



## About

.berlin is a community-based, sponsored top-level domain for Berliners.

## gTLD use case

.berlin

## Category

geo, community

## Registry Operator

dotBERLIN GmbH & Co. KG

## Contact

<https://dot.berlin>

## What motivated you to apply for a new gTLD?

We wanted to create a digital identity for the city and citizens of Berlin. Creating and providing a local digital identity, delivering a trusted namespace, and eliminating the scarcity of good names are among some of the reasons we invented the idea of cityTLDs.

## How are you using the gTLD?

We provide a digital namespace that is open to all locals. On a technical level, we operate the DNS registry database and monitor the namespace for abuse. We use the name dot.berlin, where we provide general information about our cityTLD. Furthermore, we support the local community including charitable organizations with cost-free domain names, and the technical community.

## What were some of the considerations you made before applying?

There were many areas to consider – a suitable and fair structure of the namespace, the business model, registration policies, the skills of our team, and the technical infrastructure that would be required.

**gTLD**



Learn more at:  
[newgtldprogram.icann.org](https://newgtldprogram.icann.org)

## How has your organization benefited from operating a gTLD?

We have benefited on several levels. We have developed knowledge, built a network at ICANN, and gained a lot of experience – for us and also for our consultancy, DOTZON – by applying for and operating TLDs.

## How has having a gTLD changed or impacted your business?

Operating the TLD is our core business and is supplemented by our consultancy DOTZON.

***“Being able to decide how to structure a cityTLD and how to operate it in the interest of the local community has been very rewarding. Also, as Berliners ourselves, it is great giving back to the city community something that is useful and everlasting.”***

– dotBERLIN GmbH & Co. KG, Registry Operator