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Fran Dubruille


EBF (European Booksellers Federation)
10 rue de la science
1000 Brussels – Belgium

SBF, the Swedish Booksellers Association, represents 350 retail outlets selling books. The Swedish Booksellers Association strongly opposes any applications for a “closed generic” gTLD, especially if submitted by commercial entities operating in a sector of activity related to the closed generic gTLD.

In the case of a closed generic gTLD .book, the exclusivity granted to the winning applicant would de facto strengthen the position of the biggest bidder to have sole use of the gTLD in the book industry and would therefore be anti-competitive, discourage innovation and new entrants and be detrimental to the industry as a whole.

We are therefore asking ICANN not to offer for sale a generic gTLD for .book and other similar words in general usage.

Yours faithfully


Anna Möller Wrangel
CEO