

1. .GAMING focuses on the act of gaming itself — playing, streaming, competing, developing, and engaging in interactive entertainment across consoles, PCs, and mobile devices — rather than the notion of a single game or games as static products.

While registrations would be open without restriction, the .GAMING namespace is expected to attract those engaged in the activity of gaming: players and competitive teams, streamers and content creators, developers and studios building new play experiences, tournament and league organizers, hardware manufacturers, and the media that covers the activity.

Related activities already carried out (or planned for launch) include: registry service provider evaluations, technical readiness for DNS stability and DNSSEC, IDN support, and ensuring providers meet benchmarks for resolution stability and query response time. Required rights protection mechanisms will include the Trademark Clearinghouse, Uniform Domain-Name Dispute-Resolution Policy (UDRP), and Uniform Rapid Suspension (URS).

Having served a decade as Registry Operator for the .CAM gTLD, we have gathered extensive experience in registry operations, registrar communication, user awareness campaigns, and TLD promotion. We will leverage this expertise to make .GAMING a success. It is a priority to offer best practice operations, best-in-class technical infrastructure, and full compliance with Registry Operator policy. All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards. To further protect registrants and internet users, we work alongside trusted DNS services like CleanDNS for spam handling, registry-lock services, and rapid takedown mechanisms to respond to malicious use.

Communication with Registrars will commence as soon as possible to raise awareness, and ensure an effective launch of the .GAMING TLD. Registration would be open on a first-come, first-served basis following extensive Sunrise and Landrush periods giving existing intellectual property rights owners the opportunity to secure and protect their names ahead of the general public. Followed by the outreach to gaming industry associations and esports organizations for the development of a .GAMING usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .GAMING is to provide a dedicated namespace for the global activity of gaming — the act of playing and engaging in interactive entertainment rather than a single product category. The growth of live-streamed esports tournaments, the rise of indie game development platforms, and the ubiquity of mobile play underscores the need for a namespace dedicated to gaming at scale.

This purpose is sustainable because gaming as an activity is a dominant global pastime with consistent growth across platforms and demographics. The widespread adoption of platforms

such as Twitch, Steam, ESL, Unreal Engine, or Unity by millions of players and developers demonstrates ongoing demand for a dedicated namespace.