

.agnt Mission and Purpose

“AGNT”, which has no literal English meaning and is pronounced letter by letter as “A-G-N-T” (/eɪ dʒiː ɛn tiː/), is an identifier for the ecosystem of artificial intelligence technologies. Kingfish LLC, the applicant for the “.agnt” gTLD (the “Registry”), will serve the global community that builds, deploys, and relies on artificial intelligence technologies.

Industry analysts valued the artificial intelligence technologies (AI) market at roughly USD 7 to 8 billion in 2025 and project compound annual growth exceeding forty percent, with multiple forecasts placing it well above USD 100 billion within the next decade. AI is among the most consequential shifts in computing today. AI is moving from research demonstrations into production across customer service, software development, finance, logistics, and scientific research, and analysts at Deloitte Consulting estimate that the share of organizations using AI will roughly double between 2025 and 2027. Yet the namespace variety available to this community has not kept pace: the short, category-defining domains that developers and companies prize in generic extensions are largely exhausted, leaving new entrants without a natural home that signals what they build. The .agnt Registry is built to close that gap. It gives developers and companies a concise, brandable address that immediately signals participation AI ecosystem — with a memorable namespace referred to as “dot A-G-N-T.”

INTENDED REGISTRANTS AND USERS

Though .agnt will be an open, generic top-level domain, intended registrants include, among others: (i) AI developers and engineers; (ii) startups and established companies offering AI products, platforms, and services; (iii) AI marketplaces; (iv) providers of the tooling, frameworks, and infrastructure on which AI runs; and (v) researchers, educators, open-source projects, and communities advancing the AI field, along with enterprises deploying AI internally. Users will include these registrants and the customers, partners, and end users who interact with them.

ACTIVITIES TO ACHIEVE THE PURPOSE

The Registry will operate as an open top-level domain with: a Sunrise phase for trademark holders; a Landrush phase; tiered pricing that keeps individual registrations affordable while discouraging misappropriation of strings associated with established institutions; anti-abuse monitoring aligned with the ICANN DNS Abuse Framework; and coordinated outreach to advancement offices and international higher-education networks. Names will be distributed through the ICANN-accredited registrar channel.

SUSTAINABILITY OVER TIME

Sustainability rests on three durable pillars. First, the AI sector is expanding rapidly — analysts project sustained growth well into the double digits annually — so each year adds new companies, projects, and developers to the addressable base. Second, both brand and project registrants exhibit long tenure: organizations retain the domains that anchor their identity and their services, supporting strong renewal rates. Third, the Registry is capitalized to operate .agnt for the full contractual term even under conservative demand scenarios. Surplus revenue will be reinvested in abuse mitigation, Universal Acceptance, and community outreach, reinforcing the long-term value of the namespace to the community it serves.
