



FIBA

We Are Basketball

OFFICIAL .basketball PARTNER

GoDaddy Registry

.basketball

DOMAIN NAMES

**IT'S WHO YOU ARE.
IT'S WHAT YOU DO.**



WHAT IS .basketball?

A Top Level Domain (TLD) is the last part of a domain name - like .com or .org

Descriptive TLDs like .basketball are rapidly becoming common place as businesses and organisations move towards category specific URLs.

www.fiba.basketball

www.worldcup.basketball

www.argentina.basketball

www.championsleague.basketball

.news

.google

.com

.social

.basketball

.org

.nyc

.travel

.cars

.loans

WHY ADOPT .basketball?

It's clear

Now you can say who you are and what you do directly in your URL. No other word describes basketball better than .basketball – it's an intuitive digital identity for the sport.

It's smart

Enjoy improved search results from the higher relevancy of having .basketball in your domain. All without harming existing your search credentials. Instinctive address finding and no more guesswork between .com, .co.uk, .net etc.

You'll belong

We're bringing the sport together. We're all part of the same basketball family and .basketball is our family name. Join us and show that you're officially part of the global basketball community.

It's easy

Simply "re-point" from your old domain to your new .basketball domain to bring your new URL into play. It's that easy - nothing else needs changing.

OUR SPORT IS ALREADY USING IT.

SOME MEMBERS OF OUR GROWING COMMUNITY



PARTNERSHIP ANNOUNCEMENT

FIBA and Roar.Basketball LLC, joint partners in the .basketball Top Level Domain, are pleased to announce their new partnership with GoDaddy Registry, one of the world's most recognisable brands in the domain name space. This partnership brings together a dynamic mix of skills and world leading expertise in sports administration, sports marketing and digital innovation that will further enhance the digital identity of all Basketball stakeholders worldwide.



HOW TO GET A .basketball DOMAIN

It's easy to search and register your domain. Go to ***www.be.basketball***, register an account then search for your name and proceed to checkout.

SEARCH NOW

"The switch to a .basketball domain has improved our search ranking, given us a clear digital identity and increased the direct access to our digital properties."

*PATRICK COMNINOS
CEO
BASKETBALL CHAMPIONS LEAGUE*

