



# Newsletter

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## ICANN Study Shows gTLD Awareness Has ‘Grown’



ICANN has published findings from the second stage of a research survey, reporting that awareness of new generic top-level domains (gTLD) has “grown” compared to last year.

Despite ICANN’s findings, the proportion of people who are aware of a gTLD has actually fallen this year.

The survey, called “Global Consumer Research Wave Two”, measured consumer attitudes towards the gTLD landscape and changes in consumer attitudes from the first study, published last year.

There were 5,452 participants in this year’s study, including consumers aged 18 and above in 24 countries in Europe, Asia, South and North America and Africa.

More than half of respondents (52%) said that they were aware of at least one new gTLD.

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Last year, 65% of registrants reported awareness of at least one new gTLD, though only 3,357 people were surveyed.

In total, 2,835 people said that they were aware of at least one new gTLD compared to 2,182 last year.

Akram Atallah, president of ICANN's

global domains division, said: "The survey results show that overall awareness of gTLDs has grown when compared to the baseline study that was conducted last year and continues to grow."

The results were published on June 23, 2016.

*Source: WIPR*

## Muhammad Ali Enterprises Files 1<sup>st</sup> UDRP to Gain Control of Domain



Muhammad Ali Enterprises has filed its first UDRP to gain control of the domain name TheGreatestAli.com.

The domain name TheGreatestAli.com was registered by Michael Green of Austin Texas on his date of death June 3, 2016.

The domain is going to a site containing pictures of Muhammad Ali and is selling all sorts of Ali merchandise from t-shirts to autographed boxing gloves.

The UDRP complaint was filed by the World Intellectual Property Organization (WIPO).

*Source: The Domains*

## Norway Bans the Dutch from using dormant .bv



The Norwegian government has intervened to prevent a deal that would have allowed the sale of .bv domain names in the Netherlands.

Norwegian ccTLD registry Norid and Dutch counterpart SIDN said a deal to start using the dormant ccTLD fell apart after the government exercised its right of veto under Norway's domain regulations.

.bv represents Bouvet Island, the remotest island in the world. It's a

Norwegian territory in the Antarctic, uninhabited but for seals.

It's been delegated to Norway since 1997, but has never been used.

But BV is also the Dutch acronym for "Besloten vennootschap met beperkte aansprakelijkheid", a corporate identifier that has pretty much the same meaning as "Ltd" or "LLC".

There was an opportunity to make a bit of extra pocket money for both registries, SIDN has been allowed to license the use of the ccTLD, but the government intervention has scuppered all that.

SIDN said it has planned to use .bv as "a platform for validated business data", but that now it will try to implement that idea in .nl instead.

*Source: Domain Sherpa*

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