

Case Study

.LTDA

“**.LTDA is a perfect fit for Latin American companies that have chosen ‘Ltda.’ as their legal form.**”



 Website
<http://www.internetx.info>

 Registry Name
InterNetX Corp.

 Location
Miami, Florida, USA

Background

.LTDA is operated by InterNetX Corp., a subsidiary of one of the largest registrars in Europe. The company, which also operates .SRL, chose generic top-level domains (gTLDs) that could serve to embody security, reliability and trustworthiness online and assure Internet users that they are visiting legitimate websites of reliable companies. Establishing this trust is particularly important for many companies that sell products or services through the Internet, regardless if they operate on a local, national or international level.

“Ltda.” is one abbreviation for limited liability companies, a legal form of a company that provides limited liability to owners. Though limited liability companies exist in many countries, Ltda. is the commonly-used term in Latin American countries, such as Bolivia, Brazil, Chile, Costa Rica, Ecuador, El Salvador, Guatemala, Colombia and Nicaragua. .LTDA domains are only available to companies that have been authorized as an Ltda., referred to locally as Sociedad Limitada, Sociedad de Responsabilidad Limitada or Compañía de Responsabilidad Limitada.

Objectives

The goal of .LTDA is to immediately show and assure Internet users that they’re visiting the trustworthy website of an authentic limited liability company. Since .LTDA is restricted to accredited companies, InterNetX’s goal is that consumers will know at a single glance that the company has been approved by relevant authorities. This built-in trust with the .LTDA domain can create opportunities for companies wherever the legal form Ltda. is recognized.

At this time, InterNetX Corp. is focusing on generating awareness about .LTDA among relevant businesses and target markets through outreach, events and marketing activities. Given that the Ltda. legal form is primarily used by small and medium-sized enterprises, the company is also building awareness among local startups. Success stories of companies actively using .LTDA are displayed on: <https://www.internetx.info/en/ltlda/>.

TRIVIA



Date TLD available on Internet: **2 December 2014**



.LTDA is the first gTLD launched representing a Latin American corporate identifier.*



InterNetX Corp. holds an annual competition, known as the .LTDA Startup Award, to recognize innovative business ideas.*

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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One World, One Internet

