Case Study
.XYZ

"..XYZ lets the user determine exactly what their domain represents – it's for every website, everywhere."

Website
http://www.nic.xyz

Registry Name
XYZ

Location
Las Vegas, NV, USA

Background

When ICANN's New gTLD Program was announced, Daniel Negari, CEO of XYZ, was motivated to bring greater choice and competition to the domain namespace through a new extension that would let people all over the world develop a memorable and meaningful online presence. After extensive research, he chose .XYZ, due to global familiarity with the flexible term "xyz," making it a customizable domain extension for anyone, and any purpose.

Since .XYZ launched in June 2014, it has attracted registrations from all over the world. This success has been attributed to the domain's broad appeal, innovative marketing tactics and efforts to engage with specific audiences, such as younger users, and businesses, such as start-up companies. Efforts to raise awareness have also included extensive social media and YouTube engagement, executing on guerrilla marketing campaigns such as #XYZsquad at the international conference SXSW, publishing educational content on industry-related topics, and spurring utilization through web design contests.

Objectives

In addition to establishing a domain that offers individuals and businesses greater choice, the .XYZ registry is cultivating a strong community of Internet users, called "Generation XYZ," which is focused on users born in the generations commonly referenced as X, Y and Z. Generation XYZ speaks to .XYZ's presence as a relatable brand through which people can freely express themselves online, using .XYZ as their platform and #GenXYZ as their hashtag.

The broad, global appeal of .XYZ is evidenced through some of its recent registrations. Actress Julia Kelly, who has nearly 2 million social media followers, is using juliakelly.xyz as her official website, while NASCAR driver Kyle Busch uses kylebusch.xyz as a branded URL in his tweets. Additionally, major social networking platforms DeNA (Japan) and Backplane (United States) have launched new websites rumor.xyz and place.xyz respectively, to establish their brands targeting the next generation of Internet users.

TRIVIA

Date TLD available on Internet: **2 June 2014**

Number of registrations: **953,222 domain names as of 26 May 2015**

— **.XYZ was the first new gTLD to reach 900,000 registrations.***

— **HBO launched hooli.xyz for its popular TV show, "Silicon Valley."***

*Source available upon request

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats

1930 total applications received by the deadline (May 2012)

1300⁺ new gTLDs or "*strings*" possible

Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region

17 Africa   **675** Europe

303 Asia/Pacific   **911** North America

24 Latin America/Caribbean

Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.

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All case study information provided by Registry Operator.

ICANN

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