

# New TLD Innovation e-book

The Winning Ideas



The Means to Succeed in a "Not Com" World

## You've heard the message ...

New top-level domains are on their way. The limited palette of .com and .net – among others – is opening to a spectrum of hundreds of new options, one or more of which can be exclusive to your organization. “But,” you say, “my organization has spent time, energy and money in establishing and promoting our existing .com. Is a new TLD worth the costs and risks to our organization? What makes a new TLD different or better than using a .com?”

Let's start with one bold fact: nobody knows the ultimate value and applications of new TLDs. The media, the blogosphere and websites are full of opinioned experts. Experts are valuable. Society could not function without them. When it comes to predicting technologies and applications, however, history teaches a valuable lesson: Experts can't predict the future of technology.

As an example:

**“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”**

-- Western Union internal memo, 1876.

**“The Americans have need of the telephone, but we do not. We have plenty of messenger boys.”**

-- Sir William Preece, chief engineer of the British Post Office, 1876.

The so-called “experts” in the U.S. and Great Britain had no idea of what to make of the invention that became one of the highest impact innovations ever: the telephone.

The question to stimulate the innovation imagination is “What if ... ?” What if we look at the experience of previous new TLDs as an indicator of the future? What if new tld benefits like security, authenticity and brevity affect how we use search? What if new TLDs positively change how we use social media and the mobile Web? What if my organization does not invest in a new TLD and our competitors do?

## “The best way to predict the future is to invent it.”

Alan Kay, the famed Apple techno-visionary, said that.

Afilias believes that YOU can invent that future with a powerful concept for a new TLD. Remember, one TLD can change the Internet as we know it. But even the greatest inventors built on the work of others. What if you had thousands of heads, from all around the world, all working on ideas for new TLDs?

We challenged the public to envision the next best thing on the web; to tell us what a TLD could do to impact society and communications in a big way. What could be done with the power and reach of the Internet and the security and benefits of a Top Level Domain that would be a tipping point to the next era of the net. We asked everyone to predict what's to come in the “Not Com” world?

Afilias held a global innovation contest on new TLDs and invited everyone from every walk of life to submit their ideas for the most useful, creative, and successful use of a new gTLD. We invite you, now, to read some of the best ideas we received in the pages of this e-book, and hopefully spark your curiosity and creativity to predict for yourself what the future of the Internet will deliver.



## .KNOW

**Summary:** The .know namespace will create a convenient location on the web for researching, storing, and creating knowledge. This knowledge database will follow consistent design, format and functionality. The knowledge base articles will be easy to register and to maintain, using a standardized interface and included hosting. The .know domains will also be indexed and catalogued for easy reference and research.

A new .know will automatically be created, hosted and categorized based on information collected during registration so that it can be included in the .know knowledge index. Then an article about a person, subject, or topic will be created via the standardized interface including references, media, and information about the topic. It will be designed for creating a vast collection of modern, knowledge based encyclopedia-style "articles". The consistency will enable quick searches and data gathering and eliminate searching through custom .com's that rank only for their SEO and not for their depth of content and relevance.



## .LOOP

**Summary:** Facebook, LinkedIn and other social networks rely on groups, discussion boards, and similar methods for user discussions, media sharing, and other interactions. These groups have a specific focus on a topic. Various charity groups, musicians and actors have groups and fan pages on various platforms. A .loop website can unite all these groups and fan pages into a single website in the form of a dashboard that uses predefined templates. These templates would allow the group's new .loop site to have a professional look and feel without any coding. These .loop sites can accommodate small and large groups.

For example, java.loop can be generic and include anyone interested in particular Java communities, while extremefitness.loop can be smaller and appeal to extreme fitness followers. Members of any .loop website will be able to stay connected with activities, notifications and other updates from all social networks.

Second-level domains can provide the availability to accurately distinguish groups. Subdomains can primarily be used if the loops exist in multiple locations. For example, with clubs.loop, we can have ny.clubs.loop, toronto.clubs.loop, chicago.clubs.loop. The system could be developed as a cloud-based service to enable a robust and scalable solution.

# .MOVIE

**Summary:** These days, movie studios don't usually "own" the movie they produce; they create a subsidiary company to own it for tax and legal reasons. Movies studios typically register a new domain name for each new movie that comes out.

In many cases, the .com is already taken or .com names are vulnerable to domain name squatters, so movie studios end up adding extension such as "-movie.com" to the name of the movie. For example, the movie Zoo Keeper has the [www.zookeeper-movie.com](http://www.zookeeper-movie.com) website, and the movie Super 8 has the [www.super8-movie.com](http://www.super8-movie.com) website. With DNSSEC, there are security advantages for things like file-sharing and email if they used their .movie domain from the beginning.

The .movie TLD could succeed because the .com domains are taken, and .movie could not be taken by domain squatters. Also, because this new TLD would be a prestigious domain as well as a highly secure one, the .movie TLD owners could charge high fees for them.

# .TIX

**Summary:** Access to sports, movies and concerts is generally granted via TicketMaster and similar Web-based ticket-selling firms. The problem, of course, is that the cost to buy tickets through these sites carries a high mark-up price for consumers. Also, the public is tired of purchasing tickets online for fear of fraud, scalpers, and online scams. To combat this, .tix would be the safe, affordable and authoritative source for online ticket purchases. Using basic registration membership information, .tix managers can establish verified owners of local stadiums, arenas, and other entertainment venues.

By having an established .tix TLD, the domain registrants must first pass the membership requirements. This extra layer of security and validation will help the public buy tickets online with a confidence that can't be guaranteed with today's .com sites. With venues selling directly to consumers, the mark-up fees that today's third-party ticket retailers levy can be eliminated.





## .SEC

**Summary:** The amount of personal data we store and share on the web makes us vulnerable to exploits by criminal individuals and large companies alike. People are no longer concerned solely with the safety of their credit card transactions while online shopping, but also worrying about tracking and profiling of their online behavior, searches and other private data through cookies, scripts and malicious code. While certificates, browser add-ons etc. exist to secure our browsing, these methods often are still too complicated for daily usage and not 100% reliable.

**Privacy, Safety & Anonymity Online:** A .com domain adds nothing in regards to a users safe browsing experience. Users are on their own having to trust certificates, browser add-ons and programs and still can't be 100% sure that their browsing data is safe.

When using a .sec domain one can be sure that all data transferred is safe and secure. No matter if one accesses accounts on sites of payment processors like banks or merchants, shares private information or just enters a search query - every piece of transferred information is protected and encrypted. Furthermore none of the data is tracked, cached, stored or used to generate a personal profile. Every possible script used to obtain information is prohibited or suppressed on a .sec domain. There is no danger from tracking by cookies, flash, ad networks, analytics code or java script and in addition HTTPS everywhere.

# .MED

**Summary:** With a .med TLD, an organization could create a vast, secure network of highly skilled, verified professionals in the field of medicine including doctors, hospitals, pharmaceutical companies, research facilities and others. Visitors to the member sites would be confident they are receiving information and services from verified medical professionals. Members would benefit from a network of registered medical professionals that could quickly and easily share information. The TLD .med would be the seal of trust that the member sites have been independently verified and meet a strict code of professional medical competence...which a .com cannot do.

A .med will benefit the Medical and Disease Prevention Community by providing access to this invaluable knowledge base which will:

- strengthen the ability to recognize and treat health conditions
- share researcher information to expedite the development of cures and treatments
- locate doctors, researchers, and pharmaceuticals able to help with rare conditions

Today, people are desperate for a better system of healthcare. Having a .med TLD would assure visitors that they are accessing a network of verified medical professionals. Making this available to anyone with an Internet connection worldwide could be the turning point that is needed to take healthcare to the next level. It could mean survival for an individual and it could mean avoiding a global pandemic.

## About Afilias

Afilias has already created a registry solution built to exceed the most demanding technical standards, comply with ICANN requirements and complement your new TLD. We also have extensive experience in applying for and winning a new TLD, and can help you navigate the ICANN process.

Afilias' expertise is based on actual experience supporting registries for some of the world's largest TLD managers, like PIR (.ORG), dotMobi(.mobi), and DotAsia (.asia). We also support the managers of 10 country code TLDs, such as India (.in) and Montenegro (.me), representing a wide range of policy, technical and operational challenges.

Further, Afilias has helped successfully launch more TLDs than any other provider. This multi-faceted background makes Afilias the best possible choice for a registry services partner for your new TLD.

**Maximize your chances for a successful application and launch by selecting Afilias as your registry services partner.**

## Afilias' proven offerings include:

- Turnkey, "ready to go" registry system with a 100% reliable DNS infrastructure with state-of-the-art security against attack and abuse
- Advanced ICANN-compliant, IPv6 ready technology that is flexible, reliable, secure and scalable that enables your new TLD to be available within minutes of registration
- Internationally known expertise in IDNs ("internationalized" domain names in scripts like Cyrillic and Chinese), DNSSEC, Internet security, TLD applications, domain launches, and more
- Immediate access to global domain name distribution channels to help make your new TLD a success



Contact us for more information:  
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