

# Case Study

## .BNPPARIBAS

“As an international bank, servicing millions of customers and businesses, .BNPPARIBAS provides an additional layer of security that our customers rely on.”



**BNP PARIBAS**

The bank for a changing world



Website

<http://nic.bnpparibas/en/>



Registry Name

BNP Paribas SA



Location

Paris, France

## Background

BNP Paribas Group, a leading bank in the Eurozone and a prominent international banking institution, created a new brand top-level domain (TLD) to further extend their organizational brand into the online world. With the vision to be a global and responsible bank for the changing world, the domain is another step in BNP Paribas' goal to serve as a leader in sustainable business and digital innovation.

In October 2014, .BNPPARIBAS allowed BNP Paribas to create its own online domain in the expanding Domain Name System (DNS) to build a secure network of websites that adapt to the needs of the business – from creating a corporate site to campaign specific websites for their various initiatives. For example, group.bnpparibas serves as the corporate website and mabanque.bnpparibas as the customer portal, simplifying the web experience for customers and employees.

## Objectives

As an international banking organization, one of the key elements in launching .BNPPARIBAS was the additional security benefit to customers. A .BNPPARIBAS website and web pages give customers additional peace of mind while conducting business with an international bank even at a local level, helping BNP Paribas Group to deliver on their brand promise of transparency and trust.

As a closed TLD specific to BNP Paribas entities, .BNPPARIBAS supports business groups through their migration to the new .BNPPARIBAS domain (e.g., the bank's client portal migrated from bnpparibas.net to mabanque.bnpparibas) and helps make it a seamless transition so there is no interruption to service. They also work to ensure that the new website URL is reflected in all relevant materials, to help elevate awareness of the new TLD.

Since BNP Paribas offers services across retail banking, wealth management, real estate, corporate banking and more, security is top of mind for the organization and its customers. BNP Paribas leveraged their global URL and domain name strategy to offer all customers a brand experience that was easily recognizable around the world.

BNP Paribas and its business groups have been promoting its website upgrades and highlighting .BNPPARIBAS in their advertising campaigns.

## TRIVIA



Date TLD available on Internet: **October 2014**



Number of registrations: **185 domains as of December 2017**



**BNP Paribas has a presence in 73 countries around the world across Africa, Asia Pacific, Europe, the Middle East and North and South America.\***

# 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

