

H2 2020 Premium Domains Report

July 1st - December 31st, 2020



\$2,013,973

Total Premium Retail Revenue

New Registrations

\$860,950

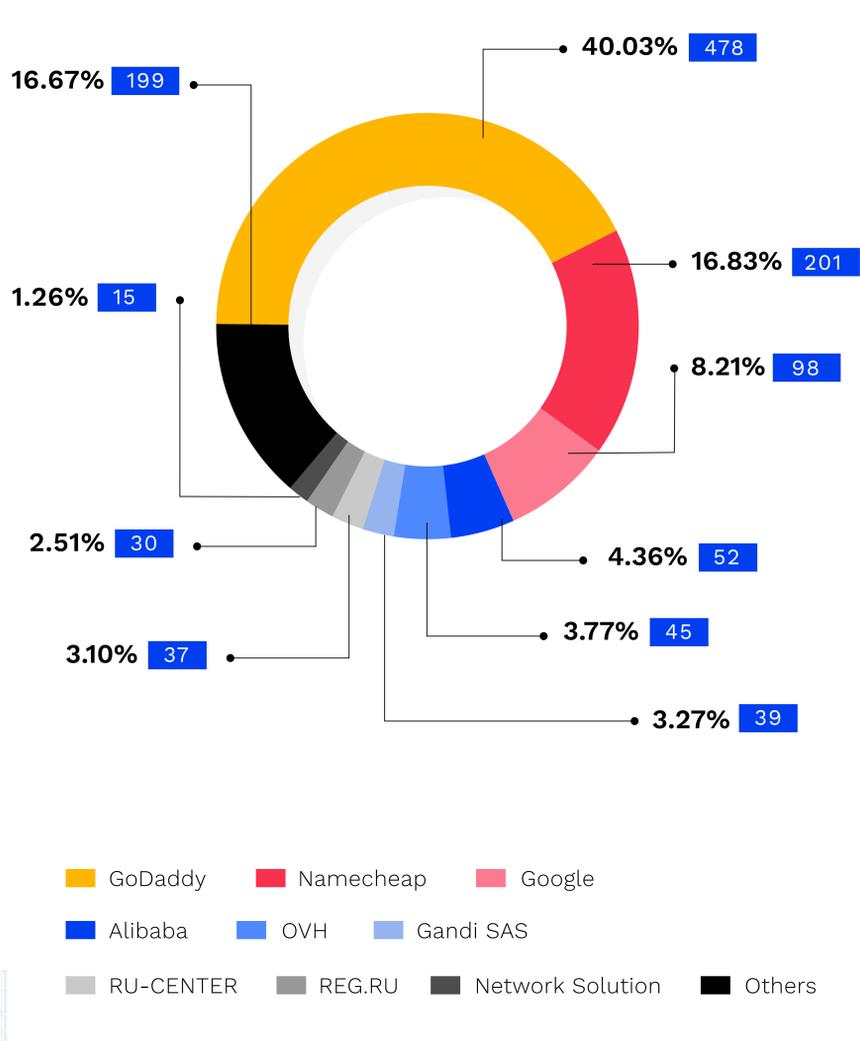
Retail Revenue

1,194

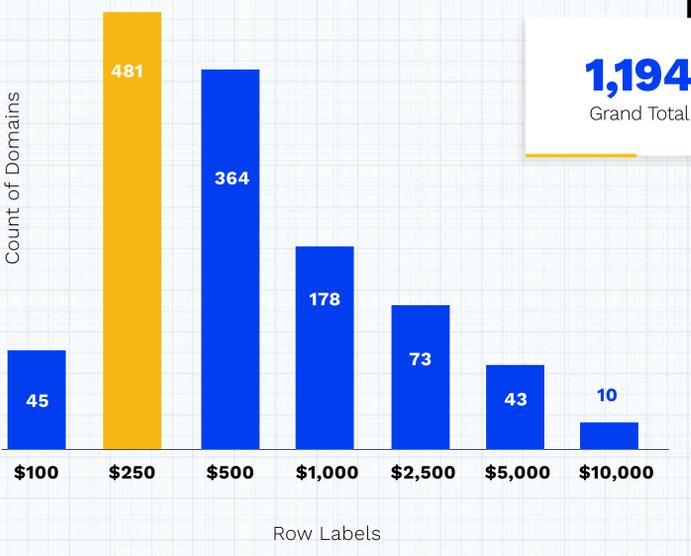
Domains

Row Labels	Retail Revenue	Count of Domains
.Tech	\$273,076	260
.Online	\$173,148	238
.Store	\$152,313	246
.Space	\$92,887	161
.Site	\$91,157	107
.Fun	\$50,190	90
.Website	\$12,130	50
.Press	\$8,655	24
.Host	\$5,148	14
.Uno	\$2,252	4
Grand Total	\$860,950	1,194

Registrar Market Share



Names Sold By Premium Tier



Average Revenue For Premium Retail Sales

\$558	\$368	\$728	\$361	\$852
.fun	.host	.online	.press	.site
\$577	\$619	\$1,050	\$563	\$243
.space	.store	.tech	.uno	.website

Premium Renewals Revenue

TLDs	Retail Revenue	Count of Domains
.Fun	\$74,324	44
.Host	\$22,523	19
.Online	\$334,298	283
.Press	\$31,532	30
.Site	\$70,785	73
.Space	\$96,782	190
.Store	\$168,919	123
.Tech	\$298,906	302
.Website	\$54,955	96
Grand Total	\$1,153,023	1,160

Renewal Rates

60.5%

First Renewal

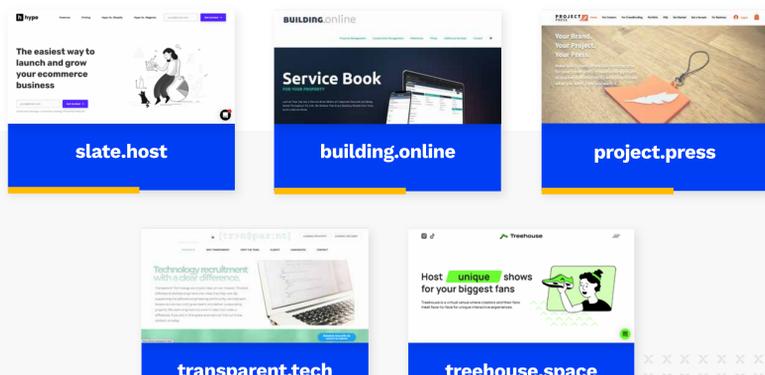
63.3%

Second Renewal

80.1%

Third & Subsequent Renewals

Premiums in action



Footnotes:

- Premium names sold through registrars via EPP have an annual recurring premium fee
- Registrar markup, where unknown, is assumed at 30%
- Renewal rates are calculated based on domain count