

.robot Mission and Purpose

"Robot" is the standard term for a physical machine designed to perform programmed or automated tasks. Kingfish LLC ("Kingfish" or the "Registry"), applicant for the ".robot" gTLD, will serve the global science and technology sector of organizations and individuals engaged in robotics research, design, and engineering, and the education, standards, supply-chain, and commercial activity that supports them by providing a dedicated namespace for these groups.

The robotics community is among the fastest growing technical and commercial communities in the world. Robotics initiatives have been established globally, collectively committing tens of billions of dollars in public and private funding. The academic base is substantial and long established. The commercial layer spans industrial automation companies, mobile and humanoid robotics developers, sensor and actuator manufacturers, and robotics-focused component and materials vendors. Around these sit the field's many professional and creative constituencies.

Robotics science is open and internationally collaborative, and the institutions and businesses built around it are numerous and geographically dispersed across academia, government, and industry. However, there is no intuitive and unified TLD for them. The .robot Registry is built to close that gap. It gives these constituencies a durable, portable digital identity in a namespace. A dedicated .robot namespace will allow research institutions and national programs to establish coherent, verifiable identities; allow robotics companies to be discoverable; allow standards bodies, consortia, and educators to build durable brands; and allow commercial service providers to reach the robotics audience directly.

INTENDED REGISTRANTS AND USERS

Though .robot will be an open, generic top-level domain, intended registrants include, among others: (i) researchers, engineers, and educators working in robotics science and technology; (ii) universities, national laboratories, research institutes, and robotics research groups; (iii) companies developing robotic hardware, sensing, autonomy, and control products; (iv) standards bodies, industry consortia, professional associations, and national robotics initiatives; and (v) service providers whose work materially serves the robotics community, including component manufacturing, systems integration, fabrication, and other supply-chain participants, as well as conference organizers, specialist publishers, investors, and workforce-training providers. 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 robotics 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 population of robotics science and technology individuals, institutions, and companies is growing rapidly each year, adding to the addressable base. Second, robotics science and technology individuals, institutions, and companies operate on multi-year planning horizons, supporting strong renewal rates. Third, the Registry is capitalized to operate .robot for the required 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 robotics science and technology community it serves.
