Case Study

.WIEN

"**.WIEN provides an online identity for all people living, working or connected to beautiful Vienna, Austria.**"

.wien

⚲ Website
http://www.nic.wien

⚷ Registry Name
punkt.wien GmbH

⦿ Location
Wien (Vienna), Austria

Background

Just east of the Danube River, lies the city of Vienna, pronounced "Wien" in German. Wien is the capital and largest city of the Republic of Austria. It has also been named one of the top 10 Internet cities in the world, according to a 2013 study by United Business Media UBM, which ranked cities by their Internet connection speeds, Wi-Fi availability and openness to innovation, among other criteria. Recognizing the opportunity to continue being a leader in the online space, as well as create an immediate connection to Wien, the government looked for a partner to help establish its own domain presence and selected punkt.wien GmbH.

To help ensure representation across all areas of Wien, punkt.wien GmbH created a board and included, among others, members from the Wien Chamber of Commerce, the Wien Tourist Board and Wien University of Economics and Business.

Objectives

A .WIEN domain name immediately signals a connection to Wien, providing a perfect way to link Internet users to the content and services specifically for its citizens, tourists, business and organizations. Since the TLD became available, more than 13,000 sites have been registered. Soccer Clubs Austria Wien (the 24-time Austrian Bundesliga champion) and Rapid Wien (record Austrian Champion) now use austria.wien and rapid.wien as their websites; even political parties are also using .WIEN for elections to show their connection to the city. Additionally, the Vienna International Airport is using .WIEN to attract visitors for local events such as open house days and for its arrival/departure information.

The registry intends to provide .WIEN websites and dedicated email addresses for every person in Wien. The initiative will be supported in a number of ways, together with registrars, including giving the parent/parents of every new baby a voucher that can be redeemed for a domain name for the child if they choose, as well as free .WIEN domains to University of Vienna students who open accounts at partnering banks.

TRIVIA

📅 Date TLD available on Internet: **3 March 2014**

📈 Number of registrations: **13,499 as of 17 August 2015**

— **Of Austria's nine federal states, .WIEN and .TIROL have their own top-level domains.***

— **More than 80 percent of punkt.wien GmbH employees are female.**

* Source available upon request

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.

Registry Contact

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All case study information provided by Registry Operator.

ICANN

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