

Case Study

.INC

“Many businesses around the world are incorporated for purposes of protecting personal assets. .inc offers a domain that is recognizable, professional and in many cases is the exact match to a company’s full name.”



Website

<https://get.inc>

Registry Name

Intercap Registry Inc.

Location

Grand Cayman, Cayman Islands

Background

Intercap Registry Inc. is the registry operator of .inc, which is an abbreviation for incorporated, a term used to represent a business. The registry also operates .box and .dealer, and it understands the value that new generic top-level domains (gTLDs) provide for organizations and individuals looking to express themselves online. The team behind .inc saw an opportunity to offer companies around the world a domain that is recognizable, signals business and, in many cases, is an exact match to the end of the company’s name.

.inc is among the top¹ new gTLDs (as of May 2019) for number of sunrise registrations, with more than 270 registrations during the special period for trademark owners prior to the general availability. Since the general availability launch, businesses have adopted .inc in more than 40 countries across multiple industries (e.g., health and wellness, digital content and insurance). As a truly worldwide domain, .inc can be registered in the official language of more than 190 countries and territories.

Objectives

.inc is designed to help companies stand out online with an easily identifiable URL that is not restricted by geographic location. Intercap Registry Inc. sees potential for global businesses of all sizes and in any industry to use .inc domain names. For example, small businesses may choose to adopt a .inc TLD when starting new ventures, creating email addresses or upgrading current websites to a shorter, more recognizable and impactful domain (e.g., OpenlyInsured.com now matches the company name with Openly.inc.) More established enterprise businesses are choosing to use .inc for investor relations pages, corporate sites or employee portals (e.g., Docebo.inc, Freshii.inc, Fluency.inc, etc). This allows them to present consumer-facing content on their existing domain name and host corporate materials on .inc.

Intercap Registry has shown commitment to making .inc a platform to help businesses start and grow by working with partners that offer essentials to do business. Often free or at a discount, benefits with .inc registration include incorporation services from LegalZoom, transaction fee credits from Square, a year of Intuit QuickBooks Online Simple Start, among others. The registry plans to promote the benefits of .inc and expand adoption beyond current customers by engaging and educating businesses all over the world through its retail partners, media and marketing efforts.

¹ <http://domainincite.com/24228-pricey-inc-does-quite-well-in-sunrise>

² <https://ntldstats.com/tld/inc>

³ <https://get.inc/companies>

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Date TLD became available on Internet: **27 March 2019** (Sunrise), **7 May 2019** (general availability)



Number of registrations: **1,500+ registrations within the first eight months of general availability²**

- **25% of Forbes’ “Most Valuable Brands” have purchased .inc domains³**
- **Who is registering: According to internal registry data, 39% of registrations are enterprise, while the other 61% are small and medium-sized businesses (SMB) and individuals.**
- **The top three markets for registration overall: United States, Japan and the United Kingdom.**

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.



One World, One Internet



[instagram.com/icannorg/](https://www.instagram.com/icannorg/)