

Development strategy for .CAT

3rd International
Conference for ccTLDs

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punt **cat**

Fundació puntCAT

.cat: a bottom-up initiative managed by a private non for profit foundation to serve the needs of the Catalan speaking community



Fundació puntCAT

Who, what, how

- Non-for-profit private foundation
- Bottom up initiative that involved ISOC-CAT, Academia, TV, companies, individuals, ... the whole community !
- .cat is a *common* so we work for everybody
- Financially self-funded
- We manage the .cat gTLD and we reinvest to close the digital gap and push the information and knowledge society amongst the Catalan speaking community

Catalan speaking community

Dictionary (gTLD) instead of a passport (ccTLD)

- Catalan is a romance language like Portuguese, Castilian (Spanish), French or Italian.
- Spoken by 10 million people in the eastern part of the Iberian peninsula and Balearic islands
- Mirrors a cultural, linguistic and national reality
- Long track record of history, language, culture and self-rule, and a key player in the south European Middle Age and Renaissance
- Made invisible by the Utrecht Treaty (1713) and Spanish confederation becoming absolutism
- So Catalan was not invented to apply for a TLD !





France

Andorra

Perpinyà

Spain

Girona

Lleida

Barcelona

Tarragona

Castelló

Menorca

València

Palma

l'Alguer

Eivissa

Alacant

**Here is where to find
95% of the Catalan
speaking population**

Catalan speaking community

A dynamic language and community

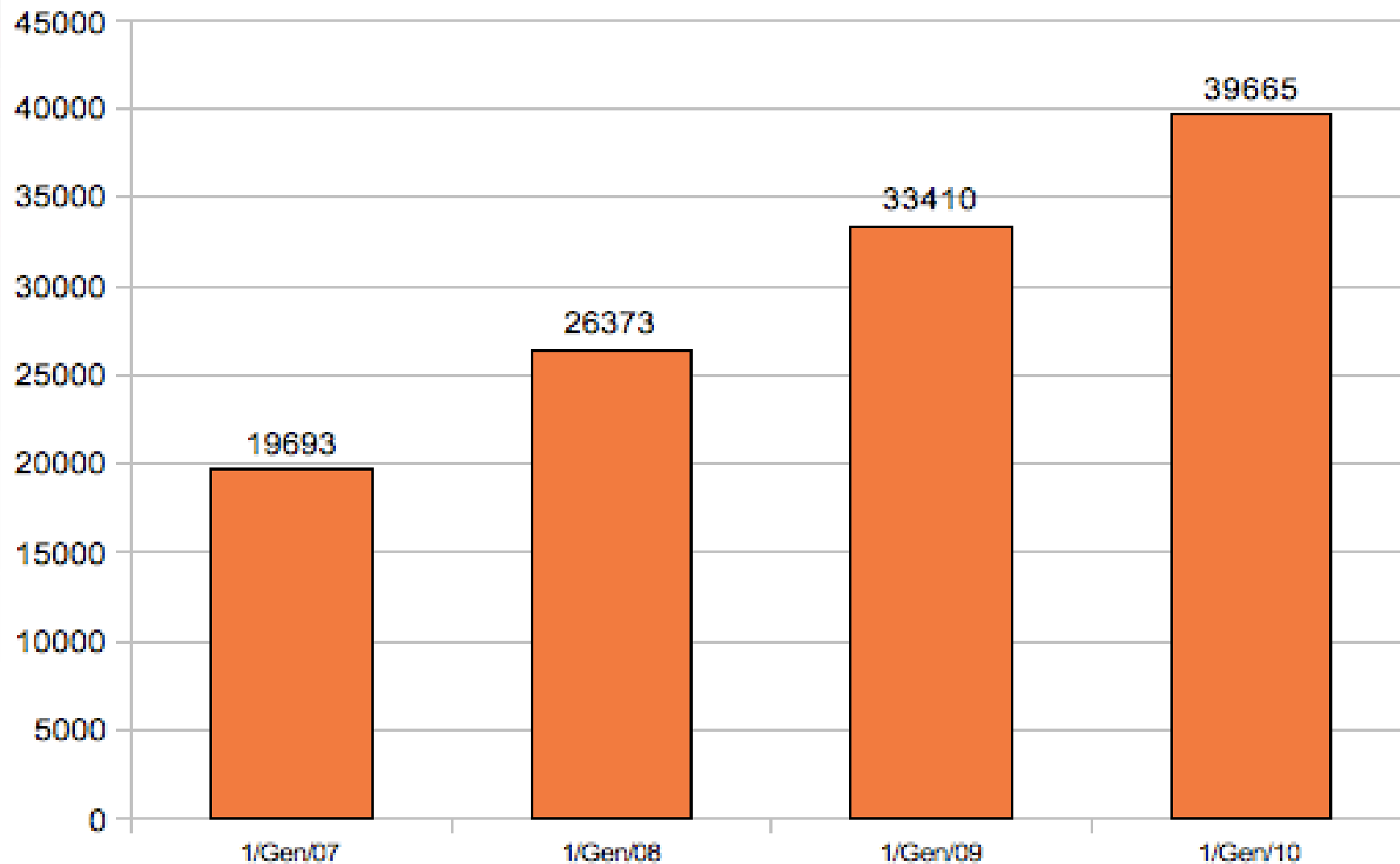
- Wikipedia: 2nd one to be created, today the 14th in number of words. ISOC-CAT, Catalan chapter of the Internet Society. Both created in 1996
- Non for profit groups localize free software (Linux, OpenOffice, Firefox, etc) and even iPhone OS (now Apple starts to offer Catalan too)
- 10th most translated language and 20th that more books edits. Welcome society, language as the easiest way for integration. You can learn it also online: www.parla.cat
- GNP (Gross National Product) per capita above EU average. A dynamic economy that does use the language, so .cat is a natural choice.
- Google.cat, Microsoft.cat, Spanair.cat, fcbarcelona.cat, and other big brands and multinationals do use .cat

.cat basics

How to get a .cat ?

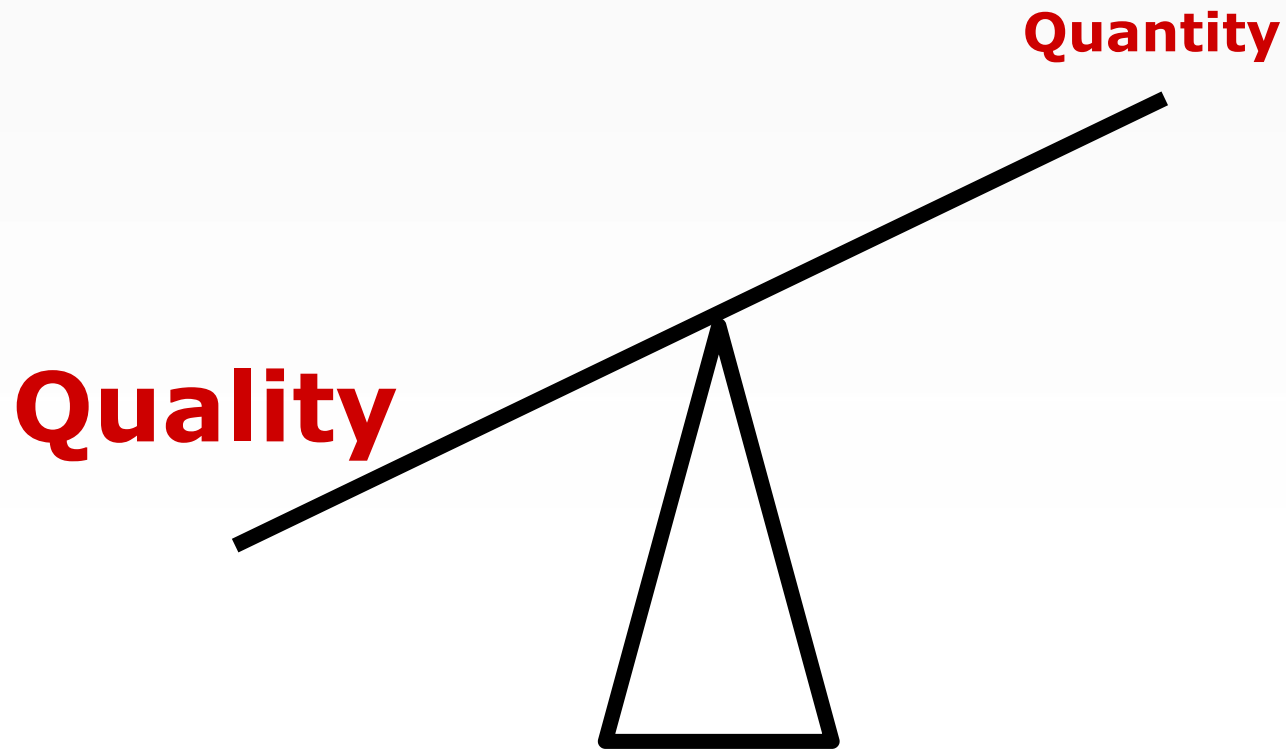
- .cat welcomes and is open to anyone, we just ask web managers to offer significant contents also in Catalan
- We are a gTLD, so we cannot offer registrar services. You need to register via one of our 21 ICANN accredited registrars
- Being an sponsored gTLD we do perform random and selective checks that may imply holding and deleting a registered domain

Registered .cat domains



Sept 1st 2010: 43764 .cat domains registered

.cat's growth model



.cat's growth model

Quality better than quantity

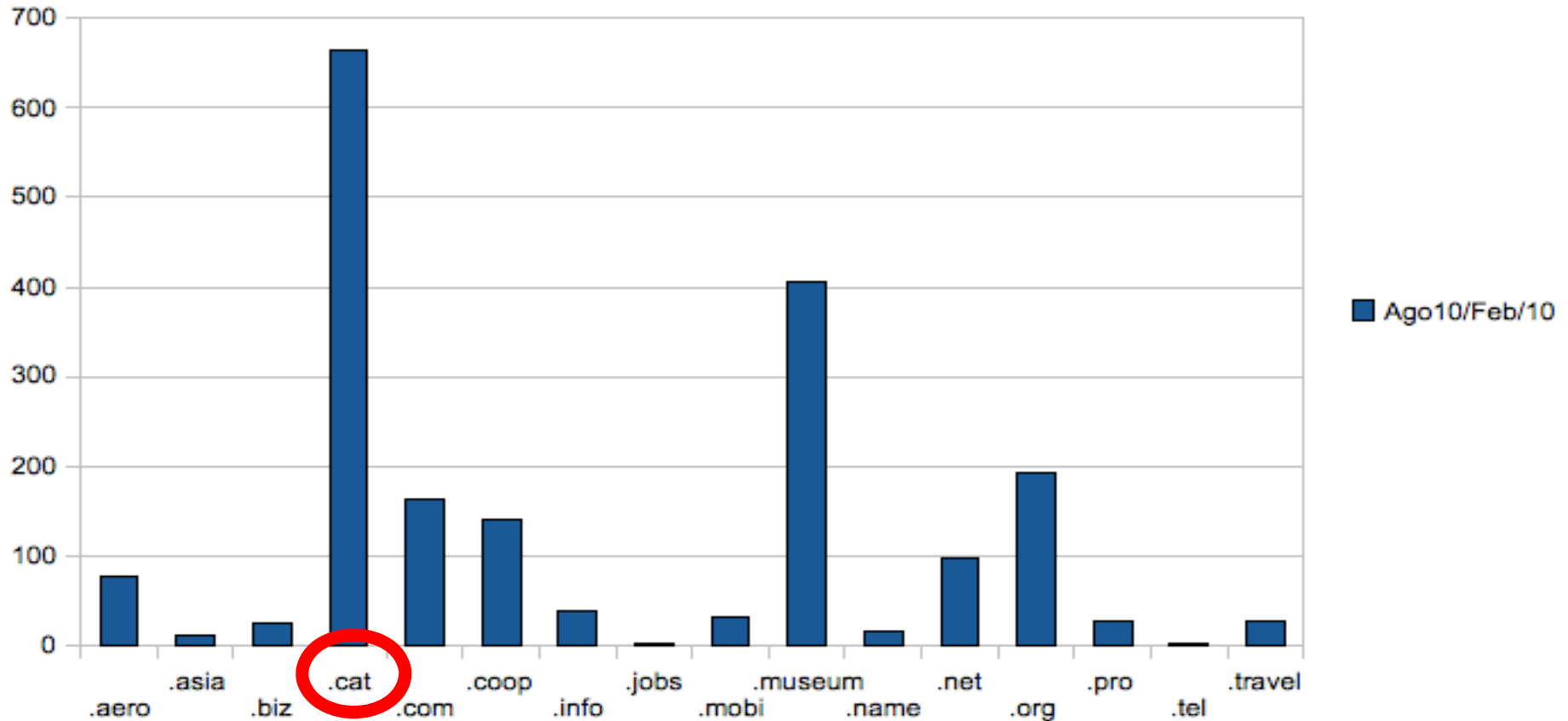
- .cat must be useful to the Catalan speaking community
- So it has to offer services and information to develop the information society and the advanced use of the Internet
- Only quantity does not bring value to the community
- Competing in quality does bring added value and boosts .cat as the most useful gTLD

How do we define quality ?

- Almost no domain name disputes in 4 years
- Technology leaders: Anycast, IDN, EPP, IPv6 and DNSSEC
- 2nd gTLD and 6th most secure TLD (McAfee, Dec. 2009)
- Ranked 8,4/10 in customer support
- Renewal rates > 85%
- Very high “TLD information density” ratio
- .cat is widely used and seen everywhere

Documents per domain or information density per gTLD

google's indexed documents under each gTLD



TLD density of information or documents per TLD: average number of documents that each web in each gTLD brings to the Internet. It is a measure of the value a gTLD brings to the Internet and its usefulness.

Data: ICANN & Google, 2010



.cat is in the street, it is used and brings value. These are our measures of success.



www.lletnostra.cat

.cat grows because it is useful

Bounds a community, projects it world wide, provides value and identity

- .cat is a generic top level domain (gTLD) addressed to the Catalan speaking community on the Internet
- .cat succeeds and grows because there is a real community that really wants, uses and adopts the TLD
- .cat is also the door multinationals and foreign companies use to address the Catalan speaking market. It's also a marketing tool for them !

Our strategy

**To bring value to the
community we serve.**

Gràcies !

Спасибо !