

Case Study

.GLOBAL

“.GLOBAL provides instant, worldwide recognition for brands with a borderless strategy, whatever their size.”



 Website
<http://go.global>

 Registry Name
Dot Global Domain Registry Ltd

 Location
Dublin, Ireland

Background

The international team behind .GLOBAL is highly experienced in the domain name space. In fact, the team originally formed to help other companies apply for new top level domains (TLDs) under ICANN's New gTLD Program. During that process, they recognized they could go beyond helping others and also expand the domain name space with a multipurpose TLD that reflects an interconnected world. .GLOBAL is applicable to many types of websites and also understood in many languages.



In the spirit of encouraging innovation, which is embodied by .GLOBAL and other new gTLDs, the team also created a new business intelligence dashboard called RegistryOffice. This proprietary system, which tracks everything from number of premium domains in the root zone to revenue generated by transactions, can provide registries with a complete picture of top-level domains, as well as trends in the domain name space.

Objectives

Choosing a website on .GLOBAL immediately signals that the businesses, organizations or individuals using the domain are operating on a global scale and with a global presence. Because it is not tied to a specific industry or region, it can be used to fit the positioning of many businesses, groups and people who want to create or expand their Internet presence.

Since its launch in June 2014, .GLOBAL has attracted registrants from around the world, from startups and brands to individuals and groups wishing to give global relevance and reach to their idea, intention, plan or vision. While some registrants are using their .GLOBAL domain names in conjunction with existing sites, many have made .GLOBAL their primary domain. For instance, WorldHostingDays, the world's largest series of events for the hosting and cloud service market, has rebranded to reflect their gathering under whd.global, and Global Career Networks Pte Ltd. is using careers.global to advertise available positions from around the world.

TRIVIA

-  Date TLD available on Internet: **11 June 2014**
-  Number of registrations: **13,600 as of 8 June 2015**
- **The team behind .GLOBAL comes from all over the world, including Australia and Norway.**
- **.GLOBAL is one of the best-selling domains for premium 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.

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All case study information provided by Registry Operator.



One World, One Internet

