Why did the City of Stockholm apply for a new TLD?

Better Branding

In line with brand position of the City of Stockholm as powerhouse ICT region – keeping up with global hotspots such as London, Amsterdam, Paris, Vienna and Barcelona
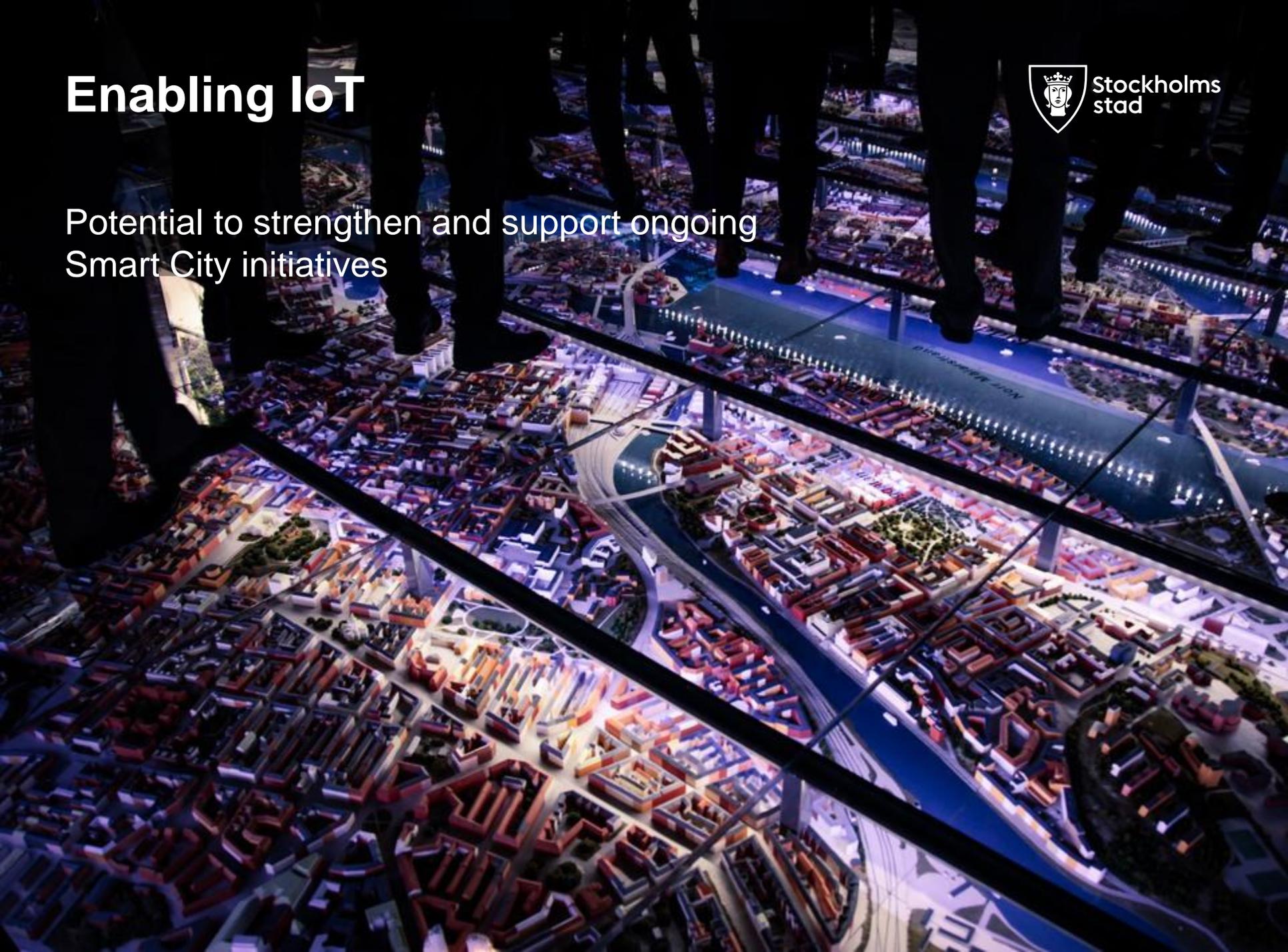
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Service to the Community

Structures the City's digital presence, simplifies access to e-services as well as secures their online environment

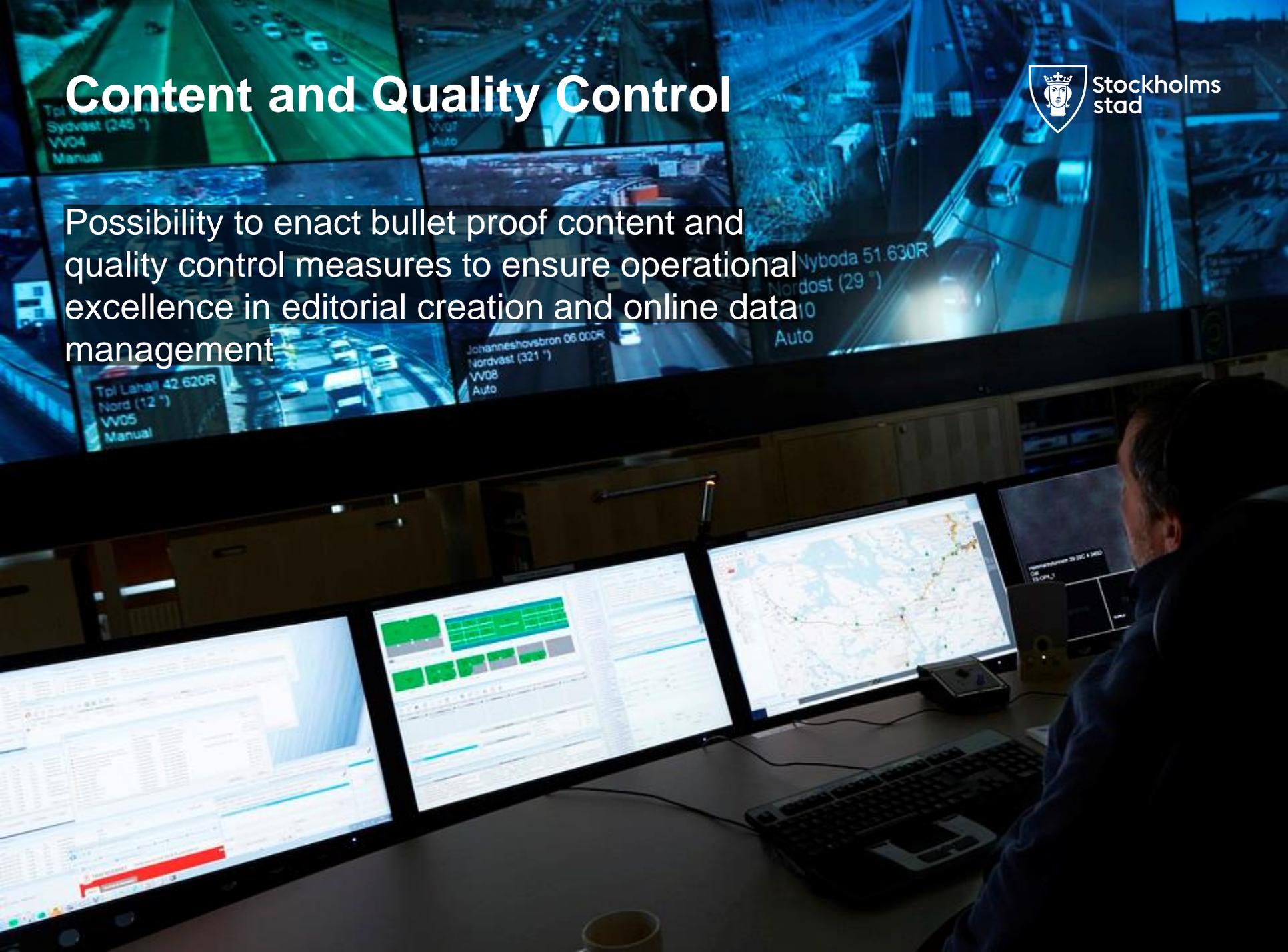Stockholms stad

Enabling IoT

Potential to strengthen and support ongoing
Smart City initiatives

Content and Quality Control

Possibility to enact bullet proof content and quality control measures to ensure operational excellence in editorial creation and online data management

Project parameters

- Launch Q1 2018

- Closed TLD

- All events owned and arranged by the city are included
  - events where the city co-hosts are evaluated individually

- Domain administration is managed by the City Office

- City corporations acquire .stockholm domains on their own via the City Office

Target groups

Prior to and after launch

- Heads of departments and CEOs of city owned corporations

- Communications managers

- City of Stockholm employees

- Partners of events where the city is co-hosting

After launch

- Citizens

- Visitors

- External parties interested in registering a .stockholm domain

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Our approach to nurturing a TLD

- Secure the right to use the .stockholm TLD

- Thorough due diligence of similar TLDs and domain eco system

- Establish connections within the domain industry

- Wait for acceptable level of infrastructure, market, and user awareness

- Establish a process and in-house competence

- Educate internal organisation regarding the benefits

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Introduction strategy

- Establish and co-create early on with heads of departments and CEOs

- Involve administrators to establish process and define tasks

- Create interest and nurture internal project ambassadors

- Establish good relations with internal and external network

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Introduction strategy

- Lock down internal launch list early on

- Be clear and specific regarding launch date
  - roll out internal promotion activities to raise awareness

- Show examples of similar TLD projects

- Co-ordinate with City website re-launch and quality initative

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Lessons learned going forward

- Overall poor knowledge among partners

- Domains not a priority and is usually outsourced

- Domains are perceived as a technical issue rather than a communications tool

- Advantages of domain strategies are not apparent for most

- Domains are perceived as something abstract and met with caution

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