Case Study

.EARTH

"**.EARTH creates a unified space on the Internet where individuals and organizations can work together to solve our planet's most pressing issues.**"

Website
domain.earth / voices.earth

Registry Name
Interlink Co., Ltd.

Location
Tokyo, Japan

Background

After learning about the New gTLD Program, Interlink Co., Ltd., a Tokyo-based technology company and Internet service provider (ISP), decided that the expanded domains would provide a new platform for its customers to innovate, and established its registry business at the end of 2008.

Interlink took a unique approach to selecting which top-level domains (TLDs) to apply for. The company held a contest called "World Domain Cup" in 2009 and invited Internet users to choose the best domain names. More than 11,000 people across eight countries voted for their favorite domain ending. .EARTH emerged as the clear winner with 44 percent of the overall vote, likely as a result of its global appeal.

Interlink's vision for .EARTH is to enable global citizens, large global corporations, advocacy groups, NGOs and world leaders to all work together to solve some of our planet's most pressing issues. It intends to do this by building a culture of awareness and collaboration.

Objectives

Interlink's objective is to establish .EARTH as the de-facto TLD for any organization or individual working to make our planet better. As a testament to this objective, every .EARTH registrant takes a voluntary pledge to be an "ambassador for Earth," a role that can be fulfilled online or offline and in any number of ways. .EARTH gives these individuals and organizations a chance to showcase their work for the planet and engage communities around the globe.

.EARTH is gaining momentum in circles focused on sustainability, green technology, civic technology and nature preservation, among other fields. For example, Y-Combinator-backed civic technology startup Democracy Earth Foundation is using .EARTH to provide protocol for decentralized governance of organizations. Access Earth out of Ireland is building a platform to provide those with disabilities with information about the accessibility of public spaces. Recently, a team of interaction designers created Catalog.Earth, a platform for sharing 360-degree video footage of the world's vanishing landscapes.

TRIVIA

Date TLD available on Internet: **19 November 2015**

Number of registrations: **More than 4,200 registrations as of June 2016**

Interlink hosts a podcast series on Voices.Earth that highlights stories about brands and individuals using the .EARTH TLD.

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