

Tuvalu's .tv Domain Licensing — Turning a Two-Letter Country Code into a National Revenue Engine

City Innovation Library · Good practice · Tuvalu

Quality score: 48/100

Evidence strength: Moderate

Summary

Tuvalu turned its accidental '.tv' internet domain into a major public revenue stream: a Verisign licence paid about US\$5m/year (roughly 8% of GNI) until a re-tendered 2021 GoDaddy contract doubled it to US\$10m/year, funding one of the world's smallest economies.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	0/3
Scalability	1/3
Sustainability / continuity	2/3
Innovation	2/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-27

[Government of Tuvalu — Ministry of Finance / Tuvalu Telecommunications Corporation](#) — accessed 2026-08-27

[ABC Pacific — Tuvalu strikes digital gold with new .tv domain deal](#) — accessed 2026-08-27

[The Register — The rights to .tv are up for grabs](#) — accessed 2026-08-27

[Wikipedia — .tv \(history and references\)](#) — accessed 2026-08-27

Cite this — Evidoria. *Tuvalu's .tv Domain Licensing — Turning a Two-Letter Country Code into a National Revenue Engine*. Persistent ID: 7cb66fb2-e7d7-4032-8331-626f7bd254ef.