

# Case Study

## .LONDON

“.LONDON is the city’s own unique domain name, empowering businesses and individuals to benefit from an association with the world-renowned London brand.”



 Website  
[www.domains.london](http://www.domains.london)

 Registry Name  
Dot London Domains Limited

 Location  
London, United Kingdom

## Background

London & Partners is the Mayor of London’s official promotional company for the city, working to showcase the best of London, attract tourism and investment, and ultimately drive jobs and growth. In 2011, the company learned that it was possible to operate a generic top-level domain (gTLD) for a city. London & Partners jumped at the opportunity to manage .LONDON, as it viewed the gTLD as a natural extension of its work and an opportunity to position London as a city at the forefront of technological development.





To operate the domain, London & Partners created the subsidiary Dot London Domains Limited and partnered with Minds + Machines for registry services. In addition to generating greater visibility for one of Europe’s largest cities, the domain provides an additional income stream that is then reinvested into the city.

## Objectives

London & Partners’ goal is to make .LONDON the go-to domain for businesses, organizations and individuals in the city. The company will serve its customers by offering a memorable and distinctive web address that clearly aligns registrants with London’s brand and reputation.

.LONDON is open to anyone who wants to benefit from the city’s status as a world leader in tech, media, creative endeavors and innovation. London & Partners’ motto is “telling London’s story brilliantly”, and in keeping with this mindset, the company is executing a long-term marketing strategy to demonstrate how associating one’s online identity with a geographic location can enhance one’s brand. This will involve actively engaging with the Dot London community to showcase the breadth of individuals and businesses using .LONDON domain names.

## TRIVIA

-  Date TLD available on Internet: **29 April 2014**
-  Total number of unique domain registrations: **78,000 as of May 2016**
-  **Dot London addresses are used by a wide variety of businesses, institutions and individuals, including Covent Garden, The Excel Centre, London Symphony Orchestra, Sadiq Khan (Mayor of London), Sky Garden, the QEII Centre and Sketch.**
-  **Learn more about what having a Dot London domain can mean for businesses based in the city: [goo.gl/KBgCnR](http://goo.gl/KBgCnR)**

# 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

