Case Study

.CLOUD

"People have embraced .CLOUD and what it stands for – from online services to literal and creative interpretations, .CLOUD is available to any brand or person looking for a modern domain."

.CLOUD

Website
https://get.cloud

Registry Name
.CLOUD Domains (Aruba PEC S.p.A.)

Location
Arezzo, Italy

Background

The parent company for .CLOUD is Aruba S.p.A., an Italian web hosting company that provides hosting and cloud services to major markets across Europe. The idea to create .CLOUD was born when the application period for new generic top-level domains (gTLDs) coincided with the launch of Aruba's Cloud offering. Aside from leveraging .CLOUD for its own services, Aruba saw huge potential in the global cloud computing market, including the booming Software-as-a-Service (SaaS) segment.

Beyond being ubiquitous in the technical industry, the term "cloud" was becoming more common in everyday life. Aruba foresaw businesses and people taking advantage of modern branding and creative opportunities with .CLOUD. As such, anyone can register a .CLOUD domain name.

Objectives

The registry's goal for .CLOUD is to become the domain name of choice for the cloud industry and technical professionals as well as a top generic TLD for anyone looking for a modern brand or identity.

The versatility of the word is evident in the adoption of .CLOUD across tech and non-tech industries, for business and personal use, and in more than 150 countries. Consultants and developers are using .CLOUD for their digital projects, as well as blogs and resumes. Startups in different fields are using .CLOUD domains to signify that they are "modern," "approachable" and "easy to use."

Examples include Samsung's IoT platform Artik.cloud, Food.cloud, an Irish social enterprise reducing food waste in Ireland and the UK, and Floatingclouds.cloud, the website of a yoga teacher based in London.

Another important objective is to ensure that domain names remain accessible and affordable for all users. By creating a consistent pricing structure for .CLOUD, Aruba believes it will help build customer trust and become more widely adopted.

TRIVIA

- Date TLD available on Internet: **26 June 2015**
- Number of registrations: **100,001 domain names as of 1 March 2017**
- **.CLOUD is also being used in the literal sense with Listentothe.cloud, which provides soothing background music by combining live radio transmissions of airplanes with ambient music.**

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats

1930 total applications received by the deadline (May 2012)

1300+ new gTLDs or "*strings*"possible

Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region

17 Africa

675 Europe

303 Asia/Pacific

911 North America

24 Latin America/Caribbean

Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.

ICANN

One World, One Internet

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