



# Quarterly

JANUARY - MARCH 2018



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# LETTER FROM THE CEO

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We're a quarter of the way through 2018, and already so much has happened for me and my Team, as well as for the members of [#GenXYZ](#): the community of individuals, businesses, and organizations that have adopted domains from our portfolio of domain name endings. From forging new partnerships, to traveling around the world to spread the message about .xyz, .College, .Rent, .Security, .Protection, .Theatre, .Storage, .Cars, .Car, and .Auto, we have plenty to recap for you in our first XYZ Quarterly.

I believe the most successful relationships are the ones in which the parties involved communicate often and make their goals and ambitions clear to one another. Our goal in launching this XYZ Quarterly magazine is to provide our registrar and reseller partners, adopters of our TLDs, and the millions of XYZ supporters with an in-depth look at what we've accomplished and where we're heading.

In this issue, you will learn the numbers behind our successful start to the year, get inspired by the websites in the #GenXYZ community, check out the biggest highlights from XYZ's marketing initiatives, and see some unique partner success stories. Read on to find out what's happening in the world of XYZ this year and why it's been such a great success for everyone who is a part of it.



— Daniel Negari, [CEO.XYZ](#)

# Q1 BY THE NUMBERS

**150**

Countries where  
.xyz is a top 3  
nTLD<sup>1</sup>

**491,178**

New registrations  
across all TLDs<sup>2</sup>

**961**

Variably priced  
.xyz domains  
registered<sup>2\*</sup>

*Over*  
**1,000**

1.111B® Class domains  
registered on average  
per month<sup>2</sup>

**33%**

Increase in  
engagement across  
XYZ social media<sup>2</sup>

**9**

New cybersecurity  
companies and  
professionals added to  
XYZ Anti-abuse tool<sup>2</sup>

**\$5,000,000**

Combined funding  
raised by two #GenXYZ  
community members'  
businesses<sup>4,5</sup>

**1.2 MILLION**

Impressions on  
social media<sup>3</sup>

*A lot*

of high fives shared  
by Team XYZ<sup>2</sup>

Sources:

<sup>1</sup> NTLDStats.com

<sup>2</sup> Internal XYZ Registry Statistics

<sup>3</sup> Sprout Social

<sup>4</sup> <https://techcrunch.com/2018/02/20/homie/>

<sup>5</sup> <http://www.thedailystar.net/business/shebaxyz-expand-southeast-asia-1539727>

\* Some domains were registered in late December 2017

**.xyz**

*Q1*

# HEADLINES



## Harlem Globetrotters join XYZ for a lively Instagram takeover!

The World Famous Harlem Globetrotters teamed up with the [#XYZsquad](#) to entertain XYZ's followers on Instagram. The hilarious takeover attracted thousands of new XYZ fans!

## XYZ sits down with partners and investors at industry events

Team XYZ headed to Germany for CloudFest and Domain Pulse and to Las Vegas for NamesCon, while our leader and CEO Daniel Negari made an appearance at ICANN 61 in Puerto Rico.

### Domain ...pulse

At Domain Pulse, a 2-day domain and technology conference

held in Munich, we connected with our most important partners and registrars in the DACH region and participated in many exciting discussions about the internet of tomorrow.

CloudFest, the biggest hosting



and cloud festival in the world, provided a great opportunity to spend time with more of our partners and creating new opportunities. The (in)famous nights at Bar Colosseo were great for networking and, of course, some fun.

### NamesCon

The Domain Name Industry Event

XYZ has been a regular at

NamesCon for many years. This year we were excited to be back not only to chat with the passionate professionals in the domain industry, but also debut our new XYZ portfolio booklet which gave attendees a complete introduction to our registry's domain extensions and who is using them, our marketing partnerships, the numbers behind our success, and more.

Our CEO Daniel represented XYZ at ICANN 61 in sunny Puerto Rico. He was able to connect with some of our largest partners and had lots of great conversations with investors and industry veterans.



# HEADLINES



## XYZ and Product Forge help the next generation of internet users tackle the renting crisis

Scotland-based Product Forge is one of XYZ's longest tenured hackathon partners. Product Forge specializes in technology, startup and innovation events, and XYZ has sponsored dozens of hackathons aiming to solve the country's foremost issues. In March, hackathon participants took on improving the renting experience for landlords and tenants alike, by building software solutions to increase affordable housing for low income renters and to simplify the housing search process.

## .Storage

### .Storage makes its debut at the Self Storage Association Trade Show

We headed to Orlando, Florida to catch up with our media partners and clients in the storage industry, like Luke from [Mele.Storage](#), who has been a .Storage customer since 2017! Since XYZ acquired and re-launched .Storage in November 2017, the response has been great, with many new names being registered every month.



.xyz

Q1

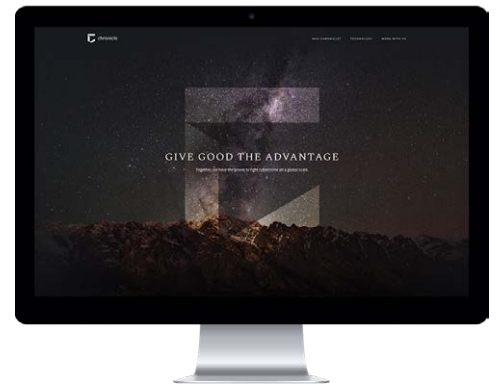
# HEADLINES



## Security

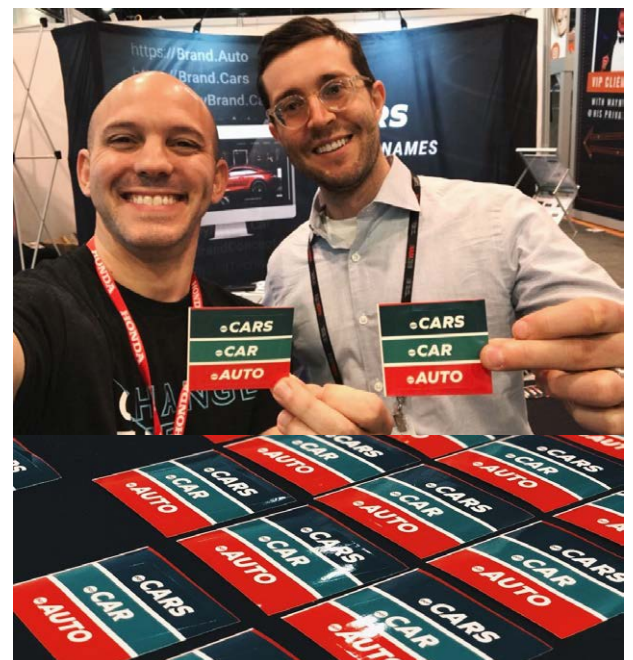
### New Google X company launches their website on Chronicle.Security as they embark on their quest to fight cybercrime

Google X, a moonshot company under parent company Alphabet, launched a new endeavor called Chronicle, whose aim is to bring an end to cybercrime worldwide. Officially launched in January with the sleek domain [Chronicle.Security](https://Chronicle.Security), the product is already being tested at number of Fortune 500 companies.



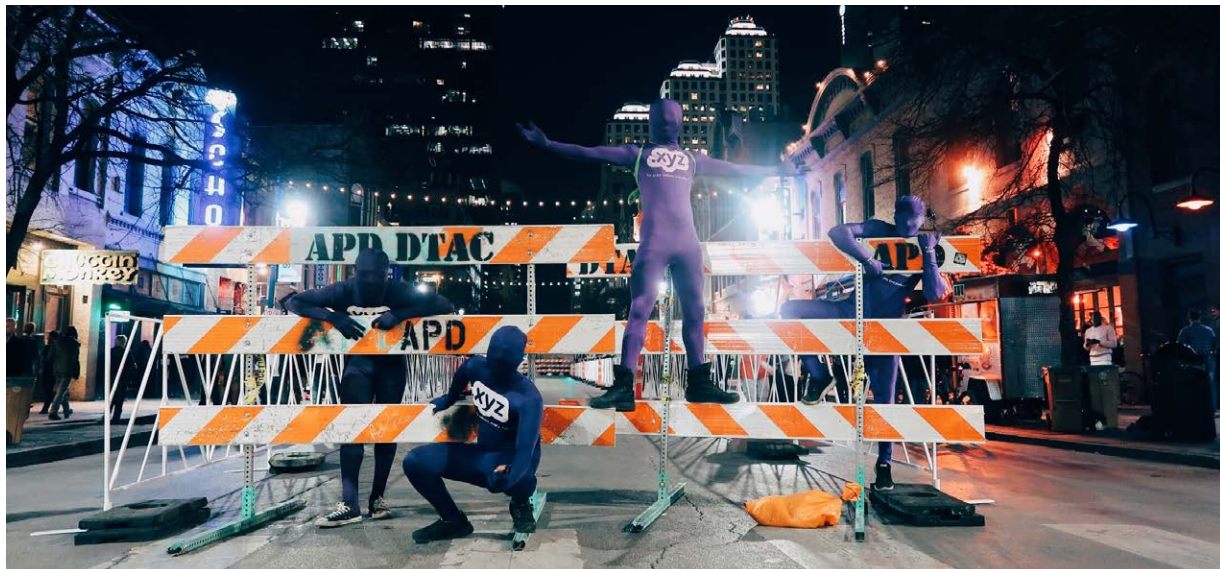
### Auto industry professionals rev up their marketing with .Cars at NADA

The .Cars/.Car/.Auto Marketing Team rode into the desert to fulfill their 3-year streak of attendance at the Auto Industry Event of the Year, NADA. With their SEO experts at the helm, they took to the crowds with the newest independent case study on .Cars SEO benefits from Hartzer Consulting. Be sure to read it yourself at [Go.Cars/SEO](https://Go.Cars/SEO) if you haven't already! With support from partners Web.com and GoDaddy, the Team generated great buzz about .Cars domains, and helped new adopters get their inaugural .Cars domains, like YouTube celebrity [Honda Pro Jason](https://HondaProJason.com).



# XYZ MARKETING SPOTLIGHT

## XYZ takes over Austin in 4th annual trip to SXSW

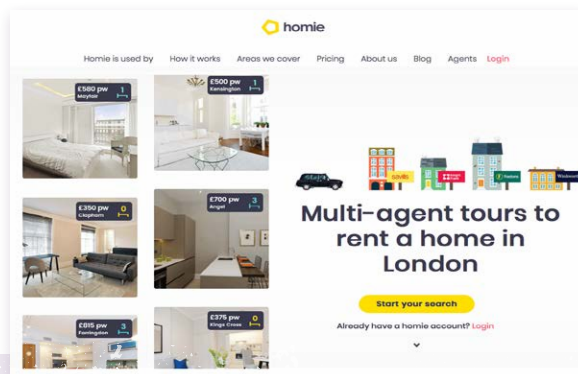


The #XYZsquad stopped traffic at [SXSW 2018](#), from their signature dance moves to the unique 3D glasses they handed out to attendees that helped them get set up with their own .xyz domain. As you know if you follow our blog, XYZ has become a regular fixture at SXSW, so much so that businesses came out to say “Hi!” as soon as they recognized the #XYZsquad in their purple morphsuits.

This year we returned with a new version of the Scavenger Hunt that we debuted at SXSW in 2017. Last year, attendees at the event who posed in pictures with the #XYZsquad had opportunities to win prizes such as a Nintendo Switch, but this year’s contest included exciting twists that allowed participants around the world to get entries whether they attended the festival or not! The [2018 edition](#) of the Scavenger Hunt had over 5 times the participation, saw XYZ’s social media gain thousands of followers, and brought multiple new adopters who secured their .xyz domains into the #GenXYZ community. SXSW is one of the most popular tech events in the country, so we couldn’t miss the opportunity to promote our community of .xyz adopters over social media and in person, as we gave away awesome prizes created by the #GenXYZ community, such as cool t-shirts from [PublicSpace.xyz](#).

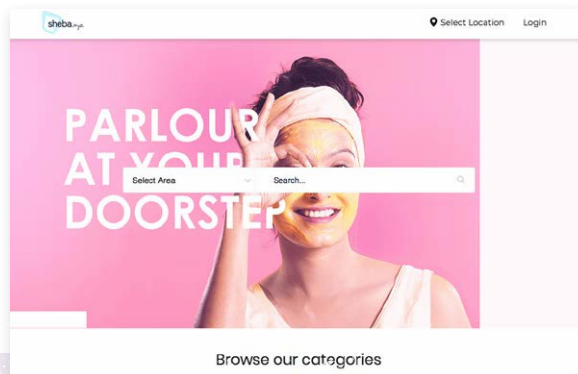
After closing the books on another successful SXSW, we can’t wait to head back to Austin next year!

# #GENXYZ FOCUS



## HOMIE.RENT

[Homie.rent](#)'s concierge-like property search has caught the eye of [TechCrunch](#), [The London Evening Standard](#), and now [Connect Ventures](#), who have committed \$4,000,000 in seed funding to Homie.rent, bringing Homie's total funding to \$6,000,000!



## SHEBA.XYZ

Bangladeshi startup [Sheba.xyz](#) has previously secured funding from tech giants Microsoft and Facebook for the first-of-its-kind home service platform they've developed to connect customers in Bangladesh with verified service professionals like plumbers, electricians, chefs, IT, and more. Now they are increasing their platform's reach by expanding into Malaysia, Indonesia, and Myanmar, and have secured \$1,000,000 in funding from franchisees in these countries to get the program up and running.

# #GENXYZ FOCUS

## Get to know the faces of #GenXYZ through the #WebsiteWednesday series

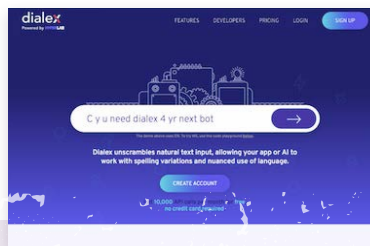
On August 13, 2014 we launched our weekly [#WebsiteWednesday](#) blog series, in which we select unique .xyz websites and write feature profiles about their creators. Since that day, we have highlighted hundreds of individuals, businesses, apps, and organizations' websites from almost every continent.

Our users are an endless source of inspiration for us here at XYZ, and we feel they serve as a perfect example of the limitless potential you have with your domain. Take a look at the [#WebsiteWednesday](#) features of 2018 so far below!



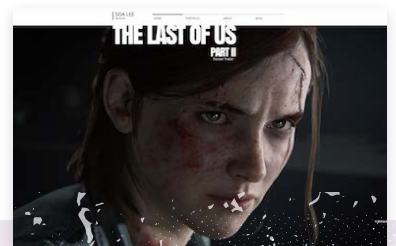
### XAND.XYZ

*The art director behind some of Adidas, Nike, and Jaguar's most creative ad campaigns*



### DIALEX.XYZ

*A robot designed to disrupt and revolutionize customer service.*



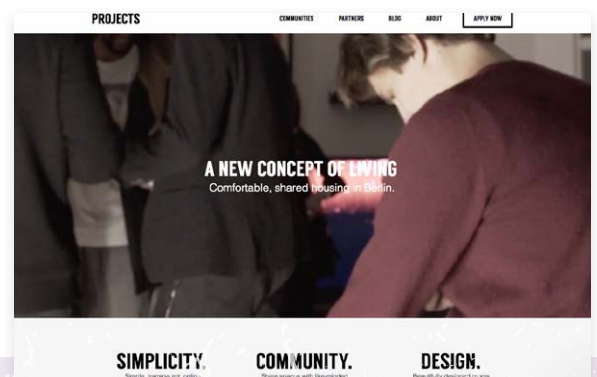
### SOALEE.XYZ

*The talented artist who modeled some of PlayStation's most iconic characters from The Last of Us II and Uncharted.*



### STREETMEDICINE.XYZ

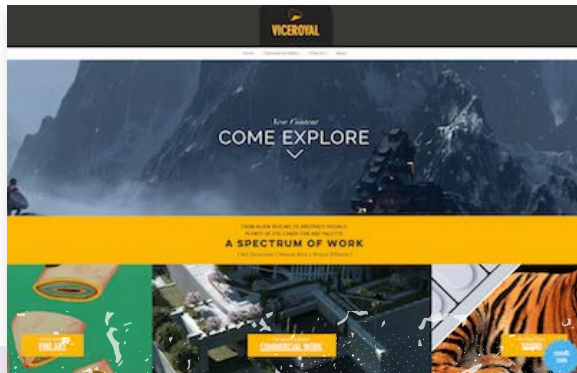
*A physician uses his medical talents to change the lives of people in the most dangerous places across the globe.*



### PROJECTS.XYZ

*A creative community living space in Berlin designed to be a young person's dream living space.*

# #GENXYZ FOCUS



## VICEROYAL.XYZ

Portfolio of JP Monroy, who has worked on countless blockbuster films including *The Avengers*, *The Hunger Games*, and *Star Wars: The Last Jedi*!



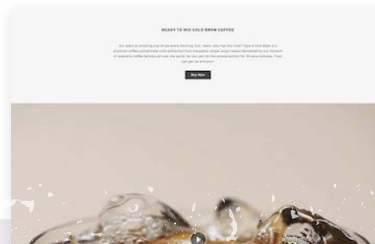
## THE LUSH LIFE.XYZ

The blog of a certified sommelier, who will help you pick the perfect wine for every occasion.



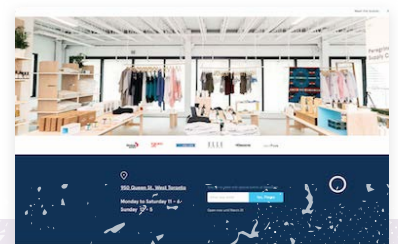
## JOVELROYSTAN.XYZ

An ASOS executive with a keen eye for all things trendy.



## TYPE-A.XYZ

Delicious cold brew delivered straight to your front door.



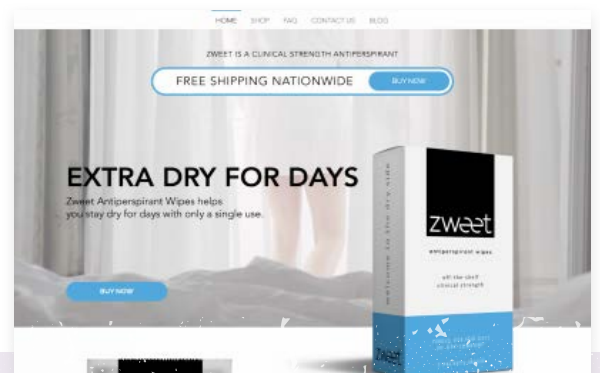
## SLEEPOVER.XYZ

The startup that's changing the future of retail.



## SAMMY6000.XYZ

Portfolio of a creative designer who has worked with brands like Adidas, Nike, and Red Bull.



## ZWEETSHOP.XYZ

An antiperspirant wipe to help with those pre and post-workout struggles.

# REGISTRAR PARTNER SUCCESS STORIES



EyHost, a XYZ reseller partner in Bangladesh, has been passionate in their support of .xyz both online and out in the wild. In early March, they took to the streets again to champion .xyz's message at Bangladesh's largest showcase of IT and ITES products, Soft Expo 2018.

EyHost invited the #XYZsquad along, and they all ran into Sheba.xyz while they were there.



Alibaba's newest campaign in collaboration with .xyz is aiming to support innovation among the next generation of internet users, a mission very near to our hearts. Through their new "College Campaign", Alibaba is giving students in China access to free .xyz domains, bundled with web hosting, website builders, cloud products, and smart office hardware, all backed with Alibaba Support.

A deal this sweet sounds too good to be true, but thanks to Alibaba and .xyz, it is a reality for these young innovators coming online for the first time.



Xinnet showed their love for .xyz and their customers by holding a Valentine's Day campaign that allowed new customers to get a coupon for a free .xyz domain. But that's not all; Xinnet sweetened the deal by adding cloud website building and templates, along with individualized customer support for each domain registered, all completely free.

# Questions?

We're listening at [hello@gen.xyz](mailto:hello@gen.xyz)

We'd love to hear from you!

Get in touch with XYZ at [www.gen.xyz/contact](http://www.gen.xyz/contact).



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Q1