



Promoting local digital Identities for
Cities, Regions, Languages and Cultures
on the Internet

www.geoTLD.group

Dirk Krischenowski, 24 Oct 2018, ICANN 63, Barcelona

The People



The Organisations

- Private companies
- Associations
- Foundations
- City governments
- National governments



**Ajuntament
de Barcelona**

MAIRIE DE PARIS



**BAKOM
OFCOM
UFCOM**

**LONDON
& PARTNERS**



Helsinki

NYC



The diversity in the Name Space



City – Region – Language - Culture



.barcelona



.berlin

.brussels



.CapeTown

.cat



.Durban



.hamburg



.Joburg



.LONDON

.melbourne



.nagoya



.quebec

[.ruhr]



.sydney

.tirol

.tokyo

.vlaanderen



.yokohama



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Success Factors in geographic Top-Level Domains

Measurable Key Performance Indicators

KPI 1 – Economic Health

geoTLD's annual operational costs are about US\$ 500k – 2,000k.

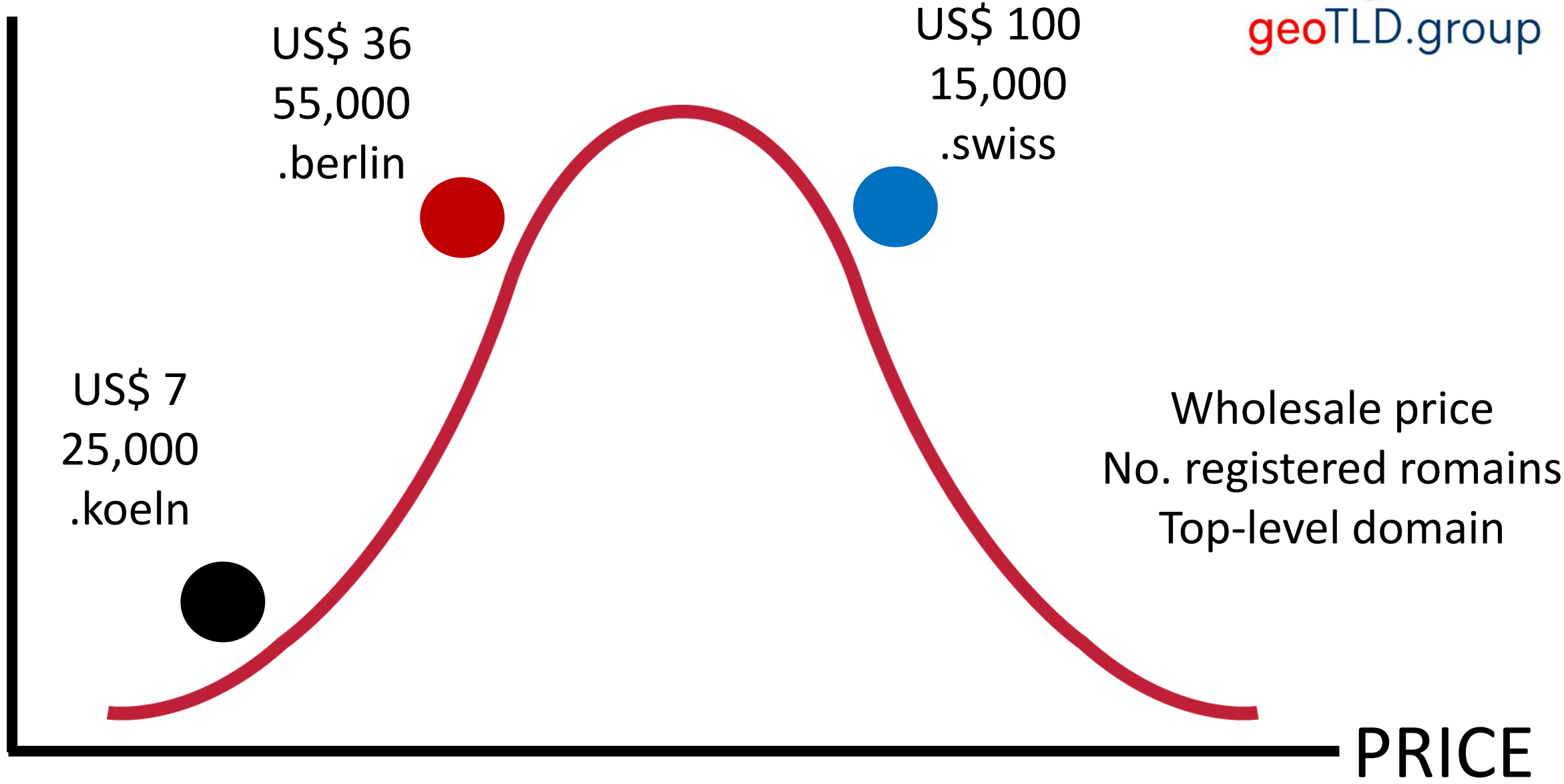
Sustainable operations are welcome/mandatory.

- **High domain prices** comes with more **trust and stickyness**
- **Low domain prices** comes with more **spam and fraud**

PROFIT



geoTLD.group



KPI 2 – Active Domain Names

Good:

Active Domain names



(73.61%)

Bad:

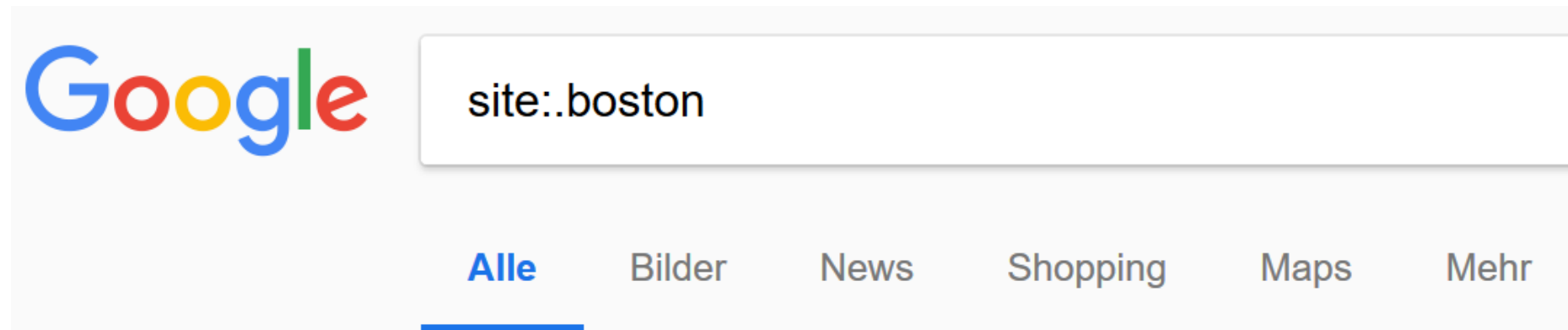
Active domain names



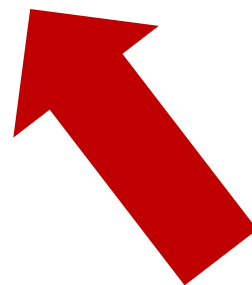
(38.43%)

KPI 3 – Websites visible to Google

Shows the quality and use of a geoTLD



Ungefähr 9.360 Ergebnisse (0,33 Sekunden)



How many websites by *site:.cat*

655.000.000 websites with .cat



KPI 4 – Domains in Alexa’s top Million

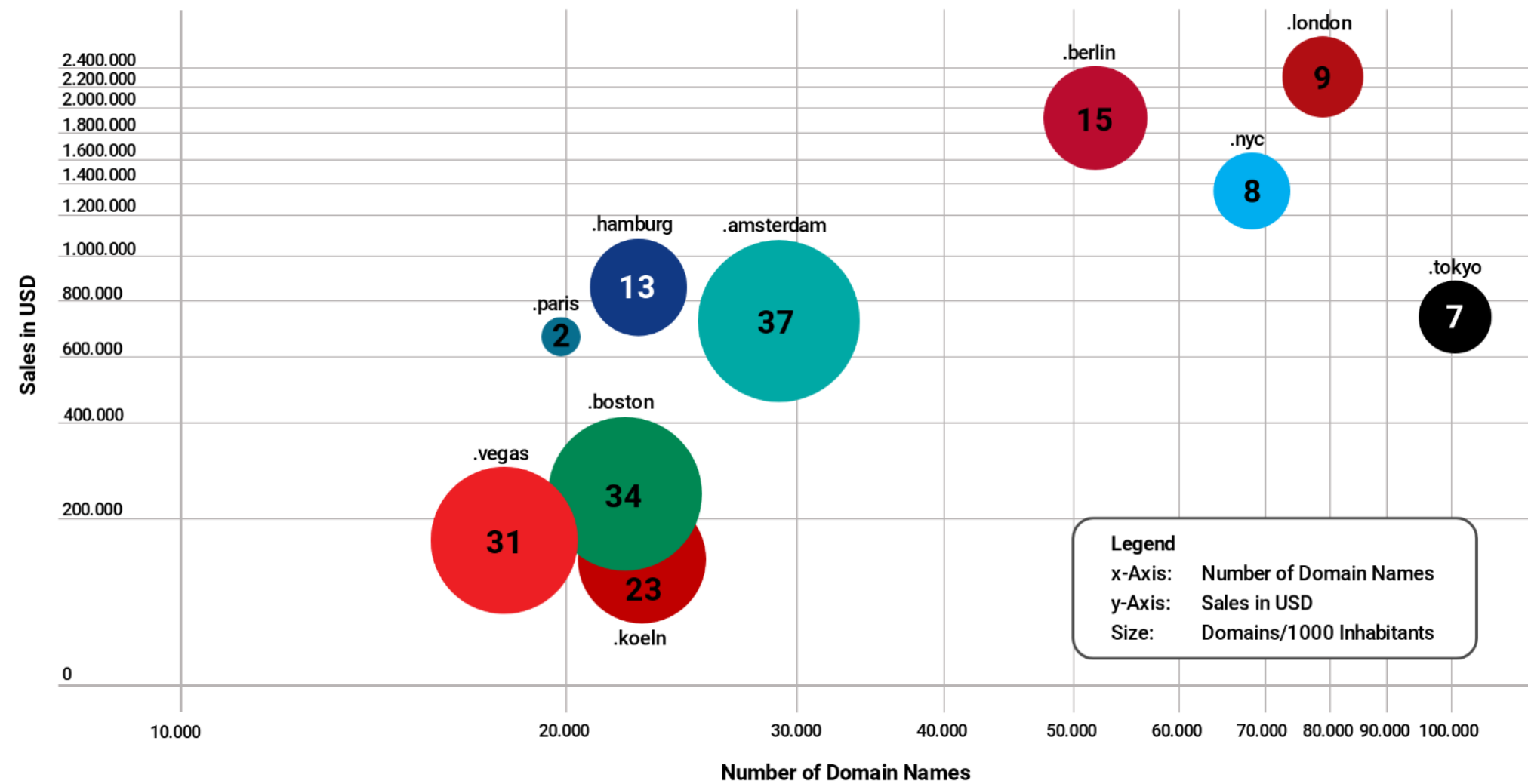
- Search traffic
- Popularity
- Engagement
- Visitors
- ...

	URL	Rank
	~ <input type="text"/> x	<input type="text"/> x
1	outlier.nyc	57054
2	myschools.nyc	106264
3	mods.nyc	192369
4	ablepartners.nyc	194091
5	mystudent.nyc	202300
6	digital.nyc	215003
7	yaeji.nyc	255947
8	enlight.nyc	257502
9	bluebirdlondon.nyc	276005
10	meetmagento.nyc	300410
11	voting.nyc	356655
12	joinery.nyc	376705





KPI 5 –Domain Names per Inhabitants



KPI 6 – Economy Power of Place

The logic is:

In a place with a higher GDP per inhabitant more Domain Names per inhabitant should be possible.

BERLIN

287 Domains per
1,000 inhabitants

MUNICH

410 Domains per
1,000 inhabitants

KPI 7 – Comparison to ccTLD

5,6 times more .miami domain names are registered in Miami than in the local ccTLD .us!



.istanbul has reached a level of 34% of the penetration of .tr.



Other and Non-Measurable Key Performance Indicators

KPI – Premium Domain Names

broadwaytickets.nyc	US\$ 25,000
rooms.london	GBP 9,100
taxi.berlin	EUR 10,000
eigentumswohnung.wien	EUR 2,500
macarons.paris	EUR 2,800
personalinjury.miami	EUR 2,550
kulturgut.bayern	EUR 2,000
...	



KPI - Public Visibility



KPI - Advertising Volume



OUTFRONT

VOTE

FOR THE CITY YOU WANT.

“Of course I want **SAFER STREETS**. So I’m choosing the candidate with a plan to keep us safe.”

READ THE VOTER GUIDE AT [VOTING.NYC](https://www.voting.nyc.gov)

Make *your* voice heard. Vote on September 12.

#NYCVOTES



011-019



KPI- Perceived Presence
in the Public

KPI - Content in local language?

Catalan

Basque

Galician

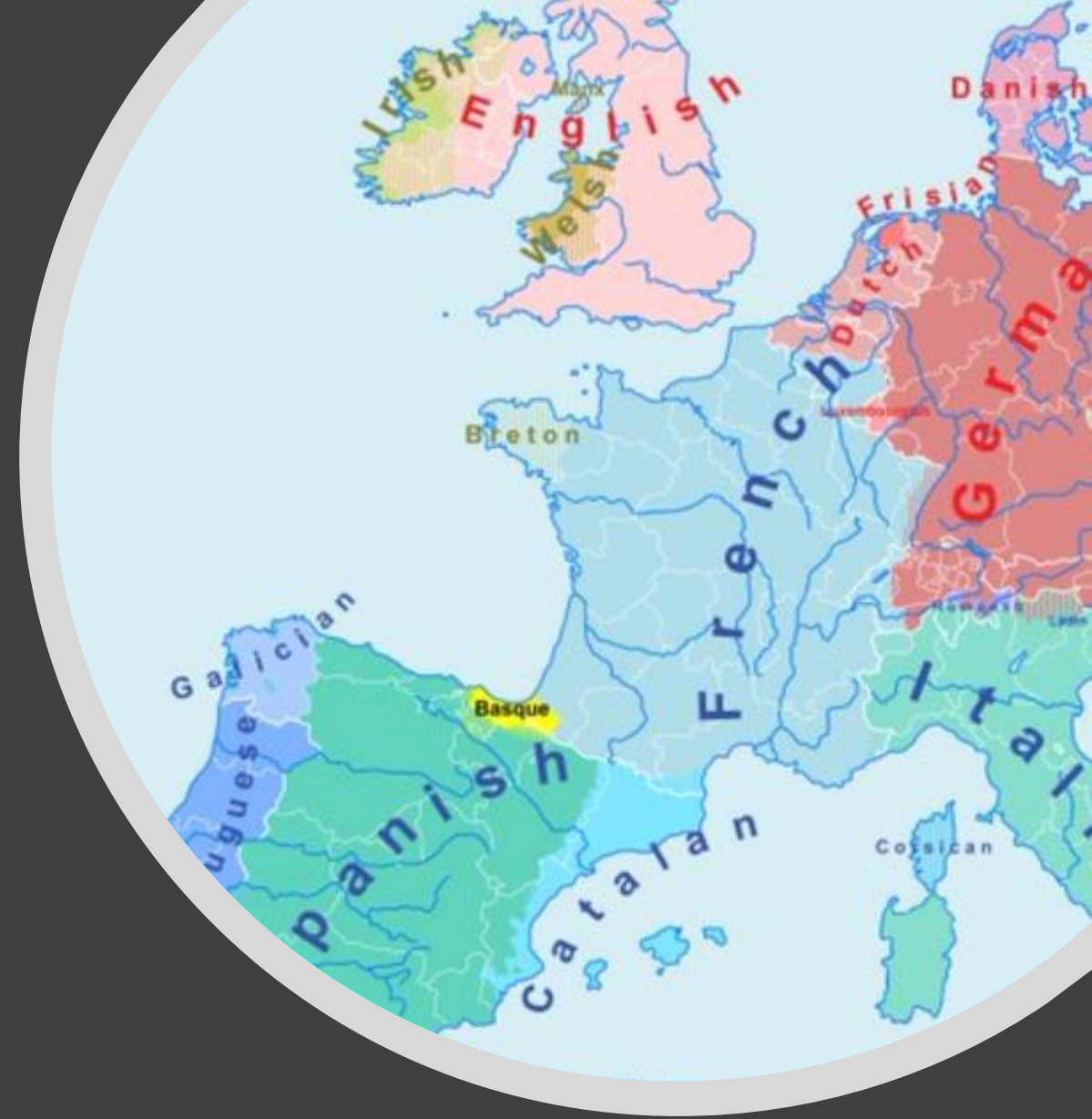
Breton

Welsh

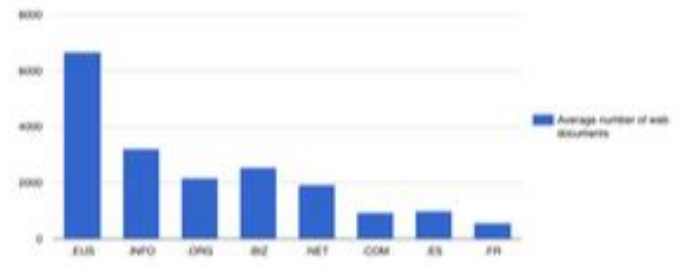
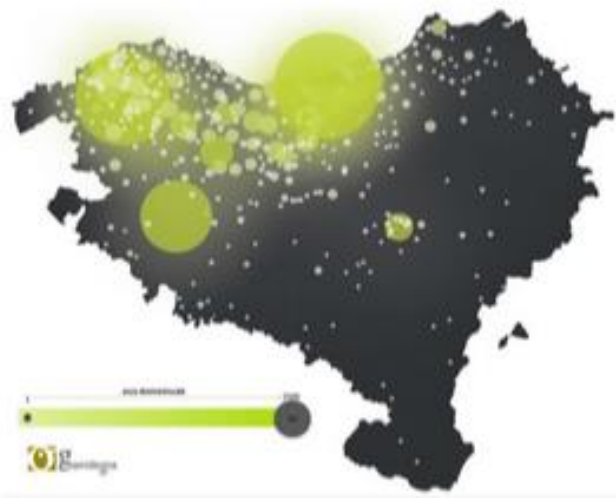
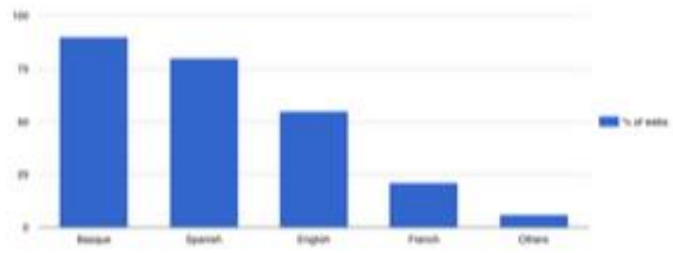
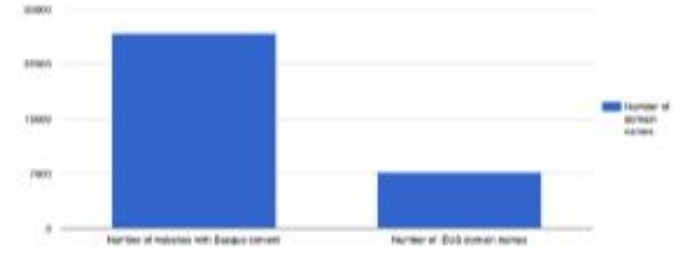
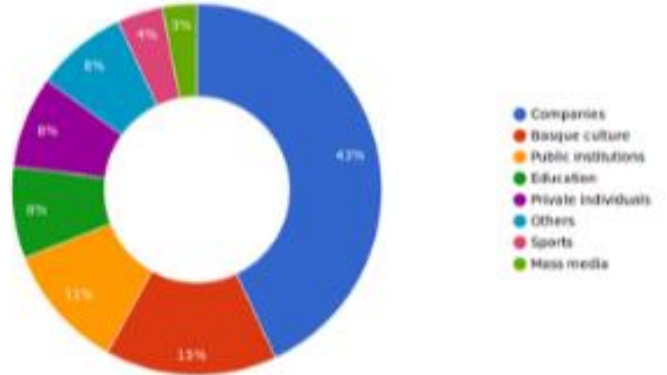
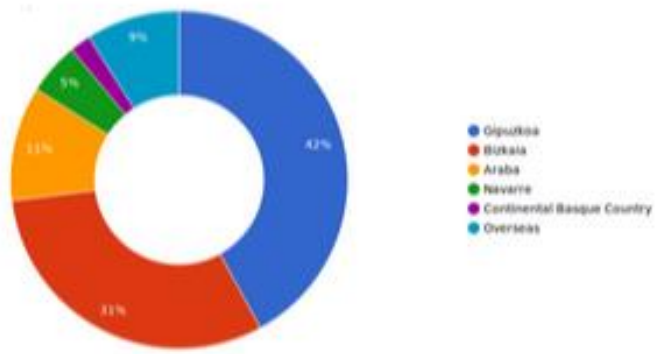
Scottish

Kurdish

...



.eus Observatory – Basque Language





KPI - (Digital) Place Branding

How does the digital identity interact with the existing place brand?

How are the place's vision, mission, goals, values, strategy, directions, awareness and digitalization affected by the new local identity?