

Case Study

.WEBSITE

“.WEBSITE provides a blank canvas for Internet innovation and is open to all languages, geographies and industries.”



 Website
<http://radix.website>

 Registry Name
Radix

 Location
Ras Al Khaimah, U.A.E.

Background

Bhavin Turakhia, founder of the generic top-level domain (TLD) registry Radix, which owns .WEBSITE, is a serial entrepreneur and domain industry veteran. He has taken a number of online businesses from inception to successful global presence, including LogicBoxes, ResellerClub and BigRock. With established international businesses across the Internet infrastructure, he and his team turned their attention toward creating rich and memorable top-level domain extensions that will serve as the foundation for the next era on the Internet, providing registrants with expanded choices to represent themselves online and a greater probability of obtaining their desired name.


.WEBSITE was quickly identified as an obvious choice for Radix’s domain portfolio. Since domains are commonly referred to in everyday language as “websites,” .WEBSITE is able to provide a generic, accessible and available namespace for Internet users everywhere.


Objectives

The goal for .WEBSITE is to provide a blank canvas for Internet innovation by virtue of being a generic TLD with no preconception of meaning, theme, categorizations or restrictions of use. By offering names at a competitive price on a secure and stable platform, registrants can find a name they want on a fresh, new namespace that provides endless possibilities.

.WEBSITE offers the benefit of a domain name not tied to businesses, commercial websites or organizations, and not associated with any country or region. Examples of .WEBSITE sites include presidents.website, which provides information on all U.S. presidents, 727.website, a business for custom artistic parts, and reviewyour.website, a service that offers five-minute video reviews of websites. Radix has been promoting .WEBSITE at numerous events such as music, film and interactive conference SXSW and technology and innovation event Collision, with additional events on the horizon.

TRIVIA

 Date TLD available on Internet: **18 September 2014**

 Number of registrations: **102,569 as of 21 August 2015**

- **In less than a year since general availability, .WEBSITE has crossed 100,000 registrations.***
- **.WEBSITE has consistently remained among the top 10 fastest growing new gTLDs, with registrations across more than 180 countries and more than 150 live sites in the Alexa Top 1 million.***

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

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All case study information provided by Registry Operator.



One World, One Internet

