

.LAT

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

.Lat

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?

The opportunity to oversee the .Lat gTLD was motivated by the need for dedicated digital real estate for the Latin American community and those identifying with Latin heritage. The .Lat gTLD offers a meaningful domain extension that directly connects with Latin American identity and pride. The .Lat domain is the go-to generic domain that embraces all of Latin America. With unrestricted registration, unlimited use, and the ability to be ranked universally by search engines, .Lat can be used by any brand, individual, or organization to create an online presence with Latin American identity.

How are you using the gTLD?

XYZ Registry has launched a site at <https://xyz.lat> that allows visitors to learn about .Lat, search for the .Lat domain of their choice, and find retailers that carry .Lat.

What were some of the considerations you made before applying?

Despite the significant cultural and economic presence of Latin America globally, there was not a unified and recognizable domain extension that could represent Latin American and Latino enterprises. The success of .xyz as a trusted registry ensured that we were able to acquire and take up the helm of .Lat, enhancing its availability and visibility through our network of partners worldwide.



Learn more at:
newgtldprogram.icann.org

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 acquisition of .Lat and management of 35 total gTLDs. Our growth continues to strengthen long-standing relationships within our industry and expand our network.

How has having a gTLD changed or impacted your business?

Having a gTLD like .Lat has helped establish XYZ Registry as an industry leader and has given us the opportunity to allow brands, companies, and individuals to include all of Latin America in their online presence. The acquisition of .Lat further enhances our goal of choice and availability in domain names.

“Operating the .Lat gTLD allows XYZ Registry to create a dedicated digital ecosystem that supports the online prosperity of Latin American businesses and individuals. The benefits include fostering a sense of community, enhancing brand identity for Latino entities, increasing domain registration revenues by tapping into a large and underserved market, and contributing to the digital empowerment and representation of Latin America in the global online landscape.”

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