

GlobalBlock

How Domain Blocking Protects Your Brand: An Interview with Tony Kirsch of the Brand Safety Alliance



GlobalBlock: Domain Name Blocking at Scale



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2024 was a year of major milestones and events. The Notre Dame Cathedral reopened, the world saw a rise in the endangered narwal population, and development in artificial intelligence projects continued to prove that science fiction may indeed be science fact. In the domain industry, a major event of 2024 was the introduction of the GlobalBlock domain name blocking solution from the [Brand Safety Alliance \(BSA\)](#).

Throughout 2024 and into 2025, Markmonitor has noticed an increase in trademark and brand managers engaging with blocking services, including GlobalBlock, and better understanding the benefits of utilizing them to protect their brand names online.

So, I sat down with Tony Kirsch, Commercial Director of the Brand Safety Alliance to kick off our interview series with different blocking solution providers, and discuss how the BSA has seen GlobalBlock evolve since its launch, what benefits GlobalBlock offers to brand owners, and asked for his predictions on how the BSA thinks domain management will develop and change over the course of the next five years.

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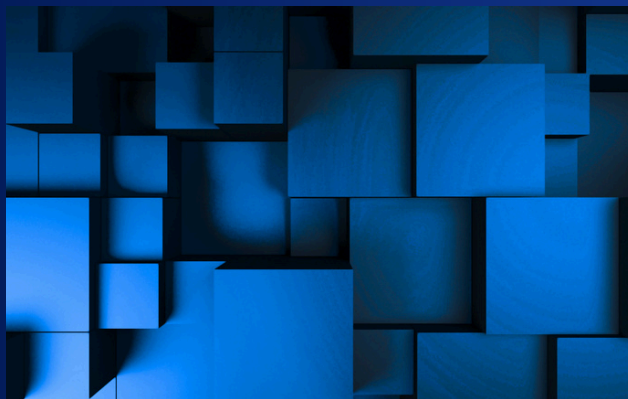
Before diving into the interview, let's first review what domain blocking is.

What is Domain Blocking?

Domain blocking is the practice of blocking your brand or trademark name from registration across a multitude of TLD spaces without actively registering any of the domains.

The goal is to protect your trademark from third-party or malicious domain registrations. If you'd like to learn more about domain blocking as a brand protection mechanism and tool, please check out [Markmonitor's Domain Blocking for Brand Protection white paper](#).

The first question I posed to Tony regarded what the BSA has experienced since the launch of GlobalBlock in early 2024. Keep reading to learn what he had to say.



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Shane Layman (SL): *GlobalBlock debuted in March 2024. Now that we are well over a year out from its launch, can you tell us about GlobalBlock's development over the course of 2024 to now?*

Tony Kirsch (TK): GlobalBlock was developed in response to countless conversations with brand owners and IP professionals, who repeatedly told us about their need for better tactics to simplify their operational activities and desire for solutions that could reduce domain name-related abuse.

We launched with more than 550 web extensions in March 2024 that included new and generic TLDs, ccTLDs, and Web3.0 extensions from all over the world.

As we sit here together now in September 2025, we currently have over 670 extensions in GlobalBlock, which is a solid increase since we launched. More importantly, we have set our sights on having 750+ extensions by the end of the year, including some strategically important and high-profile extensions that we think will really make a difference for existing and future GlobalBlock customers.

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This is great news for all current GlobalBlock customers who will automatically receive brand protection in all new extensions that we add at no additional charge, and further demonstrates our focus on continually growing GlobalBlock to address the needs of brand owners.

SL: *750 extensions is expansive when considering the number of top-level domains (TLDs) that exist — that coverage can really assist brand holders.*

TK: GlobalBlock now protects millions of domains matching brand names from around the world. The most rewarding thing has been hearing from brands that we've helped them solve real business problems such as saving up to 60% on their domain registration costs and improving operational efficiencies.

SL: *So, the team at the Brand Safety Alliance saw brand holders in need of greater online brand protection for their names and trademarks and answered that need by creating GlobalBlock, a solution that allows brand holders to block their trademarked names from registration across a multitude of TLDs.*

And as an added benefit, some customers have found it to be more budget-conscious as compared to actively registering those

marks across all existing TLDs.

We live in a world where unlimited budgets don't exist, and it's refreshing to hear that as a blocking service provider, you are providing an option that could lead to cost savings for different entities looking to secure their brand names online. That is helpful when considering the costs and rewards of online brand protection. Securing a blocking service within an organization's budget can save a brand both time and money. Consider the possible expense and amount of time it could take to recoup names that third parties squat on, or the ramifications if those names are used in a negative manner.

Markmonitor spent time in consultation with the BSA during GlobalBlock's development, and brand holder needs were central to those discussions. From Markmonitor's perspective, domain blocking is a strategically defensive measure that ensures brand holders have the most coverage of their marks across hundreds of TLDs. We encourage our clients to consider domain blocking as part of their larger domain portfolio strategy due to the comprehensive TLD coverage it provides.

Tony, in what ways does the Brand Safety Alliance believe that domain blocking benefits brand holders?

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TK: In short, domain blocking is about simplicity and peace of mind. This is what brand owners and IP professionals told us time and again were their challenges with the status quo of domain name management.

SL: *Does the cost outweigh the risk of not defensively blocking their brand name from third-party registrations?*

TK: With a blocking service, particularly one with coverage as wide as GlobalBlock, a single transaction can eliminate thousands of risky domains from the market and keep them out of third-party hands. Instead of registering each of these domains individually and maintaining that enormous defensive portfolio with varying pricing, expiration dates and policy requirements, GlobalBlock handles this via a single transaction and offers additional features to streamline the experience.

SL: *Thanks, Tony.*

As with any investment, a detailed cost-benefit analysis needs to occur in order to ensure the return on your investment is in line with your business goals, and that includes investments into blocking services. Another benefit brand holders

should keep in mind is that GlobalBlock offers comprehensive preorder reports that can be used to better assist your ability to make the correct decision for your brand.

Now, lets take a look toward 2026. The next round of New gTLD applications from ICANN opens in April 2026. Anyone who was around during the first round in 2012 understands that it can be a complex time for brand holders and managers who are trying to understand the new TLD landscape. The influx of new gTLDs that potentially need to be protected for each brand can be overwhelming.

How will GlobalBlock respond to the next round in 2026? Will the influx of new open generic TLDs have any impact on your blocking service?

TK: Our goal is to include as many of the new gTLDs in GlobalBlock as possible and we'll be doing this proactively once the program commences and applicant data is released.

As we saw with the first round, the influx of new extensions can be a challenging time for brand owners to protect their IP and many brand owners would argue that the existing mechanisms didn't go far enough.

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Having GlobalBlock 'baked in' to the process from the start will drive revenue and access to brands for new Registry Operators, but most importantly, acknowledge that not every brand wants a sunrise registration in every single new extension.

SL: *It is reassuring knowing to know that GlobalBlock has plans in place for the next round and will be pursuing additional TLD blocking coverage. A customer could find some peace of mind in knowing that, even with the influx of new generics, more and more will be included in blocking coverage, or to quote what you said earlier, they'll have those TLDs "baked in" to the blocking solution and their brand protection strategy.*

Looking even further into the future — let's talk about the state of domain management five years from today. The most difficult part about making predictions is, obviously, not actually knowing what will happen. There is the possibility that many TLDs will not consider joining a unified blocking service and, therefore, will require registration by those more risk-averse brand holders. What is certain is that no matter what the future brings, Markmonitor will continue to advocate for our clients' protection in these spaces and keep them

informed on what new gTLDs are included in blocking services when that information becomes available.

Tony, let's say you have a crystal ball and can peer into the future. How does the BSA see domain management evolving over the next five years?

TK: As we've mentioned, supporting the next round of new TLDs will be an important focus of the next few years. This next expansion of internet real estate offers a lot of opportunity but may also bring a breaking point in some of the more difficult aspects of domain management. Many organizations will be looking for new, proactive and improved ways of protecting their brands online.

SL: *Can you speak to how GlobalBlock may transform as it moves forward?*

TK: Continuous improvement of our service offering will also remain a focus. GlobalBlock is by no means a static product – of course we'll continue to grow its coverage by adding more extensions but we're also continually exploring new features and ways to enhance its value for brand owners and IP professionals, as well as for the Registry operators who support it.

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The BSA also has a product roadmap to continue responding to brands' needs, including looking at advanced monitoring services and more proactive protection opportunities.

SL: And with that, we wrap up our interview with the Brand Safety Alliance. I'd like to thank our trusted partner, the Brand Safety Alliance, for their wonderful insights into domain blocking and providing predictions on how domain management may change in

the future. I appreciate you sitting down with me today, Tony, and look forward to the evolution of GlobalBlock and domain blocking solutions.

Domain blocking is an important tool for brand protection in an ever-changing and evolving space. If you'd like to learn more about it, Markmonitor is here to help — reach out to your Domain Portfolio Advisor with questions about defensive brand protection and GlobalBlock today.





Should you need any further information or assistance, please contact your Domain Portfolio Advisor (DPA) or email customer.service@markmonitor.com

Markmonitor provides strategic domain management solutions that help protect the revenue and reputation of the world's leading brands.

Since 1999, Markmonitor has served the domain portfolio needs of businesses around the globe, including many of the most visited websites in the world. An ICANN accredited domain registrar since its establishment, Markmonitor leverages its extensive industry relationships, innovative technology, and broad expertise to manage and protect company domain portfolios, all with data-driven, white-glove consultation designed to maximize domain portfolio value.