

Value Proposition for .info

.info Business Case

This information is provided to help you target and educate end users of the benefits of the .info top level domain. You may use this information in whole or when creating marketing messages to your customers.

Positioning .info

The .info domain extension is the only unrestricted domain to be widely accepted as the true alternative to the existing .com, .net and .org. The .info domain space expands the Internet as a global source that fosters communication, commerce and community by reiterating the Internet's true global meaning – information for everyone, everywhere. The .info domain extension is also internationally friendly as the word “information” translates similarly across many languages.

Information drives the Internet around the world. The Internet's ability to provide easy access to virtually any kind of information is the primary customer benefit. .info domain names are available for all uses. Intuitive, easy to use, and universally recognized, they're your opportunity to reach a worldwide audience with information about you, your products, and your ideas.

.info presents an opportunity for brand managers and intellectual property specialists alike will have new ways for communicating with consumers worldwide.

Benefits statements:

- Worldwide appeal as .info is universally synonymous with information, which is a primary reason consumers use the Internet.
- For people around the globe, .info is the most intuitive and direct path to knowledge on the Web.
- .info is the first truly global domain that transcends geographic, cultural and language barriers.
- .info will give individuals a place to create and share knowledge on the issues and ideas most relevant to them.
- .info will give businesses an opportunity to diversify services and communicate directly with new audiences.
- .info will give governments and educational institutions the ability to own issues and proliferate them through the Internet.
- .info will give marketers the ability to provide information on products and services in a quick and easy to remember way.
- .info will give trademark holders a way to claim recognition of their marks and brands internationally.