

Case Study

.CEO

“.CEO lets today’s business leaders immediately identify themselves online and instantly communicate their executive experience and leadership. It also provides a peer-to-peer network for CEOs, executives and entrepreneurs to connect with each other regardless of where they are in the world.”



 Website
<http://Home.CEO>

 Registry Name
PeopleBrowsr

 Location
San Francisco, California, USA

Background

As the CEO of PeopleBrowsr, a provider of infrastructure and apps to help businesses navigate the social space, Jodee Rich recognized the opportunity that top-level domains could provide individuals in creating focused online identities. With feedback from his personal network of more than 30,000 business leaders, Rich identified the need for CEOs to become more identifiable and accessible online, and launched the .CEO top-level domain name in March 2014.

Since the launch of .CEO, PeopleBrowsr has paired registrants with proprietary technology that provides a customizable online profile, helps members connect and engage with other CEOs.

Objectives

The goal of .CEO is to provide current, previous or aspiring CEOs with a clear online identity to help increase the accessibility of their professional personas. Business can also use BusinessName.CEO to create a transparent point of contact for consumers to engage with upper-management. For example, .CEO has been tied to corporate profiles on company websites (Edelman.CEO, eBay.CEO), redirecting to the CEO’s LinkedIn profile (RossWilliams.CEO) or replacing the .COM on their personal website (MarkEvans.CEO).

With easy-to-use tools, .CEO lets members connect with each other and the world. The .CEO Community feature enables global and local networks of business leaders to engage in interest-based (with topics like leadership, legacy and success stories) and geo-based (targeted in areas like New York City, San Francisco or London) conversations. Through CEO Streams, a social media monitoring tool, members can also monitor and interact with all of their social platforms from a single page.

To help raise awareness of .CEO and its offering, PeopleBrowsr attends and hosts a number of events for the CEO community, including a launch in Sydney, Australia. It also shares relevant news and success stories via Story.CEO and a weekly digest.

TRIVIA



Date TLD available on Internet: **March 2014**



Number of registrations: **6,200 domain names as of 9 June 2017**



.CEO provides free content specifically for CEOs, such as Member Success Stories, free downloads and trending CEO content.

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

