



## About

.frl is a geographic TLD for the region of Friesland in the Netherlands. FRLregistry B.V. is the designated Registry Operator. The top-level domain is open, anyone in the world can register a domain name in the .frl zone.

## gTLD use case

.frl

## Category

geo

## Registry Operator

FRLregistry B.V.

## Contact

<https://www.registreer.frl>

[info@registreer.frl](mailto:info@registreer.frl)

[info@dotlocal.com](mailto:info@dotlocal.com)

gTLD

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

Our goal was to give the province of Fryslân in the Netherlands its own digital space on the internet. So that individuals, businesses, and organizations from that region could identify and connect themselves digitally to the region.

Frisians are known as hard-working, honest people you can depend on. With the creation of a digital space for the Frisians, any person visiting a website or sending an e-mail immediately recognizes the region and associates the contact or the website with those values.

Lastly, because the .NL zone is quite a large zone with many excellent domain names already taken, this new digital real estate allowed for new premium domain names to be created in our own zone.

## How are you using the gTLD?

A big share of .frl domain names are registered by entities in the cultural sector, local governments, and family-owned businesses. Many domains are actively used and even platform websites have been rolled out on .frl. Predictability and stability is key; over the years, .frl has offered a solid range of services at realistic prices. We have never followed the pricing rollercoasters of other new domain extensions.

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

Cooperation with the provincial government has been good and valuable throughout the application and adoption process. Our first approach was geared to keep it small and simple, to save cost and complexity. However, the extensive policy and technical requirements made us hire expertise for several parts of the application.



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

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

Being one of the very few companies in the Netherlands that owns gTLDs, our expertise has led to a business advising on the next application round with the focus on geographic TLDs.

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

Together with the Frisian Academy, we have worked to enable the full Frisian alphabet for .frl, including diacritics. This has increased the awareness of so-called IDNs at registrars and hosting companies. Other domain extensions benefited from this awareness and are offered now more commonly by the registrars.

***“Frisians are proud of their heritage and have a strong sense of community. The opportunity to bring this together under a gTLD that was truly our own triggered the province and several partners to make it happen.”***

– FRLregistry B.V., Registry Operator