

# Case Study

## .KOELN / .COLOGNE

“Whether visiting .KOELN or .COLOGNE, the domain immediately signifies a connection to the great city of Cologne, Germany.”



 Website  
<http://www.dot.koeln>

 Registry Name  
dotkoeln® | NetCologne Gesellschaft für Telekommunikation mbH

 Location  
Cologne, North Rhine-Westphalia, Germany

## Background





One of Europe’s major metropolitan areas, Cologne or Koeln, as it is spelled in German, considers itself a pioneer in the development of the Internet in Germany. When the opportunity to launch a new top-level domain (TLD) arose, the city sought a proven technology partner in NetCologne, the leading regional telecommunications company. In a world where interconnection is ever increasing, .KOELN and .COLOGNE will support all facets of the city’s online representation, including its local community and tourism. The two domains operate independently, allowing businesses, people and groups to associate themselves with the TLD spelling that most represents them.

## Objectives

The objective is for .KOELN/.COLOGNE to become closely identified with the city’s population, economy and craft in today’s virtual world. By owning one of the city’s .KOELN/.COLOGNE websites, businesses, people and organizations in Cologne can link themselves to the area, immediately letting people know where they are located.

Since launch, individuals and businesses have registered .KOELN/.COLOGNE domains to show their connection to the city. Mirroring the city’s inclusive nature, any individual can apply for a domain name, although businesses and organizations will need to have a company or product closely related to Cologne. In addition, the city of Cologne owns 8,000 .KOELN and .COLOGNE domain names and is currently working with NetCologne on the rollout. The goal is that within five years, the entire city will host its operations on the both domains. The rollout will begin with major Cologne institutions, including the websites for the Cologne Opera ([oper.koeln](http://oper.koeln)), the city’s summer program ([sommer.koeln](http://sommer.koeln)) and Cologne museums ([museen.koeln](http://museen.koeln)).

## TRIVIA

-  Date TLD available on Internet: **5 March 2014 (.KOELN) and 19 March 2014 (.COLOGNE)**
-  Number of registrations: **28,593 (.KOELN) and 10,555 (.COLOGNE) as of 9 July 2015**
-  **Currently, Cologne is one of the smallest cities to have its own TLD.\***
-  **Buttons created to bring awareness to .KOELN/.COLOGNE have already become collector items.\***

# 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.

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All case study information provided by Registry Operator.



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