

.bio

About

Identity Digital Limited offers global domain name registration services, managed DNS, and mobile web services.

gTLD use case

.bio

Category

Generic

Registry Operator

Identity Digital Limited

Contact

<https://www.identity.digital>

media@identity.digital

gTLD

What motivated you to apply for a new gTLD?

.bio was originally launched to cater to the bio-organic farming community but has since been repositioned to be the perfect domain for creators and other individuals and businesses looking to curate their online content and showcase their biography.

How are you using the gTLD?

In 2023 we repositioned the TLD from a vertical TLD supporting health and organic products to a generic TLD leveraged by content creators who are seeking to build an online profile for social media monetization.

How has your organization benefited from operating a gTLD?

The expectation for .bio and other TLDs within the Identity Digital portfolio is that they offer new, memorable, and more creative naming opportunities for individuals that can no longer find relevant or affordable domains within legacy TLDs.



Learn more at:
newgtldprogram.icann.org

How has having a gTLD changed or impacted your business?

A TLD is a valuable piece of internet infrastructure. Operating a TLD comes with a tremendous amount of responsibility to all of the partners that sell the TLD and the individuals that choose to register domains within the TLD. Operating .bio has allowed us to successfully model transitioning a vertical TLD with narrow appeal into a generic TLD with broad, generational appeal and a clear use case.

“Operating .bio has enabled us to tap into a new market of content creators that may have historically not embraced a domain as a tool to help them merchandize their personal brands. The biggest benefit has been being able to reach a whole new generation of content creators to educate them on the value of operating a domain in new and creative ways.”

– Identity Digital Limited, Registry Operator

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