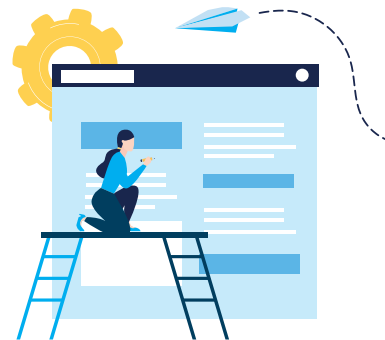




You are already the registry for an extension and want to develop its use?

Afnic can help you analyze the strengths and weaknesses of your TLD and input your strategic thinking. We help you define a marketing mix (target, price, communication, distribution, etc.) that lives up to your ambitions.



.museum

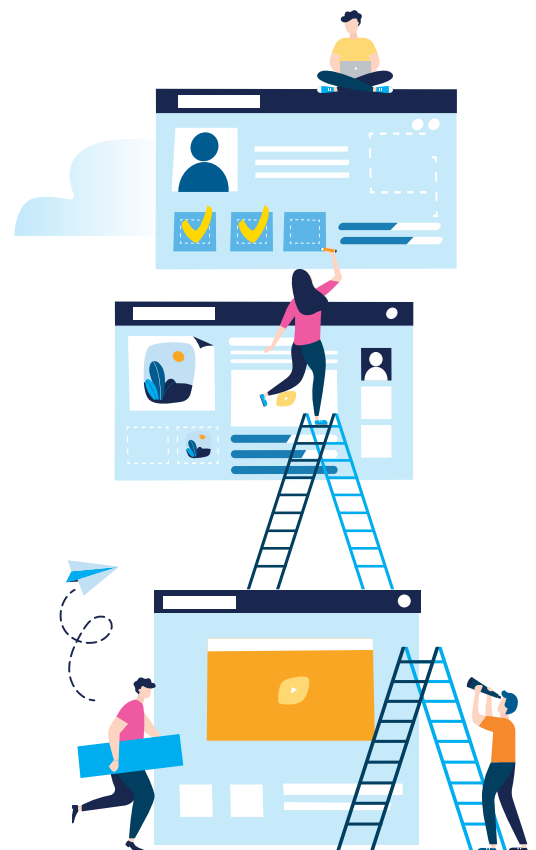
The .museum was created in 2001. Fifteen years later, only 6.7% of the domain names registered in the .museum namespace were actually used.

The Muse Doma International association asked Afnic for an audit of the extension and a market study to identify the potential for developing the .museum TLD.

Afnic carried out qualitative and quantitative studies of the .museum's installed base of domain names and its distribution network, as well as an analysis of the market and the competitive environment.

Subsequently, Afnic developed and presented various revival scenarios (opening up to other targets, changes in the allocation process, development of the distribution network, etc.).

As a result of the analysis, the customer decided to give the .museum a complete overhaul, revitalize communication with its targets, and renew the image of the extension.



AFNIC CONSEIL,

For more than 20 years, Afnic has been managing the .fr, a dynamic and trusted ccTLD, and has helped to develop a secure and stable Internet.

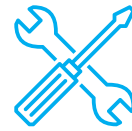
Afnic is also the leading operator of registry solutions in France. We provide support throughout the entire life cycle of Internet extensions and value chain of the registry business, relying on:



Our **experience in launching, developing and managing** 20 Internet extensions



Our **ability to support organizations** with widely differing sizes, business models and issues



Our highly **valued and recognized expertise** based on our publications and interventions in communities of experts



Our **thorough knowledge and control of the regulatory environment** including that of ICANN



Our **commitments in France and abroad** that put us at the center of the Internet ecosystem



Our **experience in managing and facilitating a network** of more than 600 retailers and partners



Our **own DNS service infrastructure, ISO 27001 certified**

Whether you represent a brand, a regional authority or a community, Afnic Conseil provides 360° support for the launch or development of your Internet extension to help you make the most of your digital namespace.



"Brands and territories that chose to have their own extension joined their pure players competitors.

Now, Oui.scnf and e.leclerc are seen as internet native brands, as well as Blablacar or Le bon coin. A TLD with your own name is a strategic asset in the battle for attention.

That is why Afnic Conseil supports all the stakeholders involved in a new TLD project. Marketing, digital, legal, IT... all players will be able to contribute to this decisive step for your brand and territory."

Lotfi Benyelles, Head of Afnic Conseil



Our experts are at your disposal and ready to support you in all your Internet projects.

www.afnic.fr

For further information, please contact Cédric Michel-Flandin :

Email : cedric.michel-flandin@afnic.fr

Telephone : 01 39 30 83 15 • 06 43 43 22 63

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