

*.radio* 

**EBU**

**Update April 2017**

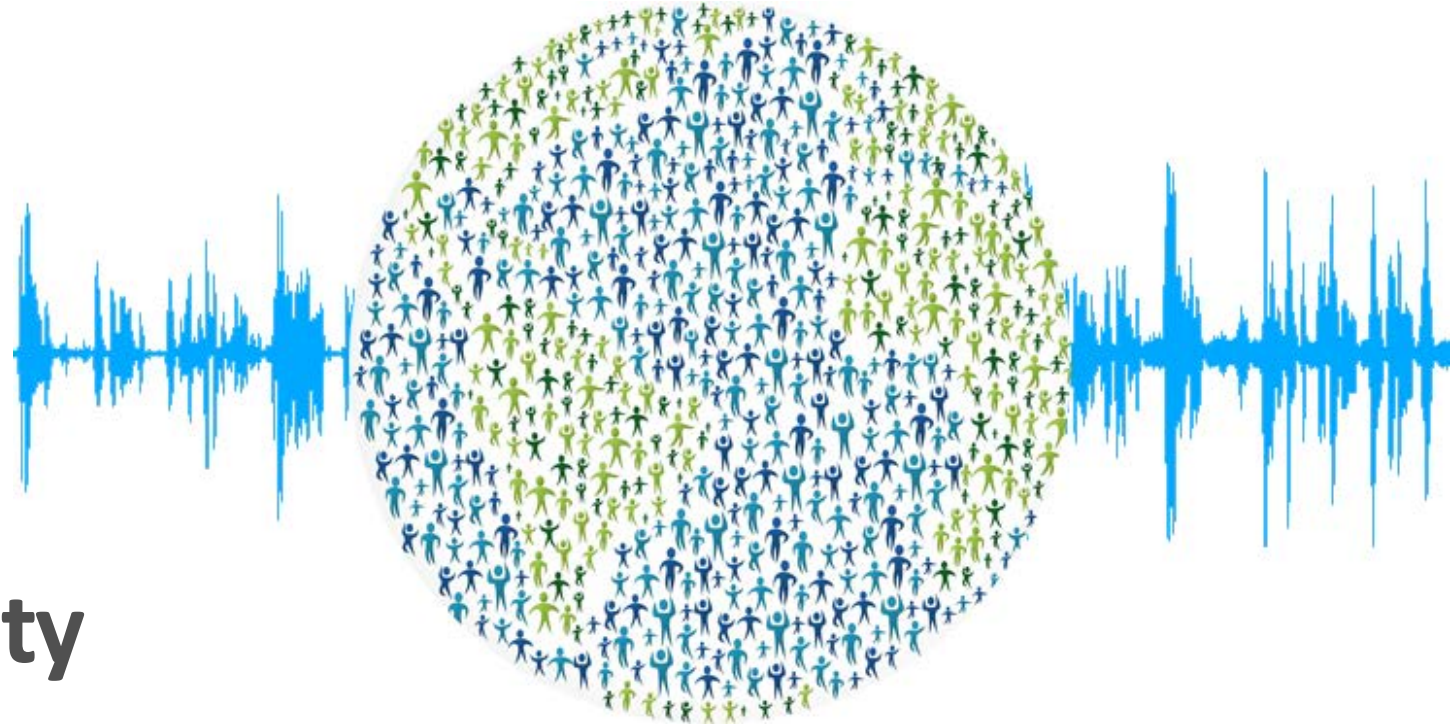


**We all use .com  
.net .org  
domains**

**now...**

*radio* 

**.radio** 



**focused on content  
led by radio community  
NOT commercially driven**

# TLD for radio stakeholders

*.radio* 



High value because specific to radio

## Unique Opportunity to gain profile

Space dedicated to radio world, including web radios, professionals, companies selling radio goods and services, radio amateurs...



Managed by the Radio Community

## Endorsed By Leading Radio Organizations

...the European Broadcasting Union has established a World .Radio Advisory Board comprising individuals from related organizations who represent the worldwide radio community.



No cybersquatting

## Keep Away Speculators

...and cybersquatters, thanks to a regulated framework. The legitimacy of Radio domain names will be checked to ensure that all domain names represent the specific Radio community, being reserved for their use.



# Governance

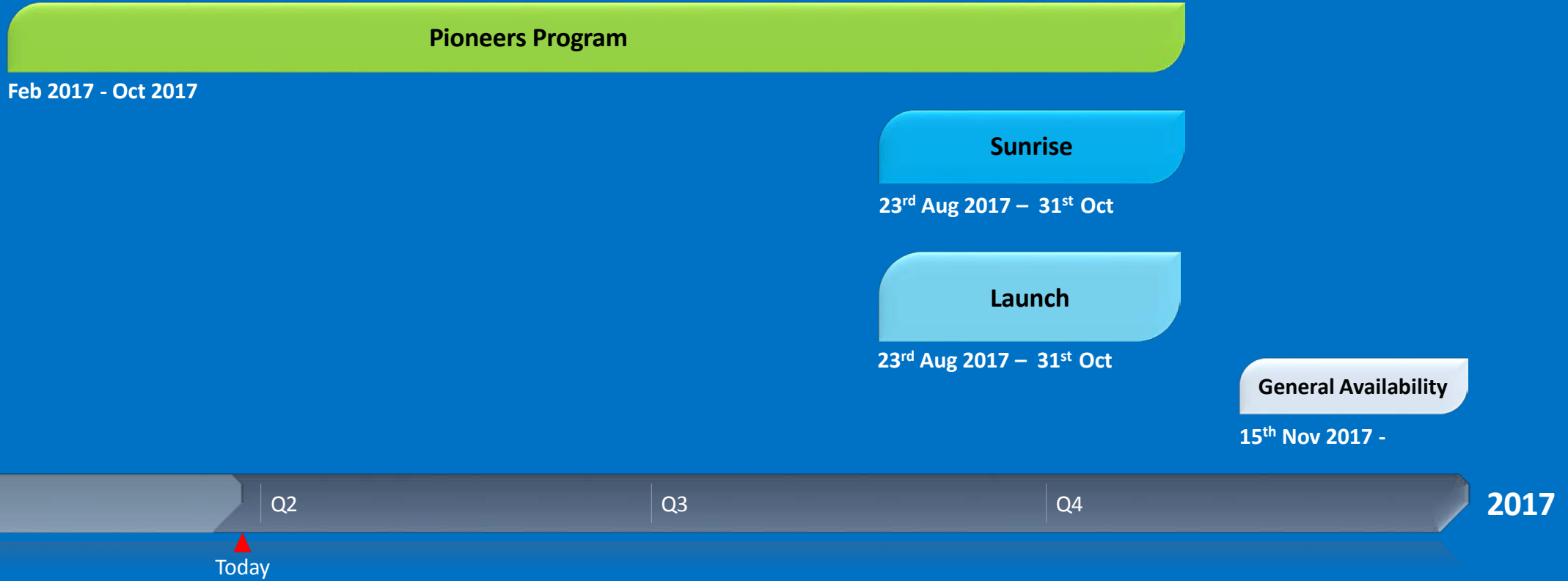


Community TLD to benefit Radio Community

**World .radio Advisory Board:** represents widest Community

Process allows pre- and post-controls to protect .radio domains

# TIMELINE

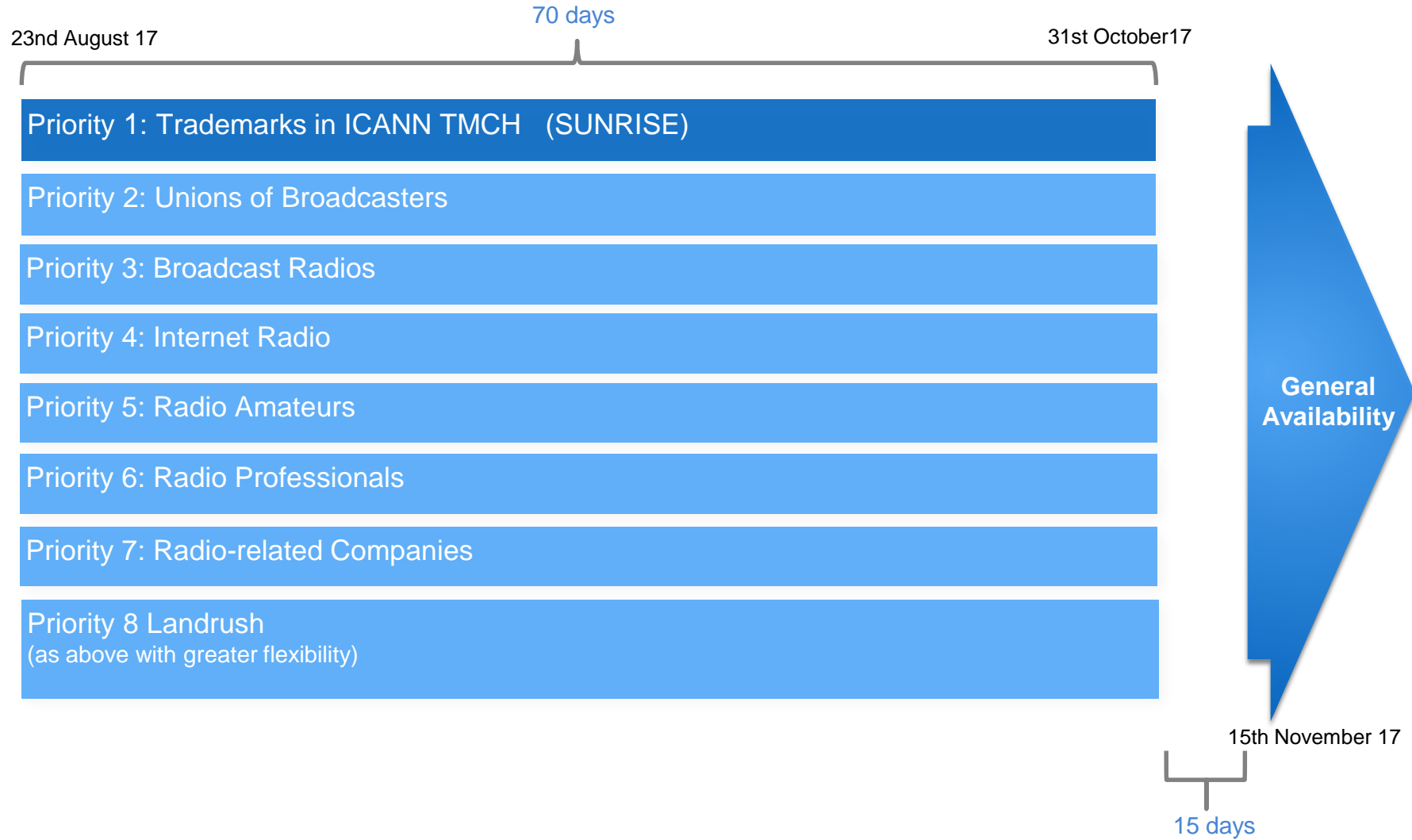


DO: After the summer break, request your dotRadio domains!





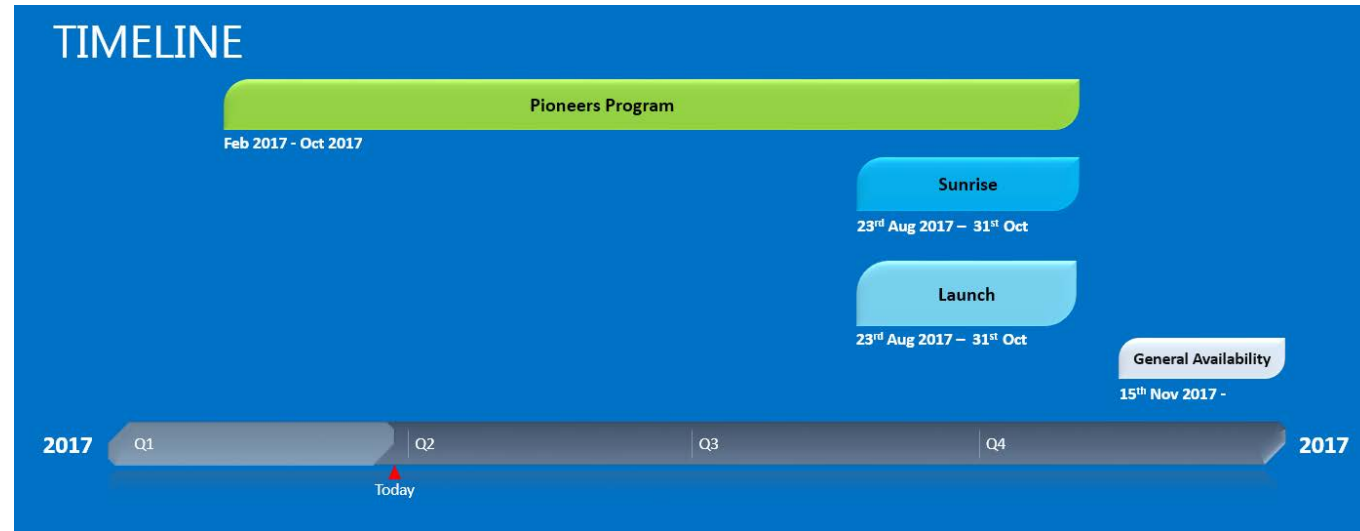
# dotRadio Launch Program



# Launch phase



During the launch, process is not 'first come, first served'.



dotRadio team will optimize domain name allocation to solve contention issues and prioritize existing radio services.

# dotRadio Pioneers



unique opportunity as the first to present products or services on dotRadio

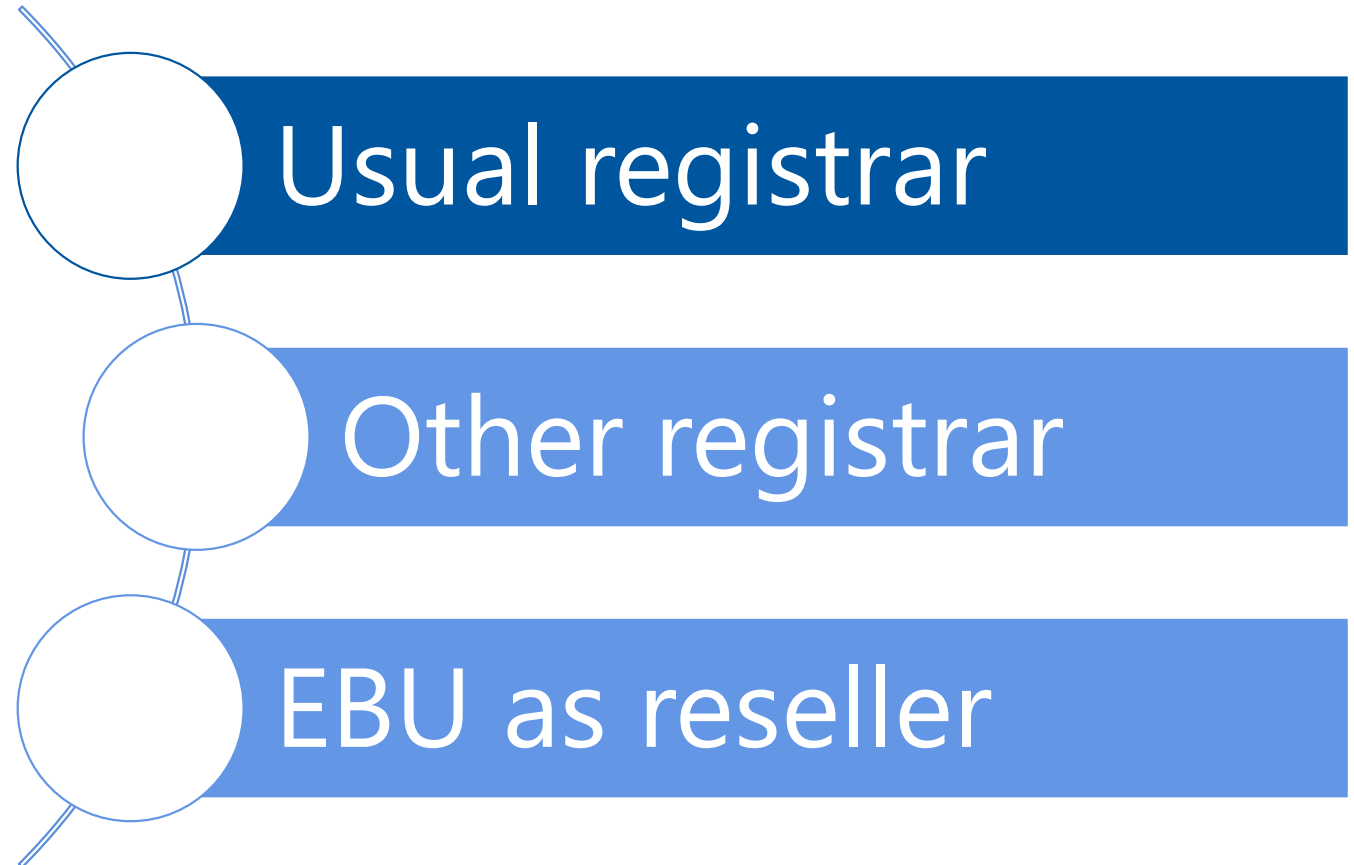
- 80 domains
- exclusive use
- based on visibility



# Register your domain

*.radio* 

To request a dotRadio domain, contact a registrar selling dotRadio domains, or EBU itself as reseller.



# Price



## TWO PRICE SCHEMES

Lower price for Individuals (~22€) :

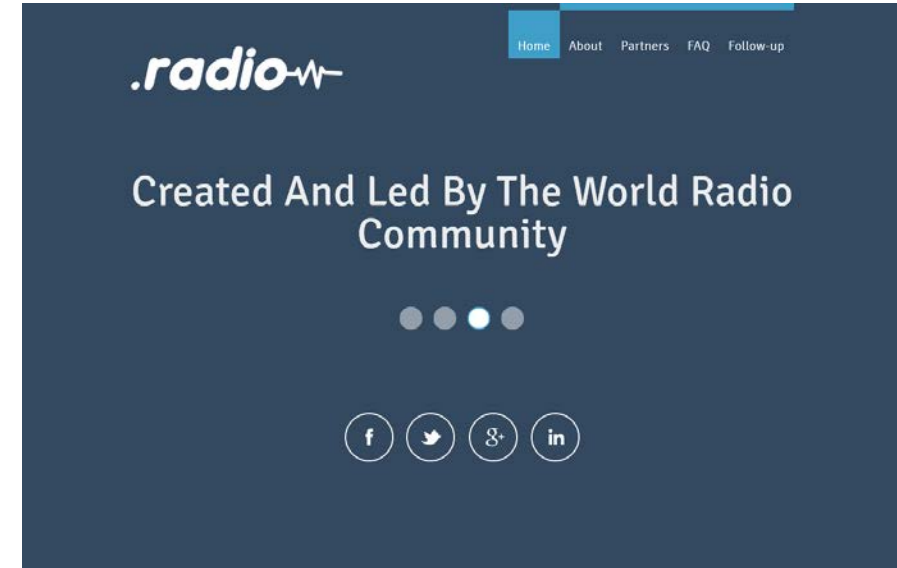
- Radio Journalists and professionals (**firstname-lastname.radio**)
- Radio amateurs (**callsign.radio**)

All other cases, corporate use: normal price (~220€)

# Follow-up



Browse **register.radio** for information and subscribe to dotRadio mailing list





**Secure your web presence by  
requesting your dotRadio  
domain(s) during the launch  
phase!**



@getdotradio

alain.artero@register.radio