

Vision and Mission .album

A. Mission Statement for .album

The mission of .album is to establish a trusted, globally recognized digital namespace dedicated to the creation, curation, and sharing of albums — visual, audio, and multimedia collections that document memories, creative works, and life's meaningful moments. Through responsible stewardship, .album will empower individuals, artists, businesses, and institutions to build authentic, discoverable, and lasting digital identities around their collections and creative output.

B. Vision for .album

The vision of .album is to become the world's leading and most trusted online identity for personal, artistic, and professional album-based content — spanning photography, music, memory-keeping, and digital storytelling.

The .album namespace will:

1. Serve as a globally recognized and trusted digital destination for photographers, musicians, artists, families, and organizations to showcase curated collections.
2. Connect creators, audiences, and communities through meaningful digital identities built around shared memories and creative works.
3. Promote authentic self-expression, cultural documentation, and creative entrepreneurship.
4. Support innovation, economic development, and digital transformation within the creative, media, and memory-keeping industries.
5. Foster trust, discoverability, and permanence for registrants preserving personal and professional collections online.

C. Purpose of the .album gTLD

The purpose of the .album gTLD is to provide a distinctive, trusted, and globally accessible online namespace for entities and individuals associated with the creation, curation, and distribution of albums — whether photographic, musical, or multimedia in nature.

The term “album” is a universally recognized concept across cultures and languages, referring to a curated collection — of photographs, music, memories, or artwork — and carries strong associations with personal expression, creativity, heritage, and preservation.

The .album gTLD will serve as a platform that:

1. Promotes authentic and trusted digital identities for creators and collectors.

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2. Supports the preservation and sharing of personal, family, and cultural memories.
 3. Encourages responsible and creative use of the album concept across media formats.
 4. Facilitates digital commerce, innovation, and entrepreneurship in photography, music, and publishing.
 5. Enhances global access to curated creative and cultural content.
 6. Creates opportunities for economic participation for photographers, musicians, publishers, and small businesses.

D. Public Interest Commitments and Objectives

The .album gTLD seeks to advance the public interest by:

1. Promoting Digital Memory Preservation

Supporting individuals and families in creating lasting, accessible digital records of personal and cultural memories.

2. Supporting Creative and Cultural Industries

Providing a trusted online platform for photographers, musicians, artists, publishers, and creative enterprises to showcase and distribute their work.

3. Preserving and Celebrating Cultural Heritage

Recognizing the role of albums — photographic and musical — in documenting cultural traditions, historical events, and community stories, while encouraging respectful representation of cultures and communities.

4. Enabling Digital Innovation and Commerce

Facilitating digital transformation, e-commerce, entrepreneurship, and technological innovation across photography, music distribution, and digital publishing.

5. Advancing Education and Storytelling

Supporting educators, historians, journalists, researchers, and content creators in using albums as a medium for knowledge sharing, documentation, and storytelling.

6. Strengthening Trust and Discoverability

Providing registrants with a recognizable, memorable namespace that enhances visibility and engagement for their curated collections.

E. Activities Supporting the Purpose

The Registry Operator will support the purpose of .album through activities that may include:

1. Creative and Media Industry Promotion

Providing a trusted digital identity for photographers, musicians, videographers, and creative studios.

2. Personal and Family Memory-Keeping

Supporting individuals and families in building personal digital archives, photo albums, and memory collections.

3. Cultural Heritage and Community Documentation

Promoting community-based storytelling, historical archiving, and cultural preservation projects through curated digital collections.

4. Digital Commerce and Entrepreneurship

Enabling album-based businesses — photo book publishers, music distributors, online galleries, and event photographers — to establish recognizable and trusted online brands.

5. Education, Research, and Storytelling

Supporting educational institutions, researchers, historians, and journalists using albums as a medium for teaching, documentation, and public engagement.

6. Institutional and Organizational Participation

Providing digital identities for museums, archives, libraries, and cultural institutions maintaining curated public collections.

F. Intended Registrants and Users

The .album gTLD is intended for individuals, businesses, and institutions involved in creating, curating, or distributing photographic, musical, or multimedia collections, including:

1. Professional and amateur photographers
2. Musicians, bands, and record labels
3. Wedding and event photographers and videographers
4. Photo book and album publishers
5. Digital media and content creators
6. Museums, archives, and cultural institutions
7. Educational institutions and research organizations
8. Family historians and genealogists
9. Online gallery and portfolio platforms
10. Music streaming and distribution platforms
11. Small and medium-sized creative enterprises (SMEs)
12. Media and publishing companies
13. Community-based organizations and cultural institutions
14. Event organizers and production companies
15. Individual professionals and hobbyists documenting personal collections