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English Translation

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Internet Corporation for Assigned Names and Numbers  
ATTN: Board of Directors  
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**Subject: Next Round of New gTLDs**

Dear ICANN Board Members,

I participated in the recent ICANN70 Public forum at 2:30pm on 25 March 2021 EST/4:30am on 26 March 2021 JST and I asked the below question.

*“In round one of new gTLDs, 70-plus applicants came from Japan. Now that SubPro has finished its five-year long effort to review the experiences of the 2012 round and make recommendations for any changes to policy, I have a number of Japanese clients asking me for expected timelines for the next round. How long is the Board expecting the Operational Design Phase and Implementation Review Team to take on the SubPro recommendations? It's important for planning purposes for potential applicants to have some certainty about the date the application window will open. Will the Board give some kind of commitment as to the timeline to allow those brands, cities, and communities who wish to apply to begin planning? Even knowing it would be “no later than” would be helpful. Thank you.”*

In 2012, the new gTLDs application round 1 was held, in which 71 applications - including 53 dot brand applications - were made from Japanese companies. It has been 9 years since the last application round and I have heard from a number of Japanese companies that are eager to apply for a dot brand in round 2.

In the last 6 months, I have been discussing with companies across a range of sectors, including.

- Banking and insurance sectors
- Heavy industries
- Medical/pharmaceutical
- Media
- Sports and entertainment etc.

Based on these discussions, there is a very real demand, however it is very unlikely that any of these companies would state publicly that they intend to apply, since this would serve to signal their intentions to competitors and to those who might seek to disrupt their application. We saw this in the 2012 Round, where Japanese company Canon was one of only a very small number of brands to announce their intention to apply but, in the event, more than 600 applications for brand TLDs were submitted.

With very significant consolidation in the market between registry providers and registrars, it is important that ICANN continues to promote competition and choice. Dot Brand registries do not hold abusive names. Rather they are able to serve the public as trusted signposts for legitimate content, products and services. Here in Japan, we hope that ICANN will press ahead with

implementation of the Subsequent Procedures recommendations and open up the applications for Round Two as soon as possible.

Yours sincerely,



Yoshi Murakami/Representative Director  
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