H1 2022 Premiums Report
January 1st - June 30th, 2022

Highlights

- **Premium Retail Registration Revenue**: $3.8M in total Premium retail revenue - $2.5M in Premium retail renewal revenue
- **Premiums in Action**: 38% growth in Premium retail renewal revenue from H2 2021
- **Names Sold By Premium Tier**:
  - .Tech: $390K in annuity Premium sales for .Tech; highest grossing TLD
  - 24% growth in Premium new registrations from H2 2021

Total Premium Retail Revenue: $3,823,258

### Premium Retail Renewal Revenue

- **GoDaddy**: 763
- **Namecheap**: 394
- **Google**: 716
- **Reg.ru**: 41
- **Others**: 441

### Average Retail First Year Premium Fee

- **.Fun**: $536
- **.Press**: $558
- **.Store**: $536
- **.Site**: $536
- **.Space**: $558
- **.Tech**: $536
- **.Website**: $536
- **.Uno**: $536

### Renewal Rates

- **First Renewal**: 87%
- **Second Renewal**: 75%
- **Third & Subsequent Renewals**: 68%

Premium names sold through registrars via EPP have an annual recurring premium fee with registrar markup, where unknown, is assumed at 30%.

Renewal rates are calculated based on domain count.