Case Study

.EUS

"Having our own gTLD has given the Basque language a bigger and stronger presence on the Internet, and that's important for a small cultural community like ours."

Website
http://domeinuak.eus

Registry Name
PuntuEUS Fundazioa

Location
Donostia, Basque Country

Background

The Basque Country is located in the western Pyrenees and straddles the border between France and Spain on the Atlantic coast. It is the home of the Basque people, who have a distinct language (Euskara) and culture. Having observed the success of the .CAT (Catalan) regional generic top-level domain (gTLD), the Basque community saw an opportunity to have its own language and culture represented on the Internet through the introduction of .EUS.

In 2012, the PuntuEUS Association, which supports the Basque language and culture, backed the creation of the PuntuEUS Foundation, a new entity that would apply for and operate .EUS on behalf of the Basque people.

Objectives

The PuntuEUS Foundation's key objective for .EUS is to enhance the visibility of the Basque language online by becoming the predominant domain for websites with Basque-language content. The company hopes that over time, all websites with Basque content will adopt .EUS and that it will become the most visible and important gTLD in the Basque region.

Registrations for .EUS domains are open to individuals, companies and organizations. Consistent with the aims of .EUS, websites hosted on the gTLD must contain a significant amount of content in the Basque language or relate to the Basque culture.

.EUS domains are being used in innovative ways by a wide variety of registrants. One noticeable usage trend relates to language differentiation. The Basque region is multilingual, with Spanish and French being widely used alongside Basque. Now that .EUS is available, some companies are expanding their online presences using the new gTLD. For example, ecommerce company Senddo hosts sites on three language-specific domains: www.senddo.es (Spanish), www.senddo.fr (French) and www.senddo.eus (Basque). Other noteworthy users of .EUS include the Basque Regional Authority (euskadi.eus) and Basque public radio and TV (eitb.eus). The gTLD is also proving popular in the events sector, with organizers using .EUS to identify local activities. For example, Euskal Encounter, organizers of one of the biggest technology events in Europe, is using its site (encounter.eus) to provide information in Basque and English.

TRIVIA

Date TLDs available on Internet: **3 December 2014.**

Number of registrations: **Over 6,000 to date.**

— The PuntuEus Foundation is working toward fostering the presence of Basque language on Internet through .EUS. To that end, the company has developed the "PuntuEus Observatory," a repository of data about Basque language penetration on Internet that the community can use to drive strategy and policy to ensure the language maintains good digital health: http://www.domeinuak.eus/en/observatory/

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.

One World, One Internet

ICANN