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## City Opens .NYC Availability to All New York City Residents and Businesses

Oct 8, 2014

### ***More than 10,000 New Yorkers have already claimed their own personalized .nyc web address***

The de Blasio administration today announced the public availability of the City's top-level domain, .nyc, for all businesses, organizations, and individuals with a physical address in New York City. New Yorkers can register their own personalized .nyc web addresses by visiting [www.OwnIt.nyc](http://www.OwnIt.nyc) and selecting an independent retailer of their choice. Domain names are available on a first come, first served basis.

For the past several months, individuals, businesses and nonprofit organizations had the opportunity to request .nyc domains during the Sunrise and Landrush periods. More than 10,000 New Yorkers—representing thousands of small businesses, organizations, and dozens of business improvement districts and cultural institutions across the five boroughs—successfully secured their own .nyc domain during this early registration phase.

During this same time period, the City launched Neighborhoods.nyc, an open application process for community groups to receive a premium neighborhood domain name like WestVillage.nyc, Flatbush.nyc or ForestHills.nyc.

In recent weeks, the first group of .nyc websites went live, highlighted by the high-profile launch of Digital.nyc. The owners of these domain names, officially called “.nyc Founders,” represent a diverse group of New Yorkers—including First Lady Chirlane McCray, Chair of the Mayor's Fund to Advance New York City, the Birdland Jazz Club, small businesses like the Bronx's Il Forno Bakery, publications like Gay City News, and nonprofit organizations like the Coalition for Queens, among others. Additional information on .nyc Founders is available at <http://www.ownit.nyc/whos-using-it.php>.

New York City is one of the first cities in the country to have its own web domain, and the only one to require a physical address in the City itself. The .nyc domain is part of the creation of a new class of generic top-level domains (gTLDs) that will greatly expand the web's domain name system.

“Whether you're an artist, a manufacturer, or a tech start-up, with .NYC you can make your mark on the global economy as a New Yorker,” said **Mayor Bill de Blasio**. “I'm thrilled to see thousands of New Yorkers and small businesses have already signed up for this unique home on the web, and I encourage everyone across the five

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boroughs to make .nyc their own.”

“To compete in the global economy, a strong web presence is no longer a luxury—it’s a must,” said **Deputy Mayor Alicia Glen**. “The .NYC domain gives individuals and businesses—thinkers and doers of our city—the ability to leverage the power of their location and market their brands to consumers.”

“The success of the Landrush registration period for .nyc web addresses showed us that New Yorkers believe in the value in owning a NYC-branded web address,” said **Lisa Hook, President and CEO of Neustar, Inc, the official registry operator for .nyc**. “We are excited to open up registration to the general public and see how New Yorkers will leverage their domains and ‘own’ their individual and professional NYC identities.”

“When I first introduced a Resolution in support of the .nyc domain name as a City Council Member in 2008, I had high hopes for what the domain could become. Today, after years of hard work and determination from the City, anyone in New York City can establish a unique, local web presence,” said **Manhattan Borough President Gale A. Brewer**. “As the early success of the roll-out has shown us, this is a tremendous opportunity for local businesses, organizations, institutions, and entrepreneurs to own a piece of .nyc. I’ve registered my own domain already, and I look forward to spreading the word about the City’s new most-wanted real estate.”

“The .nyc domain is an exciting opportunity that uniquely brands the digital landscape, a brand that I believe will help boost online traffic to local ventures. I encourage Brooklynites to take advantage of this application period to attain their own .nyc address,” said **Brooklyn Borough President Eric Adams**.

“It is terrific to see an initiative aimed at raising awareness about and interest in our great city. I applaud this exciting new venture,” said **Congresswoman Carolyn Maloney**.

“I congratulate Mayor de Blasio on his foresightedness in launching the historic Internet domain of .nyc,” said **State Senator Kevin Parker, Ranking Member of the Senate Committee on Energy, Telecommunications and Technology**. “The beauty of New York City having the .nyc domain name is it leverages New York’s identity as a key center for technology and innovation, and provides tangible support to the entrepreneurial businesses we have all been trying to grow and promote in Silicon Alley and Brooklyn, and by making New York become an internationally known tech sector destination. In coming years, we will look back at this moment as the tipping point, where having a .nyc address became as much a symbol of success as having a physical address in our city’s incredibly successful business districts.”

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“The official launch of New York City’s own top level domain is cause for celebration,” said **City Council Member Ben Kallos**. “I look forward to continuing the efforts to educate and assist small businesses as they consider getting their own .nyc sites. Congratulations to Mayor de Blasio, Borough President Brewer, Tom Lowenhaupt, and all those who have ensured the .nyc domain went from idea to reality.”

“I’m pleased to see New York City lead the way in using technological innovations for economic development. The .nyc domain creates a unique opportunity for businesses and organizations throughout the city, and I look forward to watching this initiative grow throughout the five boroughs,” said **Council Member James Vacca**.

“The introduction of .nyc offers real value to both businesses across the boroughs and those that are thinking about coming here, creating a new opportunity to leverage the City’s brand in the digital space,” said **Kyle Kimball, President of the New York City Economic Development Corporation**. “The strength of New York City’s economy comes from its unparalleled diversity, as innovative ideas grow from the interplay among thousands of different industries and millions of people—and those ideas in turn develop into job-creating companies. This domain highlights that which we have in common: our great city.”

“A new dawn has arrived on New York City’s digital landscape, and its name is .nyc,” said **Department of Information Technology and Telecommunications Commissioner Anne M. Roest**. “Today’s launch marks a culmination of the City’s multi-year effort to ensure New Yorkers have the opportunity to build digital futures of their own. DoITT is honored to have played a role in this historic moment and looks forward to .nyc’s positive impact across the five boroughs.”

“What’s unique about .nyc top level domain is the real link that is being created between physical geography and virtual space on the Internet. No one else is doing this like New York City,” said **Minerva Tantoco, Chief Technology Officer for the City of New York**. “With real-time address verification and strong enforcement measures to ensure that only New Yorkers can register these domains, .nyc is charting new territory.”

“The launch of .nyc to the general public provides an exciting opportunity for local businesses to own a piece of New York City’s online real estate, and identify with the world class brand that being located in New York City offers,” said **Maria Torres-Springer, Commissioner of the Department of Small Business Services**. “I encourage small business owners across the five boroughs to sign up for .nyc today and learn more about free city services available through NYC Business Solutions to help build a stronger online presence.”

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“We’re thrilled to be one of the founding organizations for the historic launch of .nyc, and to be a community partner in the City’s ‘Own It’ campaign,” said **Gregg Schenker, Chairman of the Board of the Flatiron/23rd Street Partnership and .nyc Founder**. “The .nyc domain strengthens Flatiron’s identity as an integral part of New York City, and home to a flourishing tech sector. Furthermore, we are encouraging local Flatiron businesses to reserve .nyc domains to bolster their online identities and leverage their location as proof of their success.”

“Staten Island Makerspace is excited to be one of the .nyc founders,” said **Scott Van Campen, Founder and Executive Director of Staten Island Makerspace**. “As a non-profit Makerspace, it is our mission to support local artists, engineers, and creative entrepreneurs. Having a .nyc domain name emphasizes our commitment to our New York City community and helps give us a greater 5-borough presence.”

“I’m thrilled to be here to celebrate the launch of my website, Bridget.nyc! It’s an exciting platform where I’m able to share my journey as a singer/songwriter with the world—straight from the heart of NYC,” said **Bridget Kelly, singer and songwriter and .nyc Founder**. “I grew up here, in the greatest city in the world, and am honored to represent my city and the awesome artists I know and love with my .nyc address, and can’t wait to keep sharing all the wonderful new music, news and video content on my page!”

For more information about .nyc and to register your own, visit [OwnIt.nyc](https://OwnIt.nyc).