



.tokyo: Translating Physical Presence Into Online Influence

The .tokyo top-level domain (TLD) was launched to establish a unique and trusted digital identity for Tokyo, reflecting the city's dynamic blend of tradition and innovation. .tokyo offers businesses, communities, and individuals a way to align their online presence with Tokyo's international brand. It also serves as a gateway for fostering stronger connections between Tokyo and audiences around the world.

Objectives: Building a Digital Bridge to Tokyo's Culture, Innovation, and Market Access

From the outset, .tokyo sought to build a digital bridge showcasing Tokyo's rich culture, innovation, and market access. Registry operator, GMO, envisioned a central hub for official city information, empowering local entities to connect globally with the spirit of Tokyo. It was about creating an online home that resonated with the city itself.

Tangible Impact: From Marathons to Finance, Culture to Commerce

The impact of .tokyo has been remarkable. As of June 2025, the TLD boasts over 103,000 domains, making it one of the most recognizable city-specific TLDs. A healthy 12.7% renewal rate underscores its enduring value.

The domain's broad business appeal is evident in its diverse use cases. The Tokyo Marathon (marathon.tokyo) leverages the TLD as its official hub, showcasing how the .tokyo domain offers both brand clarity and the credibility needed for a premier world-class event. For finance, FinCity.Tokyo serves as a joint government-industry vehicle, demonstrating a strategic brand built on .tokyo. In culture, Tokyo Pride uses pride.tokyo as the online home of one of Asia's largest LGBTQ+ celebrations, welcoming a multilingual audience.

Part of .tokyo's success stems from strategic "policy tailwinds" from the city. Initiatives like SME DX grants, Smart-City portals, and the ambitious Smart Tokyo Master Plan have integrated .tokyo into the city's broader digital future, solidifying its commitment and official status.

"The story of .tokyo is a powerful illustration of how a city can successfully translate its physical identity into a thriving digital one," says Hiro Tsukahara, CEO, GMO. "We've seen how .tokyo has become an indispensable part of the city's digital infrastructure, empowering organizations to connect with a global audience under a trusted brand."

To learn more about operating and applying to run a gTLD, visit:

<https://newgtldprogram.icann.org/en>.