



# 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](#)

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**NYC**<sup>TM</sup>

