



.lat



Latin American Internet users represent the biggest opportunity to empower Internet expansion. Introducing .lat into those countries and markets provides those users another choice. It's competition and choice that guides our mission to expand."

***Daniel Negari
Founder and CEO
XYZ***

The .lat top-level domain (TLD) was born from a vision to unite and empower Latin America and Latin American communities online. The main objective for .lat is to significantly expand its usage and establish the TLD as a global offering, not limited by geographical boundaries.

Under XYZ's stewardship, .lat has experienced remarkable growth, increasing active domains from approximately 5,000 to 125,000. This exponential rise, driven by consistent marketing and increased availability, demonstrates .lat's broad appeal, attracting users from large corporations like Live Nation to small businesses across Brazil, Argentina, Mexico, and the US Latino population.