

Case Study

.HAMBURG

“.HAMBURG creates an instant connection between the city and the metropolitan region of Hamburg and its digital identity.”



 Website
<http://www.nic.hamburg>

 Registry Name
Hamburg Top-Level-Domain GmbH

 Location
Hamburg, Germany

Background



Known as Germany’s “Gateway to the World,” the Free and Hanseatic City of Hamburg (Freie und Hansestadt Hamburg) is the second-largest city in the country and home to one of the biggest harbors in Europe. Recognizing the opportunity to transform the local identity of the city to a digital identity, Hamburg Top-Level-Domain GmbH created the .HAMBURG domain with the support of the City of Hamburg. This domain immediately tells Internet users that the business or individual is based in the metropolitan region of Hamburg and also helps create a strong bond between the city, the region and its inhabitants. The team behind .HAMBURG, comprised of private individuals and experts in the domain industry, business and local government, also saw the business opportunity for individuals, companies and all kinds of organizations to be able to select short and memorable addresses of their choosing under this new name space.

Objectives

A .HAMBURG web address provides a clear link for companies, organizations, associations and individuals living and operating within the metropolitan region of Hamburg. Only registrants living in the metropolitan area are eligible to register a .HAMBURG domain name, which helps ensure the strong local distinction and sense of belonging to the Hamburg-based Internet community. The close association can also aid with local search results and branding.

Since its launch, .HAMBURG has seen a wide range of adoption, from individuals to local businesses and even local media. Examples include [stadtreinigung.hamburg](#), the website for the Hamburg sanitation system and [s-bahn.hamburg](#), for the local rapid transit system. The goal is to have .HAMBURG become visible in all neighborhoods of the metropolis and truly be a digital extension of the city, with every Hamburger and Hamburg company/organization owning a .HAMBURG domain name.

TRIVIA

-  Date TLD available on Internet: **6 August 2014**
-  Number of registrations: **23,214 as of 1 September 2015**
- **Wirlieben.hamburg, meaning “We Love Hamburg,” is a Hamburg-themed merchandise website.***
- **Government officials and politicians, such as Olaf Scholz, the mayor of Hamburg, are also using .HAMBURG to show their strong connection to the city.***

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.



One World, One Internet

