

PILLAR

INFRASTRUCTURE

AI Agents Need Trusted Names. Domains Are the Answer.

More than one billion AI agents are coming. They need a discovery and trust layer. The Domain Name System already runs at planetary scale.

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01 — The Identity Problem at Agent Scale

GoDaddy estimates that businesses will deploy more than **one billion AI agents** within three years. These agents act autonomously. They transact, hold credentials, negotiate with other agents, and increasingly sit between consumers and capital. They need to find each other. They need to prove who they are.

There is no universal naming system for agents today. Without one, every interaction carries the risk of impersonation. A compromised payment agent can drain accounts. A rogue support bot can harvest credentials at scale. The agent layer cannot mature into critical infrastructure until the identity layer is solved.

02 — GoDaddy's Agent Name Service

One credible proposal is GoDaddy's **Agent Name Service (ANS)**. ANS anchors agent identity to domain names. It uses the Domain Name System for discovery and public-key certificates for cryptographic verification.

Register. An operator binds an agent identity to a domain they control.

Discover. Other agents query DNS to resolve agent names.

Verify. Public-key certificates confirm the agent is authentic.

DNS already handles billions of queries per second. It is decentralized, battle-tested, and understood by every networked device on earth. Anchoring agent identity to DNS extends infrastructure that has worked since the 1980s rather than asking the industry to adopt a new trust framework from a standing start.

03 — Why Domains Carry the Trust

ANS is viable because domain names already carry institutional trust and verified scarcity. AI.com sold for **\$70 million** in February 2026, up from \$11 million on the prior trade. Approximately **52% of all websites** and more than **70% of the Fortune 500** run on .com.

The .ai top-level domain is growing at **162% year over year**, which reflects genuine demand from AI-native companies. The growth coexists with .com dominance rather than displacing it. Premium .com names remain the addresses that inherit citations, editorial coverage, and direct navigation.

If a business fails, a memorable .com still clears value. Domains are the asset that survives the operating layer.

04 — What Organizations Should Do Now

Treat the domain as a balance-sheet asset. Track comparable sales, monitor TLD-level price movements, and inventory unused names.

Secure the core .com early. Acquisition costs compound. The premium grows with category maturity, and brand-adjacent names are unrecoverable once captured.

Plan for agent discoverability. Structure AI services so they can be registered, resolved, and verified against DNS-anchored standards.

Invest in the supporting layer. A premium domain without DNSSEC, performant hosting, and observable infrastructure underdelivers on its valuation.

05 — The Pillar Position

Pillar Media & Entertainment manages or is actively acquiring more than **100,000 premium domain properties** across **500 million monthly readers**, with **6,608 domains** in active launch inventory across English, Spanish, French, and Portuguese.

That thesis is being underwritten now by the agent layer. As DNS becomes the trust substrate for autonomous agents, premium .com inventory becomes the addressable surface for institutional AI deployment. The agents need names. The names already exist.

Frequently asked questions.

What is GoDaddy's Agent Name Service?

Agent Name Service (ANS) is a proposed system that anchors AI agent identity to domain names. It uses the Domain Name System for discovery and public-key certificates for cryptographic verification.

Why do AI agents need a trusted naming system?

AI agents act autonomously, hold credentials, and control sensitive functions such as payments. Without a trusted naming layer, agents risk transacting with imposters. A DNS-anchored naming system provides discovery, identity verification, and auditable trust at planetary scale.

How does the AI.com sale relate to AI agent identity?

The \$70 million AI.com transaction in 2026 priced the durable trust premium that domain names carry. That same trust premium is what makes domains the credible anchor for AI agent identity.

How fast are .ai domain registrations growing?

.ai registrations are growing approximately 162% year over year, reflecting strong demand from AI-native companies. The growth runs alongside continued .com dominance rather than displacing it.

How is Pillar positioned for the agent era?

Pillar manages or is actively acquiring more than 100,000 premium domain properties reaching 500 million monthly readers, with 6,608 domains in active launch inventory across English, Spanish, French, and Portuguese.
