

 GoDaddy Registry

# .brands Industry Report

Everything you need to know about .brands

NOVEMBER 2021



## What is a .brand?



A .brand is a top-level domain (TLD) like .com or .co, but with your brand name to the right of the dot. It's your own custom-branded digital ecosystem, where you have total control over the entire namespace.

Over 500 of the world's largest brands applied for their own piece of internet real estate. It's time to end the search, and start connecting.

[www.makeway.world](http://www.makeway.world)

# Contents

## 06

By The Numbers

## 08

JP Morgan Chase focused on security and ready for the Next Round of new TLDs

## 14

Showcase: Highlights

## 16

.brands Spotlight:  
ads.amazon

## 18

.brands Spotlight:  
signtime.apple

## Foreword

Hello and welcome to the second .brands Industry Report of 2021.

It's now over 12 months since our team joined the GoDaddy family and we've been working hard to drive the industry forward and continually find ways to help you – our valued customers – with your .brand journey.

As part of this, stay tuned in the coming months as we look to roll out a range of enhancements to our products and services to help our customers with their .brand projects. Keep your eye out for some of these announcements in 2022.

From an industry perspective, as the global economy continues to rebound slowly from the pandemic, so too has the usage of .brands globally. This is evidenced by a series of high profile .brand activities across the world (see the Showcase on page 14) despite relatively flat growth rates for .brand domain registrations (see the By the Numbers section on page 06).

In this report, we're excited to bring you a range of interesting perspectives. Firstly, we are blessed

to have been allowed to dive into the deeper operating landscape of JP Morgan Chase, the global financial services giant.

In this exclusive interview, we get insights on what is required to ensure brand protection and platform security across a global organization, their expansion into China and the role that .brands can play in their desire for better customer experience. This is a must read for any large company currently owning, or contemplating owning a .brand TLD.

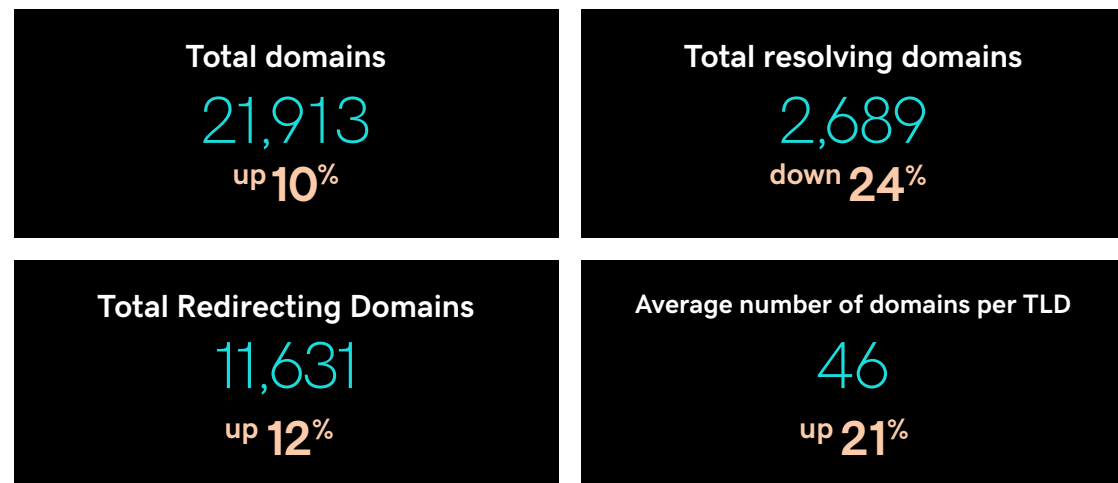
Also in this edition, we look into some key .brand activities from global players such as Apple and Amazon – with our Spotlight articles demonstrating some amazing usage from these international powerhouse brands.

We hope you're staying safe during these challenging times and as always, we wish you and your families a healthy and prosperous remainder of 2021 and look forward to connecting with you during 2022 and beyond.

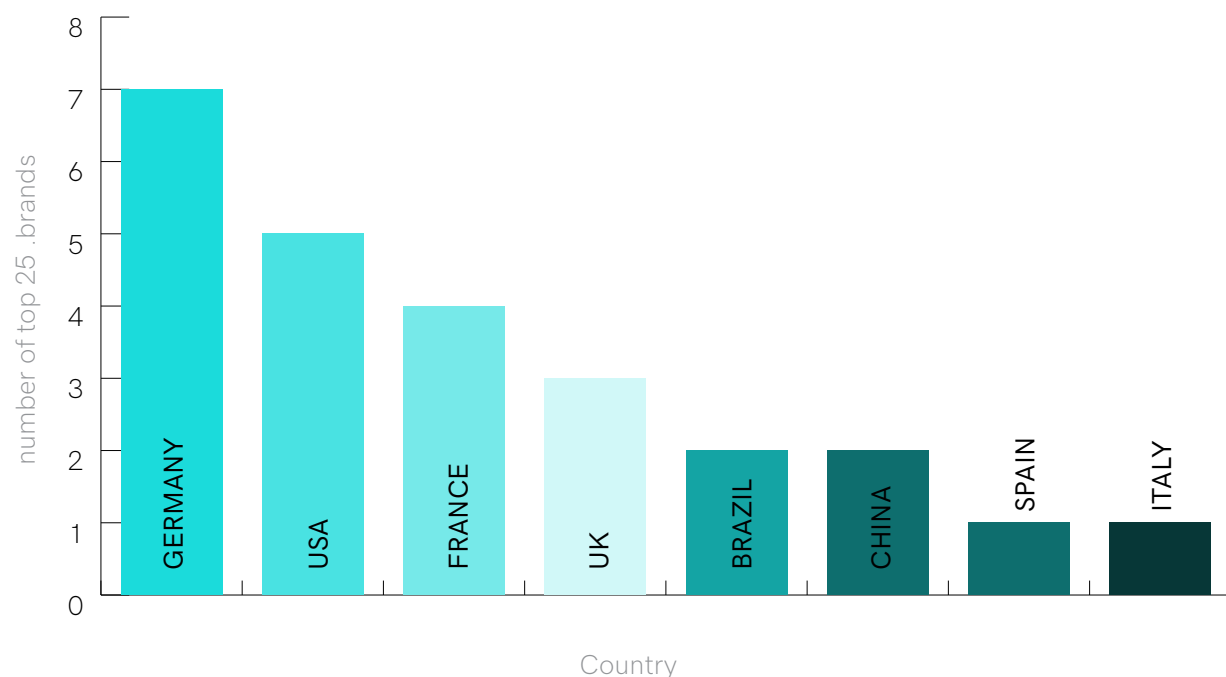


Jason Loyer  
Director, Client Services,  
GoDaddy Registry

# By The Numbers



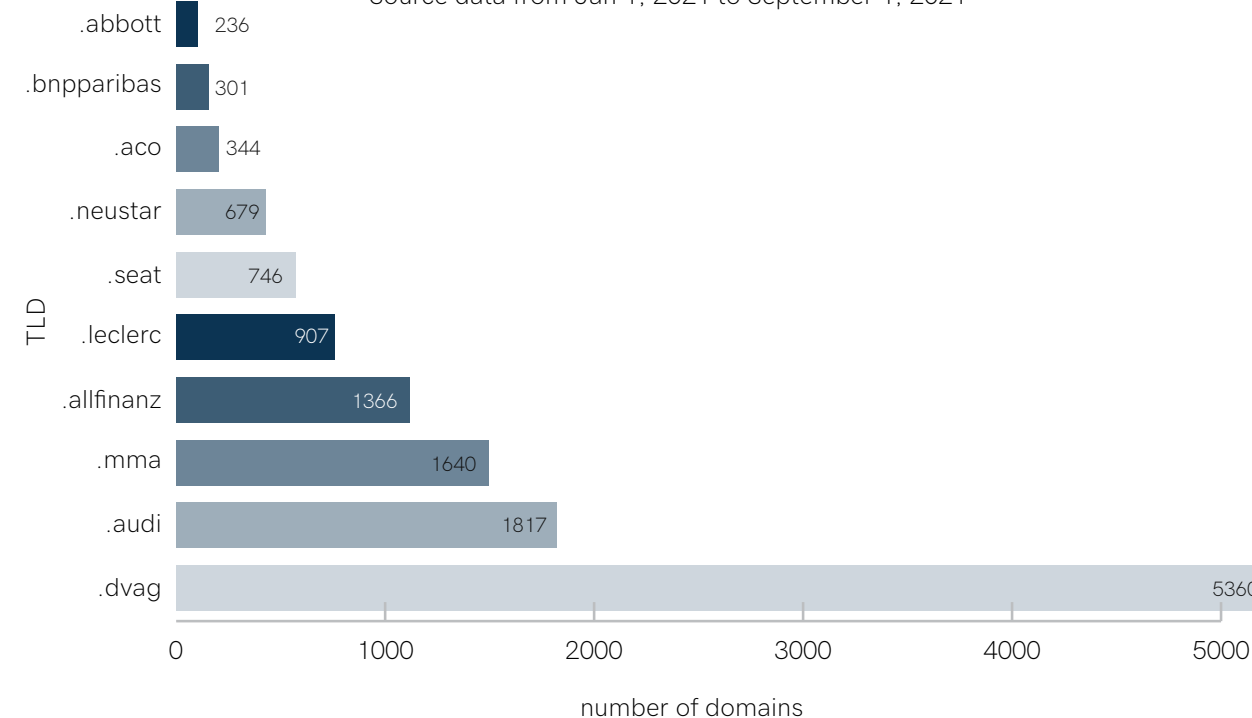
Where are the **top 25** .brand domains from?



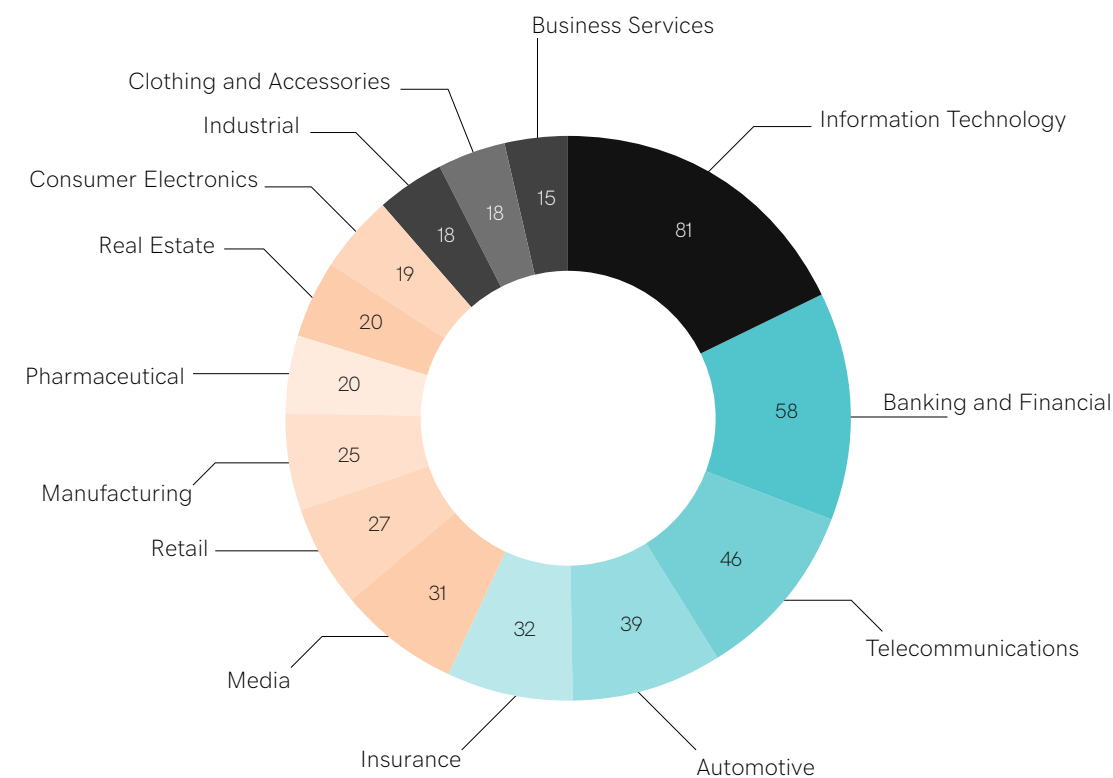
Stats correct as at September 1, 2021. Growth rates indicate change over 12 months from September 1, 2020 to September 1, 2021

Most .brand domains **registered**

Source data from Jan 1, 2021 to September 1, 2021



Which industry **sectors** hold the most .brand TLDs?



Source data from Jan 1, 2021 to September 1, 2021



# JP Morgan Chase focused on security and ready for the Next Round of new TLDs



**Tony Kirsch**  
Head of Professional Services,  
GoDaddy Registry



**Deborah Atta-Fynn**  
Head of Brand Protection at JP  
Morgan Chase

As one of the world's largest financial services organizations, JP Morgan Chase deeply understands the need to protect their brand and ensure a secure platform for all their customers globally.

In this exclusive, GoDaddy Registry's Tony Kirsch sits with Deborah Atta-Fynn, Head of Brand Protection at JP Morgan Chase to discuss her unique insights on how the bank deals with impersonation, why security is embedded in everything they do, and why .brands may be a key tool in helping them to define their future. (This piece is adapted from the podcast which can be found in full at [registry.godaddy.com/podcasts](https://registry.godaddy.com/podcasts))

**Tony: Deborah, can you please tell us a little bit about your organization and your role?**

**Deborah:** I represent the brand protection team here at JP Morgan and for our organization, the mission is really to protect the firm's brands and trademarks in the digital space. So, for us, that becomes a few items that we need to focus on. Specifically, we focus a lot on phishing and impersonation across the web. As you know, we're a global bank and so we often see a lot of impersonation with the intent to commit fraud. What we try to do is to deal with this as quickly as possible and be proactive in stopping that fraud and impersonation before it has any long-lasting effects on our customers and our brand.

**Tony: So how did you get into this sort of role Deborah?**

**Deborah:** I initially started out at CSC (Corporate Services Registrar) and that's where I was first introduced to this concept of brand protection. And it was very interesting learning about the domain space, and how companies are able to protect themselves in the digital space with domains, their trademarks, or registration with a trademark clearing house. And so, after being at CSC for about three years, I made the move over to JP Morgan when I saw a posting for a role with their brand protection team - and I've been here since.

**Tony: Coming from the domain name industry initially, and then moving in house, was there anything that surprised you?**

**Deborah:** Yeah, one thing I will say is that it was nice to get a perspective of the back-end work. While at CSC, we got to see the

requests for clients coming in where they're looking to register a domain and there's a launch happening. So you might get a slew of domains, but there's no connection to the DNS piece and the technical setup. Whereas on this side of the house, it's nice to see that setup and it's also nice to see the lead up time and what actually goes into a brand launch and how that gets put together internally before the domain registry piece of it plays out.

**Tony: Let's talk about the internal landscape. You touched upon the work that goes into making decisions around domains but if we took that in a broader context, what are the sort of the major threats that you need to be aware of?**

**Deborah:** So, I'll say the catchall here is going to be impersonation. And I when I say impersonation, I'm referring to the infringements we get as a global bank as we are present in just about every continent. We always have to be on our toes, proactively always looking to see what's next and what's going on because of the scope and how broad JP Morgan reaches with partnerships across the world.

So, it's not just always someone creating a Chase phishing page. Sometimes, for example, it's on JP Morgan analysis or new initiatives and before the news has landed there's a slew of new domain registrations that are ready to either commit fraud, or try to impersonate the firm just to advance their fraudulent attacks. So, for us, I would say impersonation on a very broad level is the one of our biggest threats, and even on social media this is a big space for us in the sense that we see a lot of impersonation of the firm, board members and the like.

**Tony: So, impersonation is this modern world is far more than just having a phishing campaign - you're talking about impersonation at a far broader level. I was going to ask you about social media. Can you**

**just sort of elaborate that a little bit?**

**Deborah:** Yeah, so I think that over the last 5-10 years, social media has become such a key piece of our lives. Instagram, Twitter, Facebook, LinkedIn - all of those are integral pieces of people's lives nowadays. And so as a firm, we want to be able to meet our customers where our customers are but of course, those on the other side are also aware of that.

For us, it's better to be as proactive as possible and seeing what that landscape looks like and understanding what actions are being taken by fraud actors in that landscape and how we can better detect those things.

The ultimate goal for us is our customer's trust. We want our customers to be able to trust when they see a Chase page or something related to page that it's truly us and that they can depend on that, and not feel as skeptical of anything that they see that relates to the firm.

“  
The ultimate goal for us is our customer's trust.”

**Tony: What does that mean for trademarks, and in particular domains?**

**Deborah:** For us, it just means that as we are launching new products, or as we have new initiatives, it's imperative for us to make sure we have the proper domain posture. As you know Tony, we can buy a registered every single domain right there - all of the permutations and different variations that you could come up with for JP Morgan, JP Morgan Chase, all our various trademarks and brands - it's endless, right?

So, for us, it's just a matter of making sure we have the proper posture and that means asking ourselves do we have the appropriate ccTLD coverage and do we have the

appropriate trademark coverage? Are we making sure that working with our IP legal team who handles our trademark filings that those filings in those relevant countries are happening?

That's the best way in which we are able to protect ourselves. And then in addition to making sure you have the right domain posture, there's the detection piece, which I think is very important for us. And so, you register what you think is important to your brand and then you monitor and detect everything else. And that's where we sort of found our balance between being proactive in registration and proactive in monitoring.

**Tony: When we're talking about IP protection, ultimately it's a defensive activity by nature. But within your day to day, have you seen opportunities to use that protective mindset to actually generate opportunities for the organization?**

**Deborah:** I do think you're right to say that IP protections is by nature, a defensive act. But I think there are opportunities available, such as the .chase and .jpmorgan registrations that we went through - not just because we felt that it was an opportunity for us to sort of claim a space in the digital world that had never existed before, but also that it would give us the opportunity to do some new and exciting things in a space that didn't need a lot of protection.

So, with all the different extensions that are available now on the web, (with .chase and .jpmorgan) there's an opportunity to sort of carve a space that's unique. By registering our .brands, it allows us to be more creative in our domain choices and it allows us a little bit more freedom because we are the only ones who have access to this TLD ecosystem.

So, we don't have to be as concerned about typo squatters or look-a-like domains and it gives us a little bit more freedom within that space to say here is how we want to be branded in this digital space. And so, for us absolutely, that the .brands did allow us to have a little bit more of an offensive posture.

**Tony: As you said, you've got .chase and .jpmorgan...could you elaborate a little bit for us on what you've done today with both of your TLDs.**

**Deborah:** We've used them in a few different manners. Specifically, they often tend to reroute to sort of our .com pages, but it's a way to easily route traffic for our customers to our main pages. We've also used them in sort of shortened URL type scenarios where they're in mailers going out to customers and we're able to use that as a way to shorten a URL and have our customers directed to our site.

“  
...it was an opportunity for us to sort of claim a space in the digital world that had never existed before...”

**Tony: Your .chase and .jpmorgan TLDs have recently been approved by the Chinese Government to use your top-level domains within China and I think you're the first multinational brand to successfully get that license. Could you tell us a little bit about the thinking behind that and some of the plans you have within China for .chase and .jpmorgan?**

**Deborah:** Absolutely. As I mentioned earlier, we're a global bank and as we expand our footprint it's imperative that we protect our branding and trademarks. And so we decided that there was a good business case for the TLDs to operate within China so we went through that process, and have since received our approval.

**Tony: From a philosophical perspective, why do you think .brands are so important and what do you see in them that creates value for you?**

**Deborah:** I'll go back to the beginning where I mentioned that brand protection for JP Morgan is about ensuring that we have a strong, viable, trusted brand. And so, for us, that's what .brands represent; the ability to have a strong, trusted, viable brand - for our customers, and for employees. We often see a lot of look-a-like domain spoofs so it's a lot easier to say to our customers, look for the .chase and .jpmorgan. It's very short and to the point and it's easy for customers to remember that, versus the fact that there's so many extensions now which is a good thing, but that also opens the door for a lot more fraud, imposters or look-a-like domains.

And so, it's a lot easier for us to tell our customers, here's what you should look for. And then we know that it's our ecosystem which is protected by us, we have access to it. And we are aware of everything that's happening within that ecosystem which again, allows us to have that peace of mind on our end, and then our customers are able to say “Yep, this is Chase - I'm able to log into my bank account and go ahead”.

**Tony: I can channel the last six or seven years of working with your colleagues, Deb and the one takeaway, is just the intense level of focus on security. Why is that?**

**Deborah:** I think security for us is, as I'm sure you've come to find this out when working with us Tony, truly at the core of everything. And it's a different perspective, to be honest, that I gained once I started working for a financial institution in the sense that you have to have security baked into every decision that you make because it's a little different when you are responsible for folk's finances, but also the repercussions that follow in the event that someone's account were to get hacked. As you can see, there's lots of ransomware in the news, and so security has to be baked into every process.

Impersonation is top thing that keeps us awake. And by owning our .brands, that risk is mitigated somewhat. We're never going to get rid of all impersonation and there will still be those who register domains in whatever new products we're launching in one of the more obscure extensions and attempt to persuade us. But if we are able to slowly educate our customers and our stakeholders, that risk slowly will diminish to a certain extent where we could comfortably coexist.

**Tony: I often talk to our customers about the future of your digital brand health and the role .brands can play in that journey. What are some of the steps that are in the way or that need to be achieved before more popularized adoption of .chase and .jpmorgan can exist?**

**Deborah:** We live in an increasingly digital world and myself, I'm considered a millennial. I don't remember the last time I walked into a physical bank.

I do everything I do on my phone or on my computer, for my banking needs. So, it's very important that your digital health aligns with your branding because otherwise you have folks

who never interact with your brand anywhere else outside of online in the digital space. So that thought needs to be in the background of marketing teams, product teams as they start launching new products, but also

“  
...it's very important that your digital health aligns with your branding... otherwise you have folks who never interact with your brand ...outside of online in the digital space.”

specifically in terms of what are the steps that we need to take in order to get to that future state where there's that synergy between digital and branding. So, in terms of .brand

“  
slow education that needs to be happening from all the various points of the industry to teach folks that there's more than just dot com.

much used to the .com domain and so there is some of that slow education that needs to be happening from all the various points of the industry to teach folks that there's more than just .com.

**Tony: Yeah, I think you're right. And we're still in a phase where we're still growing and adapting. But I will say that more and more, we seem to see really prominent examples from really large organizations.**

**Deborah:** Yeah, I think that is actually a really good point you make in that, it just needs to take a little bit of time. But then once you hit that peak, you'll start to see that adoption accelerate exponentially. So maybe for the next generation of folks, that uptake will happen at a very fast pace.

I think that another good thing to call out is the number of brands that are existing right now. It's a far smaller subset than the rest of the

other TLDs and so I think if more .brands are adopted, eventually it'll get to that point where a .chase is the same as the .nyc to someone who is trying to browse through a website. But for now, I think that just doesn't feel as natural or comfortable.

**Tony: What are your thoughts on ICANN's next round for new TLDs? Do you see that JP Morgan might be interested in the next round and if so, what would be the reasons behind that?**

**Deborah:** Yeah, absolutely. For us there is definitely interest on our end, whenever we are able to get details about the next round and there is a business appetite generally. As I mentioned, we are a global organization and we've acquired our two core domains, .chase and .jpmorgan. However, there are others that we'd like to acquire, for that specific purpose of being defensive and proactive at the same time. So, there's absolutely interest on our end in acquiring more .brands when the next round opens.

**Tony: Is there anything in particular would be useful for you from ICANN and the community to help you with those internal discussions and decisions as you're moving through them?**

**Deborah:** I would say there needs to be better communication and clarification on what that process will even look like. I understand ICANN has to work through its process but we're in an interesting position like most other .brands where they've successfully showed over the last six plus years that they're able to manage and support and

adopt brands successfully. For those folks (who have a .brand already), I think that the path needs to be slightly different. And then understandably, for those who are just new to

it, that whole infrastructure setup piece needs to happen. I think ICANN does have a fair bit of work to get through here because I think the path does need to be slightly different for companies who already have a .brand and have done so successfully compared to those that are new. And I don't mean to say that the process needs to be arduous or difficult for one versus the other, but just an acknowledgement of the facts.

In my mind, it doesn't seem to be productive or efficient to say "OK, we're just going to go through the same first type of process. I think we have the benefit of lessons learned and history to say, here's how the first time went, Here are the ways in which we could improve this process."

**Tony: Yeah, that's interesting. So, it feels like if we would give an injection of positivity and momentum in the .brand space- that could come from the next round and having more brands using it?**

**Deborah:** Yeah, I see that point, absolutely. Although some of them aren't necessarily used, it's just a great opportunity for companies to establish their presence, right. By allowing companies to create this little

piece of the internet where they are able to spin up content, or whatever they need for their consumer base, it is really important for the internet space.

**Tony: One final question. Where do you see all this going in the next five to 10 years?**

**Deborah:** In the next five to 10 years, as I said, I'd love to get some insight and clarity from ICANN because I think there's a lot of

“  
...it's just a great opportunity for companies to establish their presence and create their little section of the intranet...

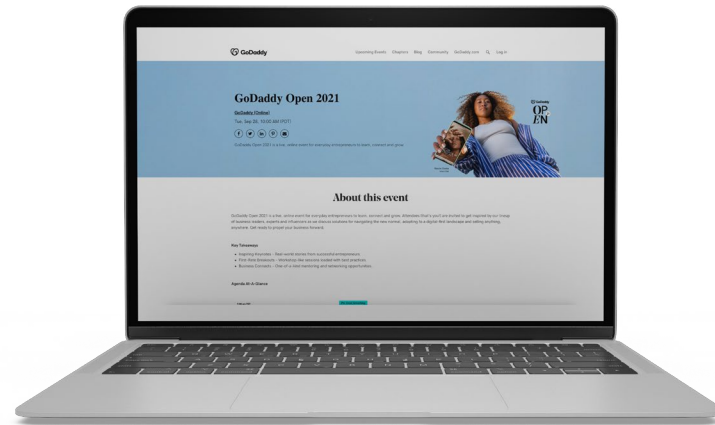
opportunity. The internet is still fairly young and the .brand space allows the internet to sort of reinvent itself in a way. I can see customers and even companies using the .brand space in very unique and interesting ways and it's just a matter of having that access and the ability to do so.

We're a relatively conservative company - and even on our end, there is quite an

appetite for this space to really imagine what JP Morgan Chase looks like in the digital space and I suspect it's the same for other companies that might want their own .brand. So, I would love to have more companies have access to this space, and see what other use cases are able to come up.

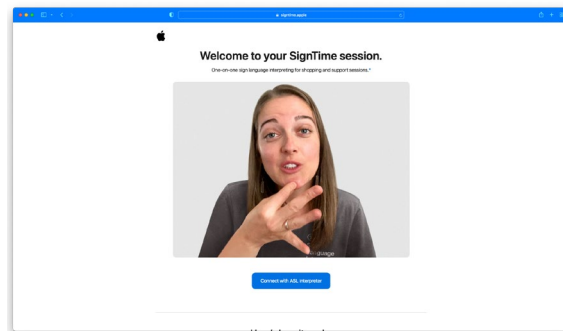






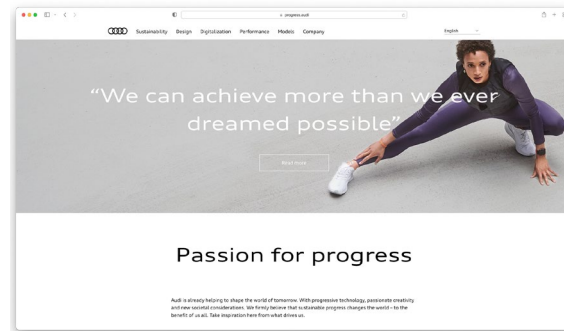
**open.godaddy**

The world's largest domain name company launches their customer event on a .brand



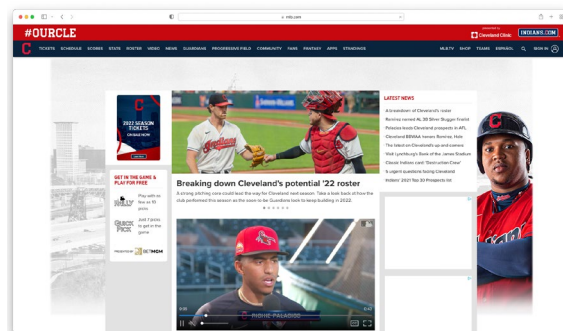
**signtime.apple**

Apple's foreray into providing assistance services to people with hearing disability



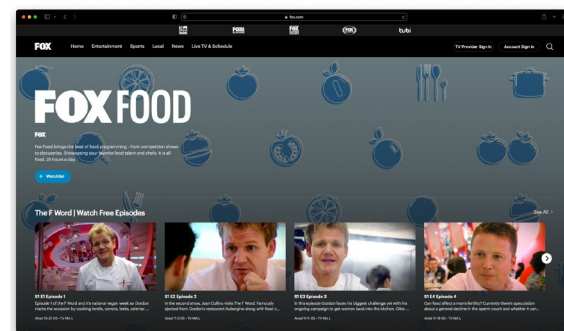
**progress.audi**

Audi goes big with the global launch of their 'Skysphere' initiative



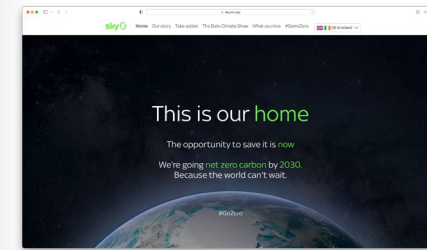
**guardians.mlb**

MLB creates a new .mlb name when rebranding the Cleveland based baseball team to be the Guardians.



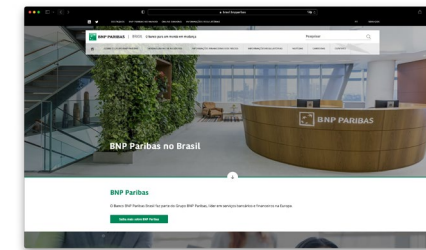
**food.fox**

Media giant launches it's food show on .fox



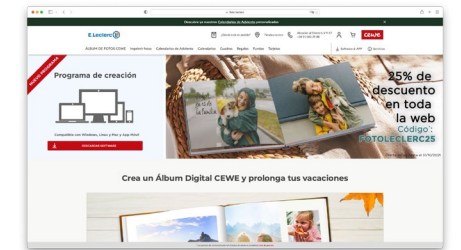
**skyzero.sky**

Sky using a .brand to show it's commitment to being carbon neutral by 2030



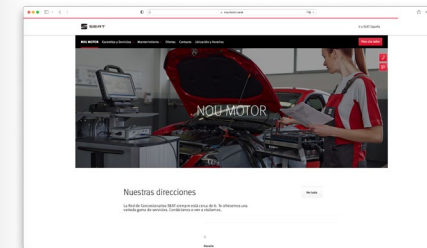
**brasil.bnpparibas**

The French financial organisation creates a microsite for their Brazilian activity



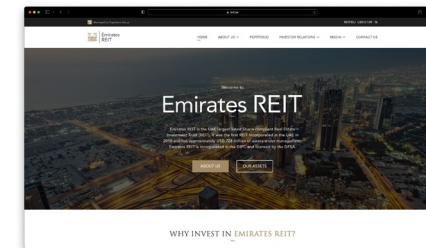
**foto.leclerc**

French supermarket giant creates a portal on it's .brand



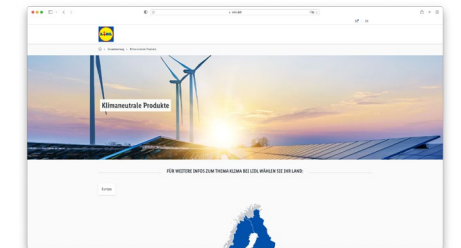
**noumotor.seat**

Spanish automobile manufacturer launches their service and after sales portal



**emirates.reit**

Global Real Estate conglomerate leads with a redirect to it's UAE site



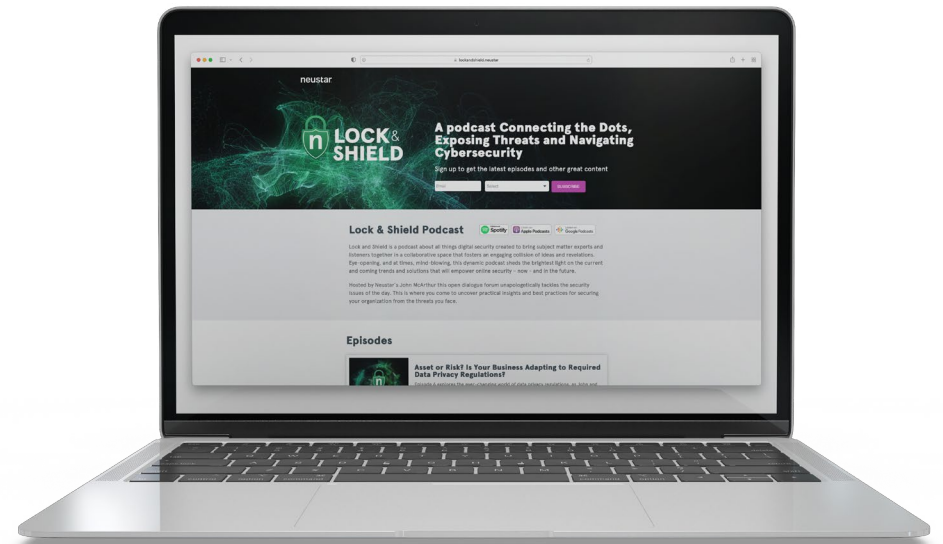
**climate.lidl**

German supermarket chain launches it's environmental protection initiatives



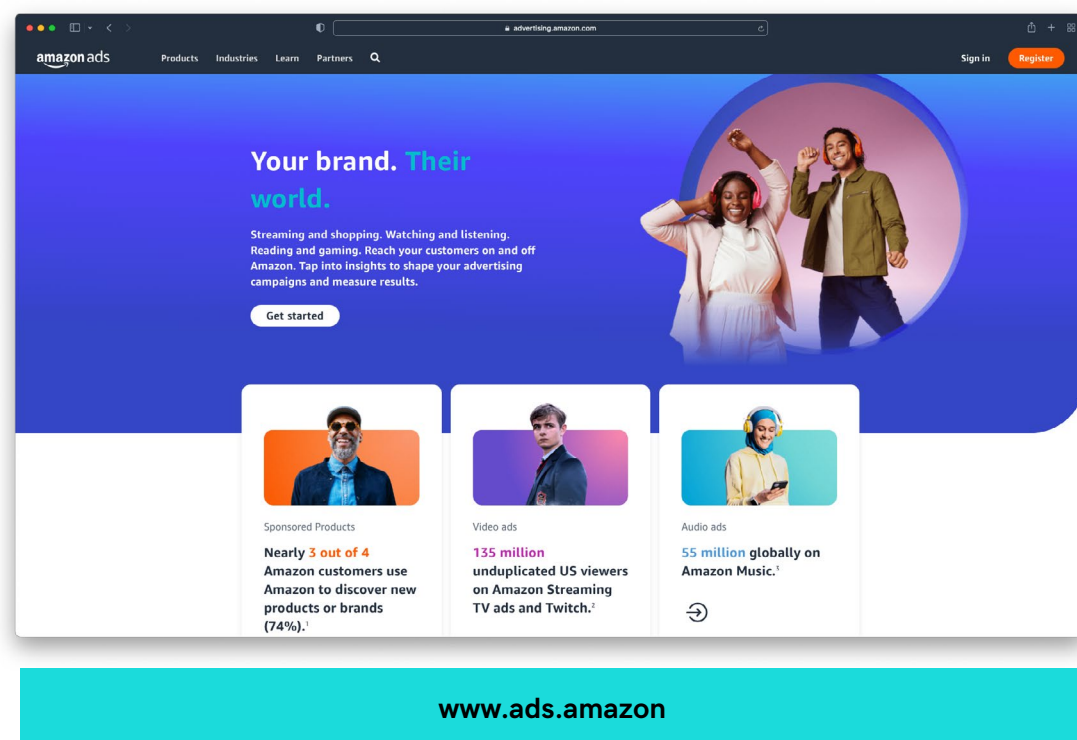
**lockandshield.neustar**

US tech company launches new security podcast





# .brands Spotlight: ads.amazon



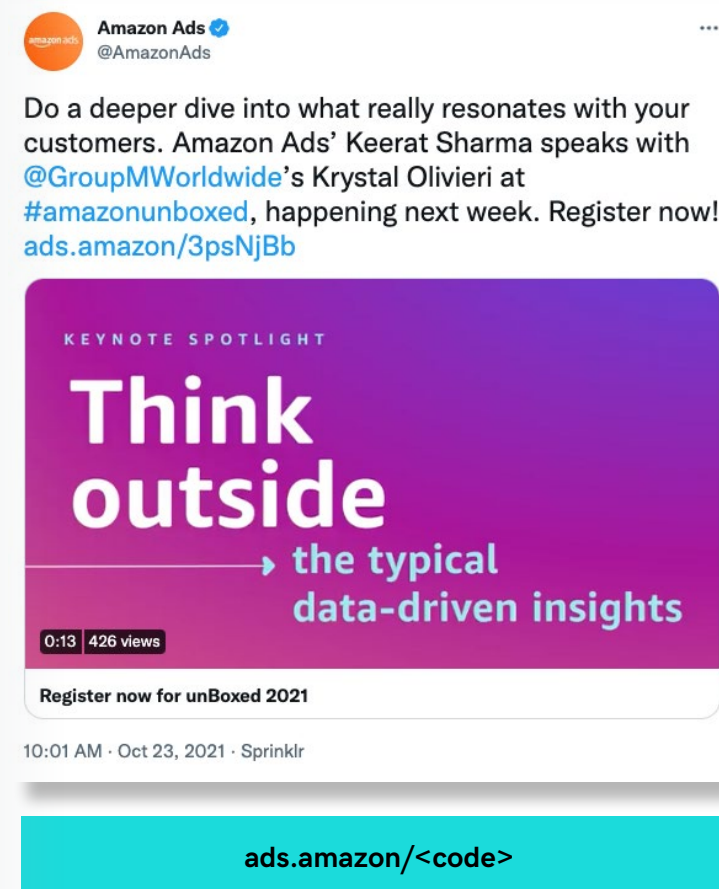
It's been almost ten years since the application for .amazon was submitted to ICANN and for the majority of this time, it seemed entirely possible that the global giant may not have the opportunity to get its own .brand.

However, the team at Amazon worked their way through a myriad of 'interesting' policy and international governmental challenges to finally get access to .amazon last year and the launch of the TLD in the last few months is big news for the .brand community.

Creative use of .amazon should come as no surprise however. Amazon have been incredibly active in the new TLD program through the submission of over 70 TLD applications, numerous launches of generic TLDs to date and of course, the extensive use of .aws in global campaigns that we have commented on regularly here at [makeway.world](https://www.makeway.world).

A number of redirects are in place for the key Amazon brands – including [prime.amazon](https://prime.amazon), [kindle.amazon](https://kindle.amazon) and [alexa.amazon](https://alexa.amazon) – but these seem to have minimal activation to date. However, [ads.amazon](https://ads.amazon) is the organization's first foreray into using .amazon with some vigour and is designed to support Amazon's advertising business which generates nearly 7 Billion in quarterly revenue according to recent reports.

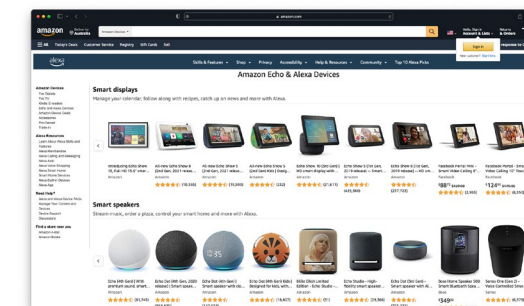
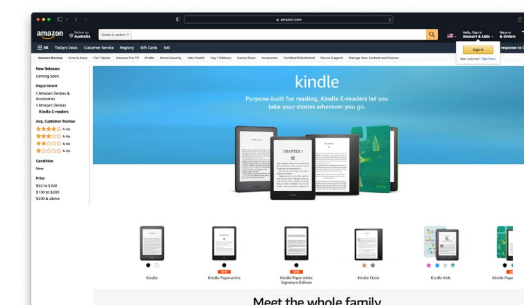
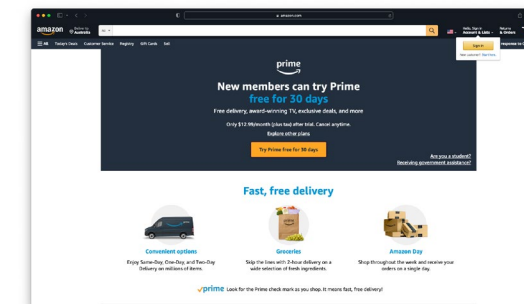
What we really love is the use of [ads.amazon/<code>](https://ads.amazon/<code>) as a short link on social media, replacing the previous link identity of [advertising.amazon.com/<code>](https://advertising.amazon.com/<code>) in April this year.



We've long proposed that organizations invest in improving the link identity and consumer brand trust for their social media links given that scammers can create branded alternatives with ease.

Using [ads.amazon](https://ads.amazon) as a link shortener delivers unprecedented security for Amazon and simply cannot be spoofed by cyber criminals.

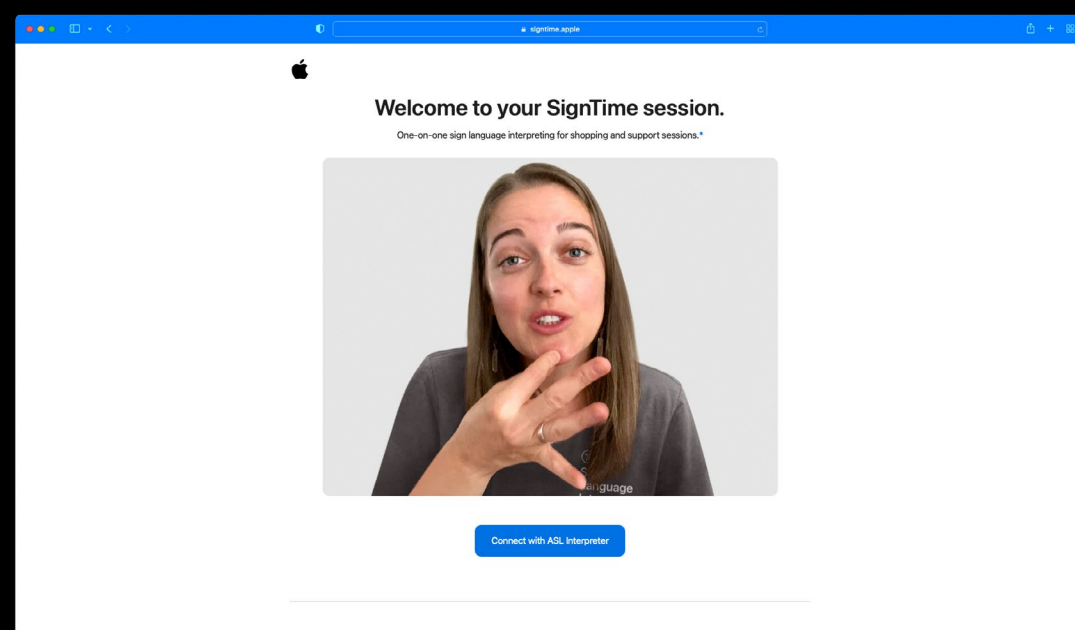
**What's next for .amazon? Only time will tell. What we can say is that we're really excited to see what they come up with given their reach and historical focus on innovation and pushing the industry boundaries.**



# .brands Spotlight: signtime.apple

We've long talked about .brands being a foundation for innovation for organizations that are seeking to break the mould and finding ways to bring content to life.

And just like that, Apple does what it is famous for – creating an incredible tool that provides a new service for one-on-one sign language interpreting for shopping and support assistance for customers – this time on a simple and memorable .brand domain [signtime.apple](https://www.signtime.apple).



[www.signtime.apple](https://www.signtime.apple)

## Why do we like this so much?

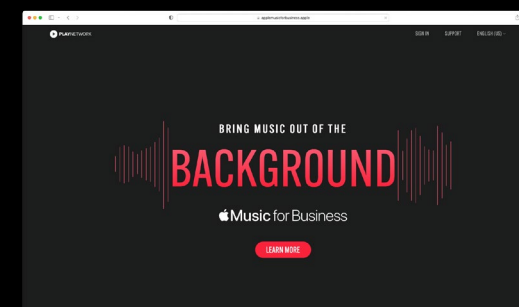
Firstly, irrespective of the domain, this service is simply amazing, helping people with hearing difficulties communicate with AppleCare and other retail customer services by using American Sign Language (ASL) in the USA, British Sign Language (BSL) in the United Kingdom and French Sign Language (LSF) in France through their web browsers.

Customers visiting Apple Stores in those countries can use SignTime to remotely access a sign language interpreter without booking one ahead of time. In their May announcement, the company advised their customers that they were releasing;

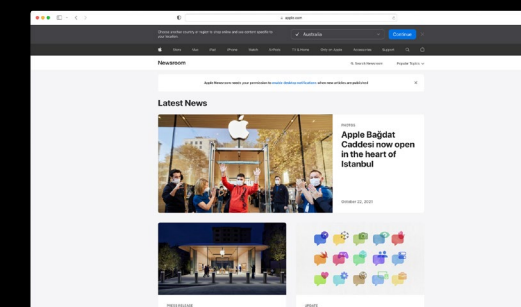
**“...powerful software features designed for people with mobility, vision, hearing, and cognitive disabilities. These next-generation technologies showcase Apple’s belief that accessibility is a human right and advance the company’s long history of delivering industry-leading features that make Apple products customisable for all users.”**

## We think that’s super cool.

From a .brand top-level domain perspective however, it just gets better and better. Apple have been relatively modest in their efforts with .apple to date, registering 30 domains in the .apple extension since its launch in 2016. This includes some of the sites we have reviewed previously on [makeway.world](https://www.makeway.world) such as [applemusicforbusiness.apple](https://www.applemusicforbusiness.apple) and [newsroom.apple](https://www.newsroom.apple) (ironically where we found this signtime.apple announcement too!).



[applemusicforbusiness.apple](https://www.applemusicforbusiness.apple)



[newsroom.apple](https://www.newsroom.apple)

They have used a mix of redirects to broader sites and microsities with .apple but the fact that this lives on its own simple and memorable domain works brilliantly as this is exactly the sort of ‘non-core’ content that a .brand can bring to life when avoiding long and uninspiring domain structures off apple.com which is already an incredible complex domain to manage in and of itself.

**This appears to be part of Apple’s journey into providing assistance for people with disabilities as it is promising additional services for the hearing and visually challenged later this year. But for now, we simply say bravo! This is exactly what .brands should be all about and we can’t wait to see what’s next from Apple.**



**Definitions**

We, us and our means any or all of the GoDaddy group of companies, their related entities and their respective officers, employees, contractors or sub-contractors.

**Disclaimer**

This document is subject to copyright and as such, this document (or any part of it) may not be reproduced, distributed or published without our prior written consent.

This document has been prepared and presented in good faith based on our own information and sources which are believed to be reliable. We assume no responsibility for the accuracy, reliability or completeness of the information contained in this document (except to the extent that liability under statute cannot be excluded). This document is for editorial, descriptive and non-commercial purposes only and we claim no affiliation with or endorsement by the organizations listed.

To the extent that we may be liable, liability is limited at our option to replacing, repairing or supplying equivalent goods or paying the cost of replacing, repairing or acquiring equivalent, or, in the case of services, re-supplying or paying the cost of having such re-supplied.

**Trademarks Notice**

Any of our names, trademarks, service marks, logos, and icons appearing in this document may not be used in any manner by recipients of this document without our prior written consent. All rights conferred under law are reserved.

All other trademarks contained within this document remain the property of their respective owners, and are used only to directly describe the products being provided by them or on their behalf. Their use in no way indicates any relationship between us and the owners of those other trademarks.





GoDaddy Registry is one of the world's largest and leading domain name registry providers. We operate top-level domains (TLDs) on behalf of sovereign nations, city governments, global brands and domain registries. With more than two decades of industry leadership to draw on, we serve as the Registry Operator for industry-leading TLDs, like .co, .us, .biz, and .nyc – and manage the backend technology for hundreds more.

## Find out more

[www.registry.godaddy](http://www.registry.godaddy)

