

Case Study

.RIO

“Citizens of Rio de Janeiro have a strong sense of pride in their city, and the .RIO domain allows them to demonstrate their connection with the city to the rest of the world.”



 Website
prefeitura.rio/web/iplanrio

 Registry Name
IplanRio - Empresa Municipal de Informática

 Location
Rio de Janeiro/RJ/Brasil

Background

Rio de Janeiro, also known as Rio, is one of the largest cities in the world. Now, through the work of the registry IplanRio – a city hall information and communications technology (ICT) public company – Rio has launched its own top-level domain (TLD).

.RIO was created to not only strengthen the city’s brand in the online world, but also to increase the visibility of its citizens, Cariocas. The TLD is available for people, organizations, businesses, events and public services in Rio de Janeiro. Registrants are required to send documentation proving that they reside, or will reside, in the city.

Objectives

Rio de Janeiro’s goal with .RIO is to drive economic growth by providing local businesses and citizens with greater visibility online and increased credibility through their association with the .RIO brand.

The city was one of the first organizations to roll out services on .RIO. These services facilitate search and access for citizens and organizations. Examples include the City Hall portal (prefeitura.rio), Rio’s online services portal (cariocadigital.rio) and City Hall’s call center (1746.rio). The city also created a destination for visitors (visit.rio). This comprehensive portal for tourists contains information on Rio’s culture, food, accommodations and more. Visit.rio is available in English and Portuguese.

IplanRio has set a goal of tripling the number of .RIO registrations by the end of 2016. The registry is developing a new digital marketing, social media and search engine optimization (SEO) campaign in support of this goal. Additionally, the city plans to leverage the 2016 Summer Olympics in Rio to advertise and raise awareness of the new TLD. For example, cidadeolimpica.rio was created to share information about the games with local citizens as well as visitors.

TRIVIA



Date TLD available on Internet: **19 May 2014**



Number of registrations: **1,586**

- **Olympics Spotlight Use:** In partnership with Viktoria Swedish ICT – a nonprofit research institute – the city of Rio de Janeiro leveraged .RIO to create a contest called the “Olympic City Transport Challenge.” The initiative recognized innovations and improvements in Rio’s public transportation infrastructure in preparation for the 2016 Summer Olympics.

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

