

Press pack
Fundació puntCAT

CONTENTS

1. FUNDACIÓ PUNTCAT

- ❖ What is it?
- ❖ Board
- ❖ The Foundation's activities

2. THE .CAT DOMAIN

- ❖ What is it?
- ❖ History
- ❖ Pioneering domain
- ❖ Number of users and development
- ❖ puntCAT Observatory

3. PUBLICISING CATALAN ON THE NET

- ❖ "Webs al punt" .cat
- ❖ Browse in Catalan
- ❖ Training courses

1. FUNDACIÓ PUNTCAT

What is it?

The Fundació puntCAT, founded on 28 December 2004 based on the Associació puntCAT, is a private not-for-profit organisation without political affiliation which owns the .cat Internet domain.

As the register of the .cat domain, its purpose is to promote all kinds of activities related to the creation, management and control of the register for the .cat domain name and, in general, the promotion of the Catalan-speaking Information Society.

The Fundació puntCAT is self-financed exclusively through the sale of .cat domains. It reinvests the profits from operating the register in ensuring the continuity and viability of this domain, carrying out actions to normalise the use of the domain as well as promoting the Catalan identity and the normalisation the use of Catalan in the area of the Internet and ICTs.

Board

The current Board of the Fundació puntCAT consists of different organisations, represented by the following people:

Chairman: Mr. Ricard Huguet i Galí (FemCat)
Vice-chairman and treasurer: Mr. Lluís Rullan i Colom (Federació Llull)
Secretary: Mr. Joan Rosés i Martí (CCMA)
Board member: Mr. Salvador Alegret i Sanromà (IEC)
Board member: Mr. Josep Morell i Miró (Barcelona Chamber of Commerce)
Board member: Mr. Carles Riba i Romeva (Coordinator of the Parla Catalana Study Centres)
Board member: Mr. Ernest Marcé i Figueras (Fundació Cercle Tecnològic)
Board member: Mr. Xavier Gràcia i Lacalle (Futbol Club Barcelona)
Board member: Ms Marta Aymerich i Martínez (UOC/IN3)
Board member: Mr. Llorenç Valverde i García (ISOC-CAT)
Board member: Mr. Carles Salvadó i Usach (Ass. Catalana Enginyers Telecomunicacions)
Board member: Mr. Manel Sanromà i Lucía (as an individual)

The Fundació puntCAT's activities

- Management and control of the .cat domain register, active since 2006.
- Promotion of browsing in Catalan to increase the range and consumption on the Internet of products and services in our language.
- Annual "Webs al punt .cat" competition to give students aged between 12 and 25 from Catalan-speaking territories incentives to develop their own websites.
- Implementation and management of a free DNS service available to everyone.
- Training courses on development websites via WordPress.
- Drawing up journalistic reports on the state of the .cat domain and of Catalan on the Internet.

2. .CAT DOMAIN

What is it?

.cat is the first domain in the world to represent a language and a culture on the Internet: in this case, Catalan.



It is a generic top-level domain (gTLD) similar to .com or .org but, unlike these, it is aimed at a specific community: Catalan-speakers. A cross-sectional community formed by everyone who expresses themselves in Catalan and also those who want an address in our language.

.cat is a leading key element for publicising Catalan culture around the world. Anyone who has a website where Catalan is present can use .cat, without excluding other languages. Companies, groups or individuals who, although they do not have a website in Catalan, offer content related to our language and culture can also use .cat domains.

In the business world, .cat is a tool for doing business, making it possible to address a much better defined market and adapt messages and products to it. Currently, 57,9% of websites with a .cat domain belong to businesses or professionals.

Like all domains, it can be used for anything: websites, e-mail, ftp, etc. Under the regulations, the Fundació puntCAT cannot sell .cat domains directly, it has to do it via registrar companies. About thirty domain registrars around the world currently sell the .cat domain.

History

In about 1995, the Catalan-speaking Internet-user community – one of the most active in the world – began to wonder “Why don’t we have our own domain to represent us on the net?” Taking the opportunity provided by the assignment of domains to communities opened up by the institution that regulates Internet domains (ICANN – the Internet Corporation for Assigned Names and Numbers), on 16 March 2004 the Associació puntCAT presented the candidature of the .cat domain. It received the explicit support of 98 organisations and associations, 2,615 companies and 65,468 people from everywhere Catalan is spoken and from all sectors of culture and activity, figures never before achieved by any other candidature. This significantly contributed to the success of the bid. The .cat domain was approved by ICANN on 16 September 2005, the result of a private initiative by the Catalan-speaking community. A few days later, the contract was signed between this body and the Fundació puntCAT, which has managed the .cat register ever since. During the following months, the technical configurations were carried out which led to putting .cat on the root (basic domain server) on 21 December 2005, with the first .cat domains in the register (www.cat, domain.cat, nic.cat...). The first .cat domain to exist was tan.cat, a little joke by the Fundació puntCAT engineers as the word “tancat” means closed or completed. The technical processes and agreements with registrars accredited by ICANN were concluded over Christmas and during January.

Finally, and in record time of five months, on Tuesday 13 February 2006, the .cat “sunrise” period began, a special restricted start-up time applying to all domains, and registration applications began to be confirmed. A few weeks later, on 23 April 2006, the “sunrise” period was over and everyone could register .cat domains.

Since then, .cat has simplified the registration processes so that now everyone can have a .cat in a matter of seconds. The price of registration has also been reduced by more than 70% and new services and features have been added.

Today, .cat is a strongly growing domain, internationally recognised and valued for the quality and value of the content provided by its websites and because of the fact there are very few problems with the .cat space.

Pioneering domain

Ever since it began, .cat has been a leading domain. For more than eight years, it has been the one and only domain devoted to a culture and a language, sowing the seeds of a more useful Internet which raises the profile of communities not backed by a State using their own domains. The new cultural and linguistic domains (.gal, .eus, .bzh, .quebec, .scot...), which are coming into operation from 2014 have been inspired by the .cat domain.

In addition, the Fundació puntCAT has been concerned to offer the best domains to its community, continually implementing the most innovative technologies. The .cat domain was the first to offer IDN from the very start: that means domains can be registered with names that include special characters from the Catalan language (à; ç; è é; í; ï; l·l; ò; ó; ú; ü). This has been fully operational from the very first day. Other technologies that make .cat one of the highest quality domains in the world is the fact that IPv6 addresses (the latest Internet operating protocol) are accepted on the DNS; it offers DNSSEC (extra security for websites where electronic transactions are carried out or which deal with sensitive data, and it makes a private *whois* available to individual owners of .cat domains, and, with it, the possibility of hiding the owner's personal data without breaching ICANN regulations.

Number of users and development

In the latest figures for February 2014, .cat has gone above 72,500 registrations. During its seven years of life, it has continued to grow thanks to society's interest in having a digital identity under its own name and a gradual reduction in prices.

The average annual growth of the domain in its seven years of life is 21%, a figure that shows its consolidation. In 2012 .cat increased the number of registrations by 18%. This figure made .cat the second fastest growing domain in the world in percentage terms that year, behind only the .me of Montenegro.

On 24 January 2010, .cat broke the 40,000 domains barrier; on 19 May 2011 it reached 50,000 domains; on 30 November 2012 it achieved 60,000 and, on 5 November 2013, it got to 70,000. The growth trend is being maintained and the .cat domain also achieves annual renewal figures of more than 85%, one of the highest in the world of domains.

In 57,9% of cases, .cat websites are used by the business community, followed by organisations (19,4%), public bodies (12,1%) and individual users (10,6%).

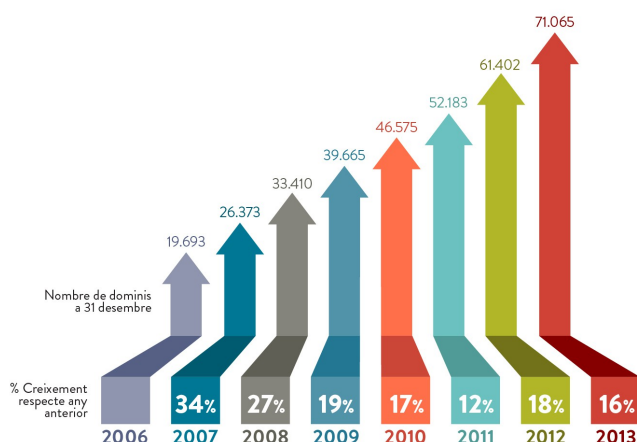
puntCAT Observatory

The Fundació puntCAT studies the state of Catalan on the net and determines the use made of .cat. Below you can have a look at the infographics from 2013 on the use and development of the .cat domain. In Catalan only. We apologise for any inconvenience.

DOMINI .CAT / CREIXEMENT *

JO SÓC
.cat

EVOLUCIÓ DEL NOMBRE DE DOMINIS .CAT



80%

TAXA RENOVACIÓ ANUAL DE DOMINIS .CAT

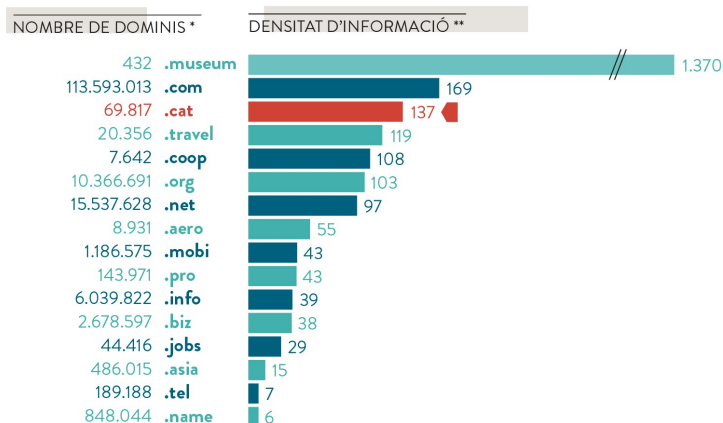
A 31 de desembre 2013

* Creixement interanual dels dominis .cat actius. Font: Fundació puntCAT

DOMINI .CAT / DENSITAT D'INFORMACIÓ

JO SÓC
.cat

DENSITAT D'INFORMACIÓ DELS DOMINIS



!
CAT ÉS EL TERCER
DOMINI AMB MÉS
DENSITAT D'INFORMACIÓ
D'ENTRE ELS DOMINIS
GENÈRICS

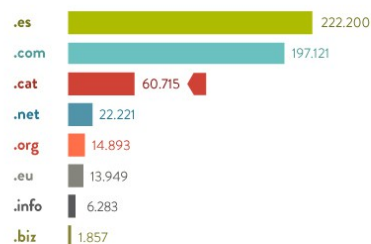
* segons Monthly Reports, ICANN, a 31 octubre de 2013 ** La densitat d'informació d'un domini mostra la quantitat de contingut que aporten els webs sota aquesta extensió. És el resultat de dividir el nombre de documents que els cercadors indexen sota un domini, entre el nombre de registres del domini en qüestió. Font: Google.cat i Fundació puntCAT.

DOMINI .CAT / PARTICIPACIÓ DE MERCAT *

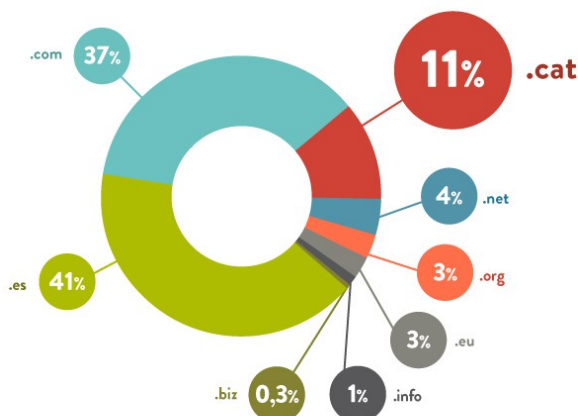
JO SÓC
.cat

DISTRIBUCIÓ DE DOMINIS A CATALUNYA

NOMBRE DE DOMINIS



PARTICIPACIÓ DE MERCAT



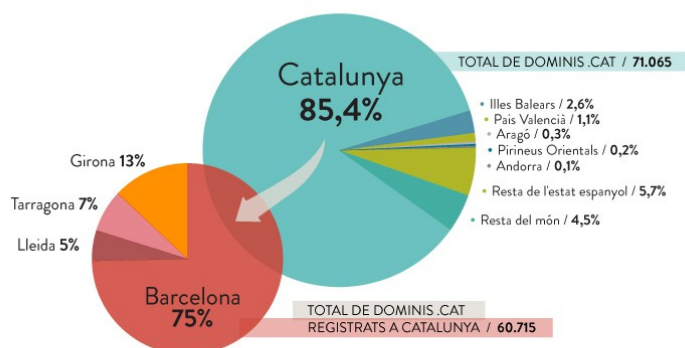
* A 31 de desembre de 2013. Font: Fundació puntCAT i Red.es

DOMINI .CAT / GEOLOCALITZACIÓ *

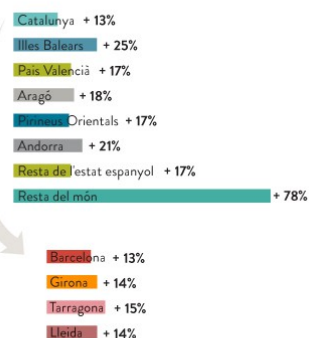
JO SÓC
.cat

GEOLOCALITZACIÓ DEL REGISTRE DE DOMINIS .CAT

EL DOMINI .CAT HA CRESCUT
UN 16% EL 2013



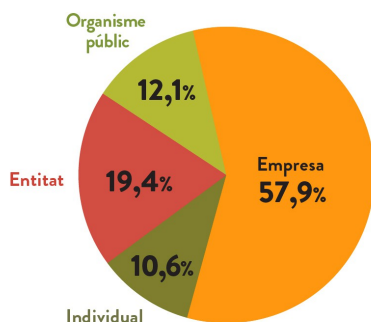
CREIXEMENT L'ANY 2013 RESPECTE 2012



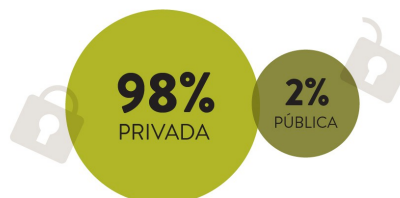
* A 31 de desembre de 2013. Font: Fundació puntCAT

SEGMENTACIÓ DELS TITULARS DE WEBS .CAT

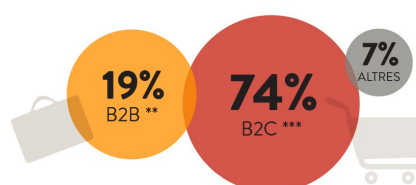
SEGONS LA FORMA JURÍDICA DEL TITULAR



DISTRIBUCIÓ D'EMPRESES PER TITULARITAT



DISTRIBUCIÓ D'EMPRESES PER MODEL DE NEGOCI



* A 31 de desembre de 2013. Font: Fundació puntCAT ** B2B: Business-to-Business («del negoci al negoci», en anglès). *** B2C: Business-to-Consumer («del negoci al consumidor», en anglès).

3. PUBLICISING CATALAN ON THE NET

In accordance with its founding purpose, the Fundació puntCAT promotes the use of Catalan on the Internet and in the new information technologies. To do this, it carries out various activities. Here are some of the most important ones:

Browse in Catalan



An initiative from the Fundació puntCAT, in cooperation with Softcatalà, promoting Internet browsing in Catalan and publicising its importance to increase the presence of Catalan on the net and normalise its use among Catalan-speaking users.

The website www.navegaencatalà.cat and a widget installed on the sites of collaborating people, organisations and businesses help make it easier to configure web browsers with the Catalan language as the default. This parameter is the one taken into account on the Internet to determine the importance and use of a language: the greater the presence of Catalan-speaking browsers, the more webmasters will consider our community. The increase in the range and consumption of products and services in our language largely depends on configuring the browsers we use every day in our language.

Webs al punt .cat



This is an annual competition organised by the puntCAT Foundation to promote the creation of websites among young people. The event is aimed at all students from Catalan-speaking territories in compulsory and non-compulsory secondary education and medium and higher level vocational training. The aim of this competition, which goes into its fourth year in 2013/14, is to encourage the creativity of the participants and incentivise knowledge of Internet tools and the correct use of the

Catalan language in the academic sphere.

The competitors take part in groups of between 2 and 5 students supervised by a teacher at the school or college where they study, who acts as tutor. In this way, the Fundació puntCAT promotes teamwork as a basic requirement in the educational sphere. The jury consists of well-known professionals from the education and new technologies sector. The first three in each category take part in the international Dot Award event, where the best websites made by students from several countries are rewarded.

Training courses

Together with domain registration companies, the Fundació puntCAT organises Wordpress courses on which students are trained to create a website from scratch, upload it to the Internet with a .cat domain and position it on search engines using SEO tools.

This promotes knowledge of new technologies and increases the presence of Catalan on the Internet.