

.GAMING / .GAMER

The global namespace for the gaming ecosystem



PRIMARY STRING



REPLACEMENT STRING: .GAMER



APPLICANT: ULTRAVIEW AG



PLAYERS



CREATORS



TEAMS



STUDIOS



PUBLISHERS



EVENTS



PLAYERS

Connect and compete



TEAMS

Build and represent



STUDIOS

Create and innovate



PUBLISHERS

Reach and grow



EVENTS

Engage and unite

1 MEANING

GAMING refers to the activity, culture and ecosystem of playing, creating, publishing, streaming and competing in video games. The string denotes a broad digital namespace for players, creators, teams, games, brands and gaming services.

2 MISSION

Create a globally recognizable digital namespace for the gaming ecosystem, connecting players, creators, games, studios, publishers, esports organizations, teams, communities, events, products and gaming-related services.

3 POSITIONING

A broad, category-oriented namespace for gaming identities, content, communities and businesses. It covers the overall gaming ecosystem rather than being limited to individual players, individual games or a single industry segment.

4 PRICING & REVENUE (MLS)

Standard avg. €20 | Sunrise avg. €100
EAP avg. €250 | Premium avg. €250

5 THREE-YEAR PLAN (MLS)

GA Standard: 15,000 | 30,000 | 50,000
GA Premium: 300 | 600 | 1,000
Launch Y1: 200 Sunrise + 300 EAP

6 OPERATIONS & .GAMER

.GAMER is the participant- and identity-oriented replacement expression of the existing registry model. Main RSP: it.com; Nethood DNS/DNSSEC; DENIC escrow; v0 Global DNS-abuse. General gTLD; neither .Brand nor Community.



APPLICATION PROFILE

Applicant and Registry Operator: ULTRAVIEW AG. Open commercial namespace for multiple unaffiliated registrants; neither .Brand nor Community. Final policies remain subject to ICANN, legal, RSP and financial review.