



SHOGAKUKAN INC.

3-1 HITOTSUBASHI 2-CHOME CHIYODA-KU TOKYO 101-8001

株式会社小学館支持書

(Japanese Translation of: Shogakukan Inc. Endorsement Letter)

.manga gTLD コミュニティ申請に対する支持書

日付： 2026 年 7 月 15 日

宛先：

ICANN コミュニティ優先評価パネル

12025 Waterfront Drive, Suite 300, Los Angeles, CA 90094, USA

差出人：

株式会社小学館

〒101-8001

東京都千代田区一ツ橋 2-3-1

件名： 株式会社講談社による.manga gTLD コミュニティ申請に対する支持表明

1. 組織のアイデンティティ

株式会社小学館は、1922 年に設立された — 1 世紀以上の歴史を持つ — 日本で最も歴史ある出版社の一つで、東京に本社を置いています。小学館は児童向け漫画から洗練された大人向け作品まで、あらゆる読者層にわたる漫画を出版することで知られ、漫画という芸術形態の驚異的な幅と深さを示しています。小学館はまた、北米最大の漫画出版社 VIZ Media の共同親会社（集英社、小学館集英社プロダクションと共同）です。

小学館の 1 世紀以上にわたる出版の歴史は、漫画エコシステムの進化に対する独自の視座を提供します。戦後の近代漫画の出現から、業界の構造的背骨として現在も機能する雑誌から単行本への連載パイプラインに至るまで、小学館は漫画産業の発展のあらゆる時代の証人であり参加者でした。アナログ出版からデジタルトランスフォーメーションに至るこの制度的連続性は、日本漫画産業コミュニティの組織化された持続的な性質を証言する上で、小学館を独自にポジショニングしています。

小学館は ABJ（一般社団法人 ABJ）の設立メンバーであり現理事でもあり、小学館常務取締役の佐上靖之氏が ABJ 理事を務めています。

海外事業：VIZ Media（集英社、小学館集英社プロダクションとの合併） — 北米最大の漫画出版社。



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II. 支持の表明

株式会社小学館は、株式会社講談社が.manga 汎用トップレベルドメインについて提出したコミュニティ申請を正式に支持いたします。

小学館がこの申請を支持する理由：

- (a) .manga gTLD は、小学館が1世紀以上にわたり出版してきた漫画作品に具現化された文化遺産 — 日本の文化的アイデンティティのかけがえのない要素であるドラえもんや名探偵コナンなどの作品 — を保護する、検証済みで信頼できる名前空間を創出します
- (b) 提案された適格性に基づく登録ポリシーにより、すべての正当なコミュニティメンバーが.manga ドメインを利用可能です
- (c) コミュニティ諮問委員会によりマルチステークホルダー代表による透明で包括的なガバナンスが確保されます
- (d) .manga gTLD は、小学館が1世紀以上にわたり維持してきた漫画エコシステムの基盤である漫画出版の経済的持続可能性を損なう海賊版の脅威に直接対処します

III. 文字列の理解

小学館は、「.manga」が日本漫画産業コミュニティ — 日本の漫画の創作、権利管理、正規出版、正規流通に従事する組織化された主体のネットワークであり、契約的相互依存により結ばれた二層コミュニティ（核心と拡張）として構造化されたもの — を指すことを理解しています。

小学館の1世紀にわたる視座から見ると、「manga」という用語は、描画的物語を指す日本語から、日本発の商業漫画エコシステム全体の国際的に確立された識別子へと進化してきました。プロダクト用語からエコシステム識別子へのこの進化は、この申請が奉仕する組織化されたコミュニティの発展を映し出しています。

IV. プロセスと根拠

1. 小学館の経営陣は、株式会社講談社から.manga gTLD コミュニティ申請について、二層コミュニティ定義、登録ポリシー、ガバナンス構造、運用上のイニシアティブとしてのMAP制度を含む詳細なブリーフィングを受けました。
2. 小学館の取締役会は、以下を含む小学館の戦略的優先事項の文脈で申請を評価しました：
 - 1世紀以上の出版にわたる小学館の漫画知的財産の保護



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- 小学館が創業以来維持に貢献してきた雑誌から単行本への連載パイプライン — 漫画産業の構造的背骨 — を支えるエコシステム健全性インフラの強化
- すべての正当なコミュニティメンバーの.manga ドメインへの公平なアクセスの確保
- コミュニティ諮問委員会のガバナンス上の保障

小学館の支持の根拠：

- (a) ABJ の設立メンバーかつ漫画コミュニティの 1 世紀にわたる柱として： 小学館は正規漫画流通の認証に尽力してきました。常務取締役の佐上靖之氏が ABJ 理事を務めており、コミュニティの組織的インフラに深く統合されています。1922 年の創業からデジタルトランスフォーメーション時代に至る小学館の 1 世紀にわたる漫画出版への取り組みは、.manga gTLD が奉仕するコミュニティの持続的で組織化された性質を示しています。
- (b) VIZ Media — 北米最大の漫画出版社 — の共同親会社として： 小学館は集英社、小学館集英社プロダクションと共に VIZ Media を運営しています。北米市場における海賊版は小学館の国際的な収益と出版する作品の创作者の生計に直接影響します。.manga gTLD はグローバルに正規コンテンツのための検証済みチャンネルを提供します。
- (c) あらゆる読者層にまたがる出版社として： 児童、少年少女、成人に至る小学館の漫画ポートフォリオは、漫画エコシステムの全幅を示しています。日本漫画産業コミュニティは漫画の創作と読者層の全スペクトラムを包含しており、.manga gTLD はこの多様なコミュニティに包括的に奉仕します。

V. コミュニティの代表範囲

小学館の支持は、漫画産業で最も歴史的に重要な出版社の一つ — 1 世紀以上にわたり漫画エコシステムに参加し、それを形成してきた企業 — からの支持を表します。ABJ の設立メンバーであり、VIZ Media の共同親会社として、小学館は国内および国際的な漫画コミュニティの双方において中心的なポジションを占めています。他の 4 大出版社と合わせ、小学館の支持は組織化された漫画出版産業の実質的かつ代表的なセグメントを代表するものです。

小学館は、漫画出版業界内からこの申請に対する反対を認識しておりません。

VI. 認証

本書は株式会社小学館[役職]の権限の下に発行され、公印が押印されています。

敬具



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佐上靖之



佐上靖之

常務取締役

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KADOKAWA

KADOKAWA Corp.
2-13-3 Fujimi, Chiyoda-ku
Tokyo 102-8177 JAPAN

🌐 <https://group.kadokawa.co.jp/global/>

July 6, 2026

LETTER OF ENDORSEMENT FOR THE .MANGA gTLD COMMUNITY APPLICATION

Date: 7/6/2026

To:

Internet Corporation for Assigned Names and Numbers (ICANN)
Community Priority Evaluation Panel
12025 Waterfront Drive, Suite 300
Los Angeles, CA 90094, USA

From:

KADOKAWA Corporation
2-13-3 Fujimi, Chiyoda-ku,
Tokyo 102-8177, Japan

Subject: Endorsement of Kodansha Ltd.'s Community Application for the .manga gTLD

I. ORGANIZATIONAL IDENTITY

KADOKAWA Corporation is one of Japan's largest media conglomerates and a leading manga and light novel publisher, established in 1945 and headquartered in Tokyo, Japan. KADOKAWA is the undisputed pioneer and dominant force in the light novel market — a literary genre uniquely intertwined with manga through extensive manga adaptations and media-mix strategies. KADOKAWA operates major imprints including Kadokawa Sneaker Bunko, Dengeki Bunko, and Media Factory, as well as the video platform Niconico and the annual AnimeJapan event.

KADOKAWA holds a unique position in the manga ecosystem as the creator of the "media-mix" business model — originating intellectual properties as light novels, adapting them into manga, then anime, films, and games. This integrated content pipeline has produced some of the most commercially successful manga franchises of the 21st century and demonstrates the deep interconnection between manga publishing and the broader entertainment industry. KADOKAWA's media-mix model is a defining characteristic of the modern manga ecosystem — it illustrates how the Japan Manga Industry Community operates not as isolated publishers but as an integrated network of IP creation, adaptation, and distribution.

KADOKAWA Corporation is a founding member and current Board member of ABJ (Authorized Books of Japan), with Mr. Masahiro Onai serving on ABJ's Board of Directors.

KADOKAWA's Representative Manga Works and IP:

- **Sword Art Online** (36 million+) — The definitive virtual reality adventure; spawned a global franchise across manga, anime, films, and games; popularized the "isekai" genre worldwide
- **That Time I Got Reincarnated as a Slime** (30 million+) — The iconic representative of the isekai genre phenomenon
- **Re:Zero — Starting Life in Another World** (25 million+) — Critically acclaimed dark fantasy; anime adaptation streamed in 200+ countries
- **Neon Genesis Evangelion** (20 million+) — A cultural milestone that redefined anime and manga worldwide
- **The Melancholy of Haruhi Suzumiya** (20 million+) — The work that launched the 2000s light novel boom
- **Overlord** (15 million+) — Dark fantasy expanding manga's appeal to mature global audiences
- **Bungo Stray Dogs** (16 million+) — Action manga widely popular in North America, Europe, and Asia
- **Delicious in Dungeon** (8 million+) — Winner of the 2024 Harvey Award; Netflix anime became a global sensation

- **KonoSuba** (12 million+) — Comedy isekai; one of the most-streamed comedy anime internationally
- **Made in Abyss** (5 million+) — Award-winning dark fantasy; recipient of multiple international manga and anime awards

International operations: Yen Press (joint venture with Hachette Book Group) — a major manga and light novel publisher in North America.

II. EXPRESSION OF SUPPORT

KADOKAWA Corporation hereby formally endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain.

KADOKAWA Corporation supports this application because:

- (a) The .manga gTLD will create a verified, trusted namespace that clearly distinguishes official manga content from unauthorized distribution — a critical need for KADOKAWA, which directly experienced the devastating impact of digital infrastructure vulnerability through the major cyberattack against its systems in 2024;
- (b) The proposed eligibility-based registration policies ensure that .manga domains are available to all legitimate community members, including entities operating across the manga-anime-game convergence space that KADOKAWA pioneered;
- (c) The Community Advisory Board structure ensures transparent and inclusive governance with multi-stakeholder representation; and
- (d) The .manga gTLD directly addresses the ecosystem integrity challenges that KADOKAWA confronts across its integrated media-mix pipeline, where unauthorized distribution of manga content cascades into losses across anime, game, and merchandise adaptations.

III. UNDERSTANDING OF THE STRING

KADOKAWA Corporation understands that ".manga" refers to the **Japan Manga Industry Community** — the organized network of entities engaged in the creation, rights management, authorized publication, and authorized distribution of Japanese manga, structured as a two-tier community (Core and Extended) bound by contractual interdependence.

KADOKAWA Corporation recognizes that "manga" is strongly associated with this community, as confirmed by major English-language dictionaries that uniformly define "manga" as Japanese comic books, and as evidenced by global retail classifications (Amazon, Barnes & Noble, FNAC) that maintain "Manga" as a category distinct from "Comics" or "Graphic Novels."

KADOKAWA's own experience as the pioneer of the media-mix model provides a distinctive perspective on the string ".manga": in KADOKAWA's integrated content pipeline, "manga" is the central node around which the entire IP adaptation ecosystem revolves. Light novels become manga; manga becomes anime; anime drives game and merchandise sales. The term "manga" thus

denotes not just a publishing product but the core creative and commercial engine of a broader ecosystem — which is precisely the Japan Manga Industry Community that this application serves.

IV. PROCESS AND RATIONALE

This endorsement was approved through the following formal process:

1. KADOKAWA Corporation's management received a detailed briefing from Kodansha Ltd. regarding the .manga gTLD Community Application, including the two-tier community definition, registration policies, governance structure, and the Manga Authentication Profile (MAP) as an operational initiative.
2. KADOKAWA Corporation's Board of Directors evaluated the application against KADOKAWA's strategic interests, including:
 - Protection of KADOKAWA's manga and related intellectual property (representing approximately 2 billion cumulative copies across manga and light novel publications)
 - Strengthening the industry's ecosystem integrity infrastructure, particularly in light of KADOKAWA's 2024 cyberattack experience
 - Ensuring equitable access to .manga domains for all legitimate community members, including entities in the media-mix convergence space
 - The proposed Community Advisory Board's governance safeguards

KADOKAWA Corporation's rationale for this endorsement:

(a) AS A FOUNDING MEMBER OF ABJ AND A DIRECT VICTIM OF CYBERATTACK:

KADOKAWA has been actively engaged in protecting legitimate manga and light novel distribution channels. KADOKAWA was also a direct victim of a major cyberattack in 2024, which underscored the critical importance of digital infrastructure security for the manga industry. This firsthand experience has reinforced KADOKAWA's conviction that the industry needs verified, authenticated digital spaces. The .manga gTLD's authentication framework will strengthen the industry's digital resilience.

(b) AS THE PIONEER OF THE MEDIA-MIX MODEL: KADOKAWA's intellectual properties demonstrate the deep interconnection between manga, light novels, anime, and games. Works like *Sword Art Online* and *Neon Genesis Evangelion* have transcended manga to become global cultural phenomena. A verified .manga namespace will protect these interconnected IP assets across all media formats — reflecting the reality that piracy of manga content in the modern ecosystem cascades into revenue losses across the entire media-mix pipeline.

(c) AS THE OPERATOR OF YEN PRESS: Through its joint venture with Hachette Book Group, KADOKAWA operates Yen Press — one of the top manga and light novel publishers in the United States. This international publishing presence gives KADOKAWA a direct stake in the global manga distribution ecosystem and a firsthand understanding of the piracy challenges in Western

markets. KADOKAWA's endorsement reflects its global perspective on manga IP protection.

(d) AS EVIDENCE OF THE MANGA ECOSYSTEM'S INTEGRATED NATURE:

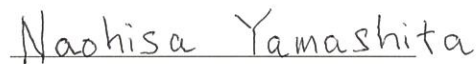
KADOKAWA's participation in this application demonstrates that the Japan Manga Industry Community is not limited to traditional print-first publishers. KADOKAWA's media-mix model — where IP flows bidirectionally between light novels, manga, anime, and games — illustrates the contractual interdependence that binds the community together. The .manga gTLD will serve this integrated ecosystem in its entirety.

V. COMMUNITY REPRESENTATION SCOPE

KADOKAWA's endorsement represents the support of a major manga publisher that uniquely bridges traditional publishing with the media-mix entertainment ecosystem. As a founding member of ABJ and the operator of Yen Press in North America, KADOKAWA's support provides both domestic industry depth and international market perspective. Together with the other four major publishers, KADOKAWA's endorsement represents a substantial and representative segment of the organized manga publishing industry.

KADOKAWA Corporation is not aware of any opposition to this application from within the manga publishing industry.

Respectfully submitted,



[Name] Naohisa Yamashita

[Title] Chief Publishing Officer

KADOKAWA Corporation

2-13-3 Fujimi, Chiyoda-ku, Tokyo 102-8177, Japan



SQUARE ENIX CO., LTD.

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LETTER OF ENDORSEMENT

FOR THE .MANGA gTLD COMMUNITY APPLICATION

From:

Square Enix Co., Ltd.

(株式会社スクウェア・エニックス)

In Support of Kodansha Ltd.'s Community Application

for the .manga generic Top-Level Domain

LETTER OF ENDORSEMENT FOR THE .MANGA gTLD COMMUNITY APPLICATION

Date: 14 July 2026

To:

Internet Corporation for Assigned Names and Numbers (ICANN)

Community Priority Evaluation Panel

12025 Waterfront Drive, Suite 300

Los Angeles, CA 90094, USA

From:

Square Enix Co., Ltd.

6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-8430, Japan

Subject: Endorsement of Kodansha Ltd.'s Community Application for the .manga gTLD

SQUARE ENIX

SQUARE ENIX CO., LTD.

Shibuya Sakura Stage SHIBUYA TOWER

1-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-6215, Japan

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I. ORGANIZATIONAL IDENTITY

Square Enix Co., Ltd. is a global entertainment conglomerate and one of the world's most renowned creators of interactive entertainment, established in 2003 through the merger of Square Co., Ltd. and Enix Corporation, and it conducts a publishing business — including manga publishing — as one of its core businesses.

Through the publication of manga magazines and collected volumes (tankōbon), including Monthly Shonen Gangan, the Company has continuously played a significant role in Japan's manga publishing industry. In these publishing activities, the Company performs the functions of planning, editing, production, and publication, and integrally conducts rights management based on its contractual relationships with authors, together with the distribution management of its publications.

The Company is also actively engaged in advancing the digital distribution of manga, operating the electronic distribution services Gangan ONLINE and Manga UP! Through these services, the Company expands the opportunities to provide legitimate content to readers, and contributes to diversifying the distribution channels for publications and improving their convenience.

Furthermore, as a business certified under the ABJ Mark system operated by ABJ (Authorized Books of Japan), the Company works to promote the dissemination of legitimate electronic books and to advance measures against piracy. This system functions as an industry foundation for providing users with highly reliable content while appropriately protecting the rights of copyright holders and publishers, and the Company is one of its important members.

In this way, the Company is continuously involved in the full range of publishing activities spanning the planning, production, editing, publication, and authorized distribution of manga, and, as a member of the Japan Manga Publishing Industry Community, contributes to its development and to the formation of a sound market.

II. EXPRESSION OF SUPPORT

Square Enix Co., Ltd. hereby formally endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain.

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Square Enix supports this application because:

- (a) The .manga gTLD will create a verified and trusted namespace for legitimate businesses engaged in the creation, editing, publication, and distribution of manga, thereby enhancing their distinguishability and credibility in the eyes of readers and the market;
- (b) The proposed eligibility-based registration policies will make .manga domains available to legitimate community members belonging to the manga publishing ecosystem, including publishers, authors, and authorized platform operators;
- (c) The Community Advisory Board will ensure transparent and inclusive governance through multi-stakeholder representation; and
- (d) The .manga gTLD directly addresses the piracy threat that undermines both manga publishing revenue and the broader IP ecosystem from which Square Enix's cross-media adaptations derive their value.

III. UNDERSTANDING OF THE STRING

Square Enix understands that ".manga" refers to the Japan Manga Industry Community — the organized network of entities engaged in the creation, rights management, authorized publication, and authorized distribution of Japanese manga, structured as a two-tier community (Core and Extended) bound by contractual interdependence.

In Square Enix's experience, "manga" denotes not merely a printed product but an industrial domain centered on manga as a published work and on its editorial and publishing activities — a clearly defined professional community composed of the parties involved, such as publishers, authors, editors, and authorized distribution platforms. This community is established on the basis of legal relationships, including copyright agreements, publishing agreements, and distribution agreements, and, in that it shares rights clearance and distribution management as a common foundation, it possesses clear boundaries and internal cohesion.

IV. PROCESS AND RATIONALE

Square Enix's Representative Director and President received a detailed briefing from Kodansha Ltd.



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regarding the .manga gTLD Community Application, including the two-tier community definition, the registration policies, the governance structure, and the Manga Authentication Profile (MAP) as an operational initiative.

Square Enix's Representative Director and President evaluated the application in light of Square Enix's strategic interests, including:

The protection of Square Enix's manga and related intellectual property;

The impact that the expansion of unauthorized distribution and pirated circulation in the manga publishing industry has on the revenue structures and the rights-management order founded upon the contractual relationships among authors, publishers, and distributors;

Ensuring equitable access to .manga domains for all legitimate community members, including publishers, authors, editors, and authorized distributors; and

The governance safeguards of the Community Advisory Board.

Square Enix's rationale for this endorsement:

(a) AS A MANGA PUBLISHER: Through the publication of manga magazines and titles such as Monthly Shonen Gangan and Fullmetal Alchemist, together with related books, Square Enix forms an integral part of the Japanese manga publishing market, and it considers that the .manga gTLD will contribute to enhancing the trustworthiness of the legitimate publishing ecosystem.

(b) AS AN OPERATOR OF DIGITAL PUBLISHING PLATFORMS: From its position as a company that has built distribution infrastructure for legitimate content through digital distribution businesses such as Gangan ONLINE and Manga UP!, Square Enix expects the .manga gTLD to function as a means of identifying authorized distribution.

(c) AS AN ABJ MARK-CERTIFIED BUSINESS: As a business certified under the ABJ Mark system, Square Enix is working to promote the distribution of legitimate electronic books, and the .manga gTLD will complement and reinforce those efforts within the internet space.

(d) FROM THE PERSPECTIVE OF RIGHTS PROTECTION IN THE PUBLISHING MARKET: As the proliferation of pirate sites undermines publishing revenue and the interests of authors, the .manga gTLD, by making legitimate publications identifiable, can serve as a critical infrastructure that

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contributes to the protection of rights across the publishing industry as a whole.

V. COMMUNITY REPRESENTATION SCOPE

Square Enix's endorsement represents the support of a major publisher engaged in both manga publishing and electronic distribution. As an ABJ Mark holder with certified digital platforms, Square Enix is an active participant in the community's authentication ecosystem. Together with the other four major publishers, Square Enix's endorsement represents a substantial and representative segment of the organized manga publishing industry.

Square Enix is not aware of any opposition to this application from within the manga publishing industry.

Respectfully submitted,



Takashi Kiryu

President and Representative Director

Square Enix Co., Ltd.

6-27-30 Shinjuku, Shinjuku-ku, Tokyo 160-8430, Japan