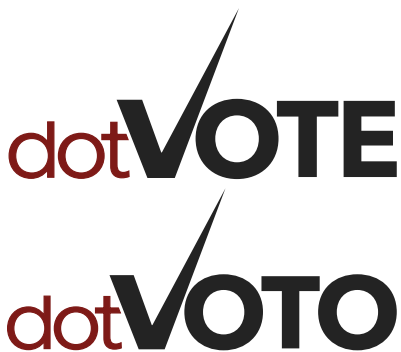


Case Study

.VOTE / .VOTO

“Voters can trust .VOTE and .VOTO—THE easy-to-remember online destinations for voter information.”



 Website
<http://get.vote> and <http://get.voto>

 Registry Name
Monolith Registry

 Location
Salt Lake City, Utah, USA

Background

Searching for information about political candidates and issues online can be confusing. Voters' searches may return multiple sites, making it difficult to easily verify which are authentic. What's worse, some sites can have (intentionally) misleading information – they appear supportive, but the content actually attacks the candidate. Enter Monolith Registry, which was founded by political affairs experts with rich experiences working with clients in the political space, and backed by Afiliias, the world's second-largest domain registry, with proven success in new top-level domain (TLDs) operations and marketing.

Monolith Registry saw the need for a TLD that would preclude deceptive registrations and be dedicated to sharing information related to voting. To meet this need, Monolith launched .VOTE and its Spanish/Italian/Portuguese counterpart, .VOTO.



Objectives

.VOTE and .VOTO have strong registration policies against deceptive domain names in the political sphere. Monolith Registry requires a connection between the website name and the registrant's political activities, and also audits .VOTE/.VOTO sites with the help of the community to help ensure adherence to policies. For enhanced transparency, the registry makes registrant information accessible to the public.

The .VOTE and .VOTO domains are becoming the online homes for candidates, governments and other bona fide political participants and entities. Websites on .VOTE and .VOTO host important voting-related information, such as candidate materials, voter registration information, polling locations, election dates, ballot initiatives and referendums.

Since these new domains launched in early 2015, several 2016 U.S. presidential candidates have registered .VOTE/.VOTO sites. At the state level, Alabama.vote is among a quickly growing number of official voter information sites, joining states such as Arizona, Connecticut, Iowa and others. In the U.K., verto.vote became a popular website/app during the May 2015 election, helping voters to make their decisions in a fun and engaging way. Finally, Paraguay will soon launch voter sites, marking the first .VOTE/.VOTO sites at a country level.

TRIVIA

-  Date TLD available on Internet: **17 February 2015**
-  Number of registrations: **1,500 (.VOTE and .VOTO) as of July 2015**
 - **Monolith's research shows only 24 percent of Arizona voters know how to find voter information, voting location or candidate details online.***
 - **Additionally, 72 percent want a simple web address (e.g., Arizona.vote), that's logical and memorable.***

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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One World, One Internet

