Case Study

.BUILD

"**.BUILD helps others create, innovate and construct their online presence.**"

Background

With more than 20 years of experience in the building and construction industry, .BUILD was a natural choice for George Minardos, founder and CEO of .BUILD. Minardos selected .BUILD to create an online space for people in the construction world, having witnessed the industry's delayed adoption of the Web during the late '90s. The word "build" was also chosen because of its universal application and positive association with being forward-looking and constructive, as well as action-oriented.

.BUILD is used by people in the building and construction industry as well as other industries and user groups (e.g., visit GreatSites.build). For example, technology companies and start-ups are using the domain to indicate they are "building" their companies. .BUILD has received worldwide interest with users in 65 countries, including the U.S., the U.K., India, Russia and Australia.

Objectives

The goal of .BUILD is to provide a home for builders, both within the traditional building industry and those involved in technology, DIY and maker movements, among others. The domain will bring the traditional building world online and help it innovate on a new platform. It will also create new online real estate with readily available names for all companies that build.

The .BUILD team maintains strong relationships with major associations and industry leaders in the building industry, such as the Associated General Contractors, American Subcontractors Association and The Blue Book Network. Presence at trade shows, in media (e.g., Bloomberg, Builder & Engineer, CircleID) and the development of education tools continue to drive greater awareness and adoption of the domain.

.BUILD is currently working with partners to create a special member experience with custom offerings that will be housed at http://join.build. .BUILD domain owners will receive special offers, discounts and other benefits to help them "build" better online. The member portal will be available by summer 2015.

TRIVIA

Date TLD available on Internet: **February 2014**

Number of registrations: **5,000 as of 15 April 2015**

- **.BUILD was introduced within the first three months of new gTLDs being delegated.***

- **.BUILD is the first registry to accept the digital currency Bitcoin.***

* Source available upon request

Website
http://about.build

Registry Name
Plan Bee, LLC

Location
Santa Monica, California, USA

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.

One World, One Internet

ICANN