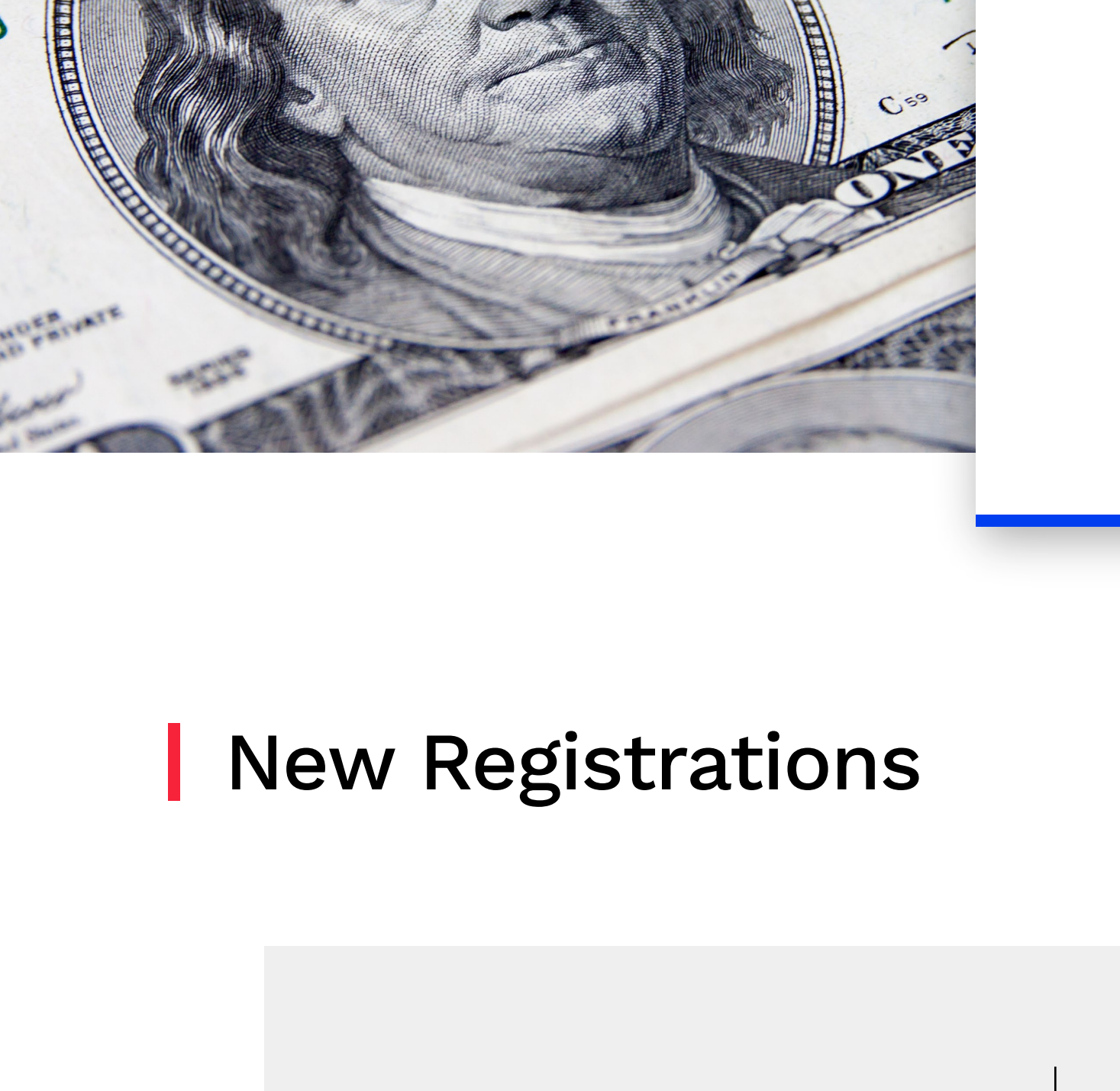


## H1 2020 Premium Domains Report

1 January 2020 - 30 June 2020

**\$1,968,035**

Total Premium Revenue

## New Registrations

**\$971,324**

Retail Revenue

**1223**

Domains

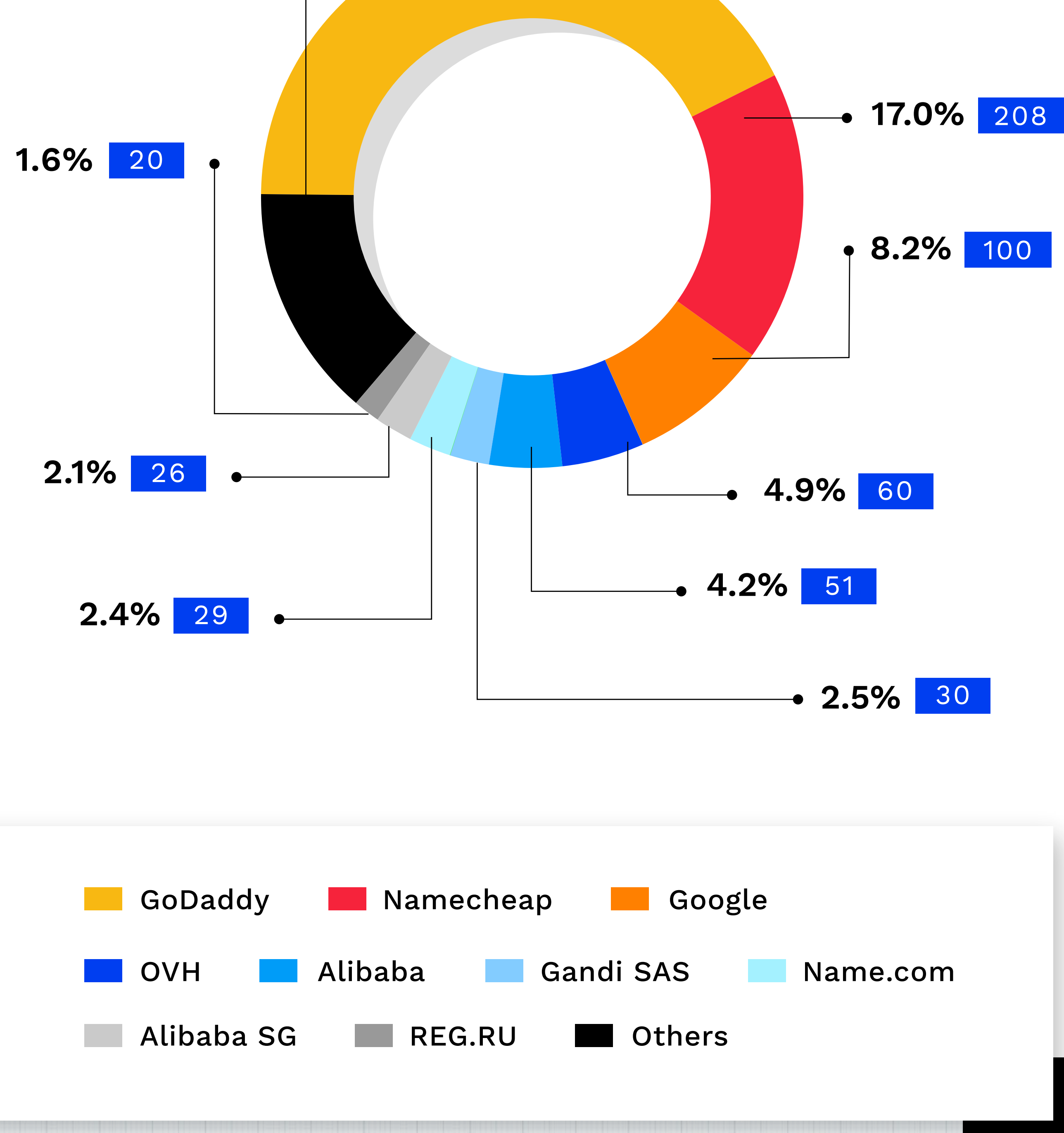
TLD

Retail Revenue

Domains

.Tech	<b>\$360,800</b>	288
.Online	<b>\$199,122</b>	238
.Store	<b>\$161,600</b>	248
.Site	<b>\$93,920</b>	101
.Space	<b>\$67,980</b>	153
.Fun	<b>\$54,398</b>	84
.Website	<b>\$14,944</b>	67
.Host	<b>\$9,600</b>	14
.Press	<b>\$8,320</b>	28

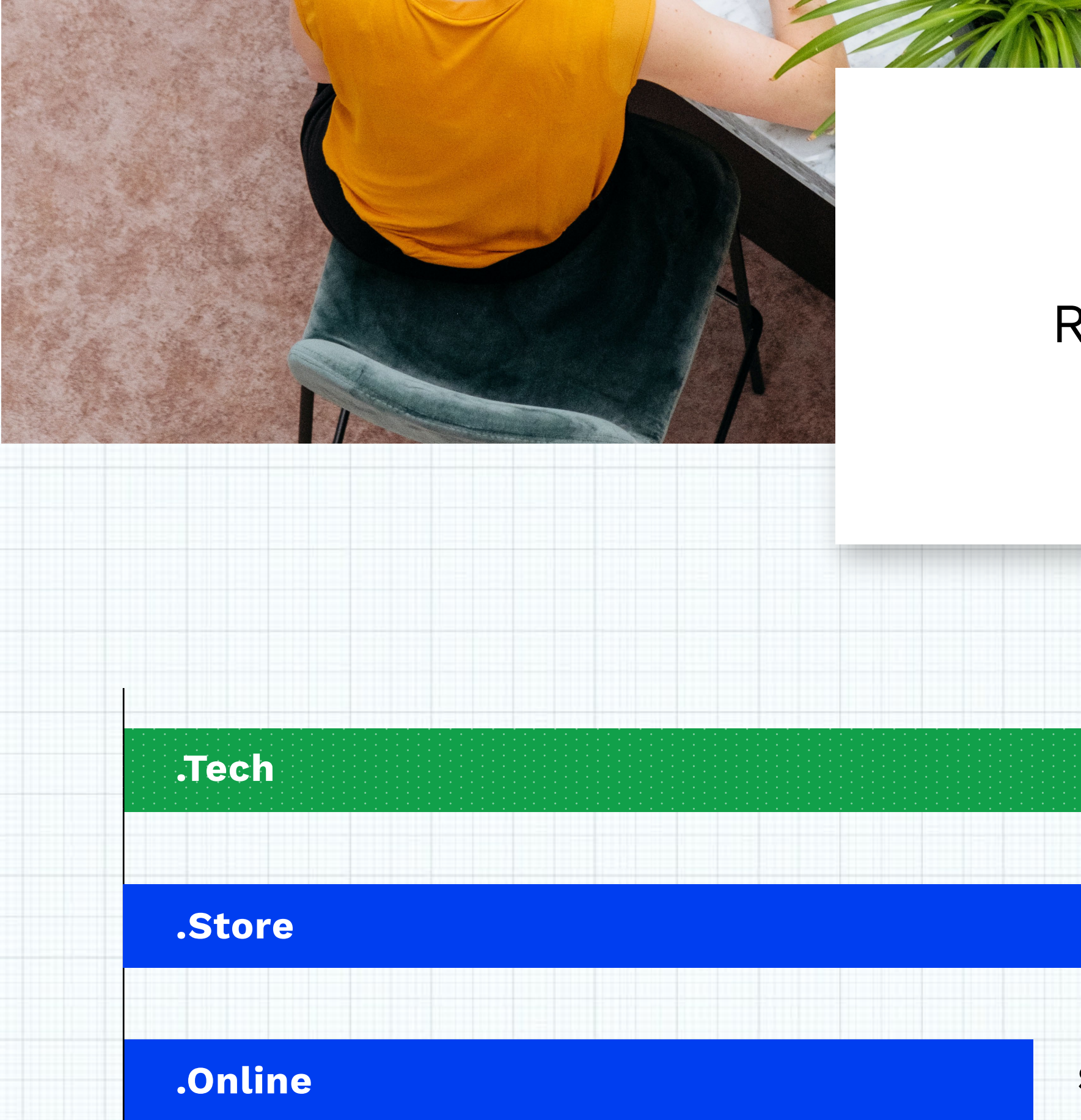
## Registrar Market Share



## Names Sold By Tier



## Average Tier Price

**\$1,115****.tech****\$1,006****.online****\$941****.site****\$819****.store****\$795****.fun****\$714****.host****\$562****.space****\$429****.press****\$252****.website****\$996,711**

Retail Renewals Revenue

.Tech	<b>\$265,824</b>
.Store	<b>\$175,406</b>
.Online	<b>\$167,290</b>
.Space	<b>\$166,522</b>
.Fun	<b>\$80,195</b>
.Site	<b>\$68,373</b>
.Website	<b>\$38,276</b>
.Host	<b>\$19,170</b>
.Press	<b>\$15,656</b>

## Renewal Rates

**63%**

First Renewal

**72%**

Second Renewal

**78%**

Subsequent Renewals

Highest Tiered Premium Sale

**order.online****\$27,000 / year**

## One Time Sales

Domain

Source

Price

sp.tech

Radix

\$22,000

history.press

Afternic

\$13,549

collective.space

SEDO

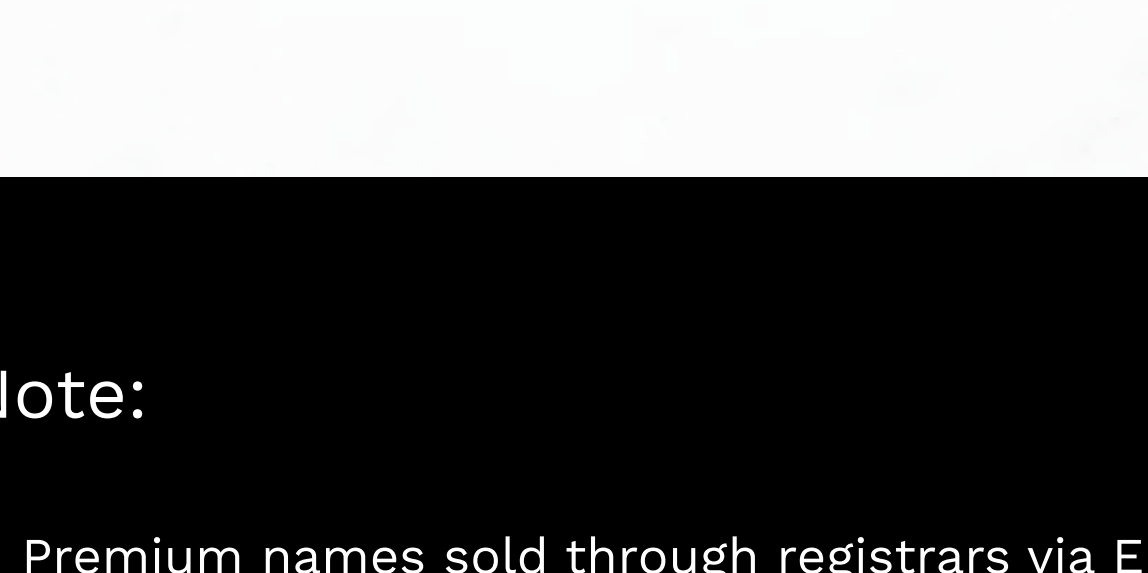
\$8,000

hex.tech

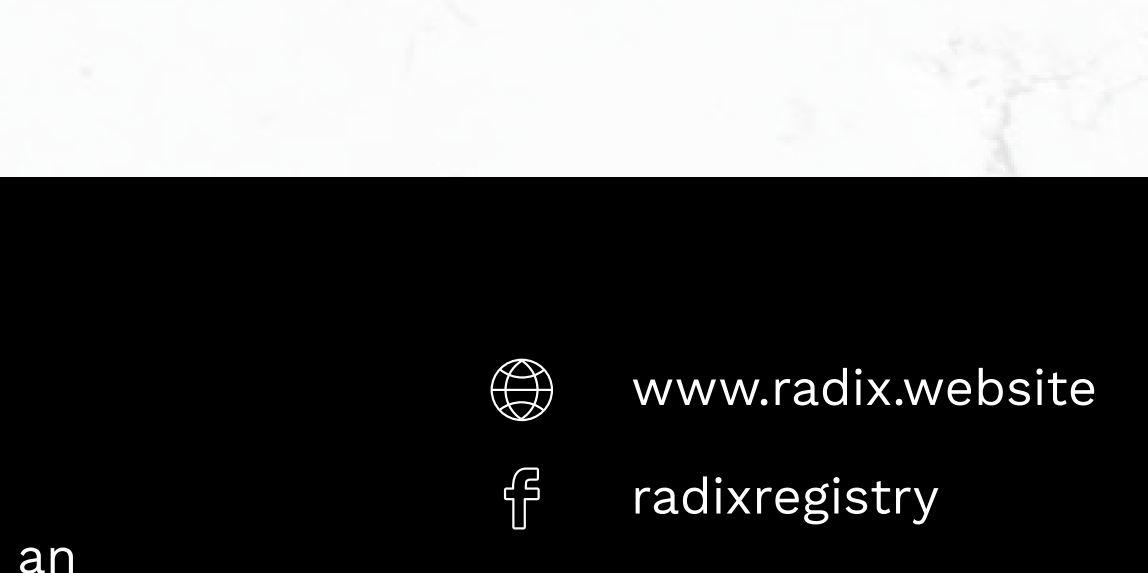
Radix

\$7,500

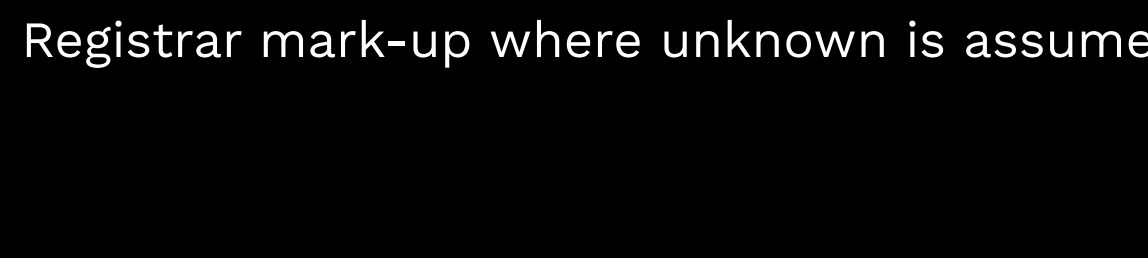
## Premiums In Action



Live.store



Merge.tech



Builder.site



Hope.online

Note:

Premium names sold through registrars via EPP have an annual premium fee

Registrar mark-up where unknown is assumed at 30%

[www.radix.website](http://www.radix.website)
[radixregistry](https://radixregistry.com)
[@radixregistry](https://@radixregistry)
[premiums@radix.email](mailto:premiums@radix.email)