

.web domain tld

History: The .web top-level domain (TLD) is a generic string that was famously won in a fierce private auction by Nu Dot Co (backed by Verisign) but remains undelegated in the root zone.

Background and Status

- **The Auction:** Nu Dot Co won the rights to the .web string for \$135 million during a private auction held in 2016.
- **The Delay:** Competitors challenged the private auction process through ICANN accountability mechanisms, stalling its official delegation into the internet's root zone.

Yes, .web has finally been officially added to the global DNS root zone database. On 22 July 2026, Verisign announced that the decade-long battle over the generic top-level domain (gTLD) has ended, with Verisign officially designated as the registry operator.

Key Details of the Launch

- **Disputes Resolved:** The legal roadblocks—including complaints filed by rival bidders through ICANN's accountability processes—were settled under confidential terms, clearing the way for the domain's root zone entry.
- **Pricing Freedom:** Unlike .com, which has strict caps on how much Verisign can charge, .web falls under ICANN's Base Registry Agreement. This means Verisign can set its own wholesale prices and sell premium names without price controls.
- **Launch Timeline:** Verisign plans to roll out .web registrations through its channel partners later this year.

Rollout and How to Get a Domain

The domain will not open to the general public right away. Verisign will use a tiered release strategy:

1. **Sunrise Period:** This initial phase is legally mandated for trademark holders to protect their brand names before public access begins.
2. **Limited Registration Period (LRP):** Verisign has stated they intend to give existing .com domain holders the exclusive opportunity to purchase the matching .web extension before anyone else.
3. **General Availability:** The extension will then open up for anyone to register online.

If you are interested, I can look into:

- How you can **prepare your trademark** for the upcoming Sunrise Period
- Monitoring tools to track when **pre-orders go live** at major registrars

Let me know what information would help you prepare for the launch.