



Letter of Endorsement — .manga gTLD Community Application

Date: July 9, 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: Digital Publishers Federation of Japan (一般社団法人 デジタル出版者連盟, "DPFJ")

Otowa YK Building 6F, 1-17-14 Otowa, Bunkyo-ku, Tokyo 112-0013, Japan

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

1. What the data shows

We begin with the numbers, because the numbers are why this application matters to us.

Manga is now a digital medium first. According to the most recent data published by the Research Institute for Publications (出版科学研究所), digital comic sales in Japan reached approximately ¥6,840 billion in 2023, accounting for more than 60% of the total comic market — a share that has grown continuously for over a decade. The digital channel — ebook stores, manga apps, subscription reading services — is where the market's growth is concentrated, and it is equally where infringement is concentrated: pirate aggregator and scanlation sites compete with our members for the same readers, on the same screens. Our own membership tracking records 63 member companies as of April 2026 (source: DPFJ membership register), spanning the publishers and digital-distribution businesses that operate this channel. On the scale of digital piracy losses, the Content Overseas Distribution Association (CODA) has documented billions of yen in annual damages to rights holders from unauthorized distribution of manga and other content — figures our member companies substantiate from their own enforcement operations.

A namespace in which ".manga" reliably signals an authorized source is, on this evidence, not a branding nicety. It is missing infrastructure for the largest and fastest-moving part of the manga economy.

2. Who we are

DPFJ is a General Incorporated Association and the representative body of Japan's digital publishing industry. Our lineage is dateable: we were founded in 2010 as the Electronic Book Publishers Association of Japan (日本電子書籍出版社協会, "Densho-kyo") by 31 publishing companies, and in February 2022, upon merging with the Digital Comic Association (デジタルコミック協議会), we were reorganized under our present name. Our



remit covers copyright and publishers' rights in the digital domain, anti-piracy measures against scanlation and aggregator sites, digital-publishing standards and formats, and the sound development of Japan's digital content market.

3. Why .manga is our business

Through the 2022 merger, the digital comic industry's representative body was folded directly into ours. We are, in consequence, the federation closest to how manga is actually published and read today: digitally, across borders, at speed. Every problem the .manga application proposes to address — readers unable to tell an official app from a counterfeit, work titles and service names misused in domain strings, the absence of any verified signal of legitimacy at the DNS level — is a problem our member companies handle operationally, every day. We did not need this application to discover these problems; we needed an instrument like this application to address them at the namespace level.

4. Our relationship with the Applicant

Kodansha Ltd. is a member of this Federation, and was one of the thirty-one publishers that founded our predecessor body, the Electronic Book Publishers Association of Japan, in 2010 — at the inaugural general meeting held on 24 March 2010, Kodansha's then Vice President, Mr. Yoshinobu Noma, was elected the Association's Representative Director (as recorded in contemporaneous press coverage, INTERNET Watch, 24 March 2010). Our working relationship with the company thus extends back to the Federation's founding period in 2010, and Kodansha remains a regular member today.

Mr. Yoshinobu Noma, President of Kodansha Ltd., serves as Chairman of this Federation. We state this plainly.

5. This endorsement is given on behalf of our members

DPFJ submits this letter not as one company's opinion but as the act of an industry association expressing the position of its membership. Our 63 member companies — the publishers and digital-distribution businesses recorded in our public membership register (<https://dpfj.or.jp/>, as of April 2026) — are the digital-publishing parties whose works and services a verified .manga namespace is designed to protect. Before issuing this endorsement, On June 22, 2026, the Board of Directors of the Digital Publishers Association unanimously confirmed its support for this application. Because our Chairman, Mr. Noma, is President of the Applicant, this consultation and the resulting decision were conducted under our procedures for conflicted matters, without his participation.

6. Our endorsement

DPFJ endorses the Community Application submitted by Kodansha Ltd. for the .manga gTLD. We support it because a verified .manga namespace carries forward, at the level of internet naming itself, the work this Federation has done since 2010: protecting digitally published works, distinguishing authorized services from pirate ones, and giving readers a reliable path to legitimate digital manga. We welcome the application's commitment to giving industry segments such as ours a formal voice in how the registry is run, and we regard the



TLD as shared infrastructure for the industry rather than the asset of any single firm — including the Applicant.

7. The community this string serves

From the digital-publishing vantage, the community this string serves is held together by contracts: our member companies license works from the rights holders upstream of them and deliver those works to readers in Japan and worldwide, downstream, through the ebook stores, apps, and subscription services they operate. We sit in the middle of that chain and cannot function without either end of it. A .manga namespace governed for that whole contractual ecosystem is one we are prepared to stand behind.

Respectfully submitted,

A handwritten signature in blue ink, reading "鈴木基" (Suzuki Motoi), written in a cursive style.

Motoi Suzuki



Senior Managing Director Digital Publishers Federation of Japan (一般社団法人 デジタル出版者連盟)

Otowa YK Building 6F,

1-17-14 Otowa, Bunkyo-ku,

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July 9, 2026

To: Internet Corporation for Assigned Names and Numbers (ICANN)

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

Enclosed are the following documents:

- Letter of Endorsement — .manga gTLD Community Application

Sincerely yours,

鈴木 基



Motoi Suzuki | motoi_suzuki@dpfj.or.jp

Senior Managing Directors

Digital Publishers Federation of Japan

Otowa YK Building 6F, 1-17-14 Otowa,

Bunkyo-ku, Tokyo 112-0013, Japan



Letter of Endorsement — .manga gTLD Community Application

Date: June 19, 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: MEDIA DO Co., Ltd., 5F, PALACESIDE Bldg., 1-1-1 Hitotsubashi, Chiyoda-ku, Tokyo 100-0003, Japan

Re: Endorsement of the Community Application by Kodansha Ltd. for the .manga gTLD

To the Members of the Community Priority Evaluation Panel:

1. What our distribution data shows

We write first from our data, because that is how our company thinks. MEDIA DO operates the largest e-book distribution ("toritsugi") platform in Japan — a standing stated plainly in our own disclosures as "the largest e-book distribution company in Japan" (MEDIA DO Full-Year Financial Results Presentation and Financial Summary for the fiscal year ended February 2026, April 2026), and consistent with the Impress Research Institute's "E-Book Business Survey Report 2025," which sizes Japan's FY2024 e-book market at approximately ¥650 billion, of which our gross distribution value represents roughly 30% — moving licensed digital titles from publishers to the e-book stores where readers buy them. Our platform handled a gross distribution value of approximately ¥193 billion in the fiscal year ended February 2026, registering roughly 920,000 newly added titles over the year — a scale second only to Amazon worldwide (MEDIA DO Full-Year Financial Results Presentation, April 2026) — connecting more than 2,200 domestic publishers with more than 150 e-book stores, virtually every e-book store in Japan (same presentation). Within that flow, manga is by a clear margin the largest single content category we carry — comics account for over 80 percent of our sales (MEDIA DO Full-Year IR Report, fiscal year ended February 2025).

A distribution intermediary sees something publishers and retailers each see only partially: the whole pipe. When a pirate site captures readers, the loss does not appear

in one storefront's figures — it appears as suppressed transaction volume across our entire network, every publisher and every store at once. We measure that leakage in the same way a logistics operator measures cargo that never arrives. This is why a domain namespace that lets a reader verify, at the address bar itself, that a manga service is legitimate is not an abstraction to us. It is a missing reliability layer in the supply chain we run every day.

2. Who we are

MEDIA DO Co., Ltd. was founded in 1999 and is headquartered in Tokyo, listed on the Prime Market of the Tokyo Stock Exchange (securities code 3678). We are not a publisher and we hold no copyrights in the works we carry; we are the neutral infrastructure layer between the publishing houses and the reading platforms — the carrier, not the rights holder.

MEDIA DO also serves on the board of directors of ABJ (Authorized Books of Japan), the cross-industry body that operates the ABJ Mark certifying legitimate manga services to readers. Anti-piracy work is, for us, uptime work — keeping the legitimate channel the fastest and most trusted route to the content.

3. Our connection to manga and to the full community

Manga is the operational core of our business. In our distribution systems and in the metadata standards we share with the stores we supply, manga is managed as its own category, with its own classification, release cadence, and merchandising logic — sourced under license from Japanese publishers and creators. Our daily operations therefore embody the community this application describes, seen the way a distributor sees it: publishers upstream consigning licensed works, platforms and intermediaries like us midstream moving them, and readers downstream taking delivery. We understand the .manga application as belonging to that entire supply chain, and not to any single company within it, ourselves included.

4. Our relationship with Kodansha and how we decided

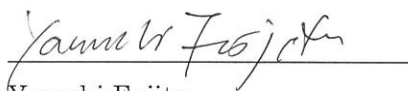
MEDIA DO and Kodansha have a direct, longstanding commercial and capital relationship: Kodansha titles flow through our platform daily, Kodansha holds a direct equity stake in MEDIA DO as a major shareholder (3.58% as of end-February 2026), and the two companies have maintained operational collaboration including through the LINE Book Distribution joint venture established in 2014. Having reviewed the proposed registration policies, MEDIA DO's position is straightforward: a .manga namespace whose registration is limited to verified manga-industry parties — distributors and

platforms included, not only publishers — serves the interest of the distribution layer we represent, and this letter records that support.

5. Statement of support

MEDIA DO Co., Ltd. endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain. Speaking as the operator of the pipe through which Japan's digital manga moves, we ask the Panel to weigh this letter as evidence that the application's support extends through the middle of the value chain — the layer where piracy losses are actually measured — and that the manga community backing this application is a complete, functioning industrial ecosystem.

Respectfully submitted,



Yasushi Fujita

President & CEO

MEDIA DO Co., Ltd.

Assistant to Yasushi Fujita

Misaki Yoshimura

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LETTER OF RECOGNITION AND SUPPORT

FOR THE .MANGA gTLD COMMUNITY APPLICATION

From: Ministry of Economy, Trade and Industry (経済産業省)

LETTER OF RECOGNITION AND SUPPORT FOR THE .MANGA gTLD COMMUNITY APPLICATION

Date: July 17, 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:

Culture and Creative Industries Division, Commerce and Service Industry Policy Group,
Ministry of Economy, Trade and Industry (経済産業省 商務・サービスグループ 文化創造
産業課)

1-3-1 Kasumigaseki, Chiyoda-ku,

Tokyo 100-8901, Japan

Subject: Letter of Recognition and Support for the Community Application for the .manga
generic Top-Level Domain

I. EXPRESSION OF SUPPORT

The Culture and Creative Industries Division of the Ministry of Economy, Trade and Industry of Japan recognizes and supports the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain (gTLD), which is intended to serve the Japan Manga Industry Community.

Manga is a distinctly Japanese art form and one of Japan's most globally recognized economic and cultural assets. The Japanese manga market reached approximately 693.7 billion yen in 2023. Japanese manga is published in over 100 countries and translated into more than 60 languages, with individual series achieving cumulative circulation exceeding

500 million copies. "Manga" — a Japanese word adopted into English and dozens of other languages worldwide — is universally recognized as referring specifically to the Japanese tradition of comic books and graphic novels.

However, this industry faces a critical threat from online piracy. In the 2025 survey on online piracy damage of Japanese content conducted by the Ministry of Economy, Trade and Industry (METI), commissioned to CODA (Content Overseas Distribution Association), the estimated global damage in the publishing sector was 2.6 trillion yen.

The .manga gTLD will establish a verified, authenticated namespace within the Domain Name System that enables consumers worldwide to identify official, legitimately licensed manga content. This will serve both the economic and cultural preservation of one of Japan's most important industries.

This application is supported by the five largest manga publishers in Japan — KADOKAWA Corporation, Kodansha Ltd., Shueisha Inc., Shogakukan Inc., and Square Enix Holdings Co., Ltd. — which collectively represent approximately 80% or more of Japan's manga publishing market. It is further supported by ABJ (89 corporate members), the Japan Cartoonists Association (4,000+ manga creators), and other industry organizations.

II. MINISTRY-SPECIFIC RATIONALE

The Culture and Creative Industries Division's Jurisdictional Connection to the Manga Industry

The Culture and Creative Industries Division (文化創造産業課) of the Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry (METI), is responsible for the planning, formulation, and implementation of policies for the promotion and international expansion of Japan's content and creative industries, including manga, anime, and games. The "Entertainment and Creative Industries Strategy and Five-Year Action Plan" (エンタメ・クリエイティブ産業戦略及びアクションプラン 5 年計画), produced by the Division, serves as the authoritative government reference for the overseas-expansion strategy of the manga industry. In step with the "New Cool Japan Strategy" (新たなクールジャパン戦略) formulated by the Cabinet Office, the Division positions manga as a priority cultural-export category and promotes support for its overseas expansion.

Specific Policies and Programs Administered by the Division

The Division administers multiple programs directly relevant to the global expansion and protection of the manga industry. The "IP360 -Toward 20 Trillion Yen-" program provides financial support for the localization and overseas promotion of manga, enabling publishers to reach international markets through authorized channels. Investment is being made in platforms that distribute licensed manga internationally, building infrastructure for legitimate distribution in global markets. The Division implements and strengthens online piracy measures for content, including manga, through CODA, and takes a leading role

in deterring online manga piracy. In addition, the Division participates in the "Public-Private Practitioner-Level Liaison Conference on Anti-Piracy Measures" (海賊版等対策官民実務者級連絡会), a cross-ministerial body established by the Cabinet Office, discussing this from the perspective of content industry policy. Additionally, the Division collaborates with ABJ and major publishers on the "STOP! Piracy" (STOP! 海賊版) public awareness campaign.

Why .manga Specifically Serves the Division's Policy Objectives

The establishment of a community-governed .manga gTLD directly advances the Division's core policy objectives for the content and creative industries. The Division has set a target of increasing overseas manga sales from 0.3 trillion yen to 1 trillion yen and raising the estimated reduction in online piracy losses from 0.7 trillion yen to 4 trillion yen by 2033. A trusted global identifier for the legitimate distribution of Japanese manga creates the digital infrastructure necessary for the Division's overseas-expansion strategy to succeed at scale — consumers in overseas markets will be able to distinguish legitimate, licensed manga content from pirated reproductions by reference to the .manga namespace. This supports the Division's ongoing efforts to expand the international competitiveness of Japan's content industry and to ensure that the economic value generated by manga exports accrues to Japanese rights holders. Furthermore, manga has become a cultural medium widely enjoyed across generations in countries around the world. It is not merely consumed as a form of entertainment, but has also given rise to a vibrant culture of creative expression, and has come to constitute one of the foundational elements of the global creative cultural ecosystem. In contrast, the proliferation of pirated content is not limited to a violation of copyright law; it undermines the efforts and creativity of creators worldwide and is therefore wholly unacceptable to the Government. Accordingly, the .manga gTLD should be regarded as an important foundation that supports the creative activities of creators around the world and contributes to the development of the cultural and creative industries.

III. UNDERSTANDING OF THE STRING

The applied-for string ".manga" is intended to serve the Manga Industry Community — the organized ecosystem of publishers, creators, rights holders, licensees, authorized digital platforms, and industry organizations engaged in the creation, rights management, authorized publication, distribution, licensing, and protection of manga.

"Manga" (マンガ) is a Japanese word that, in contemporary international usage, specifically denotes the Japanese-origin commercial manga ecosystem — encompassing not merely a publication format but the entire institutional structure of manga creation, publishing, licensing, and distribution that has developed in Japan over more than seven decades. This understanding is consistent with how the term is used in all official Government of Japan policy documents, including METI's own content industry reports, where "manga" refers to this specific Japanese cultural and commercial tradition. The term is distinct from Korean "manhwa," Chinese "manhua," French "bande dessinée," and American "comics."

IV. AUTHENTICATION

This letter is issued under the authority of the Director of the Culture and Creative Industries Division, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry, and bears the official seal of the Ministry of Economy, Trade and Industry.

Ministry of Economy, Trade and Industry

1-3-1 Kasumigaseki, Chiyoda-ku,

Tokyo 100-8901, Japan

<https://www.meti.go.jp/>

Naohiro Kaji

Naohiro Kaji (梶 直弘)

Director, Culture and Creative Industries Division (文化創造産業課長)

Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry



Ministry of Internal Affairs and Communications, Japan

1-2 Kasumigaseki 2-chome Chiyoda-ku Tokyo 100-8926

LETTER OF RECOGNITION AND SUPPORT
FOR THE .MANGA gTLD COMMUNITY APPLICATION

From: Ministry of Internal Affairs and Communications (総務省)

LETTER OF RECOGNITION AND SUPPORT FOR THE .MANGA gTLD COMMUNITY
APPLICATION

Date: July 8, 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:

Computer Communications Division, Telecommunications Business Department,
Telecommunications Bureau, Ministry of Internal Affairs and Communications
(総務省 総合通信基盤局 電気通信事業部 データ通信課)

2-1-2 Kasumigaseki, Chiyoda-ku,
Tokyo 100-8926, Japan

Subject: Letter of Recognition and Support for the Community Application for the .manga
generic Top-Level Domain

I. EXPRESSION OF SUPPORT

The Computer Communications Division of the Ministry of Internal Affairs and Communications of Japan recognizes and supports the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain (gTLD), which is intended to serve the Manga Industry Community.

The Computer Communications Division notes the following explanation by the applicant and understands the importance of countermeasures against online piracy,

Manga is a distinctly Japanese art form and one of Japan's most globally recognized cultural and economic assets. The Japanese manga market reached approximately 693.7 billion yen in 2023. Japanese manga is published in over 100 countries and translated into more than



60 languages, with individual series achieving cumulative circulation exceeding 500 million copies. "Manga" — a Japanese word adopted into English and dozens of other languages worldwide — is universally recognized as referring specifically to the Japanese tradition of comic books and graphic novels.

However, this industry faces a critical threat from online piracy. ABJ (Authorized Books of Japan), the manga industry's anti-piracy body, has documented estimated worldwide annual losses of 8.5 trillion yen from pirated manga content.

The Computer Communications Division understands that the .manga gTLD will establish a verified, authenticated namespace within the Domain Name System that enables consumers worldwide to identify official, legitimately licensed manga content. This will serve both the cultural preservation and economic protection of one of Japan's most important industries.

The Computer Communications Division recognizes that this application is supported by the five largest manga publishers in Japan — KADOKAWA Corporation, Kodansha Ltd., Shueisha Inc., Shogakukan Inc., and Square Enix Holdings Co., Ltd. — which collectively represent approximately 80% or more of Japan's manga publishing market, and it is further supported by ABJ (89 corporate members), the Japan Cartoonists Association (4,000+ manga creators), and other industry organizations.

II. MINISTRY-SPECIFIC RATIONALE

The Computer Communications Division's Jurisdictional Connection to the Domain Name System and Content Integrity

The Computer Communications Division (データ通信課) of the Telecommunications Business Department, Telecommunications Bureau, Ministry of Internal Affairs and Communications (MIC), is responsible for the development and proper operation of the systems concerning wired telecommunications facilities and their use that underpin data communications in the telecommunications business, and works to ensure the sound and smooth development of Japan's data-distribution infrastructure, including the internet. In particular, the Division is responsible for the rules governing the installation and use of wired facilities for the electromagnetic distribution of data-communications information, and for the development, improvement, and coordination of telecommunications businesses engaged in data communications. Accordingly, its remit also covers the institutional arrangements that underpin the Domain Name System (DNS) as a key component of the data-distribution infrastructure, including the internet. From the standpoint of the administrative branch, the Division works to ensure the sound and smooth development of that infrastructure and to advance the appropriate governance of domain name space. The Computer Communications Division participates in the ICANN Governmental Advisory Committee as the representative of Japan and contributes to discussions on relevant issues.



Specific Policies and Programs Relevant to Computer Communications Integrity

The Division operates within MIC's broader mandate for telecommunications regulation and internet governance, which includes measures to address threats to the integrity of data communications infrastructure. MIC convened the Study Group on Measures to Suppress Access to Pirate Sites on the Internet (インターネット上の海賊版サイトへのアクセス抑止方策に関する検討会) in 2019 to discuss methods to support introduction of measures to suppress access to pirate sites on the Internet. MIC participates in the "Public-Private Practitioner-Level Liaison Conference on Anti-Piracy Measures" (海賊版等対策官民実務者級連絡会), a cross-ministerial body established by the Cabinet Office, contributing its knowledge of data-communications infrastructure to the cross-ministerial anti-piracy effort. The proliferation of piracy operations represents a challenge to the soundness of data communications infrastructure, as illegal content distribution consumes network resources and undermines user trust in the online data distribution environment.

Why .manga Specifically Serves the Division's Policy Objectives for Data Communications Integrity

The establishment of a community-governed .manga gTLD will be consistent with the Computer Communications Division's policies for maintaining the soundness and reliability of data communications infrastructure. A verified namespace within the DNS that is restricted to authorized participants in the Japanese manga ecosystem creates a structural mechanism for users to distinguish legitimate content sources from pirate operations — at the domain level, before any content is loaded or evaluated. This enhances the overall trustworthiness of the data distribution environment by providing a positive, infrastructure-level signal of content authenticity. The .manga gTLD complements MIC's existing reactive measures with a proactive approach that builds trust into the DNS itself.

III. UNDERSTANDING OF THE STRING

The Computer Communications Division recognizes that applied-for string ".manga" is intended to serve the Manga Industry Community — the organized ecosystem of publishers, creators, rights holders, licensees, authorized digital platforms, and industry organizations engaged in the creation, rights management, authorized publication, distribution, licensing, and protection of manga.

"Manga" (マンガ) is a Japanese word that, in contemporary international usage, specifically denotes the Japanese-origin commercial manga ecosystem — encompassing not merely a publication format but the entire institutional structure of manga creation, publishing, licensing, and distribution that has developed in Japan over more than seven decades. This understanding is consistent with how the term is used in official Government of Japan policy documents, including MIC's telecommunications policy reports, where "manga"



refers to this specific Japanese cultural and commercial tradition. The term is distinct from Korean "manhwa," Chinese "manhua," French "bande dessinée," and American "comics."

IV. AUTHENTICATION

This letter is issued under the authority of the Director of the Computer Communications Division, Telecommunications Business Department, Telecommunications Bureau, Ministry of Internal Affairs and Communications, and bears the official seal of the Ministry of Internal Affairs and Communications.

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Shunsuke Kamata (鎌田 俊介)
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