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.*"

Background

While the word "college" is often used in relation to an institution of higher education, it can also be used to describe an assembly of persons having a common purpose. XYZ registry launched .COLLEGE to establish an open domain for any congregation of individuals seeking appropriate recognition. The domain can serve the needs of colleges and universities, educational societies, research centers, associations and clubs. Compared to other domain endings that restrict use to educational institutions, .COLLEGE derives its merit from its all-inclusive, open nature. As an unrestricted domain ending, institutions and groups around the world can register an unlimited number of .COLLEGE domains to further their missions online and advance their marketing efforts.

Objectives

The goal of .COLLEGE is to enable renewed creativity and innovation for institutions, businesses and groups that want to come together for a common purpose. .COLLEGE is authoritative and memorable, and it acts as a platform for organizations and loosely connected groups to share collective knowledge and experiences.

Many institutions and associations have already secured and put their .COLLEGE domain names to use, including Vanderbilt University (Vandy.College), Seymour College (Seymour.College), San Jacinto College (SanJacinto.College) and Jobs America (JobsAmerica.College). There are also many examples of .COLLEGE websites around the world that have been built outside the scope of traditional education, some of which include:

- fsa.college - Sports Academy based out of Austria

- amazon.college – Built by Amazon for its Prime Student members

- linc.college – College based out of South Africa that helps students develop leadership skills

Website
http://www.nic.college

Registry Name
XYZ

Location
Las Vegas, Nevada, USA

TRIVIA

📅 Date gTLD became available: **17 March 2015**

📈 Number of registrations: **5,448 domain names as of 18 August 2016**

– **.COLLEGE is the first unrestricted domain namespace dedicated to education.**

– **The gTLD enables institutions and groups – particularly those with the word "college" in their names – to create shorter, easier-to-remember web addresses.**

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

One World, One Internet