



Barcelona, January 21st 2010

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1- About .cat
who, what, why, how, growth

2- Future

Who ?

- Non-for-profit non-partisan private foundation
- .cat is a “common”, so we work for everybody
- Bottom-up initiative
 - Individuals engaged ISOC-CAT, Academia, TV, Universities, companies, professionals, ..., the community !

What ?

Manage the .cat gTLD

and

be a key player reducing the digital gap
amongst the Catalan speaking community

Why ?

- To satisfy a community need
- .cat promotes the Catalan reality world wide
- A door to address the catalan speaking market
 - eismann.cat, google.cat, microsoft.cat, spanair.cat, fnac.cat, danone.cat, lacaixa.cat, fcbarcelona.cat ...



Even if .cat aims the world, here is where to find 95% of the Catalan speaking population

A gTLD with such a localized market ?

- Mirrors a cultural, linguistic and national reality
- Long track record of history, language, culture and self rule and key player in South European Middle age and Renaissance
- Made invisible by Utrecht Treaty (1713) and Spanish confederation becoming absolutism
- So Catalan was not invented to apply for a TLD !

.cat succeeds and grows because
it is the tool our community,
pushed to invisibility, needs to
become visible in the digital world.

How ?

.5 people + CORE

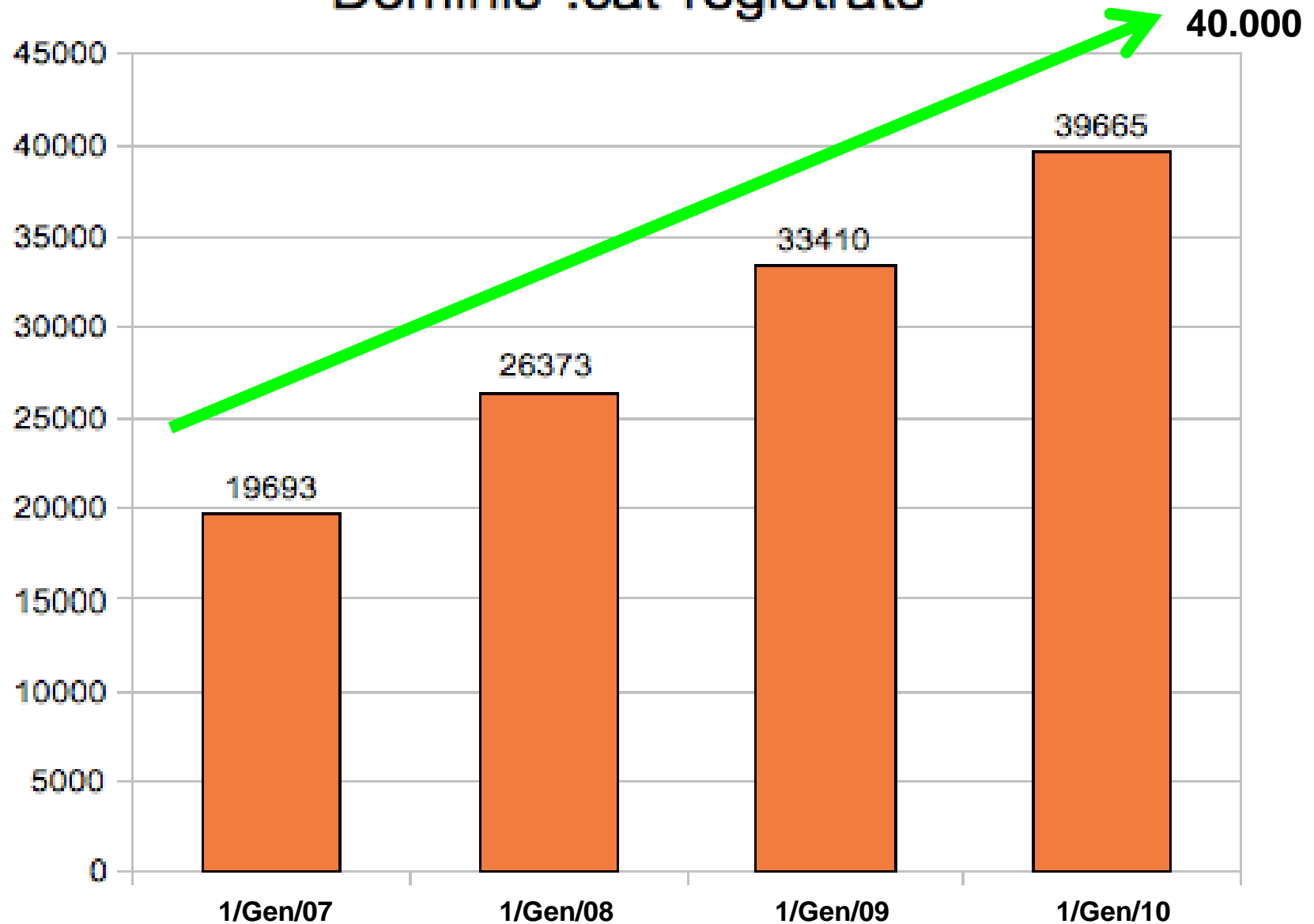
.Progress

- IDN, EPP, since February 2006 (Sunrise)
- 2007: post-validation (→ valid email in whois)
- 2008: promotion codes
- 2009: IPv6
- 2010 DNSSEC: ready to sign the root

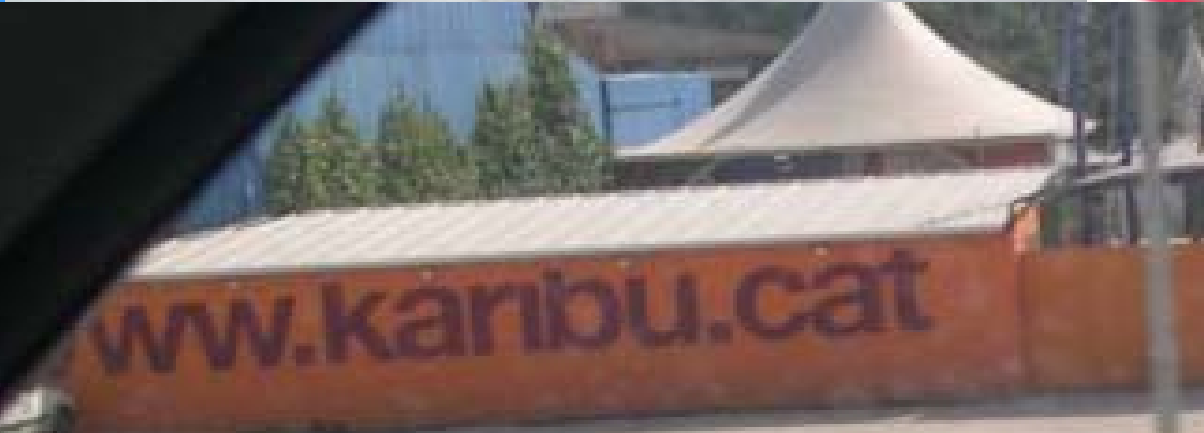
Wins

- .cat welcomes and is open to anyone
- Almost no domain disputes in 4 years
- Technology leaders: IDN, EPP, IPv6, DNSSEC
- 2nd gTLD and 6th TLD most secure (McAfee, 2009)
- Campaigns to educate & reduce digital gap
- Profitable since Q1-2006 → strong cost control
- We decrease fees as we grow
 - we bring profit back to the community

Dominis .cat registrats



Jan. 21st 2010: 39.945 .cat domains



uirre

Growth stoppers

- Big bag of potential .cat registrants have never registered a domain before and are not being properly addressed
- .cat market more localized than other gTLD
- 3 registrars have 80% of .cat market
- 8 foreign registrars have less than 3% of market
- Small registries cannot follow our speed
 - (IPv6, DNSSEC, etc)

Growth stoppers

- One size does not fit all (you all know that !)
- .cat environment:
 - Is not typical for a gTLD, nor even a sTLD
 - and asks for more competition & registrant care
- Otherwise we lose competitive edge !
- We are doing well but could do better: reducing digital gap & increasing advanced internet use

We propose (and do need)

If you care about fair competition, registrant choice and breaking the digital gap ...

why can't sTLDs (cTLDs) operate as registrars ?

URGENT: Limited vertical integration

**Moltes gràcies !
Cap pregunta ?**

**Thanks !
Any questions ?**