

.stockholm

.stockholm: A Quiet Revolution in Urban Digital Governance

Modern cities face significant challenges in delivering seamless digital services amidst legacy systems and internal resistance. Stockholm, a forward-thinking global capital, tackled this by strategically adopting the .stockholm top-level domain (TLD) to overhaul its digital presence. Previously, the city's online identity was a labyrinthine "stockholm.se" domain – difficult for users to navigate and complicated by departmental resistance to change.

Objectives: A Strategic Shift to Clarity and Trust

To address these user challenges, the city opted for a multi-site structure under the .stockholm TLD. The aim was to significantly improve user experience by providing dedicated domains for specific services, allowing direct access to information. .stockholm also sought to enhance discoverability, as the old site's duplication negatively impacted search engine optimization. Crucially, the .stockholm domain was intended to build branding and trust, signifying quality and security, and implying reliability for users. To ensure .stockholm stays a trusted digital environment, new domains must adhere to strict quality assurance and security standards.

Tangible Impact: Silence as a Mark of Success

The City of Stockholm's journey with its TLD offers a powerful blueprint for governments worldwide. Despite initial media criticism regarding costs, the initiative has demonstrably "lowered a lot of our costs" related to IT infrastructure, showcasing rare digital transformation leading to direct financial efficiencies in the public sector.

"Reception of the TLD was exactly as we were expecting – silence. That's when we knew what we were doing was working. After all, people only react when it's negative and no one had called to tell us we were wrong," notes Marcelle Abou Haidar Johansson, Project Manager for .stockholm.

To learn more about operating and applying to run a gTLD, visit:

<https://newgtldprogram.icann.org/en>.