

1 .PREMIUM represents superior quality, luxury, exclusivity, and prestige — the universal signal that products, services, or experiences are a cut above standard options.

While registrations would be open without restriction, the .PREMIUM namespace is expected to attract entities offering or representing superior quality at the brand level, across their entire range of products and services. These include luxury brands and high-end retailers; premium subscription services and membership programs; fine dining, wine, and spirits merchants; travel and hospitality premium offerings; and software companies with premium subscription tiers.

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 .PREMIUM 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 .PREMIUM 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 luxury brand networks and premium service industry associations for the development of a .PREMIUM usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .PREMIUM is to provide a dedicated namespace for high-quality, luxury, and exclusive goods, services, and experiences. Unlike .MAX, which points to the maximum tier within an existing product range, .PREMIUM signals superior quality across the entire offering, from entry-level to flagship. The growth of premium subscription tiers across every digital industry and the global expansion of luxury markets underscores the need for a namespace that signals superior quality at the brand level.

This purpose is sustainable because the premium tier business model is a core revenue strategy across industries. The widespread adoption of premium subscription tiers in streaming services, luxury hospitality chains, and high-end consumer goods demonstrates sustained demand for premium positioning across sectors.