Case Study
.HEALTH

"Today's digital health landscape can be confusing for consumers. .health provides an immediately recognizable extension for people looking online for health-related content."

www.get.health

Background

The Internet is often one of the first places people go to find health-related information. But with so much content available at our fingertips, it can be confusing to determine what is credible. The team at dotHealth LLC saw an opportunity to create a domain dedicated to health-related information to help eliminate uncertainty for consumers and provide organizations with clear brand association.

dotHealth LLC, which runs .health, is backed by the team who launched .CO and includes leaders and entrepreneurs from the health, domain and tech startup industries who are passionate about creating a focused, credible and meaningful home for health online. Registrants are subject to rigorous terms and policies designed to ensure the integrity of the extension and prevent misuse. Since becoming available to the public, .health is now home to more than 10,000 brands, organizations and people providing high-quality health products, services and information.

Objectives

The goal for .health is to provide an instantly recognizable web address that helps Internet users find health-related information needed to help them live better lives. The extension's simple but meaningful connotation has benefited new health-related companies entering the market (e.g., ComboCap.health, Rx.health) as well as existing companies that have rebranded to create more memorable URLs and further strengthen their ties to health (e.g., Bayer's Grants4Apps.com became G4A.health; FloPeriodTracker.com is now Flo.health). Further, .health provides a dedicated space for health-related blogs, events and campaigns (e.g., KnowPheopara.health, VirtualMedicine.health, Voice.health).

The dotHealth team intends to continue building relationships with those who are advancing the expanding health and wellness space and can be found at health innovation and healthcare marketing events around the world.

Website
www.get.health

Registry Name
dotHealth, LLC

Location
Miami, Florida, USA

TRIVIA

📅 Date TLD became available on the Internet: **8 May 2017**

📈 Number of registrations: **10,500 domain names as of 1 June 2019**

— **One in 20 Google searches are for health-related information.** (Source, Google)

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.

ICANN

One World, One Internet