

**Community is Key**

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### Agenda

- GeoTLD Trend
- Benefits      Collaboration
- Stakeholder
- Community Assembly**
- Green Field Farming
- Timeline




### GeoTLDs are a global Development





### GeoTLDs offer multiple Benefits to the Community


- Create relevant and long-term **attention** for the community,
- Safeguard communities' **competitiveness** in the context of globalization,
- Supports **identity** and the **sense of community**,
- Create virtual namespace for **expression** of the manifold interests of the community,
- Increase **communicative plurality** on the Internet by giving even small communities a **voice**.





### GeoTLD Collaboration creates more Audience



- Personal contacts
- Work space on ICANNWiki
- Papers, articles, press, ...
- Presence at ICANN and other meetings
- Creating a supporting network



### Voting at ICANN ALAC pro City TLDs



### Principles for building .berlin



Involving relevant community members

Establishing intuitive and semantic use

Taking care of multiple interests

Domain Pre-Allocation



### Pre-Allocation Step 1 – Governments



Berlin Government  
e.g. **senate.berlin**

German Government  
e.g. **reichstag.berlin**



### Pre-Allocation Step 2 – Community Interests



City Marketing  
e.g. **tourist.berlin**

Community  
e.g. **kindergartens.berlin**



### Pre-Allocation Step 3 – Yellow Pages Terms



Professions  
e.g. **lawyers.berlin**

Community  
e.g. **restaurants.berlin**



### Pre-Allocation Step 4 – Intellectual Property



Companies  
e.g. **sony.berlin**

Countries  
e.g. **unitedkingdom.berlin**

Other IP ...



### Pre-Allocation Step 5 – Illegal Domains



e.g. Nazi-Domains



### Pre-Allocation Step 6 - Auction



### Expected Timeline for .berlin

