



CSC Dot Brand Insights Report

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Executive summary

Throughout the first quarter of 2019, the total number of .BRAND domain registrations increased by 5% along with a 4% increase in the total of active (live) domains. The major contributors here were .DVAG with over 360 extra registrations for their advisors, .AUDI with 98 registrations focusing on country redirects and .ALLFINANZ with increases of around 107 domains—again due to a large workforce of advisors.

The awareness of HTTPS continues to take hold with a further 4% increase of active .BRANDs implementing the security measure. Further analysis shows 96% of all .BRANDs in the Alexa Top 1M now have HTTPS implemented. The visibility of .BRANDs within the Alexa rankings is also improving with a nearly 33% increase since this time last year, with many brands having multiple sites rank.

In our [Q&A section](#) this quarter, we take a look back at the General Data Protection Regulation (GDPR), answering important questions around the impact on WHOIS with examples of how WHOIS output will be impacted, what the temporary specification from the Internet Corporation of Assigned Names and Numbers (ICANN) is about, and what CSC is doing to help organizations remain compliant post GDPR.

Our [In Focus](#) this quarter looks into the specifics of what's changing with WHOIS and what the impacts on .BRAND registries will be now that ICANN has announced the backend changes and implementation of the Registration Data Access Protocol (RDAP).

Number of activated dot brands

177

Top 10 activated dot brands

Rank	TLD	# Activations	Industry
1 Last report: 1	→ dvag	2801 +366	Finance and money
2 Last report: 2	→ mma	1644 -13	Insurance
3 Last report: 3	→ audi	1312 +98	Automotive, tires, other vehicles
4 Last report: 4	→ allfinanz	784 +107	Finance and money
5 Last report: 5	→ seat	658 +6	Automotive, tires, and other vehicles
6 Last report: 6	→ neustar	629 +1	Finance and money
7 Last report: 7	→ mini	610 --	Automotive, tires, and other vehicles
8 Last report: 8	→ gmx	472 --	Insurance
9 Last report: 9	→ crs	407 +9	Internet services
10 Last report: 10	→ aco	290 +8	Internet services

No changes to the order of the list this quarter. .DVAG continues to activate domain names for their workforce of advisors, with .AUDI and .ALLFINANZ adding to their suite of names too.

Top 5 active industry sectors

- 1 Insurance
- 2 Automotive, tires, and other vehicles
- 3 Finance and money
- 4 Internet services
- 5 Associations and clubs

Activated dot brands

.BRANDs that have registered five or more domain names in their respective .BRAND top-level domains (TLDs).

Active domains

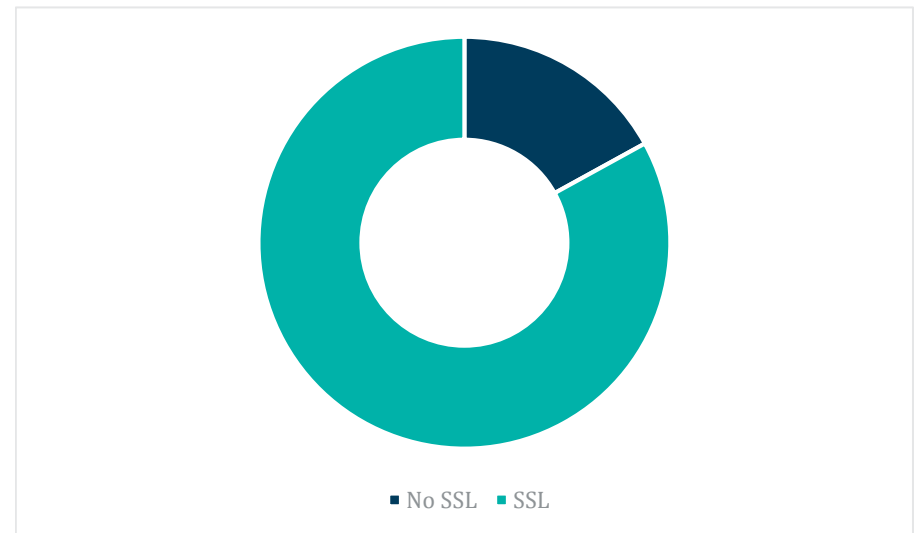
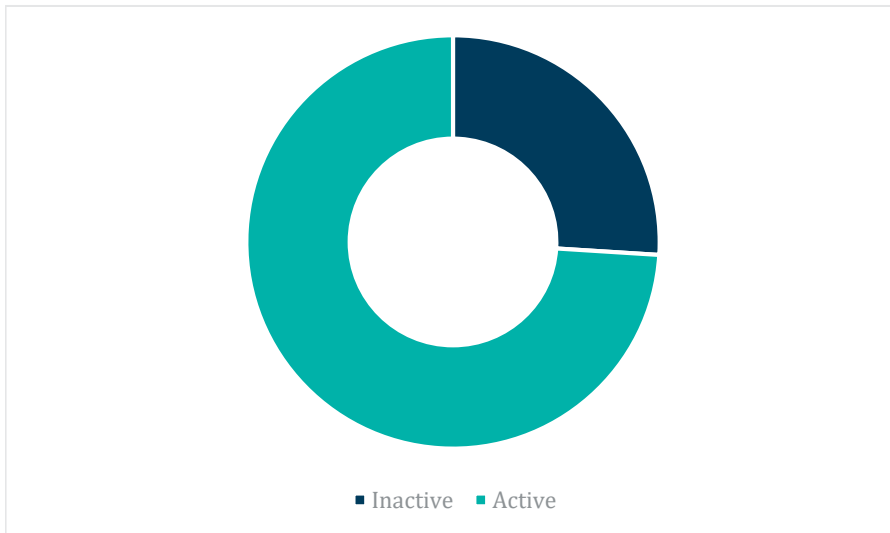
.BRAND domain names that resolve to meaningful content, including those using 301 and 302 redirects to existing websites. For an accurate representation of the level of activation in .BRAND domains, we have omitted NIC.TLDs and testing domains.

Active dot brand domain names

74%
+ 4% since last report

Percentage of active domains using HTTPS

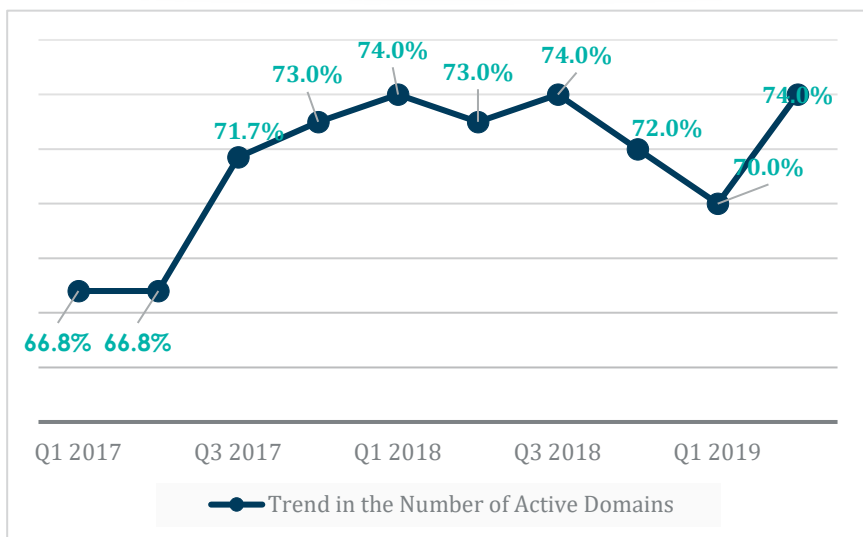
83%
+ 5% since last report



There is a slight jump of 4% in the number of .BRAND domain names that were activated as a percentage of the total number of .BRAND domain names registered since Q1 2019. Activation and registration numbers are largely driven by the top activated .BRAND and do not reflect the overall rate of activation across .BRANDs with fewer domains.

A further jump of 5% in the percentage of active .BRAND TLD sites that implement secure sockets layer (SSL) certificates. More .BRAND websites and microsites use the HTTPS protocol compared to non-.BRAND websites. This is a sign that .BRAND sites are very responsive to calls from search engines for HTTPS to be implemented for improved security and reliability for user experience.

Trend in the number of active domains



The adoption rate of .BRANDs steadily increased for a year from Q1 2017, largely driven by an increase in adoption across the top activated .BRANDs. The adoption rate jumped slightly in Q1 2019, coinciding with an increase in total activated .BRANDs. Percentages are derived from data one month after the end of each calendar quarter.

Top 5 registered domain names

- 1 home
- 2 www
- 3 careers
- 4 my
- 5 jobs

“Home” and “www” continue to have a foothold across .BRAND registrations. “My” is often used for secure login portals, but more so for the two-letter country code that it may represent. “Careers” and “jobs” are popularly used, as .BRAND owners recognize that innovation and industry leadership are intrinsic qualities their .BRANDs provide, and are therefore useful for attracting the best talent to their organizations.

Top 5 registered two-character geographic domain names



The top four spots remain unchanged once again. Apart from “de” and “uk,” “my,” “go,” and “id” may be used to represent secure login portals, network logins, action sites, and sites with personalized content. High adoption of “de” and “uk” represent a healthy rate of representation for the European region.

Top 5 registered non two-character geographic names



The top five non two-character geographic names see “asia” enter at fourth position. We continue to anticipate that more city names will join the list with the future popularity of voice search. Meanwhile, it may be useful to note that “global” and “worldwide” stand out as popular representations of corporate websites; these can be used to drive home the message that the corporate entity is both successful and reliable, and can also be used as online directories for global offices.

Recent activations

Corporate site migrations

KPMG

Now: **HOME.KPMG** | Before: **KPMG.COM**

- In April, KPMG (global Big Four auditor) announced it would drop its .COM in favor of .KPMG, and in the process, redirected their .COM to the new site.
- As part of the migration, they also set up the country code TLDs that redirect to subdirectories for each country, e.g., **KPMG.CO.UK > HOME.KPMG/UK**
- The site now ranks #1 in Google for the keyword “KPMG.”

Toyota

Now: **GLOBAL.TOYOTA** | Before: **TOYOTA-GLOBAL.COM**

- Toyota (leading automotive manufacturer) recently migrated its global corporate site over to **.TOYOTA**, making the TLD front and center for the corporate side of the brand.
- In the process, they redirected their .COM site to the .BRAND. This follows a similar approach to **.CANON** who first moved over the corporate arm but left the country specific sites active.

Active domains with an Alexa ranking (high-traffic sites)

199

Alexa.com ranks websites based on their estimated traffic.

The Alexa Top 1M is a listing of the million most popular sites on the web based on traffic, and has been commonly used by the domain industry for many years.

Dot brand domains	Current Alexa rank	Previous Alexa rank
about.google	1,830	--
oui.sncf	2,173	75,795
mabanque.bnpparibas	3,236	18,7799
banco.bradesco	3,523	31,7881
logistics.dhl	4,183	69,468



Do you need advice on your dot brand?

Request a CSC .BRAND strategic analysis.



exclusive

General Data Protection Regulation

GDPR – a recap

The European Union (EU) General Data Protection Regulation (GDPR) protects the privacy of consumer data for EU and European Economic Area (EEA) individuals. It also addresses the export of personal data outside the EU and EEA areas. The GDPR primarily aims to give control to individuals over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.

Data processing companies must clearly disclose their data collection to EU consumers, declare the lawful basis and purpose for data processing, and state how long data is being retained, as well as if it is being shared with any third parties or outside of the EEA. Consumers have the right to request a copy of their data collected in a common format, and have the right to have their data erased under certain circumstances. Public authorities and businesses whose core activities center around regular or systematic processing of personal data are required to employ a data protection officer (DPO), who is responsible for managing compliance with GDPR. Businesses must report any data breaches within 72 hours if the breach has an adverse effect on user privacy. In some cases, violators of the GDPR may be fined up to €20 million or 4% of their annual worldwide earning of the preceding financial year in case of an enterprise, whichever is greater.

The GDPR was adopted on April 14, 2016, and became enforceable on May 25, 2018. As the GDPR is a regulation, not a directive, it is directly binding and

applicable, but does provide flexibility for certain aspects of the regulation to be adjusted by individual member states¹.

Have organizations been persecuted under GDPR?

European data protection agencies from 31 countries in the EEA issued fines totaling €56M for GDPR breaches in the first nine months from more than 200K reported cases², and these numbers are growing. About 65K of these cases were initiated by a data controller on the basis of a data breach report, while about 95K of them were initiated from complaints by individuals. Over 50% of these cases had already been closed, with 1% facing a challenge in national courts.

The fines are largely skewed by Google³, who was fined €50M on January 21, 2019 following privacy lawsuits filed by Austrian lawyer Max Schrems' privacy group NOYB on May 25, 2018. French data protection agency CNIL ruled that the search giant offered users inadequate information and had failed to gain valid consent for ad personalization. NOYB's lawsuits targeting Facebook® and other lawsuits aimed at Google remained under investigation. In response to these lawsuits, regulators in France, Belgium, Hamburg and Austria are investigating the algorithms of these tech giants to determine if it is fair to impose an "all or nothing" requirement on users. These tech companies obtain consent for their new privacy policies by asking users to check a box to access services, or get no service at all. If found guilty under GDPR, Facebook could be fined €3.9B and Google, €3.7B.

GDPR rules are complex. What do I need to know?

GDPR is a set of rules spanning from requirements to notify regulators about data breaches within 72 hours, to transparency for users about what data is being collected and why. The GDPR requirement that is most critical to set up is the data subject access request. EU residents have the right to request access to review personal information gathered by



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companies. Those users—called “data subjects” in GDPR parlance—can ask for their information to be deleted, to be corrected if it’s incorrect, and even get the data delivered to them in a portable form.

What is CSC’s role?

As the trusted partner of more than 65% of the Interbrand® 100 Best Global Brands, CSC plays an important role in ensuring that the domain name assets of clients are compliant with GDPR. By being at the forefront of all GDPR communications, paying close attention to our clients’ domain name assets, CSC helps clients understand how the GDPR impacts them, what risks they are liable for, and what they must do to remain compliant.

What has CSC done to ensure my organization remains compliant under GDPR?

Since May 25, 2018, CSC has implemented changes in our domain name management system to ensure that WHOIS output of thin WHOIS TLDs displays according to whether registrants are organizations from the EEA or are located in the EEA. Where registrants are not from the EEA, CSC continues to advise best practices for maintaining role accounts in WHOIS, as opposed to personally identifiable information. This message is iterated by everyone in CSC, including executives, sales, or support. The output for thick WHOIS TLDs are available from the domain name registries and are unaffected by CSC.

What is the WHOIS output for my domain name portfolio?

CSC understands that for many of our customers, the publication of the WHOIS data is important in ascertaining whether a website is genuine. Consistent with our past guidance, CSC recommends corporations maintain role-based information in their current domain name portfolio and new domain name registrations. This best practice minimizes risks of leaks in individual domain name registrant information under GDPR.

For TLDs with thin WHOIS

CSC will publish thin WHOIS information for domain names registered in .COM, .NET, .CC, and .TV. If a customer chooses to opt out of publishing social data, CSC will replace these with “not disclosed” in the WHOIS—with the exception of the registrant state or province and registrant country—as per the ICANN interim model⁴ to continue publishing that data. Customers may choose to use CSC Masking and Proxy Service to further anonymize that data. Email addresses will also be redacted, and CSC will provide a web form alternative for interested parties to contact the registrant of a domain. This web form will be rate limited and protected using reCAPTCHA to prevent abuse by bots. CSC will manage these information access requests on the client’s behalf.

For TLDs with thick WHOIS and most ccTLDs

Thick WHOIS registries and most country-code TLD (ccTLD) registries will have differing WHOIS outputs according to their interpretation of GDPR and how their systems were set up. Thick WHOIS registries include all new gTLDs, .INFO, .BERLIN, and .LAWYER, for example. Many thick WHOIS and ccTLD registry operators have redacted the WHOIS in its entirety or simply displayed some key elements. CSC continues to work behind the scenes to minimize the impact of these changes to you. We amend our workflows to meet the introduction of new registry rules, and where possible, work to have WHOIS data exposed.

What are thin and thick WHOIS?

A thin registry only includes technical data sufficient to identify the sponsoring registrar, status of the registration, and creation and expiration dates for each registration in the WHOIS data store. Social data of the registration are obtained from databases of the managing registrar. Thick registries maintain the registrant’s contact information and designated administrative and technical contact information, in addition to the sponsoring registrar and registration status information.



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What are examples of WHOIS outputs under GDPR?

Thick WHOIS output for a gTLD domain name registered to a U.S. entity	Thick WHOIS output for a ccTLD domain name registered to an EEA-located entity	Thin WHOIS output for a .COM domain name registered to a U.S. entity	Thin WHOIS output for a .COM domain name registered to an EEA-located entity
<p>Domain Name: csc.domains Creation Date: 2014-03-12T16:01:14Z Registry Expiry Date: 2020-03-12T16:01:14Z Registry Registrant ID: REDACTED FOR PRIVACY Registrant Name: REDACTED FOR PRIVACY Registrant Organization: CSC Corporate Domains, Inc. Registrant Street: REDACTED FOR PRIVACY Registrant City: REDACTED FOR PRIVACY Registrant State/Province: DE Registrant Postal Code: REDACTED FOR PRIVACY Registrant Country: US Registrant Phone: REDACTED FOR PRIVACY Registrant Phone Ext: REDACTED FOR PRIVACY Registrant Fax: REDACTED FOR PRIVACY Registrant Fax Ext: REDACTED FOR PRIVACY Registrant Email: Please query the RDDS service of the Registrar of Record identified in this output for information on how to contact the Registrant, Admin, or Tech contact of the queried domain name.</p>	<p>Nom de domaine: afnic.fr Date de création: 11 décembre 2001 00:00 Date d'expiration: 18 juillet 2019 10:26 Titulaire: ASS FRANC NOMMAGE INTERNET EN COOP Internet en Cooperation2, rue StephensonMontigny le Bretonneux 78181 Saint Quentin en Yveline France Téléphone: +33 1 39 30 83 00 Courrier électronique: contact@nic.fr Joignabilité: NotIdentified Eligibilité: NotIdentified</p>	<p>Domain Name: cscglobal.com Creation Date: 2005-04-03T05:00:00Z Registrar Registration Expiration Date: 2023-04-03T23:15:45Z Registry Registrant ID: Registrant Name: Domain Administrator Registrant Organization: CSC Corporate Domains, Inc. Registrant Street: 251 Little Falls Drive Registrant City: Wilmington Registrant State/Province: DE Registrant Postal Code: 19808 Registrant Country: US Registrant Phone: +1.3026365400 Registrant Phone Ext: Registrant Fax: +1.3026365454 Registrant Fax Ext: Registrant Email: admin@internationaladmin.com</p>	<p>Domain Name: afnic.com Creation Date: 1997-04-24T04:00:00Z Registrar Registration Expiration Date: 2019-04-25T04:00:00Z Registry Registrant ID: REDACTED FOR PRIVACY Registrant Name: REDACTED FOR PRIVACY Registrant Organization: AFNIC Registrant Street: REDACTED FOR PRIVACY Registrant City: REDACTED FOR PRIVACY Registrant State/Province: Registrant Postal Code: REDACTED FOR PRIVACY Registrant Country: FR Registrant Phone: REDACTED FOR PRIVACY Registrant Phone Ext: Registrant Fax: REDACTED FOR PRIVACY Registrant Fax Ext: Registrant Email: 1447b6c0025fe20b5560f42bea4192f6-376207@contact.gandi.net</p>

How are domain name transfers impacted?

As registrars do not have access to the registrant email address, inbound transfers will no longer trigger the Form of Authorization (FOA) process; instead, CSC will rely on the authorization code as a means of validation.

What was the temporary specification from ICANN about?

ICANN recently issued an update stating that effective May 20, 2019, contracted registries and registrars must continue to implement measures consistent with the temporary specification⁵. The temporary specification issued by ICANN on May 18, 2018 allowed registry operators and registrars to comply with the GDPR while being compliant with contracted obligations from ICANN at the same time. This temporary specification was implemented to allow ICANN policy time to catch up with contracted parties' obligations under GDPR. Many of the technical aspects of the specification had already been implemented; however, much of the focus surrounded the display of WHOIS information. On February 27, 2019, ICANN issued a notice to contracted registries and registrars to implement an RDAP service by August 26, 2019. [Find out more about RDAP here.](#)

What is the WHOIS output for my .BRAND domain names?

CSC understands that for many of our customers, the publication of the WHOIS data is important in ascertaining whether a website is genuine. In this regard, CSC advised all .BRAND operators to continue to publish their WHOIS data and maintained role based contacts on the registrations beneath your .BRAND TLD. In other words, CSC recommended that you did not redact your .BRAND WHOIS information.

Any additional advice to offer?

Now, more than ever, domain management best practice will be of key importance. The use of personal information to secure domains has always carried risks, and our advice to use role-based contacts and email addresses remains. Auditing your portfolio to assess which contacts you use and where personal information of employees is visible on WHOIS—with an action plan to replace that—is something all organizations should consider.

Where can I obtain further information?

Please contact your CSC representative.

The EU GDPR: One Year Later

In a recorded webinar, *How GDPR Has Changed the Internet, Cyber Security, and Legal Responsibility*, CSC's director of policy and industry affairs, Gretchen Olive, addresses:

- GDPR's effect on the contents and availability of WHOIS information for domain names and upcoming ICANN policy changes
- GDPR's impact on brand protection tactics
- The intersection of data privacy and cyber security
- The new and evolving cyber security role of in-house legal departments

The best practices and controls every legal department should ensure their organization has in place to mitigate data privacy fines from regulators and cyberattacks from outside the firewall.



The EU GDPR: One Year On
Watch the webinar on demand.



Registration Data Access Protocol (RDAP)

What is RDAP?

The Registration Data Access Protocol (“RDAP”) is a computer network communications protocol standardized by a working group at the Internet Engineering Task Force (IETF) in 2015, after experimental developments and thorough discussions. It is a successor to the WHOIS protocol that is used to look up relevant registration data from such Internet resources as domain names, IP addresses, and autonomous system numbers⁶.

WHOIS vs RDAP – what’s different?

Capability	RDAP	WHOIS	
Secured access	✓	✗	Under RDAP, it’s possible to specify credentials for data access using the HTTPS protocol.
Standardized formats	✓	✗	The WHOIS output formats of a thin WHOIS TLD differ from registrar to registrar whereas the WHOIS output formats of a thick TLD differ from registry to registry. By August 26, 2019, domain registration information under RDAP is set to follow a standard format after the later date.
Differentiated access to data	✓	✗	Under RDAP, if you have a set of credentials granted to you by the data provider, you could (a) have a higher rate of queries and/or (b) have access to more information than a non-credentialed user. Whereas in WHOIS, you can query and access a basic set of information within a certain number of times limited by the data provider.
Seamless query redirection	✓	✗	RDAP has a function known as "bootstrap," enabling queries to go beyond the registry operator or registrar to search all registration data available in the RDAP service. Instead of returning "not available" results under WHOIS, a query routes to the authoritative server to return the relevant data.
Internationalization of data objects	✓	✗	WHOIS outputs are commonly ASCII only, and internationalization depended on whether registries or registrars supported it. RDAP explicitly enables a type of encoding that can display all languages, meaning that domain registration information containing Simplified Chinese, French, Cyrillic or Sinhalese, etc. can be displayed.

RDAP output using an RDAP client

WHOIS outputs are free-text, human-friendly outputs that are not machine-friendly. RDAP outputs are the exact opposite. This means the RDAP is scalable, as data can be retrieved from different RDAP servers and displayed in a consistent format. What this also means is that RDAP clients are required in order to display RDAP outputs in a human-friendly format.

Example of uncredentialed output using an internationalized domain name (IDN) 大兵小將.test from RDAP client

Domain information

Domain Name: xn--f6q70qepc5a.test

U-Label: 大兵小將.test

Domain ROID: 9691

Domain status: client hold

Domain status: client transfer prohibited

Domain status: client update prohibited

Create Date: 1996-03-18T02:26:00Z

Registry Expiry Date: 2020-04-04T23:03:11Z

Nameservers

Name Server: ns1.itrickortreat.test (230.230.179.154)

Name Server: ns2.itrickortreat.test (65.36.31.164)

Name Server: ns3.itrickortreat.test (96.216.79.220)

Last update of RDAP database: 2018-04-25T21:40:17Z

The object does not contain all data due to lack of authorization.

How are dot brand registries impacted?

.BRAND registries are ICANN-contracted and expected to implement the ICANN-mandated RDAP profile replacing WHOIS, by August 26, 2019. From keeping abreast of the latest developments surrounding RDAP, to successfully implementing RDAP, including having an RDAP client in place, .BRAND registries may rely on CSC to ensure that they are aligned with RDAP requirements.

The end user will most likely not realize their domain name lookup is now processed via the RDAP protocol instead of WHOIS, as the end result will be a human-friendly display of domain registration information.

If you require further information in relation to RDAP, please contact your CSC representative.

References

- [1 Definition of GDPR](#)
- [2 Policy report from the European Data Protection Board](#)
- [3 Press release from the CNIL](#)
- [4 ICANN's Temporary Specification](#)
- [5 ICANN's Interim Registration Data Policy for gTLDs](#)
- [6 Wikipedia: Registration Data Access Protocol](#)

About CSC

CSC helps businesses thrive online. We help effectively manage, promote, and secure our clients' valuable brand assets against the threats of the online world. Leading companies around the world choose us to be their trusted partner, including more than 65% of the Interbrand® 100 Best Global Brands. Leveraging state-of-the-art technology, Digital Brand Services delivers outstanding outcomes through our unique account management structure. With our expert, dedicated team, you'll have a daily point of contact to ensure your brand has the strength it needs to succeed in the 21st century. We help consolidate and secure, monitor and enforce, then optimize and promote your brands to maximize your digital presence, secure your digital intellectual property, and reduce costs.

Contact us at [cscdigitalbrand.services](https://www.cscdigitalbrand.services).



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