

## .MUSIC

19 Mesolongiou Street  
Limassol 3032, Cyprus

Email: [media@music.us](mailto:media@music.us)

Web: <https://www.music.us>



### WHAT IS .MUSIC?

.MUSIC is a generic Top-Level Domain extension (also known as a TLD or a gTLD). It is also called a domain ending or a suffix. Other domain extensions include .COM, .NET, .ORG, .TV, .DE, .INFO etc. Members of the global music community will be able to register .MUSIC domain names through global retailers (such as GoDaddy, WIX, 1&1 and many more). Web addresses will look like [www.YourName.music](http://www.YourName.music)

### WHO APPLIED FOR .MUSIC?

- Our company;
- Google;
- Amazon;
- Donuts;
- Radix;
- MMX;
- GRS; and
- Far Further

### WHO PREVAILED?

Our company DotMusic Limited prevailed.

### HOW WAS THE WINNER SELECTED?

Applications for .MUSIC were filed in 2012. ICANN, the Internet regulator, received 8 applications for .MUSIC. In the case of multiple applicants, domain extensions are usually resolved through either ICANN auctions (e.g. .WEB was auctioned for \$135m) or private auctions (the winner distributes the auction proceeds to the losers equally). .MUSIC was resolved in our favor. We are unable to disclose information concerning the resolution of .MUSIC due to confidentiality agreements.

### WHEN WILL .MUSIC LAUNCH?

.MUSIC will launch in 2020 and will be available to global music community members in three phases:

- **Sunrise** (for verified trademark holders);
- **Music Community Member Organization** (MCMO) (only members of MCMOs can register); and
- **General Availability** (First come-first serve for all)

### .MUSIC IS TAILORED TO MUSIC SECTOR

.MUSIC is the global music community's exclusive, verified and trusted domain name. .MUSIC will be the first domain extension launched with music-tailored policies to protect creators' rights and ensure that legitimate music artists, industry professionals and companies can claim their name without fear of cybersquatting or piracy.

### .MUSIC HAS ENHANCED SAFEGUARDS

.MUSIC is the first domain extension with enhanced safeguards to protect both brand name and copyright infringement. Some of these policies include:

- Verification;
- Globally Protected Music Marks List to protect the names of famous music brands and artists;
- Takedowns in case of obvious rampant piracy;
- Registered name must relate to your name or brand to prevent impersonators and cybersquatters;
- Content must only relate to music; and
- Usage must relate to legal, licensed music activities

### HOW IS .MUSIC DIFFERENT FROM .COM?

.MUSIC has additional benefits:

- It is **exclusive** to the global music community
- It has **built-in security** (https) to prevent abuse
- Its enhanced security, verification and trust will **increase search engine ranking**
- It is governed by the global music community under a **multi-stakeholder** model of equal representation

### WHO SUPPORTS .MUSIC?

.MUSIC is a community-based domain extension that is supported and endorsed by thousands of the most trusted and influential music organizations worldwide. Collectively, the members of these music organizations represent over **95% of global music consumed**.

For more info or to pre-register, visit <https://music.us>