.CAT LANDSCAPE

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Fundació puntCAT  www.domini.cat
• WHAT IS IT FOR
• WHO WE ARE
• HOW HAVE WE GROWN
dot WHAT?

- sTLD: CATALAN
  - NOT ONLY IN CATALAN
  - NOT ONLY CULTURE
  - NOT ONLY INSTITUTIONS
  - NOT ONLY CATALUNYA
  - NOT ONLY LOCAL REGISTRARS...
WHO

- NON FOR PROFIT
- LOCATED IN BARCELONA
- SMALL TEAM: 5
- “NOT ONLY” A REGISTRY
GROWN?

3 years after sunrise ...

- 33,000 DOMAINS
- 80% WITH HOSTS
- 85% RENEWAL RATE
- 21 REGISTRARS
HOW

- DETERMINED POLICY ENFORCEMENT
- CONFLICTS TEND TO 0
- HUGE AMOUNT OF CONTENTS
POST-SUNRISE

- INSTITUTIONAL USE
- ASSOCIATIONS
- INDIVIDUAL SUPPORTERS
CURRENT SITUATION

- INITIAL USERS: CONSOLIDATED
- INCREASING AWARENESS
- FOREIGN COMPANIES: INCREASING
- OUR MAIN TARGET: MORE SME'S
PROMOTIONS

• 1st ROUND
  - INDIVIDUALS
  - ASSOCIATIONS

• 2nd ROUND: SME'S
  • GOVERNMENT
  • CATALAN SME'S ASSOCIATION
  • LOCAL CHAMBERS OF COMMERCE
  • NOT ONLY...
WHERE DO WE GO

- CONSTANT PROMOTIONS
- FOREIGN COMPANIES
- MORE AND MORE SME's
Moltes gràcies
Thank you!

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