

Case Study

.ORGANIC

“.ORGANIC sets the true organic entities apart and gives consumers a direct and easy way to find them online.”
– Roland LaPlante,
Afilias CMO



.ORGANIC

 Website
<http://get.organic>

 Registry Name
Afilias

 Location
Dublin, Ireland

Background

The global organic market is a multi-billion dollar industry that continues to grow year after year. But as consumer demand increases, so has confusion around what products and services are truly organic vs. “natural” or other buzzwords frequently seen on packaging and advertising. Recognizing the market need, registry Afilias selected .ORGANIC to establish a dedicated domain where qualified, certified organic entities can build their online presences and consumers can easily identify organic brands.

Afilias, which also operates a number of top-level domains, has technical expertise, infrastructure and marketing experience, but to ensure .ORGANIC is truly a space for organic products and entities, it sought guidance from leaders in the certified organic market, such as Rodale Institute (widely credited with beginning the organic movement in America). Those wishing for a .ORGANIC website must submit their qualifications for approval, which are reviewed against 57 recognized organic standards from around the world, including the U.S. Department of Agriculture (USDA).

Objectives

.ORGANIC helps consumers by taking the guesswork out of determining if a product, service or entity is bona fide organic. The vetting process for every single registration provides assurance that each .ORGANIC site owner is a part of the organic community.

Since its launch, many organic product brands, farmers, restaurants and bloggers have adopted .ORGANIC as their online home. Organic movement leaders, such as Rodale Institute (www.RodaleInstitute.organic) and Organic Materials Review Institute (www.OMRI.organic), were among the first .ORGANIC sites, while brands such as Applegate (www.Applegate.organic) and Stonyfield (www.Stonyfield.organic) are using .ORGANIC to highlight their organic products and initiatives.

This quick identification that .ORGANIC provides is important to consumers. In a recent study of U.K. and U.S. Internet users, Afilias found 60 percent indicated they would like a reliable way to distinguish real organic providers online from the pretenders.

TRIVIA



Date TLD available on Internet: **15 September 2014**



Number of registrations: **500+ as of July 2015**

- **.ORGANIC is the only web domain available solely dedicated to verified organic products/entities.***
- **Consumers need help determining what's organic – nearly half (43 percent) can't easily differentiate who's truly organic when researching or shopping online.***

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.

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All case study information provided by Registry Operator.



One World, One Internet

