

Case Study

.TOP

“.TOP is short, memorable and helps companies or individuals stand out as the ‘top’ or ‘best’ brand in their industry.”



 Website
<http://www.nic.top>

 Registry Name
Jiangsu Bangning Science & Technology Co., Ltd.

 Location
Nanjing, Jiangsu Province, China

Background

Jiangsu Bangning Science & Technology Company, located in Nanjing, China, has extensive expertise in the development and marketing of Internet technologies and a keen understanding of industry trends. Its founder, Yizheng Xu, is recognized as one of China’s most successful entrepreneurs. In 2009, he was acknowledged by China University as the second wealthiest entrepreneur in his graduating year through a ranking covering the combined universities across China.

With the advent of ICANN’s New gTLD Program, Yizheng identified a demand for a concise, upbeat domain name that would appeal to entrepreneurs, businesses and individuals, primarily in – but not limited to – China.

To the Chinese user, the literal meaning of “top” is synonymous with the Chinese characters “顶级,” which means “the best” in English. The word is commonly used in China, particularly when referring to competitive rankings of businesses, industries, cities and many other types of lists. Throughout China, the observance of rankings plays a large role in the culture.

Objectives

With .TOP, Jiangsu Bangning Science & Technology Co., Ltd. aims to offer a concise, appealing domain that will help businesses and individuals stand out online. .TOP became available in November 2014 and thus far, more than 265,000 domains have been registered, with most registrants being businesses and entrepreneurs.

.TOP registrants are using their domains to market high-end goods and services to Chinese consumers, such as Shenzhen Jita, which built a business based on the .TOP domain to market yachts and aircraft in China. The domain is a home for numerous industries, including agriculture, electronics, IT, movies, real estate and shopping.

Registrations continue to rise as awareness of the .TOP domain increases. The registry has launched a global marketing campaign with particular focus on domain registrars, and offers low pricing to make .TOP websites more accessible to users.

TRIVIA



Date TLD available on Internet: **17 November 2014**



Number of registrations: **265,131 as of 31 August 2015**



The .TOP domain is popular and ranks within the top five new gTLDs as of 31 August 2015.*

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

