City Top-Level Domains

Why apply and what to consider?
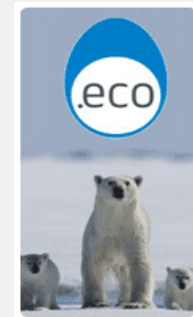

4th International conference for ccTLD
registries and registrars, Novi Sad, Serbia 2011

Minds + Machines

- **Registry Operator for new gTLDs**

- **Back-End Provider:**

  - Geo TLDs: Neustar (.us, .tel, .biz)

  - Generic TLDs: Espresso (based on CoCCA)

Announced Cities

Cities will create their own virtual namespace

Why apply ?

- **Revenue for City**

  - ➢ Potential of high registrations

  - ➢ local businesses, Identity and pride

  - ➢ New meaningful domain names - premiums

- **Local Economic Engine**

  - ➢ Business opportunities: local e-commerce – e.g. hotels.city, tickets.city

  - ➢ Better ranking in search engines

  - ➢ Operation of TLD: new jobs

  - ➢ "Knock-On" effects: creative agencies, content

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Why apply ?

- **Marketing**

  > City - Marketing: Strengthening of city "brand"
  >
  > Global Marketing Tool

- **New meaningful Names**

  > Internet will be more intuitive: weather.city, bars.city etc. – local offers
  >
  > e-Gov: Institutional names can be delegated to city – e.g. mayor.city, labouroffice.city

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Technical requirements ✓

Population, GDP, penetration, intagibles ✓

✓ Financial requirements

Challenges

Time - ICANN does not allow a lot of time ✓

✓ City to apply by itself vs. Cooperation with a partner

✓ Community / City interests

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Important Factors

- The city needs to ask itself:

  > ➢ Population
  >
  > ➢ GDP - pricing
  >
  > ➢ Internet penetration
  >
  > ➢ Intangibles

Technical & Financial Requirements

- ICANN requires high technical standards – Back-End Provider

  - ➢ Does Back-End Provider have experience with ICANN processes?

  - ➢ Does this platform already operates TLDs (ccTLDs/gTLDs)?

  - ➢ Distribution Channel?

- Financial Commitment

  - ➢ Application Fee

  - ➢ Enough financial backing needed for application process

  - ➢ Marketing, Launch and Legal Costs etc.

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Cooperation with a Registry Provider

- A public-private partnership with the city and a registry provider might be best solution

- Most common structure:

Registry Operator	**City**
➢ Provide full funding for the application and start-up costs	➢ Provide policy guidance to registry - Advisory Role
➢ Write the application to ICANN	➢ No outlay of costs from the city is required
➢ Provide the technical infrastructure	
➢ Operate .city, bearing the entire costs	

➢ City gets a small portion of the profits ?

Registry Provider

✓ Financial strength

✓ Experience in managing TLDs

✓ Full ICANN application services

✓ Full launch services

✓ Strong marketing and distribution

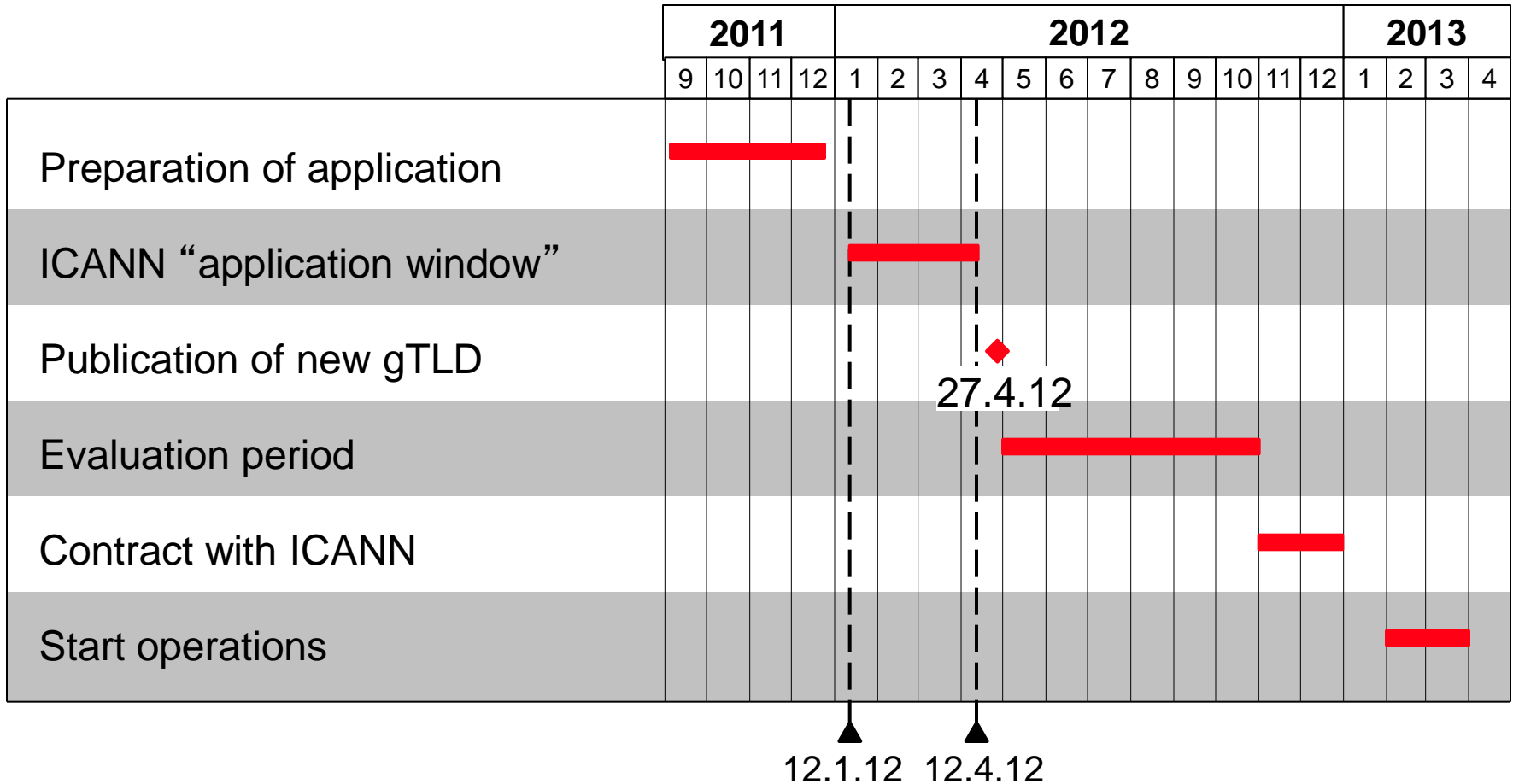✓ Protection against fraud and malware

Community Interests / ICANN

■ Community

> ➤ Intensive communication campaign
>
> ➤ Open, fair and transparent domain registration process
>
> ➤ Relevant domains only with stipulations – eg. doctors.city
>
> ➤ Nexus Policy

■ Needs and Interests of the City

> ➤ Continued lobbying at ICANN
>
> ➤ ICANN Liaison

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Timeline

	2011				2012												2013			
	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4

Preparation of application

ICANN "application window"

Publication of new gTLD

27.4.12

Evaluation period

Contract with ICANN

Start operations

12.1.12   12.4.12

➢ Next window of opportunity only after 3-10 years

➢ Time is crucial – cities need to decide now

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Summary

New TLDs

- Soon the Internet will expand massively with the introduction of new generic top-level domains (gTLDs)

- Global cities are staking their claim to their names

- In 7 months, the window closes – up to 10 years for the next chance

Opportunity

- New gTLDs will bring revenue, branding, tourism, and better e-government to cities

Requirements

- To apply for a gTLD, you need a partner to provide technical services and help you with the 200-page application

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Thank You

Contact:

USA
Antony Van Couvering
+1 917 406-7126
avc@mindsandmachines.com

Europe
Caspar von Veltheim
+49 (0) 151 252 33 965
caspar@mindsandmachines.com

Asia
David de Jongh Weill
+65 9781 8281
david@tldh.org

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