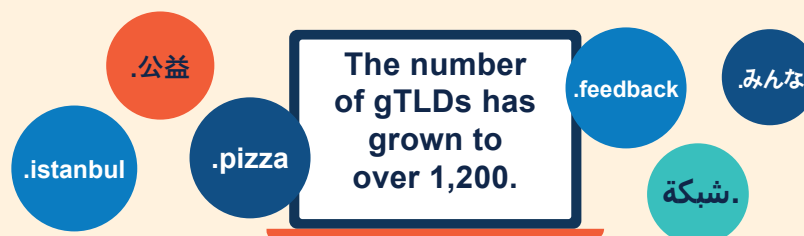


## Harness the Power of the Internet With a Generic Top-Level Domain

gTLD

### The Appeal of Digital Domains

Generic top-level domains, or gTLDs, are like exclusive realms in the Internet landscape that can be used in meaningful and innovative ways. Whether building a brand, spotlighting a geographic region or city on the world stage, or launching a business to offer domain names under a new registry, a new gTLD can be a powerful tool for commerce and communication.



### Opportunities For the Bold and the Innovative

For the first time in more than a decade, organizations around the world will have the chance to apply for a new gTLD. **The New gTLD Program: Next Round** is aimed at making the Internet more inclusive and more useful to more users.

There are a variety of ways to benefit from operating a gTLD:

- » Registry operators generate revenue through domain name registration fees.
- » Businesses can build or extend brands.
- » Entrepreneurs can create online markets for products or services.
- » Regions and governments can highlight the unique offerings and culture of their regions and promote services to their citizens and visitors.
- » Communities and businesses can expand reach through the use of local scripts.

### Making gTLDs More Attainable for Qualified Applicants

To make the New gTLD Program as accessible to as many eligible entities as possible, ICANN created the Applicant Support Program, or ASP. The ASP is intended to make applying for a new gTLD more attainable for those organizations that want to apply for a new gTLD but are unable to because of financial constraints and lack of other resources.

The ASP provides a range of financial and nonfinancial assistance for qualified applicants including access to volunteer professional services, training, and other resources, and reductions in gTLD evaluation fees. Nonprofits, intergovernmental organizations, indigenous peoples' organizations, and small businesses that make a social impact or are located in a less-developed economy are entities that are eligible to apply for assistance.

For more information, please [visit the ASP website](#).

**Find out how  
your organization  
can benefit!**

If you would like to learn more about how your organization can benefit from a new gTLD, please contact [globalsupport@icann.org](mailto:globalsupport@icann.org). More information is available at <https://newgtldprogram.icann.org/>.

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