

The logo for the .bzh gTLD, featuring the lowercase letters 'bzh' in white on a black circular background.

About

.bzh serves the Breton community by representing, characterizing, and displaying all of its cultural, economic, and social products on the internet. The Breton community is defined by all the people who feel attached to Brittany, its culture, and its languages, and who wish to display this attachment through a domain name. Registrations for .bzh domains are open to individuals, companies, and other organizations, and websites hosted on the gTLD must have a registrant located in Brittany or must contain a significant amount of content related to the Breton culture or redacted in the local languages.

gTLD use case

.bzh

Category

Community

Registry Operator

Association www.bzh

Contact

<https://www.pik.bzh>

support@pik.bzh

The logo for the gTLD program, featuring the lowercase letters 'gTLD' in white on a dark blue circular background.

What motivated you to apply for a new gTLD?

Brittany is a western region of France with a specific history, including two local languages (Breton and Gallo), and a strong cultural identity. .bzh provides the community of Brittany with a specific Internet tool that reflects the specificity of the region's cultural, linguistic, economic, and social activities. A gTLD gave us an opportunity to strengthen the region's position in information and communication technologies; change consumer behavior and improve their awareness of the use and usefulness of domain names.

How are you using the gTLD?

.bzh is particularly utilized and appreciated by institutions (e.g., regions, councils, cities). The region has embraced the new domain and all official websites have switched to it.

It is also used by large and emblematic companies (breizh-cola.bzh), professional networks (produitenbretagne.bzh, frenchtechbretagnesud.bzh, marque.bretagne.bzh), and associations but also smaller companies, all of them looking to highlight their values and location. These groups have chosen the product because of its reliability and the positive impact in terms of visibility. Le Stade Brestois 29 which participates in the most important football league in Europe, the Champions League, uses a .bzh top-level domain for its website: www.sb29.bzh.

What were some of the considerations you made before applying?

We mobilized strong community support before applying for the .bzh gTLD. Our efforts included circulating an online petition for Breton people to show their support (We had more than 20,000 signatories.), as well as networking and garnering the support of governmental bodies.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

Having a gTLD has highlighted the Breton products and so has served the needs and interests of the Breton community and promoted its culture, languages, and economy. At the same time, the gTLD has increased the value of the know-how and regional capacities in IT, enabling us to bridge the digital divide that separates high tech savvy users from the others. Running a regional registry also has allowed us to reach new audiences.

Using the .bzh TLD reinforces companies' credibility by giving them a serious and professional image while underlining their territorial roots.

How has having a gTLD changed or impacted your business?

The .bzh registry is recognized for its reliability, and the region of Brittany has improved its visibility at the global level. In addition to managing the technical and operational aspects of the domain, our association is responsible for the marketing and promotion of .bzh. We have developed partnerships with communication and web agencies to promote our TLD and registrants. Our registry listens to users and closely follows developments in the digital field. We are attentive to offering new products and services to meet new demands.

“The Breton community has gained recognition and enjoys a more dynamic and innovative image because of .bzh. A Breton top-level domain reinforces the representation of Brittany as a region that is connected to the world, where IT is an important sector and skilled workforce, and which has the capacity to operate its own top-level domain. Each user of a .bzh reinforces the Breton community online, showing its diversity and strength.”

– Association www.bzh, Registry Operator