

.CERN

Pioneering development

.CERN CASE STUDY IN BRIEF

- **Initiatives**

Re-establish itself as a pioneer of the internet and develop an international online collaboration portal for scientific discovery

- **Main models of use**

Full migration, mini sites

- **Key benefits**

Consistency, consolidation, innovation

.CERN from the home of the world wide web

The world wide web was created at CERN, so it's fitting that the organisation was one of the first to migrate its digital presence to a dot brand TLD.

Established in 1954, the European Organization for Nuclear Research (CERN) can claim the Large Hadron Collider, the Higgs boson particle and the world wide web in its list of pioneering discoveries. British scientist Tim Berners-Lee created the world's first website while working at CERN, originally to share information with colleagues, in 1989. That first website can still be visited today at: <http://info.cern.ch>.

While CERN may be the birthplace of the web, until recently it had a "poor web presence. With well over 10,000 websites, no architecture, few restrictions and nobody in charge, CERN's web is often highly and justifiably criticised," according to CERN's 2012-2016 communication strategy. This was one of the key drivers for the organisation enthusiastically embracing the opportunity of the dot brand TLD space.

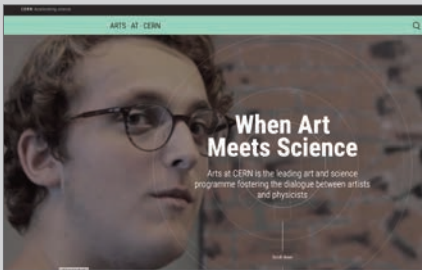


CERN has already launched a number of successful sites... including migrating its corporate website to HOME.CERN

HOME.CERN

According to Kate Kahle, Head of Editorial Content Development at CERN, the company chose to register .CERN to:

- Position the organisation as a global entity;
- Present a trusted, outward-facing, modern profile online;
- Prevent others from taking it;
- Create memorable, short URLs;
- Implement more consistent, web design elements; and
- Resource, support and maintain a more innovative web presence.



ARTS.CERN

Gateways to collaboration

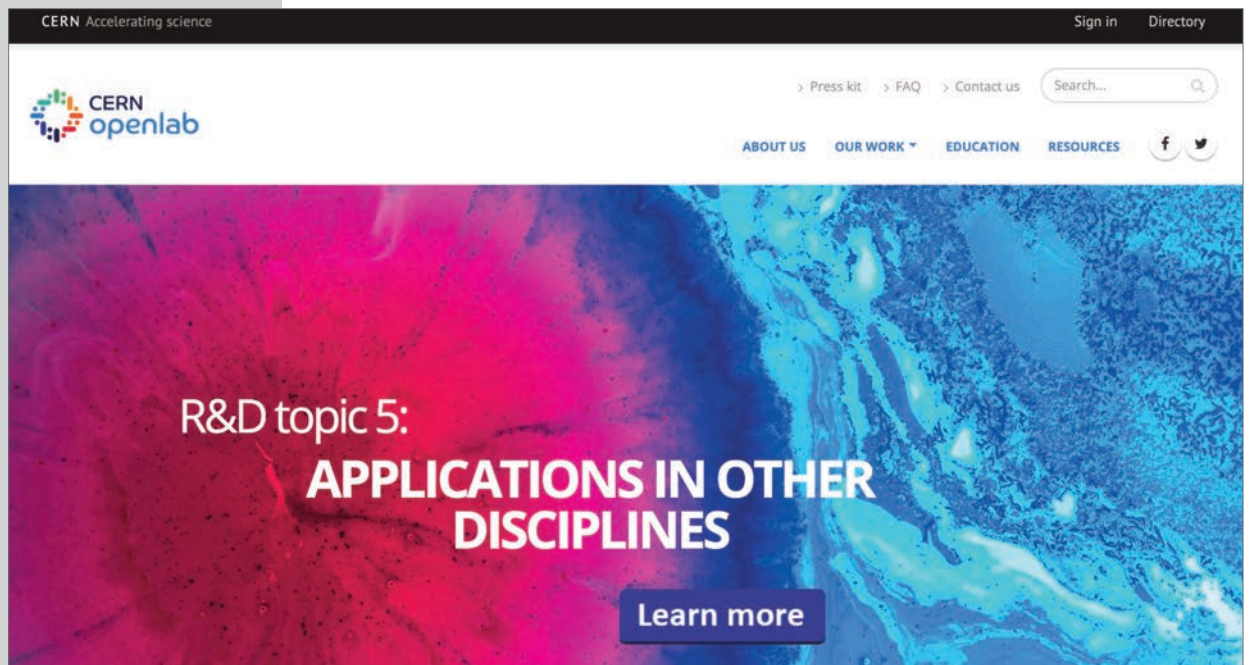
CERN has already launched a number of successful sites on this basis, including migrating its corporate website to HOME.CERN. Additional mini sites have been set up for key stakeholder groups, as with ARTS.CERN, PRESS.CERN, TEACHERS.CERN and ALUMNI.CERN, and important tools and resources, such as ATLAS.CERN, LIBRARY.CERN, JOBS.CERN and SCIENCEGATEWAY.CERN.

CERN works with more than 10,000 scientists around the world, representing 608 universities and 113 nationalities. To facilitate collaboration, both off and online, the organisation has set up a series of mini sites focused on knowledge sharing, including CMS.CERN, KT.CERN and OPENLAB.CERN.



PRESS.CERN

The organisation has also established dedicated sites for the local community, including VISIT.CERN for visitors to the facility and VOISINS.CERN ('neighbours') for nearby residents.



OPENLAB.CERN

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To read more dot brand use cases, visit: observatory.domains.

Reflecting an international profile

CERN has chosen to retain its CERN.CH registration, given its importance to internet history (<http://info.cern.ch>). As Kate Kahle explains, the two TLDs will continue to co-exist, with the .CERN functioning as the “outward-facing, official websites, the ‘shop window’,” and CERN.CH as “the stockroom”.

CERN continues to grow a strong presence for .CERN, which underlines the organisation’s international vision, and conveys the fact that its science and values transcend geographical and political boundaries.