

TLDcon2014



Unsere Stadt.  
Unsere Domain.

**DI Ronald Schwärzler**

CEO & Managing Director punkt.wien GmbH

# Hopes & Results

- Businessplan / Expectations
- Sunrise (TMCH & Local)
- Landrush
- General Availability (so far & expectations)

# Businessplan / Expectations

- .WIEN is privately owned and operated
- Financial & legal risks
- General goal:  
„money spent before GA must be less than money earned before GA“
- operational break even calculated at 40.000 (paid) Domains Under

Management

# Sunrise (TMCH & Local Prior Rights)

- Not a single conflict between TMCH & local prior rights
- 90% Local Prior Rights
- EUR 950 per application during Sunrise
- 500++ applications, auctions delivered < EUR 20.000

# Landrush

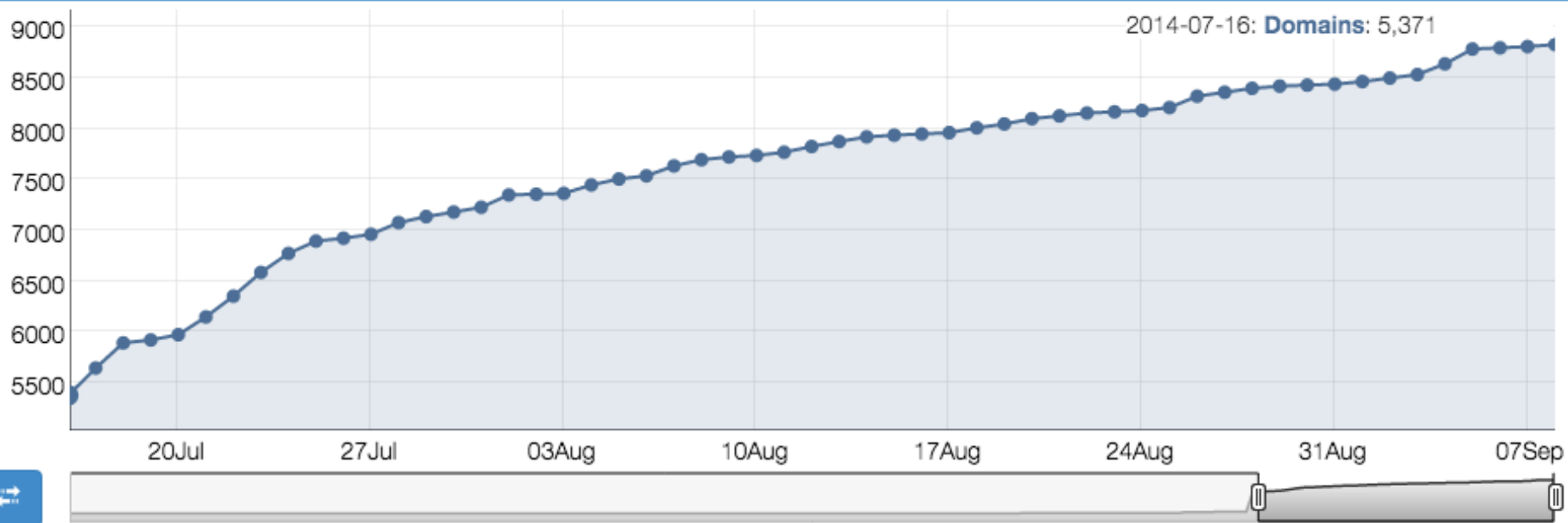
- EUR 150 per application
- 500 applications, auctions delivered < EUR 30.000
- hard to communicate

# General Availability

- No euphorical surprises, but matching low expectations
- Premium names sales > EUR 400.000
- Fixed Price sales > EUR 40.000
- Pre-GA goals met
- Operational break-even to reached in year 2 (or reduce / split costs)

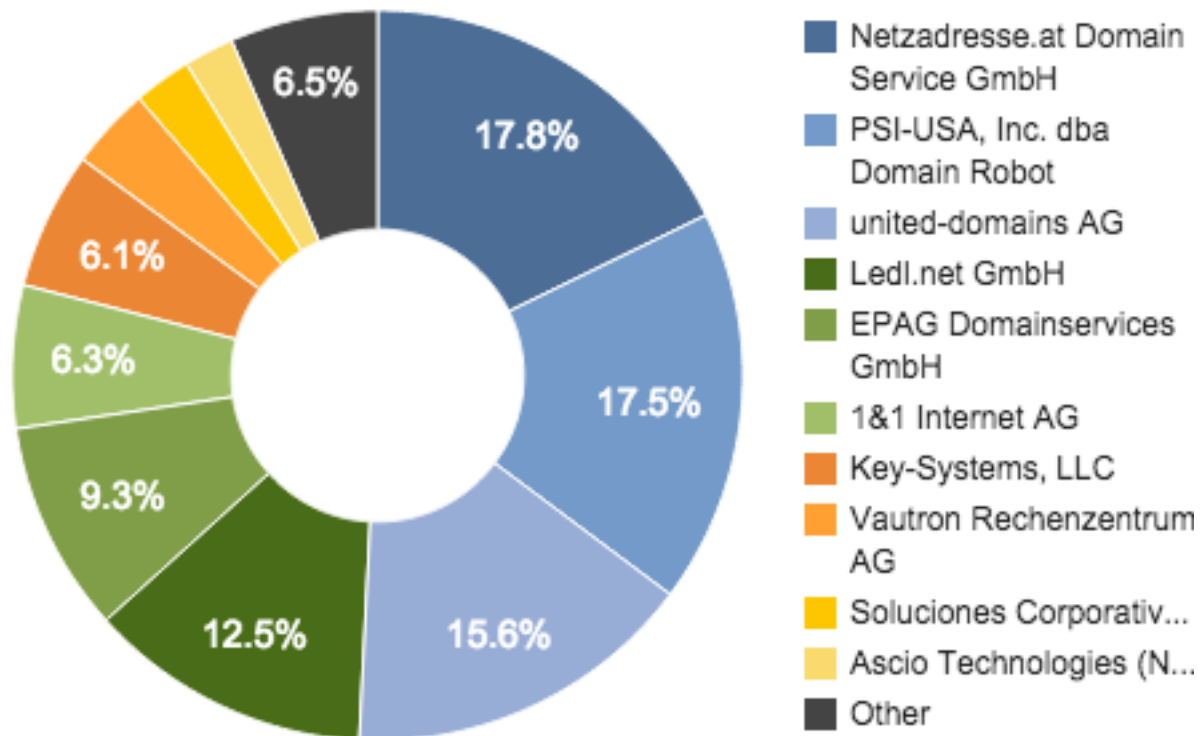
# Statistics / Numbers

## Registrations of .wien



# Registrar Distribution

## Registrar Market Shares





**Thanks for your attention!**



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# another geoTLD

