

ICANN  
Suite 330, 4676 Admiralty Way  
Marina del Rey, CA 90292  
USA

10<sup>th</sup> april 2012

Attention: New gTLD Evaluation Process

**Letter of Support for the .wien Initiative by punkt.wien GmbH**

Ladies and Gentlemen,

With about 26,800 students from Austria and abroad,  
**WIRTSCHAFTSUNIVERSITÄT WIEN** (Vienna University of Economics and Business) is the EU's largest educational institution for business and economics, business law, and social sciences.

I am Assistant Professor at the Institute of Marketing-Management and part of the faculty in our Marketing Department since 1990. My research focus lies on Service Management and Marketing, Strategic Marketing Planning, Product Innovations, New Media and Social Media Marketing. Furthermore I am Academic Director of three certificate programs: "Marketing & Sales", "Tourism & Event-Management" and "Market Research".

Our Mission Statement of the Department of Marketing: The main objectives of marketing studies are to develop theoretical explanations of market participants' behavior and to develop theory-based procedures to assist in the decision-making process in marketing management. The development of efficient problem-solving tools requires insight into the various applications in the field of marketing (e.g. retail marketing, the marketing of consumer goods, services or technology, business-to-business marketing or international marketing) and a problem-specific combination of practical and theoretical knowledge.

Therefore, I am glad to be a supporter of the .wien initiative of punkt.wien GmbH to do joint research on several subjects from the application phase, till the market introduction and diffusion phases.



This letter is to confirm that I will continue to fully support the application for .wien by punkt.wien GmbH submitted to ICANN. The .wien TLD will be used to provide a namespace for all Viennese worldwide on the Internet.

We have accompanied and supported punkt.wien GmbH and its executives closely in the development of this proposal. We will continue to support punkt.wien GmbH in developing and establishing the .wien TLD providing scientific support provided by means of surveys, case studies, consulting services, evaluations, etc.

We understand that in the event that the application is successful, punkt.wien GmbH will enter into an agreement with ICANN. In doing so, the company will be required to comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

As part of the faculty and researcher at our Marketing Department I confirm that I have the authority to be writing to you on this matter. My contact data are:

***Wirtschaftsuniversität Wien, Institut für Marketing-Management  
(Vienna University of Economics and Business, Institute of  
Marketing-Management)***

*A-1090 Wien, Augasse 2-6*

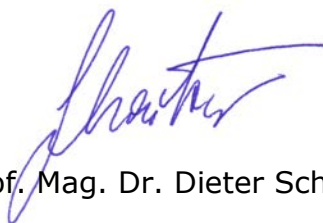
*Ass.Prof. Mag. Dr. Dieter Scharitzer*

*Tel.: +43 1 313364964, Fax: +43 1 31336732*

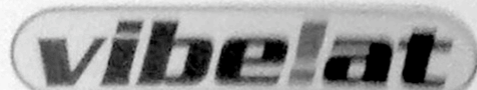
*[dieter.scharitzer@wu.ac.at](mailto:dieter.scharitzer@wu.ac.at), [www.wu.ac.at/mm](http://www.wu.ac.at/mm)*

I am glad for the opportunity to support our research activities with this application.

Yours sincerely



Ass.Prof. Mag. Dr. Dieter Scharitzer



Verein für Internet-Benutzer Österreichs

ICANN

Suite 330, 4676 Admiralty Way  
Marina del Rey, CA 90292  
USA

Vienna, 2012-04-10

Attention: New gTLD Evaluation Process

**Letter of Support for the .wien Initiative by punkt.wien GmbH**

Ladies and Gentlemen,

**VIBE!AT** (Verein für Internet-Benutzer Österreichs – Association for Internet Users Austria) was founded in 1999 to address the interests of the Internet users to government, Internet service providers and other organisations. Its main goal is to optimize cooperation between authorities, economy and the individual members of the Internet community and to strengthen intensive and free use of the Internet.

Our organization is a supporter of the .wien initiative of punkt.wien GmbH.

This letter is to confirm that our organization continues to fully support the application for .wien by punkt.wien GmbH submitted to ICANN. The .wien TLD will be used to provide a namespace for all Viennese worldwide on the Internet. We have accompanied and supported punkt.wien GmbH and its executives closely in the development of this proposal. We understand that in the event that the application is successful, punkt.wien GmbH will enter into an agreement with ICANN. In doing so, the company will be required to comply with consensus policies developed through the ICANN multi-stakeholder policy processes.

As the representative of our organization I confirm that I have the authority to be writing to you on this matter. My contact data are:

**Verein für Internet-Benutzer Österreichs (VIBE!AT)**  
1070 Wien, Westbahnstrasse 46/1A  
ZVR-Zahl: 432779097

Peter Kuhm  
Member of the Board, Secretary  
info@vibe.at, <https://www.vibe.at>

Thank you for the opportunity to support this application.

Yours sincerely

Peter Kuhm

