



 gay

IMPACT REPORT

Year 2
2021



“I want my domain and the story behind it to be a beacon that shines when it seems dark and hopeless.”

I.K.P,
loveyourself.gay





With the .gay domain, Top Level Design set out to create a global platform to uphold, fund, and celebrate LGBTQ+ communities, and in so doing, created a brand culture that LGBTQ+ organizations, individuals, brands and companies see as valuable.

This second annual Impact Report covers .gay's community impact and giving through 2021, the domain's second year of operation.

The .gay domain has proven that it:

- Helps elevate and legitimize community ideas, businesses, and projects while connecting allies directly to an authentic queer network
- Highlights businesses as allies by providing them with a .gay domain to show their customers their support for LGBTQ+ communities year round
- Strengthens LGBTQ+ inclusivity in companies and brands through the .gay partner network, donation model, and generating brand awareness and recognition as allies by using the .gay domain
- Advances corporate efforts in promoting their diversity, equity, and inclusion initiatives

The .gay community has grown into one of the most vibrant, diverse, and supportive spaces on the internet, garnering support from prominent brands like Bath and Body Works, El Jimador Tequila, and Instinct Magazine, to out celebrities like Jasmine Kennedie, Roxanne Gay, and George Takei, as well as LGBTQ+ organizations like Brooklyn Community Pride, Hudson Pride Center, and The Trevor Project.

Making the internet a safer and gayer place

Unlike any other domain extension, .gay is doing its part to make the internet a better place for LGBTQ+ communities. The .gay's Rights Protections Policy not only prohibits using .gay for harassment but also provides an enforceable protocol for domains that intentionally use .gay to slander LGBTQ+ individuals or groups.

To continue the support for LGBTQ+ communities, .gay is the first and only domain extension to fund nonprofit organizations by donating 20% of all new registration revenue - not just profit!

By implementing these practices, .gay hopes to be a platform where LGBTQ+ people feel celebrated, supported, and most importantly, protected.

“Wow wow wow! Looks like my friends over at DotGay more than followed through with their pledge to raise a ton of money for the LGBTQ+ community. Very impressive!”

George Takei



BY THE NUMBERS

TOTAL RAISED TO DATE:

\$167,000+

has been raised and donated to LGBTQ+ Community Beneficiaries GLAAD and CenterLink through 2021

BRAND REACH: WE HAVE REACHED OVER

588,000,000

people through our social media channels and influencer partnerships through 2021

THE LIBRARY: NOW STREAMING INTO

250 million

homes worldwide on the Revry TV platform

.GAY REGISTRATIONS:

Over 17,000

individuals and companies have registered their own .gay domain names through 2021

MESSAGE FROM THE CEO



“Now more than ever, LGBTQ+ visibility, community connection, and the distribution of health information is paramount. We’re proud to amplify representation and foster digital Pride by broadly sharing .gay with the world. We’ve already seen incredible interest and support from Fortune 100 companies and small businesses to LGBTQ+ brands and public figures, with over 20,000 .gay domain names registered to date.”

Ray King, CEO, Top Level Design

.gay Gives

We believe that LGBTQ+ community building is instrumental in growing the leadership of the movement; that’s why we chose CenterLink as one of .gay’s beneficiaries. CenterLink provides training, resources, legislative advocacy, and guidance for over 250 LGBTQ+ community centers nationwide.

Our other beneficiary, GLAAD, is doing work that is equally important. For over 30 years, they have been at the forefront of cultural change and accelerating acceptance of LGBTQ+ communities. GLAAD’s critical culture-changing work continues to yield impactful results, and the [GLAAD Media Reference Guide](#) is also core to our marketing and policies here at .gay.





“We’re so proud to partner with .gay on initiatives to offer an inclusive, authentic and safe space online for our LGBTQ community and allies. We hope that through our partnership we can offer more visibility and support to the vibrant and growing .gay community.”

Jacqueline Daly,
VP Marketing, Dynadot

“Proud representation is important — because people see themselves in others, and by being an out and positive influence, you might just inspire someone else to take their own journey of self-fulfilment or self-actualization.”



Will Hirsch,
willhirsch.gay

“Domain.com has been proud to support .gay’s launch and growth in the market. .gay is more than just a regular domain extension. The investment in the LGBTQ+ community is clear, not only through the donations to GLAAD and CenterLink, but through the genuine connections the brand has made with key influencers. There is always something unique to share, and it is content we can feel good about, not only as a brand, but as individuals. It takes time for audiences to become familiar with new domain extensions, and even longer to build trust. .gay’s immersion in the community and commitment through anti-hate policies results in an authentic brand connection. Domain.com is able to leverage .gay’s message to drive quality domain registrations.”



Bailey Comyns,
Senior Product Marketing Manager,
Newfold Digital

PRESS



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“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.”

[Bloomberg](#)

MAJOR BRANDS



“We’ve always said that different domain extensions give customers a chance to express themselves with their entire domain. The launch of .gay presents an incredibly exciting opportunity, bringing increased visibility and celebration to our customers”

Paul Bindel, Registrar Vice President, GoDaddy

Partner Spotlight

For Transgender Day of Visibility 2022, .gay and Dynadot worked exclusively together to celebrate trans creators, organizations, and brands by giving away free .gay domains and telling the stories of transgender-focused .gay domains and sites.

To mark the occasion, .gay partnered with trans icons and celebrities by activating their own .gay domain names, through stand-alone sites and redirects. Influencers then shared what being a trans creator means to them, why TDOV is important, and our offer of free .gay domain names to their audiences, in celebration of TDOV across their social media channels.

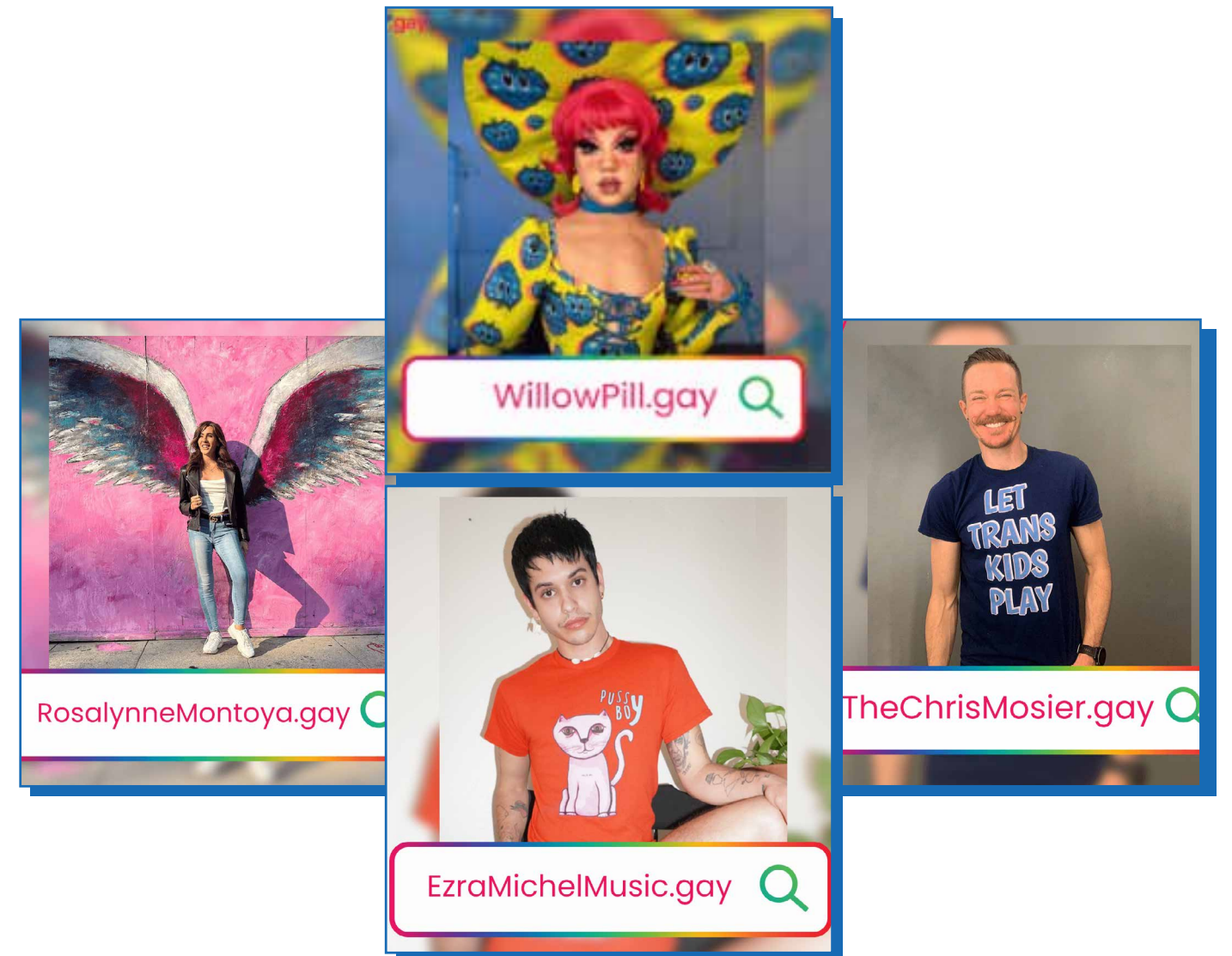
.gay, Dynadot, and each influencer drove our offer across their social channels, bringing awareness to millions of people on one day. Our communications and marketing teams put together unique content and copy for easy sharing through the .gay partner network, and everyone involved was successful in tapping into the existing community conversation and hashtags associated with Transgender Day of Visibility.

The campaign celebrated trans communities, increased awareness to millions of people, introduced Dynadot and .gay to millions of people, generated thousands of clicks to Dynadot, and registered over 1,219 .gay domains as a result.

All in one day.

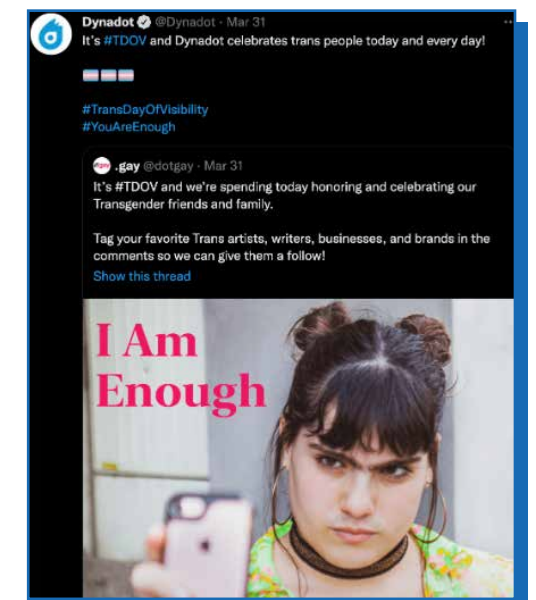
“Using the .gay domain feels validating because it helps improve visibility for LGBTQ people, which is the best way to show the world that we’re here to stay!”

Effy, wrestlingis.gay



ABOUT DYNADOT

Founded in 2002 by a software engineer, Dynadot's primary focus is engineering and designing excellence. Their custom-written, state-of-the-art domain and hosting software is stable, fast, and easy to use. They have grown steadily since their humble beginnings, with 4 million domain names under management — solidifying their position as a leader in the industry.





“Over the last decade, I have proudly established myself as an influential LGBTQ+ content creator (@manchic) that brands seek to work with not only due to my unapologetic creativity but, most importantly, for being an advocate for my community.

The fact that I can continue to create online visibility, safety, and representation for LGBTQ+ communities and their allies now at .gay is one of the most rewarding experiences in my career.”

Jorge Gallegos, Content Marketing Specialist, .gay

SUPPORTIVE BRANDS

el Jimador	Hilton	Oertli	Target
Ellen	ICF	OMEGA	Taylor Swift
EMTRIVA	IMDB	Oracle	Techneco
Entrepreneur Magazine	Inside Rx	Orix	The Ritz-Carlton
EPYC	Instagram	Paris Saint-Germain FC	The Westen Company
Ernst & Young	Jack Daniels	Patagonia	Time Out
Esselunga	Janie and Jack	Paypal	Tissot
esserbella	Janus Henderson	Photoshop	Tognella
Etro	Jaquet Droz	Pornhub	Transamerica
Eviplera	Jimmy Dean	PrettyLittleThing	Travel Gay
Express Scripts	JP Morgan Chase	Qurate Retail	TRUVADA
ExxonMobil	Justice League	Radeon	Tudor Watches
Facebook	Karen Millen	Rado	Twitch
Feltrinelli	Knickerbox	Rampant Rabbit	Twitter
Flik Flak	KPMG	Rapid7	TYBOST
Fords Gin	Lady Gaga	Remeha	Tyson Foods
Formula 1	laESSE	Rick and Morty	Uber
FXCM	Longines	Ring	Udemy
Gilead Sciences	Mailchimp	Rolex	USA Today
Glashütte Original	Main Heating	Ryzen	Venmo
Glendronach	Manolo Blahnik	Santon	Visit Australia
Glenglassaugh	Marriott	Scooby Doo	Visit Norway
globo.com	Megaflo	Scribd	Warby Parker
Gnarly Head	Mercado Libre	SenerTec	WarnerMedia
GoDaddy	Merrill	Servelite	Whatsapp
Google	Microsoft	skokka	Whole Foods Market
Grindr	Mido	skull & bones	Wolfspeed
GUESS	Misspap	Skyward	Woodford Reserve
H&M	Moelis	Slane	WordPress
Hamilton Watch Company	Mojan Studios	Smithsonian Institution	Wright Brand Foods
Harry Winston	Nasty Gal	Sofath	Xtube
Heatrae Sadia	Niche.com	Sonoma-Cutrer	YouTube
Herradura	Nick Jonas	State Fair Brand	Zappos
Hillshire Farm	Noble Vines	STRIBILD	Zillow
	OctaFX	Swatch	

SUPPORTIVE BRANDS

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

VIRAL MOMENT

Influencers and content helping .gay change the internet

By now, we know that influencers play an essential role in LGBTQ+ communities as they create, curate, and share information that helps shape the culture.

During 2021, .gay collaborated with a diverse group of LGBTQ+ content creators who are passionate about equality, representation, creativity, and self-expression.

By claiming their .gay domain names, these celebrities, influencers, and personalities are helping .gay create a safer internet for LGBTQ+ communities:

[Pandora Boxx - @pandoraboxx \(409k\)](#)

[Petros - @petros_sp \(219k\)](#)

[Candis Cayne - @candiscayne \(122k\)](#)

[Cazwell - @cazwellofficial \(117k\)](#)

[Jaiiy - @depthgod \(89k\)](#)

[Zoe Stoller @zoestoller \(43k\)](#)

[Jorge Gallegos - @manchic \(37k\)](#)

[Ashley & Malori - @malleyinlove \(33k\)](#)

[Erica Danielle - @ericadaniiii \(30k\)](#)



“.gay domains are one of the most exciting new top-level domains to come to market in recent memory. With its groundbreaking policies that prohibit anti-LGBTQ+ hate and harassment, .gay goes above and beyond to create a safer space for LGBTQ+ people. Despite the vibrant, supportive, and creative communities that LGBTQ+ people have developed on the internet, many digital spaces are targeted with hate speech, bullying, and abuse. While nothing can completely remove hate and harassment from the internet, the .gay registry is committed to changing the industry status quo and making .gay domains a place that enhances safety and support for LGBTQ+ people — both online and offline.”

[Dynadot](#)





GAY IS GOOD

Learn more and register your
.gay name now at
ohhey.gay