

.wien

About

Punkt.Wien GmbH operates the .wien top-level domain on behalf of the City of Vienna, Austria.

gTLD use case

.wien

Category

geo

Registry Operator

punkt.wien GmbH

What motivated you to apply for a new gTLD?

Wien is the German name for Austria's capital, Vienna. The city is famous for its cultural heritage, as a tourist destination, and its quality of life in general. We wanted to give this unique place a landmark of its own on the internet.

The local domain names available with .wien are concise and create a unique and individual identity for citizens and entities based in the metropolitan area of Wien or have a business, cultural, tourist, social, private, or other relationship with the city.

How are you using the gTLD?

As the registry operator of the gTLD, we are positioning .wien as the place to highlight your relationship with the metropolitan area of Vienna. Whether you run a local business, a restaurant, or a worldwide operating company: visiting a website with a .wien domain name ensures the visitor that the site provides important information in the Viennese context.

Contact

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gTLD



Learn more at:
newgtldprogram.icann.org

What were some of the considerations you made before applying?

The most important consideration was identifying the right partners and suppliers. Find a consultant that connects you with other suppliers and helps you to master the hurdles of the application process. Working with partners that have experience in this space has proven to be the best decision.

How has your organization benefited from operating a gTLD?

We very soon committed to “You’ll never walk alone” as a perfect mode of operation in the ICANN world. We actively contribute to organizations like the Registry Stakeholder Group, the geoTLD.group, and we founded supporting companies like an RSP and a consulting company. These components have helped to establish a well running TLD – technically, financially, and with a spotless reputation.

“Companies and individuals providing and looking for information, goods, and services in Wien can intuitively come together. The .wien domain names strengthen the feeling of community amongst citizens and visitors of Wien, improve communication, and enhance interaction.”

– punkt.wien GmbH, Registry Operator