### **FROGANS**

#### **About**

The OP3FT is a dedicated, independent, non-profit Standards Developing Organization whose purpose is to hold, promote, protect, and ensure the progress of Frogans technology in the form of an open standard for the Internet, available to all, free of charge. The OP3FT is the registry operator of the .frogans TLD and is the sole holder of all .frogans domain names.

**gTLD** .frogans

gTLD type
Infrastructure

**Registry Operator**OP3FT

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

The OP3FT applied for the .frogans gTLD to provide a high level of reliability, robustness, and security to Frogans infrastructure. Frogans is a medium for the universal publishing of content and services on the Internet. Like the Web, from a technical standpoint, Frogans was designed as a generic software layer running on top of the original Internet infrastructure, i.e., the TCP and IP protocols and the Domain Name System (DNS). Compared to the Web, Frogans is a medium designed for more visual communication, more focused content and more natural interaction.

### How are you using the gTLD?

There are only a handful of domain names in the .frogans gTLD, all held by the OP3FT. These domain names, such as get.frogans and fcr.frogans, are used to address the computers dedicated to the functioning and administration of Frogans. The domain names in the .frogans gTLD are not used to name Frogans sites.

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

Our first concern was ensuring with ICANN that there were no concerns about using a gTLD for securing a major innovation like Frogans. Our next consideration was whether the upfront and recurring costs were compatible with the OP3FT annual budget for carrying out its public-interest mission. Finally, we envisioned two ways of operating the .frogans gTLD: either in-house or via a third-party back-end registry operator; we chose the latter option.



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

Given that the .frogans gTLD secures the technical infrastructure of Frogans, the real beneficiaries are the members of the publishing ecosystem on the Internet, including end users, developers, and content publishers.

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

As a non-profit Standards Developing Organization, having the .frogans gTLD has not changed or impacted the activities of the OP3FT. However, by securing the infrastructure of Frogans, the .frogans gTLD has empowered the public-interest mission of the OP3FT.

"The .frogans gTLD makes possible a major innovation in publishing content and services on the Internet, while other TLDs are mainly intended to provide creative domain names for accessing traditional Web sites."

– OP3FT, Registry Operator







