

ICANN Planning for Next Top-Level Domain Expansion Rounds

On June 17, ICANN's head of the Global Domains Division [published a document](#) discussing the planning steps to open the next Top-Level Domain (TLD) expansion round(s). Brands shut out of the first round will be able to apply for their proprietary TLD. This communication is significant as the **FIRST** public document from ICANN to discuss the internal planning for the continuing TLD expansion program.

Three Highlights

1. ICANN is planning for 2,000 applications
2. Cost details are not yet final but will be structured as a cost recovery model
3. When initiated, applications will be accepted on annual 1-3 month windows, allowing ongoing internet name space expansion

ICANN plans to scale operations and capabilities to permanently support the continuing TLD expansion. This important news provides certainty for brand organizations that questioned the inevitability of the Brand TLD paradigm shift. ICANN's work to fully open the Brand TLD name space creates renewed momentum motivating existing Brand TLD holders to action. It is also expected that new Brand TLD entrants will enter the space better prepared than the first-round brands. Supported by first-mover learnings and industry organizations like the [Brand Registry Group](#), new brand entrants can hit the ground running. They will be better able to leverage new Brand TLD capabilities and technologies to drive differentiating use cases anchored on digital brand TRUST.

The date for the next round could be as early as 2021 with an announcement date in 2020. Now is the time for brand leaders to build the business case for improved digital communications, network/data security and the consumer trust in an authentic brand space.

It's not a domain name. **It's a brand network anchor of trust.**




Contact [Authentic Web](#) for a private briefing on the value of owning your brand space. Learn about a new DNS network security technology model and the consumer TRUST value in an increasingly cybersecurity risk conscious world.



BRAND TLD USAGE WATCH



¹ Percentage increases reflect growth April 1 to June 30, 2019
Source: [makeway.world](#)

BRAND TLD INNOVATORS

 <p>ai.aws powerful, simple brand redirect.</p>	 <p>applecash.apple/grubhub great partner promotion</p>	 <p>software.intel branded line-of-business redirect.</p>
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 <p>e.lilly/2X1PWcz URL shortener: Eli Lilly's first use case</p>	 <p>labs.sas new microsite: first use case for SAS</p>
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annual-report.vig
Vienna Insurance Group starting to use .vig.

ENTERPRISE RESOURCES

ARTICLES

[What is DNS Security, and Why is it Important?](#)
[Serious New Domain and DNS Compromise Demands a Preventative Approach](#)

VIDEO

[External DNS Security Threats: An Enterprise Solution](#)

WHITEPAPER

[6 DNS Problems in the Digital Enterprise: How to Find Them and Fix Them](#)

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