

.GAME

About

XYZ Registry was founded by Daniel Negari with the goal of providing memorable TLDs that appeal to a wide range of individuals and organizations. The registry operates many TLDs, including .xyz, .beauty, .pics, and .ceo.

gTLD use case

.game

Category

generic

Registry Operator

XYZ Registry
(XYZ.COM LLC)

Contact

<https://xyz.xyz>

hello@xyz.xyz

gTLD

What motivated you to apply for a new gTLD?

Owning the .GAME gTLD presented a unique opportunity to become the digital home for one of the most vibrant and rapidly evolving industries in the world. The potential benefits included establishing a strong and trusted namespace, fostering innovation within the gaming industry, and creating a platform that supports and enhances the global gaming community. The .GAME gTLD was also expected to drive business growth by aligning with the gaming sector's specific needs and providing a competitive edge through a specialized and recognizable domain extension.

The need for .GAME was an opportunity to create a dedicated space online for the gaming community. As the gaming industry continued to grow exponentially in the traditional, web3, and AI/AR gaming platforms, there was a clear demand for a domain extension catering specifically to gamers, developers, and gaming-related businesses. The world needed a domain that was as engaging and dynamic as the industry it represented, providing a meaningful and recognizable online identity.

How are you using the gTLD?

The .GAME TLD offers a tailored and industry-specific alternative to broad-use domain extensions like .xyz, ensuring that gaming professionals and enthusiasts can secure relevant, memorable, and on-brand domain names. Introducing .GAME significantly reduced the barriers to obtaining a domain that truly reflects the gaming identity, allowing for stronger branding and more effective online presence within the gaming community.

What were some of the considerations you made before applying?

With the gaming sector's explosive growth, there was a clear gap for a domain extension that could support everything from indie developers to major gaming studios, content



Learn more at:
newgtldprogram.icann.org

creators, esports teams, and web3 gaming communities. The .GAME gTLD was seen as a way to unify and amplify the digital footprint of the gaming industry.

How has your organization benefited from operating a gTLD?

XYZ Registry has become a global brand and has grown by leaps and bounds through our operation of .GAME and management of 35 total gTLDs. We have established long-standing relationships within our industry and expanded our network greatly.

How has having a gTLD changed or impacted your business?

Having a gTLD like .GAME has helped establish XYZ Registry as an industry leader and given us the opportunity to enable the gaming industry and gaming fans to easily secure short, relevant, and memorable domain names. The acquisition of .GAME further enhances our goal of choice and availability.

“The greatest benefit of owning the .GAME gTLD has been the ability to foster a dedicated digital space for the gaming industry, contributing to the growth and visibility of the gaming community worldwide. By providing an industry-specific domain extension, .GAME has empowered gamers, developers, and gaming-related businesses to build stronger and more recognizable online identities, thereby driving global change within the gaming sector.”

– XYZ Registry (XYZ.COM LLC), Registry Operator