

New generic TLDs

## **Key-Systems supports project for the introduction of dotMadrid**

**Press Release**

**January 26, 2010**

**On the verge of the 10<sup>th</sup> conference of the ICANN Studienkreis, the domain specialist Key-Systems announced that it, together with the international law office Estudio Juridico Serrano Internacional (EJSI) and the Spanish Internet Service Provider Dinamiq SL, will drive the implementation of an Internet namespace for the Spanish capital Madrid. The ICANN Studienkreis on the topic “Internet Governance & Domain Names: New Market Opportunities” took place in Barcelona.**

Barcelona, 10-01-26. “The application for .Madrid positions the Spanish capital as an aspirant for a new domain ending and firmly declares Madrid as a European metropolis”, emphasizes Key-Systems CEO Alexander Siffrin. Also Paris, London, Rome and Berlin aspire to have their own top-level domain (TLD). “Citizens, companies and organizations can profit by a regional ending such as .Madrid. The new domain ending would make it possible for them to perfectly express their relation to Madrid on the Internet.”

Key-Systems will be the technical operator of the registry for .Madrid. However, first the association Punto Madrid has to apply for the introduction of .Madrid to the Internet Corporation of Assigned Names and Numbers (ICANN). ICANN is responsible for the introduction of generic top-level domains (gTLDs) like .COM, .ORG or .Madrid. Internet addresses with the ending .Madrid will probably be ac-

cessible from 2011 on. Currently, ICANN is investigating the introduction of an Expression of Interest process (EOI). According to this, potential applicants for a new generic TLD will have to declare their fundamental interest in advance, so that ICANN gets an overview of the number of applicants and the recommended internet endings before applications are submitted. Information about the state of the application for .Madrid will be presented on the website [www.puntoMadrid.org](http://www.puntoMadrid.org) in the future.

Key-Systems currently manages more than 2.6 million domains. According to domain info-portals like Registrarstats.com it is one of the 15 largest domain registrars worldwide. The company with 45 employees has direct access to the registries of more than 200 country code and generic domain endings like .DE or .COM. For the last eight years, Spanish customers have been able to register and manage domains via the Spanish version of [domaindiscount24.com](http://domaindiscount24.com). As a member of the non-profit society "dotSaarland e.V.", Key-Systems engages itself for the introduction of a new TLD .SAARLAND ([www.dotSaarland.de](http://www.dotSaarland.de)) for the federal state in the southwest of Germany. EJSI is a Spanish law office located in Madrid with a strong international presence because of offices in Berlin, Rome, Milan, Lisbon and Warsaw. Dinamiq is currently one of the leading Spanish companies for the development of websites.

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##### About Key-Systems

Key-Systems GmbH located in Zweibrücken, Germany, was founded by Alexander Siffrin in 1998. The company has grown from an academic sideline to a successful international ICANN accredited registrar for internet addresses. Areas such as a fully automated reseller-system and web hosting completed the success story. Today with more than 2.6 million domains under its management, the company has reached a leading market position, selling domain names, web hosting and DNS services to customers all over the world. The latest product BrandShelter.com offers companies and institutions special services related to domain administration including services to get their own top-level domain (TLD) as this opportunity unfolds in the near future. As of May 2009, Key-Systems also has a US branch: Key-Systems USA, Inc. is located in Leesburg, Virginia.