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April 11, 2012

RE: Endorsement of the ".ART" gTLD application by Dadotart, Inc.

To the Members of the Board of Directors of ICANN

DeviantART, Inc. writes to express its unconditional endorsement and support to the Dadotart, Inc. application to own and operate the .ART gTLD. We believe that the .ART gTLD, as conceived and proposed by Dadotart, fully aligns with the interests of the economic, philanthropic, and educational needs of the world community dedicated to the Arts.

We have learned through the work of deviantART.com in aggregating over 20 million registered members dedicated to the making or appreciation of art that the Internet is an invaluable resource for communication, learning, and commerce related to the arts. The primary mission and purpose of the .ART gTLD is to provide a trusted, hierarchical, and intuitive online marketplace for Internet users seeking to share works of art or to exchange ideas about art and to access resources for the arts and about the arts. Under the Dadotart stewardship, the .ART gTLD will be reserved for the use of members of the artistic community and will give them a much needed identity of their own within the culture that is the Internet.

We strongly believe that the .ART gTLD will be best represented through the oversight of Dadotart which can provide leadership for the all of the thousands of art-related organizations, associations and institutions as well as the millions who function as artists. The .ART gTLD can become a beacon of culture and assurance of quality and relevance to Internet users worldwide and expand the relevancy into the arts of new technologies for distribution and production.

With our large registered membership, over 60 million monthly unique visitors and nearly 200 million works of art from our members, deviantART is not just the largest arts-related aggregation on the Internet but also the largest aggregation in history of people with a love and attraction to the arts. Members and visitors to deviantART come from all over the world. Only 39% of our traffic is from the United States. We understand the connection of technology to the arts. And, we urge you to support the application of Dadotart in order to continue the advance of the arts to new levels of relevancy in world culture.

Thank you for accepting this letter of endorsement and support for the Dadotart, Inc. gTLD application for the .ART gTLD.

Best Regards,

A handwritten signature in black ink, appearing to read 'Angelo Sotira', with a large, stylized flourish at the end.

Angelo Sotira  
Co-Founder and CEO  
DeviantART, Inc.