

# Case Study

.SKY

“The .SKY domain will help enable Europe’s leading entertainment company (Sky) to maximise its ‘Believe in Better’ vision in a digital world.”



 Website  
<http://www.sky.com>

 Registry Name  
Sky International AG

 Location  
Zurich, Switzerland

## Background

Sky is Europe’s leading entertainment company, serving 21 million customers across five countries: Italy, Germany, Austria, the UK and Ireland. With the vision of “Believe in Better” and a focus on innovation, Sky had an interest in managing a generic top-level domain (gTLD). At the outset of ICANN’s New gTLD Program, the company carried out an internal study that involved all aspects of Sky’s business and technical departments. The results of the study ensured a considered approach, enabling Sky to invest in the future and be an active participant and leader in the next generation of the Internet.

Sky intends to pioneer innovative uses for the .SKY domain, which will function as a brand TLD. The company views .SKY as a differentiating and valuable digital asset and is working to develop both an internal and consumer-facing rollout for the registry. The goal is to ensure that .SKY is an integral part of Sky’s business strategy.

## Objectives

Sky is committed to innovation, and this focus drives its digital strategy. It will operate .SKY as a closed registry, which means that second-level domain names will not be available for the public to register. Sky believes that having full control of the .SKY Internet space will create opportunities to implement new and innovative ways to build, expand and globalise Sky and its brands, products and services, as well as better connect with its consumers.

Sky believes in investing over the long term to build a business that is durable. It is currently conducting intensive testing of its registry ahead of full integration into its corporate, marketing and overall digital channels. The .SKY domain name has been well received within the company and offers significant potential as a digital asset for the future.

## TRIVIA



Date TLD available on Internet: **27 April 2015**

- **Sky is the first UK entertainment company to have a gTLD available on the Internet.\***

# 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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One World, One Internet

