Beyond the Dot: How .amsterdam Elevates a Global City

Recognizing the opportunity in top-level domains (TLDs) to help expand and build online awareness and digital identity, the City of Amsterdam launched .amsterdam in 2015, partnering with Dotlocal on the day-to-day operations. Unlike .nl, which is a broad and established country code TLD, .amsterdam differentiates itself by offering a unique and local brand for businesses.

".amsterdam provides a new space for individuals and organizations to establish their online presence, especially those who find desired domain names unavailable under .com," says Siemen Roorda, Product Owner, Top Level Domains, Dotlocal.

Objectives: Crafting a Unique Online Identity

The core objective was to craft a unique online identity, providing a distinct alternative to more crowded .com and .nl domains. This initiative aimed to solidify Amsterdam's global brand, empower local businesses, spark digital innovation, and generate sustainable revenue, ultimately bolstering the city's economic and cultural vibrancy.

Tangible Impact: A Thriving Digital Ecosystem for the City

The initial strategy successfully recruited 70 "pioneer" ambassadors and has remained stable at 20,000 registered domains.

The tangible impact is clear: .amsterdam has become the dynamic digital address for the city's newest ventures. It's a launchpad for startups, creative businesses, and innovative projects – not just established entities. This TLD thrives in commercial and creative sectors, embraced by tourism, hospitality, and cultural sites seeking authentic local branding.

Security is paramount, with remarkably low Domain Name System Abuse rates due to proactive city measures and a realistic pricing model, deterring malicious activity.

This success, a testament to the effective partnership with Dotlocal, is poised for renewed growth. From official city archives (archief.amsterdam) to popular local businesses (pancakes.amsterdam) and even TEDx (tedx.amsterdam), .amsterdam is more than a domain; it's a secure, unique, and revenue-generating reflection of Amsterdam's vibrant, international spirit.

To learn more about operating and applying to run a gTLD, visit: https://newgtldprogram.icann.org/en.