



# **Pitfalls in the GeoTLDs Field**

## **We are still learning**

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## Common Pitfall



# GeoTLD Pitfalls

**Complex Topic**

**Tourist Business**

**City Portal**

**Political Parties**

**Local Government**

Passionate Individuals  
**Passionate Individuals**

## What is a Top-Level-Domain?

- **ICANN never defined which rights are associated with a TLD**
- **WIPO had no case to decide on a TLD**

# Who owns the GeoTLD Name Space

- **German telecommunication law**
  - TLDs are national topic, not local
  - TLDs are private business, not governmental
- **France**
  - Like .fr?
- **US**
  - TLDs are private business
- **China**
  - 100% state business

## Geo Name Rights are never exclusive

- **Municipalities and other local or regional authorities have different types of rights**
  - Trademark rights
  - Right to a name
  - ...



***„ICANN will not approve a .london because  
London is a famous condom trademark“***

# Geo Name Rights are never exclusive

- But: Rights in a geo name are never exclusive

- Company names
- Product and service names
- Merchandising
- ...



# Potential Resistors to a GeoTLD/cityTLD

- **Municipality / local or regional authority**
  - Think they are responsible for everything with geo name inside
  - Grows governments appetite on additional revenues
  - Fear of consumer confusion

# Berlin.com in the Hand of Domain Monetisers



**Berlin.com**  
Your 1-stop Resource to Berlin

Berlin Hotel | Vacation Packages | Airline Tickets | Travel Deals |

- Berlin Accommodations**
  - Hotel Reservation
  - Berlin Hotel
  - Extended Stay Hotel
  - Luxury Hotel
  - Cheap Hotel
  - Germany Hotel
  - Europe Hotel
- Berlin Vacations**
  - All Inclusive Vacation
  - Vacation Deal
  - Vacation Packages
  - Europe Vacation
  - Travel Package
  - Family Vacation
  - Cruises
- Berlin Travel**
  - Airline Tickets
  - Travel Deal
  - Car Rentals
  - Cheap Airfare
  - Last Minute Airfare
  - Last Minute Travel
  - Eurail Pass
- Germany Cities**
  - Berlin Hotel
  - Frankfurt Hotel
  - Munich Hotel
  - Hamburg Hotel
  - Cologne Hotel
  - Stuttgart Hotel
  - Dresden Hotel
- Berlin Discounts**
  - Cheap Hotel
  - Cheap Flight
  - Discount Hotel Rooms
  - Discount Travel
  - Discount Airfare
  - Travel Deal
  - Cruise Deal
- Berlin Connection**
  - Meet Singles Online
  - Online Dating
  - Dating Site
  - Singles Dating
  - Long Distance Phone Card
  - Romantic Getaway
  - Flower Delivery
- Berlin Guide**
  - Travel Guides
  - Learn German
  - German Translators
  - Currency Exchange Rate
  - Berlin Maps
  - Berlin Guide
  - Germany Guide
- Berlin Tours**
  - Europe Tours
  - Discount Tours
  - Berlin Tour
  - Germany Tours
  - Berlin Sightseeing
  - Tour Guides
  - Berlin Restaurant
- Freebies**
  - Free Mobile Phone
  - Free Ringtone
  - Music Download
  - Free Phone
  - Free Dating Service
  - Free Phone Call
  - Free Cash

**Popular Categories**

<b>Quick Loans</b> <ul style="list-style-type: none"><li>Personal Loans</li><li>New Car Prices</li><li>Cheap Auto Insurance</li></ul>	<b>Movie Rentals Online</b> <ul style="list-style-type: none"><li>Free Ringtones</li><li>Mp3 Players</li><li>Unlimited Music Downloads</li></ul>	<b>Student Loans</b> <ul style="list-style-type: none"><li>Career Advice</li><li>Find Jobs</li><li>Online Degree Education</li></ul>	<b>Health Care</b> <ul style="list-style-type: none"><li>Vitamins</li><li>Skin Care Products</li><li>Cheap Health Insurance</li></ul>
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.berlin

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80ページにわたる数々の美しい写真  
и полезные советы  
туры и карты города  
ательных фотографий

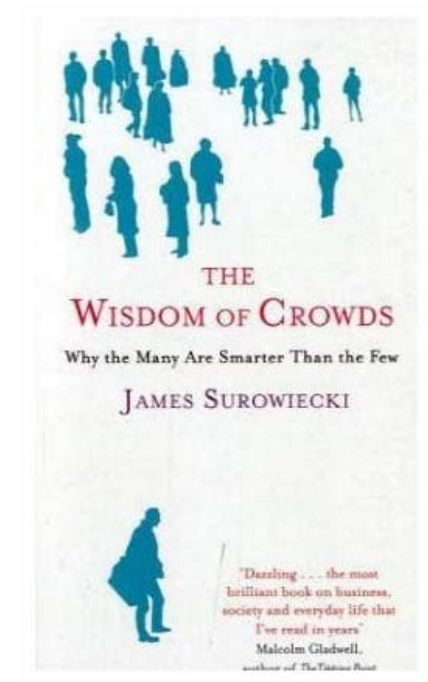
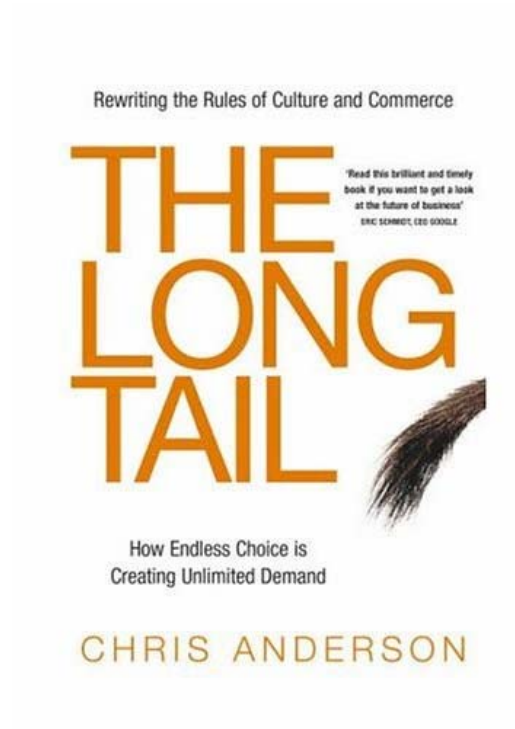
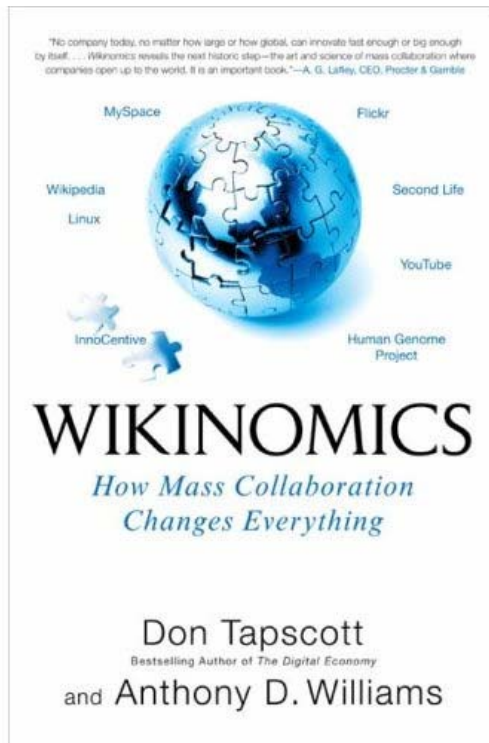
# Potential Resistors to a GeoTLD/cityTLD

- **Municipality / local or regional authority**

- Think they are responsible for everything with geo name inside
- Grows governments appetite on additional revenues
- Fear of consumer confusion
- Not invented here - syndrom
- Everything is fine - syndrom
- Do not change a running system - syndrom
- Anticipate that GeoTLD might become a powerful place branding tool
- Resistance is often only triggered by individuals

# Internet Users to become more intelligent

- **Foreseeable decline of the vertical portals like City.com**
- **Rise of the hyperlocal age with participation, collaboration and local content aggregation**



# Potential Resistors to a GeoTLD/cityTLD

- **Political parties**

- Opinion change at any time
- Topic of federalism (state gov. ↔ local gov.)
- Change of governing parties after election
- GeoTLDs have been and will be political game ball in the future



## Potential Resistors - Potential Supporters

- **City portal** (e.g. berlin.de, paris.fr, nyc.gov)
  - Especially if public-private-partnership
  - Blocking of competition
  - *City.com and .city would be perfect match!*



- **City marketing** (e.g. visitberlin.tv, visitnyc.org)
  - Who gets the hotel provisions and ads revenues
  - *Can be big supporter as well!*



- **Other online businesses**
  - ...



**EU  
Commission**

**German  
Bundestag**

**German  
Ministries**

**ICANN**

**.nyc  
.paris  
...**

**Internet  
Business**

**Tourism**

**Berlin  
Senate**

**Culture**

**Berlin  
Economics**

**Hotels**

**City  
Marketing**

**Berlin  
Citizens**

**Berlin  
Associations**

**Legal  
Experts**

**DoC**

**...**

## CityTLD as Subject to Anti-trust Laws

*“The operating contract for Berlin.de excludes Berlin's support for any other Berlin portal. ... Supporting .berlin could result in extraordinary cancellation of the operating contract by the operator, resulting in high claims for damage against Berlin.”*

*“The current PPP model means that the operation of the Berlin.de Internet platform is free of charge for Berlin. The financial basis of existence of this PPP model is threatened by the competitive situation by dotBERLIN. If the contract were cancelled, or if the operating company were to become insolvent, Berlin would have to contribute at least a 6-digit amount each year to maintain a similar service and to protect the investment that has already been made in the system.”*

## Let the Market decide!

- **Since Adam Smith free market economics lead to**

- More choice
- More diversity
- Lower prices
- Better quality
- New services
- Development



- **Why shouldn't this be the same for the TLD market?**

- **State's neutrality in the market place is needed**

## Market Research on GeoTLDs/cityTLDs

- Study performed by renowned **online market research** company eResult in Feb 2007
- **3,812 participants** in certified online panel
- **Randomized** by age, sex, city, internet usage etc. (official AGOF criteria)
- **Representative results**
  - Study Feb 2007 for Germany and Berlin based participants

## Internet Users are not confused by GeoTLDs

	Users think this domain is operated by <b>Government</b>	Users think this domain is operated by <b>Company/Private</b>
<b>cinema.de</b>	1%	88%
<b>cinema.berlin</b>	6%	87%
<b>siemens.de</b>	3%	93%
<b>siemens.berlin</b>	4%	89%
<b>government.de</b>	89%	0%
<b>mayor.berlin</b>	85%	0%

From study by eResults Feb 2007

