



About

Nova Registry Ltd. is the Registry Operator for the .link generic top-level domain. Based in Valletta, Malta, Nova was founded by a collective of tech entrepreneurs and domain industry professionals that understand the domain business intimately.

gTLD use case

.link

Category

Generic

Registry Operator

Nova Registry Ltd

Contact

 nova.link

gTLD

What motivated you to apply for a new gTLD?

The .link gTLD was the focal point for a strategic business plan. We realized there was an opportunity to run a TLD a bit differently from the established operators and focus on innovation and meaningful use driven through forward-thinking partnerships that have resulted in the creation of new and unique business opportunities.

How are you using the gTLD?

The .link gTLD serves as a universal identity layer for sharing links. The implementation of a cohesive link strategy creates value and positive outcomes for our business partners and their customers through meaningful use.

What were some of the considerations you made before applying?

We had to take into account the proposed business model, budget, resources, industry knowledge, and access to know-how – all of which are important factors to success.



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

The biggest benefit of operating the .link gTLD has been the creation of a new way of doing business through forward-thinking partnerships that will sustain our business over the long term – rewarding innovation and meaningful use.

How has having a gTLD changed or impacted your business?

Operating the .link gTLD has enabled us to create a vision and plan for the next generation of gTLDs and internet usage based on real world experience.

“We expected a number of benefits from operating the .link TLD – from revenue, profitability, and influence, to having the ability to test different business models in preparation for the next round of new gTLD applications.”

– Nova Registry Ltd., Registry Operator