



About

Gemeente Amsterdam is the municipality and government of Amsterdam, the Netherlands.

gTLD use case

.amsterdam

Category

Geo

Registry Operator

Gemeente Amsterdam

Contact

[geefmijmaar.amsterdam](https://www.geefmijmaar.amsterdam)

info@dotlocal.com

internetdomeinen@amsterdam.nl

gTLD



Learn more at:
newgtldprogram.icann.org

What motivated you to apply for a new gTLD?

.amsterdam is a contribution to our city branding. People, businesses and institutions can express their connection to our city by using the top level domain. The .amsterdam gTLD creates new economic space on the Internet and contributes to the local economy and highlights its connection to the international economy.

How are you using the gTLD?

The gTLD .amsterdam is an open TLD. The City of Amsterdam is the owner and has given out a 10-year concession to Dotlocal. Dotlocal brings it to the market. The domain extension targets the people and organizations in the Amsterdam area and is extensively used by businesses in the creative sector. The City of Amsterdam itself rolled out dedicated websites on .amsterdam, for example the city's archive.

What were some of the considerations you made before applying?

Before applying for the gTLD we developed a business model including costs and revenues, to be sure that we could earn back our initial investment and to be sure the investment would deliver a profitable economic space.

The concession holder is part of a larger group of companies, including registrars and web-hosting businesses. Their customer base helped us greatly in the start-up phase. Apart from that, all major Dutch registrars are connected to .amsterdam.

How has your organization benefited from operating a gTLD?

We have created a local geographic top-level domain for our city from which the people, businesses, and institutions of Amsterdam can benefit.

How has having a gTLD changed or impacted your business?

Apart from strengthening the city's digital identity, the .amsterdam gTLD brings us reliable annual revenue.

“The City of Amsterdam strongly supports the concept of local and regional identities as top-level domains. New geographic TLDs (geoTLDs) provide an opportunity for cities and regions to express their unique identities.”

– Gemeente Amsterdam, Registry Operator