

ROMA

Background

Since 1998, the organization that regulates the Internet (**ICANN**) has planned on opening up new “top level domain” (TLD) space in addition to general TLDs like .com, .net and .it. Now, ten years later, a comprehensive change is planned to allow several new extensions, including **city TLDs**.

Several cities around the world have already announced that they will be applying, including New York for **.NYC**, Berlin for **.BERLIN**, Hamburg for **.HAMBURG**, London for **.LONDON** and Paris for **.PARIS**.

The city of Rome, once the centre of the Roman Empire and now the keeper of an invaluable artistic heritage and a landmark destination for millions of tourists, deserves its own Internet Address. **Roma TLD Srl** intends to apply for the **.ROMA** extension in the upcoming ICANN round and manage **.ROMA** to provide any individual or business who has a connection with Rome their own **.ROMA** domain name.

The company behind .ROMA

Roma TLD S.r.l. is a Rome-based company owned and managed by entrepreneurs with a decennial experience in the domain industry established for the purpose of gaining approval to launch the new registry for the **.ROMA** top-level domain, and thereafter to register domain names using the **.ROMA** suffix. The team behind **.ROMA** has been working for years to bring this idea to life and gift the city of Rome with its own local extension.

The major supporter and driver of the project is **Massimo Ralli**, a roman MD and entrepreneur, founder and president of Roma TLD S.r.l.

Massimo is a world-recognized expert in the industry where he has been working since 1999 as the founder of **DomainsBot**, the leading company in semantic domain analysis.



Benefits of a .ROMA domain name

Roman citizens: with the introduction of .ROMA domain names, Romans and any individual with a connection with Rome will have the possibility of registering their own .ROMA domain name, such as **MarioRossi.ROMA**. A .ROMA domain name will be the link between Romans and the world, uniting and identifying everyone who cares about Rome.

Roman businesses: with a .ROMA domain name, companies based in Rome or with a branch in the Eternal City will have a quick way to connect directly with their roman customers. Rome-based companies could register their .ROMA domain, such as **CaffeSantEustachio.ROMA** to distinguish themselves as Rome companies and have a boost in their search engine listing when somebody search for a similar activity in Rome; large companies will be able to provide a direct link to their local branches (i.e. **BNL.ROMA, IKEA.ROMA**) providing a more organized service and an easier way for local customers to access their local website.

The City of Rome: Roma TLD will devolve a **significant portion of revenues** from the sale of .ROMA domain names to the City of Rome, ensuring a constant revenue stream that will help the city growth over time.

Everyone: creating Rome-based portals using .ROMA domain names will make city life easier for anyone. Looking for a nice restaurant? **Ristoranti.ROMA** will suggest one and show you the menu. Need information about today's city traffic or weather? **Traffic.ROMA** and **Weather.ROMA** will become invaluable tools. Want to travel to Rome? **Hotel.ROMA** will list city hotels for you along with customers' reviews.

Examples of .ROMA domain names

Hotel.ROMA

Colosseo.ROMA

LaSoraLella.ROMA

Ristoranti.ROMA

Traffico.ROMA

RDS.ROMA

Pizzerie.ROMA

BNL.ROMA

Trastevere.ROMA

Meteo.ROMA

IKEA.ROMA

Antiquari.ROMA

Viaggi.ROMA

Comune.ROMA

Turismo.ROMA





traffico.ROMA



hotel.ROMA



shopping.ROMA



ristoranti.ROMA

A few examples of .ROMA domain names

