

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

From: Agency for Cultural Affairs, Government of Japan (文化庁)

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

Date: 2026/7/3

To:

Internet Corporation for Assigned Names and Numbers (ICANN)

Community Priority Evaluation Panel

12025 Waterfront Drive, Suite 300,

Los Angeles, CA 90094, USA

From:

Copyright Division, Agency for Cultural Affairs, Government of Japan (文化庁 著作権課)

3-2-2 Kasumigaseki, Chiyoda-ku,

Tokyo 100-8959, Japan

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

I. EXPRESSION OF SUPPORT

The Copyright Division of the Agency for Cultural Affairs 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 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 .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.

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 Copyright Division's Jurisdictional Connection to the Manga Industry

The Copyright Division (著作権課) of the Agency for Cultural Affairs (Bunkacho) administers the Copyright Act (著作権法) and related copyright legislation, and is responsible for the planning and operation of the copyright system, legislative amendments, copyright management businesses, copyright registration, international copyright protection, and anti-piracy measures, carrying out administrative functions aimed at contributing to the development of culture. With respect to copyright protection against manga piracy, the Division undertakes policy planning toward its strengthening and operates programs to ensure the appropriate use and distribution of works in the digital environment.

Specific Policies and Programs for Copyright Protection of Manga

The Copyright Division has led the legal amendments addressing the spread of manga piracy. The 2020 amendment to the Copyright Act made the downloading of infringing content (including pirated manga) subject to criminal penalty and brought "leech" sites that aggregate links to pirated content under regulation — directly responding to the damage inflicted on manga creators and publishers by pirate sites. In line with the "Comprehensive Measures Menu and Roadmap against Online Piracy" (インターネット上の海賊版に対する総合的な対策メニュー及び工程表) formulated at 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議) established by the Cabinet Office, the Division plans and implements anti-piracy measures. Specifically, it conducts the "STOP! Piracy" (STOP! 海賊版) awareness campaign targeting

manga and anime, and operates an international copyright consortium with a view to rights enforcement overseas.

Why .manga Specifically Serves the Copyright Division's Policy Objectives

The establishment of a community-governed .manga gTLD relates directly to the Copyright Division's role in copyright protection and the promotion of the appropriate distribution of works. A verified domain-name space restricted to participants in the legitimate distribution of the manga ecosystem creates a digital environment in which the copyright integrity of manga is structurally protected — consumers can identify legitimate content, and the works of creators are presented within a trusted framework that respects their intellectual rights. The .manga gTLD complements the Copyright Division's anti-piracy measures by providing an infrastructure-level mechanism for distinguishing legitimate from pirated content, thereby protecting the interests of manga creators while ensuring the appropriate distribution of copyright-protected manga works in the global digital environment.

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 —including the Agency's own copyright policy materials and Media Arts classifications.

"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 the Agency for Cultural Affairs' media arts and copyright policy materials 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 Copyright Division, Agency for Cultural Affairs, Government of Japan, and bears the official seal of the Agency for Cultural Affairs.

Agency for Cultural Affairs, Government of Japan

3-2-2 Kasumigaseki, Chiyoda-ku,

Tokyo 100-8959, Japan

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

長谷浩之



Hiroyuki Hase (長谷 浩之)

Director, Copyright Division (著作権課長)

Agency for Cultural Affairs, Government of Japan

LETTER OF RECOGNITION AND SUPPORT

FOR THE .MANGA gTLD COMMUNITY APPLICATION

From: Secretariat of Intellectual Property Strategy Headquarters, Cabinet Office (内閣府 知的財産戦略推進事務局)

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

Date: July 7, 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:

Secretariat of Intellectual Property Strategy Headquarters, Cabinet Office (内閣府 知的財産戦略推進事務局)

1-6-1 Nagata-cho, Chiyoda-ku,

Tokyo 100-8914, Japan

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

I. EXPRESSION OF SUPPORT

The Secretariat of Intellectual Property Strategy Headquarters, Cabinet Office 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 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 .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.

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 IP Strategy Headquarters' Jurisdictional Connection to the Manga Industry

The Secretariat of Intellectual Property Strategy Headquarters (知的財産戦略推進事務局), established within the Cabinet Office under the Intellectual Property Basic Act (知的財産基本法), serves as the cross-ministerial coordinating body responsible for formulating Japan's national intellectual property strategy. Manga is explicitly identified as one of Japan's most valuable categories of intellectual property within the Headquarters' annual Intellectual Property Strategic Program (知的財産推進計画). The Headquarters formulates the "Cool Japan Strategy" and its successor, the "New Cool Japan Strategy" (新たなクールジャパン戦略), both of which describe manga as an important field in the overseas expansion of Japan-originated content. Uniquely among all government bodies, the IP Strategy Headquarters serves a command-tower (司令塔) function over the Ministry of Economy, Trade and Industry, the Ministry of Internal Affairs and Communications, the Agency for Cultural Affairs, the National Police Agency, and other administrative agencies on matters affecting the intellectual property rights of the manga industry — including, critically, the coordination of the government's anti-piracy countermeasures.

Specific Policies and Programs Led by the IP Strategy Headquarters

The IP Strategy Headquarters has led the formulation and implementation of Japan's most significant policy frameworks affecting the manga industry. The annual Intellectual Property Strategic Program (知的財産推進計画), decided by the Cabinet each year, contains dedicated sections on content industry promotion and on anti-piracy countermeasures, with manga consistently identified as a priority sector. The Headquarters established 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議) and formulated the "Anti-Piracy Measures Menu and Roadmap" (海賊版対策メニュー及び工程表), the Government of Japan's authoritative cross-ministerial framework for combating online piracy — a framework developed in direct response to the scale of damage inflicted on the manga industry by pirate sites. Furthermore, the "Content Industry Public-Private Council" (コンテンツ産業官民協議会) — chaired by the Minister of State for Cool Japan Strategy, with the Director-General of the IP Strategy Promotion Office serving as acting chair — was convened and formulated the "Public-Private Investment Roadmap" (官民投資ロードマップ). This Roadmap establishes the policy framework for the overseas expansion of Japan's content industry, positions manga as a key field, and sets out support for the protection and overseas expansion of Japan's manga industry through the twin pillars of strengthened anti-piracy measures and the promotion of legitimate distribution.

Why .manga Specifically Serves the IP Strategy Headquarters' Policy Objectives

The establishment of a community-governed .manga gTLD directly advances the IP Strategy Headquarters' core mandate of protecting and leveraging Japan's intellectual property assets. Manga represents one of Japan's most globally recognized and economically significant IP categories, yet its value is severely undermined by the approximately 8.5 trillion yen annual piracy threat which the Headquarters' "Comprehensive Measures Menu and Roadmap against Online Piracy" (インターネット上の海賊版に対する総合的な対策メニュー及び工程表) seeks to address. A verified .manga namespace creates a global IP protection infrastructure at the domain level — enabling consumers, platforms, and enforcement authorities worldwide to identify authorized manga content through the DNS itself. This is exactly the structural, technology-driven IP protection mechanism which the Intellectual Property Strategic Program envisions when it calls for innovative approaches to combating online piracy and expanding the global reach of Japan's content industries. The .manga gTLD transforms the DNS from a neutral addressing system into an active instrument of IP authentication for one of Japan's most valuable intellectual properties.

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 the Intellectual Property Strategic Program itself, 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-General of the Secretariat of Intellectual Property Strategy Headquarters, Cabinet Office, and bears the official seal of the Cabinet Office.

Secretariat of Intellectual Property Strategy Headquarters, Cabinet Office

1-6-1 Nagata-cho, Chiyoda-ku,

Tokyo 100-8914, Japan

<https://www.cas.go.jp/jp/seisakukaigi/titeki2/index.html>

中原 裕彦



Hirohiko Nakahara (中原 裕彦)

Director-General, Intellectual Property Strategy Promotion Office (知的財産戦略推進事務局長)

Secretariat of Intellectual Property Strategy Headquarters, Cabinet Office

LETTER OF ENDORSEMENT FOR THE .MANGA gTLD COMMUNITY APPLICATION

Date: [Date] July 7, 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: VIZ Media, LLC

1355 Market Street, Suite 200, San Francisco, CA 94103, USA

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

I. ORGANIZATIONAL IDENTITY

VIZ Media, LLC is the largest publisher, distributor, and licensor of manga in North America. Established in 1986 and headquartered in San Francisco, California, VIZ Media has been at the center of North American manga publishing for nearly four decades.

Transparency regarding corporate relationship: VIZ Media is a joint venture of Shueisha Inc. and Shogakukan Inc. — two of Japan's largest manga publishers, both of which separately endorse this application. This corporate relationship is disclosed here in full transparency. While VIZ Media's parent companies are supporters of this application, VIZ Media's endorsement provides distinct value as the voice of the North American manga market — the largest English-language manga market in the world — with operational perspectives that differ from those of its Japanese parent companies.

VIZ Media publishes English-language editions of the world's most iconic manga series, including:

- **ONE PIECE** (Eiichiro Oda) — the best-selling manga series in history (520 million+ copies worldwide)
- **NARUTO** (Masashi Kishimoto) — a defining cultural touchstone that established manga readership in Western markets
- **Dragon Ball** (Akira Toriyama) — the series that pioneered manga's global expansion
- **My Hero Academia** (Kohei Horikoshi) — the superhero manga that bridged Japanese manga and Western superhero culture
- **Demon Slayer: Kimetsu no Yaiba** (Koyoharu Gotouge) — the cultural phenomenon that shattered box office records worldwide
- **Jujutsu Kaisen** (Gege Akutami) — representing the current vanguard of manga's global expansion
- **Spy x Family** (Tatsuya Endo) — a mainstream crossover hit attracting audiences beyond traditional manga readership

- **Death Note** (Tsugumi Ohba/Takeshi Obata) — the psychological thriller that demonstrated manga's narrative sophistication to Western audiences

VIZ Media also operates the **Shonen Jump** digital platform, which provides North American readers with simultaneous chapter releases of major manga series, and the **VIZ Manga** app for digital manga consumption. These digital platforms represent the manga industry's frontline effort to combat piracy by providing legitimate, timely, and affordable access to manga content.

VIZ Media's market position is unrivaled in North America: the company consistently holds the majority of manga bestseller list positions, and its titles dominate the manga sections of Barnes & Noble, Books-A-Million, Amazon, and independent bookstores nationwide.

II. EXPRESSION OF SUPPORT

VIZ Media, LLC hereby endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain.

As the largest manga publisher in North America — and a direct bridge between the Japanese manga industry and the English-speaking world — VIZ Media supports this application for the following reasons:

(a) **Anti-piracy as existential necessity.** The proliferation of piracy websites serving the North American market has had a severe and measurable impact on legitimate manga sales. Unauthorized scan-and-translate ("scanlation") sites routinely publish manga chapters within hours of their Japanese release, undermining VIZ Media's simultaneous-release strategy on the Shonen Jump platform. A verified .manga namespace will help consumers identify official digital sources, directly supporting VIZ Media's ongoing efforts to combat piracy through legitimate access.

(b) **Protecting the value chain from Japan to North America.** VIZ Media sits at the critical juncture where Japanese manga IP enters the English-language market. The integrity of this cross-Pacific value chain — from creator to Japanese publisher to international licensee/subsidiary to consumer — depends on consumers being able to identify and trust official channels. The .manga gTLD serves this purpose.

(c) **The proposed registration policies** ensure equitable access for all legitimate members of the Japan Manga Industry Community, including international licensees and subsidiaries operating in overseas markets.

(d) **The Community Advisory Board structure** ensures multi-stakeholder governance with representation that extends beyond the applicant, including representation from the international segments of the manga community.

III. UNDERSTANDING OF THE STRING

VIZ Media 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.

In the North American market, "manga" is universally understood to refer specifically to Japanese comics. This is not merely a definitional claim — it is an operational reality that VIZ Media experiences daily:

- **Retail classification:** Major retailers including Barnes & Noble, Books-A-Million, and Amazon.com classify "Manga" as a distinct category, separate from "Comics" and "Graphic Novels." VIZ Media's sales and distribution operations are organized around this classification.
- **Industry data:** The NPD/Circana BookScan system — the definitive source for U.S. book sales data — tracks "Manga" as a separate category. VIZ Media's titles dominate this category, and the category tracks exclusively Japanese-origin works.
- **Consumer understanding:** VIZ Media's consumer research and market engagement consistently confirm that North American readers understand "manga" to mean Japanese comics specifically. Readers distinguish manga from Korean manhwa, Chinese manhua, and Western comics — a distinction that is reflected in retail organization, online categorization, and consumer behavior.
- **VIZ Media's own brand identity:** VIZ Media describes itself as a "manga" publisher, and this term is understood by all stakeholders — consumers, retailers, media, and partners — as identifying Japanese comics specifically.

IV. PROCESS AND RATIONALE

This endorsement was developed through the following process:

1. VIZ Media's management 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 (Core Community and Extended Community), proposed registration policies, governance framework, and Community Advisory Board structure.
2. VIZ Media consulted with its parent companies — Shueisha Inc. and Shogakukan Inc. — both of which confirmed their support for the application. VIZ Media's management then independently evaluated the application from the perspective of North American market operations, with particular attention to:
 - The severity and trajectory of digital piracy in the North American manga market
 - The proposed eligibility criteria and their impact on international subsidiaries and licensees
 - The governance safeguards and advisory board representation
 - The alignment between .manga's anti-piracy mission and VIZ Media's digital distribution strategy

VIZ Media's rationale for this endorsement:

(a) AS NORTH AMERICA'S LARGEST MANGA PUBLISHER: VIZ Media holds the largest market share in North American manga publishing. Our endorsement represents the perspective of the entity with the deepest understanding of, and the greatest stake in, the North American manga market. When VIZ Media states that "manga" means Japanese comics in the North American market, this is based on nearly four decades of market experience — not abstract reasoning.

(b) AS THE OPERATOR OF SHONEN JUMP DIGITAL — PIRACY'S FRONTLINE: VIZ Media operates the Shonen Jump digital platform, which provides simultaneous English-language chapter releases of

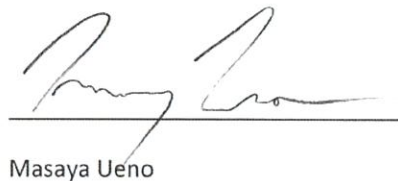
major manga series. This platform is the manga industry's most direct countermeasure to scanlation piracy in the English-language market. The .manga gTLD will complement this strategy by creating an easily identifiable official namespace that helps consumers navigate to legitimate sources. VIZ Media has direct, quantifiable data on the impact of piracy on its digital platforms — data that confirms the urgent need for a verified .manga namespace.

(c) AS A BRIDGE BETWEEN JAPAN AND NORTH AMERICA: VIZ Media's unique position as a joint venture of two major Japanese publishers, operating as a fully localized North American company, makes it a natural bridge between the Japanese core of the manga community and the North American extended community. VIZ Media's endorsement demonstrates that the community's cross-Pacific reach is operational and institutional, not merely aspirational.

V. NO OPPOSITION

VIZ Media is not aware of any opposition to this application from within the North American manga publishing industry or the broader international manga community. The major participants in the North American manga market are all affiliated with Japanese publishers that support this application.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Masaya Ueno', is written over a horizontal line.

Masaya Ueno

Senior Vice President

VIZ Media, LLC

1355 Market Street, Suite 200, San Francisco, CA 94103, USA

LETTER OF ENDORSEMENT — .MANGA gTLD COMMUNITY APPLICATION

Date: 6/10/2026

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

Community Priority Evaluation Panel

From: Yen Press, LLC, New York, NY, USA

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

Who We Are

Yen Press, LLC was founded in 2006 in New York and has grown into one of the largest English-language publishers of manga and Japanese light novels, with a catalog spanning the Yen Press (manga), Yen On (light novel), and Ize Press (Korean webcomic/manhwa) imprints. Today Yen Press is majority-owned by KADOKAWA Corporation of Japan (51%), with Hachette Book Group — one of the largest trade publishers in the United States — holding a 49% stake, a structure in place since April 2016.

What Our Numbers Show: The Category Is Growing — and Its Boundary Is Sharpening

Yen Press currently publishes over 1,100 series with more than 800 volumes coming out annually across its imprints, and releases a substantial share of its manga titles digitally on or near the Japanese publication date — the simultaneous-publication model that the English-language industry has adopted as its most effective answer to scanlation piracy.

The most instructive data point we can offer the Panel, however, is the existence of our newest imprint. In 2022 we launched Ize Press, dedicated to Korean webcomics and manhwa — announced on April 15, 2022 at the Yen Press Industry Panel at Sakura-Con in Seattle, as a collaboration with REDICE Studio and RIVERSE, with the imprint's first titles released in Fall 2022 (Yen Press press release, April 2022). We created Ize Press because the Korean webcomic category is growing fast enough in English-language retail to justify its own imprint, its own marketing, and its own shelf identity. Two conclusions follow, and both bear directly on this application. First, the global market for Japanese-origin and Japanese-adjacent comics is expanding, not static: the readership that a trusted .manga namespace would serve is getting larger every year. Second — and this is the point we can attest to from daily operations — that growth has made the boundary of "manga" sharper, not blurrier. Retailers, librarians, and readers increasingly insist on the distinction between Japanese manga and Korean manhwa; our own decision to separate them into different imprints was a commercial response to that insistence, not a cause of it.

Our History with the Applicant

[First Kodansha license: year 2014, representative title: Prison School]. Our working relationship with Kodansha and its North American operations has given us direct experience of the applicant's licensing practices and its long record of investment in legitimate overseas distribution channels.

What ".manga" Means in Our Market

From where Yen Press sits in international publishing, the world the .manga application speaks for looks like a licensing chain: rights originate in Japan, travel outward through licensee-publishers such as ourselves, and end up in the hands of readers across dozens of languages and retail markets. We recognize ourselves — an overseas licensee-publisher — as one link in that chain, not its center.

In English-language retail, "manga" is a settled category meaning Japanese comics. Major retailers and online platforms shelf Manga separately from Comics and Graphic Novels; our sales and marketing operations are built on that classification; and as described above, our own imprint architecture separates Japanese manga from Korean webcomics because our customers demand the distinction. A namespace that anchors "manga" online to verified Japanese-origin sources matches how the word already functions in our market.

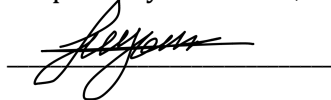
Our Support

We have reviewed Kodansha's published community application — in particular how the community is described and the commitment to restrict who may hold a .manga name to parties genuinely active in the manga business — and this letter records Yen Press's support for it.

Piracy and unauthorized scanlation sites continue to divert revenue from the creators and licensors whose work is the source of everything we publish, and they trade on consumer confusion about which sources are official. A community-governed .manga namespace gives readers a single verifiable signal of legitimacy — a benefit that accrues to every licensee in our position. We also note that the proposed registration rules place international licensees and overseas publishers on the same footing as Japanese rights holders; for a company in our position, that equal footing is what makes a shared namespace worth supporting.

Yen Press, LLC accordingly endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'JuYoun Lee', is written over a horizontal line.

JuYoun Lee

Publisher and Editor in Chief

Yen Press, LLC

LETTER OF ENDORSEMENT FOR THE .MANGA gTLD COMMUNITY APPLICATION

Date: [Date] July 1st, 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: Glénat Editions SAS

[Address], Grenoble, France

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

I. ORGANIZATIONAL IDENTITY

Glénat Editions is one of France's largest independent publishing houses, founded by Jacques Glénat in 1969 in Grenoble, France. Glénat is a diversified publisher with operations spanning comics, manga, literature, tourism guides, and other categories. Within the manga sector, Glénat is one of Europe's largest and most established manga publishers, with a catalog spanning over three decades of manga publication.

Glénat is fully independent. It is not a subsidiary, joint venture, or affiliate of any Japanese publisher. Glénat is a privately held French company whose publishing operations, editorial decisions, and business strategy are determined independently by its French management.

Glénat is a pioneer of manga in Europe. Glénat began publishing manga in the early 1990s, making it one of the first European publishers to introduce Japanese manga to the French and European markets. Glénat published the first French editions of Dragon Ball — the manga series that is widely credited as the catalyst for the manga revolution in Europe. Glénat's early commitment to manga publishing played a foundational role in establishing the European manga market that exists today.

Over three decades, Glénat has built an extensive manga catalog through licensing relationships with major Japanese publishers. Glénat's manga titles include French-language editions of some of the most iconic manga series in history, including Dragon Ball (Shueisha/Akira Toriyama), AKIRA (Kodansha/Katsuhiro Otomo), One Piece (Shueisha/Eiichiro Oda), Bleach (Shueisha/Tite Kubo), and many others. These licensing relationships with Japanese rights holders have been maintained over decades, reflecting deep and sustained commercial ties between Glénat and the Japanese manga industry.

Glénat's role in the manga ecosystem extends beyond mere publication. As a pioneer, Glénat helped create the cultural and commercial infrastructure for manga in Europe — building readership, establishing retail categories, training translators, and educating the French public about manga as a distinct art form. This decades-long investment in the manga ecosystem makes Glénat a natural and credible endorser of the .manga community application.

II. EXPRESSION OF SUPPORT

Glénat Editions SAS hereby endorses the Community Application submitted by Kodansha Ltd. for the .manga generic Top-Level Domain.

As a pioneering and independent international manga publisher with over 30 years of continuous engagement in the manga ecosystem, Glénat supports this application for the following reasons:

(a) **Three decades of demonstrated commitment.** Glénat has been publishing manga since the early 1990s. Our endorsement is not an opportunistic gesture but a reflection of decades of investment in, and commitment to, the manga ecosystem. Glénat's interests are structurally aligned with the long-term health of the legitimate manga industry.

(b) **Protecting decades-long licensing relationships.** Glénat's manga business is built on licensing relationships with Japanese publishers that, in some cases, span over 30 years. Digital piracy threatens these relationships by eroding the economic value of the rights that Glénat licenses. A verified .manga namespace will strengthen consumer identification of official sources, protecting the licensing model on which Glénat and the entire international manga ecosystem depend.

(c) **Independent endorsement from Europe's most established manga publisher.** Glénat's endorsement is significant because it comes from an independent company with no ownership ties to any Japanese publisher. Glénat's support represents a genuinely independent assessment from one of the oldest and most established participants in the international manga ecosystem.

(d) **The proposed registration policies** ensure equitable access for all legitimate community members, and the Community Advisory Board provides governance safeguards.

III. UNDERSTANDING OF THE STRING

Glénat 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.

Glénat's understanding of "manga" as specifically Japanese is deeply rooted in over 30 years of publishing experience. In the French and European markets, "manga" is classified as a distinct category, separate from "bandes dessinées" (Franco-Belgian comics) and "comics" (American comics). This tripartite classification is standard across French bookstores, libraries, and online retailers. The French publishing industry's ISBN classification system, retail shelf organization, and industry sales reporting all treat "manga" as a category that specifically identifies Japanese manga style comics.

Glénat itself maintains this distinction in its publishing operations: Glénat's manga imprint publishes Japanese-origin works acquired through licensing agreements with Japanese rights holders. This operational reality reflects the industry's understanding that "manga" denotes a specific cultural and commercial tradition originating in Japan.

As one of the publishers that introduced the word "manga" to the French public in the early 1990s, Glénat can attest that this term has always been understood in the European market as referring specifically to Japanese comics — and that this understanding has only strengthened over the past three decades.

IV. PROCESS AND RATIONALE

This endorsement was developed through the following process:

1. Glénat's management received a detailed briefing regarding the .manga gTLD Community Application, including the community definition ("Japan Manga Industry Community"), the two-tier community structure (Core Community and Extended Community), proposed registration policies, and governance framework.
2. Glénat's management evaluated the application in light of Glénat's three-decade history in the manga ecosystem and its ongoing licensing relationships with Japanese publishers, with particular attention to:
 - The threat of digital piracy to licensed manga sales in France and Europe
 - The proposed eligibility criteria and their inclusion of international licensees
 - The governance safeguards and advisory board structure
 - The alignment between .manga's mission and Glénat's long-term strategic interests

Glénat's rationale for this endorsement:

(a) AS THE PIONEER OF MANGA IN EUROPE: Glénat introduced manga to the French and European markets in the early 1990s. The company's investment in building the European manga market — from readership development to retail infrastructure — gives Glénat a unique perspective on the importance of protecting the "manga" identifier. The .manga gTLD preserves the integrity of the term that Glénat helped establish in Europe three decades ago.

(b) AS A PARTNER IN DECADES-LONG LICENSING RELATIONSHIPS: Glénat's licensing relationships with Japanese publishers are among the oldest and most enduring in the international manga industry. These relationships exemplify the "contractual interdependence" that binds the Extended Community to the Core Community — the ongoing, mutually dependent commercial relationships that sustain the global manga ecosystem. Glénat's endorsement is an expression of this interdependence.

(c) AS EVIDENCE OF DEEP GEOGRAPHIC AND TEMPORAL REACH: Glénat's endorsement demonstrates not only geographic diversity (European entity endorsing a Japan-led application) but also temporal depth — over 30 years of continuous participation in the manga ecosystem. This combination of geographic and temporal breadth provides strong evidence that the Japan Manga Industry Community is a genuine, established, international community.

(d) AS A DEFENDER OF THE EUROPEAN MANGA MARKET: France is the world's second-largest manga market after Japan, and the broader European manga market represents a critical segment of the global manga economy. Glénat, as one of Europe's largest manga publishers, has a direct interest

in any initiative that strengthens consumer trust in official manga channels and combats the piracy that threatens the legitimate market.

V. NO OPPOSITION

Glénat is not aware of any opposition to this application from within the European manga publishing industry or the broader international manga licensing community.

Respectfully submitted,

Signé par :

2832E3C02A704A4

Benoît Pollet

Managing Director

Glénat Editions SAS

LETTER OF ENDORSEMENT — .MANGA gTLD COMMUNITY APPLICATION

Date: 15 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:

ALLIANCE POUR LE MANGA & WEBTOON (AMW)
115 Boulevard Saint Germain
75006 Paris
FRANCE
SIREN 994 772 614

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

I. WHO WE ARE

The Alliance for Manga and Webtoon (AMW) is the French industry alliance representing the manga and webtoon sector in France. AMW was established in 2025 on the initiative of [Mangas.io](#), a leading French manga distribution platform, and brings together French manga and webtoon publishers and distribution operators around a shared objective: the promotion of the legitimate distribution of manga in the French market and the protection of the works and rights on which that market depends.

On 1 April 2026, AMW concluded a Memorandum of Understanding with the Content Overseas Distribution Association of Japan (CODA) — signed in Tokyo during the State Visit of the President of the French Republic and witnessed by the French Minister of Culture — establishing a framework of cooperation and information-sharing between France and Japan in the fight against piracy.

AMW is chaired by Yun J. Inada, as representative of Mangas.io. Its membership includes AC Media (Kioon, ManaBooks), Glénat, Editis (Delcourt, Kurokawa), Hachette (Pika, Mangetsu), Kana, Vega, Panini, the Syndicat national de l'édition (SNE), Naver Webtoon, ONO, and Mangas.io.

II. WHAT THE FRENCH MARKET SHOWS

AMW speaks from the vantage point of the world's second-largest manga market. France is, after Japan itself, the largest market for manga in the world — a position recognised by CODA in announcing the April 2026 Memorandum — and manga has become one of the defining categories of the French publishing and comics trade. According to NielsenIQ BookData, manga accounted for 39.6 million copies sold in France in 2023 and generated €331 million in sales, representing more than one in every two bande dessinée titles purchased in the country.

That scale is precisely why the integrity of the word “manga” online matters in France: the larger the legitimate market, the greater the incentive for piracy operators to divert readers away from the authorized French edition toward infringing copies, and the more valuable a namespace in which “manga” reliably denotes the genuine, licensed work. Industry reporting in 2025 also indicated that 83% of manga readers visit pirate sites, underscoring the scale of the challenge faced by rightsholders and legitimate distributors.

III. THE COMMUNITY THIS STRING SERVES

AMW has reviewed the application's definition of the worldwide manga industry community. From where the French market stands, what that definition describes is not a Japanese community but a worldwide one: the chain by which a manga title travels from its creator in Japan to readers in France and across Europe runs through licensed local publishers, translators, and authorized distribution platforms — the very constituency AMW represents.

The application's decision to define eligibility by verified contribution to the manga industry, open to qualifying parties worldwide rather than limited by nationality or domicile, correctly reflects the reality that the manga industry is already international. AMW's participation in this endorsement is itself evidence that the community the string serves extends well beyond Japan.

IV. MANGA, LEGITIMATE DISTRIBUTION, AND ANTI-PIRACY ARE ONE FABRIC

AMW exists to promote the legitimate distribution of manga and to resist its piracy — the same purpose that the CODA Memorandum commits France and Japan to pursue together. A verified, community-governed .manga namespace serves that purpose directly. Because registration is restricted to verified members of the manga industry, a piracy operator cannot obtain a .manga name in the first place; and because the namespace reliably signals the authorized work, it helps readers in France and elsewhere reach the licensed edition rather than an infringing site.

For an alliance founded to protect legitimate manga distribution, this is infrastructure of the same order as the anti-piracy cooperation AMW already undertakes.

V. OUR RELATIONSHIP WITH THE APPLICANT

Kodansha Ltd., founded in 1909, is one of the principal publishers whose manga reaches French readers through the licensed publishing and distribution ecosystem that AMW's members constitute.

Kodansha Ltd. is among the Japanese rightsholders whose interests align with AMW's mission to protect authorized manga distribution in France. Through AMW's cooperation framework with CODA, of which Kodansha is a member, the parties share a common interest in anti-piracy coordination and the protection of legitimate manga distribution.

In issuing this endorsement, AMW has considered the application's community definition, its registration-eligibility and name-selection policies, and its anti-piracy design, and has weighed them against AMW's own purpose of promoting the legitimate distribution of manga.

VI. THIS ENDORSEMENT REPRESENTS OUR MEMBERSHIP

AMW gives this endorsement in its representative capacity, on behalf of the French manga and webtoon publishers and distribution operators that constitute its membership. This endorsement was approved in accordance with AMW's internal governance procedures.

VII. ENDORSEMENT

The Alliance for Manga and Webtoon endorses the Community Application submitted by Kodansha Ltd. for the .manga gTLD. AMW does so because from the standpoint of the world's second-largest manga market, a verified, community-governed .manga namespace extends into the domain name system the things the legitimate trade depends upon: the integrity of the authorized edition, the rights of creators and publishers, and the reader's ability to find the genuine work rather than a pirated copy.

AMW regards .manga not as the asset of any single company but as shared infrastructure for the whole of the manga industry — in Japan and worldwide — and welcomes the avenue the application provides for the perspective of overseas markets such as France to be represented in the governance of the namespace.

VIII. AUTHENTICATION

This letter is issued under the authority of the undersigned officer of the Alliance for Manga and Webtoon.

ALLIANCE POUR LE MANGA & WEBTOON (AMW)

115 Boulevard Saint Germain

75006 Paris

FRANCE

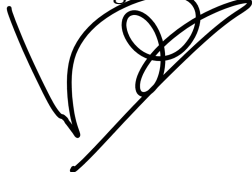
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Respectfully submitted,

Yun J. Inada, Chairman

Alliance for Manga and Webtoon

A handwritten signature in black ink, appearing to be 'Yun J. Inada', written over the printed name.