CO is the country code top level domain (TLD) delegated by ICANN to the Republic of Colombia.
Recognizing that .CO is a unique digital resource with broad global appeal, Colombia has made the ambitious step to liberalize its domain policies and to share this valuable national asset with the global Internet community.
.CO – COLOMBIA’S EVENTS

Events for SME’s:
- **Enter Forums**: 6 forums in medium cities around Colombia
- **Expo Digital**: The biggest event for SMEs and digital transformation.

Event’s for entrepreneurs:
- **Bogotech**: 4 events for digital entrepreneurs in Bogota.
- **Colombia Startup**: We are one of the main sponsors.
- **BTIC**: 13 events in small cities around Colombia to talk about digital marketing and entrepreneurship.
- **Digital Festival WebCongress**: We will be on of the main sponsor.

Events with MinTIC:
- **Colombia 4.0**: The biggest event organized by MinTIC about and for the STEAM industry with 35,000 people in attendance during a 4-day period.
- **SXSW**: We helped MinTIC expose Colombian culture and music to one of the biggest festival in the world

Women in Tech and Female entrepreneurs:
- **Women IT Summit**: 440 senior executives women working in tech companies in Colombia.
- **Latinity**: Attendees learn about women leaders and gender issues in computing and technology.
- **Geek Girls Latam**
Other special campaigns:

• **Women entrepreneurs:** During March we create special content for women and all the success case stories were about women.

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**Annual Survey about ‘Uses and Perceptions of the Internet in Colombia’:** Last year we received more than 261 free press articles mentioning .CO survey in national and regional medias (TV, press, radio and Internet)

**Content for SME’s and entrepreneurs:** Content creation twice a month to help Colombians to initiate their digital transformation. Articles are about SEO, SEM, website creation, free tools, Internet law, etc.

**Success case stories (#OrgullosodeserCO):** Each month we create and published at least 2 success case stories of entrepreneurs who use a .CO or .COM.CO domain.
Here’s what that means…

3rd level domains (mycompany.com.co) are made available to signal locally relevant business, commercial and/or other interests or presence within Colombia (now available with no domicile restrictions or requirements).

**BUT THE “Global Story” IS…**

2nd level domains (mycompany.co) are available worldwide to signal globally relevant business, commercial and/or other interests or presence.
With a Plan to Disrupt the Domain Industry – .CO Set Out to Build the First True Domain Name “Brand”
.CO – GLOBAL BRANDING EFFORTS
.CO—EXPANSION IN INDIA

What: Expanded efforts to engage and promote the .CO TLD to the Indian market. Includes on the ground efforts events and promotions.

Why: India continues to be a high-growth area for .CO and is our 2nd largest location of global website traffic.

Platforms: Dedicated market page via Facebook account and global Twitter feed for engagement.

Efforts:
• Teaser + intro video
• #BrandingSchool educational content creation
• Startup humor which resonates with local audience
• Support of female entrepreneurship efforts
Approach:

Despite just receiving MIIT approval for registration in-country, .CO has supported the startup and entrepreneur community in China for the past several years.

Activities include:

• Startup Salad partnership
• Brand Ambassador Program
• Girls’ Day/Female entrepreneurship efforts

2010: .CO Launches worldwide registrations.

2015: Concentrated on-the-ground efforts including Startup Salad, hackathons, localized website (www.yi.co), wechat and social platform outreach.

2018 (June 27): China’s Ministry of Industry and Information Technology (MIIT) approves .CO to proceed with full commercial operations in China.
EDM – Monthly correspondence with local Chinese community to promote efforts, upcoming events and celebrate .CO’ers.

Startup Salad – Partnership with salad.co in support of Chinese entrepreneurs and small businesses.

Her Dream – Local iteration of female entrepreneurship efforts including “Girl’s Day” events and promoting of female .CO’ers

Events – Include hackathons, local lunches for .CO community influencers, localized collateral to support holidays and events.

Brand Ambassador – Relationship with local Chinese business owners on a .CO domain a la Influencer Marketing style promotion and support
.CO – FEMALE ENTREPRENEURSHIP

**Be .COourageous** – Global multi platform campaign looking to inspire, motivate and celebrate female entrepreneurs and business owners.

**Promotion** – Content heavy with industry articles, educational materials and interviews with female .COers.

**Goal** – Awareness in the WIT community. Drive engagement by pushing traffic back to website and dedicated landing page for content consumption. Remessage offsite for registrations.
.CO is the domain extension that offers you a truly global, recognizable and credible option in branding your online presence.
“CO” IS MEANINGFUL AROUND THE WORLD

More than 20 Countries already use “CO” as part of their third level domain designation

.CO is One of the Fastest Growing Global TLDs

Today more than 2.2 million domains registered in 200+ countries worldwide

- **2008**: Formed company to compete to win .CO contract
- **August 2009**: Concession contract awarded
- **April 2010**: 95% of Fortune 500 register
- **March 2010**: Twitter acquired t.CO
- **July 2010**: Overstock acquired o.CO
- **February 2011**: .CO Super Bowl commercial – 110M viewers
- **July 2010**: Google acquired g.CO
- **April 2011**: Reached 1M domains
- **July 2011**: LAunched membership program
- **November 2011**: Reached 1.1M domains
- **March 2012**: Reached 1.5M domains
- **April 2013**: Reached 1.5M domains
- **January 2016**: Reached 2M domains
- **February 2011**: .CO Super Bowl commercial – 110M viewers
- **June 2011**: Reached 1M domains
- **March 2013**: Nine .COs mentioned in TechCrunch in seven consecutive days
- **September 2018**: Over 2.2 M domains

Sales and adoption of .CO will continue to grow at an accelerated pace with planned marketing investment and brand positioning
.CO is...

SHORT
MEMORABLE
SEO-FRIENDLY
AVAILABLE