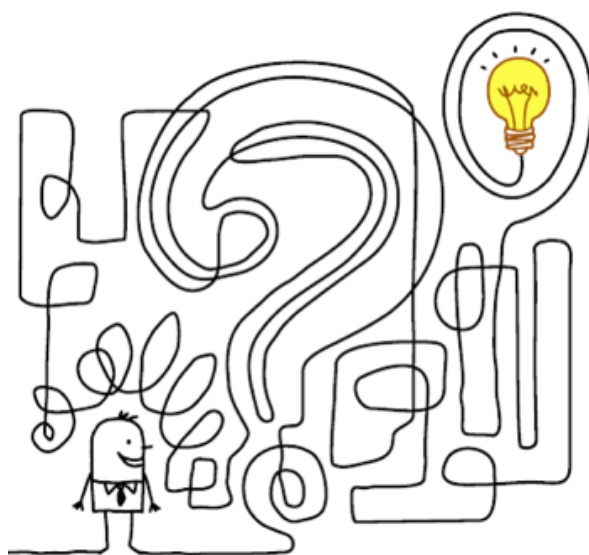
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This whitepaper examines the Top Level Domain Expansion Program. It is a strategic point of view designed to inform the thinking and guide actions for enterprise leaders and their teams.

Top Level Domain Expansion Program

WHAT IS IT? WHAT DOES IT MEAN FOR ENTERPRISE? RECOMMENDATIONS FOR SUCCESS.

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Executive Summary

- Internet Corporation of Assigned Names and Numbers ([ICANN](http://www.icann.org)) has launched a new Top Level Domain (TLD) expansion program. It is destined to change the domain name space forever and materially impact digital strategies for the enterprise.
- Approximately 1,300 new top level domain extensions are in the process of being released.
- As of March 2017, 1,216 new TLDs have been delegated or in lay terms, they are LIVE on the Internet.
- As of March 2017, 28.6 million domains have been registered. The pace of net growth is currently between 1-2 million per quarter as a steady run rate. Registration spikes drove growth to 13 million net new registrations over the past 12 months.
- TLD categories include; Brands, Generics, Geographics, Community & IDNs (International Domain Names).
- Brand registries are proprietary domain name spaces. The Brand Registry is an entirely new Internet entity.
- Brand registries offer new capabilities for brands to drive ROI generating initiatives. They are also the best defense as CONTROLLED, SECURE, AUTHENTIC and TRUSTED brand identity name spaces.
- Almost all major and many aspiring brands are likely to adopt a Brand Registry over the next several years.
- Enterprise domain portfolio management is costly, inefficient and a major challenge for brand managers.
- Applying OLD defensive registration strategies to the new TLD ecosystem will prove to be a failed strategy.
- Defining a winning domain strategy for the new TLD era requires consideration of several factors including but not limited to: Lines of business, digital initiatives, prominence, product, defensive exposure and others.
- Line of Business (LOB) TLDs represent innovation opportunities and important defensive positions.
- Digital leaders lack knowledge at a time when the domain name space is exploding. Leaders need to move quickly to gain positions of strength with articulated strategies to navigate and manage in the new TLD era.

BACKGROUND

The first domain was registered in 1985. As of December 2016 there are approximately 329 million domains registered. In 1998 the industry was deregulated and ICANN was established with a global mandate to set policies under which domain names and IP addresses were governed. From 1998 to 2013 ICANN managed the expansion of TLDs from the original small group of .com, .org, .net, etc. to others such as .mobi, .biz and several hundred country codes TLDs. At the end of 2013, there were 22 generic TLDs and about 260 country codes such as: .ca, .us, .uk and .de. That is all changing with the rollout of 100s of new Top Level Domains.

The technology and mainstream media have recently reported that the Internet is in the midst of the most significant disruption since its commercialization in the 1990s. However, this change is not well understood. The domain space is highly technical with a complicated policy and governance structure under ICANN oversight.

This New TLD Market Information Report serves to educate brand and digital marketing leaders on the status and implications resulting from this regulatory change. Starting now and over the coming years, the top level domain expansion will have a material impact on digital brand identity and service delivery. It is a critical time for brand digital marketing leaders and business owners to become educated and define their strategic point of view.

THE TLD EXPANSION PROGRAM

In 2012, ICANN announced applications from business entities around the world that sought the right to own and operate new TLD Registries. Each applicant paid ICANN \$185,000 as an application fee plus costs from industry consultants and law firms to prepare and submit their business plans and TLD applications.

In June 2012, ICANN announced receipt of 1,930 applications, of which 1,406 were unique. Of those, 619 were brands who stated an intent to operate semi-restricted or fully restricted/proprietary Brand Registries. After 20 months of ICANN process and preparation, new TLDs began to rollout in February 2014.



While the new TLD expansion has just started, we are already seeing adoption around the world. As of March 2017, 1,216 TLDs have been delegated and 28.5 million domains are registered. Net registration growth to March 2017 since January 1.16 clocked in at 17.2 million net new domains. This initial market adoption is significant, considering the market awareness is still relatively low and there remain additional TLDs approved and yet to be delegated including highly anticipated TLDs such as .MUSIC and .WEB among others.

Many of the soon to be delegated TLDs are the most sought after extensions and are delayed due to competing applicants. Only one entity can operate a TLD. Applicants are required to negotiate a settlement by way of auction, joint venture or other means. If no agreement is found, applicants must compete in an ICANN auction for the right to proceed. Companies are investing millions of dollars for these rights including Google who invested \$25 million in early 2015 for the right to operate the .APP registry, GMO Registry Inc. paid \$41 million for .SHOP and Nu Dot Co backed by Verisign paid an astonishing \$135 million in auction for the rights to sell .WEB domains.

The pace of change is fast with many new TLDs delegated, soon to be delegated and subsequent TLD application rounds in planning.

TLD ROLLOUT: STATUS: March 2017

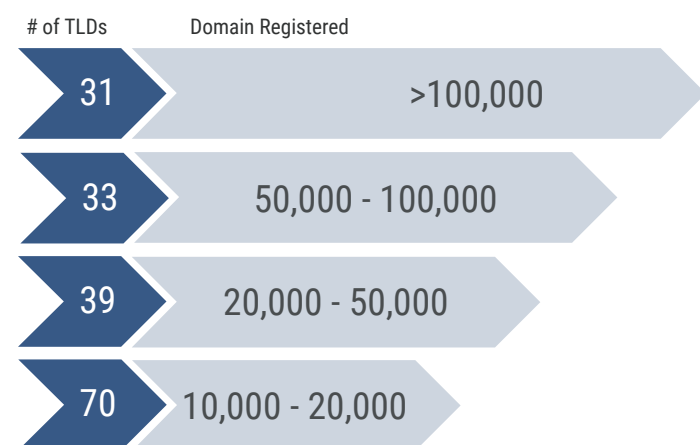
This chart shows the progress of TLDs delegated and domains registered in these early days of the New TLD Era.

Metric	Jan 2014	Jan 2015	Jun 2015	Jan 2016	June 2016	Oct 2016	Jan 2017	Mar 15 2017
TLDs Delegated	425	500 ^e	645	870	983 ^e	1,189	1,195 ^e	1,215
Registered	2,800,000	3,727,211	5,950,000	11,236,000	20,972,573	24,897,257	27,601,723	28,622,741

Source: ntlidstats.com, ^e = estimate

TLD LEADERBOARD

These are still early days in the New TLD Era. A few TLDs have broken away from the pack.



Leaderboard: Top 20		
Rank	String	Registrations
1	.XYZ	6,629,023
2	.TOP	4,533,603
3	.LOAN	1,628,070
4	.WIN	1,199,955
5	.WANG	1,117,839
6	.CLUB	869,823
7	.SITE	718,030
8	.ONLINE	712,088
9	.BID	593,036
10	.VIP	580,376
11	.LINK	372,139
12	.XIN	342,752
13	.TECH	332,715
14	.GND	330,120
15	.LOAN	267,407
16	.WEBSITE	268,621
17	.SPACE	251,989
18	.网址 (WEBSITE)	244,620
19	.SCIENCE	226,476
20	.KIWI	202,058

Source: ntlidstats.com March 16, 2017

Several TLDs are recently launched and rising in the charts. Others are in early deployment stages and will be released to the public in the coming months. Many of the most anticipated generic TLDs such as .APP and .WEB have not moved through to delegation.

Then there are the Brand Registries also referred to as Brand TLDs or dotBrands. Many are already delegated and as of March 2017 over 100 have active use cases and differentiating in their markets. Others are waiting for digital business owners to drive initiatives.

As business owners begin to deploy these new digital assets and create added awareness in TLDs, we will witness significant growth across the board. Even without that awareness, growth trajectories through the end of 2016 and in 2017 demonstrate the opportunity to differentiate and connect with audiences.

The Internet is changing. Is your organization prepared for INNOVATION in the New TLD Era?

TLD CATEGORIES

The 1,406 applied for unique TLD strings break down into categories. Of note, 44% of the applications were submitted by large brands either as semi-restricted, fully restricted or proprietary Top Level Domain spaces. Registries may set their own registration restriction policies. We expect variations to materialize in the coming years.

TOP LEVEL DOMAIN CATEGORIES: ROUND 1 APPLICATIONS					
Brand	Generic	IDN	Community	Geographic	Total
619	554	115	59	59	1,406
44%	39.4%	8.2%	4.2%	4.2%	The Internet is Changing!

GENERIC

These TLDs are generic words that mean something to communities of interest or along Lines of Business (LOB). Over time, we expect registration volumes to steadily increase as the public becomes more aware of the new TLDs and they are made available to registrants seeking to launch new ventures or initiatives. Generics offer memorable brand labels that best represent a value proposition in specific lines of business. ie: coffee.club.

In marketing and service delivery, **language matters**. The new TLDs offer fantastic, simple, memorable branding and service delivery labelling opportunities that make it easy to communicate key messages. These characteristics will prove valuable to brands who seek to secure new or protect existing digital positions in their lines of business.

Already, several TLD registries are doing very well, having reached business viability scale. We do expect many of the new generic TLDs to languish without the scale required to fund ongoing business operations. It is important to note, these poor performing TLDs will not disappear. They will be acquired by other registry operators in consolidation market moves.

INTERNATIONAL DOMAIN NAMES (IDNs)

IDNs are non-ASCII script TLDs, often referred to as non-Latin script words. ICANN's domain name expansion program includes international expansion as a core purpose of the program. Like generics, IDN TLDs are working their way through the process. A few have launched and are expected to garner use to serve communities of different languages. IDNs are important to watch as they represent Internet accessibility and use by many of the next billion(s) of Internet users who will join online communities in the coming years.

COMMUNITY

ICANN permitted applications to be submitted with community designations. To qualify as a community TLD, the TLD applicant needed to demonstrate they represent that community. Examples include applications for .MUSIC and .GAY. So far, the bar has been set very high to demonstrate true community TLD distinction.

GEOGRAPHIC

Geographic TLDs are exciting new spaces for cities and regions. Several major urban centres and geographic regions applied in round one. They include: .NYC, .LONDON, .PARIS, .MOSCOW, .TOKYO, .QUEBEC, .COLOGNE, .RUHR and many others. Industry insiders expect a rush of geographic TLD applications in subsequent rounds.

BRAND REGISTRIES aka BRAND TLDS aka dotBrands

Brand Registries are entirely new proprietary name spaces. For the first time, corporations will own and operate designated name spaces where only the enterprise and affiliated companies are permitted to register and create new digital experiences. Brands will market, sell and service customers directly and through their partners and channels. Brand Registries are game changing for digital managers with new capabilities today and many to emerge over time.

While initially slow to deploy, industry insiders believe almost all major and many aspiring brands will eventually adopt a brand registry strategy. In many ways, brands have no choice but to own their brand registry to maintain a SECURE, AUTHENTIC and TRUSTED identity on the Internet. Brand registries represent safe harbour defensive benefits and a platform to create experiences and networks based on the new capabilities. Savvy marketers and product owners will deploy business use-cases to differentiate and drive ROI.

Brand Registry Applicants

619 TOTAL

TECHNOLOGY LEADERS SUBMITTED MULTIPLE APPLICATIONS

Google 101

Amazon 76

Microsoft 11

ROUND ONE: SAMPLE OF BRAND APPLICANTS

Retail and Consumer Goods

Nike, Target, Walmart, Macys, Gucci, Tiffany's, Chanel, Cartier, Best Buy, Ford, Toyota, BMW, Audi, Mont Blanc, Heinz, Johnson and Johnson, Safeway, McDonalds, Bently, Bosch, CalvinKlein, Canon, Clinique, Dunlop, Lexus, Landrover, ...

Travel and Entertainment

Marriott, Hyatt, Delta, Cipriani, Xbox, Lego, Sony, Flickr, FoodNetworks, BBC, HBO, ABC, CBS, Comcast, Fox, MLB, MLS, Rogers, Broadway, NFL, NBA, Bloomberg, Sky, DSTV, Netflix, HGTV, Weatherchannel, TUI ...

Technology and Pharma

Google, Amazon, Frontier, Shaw, Starhub, Saudi Telecom, Telefonica, Comcast, Dish, StarTV, Orange, AOL, Microsoft, Hughes, Cisco, IBM, Juniper, Canon, Epson, Lilly, Nikon, Apple, Oracle, Intel, Microsoft, Cialis, Merck, Pfizer, Xerox, Yahoo, ...

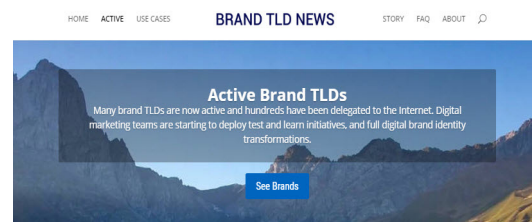
Financial Services

CITI, JPMorgan, Amex, Visa, MetLife, BB&T, Chase, HSBC, AIG, Barclays, UBS, Capital One, StateFarm, AllState, Travelers, Amica, AXA, Nationwide, Progressive, Deloitte, Accenture, McKinsey, KPMG ...

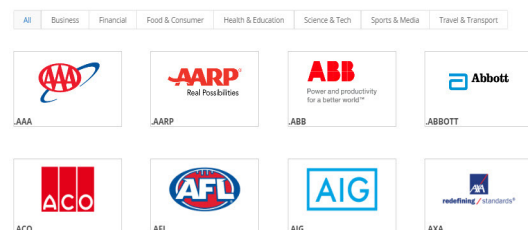
100+ MARKET LEADERS

[TO SEE A SHOWCASE](#)

[VISIT BRANDTLD.NEWS](#)



Here Are Your Market Leaders!



WHAT TO DO WITH A BRAND REGISTRY?

“What are the enterprise Problems?”

- How to protect our brand at a reasonable cost with the greatest efficacy in the new TLD era?
- How to reach and service customers, innovate, differentiate and thrive as a business?

A Brand Registry brings new capabilities to support defensive and innovation business objectives. It is a platform that is ...

Authentic • Trusted • Controlled • Secure • Data Rich • Owned ... more

USE CASE	PROBLEM	CAPABILITY/USE CASE	VALUE
customer.brand	RELATIONSHIP	CUSTOMER CENTRIC NAME EXPERIENCE	AFFINITY - ADVOCACY
channel.brand	OVERSIGHT INSIGHTS PERFORMANCE	CHANNEL CENTRIC CONTENT DISTRIBUTION TO POINT OF PRESENCE	CONSISTENCY - CONTROL
keymessage.brand	MEMORABLE RESPONSE ROI	“KEYMESSAGE .BRAND”	RESPONSE ROI - BRANDING
service.brand	DISCOVERY & DELIVERY	BRANDED IP SERVICES DISCOVERY - CONTENT - DEVICE	ARPU - NEW BUSINESS MODEL

WHY ADOPT A BRAND REGISTRY STRATEGY?

Authentic • Trusted	Owning your BRAND REGISTRY is the ultimate AUTHENTIC domain ecosystem. The public will learn that if it is not a (dot)Brand, it may not be real. This will create TRUST at a time when online security continues to be a major challenge for all Internet users.
Credibility	Users will eventually expect large brands to have their own brand TLD. If you are one of the first, your company will establish credibility and market leadership.
Security	Owning a registry allows IT teams to secure data at a level not previously available. Data transit at the registry root level of the Internet has potential to be a significant security layer.
Control	The brand controls who registers what domains in their space. Brand only authorized: Add, edit or remove domains.
Data	Owning a registry means owning traffic activity at the registry root of the Internet. This will provide enterprises with opportunities to capture and analyse data as never before.
ROI	All dollars invested in the BRAND REGISTRY ecosystem builds equity and long-term digital returns as opposed to defensive domain spend that yields little to business growth objectives.
Fraud	Phishing and online piracy is big problem for brands from financial services firms to luxury goods companies. The Brand can educate customers to only trust message.brand or service.brand web addresses.
Marketing Efficacy	Key messaging, simplicity and memorability are critical success factors in direct response. Today: Marketers drive people to: brand.com/message → CUMBERSOME Tomorrow: Marketers will drive people to: message.brand → EASY
Opportunity	Create anything you want. Support initiatives from direct response campaign destinations, new service portals, communities, connected devices, customer services, premium services, etc.
Service Innovation	Brand registries offer opportunities to develop new business models by layering in adjacent technologies onto the new capabilities of a proprietary BRAND REGISTRY.

WHAT ABOUT 'LINE OF BUSINESS' TLDs?

Line of Business (LOB) TLDs are terms or strings relevant to industry verticals. This view is useful for brand operators considering how to adjust their domain holding strategy. They must consider TLD positions from both defensive and opportunity lenses. Certain TLDs can be categorized in more than one vertical, where the meaning of the string offers value to a business strategy. For example, if Enterprise A is driving a rewards program, then product marketing teams might consider a .CLUB name. As low cost asset acquisitions, certain LOB TLDs offer tremendous potential value to market leading enterprises.

Use of LOB TLDs depends on many factors, particularly if the enterprise owns a proprietary Brand Registry. Other factors relate to your overall digital strategy. A sampling of LOB TLDs is provided.

FINANCIAL

.BANK	.BANQUE	.TRADING	.CAPITAL	.BROKER	.CREDIT
.FOREX	.CASH	.LOANS	.CREDITCARD	.ESTATE	.EXCHANGE
.FINANCE	.FINANCIAL	.FUND	.HOLDINGS	.MORTGAGE	.INVESTMENTS
.INSURANCE	.LOAN	.PAY	.MONEY	.CPA	.ACCOUNTANT
.REIT	.SAVE	.SECURE	.TAX	.TRADE	...

RETAIL - CONSUMER GOODS

.CLUB	.BARGAIN	.DISCOUNT	.COUPON	.DEAL	.PROMO
.SALE	.GIFT	.BLACKFRIDAY	.FREE	.FOOD	.KITCHEN
.MENU	.SHOES	.SHOP	.STORE	.APP	.TOYS
.LUXURY	.FURNITURE	.BOATS	.CAR	.DESIGN	.DIAMONDS

MEDIA

.LIVE	.AUDIO	.ART	.APP	.BOOK	.CHANNEL
.DIGITAL	.FILM	.NOW	.MEDIA	.MOVIE	.MUSIC
.NEWS	.BLOG	.PRESS	.RADIO	.REVIEWS	.SHOW
.TALK	.TODAY	.VIDEO	.WORD	.GEOS	...

ENTERTAINMENT

.ACTOR	.ART	.MOVIE	.BAND	.BROADWAY	.BUZZ
.CLUB	.FILM	.GAME	.TICKETS	.MUSIC	.PARTY
.PHOTO	.PICTURES	.RADIO	.SHOW	.THEATER	.AUDIO
.TOUR	.VIDEO	.WATCH	.WOW	.BIO	...

What is your line of business? What could your teams create?

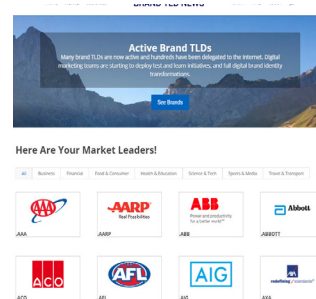
EARLY MOVER BRAND LEADERS

2015 was a landmark year in the name space expansion. At the beginning of 2015 there were 3.7 million domain names registered. At the end of 2015 there were 11.2 million for a net growth of 7.5 million names. During the same period .com grew by approximately 7 million. Make no mistake, new TLDs are changing the Internet. As new TLD market awareness grows, we expect the pace to accelerate.

2017 is becoming a year of upsurge in registrations and use. As of March 2017 there are now 28.6 million domains registered, an increase of 12.7 million registrations over 12 months. We are also seeing dozens of brands begin to deploy their Brand Registries/Brand TLDs.

Visit the showcase of LIVE Brand Use Cases

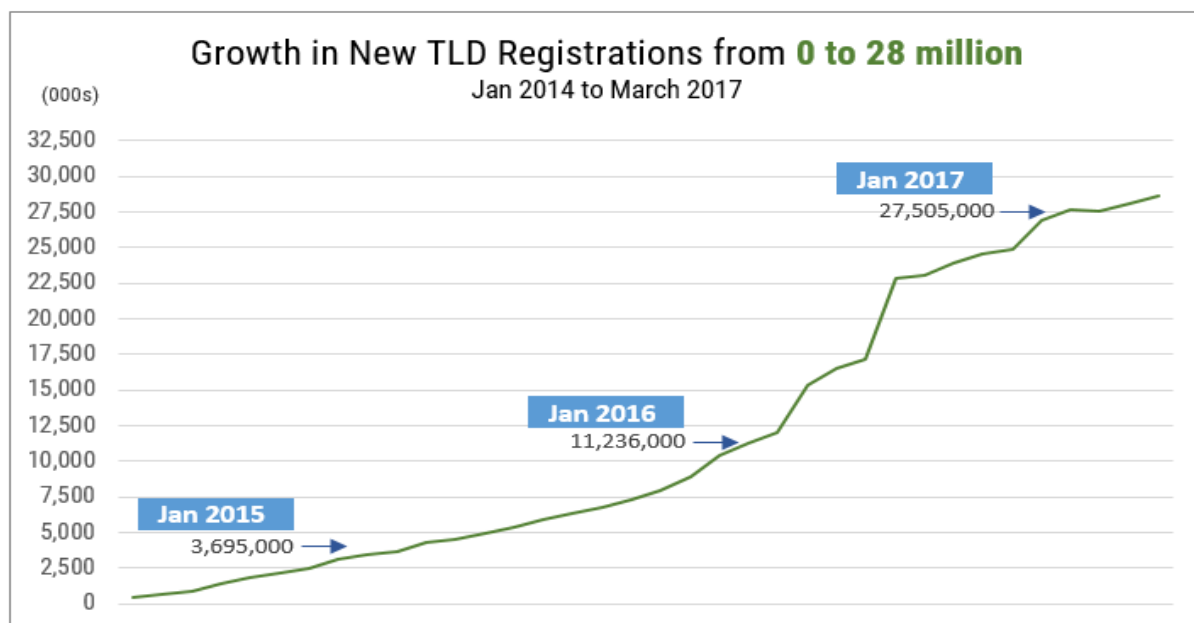
Go To: **BrandTLD.news**



Brand Labels

Brand labels deliver specific audience engagement initiatives. Click to check out what these major players are deploying.

abc.xyz	nespresso.club	thehungergames.movie	wendys.jobs	amazon.blackfriday	huemor.rocks
apple.news	auto.glass	generalmotors.green	nowyousee.me.movie	dollar.bank	delsey.paris



2016 and 2017 evidence is showing continued adoption growth as market leaders drive awareness. Leading brand managers will execute differentiation initiatives to outcompete. In summary, new TLDs bring both opportunity and risk. Marketing and digital executives know that if their organization is not innovating and changing, they are therefore falling behind. As the saying goes "Innovate or Die."

DOMAIN MANAGEMENT CHALLENGES

Domains are a pain to manage. The TLD expansion will create a level of complexity orders of magnitude greater than has ever existed for all of legal, IT, finance, operations, brand, product and digital marketing teams. Internet presence and engagement strategies must be revisited to adapt to the new TLD era. Regardless of the approach, complexity is growing and brands need to evolve their thinking, processes and systems to support the new TLD era digital reality.

Domain management is exasperating for brand managers. Corporate domain portfolio management is a significant problem with broken internal enterprise processes. They are costly, complex and inefficient. Processes are riddled with approval, visibility, automation, reporting and control challenges. The problem is now becoming significantly more complex.

In our view, broad “defensive” registration strategies are no longer a viable business option due to both cost and efficacy. If a brand employs the same broad defensive strategy to the future landscape, the cost scenario is nonsensical. The figure below demonstrates this scenario.

The graph shows a scenario for a company that currently has a broad “defensive” registration strategy and how the current strategy cannot be applied in the new expansion.

If a company starts with 500 domains at an assumed cost of \$30/year on the current 22 TLDs and a few country codes that matter, the cost today is \$15,000 in domain fees alone.

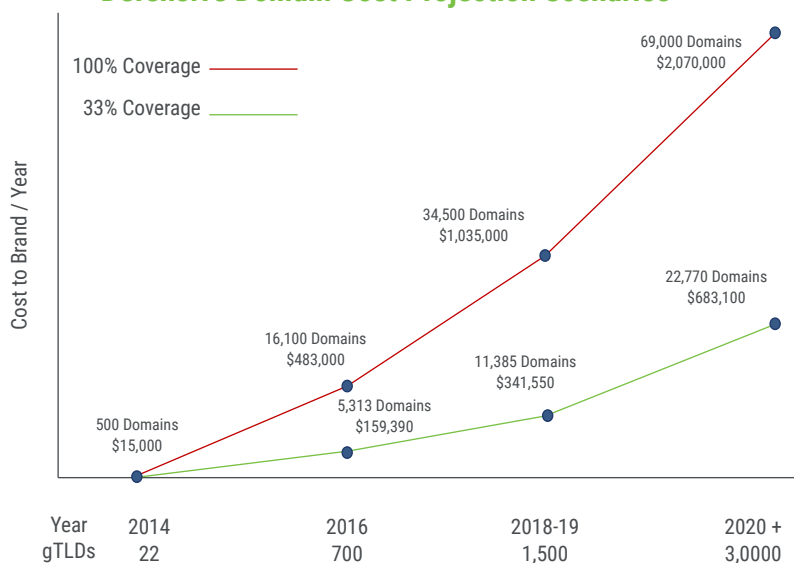
If they apply the same strategy to even 1/3 of the 700 new TLDs in 2015-16, the costs increase by 1,000%.

Most importantly, this approach would not be effective as there are too many name combinations for nefarious actors to circumvent even the broadest defensive registration positions.

As more TLDs are introduced, the costs will continue to grow. This does not even consider the dispute resolution costs to reclaim trademark infringements that range between \$4,000 - \$5,000 USD per UDRP filing plus legal fees and internal cycles.

In addition, the personnel cycle time required to manage such a large domain portfolio is substantial. Typically, it involves a manual approval process via email or the completion of forms and may include use of spreadsheets, either with various retail registrars or more costly corporate registrar services. This is an unsustainable future practice given the accelerating scale and complexity.

Defensive Domain Cost Projection Scenarios



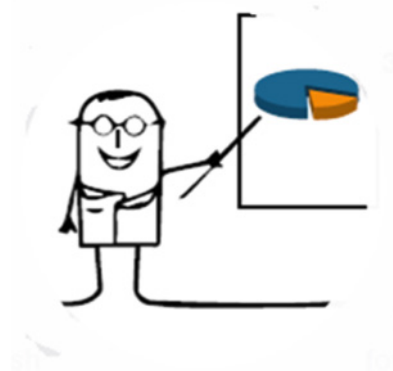
RETHINK  **IT'S A STRATEGIC IMPERATIVE!**

ENTERPRISE DOMAIN STRATEGIES FOR THE NEW TLD ERA

It is a strategic imperative for brand and digital marketing leadership to rethink domain strategies in light of the new TLD expansion program. A strategy best suited for your organization depends on a number of factors. Each to be considered and weighted to arrive at a strategic direction for your enterprise.

It is important to understand, a strategy is about choosing a direction for an uncertain future and recognizing that the direction will require ongoing agility to measure, analyse and adjust based on changing market conditions. Consider;

- ✓ DIGITAL POSITION, INITIATIVES and OBJECTIVES
- ✓ LINES OF BUSINESS
- ✓ RISK EXPOSURE TO NEFARIOUS ACTORS
 - PROTECTION ACTIVITIES AND COSTS
 - PROACTIVE: DOMAIN REGISTRATIONS
- ✓ RECOVERY: LEGAL ACTIONS and PROCEEDINGS
- ✓ BRAND REGISTRY OWNERSHIP: YES or NO - INTENT



STRATEGY DIRECTION WILL DEFINE WHERE FUNDS ARE ALLOCATED

Below is a strategic directional view of where funds will be allocated over time and plotted on a quadrant chart.

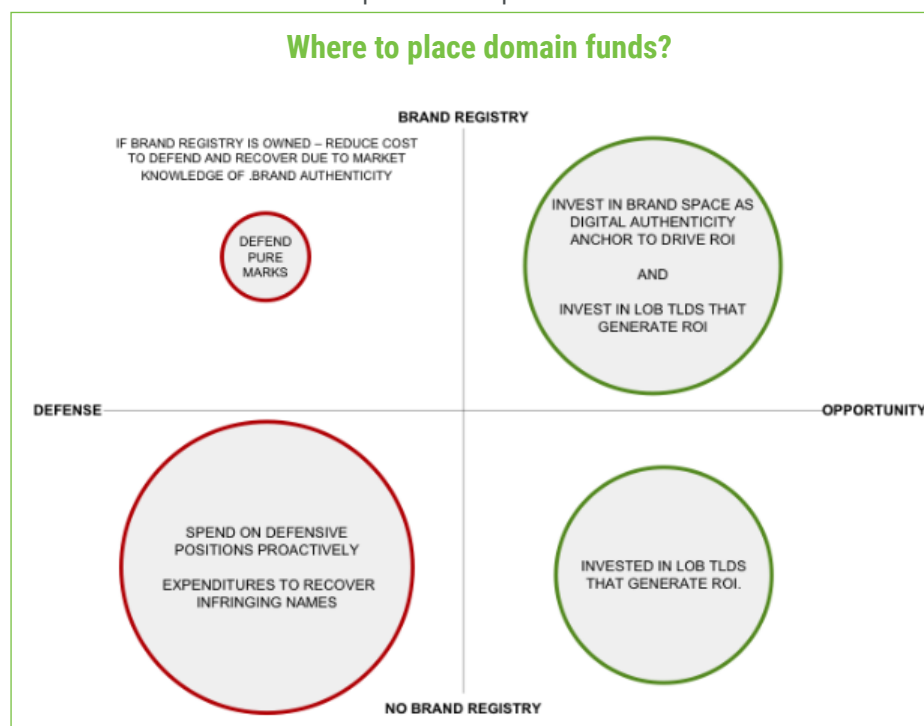
The X axis is the continuum from the left DEFENSIVE positions to OPPORTUNITY.

Opportunity means investments in domain assets that improve market position and drive revenue and ROI.

The Y axis is binary. Does the organization own or will it own a BRAND REGISTRY?

The circles represent the scale of funds allocated.

Defensive funds are expenses and opportunity funds are investments that drive ROI. Our view is that major and many aspiring brands will be best positioned with a brand registry as more dollars can be allocated to ROI generating funding commitments.



Owning a registry alleviates much of the protection imperative and provides a platform for investments to yield short and long-term ROI.

THE QUADRANTS EXPLAINED

Below are descriptions of the business conditions for each quadrant shown above.

DO NOT OWN A BRAND REGISTRY – DEFENSIVE COSTS

With no BRAND REGISTRY anchor, an exposed brand will be forced to incur substantial costs in defensive registrations. That approach will require significant activity and costs to recover and address infringing registrations. This is the least preferred quadrant as it is an unsustainable cost burden as the TLD expansion continues.



DO NOT OWN A BRAND REGISTRY – OPPORTUNITY INVESTMENTS

Brand, product and digital marketing managers will need to consider investments to secure positions in TLDs that represent their Lines of Business (LOB) to help drive and support new business initiatives. This will be particularly true for LOB TLDs that gain market traction and become known to your target markets.



OWN A BRAND REGISTRY – DEFENSIVE COSTS

Digital teams will educate their market to trust the BRAND REGISTRY properties. As the market becomes informed, the damaging effect of nefarious actors can be mitigated. This relieves the need to maintain large defensive portfolio positions and will help in reducing the need to execute costly domain recovery legal and consulting.



OWN A BRAND REGISTRY – OPPORTUNITY INVESTMENTS

A BRAND REGISTRY is a platform the brand will own and operate. Leaders will invest to better market to and serve customers in a space that is secure, controlled, authentic and trusted. Investments are ROI driven, and easily attributed to business initiative performance metrics. This quadrant is the future for market leaders and innovators.



WHAT IS YOUR ENTERPRISE DOMAIN STRATEGY?



A LONG-TERM STRATEGIC PATH

Here is a strategic approach that will apply to many brands. Variations are dependent upon the brand objectives and other business factors. The scenario is provided for illustration purposes.

SCENARIO for BRAND A

Brand A did not applied for a BRAND REGISTRY in Round 1. Brand A intends to build a business case and apply in the future. Brand A believes acquiring thousands of domains as a purely defensive posture is a waste of capital, yet the protection imperative remains. What does the brand execute today and what strategy direction does its leaders set for the organization?

Year 1: Audit the domain portfolio. Cull domains that have no value. Reinvest nominally to secure opportunity domains and selective defensive positions in Line of Business (LOB) TLDs.

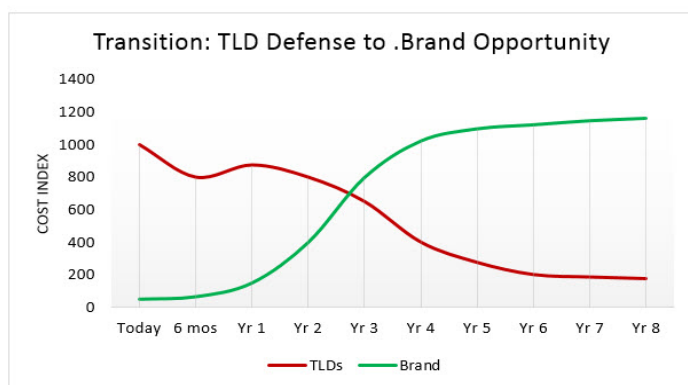
Year 1: Prepare the business case and apply for a BRAND REGISTRY in Round 2.

Year 2-3: Deploy the BRAND REGISTRY use -cases. Measure Analyze and Adjust.

Year 2-3: Divest edge defensive positions. Limit defensive positions to pure and close mark in LOB TLDs.

Year 3+: Drive the BRAND REGISTRY platform ecosystem and differentiate! Marginal cost to scale cost kicks in.

This graph depicts expenditures over time. The opening defensive position is represented as an indexed cost of 1,000. The lines show transition from defensive cost positions to opportunity investments that generate ROI.



The **red line** and area below represent largely defensive costs with some opportunity investments in LOB TLDs.

The **green line** and area below represent investments in opportunities that generate ROI in the proprietary BRAND REGISTRY.

This scenario shows how a Brand A can transition domain funding from defensive cost positions to ROI generating investment positions on a proprietary brand registry platform that is ...

AUTHENTIC, SECURE and TRUSTED ... and much more.



RECOMMENDATIONS

#1: AUDIT YOUR DOMAIN PORTFOLIO MANAGEMENT PROCESSES and SYSTEMS

Audit your portfolio, processes and systems in use today. Most organizations have poor systems and processes in place to manage domain portfolios, out of control costs, personnel cycle burden and other management challenges.

As you necessarily expand positions and as positions become more dynamic over time, complexity and management agility needs will grow significantly. Find opportunities to cull your portfolio. Analyse DNS zones to ensure names you keep are properly resolving. Monitor traffic and value to the business. Ask questions and reset with a sustainable plan.

- Will current processes efficiently scale as needs and complexities increase?
- Is our domain portfolio management riddled with broken enterprise process? Be honest.
- Do you have CONTROL • VISIBILITY • AUTOMATION?
- Is the total cost of domain portfolio ownership out of control today? What will it look like in the future?
- Are current systems complicated, expensive and will they support rapid innovation and scale?
- Will complexity for your organization expand by orders of magnitude?

Many firms own domain assets across multiple registrars. This occurs through acquisition, internal ownership change and by rogue registration habits by employees. It is unsustainable and a major security risk. Consolidation is required.

Take the Domain Pain Test: [CLICK HERE](#)

#2: DEFINE A DOMAIN STRATEGY IN ADVANCE OF OWNING YOUR BRAND REGISTRY.

Build a strategy to best position the company for the future. Consider how to operate in advance of a BRAND REGISTRY deployment. For defensive and opportunity reasons, pursue LOB TLDs that offer corporate value. Define from a legal and brand perspective when you will and will not seek to recover domains from nefarious actors.

Set policies and initiatives; 1. Opportunity registrations, 2. Defensive registrations, 3. Build internal expertise with the support of experts, 4. Maintain a competitive watch, and 5. Establish a continuous improvement and change management process.

#3: PREPARE, APPLY and DEPLOY YOUR OWN PROPRIETARY BRAND REGISTRY

THIS IS THE END GAME. It is imperative that companies secure their BRAND REGISTRY. By doing so, you will anchor communications on the BRAND REGISTRY space that is AUTHENTIC and TRUSTED. Once you educate markets to trust your Brand Registry properties, you will relieve the necessity for large and costly defensive portfolio positions. Start by understanding your organization's .BrandIQ. What is .BrandIQ? Download eBook to help frame the internal discussion. [CLICK HERE](#).

If you did not apply, become informed of the new capabilities, plug in to market developments and build a business cases with a cross-functional leadership team. Establish a Strategic Point of View (POV) and set budgetary guidelines to support an application to ICANN.

THE DOMAIN GAME IS CHANGING. LEGACY STRATEGIES ARE DESIGNED FOR THE OLD GAME.

ABOUT AUTHENTIC WEB INC.

Authentic Web is a platform and service company addressing the needs of enterprises to deploy, innovate on and scale Brand Registries and efficiently manage Corporate Domain Name Portfolios.

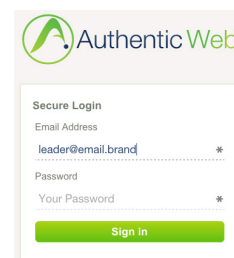
Authentic Web is an ICANN Accredited Registrar based in Toronto, Canada.



TECHNOLOGY

Authentic Web offers a next generation domain platform to support enterprise domain portfolio management challenges and to innovate with BRAND REGISTRY use-cases. Built for enterprise stakeholders to execute, the company's platform delivers a competitive advantage.

CONTROL • VISIBILITY • AUTOMATION • SIMPLICITY • EXTENSIBLE



PROFESSIONAL SERVICES

Authentic Web offers Professional Services to support client domain management strategies and tactics. Our team consists of industry veterans with decades of combined experience in the domain space, digital marketing, web services and serving medium and large organizations in their development, launch and management of technology services.

Service	Description
Brand Registry Planning Ideation • Strategy • GoToMarket	<p>The Brand Registry is a new Internet entity that is SECURE, TRUSTED and AUTHENTIC. It offers new technical, service delivery and messaging capabilities that will change how digital marketers engage with and service customers.</p> <p>Authentic Web works with cross-functional teams to map new registry capabilities to create winning business use-cases and an execution plan to deploy your registry.</p>
Domain Strategy For the New TLD Era	<p>Digital is shifting with the explosion of new TLDs. How to adjust? What domains to own? How to control costs? It is complicated and depends on your business goals.</p> <p>Authentic Web audits processes and portfolios. We work with teams to develop a winning strategy that shifts domain COSTS to ROI generating competitive advantage with good domain health.</p>
Domain Portfolio Registrar Consolidation	<p>Are your domains spread across several registrars? Are you exposed from a compliance perspective? It is a painful reality inside most organizations resulting from evolving internal ownership and/or by acquisitions. Managing a portfolio with multiple registrars creates problems for internal teams and is a significant security risk.</p> <p>Authentic Web consolidates domain portfolios. All your domain assets will be accessible in a secure, easy to use, platform designed for enterprise teams. Gain CONTROL, VISIBILITY and AUTOMATION.</p>
Registry Application Business Case and ICANN Application	<p>If you are a brand of any size, you will eventually own a brand registry. It is a digital platform for enterprise. Understanding the value and acquiring a brand registry is a strategic imperative.</p> <p>Authentic Web will educate your leadership and teams and work to build a Business Case to support an application. We will then prepare, submit and manage the ICANN application to delegation.</p>

NEED MORE INFO ON THE NEW TLD ERA. CLICK & LEARN >>> LEARN.AUTHENTICWEB.COM