



# Quarterly

OCTOBER – DECEMBER 2018



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# LETTER FROM THE XYZ TEAM

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What a year! 2018 was one of the most successful, action packed, and fun years we've had as a registry. We welcomed millions of new .xyz adopters, grew a deeper connection to our supporters through social media, traveled the world to attend events, and above all, focused on finding as many opportunities as we could to support innovation and ensure a bright (and open) future for the internet as we know it.

The closing of Q4 also marks our first full year of creating and producing XYZ Quarterly reports. While compiling this final XYZ Quarterly of 2018, one of the things we enjoyed most was seeing all the ways XYZ and our community of adopters and supporters have succeeded throughout the year. Whether it be millions in funding secured for .xyz startups, the thousands averaged on aftermarket sales for those investing in .xyz names, or the millions of new domains registered from the XYZ portfolio of TLDs, we're proud to see the mission and message of XYZ taking root and those who believe in it rising to the top.

Our hope is to have the XYZ Quarterly grow to be even better in 2019. We want to know what you would like to see more of in the future. The growth of XYZ has always been possible thanks to the engaged and enthusiastic support of you, our readers and followers, so let us know what you want to hear about. This is, after all, a snapshot of XYZ made for its most passionate supporters, and our goal is to make sure we deliver all the information about XYZ that you crave.

Thanks for helping us make XYZ 2018 so enjoyable and fun, and [let us know](#) what you want to see in 2019!

*The XYZ Team*

— The XYZ Team

# 2018 BY THE NUMBERS

**157**

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

**3,059**

Variably priced  
domains sold<sup>2</sup>

**1,664,384**

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

**<1%**

Active .xyz  
abuse<sup>1</sup>

**7.8 MILLION**

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

**\$1,314**

Average aftermarket  
sale price<sup>5</sup>

**29%**

Increase in annual  
renewals in 2018  
(compared to 2017)<sup>2</sup>

*Over*  
**200**

Retailers that manage  
one or more .xyz  
domains<sup>4</sup>

**#1**

Fastest growing  
gTLD in usage<sup>4</sup>

**\$7 MILLION**

Funding awarded to  
XYZ adopters<sup>6,7,8</sup>

*Infinite  
Thanks*

From all of us at XYZ  
to our partners and  
end users<sup>5</sup>

<sup>1</sup> Source: nTLDStats.com

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

<sup>3</sup> Source: Internal XYZ Social Media Analytics

<sup>4</sup> Source: Namestat.org

<sup>5</sup> Source: NameBio.com

<sup>6</sup> Source: <https://techcrunch.com/2018/02/20/homie/>

<sup>7</sup> Source: <http://www.thedailystar.net/business/shebaxyz-expand-southeast-asia-1539727>

<sup>8</sup> Source: <https://stdlib.com/blog/stripe-code-xyz/>



# HEADLINES FROM 2018



## Hackathons helping pave the way for the next generation of internet users

A big slice of .xyz's mission is to give new internet users an opportunity to get great domain names for their websites. One of our favorite ways to do this is to support hackathons that inspire a passion for coding and development in young students.

In 2018 we supported 5 different hackathon programs located around the world, providing support for the events, free .xyz domains, and swag for the attendees.



*Product Forge, Generation Rent*



*Hustle N' Code*



*Generation Girl, Winter Club*

# HEADLINES FROM 2018



## The #XYZsquad brushes with fame and keeps crowds moving all year long

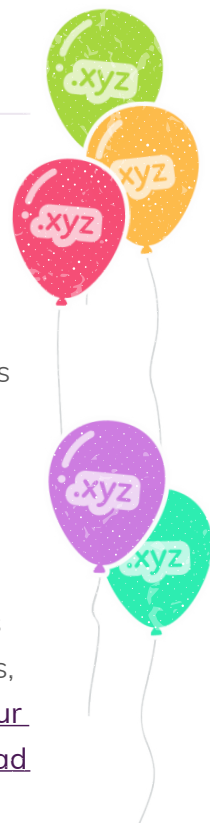
Followers of [@xyz](#) on social media will be familiar with the fun-loving #XYZsquad. This talented group had a very exciting year, attending some of the biggest entertainment events in the U.S., and getting to parkour for a few celebrities, too! The purple people-pleasers stole the show at Anime Expo and E3 in Los Angeles, stood out among the crowd of over 450,000 at SXSW in Austin, geeked out with attendees at TechDay Los Angeles, and got people moving at e-commerce and internet-focused events Ecfair and Alibaba Yunqi in China.

The #XYZsquad also welcomed some famous visitors to the XYZ HQ in Santa Monica: the world famous [Harlem Globetrotters](#), and Instagram sensation and 15-time Guinness World Record holder [Jugglin Josh](#). If you want to relive the fun, be sure check out our [YouTube channel](#), or follow us on Instagram [@xyz](#).

## .XYZ celebrates the gift of a free and open internet for it's 4th birthday

In June, [we celebrated our 4th anniversary](#) in a way that we felt best resembled the spirit of .xyz: continuing our mission of empowering individuals and businesses online. We held a special campaign that made multi-year registrations of .xyz domains easier than ever and donated over \$10,000 to the [Electronic Frontier Foundation](#) and [Tsinghua University Tsinghua x-lab](#) in China.

The support we had from #GenXYZ in helping us reach our funding goal was tremendous! To sweeten the celebration for all of the campaign's participants, we held a website building contest. We chose 4 winners to be [featured on our blog](#) and win an iPad Pro. If you missed any of the birthday fun be sure to [read about it on our blog](#).





# HEADLINES FROM 2018



## .Cars, .College, and .Security shine at industry events

Not to be outdone by .xyz, 2018 was also a memorable year for the other TLDs in our portfolio. The automotive industry welcomed a healthy helping of [.Cars](#), [.Car](#), and [.Auto](#) domains at the National Automotive Dealers Association (NADA), National Independent Automotive Dealers Association (NIADA), and Georgia Independent Automotive Dealers Association (GIADA) annual expos. Fantastic domains like Atlanta.Cars were purchased by dealership owners eager to drive their websites ahead of their competition.



### NIADA

The newest member of the XYZ family, [.Storage](#), was a hit among attendees at the Self Storage Association trade show, and our team ran into storage business owners at the show who had already secured their .Storage domains, like Mele.Storage.

With online security being a major concern in today's internet landscape, there was no better time for [.Security and .Protection](#) to head to the RSA Conference, where industry leaders come together to discuss the biggest issues in tech security.

Last up was the Educause Annual Conference, at which [.College](#) is a familiar face to attendees and fellow exhibitors alike. The .College team reunited with many of the universities and colleges who have already secured their .College domains, and helped others register their first ones.

# HEADLINES FROM 2018



## XYZ stays in touch with its roots at domain industry events worldwide

Through all the growth and success we've had in our 4 years as a registry, innovators, developers, and our registrar and reseller partners have always been there with us and shared in that same success. Maintaining strong relationships with our partners and most dedicated end users means a great deal to us, and that's why we make a point to attend events where we can connect with them face-to-face whenever possible.

In 2018, we attended many such events, including Namescon, Global Domain Summit China, Domain Pulse, Cloudfest, ICANN 61, Wordcamp LAX, the China Internet Conference, and the Internet+ Innovation and Entrepreneurship competition. We relished the chance to share our gratitude for our passionate partners and end users, and hope to see everyone again in 2019.



*China Internet Conference*



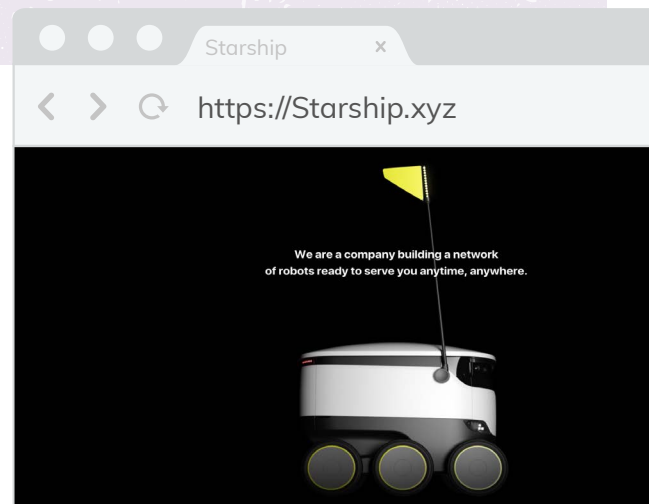
*China International Electronic Commerce Expo*



# THE TOP 5 END USERS OF 2018

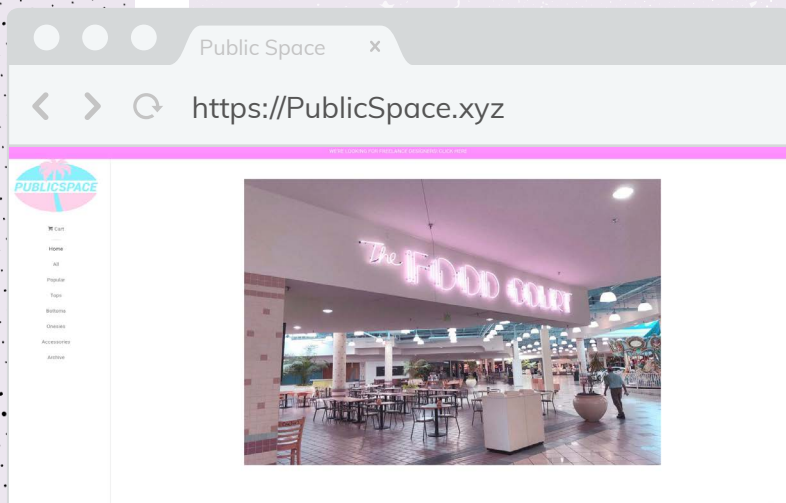
## STARSHIP.XYZ

A common story in 2018 for major outlets like [TechCrunch](#), [Forbes](#), [Business Insider](#), [The Telegraph](#), [The Washington Post](#), [The San Francisco Chronicle](#), [Buzzfeed](#), [The Verge](#), [Venture Beat](#), [Engadget](#), [BBC](#), [Daily Mail](#), and [TechWire](#). Starship.xyz added new partners like DoorDash and Tesco to their already impressive list of delivery options, introduced an app, and made strides in policy. It seems they are doing everything they can to ensure that our dreams for the of a future – with where delivery robots are at our beck and call – becomes a reality.



## PUBLICSPACE.XYZ

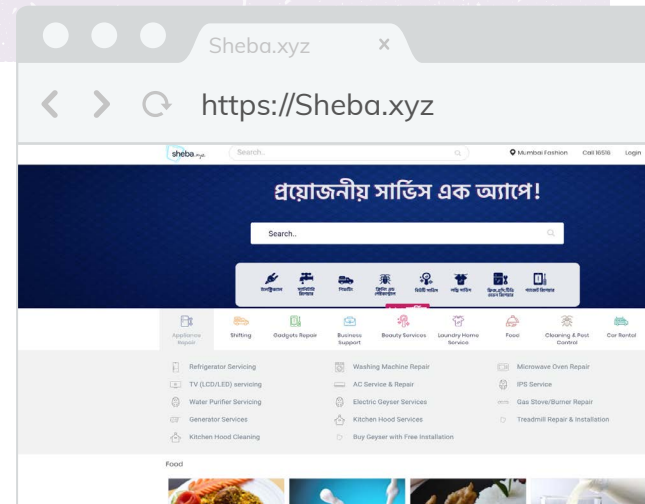
2018 saw a new level of popularity for the [Vaporwave subculture](#). Clothing company PublicSpace.xyz had a similarly impressive rise into public consciousness. With their designs being featured by [Clevver](#), [Cosmopolitan](#), [Allure](#), [Esquire](#), [Food&Wine](#), [Daily Mail](#), and [Bustle](#) and entered the consciousness of millions of new potential customers. PublicSpace.xyz is riding the wave of popularity to further expand its audience and continue to grow its unique and creative fan base in 2019.



# THE TOP 5 END USERS OF 2018

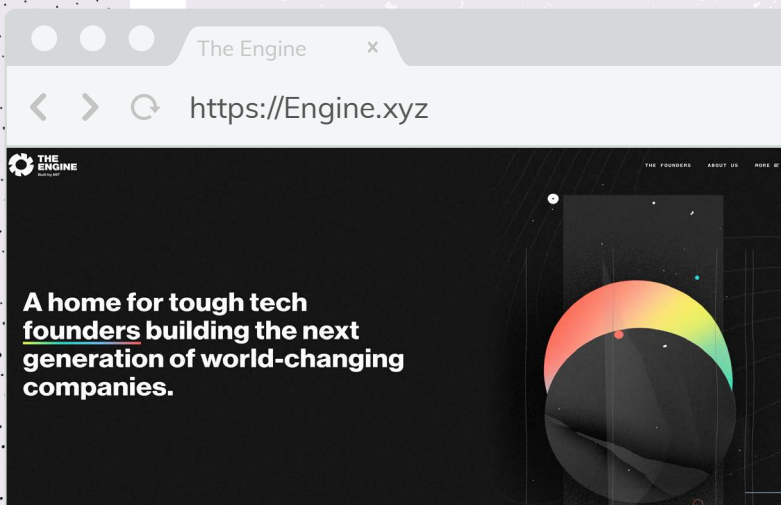
## SHEBA.XYZ

Bangladesh's all-in-one service platform brings unprecedented convenience to the country by connecting verified service professionals of all types to yearning consumers. Sheba.xyz's continual expansion of service and introduction of new technologies has been featured regularly in [Prothom Alo](#) and [The Daily Star](#), two of Bangladesh's most popular news outlets, as well as [The Independent Bangladesh](#) and [United News of Bangladesh](#). They also secured \$1,000,000 in funding from franchisees in Myanmar, Malaysia, and Indonesia. This was quite an impressive follow up to last year, when they landed funding from Microsoft and Facebook as well.



## ENGINE.XYZ

MIT, the top-ranked private research university known for their tech development and research prowess, founded Engine.xyz as a \$250 million startup incubator focused on supporting “[tough tech](#)” companies. In 2018, MIT saw Engine.xyz featured regularly in major outlets like [Fortune](#), as well as tech-focused publications like [Xconomy](#), [TechXplore](#), and [Tech Startups](#). Engine.xyz is powering into the new year as their incubated companies are spreading their wings and taking even more solutions to market in 2019.





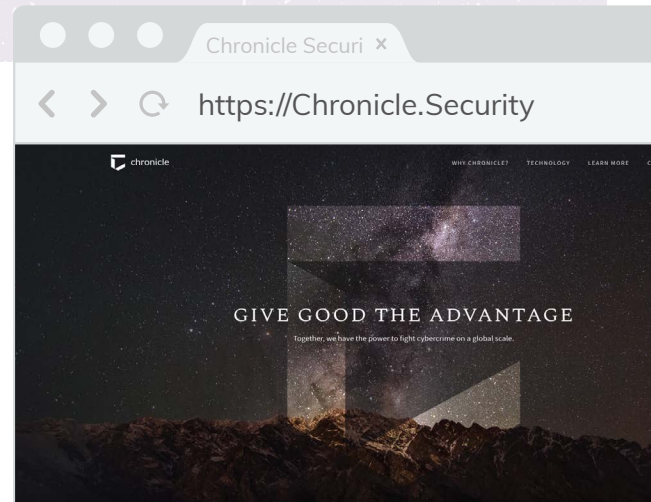
# THE TOP 5 END USERS OF 2018

## CHRONICLE.SECURITY

Chronicle, a [Google X graduate](#), emerged onto the cybersecurity scene in 2018, a timely entrance for a company built to fight cybercrime on a global scale. Claiming on [CNBC](#) that Chronicle is able to “...work with an average security team and turn them into a great security team,” the company is aiming to [redefine the landscape of cybersecurity](#).



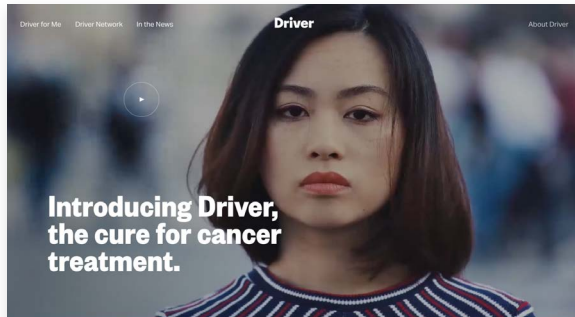
chronicle



GET TO KNOW MORE OF OUR END USERS  
[WWW.GEN.XYZ/LIVE](https://www.gen.xyz/live)

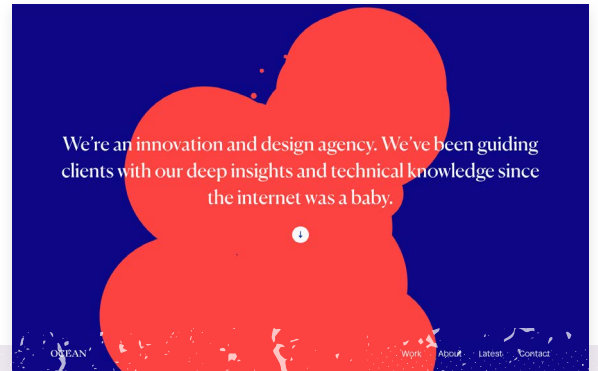
# #GENXYZ FOCUS

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



## DRIVER.XYZ

*This cancer treatment technology is simplifying access to treatment for cancer patients and survivors worldwide.*



## OCEAN.XYZ

*A design firm whose work has garnered praise from tech legend Bill Gates.*



## WONDERLAND.XYZ

*Los Angeles based entertainment manager who looks after the careers of pop stars like Nikki Flores and Aaron Carter.*



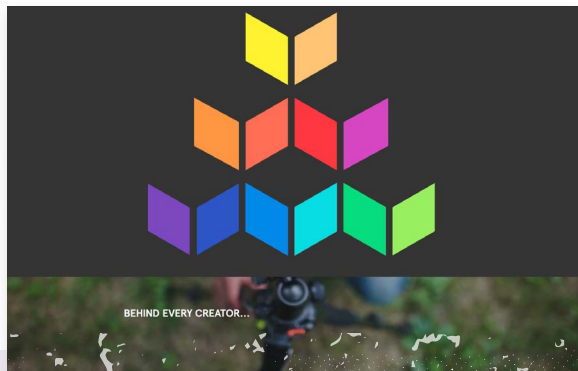
## TOMROSS.XYZ

*Renowned photographer and author whose personal site showcases his camera and writing skills.*

# #WEBSITEWEDNESDAY

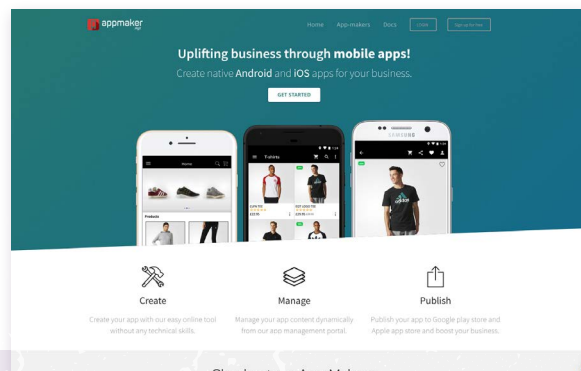


# #GENXYZ FOCUS



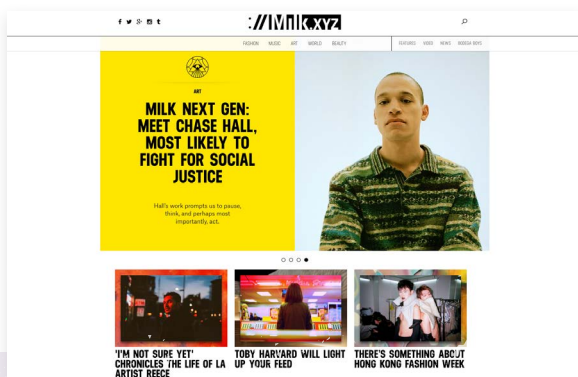
## ZIGGURAT.XYZ

Digital media management firm representing stars like Gavin Free (of the Slo Mo Guys) and Rooster Teeth.



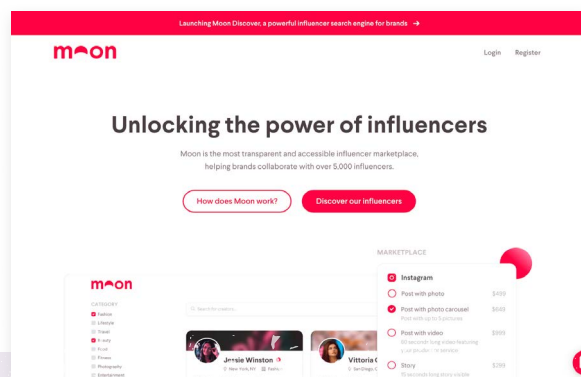
## APPMAKER.XYZ

Easy-to-use service that helps you build mobile and web apps without learning how to code.



## MILK.XYZ

Popular fashion and pop culture blog collaborating with some of the biggest names in fashion and entertainment.



## MOON.XYZ

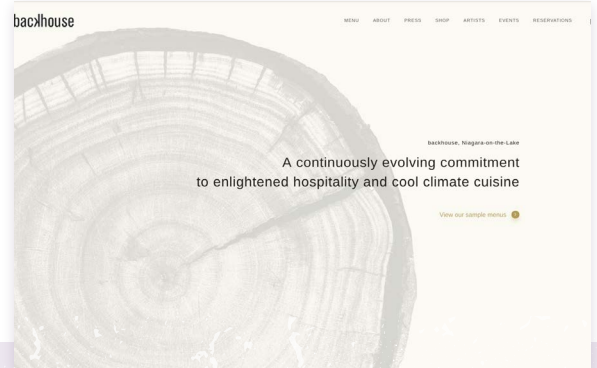
Marketplace that accelerates profitable partnerships between brands and social media influencers.

# #GENXYZ FOCUS



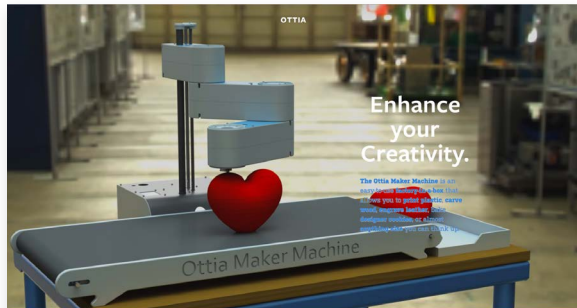
## AANDB.XYZ

Accomplished digital marketing agency that shares their wealth of industry knowledge on their site.



## BACKHOUSE.XYZ

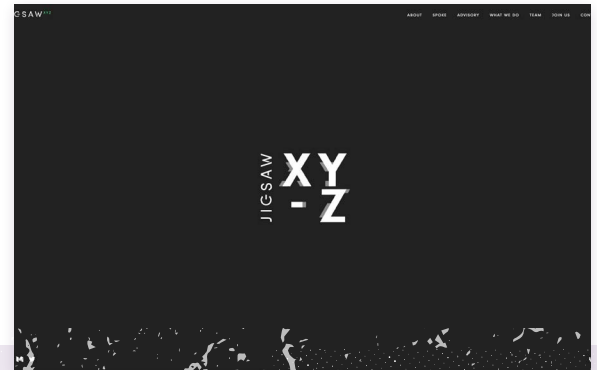
Award winning farm-to-table restaurant in Niagara-on-the-Lake, Canada. Chosen as a top restaurant by Conde Nast Traveler, Travel Life, and more.



If you can dream it, why not make it?

## OTTIA.XYZ

An all-in-one "maker machine" designed to take care of every manufacturing need that companies may have.



## JIGSAW.XYZ

Data technology company using its software to give the power of online privacy back to consumers.



## STILETTOMEUP.XYZ

Fashion entrepreneur Egreis Gjergjani talks about expanding her empire and the secrets behind her success.



# 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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Q4