



.Me is about YOU!

Branding .ME

15th September 2011.

About ME

Nataša Đukanović

About.me/natasa

Flavors.me/natasa

Email: natasa@domain.me

Podgorica

Montenegro



.Me is about YOU!

About ME



What' s up with .ME?

- .ME is a ccTLD for Montenegro



.Me is about YOU!

About .ME

- Operated by doMEn, d.o.o – a partnership of Me-Net, Afilias, and GoDaddy
 - **Me-Net** is a local company
 - **Afilias** provides world class registry services and broad access to register domains through registrars
 - **GoDaddy** is world's largest registrar
- Open second level registrations for the general public
 - Great personalized address for personal names such as **RicardoSousa.me, Michele.me**
 - Great TLD for call-to-action e.g. **ShopFor.me, ChatWith.me**
 - Great for social networking e.g. **YouAnd.ME, Connect.ME, Whisper.Me**



.Me is about YOU!

Setting .ME up

- **May 1st**
 - Free transition from **cg.yu** to **co.me**
- **Co.Me, Net.Me, Org.Me, Priv.Me, Its.Me,**
 - Third-level domains – available for the registrants from Montenegro, only



.Me is about YOU!

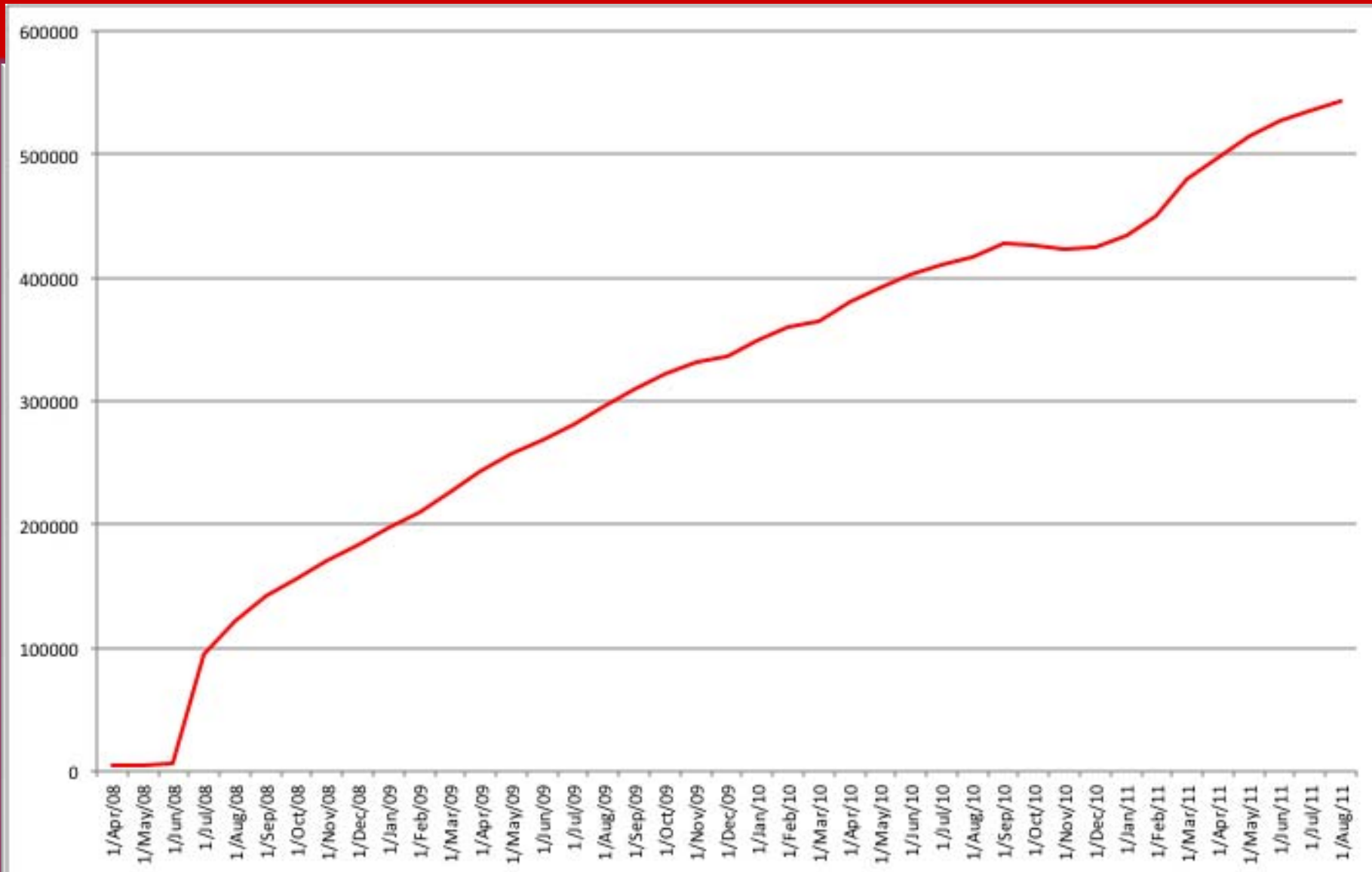
Setting .ME up

- **May 6th - May 20th General Sunrise**
 - May 20th - June 6th Quiet Period
 - Validation of Sunrise Domains
 - Auction of multiple applications received
- **June 6th - June 26th General Landrush**
 - June 26th - July 17th Quiet Period
 - Auction of multiple applications received
 - 2,700 Domains --> >2.2 Mill. USD Revenue
- **July 17th 2008 .ME goes LIVE**
 - No restrictions

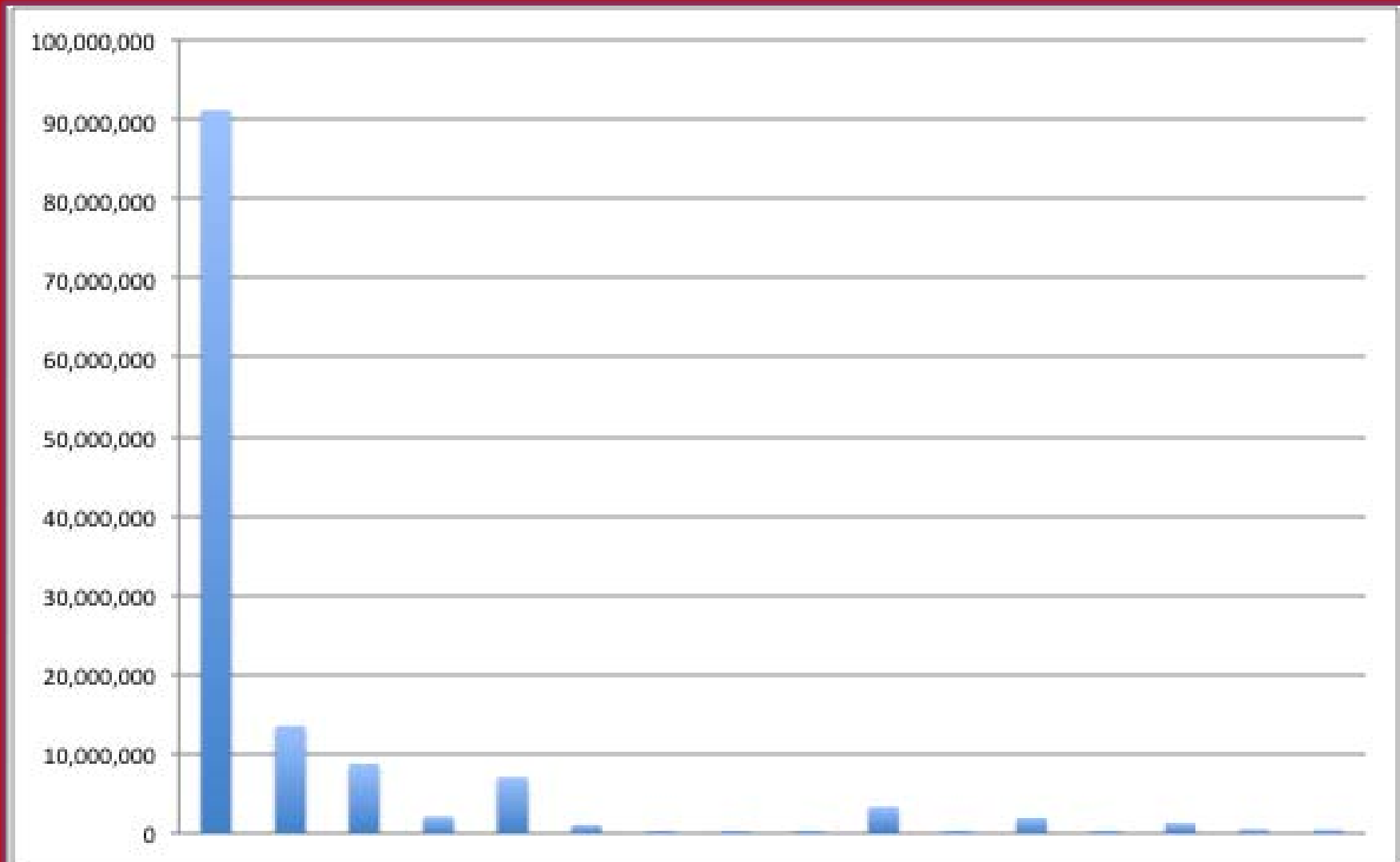


.me is about YOU!

.ME Growth



The world of domains



The world of domains



Our own place in the world



.Me is about YOU!

Our THING

- .ME carries meaning in English, Dutch, Italian, Spanish, Bulgarian, Serbian, Croatian etc.
- Brandable, short, cool and .Memorable –
 - Ama.me,
 - Call.me,
 - VoteFor.Me,
 - Visible.me
 - Connect.me
 - Join.me
 - Help.me
 - Kiss.me

Working together



Promotions with registrars

- GoDaddy .ME Scholarship
- GMO – Japanese special offers
- South Korean – offer for bloggers (blog.me is used by Naver.com)
- Key-systems – DMEXCO conference
- PartnerGate – WHD conference
- Dotster – twitter contest promotion
- Mesh Digital – happy hour



.Me is about YOU!

Promotion with registrars

Competition with RU-Center: winner - Tolchok.Me



Get Personal with **Me** BETA

The Showcase

[Michele.me](#)
[Krishna.me](#)
[Forbairt.me](#)
[Shortword.me](#)
[Yourname.me](#)

Krishna.me
 Krishna De posts her Insights From Ireland On Digital Marketing, Social Media And Entrepreneurship on her dot me
 Visit [Krishna.me](#)



Be Yourself



Express Yourself



Yourname dot me

Get your Personal Domain Name today:

search

Yourname.me for just
€4.99

List Names: Random A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Get Personal with **Me** - Personal Domain Names

If you're looking for a personal branded domain name then .me is the perfect choice. Nothing quite says you like .me

You might be asking do I really need to get a .Me? With well over 400,000 dot me domains registered (and rising fast) now is the perfect time to grab yours. (There are over 90 million dot com domains registered chances are your name is already gone)

Why register domains with Blacknight?

- » We are an ICANN Accredited Registrar
- » We've got great customer service
- » You get a powerful control panel

Promotion with registrars

Summer of



Dot Me it's about you



Krishna has Insights From Ireland On Digital Marketing, Social Media And Entrepreneurship Quick thoughts and tips about building visibility, buzz...

VISIT



Get your Personal Domain Name today:

search

Yourname.me for just
~~€7.99~~ €5.99

End customers



.Me is about YOU!



.ME

Computers/Internet · [Edit Info](#)

[Edit Page](#)



Wall

.ME · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...



Bido

highlights of auctions ending this week:

<http://Bido.com/Auction/don.me>
<http://Bido.com/Auction/harem.me>
<http://Bido.com/Auction/cutey.me>
<http://Bido.com/Auction/cigarette.me>
 ...

[See More](#)



Bido.com – Domain Name Auctions
www.bido.com

Bido.com – Domain Name Auction

[Like](#) · [Comment](#) · [Reshare](#) · 15 hours ago



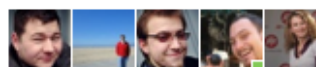
Salvador Stabler

<https://flippa.com/2643776-revisit-me-premium-one-word-top-level-domain-for-sale-plus-2-bonus-offers>

revisit.me – Domain for Sale on Flippa: Revisit.me –

Admins (5) [?]

[See All](#)



[Use Facebook as .ME](#)

[Notifications](#) 2

[Promote with an Ad](#)

[View Insights](#)

[Invite Friends](#)

You and .ME



349 friends like this.

[Mesh Digital Limited, Tucows Inc., Donny Domain](#)

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: .ME



Your ad text here.

Wall

Hidden Posts

- [Info](#)
- [Photos](#)
- [Discussions](#)
- [Video](#)
- [Notes](#)
- [Events](#)
- [Links](#)

[EDIT](#)

About [Edit](#)

.Me is a true phenomenon among TLDs. With its unforgettable meaning and lim...

[More](#)

7,458

like this

Likes

[See All](#)

**dotME****@dotMEtweet** Montenegro*the most personal domain name on the web*<http://www.explorettheworldof.me>

✓ Following



Tweet to @dotMEtweet



Tweets

Favorites

Following ▾

Followers ▾

Lists ▾

**dotMEtweet** dotME

[BLOGPOST] 10 Fun .Me Websites For An Easier Week -

<http://ow.ly/6rWvB> #3rdtweet

7 hours ago

**dotMEtweet** dotME

[BLOGPOST] 10 Fun .Me Websites For An Easier Week -

<http://ow.ly/6rWu3> #2ndtweet

13 hours ago

**dotMEtweet** dotMECheck out latest TCDisrupt photos at tcdisrupt.me #TCDisrupt

13 hours ago

**dotMEtweet** dotME

About @dotMEtweet

570

Tweets

239

Following

653

Followers

34

Listed

Recent Images · [view all](#)

You and @dotMEtweet

You follow accounts that follow @dotMEtweet · [view](#)Similar to @dotMEtweet · [view all](#)**AdrianKinderis** Adrian Kinderis · [Follow](#)

CEO AusRegistry Group of Companies (@ausregistryi...)

**marcurran** Marianne Curran · [Follow](#)

EVP of Media & Communications at GoDaddy.com

**NayNay3** Renee L Parsons · [Follow](#)



Express yourself.

[BACK TO MAIN SITE](#)[HOME](#)[TIPS AND TUTORIALS](#)[BROWSE THE ARCHIVE](#)[.ME NEWS](#)[WORLD OF .ME](#)

10 Fun .Me Websites For An Easier Week



Some of you go out , other stay inside and have a match in some game. The important thing is that you have your fun and get recharged for the following week. We decided to present you with 10 great .me domain sites you'll want to check out. Some of them are cool, some are [...]

[Continue reading »](#)

5

[Tweet](#)

6

[Like](#)

[Leave a comment](#)

Written by [Nikola Krajacic](#)

September 12, 2011

Filled in: [World of .Me](#)

What If... Techcrunch's Michael Arrington Started Blogging for Mashable, AllThingsD or The Next

Subscribe to the blog

Don't miss any news, tips or insight.
Get an email or RSS notification as soon as we publish a post.

[Get free updates via e-mail](#)



Subscribe to our RSS feed
[What is RSS?](#)



Follow us on Twitter, 653 already do!



[.ME on Facebook](#)

[Like](#)

You like this.

7,459 people like .ME.



Paul



Jessica



Iva



DomainNan



Express yourself.

[SOCIAL](#)

[WHO IS .ME](#)

[CONTACT US](#)

[POLICIES](#)

[FAQ](#)

[REGISTRAR AREA](#)



the future is .me

[HOME](#)

[GET A .ME](#)

[PARTNER WITH .ME](#)

[ABOUT .ME](#)

[MEDIA](#)

[.ME PREMIUM NAMES](#)

why .me?

Because it is useful, meaningful and memorable, but most importantly .Me represents untapped resource of branding power and you want your online presence personalized ASAP

[> LEARN MORE](#)



news



13.05.2011.

Google Secures .Me Domain For Revolutionary Web Project

Ro.Me Becomes Newest Example of Strength & Value of .ME Personalized Domain

[> GO TO NEWS](#)



domain search

Start your .Me journey here! Check availability of «YourName.Me» or any other .Me domain

.me

[FIND](#)



.Me is about YOU!

Premium Names

- Non-Auction Allocation Program
 - Business plan
 - Significant traffic and good references
 - Upfront fee
- Auctions

Premium Names Auctions

	Domain	Price	Date
TRAFFIC New York	Date.Me	\$70,000.00	Sep.08
NameJet	Host.ME	\$21,100.00	Sep.09
NameJet	Teach.Me	\$20,100.00	Jun.09
TRAFFIC New York	Ask.Me	\$20,000.00	Sep.08
TRAFFIC New York	Buy.Me	\$17,500.00	Sep.08
NameJet	Friend.ME	\$15,200.00	Sep.09
TRAFFIC New York	Loan.Me	\$15,000.00	Sep.08
TRAFFIC New York	Marry.Me	\$12,000.00	Sep.08
Sedo	Rock.Me	\$12,000.00	Mar.09
NameJet	Invite.Me	\$12,000.00	Jun.09
Sedo	Pay.Me	\$11,501.00	Mar.09
Sedo	Test.Me	\$11,100.00	Mar.09
NameJet	Publish.Me	\$11,100.00	Jun.09
Domain Fest LA	Alert.Me	\$11,000.00	Jan.09
NameJet	Trust.Me	\$10,799.00	Jun.09
Sedo	Bet.Me	\$10,099.00	Mar.09
Sedo	Join.Me	\$10,099.00	Mar.09
Sedo	Pick.Me	\$10,099.00	Mar.09
TRAFFIC New York	Show.Me	\$10,000.00	Sep.08
Domain Fest LA	Contact.Me	\$10,000.00	Jan.09



.Me is about YOU!

Our sincere condolences to mahogany conference tables everywhere.

share

share your screen with others

free for Windows & Mac



join

view someone else's screen



join

me

beta

[about join.me](#)

[talk nerdy](#)

[legalese](#)

[talk back](#)

Copyright © 2009-2010 LogMeIn, Inc. All rights reserved.

LogMeIn

RSS.ME Aggregate your feeds

We'd love to say we're in beta so we will :)
Ready to start playing?

Sign up on the far right for all the latest news.

Why not follow us on [Facebook](#) and [Twitter](#) or
add our [RSS](#) feed and we'll let you know when
we've launched

Updates from the RSS.ME Blog

Combining Domains And Location Via RSS.me
Now With Added Security .. and Email Notifications
Using RSS.me? Why Not Tell Us About It?
No More Invite Codes Needed
Feature Tweak – Facebook Pages + Custom Shorteners

LOGIN TO RSS.ME

EMAIL

PASSWORD

[Forgot password?](#)

[LOGIN](#)

NEW HERE?

[Create an account](#)

JOIN OUR MAILING LIST

EMAIL ADDRESS *

FIRST NAME *

LAST NAME *

[SUBSCRIBE](#)



.Me is about YOU!



Posted: Friday, August 14th, 2009 at 6:57 am.
Filed in New Features.
Tags: shortlink, twitter

Email Newsletter

Enter your address to receive news by email.

[Subscribe me!](#)

WP.me — shorten your links

by Matt

Check out this address:

<http://wp.me/sf2B5-shorten>

If you visit it, you'll end up right back here. The nice thing about it is that it's a short link, about 70% smaller than the [permalink](#) for this post. URL shorteners are nothing new, [Tiny URL](#) has been around for 100 years, but WP.me is different in a few ways.

- WP.me is the only two-letter .me domain in the world.
- Every blog and post on WordPress.com has a WP.me URL now.
- These are all exposed in the <head> using [rel=shortlink](#).



FB.me: Facebook's new URL Shortener

Posted on Dec 14th, 2009 by Zee

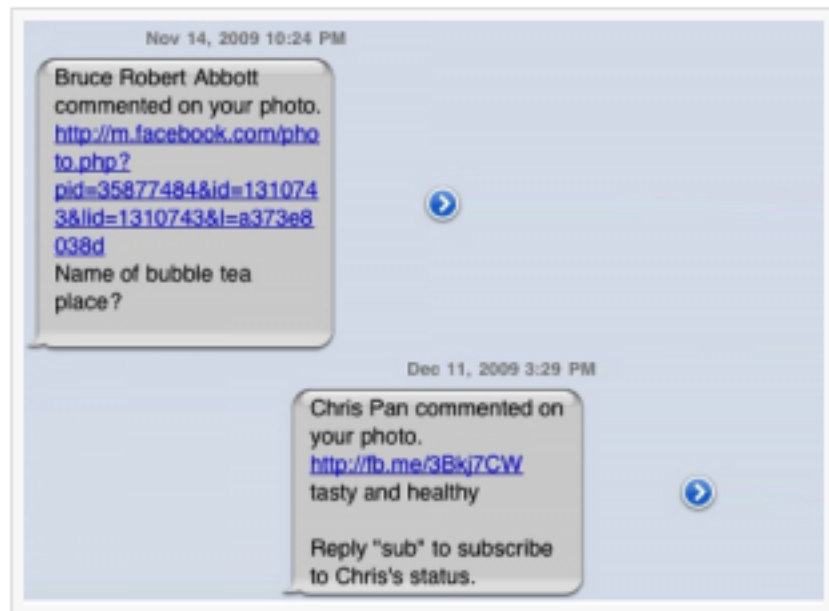
 Recommend 1

 Tweet 0

Just when you thought the web couldn't possibly fit any more, a new URL shortener is on the loose, this time however, it actually makes some sense.

Inside Facebook have spotted Facebook automatically shortening URLs down to FB.me for Facebook's mobile interface.

Unlike the hundreds of other URL shortening

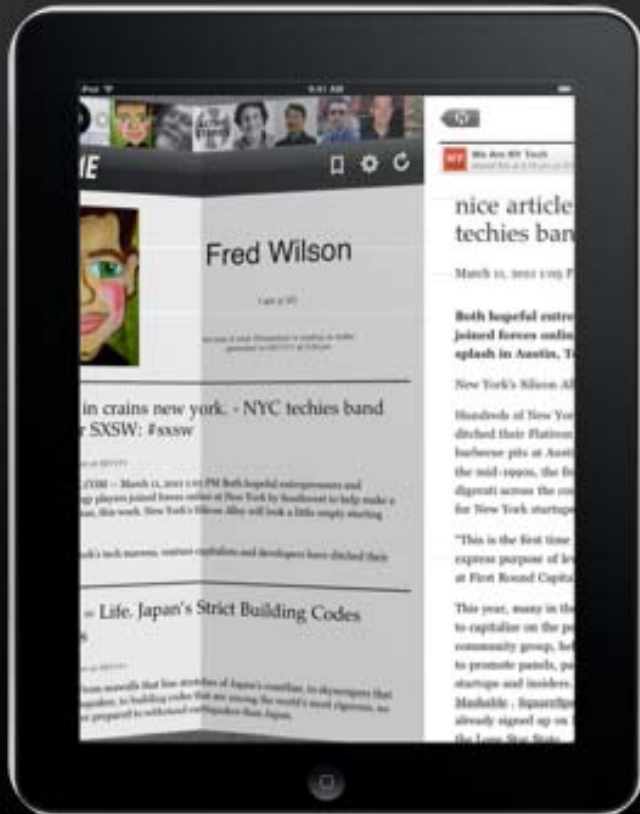


about.me

**A CUSTOM SPLASH PAGE &
PERSONAL ANALYTICS
DASHBOARD**

NEWS.ME

download the iPad app



sign up for the daily email



t YOU!



FROM YAHOO!

already have an account? [sign in](#)



REPOST.

If you like a post you can spread it. [Learn more!](#)



me.me/

create your account **start now**



.Me is about YOU!



om.malik

notes and thoughts of my journey through life

3 hours ago

"Why anyone wants to start more companies that store your files is beyond me. But welcome to the space!" — <https://twitter.com/#l/levie/status/II38229I5866275840> — Aaron Levie, co-founder & CEO of Box.net

 Retweet

 Share On Facebook

 0 comments

[— read more](#)

23 hours ago



In praise of Borges. A Short Video

Earlier this morning when scanning through my news feeds, I **came across David Churbuck's blog** and his personal memories of Argentinian writer Jorge Luis Borges, I was reminded of this video clip I saw on Vimeo the other day. I thought it would be a nice way to kick off your Tuesday. Somethings, as you can see are much more fun, valuable and timeless than what we in Silicon Valley create.



263,942
subscribers



1,247,456
followers

Follow me also on...



Zee M Kane

Editor in Chief of The Next Web. Married to an angel.
Born again geek. Likes to grow websites.

Ziad Muhmood Kane is the Editor-in-Chief of the blog [The Next Web](#), which is a Technorati Top 20 blog worldwide. In 2011, Kane was listed by [The Independent](#), as one of the top ten most influential Twitter users in the UK. Kane was born in the Middle East to an Iraqi father and an English mother. He has three brothers and currently resides in London, with his wife, Elizabeth M Kane, who is also a blogger.

Fly to the clouds



ItsFunnyTo.Me
..and things that I find interesting

FREE



Meet blip.me

FAST MESSAGING

WITH YOUR VOICE

blip.me is a fun, useful, and free way to turn your mobile phone into a push-to-talk walkie-talkie.



Available on the iPhone

App Store



AVAILABLE ON THE
ANDROID MARKET

FOLLOW US ON [twitter](#)

[f](#) Like

506

.me is about YOU!

Q & A



.me is about YOU!