

1. .UWU represents the popular internet emoticon (uwu), used to express cuteness, warmth, happiness, or affection in online culture — the universal expression of kawaii aesthetics and wholesome internet community.

While registrations would be open without restriction, the .UWU namespace is expected to attract communities and creators rooted in kawaii culture, wholesome content, and positive online expression. These include anime and manga fan sites and communities; kawaii-themed artists and illustrators; wholesome content creators and positivity blogs; VTuber fan communities; and cozy game communities.

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 .UWU 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 .UWU 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 kawaii culture and wholesome creator communities for the development of a .UWU usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .UWU is to provide a playful, recognizable namespace for cuteness, warmth, and positivity in online culture — from kawaii aesthetics and anime communities to wholesome content and emotional expression. The explosive growth of VTubers and global anime audiences, alongside the increasing demand for positive online spaces, underscores the need for a namespace dedicated to warmth and cuteness.

This purpose is sustainable because kawaii aesthetics and wholesome content communities are enduring global movements. Real-world examples such as Hololive VTubers, Crunchyroll anime

streaming, Sanrio brands, and Discord community servers demonstrate sustained demand for spaces dedicated to cuteness and positivity.