

1. CULTURE represents the arts, music, language, cuisine, customs, traditions, and achievements of a particular group or society — the full spectrum of human expression and heritage.

While registrations would be open without restriction, the .CULTURE namespace is expected to attract entities rooted in cultural expression, heritage, and the arts. These include cultural institutions such as museums, galleries, and theaters; artists, musicians, and performers; festival and event organizers; language and heritage preservation groups; cultural tourism operators; and digital platforms for cultural content.

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 .CULTURE 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 .CULTURE 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 cultural sector associations and heritage organizations for the development of a .CULTURE usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .CULTURE is to provide a dedicated namespace spanning the full spectrum of human culture — music, visual arts, language, cuisine, traditions, and digital expression. The global rise of music streaming and cross-border festival circuits, alongside the digitization of museum and library collections, underscores the need for a namespace dedicated to culture. It is sustainable because culture is foundational to human identity and is not fixed — it is shaped by time, place, and context, adapting continuously across media. The widespread adoption of platforms such as Spotify, Google Arts & Culture, UNESCO heritage listings, and digitized museum collections demonstrates ongoing demand for digitization and for a namespace.