



Your New dot City TLD:

An Afilias Perspective
for City Leaders and their Advisors

AfiliasSM

Means to Succeed in a “not Com” World

Your New dot City TLD Means New Revenue Streams

To fuel job growth and generate vital tax revenues, your city or region must compete globally for tourists, jobs and investors. How is your city coping with today's challenges, global forces and the evolving needs of your citizens? How is your region adapting to the recent changes caused by the Internet - the defining and most pervasive force in our age?

On June 20, 2011, the Internet Corporation for Assigned Names and Numbers (ICANN) unleashed a new era of openness and competition by changing the rules for assigning new Top Level Domains (TLDs), moving Internet addresses well beyond the .com and .org you know. The rationale is to create a more secure, accessible and innovative Internet.

During the next few months, any city or region with the necessary vision, resources and qualifications can begin the process of applying to own a TLD -- the

suffix that's "right of the last dot" in an Internet or email address, as in www.nyc.com, www.ICANN.org or www.Afilias.info.

The biggest potential benefit for investing in a dot City TLD is that your city could begin to experience new benefits, new revenue streams and new services to meet the needs of your citizens and stakeholders. Your citizens will be able to experience new civic, cultural, community and commercial capabilities, while your tourists will be able to experience your city in new and never-before-possible ways.

Authenticated vendors and organizations in your city will be able to register and be listed in your new dot City TLD portal. It is up to you to decide whether you will charge for second-level domain names or not.

Your New dot City TLD – Fast-Approaching Application Deadline

To ensure applications are reviewed in a timely manner, ICANN will only allow your city or region to apply for a dot City TLD from January 12, 2012 until April 12, 2012. If you miss this application window, the consequences could be very costly to your city or region. It means putting your city at a strategic competitive disadvantage for years because no one knows when the next ICANN application window will open.

Applying for a new dot City TLD is difficult, time-consuming and expensive – especially if you don't have experience working with ICANN. The "Applicant Guidebook" that explains the application process is more than 300 pages long, and the application to ICANN costs \$185,000. Given the economic pressures that your city likely faces, along with the costs and complications of the ICANN application process, how is your city supposed to make a strategic decision under such time pressure?

Who is applying for their own .city or .region?

Barcelona - .bcn

New York - .nyc

Berlin - .berlin

Paris - .paris

Hamburg - .hamburg

Rome - .roma

Cologne - .köln

Sydney - .sydney

London - .london

Bavaria - .bayern



Will you follow the dozens of major cities around the world that will be applying for a new dot City TLD? Or is it easier to simply “kick the can down the road” and let a future political administration take care of the new challenges (and opportunities)?

We encourage you to investigate before you invest in a new dot City TLD. To save time, please consult with your trusted advisors and hold a conversation with an expert in applying for ICANN-compliant new TLDs, such as Afilias. We have created this e-book to help city leaders, your advisors, and concerned citizens understand the opportunities and challenges when applying, launching and operating a dot City TLD. We also hope to help you envision new, never-before-possible applications to augment your city’s civic, cultural, community, tourism, economic and commercial development interests.

Why Invest in a dot CITY TLD?

Why invest in a dot City TLD, when your current TLD is working just fine? Investing in a dot City TLD is expensive, but the opportunity cost of not applying is much larger. Given the potential value to all city stakeholders, however, many cities could create public/private collaborations to fund the cost to apply for and operate a new dot City TLD registry.

Once your city secures its new TLD, you will have the power to develop and assign new second-level domain names. A second-level domain name is the word to the left of the last dot in a website address, such as “restaurant” in www.restaurant.tokyo or “tourism” in www.tourism.paris or “sports” in www.sports.philly.

If properly managed, your new dot City TLD could break even within 18 to 36 months of its launch date and become a new revenue stream for years to come. Your new dot City TLD can become the main conduit to facilitate secure communications between, and among, your government, civic, cultural, community, tourism and commercial

stakeholders... as well as help contribute financially to your city's finances – on an ongoing basis.

Today, when citizens receive an email from a financial service – for example, yourbank.com – they cannot be 100% sure if the email is coming from their bank or someone else posing as their bank to steal private information and their identity. Even the best-intentioned users can fall prey to unscrupulous Internet bandits. One powerful way to avoid this type of security threat is to assign a dot City web address (such as www.barclays.nyc or www.barclays.london or www.barclays.madrid) to enable secure, authenticated web communications. In fact, with a dot City Web address, citizens, vendors, non-profits and other city stakeholders will have the ability to communicate in a secure, authenticated manner.

New dot City TLDs could enable a more secure and improved Internet where citizens, tourists, vendors and other stakeholders can enjoy authenticated two-way communications that are protected from malicious information and data use, like phishing and DDOS attacks.

What is Your City's Creativity Quotient?

Your new dot City TLD and its second-level domain registry services could enable the creation of a new digital renaissance. Your city could, for instance, build a new “services portal” where your city’s citizens, tourists, small businesses, educational institutions and non-profits find and learn about each other to exchange ideas and hold secure online conversations to forge relationships and to coordinate activities and transactions.

Funded by registration fees that your city would automatically collect from large and small advertisers, every citizen could be given a personal account and a website to bridge the digital divide that disunites citizens from city government information, services and cultural amenities.

Using new applications imagined by your city’s most creative employees, and by harnessing the online crowdsourcing imagination of your citizens and entrepreneurs, your city’s second-level domain services could become your city’s new “prosperity portal” -- a gated virtual community where your city’s stakeholders could gain secure access to official civic and cultural enrichment information, community event notices, and economic development.

How your city organizes your various second-level domain names to support your civic, cultural, community and commercial interests will depend on your city’s unique values, imagination and resources. While it’s difficult to predict how new technological capabilities will translate into future applications, pioneering cities who acquire a new dot City TLD will be in a more advantageous position to innovate than their less visionary neighbors and global competitors.

A Standard Interface for new Dot City TLDs?

Imagine travelling to major cities around the world and using a common and intuitive way of securing hotels, calling taxis and making restaurant reservations. Where allowed by local laws, your new dot City TLD could capture and manage tourists' or business travelers' unique personal information -- travel, dietary and cultural preferences, medical records, and passport information. Would such a city-based application create better expectations and deliver a better experience to attract a larger share of the global tourism business? No one knows what the future will bring. However, one thing is for certain, if your city does not have new dot City TLD, it will not be able to benefit from the most innovative and effective ways to improve your tourism and economic development investments.

Would this portal be used by cities that are competing for tourism revenues? Just like competing airlines used a common reservation software platform to solve their common problems of scheduling flights (and later, to create a new business models to sell their unused inventory of passenger seats with frequent flyer miles), today's tourist destinations could forge new creative collaborations for their common good.

A fragmented global tourism industry could be united by a tourist-centric dot City TLD-based navigation portal because a network of tourists and registered vendors could collaborate to deliver a superior tourist experience by closing the "feedback loop," -- meaning tourists could plan, experience and rate their tourism and business travel experiences.

Comprised of many potential applicants for new dot City TLDs, the new dotCities Association could perhaps address the issue of creating a standard interface for new dot City TLDs.

Benefits of Your New dot City TLD

The benefits of owning and operating a new dot City TLD are many. Among them:

- A shorter and more memorable brand-building domain name
- Tighter control over who uses your dot City name
- New government services
- New revenue-generation opportunities that support your unique initiatives for tourism and economic development

Your dot City TLD will give you the power to create new second-level domain names. In examples like www.tourism.nyc or www.townhall.dakar, the second level domain is what's "left of the dot" like "tourism" and "townhall."

You will be able to set policies and management rights to determine who can use your second-level domain names,

and whether you charge money to firms and organizations to use your second-level domain names.

Your new dot City TLD can help your city departments launch new e-government initiatives, inform citizens them about impending emergencies, advertise services, tourism, local events, public transportation, legislation and local issues. You can elicit your citizens' and stakeholders' input. Where applicable and desirable, your dot City TLD could enable new "crowdsourcing" initiatives to create the opportunities for a more participatory democracy.

Looking ahead, working with all the stakeholders, your new dot City TLD could become a seed of innovation that could enable your city and its citizens to grow and thrive.

Bottom line: your new dot City TLD gives your city the capacity to empower your citizens and your employees to interact in new, never-before-possible ways.

Many New TLD Experiences. One World-Class Expertise.

Afilias is one of the world's most experienced registry services providers. We are the largest provider of diverse domain registry services, supporting 20 million registrations across 16 different TLDs. We've already helped launch more new TLDs under contract to ICANN than any other provider, and our new TLDs have been consistently successful.

We operate a technical registry solution that complies with ICANN requirements and will complement your new city TLD. This means that we have the specialized technical expertise that makes us uniquely qualified to help you to apply for and win your new dot City TLD, and then successfully launch and manage your new City TLD.

Besides being the world's most successful new TLD registry services provider, Afilias has the capacity to serve the growing influx of new TLD applicants and customers. Afilias is the recognized market leader in new TLDs, but we aren't resting on our laurels.



Applying for your New dot City TLD

The ICANN application for a new City TLD can take weeks to complete. Your application must demonstrate that your organization will:

- Have the required technical, operational and financial capabilities in place
- Comply with international standards for TLDs
- Deliver registry services that meet international standards for stability and security

Starting immediately, your city should assemble a “dot City TLD application team.” That team will likely include a sponsor on your city council, your financial and IT leaders, the head of tourism, a trademark lawyer and a proven registry services partner like Afilias. ICANN guidelines favor cities that partner with experienced, proven players when applying for a dot City TLD.

The biggest cost to your city, however, could be the opportunity costs of failing to secure your new dot City TLD in this round of applications. When the short application window closes on April 12, 2012, the next ICANN application window for new TLDs may not open again for several years or perhaps a decade.

Given the high stakes, the short timeframe to put together a strong team and assemble a winning proposal as well as the large numbers of applications that ICANN expects, the time to act is now. Afilias can help you tame the complexities of the ICANN application process.

About Afilias

Afilias is a global leader in advanced registry services and provides a wide range of capabilities essential to the smooth and efficient operation of any type of domain registry, including a dot City TLD.

Afilias provides ICANN-compliant, IPv6-ready technology that enables your dot City TLDs to be available worldwide within minutes of registration. Our standards-based, EPP registry system provides a reliable, secure platform for domain operations. And our diverse, distributed DNS system provides 100% domain availability, coupled with state-of-the-art security against attack and abuse.

Afilias' expertise is based on supporting registries for some of the world's largest TLDs, like .org, .info, .mobi, and .asia. We also support 10 country code TLDs (ccTLDs), such as .in (India) and .me (Montenegro). Afilias has successfully helped launch more new TLDs than any other provider. This level of experience makes Afilias the best possible choice for a registry services provider for your new dot City TLD.

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

- 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 .BRAND 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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