

# Case Study

## .BAR

“.BAR is a simple and universal way of representing the online home for fun and social engagement.”



 Website  
<http://www.register.bar>

 Registry Name  
Punto 2012

 Location  
Mexico City, DF, Mexico

## Background

Punto 2012, the registry behind .BAR, quickly discovered “bar” is a word that is used all over the world. In addition to food and beverage establishments, which are most commonly associated with the term, “bar” is often used to describe products and services – common examples include cigar bar, jazz bar and rooftop bar, as well as beauty bar, juice bar and protein bar. For these reasons, .BAR was established as an unrestricted domain, open to any meaning associated with it.


As the registry also supporting .REST, a new generic top-level domain (gTLD) for restaurants and other industry contacts, Punto 2012 has vast experience in developing websites for bars, restaurants and related businesses. The Punto 2012 team also complements its new domain registration business with a complete set of online services for customers, including website development, digital marketing, e-commerce solutions and SEO strategy.


## Objectives

The goal for .BAR is to create a universal common online ending for bars of all types around the world. While .BAR is specifically geared for bars, pubs and nightclubs in the traditional sense, the domain is also applicable to guides, critics, delivery services and wine and liquor establishments, as well as other industries and businesses that feel their interest will be best represented by the .BAR domain. From sushi and tapas bars, to sports and beach bars, and even ice bars, the opportunities for .BAR can be limitless.

To date, .BAR has received interest from established businesses as well as new entities and those without a previous online presence. Businesses such as The Monkey Bar (themonkey.bar), a cocktail and food establishment; Road Soda (roadsoda.bar), a mobile bar; The Soap Bar (thesoap.bar), a homemade soap retailer; and Sweet & Sour (sweetandsour.bar), which offers cocktails services for private events, have all found an online home at .BAR. To raise awareness of the domain, Punto 2012 has a presence at many trade shows and is also planning on working with select premium name holders to build a community around their websites.

## TRIVIA

 Date TLD available on Internet: **14 July 2014**

 Number of registrations: **4,825 as of 5 August 2015**

- **.BAR is simple to understand, easy to type, highly memorable and marketable.**
- **.BAR has registrants from all around the world, but is most popular and recognized in the U.S., Russia, UK, Japan and Germany.\***

# New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

## THE NEW GTLD PROGRAM BY THE NUMBERS

### gTLD Key Stats

**1930** total applications received by the deadline (May 2012)

**1300+** new gTLDs or "*strings*" possible

### Language Options

**1st** time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

### Applications By Region

**17** Africa **675** Europe

**303** Asia/Pacific **911** North America

**24** Latin America/Caribbean

### Safeguards In Place

**17** new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.

## Registry Contact

Aaron Grego / Zane Emilija Zagere

aaron@punto2012.com

emilia@punto2012.com

(720) 240-4770



One World, One Internet

