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LETTER FROM THE XYZ TEAM

Dear [#GenXYZ](#),

After a month of exciting celebrations, our spectacular 4th birthday came to an end on June 30th. We can't thank you enough for your participation in our anniversary campaign sale, which helped us raise more than \$10,000 to protect the future of the internet.

When we set out to find a perfect way to celebrate our 4th anniversary, we thought about what would mean the most not only to us here on the XYZ Team, but to all of you who have helped [.xyz](#) grow to become one of the most popular domains in the world in just 4 short years. We knew that it had to be something that would not only support your innovative ideas and allow you to continue to express them on your [.xyz](#) sites, but it also had to be something that was true to the mission we've had for [.xyz](#) since we [pushed the button](#) to launch it to the world.

That's why we're so proud of your participation in our anniversary sale. We wanted to have a sale that would give all of you in [#GenXYZ](#) 2 years to build your projects without worrying about renewals, and the donations you helped raise for the [Electronic Frontier Foundation \(EFF\)](#) and [Tsinghua University's x-lab](#) will shape the future of the internet in a positive way for years to come.

One of the greatest strengths of [.xyz](#) lies in the community of its adopters, and on this anniversary we are so glad we were able to celebrate together with you and work towards a gift that all of us can enjoy; a better internet today, and for every day to come. The work isn't done, however, and if you want to keep supporting EFF you can do so at the [XYZ donation page](#).

— *The XYZ Team*

The XYZ Team

Q2 BY THE NUMBERS

84

Countries around the world where .xyz is the most popular nTLD¹

312,827

New registrations across all XYZ TLDs²

\$10,000

Donated to the Electronic Frontier Foundation²

Over
30

Partnerships secured with social media influencers²

8

New registrar and reseller partners added²

100%

Response rate on Anti-Abuse inquiries²

\$2,000,000

In funding awarded to .xyz adopters⁴

2.8 MILLION

Impressions on social media³

A lot
of donuts
consumed⁵

Sources:

¹ Source: NTLDStats.com

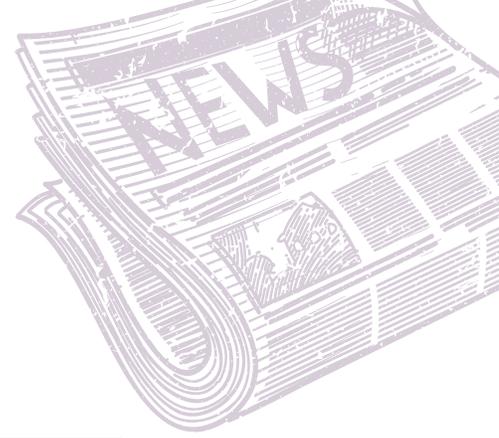
² Source: Internal XYZ Registry Statistics

³ Source: Sprout Social

⁴ Source: StLib <https://stdlib.com/blog/stripe-code-xyz/>

⁵ Source: https://www.instagram.com/p/BjffULFgMS_

HEADLINES



XYZ gets technical at Citrus Hack and TOHacks

XYZ sponsored the inaugural [Citrus Hack](#) hackathon hosted at the University of California at Riverside, providing free t-shirts and .xyz domains for the participants to use during the 24-hour hackathon.

XYZ's support helped make the first ever [TOHacks](#) hackathon possible. Hundreds of high school and university students in the Toronto area teamed up at the event to create new apps and products, and can show them off on their own .xyz domains!



The #XYZsquad busts a groove at E3 2018

Team XYZ headed across town to the LA Convention Center for [E3 2018](#). This is the first time E3 has been opened to the public, and the tens of thousands of gamers in attendance enjoyed getting down with the #XYZsquad in between playing demos of all the biggest upcoming game releases. Check out our [recap video](#)!



.xyz

Q2

HEADLINES



China shows they're fans of the next big thing: .xyz!

Innovators, artists, and businesses alike in China have quickly taken to .xyz as their go-to domain ending. The buzz surrounding .xyz has grown so big that [Global Domain Summit](#) awarded .xyz as one of the most popular nTLDs in China! Popular Chinese nGTLT news outlet [newgTV](#) caught up with the XYZ Team to discuss .xyz's success in China, and the Team also enjoyed the opportunity to connect with XYZ's partners like Alibaba, BaiduCloud, Bizcn, Westcn, and Xinnet, who were also in attendance.

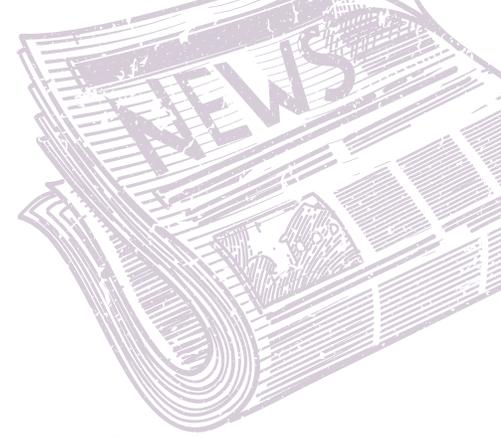
The XYZ Team continued to feel the love while connecting with .xyz supporters at [Ecfair](#) in YiWu, China. The #XYZsquad also showed their international fame by drawing attendees with their signature antics.

At [Alibaba Yunqi](#), the XYZ Team enjoyed some quality time with our partners at Alibaba, and enjoyed discussing exciting new partnerships to embark on that will further benefit the [#GenXYZ](#) community in China.

The XYZ Team headed to [NamesCon 2018](#) in Shanghai, China, where they shored up partnerships and set up exciting new opportunities for Chinese .xyz adopters.



HEADLINES



.Security .Protection

RSA Conference

We attended [RSA](#) for the second year in a row to represent .Security and .Protection domains - the trusted namespaces for the security industry. Our XYZ Anti-Abuse Team also had a fantastic time collaborating with some of the industry's most innovative cybersecurity professionals to bolster our proactive Anti-Abuse operations. We now work with over 100 abuse providers, including Google, Apple, Spamhaus, and more in our efforts to keep the .xyz zone safe.



NADA and NIADA annual conferences

As members of both the [National Automobile Dealers Association](#) (NADA) and [National Independent Automobile Dealers Association](#) (NIADA), .Cars is a regular at each organizations' annual conference, and 2018 was no exception. The .Cars Team make great connections with hundreds of dealers, and debuted the newly published [case study from Hartzel Consulting](#) highlighting the huge benefits keyword .Cars / .Car / .Auto domains can have on a website's SEO. Be sure to read it yourself if you missed it!

XYZ MARKETING SPOTLIGHT

XYZ celebrates our 4th birthday by giving back to the internet



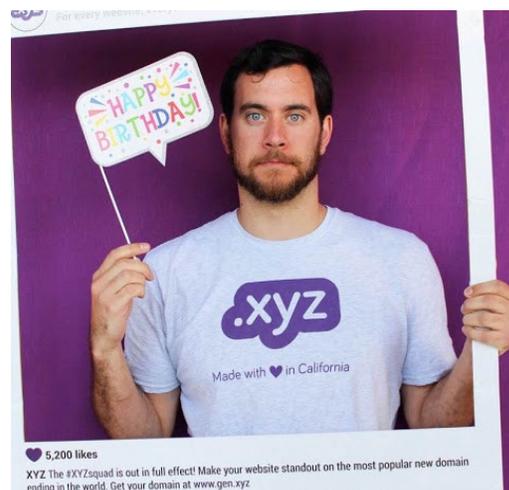
Since Day 1 .xyz's mission has been to hit the reset button on the internet to give Generations X, Y, and Z a domain extension that's made for them, and one that is dedicated to making the internet a better place for them. When we thought about what we really wanted for our 4th birthday, we knew preserving an open and free internet for everyone would be the best gift of all.

During our 4 year anniversary campaign we pledged to donate \$1 to the [Electronic Frontier Foundation](#) for every .xyz domain that was renewed for 1 year or registered for 2 years at participating registrars and, thanks to the support of #GenXYZ, we reached

over \$10,000 in donations! We also had a special partner in China: Tsinghua University's innovation and entrepreneurship platform [Tsinghua x-lab](#), and we are making donations to them for each domain renewed for 1 year or registered for 2 years by #GenXYZ members in China.

If you missed out on our anniversary sale, don't worry, there's still time to celebrate by entering our .xyz website building competition. Don't miss out on your chance to [win 1 of 4 iPad Pros!](#)

What we've accomplished with all of you in the #GenXYZ community of users and supporters these past 4 years has been everything we'd hoped and dreamed of when .xyz launched. But there's still so much left we can do, and with your help we'll continue to shape the future of the internet for generations and make it the best it can be.



XYZ MARKETING SPOTLIGHT

XYZ partners with social media influencers to celebrate 4 years of .xyz

We love collaborating with the #GenXYZ community whenever we can. So, in conjunction with our .xyz [website building contest](#), we've introduced #TakeoverThursday, where .xyz adopters take over our instagram story and share their journey with us, detail the many challenges and triumphs they've had in their careers, and provide inspiration to our thousands of Instagram followers. You can find every #TakeoverThursday post on our Instagram profile in the "highlights" section.



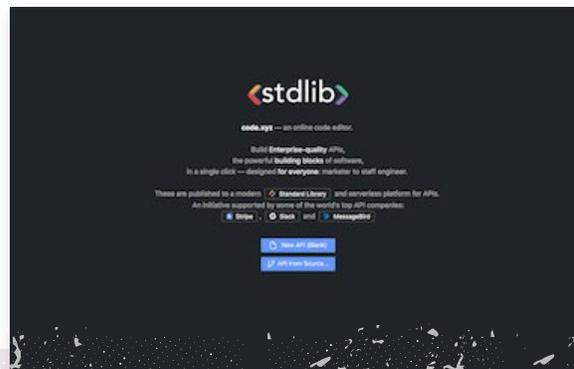
#GENXYZ FOCUS



THE OS FOR AUTOMATED MOBILITY

RENOVO.AUTO

If you're wondering what to expect from the automotive industry in the future, look no further than [Renovo.Auto](#). This quarter Renovo [announced a partnership](#) with fellow [.Cars / .Car / .Auto](#) adopter [Phantom.Auto](#) to pave the way for Teleoperation services in self-driving vehicles and [welcomed automotive tech startup Metamoto](#) to its AWARE OS for better quality autonomous vehicle simulations. They also made waves in national outlets like [The Verge](#) and [VentureBeat](#), and international outlets like [Tuoitre](#), with their "driver emotion tracking" AI. They've developed this innovative service with Affectiva, a startup that graduated from frequent [Engine.xyz](#) collaborator [MIT Media Lab](#).



CODE.XYZ

Visionary API solution [Code.xyz](#) has been enjoying a wildly successful 2018 so far, and capped off another successful quarter by [securing \\$2 million in funding](#) in May from popular payment processing company Stripe. This round of funding comes after Code.xyz developer StdLib [received \\$2 million in funding in 2017](#) from Berlin based venture firm BlueYard Capital, with part of that funding coming from the [messaging app Slack](#). Be sure to read up on [Code.xyz](#) in [Product Hunt](#) and on the [gen.xyz blog](#)!

.xyz

Q2

#GENXYZ FOCUS

XYZ adopters in the news

Live.xyz

- » [New York City Adventures at Your Fingertips With New App](#) (Wall Street Journal)
- » [This week in N.Y.C. funding news: Extend, Templum, Kidbox, Live XYZ](#) (New York Business Journal)
- » [Looking for things to do in NYC? Live XYZ has mapped every neighborhood's shops and events](#) (AMNY)

Starship.xyz

- » [Out of milk? Co-op is using tiny self-driving 'Starship' robots to deliver shopping around Milton Keynes](#) (DailyMail)
- » [Robots from Starship to carry food on corporate, college campuses](#) (SF Chronicle)

uMake.xyz

- » [The best Apple Pencil-optimised apps for iPad Pro and iPad 9.7 \(2018\)](#) (PhoneArena.com)

Feed.xyz

- » [Digital agency Feed announces North America expansion, led by Tamara Hillis](#) (The Drum)

Hyperlab.xyz

- » [Hyperlab steals spotlight at d Awards with groundbreaking work](#) (Marketing Magazine)
- » [Chatbot to help with sex education](#) (The Star)

DROPIT.xyz

- » [Kiwi brothers' DROPIT app changing the way crowds interact with sporting giants](#) (TVNZ)
- » [Mount brothers' multimillion-dollar app hits Grand Prix in Melbourne](#) (New Zealand Herald)

FastFoward.xyz

- » [On its way to a sell-out, Sydney's inaugural FastForward announces massive 54 new speakers](#) (The Music Network)
- » [Brisbane's Hydric Media wins FastForward Hackathon](#) (The Music Network)
- » [FastForward Conference starts with metadata, money and — of course — music](#) (The Industry Observer)

Xand.xyz

- » [Hilarious and Surprising Bananas GIFs](#) (Listal)

Engine.xyz

- » [The world's first quantum software superstore—or so it hopes—is here](#) (MIT Technology Review)
- » [Quantum software startup Zapata Computing launches out of Harvard; raises \\$5.4 million seed round](#) (Tech Startups)
- » [New startup Zapata Computing intends to market quantum computing software](#) (Tech Explore)

PublicSpace.xyz

- » [You Can Now Buy LaCroix Themed Swimwear!](#) (Clevver)

#GENXYZ FOCUS

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



PIXELPIE.XYZ

A one-stop-shop for all of your design and marketing needs.



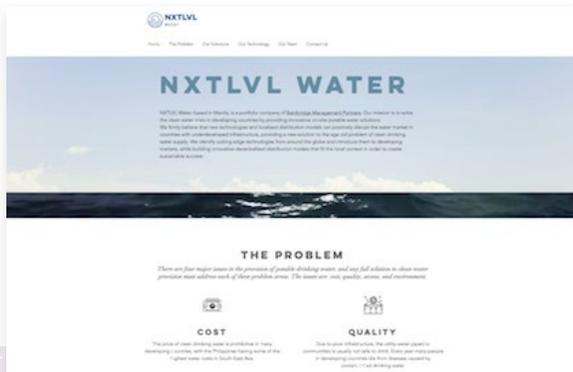
FLUXAUTO.XYZ

Self-driving technology for commercial vehicles.



CULTIVATEME.XYZ

This “mastery machine” will help engage, retain, and develop your team.



NXTLVLWATER.XYZ

Created to tackle the clean water crisis in developing countries.



NXTLVL FARMS.XYZ

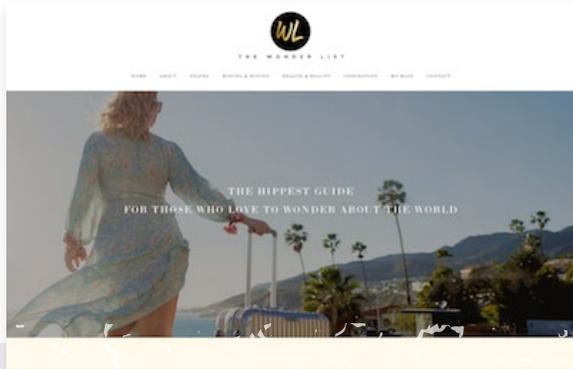
Created to improve the quality and accessibility of produce in the Philippines.

Recognize the similarities between the above two sites and a long-term #GenXYZ member NxtLvlAcademy.xyz? All three are projects launched by Brainbridge MP, a tech investment company based in the Philippines seeking to support technologies that will bring impactful change to the most basic global problems.

WEBSITEWEDNESDAY

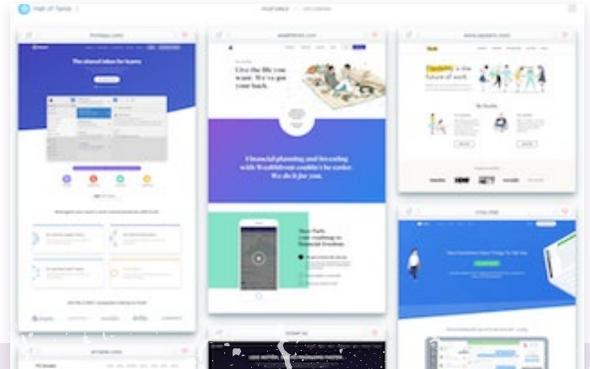


#GENXYZ FOCUS



THEWONDERLIST.XYZ

Long-time friend of .xyz and social media influencer with the tips and inspiration to help you live your best life.



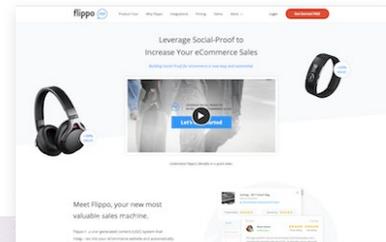
PAGES.XYZ

Thomas Chretien's curated lists of helpful pages for the UI & UX community serve as resources and design inspiration.



SHARELOCK.XYZ

A detailed source of invaluable knowledge and projections for one of the biggest economic makeovers.



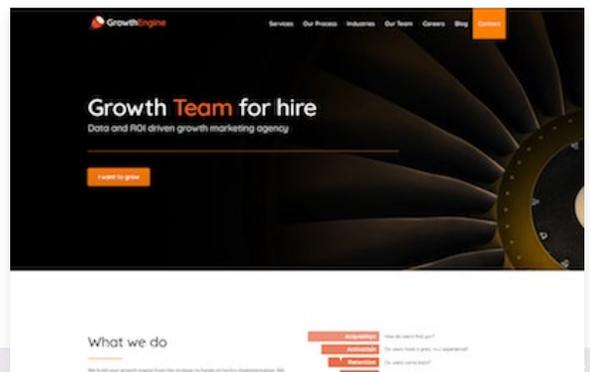
FLIPPO.XYZ

Software designed to harness your business' social popularity to exponentially increase your customer base.



SUBLUNE.XYZ

The motion graphics designer behind some of Adidas, One Direction, and Disclosure's biggest campaigns.



GROWTHENGINE.XYZ

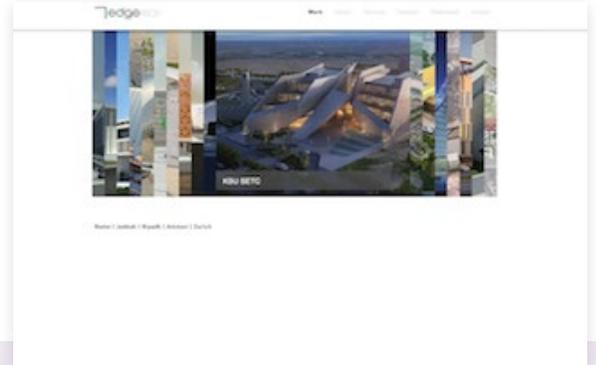
A data-driven marketing agency specializing in growth hacking and optimization strategy.

#GENXYZ FOCUS



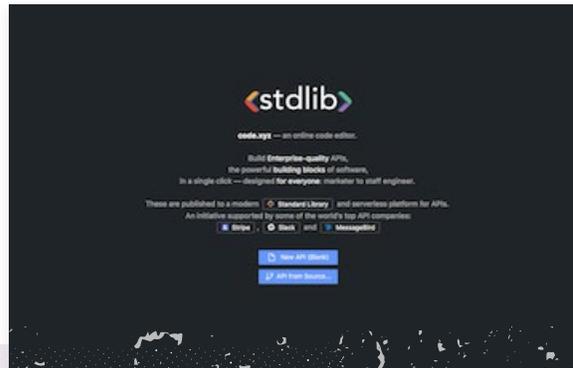
SUPERNOVA.XYZ

A brand management company that has designed and launched 4 unique and highly successful retail products.



EDGEARCHITECTS.XYZ

An architecture firm that has received worldwide acclaim and an award from the World Architecture Festival.



CODE.XYZ

Silicon Beach startup that received \$2 million in funding for their altruistic API solution.

#WEBSITEWEDNESDAY

REGISTRAR PARTNER SUCCESS STORIES

XYZ rides into the desert for our Annual GoDaddy Road Show



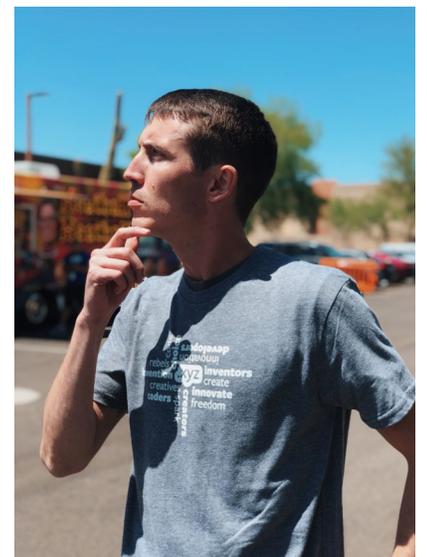
Since [2014](#), XYZ has made a tradition of getting the team into an RV and riding east to our partner GoDaddy's offices in Arizona (and flying to Iowa) to put on a Road Show for their employees. This year's journey was no different!

The XYZ Team left Santa Monica after filling our RV to the brim with over 5,000 t-shirts to give away. 10 hours later, we were welcomed by the GoDaddy team, with many of their team members recognizing us from years past. The trip was filled with great conversations, and the GoDaddy team was excited to hear about notable .xyz adopters and learn about the many reasons internet users love .xyz domains.



The whole trip was [documented](#) by the XYZ Team on XYZ's [Instagram page](#), complete with an office tour and behind-the-scenes look at the awesome and unique atmosphere GoDaddy employees enjoy every day they come in to work. The GoDaddy employees loved being in XYZ's social media spotlight, and were eager to snag more .xyz shirts to get mentioned on @XYZ's story!

Get the full experience yourself by watching our [recap video!](#)



Questions?

We're listening at hello@gen.xyz

We'd love to hear from you!

Get in touch with XYZ at www.gen.xyz/contact.



@xyz



@xyz



/xyz

.xyz

Q2