Case Study
.ОНЛАЙН ("Online" in Cyrillic)

"**.ОНЛАЙН** (online) provides choice and opportunity for people across the Cyrillic world to create websites in their native language."

Website
http://www.cyrillicregistry.com

Registry Name
CORE Association

Location
Geneva, Switzerland

Background

CORE Association, which is operating **.ОНЛАЙН** (online), is a not-for-profit membership association of registrars and registries. It was formed in 1997 in order to launch new name spaces, with a focus on those expressing language and culture. Of particular concern to CORE is the creation of top-level domains (TLDs) that reflect the needs of populations whose languages are based on non-Latin scripts. In recent years, the facilitation of Internationalized Domain Names (IDNs) through the New gTLD Program has enabled the creation of generic TLDs in a range of languages. With the advent of IDNs, CORE decided to apply for strings in Arabic and Cyrillic scripts, as they are underrepresented in the Domain Name System.

CORE registered **.ОНЛАЙН** (online) based on the common understanding of the Cyrillic word in the Russian, Ukrainian, Belarusian and Bulgarian languages. Additionally, it is familiar and recognizable in the Balkans and Baltic countries, such as Croatia, Serbia, Slovenia, Finland, Estonia and Latvia.

Objectives

The objectives for **.ОНЛАЙН** (online) are to provide greater choice online and create an opportunity for people whose native languages are based on the Cyrillic script or writing system. The domain is not connected to any country or specific industry, so it can be used across interests or regions.

Although **.ОНЛАЙН** (online) is universal, CORE believes it is particularly well-suited to specific sectors. These include the pharmaceutical sector, as it simplifies online searches for medication with Cyrillic names; the education sector, as it facilitates online use of native languages; and the nonprofit and public benefit sectors, working with aged populations who often can't read English.

While Cyrillic gTLDs are still in the nascent phase, CORE is helping to grow awareness through specific initiatives. The registry is building an Ambassadors Program, which will be composed of a core group of Cyrillic-based websites that will promote visibility of **.ОНЛАЙН** in exchange for free domain registration.

TRIVIA

Date TLD available on Internet: **2 April 2014**

Number of registrations: **3,178 as of 13 July 2015**

— **More than 360 million people worldwide communicate using the Cyrillic script, giving .ОНЛАЙН a huge potential market.***

*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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