Beat: Technology

-ART- New Internet Real Estate Dedicated To The Art World, To Launch In 2016

Exclusively for arts and culture sector

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USPA NEWS - UK Creative Ideas Limited (UKCI) signed an agreement with ICANN, the Internet Corporation for Assigned Names and Numbers, in late March, to launch and be the exclusive operator of the new .ART top-level domain (TLD). Launching in late fall 2016,...

UK Creative Ideas Limited (UKCI) signed an agreement with ICANN, the Internet Corporation for Assigned Names and Numbers, in late March, to launch and be the exclusive operator of the new .ART top-level domain (TLD). Launching in late fall 2016, ART is new, undeveloped Internet real estate dedicated to serving the arts and culture communities by providing the infrastructure to enhance and preserve the art industry's online presence. With more name choice, shorter names, exact match for searches, and immediate identification with the arts, the global art world will have a new opportunity to meaningfully connect to their audiences in the digital realm.

The process of securing .ART began in 2012 when UKCI submitted an application to operate .ART to ICANN, the global nonprofit responsible for regulating and overseeing the Internet's domain name policy. In 2014, ICANN expanded the number of generic top-level domains including major cities such as .nyc and .london, industry-specific domains such as .luxury and .guru; as well as brands like .axa, .bmw, and .google. Now with this new contract in place, the launch of the .ART domain will take place in late 2016.

Source : UKCI

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