

Case Study

.SRL

“Every S.R.L.
(Limited Liability
Company) should
have a .SRL
domain!”



 Website
<http://www.internetx.info>

 Registry Name
InterNetX Corp.

 Location
Miami, Florida, USA

Background

InterNetX Corp. is a wholly-owned subsidiary of InterNetX GmbH, one of the largest registrars in Europe, with nearly two decades of experience in the domain business. The corporation recognized the opportunities that would arise from the New gTLD Program for businesses and consumers, and believes that new generic top-level domains (gTLDs) will become as familiar to the Internet community as legacy TLDs. When selecting domain names, InterNetX identified gTLDs with a distinct meaning that will stand out, as well as those that will help increase awareness and trust in businesses that have an online presence – such as .SRL.

“S.R.L.” stands for Sociedad de Responsabilidad Limitada in Spanish and Società a Responsabilità Limitata in Italian, and is a common abbreviation for Limited Liability Companies. Among others, S.R.L. is a particularly popular term in Latin America, Italy and Spain, with over four million S.R.L. companies worldwide. InterNetX Corp. is also operating .LTDA for companies in Latin American countries where Limited Liability Companies are abbreviated as “Ltda.”

Objectives

The goal of .SRL is to immediately show and assure Internet users that they’re visiting the trustworthy website of a reliable company. Since .SRL domains are only available to companies that are verified as Sociedad de Responsabilidad Limitada or Società a Responsabilità Limitata according to national law, InterNetX Corp. believes the domain will help build trust between the businesses using the domain and the people they serve.

.SRL aims to appeal to companies that have chosen “S.R.L.” as their legal form, which are typically small and medium-sized enterprises. While open to any company in Spanish and Italian-speaking countries that meets the registration criteria, the S.R.L. legal form is commonly used in Argentina, Costa Rica, the Dominican Republic, Honduras, Italy, Mexico, Panama, Paraguay, Peru, Romania, Spain, Uruguay and Venezuela. In addition to reaching out to local communities, attending regional events and working with local partners for marketing activities, InterNetX Corp. is also developing a .SRL Startup Award to support innovative and creative ideas of established or future S.R.L. companies.

TRIVIA



Date TLD available on Internet: **24 July 2015**

- **Registrants need to adhere to .SRL’s Eligibility and Acceptable Use Policy.**

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.

Registry Contact

Jeanette Heller

marketing@internetx.info

+49 (0)941 59559-495

All case study information provided by Registry Operator.



One World, One Internet

