

# 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

After hearing about ICANN’s New gTLD Program, Daniel Negari, CEO of XYZ registry, became determined to launch a new extension that would allow people all over the world to develop memorable and meaningful online presences. After extensive research, XYZ registry decided to apply for .XYZ because it’s flexible, customizable and familiar to audiences around the globe. Negari believes .XYZ can be a useful domain name for anyone, for any purpose.



Since its launch in June 2014, .XYZ has attracted registrants from all over the world. The domain boasts over 6 million registrations, making it one of the most popular new gTLDs to date. XYZ registry attributes its success with .XYZ to the domain’s broad appeal, as well as the use of innovative marketing tactics and targeted outreach. For example, XYZ registry actively pursues members of generations X, Y and Z (sometimes referred to as millennials) and innovators in the tech and start-up spaces. Efforts to raise awareness include extensive engagement via social media channels, including YouTube, and execution of guerrilla marketing campaigns, such as sending a team of parkour professionals called the #XYZsquad to SXSW. XYZ registry also publishes educational content on industry-related topics, promotes its registrants with #WebsiteWednesday blog posts and encourages usability improvements through web design contests.

## Objectives

XYZ registry is working to cultivate a global community of early adopters with innovative ideas. The company is encouraging members of generations X, Y and Z to signal their affiliation with this community using .XYZ as their platform and #GenXYZ as their hashtag. Technology enthusiasts and startups might choose .XYZ to demonstrate their awareness that the domain name system is expanding. Others might choose .XYZ simply because it matches the ending of many Latin and Germanic alphabets.

Global corporations and startups are already using .XYZ in some these ways. Google’s parent company, Alphabet, established its online presence at [abc.xyz](http://abc.xyz); Deloitte curates a technology and leadership content hub at [www.exponentials.xyz](http://www.exponentials.xyz); and Skype veterans are launching a robotic delivery service startup at [www.starship.xyz](http://www.starship.xyz).

## TRIVIA

-  Date gTLD became available: **2 June 2014**
-  Number of registrations: **6,470,437 domains registered as of 18 August 2016\***
  - .XYZ was the first new gTLD to reach **1, 2 and 5 million registrations\***
  - There are **3,279 .XYZ websites in the Alexa Top 1 Million as of 21 August 2016\***
  - One .XYZ domain name garnered over **\$182,000 in a China-based auction, breaking the record for the highest publicly reported price paid for any new gTLD domain\***

\* 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.



One World, One Internet

