

New gTLD Program: Next Round— Unlock your Online Potential



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Expansion of the DNS and the Next Round

The introduction of new gTLDs, including long TLDs and IDNs (domain names in local languages/scripts), into the Internet ecosystem through the New gTLD Program enabled the largest expansion of the DNS. The next round of gTLDs will continue this expansion and growth.

Pre-2009

Generic TLDs (gTLDs)
(22 total)

.com	.edu
.org	.net
.aero	.asia
.mobi	.travel
.info	

Country Code TLDs (ccTLDs)
(two-character ASCII ccTLDs)

.uk	.jp
.de	.fr

2009-onward

IDN ccTLDs
(in non-Latin scripts)

.φ	.台灣
.한국	.ଭାରତ

.ไทย delegated in 2010

2012 Round

New gTLD Program

New and Long gTLDs
(Over 1,200 total)

.bank	.bar	.technology
.car	.global	.london
.rio	.fox	.photography

IDN gTLDs
(in various scripts)

.संगठन	.在线
.닷컴	.ストア
.ابوظبي	.ДЕТИ

New gTLD Program: Next Round Offers Many Opportunities

What are some of benefits?

- Businesses, Brands, or Labels (Brand TLDs)
 - Strengthen online identity e.g. better control of e-commerce platform and search engine optimization (SEO) search results
 - Consistent management of full range of products and services
- Geographies (geoTLDs)
 - Promote integration of real economy and digital economy
 - Engage with citizens, especially younger/online generation
- Languages/Scripts (IDNs)
 - Expand reach to local community
 - Preserve language and culture
- All TLDs
 - Enhanced cybersecurity-- Can you differentiate “apple.com” vs “apple.com”?
 - Control of business data

Use Case 1: .microsoft



About

Microsoft Corporation is an American multinational corporation and technology company headquartered in Redmond, Washington. Its best-known software products are the Windows line of operating systems, the Microsoft 365 suite of productivity applications, the Azure cloud computing platform, and the Edge web browser.

gTLD use case
.microsoft

Category
brand

Registry Operator
Microsoft Corporation

What motivated you to apply for a new gTLD?

We were interested in exploring how a dotBrand namespace could provide new opportunities to optimize many of our products and experiences through URL consistency, security, brand recognition, user trust, and more – starting at right at the root of the domain, which is simply not available under an open TLD. Our flagship brand name would be built right into the domain at the extension, where there is no risk of squatting or confusability.

How are you using the gTLD?

After a period of vetting scenarios for our first major use case, we launched cloud.microsoft, the new home for all Microsoft 365 SaaS applications. This has been an incredible catalyst to generate awareness and interest throughout the company for other use cases, which are currently being discussed.

Source: <https://newgtldprogram.icann.org/sites/default/files/documents/gtld-use-case-microsoft-09dec24-en.pdf>

Use Case 2: .bank



About

fTLD Registry Services, LLC is a coalition of banks, insurance companies, and financial services trade associations from around the world that operate .bank and .insurance with oversight by the Operating Manager, collectively the American Bankers Association and the Bank Policy Institute.

gTLD use case

.bank

Category

Community

Registry Operator

fTLD Registry Services

What motivated you to apply for a new gTLD?

The financial services sector, and specifically the global banking community, is among the most targeted for abuse (e.g., phishing, spoofing). fTLD recognized the New gTLD Program as an opportunity to secure a TLD exclusively for the global banking community and to protect it against the proliferation of online abuse.

How are you using the gTLD?

As of August 31, 2024, approximately 40% of the banks in the United States own a .Bank domain and approximately 18% of all banks in the U.S. have moved their primary consumer facing, transactional banking website to .bank. Though .bank is available globally, 83% of the activity in .bank is from the United States and 17% is international. That's likely because the largest U.S. banking trade associations helped establish .bank and actively promoted it for years before it was launched in May 2015.

What were some of the considerations

Source: <https://newgtldprogram.icann.org/sites/default/files/documents/gtld-use-case-bank-09dec24-en.pdf>

Use Case 3: .商标 (.trademark in English)



About

Internet DotTrademark Organisation Limited (formerly Dot Trademark TLD Holding Company Limited) was established under Hong Kong law to serve as the domain registry for the .商标 (trademark in English) gTLD extension. Founded by a group of intellectual property and domain name experts in an effort to meet the growing needs for verified domain names and trusted websites in China and Chinese-speaking communities. As the first and only global domain registry set up for innovative trademark rights verification and protection, we ensure that DotTrademark Names (domains under .商标) can only be registered and used by legitimate trademark rights owners.

gTLD use case

.商标 (trademark in English)

Category

Generic

Registry Operator

Internet DotTrademark
Organisation Limited

What motivated you to apply for a new gTLD?

There is no trademark verification mechanism in traditional domain name management, which is likely to cause domain name disputes against trademark owners and poses a hidden danger to the application and promotion on the Internet for brand owners.

Therefore, we decided to establish a new top-level domain, using the two Chinese characters of the trademark as suffixes, and giving full play to the trademark function of these two Chinese characters. It is likely to add a trademark mark for the domain name. At the same time, through the application of Chinese domain names, the Chinese trademark brand name and the domain name are completely consistent.

In addition, by verifying the trademark rights and trademark-related naming reviews for the registrant before registration, and guaranteeing the original registrant's exclusive rights under the registrant's trademark rights category after registration, the registrant's domain name can be protected from being registered by a third party. It removes the registrant's worries about cybersquatting and phishing websites. These problems can only be solved through establishing a new top-level domain.

Source: <https://newgtldprogram.icann.org/sites/default/files/documents/gtld-use-case-dottrademark-10mar25-en.pdf>

Use Case 4: .berlin



About

.berlin is a community-based, sponsored top-level domain for Berliners.

gTLD use case

.berlin

Category

geo, community

Registry Operator

dotBERLIN GmbH & Co. KG

What motivated you to apply for a new gTLD?

We wanted to create a digital identity for the city and citizens of Berlin. Creating and providing a local digital identity, delivering a trusted namespace, and eliminating the scarcity of good names are among some of the reasons we invented the idea of cityTLDs.

How are you using the gTLD?

We provide a digital namespace that is open to all locals. On a technical level, we operate the DNS registry database and monitor the namespace for abuse. We use the name dot.berlin, where we provide general information about our cityTLD. Furthermore, we support the local community including charitable organizations with cost-free domain names, and the technical community.

Source: <https://newgtldprogram.icann.org/sites/default/files/documents/gtld-use-case-berlin-07jan25-en.pdf>



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