



7 Reasons for City Top-Level-Domains

Internetdagarna

November 04, 2009, Stockholm

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City Domain Initiatives today

.berlin

.nyc

.*paris*
l'identité capitale

.bcn

.nyc

.ROMA
Il dominio di Roma

.DOT LONDON
A DOMAIN FOR LONDON

.tokyo / .東京

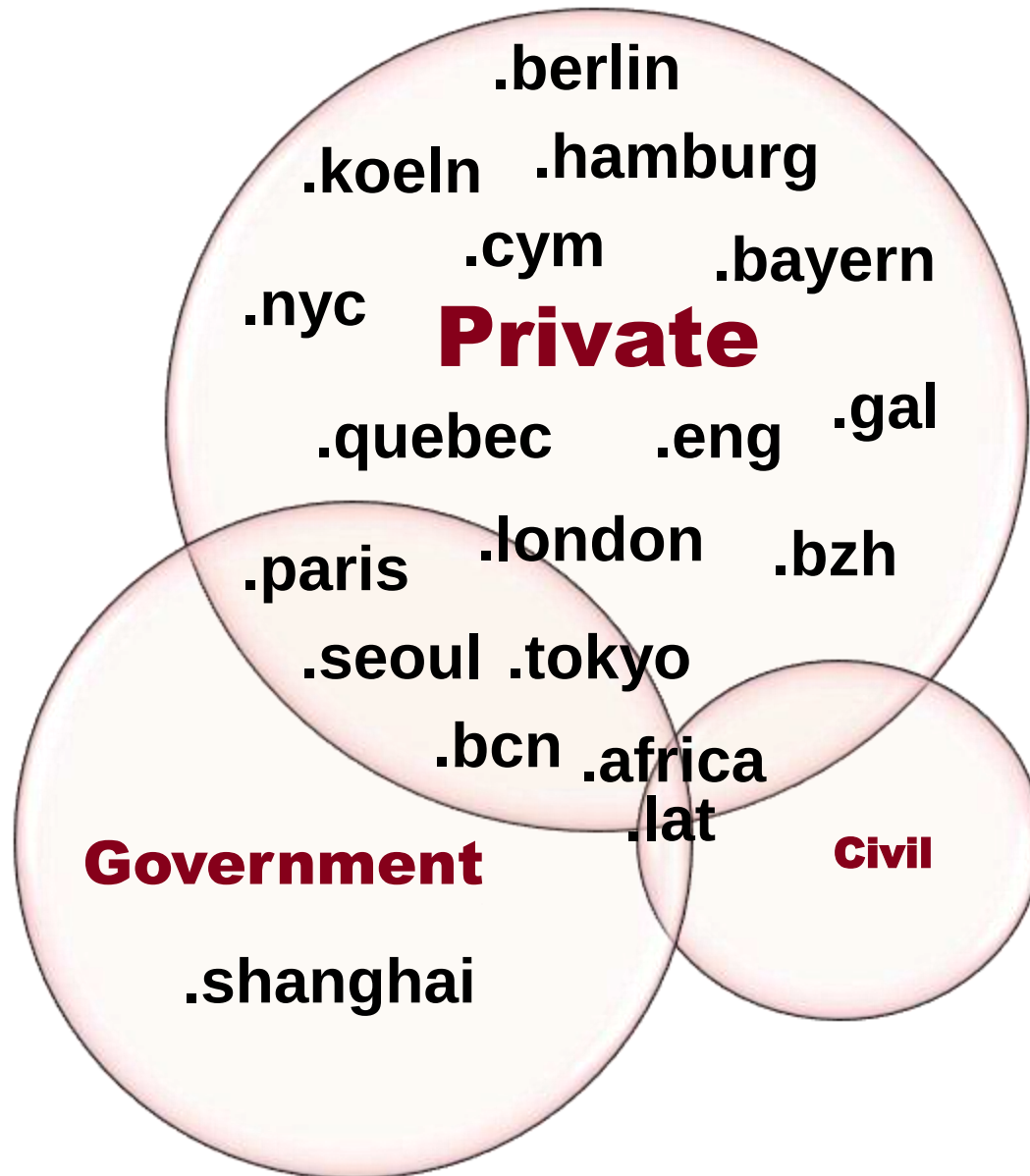
.dotKöln

.DOTBKK
Bangkok's domain name

.dot HAMBURG

.boston .sfo .chicago .seoul .sydney ...

Most CityTLDs are Private Sector



ICANN says CityTLDs may be online ...

Applications in 1. half 2010

Approval ~ 10 month later

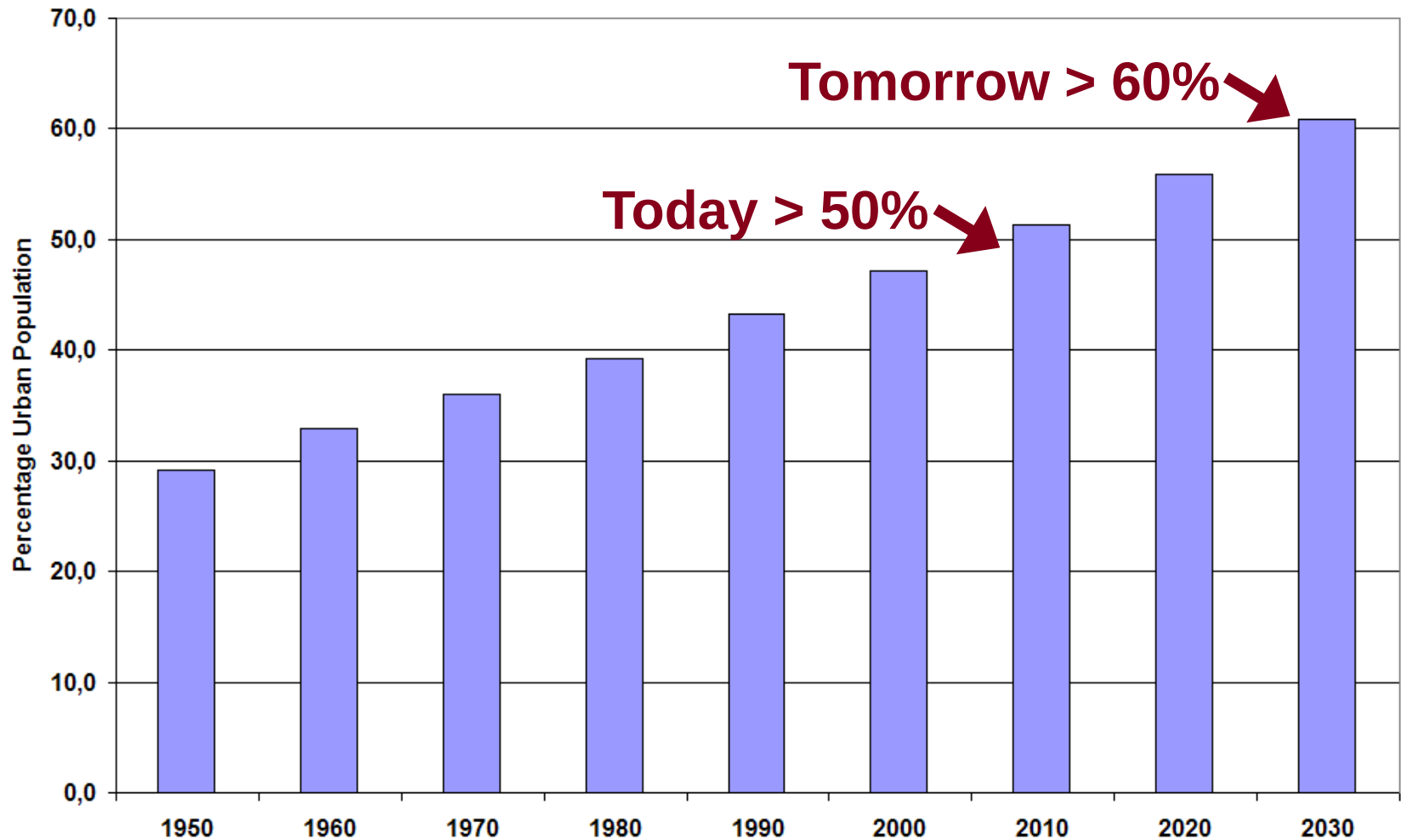
New TLDs online ~ mid 2011*

2011

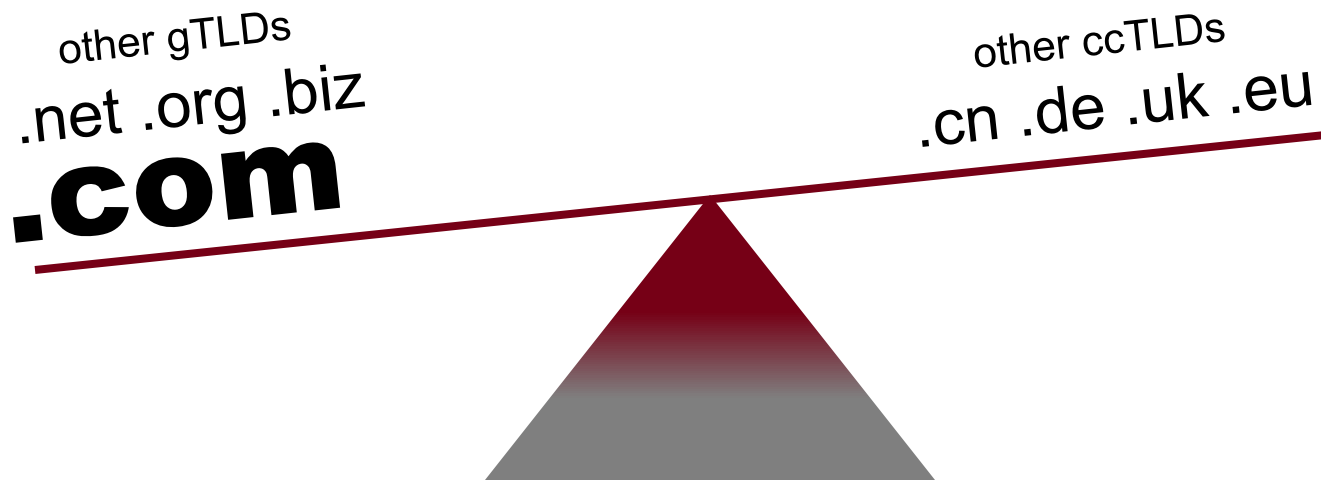
* Current projection of ICANN in 3. version Applicant Guidebook

7 Reasons for City Top-Level Domains

1. Urban Population grows continuously

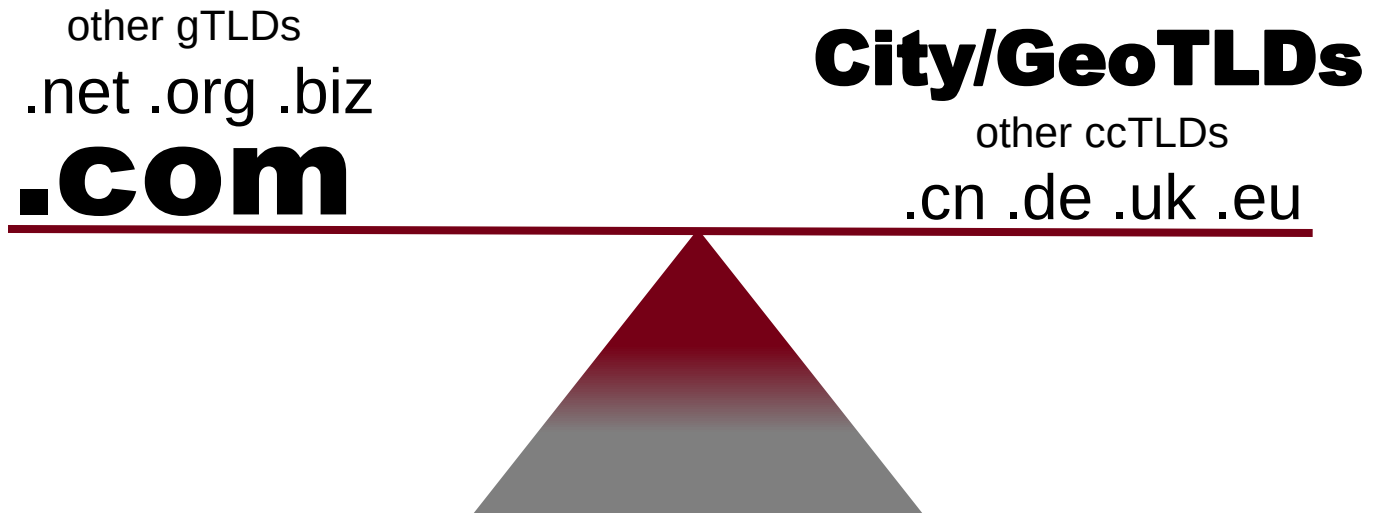


2. Today 50% of Domains are .com/.net



2. Tomorrow GeoTLD will balance

Regionalisation of the Internet is a
Counterbalance to .com driven Globalisation



3. Tight Name Spaces

**.com = overcrowded with 80 mio. domains,
the same for .se and other top-level domains**

- **> 300.000 domains contain „nyc“**
- **> 30.000 domains contain „stockholm“**

- **Examples**

`www.schools-nyc.com`

`www.hotels-stockholm.com`

`www.hotels-stockholm.se`

Do you want to advertise for .com?



Hotels Stockholm

BOOK YOUR ROOMS ONLINE! OUR SERVICE IS **FREE!**

HOTELS-STOCKHOLM.COM
by 2scandinavia.com

HOTELS STOCKHOLM - "BOOK STOCKHOLM HOTELS, APARTMENTS & HOSTELS"



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SEARCH STOCKHOLM HOTELS, SWEDEN

Check-in: 26 Oct 09

Check-out: 27 Oct 09

Rooms: 1

Adults: 1 (per room)

☐ **GROUP BOOKINGS:**
Tick box if booking is for 8 people or more

SEARCH AVAILABILITY

Sunday - October 25, 2009

Latest Offers:

Hotel Oden

Twin Room

From only SEK 1050.00

INTERACTIVE STOCKHOLM MAP



Featured Discounts

HOTEL ODEN - STOCKHOLM

HOTEL ODEN

Odenplan, Stockholm



WEEKEND DISCOUNTS AVAILABLE AT THE 3* HOTEL ODEN - STOCKHOLM:

SINGLE SEK 814
TWIN SEK 1050
TRIPLE SEK 1195

RATES ARE PER ROOM PER NIGHT.
INCLUDES BREAKFAST.

Valid From: 01/09/2009

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4. City Domains offer real Identity

IDENTITY is

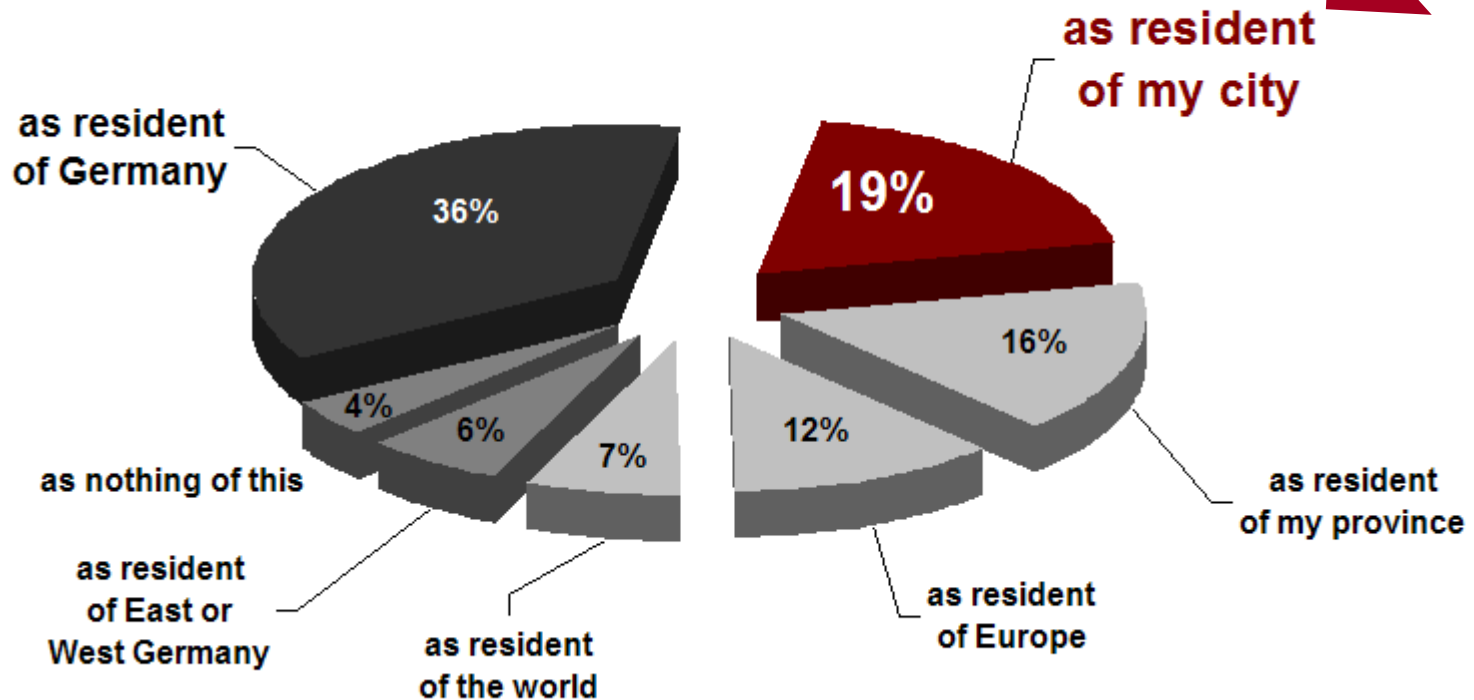
your **Nation(.se)**

your **City (.stockholm)**

your **Name (.nilsson)**

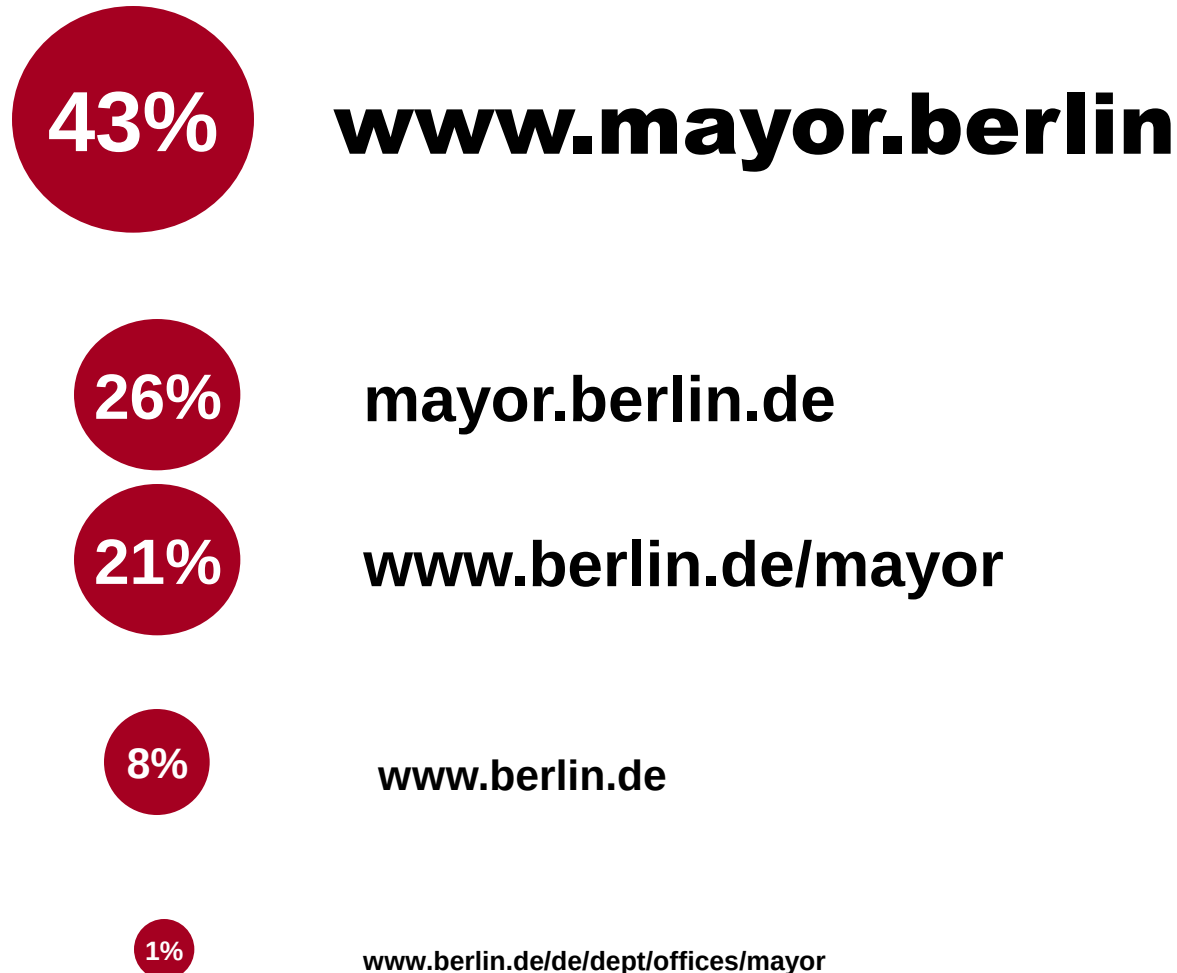
City Identity is 2nd most important

I'm feeling predominantly ...



Forsa Institute May 2005
Survey with 2,000 persons, aged 18-30

5. Internet Users like it short & intuitive*



eco

* Representative study,
eco eV, Oct 2007.

Question: "What is your
preferred address to reach
the mayors website?"

6. Cities needs strong Branding Vehicles



7. Significant local Added Value Chain

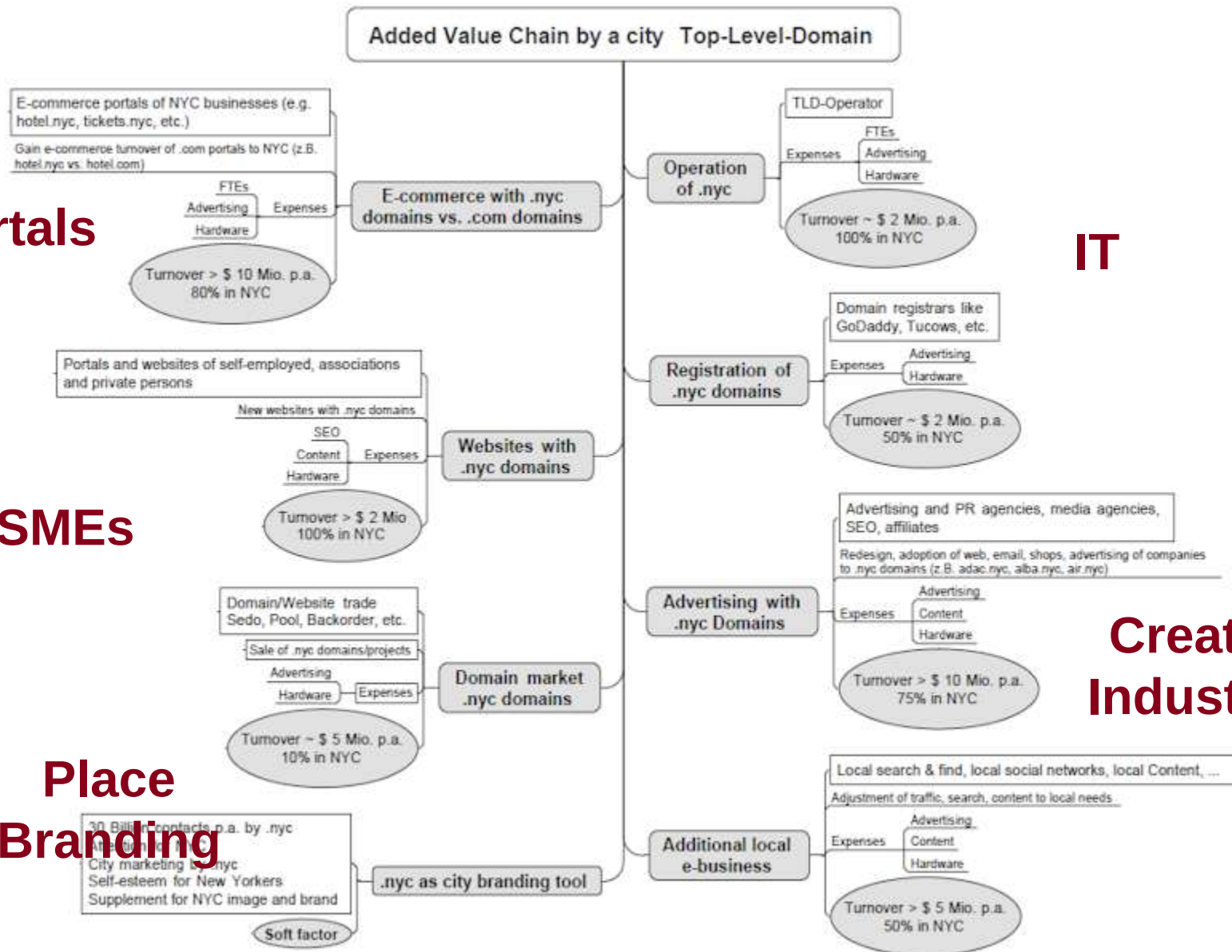
Portals

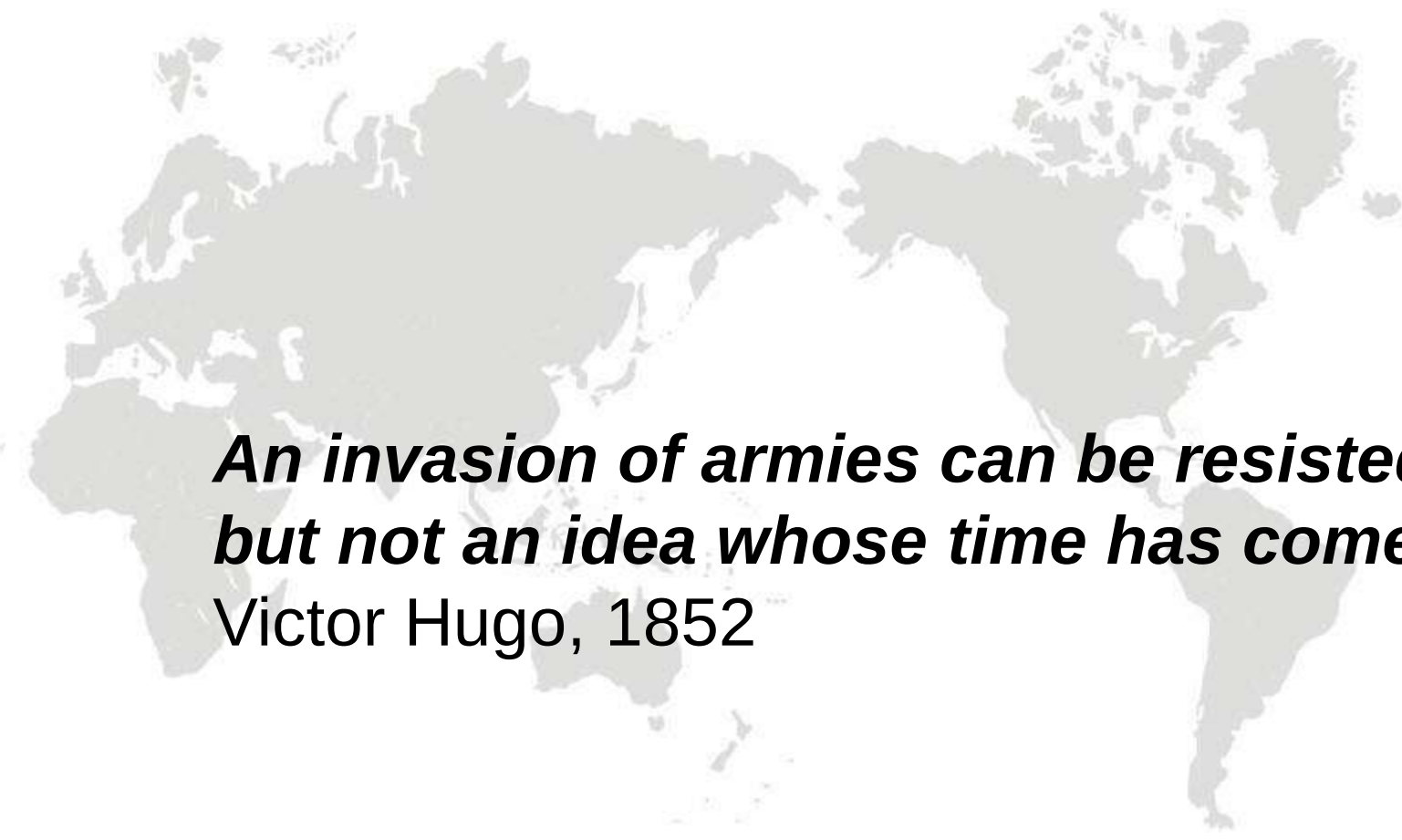
IT

SMEs

Creative Industries

Place Branding





***An invasion of armies can be resisted,
but not an idea whose time has come.***

Victor Hugo, 1852