

1.OMG is an acronym for "Oh My God" or "Oh My Gosh" a universally recognized internet exclamation expressing surprise, shock, excitement, or amazement — widely used across internet culture and entertainment.

Intended registrants respectively users would include viral content creators and meme pages; entertainment and comedy websites; news outlets covering surprising stories; and marketing campaign landing pages for big reveals. General registration would be open on a first-come, first-served basis.

Related activities that have been carried out, or will be carried out will in time of launching the .OMG TLD, include registry-provider selection and technical readiness testing for DNS stability, DNSSEC, and IDN support.

During the first 10 years as Registry Operator for the .CAM TLD, extensive and valuable experience has been gathered related to Registry operations, Registrar communication and management, as well as running campaigns to raise user awareness, and incentivizing promotion of the TLD. These competencies will be used to make .OMG a success.

Further activities that will be carried out include making sure the registry services provider would meet benchmarks for DNSSEC, resolution stability, and query response time. Required rights protection mechanisms would include the Trademark Clearinghouse, Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension (URS). Then the outreach to viral content creators and entertainment media networks for the development of a .OMG usage.

It is a priority to offer best-practice operations, best-in-class technical infrastructure, as well as always being compliant with Registry Operator policy. Protection of registrants and internet users would be given further priority through CleanDNS for spam handling, registry-lock services, DNSSEC, and rapid takedown during malicious use.

Communication with Registrars will commence as soon as possible to raise awareness, and ensure an effective launch of the .OMG TLD. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .OMG is to provide a playful, high-energy namespace for content and experiences designed to surprise, delight, or amuse audiences — instantly recognizable and inherently shareable. The viral nature of internet content and the consistent use of surprise in marketing and entertainment underscore the need for a namespace dedicated to moments that make people react.

This purpose is sustainable because surprising, entertaining, and shareable content is a fundamental driver of internet engagement. The widespread adoption of platforms such as BuzzFeed, TikTok, YouTube, and Twitter demonstrates sustained demand for content that sparks reaction and sharing.

All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards.