

February 4, 2025

To all members of the media

GMO Internet Group Inc.

Onamae.com by GMO Internet, Inc.
“.bond” domain commercial will be broadcast on the large screen
at Shibuya Scramble Crossing in Tokyo!
～ 7 days from Friday, February 7 to Thursday, February 13 ～

GMO Internet, Inc. (President and CEO: Tadashi Ito; hereinafter “GMO Internet”) provides Japan’s No.1 ^(※1) domain registration and sales service, “Onamae.com by GMO” (URL:<https://www.onamae.com/>), which celebrated its 25th anniversary in September 2024.

To commemorate this milestone, express our gratitude to our valued customers, business partners, and fellow team members, and to foster new connections, we will be airing a limited-time commercial for the “.bond” domain ^(※2)—symbolizing bonds—on the large screen at Shibuya Scramble Crossing in Tokyo.

(※1) Based on figures published by ICANN (the non-profit organization that manages domain names and other Internet resources). As of September 2024. <https://www.icann.org/resources/pages/registry-reports>

(※2) “.bond” is a new gTLD launched in March 2021. Learn more: <http://onamae.bond/>



【Limited 7-Day Commercial Broadcast at the Shibuya Scramble Crossing in Tokyo!】

For the past 25 years, Onamae.com by GMO has helped deepen “connections” and “bonds” between people and businesses around the world through the Internet and domain names.

Shibuya, Tokyo—where GMO Internet Group has long been headquartered—is home to the iconic Scramble Crossing. For 15 seconds, a commercial will play on a large screen overlooking the crossing, expressing the bonds that have grown since the service launched in 1999, up through 2025, all under our belief in “Internet for Everyone.” The story is told through domain names,

staying true to the identity of Onamae.com by GMO, a domain registration and sales service. We hope this opportunity will introduce more people to the “.bond” domain—which represents the idea of connection—and inspire new relationships and bonds through its use.

[Broadcast Period]

February 7 (Fri) – February 13 (Thu), 2025

Twice every hour from 9:00 AM to 12:00 AM

[Location]

Shibuya Scramble Crossing, Tokyo

<https://maps.app.goo.gl/YFKPhzzN5MxQK3k97>

[Special Website]

<http://onamae.bond/> (Watch the CM video here)

[Key Features of “Onamae.com by GMO” Services]

- With 25 years of experience, this domain registration service is the first ICANN^(※3)-accredited registrar in Asia, having registered over 35 million domains in total. It offers around 630 types of TLDs (Top-Level Domains) ^(※4).
- Onamae.com Navi makes domain management simple, allowing users to enable auto-renewals and set up domain forwarding with ease.
- By combining domain registration with rental server services, users can ensure smooth and efficient website operations.
- With Onamae Mail, users can get a personalized domain-based email address starting at approximately 177 JPY (tax included) per month.
- The Net de Diagnosis service provides one-click website vulnerability scanning, making security measures easy to implement.
- In addition, we offer learning and business support tools such as Web Gakuen and Business Concierge to help users with online communication and business efficiency.
 - Web Gakuen
 - Learn the basics of earning online from scratch: <https://www.onamae.com/column/>
 - Business Concierge
 - Get helpful tips for boosting business efficiency: <https://www.onamae.com/business/>

(※3) ICANN is an international non-profit organization that manages IP addresses and domain names used on the Internet.

(※4) TLD stands for Top-Level Domain, which refers to the suffix at the end of a domain name, such as “.com”, “.net”, or “.jp”.

【Press Inquiry】

GMO Internet, Inc.

Fukui, Public Relations

TEL : +81-90-5313-9226

Contact : <https://internet.gmo/contact/press/>

GMO Internet Group, Inc.

Koinumaru, PR Team,

Group Corporate Communications Department

TEL : +81-3-5456-2695

Contact : <https://www.gmo.jp/contact/press-inquiries/>

【Service Inquiry】

GMO Internet, Inc.

Onamae.com Division

E-mail : support@onamae.com

Contact : <https://www.onamae.com/support/contact/>

【GMO Internet, Inc.】 (URL : <https://internet.gmo/>)

Company Name	GMO Internet, Inc. (TSE Prime Market Securities Code: 4784)
Location	Cerulean Tower 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Tadashi Ito, President and CEO
Business	■ Internet Infrastructure Domain Registration and Sales (Registrar Business) Cloud and Rental Server (Hosting Business) Internet Connectivity (ISP Business) ■ Internet Advertising and Media
Capital stock	500 million yen

【GMO Internet Group, Inc.】 (URL : <https://www.gmo.jp/>)

Company Name	GMO Internet Group, Inc. (TSE Prime Market Securities Code: 9449)
Location	Cerulean Tower 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Masatoshi Kumagai, Founder, Chairman and Group CEO
Business	■ Holding Company (Group Management Functions) Internet Infrastructure Internet Security Online Advertising and Media Internet Finance Crypto assets
Capital stock	5 billion yen