

Case Study

.NYC

“New Yorkers are constantly innovating and putting this great city on the digital map,” said **Mayor Bill de Blasio**.

“The launch of the **.nyc** domain is one of the most anticipated arrivals for the city and the Internet at large. There is no shortage of New Yorkers ready to claim their exclusive **.nyc** identities online, and this is their chance to reserve their piece of this city’s valuable digital real estate.”



 Website
<http://www.ownit.nyc>

 Registry Name
Neustar

 Location
Sterling, Virginia, USA

Background

With the launch of the New gTLD (generic top-level domain) Program, the city of New York saw an opportunity to strengthen its online brand globally by giving local residents and businesses a chance to own a piece of New York digital real estate. The city partnered with Neustar, Inc. to operate and manage the **.nyc** new TLD, intended exclusively for entities that have a physical address within the five boroughs of New York City.

With the hyper-local **.nyc** TLD, businesses, organizations and individuals now have a way to align themselves with the NYC brand and better connect with the local NYC community. Additionally, businesses can establish greater brand identity with a shorter, more relevant and targeted URL. For example, a local favorite New York City restaurant, Cocotte, was able to switch from www.cocotte-ny.com to <https://www.cocotte.nyc/>.

Objectives

With the launch of **.nyc**, the City of New York set out to establish a dynamic digital landscape and online community that represents and showcases the diversity of perspectives, people and businesses that make New York City unique.

Neustar has and continues to work closely with the City of New York to build the **.nyc** domain into a powerful online brand. In addition to managing the technical and operational aspects of the domain, Neustar is also responsible for the marketing and promotion of **.nyc**, which includes a mix of earned and paid media, content marketing, social media and out-of-home advertising.

In addition, Neustar’s deep partnerships with domain registrars helped drive awareness, growth and usage of **.nyc** domains. For example, GoDaddy conducted an ad campaign during the launch of **.nyc** that included ads in city subway cars throughout the five boroughs declaring that “the Internet just got a little more neurotic.” There was also an ad on the New York side of a barge headed to New Jersey that read “**.nyc** domains at GoDaddy...shhh, don’t tell New Jersey.”

Some notable examples of websites built on **.nyc** include: Link.nyc, a Google-backed network of 7,500 Internet-providing kiosks for New Yorkers; Digital.nyc, a popular hub site for NYC’s tech and startup communities; and Ferry.nyc, the ferry service that connects New York’s five boroughs.

TRIVIA

 The date **.nyc** launched to the public: **8 October 2014**

 Number of registrations: **More than 73,000 domains under management as of August 2017**

— **.nyc is one of the largest geo-targeted TLDs in the world.**

— **32 .nyc domains have earned a place in the Alexa top 1 million most heavily trafficked websites.**

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

