



The Internet's Evolution



**Over 1,000 new
generic top-level
domains. (gTLDs)**

Select number of cities, countries, and regions given gTLDs – including NYC



**Created to help
the Internet
remain adaptive,
diverse and
evolving.**

One of the biggest
expansions of the
Internet to date.

Introducing .nyc



INTRODUCING .NYC

If you're in New York City, it's no accident. The city is a part of you, and now it can be a part of your web address.



INTRODUCING .NYC

The .nyc domain is the official web address for New Yorkers and now it's available for the millions of people and businesses within the five boroughs to **Own It.**



INTRODUCING .NYC

What does this do for New Yorkers?



1

Provides New Yorkers with an official way to brand and own their identity, online.

2

**Showcases
your location
as an enviable
component of
your success.**

3

Provides every New Yorker with the ability to connect through a shared location.

INTRODUCING .NYC

Who Will Own a .nyc?



1

**Any New Yorker
whose work,
ideas and
creativity are
based in the City.**

2

Locals who provide services, products or content to fellow New Yorkers.

INTRODUCING .NYC

3

**Companies,
organizations,
and individuals
who want to let
the world know
where they are.**



INTRODUCING .NYC

What it means to Own It.



Own It.

Our tagline is more than a call-to-action about a web address; it's a state of mind. It's the internal voice inside anyone who lives, works, and creates here that pushes them to be their best.



“Own It” is the challenge .nyc poses to those whose work, creativity, and ingenuity are shaped by the experience of being a New Yorker.



Beat the Rush



The launch of the .nyc domain is one of the most anticipated arrivals in the City's-and the internet's-history, with millions lining up to be a part of it.

BEAT THE RUSH

**Now, all New Yorkers
have an equal opportunity
to beat the rush and
request their .nyc web
address prior to general
availability this October.**



BEAT THE RUSH

HOW IT WORKS

August 4th, 2014 – October 3rd, 2014:

All businesses, organizations, and residents with a physical address in the five boroughs are able to request one or more .nyc domain names for their chance to **Own It.**



BEAT THE RUSH

HOW IT WORKS

October 6th, 2014:

Any .nyc web addresses with only one request will go to the person who requested it. If there are multiple requests for the same address, an auction will be held to determine who will **Own It**.



BEAT THE RUSH

HOW IT WORKS

October 8th, 2014:

General Availability begins, allowing all New York City residents to register available .nyc addresses instantly online and begin using them right away.



BEAT THE RUSH

WHO SHOULD BEAT THE RUSH

- Any individual, business, or organization who wants to own a specific .nyc domain should request it during Landrush to make sure they have a fair chance to own it.
- If you don't request your .nyc web address early, and you decide to wait for general availability, you should be prepared to be flexible with your name in case the one you wanted is no longer available.



Visit Our Website

[OwnIt.nyc](https://ownit.nyc)

GoDaddy® Registry

NYC[™]

