



July 31, 2026

New Generic Top-Level Domain Program
Internet Corporation for Assigned Names and Numbers
12025 Waterfront Drive, Suite 300
Los Angeles, California 90094

Re: Support for Avax Naming Limited's Application for the .avax Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of **The Arena, a SocialFi application on Avalanche where creators connect with, engage, and monetize their audiences**, in support of **Avax Naming Limited's** application for the **.avax** community generic top-level domain.

1. Our Role in the Avalanche Community

The Arena is an active participant in the Avalanche ecosystem. We serve **users, creators, and ecosystem participants** and support the continued growth, adoption, and development of Avalanche.

Through this role, we interact with and support a meaningful segment of the Avalanche community.

The Arena serves over 220,000 monthly users across the ecosystem.

2. Support for .avax

We support the recognition of **.avax** as the Avalanche community's ICANN-administered domain space. The **.avax** string is a natural and established identifier for the Avalanche community, and its delegation as a community top-level domain would provide Avalanche developers, applications, users, and ecosystem participants with a trusted namespace in the global DNS.

We also support **the Avalanche Foundation's** endorsement of **Avax Naming Limited** as the applicant and ICANN operating partner for **.avax**.

3. Community Benefit

A community-aligned **.avax** TLD can help strengthen the Avalanche ecosystem's identity layer by connecting community-native applications, naming, wallets, users, and other ecosystem participants with the established DNS.

We believe this will benefit the Avalanche ecosystem by supporting discoverability, trust, interoperability, and community-aligned use of the **.avax** namespace.

As a marketplace serving creators, collectors, and digital asset users in the Avalanche ecosystem, we believe .avax can provide an important DNS identity layer for participants building and transacting within the community.

For these reasons, **The Arena** supports **Avax Naming Limited's** application for the **.avax** community gTLD and urges ICANN to approve the application.

Sincerely,


Jason Desimone

Founder & CEO

The Arena