

# Case Study

## .CLUB

“.CLUB brings people together – whether it’s two or two million, it’s about people joining together around an interest or passion.”



 Website  
<http://www.get.club>

 Registry Name  
.CLUB Domains, LLC

 Location  
Ft. Lauderdale, Florida, USA

## Background

.CLUB was selected after a careful research process that revealed short, meaningful generic top-level domains with broad appeal were the most likely to be successful. The .CLUB name stood out based on its appeal to a wide range of verticals, from sports and fan clubs to hobbyists and anyone with a passion. Additionally, “club” has the same spelling and a similar meaning across the world.

Since .CLUB’s public launch, a wide variety of industries and groups have registered the domain, from established brands to start-ups. The domain has also sparked interest worldwide, especially in the U.S., Germany, Japan and China.


A new innovation from .CLUB is the Startup.club program, an offering that helps incubate new businesses using the domain. Members of Startup.club receive financing for high-value premium names, as well as marketing, PR and development support for their .CLUB business. Businesses incubated through the program include Coffee.club, Vegas.club and Soap.club.


## Objectives

The goal is to build the domain into a globally recognized and trusted brand. There are millions of existing clubs and organizations and many people with a passion who want to build online groups around common interests. .CLUB is a logical name choice for all of the above, as well as for loyalty programs, membership businesses and anybody with an active fan base or community.

.CLUB has attracted high-profile users, including celebrities and sports figures such as rapper 50 Cent, singer Demi Lovato, Indian cricket star Virat Kohli and Miami Heat basketball player Tyler Johnson. Established brands have also registered domains, like Mary Kay with Beauty.club, while emerging companies like Coffee.club, Soap.club and Shaving.club are using the domains to offer attractive monthly subscriptions for replenishable products. .CLUB is also being used to extend companies’ existing dot com presences for specific loyalty or reward programs, and also Facebook communities.

## TRIVIA

 Date TLD available on Internet: **07 May 2014**

 Number of registrations: **228,427 as of 12 May 2015**

— **.CLUB is GoDaddy’s #1 selling new domain extension.\***

— **The domain is a leader in usage, with nearly 40,000 live sites (excluding parked pages).\***

# 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.



One World, One Internet

