### H1 2023 Premiums Report

**Highlight:**

- **Total Retail Premium Revenue:** $4.64M
- **Retail Renewal Revenue:** $3.25M
- **Retail New Registration Revenue:** $1.39M
- **Growth over H1 2022:** 22%

**New Premium Registrations by Tier:**

<table>
<thead>
<tr>
<th>Tier</th>
<th>New Premium Registrations</th>
<th>Tier (Annual Premium Fee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>510</td>
<td>$7,390</td>
</tr>
<tr>
<td>Tier (Annual Premium Fee)</td>
<td>$100 $250 $500 $1,000 $2,500 $5,000 $10,000 $25,000</td>
<td></td>
</tr>
<tr>
<td>$237,266</td>
<td>$269,030</td>
<td></td>
</tr>
<tr>
<td>$231,537</td>
<td>$189,162</td>
<td></td>
</tr>
<tr>
<td>$101,700</td>
<td>$84,750</td>
<td></td>
</tr>
</tbody>
</table>

**Top Registrars for Radix Premiums (H1 2023):**

- **GoDaddy:** 820 (41%)
- **Namecheap:** 399 (20%)
- **Other:** 374 (19%)
- **Google:** 252 (13%)
- **Alibaba:** 50 (3%)
- **Name.com:** 50 (3%)
- **OVH:** 34 (2%)

**Revenue by Premium Pricing Tier:**

<table>
<thead>
<tr>
<th>Pricing Tier</th>
<th>New Reg Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>$1.39M</td>
</tr>
<tr>
<td>Tier</td>
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**Keyword Length & Revenue Contribution Example:**

- **3**: 1.6%
- **4**: 7.5%
- **5**: 8.9%
- **6**: 5.3%
- **7**: 3.7%

**Note:**

- A majority of premiums sold have discounted registration prices, renewals are charged at the full premium fee.
- The number within brackets represents the registrar's share of Radix premium sales.
- Footnote:
  - Premium names sold through registrars via EPP have an annual recurring premium fee
  - All revenue numbers reported are retail prices
  - Registrar markup, where unknown, is assumed at 30%
  - Renewal rates are calculated based on domain count
  - Premium Tier is the wholesale annual price of the premium domain

**To enquire about Premium Domains, contact:** premiums@radix.email

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**Elevating Value: Spotlight on Premium Renewal Use Cases**

- **American YouTuber, filmmaker, photographer, and comedian:** 1X designs androids that work alongside people, to meet the world's labor demands and build an abundant society.
- **Remove unwanted content from Google and other search engines, rebuild your reputation, and refresh your online presence.**
- **Parenting-Online:** a comprehensive online resource for parents, providing expert advice, tips, and articles on all aspects of parenting.
- **Property tax calculator for UK**

**Renewal Rate:**

- *First renewal:* 70%
- *Second renewal:* 83%
- *Third & subsequent renewal:* 61%

**Premium Renewals**

- *Premium Renewal Revenue:** $912,976
- *Retail Renewal Fee:** $6,500
- *Retail Renewal Fee:** $4,500
- *Renewal Revenue Growth Since H1 2022:** 30%

**Domain Renewed Above $5,000 Tier:** 125

**Avg. Retail Renewal Price:** $1,136