

IDN Service Request: Add, Modify, or Remove

08 March 2026

Registry Operator

BestTLD Pty Ltd

Request Details

Case Number: 01545801

1. Request Type

Modify an existing IDN Service

2. Variant Handling

May Activate Variants

4. IDN Table Details

4. IDN Table Details	
A. Name of Language or Script	Japanese (Kanji + Hiragana + Katakana) language
B. Version Number	3.0
C. Change Type	Add
D. IDN Table File Name	ja_4.0.xml

5. Additional IDN Table Details

5. Additional IDN Table Details	
A. Name of Language or Script	
B. IDN Table Type	

6. IDN Table File(s)

7. Are existing registrations impacted by the proposed change?

No

8. If yes to Question 7, provide Transition Plan

9. Expected Implementation Completion Date

28 Feb 2026

10. Additional Information

This request is submitted to align the .best IDN services with the IANA IDN Repository and ensure full compliance with IDN Implementation Guidelines version 4.1, following guidance from ICANN Compliance.

The proposed IDN table (ja_3.0) has been prepared in accordance with current IDN Guidelines and follows established practices for Japanese language support.

Competition

11. Competition Effects

The proposed service would have positive effects on competition by enabling Japanese-speaking users and businesses to register domain names in their native script under .best. This expands market access and promotes linguistic diversity in the domain name space.

12. Market Definition

The market is the global domain name registration market, specifically the generic top-level domain (gTLD) segment serving Japanese-speaking individuals and businesses seeking multilingual domain options.

13. Companies Providing Similar Services or Products

No. The introduction of Japanese IDN support for .best would not impair the ability of other companies to compete. Japanese IDN services are widely available across numerous TLDs, and .best represents a small portion of the overall market.

In the RA Amendment Execution phase, ICANN org will open an additional case to process the execution of the RA Amendment and provide you with the case number.

14. Competition Ability of Other Companies

Other gTLD registry operators offering Japanese IDN services, including but not limited to: Verisign (.com, .net), Google Registry (.google), GMO Registry (.tokyo, .osaka), and various ccTLD operators such as JPRS (.jp).

15. Vendor/Contractor Information

Yes. CentralNic Group PLC serves as the Registry Service Provider (backend operator) for .best and will provide the technical infrastructure for the Japanese IDN service.

16. Communication with Affected Entities

No specific communications have been conducted with competitors regarding this service, as Japanese IDN support is a standard offering available across multiple TLDs and does not raise competitive concerns.

17. Competition Documentation

Acknowledgment

Yes. Based on the type and details of this request, I acknowledge that ICANN org will utilize the appropriate Registry Agreement Amendment template available at [Internationalized Domain Name \(IDN\) Service](#).

Authorization

Yes. Upon approval of this request, I authorize ICANN org to facilitate the required publication of the IDN Table(s) and IDN Registration Rules in the [IANA Repository of IDN Practices](#). Registry Operators remain obligated under Section 2.7 and Specification 6, Section 1.4 of the Registry Agreement to publish and to keep updated their IDN Tables and IDN Registration Rules in the IANA Repository of IDN Practices.

Affected TLDs

Current Registry Operator	Top Level Domain	Registry Agreement Date
BestTLD Pty Ltd	.best	19 December 2013