

## New dotYou.biz Website Helps Determine the Best Approach to Securing new Top-Level Domains

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Sterling, VA - With ICANN's approval of the new Top-Level Domains (TLDs) program in June this

year, advertisers, brands, government and tourism organizations, domain investment

companies, and others have a unique opportunity to put their brand, community and/or

geographic message to the right of the dot. New TLDs bring ownership and personalization to

the next level by creating new, memorable online destination experiences on the Internet for all

constituencies, all under a branded top-level domain.

There are many things to consider when determining the right new TLD, and a lot of confusing

information on the Internet about what is possible and what is not when it comes to applying for

and securing a new TLD. To better enable businesses and digital leaders to collaborate with

one another and find the right approach for their organization, Neustar has launched “dotYou”

(<http://www.dotYou.biz>), a community website that provides opportunities for discussion, and

answers to questions about new TLDs.

**What can you expect from dotYou:**

- Educational information about the value of new top-level domain names
- Opportunities to collaborate with others considering TLDs for their organizations
- Useful information from experts
- Information about the ICANN application process

“Since the timeframe to establish a new TLD is limited with the application period being January

12<sup>th</sup> through April 12<sup>th</sup> , it’s important that organizations have timely, accurate and insightful

guidance and information to make informed decisions about applying for new TLDs,” said

Diane Strahan, senior vice president, Neustar Registry Services. “The ICANN guidebook alone

has hundreds of pages of policies and requirements new TLD applicants and operators must

understand and abide by, so collaboration and shared learning is essential.”



The goal of dotYou is to help chief marketing officers, digital officers, government officials and

legal counsel to collaborate and find answers to questions about new TLDs. dotYou features

articles and information from a variety of third party experts who will cover topics ranging from

the “ins and outs” of the ICANN guidebook to commentary about the implications of new TLDs.

It also includes regular updates covering industry announcements, statistics, deadlines,

marketing opportunities, and other information needed to help organizations make informed

decisions.

.dotYou is hosting a free webinar about the new TLDs on Wednesday, September 7, 2011, at 12

p.m. ET, for more information and to register visit: <http://bit.ly/nX7nof>