

# Case Study

## .PHYSIO

“.PHYSIO has the power to connect the physiotherapy and physical therapy profession, enhancing recognition by and of the community.”



 Website  
<http://www.registry.physio>

 Registry Name  
Phys Biz Pty Ltd

 Location  
Perth, Western Australia, Australia

## Background

In 2011, physiotherapist Glenn Ruscoe became interested in ICANN's New gTLD Program after reading a news article about the initiative in The Wall Street Journal. He believed that a .PHYSIO domain would deliver numerous benefits to his profession, including domain shortening and branding possibilities, as well as enhancing the overall visibility and awareness of the physiotherapy and physical therapy industry.




In the entrepreneurial spirit that also embodies the New gTLD Program, Ruscoe started Phys Biz Pty Ltd on his own, working closely with experts and organizations, like Melbourne IT and ARI Registry Services. Ruscoe also established the .PHYSIO Founders Program to engage key individuals and organizations within physical therapy to proactively develop and maintain .PHYSIO domains prior to general availability.

## Objectives

The goal of .PHYSIO is to deliver real benefits for the physiotherapy profession by uniting practitioners and raising the profession's awareness and profile among general consumers. Since .PHYSIO is a restricted domain, Internet users can be confident that websites on the .PHYSIO top-level domain (TLD) are connected with professionals or credible entities in the physiotherapy space.

.PHYSIO officially launched in October 2014. As a TLD with a niche appeal, .PHYSIO has registered 830 domains to date, with an additional 250 pre-ordered for later registration. In addition to offering benefits to practitioners, .PHYSIO will also appeal to the broader industry. To date, the domain has seen registrations from professional associations in Australia, Austria, Germany, Ireland, South Africa and the United States. Additionally, well-known health insurance companies, health care providers and manufacturers of physiotherapy equipment have registered domains, as well as universities and scientific journals. The .PHYSIO registry continues to build awareness of the domain through engagement with physiotherapy associations, events and its own marketing efforts.

## TRIVIA

-  Date TLD available on Internet: **1 October 2014**
-  Number of registrations: **1,080 (including pre-ordered) as of 18 August 2015**
-  **.PHYSIO is supported by the World Confederation for Physical Therapy, which is the leading organization for the profession, representing 106 member organizations with over 350,000 members.\***

# 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.

## Registry Contact

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All case study information provided by Registry Operator.



One World, One Internet

