

Case Study

.SECURITY and .PROTECTION

“.SECURITY and
.PROTECTION give
businesses worldwide
a trusted namespace
with advanced security
requirements, helping
to ensure consumer
confidence in their
products and services.”

• Security
• Protection

 Website
<https://go.security>

 Registry Name
XYZ Registry

 Location
Las Vegas, Nevada, USA

Background

Individuals and organizations have been concerned with security and protection for decades. However, the nature of threats has changed significantly as sharing personal information and making transactions online became commonplace. With the emergence of e-commerce, cloud technology and social media, as well as the proliferation of mobile devices, an astonishing amount of personal and commercial information is now stored online. Gaining access to this data is increasingly lucrative for criminals. Studies have estimated that cybercrime now costs the U.S. economy alone more than \$100 billion each year. So in addition to protecting their physical assets, such as homes, cars or businesses, entities around the world are also looking for ways to secure their valuable digital information.

With the New gTLD Program, XYZ Registry saw an opportunity to capitalize on the growth of security as a topic of global concern by managing .SECURITY and .PROTECTION. Websites built on these new generic top-level domains must use Transport Layer Security (TLS), a technology created to prevent cyber attacks through advanced encryption and authentication. The security industry considers the use of TLS a best practice. In addition, XYZ Registry's in-house compliance team monitors new and existing websites on the domains to ensure registrants continue to meet the requirements.

Objectives

With .SECURITY and .PROTECTION, XYZ Registry is providing security and protection-related businesses – from home security to identity theft protection to cybersecurity, and more – a trustworthy namespace online. XYZ Registry intends for the domains to help organizations market themselves more effectively by allowing them to utilize specialized microsites or re-brand to a secure, next-generation domain. Since the launch of .SECURITY in January 2016, companies around the world have created robust, secure websites, including Blue Security (managed by IBM) and Arrow Security Corporation. Similarly, corporate brand protection company NetNames is now using a .PROTECTION domain for its online brand protection services.

TRIVIA



Date TLDs became available on the Internet: **27 January 2016**



Number of registrations:

— **.SECURITY: 210 domain names as of 16 June 2016**

— **.PROTECTION: 71 domain names as of 5 June 2016**

— **Since its launch in January 2016, .SECURITY domains have been registered in 18 countries.**

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS



gTLD Key Stats

1930 total applications received by the deadline (May 2012)

1300+ new gTLDs or "*strings*" possible



Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.



Applications By Region

17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean



Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.



One World, One Internet

