
New Domain Extension for Kids “.kids” TLD Set to Launch

Beginning August 11, 2022, the new gTLD “.kids” will become available for registration, creating a dedicated space for all things kids on the internet. It is an unrestricted TLD, meaning anyone can register and use the extension as long as the site abides by the rules of the registry regarding content limitations. [More](#)

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The various registration periods and requirements are listed below, with general availability beginning November 29, 2022.

Registration Periods

- **TMCH Sunrise Period:** August 11, 2022 – September 14, 2022 – Applicant must be a registrant of corresponding TMCH entry and the domain name sought must correspond to the entire text of TMCH entry.
- **Community Sunrise Period:** September 20, 2022 – October 19, 2022 – Applicants must be not-for-profit organizations, educational institutions, or kids advocacy groups with a primary mission of championing children’s rights, well-being, education, or child welfare. The domain name applied must correspond to an exact or acceptable match of the organization’s name. Corporate initiatives supporting child welfare are not eligible for this period. Applications will be processed on a first come, first serve basis.
- **Pioneer Domain Period:** October 19, 2022 – November 29, 2022 – Applicant must submit a less-than 200-word proposal on the plan to use and promote the applied-for domain name that adheres to the “.kids” guiding principles. Applications will be processed on a first come, first serve basis.
- **General Availability (Registration is open to the public):** November 29, 2022

If you have any questions about the new rules and procedures, please [contact us](#).