

1 .CREATE is the verb form of "creation," meaning to bring something into existence from imagination — whether a work of art, a piece of software, a business, a brand, or any new digital or conceptual entity. The string embodies the act and aspirational sense of making something new, spanning digital content production, artistic expression, software development, entrepreneurship, and brand-building.

While registrations would be open without restriction, the .CREATE namespace is expected to attract entities engaged in creation across digital, artistic, and entrepreneurial domains. These include digital artists, musicians, writers, filmmakers, and photographers; content creators and digital influencers; software developers, game designers, and app makers; startup founders and entrepreneurs; educators and online course creators; creative agencies and design studios; and brands in the creative software and tools space.

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 .CREATE 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 .CREATE 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 digital creator communities for the development of a .CREATE usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .CREATE is to provide a dedicated namespace for the global creator economy — a home for individuals and organizations who bring ideas into existence. The rise of creator platforms and the increasing accessibility of digital tools have enabled millions to produce and distribute their own content, software, and goods.

This purpose is sustainable because the creator economy continues to grow across digital platforms, AI-assisted tools, and direct-to-audience models. The widespread adoption of platforms like Patreon, Substack, YouTube, and Shopify by millions of creators demonstrates ongoing demand for a dedicated namespace that signals creation at a glance.