

Mission and Purpose Statement for the .OLYMPIC Top-Level Domain

The mission of the .OLYMPIC top-level domain is to establish and maintain a secure, trusted, and authoritative digital namespace dedicated exclusively to the International Olympic Committee (IOC), the Olympic Movement, and authorised Olympic stakeholders worldwide.

The .OLYMPIC gTLD will support the IOC's mission of building a better world through sport by providing a globally recognised, authenticated and highly secure online environment for communications, programs, events, services, and initiatives associated with the Olympic Movement. Through the operation of .OLYMPIC, the IOC seeks to enhance trust and confidence in official Olympic digital resources, strengthen protection of Olympic intellectual property, and support the continued evolution of the Olympic Movement's global, digital presence.

The IOC is committed to operating .OLYMPIC in a manner that upholds the security, stability, and resiliency of the Domain Name System (DNS), protects Internet users from abuse and deception, and preserves and enhances the integrity and reputation of the Olympic brand for future generations.

The IOC currently operates a significant global footprint of Olympic focused digital properties and views the gTLD program as an opportunity to further strengthen that presence by operating an exclusive Olympic instance in the root zone of the internet. The .OLYMPIC gTLD will provide a dedicated and highly trusted namespace under the direct control of the IOC for use solely by the IOC and authorised members of the Olympic Movement.

The .OLYMPIC gTLD is intended to advance the strategic, operational, and public-interest objectives of the IOC through the following purposes:

1. Establish an Authoritative Olympic Digital Identity

The .OLYMPIC gTLD will serve as a definitive online identifier for official Olympic-related activities, organisations, events, and communications. By providing a unique and exclusive namespace associated solely with the IOC and authorised Olympic entities, .OLYMPIC will enable athletes, spectators, partners, media organisations, and the general public to more easily identify authentic Olympic digital resources and services.

2. Protect and Promote the Olympic Brand

The Olympic name, rings, symbols, emblems, and related marks are among the most widely recognised intellectual property assets in the world. The .OLYMPIC gTLD will provide the IOC with an additional mechanism to safeguard Olympic intellectual property, reduce opportunities for misuse or misrepresentation of Olympic identity online, and strengthen public confidence in official Olympic communications and content. Operation of .OLYMPIC will reinforce the integrity, reputation, and distinctiveness of the Olympic brand across digital channels globally.

3. Support the Olympic Movement

The IOC intends for .OLYMPIC to support the activities of the broader Olympic Movement, including:

- International Federations;
- National Olympic Committees;
- Organising Committees for the Olympic Games;
- Olympic broadcasting and media initiatives;
- Olympic Solidarity programs;
- Athlete-focused initiatives;
- Educational, cultural, and sustainability programs associated with the Olympic Movement; and
- Other authorised Olympic stakeholders.

The namespace will provide for a structured and authentic framework for delivering information, services, and digital engagement to Olympic audiences worldwide.

4. Enhance Trust, Security, and Consumer Protection

The IOC intends to operate .OLYMPIC as a highly restricted and controlled namespace.

Registration and use of domain names within the .OLYMPIC gTLD will be limited to the IOC and authorised Olympic entities operating under strict policies established by the IOC. Domain names will not be made available for unrestricted public registration at any time.

This governance model will support:

- Greater confidence in official Olympic digital resources;
- Enhanced protection against phishing, online fraud and abuse;
- Stronger authentication of Olympic communications;
- Consistent implementation of DNS security standards; and
- Protection of users interacting with Olympic services online.

5. Facilitate Innovation and Digital Transformation

The .OLYMPIC gTLD will provide a flexible platform for current and future digital initiatives supporting the Olympic Movement.

Potential uses across the .OLYMPIC gTLD may include:

- Official Olympic Games websites;
- Digital fan engagement platforms;

- Athlete and stakeholder services;
- Educational and cultural initiatives;
- Sustainability and legacy programs;
- Internal operational resources; and
- Emerging digital experiences and technologies.

The IOC views .OLYMPIC as a long-term strategic asset that will support innovation while preserving the integrity of Olympic identity in an ever-evolving digital environment.

Intended Registration Model

The IOC intends to operate .OLYMPIC as a restricted, brand-controlled top-level domain.

Registrations within .OLYMPIC may be allocated only to:

- The International Olympic Committee;
- IOC-controlled entities;
- Authorised organisations within the Olympic Movement;
- Organising Committees of Olympic Games and Youth Olympic Games;
- National Olympic Committees;
- International Federations;
- Official Olympic programs and initiatives;
- Other entities expressly authorised by the IOC under applicable registration policies.

The .OLYMPIC gTLD will not be operated as an open or unrestricted gTLD available to the general public.

Public Interest Benefits

The operation of .OLYMPIC is expected to provide meaningful benefits to Internet users and the broader DNS ecosystem by:

- Creating a highly trusted source of Olympic-related information and services;
- Providing a single destination that enables the broadest possible audience to access and interact with IOC content;
- Reducing opportunities for misleading or fraudulent use of Olympic identifiers online;
- Supporting the protection of globally recognised intellectual property rights;
- Encouraging adoption of robust security and authentication practices; and
- Promoting the stability and integrity of official Olympic digital communications.

Long-Term Vision

The International Olympic Committee's long-term vision for .OLYMPIC is to create a permanent, globally trusted digital home for the Olympic Movement and its stakeholders.

Through responsible governance, strong security standards, and exclusive stewardship by the IOC, .OLYMPIC will serve as the authoritative namespace through which future generations of athletes, fans, partners, and communities engage with the Olympic Movement. The gTLD will support the IOC's continued mission to unite the world through sport while preserving and strengthening the identity, values, and legacy of the Olympic brand in the digital age.