

Case Study

.BERLIN

“.BERLIN ties people, companies and organizations to Berlin, the city of freedom. With .BERLIN, anyone can be a Berliner.”



Website

<http://dot.berlin>

Registry Name

dotBERLIN GmbH & Co. KG

Location

Berlin, Germany

Background

As far back as 1999, Dirk Krischenowski, the CEO of dotBERLIN GmbH & Co. KG, saw the benefit of cities and regions having their own digital identities. Partnering with others who shared his vision, Krischenowski founded dotBERLIN GmbH & Co. KG in 2005 to establish a top-level domain (TLD) for the capital city of Germany, Berlin.

To ensure .BERLIN encompassed the entire community of Berlin, dotBERLIN GmbH & Co. KG married its technical expertise with the resources and reach of the city government and other community stakeholders. The registry has more than 90 shareholders, representing large associations (e.g., Association of Berlin Merchants and Manufacturers and Berlin Hotel Association), small to large businesses (e.g., Yellow Pages Berlin and Berlin Tourism Marketing GmbH) and individuals, all who work in an open and transparent environment to help shape .BERLIN for the City of Berlin and Berlin's inhabitants.

dotBERLIN GmbH & Co. KG is also actively involved in Berlin-specific organizations representing the majority interests of the community of Berliners, such as Berlin Medianet Association and the German IT associations eco and bitkom.

Objectives

The goal for .BERLIN is to be a visible part of the daily life of Berlin and Berliners, as well as those around the world looking to connect with the city. The .BERLIN domain provides people with the opportunity to get the name of their choosing, and because of the direct city connection, to help with marketing and Internet search. Establishing the domain also helps position the city as a global brand.

From a political and cultural perspective, .BERLIN is a symbol of the united city. Similar to the Berlin City Palace, it is a project of reunification that joins both parts of the formerly divided Berlin. Since launch, the registration levels are roughly similar all over the city, showing that Berliners everywhere equally identify with .BERLIN.

TRIVIA



Date TLD available on Internet: **18 March 2014**



Number of registrations: **54,000 domain names as of 16 October 2018**



Most of .BERLIN registrants are small businesses with fewer than 10 employees.



.BERLIN was the first city to have its own top-level domain offering registrations to the general public.*

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

