



从洛杉矶到北京：
XYZ登顶世界巅峰

WHD.Beijing

Daniel Negari

CEO, 北京爱克司科技有限公司

XYZ 支持的所有域名后綴

OUR TLDS

 .xyz

 .College

 .rent

 .Security

 .Protection

 .THEATRE

 .CARS

 .CAR

 .AUTO

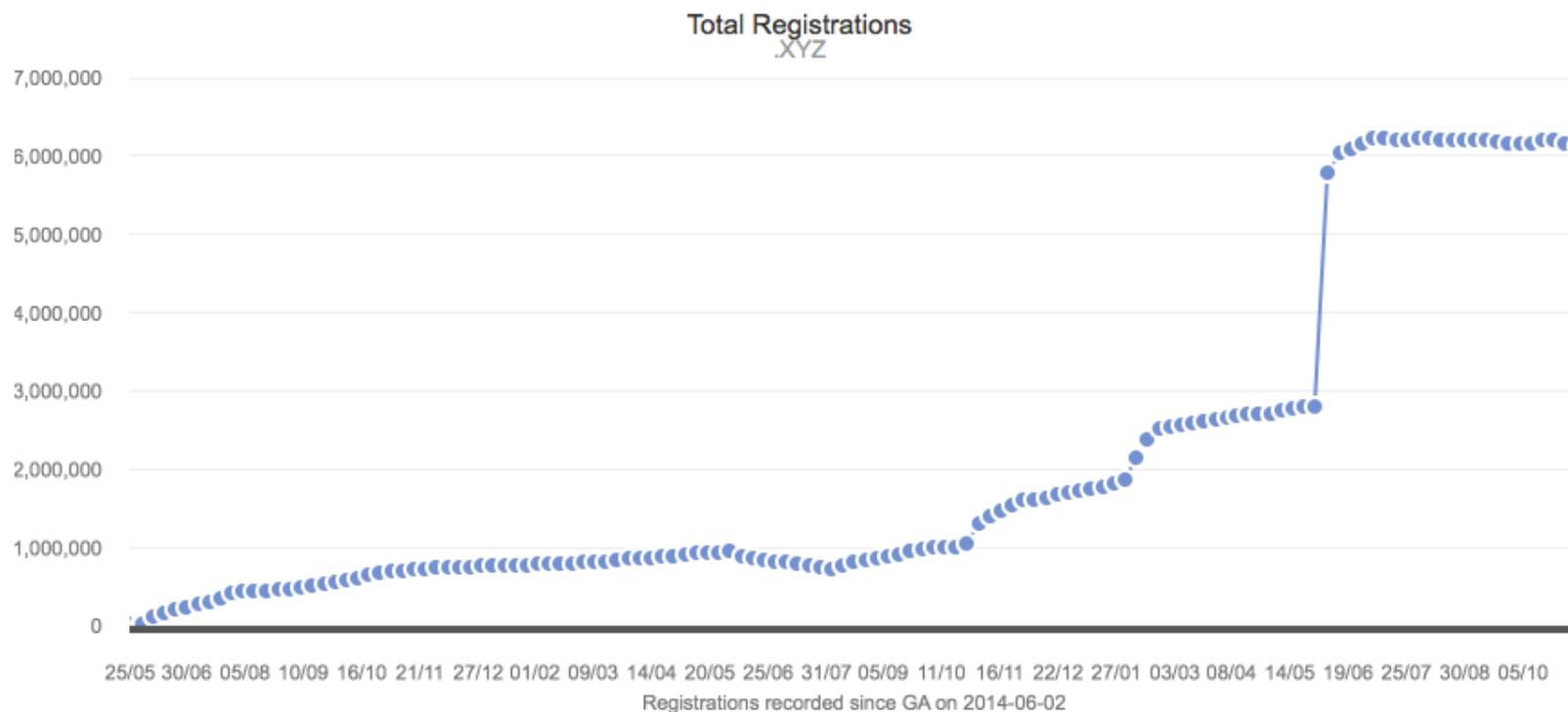
Learn more at www.xyz.xyz

.xyz综述

- .xyz为初创企业和个人提供便于记忆、有创意且经济的国际性域名
- 自从2014年6月，.xyz已成为世界上最受欢迎的新域名后缀，拥有超过6,000,000注册量
 - 包括300,000多的国际语言域名（IDN）
- 包括大部分亚洲国家，.xyz是超过80多个国家中的第一新域名后缀。
- .xyz比一些较早的域名诸如.info, .co, .us, .biz和 .ru更受欢迎。
- .xyz预计将在2016年底之前获得国内资质许可。
- XYZ是唯一被ICANN批准在中国实施双平台解决方案的国外注册局。

超过6,000,000域名，还在增长

- .xyz的空前增长来源于三个主要因素:
 1. 极富竞争力的价格定位
 2. 创意营销直达终端用户
 3. 注册商紧密合作



For every website, everywhere®

- .xyz属于新一代互联网用户的首选域名
 - 初创企业和新行业
 - 学生和年轻人
 - 发展中互联网市场：中国、印度、泰国等
- 作为字母表的最后三个字母，.xyz全球通用，而且不含元音字母
- .xyz域名支持200多种语言，包括中文
- .xyz保持低于1%的滥用率，非常安全，有着良好的声誉
- 上百万的简短且可以申请做品牌的域名仅售4元
 - 各类可注册域名查询: www.gen.xyz/cn/jingpin



终端应用案例. xyz

#GenXYZ: The next generation of the internet is here



The world's most popular new domain

Adoption in over 220 countries¹ • Over 300,000 IDN registrations² • Over 800,000 active websites³ • Less than 1% abuse³

¹NameStat.org, July 2016 • ²TLDwatch.com, July 2016 • ³TLDstats.com, July 2016

.xyz 市场认知度&推广

- XYZ是直接向客户推广的注册局之一
- 通过宣传和引导产生需求:
 - 价值定位
 - 启发性的应用案例
 - 便捷的注册商通道
- 推广活动:
 - 曝光有趣的应用案例
 - 游击营销
 - 区域促销
 - 黑客马拉松等各种活动
 - 战略媒体覆盖



#WebsiteWednesday (周三网站)

- 每周XYZ会专题报道一篇.xyz的应用案例，启发更多的人注册并建立自己的网站
- 欢迎访问：www.gen.xyz/ww

Engine.xyz: MIT launches their new startup accelerator on a .xyz domain in this week's #WebsiteWednesday

posted by Team XYZ on November 11, 2014

[Engine.xyz](#) – [GoDaddy](#) Customer (United States)

Just over two years ago when our CEO [Daniel Negan](#) launched .xyz, he envisioned a future where entrepreneurs could build websites for their innovative ideas on memorable domain names. Since then we've seen the [#GenXYZ](#) community grow to include some of the biggest influencers in tech. This list now includes Massachusetts Institute of Technology (MIT), who was just featured in [TechCrunch](#) for this week's [#WebsiteWednesday](#): [Engine.xyz](#).



Practice.xyz: This week's #WebsiteWednesday just received \$4MM in funding

posted by Team XYZ on July 11, 2015

[Practice.xyz](#) – [Gandi](#) customer (United States)

Change is in the air, #GenXYZ. We've been seeing big changes all around the world lately – the United Kingdom made the bold decision to leave the European Union, America is on its way to electing a new president, and even a popular rideshare titan announced a new logo. In one way or another, these changes are all done in the pursuit of improvement and innovation, whether it be institutional, cultural, or personal upgrades.

Successfully carrying out any major change takes careful preparation and communication. So for our [#WebsiteWednesday](#) this week, we are highlighting a company that seems to be doing everything right. [Highlighted by DNgeek](#) for closing on \$4 million in Series A funding, Practice – formerly Apprenet – is following best practices (no pun intended) for their company's big rebrand to their perfect domain: [Practice.xyz](#).



Exponentials.xyz: Deloitte is using .xyz to #DoBoldThings in this week's #WebsiteWednesday

posted by Team XYZ on January 8, 2014

[Exponentials.xyz](#) – [GoDaddy](#) customer

Happy Wednesday #GenXYZ! With the excitement of ICANN 55 in Marrakech, World Hosting Days in Germany, and the big plans we have in store for SXSW, we wanted our [#WebsiteWednesday](#) this week to be BIG. And what's bigger than a member of the "Big Four"? That's right – one of the largest international professional services networks in the world is behind this week's [#WebsiteWednesday](#): [Exponentials.xyz](#)



#XYZ紫人小队

- XYZ紫人小队通过跳舞和表演杂技，发放3D眼镜和其他礼物来吸引人们对.xyz域名的关注
- XYZ的3D实验室通过3D形式分享有趣新闻和分发礼品
- 欢迎访问：www.gen.xyz/3D



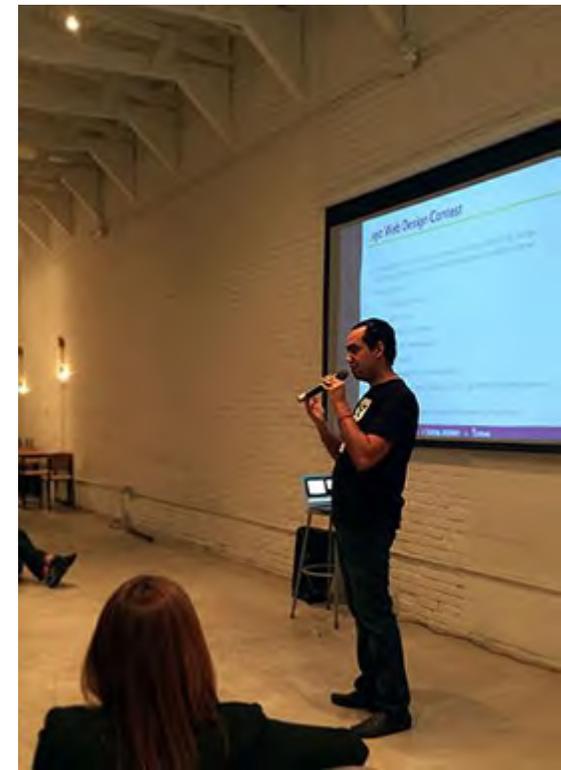
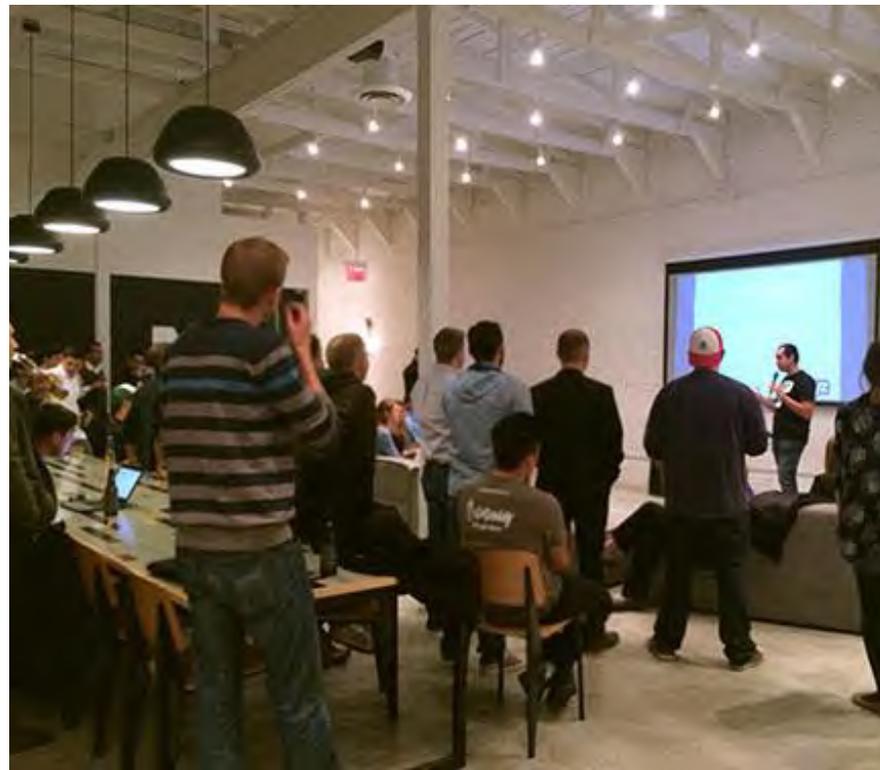
Dotto. xyz

- Dotto (“点”) 是一个卡通人物，在日本引导人们注册.xyz域名
- 与合作伙伴GMO (Onamae.com)共同创建
- 欢迎访问www.dotto.xyz



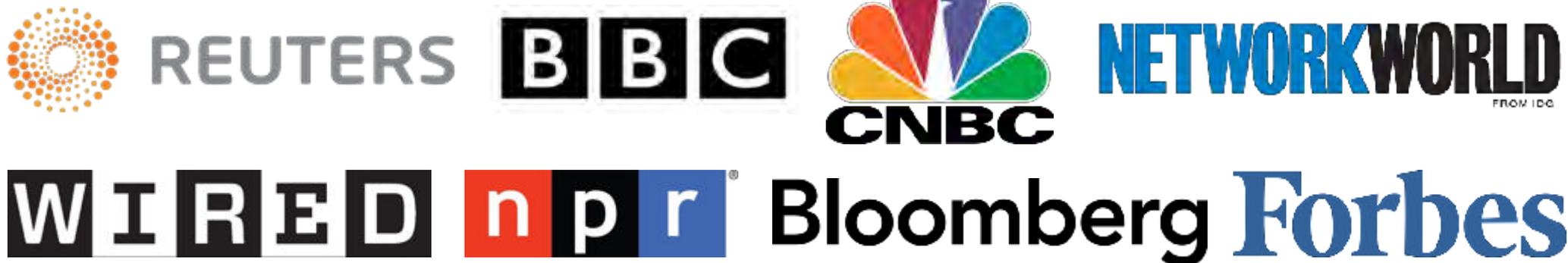
GeneralAssembly. xyz

- XYZ举办免费的设计比赛鼓励程序员和设计者注册并通过.xyz域名建站
- 与GoDaddy和General Assembly (美国国家编程与设计学校) 合作，提供免费的.xyz域名、主机和编程课程
- 奖品包括Macbooks和XBOX Ones

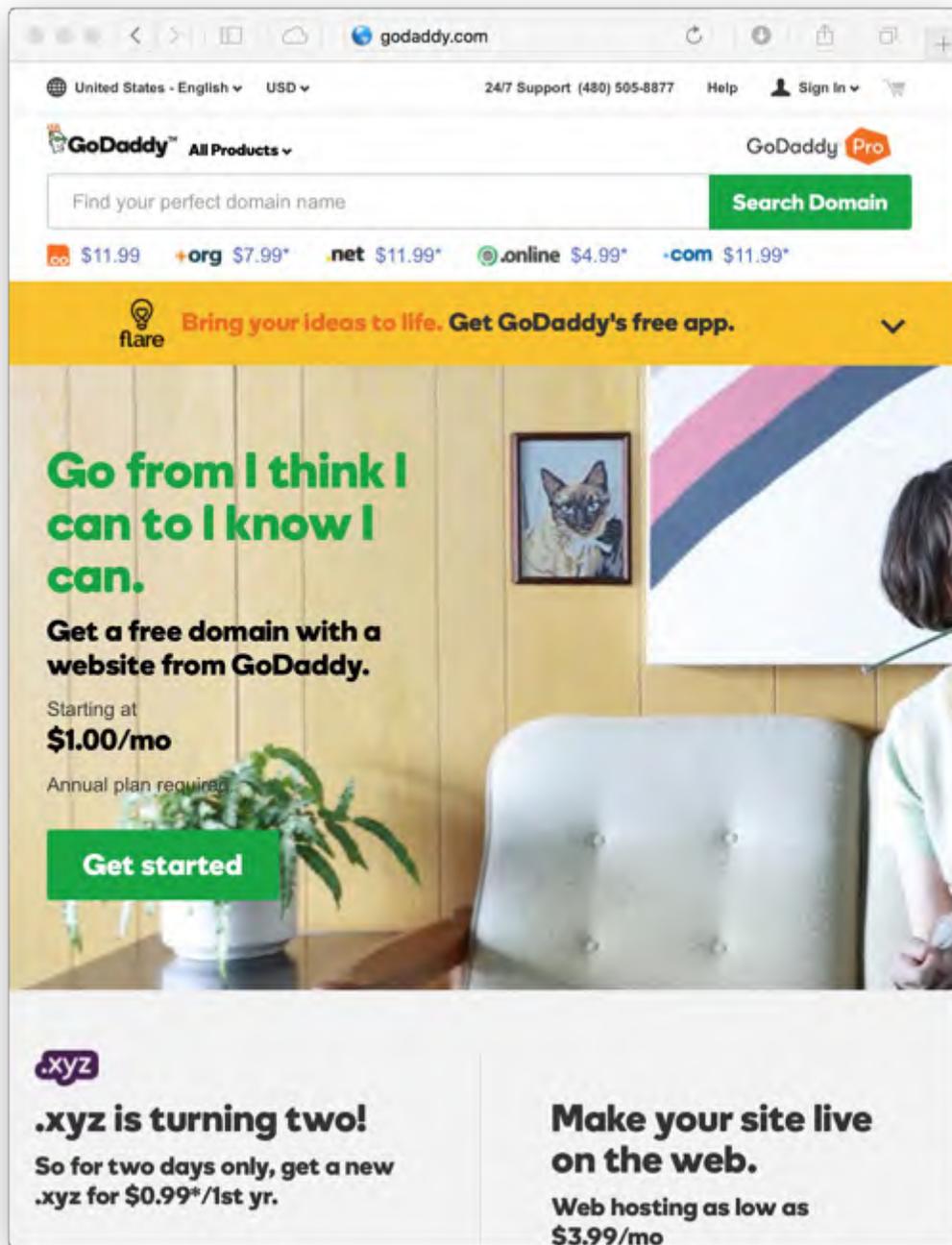
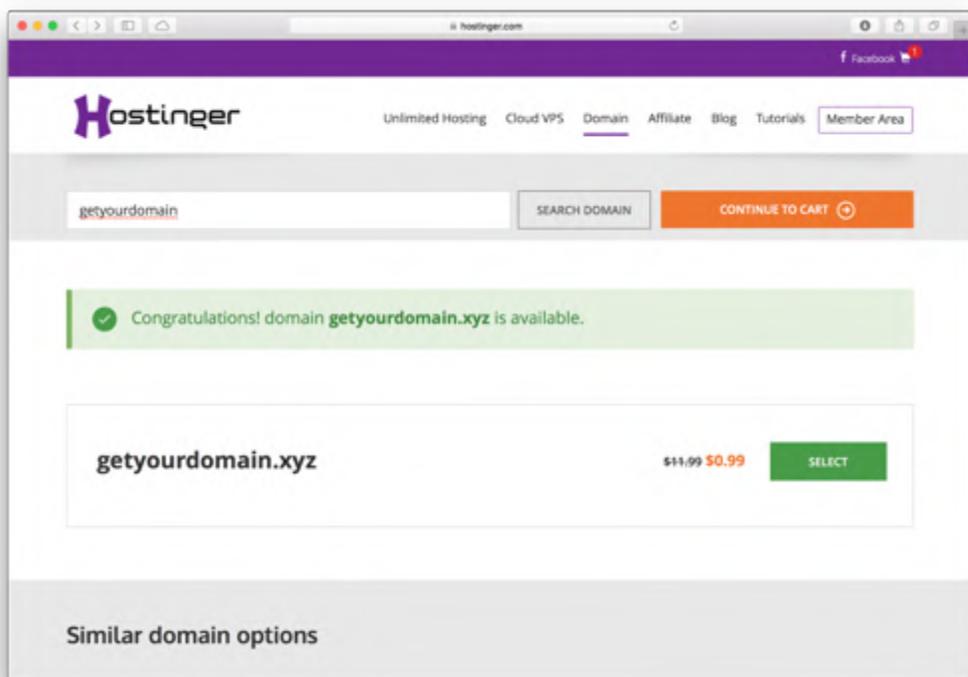


媒体报道 . xyz

- XYZ与媒体保持良好关系、陆续在主流媒体及新兴媒体获得报道
- 相关文章主要围绕公众认知、域名引导教育、商业建议、最佳操作、产品发布和销售等
- 最近在刚刚美国纳斯达克NASDAQ和土耳其HostingDergi获得报道
- Techweek(科技周)授予Daniel Negari和XYZ“洛杉矶最前卫思想100”奖



合作注册商超过230家



Beijing XYZ Technology Co. LTD



针对域名滥用的零容忍政策

- 作为域名行业的领导者，XYZ以超出行业标准的程度打击域名滥用
- 为了积极地处理域名的滥用并保持安全的网络环境，XYZ建立了专有的滥用监控与处理工具
- 为避免误判，XYZ会通过业内权威数据分析并智能悬停滥用域名
 - 在发现滥用迹象的24小时内，系统将执行悬停操作
- 必要情况下，XYZ也会以同样方式快速处理其他域名
- 7*24小时实时监控，可以在保持域名安全的同时，允许注册商在5日注册宽限期内辨别欺骗性交易

滥用处理措施

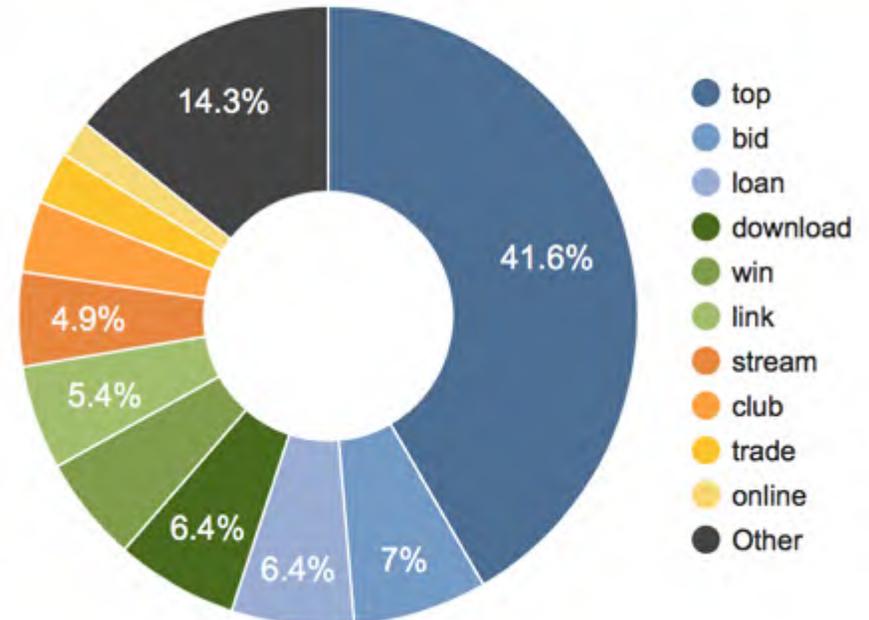
- 100+数据源
 - 数据源将标记钓鱼、恶意软件、垃圾邮件、浏览器劫持、捆绑软件以及DGA
 - 域名会根据标记获得一个风险评级
- 完整的域名扫描
 - 通过WHOIS信息可以找到一个注册人的所有域名
 - DNS记录扫描可以通过匹配TXT记录绑定Google Analytics账号
- 即刻悬停
 - 悬停操作会自动发送通知给注册商
- 更多功能和措施持续添加中

0.02% 濫用率 (根据nTLDstats)

Latest 40 Domains in SB

Added	Domain	Detection rate	Listed on
2016-11-16	onani . win	n/a	Phishing
2016-11-16	pcnetworksteadycloudclub . online	n/a	Phishing
2016-11-16	soft-codinggroup . tech	n/a	Phishing
2016-11-16	cellularwebsonline . tech	n/a	Phishing
2016-11-16	myannie-webgroup . tech	n/a	Phishing
2016-11-16	myartistannieonlinegroup . tech	n/a	Phishing
2016-11-16	myonlinestore-anniegroup . tech	n/a	Phishing
2016-11-16	x0916xx . tech	n/a	Phishing
2016-11-16	amazons . gift	n/a	Phishing
2016-11-16	program-portable . tech	n/a	Phishing
2016-11-16	themobileprograminstalls . tech	n/a	Phishing
2016-11-16	pctouchmeguide . online	n/a	Phishing
2016-11-16	pctouchmesolutions . online	n/a	Phishing
2016-11-16	pctouchmespace . online	n/a	Phishing
2016-11-16	pctouchmesystems . online	n/a	Phishing
2016-11-16	pctouchmeworld . online	n/a	Phishing
2016-11-16	aneari . top	n/a	Phishing
2016-11-16	asubmitz . top	n/a	Phishing

Suspicious Domains per TLD



数据来源nTLDstats.com
2016年11月16日

0.286% 濫用率（根据Spamhaus）

The 10 Most Abused Top Level Domains		
As of 16 November 2016 the TLDs with the worst reputations for spam operations are:		
1	.science	Badness Index: 9.31 Domains seen: 38,402 Bad domains: 34,245 (89.2%)
2	.stream	Badness Index: 6.26 Domains seen: 14,663 Bad domains: 9,964 (68.0%)
3	.top	Badness Index: 6.09 Domains seen: 626,878 Bad domains: 302,554 (48.3%)
4	.gdn	Badness Index: 6.06 Domains seen: 21,611 Bad domains: 13,748 (63.6%)
5	.download	Badness Index: 6.05 Domains seen: 15,307 Bad domains: 10,046 (65.6%)
6	.us	Badness Index: 5.37 Domains seen: 78,832 Bad domains: 39,923 (50.6%)
7	.trade	Badness Index: 5.19 Domains seen: 22,875 Bad domains: 12,586 (55.0%)
8	.link	Badness Index: 4.74 Domains seen: 25,655 Bad domains: 12,849 (50.1%)
9	.biz	Badness Index: 4.54 Domains seen: 86,940 Bad domains: 37,510 (43.1%)
10	.study	Badness Index: 3.93 Domains seen: 236 Bad domains: 179 (75.8%)

The World's Most Abused TLDs

TLD Check

TLD Result top = 48.3% bad (score 6.09)

TLD Result biz = 43.1% bad (score 4.54)

TLD Result net = 15.1% bad (score 1.70)

TLD Result info = 11.4% bad (score 1.07)

TLD Result win = 8.4% bad (score 0.82)

TLD Result website = 5.5% bad (score 0.39)

TLD Result com = 5.3% bad (score 0.66)

TLD Result xyz = 4.7% bad (score 0.45)

数据来源Spamhaus.com

2016年11月16日

.xyz 在中国的未来

- 中国一直是.xyz最重要的市场
- XYZ将与注册商开展大型终端用户市场的推广活动
- XYZ将每周专题报道中国的用户网站
- 北京爱克司科技有限公司的五年展望:*
 - 壮大中国团队
 - 预计注册20,000,000+ .xyz域名
 - 在中国市场投入130,000,000+元推广.xyz

* 以上为预期规划，尚未最终确定



.xyz 2017年规划*

- 预计超过一千万.xyz总注册量
- 所有汉语词将被注册完毕
- 所有六数字将被注册完毕
- 四数字 .xyz域名市场价将在500元以上
- 三数字 .xyz域名市场价将在5000元以上
- 两数字 .xyz域名市场价将在70,000元以上
- 单数字 .xyz域名市场价将在1,400,000元以上

* 以上为预期规划，尚未最终确定



目前可注册的部分. xyz

- 数百万的五字母和六数字售价仅为4元(标准续费价)
- 欢迎搜索并下载列表: www.gen.xyz/cn/jinping

Category	# Available	% Available
3L	0	0%
4L	0	0%
5L	11,000,000+	95%
3N	0	0%
4N	0	0%
5N	0	0%
6N	400,000+	40%
7N	9,000,000+	98%
3C	0	0%
4C	1,000,000+	65%

Availability statistics as of November 16, 2016

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