

1. .CONNECT evokes the act of linking, joining, or establishing relationships between people, devices, networks, or ideas. The string suggests connection, connectivity, networking, and integration.

While registrations would be open without restriction, the .CONNECT namespace is expected to attract entities that establish, facilitate, or signify relationships across personal, professional, and technical domains. These include social and professional networking platforms; IoT device manufacturers and connectivity service providers; telecommunications companies; community groups and membership organizations; event and conference organizers; and any entity seeking to build or signify a relationship.

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 .CONNECT 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 .CONNECT 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 networking and connectivity industry associations for the development of a .CONNECT usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .CONNECT is to provide a dedicated namespace for establishing and signaling relationships — whether between people, devices, organizations, or ideas. The explosive growth of social networks, IoT devices, and remote collaboration tools underscores the demand for a namespace centered on connection.

This purpose is sustainable because connectivity is foundational to modern life and continues to expand across personal, professional, and technical domains. The widespread adoption of platforms like LinkedIn for professional networking, Zoom and Slack for remote collaboration, and the global expansion of IoT ecosystems demonstrates persistent and growing demand for digital connection, supporting a dedicated namespace for relationships and integration.