Case Study

.SEX

"**.SEX has a universal appeal and pre-existing awareness, which enables brands, companies and organizations from across the globe to efficiently and immediately reach their target audiences.**"

.SEX

Website
www.icmregistry.com

Registry Name
ICM Registry SX LLC

Location
Florida, US

Background

The word "sex" is universally recognized. It is also one of the leading key word searches online, with approximately 37.5 million Google searches per month. As the operator of .XXX, ICM Registry, LLC saw an opportunity with the New Generic Top-Level Domain (gTLD) Program to expand its product line. The company applied for .SEX with the intention of creating an environment that supports responsible business practices, while broadening the appeal beyond the adult entertainment industry.

Registrants of .SEX domain names must meet key best practice standards that ICM Registry pioneered with .XXX. These best practices help facilitate parental control regarding access to online adult entertainment, combat child abuse imagery and protect consumer rights. To honor its .XXX community, ICM created a way for .XXX stakeholders to have priority on securing matching .SEX domain names. ICM Registry opened registration to .SEX for its .XXX stakeholders before it made .SEX names available to the general public; this allowed .XXX stakeholders to consistently brand their online properties.

Objectives

With .SEX, ICM Registry seeks to provide an online space that appeals to members of the adult entertainment community as well as entities outside of the adult industry whose work relates to sex, sexuality and health-related issues. Examples of these types of entities include pharmaceutical companies and organizations that provide sexuality education or fertility-related products and services. In addition, domain portfolio investors find the .SEX domain extension valuable.

"Sex" is a word that is known by many people around the world, even to those who may not be fluent in English. This makes .SEX an appropriate online destination for a global range of products, services and resources.

Given the nature of the word itself, .SEX generates a fair amount of media attention. In addition, ICM Registry participates in global trade shows through sponsorships and panel presentations, and engages in advertising campaigns with target industry media outlets.

TRIVIA

Date TLD available on Internet: **4 November 2015**

Number of registrations: **12,353 registrations as of July 2016**

— **ICM Registry recently concluded a premium name deal with a leading adult company for its suite of brands and anticipates the launch of key properties in the .SEX TLD during Q3 2016.**

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

303 Asia/Pacific

24 Latin America/Caribbean

675 Europe

911 North America

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

ICANN