



MELBOURNE **IT**

A TLD as a brand

new gTLDs from a corporate viewpoint

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Current Environment is Complex for Corporates

- Global landscape with **more** than 300 domain spaces available today
- What and where to register to **promote** and **protect** brand value
- How to use domain names to **achieve** a return on investment
- Online opportunities **emerging** and **evolving**
- Budget allocation **shifting** to online
- Domainers are becoming **smarter** and more **savvy**
- Technical threats are **evolving** and **becoming more intelligent**

Effectively manage **opportunities** and **threats**



What does the introduction of New gTLDs mean to the Corporate world?

- What are the opportunities?
- What are the threats?
- How will they work in practice?



Opportunity or Threat to Brand Owners

Based on surveys as well as face-to-face discussions the following are the key perceived concerns and needs:

Clarity	The intent of the ICANN proposal is not completely defined.
Cost/Benefit	Perceived limited benefit to IP managers in general. Expectations are the cost of online brand protection will increase.
Branding	Perceived value in gTLDs for branding.
Value Creation	Preference to manage as much as possible in-house.
Strategy	There are many complexities to understand and manage.

- Concerns about cost to protect brands at the second level
 - See the new process as a major cost increase (ICANN has assumed about 500 new gTLDs in their cost model)
 - Concerns dispute process
 - Concerns about what is required to run a TLD
- More brand owners beginning to understand the value in a top level name to reinforce the status of their brand
 - Global control of “.brandname” and “.generic name associated with brand”
 - Easy access to short, keyword domain names
 - Elimination of cyber/typo squatting
 - Positioning - well resourced organizations can afford a top level name
 - Elevates perception (just about anyone can afford a domain name at the second level of .com)
 - IDNs

What does the introduction of New gTLDs mean to the Corporate world?

- New opportunities
- Threats will evolve and emerge
- Need for partner to manage



Trusted partner to help manage

OPPORTUNITIES

INTERNET



Trends

- Globalisation
- Introduction of New TLDs
- Web 2.0 evolution and expansion
- More intelligent security threats
- Domainer industry evolving

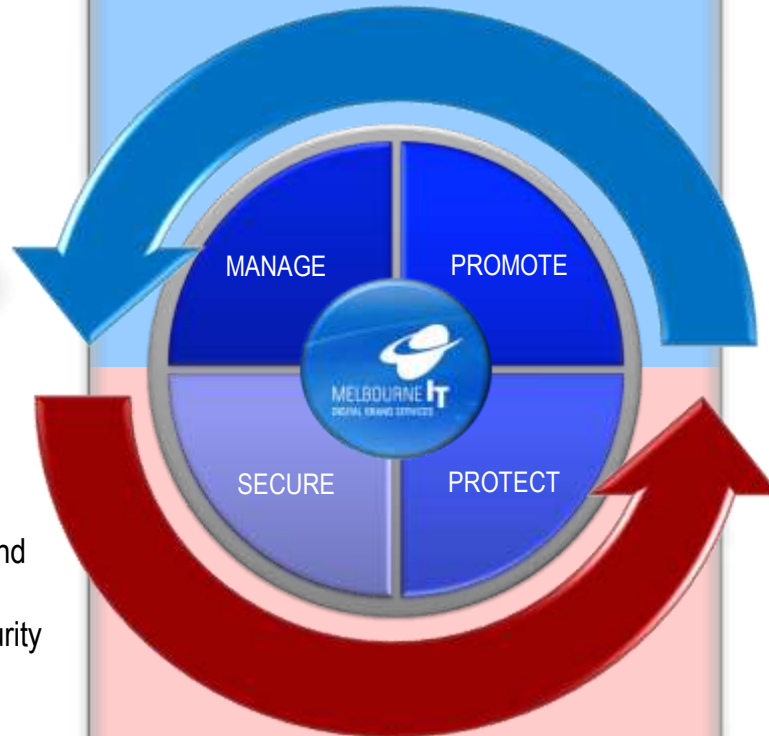
THREATS

BRAND OWNER

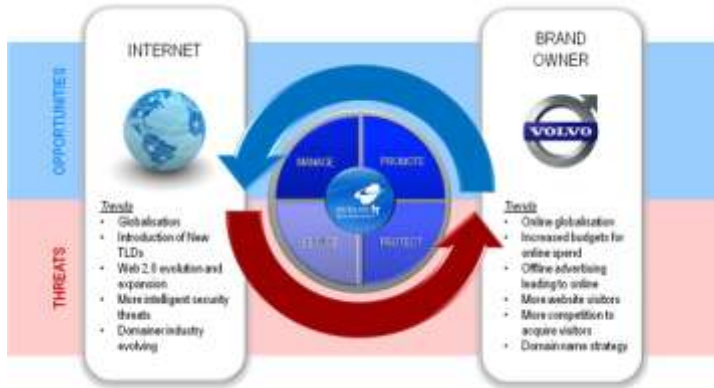


Trends

- Online globalisation
- Increased budgets for online spend
- Offline advertising leading to online
- More website visitors
- More competition to acquire visitors
- Domain name strategy



Trusted partner to help manage



TLD Strategy Consulting



TLD Acquisition Consulting



Registry Operations & Management



Watching