

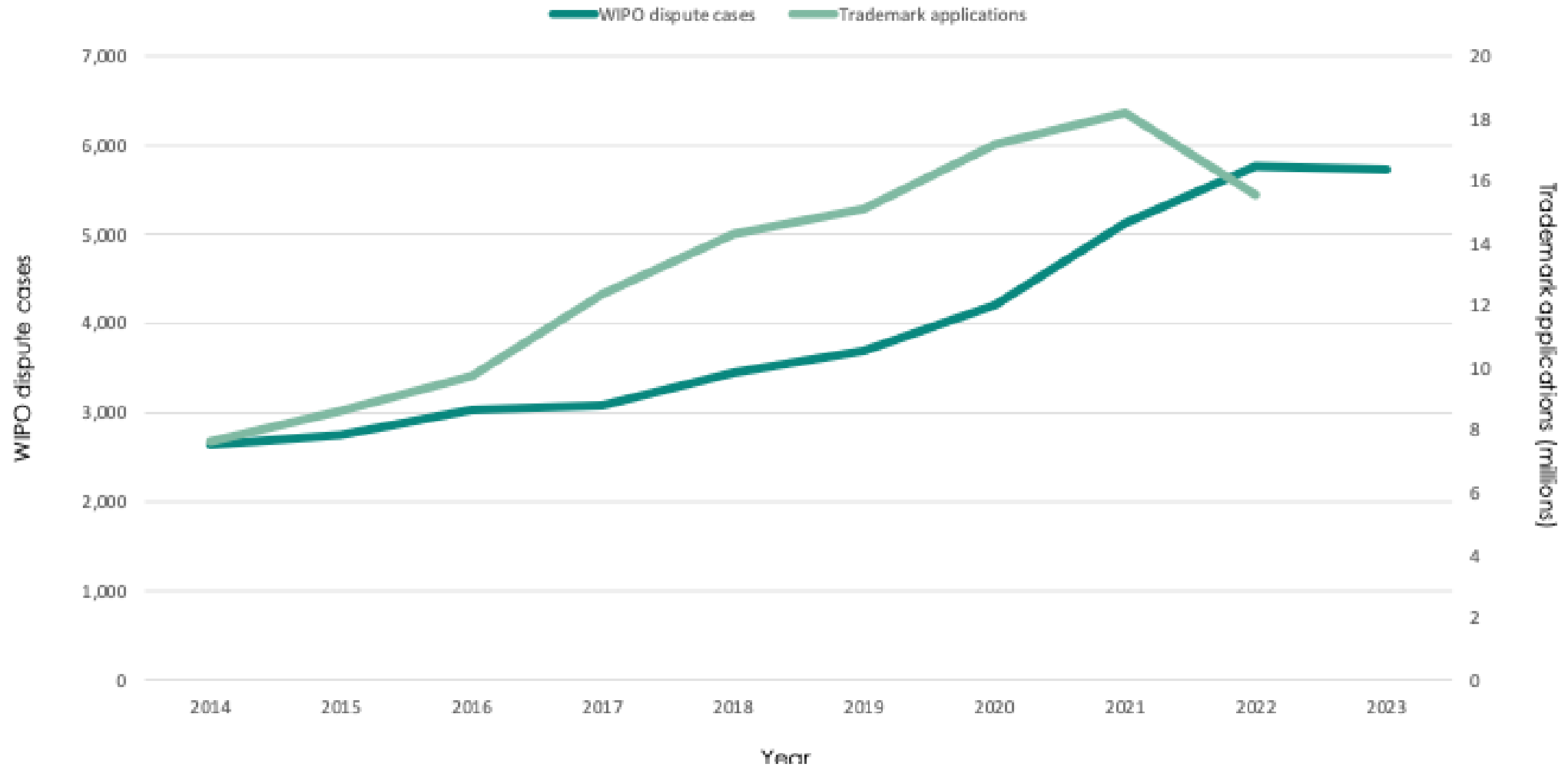


Domain Name Blocking

APTLD 86, Vietnam



Business Trends



Customer Research

“We’re launching new brands and products online like never before”

“Managing our IP across all of the TLDs available today is painful, and expensive”



Customer Research

“We have no choice but to heavily reduce our domain portfolio to keep our costs in check”

“Owning every domain we need is simply unaffordable - so these days we just register the minimum number of domains necessary and find alternative options to protect everything else”



Customer Research

“The use of monitoring and takedown services has become a more effective strategy for us than owning a portfolio of defensive domain names”



Customer Research

“We know that domains are important in the IP ecosystem, but we need simpler and more cost-effective methods to manage this consistently growing problem”





BRAND SAFETY ALLIANCE

A GoDaddy Registry initiative



Our Mission

- To help the registry industry develop new and innovative products that meet enterprise customer needs
- To support 'Registry Health' and prepare for future demands
- To develop sustainable and equitable sources of revenue for the registry industry
- To stimulate a 'collaborative' industry approach to IP abuse



Our Philosophy

The Brand Safety Alliance has been carefully designed to focus on;

- Creating a safer internet for consumers
- Giving businesses better ways to protect their intellectual property
- Reducing the necessity for dispute resolution
- Promoting all TLDs to the global business community
- Using Domain Blocking as a global solution to a global problem



What is Blocking?

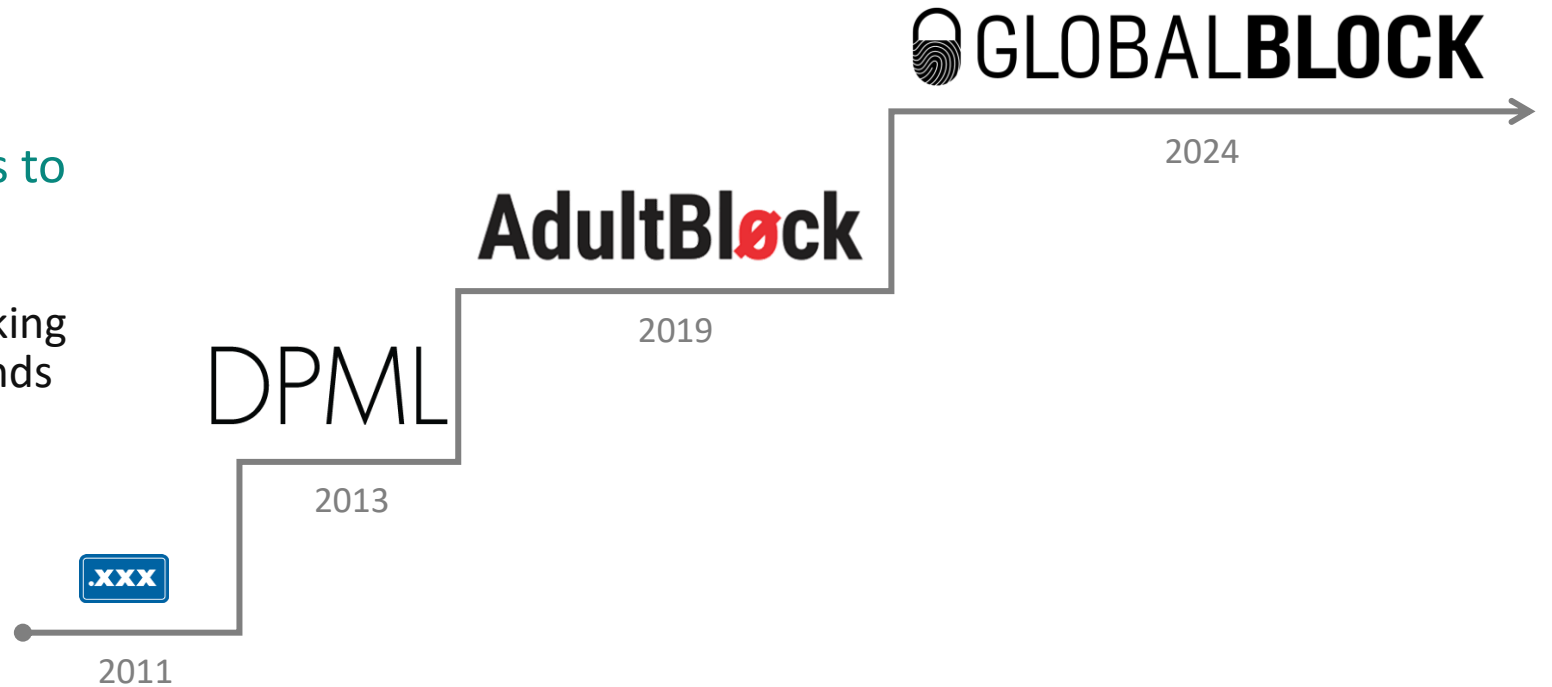
Blocked domains...

1. Cannot be used to host websites or email
2. Are removed from registration availability
3. Have a custom WHOIS record
4. Work with existing TLD policy
5. Are “owned” by the customer
6. Can be “Unblocked” (usual fees & policy restrictions apply)
7. Can be ‘variant’ domains to reduce phishing
8. Don’t impact existing registrations

The Evolution of Blocking Services

Offered by various registries since the launch of .xxx in 2011, blocking domains to protect IP is not a new concept.

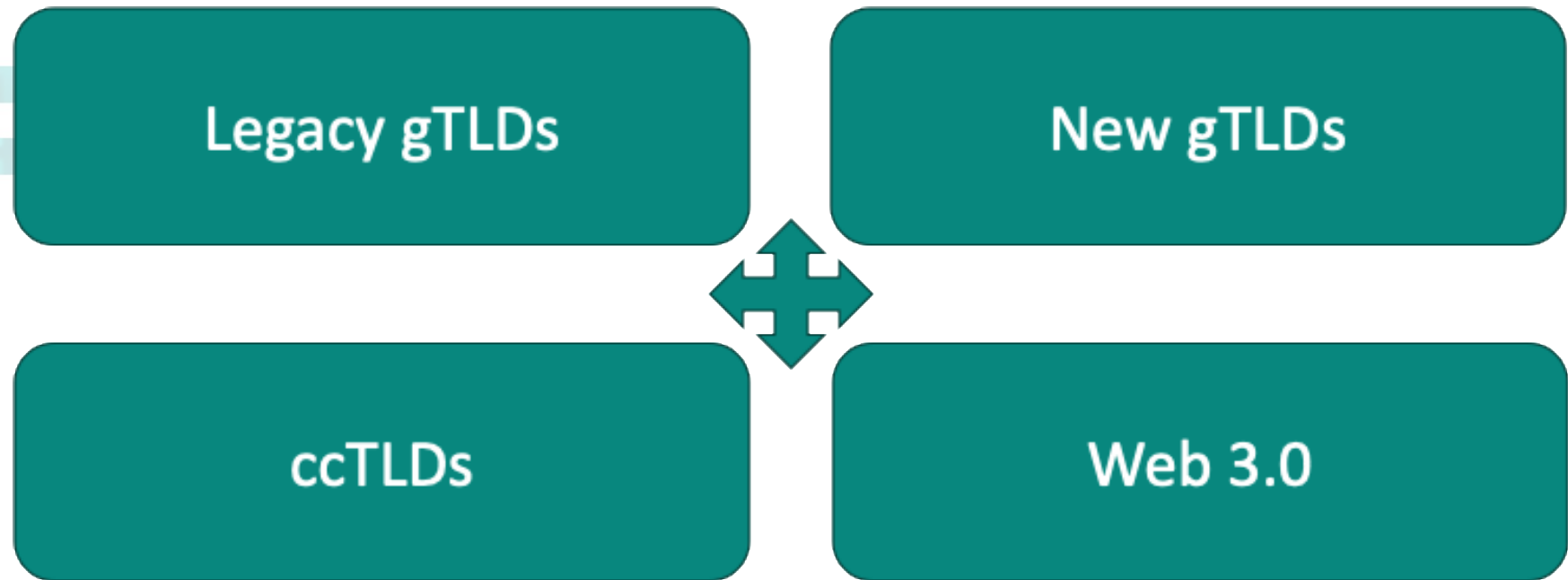
The world's largest brands have utilized blocking programs over the years to protect their brands from public registration.





The world's first ever unified domain name blocking service

GlobalBlock Coverage



GlobalBlock Coverage

 **GoDaddy** Registry

 **identity**
digital

GMO REGISTRY

 **NOMINET**

 **ZDNS**

RyCE

CoCCA

core

TANGO®
REGISTRY SERVICES

 **DNS.Business**

 **unstoppable**
domains

tucows/registry

GlobalBlock Coverage

Current Extensions

579 →

Asia Pacific ccTLDs currently in
GlobalBlock

.id (Indonesia)

.lk (Sri Lanka)

.pg (Papua New Guinea)

.mm (Myanmar)

.cx (Christmas Islands)

.nf (Norfolk Islands)

Plus, more joining shortly....

By October 3

610

By End 2025

750

GlobalBlock Post Launch Data

GlobalBlock successfully launched on 1 March 2024

1

Over 60 resellers already in place – and growing daily

2

Registries from all over the world connected to the new BSA Gateway

3

Over 2 million domains protected already – New extensions added quarterly

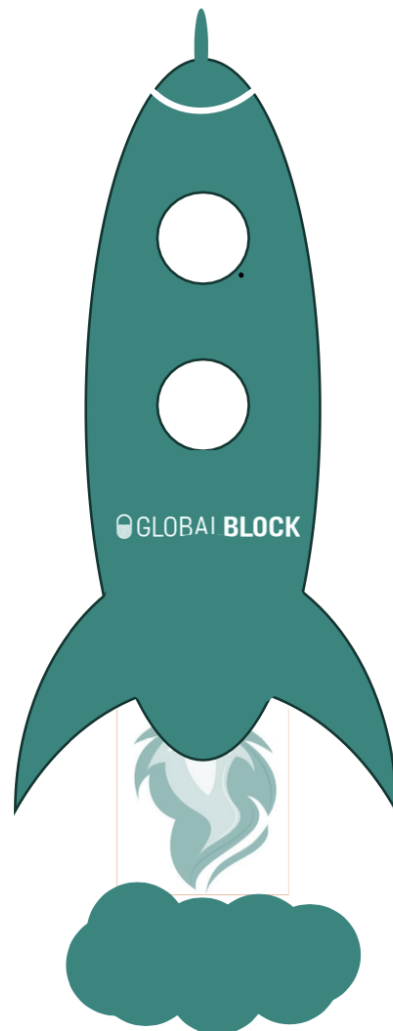
4

Priority Auto Catch service has already saved 500+ names from bad actors for GlobalBlock customers

5

Millions of dollars already distributed to registries around the world on a quarterly basis

6





GlobalBlock is available in two distinct product types, each designed to provide a different level of protection for brand owners



GLOBALBLOCK

Instant exact match coverage across hundreds of domain name extensions available across the industry.

mybrand.<All GlobalBlock Extensions>

GLOBALBLOCK⁺

Increased protection that additionally blocks a select range of look-alike variations that are often used in online scams.

my-brand.<All GlobalBlock Extensions>

mybrand.<All GlobalBlock Extensions>

Key Features

Direct blocking across all GlobalBlock TLDs	✓	✓
Premium domain name blocking	✓	✓
Priority AutoCatch	✓	✓
Domain Unblock	✓	✓
Blocking of homoglyph confusable characters	✗	✓
Unlimited blocking of main labels	✗	✓

Product Features

Upon purchase, GlobalBlock customers:

- **Have all 'unregistered' domains** that match their mark in every TLD added to their GlobalBlock.
- **Benefit from a priority 'Auto Catch'**, where names previously registered to another registrant/squatter are automatically added to the block if the domain expires.
- **May request a Domain Unblock** if they wish to use the name
- **Can manage this through one transaction** rather than hundreds of individual defensive domain registrations.

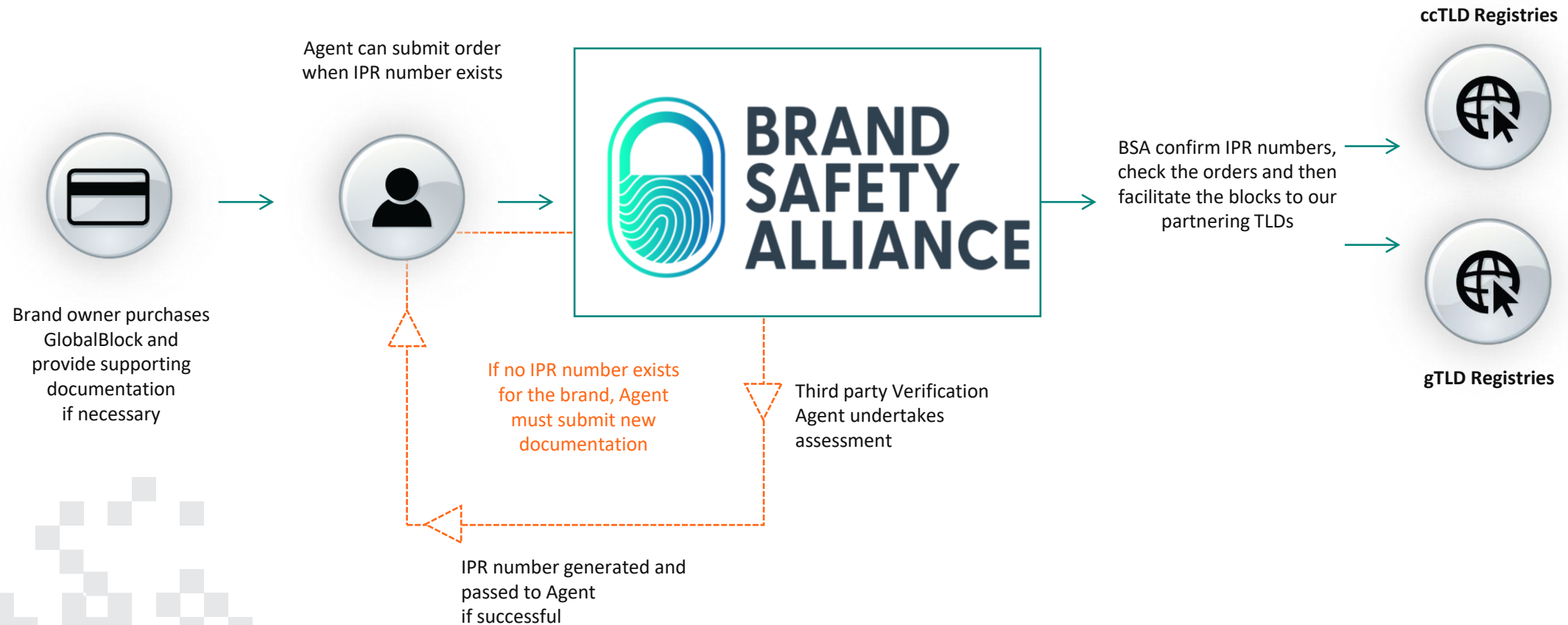


The Opportunity and Participation Requirements

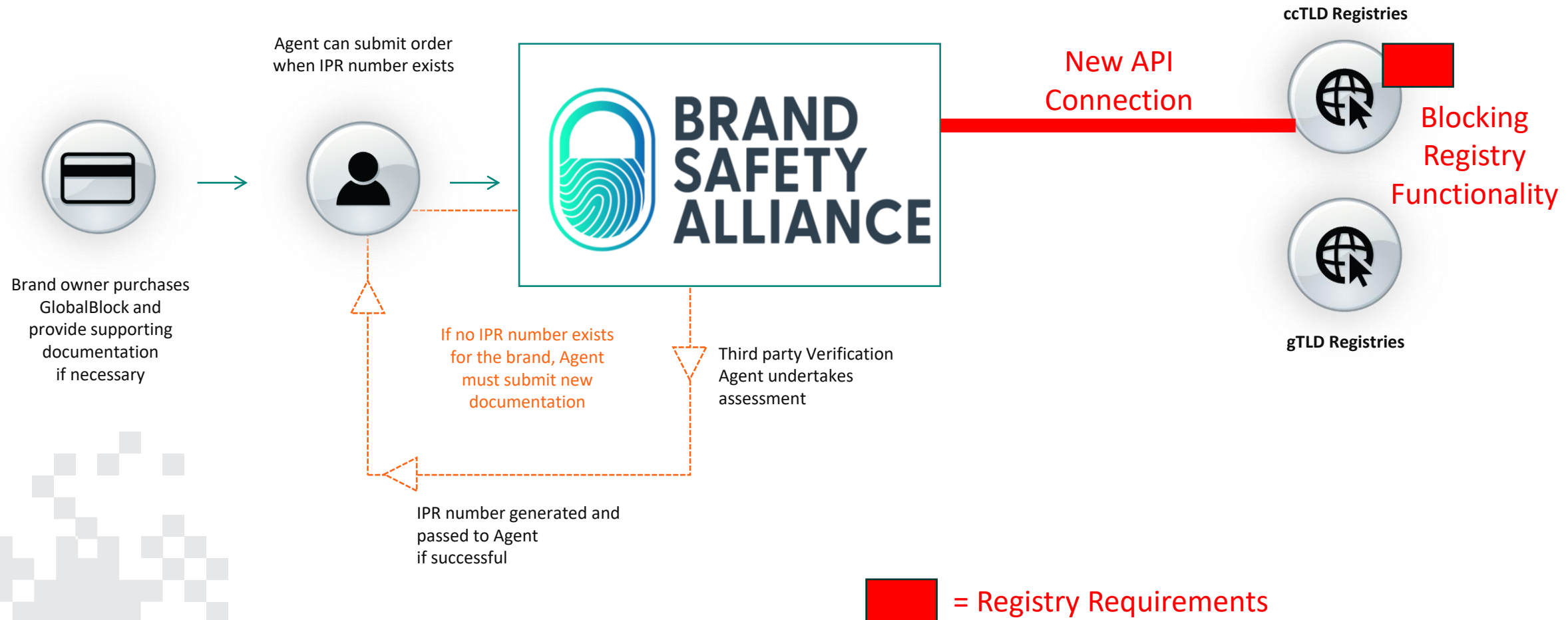
Why Join GlobalBlock?

1. Reputation management and industry collaboration
2. Works with your existing policy framework
3. Established process
4. Simple technical integration
5. Minimal ongoing activity required by registries
6. Revenue Share Program (Sub extensions welcomed)
7. Trusted rights verification processes
8. Ongoing product roadmap expansion
9. A healthy registry and community

Brand Safety Alliance Gateway



Brand Safety Alliance Gateway





Roles

Brand Safety Alliance

- Development and maintenance of the BSA Gateway
- Channel and Account Management
- Finance – billing and revenue distribution
- Marketing and Advertising
- Product Development, Strategy and Management
- Governance and Compliance

Registries

- Development on your registry to meet key BSA requirements
- Negligible support or resource requirements thereafter
- Receive quarterly revenue share payments



Revenue Share Program

All participating registries are eligible to benefit from the open and equitable revenue share program.

- **If the name in your TLD is unregistered:**
 - The blocking occurs, and you receive the total revenue share
 - You also have a new database of companies that you could inspire to use your TLD
- **If the name in your TLD is already registered:**
 - No blocking occurs; you still receive the total revenue share
- **If the customer requests a blocked name to be converted to 'registered' so they can use it:**
 - You receive the registration fee as per usual, AND you also receive the block revenue share

How to Participate

Come and have a chat with Leona & Tony here at
APTLD

OR

Contact Us – hello@brandsafetyalliance.co



Visit
globalblock.co for
more information



Thank You!

