
Neustar Selected as Registry Services Provider for 358 Top-level Domain Applications

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Includes Providing Registry Services for .nyc Under Agreement with City of New York

STERLING, VA., – [Neustar](#), a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, entertainment, and marketing industries, today announced that it has been selected as the registry services provider for 358 applications for new generic Top-Level domains (gTLDs). Additionally, Neustar has been selected by the City of New York as the registry service provider to manage the application process and operate .nyc.

ICANN recently closed the application process for new gTLDs, which will create new online TLD choices for businesses, organizations, individuals and communities. Currently, ICANN has received more than 1,900 applications for extensions like .web, .law, .nyc, .gay, .site, .art, .music, and .green. This also marks the first time in history that ICANN also has allowed companies to use their own brand or product names to the right of the dot in domain names (anything.brand). Recognizing the possibilities for brand visibility and the opportunity to bolster its online presence, Neustar has submitted its own application for .neustar.

“Neustar is proud to serve as the registry partner for those looking to bring innovation and choice to the Internet with new gTLDs,” said Alex Berry, senior vice president, Enterprise Services, Neustar. “We’re looking forward to working with many of the world’s largest brands and companies applying for extensions that will intuitively enhance navigation on the Internet.”

As recently announced by the City of New York, Neustar has been selected as the registry partner to manage the application process and operate the .nyc extension. The introduction of .nyc will create a way for New York City businesses, organizations and citizens to identify themselves as being located in the City of New York, or to promote services or content serving New Yorkers. The city selected Neustar in a competitive procurement process and will look to Neustar to provide the complete registry services and support necessary to make .nyc names available to the public.

About Neustar, Inc.

Neustar, Inc. is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, entertainment and marketing industries throughout the world. Neustar applies its advanced, secure technologies in routing, addressing and authentication to its customers' data to help them identify new revenue opportunities and network efficiencies, and institute cybersecurity and fraud protection measures. More information is available at www.neustar.biz.