Case Study
.COLLEGE

"**.COLLEGE is the platform for people and organizations of all types to come together for a common purpose and a common future.**"

.College

Website
http://www.nic.college

Registry Name
XYZ

Location
Las Vegas, Nevada, USA

Background

While the term "college" is often thought of as relating to an institution of higher education, it also refers to an assembly of persons having a common purpose. With this broader definition in mind, XYZ started .COLLEGE to establish an open domain not only for institutions, but also any congregation of individuals seeking appropriate recognition.

Additionally, .COLLEGE will serve the needs of many colleges and universities, not to mention educational societies, research centers, associations and clubs. Compared to more restrictive domains intended for educational institutions, .COLLEGE derives its merit from its all-inclusive, open nature. As an unrestricted domain, institutions can register an unlimited number of .COLLEGE domains to further their mission online and advance their marketing efforts.

Objectives

The goal of .COLLEGE is to provide innovative online education and marketing opportunities for institutions, businesses and individuals that want to share knowledge and come together for a common purpose. As the term "college" reflects, .COLLEGE is a platform for organizations and people to exhibit their knowledge and collective expertise on an authoritative domain.

In XYZ's effort to build a reputable and safe namespace, .COLLEGE is offering a "landrush" period where educational institutions have exclusive access to an unlimited number of domain registrations. All fees for the first year will also be waived for these institutions and registered brands.

.COLLEGE will be open to all registrants at the end of September 2015. In the interim, many renowned institutions and brands in the U.S. and U.K. have already secured their .COLLEGE websites, such as Harvard University, California Institute of Technology (Caltech) and Massachusetts Institute of Technology (MIT), as well as American Eagle and Apple.

TRIVIA

Date TLD available on Internet: **17 March 2015**

Number of registrations: **2,073 as of 30 June 2015**

- **.COLLEGE is the first domain growing schools' online presences beyond traditional education-focused TLDs.***
- **.COLLEGE provides an alternate solution for complicated and long web addresses online, which can be confusing for visitors' navigation and recall.**

* 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.

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All case study information provided by Registry Operator.

ICANN

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