



What Are gTLDs And Why Are They So Valuable?

A Primer On Generic Top Level Domains By WiseDots™



First, what a gTLD is:

Everyone uses them. Most have noticed them when typing a web address or click on a result in a search engine. Few know why they exist or how they are created. Even fewer know how to unleash their hidden value and how to create ever more powerful ones.

gTLD is an acronym for generic Top Level Domain. A domain is a web address such as www.google.com or www.whitehouse.gov. The top level of a domain is the last part of the web address, the top, or the part to the right (in latin script at least) of the last visible dot. Some well known generic Top Level Domains are .COM, .NET, and .GOV.

Over the past decade or so only a handful of new TLDs have been launched. You're familiar with some, but did you know that .BIZ and .INFO launched to compete with .COM? Or did you know .CAT is a TLD dedicated to the community of Catalonian language speakers? Or that .JOBS is set up to help employers find employees (and vice versa)? If you are museum owner, you can use .MUSEUM but it's not available for most of us.

How would you feel if all future banking transactions are only safely done in a .BANK website? Or all pornography is restricted to a .XXX website? How about if your online purchases are in .AMAZON or .EBAY? Or all social media is in .CONNECTUSNOW?

Second, what a gTLD is not:

Many web site addresses end in two character geographically oriented top level domains. These are called ccTLDs or country code Top Level Domains. They were assigned by rules largely established by United Nations protocols and generally represent the 240 member states. Some well known ccTLDs include .UK (for the United Kingdom), .CA (for Canada), .JP (for Japan), and .AU (for Australia). Did you know one of the most popular TLD is .CN? Almost 3 million registrants, mostly in China, have .CN websites.

Another class of Top Level Domains are called IDNs or international domain names. Some languages are now allowed to use native script in the top level of the domain name. Some examples include Chinese: 汉字 / 漢字, Korean: 한글, Arabic: أبجدية عربية, or Russian: Руссиан. Here is the list of currently available (20? Check number) IDN TLDs: [URL link]. It's pretty amazing to think that everyone on the planet will be able to use the Internet in their own language and script.



So what's the big deal? Why are gTLD's important?

Since the inventions of fire, wheels, telephones, computers, and the Internet itself, never has there been an invention that increases the way people connect with each other more subtly and more powerfully than the internet. Read on as we share how powerful a gTLD can be for brand owners, brand creators and for communities looking to aggregate, as well as for entrepreneurs looking for ways to create untold wealth and tap into new markets.

TLDs in a sense are like gravity -- a powerful, somewhat mysterious, force in the universe that can pull from vast distances and yet, at the same time, be so subtle that a baby can overpower it with ease.

Just as the area code of your phone number sends subtle messages to those you call on what you represent ...
Just as a zip code or city name immediately tells those who open mail from you what your brand and likely messages are

Just as the name you call yourself, your title, and your organization, immediately communicates who you are and what you represent....

So, too, does the TLD in your domain address tell the world who you are, what you do, and what you offer.

Furthermore, we are poised for a potentially massive "land rush" in new gTLDs. The demand for new gTLDs has skyrocketed over the years as the economic, social, political, entertainment, and cultural value of the Internet has grown. The supply of gTLDs has been essentially flat with only a few new ones available in the last decade. Recent changes in Internet governance are taking place which will create the largest land rush in history.

There may be hundreds or thousands or even hundreds of thousands of new TLDs in the future, and that future is not as far as you may think. We at WiseDots want to help our customers understand and take advantage of the new gTLDs.

Not convinced that an address is important?

Think about these examples:

When you hear your phone ring, how do you react when the area code is:

One used in the city in which a long lost friend lives?

Or its an 800 number?

What do you do with an envelope in which the sender's address includes:

The zip code of a credit card processing center?



Why Own a gTLD?

Given the intellectual understanding of the importance of new gTLDs on commerce, culture, etc., why would a company, investor, entrepreneur, community group, organization, or an individual want to own a new gTLD?

What makes owning a gTLDs so potentially valuable is that they are a part of the new real estate of the internet. Just as the Interstate Highway Systems opened up great swaths of the United States for development, the advance of these new top-level domains may potentially open up an untold number of new hybrid business models as well as possibly creating millions of websites to promote new businesses, new organizations and new groups of social, political, and cultural organization.

These will be once in a lifetime opportunities. And this Internet real estate is opening up and it is opening up soon.

Wisedots customers are looking at new opportunities. The business and organizing models created by the new gTLD land rush are only limited by imagination. Here are a few categories being considered:

- Open new markets
- Strengthen a brand
- Protect a brand
- Expand a brand into new markets
- New more powerful ways to interact with customers, partners, and affiliates
- Revolutionize emotional connections, social networks
- Build confidence and trust
- Alter behaviors
- Redefine communities

We at WiseDots believe that the new gTLDs will impact virtually every business, market brand, community group, geographic unit, culture, and Internet user on the planet. It will also impact future brands, groups, and alliances yet to be formed. Many entrepreneurs and/or groups motivated to create alliances will want to know about gTLDs, and huge opportunities await. WiseDots was created to help non technical insiders take advantage of this new gTLD landrush. .

How can you get your own new gTLD?

In short, it's somewhat complicated, costly, and It requires understanding of the processes being set up by ICANN (The Internet Corporation for Assigned Names and Numbers). The process for creating new gTLDs is being established and many expect the new gTLD creation process to be launched in late 2011. The application fee alone for a new gTLD is \$185 Thousand U.S. Dollars.

If you would, like know more, about gTLDs contact us at contact@wisedots.com or at 1.310.285.8500 and a WiseDots Client Services Executive will be happy to assist you.