

# Case Study

## .THEATRE

“From artists and performers showcasing their craft to playhouses looking to promote shows and provide show times, .THEATRE is an international stage for any audience.”



 Website  
<http://nic.theatre>

 Registry Name  
XYZ Registry

 Location  
Las Vegas, Nevada, USA

## Background

There are more than 152,000 movie theatres in the world, and that number is growing, thanks largely to increased interest in arts and entertainment in emerging markets in the Asia Pacific region. Given the popularity of theatrical venues, including movie theatres, XYZ Registry saw an opportunity for theatres and entertainment venues to expand their online presences with the New generic Top-Level Domain (gTLD) Program. The company began operating .THEATRE to help entertainment companies, artists and writers effectively brand and market their organizations and creative endeavors.


XYZ Registry chose the “theatre” spelling of the word because of its global appeal. Commonly considered to be the Commonwealth English counterpart to “theater,” three of the top North American movie circuits also use the term theatre when referring to their owned properties. Ballets, musicals, symphonies and other live entertainment productions around the world are often described as *theatre*.


## Objectives

With .THEATRE, XYZ Registry is aiming to provide a globally recognized, creative namespace for organizations and individuals who wish to signify their affiliation with the arts and entertainment communities. By choosing to build their presences on .THEATRE, venue managers, entertainment companies and artists can create websites that are specific to their medium. XYZ Registry employees are particularly passionate about the arts and they are utilizing a mix of digital and word of mouth marketing to spread the word about .THEATRE to the industry.

Venues around the world, from the Criterion Theatre in London to the Fugard Theatre in South Africa, have registered their .THEATRE domain names, as have IMAX Corporation, World Wrestling Entertainment and Oculus. XYZ Registry expects to see many more .THEATRE use cases in the near future, including domains dedicated to specific venues or shows. The company also plans to reach out to Broadway and off-Broadway acts.

## TRIVIA

 Date TLDs available on Internet: **27 January 2016**

 Number of registrations: **140 as of 11 June 2016**

— **13 million people attend Broadway shows every year in the U.S. The potential global audience base for .THEATRE domains is much greater.\***

# 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

