

Case Study

.BANK

“.BANK enhances trust in the online financial system by offering a verified, more secure and easily-identifiable location on the Internet for the global banking community and the customers it serves.”



 Website
<https://register.bank>

 Registry Name
fTLD Registry Services, LLC

 Location
Washington, D.C., United States

Background

fTLD Registry Services was founded in 2011 by a coalition of banks, insurance companies and financial services trade associations. Recognizing that they are targets of malicious online activities, the entities behind fTLD sought to create an innovative, more secure platform for delivering banking products, services and information. fTLD applied to operate the .BANK new generic top-level domain (gTLD) through ICANN's New gTLD Program and chose to restrict domain name registration to the banking community. Companies that wish to establish an online presence on .BANK must demonstrate that they meet fTLD's requirements. This verification step signals to customers that websites they visit on .BANK are legitimate sources for a brand's products and information.

Objectives

fTLD's key objective with .BANK is to operate a space online where consumers can trust that they're interacting with verified organizations. .BANK is a "restricted" gTLD. All entities seeking to register a domain name need to prove they are an eligible member of the global banking community.

fTLD is also working to earn the trust of financial institutions and their customers by requiring robust security technologies and practices in .BANK. Among the security requirements are email authentication to ensure brand protection; multi-factor authentication to prevent unauthorized changes to registry data; and strong encryption to ensure confidentiality and integrity of communications and transactions over the Internet. Additionally, all new gTLDs use Domain Name System Security Extensions (DNSSEC), a technology that protects against domain name resolution hijacking. fTLD further requires that all domains in .BANK use DNSSEC.

Hundreds of banks have moved their online presences to .BANK. fTLD believes these institutions can benefit from associating their brands with the gTLD because "bank" is a simple, globally recognized term and because of the company's work to establish .BANK as the location for verified banking. fTLD expects this migration to continue as banks look to enhance their online brands and demonstrate a commitment to security in a highly competitive industry.

Many of fTLD's founding members and strategic allies – including the American Bankers Association, European Banking Federation, Financial Services Roundtable, Independent Community Bankers of America and International Banking Federation – have been encouraging their members to create a presence on .BANK. To assist them, fTLD has created a resource library of public relations tools. Examples of institutions that have adopted .BANK include Broadway Bank, CNB Bank, Dollar Bank and Lead Bank.

TRIVIA



Date TLD available on Internet: **May 14, 2015.**



Number of registrations: **Over 5,969 to date.**

- **Entities wishing to register a domain in .BANK must prove that they are eligible members of the global banking community. Banks, savings associations, trade associations, banking regulators and select service providers may apply.**
- **fTLD has produced a number of success stories detailing why financial institutions are adopting .BANK: <https://www.register.bank/success-stories>**

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

