Top Domain Strategies for 2017
And a Look Back at 2016 Key Trends

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Agenda

- Key Domain Management Trends of 2016
  - Launches, Launches and More Launches
  - Evolving Security Threats
  - ICANN Developments
  - New gTLDs
  - Consolidations and Acquisitions

- Top Domain Management Strategies for 2017
Key Domain Management
Trends of 2016
Current Landscape

334.6 million
Total domain names registered globally

149.9 million
Almost half of all domain names are ccTLDs

Largest ccTLD domains worldwide

<table>
<thead>
<tr>
<th>Domain</th>
<th>Number of Domains (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China (.CN)</td>
<td>19.36</td>
</tr>
<tr>
<td>Germany (.DE)</td>
<td>16.13</td>
</tr>
<tr>
<td>United Kingdom (.UK)</td>
<td>10.76</td>
</tr>
<tr>
<td>Netherlands (.NL)</td>
<td>5.64</td>
</tr>
<tr>
<td>Russia (.RU)</td>
<td>5.25</td>
</tr>
<tr>
<td>Brazil (.BR)</td>
<td>3.87</td>
</tr>
<tr>
<td>European Union (.EU)</td>
<td>3.86</td>
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<tr>
<td>Australia (.AU)</td>
<td>3.05</td>
</tr>
<tr>
<td>France (.FR)</td>
<td>2.98</td>
</tr>
<tr>
<td>Italy (.IT)</td>
<td>2.96</td>
</tr>
</tbody>
</table>

TLD Launches

- Second-level ccTLDs
- One and two character premium domains
- Availability of Internationalized Domain Names (IDN)
- New gTLDs
- Changes to registry rules and requirements
Security Threats
Evolving Security Threats

Every industry is a target

- Sophisticated DDOS attacks
- Phishing scams targeting domain owners
- Increase in domain thefts at retail registrars
- Hijacked domains sold at auction sites
Phishing
Phishing and malware attacks against domain registrants are resulting in compromised sites

Dear Sir/Madam,

The following domain names have been suspended for violation of the [Your Registrar] Abuse Policy:

Domain Name: yourdomain.com
Registrar: Your Registrar
Registrant Name: Intellectual Property Department (TCP/IP)

Multiple warnings were sent by [your registrar] Spam and Abuse Department to give you an opportunity to address the complaints we have received.

We did not receive a reply from you to these email warnings so we then attempted to contact you via telephone.

We had no choice but to suspend your domain name when you did not respond to our attempts to contact you.

Click here and download a copy of complaints we have received.

Please contact us for additional information regarding this notification.

Sincerely,
[your registrar]
Spam and Abuse Department
Abuse Department Hotline: 480-685-7287

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Phishing

Phishing and malware attacks against domain registrants are resulting in compromised sites.

Subject: Status Alert: Your account contains more than 9740 directories.

Dear Valued Customer. Your account contains more than 927 directories and may pose a potential performance risk to the server. Please reduce the number of directories for your account to prevent possible account deactivation. In order to prevent your account from being locked out we recommend that you create special tmp directory. Or use the link below:
[link removed]
Phishing

Phishing and malware attacks against domain registrants are resulting in compromised sites

What You Should Do If You Receive A Suspected Fraudulent ICANN Email

Fraudulent ICANN emails

Criminals impersonate trusted senders in email to gain your trust so they can obtain access to sensitive data. These phishing emails may appear to come from various sources including ICANN, your registrar or registry, or other business partners.

The security of our community remains one of our key priorities. While ICANN takes steps to investigate certain types of misuse, you must take steps to protect your personal information at all times. Fortunately, there are ways you can make sure a specific email really comes from ICANN.

Suspicious emails

Phishing and scam emails typically use deception such as forging a trusted sender’s address or domain or using a similar or lookalike domain. Scam messages typically ask for the reader to reply, call a phone
Registrar Vulnerabilities

- Lack of two factor authentication

Domainte theft saga the result of lack of two-factor authentication at [censored]

Posted by [censored] on October 15, 2016, at 10:32 am
A couple of days ago, we received the following message from a distraught professional, who is not a domain investor: “I wish I didn't have to contact you but my domain has been stolen. Details per your reporting page: Granting the right to use: Yes you are granted the right to use. Theft timeline: [...]”
Registrar Vulnerabilities

- Lack of two factor authentication
- Social engineering attacks
  - Login credentials disclosed and used to redirect well-known site
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Registrar Vulnerabilities

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- Domains set to do not renew
- Registrars need to evaluate how weak their human links are
  - Many are lax enough to be easily victimized by simple social engineering tricks
    - In many cases, a user ID and password is all that is needed
Registrar Vulnerabilities

- Number of registry breaches has decreased
- Issues resulting from DDoS, SQL injection and brute force attacks
- Significant measures to increase security on registry systems
ICANN Initiatives
ICANN Initiatives

- IANA Stewardship Transition completed
- Reviewing the New gTLD Program/Subsequent Rounds
- Next Generation Whois – Registration Directory Service (RDS)
- Abuse complaints
IANA Transition Completed

- 2016 ended U.S. Government oversight of the IANA (Internet Assigned Numbers Authority) Function
- The IANA Transition became political fodder and was often misunderstood
- The internet is basically the same
- Transition is in keeping with the multistakeholder model of internet governance
- ICANN Accountability initiatives ongoing
New gTLD Program Update

- 1,215 new gTLD strings delegated
- 1,241 Registry Agreements signed
- Several new gTLDs changing hands – more to come
- New launches and business models
- Defensive registration stats and studies
  - 71% of new gTLDs registrations are parked
  - CCT Review Team is exploring other ways to determine what is “defensive”
Concerns for Subsequent Procedures

- Brand Concerns
- Registrar Concerns
- Geographic Terms and Two-Character Strings
- RPM Reviews
- Trademark Clearinghouse (TMCH) Review
Estimated Timeline for RPM Review

Source: ICANN 56 Helsinki – Cross-Community Session on Review of all Rights Protection Mechanisms in All gTLDs
Privacy/Proxy Services Accreditation Implementation (PPSAI)

Final Recommendations of the PPSAI Policy Development Process Working Group
Approved by GNSO Council January 2016 / ICANN Board in August 2016

- Scope and definitions
- Requirement to ensure underlying data accuracy
- Mandatory provisions for customer agreements
- Best practices
- Contactability / Responsiveness
- Relay, abuse report requirements
- Disclosure framework
PPSAI Policy - Implementation Review Team

- Implementation Review Team has convened to assist staff in implementing the approved policies
  - 37 community members – half are Registrars
- GOALS: Accreditation Policy, Accreditation Agreement, ICANN infrastructure and processes to manage program
- TIMELINE: Approval by 2018, Effective by 2019
Whois / Registration Directory Services

- Implementation Review Team has convened to assist staff in implementing the approved policies
  - 37 community members – half are Registrars
- Next-generation Registration Directory Services Policy Development Process Working Group continues to meet
- Accomplishments
  - Approved a Work Plan
  - Key input summaries: Users and Purposes; Data Elements; Privacy Concerns
  - Mining of possible requirements from EWG Final Report and other sources
- Next steps
  - Deliberate on the volume of possible requirements
RDS PDP – Charter Questions

Registration Data Elements
What data should be collected, stored and disclosed?

Users and Purposes
Who should have access to gTLD registration data and why?

Privacy
What steps are needed to protect data and privacy?

Gated Access
What steps should be taken to control data access for each user/purpose?

Registration Data Accuracy
What steps should be taken to improve data accuracy?

Cross-Cutting Questions
Coexistence, compliance, system model, cost, benefits, risks, other?

Source: ICANN 56 Helsinki – Cross-Community Session on Registration Directory Services
Community Discussion Highlight: Abuse

- Several sessions about abuse 2016
  - RDS / Whois Abuse
  - Mitigation of Abuse in gTLDs
  - DNS & Content Regulation

- Issues for consideration
  - What are the responsibilities of community members?
    - Registrars, Registries, ISPs
  - What is the responsibility of ICANN?
  - Is there harm in developing abuse mitigation practices?
New gTLDs
New gTLD Landscape

27 million
Total new gTLD domain names Registered

Source: ntldstats.com

Top 20 Most Popular Corporate New gTLDs

- .sucks
- .porn
- .news
- .adult
- .online
- .shop
- .reviews
- .blog
- .london
- .support
- .公司 (Business organization)
- .xyz
- .top
- .win
- .club
- .wang
- .site
- .link
- .bid
- .site
- .online

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New gTLD Behavior

- Higher Sunrise registration fees
- Increase in premium domain lists
- Blitz pricing - .shop, .sucks (reduction)
- Blocking
- PICDRP
.Brand Delegation Status, as of 12/31/16

- Delegated: 99%
- Not Delegated: 1%

Source: icann.org

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vitality.bio

Unlocking the Power of Cannabinoids for Treatment of Sarcoma

globat.canon
Domain Disputes

- Record year for domain disputes
- Largest URS case ever filed
Registry & Registrar Consolidations

- Registrar consolidations
- Registry/Registrar consolidations
- Service provider consolidations
Key Domain Management Strategies for 2017
Refocus Domain Strategies

- Build portfolio with an appropriate composition
- Strategic decisions to ensure proper brand coverage
- Creative opportunities to reach an international audience
- Balance brand protection efforts to minimize enforcement costs
Building Portfolios

- More than 2900 TLD extensions
- Understand existing coverage
- Identify possible gaps
- What are corporate objectives?
  - Maximize exposure
  - Defensively protect
Factors to Consider
Reaching an International Audience

Look for opportunities across **all** TLDs

- Create web presence in countries where ccTLDs dominate
- Generate eCommerce revenue worldwide
- Register in local languages to support global promotion
- Portray understanding of culture and nationalistic pride

New gTLDs offer creative opportunities for memorable campaigns & launches
Balanced Brand Protection Efforts

Protect key brands & trademarks

Leverage blocking where available

Policing and enforcement programs
Domain Backordering

- Low cost solution to automate registration of expiring domains
- Successful registration not guaranteed
  - Only effective if the owner does not renew the domain
  - Likelihood of success increases with number of providers used
- Multiple requests through the same provider result in auction
- Available for gTLDs and some ccTLDs
Domain Acquisitions

- Often used for new product or brand launches
- A good alternative in cases where other avenues are not available or are not practical
- Prevent price escalation by concealing your identity
- A domain valuation can help you make an informed decision
- Reported domain sales range from a few hundred dollars to millions of dollars
- Some owners may not be motivated to sell
Enforcement Options

- Cease & Desist (C&D)
  - Cost effective
  - Automated through Brand Product
  - Compliance is voluntary
- Uniform Rapid Suspension (URS)
  - $375 filing fee
  - Applicable to new gTLDs
  - Suspends domain(s)
- Uniform Domain Name Dispute Resolution Policy (UDRP)
  - $1,500 filing fee
  - Applicable to all gTLDs and some ccTLDs
  - Transfers domain(s)
Maximize Portfolio Values

Understand whether active records exist for domains under management

Why does domain utilization matter?
- Resolving domains typically offer a better user experience
- Someone will capture the traffic if you don’t
- Provides important intelligence

The volume and type of traffic is a key value indicator

Every domain should have a purpose
Utilization Best Practices

- Align utilization with search optimization strategy
- Leverage use of Web-forwarding
- Example of common approach to where to forward secondary domains
  - Misspellings, Typo squats, Variations => Core Sites
  - Product names => Product Pages
  - ccTLDs and IDNs => Native Language Pages
  - New gTLDs => Home or Product Pages
  - Derogatory Pages => Feedback or Blank Pages
- Conduct regular reviews
Portfolio Optimization

Understand value of existing portfolio

Portfolio Audit, Risk Analysis & Domain Value Assessment

Identify gaps

Identify domains with resell value

Domain Guidelines & Processes

Portfolio Re-alignment, Usage Recommendations, Coverage Priority Scale for Major Brands

Ensure proper coverage

Capture lost traffic

Effectively promote and protect brands
Domain Name Strategy & Process Reviews

An Annual Review to Reevaluate the Current Overall Domain Strategy Should Involve:

- Reviewing **domain name trends** and changes to the domain name landscape
- **Reviewing business changes** that might affect registration strategy and processes
- Conducting an **audit to identify any areas of non-compliance** (i.e., employees/agencies registering domain names outside of centralized process)
- **Updating strategy** and processes to reflect major changes in the environment (external and internal)
DNS & Security

Multi-provider DNS approach for additional resiliency and redundancy

Implement security best practices

Centrally manage domains and certificates

Utilize SSL Certs for customer facing websites

Obtain visibility into all issued certificates
Protecting Critical Domain Assets

Preemptive security measures provide peace of mind

- Advanced account security measures
  - Two factor authentication
  - IP access restrictions
  - Single sign on
  - Forced password updates

- Operational policies
  - Logins, passwords or auth codes never revealed
  - Limit account access
  - Automated email notifications of domain name changes

- Advanced domain locking
  - Registrar lock
  - Registry lock
  - Zone lock
New gTLDs

- Many of the most anticipated new gTLDs yet to launch
- Registry consolidation
- Buzz around next round of new gTLDs, timeline remains unclear
- Brand owner involvement in future rounds
ICANN 2017: Looking Forward

- Policy work will dominate 2017
- Brands have a lot of opportunity for influence on important issues
  - Intellectual Property Constituency, Business Constituency
  - International Trademark Association (Internet Committee)
  - Brand Registry Group (BRG)
- Copenhagen (March), Johannesburg (June), Abu Dhabi (October)
Stay Informed and Get Involved

- ICANN Business Constituency
  - http://www.bizconst.org/

- Intellectual Property Constituency
  - http://www.ipconstituency.org/

- Brand Registry Group
  - http://brandregistrygroup.org/

- Domain Name Association
  - https://www.thedna.community/
For information on MarkMonitor solutions, services and complimentary educational events:

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