



# The Latin Way: Building a Unified Digital Identity with .lat

The .lat top-level domain (TLD) was born from a vision to unite and empower Latin America and Latin American communities online. Initially established in 2015 by a consortium of Latin American countries to expand Internet usage and promote regional pride, its untapped potential was recognized by XYZ, a leading global domain registry, which acquired .lat in 2022.

## **Objective: Fostering Digital Identity and Reach**

The main objective for .lat is to significantly expand its usage and establish the TLD as a global offering, not limited by geographical boundaries. By making .lat available through hundreds of accredited registrars globally, XYZ aimed to foster a strong sense of digital identity and provide a versatile online space for individuals, businesses, and organizations.

“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,” says Daniel Negari, Founder and CEO, XYZ.

## **Tangible Impact: A Rapidly Growing Digital Community**

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, and Mexico, and the U.S. Latino population. XYZ's "The Latin Way" campaign has effectively rebranded .lat as a global offering, emphasizing its relevance beyond specific regions.

Furthermore, XYZ's commitment to a secure online environment, leveraging real-time data and a proprietary DNS Abuse platform, ensures a trusted space. As one of XYZ's fastest-growing TLDs, .lat's rapid expansion highlights a significant opportunity to further penetrate the underserved Latin American Internet user base, solidifying its position as a leading digital identifier for the global Latino community.

To learn more about operating and applying to run a gTLD, visit:

<https://newgtldprogram.icann.org/en>.