

gay fact sheet

OUR DECLARATION

We believe that .gay is something special. It's the safe space where gay people can celebrate and connect online — without fear and without getting lost in the internet sea of straightness. It isn't just any domain. It's OUR domain.



WHY .GAY?

With .gay, we have the opportunity to create a dedicated space for the global LGBTQ population, allowing us to better support businesses and communities around the world. From accomplished artists and budding small business owners, to inclusive global brands, dedicated LGBTQ organizations and the allies who support them — everyone is welcome at .gay.

DOING GOOD FOR LGBTQ COMMUNITIES

20% of all registration revenue (not profit!) will be donated to LGBTQ nonprofits to help address key issues facing this community. This is an unprecedented, industry-leading commitment that means continual donations over time. This year, .gay is proud to support [GLAAD](#) and [CenterLink](#) as our inaugural nonprofit beneficiaries.

OUR COMMITMENT TO THE COMMUNITY

While we don't pretend to believe we can control or police the internet, we are committed to ensuring .gay remains an LGBTQ-friendly space. We have gone above and beyond industry standard and created a .gay Rights Protections policy that discourages homophobic, anti-LGBTQ usage and provides specific, enforceable remedies for domains that intentionally use .gay to malign or harm LGBTQ individuals or groups.

NEW .GAY SITES

With every new .gay domain registered, we honor decades of history and progress, while inspiring an inclusive, welcoming future for all. We look forward to sharing more exciting news about partnerships and .gay sites going live as we get closer to launch this summer!

CONNECT WITH US

We invite you to stay in touch and join our conversations. All media inquiries should be sent to press@toplevel.design.

ABOUT TOP LEVEL DESIGN

[Top Level Design LLC](#) was founded to deliver a new generation of internet naming. Our domains focus on a passion for people, creativity and the power of collaboration. We are the proud registry for the .wiki, .ink, .design and .gay TLDs. We also provide registrar services through our wholly-owned subsidiary, Porkbun LLC. We are based in Portland, Oregon and also have team members on the East coast as well as Beijing.

OUR RESEARCH

We understand that there is no single, all-encompassing LGBTQ experience, so it was imperative that we engage the community at-large and learn from a variety of lived experiences before launching .gay. We listened to our friends, family and colleagues, as well as surveyed individuals who self-identify as LGBTQ.

Through this process, we learned:

61%

of LGBTQ community members state **they would likely use a .gay site** because of the value they see for their communities.

59%

of LGBTQ community members state they **see .gay as creating an even better online experience.**

57%

of LGBTQ community members and allies state that they see **.gay changing freedom of self-expression for the better.**

More details can be found in our separate "[Audience Perceptions Summary](#)".