

.hamburg
The best address in town

About

.hamburg is a community-based, sponsored top-level domain for Hamburgers.

gTLD use case

.hamburg

Category

geo, community

Registry Operator

Hamburg Top-Level-Domain GmbH

Contact

<https://nic.hamburg>

gTLD

What motivated you to apply for a new gTLD?

We wanted to create a digital identity for the city and citizens of Hamburg. Creating and providing 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 nic.hamburg, where we provide general information about our cityTLD. Furthermore, we support charitable organizations with cost-free domain names.

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.



Learn more at:
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 TLD.

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.”

– Hamburg Top-Level-Domain GmbH, Registry Operator