

.CAT, a model for a new future

RNIDS

.rs Anniversary

Belgrade

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advisory council

punt **cat**

Fundació puntCAT

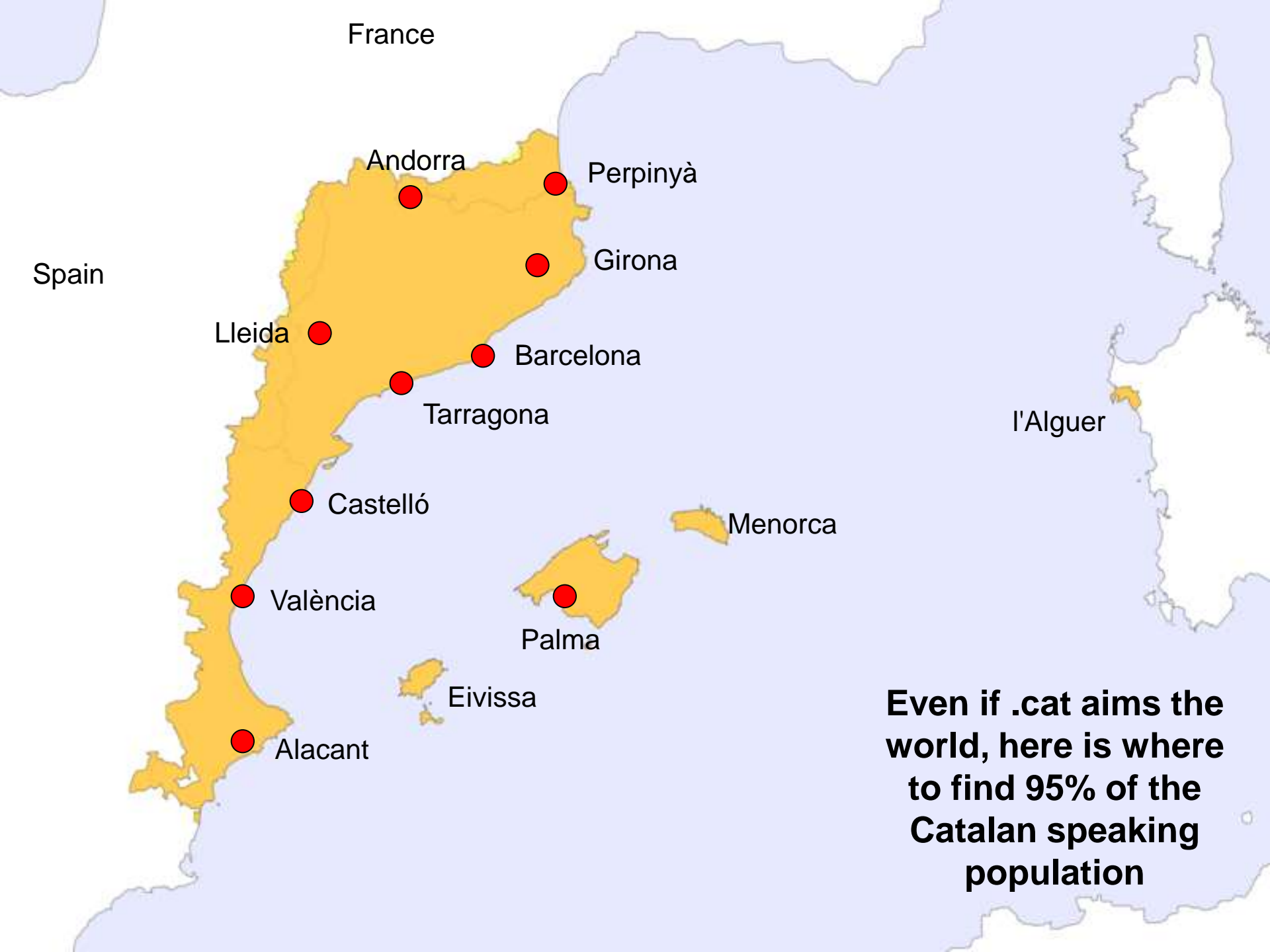
Who, what, how

- Non-for-profit and non-political private foundation
- Bottom up initiative that involved ISOC-CAT, Academia, TV, companies, individuals, ... the whole community !
- .cat is a *common* so we work for everybody
- Financially self-funded
- We manage the .cat gTLD and we reinvest to close the digital gap and push the information and knowledge society amongst the Catalan speaking community

Catalan speaking community

We swapped the passport for a dictionary to get a TLD

- Catalan is a romance language like Portuguese, Castilian (Spanish), French or Italian.
- Spoken by 10 million people in the eastern part of the Iberian peninsula and Balearic islands
- Mirrors a cultural, linguistic and national reality
- Long track record of history, language, culture and self-rule, and a key player in the south European Middle Age and Renaissance
- Made invisible by the Utrecht Treaty (1713) and Spanish confederation becoming absolutism
- So Catalan was not invented to apply for a TLD !



France

Andorra

Perpinyà

Spain

Girona

Lleida

Barcelona

Tarragona

Castelló

Menorca

València

Palma

l'Alguer

Eivissa

Alacant

Even if .cat aims the world, here is where to find 95% of the Catalan speaking population

Why .cat grows ?

To be visible and attractive

- .cat is a generic top level domain (gTLD) addressed to the Catalan speaking community in the Internet
- .cat succeeds and grows because it is the tool our community, pushed to invisibility, needs to become visible in the digital world.
- .cat is also the door multinationals and foreign companies use to address the Catalan speaking market. It's also a marketing tool for them !

.cat's growth model

Quality over quantity

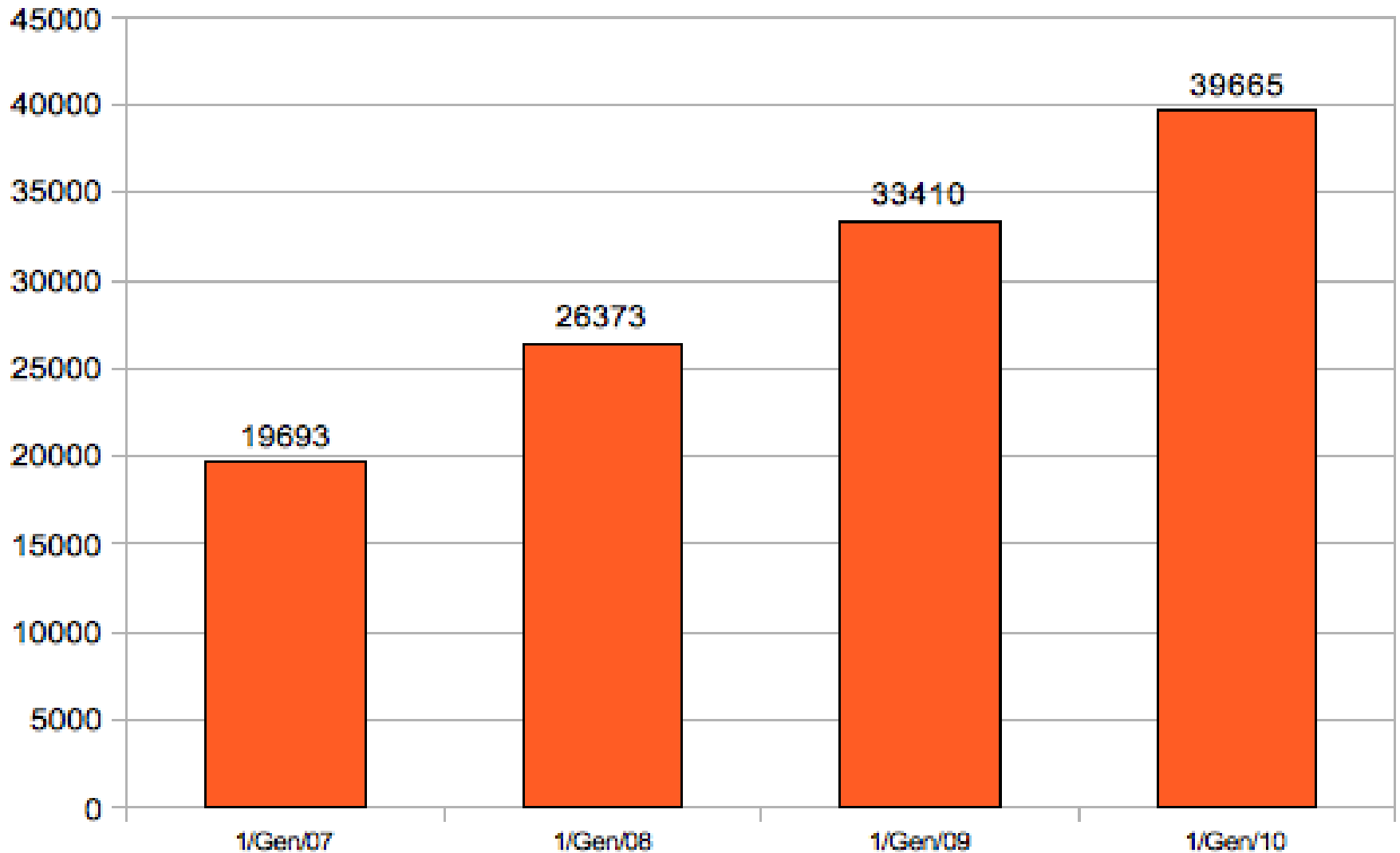
- .cat must be useful to the Catalan speaking community
- So has to offer services and information. We do not want to grow pushing the secondary market or many parked domains.
- We need a TLD useful to develop the information society and the advanced use of the Internet
- Competing in quantity does not bring value to the community, just to certain domain owners
- Competing in quality does bring added value and boosts .cat as the most useful gTLD
- Big bag of potential .cat registrants have never registered a domain name before. So .cat is their first domain. We open a new market.

.cat's growth model

Wins

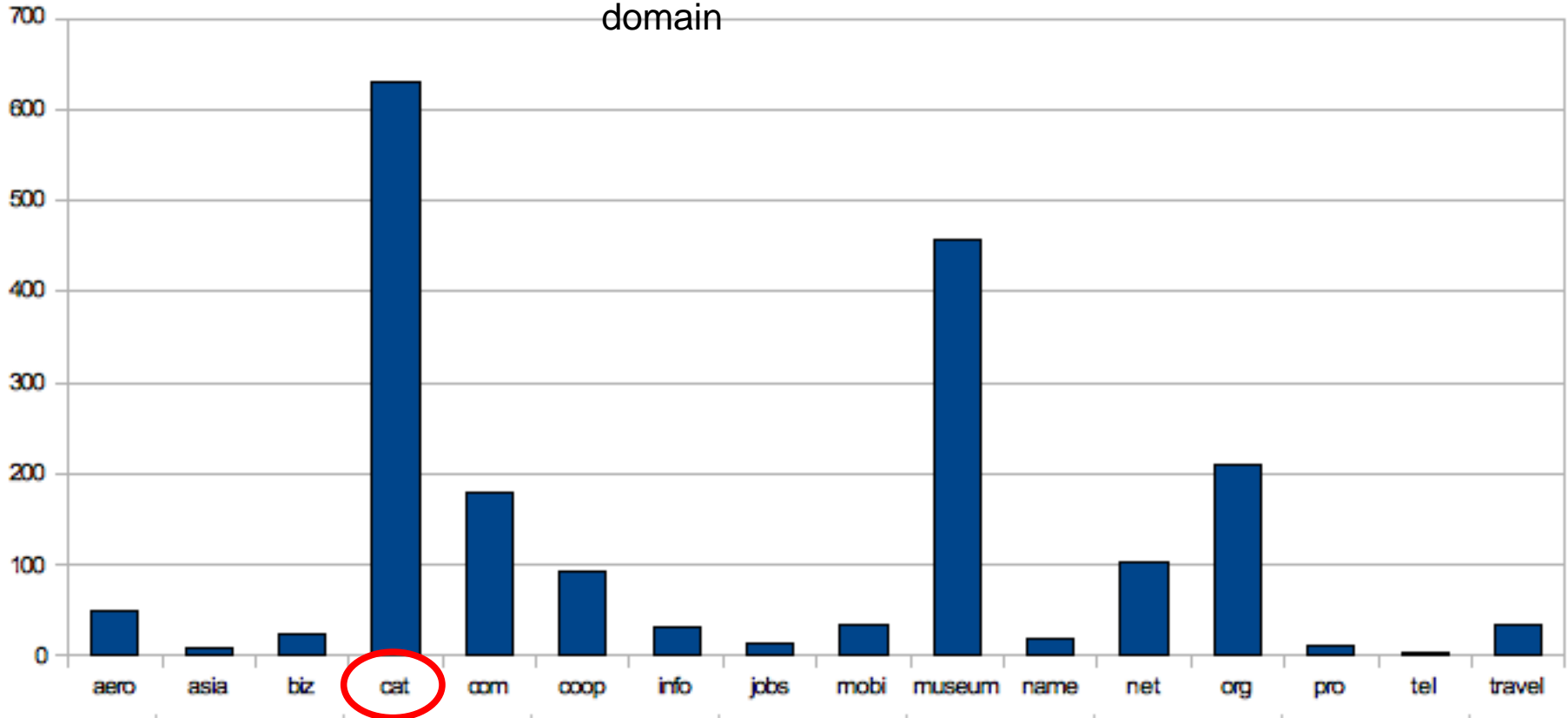
- .cat welcomes and is open to anyone, we just ask web managers to offer contents also in Catalan
- Almost no domain name disputes in 4 years
- Technology leaders: IDN, EPP, IPv6 and DNSSEC
- 2nd gTLD and 6th most secure (McAfee, 2009)
- Campaigns to educate and reduce digital gap
- We decrease fees as we grow → we bring profit back to the community
- .

Dominis .cat registrats



March 2nd 2010: 40886 .cat domains registered

Documents per domain



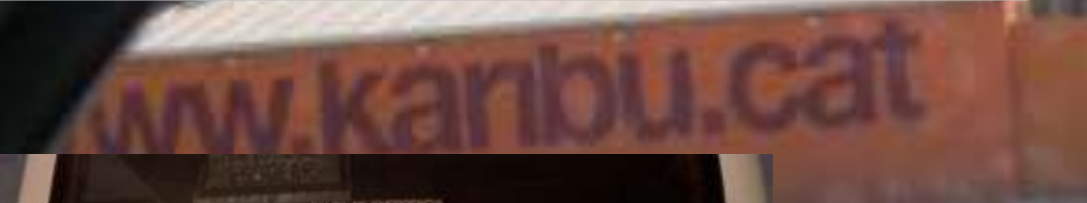
.cat is the gTLD that brings more value per web site

Documents per domain: average number of documents that each web in each gTLD brings to the Internet. It is a measure of the value a gTLD brings to the Internet and its usefulness.

Data: ICANN & Google, 2009



.cat is in the street, it is used and brings value. These are our measures of success.



Our strategy

**Open a new growth model and
bring value to the community
we serve.**

Gràcies !

Хвала !