

LETTER OF ENDORSEMENT FOR THE .MANGA gTLD COMMUNITY APPLICATION

Date:

June 18, 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:

ABJ (Authorized Books of Japan)

General Incorporated Association

Corporate Number: 9010005031997

1-17-14 Otowa, Bunkyo-ku,

Tokyo, Japan

Subject: Endorsement of Kodansha Ltd.'s Community Application for the .manga generic Top-Level Domain

I. ORGANIZATIONAL IDENTITY AND AUTHORITY

ABJ (Authorized Books of Japan) is a General Incorporated Association (一般社団法人) established under Japanese law on July 1, 2020. ABJ currently comprises 91 member entities representing a substantial and representative segment of the organized manga industry, together with 10 supporting organizations that collectively form the institutional core of Japan's legitimate digital manga and publishing ecosystem.

ABJ was founded by six entities central to the manga industry:

- KADOKAWA Corporation
- Kodansha Ltd. (the Applicant)
- Shueisha Inc.
- Shogakukan Inc.
- MediaDo Inc.
- Japan Cartoonists Association

ABJ's Representative Director is Mr. Hiroaki Morita, Senior Managing Director of Kodansha Ltd. ABJ's Board of Directors includes representatives from KADOKAWA, Kodansha, Shueisha, Shogakukan, MediaDo, NTT Solmare, the Japan Cartoonists Association, and independent legal counsel.

ABJ as Ecosystem Guardian

ABJ's role in the Japan Manga Industry Community extends well beyond anti-piracy enforcement. ABJ serves as the **ecosystem guardian** of the authorized manga distribution chain — the institution that defines, certifies, and maintains the boundary between authorized and unauthorized participants in the manga ecosystem. ABJ fulfills this guardian function through three complementary operational pillars:

1. **Certification and Boundary Maintenance:** ABJ operates the ABJ Mark certification system — the industry-standard authentication mark for legitimate digital manga distribution, currently issued to 1,027 services across 267 businesses. The ABJ Mark functions as a **community boundary marker**: it provides a verifiable, objective mechanism for determining which entities are authorized participants in the manga ecosystem and which are not. This certification infrastructure directly supports the membership verification framework described in the community definition.
2. **Ecosystem Integrity Protection:** ABJ conducts comprehensive anti-piracy investigations, monitors unauthorized distribution channels, and coordinates enforcement actions. ABJ's 2025 comprehensive investigation of 913 piracy websites worldwide documented estimated annual losses of 8.5 trillion yen — underscoring the scale of the threat to the authorized ecosystem and the necessity of institutional boundary enforcement.
3. **Industry Coordination and Public Awareness:** ABJ conducts public awareness campaigns (including "STOP! Piracy"), coordinates with the Japanese government on intellectual property protection policy, and serves as the organizing platform through which publishers, distributors, and creator organizations align on ecosystem-wide standards and practices.

ABJ's cross-industry membership — encompassing publishers, digital distribution platforms, content distributors, and creator organizations — confirms its function as a representative body for the organized manga ecosystem, not merely as an anti-piracy enforcement unit.

II. EXPRESSION OF SUPPORT

ABJ hereby formally and unconditionally endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain (gTLD).

ABJ supports this application because the .manga gTLD directly advances ABJ's core mission of protecting the integrity of the legitimate manga ecosystem. The proposed domain will create a globally recognized, verified namespace for official manga content, extending ABJ's existing certification infrastructure into the domain name system. ABJ regards the .manga gTLD as a natural and necessary complement to the ABJ Mark system — both serve the shared objective of making the boundary between authorized and unauthorized manga content visible and verifiable to consumers worldwide.

III. UNDERSTANDING OF THE APPLIED-FOR STRING

ABJ understands that the applied-for string ".manga" is intended to serve the **Japan Manga Industry Community** — the organized network of entities engaged in the creation, rights management, authorized publication, and authorized distribution of Japanese manga.

ABJ understands this community through a two-tier structure:

- **Core Community (Tier 1):** Manga publishers, manga creators (mangaka), authorized digital distributors, and industry organizations operating within the Japan-origin commercial manga ecosystem, bound together by verifiable contractual interdependence — including publishing contracts, license agreements, distribution contracts, and ABJ Mark certification relationships.
- **Extended Community (Tier 2):** International licensees, government/policy bodies, and cultural/academic institutions connected to the Core Community through licensing, distribution, or policy relationships that support the manga ecosystem's international reach and institutional integrity.

ABJ recognizes that "manga" (漫画) is the established English-language term specifically denoting Japanese comics and the associated commercial ecosystem, as defined in all major English-language dictionaries (Oxford, Merriam-Webster, Cambridge, Collins) and distinguished from related but separate traditions such as Korean "manhwa" and Chinese "manhua."

The .manga gTLD will serve verified members of this community — including publishers, manga creators, official licensees, digital distribution platforms, and industry organizations — through eligibility-restricted registration policies that ensure only legitimate community members may obtain .manga domains.

IV. PROCESS AND RATIONALE FOR THIS ENDORSEMENT

This letter of endorsement was adopted through the following formal process:

1. On March 23, 2026, ABJ's Board of Directors received a presentation on the .manga gTLD Community Application from Kodansha Ltd., including the proposed community definition (two-tier structure), registration policies, governance structure, and the operational plans for leveraging ABJ's certification infrastructure.
2. The Board deliberated on the alignment between the .manga gTLD's mission and ABJ's organizational objectives, specifically:
 - (a) The creation of a trusted, verified namespace for official manga content, building on ABJ's existing certification framework and the ABJ Mark system as a community boundary marker;
 - (b) The potential to strengthen the ecosystem's integrity infrastructure by establishing a clearly identifiable "official zone" for manga in the domain name system — complementing ABJ's existing role as the ecosystem guardian in the digital distribution space;
 - (c) The inclusion of all community member categories (publishers, creators, licensees, platforms, organizations) in the eligibility criteria, consistent with ABJ's cross-industry membership composition; and
 - (d) The establishment of a Community Advisory Board with multi-stakeholder representation to ensure transparent and inclusive governance.
3. On March 23, 2026, ABJ's Board of Directors voted to endorse this application. The resolution was adopted by unanimous vote, in accordance with ABJ's Articles of Incorporation.

The rationale for ABJ's endorsement is as follows:

(a) MISSION ALIGNMENT: The .manga gTLD's mission of IP authentication and ecosystem integrity protection directly supports ABJ's purpose of maintaining the integrity of the legitimate manga distribution ecosystem. ABJ's 2025 investigation documenting 913 piracy websites and 8.5 trillion yen in estimated annual losses demonstrates the urgent need for a trusted, verified namespace for official manga content. The Manga Authentication Profile (MAP), which Kodansha intends to implement as an operational initiative building upon ABJ's existing ABJ Mark certification framework, will extend the ABJ ecosystem boundary into the domain name system.

(b) COMMUNITY REPRESENTATION: The five publishers supporting this application (KADOKAWA, Kodansha, Shueisha, Shogakukan, Square Enix) collectively represent approximately 80% or more of Japan's manga publishing market. Four of these five publishers are ABJ founding members and current Board members. Together with ABJ's broader membership of 91 entities spanning publishers, distributors, and platforms, this application is supported by a substantial and representative segment of the organized manga industry.

(c) APPLICANT SUITABILITY: Kodansha Ltd. is one of Japan's most established manga publishers (founded 1909), with deep roots in the manga community spanning over a century. Kodansha's Senior Managing Director Hiroaki Morita serves as ABJ's Representative Director, demonstrating Kodansha's central role in the community's organizational infrastructure.

(d) ECOSYSTEM BENEFIT: The .manga gTLD will leverage ABJ's existing certification infrastructure to create a globally recognized framework for legitimate manga content distributed through .manga domains, benefiting the entire community — publishers, creators, licensees, platforms, and consumers worldwide. The ABJ Mark system, which already certifies 1,027 services across 267 businesses, provides the institutional foundation upon which the .manga domain's eligibility verification can build.

V. COMMUNITY REPRESENTATION SCOPE

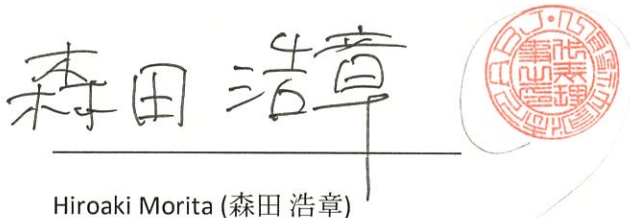
ABJ's 91 member entities include major manga publishers, digital distribution platforms, content distributors, and related entities that collectively form a substantial and representative segment of the organized legitimate manga ecosystem in Japan. The ABJ Mark certification system — covering 1,027 services across 267 businesses — provides a verifiable, objective boundary for determining authorized participation in the digital manga distribution ecosystem. ABJ's endorsement therefore represents the support of a substantial and representative segment of the Japan Manga Industry Community.

ABJ is not aware of any opposition to this application from within its membership or from any relevant organization in the manga industry.

VI. AUTHENTICATION

This letter is issued under the authority of ABJ's Representative Director and bears the official seal (印鑑) of the organization.

Respectfully submitted,



Hiroaki Morita (森田 浩章)

Representative Director

ABJ (Authorized Books of Japan)

General Incorporated Association



LETTER OF ENDORSEMENT

FOR THE .MANGA gTLD COMMUNITY APPLICATION

From:

Japan Magazine Publishers Association (JMPA)

(一般社団法人 日本雑誌協会)

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: May 13, 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:

Japan Magazine Publishers Association (JMPA)

(一般社団法人 日本雑誌協会)

1-32 Kanda Jimbocho, Chiyoda-ku,

Tokyo 100-0051, Japan

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



I. ORGANIZATIONAL IDENTITY

Japan Magazine Publishers Association (JMPA) is one of Japan's principal publishing industry organizations, comprising approximately 80 member publishers that collectively represent the majority of Japan's magazine publishing output. JMPA was established to represent the collective interests of Japan's magazine publishers and to promote the sound development of the magazine publishing industry.

JMPA's membership includes all five of Japan's major manga publishers — Kodansha, Shueisha, Shogakukan, KADOKAWA, and Square Enix — as well as dozens of smaller publishers that publish manga magazines. This is significant because manga magazine serialization is the foundational production model of the Japanese manga industry: nearly all commercially successful manga works begin as serialized chapters in weekly, biweekly, or monthly manga magazines before being compiled into tankobon (collected volumes) for standalone sale.

JMPA's role in the manga ecosystem is therefore not peripheral but structural. The magazines published by JMPA members — including Weekly Shonen Jump (Shueisha), Weekly Shonen Magazine (Kodansha), Weekly Shonen Sunday (Shogakukan), Monthly Shonen Gangan (Square Enix), and Young Ace (KADOKAWA) — constitute the primary venue through which new manga works are introduced to the public, tested in the market, and cultivated into the franchises that drive the global manga economy.

II. EXPRESSION OF SUPPORT

Japan Magazine Publishers Association hereby endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain.

JMPA supports this application as a representative voice of the magazine publishing sector — the sector that operates the serialization pipeline at the foundation of the manga industry. Our endorsement reflects the following considerations:

(a) The magazine-to-tankobon pipeline is the defining production model of the manga industry.

Unlike Western comics, which are typically published as standalone issues or graphic novels, manga is predominantly created through magazine serialization. The editorial feedback loop between serialized chapters, reader surveys, and editorial guidance is what distinguishes the Japanese manga production model from all other forms of sequential art. JMPA members operate this pipeline, and the .manga gTLD directly serves the digital interests of this ecosystem.

(b) Digital piracy threatens the serialization model. Unauthorized digital copies of manga chapters — often scanned and translated within hours of magazine publication — directly undermine the economic viability of manga magazines. As magazine publishers, JMPA members experience this threat at the earliest stage of the manga value chain. A verified .manga namespace will help readers identify official digital serialization platforms, protecting the economic foundation of manga creation.

(c) The proposed registration policies ensure equitable access for all legitimate members of the Japan Manga Industry Community, not exclusively for the applicant or any single publisher.



(d) **The Community Advisory Board structure** ensures multi-stakeholder governance, including representation from the magazine publishing sector.

III. UNDERSTANDING OF THE STRING

JMPA understands that ".manga" refers to the Japan Manga Industry Community — the organized ecosystem of publishers, creators, licensees, digital platforms, and industry organizations involved in the creation, publication, distribution, licensing, and protection of manga, a distinctly Japanese form of comic books and graphic novels.

JMPA recognizes that the word "manga" specifically identifies this community. In Japan, "manga" (漫画) is the standard term for the commercial art form that JMPA members serialize in their magazines. Internationally, the word "manga" has been adopted into English and other languages specifically to refer to Japanese comics, as confirmed by major dictionaries (Oxford, Merriam-Webster, Cambridge) and by global retail classifications that maintain "Manga" as a category distinct from "Comics" or "Graphic Novels."

The connection between manga magazines and the word "manga" is direct and organic. The very names of JMPA members' flagship publications contain the word: Weekly Shonen **Magazine** (週刊少年マガジン), Monthly Afternoon (月刊アフタヌーン), and many others are the vessels through which "manga" is created and brought to the public. JMPA members are, in the most literal sense, the publishers of manga.

IV. PROCESS AND RATIONALE

This endorsement was developed through the following process:

1. JMPA's secretariat received a detailed briefing from Kodansha Ltd. regarding the .manga gTLD Community Application, including the community definition ("Japan Manga Industry Community"), the two-tier community structure, proposed registration policies, governance framework, and the rationale for a community-based application.
2. JMPA's Board and relevant committee evaluated the application against JMPA's institutional mission and the interests of its member publishers, with particular attention to:
 - The impact of digital piracy on magazine serialization revenue
 - The proposed eligibility criteria for .manga domain registration
 - The governance safeguards ensuring multi-stakeholder oversight
 - The alignment between .manga's mission and JMPA's mandate to promote the sound development of magazine publishing
3. On April 15, 2026, at a board meeting of the JMPA, the board, made up of representatives from 17 major Japanese publishing companies, unanimously approved to endorse this application as an official decision.

JMPA's rationale for this endorsement:



(a) THE MAGAZINE SERIALIZATION PIPELINE AS A PILLAR OF COMMUNITY UNIQUENESS: The Japanese manga industry is structurally defined by its magazine serialization model. This is not merely a business practice but a cultural and economic system that distinguishes the Japan Manga Industry Community from all other comic book or graphic novel industries worldwide. Manga magazines function as testing grounds, editorial workshops, and reader engagement platforms simultaneously. JMPA's endorsement represents the institutional voice of this foundational pipeline.

(b) PROTECTING THE FIRST POINT OF DIGITAL VULNERABILITY: When a new manga chapter is published in a magazine, it is immediately at risk of unauthorized scanning and digital distribution. JMPA members are the first victims of manga piracy — before tankobon publishers, before licensees, before digital platforms. The .manga gTLD's verified namespace directly addresses this vulnerability by helping consumers identify official digital sources at the point of first publication.

(c) BREADTH OF REPRESENTATION: JMPA's approximately 80 member publishers include not only the five major manga publishers but also dozens of mid-tier and smaller publishers that collectively produce hundreds of manga magazines. This endorsement therefore represents a substantial and representative segment of the organized manga publishing community, encompassing companies of varying sizes across the industry.

V. NO OPPOSITION

JMPA is not aware of any opposition to this application from within the magazine publishing industry. The five major manga publishers that account for the majority of manga magazine circulation are all supportive of this application.

Respectfully submitted,



Hiroaki Miyahara

Chairman

Japan Magazine Publishers Association

1-32 Kanda Jimbocho, Chiyoda-ku,

Tokyo 100-0051, Japan

LETTER OF ENDORSEMENT — .MANGA gTLD COMMUNITY APPLICATION

Date: 23 June, 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:

Japan Book Publishers Association (一般社団法人 日本書籍出版協会)

General Incorporated Association

1-32 Kanda-Jimbocho, Chiyoda-ku, Tokyo 101-0051, Japan

Subject: Endorsement of the Community Application by Kodansha Ltd. for the .manga generic Top-Level Domain

I. WHO WE ARE

The Japan Book Publishers Association (JBPA) was established in 1957 and is the principal representative body of Japan's book-publishing industry. For nearly seven decades, JBPA has been the institution through which Japan's book publishers act collectively on the matters that sustain the book trade: copyright and publishers' rights, the fight against unauthorized reproduction and online piracy, the book distribution system, freedom of expression and publication ethics, and the promotion of reading culture. JBPA's model publishing contracts (出版契約書ヒナ型) have for decades served as the standard reference for author-publisher agreements across the industry — including the contracts under which manga is published as books.

Our membership comprises 380 book-publishing companies, together with 6 supporting members (JBPA membership roster, as of 16 April 2026), including the major manga publishers: Kodansha Ltd. (the Applicant), Shueisha Inc., Shogakukan Inc., and KADOKAWA Corporation.

II. WHAT THE BOOK TRADE'S NUMBERS SHOW

JBPA speaks here from the vantage point of the physical and digital book trade, and the trade's own figures explain why a verified .manga namespace matters to publishing as a whole.

Manga reaches its readers overwhelmingly as books: serialized in magazines, then collected and sold as tankōbon (単行本) and, increasingly, as ebooks. Within the Japanese book market, comics now constitute one of the largest single categories of publishing revenue; the comics market — print and digital combined — reached an estimated ¥692.5 billion in 2025, accounting for 44.8% of Japan's entire publishing market, with digital comics at ¥527.3 billion continuing to grow even as print declined (Research Institute for Publications, All Japan Magazine and Book Publisher's and Editor's Association, news release of 25 February 2026; detailed figures in *Kikan Shuppan Shihyō* [Quarterly Publishing Indicators], Spring 2026 issue). The export dimension is equally material to our members: translation licensing and overseas editions of manga tankōbon represent one of the largest sustained streams of Japanese publishing rights revenue abroad, within overseas sales of Japanese content that the industry's standard reference estimates at ¥5.78 trillion for 2023 (Human Media Inc., *Japan and Global Media × Content Market Database*, December 2024 edition), publishing — principally manga — being a constituent category of that total.

These are not abstractions for JBPA. The value documented in those figures rests entirely on copyright, on the publishing contract, and on readers' ability to find the authorized edition rather than a pirated copy. A namespace in which "manga" reliably denotes the authorized work is, for the book trade, infrastructure of the same order as the distribution system itself.

III. THE COMMUNITY THIS STRING SERVES

JBPA has reviewed the application's definition of the Japan Manga Industry Community. From where the book trade stands, what that definition describes is the chain we work within every day: the path a manga title travels from the author's desk to a published book — serialized, collected, printed or rendered as an ebook, carried through the trade, and finally placed in the hands of readers in Japan and worldwide. In our experience, that chain is held together contract by contract — author–publisher publishing agreements, printing and distribution arrangements, and licensing agreements for overseas editions — and it is exactly this contractual interdependence that makes it sensible for the application to limit registration eligibility to verified parties working within the manga industry.

IV. MANGA AND THE PUBLISHING INDUSTRY ARE ONE FABRIC

Manga is not adjacent to Japan's book-publishing industry; it is woven into it. The tankōbon is a book — edited, printed, distributed, and sold through the same trade infrastructure JBPA exists to maintain. "Manga" is moreover an established category of the book trade itself, used in Japanese and international retail and bibliographic practice to shelve, catalogue, and sell these works. Piracy of manga is therefore piracy of books, and the harm it inflicts falls on the publishing economy JBPA represents.

V. OUR HISTORY WITH THE APPLICANT

Kodansha Ltd., founded in 1909, has been a JBPA member since the Association's founding in 1957, and over the decades Kodansha executives have served in JBPA's officer and committee structure; Yoshinobu Noma, President of Kodansha, currently serves as a Vice-

Chairman of JBPA, a post he has held continuously since at least fiscal 2022 (JBPA officer rosters, fiscal 2022–2023 and fiscal 2024–2025 terms). He has also been appointed a Vice-Chairman of JBPA for the fiscal 2026–2027 term.

In issuing this endorsement, JBPA has examined the application's community definition, registration policies, anti-piracy provisions, and the eligibility of legitimate publishers to hold authenticated .manga domains, and has weighed these against JBPA's chartered purpose of developing and protecting Japan's publishing culture. This letter records the Association's support.

VI. THIS ENDORSEMENT REPRESENTS OUR MEMBERSHIP

JBPA gives this endorsement in its representative capacity, on behalf of the 380 book-publishing companies and 6 supporting members recorded in our membership roster, published on our website (<https://www.jbpa.or.jp/>, as of 16 April 2026). Before it was issued, the application was deliberated at the joint meeting of the Board of Directors and the Board of Councillors held on 24 March 2026, where no objection was recorded from any director or councillor, and the endorsement was adopted. The major manga publishers — Shueisha, Shogakukan, and KADOKAWA — are themselves members of this Association, alongside the Applicant.

VII. ENDORSEMENT

The Japan Book Publishers Association endorses the Community Application submitted by Kodansha Ltd. for the .manga gTLD.

We do so because, from the standpoint of the book trade, a verified, community-governed .manga namespace extends into the domain name system the very things the trade has always depended upon: the integrity of the authorized edition, the rights of authors and publishers, and the reader's ability to find the genuine work. We welcome the avenue the application provides for the publishing industry's perspective to be represented in the ongoing governance of the namespace, and we regard .manga not as the asset of any one company but as shared infrastructure for the whole of manga publishing — the breadth of Japan's book-publishing industry stands behind this endorsement, not manga specialists alone.

VIII. AUTHENTICATION

This letter is issued under the authority of the undersigned officer of the Japan Book Publishers Association and bears the Association's official seal.

Respectfully submitted,



【Name】 Norio YAMAMOTO

President

Japan Book Publishers Association

General Incorporated Association

1-32 Kanda-Jimbocho, Chiyoda-ku, Tokyo 101-0051, Japan

Website: <https://www.jbpa.or.jp/>