



IMPACT REPORT

Year 3
2022



“As the first link in bio platform for queer creators, we needed a top-level domain that shared our vision of a better internet for LGBTQ+ folks. With a .gay domain, our users are free to be their authentic selves and share their pride with the gayest link in bio. Thank you .gay!”

- Tyron, www.Links.gay





.gay is the domain of choice for those who want to wave their virtual pride flag. It brings together national organizations, local community centers, healthcare systems, travel agencies, activists, businesses and others who are allied with LGBTQIA+ communities. It's a badge of honor that sets sites apart and clearly signals to LGBTQIA+ audiences and their allies that everyone is welcome.

This third annual Impact Report highlights .gay's community impact and giving through 2022.

A Vibrant, Diverse and Supportive Space

The .gay domain extension stands for LGBTQIA+ visibility and allyship. Its unique policies mean .gay creates an inclusive space which embraces all identities, experiences and perspectives. Whether identifying as gay, lesbian, bisexual, transgender, queer, questioning, intersex, asexual, ally, or anything in between, know that all are welcome and celebrated at .gay.

Strengthening Inclusivity in Brands and Companies

In a world where corporate social responsibility is increasingly important, a .gay domain strengthens LGBTQIA+ inclusivity for brands and companies. With a .gay domain, businesses can signal their support for LGBTQIA+ communities year-round, not just during Pride.

A Fantastic Network of LGBTQIA+ Partners and Allies

The .gay community is an ever-growing network of LGBTQIA+ leaders and allies – from high-profile brands like www.JonathanAdler.gay, www.ThePhluidProject.gay, and [www. AtwaterSkin.gay](http://www.AtwaterSkin.gay), to outspoken celebrities and creators like www.George.gay (George Takei), www.HenryJimenez.gay, www.GadYola.gay, and www.BreakTheBinary.gay (Addison Rose Vincent), and new technology companies like www.Links.gay.

A New and Safer Digital Experience With .gay

When it comes to domain extensions, .gay stands apart with its clear commitments to support LGBTQIA+ communities. The .gay Rights Protections Policy provides a clear and enforceable protocol to take down hateful content and deal with any intentional slandering of LGBTQIA+ individuals or groups.

20% of all new .gay registration revenue (not just profit!) is donated to LGBTQIA+ organizations to help address key issues facing these communities.

By championing these initiatives, .gay aims to create a platform where LGBTQIA+ people can feel celebrated, supported, and most importantly, protected.

"Finding my .gay domain and the platform of creatives it unites gave me an instant sense of safety and community in an online environment. I hope it ignites many inspiring connections and collaborations!" - Jake, www.OhHeyJake.gay



DONATIONS THROUGH 2022:

\$181,206.14

raised and donated to LGBTQIA+ community beneficiaries, GLAAD and CenterLink

REGISTRATIONS THROUGH 2022:

Over 19,000

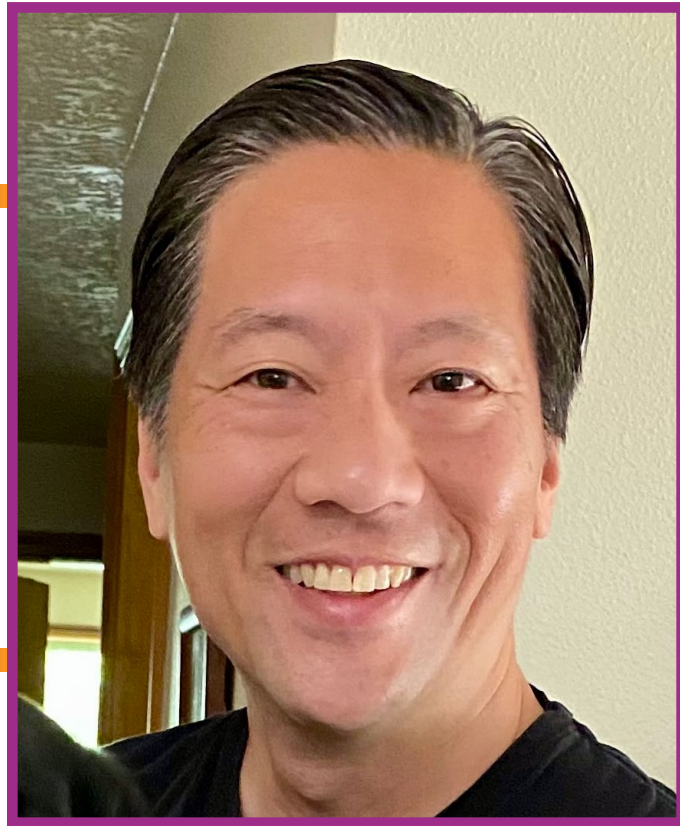
active .gay registrations

BRAND REACH THROUGH 2022:

More than 750,000,000

people reached through social media channels and influencer partnerships

Founder's Farewell



"We have been on a journey with .gay for 11 years and it is a bittersweet moment now that my time managing the .gay domain extension has come to an end. In 2012, we recognized the opportunity to create a new namespace for LGBTQIA+ communities, complete with industry-first policies that would separate .gay from the status quo. It was a big impossible dream, but thanks to our small but highly committed team, we were able to launch .gay three years ago. I'm so proud of the people in our company who made this happen. The very existence of .gay, and its potential to be a fresh new space to share gay joy and to show support of global communities is enticing. GoDaddy Registry is the right company to take .gay onto its next phase of growth, and we will be rooting them on, every step of the way!"

Ray King, CEO, Top Level Design

.gay Gives

The importance of LGBTQIA+ community building is instrumental in growing the leadership of the movement; that's why CenterLink was chosen as one of .gay's beneficiaries. CenterLink provides training, resources, legislative advocacy and guidance for over 250 LGBTQIA+ community centers nationwide.

The other beneficiary, GLAAD, is doing work that is equally important. For over 30 years, GLAAD has been at the forefront of cultural change and accelerating acceptance of LGBTQIA+ communities. GLAAD's critical culture-changing work continues to yield impactful results, and the GLAAD Media Reference Guide is also core to .gay's marketing and policies.



Introducing GoDaddy Registry



Nicolai Bezonoff,
General Manager of GoDaddy Registry

“GoDaddy’s offering of .gay domains empowers the LGBTQIA+ community to establish a secure online presence that fully expresses their unique identities, values and contributions. The .gay domain extension represents a vibrant online hub for celebrating and connecting, promoting a sense of belonging and unity among all. We’re proud to carry forward Top Level Design’s work with .gay and are eager to continue supporting and growing this community.”

“For GoDaddy, offering .gay domains is not just about providing a digital address, but also about creating a vibrant, safe and authentic online experience for the LGBTQIA+ community and allies. Partnering with .gay helps us proudly contribute to the visibility and empowerment of the community with the goal of fostering representation and inclusion that enables LGBTQIA+ success, inspiration and confidence. We recognize that .gay is more than just a domain extension – it’s a powerful investment in equity for all LGBTQIA+ people. Together, we champion a digital space where everyone can thrive.”



Kristy Lilas,
Vice President of Diversity,
Inclusion and Belonging at
GoDaddy and proud LGBTQIA+
community member

.gay In The News

[The Georgia Voice](#)

[Pride LA](#)

[Metro Weekly](#)

[USA Today](#)

[OutSmart Magazine](#)

[Hey It's Cara YouTube Channel](#)

[ProudOut.com](#)

[Lexology](#)

[The Domains](#)

[PJ Media](#)

[Blacknight](#)

[Broadway World](#)

[Domain Incite](#)

[Gandi](#)

New .gay Brand Usage

[Links.gay - www.Links.gay](#)

[Yucatan Travel - www.YucatanTravel.gay](#)

[Atwater - www.AtwaterSkin.gay](#)

[FollyWhat - www.FollyWhat.gay](#)

[Parde Beauty - www.PardeBeauty.gay](#)

[Merida Gay Tours - www.MeridaTours.gay](#)



Partner Spotlight

.gay knows that every coming out story is unique, and that being out and proud is very powerful. To commemorate National Coming Out Day 2022, .gay teamed up with Porkbun, a registrar partner to celebrate personal coming out stories.

Together, they collaborated with an incredible group of LGBTQIA+ content creators. These courageous individuals, who are living authentically and continuing to inspire daily, shared their coming out story with the goal of encouraging others with their own coming out journeys.

The outcome, .gay domain names were activated for each of the creators, which were then redirected to their existing website, social media or platform of their choice. This tells internet users that representation matters.

The #BornDotGay campaign highlighted coming out as a brave and beautiful act. It introduced .gay to thousands of people and generated more than 250,000 impressions across various platforms – all in a single day.



This year, .gay partnered with dozens of LGBTQIA+ nonprofit organizations, community impact groups, brands and individuals working to create a safer world for queer and trans people — both online and in the real world.

Visit www.Community.gay for a collection of interviews with a selection of .gay's 2023 community partners.

- | | |
|---|--|
| Ali Forney Center | Play OUT Apparel |
| Austin LGBT Chamber of Commerce | PTM Foundation |
| CenterLink | QDoc Queer Documentary Film Festival |
| COLAGE | Qweerty Gamers |
| Equaldex | Rainbow Labs |
| Equality New Mexico | Rainbow Rose Center |
| GATE | Seacoast Outright |
| GLAAD | SQSH (St. Louis Queer+ Support Helpline) |
| GLAPN | StartOut |
| Imperial Sovereign Rose Court of Oregon (ISRC) | T.A.K.E. |
| Kill Rock Stars | The Ally Coalition |
| LGBT Center of Greater Reading | The Center for Positive Sexuality Oasis Center |
| LGBT National Help Center | The North Idaho Pride Alliance |
| LGBTQ Relationship Center of Iowa | The Phluid Phoundation |
| Louisville Youth Group | The Venture Out Project // |
| One-N-Ten | Utah Pride Center |
| Planned Parenthood (National) Trans Tech Social | Youth Pride, Inc. |

Supportive Brands

1-800-Flowers.com	Ballpark	Commerzbank	Eviplera	Inside Rx	Nick Jonas	skull & bones	Visit Australia
3M	Balmain Watches	COMPLERA	Express Scripts	Instagram	Noble Vines	Skyward	Visit Norway
3Three Finger Jack	Bank of America	Composely	ExxonMobil	Jack Daniels	OctaFX	Slane	Warby Parker
AARP	Bath & Body Works	Consumer Reports	Facebook	Janie and Jack	Oertli	Smithsonian Institution	WarnerMedia
Absolut	Baxi Potterton Myson	Countrywide Bank	Feltrinelli	Janus Henderson	OMEGA	Sofath	Whatsapp
Accredo Health Group	Baxi-Innotech	Cree	Flik Flak	Jaquet Droz	Oracle	Sonoma-Cutrer	Whole Foods Market
Adobe	baymak	DACHS	Fords Gin	Jimmy Dean	Orix	State Fair Brand	Wolfspeed
Aidells	BDR Thermea	Dairy Queen	Formula 1	JP Morgan Chase	Paris Saint-Germain FC	STRIBILD	Woodford Reserve
ALDO	Benriach	Delicato Family Wines	FXCM	Justice League	Patagonia	Swatch	WordPress
Ally Bank	Black Stallion	Derwent	Gilead Sciences	Karen Millen	Paypal	Target	Wright Brand Foods
Alteryx	BlackRock	DESCOVY	Glashütte Original	Knickerbox	Photoshop	Taylor Swift	Xtube
Amazon	Blancpain	Dietrich Thermique	Glendronach	KPMG	Pornhub	Techneco	YouTube
AMD	Bleacher Report	Dollar General	Glenglassaugh	Lady Gaga	PrettyLittleThing	The Ritz-Carlton	Zappos
American Airlines	boohoo.com	Dunkirk	globo.com	laESSE	Qurate Retail	The Westen Company	Zillow
American Express	boohooMAN	Durex	Gnarly Head	Longines	Radeon	Time Out	
Amey	Bosch	eBay	GoDaddy	Mailchimp	Rado	Tissot	
Andreessen Horowitz	Bota Box	ECR International	Google	Main Heating	Rampant Rabbit	Tognella	
Andrews Water Heaters	Breguet	Edelman	Grindr	Manolo Blahnik	Rapid7	Transamerica	
Ann Summers	Broetje-Automation	eharmony	GUESS	Marriott	Remeha	Travel Gay	
Apple	Brown-Forman	el Jimador	H&M	Megaфло	Rick and Morty	TRUVADA	
ASOS	Bugs Bunny	Ellen	Hamilton Watch Company	Mercado Libre	Ring	Tudor Watches	
Atari	Call It Spring	EMTRIVA	Harry Winston	Merrill	Rolex	Twitch	
Audible	Calvin Klein	Entrepreneur Magazine	Heatrae Sadia	Microsoft	Ryzen	Twitter	
Auth0	Canal+	EPYC	Herradura	Mido	Santon	TYBOST	
Avast	CCleaner	Ernst & Young	Hillshire Farm	Misspap	Scooby Doo	Tyson Foods	
AVG Antivirus	Certina	Esselunga	Hilton	Moelis	Scribd	Uber	
AWS	Chambord	esserbella	ICF	Mojan Studios	SenerTec	Udemy	
AXA	Chappee	Etro	IMDB	Nasty Gal	Servelite	USA Today	
	Clarivate			Niche.com	skokka	Venmo	

Viral Moment

Evaluating the Impact of LGBTQIA+ Influencers

LGBTQIA+ influencers are leading the way in promoting diversity, inclusion and representation, and .gay believes in their transformative impact.

These inspiring individuals have the power to drive social change and champion LGBTQIA+ rights and inclusivity. Through their platforms, they not only raise awareness about important issues but also share valuable educational resources and foster allyship and activism.

The partnerships with many talented LGBTQIA+ content creators have spread awareness of .gay's unique community-centric policies and empowered individuals to proudly embrace their authentic selves online by claiming their own .gay domain.

[Henry Jimenez - @henryjimenz \(2.1M\)](#)

[Bruno Alcantara - @brunocalcantara \(337K\)](#)

[Emilia Fart - @emiliafarts \(206K\)](#)

[Freddy Rodriguez - @blueperk \(142K\)](#)

[Laperra & Elcari - @laperrayelcari \(117K\)](#)

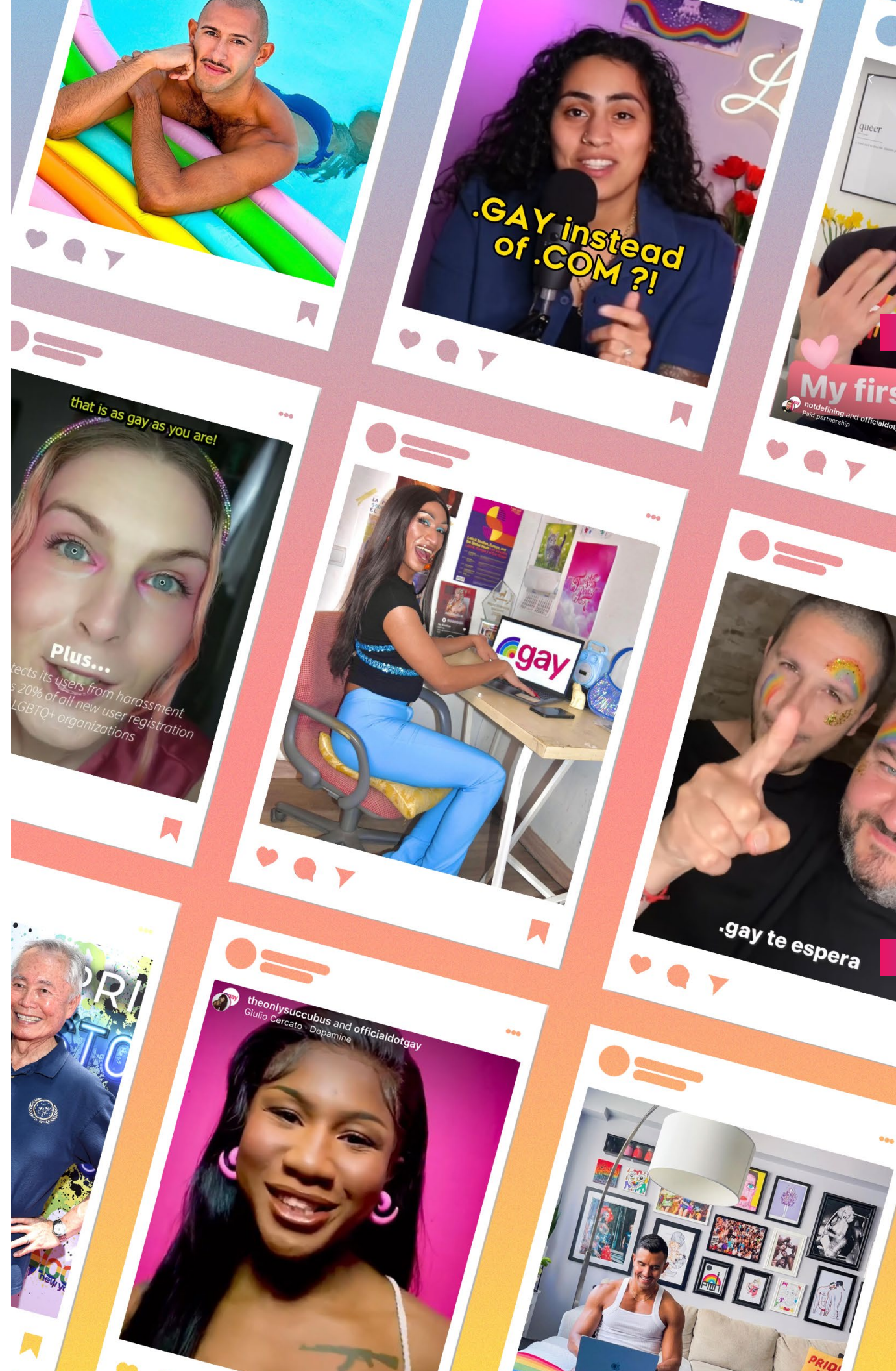
[Addison Rose Vincent - @breakthebinary \(102K\)](#)

[Mars Wright - @mars.wright \(72.8K\)](#)

[Succubus - @theonlysuccubus \(12.2K\)](#)

[Blossom Brown - @mxtheythem \(11.5K\)](#)

[King Dwarf - @kingdwarfofficial \(11.5K\)](#)



“The movement y’all created for National Coming Out Day was phenomenal, and I am so happy I was able to be apart of it.”

- [@carleybearden_](#)
www.CarleyBearden.gay



GAY IS GOOD

Learn more and register your
.gay name now at
www.OhHey.gay