



Rio de Janeiro, November 9<sup>th</sup> 2012.

To ICANN  
Mr. Fadi Chehadé (CEO)  
Mr. Cherine Chalaby (New gTLD Board committee Chair)

Mr. Chehadé and Mr. Chalaby,

I am writing on behalf of the city of Rio de Janeiro to address our New gTLD Applied-For String .RIO. We welcomed knowing from the Brazilian delegation at the Toronto meeting that ICANN leadership took an interest in our distinctive situation.

We are concerned with the unexpected delay in the process and consequently with the delay of the delegation of this TLD. We understand that ICANN is working to deliver to the Internet community the best results, but we are concerned due to the proximity of major events that will take place in our city in the coming years.

.RIO could be a symbol of ICANN's outreach efforts: it's a geographic gTLD where the city itself applied ; a TLD from an underserved region (Latin America currently has no gTLDs and only 25 applications on this 1<sup>st</sup> round) ; a TLD that will be used only to foster public policies, not to be a commercial operation. It will bring diversity of purpose to new gTLDs.

As you probably know, we will be one of the host cities of FIFA World Cup 2014, an event of huge importance to us, and we are looking forward to welcoming soccer fans from all around the world with our hospitality. We are also getting ready to host the biggest sports event on the planet, the Olympics in 2016.

We also would like to be able to benefit all kinds of visitors to the city with .RIO domain in the events happening next year such as the Confederations Cup of 2013. Besides these sports events, we are readying ourselves to welcome all manner of other events. World Youth Day (WYD) is an example of this, an international Catholic gathering bringing thousands of young Catholics together every 2 or 3 years. The World Wide Web Conference is also going to take place in Rio de Janeiro, this conference, as you know, is an annual international conference to discuss the future of the World Wide Web.

Rio is not just a city of natural beauty, indeed the city has the potential to be one of the most popular tourist destinations in the world, alongside cities like Paris or New York, out of a infrastructure that is being improved to a world-class level.

We believe that the .RIO domain would create an identity for our city, helping us better serve both tourists and citizens. We believe that the public interest, one of the main ICANN commitments, would be better served if .RIO and similarly public-serving applications would be prioritized so their delegations could happen in mid-2013.

Sincerely,

**EDUARDO PAES**  
Mayor of the City of Rio de Janeiro