

.CAT LANDSCAPE



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- WHAT IS IT FOR

- WHO WE ARE

- HOW HAVE WE GROWN

dot WHAT?

- sTLD: CATALAN
 - **NOT ONLY** IN CATALAN
 - **NOT ONLY** CULTURE
 - **NOT ONLY** INSTITUTIONS
 - **NOT ONLY** CATALUNYA
 - **NOT ONLY** LOCAL REGISTRARS...

WHO

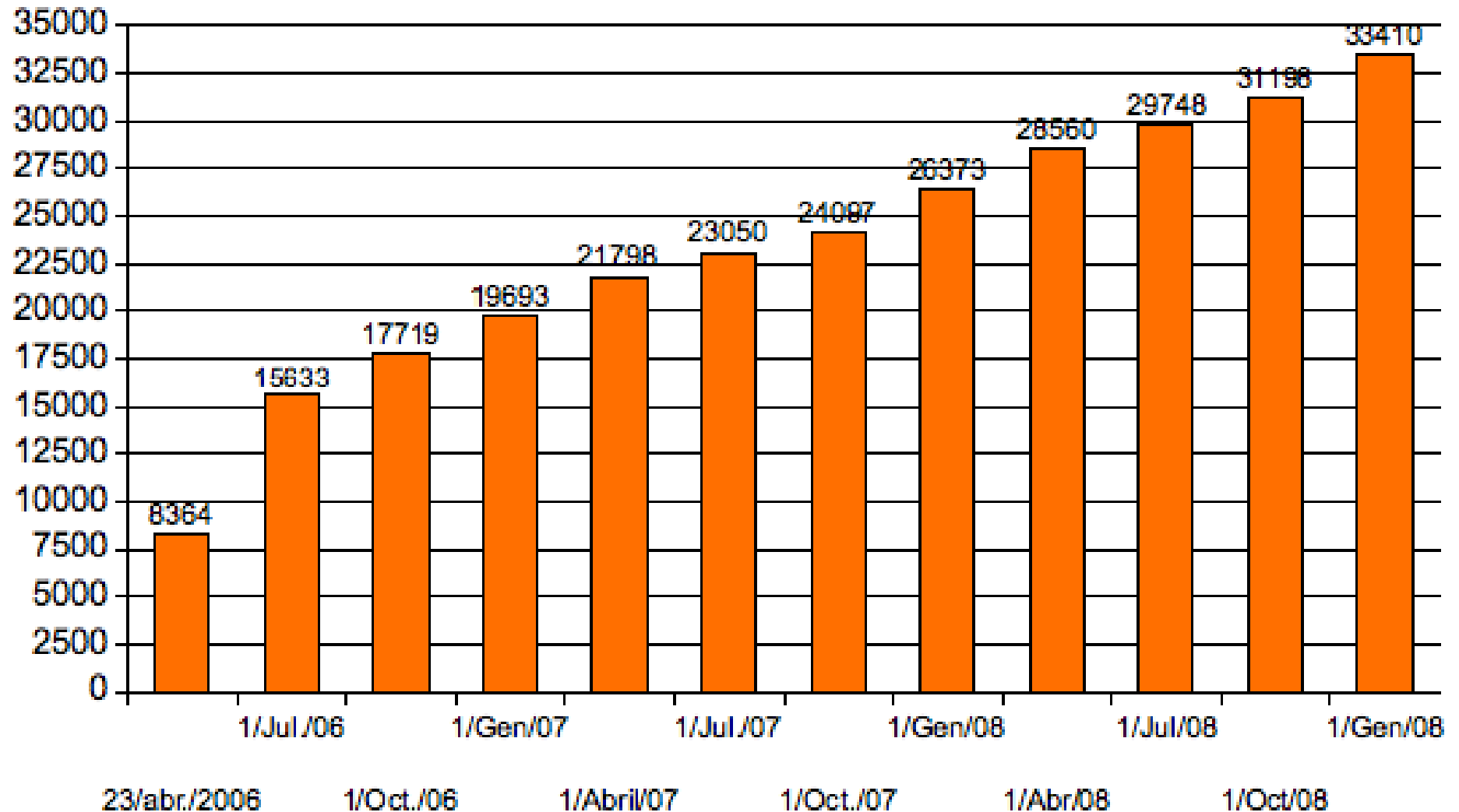
- NON FOR PROFIT
- LOCATED IN BARCELONA
- SMALL TEAM: 5
- “NOT ONLY” A REGISTRY

GROWN?

3 years after sunrise ...

- 33.000 DOMAINS
- 80% WITH HOSTS
- 85% RENEWAL RATE
- 21 REGISTRARS

Dominis .cat registrats



HOW

- DETERMINED POLICY ENFORCEMENT
- CONFLICTS TEND TO 0
- HUGE AMMOUNT OF CONTENTS

POST-SUNRISE

- INSTITUTIONAL USE
- ASSOCIATIONS
- INDIVIDUAL SUPPORTERS

CURRENT SITUATION

- INITIAL USERS: CONSOLIDATED
- INCREASING AWARENESS
- FOREIGN COMPANIES: INCREASING
- OUR MAIN TARGET: MORE SME'S

PROMOTIONS

- 1st ROUND
 - INDIVIDUALS
 - ASSOCIATIONS
- 2nd ROUND: SME'S
 - GOVERNMENT
 - CATALAN SME'S ASSOCIATION
 - LOCAL CHAMBERS OF COMMERCE
 - NOT ONLY...

WHERE DO WE GO

- CONSTANT PROMOTIONS
- FOREIGN COMPANIES
- MORE AND MORE SME'S

Moltes gràcies
Thank you!

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