



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

.xyz

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 birth of .XYZ was fueled by a vision to reset the Internet and create a domain ending that would be “For every website, everywhere®.” More than just introducing competition and choice for users, the world needed .xyz – a memorable domain name that’s more universal than legacy options. The .XYZ TLD democratized access to meaningful and succinct domain names, ensuring that individuals, startups, and businesses small and large could establish a strong and memorable online presence without substantial financial barriers. The launch of .XYZ alleviated the bottleneck imposed by the restricted availability of generic legacy domains and enabled individuals and businesses access to domain names that were more aligned with their identity and objectives.

How are you using the gTLD?

XYZ Registry uses .xyz for websites, internal tools, and external projects. For example, <https://xyz.xyz> is our main registry website that serves as a helpful directory for all of XYZ Registry’s TLDs. We also launched <https://eth.xyz>, a project that provides browser accessibility to .eth token holders, so that they can showcase their NFTs and profile information. (Just add .xyz to the end of any .eth name in any browser and visit the site!)

What were some of the considerations you made before applying?

Prior to applying, we established multiple criteria that we wanted to meet, including uniqueness, memorability, and potential global usage. We felt that .xyz met all of these points and would be the most viable option for the next generation of internet users.



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 operating .xyz. We have established long-standing relationships within our industry and expanded our network greatly. We are now offering many tiers of domains including our revolutionary 1.111B class for IOT connectivity and blockchain usage.

How has having a gTLD changed or impacted your business?

Having a gTLD like .xyz has helped establish XYZ Registry as an industry leader and given us the opportunity to supply millions of internet users with memorable domain names at an affordable price. The success of .xyz as one of the most popular new TLDs in use has enabled XYZ to grow and become the steward of 35 new gTLDs, further enhancing our goal of choice and availability.

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