

# New gTLD Fast Facts



The New gTLD Program is an initiative coordinated by the Internet Corporation for Assigned Names and Numbers (ICANN) that is enabling the largest expansion of the domain name system. Top-level domains (TLDs) are the letters found at the end of an Internet address. They fall into one of two categories: those that represent countries/territories (known as country code TLDs or ccTLDs) and those that do not (generic TLDs or gTLDs). Through the program, the number of gTLDs will increase from 22 to more than a thousand.



22 > 1000+

The New gTLD Program has made it possible for communities, governments, businesses and brands to apply to operate a gTLD registry, the database of all domain names registered in a top-level domain. The goal of introducing new gTLDs into the Internet is to enhance competition, innovation and consumer choice. In addition, the New gTLD Program is bringing with it many new safeguards that help to support a secure, stable and resilient Internet.

## Competition

**Locations.** New gTLDs that represent specific regions or geographies make it easy to quickly identify where a business, organization or individual is located. Some local governments have made .LOCATION domains the effective online home for anything related to that region/city.

**Communities.** New domains also show connections to specific communities. Community-based gTLDs include certain eligibility or use restrictions on domain names to ensure that registered domains have been verified as belonging to a member of that community.

## Innovation

**Entrepreneurship.** The New gTLD Program has spurred new businesses, not only through the creation of registries, but also in marketing, research and technology.

**Web Presence.** With a digital presence becoming requisite for many industries these days, new gTLDs are providing an avenue for people to start or refresh their online image.

## Choice

**Internationalized Domain Names (IDNs).** The introduction of IDNs – domains in non-Latin scripts – are enabling a multilingual Internet and allowing people to navigate the web in their own language.

**Variety.** By expanding the DNS, new gTLDs offer additional diversity when selecting a domain name. The domains are also being used as extensions of core websites to highlight specific product or service offerings.

## Security and Control

**Restricted TLDs.** Some new gTLDs are built around the concept of security, providing assurance that visitors can expect a safe experience when they visit these domains.

**Branded TLDs.** Brands are using new gTLDs to identify which sites are their own, eliminating confusion over fake sites, which can lead to identity theft and counterfeit sales.

## New gTLD Program by the Numbers



### gTLD Key Stats

- 1930** Applications received by the deadline (May 2012).
- 1000+** New gTLD names or “strings” possible.
- 850+** New gTLDs introduced into the DNS Root Zone.\*
- 23** October 2013 Delegation of first new gTLD (.ةكبش).



### Language Options

**Internationalized Domain Names** (IDNs) are available as generic top-level domains for the first time, enabling new extensions in different language scripts, such as Arabic, Chinese, Greek, Devanagari and more.

## Frequently Asked Questions

### Q. Are there different types of new gTLDs?

A. New gTLDs have been introduced for a variety of communities, interests and businesses. They can be, among other things, commonly used words, such as .BUILD or .WEBSITE. There are specific subsets of gTLDs, including Geographic (.RIO, .WIEN, etc.), Community (.SKI, .SCOT, etc.), Brands and IDNs (.世界, .дети, etc.).

### Q. How can I access a website with a new gTLD extension?

A. Websites with new gTLD extensions can be accessed similarly to any other website – by entering the web address directly into the browser or by clicking the website link provided from search engine results.

### Q. Who can operate a new gTLD?

A. Operating a TLD registry is a major commitment. To qualify, applicants had to undergo a rigorous application and evaluation process. At this time, the application window is closed, though there will be additional opportunities to apply for a new gTLD in the future.

### Q. How can I register a domain name in a new gTLD?

A. Domain names are available for registration on new gTLDs through many registrars, the same as other TLDs. With new gTLDs being introduced regularly, there are domains of all types and languages to choose from.

### Q. Where can I find more information?

A. For more information about the New gTLD Program, visit: <http://newgtlds.icann.org>. For examples of how people are using new gTLDs, visit: <http://www.icann.org/newgtldcasestudies>.

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### About Internet Corporation for Assigned Names and Numbers (ICANN)

ICANN’s mission is to help ensure a stable, secure and unified global Internet. To reach another person on the Internet, you have to type an address into your computer - a name or a number. That address has to be unique so computers know where to find each other. ICANN helps coordinate and support these unique identifiers across the world. ICANN was formed in 1998 as a not-for-profit public-benefit corporation and a community with participants from all over the world. ICANN and its community help keep the Internet secure, stable and interoperable. It also promotes competition and develops policy for the top-level of the Internet’s naming system and facilitates the use of other unique Internet identifiers. For more information please visit: [www.icann.org](http://www.icann.org).