



About

fTLD Registry Services, LLC is a coalition of banks, insurance companies, and financial services trade associations from around the world that operate .bank and .insurance with oversight by the Operating Manager, collectively the American Bankers Association and the Bank Policy Institute.

gTLD use case

.bank

Category

Community

Registry Operator

fTLD Registry Services

Contact

<https://ftld.com>
<https://register.bank>

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gTLD

What motivated you to apply for a new gTLD?

The financial services sector, and specifically the global banking community, is among the most targeted for abuse (e.g., phishing, spoofing). fTLD recognized the New gTLD Program as an opportunity to secure a TLD exclusively for the global banking community and to protect it against the proliferation of online abuse.

How are you using the gTLD?

As of August 31, 2024, approximately 40% of the banks in the United States own a .Bank domain and approximately 18% of all banks in the U.S. have moved their primary consumer facing, transactional banking website to .bank. Though .bank is available globally, 83% of the activity in .bank is from the United States and 17% is international. That's likely because the largest U.S. banking trade associations helped establish .bank and actively promoted it for years before it was launched in May 2015.

What were some of the considerations you made before applying?

Long before ICANN announced the application window for new gTLDs in 2012, leading banking trade associations banded together to begin educating their members about new gTLDs and what .bank could mean for them. The primary considerations for fTLD prior to making the application for .bank were gathering sufficient endorsements from banks, insurance companies, and financial services trade associations to support the community applications for .bank and .insurance.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

fTLD and its investors have benefited financially from the success of .bank. We have become a subject matter expert in domain security as a component of financial services and have shared what we have and continue to learn, with the global banking community and the broad range of vendors that serve it.

How has having a gTLD changed or impacted your business?

We continue to hold true to the mission of the organization by providing a trusted, more secure, and authenticated place online for banks and their website and email channels. Because fTLD was formed exclusively to apply for and to operate .bank and .insurance, the success of the TLDs has made the company and its investors financially successful.

“The greatest benefit of operating .bank has been that we were able to create a trusted online space for banks to engage online with their customers, employees, and vendors. Plus, .bank has just entered its tenth year of operations and has had zero confirmed cases of online abuse (e.g., phishing, malware, spam).”

– fTLD Registry Services, Registry Operator