

Case Study

.RENT

“With the global sharing economy projected to reach \$335 billion USD by 2025, .RENT is a new way to generate leads and close deals in one of the world’s largest industries.”



 Website
<https://go.rent/>

 Registry Name
XYZ Registry

 Location
Las Vegas, Nevada, USA

Background

The rise of the sharing economy has made it easier than ever for individuals and organizations to rent products and services from each other. Ride-sharing is perhaps the most famous example, but consider the implications for vacation rentals, clothing consignment and countless other industries and verticals that stand to be disrupted by the sharing economy. XYZ Registry recognized that the rise of the sharing economy would drive further growth in what was already a multi-billion-dollar global rental industry. It is managing .RENT to help real estate professionals and small businesses attract new clients and better market themselves. With .RENT, XYZ Registry aimed to ensure businesses and individuals can benefit from a vast pool of available names as they seek to align their offline and online identities, and to signal to customers that their assets and services are available to rent.

While XYZ Registry intends for .RENT to serve primarily as a platform for marketing residential and commercial property, it can also be used to market other rental products like cars, jewelry, electronics, books and equipment. Using a brand name, or even an address, as a domain on .RENT (e.g., brand.rent or 10mainstreet.rent), an organization can signal to potential clients that it provides rental services or has specific properties available for rent.

Objectives

XYZ Registry’s goal is for .RENT to become the de facto online namespace for anyone in the real estate industry or sharing economy. The domain is short, easy-to-remember and it can help entities strengthen their brand by aligning their domain name with the global rental industry. Despite being available on the Internet for less than a year, rental brands around the world are already starting to take notice of the new domain. For example, a Morocco-based company uses OTO.rent for its unique, cloud-based car rental management solution. UK-based startup Nest App Limited launched Patch.rent to market its new app that allows prospective tenants to search, share and chat about thousands of homes for rent in the UK.

TRIVIA



Date gTLD became available on the Internet: **24 September 2015**



Number of registrations: **7,036 domain names as of 18 June 2016**



.RENT domain names have been registered in more than 81 countries as of 18 June 2016

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

