



# IMPACT REPORT

Year One





**“The launch of .gay is meaningful, not only through representation, but through industry-leading anti-hate measures timed at launch to guarantee that .gay as an entire namespace will always be an LGBTQ-friendly space.”**

[Associated Press \(AP News\)](#)







With the launch of .gay, Top Level Design set out to create a platform to uphold, fund, and celebrate LGBTQ+ communities, and in so doing, created a brand culture that LGBTQ+ people, organizations, and businesses see as valuable.

This inaugural Impact Report covers .gay's community impact and giving through 2020, the domain's first year of operation. We spent years preparing for the launch of the domain, conducted months of [audience research](#) in partnership with Edelman, and worked with trusted LGBTQ+ leaders, nonprofit organizations, and community partners to get it right.

We can now show that .gay has the potential to:

- elevate and legitimize community ideas, businesses, and projects while connecting allies directly to the queer zeitgeist
- help position businesses as allies with LGBTQ+ communities and nonprofit circles, while providing an easy-access way to boldly show support for gay people
- strengthen LGBTQ+ audience reach and community impact for businesses and brands by way of the .gay partner network, giving components, and PR generated by .gay
- provide a vehicle and entry point to businesses interested in promoting their diversity, equity, and inclusion initiatives

From major brands like Calvin Klein, Absolut Vodka, and GoDaddy to out celebrities like George Takei, Adam Lambert, and Roxane Gay to LGBTQ+ organizations like PFLAG National, ActionLink, and the Feel Something Foundation, the .gay community grew into one of the most vibrant, diverse, and supportive online spaces in its first year on the market!



## The .gay difference

We have set a higher bar by creating a historic, industry-first approach that has changed the way people think about domain names.

.gay is the first and only domain extension to ban hateful content and recognized hate groups, while proactively taking down domains associated with verified reports of anti-LGBTQ+ or hateful content.

.gay is the first and only domain extension to fund nonprofit LGBTQ+ community groups, with 20% of all new registration revenue (not just profit) being donated.

This has resulted in an unprecedented and powerful platform to celebrate, protect, and support LGBTQ+ people.

**“A master class in domain launching!”**

Name.com



## BY THE NUMBERS

### AMOUNT DONATED 2020

**\$148,864.41**

raised for LGBTQ+ Community Beneficiaries [GLAAD](#) and [CenterLink](#)

### BRAND REACH 2020

**564,000,000+**

people reached through [our public launch](#) and [press tour](#)

### THE LIBRARY 2020

**2,300,000+**

people watched our web series [The Library](#) across multiple channels since it premiered in September

### AMOUNT OF .GAY REGISTRATIONS 2020

**Over 6,400**

brands and individuals [registered their own .gay domain names](#) during .gay's first year on the market



## MESSAGE FROM THE CEO



The .gay platform is centered in gay joy and an unwavering belief in the inherent value of all LGBTQ+ people. Everything we do at .gay is about increasing visibility and providing support, as well as promoting dignity and helping to establish a baseline of safety and respect for these communities and their allies online.

- Ray King, CEO, Top Level Design

## .gay Gives

Our beneficiary partners are GLAAD and CenterLink, which offer vital tools and life-saving services to LGBTQ+ communities. We chose CenterLink, an umbrella organization for over 250 LGBTQ+ centers across the US and around the world, because of their efforts to provide safe physical spaces that liberate, dignify, and empower LGBTQ+ lives, love, and families. We are equally honored to partner with GLAAD, whose preeminent legacy and continued work is rooted in fighting against misrepresentation and hate in the media. The [GLAAD Media Reference Guide](#) is core to our marketing and policies.







**Denise Spivak**  
CEO, CenterLink

“CenterLink is proud to partner with .gay to lift up LGBTQ voices and create more gay-friendly spaces on the internet. .gay’s generous support of CenterLink and the Center Action Network ensures that those voices are heard as we engage and mobilize LGBTQ people across the country.

As COVID-19 swept the country in 2020, CenterLink was able to provide support to over 260 LGBTQ community centers who remained on the front lines, thanks in part to generous donations from .gay. CenterLink offered training and technical assistance, expanded resources, and regranted over \$1.3 million back to our member network. Our member centers continued to offer critical services such as medical care, mental health counseling, virtual support groups, hot meals, shelter and housing, wellness checks, distribution of nonperishable foods and hygiene products, and employment counseling. We are deeply grateful for .gay’s partnership.”

Serving LGBTQ+ community centers across the country in 45 states, Puerto Rico and the District of Columbia, as well as centers in Canada, China, and Australia, CenterLink assists newly forming community centers and helps strengthen existing LGBTQ+ centers through networking opportunities for center leaders, peer-based technical assistance and training, and a variety of capacity-building services.







"The .gay initiative is another critical step in continuing to spread LGBTQ visibility and representation across the internet. GLAAD's mission is to accelerate acceptance for the LGBTQ community through the media, and the proceeds from our partnership with .gay enable us to continue this core work, while also supporting local LGBTQ centers, via CenterLink, who provide direct services to our community during this unprecedented time of need. Over the past year, the .gay initiative has helped to foster a growing environment of LGBTQ visibility and representation online. At this critical time in the fight for LGBTQ equality, .gay is creating safe spaces for our community online and helping to fund GLAAD's culture-changing programs that accelerate LGBTQ acceptance."



**John McCourt**  
Senior Director of Business Development and Integrated Marketing, GLAAD

GLAAD rewrites the script for LGBTQ+ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

## NOTABLE .GAY HIGHLIGHTS



[George.gay](#)



[Roxane.gay](#)



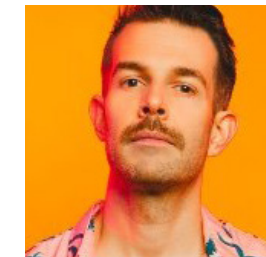
[BillieJeanKing.gay](#)



[JuanitaMore.gay](#)



[FeelSomethingFoundation.gay](#)



[BrightLightx2.gay](#)

Calvin Klein

[CalvinKlein.gay](#)



[Grindr.gay](#)



[Pflag.gay](#)



[Absolut.gay](#)

ATARI.GAY

[Atari.gay](#)



[CenterLink.gay](#)

GoDaddy

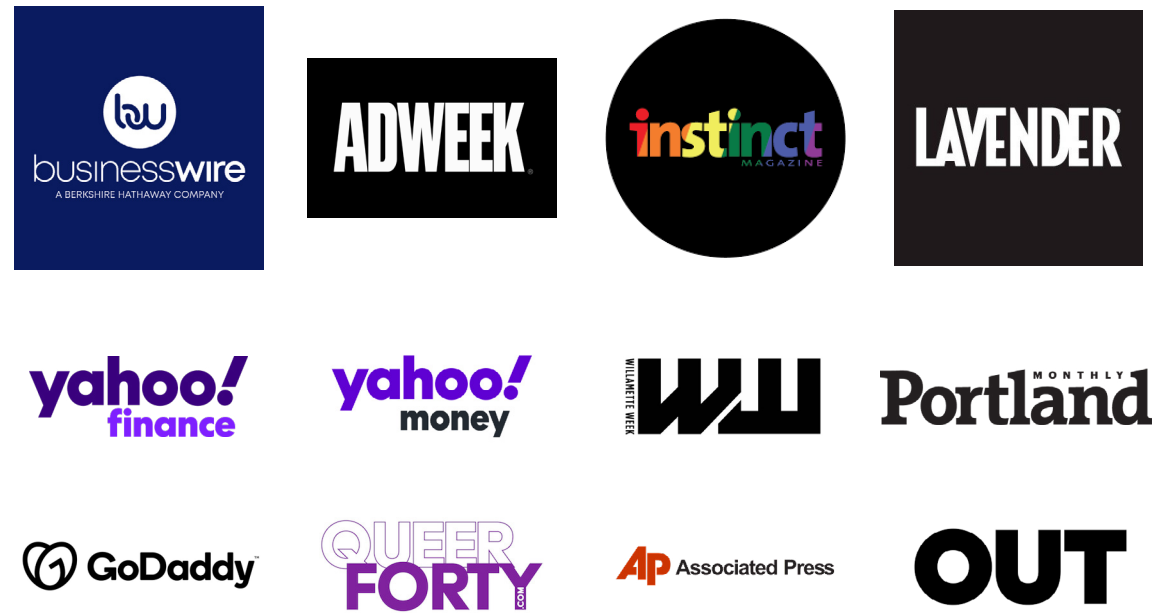
[GoDaddy.gay](#)



[Instinct.gay](#)



PRESS



MAJOR BRANDS



“The launch comes some 50 years after the first Pride march, and is a bid for inclusion and diversity online. It is also hoping to mark out a safer online space for queer and trans folks online. Instead of trying to grab a .com, .org, or .net, you can live out loud and proud on your very own corner of the internet, square on Gay street.”

Out Magazine

“The .gay domain was created to inspire businesses, organizations and individuals to stand together for something bigger. From leading companies and innovative brands, to small businesses and community organizations, .gay early adopters have already begun building a robust community”

Yahoo! Entertainment



## Partner Spotlight

.gay domains are sold through our global network of registrar partners. We saw the opportunity to create change within our industry and invite our many partners to help realize the vision of .gay as an LGBTQ+ friendly internet space.

We took the unique step of requiring that all of our registrar partners share our donation and anti-hate policies with their customers. The registrars that offer .gay domains believe in supporting global LGBTQ+ communities, and many of them have gone above and beyond in their efforts.

Namecheap.com  
@Namecheap

Register your .GAY domain today—before someone else does! [bit.ly/3fXW67n](https://bit.ly/3fXW67n)

Register your .GAY domain today - before someone else does!

.GAY

Zach  
@zaxbux

Another reason to choose @Namecheap 🙌

@dotgay · Jul 13  
Big .gay shoutout to @Namecheap for donating \$10k to @GLAAD and @CenterLink! Thank you for supporting LGBTQ communities. 🏳️‍🌈

Check out Namecheap's blog to learn more: [namecheap.com/blog/namecheap](https://namecheap.com/blog/namecheap)

#DotGayWorld #LGBTQ #Pride

\$10,000

Alejo Pereyra  
@AlejoP\_47

I was browsing @Namecheap looking for a secondary domain name mostly to test stuff with @Cloudflare and not move my main domain to their nameservers just yet and today I learned that .gay is an actual TLD and I love it.

(I also love the disclaimer, that was a nice thing to read)

Any anti-LGBTQ content is prohibited and can result in registration termination. The registry will donate 20% of all registration revenue to LGBTQ non-profit organizations

alejo.gay 81% OFF

### NAMECHEAP

Namecheap is currently the leading .gay registrar, with more names sold than any of our other partners. Their enthusiasm about .gay inspired their matching donation of an additional [\\$10,000](#) to our beneficiaries GLAAD and CenterLink in 2021. As one of the largest domain registrars in the world, Namecheap is an invaluable partner as we share .gay's story and invite LGBTQ+ communities to make it their own.



### BLACKNIGHT

Blacknight is an important partner with a focus on its native Irish and regional European markets. They have longstanding supportive ties to LGBTQ+ events in Ireland, such as film and dating festivals, and have consistently used the launch of .gay to make a positive impact for their customers and communities. Ireland, as the first nation to legalize marriage equality through a popular vote, is a pioneer in equal rights, and Blacknight is likewise a loud-and-proud supporter of .gay. They began their own matching donation campaign with the launch of .gay benefiting Irish LGBTQ+ charity BeLonG To Youth Services. Blacknight sees .gay as a chance to communicate their own values, and they have published supportive and affirming blogs about [appropriate language usage](#), [LGBTQ+ history in Ireland](#) and [online safety resources](#).



## SUPPORTIVE BRANDS

The companies and brands that invest in registering their .gay domains are an important part of the .gay community. In addition to demonstrating LGBTQ+ allyship and support, the following businesses and brands contributed to .gay's community vision by registering their names in 2020:

1-800-Flowers.com	Avast	Call It Spring	ECR International
3M	AVG Antivirus	Calvin Klein	Edelman
3Three Finger Jack	AWS	Canal+	eharmony
AARP	AXA	CCleaner	el Jimador
Absolut	Ballpark	Certina	Ellen
Accredo Health Group	Balmain Watches	Chambord	EMTRIVA
Adobe	Bank of America	Chappee	Entrepreneur Magazine
Aidells	Bath & Body Works	Clarivate	EPYC
ALDO	Baxi Potterton Myson	Commerzbank	Ernst & Young
Ally Bank	Baxi-Innotech	COMPLERA	Esselunga
Alteryx	baymak	Composely	esserbella
Amazon	BDR Thermea	Consumer Reports	Etro
AMD	Benriach	Countrywide Bank	Eviplera
American Airlines	Black Stallion	Cree	Express Scripts
American Express	BlackRock	DACHS	ExxonMobil
Amey	Blancpain	Dairy Queen	Facebook
Andreessen Horowitz	Bleacher Report	Delicato Family Wines	Feltrinelli
Andrews Water Heaters	boohoo.com	Derwent	Flik Flak
Ann Summers	boohooMAN	DESCOVY	Fords Gin
Apple	Bosch	Dietrich Thermique	Formula 1
ASOS	Bota Box	Dollar General	FXCM
Atari	Breguet	Dunkirk	Gilead Sciences
Audible	Broetje-Automation	Durex	Glashütte Original
Auth0	Brown-Forman	eBay	Glendronach
	Bugs Bunny		Glenglassaugh

## SUPPORTIVE BRANDS

globo.com	Longines	Radeon	Time Out
Gnarly Head	Mailchimp	Rado	Tissot
GoDaddy	Main Heating	Rampant Rabbit	Tognella
Google	Manolo Blahnik	Rapid7	Transamerica
Grindr	Marriott	Remeha	Travel Gay
GUESS	Megaflo	Rick and Morty	TRUVADA
H&M	Mercado Libre	Ring	Tudor Watches
Hamilton Watch Company	Merrill	Rolex	Twitch
Harry Winston	Microsoft	Ryzen	Twitter
Heatrae Sadia	Mido	Santon	TYBOST
Herradura	Misspap	Scooby Doo	Tyson Foods
Hillshire Farm	Moelis	Scribd	Uber
Hilton	Mojan Studios	SenerTec	Udemy
ICF	Nasty Gal	Servelite	USA Today
IMDB	Niche.com	skokka	Venmo
Inside Rx	Nick Jonas	skull & bones	Visit Australia
Instagram	Noble Vines	Skyward	Visit Norway
Jack Daniels	OctaFX	Slane	Warby Parker
Janie and Jack	Oertli	Smithsonian Institution	WarnerMedia
Janus Henderson	OMEGA	Sofath	Whatsapp
Jaquet Droz	Oracle	Sonoma-Cutrer	Whole Foods Market
Jimmy Dean	Orix	State Fair Brand	Wolfspeed
JP Morgan Chase	Paris Saint-Germain FC	STRIBILD	Woodford Reserve
Justice League	Patagonia	Swatch	WordPress
Karen Millen	Paypal	Target	Wright Brand Foods
Knickerbox	Photoshop	Taylor Swift	Xtube
KPMG	Pornhub	Techneco	YouTube
Lady Gaga	PrettyLittleThing	The Ritz-Carlton	Zappos
laESSE	Qurate Retail	The Westen Company	Zillow

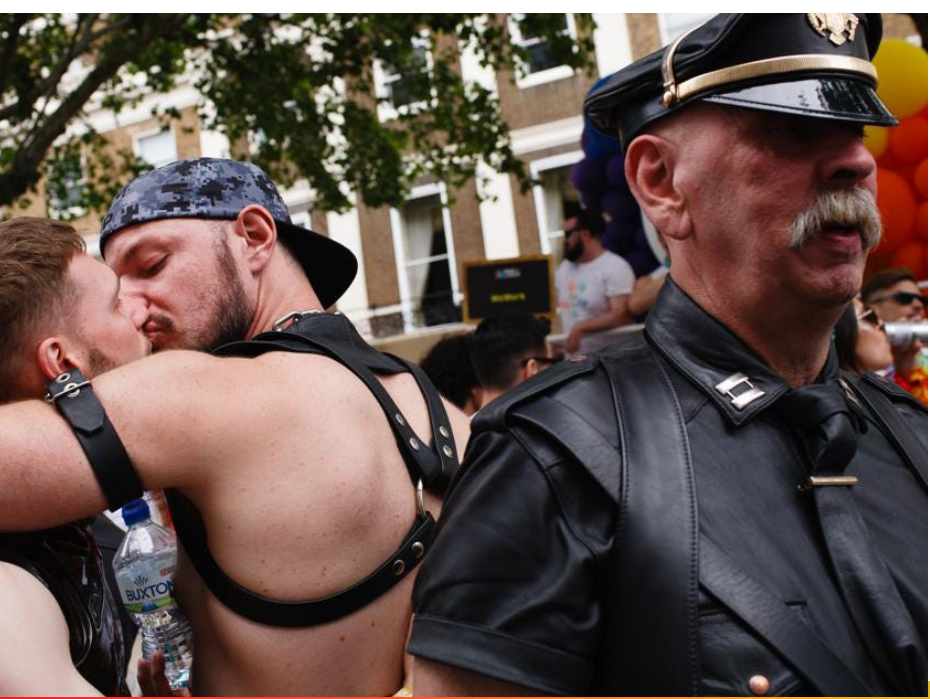


## VIRAL MOMENT

### TheProudBoys.gay

When Donald Trump refused to condemn white supremacists during the first 2020 presidential debate and instead directed the “Proud Boys” hate group to “stand back and stand by,” George Takei—Star Trek star, activist, and beloved King of the Internet—slyly suggested that LGBTQ+ Twitter reclaim the #ProudBoys hashtag.

To amplify and preserve the viral moment, .gay partnered with George Takei to create the website [TheProudBoys.gay](https://TheProudBoys.gay) which featured LGBTQ+ couples reclaiming the hashtag in the name of love and acceptance.







“Get used to it,  
people! It’s a  
.gay world.”

Michelle Collins, SiriusXM







# GAY IS GOOD

Learn more and register your  
.gay name now at  
**[ohhey.gay](https://ohhey.gay)**