

## **.radio Pioneers Call for Proposals**

### **Purpose of the .radio Pioneers Program**

General Registration period for the .radio domain names will begin in the last quarter of 2017. The .radio Pioneer Program offers potential .radio domain name holders the possibility to register and start using .radio domain names since February 2017, giving these Pioneer Names a period of several months of exclusivity to be the first ones to reach out the radio community with a .radio TLD. These names will also be extensively featured by the .radio Registry Operator in the .radio launch PR campaign.

The active and positive use of .radio Pioneer Names will provide their holders a unique opportunity to be among the very first to showcase their products or services to the radio community, while driving public interest and increasing awareness of the .radio TLD.

Among all eligible applications received, EBU will select and allow registration of a maximum of 80 .radio Pioneer Names

### **Call For Proposals for .radio Pioneer Names**

The publication of this document on EBU's website (<http://register.radio/>) initiates a Call For Proposals for .radio Pioneer Names open to any party which meets the eligibility requirements set forth below. Applications will be processed by the EBU team as they are being received, and those selected as Pioneers can go live as soon as all necessary measures have been adopted. EBU processing time can be estimated in 7-10 days. The official launch of the .radio Pioneers Program will occur during the World Radio Day in Shanghai 13th February 2017 and the proposals could be submitted from now.

19.06.2017

## On What Criteria will .radio Pioneer Name Proposals be Selected?

EBU will select and allow registration of a maximum of 80 .radio Pioneer Name. Such Pioneer Names will be selected by EBU from among all eligible applications. The final selection will be based upon criteria of visibility, notoriety, diversity and commitment to the promotion of the interests of the worldwide radio community, as represented by the .radio TLD. EBU will conduct a proactive promotion of the Pioneer Program among all relevant community stakeholders.

## Who is eligible to Participate in the .radio Pioneer Program?

All members of the .radio community may participate. That includes, among others, radio stations operating with a broadcasting license, radio professionals, companies that provide services and equipment for any radio broadcasting services, Internet radio operators as well as any other individual or entity developing online broadcasting activities, radio amateurs, etc.

## What are the Eligibility Requirements for the .radio Pioneer Names?

### General eligibility requirements.

The Pioneer Name applied for must comply with the general eligibility criteria for all .radio domain names. Applicant must have a nexus with the community at the time of registration and thereafter. Examples of a valid nexus are, among others, broadcasting live-streams, radio programs related content, individual radio professional activities, radio-related events, radio-related services or equipment provision and diffusion, and any other in which the registrant provides content for the benefit and advancement of the .radio community.

### Name eligibility requirements.

In addition to the above general eligibility criteria, the named applied for as Pioneer Name must be identical to the name of the applying company or

19.06.2017

individual, or a clear variation or abbreviation of said name. The Registry Operator may consider exceptions to this rule if the name applied for is connected to the activities of the Pioneer applicant and the connection is sufficiently proved in the Pioneer application.

## How must .radio Pioneer Names be Used?

Selected Pioneer Names are expected to contribute to the promotion, development and adoption of the .radio TLD. To this end, until the General Registration period begins, Pioneer Name holders will be required to:

- Set-up and maintain an active website for each Pioneer Name selected;
- Actively use such website to promote the services and/or products associated with the Pioneer Name. The website using the Pioneer Name must not redirect to other web pages.
- Retain the domain name and not transfer it to a party alien to the Pioneer contract, unless it is an affiliate of the Pioneer Name holder.

**Commitment for specific outreach activities using the .radio pioneer name will be regarded very positively by the Registry Operator in the Pioneer selection process, and will be considered as valuable in-kind contributions.**

## What is the Required Contribution to be selected as a Pioneer?

Pioneer Names are worth €10.000. EBU will consider all applications in light of the project proposed by the applicant and will select Pioneer applications on the basis of the visibility, notoriety, diversity and commitment selected Pioneers may bring to the promotion of the interests of the worldwide radio community.

**Pioneer applicants must contribute to the development of the TLD by either a financial contribution, an in-kind contribution or a combination of the two.**

19.06.2017

**The financial contribution will be significantly reduced for non-profit radio entities.**

Applicants must specify their interest in the in-kind contribution in their proposals, and they must also describe with sufficient detail in what areas the amount will be invested and how they expect such investment will benefit the visibility or public awareness of the .radio TLD.

### How will Selected .radio Pioneer Names Be Registered?

Once a .radio Pioneer Name has been selected by EBU, final registration of that Pioneer Name will be subject to:

- Prior payment of the Pioneer Fees per Pioneer Name or formal commitment previously approved by EBU to make In-kind Contributions in the promotion of the TLD; and
- Acceptance of the terms and conditions of the Pioneer Contract

Registration of the selected Pioneer Name will be carried out through an accredited registrar.

### How to Submit Proposals for .radio Pioneer Names?

EBU invites any potential .radio registrants to submit their proposals for .radio Pioneer Names. Proposals must be sent by email to

**[pioneers-program@register.radio](mailto:pioneers-program@register.radio)**

using the Application Form document.

19.06.2017