

# dotBrand Feasibility Studies

## Plan for the 2026 Application



The next round of ICANN's new gTLD program opens in **April 2026**, creating a limited window to apply for your own dotBrand. Navigating this process requires more than confirming string availability - it demands a clear understanding of eligibility, the competitive landscape, and potential risk, all of which is delivered through **Markmonitor's Feasibility Study**.

### **Markmonitor's dotBrand experts are here to guide you through the process.**

With deep experience supporting organizations through complex gTLD evaluations, we help you assess whether applying makes sense - and how to position your application for success before committing resources.

### ✓ **What a Feasibility Study Delivers**

ICANN's rules around eligibility and application requirements are complex, and proactive analysis can significantly reduce risk. Before investing in a dotBrand application, organizations should evaluate the likelihood of success and identify any potential challenges early.

### **Markmonitor's dotBrand Feasibility Study provides:**

- An assessment of string eligibility and ICANN compliance
- Insight into the competitive landscape and potential contention
- Identification of key risks and mitigation considerations
- An initial recommendation on overall risk, likelihood of success, and whether your application is best suited as a dotBrand or an open gTLD

This early analysis helps organizations make informed decisions and prioritize next steps with confidence.

### ✓ **Why Start Now**

Ahead of the April 2026 application window, ICANN is preparing to evaluate a high volume of dotBrand applications. Early preparation allows organizations to align stakeholders, refine strategy, and address potential risks identified during the feasibility phase.

Markmonitor's Feasibility Studies help organizations approach the 2026 dotBrand application round with clarity and confidence - before committing to the full application process.

**For additional information, contact your Account Manager or visit [markmonitor.com](https://www.markmonitor.com)**