



Newsletter

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.site Domain Names Eclipse .xyz in Dispute Proceedings



Despite the launch of more than 1,200 new generic top-level domains (gTLDs) in recent years, .com remains, far and away, the top-level domain that appears most frequently in decisions under the Uniform Domain Name Dispute Resolution Policy (UDRP). But, some new gTLDs are attracting more disputes, including .site, which has become the new gTLD that, so far this year, has appeared in the most UDRP decisions.

The rise of .site represents a change from last year, when .xyz was the most-often disputed new gTLD. Indeed, in 2016, .site was only the ninth most-disputed new gTLD, trailing not only .xyz but also (in descending order) .top, .club, .online, .vip, .store, .website, and .cloud.

None of these new gTLDs is giving .com a run for its money in the domain name dispute arena. So far this year, 71.83% of all domain names in UDRP disputes include .com. In a distant second place is .net, with 5.45%. Domain names that include the

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.site gTLD account for 2.18% of UDRP disputes.

This data is based solely on UDRP cases filed at WIPO, which is the only UDRP service provider that publishes real-time statistics. But, since WIPO is the most popular of the UDRP service providers, its data may be informative.

Despite the relatively small numbers, the increase in the number of .site disputes is significant. In 2016, only 18 domain names that included .site were the subject of UDRP cases at WIPO; yet, in less than nine months this year, the number has risen to 74.

A search of UDRP decisions at the Forum (the second-most popular UDRP service provider) identifies an additional 10 .site disputes. Plus, the Forum has had eight .site domain names in determinations under the Uniform Rapid Suspension System (URS). (WIPO does not accept URS cases.)

So, why is .site suddenly a popular new gTLD to dispute?

- .site domain name registrations overall are relatively popular. With more than 538,000 domain name registrations, .site is now among the top 10 new gTLDs, according to new gTLD Stats.

- .site domain name registrations are being offered for only 99 cents for the first year, which may mean that domainers are attracted to them without much regard for potential trademark issues that arise in UDRP and URS proceedings.

- As a short and simple new gTLD, .site has probably attracted the attention of trademark owners, who consider cybersquatting to be more problematic than in other new gTLDs, such as (to name just two) .engineering or .scholarships, which so far have not appeared in any UDRP cases at WIPO or the Forum.

- In many cases, .site domain names are being registered by cybersquatters along with other new gTLDs. For example, Philip Morris filed a UDRP complaint for 18 domain names, only one of which included the .site gTLD (<marlboro-cigs.site>); and Tinder filed a complaint for 15 domain names, but only one (<tindersafe.site>) was not a .com.

Source: CircleID

ZACR to Delete 12,000 .za Domains

South African ccTLD registry ZACR is to delete more than 12,000 domains, many of them English dictionary words, ending in .org.za.

That's more than a third of the current count of .org.za domains, which stands at about 33,000.

The list includes many English dictionary-word domains very possibly worth more than the standard registration fee, such as sex.org.za, accountant.org.za, comedy.org.za, vodka.org.za, casino.org.za and cash.org.za.

The domains will be deleted and then become available for first-come, first-served registration on September 1st.

The current registrants have had fair warning. The company migrated to a new EPP-based registry back-end a few years ago and told its customers they had to migrate to an accredited registrar.

A year ago, it suspended 15,420 domains, cutting off their ability to resolve in the DNS, as way to bring the impending deletion to their owners' attention, but since then only 2,394 suspended domains have become compliant with the new rules.

That means 12,677 .org.za domains face the chop, unless their owners mount an eleventh-hour rescue operation.

The .org.za space is far less popular than commercial counterpart .co.za, which has over a million registered names.

Source: Domain Incite

“Statistical Analysis of DNS Abuse in gTLDs” Report Available for Public Comment



NEW YORK - ICANN announced the publication of the report, «Statistical Analysis of DNS Abuse in gTLDs». The study was requested by the Competition, Consumer Trust and Consumer Choice Review Team (CCTRT). In defining

the parameters of the study, the CCTRT sought to measure rates of common forms of abusive activities in the domain name system, such as spam, phishing, and malware distribution. The study aims to compare rates of these activities between new and legacy gTLDs, as well as employs inferential statistical analysis to measure the effects of DNSSEC, domain parking, and registration restrictions on abuse rates using historical data covering the first three full years of the New gTLD Program (2014 - 2016).

ICANN commissioned the study on behalf of the CCTRT in order to inform the review team's work. It was conducted by researchers from SIDN and the Delft University of Technology.

The report is available for public comment as of September 19, 2017. The CCTRT will review public comments on the study's findings and incorporate them into their final report as they deem appropriate.

Key Findings:

- The amount of «compromised» (i.e. «hacked») domains appear higher in legacy gTLDs.
- The amount of «maliciously registered» (i.e. domains registered for malicious purposes) appear higher in new gTLDs.
- Registration restrictions appear to have an impact on reduced abuse rates.
- Abuse counts, or absolute number of abused domains, show relatively constant and higher levels of abuse in legacy gTLDs and an upward trend of abuse in new gTLDs.
- With some exceptions and spikes, rates of phishing and malware domains in new gTLDs, which are based on an «abused domains per 10,000» ratio, tend to be lower than in legacy gTLDs. Phishing and malware trends in new and legacy gTLDs appear to be converging to similar levels by the end of 2016
- Privacy and proxy service-associated domains do not appear to correlate with abnormally high levels of abuse

Source: ICANN

www.tag-domains.com

.brands Spotlight: Banking and Finance Industries



The .brands Spotlight series takes a deep-dive into interesting facets of the .brands TLD space, looking at data sources to find insights about how .brands are being used across different industries, regions, and organizations. This Spotlight piece focuses on the global banking and finance industries.

The banking and financial services sector comprises almost one fifth of the global economy, with total assets of \$163,000 billion. As one of the most globalized and information technology-reliant sectors, it is no surprise that the banking and financial services sector is one of the most heavily represented in the .brand space.

Key statistics:

- Total TLDs delegated: 59
- From companies including: Barclays, Bradesco, HSBC, National Australia Bank (NAB), JPMorgan, Chase
- Total domains registered: 545
- Average domains per .brand: 9.2
- Industry percentage of all .brand domains: 10.3%
- Proportion of active TLDs (more than 2 domains registered): 11%
- Proportion of active domains (resolving or redirecting): 56%

Key use cases

- Barclays uses www.home.barclays as the home page of Barclays Bank PLC.
- HSBC uses www.letsride.hsbc as a redirect to the homepage of a British Cycling initiative sponsored by HSBC UK.
- Bradesco Bank in Brazil has setup fundacao.bradesco for The Bradesco Foundation: «Education that broadens horizons and transforms lives.»
- National Australia Bank (NAB) is using www.developer.nab to open up its APIs

to «...empower developers to create the next generation of innovative customer experiences».

Industry spotlight: How Barclays brings simplicity in a cluttered online world
Of the banks and financial services companies using .brand TLDs, Britain's Barclays Bank is the leader in terms of domain registrations. With 123 registered .barclays and .barclaycard domains, 32 are currently actively resolving or redirecting.

Barclays has long been a leading innovator in the British financial sector. It was the first high street bank to introduce ATMs (1967) and was the first to offer a debit card (1987).

In May 2015, Barclays became one of the first major brands worldwide to migrate from a global «brand.com» to a .brand TLD.

Troels Oerting, Barclays Group Chief Information Security Officer, said at the time, «The launch of the .barclays and .barclaycard domain names creates a simplified online user experience, making it crystal clear to our customers that they are engaging with a genuine Barclays site.»

Servicing so many disparate sectors around the world, Barclays makes extensive use of multiple domains and pages to maintain contact focus on individual markets.

Given the size and scope of the banking and financial services sector along with the heavy competition in this market, .brands are a chance for companies to differentiate themselves and improve customer experience by getting people where they need to be, quickly and easily.

Barclays, for example, targets the SME, start-up and self-employed sectors with a range of dedicated sites such as www.entrepreneurs.barclays and www.readytowork.barclays.

South American bank leading the way in innovation

Brazil's Banco Bradesco maintains the most active .brand in the finance sector, with 106 out of a total of 116 registered domains resolving or redirecting. Bradesco is Brazil's second-largest private bank, and is internationally recognized as a technology innovator.

It was the first to introduce internet banking in Brazil, and today uses biometric palm print identification for its network of 35,000 ATMs.

Banco Bradesco's position as the cutting-edge bank introducing new technology in South America has led it to the .brand path, using its .bradesco TLD as its primary

address at banco.bradesco, with several sites set up using these domains for specific, additional functions of the business. These include sites such as www.financiamentos.bradesco, www.funacao.bradesco and www.universitario.bradesco.

These .brand sites allow the bank to provide specialized services for customers, including one-stop shops for purchasing and finance options.

Challenges in the banking and finance sector

Traditional players in the banking and finance sector may be able to trace their founding back for centuries, but rapid technological change in recent years means that long-dominant institutions find themselves increasingly exposed to new competitive forces.

Developments in technology and regulatory reforms are reducing entry barriers. Similarly, social change means younger generations have new demands and expectations that traditional institutions possess little competitive advantage in delivering.

The rise of fintechs, neobanks and challenger banks, and an international move towards open banking, has given rise to potential challenges for established players.

Conclusion

Totalling more than 10 percent of all domain registrations, the banking and finance sector is strongly represented in the .brand space. Top adopters include five of the world's ten largest banks: Industrial & Commercial Bank of China, JPMorgan Chase, HSBC, BNP Paribas, and Bank of America.

Using .brand sites allow these early adopter companies to separate their functions and deliver customers to dedicated websites addressing their specific needs, essential in a busy world where banking needs are more diverse than ever before.

Source: CircleId

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