geoTLDs: More Consumer Choice or more Consumer Confusion

NCUC & ALAC
ICANN @ Puerto Rico

.cat and the kittens

IcTLDs; cityTLDs; geoTLDs and some lessons

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Abril i Abril

- Teaching law for fun and (sone) 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 constiuency rep)
- Skeptical lawyer

domini
puntcat

.cat?

.coop

.info

.com

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.biz

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COMUNIDAD EUROPEA
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PASAPORTE
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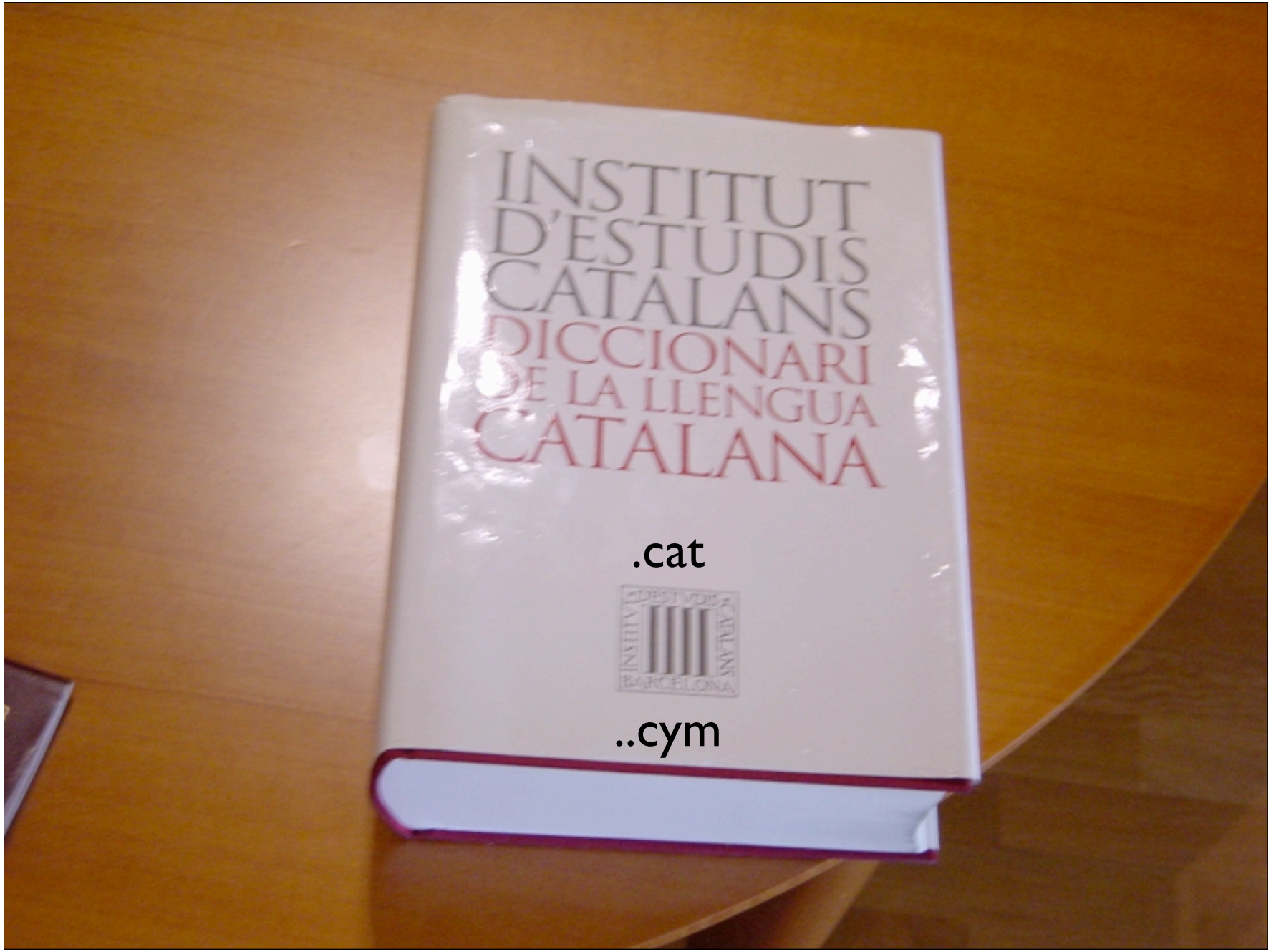

INSTITUT
D'ESTUDIS
CATALANS
DICCIONARI
DE LA LLENGUA
CATALANA
.cat
..cym

.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 lingusitic 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

1. Identity

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

2. Encouragement

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

3. Visibility

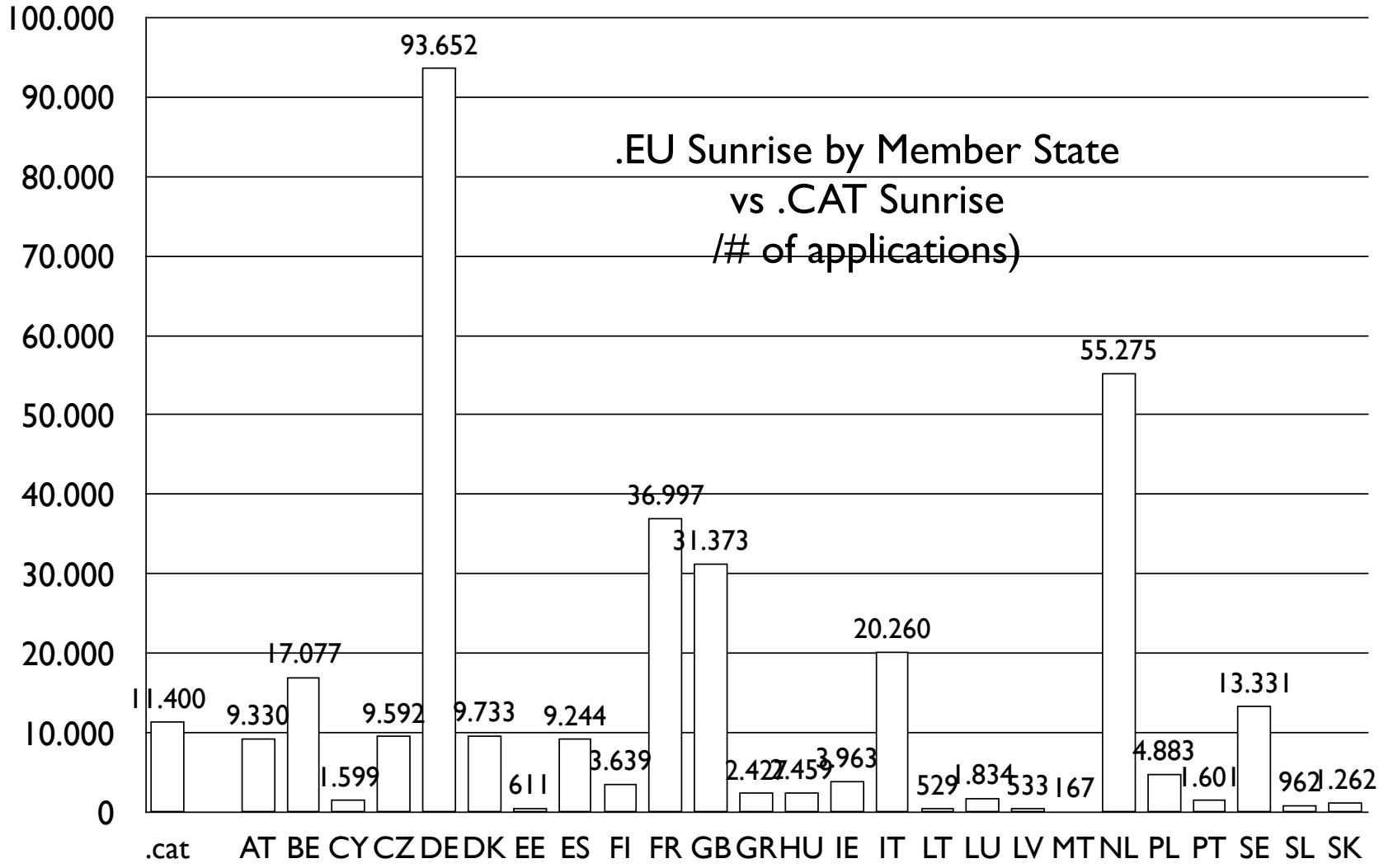
It's difficult to exist without a UN seat and an Army.
Unlike others, we need to prove that we exist
each and every day

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)
100.000
90.000
80.000
70.000
60.000
50.000
40.000
30.000
20.000
10.000
0
11.400
9.330
17.077
1.599
9.592
93.652
9.733
611
9.244
3.639
36.997
31.373
2.422
2.459
3.963
20.260
529
1.834
533
167
55.275
4.883
1.601
13.331
962
1.262
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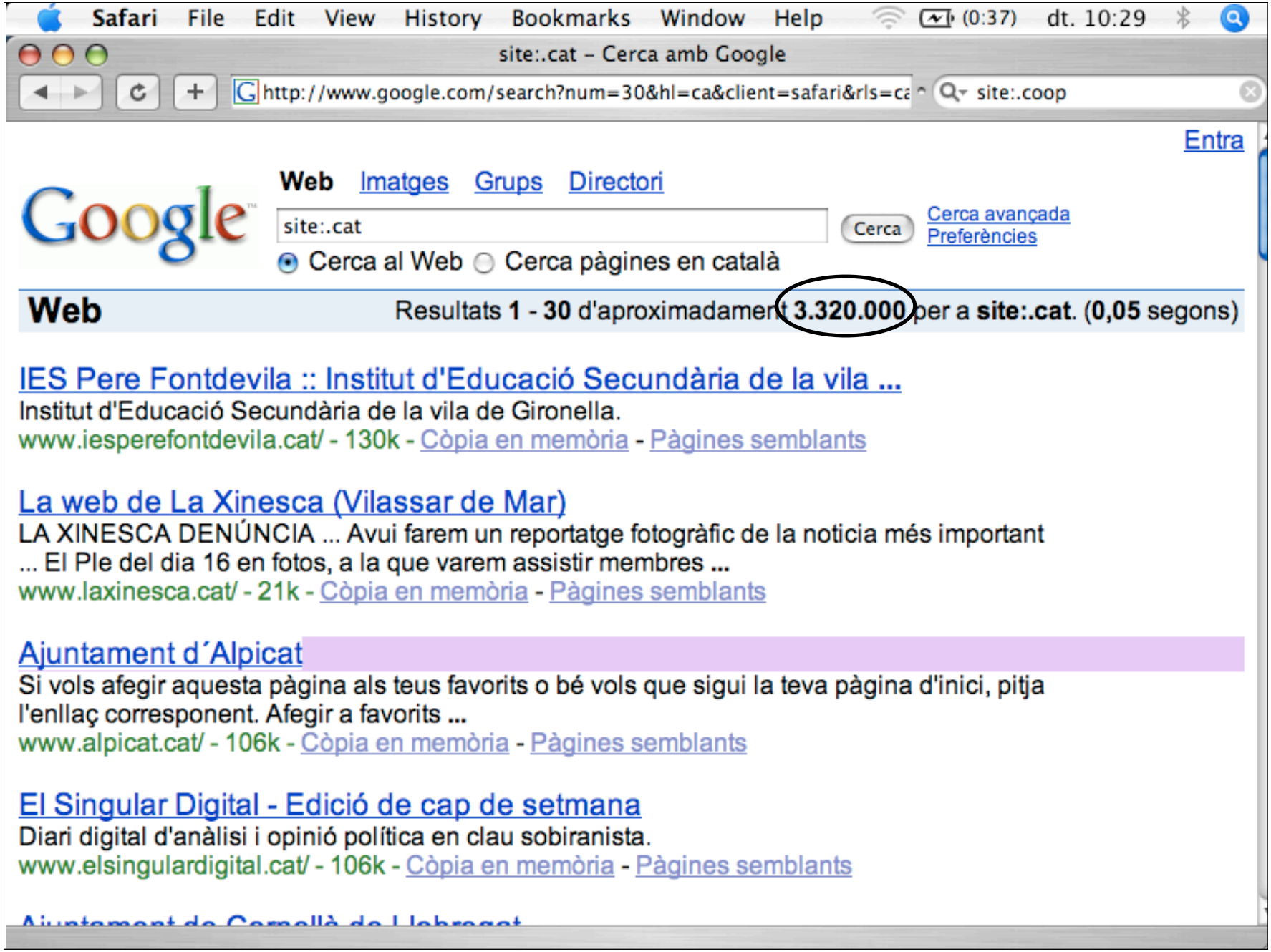
Safari File Edit View History Bookmarks Window Help (0:37) dt. 10:29
site:.cat - Cerca amb Google
http://www.google.com/search?num=30&hl=ca&client=safari&rls=ca
site:.coop
Entra
Google
Web Imatges Grups Directori
site:.cat
Cerca
Cerca avançada
Preferències
Cerca al Web Cerca pàgines en català
Web
Resultats 1 - 30 d'aproximadament 3.320.000 per a site:.cat. (0,05 segons)
IES Pere Fontdevila :: Institut d'Educació Secundària de la vila ...
Institut d'Educació Secundària de la vila de Gironella.
www.iesperefontdevila.cat/ - 130k - Còpia en memòria - Pàgines semblants
La web de La Xinesca (Vilassar de Mar)
LA XINESCA DENÚNCIA ... Avui farem un reportatge fotogràfic de la noticia més important
... El Ple del dia 16 en fotos, a la que varem assistir membres ...
www.laxinesca.cat/ - 21k - Còpia en memòria - Pàgines semblants
Ajuntament d´Alpicat
Si vols afegir aquesta pàgina als teus favorits o bé vols que sigui la teva pàgina d'inici, pitja
l'enllaç corresponent. Afegir a favorits ...
www.alpicat.cat/ - 106k - Còpia en memòria - Pàgines semblants
El Singular Digital - Edició de cap de setmana
Diari digital d'anàlisi i opinió política en clau sobiranista.
www.elsingulardigital.cat/ - 106k - Còpia en memòria - Pàgines semblants

site:.TLD @ Google

.cat	3.320.000
.mobi	1.740.000
.coop*	1.120.000
.travel	473.000
.coop*	414.000
.museum*	400.000
.jobs	34.600
.name**	2.540.000
.pro**	110.000

- 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 Boogle. HUGE in contents!!!
- >30% of registrants have no prior domain or online content
- Very few deffensive regitrations; 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
- IcTLDs: public trust; no owner *or even no administrator*: ICANN must impose HIGH standards of *representativity & inclusiveness*
    - Not for profit