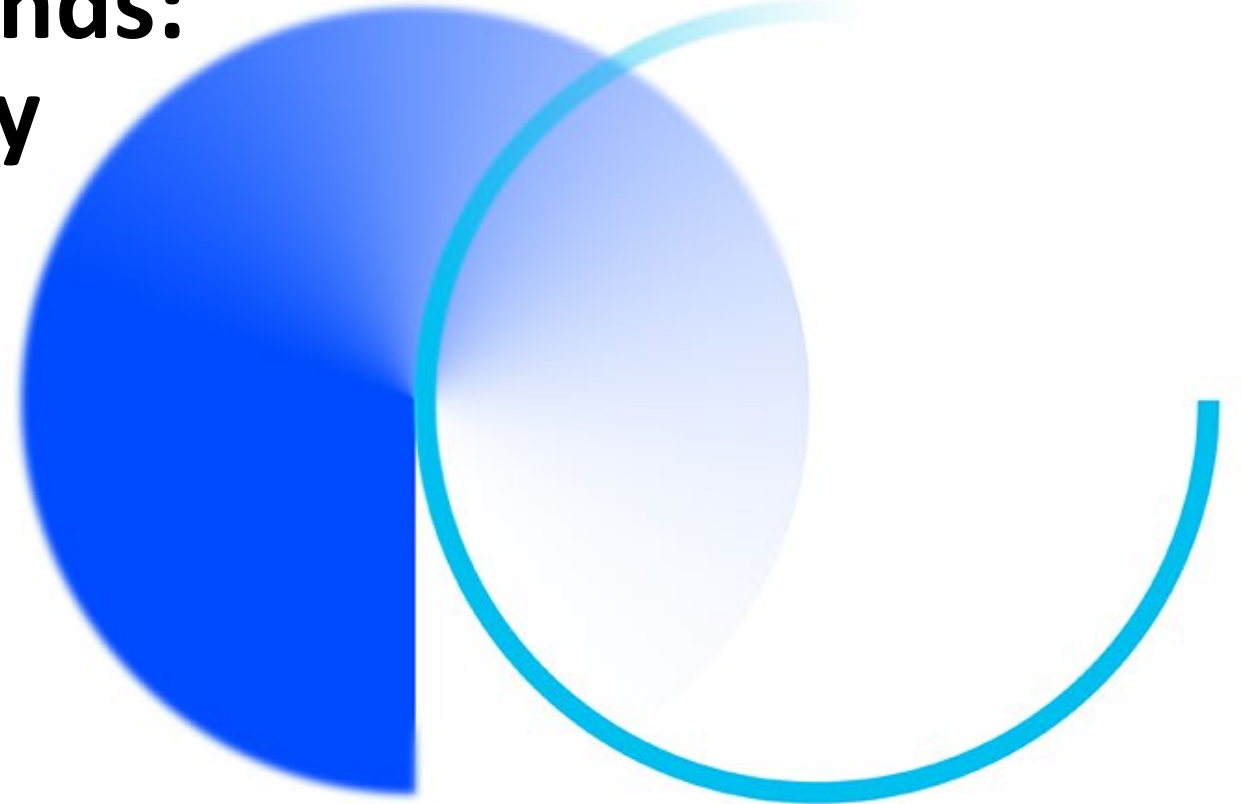


## Understanding Today's Trends: Domains and Cybersecurity

Chris Niemi & Akino Chikada

05.29.2019



# Agenda

- Introduction
- Current landscape: TLDs, GDPR & Brexit
- The complexity of domain management
- Best practices – the bigger brand protection picture

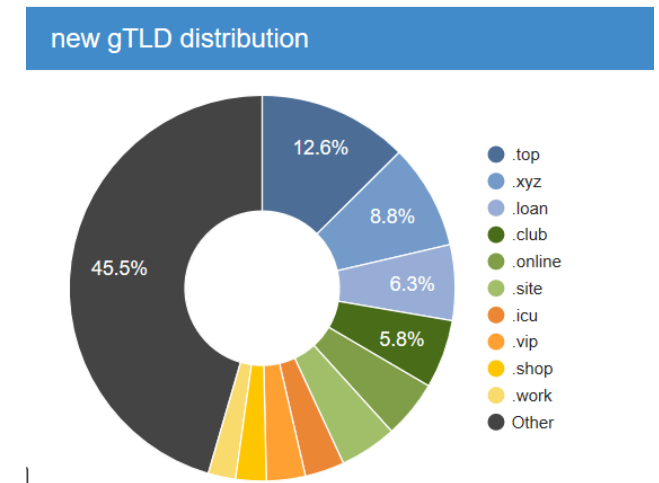
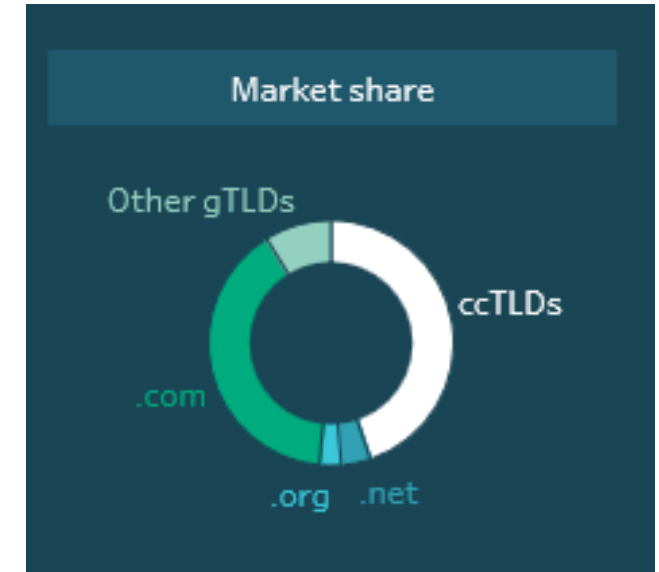
# MarkMonitor Survey



- 700 IT, legal and marketing decision makers were surveyed in April 2019 to gauge attitudes and opinions around domain management, security and overall brand protection.
- Research was conducted by independent survey firm, Vitreous World, and data was collected via online interviews.
- Respondents were taken from a cross section of industries and countries, including the U.K., U.S., Germany, France and Italy.

# TLD Landscape

- .COM & .NET (*Verisign*):
  - 154.8M domains at end of Q1 2019
  - Net adds of 1.82M; 9.8M new domain name registrations
- New gTLDs, May 2019 (*nTLDStats*):
  - 25.7M across ~1,206 TLDs
- Worldwide Domains, April 2019 (*CENTR*):
  - 351.1M total across ~1,486 TLDs
  - 1218 gTLDs / 265 ccTLDs



# Brexit

39%

of brands say Brexit  
has impacted their  
domain strategy

- June 2016 Referendum: 51.89% to 48.11% majority the UK public voted to leave the EU
- UK has negotiated an extension of Brexit to October 31, 2019
  - EURID (.EU Registry) revocations of .EU domains with UK registrants are on hold until then for Businesses/ Companies; rules for EU individuals will be altered in October 2019
- Other ccTLDs that could be affected: .FR, .IT, .HR, .BG, and .SK
- MarkMonitor Advisory: Continue to make alternate arrangements on .EU domains away from UK registrants

# General Data Protection Regulation (GDPR)

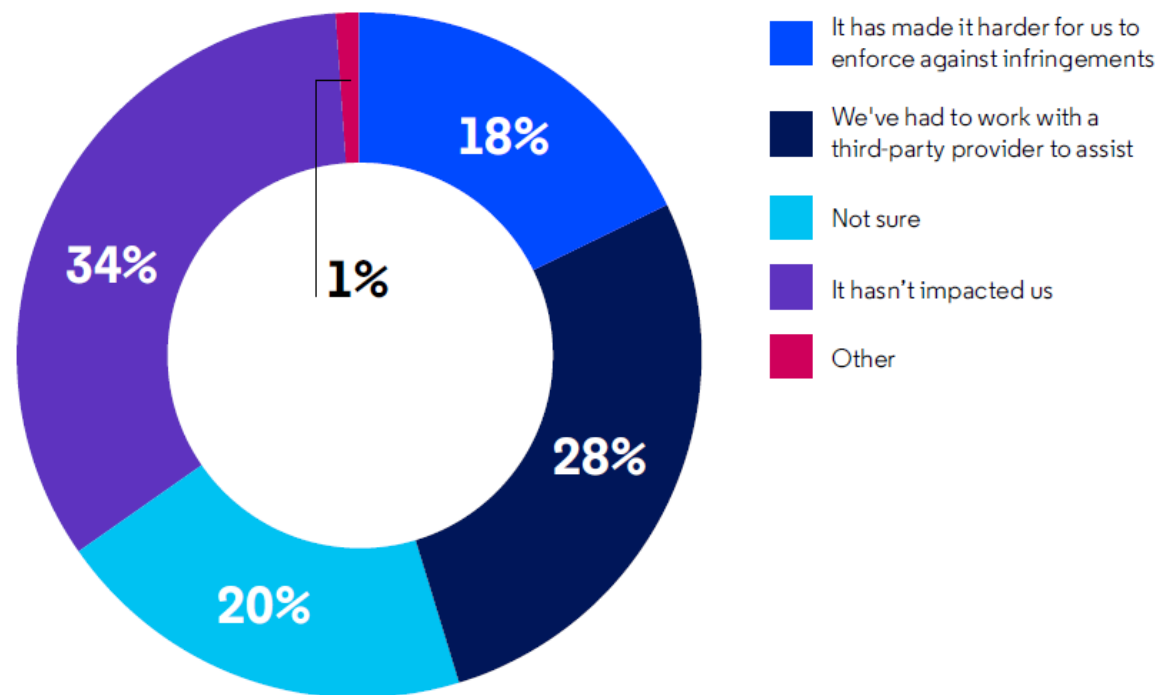
- Background
  - One Set of Data Protection Rules for all companies operating in the EU
  - EU Parliament approved the GDPR on April 14, 2016
  - GDPR went into effect May 25, 2018
    - Fines of €20 million or 4% of global annual turnover (revenue)
  - ICANN Board adopted the Temporary Specification eight days before GDPR went into effect
  - Expedited Policy Development Process (EPDP) initiated on July 19, 2018
  - Interim Registration Data Policy for gTLDs implemented on May 20, 2019
  - WHOIS access is still ‘by request-only’ for now unless the registrant opted-in to publish
  - Standardized Access: EPDP Phase 2 just began, may conclude late 2019 to early 2020; add months for approval and implementation

# GDPR (continued)

## How has GDPR impacted your domain strategy?

**46%**

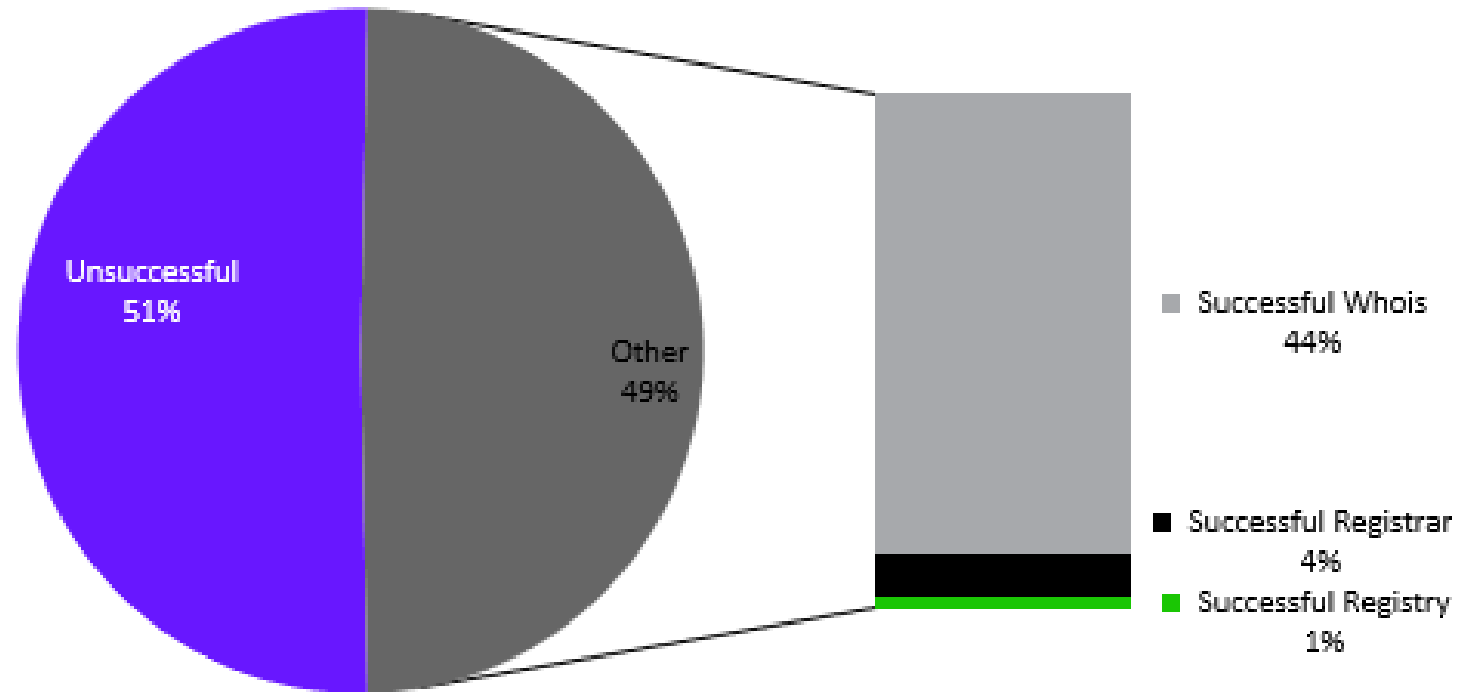
of brands say GDPR has impacted their domain strategy, with 18% of that number finding it harder to enforce against infringements



# GDPR – What happened?

## WHOIS Access

SUCCESS RATE OF OBTAINING REGISTRANT CONTACT INFORMATION

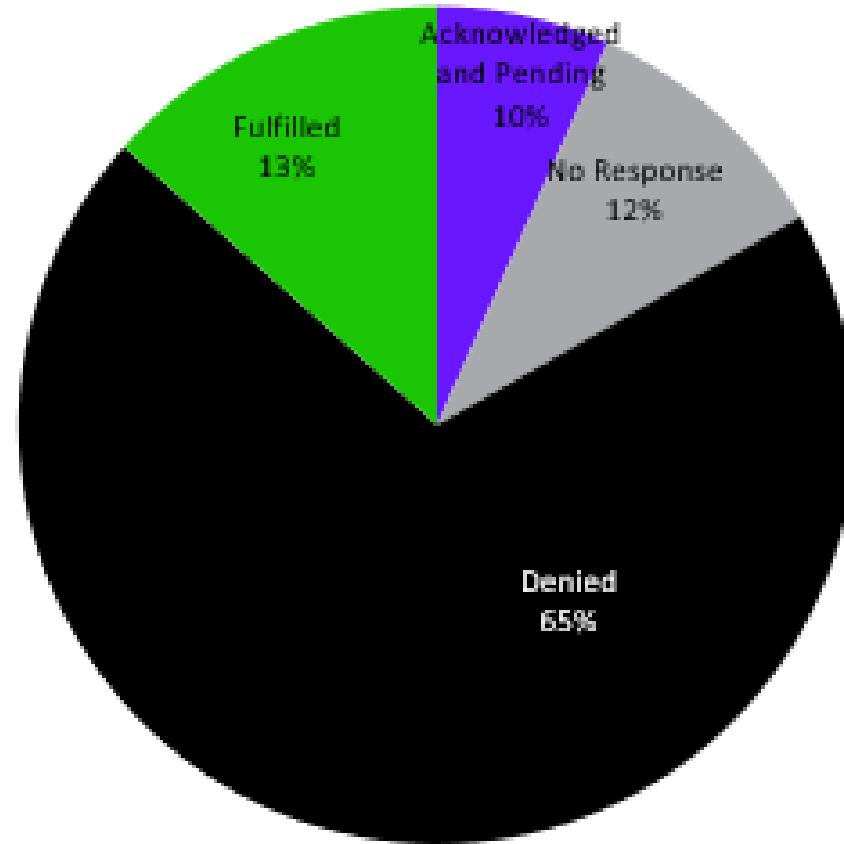




# GDPR – What happened? (continued)

## WHOIS Requests

REGISTRANT INFORMATION REQUEST RESPONSE



# GDPR – Long Term Effects

## Temporary Specification and Registration Data Policy

Public WHOIS	WHOIS Policy	Temporary Specification	Registration Data Policy
	May 24, 2018 and Prior	May 25, 2018	March 1, 2020
<p><b>Legend</b></p> <p>Published</p> <p>Redacted by Default, Published at Registrant Option</p> <p>Registrar Option</p> <p>Redacted, No Option to Publish</p> <p>Registry Option; Registrar-Controlled Reconfirmation Required</p> <p>Deleted</p>	Reg Name	Reg Name	Reg Name
	Reg Org	Reg Org	Reg Org
	Reg Street Address	Reg Street Address	Reg Street Address
	Reg City	Reg City	Reg City
	Reg State/Province	Reg State/Province	Reg State/Province
	Reg Postal Code	Reg Postal Code	Reg Postal Code
	Reg Country	Reg Country	Reg Country
	Reg Phone	Reg Phone	Reg Phone
	Reg Fax	Reg Fax	Reg Fax
	Reg Email	Reg Email	Reg Email
	Admin Name	Admin Name	Admin Name
	Admin Org	Admin Org	Admin Org
	Admin Street Address	Admin Street Address	Admin Street Address
	Admin City	Admin City	Admin City
	Admin State/Province	Admin State/Province	Admin State/Province
	Admin Postal Code	Admin Postal Code	Admin Postal Code
	Admin Country	Admin Country	Admin Country
	Admin Phone	Admin Phone	Admin Phone
	Admin Fax	Admin Fax	Admin Fax
	Admin Email	Admin Email	Admin Email
	Tech Name	Tech Name	Tech Name
	Tech Org	Tech Org	Tech Org
	Tech Street Address	Tech Street Address	Tech Street Address
	Tech City	Tech City	Tech City
	Tech State/Province	Tech State/Province	Tech State/Province
	Tech Postal Code	Tech Postal Code	Tech Postal Code
	Tech Country	Tech Country	Tech Country
	Tech Phone	Tech Phone	Tech Phone
Tech Fax	Tech Fax	Tech Fax	
Tech Email	Tech Email	Tech Email	
Nameservers	Nameservers	Nameservers	

# Domain Management Challenges

Name your challenges when it comes to domain management



Security 56%



Knowing which domains to register 22%



Cost management 40%



Optimising the domain portfolio 21%



Keeping track of domains  
(management) 34%



Understanding the new gTLDs 19%

# Security

Percent of Organizations that use the following measures:

**41%**

Two-factor authentication

**31%**

Single-sign on

**35%**

Name server monitoring

**28%**

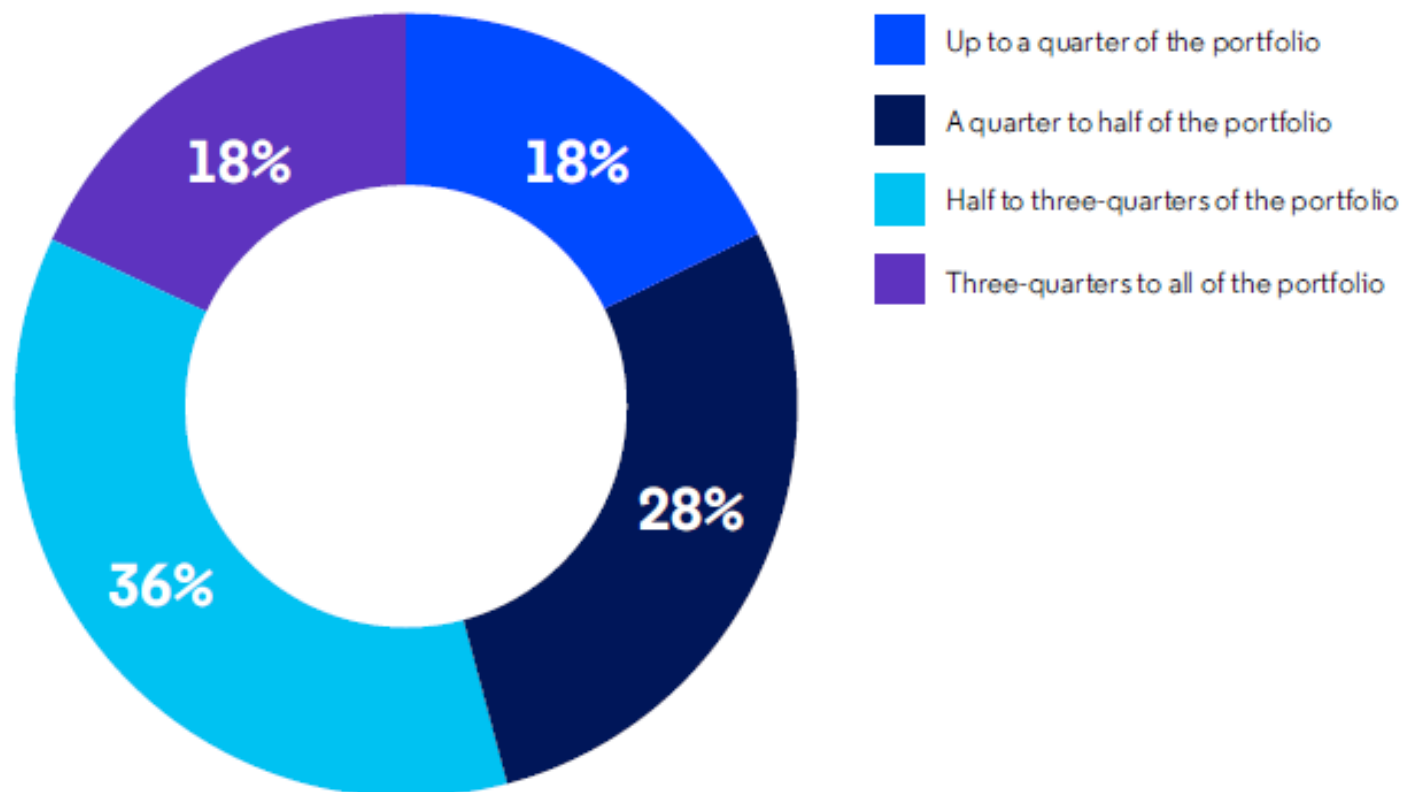
Registry locking

# Additional Security Considerations

- Registry Locking and Two-Factor Authentication
- Nameserver Monitoring
- Advanced Locking (Registry/Registrar)
- Rest API and Single Sign On (SSO)
- Automated Notifications
- User Rights Controls
- IP Address Restrictions
- Hardened Registrar (Penetration Testing, etc.)
- Domain Name System Security Extensions (DNSSEC)

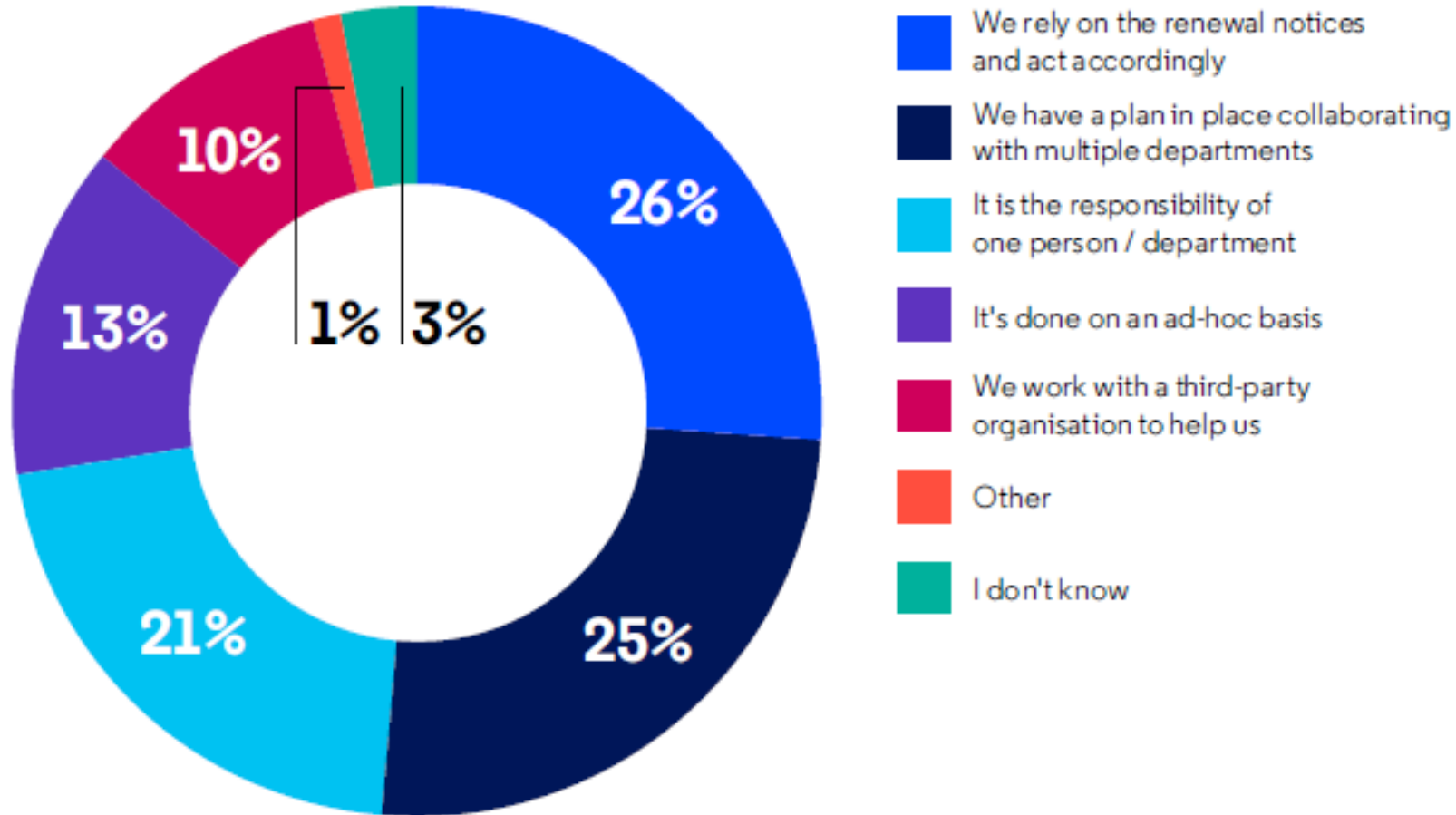
# Domain Portfolio

How much of your domain portfolio is currently active?



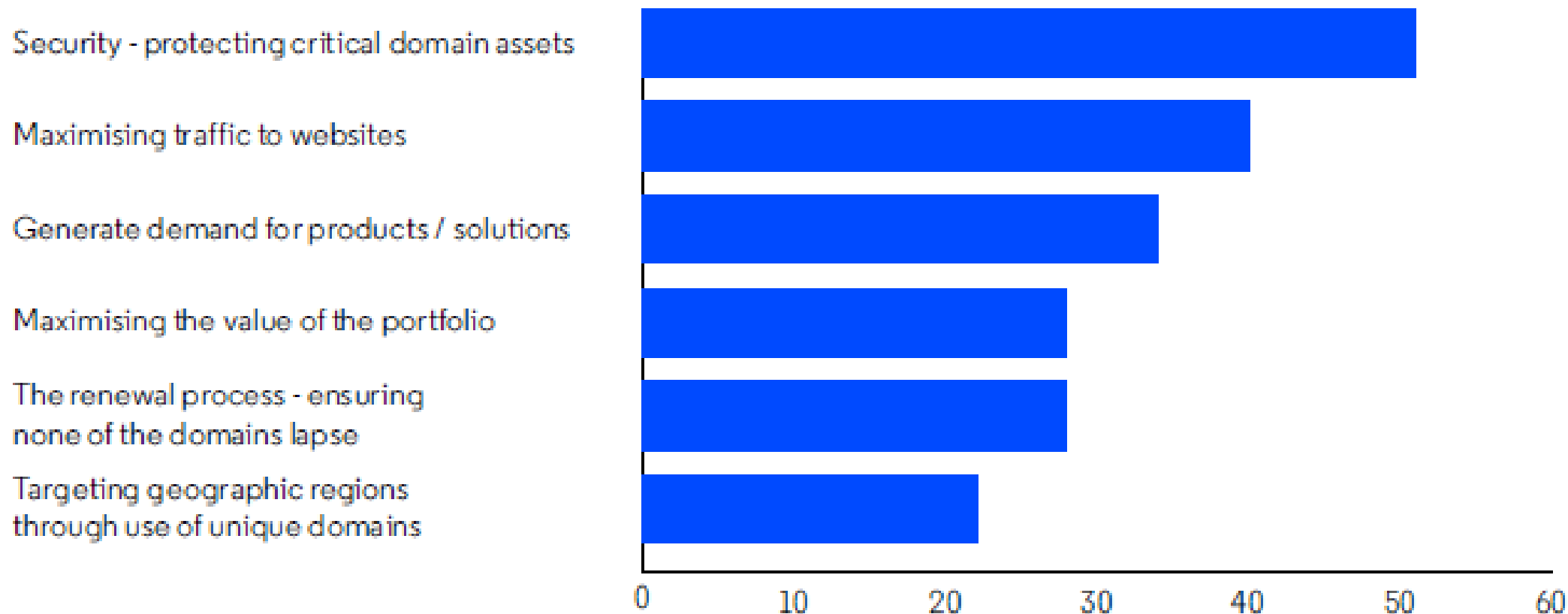
# Renewals

How does your organization approach domain management and renewal?



# What is Important?

## What are the most important aspects of domain management?

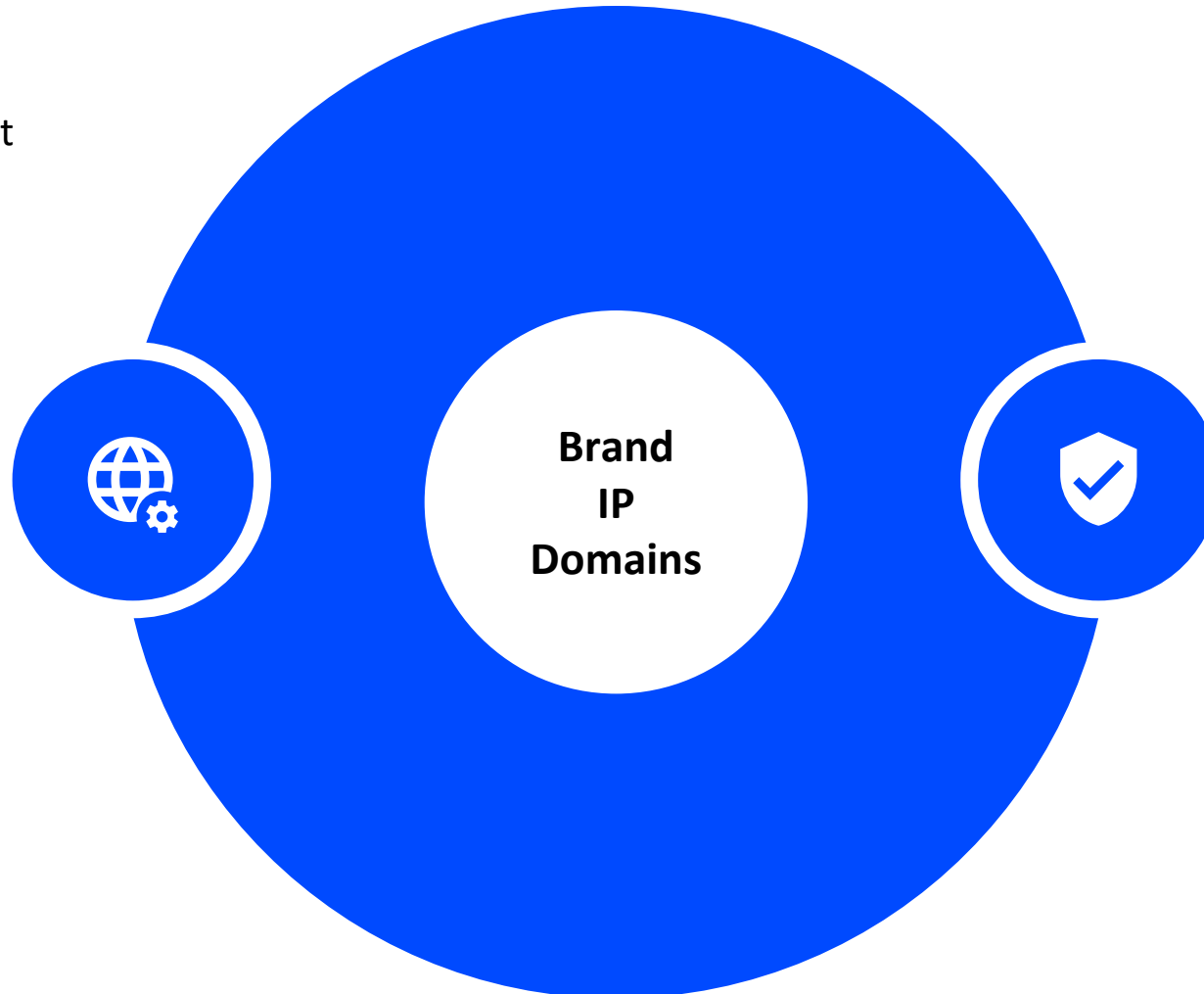




# A Holistic Approach to Brand Protection

## Establish

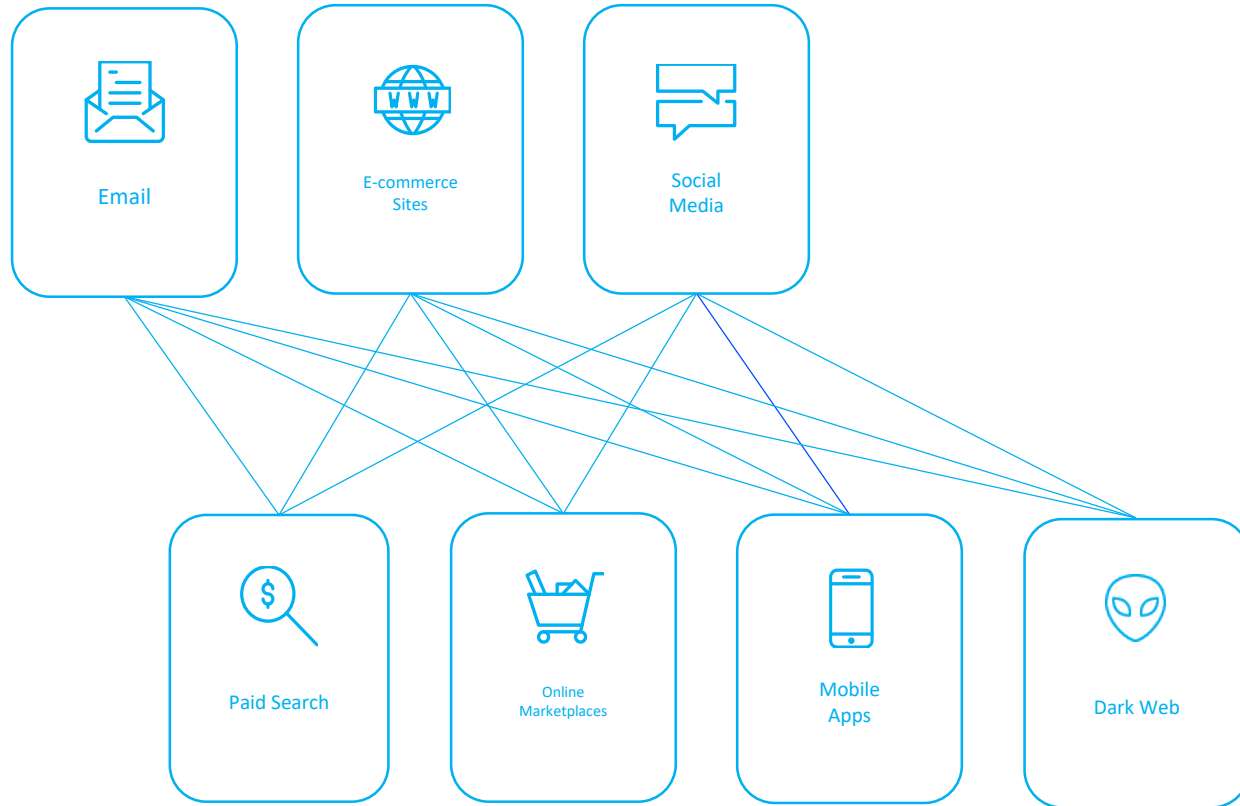
- Domain Management



## Defend

- IP Infringements
- Anti-Counterfeiting
- Partner Compliance
- Anti-Piracy
- Anti-Fraud

# Brand Protection Considerations



Scammers are evolving tactics and using multiple channels concurrently:

- Trademark abuse
- Copyright abuse
- Counterfeiting
- Impersonation
- False association
- Traffic diversion
- Unauthorized sellers
- Fraud

## Key Takeaways

- Align domain management strategies with policing and enforcement programs
- Maximize the value of your domain portfolio
- Secure and protect critical assets
- Proactive brand protection program – across all digital channels
- Stay informed and get involved

# MarkMonitor / Industry Recent Events



# MarkMonitor Future Events

## Tradeshows and Conferences

- Milan Symposium:  
<https://info.markmonitor.com/SymposiumItalia2019>
  - June 6. Milan, Italy
- MarkMonitor Forum 2019:  
<https://info.markmonitor.com/2019forum>
  - Sept. 24 & 25, 2019. Boise, ID. For Clients Only.
- MarkMonitor Summit 2020:  
<https://info.markmonitor.com/summit2020>
  - March 17, 2020. San Diego, CA

## Questions?



Download the report now:

[www.markmonitor.com/protectionlifecycle](http://www.markmonitor.com/protectionlifecycle)