geoTLDs: More Consumer Choice or more Consumer Confusion

NCUC & ALAC
ICANN @ Puerto Rico
.cat and the kittens

ciTLDs; cityTLDs; geoTLDs and some lessons
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- Teaching law for fun and (some) profit
- Advosor to CORE and to the World Network for Linguistic Diversity
- Formerly...
  - CEO; Fundació puntCAT
  - Board member; Public Interest Registry
  - Member of the Board, ICANN
  - Member of GNSO Council (NomCom appointee)
  - Member of DNSO Names Council (Registrars constituency rep)
- Skeptical lawyer
.cat?
INSTITUT D'ESTUDIS CATALANS
DICCIÓNIAR DE LA LLÈNGUA CATALANA

.cat

..cym
.CAT Charter
The .cat TLD will be established to serve the needs of the Catalan Linguistic and Cultural Community on the Internet (the “Community”). The Community consists of those who use the Catalan language for their online communications, and/or promote the different aspects of Catalan culture online, and/or want to specifically address their online communications to that Community.

Description of the Sponsored Community
“Catalan Linguistic and Cultural Community” refers to those individuals, groups, businesses, organizations, entities or initiatives, however constituted, eligible to register in the .cat TLD according to this Agreement and the .cat Charter (Part I to this Appendix S). The Community includes those who use the Catalan language for their online communications, and/or promote the different aspects of Catalan culture online, and/or want to specifically address their online communications to this Community.
Why do we want .cat?

Not just to embarrass ICANN, promised
A TLD is a TLD... but for as is also a powerful tool for
linguistic policy
Some facts

- 13.300.000 living in territories where Catalan is the local language
- 9.500.000 speakers
  - 7.000.000 first-language speakers
- Ranks 80-91 out of 6.000 languages (as for # of speakers)
- Ranks 22-30 as of web content
- Ranks 20 as of Wikipedia articles
I. Identity

Non-aggressive, non-exclusive sense of community. Or is this reserved for lawyers, coops, and pilots?
2. Encouragement

Showing our community that everything can be (also) done in Catalan on the Net.
Even having a TLD
3. Visibility

It’s difficult to exist without a UN seat and an Army. Unlike others, we need to prove that we exist each and every day.
A language without social prestige will inevitably die
How is .cat doing?

Pretty well, thanks
• Sunrise: 11,400 applications

• 9200 domains

• Total: close to 25,000 domains
.EU Sunrise by Member State vs .CAT Sunrise
(/# of applications)
Resultats 1 - 30 d'aproximadament 3.320.000 per a site:.cat. (0,05 segons)
<table>
<thead>
<tr>
<th>Domain</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>.cat</td>
<td>3,320,000</td>
</tr>
<tr>
<td>.mobi</td>
<td>1,740,000</td>
</tr>
<tr>
<td>.coop*</td>
<td>1,120,000</td>
</tr>
<tr>
<td>.travel</td>
<td>473,000</td>
</tr>
<tr>
<td>.coop*</td>
<td>414,000</td>
</tr>
<tr>
<td>.museum*</td>
<td>400,000</td>
</tr>
<tr>
<td>.jobs</td>
<td>34,600</td>
</tr>
<tr>
<td>.name**</td>
<td>2,540,000</td>
</tr>
<tr>
<td>.pro**</td>
<td>110,000</td>
</tr>
</tbody>
</table>
• 25,000- domains; one of the few Registries without any economic trouble

• Even if expensive: €50 first year; €25 renewals

• 3,250 pages indexed by Google. HUGE in contents!!!

• >30% of registrants have no prior domain or online content

• Very few defensive registrations; even less abusive registrations

• Brings differentiation to the DNS

• Viable in quantity; excels in quality
Soon on a screen near you....
Lessons for ICANN

- TLDs for already existing, cohesive, online-interconnected; real communities are a Very Good Idea ®
- Language and culture TLDs and city/geoTLDs have some similarities, but are different
- lcTLDs: public trust; no owner or even no administrator: ICANN must impose HIGH standards of representativity & inclusiveness
  - Not for profit