
ICANN85 Mumbai | CF – GNSO: RySG BRG Membership Meeting and Community Outreach
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NIKKI SCHULER

Hello and welcome to this meeting of the Brand Registry Group. Please note that this session is being recorded and is governed by the ICANN Expected Standards of Behavior, the ICANN Community Anti-Harassment Policy, and the ICANN Community Participant Code of Conduct concerning Statements of Interest.

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CREWS GORE

Hi, everybody. Welcome. Thank you for attending our Brand Registry Group meeting. I'm going to then pass it over to Jen just to give any kind of announcements, but just wanted to welcome everybody and thank you for being here. Jen.

JENNIFER GORE

Hi, good afternoon, everybody. It's good to see you. Thank you for joining the BRG session, membership session at ICANN85. We've

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got a packed agenda today, so we'll kick it off with Nisha talking about showcasing dotBrand use cases.

NISHA PARKASH

Hi, everybody. Excuse me, sorry. Hi, yep, so I'm Nisha Prakash, Head of Domain Management for Sky. So yeah, today, I just wanted to sort of maybe cover some things I have discussed in the past, so just to kind of reiterate the strength of how we are using the TLD, but I actually haven't ever really demonstrated some of our sites.

So, that's what I'm going to talk about today and just lead into some changes that we're seeing in the business from a consumer point of view. And I just want to sort of touch upon that and our use case for .sky in this instance, but I'll jump straight in if you could move to the next slide, please. So, I'm just going to get just deep dive really into what we're doing with .sky and what we've been doing for the last decade.

I'm showcasing a handful of websites here. I've talked about this in the past, so if you've heard this story, I'm going to say it again because it's still one of my best stories. We moved off from sky.com to a .sky domain, which again, in this sort of world, like we never really find organizations understanding the route and the journey to do that and they always seem to be quite overwhelmed with losing the SEO on kind of legacy domain names, but we made that move.

So, skygroup.sky is our corporate website, and like I said, we migrated that off of corporate.sky.com. I won't linger here too much. If you want to go to the next slide, please. Another use case, skywebsites.sky. This is used internally or accessed externally by SSO. This is ensuring that we can create content that is basically accessible to ourselves and marketing sites. Again, this is really key when it comes to keeping kind of security tight.

These sort of domain strings can be replicated because it's behind SSO. Of course, the content is not available to the public. However, the domain string depicts that if you do land on it and you're working on this site, it has to be Sky that you're transacting with in terms of our third parties. Just next slide, please. So, we go back to skygroup.sky here. Again, this is the corporate site that talks about anything that we're doing in the corporate space.

Everyone will be aware of the zero initiative that we're all trying to achieve in the coming years. So, we've set up a site still to a .sky domain sat on skyzero.sky which essentially redirects to skygroup.sky. So, the use case here is creating friendly URLs within your domains, and of course, you can do that to any TLD, but, we are able to create shorteners, which essentially ends up going to a much larger, longer, friendly URL.

So, the customer and the comms would go out as skyzero.sky, but it still lands onto a .sky. If you want to go to the next slide. So, we have an education and academy studio within our corporation. So, this is where we upskill young talent, and this is their path to,

instead of using the method of universities, they'll basically come to our academy instead of going to university.

So, we will upskill them in the academy. So, this is focusing on the school and education sector. This is quite key because, of course, again, we're going to be working with third-party schools, education boards, and there is a real need to ensure that they understand that they are transacting with Sky and they're seeing content from Sky.

The use case in all what I'm saying is mostly around kind of phishing and scamming. So, this is where this sort of content becomes quite key. We need to make sure that we're keeping our affiliates safe and we're able to do this leveraging the .sky TLD, I should say. You want to go to the next slide, please? This is a newly registered domain, which kind of came about in the last couple of months.

And again, this is a great use case because we're redirecting from a .com. So again, just saying that we are moving away from the .com space where we can now keep our branding really centralized to the .sky registry. You'll notice right now that the use cases that I've provided have depicted in the string sky twice. I'll talk about that shortly, but at this point I just want to highlight that using sky twice gives us a recognition that these are our corporate websites.

So, this is how we've managed the naming convention, and if it's got sky twice, it has to come from our corporate world. But again, I will talk about the use case of single sky shortly. So, if you want to

move on to the next slide. So, this is an interesting one because this is pre-release on what's upcoming within our world of media. And you have to have a specific criteria to meet, well, you've got to meet a specific criteria to understand what the content is.

So, not everybody and not just the public can access the upcoming content. You'll probably be aware, like people get quite obsessed with shows and when the next season's coming out, or there are certain affiliates that need to know that detail before it hits the pre-release or trailers, and so, this has been built to dot sky to allow those third parties to understand that again this is not a fake site, this would be sky that you're dealing with. If you go to the next page.

This is another version of that sat on back at the corporate site at skygroup.sky. So, it sits in a similar world, the content's similar, but we've actually used the corporate website for that. It all ends up going to the same place ultimately. And if you go to the next slide. This is probably one of the best use cases and this is good. I'm going to touch on this shortly. So, when you sign up to want to receive that content, providing you meet the criteria, of course, this still lands on a .sky domain. So, we have created what's called a domain in the .sky registry, but it's being managed out of our messaging team.

Now, the reason for this is so that we can see that this particular email path cannot be hijacked. This is becoming a really big thing now within our world where we're seeing a lot of email exchange

and phishing attacks and scamming attacks coming from fraudulent websites as we would know it as DNS abuse. This path, if you look at the bottom, we've allowed one domain to be created with mail exchange. That mail exchange is managed internally at Sky, but you can connect to a third-party mail exchange.

So, this might be slightly confusing but it's a really big part of what organizations need to start looking at. Essentially in our world, we use a lot of automated mail providers, and if we are connecting DNS to the automated mail providers, we have no idea if that's ever going to be hijacked. What we have done here is create contact.sky as the root domain. We've created the subdomains to basically serve different services.

So, at the bottom you'll see notification.contact.sky. That email might be because you've got an upcoming subscription, you've got a renewal, you've got something that you need to look at. That would be managed, say, out of, say, Salesforce or SendGrid or a mail provider, but we can monitor any changes to that name via the TXT and MX records. So, we can see whether that particular email ever got hijacked for phishing.

And it's a really good way to use a TLD that you own and a brand TLD, because again, if the customer is receiving emails, they can only be receiving it from Sky if the end of the domain ends .sky and not an open TLD like .com. I'll touch on that further shortly, but I do encourage anybody to screenshot this just for reference, because it will have some detail that you could incorporate into

your organizations. If you move on to the next slide, please. Oh. Yeah.

If you just move to the next slide, please. So, just to highlight the singular sky here. A lot of people will say, oh, but if we've got the brand at the end, why do you need to have the brand at the start? One thing to note with Sky, our brand is always Sky and then the product, which is why sometimes we have to have Sky and then Glass and Sky Sports and Sky News, because that's how the consumers always understood the business, which is why you've seen previous examples just now where Sky's been listed twice.

But it was a conscious naming convention that we decided to put into place, as I said, if it has double sky, it is used in the corporate space. When it's singular sky, where we're using the branding towards the end and towards the right, this is a completely different depiction because sometimes we just want to make a statement. So, in this instance of production services, we have studios where we will offer other smaller companies to come in and use our production studios.

We want to tell them that it's run by Sky, but we don't want to necessarily force it as a Sky product. So, in this instance, we're just basically saying production services at Sky rather than saying it's Sky production services. We were actually skyproductionservices.com previously, and we rebranded in this method so that we can encourage the third party, smaller organizations to use our services on site. And again, it's all about

transaction here. It has to be Sky when you land on this page. If you go to the next page.

So, we have a creative studio in the same way, and we want third parties to use us to build their creative websites, I should say, and even corporate websites. So, again, we're not trying to force them to work with Sky Creative. We just want to say we offer a service to third parties where we can basically create their sites and be that creative hub for them. And simply, again, it just means creative at Sky.

And it's really important sometimes that people see that we're not forcing the branding on them and we're not trying to brand in a certain way. So, just having it like that is just really simple. What I love about one-word domains is that we would never be able to get creative.sky unless we, sorry, creative.com, unless we wanted to spend a few million, I guess, on a one word.com. So, we're able to leverage .sky to have those sort of small one word domain names. Go to the next page, please.

This one is at.sky used as at and not Austria. So, this is just depicting everything that happens at Sky as a maybe Sky employee, maybe somebody that might be coming to work on site with us at Sky. So, we will be building several pages to at.sky. So, where we're based in London, it's a campus and it's pretty difficult to get to. So, you would typically take a bus, sorry, a train to one of the stations and then we have shuttle buses.

So, if you're a visitor or you work at Sky, you can take a look at the bus timings and it would be bus.at.sky. If you wanted to eat on the campus, it would be food.at.sky. So, anything you think about that happens on the campus, we can create in this way. And again, information on these sites could be conflicting or you might find that people want to replicate that information for some strange reason.

But in this case, if you land up at.at.sky, you are basically looking at content from Sky. If you move on to the next slide, please. This is the last example for at.sky. This is a page where we internally talk to each other, share information, talk about projects, talk about things that might be highly sensitive. Some people just want to post some things that are going on in their work life, they want to put some stuff up. It could be, like I said, sensitive information.

So, we've built that to app.sky, called it Wiki for obvious reasons. So, yeah, that's sort of the last example of the sites, and I just want to touch on something that we are moving into now and something that we're now seeing problems with. So, if you just move to the last slide, please. Thank you. So, if you're an organization that is built on customers, you do have an obligation to keep your customers safe online.

People could challenge that, but I just think it's something that you should always never challenge. Moving into the world of keeping your customers safe. Now, I've worked at Sky for 13 years, so my examples here are very much what I've seen happen over the last

13 years. Working for an organization that sells products, that sells tangible goods, whether it's a TV, whether it's a mobile handset.

So, this is very much not necessarily isolated to me, but I can say that I've got good knowledge about how things have changed. So, 13 years ago when I joined Sky, I think it's safe to say that everyone in the room might understand that phishing and scamming was not as high as the level and the rate that we're seeing it now. Now, even 13 years ago, we were not Sky Mobile.

So, we didn't have a business that sold mobile phones, and over the years, as we're building our products, we're selling tangible goods now. This now has moved into the world of scamming, so it's a great way to scam customers and our customers to make them believe that they might have a free handset or they might be transacting with a fraudulent website to order a mobile phone.

Now, one thing that we've been recently discussing within the business is how do we keep our customers safe online from those phishing and scamming attacks that are happening, because unfortunately this costs businesses a lot of money. Now, I go back to the obligation we have to our customers. If we don't make a change internally, then we're going to continue to allow our customers to be unsafe online.

So, if we want to protect our customers, we have to look at these methods and say, well, what can we do to create customer trust? Now, the day I flew out to ICANN, we registered myorder.sky because this is something that's been in discussion for a couple of

weeks now. And what we're trying to do here is create communication to customers to say, look, if you're going to order something or if you want to transact with us, you're going to transact to something that comes to you on email but it has to end .sky.

So, if it doesn't end .sky, do not react to the email. It's safe to say that people can say, oh, create another domain in the .com space or create a .co.uk or create a .uk. Unfortunately, open TLDs allow anybody to do that, right? So, we could never keep up with the amount of domains that are trying to get registered for fraudulent activity. We could register a new domain for .com, somebody else is going to fire up another one in .com. We could register a .co.uk, someone else could fire up another .co.uk. We would never be able to keep up with the fraudulent activity that can happen in open TLDs.

The only way we can really look at changing the narrative here is saying we have a brand TLD and let's start telling our customers now that if they get an email from anything but Sky, they are not transacting with us. So, we need to change that internally. We need to go up the food chain, we need to discuss with all the teams that are sending consumer emails to discuss the changes in our methodology for email. Now, if we have a brand TLD, we can 100% make that more safe for our customers.

And then it will be a case of creating those communication channels to allow the customer to know that we're making that

change. So, we're not just going to do it and then not say anything. We're going to start doing it and then creating channels of communication to make them aware, look, we're trying to create that trust on the brand TLD. And it's just one of the best ways that you can cover that part of your trust. I don't see how you can do this now to an open TLD.

Like when you really think about it and sit with that thought, like how can you create a customer trust by constantly registering an open TLD? You just can't because it could be anyone, really, that owns that .com or owns that .co.uk. It can only be Sky that basically owns myorder.sky. So, the moment you receive that email and it's telling you to click a link or it's telling you to add personal details, it has to be us that's asking for that, and that's where we're trying to aim for now.

And I think at this point, I think it's really good to note, if we didn't see the amount of scams that happened, like what we're seeing now, 10 years ago, then what's going to happen in 10 years? How far could these DNS abuse go? It's unmeasurable at this point, unless something's really done about it, it's unmeasurable. So, if you're missing the opportunity now to apply for your brand TLD, just understand you've restricted yourself from doing things that we can do when we do own a brand TLD.

And so, you just have no idea where we're moving to. And I can't speak because I don't really have that level of knowledge to say, oh, will the internet still exist in like 10 years? What's going to

supersede the domain names? Because I have these conversations all the time with people. People say, oh yeah, but if I apply and the world changes in 10 years, now I'm stuck with a TLD.

No one can really say whether that's going to happen and whether that's going to be the case. But I will say that if you don't apply and you miss the window, you're going to miss opportunities that we can create owning a brand TLD. Even to the point of seeing the level of phishing attacks that we're getting, this is such a great way to show the customer that we care. We genuinely care.

If we're prepared to make that move on communication, we care about their safety. And we can start sending that message out simply by registering a dotBrand TLD. And that's it, really, from me. Thank you.

CREWS GORE

Thanks, Nisha. That was really great, and that's a lot of the stuff that I'm going to highlight in the next slide for brands and what they can expect when applying in the next round, to take a lot of the highlights that that Sky does and incorporate it into their own organization. Martin, you have your hand up. Yeah.

MARTIN KUECHENTHAL

Yeah, I'm not in the Zoom room, so I would have a question to Nisha. This is Martin Kuechenthal speaking. I totally agree with all what you're saying, so we are on the same page, but I think the

efforts and also the challenge is to communicate also to your customers.

Only because you have the .sky, contact.sky, this is not necessarily enough because there still will be spam and spoofing and a lot of fraudulent domain names, which try to scam data or get data from your clients. How do you make sure that this is communicated. I think the effort is not a technical effort, it's also a communication effort. Can you say something to this?

NISHA PARKASH

Yeah, so it is literally putting it out from the corporate channels and just sending our customers the emails that they need to see. We wouldn't just expect them to know that an email is going to be coming from .sky and to ignore every .com and .co.uk and anything else or ccTLD. We literally have to physically create that communication channel. So, we would be emailing, we would be sending comms out physically, as in via the channels that you have.

We can't be assumptive. Ultimately, if you're making that change, you have to let your customer know. But it's going to be a challenge because of course, it's going to be a slow drip effect. And I think that's the whole point here. It's not going to happen overnight, but we have to start making that change if we really care about the customer. And ultimately, like I said, the business is built on customers, so we have to start making moves and changes.

And the thing is, the fact of the matter is, I can't imagine a world without a dot brand TLD if I'm honest with you, I really can't. I think I'd feel really lost right now if I didn't have a brand TLD because when we talk to the business, I just don't even talk about a .com anymore, I don't even talk about a ccTLD or a gTLD. I just couldn't imagine how to do my job without the dot brand, because we have leveraged it in the ways that I'm saying and it's so strange for me to think that I couldn't give this advice.

So, ultimately, the reason why we're starting myorder.sky is because that's the advice I've given the business. And I just couldn't sit here and go, oh, yeah, let's just register on another .com. So, yeah, in answer to your question, communication needs to go out. But like I said, I just couldn't imagine not having that option.

MIKE RODENBACH

So, it's Mike Rodenbach. I'm curious about the naming convention of sky whatever .sky, because I don't think I've seen that before that I recall. First of all, I think you were saying that that's only for corporate sites, internal corporate sites, not for external consumer sites. Okay. So, that's one clarification I was wondering about. Otherwise, have you had any sort of feedback about how that is working and whether that's been making sense for you?

NISHA PARKASH

So, internally, it makes sense for us 100% with the double sky. Is that the lead to the question? Yeah. And for us, you know what it is? It's easy identification. I think I should really have put that in there because we see it, we see sky twice. If something goes wrong with that site, we know where to target and what teams to target.

It's also an internal naming convention for us to really be able to pinpoint where the team is that is managing that particular site. But in terms of double sky being used, they're still external websites, it's just depicting the corporate work that Sky does. And we've just rolled with that as it started with skygroup.sky, and then we thought that makes so much sense to continue that naming convention. But I think it's really important to note that naming convention is really important in a registry.

You shouldn't just try and do anything and everything. Have a strategy because once you have that strategy, you can leverage and champion the TLD, and I think that's where people struggle to say, well, what's the use case? But yeah, so we've not had any particular feedback other than people understand why sky isn't there twice and some people really don't, but you just have to take it as it comes.

MIKE RODENBACH

No other questions for Nisha, then. Crews, let's move on.

CREWS GORE

All right, great. All right. Thank you for those questions. All right. So, I'm going to talk about preparing for the ICANN dotBrand application window and what brands should know and be doing before April 30th is when the next application round is going to be open. Next slide, please. So, yeah, I just want to make a quick introduction to myself.

My name is Crews Gore, I'm the president of the Brand Registry Group. I'm also a senior director of domain names at Fox Corporation. So, a large media company based in the United States. And so, I'm going to bring a perspective on both of those through these slides and just talk to you about the next round and what to expect. So, dotBrands have evolved a lot since 2012. At first, brands took a more defensive approach and they weren't knowing how they were going to best use their dotBrand.

And since 2012, we've just seen a huge expansion of brand impersonation and phishing accounts. As domain names are being registered under your brand name, you're losing that digital identity fragmentation of your naming convention and how domains are being registered. We continue to have consumer trust challenges like Nisha has mentioned before with consumer trust and how important that is.

Increased regulatory expectations, as dotBrands strengthen governance and security controls to meet the rising compliance demands, we talked about NIS2 and GDPR, all these different things that are coming about, it's changing your perspective on

how you can use your dotBrand or what it looks like for an application-free organization. And then lastly, need for brand control digital infrastructure.

As we continue to highlight over the past months, the biggest shift since 2012 for dotBrands has been security and trust. We put together this little infograph for you to take a look at, but it's really now that many brands view dotBrands as a controlled digital identity infrastructure. So, having your dotBrand expands the way that you can use your naming convention, your security control at your organizational level, and so much more. Next slide, please.

So, step one is executive alignment. If we're right now really a month and a half out, and you're considering a dotBrand, you need to already be at this position where you need to be talking to your digital strategy team, cybersecurity, legal and the IP group, brand marketing. IT infrastructure. You need to be having conversations with these business units or sectors of your organization to make sure that applying for a dotBrand is right for you.

This also gave me a great opportunity when we did this for Fox that I could then share the ideas within the group, and you could almost create some kind of an alliance or just a working group within your organization of people that that understand how important a dotBrand can be for your organization. So, specifically at Fox, I know that I've got a great relationship with the InfoSec team, the IT infrastructure team, and myself.

So, through that, we've really put together a great infrastructure for .fox for our internal websites. And yeah, just building those relationships within your organization is going to only strengthen your dotBrand moving forward. Next slide. So, identify strategic use cases. And this goes a little bit hand in hand with step one, once you get that approval is, what are these use cases for your organization that's going to make sense?

Is it going to be secure customer portals or verified communications like Sky, anti-phishing infrastructure, and so on and so forth that are listed here? The top five reasons to apply for a dotBrand is future proof digital identity. Your dotBrand is just going to signal brand authenticity and strength. You're going to have full control over your DNS, your naming convention of your domain names. You're going to have stronger consumer trust.

As you start building that out to your customer, that trust is going to strengthen. You're going to be able to reduce domain portfolio costs. Once you start using your dotBrand domain name, you can start thinking about which domains you can let go because you're not going to have to protect your name in so many different naming conventions because you'll have a specific way that you want to name your domain names.

And another thing I just thought about is, with your naming convention or just domain names in general, owning that entire namespace, you have access to register any domain name out there that you want. Al.com just sold for \$70 million, but you can

register ai.yourbrand for essentially nothing. You see that, I just saw that Google, they have their whole AI website on ai.google.

They could have definitely been a bidder for ai.com, but chose to go onto their dotBrand. And then lastly, yeah, so align with security and regulatory controls. Security, security, security, we've been talking about it for months. It's such a huge part of our organizational structure and strategy on how we move forward, and dotBrand is a perfect place to help strengthen that security at your organization. Next slide.

Before we get to this, I just wanted to mention we do have the chat. So, if people have questions, feel free to put them in there, and we'll have myself or someone else from the BRG answer them. You can always email us at info@brandregistrygroup.org as well. And now I'm going to go to step three, which is you need to start looking at once you get past those steps of, okay, we know we want to apply, we have use cases that we're thinking about doing.

Now you need to start looking at bringing on a backend registry and ESCO provider so that registry operator is going to provide you that DNS infrastructure and technical compliance that ICANN requires for you to have a dotBrand. You're going to want to make sure that that backend registry is able to offer security monitoring and registry operations for you. And then the data ESCO provider is going to secure registry data storage for you. It's an ICANN compliant deposit management tool where validation and

reporting is available, and in case you ever needed the emergency data release capability. Next slide, please.

Step four, Governance and Compliance Model. This is where your key governance, you're going to work with different business units within your organization to come up with a governance on how you're going to use your dotBrand, who is going to be able to request a dotBrand and you know authorization policies. Security standards, there's so many different security tools and things that you can integrate into your dot brand such as pre-loading it onto the HSTS preload list to make sure that all websites are using HTTPS secure links through chrome.

Adding DMARC to the root zone of your dotBrand so that you have a security layer for your email services already built into your dotBrand before you even start using it. Some of these things are just great to think about as you are going through that application process so that once that domain is delegated to you, you are ready to use it the best way possible. Next slide, please. DNS Security Strategy, step five. As we mentioned before, this is a closed namespace.

So, you control every single domain name naming convention style that you want in your TLD. You can come up with those strategies if you're going to put your brand like Sky does at the beginning and then the product name to identify it as a corporate website. Or do you want to go for a shorter route? Those are all things that you get to decide in that closed namespace. You get to you get to try to

reduce the risk of domain name impersonation because they go after specific naming conventions that they hope to fish on from customers.

But if you're able to create something so short that it's really going to be difficult to impersonate, that just strengthens your brand security and that gives you those strong authentication signals of when you're using your dotBrand and those email security features that I talked about, being able to add DMARC to the root level of your domain name. Next slide, please.

Step six, Application Preparation. Now, we're a month and a half away, you are going to want to take time with your legal department or a trusted advisor or legal counsel within the ICANN community to talk about how you're going to prepare for this application. You're going to need specific corporate information that you're going to fill out for this dotBrand TLD.

You're going to need to have a technical registry plan. ICANN requires that you have a plan and lay out how you plan to use your dotBrand. So, you're going to need to lay that out alongside abuse mitigation policies, financial capability documentation, which can be difficult or a little bit troubling for organizations to put all that information together.

You're going to need to talk to your auditing team, your billing teams, your finance teams, your controller, all these different parts of the organization and people in the organization you're going to

have to connect with to make sure that you can put this application forward. And then your registry services description.

So, all these things are going to go through this application process. It would be great that you already start talking to one of those attorneys that you're going to want to put together this application with so that you can have these answers ready. You can have a roadmap to know who you need to talk to in your organization to make sure this application is put together correctly.

Next slide. And then you get to start thinking about your internal rollout planning. How are you going to use this? Are you going to use this trust.mybrand login or your products verify? These are just some examples of how you can start thinking about what are some great use cases for your brand and how you can use it. Start talking to the people in your organization about how you can actually roll those out, migrate your websites over. I just also did a presentation about migrating domain names over to your dotBrand.

When done correctly, you're not going to lose any SEO on your website. Google put out a great piece about that, how they moved over their entire blog page to blog.google without losing any SEO. And so, gaining this knowledge and just understanding how a dotBrand works, how other dotBrands have been using their TLD, and how you envision seeing your brand using your TLD are all those plans to go out in that internal rolling out plan. Next slide.

And that's where we come to Why Engage the Brand Registry Group? With the BRG, you're getting brand to brand collaboration.

So, we're getting to talk to all these different brands that are members, we get to hear their struggles, their success stories, how they went in applying in the last round, what questions they see when this new upcoming round is coming up, what questions they may have in the process.

So, it gives you a great chance as a brand to learn from others within our community, but then also ask those questions that you need to ask somebody that you're unsure about, and that another brand that has gone through the process or is going through the process may understand.

We highlight different brand success stories that you can start thinking about, maybe this is the way I want to use my dotBrand. We are definitely advocates of policy, so policy advocacy within the ICANN community and of course, direct engagement with ICANN, talking about those things that are most important for dotBrand TLDs.

Next slide. So, to sum it up, we've got one month to go. The time now is to prepare. The application window opens April 30th. You should already be aligning internally making sure that you have the budget and the okay from your team and superiors that you're good to go on applying for this, evaluating your registry providers and escrow providers, defining your use cases and preparing governance models so you're supporting brands in the next generation of digital identity.

I think that's my last slide. Perfect. So, if you have any contact or if you want to share your contact information, you have any questions, please reach out to us, visit our website or email us. If anybody has any questions, Louise, I see you have a question.

LOUISE WONG

Hi, my name's Louise. I'm from the Asian Domain Name Dispute Resolution Center. We're a UDRP provider. I have just a quick question about what you said about engaging the Brand Registry Group. As I understand, you're like an association of people who run dotBrands, but how would we engage the Brand Registry Group or engage with the Brand Registry Group?

JENNIFER GORE

Want me to take that one?

CREWS GORE

Sure. Yeah, you can take that. Sure.

JENNIFER GORE

Sure. Hi, my name is Jennifer Gore. I'm the executive director of the Brand Registry Group. You can engage me by sending me an email to jennifer@brandregistrygroup.com. I'll drop that in the chat. There's also info submission. Sorry, .org. There's also a submission off of our website, brandregistrygroup.org. And the email address is on the last slide, info@brandregistrygroup.org.

LOUISE WONG

Are you running like a consultancy and advisory service? Is that what you're?

JENNIFER GORE

We're a group with inside the RySG, we're part of the ICANN community.

MIKE RODENBACH

I think what she's getting at is we're a membership organization. The brands each pay to be a member of the group, to have access to our materials, to our meetings, our monthly membership meetings, help us to decide what should the priorities be in engaging with ICANN. So, we've been very active in engaging in the Registry Stakeholder Group and otherwise with ICANN, whether it be ICANN Compliance or ICANN's new TLD staff, for example, engaging them on particular matters that are of interest to brands as opposed to the broader registry community.

NISHA PARKASH

Sorry, can I just add? Yeah. So, I know we've spoken earlier and some time, but we haven't ever sat down and spoke about what we actually do as organizations. So, each of us are a board director and some of us are coming from big brands. So, I'm with Sky, Crew's with Fox, then you've got Apple, you've got Amazon, you've got eBay, and we rotate on the board.

But we come together as those brands to have a big have a bigger voice, like Mike's been saying. And I know where you're getting at with the question of consultancy, but it's like an advisory situation. We can all come together and have a much bigger voice. We can we can mentor each other in many ways as well on our use cases and things like that. But I'm always happy to sit and chat with you offline about it.

MIKE RODENBACH

Okay, no more questions for Crews. Then we can move to the next section, which is me. I am the secretary of the Board, and we have elections every year so that we obviously have continuity. Different members get termed out. We have two-year terms. And unfortunately, this year, Crews is finishing his third term, so he will be term-limited off the board. We also have one other member, Apple, Dave Souza, who will be term-limited out.

So, we'll be looking for at least two new members, that's assuming there's four others of us who can serve another term. I suspect we all will, but I'm not sure at this point. But anyway, we're going to need at least two new members and we will be electing a new Chair.

So, certainly, if you are a member already or know a member, know somebody who may be interested in serving, I hope they can outreach to me, to Jennifer, to Crews, to Nisha, to Martin, to anybody on the board and express your interest. The election must be held by end of May 31. So, we'll be putting out a call for

candidates and such in early April to get the process going. Any questions, let me know.

CREWS GORE

All right, great. Thanks, Mike. Now, this comes to the section of AOB. Does anyone want to bring up anything or have any questions? All right. If not, then we can cut this a little bit early, give some time back in your day. Thank you all for attending and joining us today. I hope you guys have a great rest of the ICANN meeting.

JENNIFER GORE

Thank you.

MIKE RODENBACH

Thanks, Crews and Jen, for showing up. I know the time difference is onerous for you. Good sleep.

JENNIFER GORE

Same for you. Thank you.

NIKKI SCHULER

We can end the recording. Thank you.

NISHA PARKASH

For those that are here as part of the BRG membership, we are going to take a picture of the group. We're going to gather over by

the screen and we're going to put Crews's face up there so we can actually have him in the picture with us.

[END OF TRANSCRIPTION]