

Mission and Purpose: Supplementary Statement

.anime

Toei Animation Co., Ltd.

Attachment to Question 133

1. Purpose of This Document

This statement supplements the response to Question 133. It restates the mission of .anime; identifies the community the namespace will serve and its intended registrants and users; explains why a dedicated namespace is needed; and describes the existing and planned activities that will support the mission and the principles under which the namespace will be operated. Sources for the factual statements below are listed in Section 8.

2. Mission and Intended Public Benefit

As described in the text response to Question 133, the mission of .anime has two components: to establish the Anime Industry Community's own namespace, and to make legitimate distribution recognizable to audiences at the domain-name level. This attachment explains why the mission is needed and how the Applicant intends to carry it out.

The intended public benefit follows directly from these components. Audiences will be able to recognize verified industry sources at the domain-name level. Rights holders will gain a signal based on documented eligibility rather than assumption. The community will gain a namespace that conveys meaningful information about the entity behind a site and its connection to the registered name.

3. The Community Served, and the Terms of Access

The Anime Industry Community, as defined in the response to Question 132, comprises the companies and organizations that create, produce, finance, distribute, broadcast, license, merchandise, or protect Japanese-origin anime, and the industry associations that represent and support them.

The community is organized through multiple bodies described in the response to Question 136. The Association of Japanese Animations ("AJA") is the principal anime-specific organizing body for the production core and general industry interests. The Japan Merchandising Rights Association ("JAMRA") represents merchandising-rights functions, and the Content Overseas Distribution Association ("CODA") coordinates content protection and legitimate international distribution. Their activities encompass the principal segments through which anime is produced, financed through production committees, distributed, broadcast, streamed, licensed, merchandised, and protected.

Intended Registrants and Users

Intended registrants are companies and organizations satisfying the published eligibility criteria. They include production companies, production-committee participants, distributors, broadcasters, licensed platforms, licensing and merchandising businesses, rights-management bodies, and the industry associations that represent and support them.

Intended users include audiences worldwide and the business partners, licensees, buyers, and other counterparties that need to identify industry participants reliably.

Community membership is held by companies and organizations. Individual creators participate through the entities that employ, commission, or represent them. Audiences are the public the namespace will serve rather than its registrant base.

Equal Access and Responsible Stewardship

The Applicant will not operate .anime as a proprietary or exclusive-use namespace. Three principles define the terms of access.

- i. **Eligibility does not depend on association membership.** A specialty studio belonging to no industry association may qualify through its production credits and business records on the same terms as the largest member of AJA.
- ii. **Eligibility does not depend on a relationship with the Applicant.** Every entity satisfying the published criteria may apply on the same terms, including the Applicant's competitors.
- iii. **Eligibility is assessed against published criteria.** Eligibility is determined from records arising in the ordinary course of business. The criteria ask whether a prospective registrant can document the required legitimate activity, rights, authorization, or industry connection, not whether it is affiliated with or preferred by the Applicant. The registry validation process will assess the evidence submitted by each prospective registrant against the published criteria.

The Applicant's objective is the integrity and continuity of the namespace rather than the maximization of registrations, and it will operate .anime for the community's benefit rather than solely for its own corporate interests.

4. Why a Dedicated Namespace Is Needed

The Community's Need for a Dedicated Verified Address

The community's online presence is distributed across namespaces that provide no information about a registrant's relationship to anime. The community's own institutions illustrate the issue:

- Association of Japanese Animations: aja.gr.jp
- Japan Merchandising Rights Association: jamra.org
- Content Overseas Distribution Association: coda-cj.jp
- AnimeJapan: anime-japan.jp
- Tokyo Anime Award Festival: animefestival.jp
- Toei Animation: toei-anim.co.jp

These six institutions of one organized industry use four different suffixes. Those domains identify a general organizational or geographic category, but none verifies a relationship to the Anime Industry Community or an entitlement to use the registered name.

Member companies are distributed still more widely across .com, .jp, .co.jp, .tv, and other namespaces. From the name alone, a visitor generally cannot determine whether the entity behind it has any relationship to the industry or an appropriate connection to the title, character, franchise, brand, or service appearing in the name.

Documented Harm and the Limits of Enforcement

A CODA survey commissioned by the Ministry of Economy, Trade and Industry and published on 26 January 2026 estimated 2025 losses from online piracy of Japanese-origin digital content at JPY 5.7 trillion, approximately three times the JPY 2.0 trillion estimated for 2022. Of the 2025 estimate, JPY 2.3 trillion was attributed to the audiovisual sector.

The same survey separately estimated damage associated with online counterfeit character goods at JPY 4.7 trillion. Counterfeit merchandising is among the harms JAMRA was established in 1977 to address and continues to combat through rights-protection, education, and public-awareness activities. The community's organizing bodies maintain continuing programs to address these harms. CODA has issued more than 5.4 million takedown requests since 2011. In a recent anime-specific case, CODA coordinated a criminal complaint concerning the ZzzFun piracy service on behalf of thirteen Japanese rights holders, including the Applicant. The operator was arrested in February 2025 and convicted of copyright infringement in November 2025.

Such enforcement is essential; however, it is reactive; it removes bad actors after the fact, one site at a time, at considerable cost to rights holders and often to end-users. It does not provide audiences with an advance indication that a particular online address belongs to an eligible industry participant.

That is a problem at the naming layer, and .anime is intended to provide a solution to that problem for the Anime Industry Community.

Benefits of a Verified Namespace

An expanding namespace makes the need for a verified namespace greater. As the number of top-level domains grows, so does the number of plausible-looking web addresses. An unrestricted namespace cannot, by itself, indicate whether a domain name is registered by an eligible participant in the anime industry or whether the registrant has a documented basis for registering the name. A restricted namespace operates differently by creating a defined class of names in which both the registrant and the requested label have been reviewed. The value of a verified namespace increases as the unverified space expands.

The validation mechanism has two parts: First, there must be a verified registrant. Before registration, the registry will assess eligibility under the published Registration Eligibility Policy using documentary or other objectively verifiable evidence arising in the ordinary course of business. Eligibility will not merely be asserted by the prospective registrant or accepted on trust.

Second, there must be an approved name. Each requested label will be reviewed for an appropriate connection to the registrant, such as its corporate or organizational name, brand, trademark, anime work, franchise, character, licensed service, or event. A generic or descriptive term may be registered only where it has a direct and substantive relationship to the prospective registrant's documented activities within the Japanese anime industry.

Either element alone provides less assurance than the two together. An eligible registrant holding a name with which it has no appropriate connection may still create confusion, and an appropriate-looking name registered by an unverified party is a common feature of impersonation. Applying both controls allows a .anime address to carry a meaningful signal: the registrant has demonstrated its eligibility to participate in the namespace, and the registered name satisfies the published name-selection requirements.

This validation process will not certify the content or conduct of a website, and will not replace enforcement, consumer judgment, or other rights-protection measures. It will provide an additional signal that unrestricted namespaces do not provide.

Why the Mission Matters

For the community, a verified namespace would extend decades of work into an area where the community currently lacks a comparable mechanism. JAMRA has protected merchandising rights since 1977. AJA has represented the anime industry's collective interests since 2002. CODA, established in 2002 at the request of the Ministry of Economy, Trade and Industry and the Agency for Cultural Affairs, coordinates content protection and legitimate international distribution. All three bodies have endorsed this application.

The anime industry is a stated national economic priority for the Government of Japan. The New Cool Japan Strategy, adopted by the Intellectual Property Strategy Headquarters in June 2024, positions the content industry as a foundational industry of the Japanese economy. The Ministry of Economy, Trade and Industry's Entertainment and Creative Industry Strategy of June 2025 establishes a five-year action plan toward JPY 20 trillion in overseas sales of Japanese-origin content by 2033 and includes a dedicated anime chapter. The Intellectual Property Strategic Program 2026 sets an anime-specific target of JPY 6 trillion in overseas sales by 2033. Four Japanese government institutions have provided letters supporting this application, demonstrating the importance the Government of Japan attaches to the anime industry and its expectations for the Anime Industry Community's continued growth and international development.

Together, these strategies and programs anticipate the industry's continued development over the coming decade. Protecting the integrity of the industry's online identity is consistent with that long-term objective.

For audiences, who are the largest group affected and generally the least equipped to verify industry relationships independently, .anime will provide a simple and readily understood signal of trust. A .anime domain name will indicate that the site is connected to a verified participant in the anime industry with a legitimate basis for using the registered name.

5. Activities Supporting the Mission

The mission builds on activities already carried out by the community and the Applicant. The community's organizing bodies maintain recurring industry institutions, annual statistical research, rights-protection programs, anti-piracy enforcement, and education and awareness campaigns. The Applicant has produced anime since 1948, has sold television animation overseas since 1975, participates in collective enforcement actions brought on behalf of member companies, and holds leadership positions in the community's organizing bodies.

Following delegation, the Applicant will carry out the following activities, among others.

- Publish and enforce the Community Registration Policies.
- Operate a pre-registration validation process that confirms each prospective registrant satisfies the Registration Eligibility Policy.
- Review each requested name under the Name Selection Policy to confirm that the registrant has a documented basis for registering the name.
- Issue registration tokens bound to the approved prospective registrant and the approved domain label, for use through participating ICANN-accredited registrars.
- Operate complaint and enforcement procedures, incorporating the determination, cure, and suspension requirements established in the Community Registration Policies.
- Provide that each renewal of a registration constitutes the registrant's representation that it continues to satisfy the Registration Eligibility Policy.

- Review the Registration Eligibility Policy and the Name Selection Policy at least once during each twelve-month period, retain a record of each review, and publish any resulting updates.
- Consult the community's organizing bodies on the operation of the namespace and the development of its policies.

6. Sustainability

The purpose of .anime does not depend on mass-market registration volume. The Anime Industry Community is a defined and enduring population whose need for a recognizable and trusted address will persist for as long as anime is created, produced, distributed, licensed, merchandised, and protected.

The historical record demonstrates continuity at several levels. Japanese animation's documented history dates to 1917. Long-established production companies have operated since the 1940s and remain active today. Formal multi-company organization is documented from the 1970s onward. The principal current organizing bodies have operated for more than two decades; AJA has published an annual statistical record since 2009, and recurring industry institutions have already announced future editions.

The community's economic base is also expanding. AJA recorded a broad anime market of JPY 3,840.7 billion in 2024, an all-time high, with the overseas market exceeding the domestic market. Government strategies establish development targets extending through 2033.

The restricted registration model is proportionate to this purpose. Pre-registration eligibility validation, domain name label review, continuing-eligibility representations at renewal, and enforceable policies provide the operational foundation required to preserve the meaning of the namespace over time. The Applicant's own history in animation production since 1948 and its long-standing participation in the community further support its commitment to maintaining the namespace for the long term.

7. Conclusion

The Anime Industry Community is organized, long-established, economically significant, and externally recognized, yet it has no dedicated namespace that verifies both industry eligibility and entitlement to a registered name.

The harms associated with piracy, impersonation, and counterfeit-related activity are documented and substantial. A verified namespace cannot eliminate those harms by itself, but it can address a gap at the point where audiences first encounter an online source: its name.

By confirming each registrant's eligibility and reviewing its connection to each requested label, .anime will provide a meaningful signal at the domain-name level. The Applicant seeks to establish and operate that namespace for the benefit of the Anime Industry Community, on equal terms open to every company or organization satisfying the published criteria.

8. Sources

- **Piracy and Counterfeit-Damage Survey:** Ministry of Economy, Trade and Industry press release, 26 January 2026 (<https://www.meti.go.jp/press/2025/01/20260126001/20260126001.html>); survey conducted by the Content Overseas Distribution Association (<https://coda-cj.jp/news/2632/>).
- **Collective Enforcement:** Content Overseas Distribution Association, "Conviction Finalized for Operator of Japanese Anime Piracy Site & App ZzzFun, Following Criminal Complaint by CODA," 18 February 2026 (<https://coda-cj.jp/en/news/853/>).
- **Anti-Piracy Enforcement Record:** Content Overseas Distribution Association activity records and enforcement releases, 2011-2026 (<https://coda-cj.jp/en/news/>; <https://coda-cj.jp/en/activity/international/>); cumulative takedown-request figures as presented to the Government of Japan, March 2026 (<https://www.cas.go.jp/jp/seisakukaigi/titeki2/creativewg/dai1/shiryo5.pdf>).
- **Anime Industry Market Data:** Association of Japanese Animations, Anime Industry Report 2025, published 18 December 2025 (https://aja.gr.jp/jigyoku/chousa/sangyo_toukei); English summary, 26 March 2026 (<https://aja.gr.jp/english/japan-anime-data>).
- **National Policy:** New Cool Japan Strategy, Intellectual Property Strategy Headquarters, 4 June 2024 (https://www.cao.go.jp/cool_japan/english/main_document_2024.pdf); Entertainment and Creative Industry Strategy, Ministry of Economy, Trade and Industry, 24 June 2025 (https://www.meti.go.jp/shingikai/mono_info_service/entertainment_creative/20250624_report.html); Intellectual Property Strategic Program 2026, adopted 12 June 2026 (https://www.cas.go.jp/jp/seisakukaigi/titeki2/260612/keikaku_all.pdf).
- **Organizing Bodies:** Association of Japanese Animations founding and organizational records (<https://aja.gr.jp/gaiyou/outline>); Japan Merchandising Rights Association founding records, 1976 preparatory committee and inaugural meeting of 1 April 1977 (https://jamra.org/association_overview/); Content Overseas Distribution Association organizational records (<https://coda-cj.jp/organization/link1/>).
- **Applicant History:** Toei Animation Co., Ltd. corporate history (<https://corp.toei-anim.co.jp/en/company/history.html>) and Annual Securities Report for the 88th fiscal term, filed 19 June 2026 (EDINET code E02458, document S100YEQC; published by the Applicant at <https://corp.toei-anim.co.jp/ja/ir/library/securities.html>).
- **Community and Government Endorsements (Letters of Support):** Submitted with the response to Question 156.

* All sources accessed and archived by the Applicant in July-August 2026.