

Case Study

.INK

“.INK is about expression – whether your passion is art, writing or print, .INK can help tell your creative story.”



 Website
<http://toplevel.design>

 Registry Name
Top Level Design

 Location
Portland, Oregon, USA

Background

“Ink” is a word with multiple meanings and connotations. In its most literal sense, ink is a creative medium, such as “pen and ink,” tattoos and art. But taken more conceptually, “ink” is the means to powerful and radical self-expression and can appeal to the breadth of the creative community. It is equally relevant to billion dollar print shops as to local tattoo lounges, and has seen great adoption by bloggers online and indie publishing collectives.

For these reasons, .INK was a natural choice for Top Level Design, the registry also behind .WIKI and .DESIGN. The registry’s focus on creative and collaborative domains stemmed from its CEO’s personal experience. Although a noted innovator and entrepreneur in the tech industry, CEO Raymond King was born to architect and artist parents and always maintained an appreciation for art.


Objectives

The goal of .INK is to provide a meaningful and memorable top-level domain (TLD) to the creative and artistic communities. Whatever your artistic pursuit, ink is most likely a staple of your work, making .INK a powerful home for your website, portfolio, shop or blog.

Due to the domain’s unique audience, the team has largely been focused on showcasing innovative .INK domains on social media and working directly with the creative community. It partnered with Enoble Media, a publishing company that maintains several other .INK domains, to help build the online presence for all of the company’s magazine titles, including rebel.ink, skin.ink and urban.ink. Other examples of .INK sites include letterand.ink, a calligraphy store; true.ink, a retro men’s magazine; and proto.ink, a student-run magazine focused on futuristic technology.

In addition to highlighting and working with new .INK domains, the team has been promoting the TLD through social media campaigns and maintaining a presence at shows, including tattoo, ink and printing conferences.

TRIVIA

 Date TLD available on Internet: **23 June 2014**

 Number of registrations: **5,499 as of 17 June 2015**

- **The creators behind a popular TV show developed their own .INK domain to specifically focus on the tattoo stories behind the show’s most famous characters.***

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.



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