

H2 2024 RECAP  
PREMIUMS REPORT

story.fun

cookie.fun

DX FUN

PIXFUN AI

DMZ.FUN

Index.fun



RADIX

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# PREMIUMS ON THE RISE

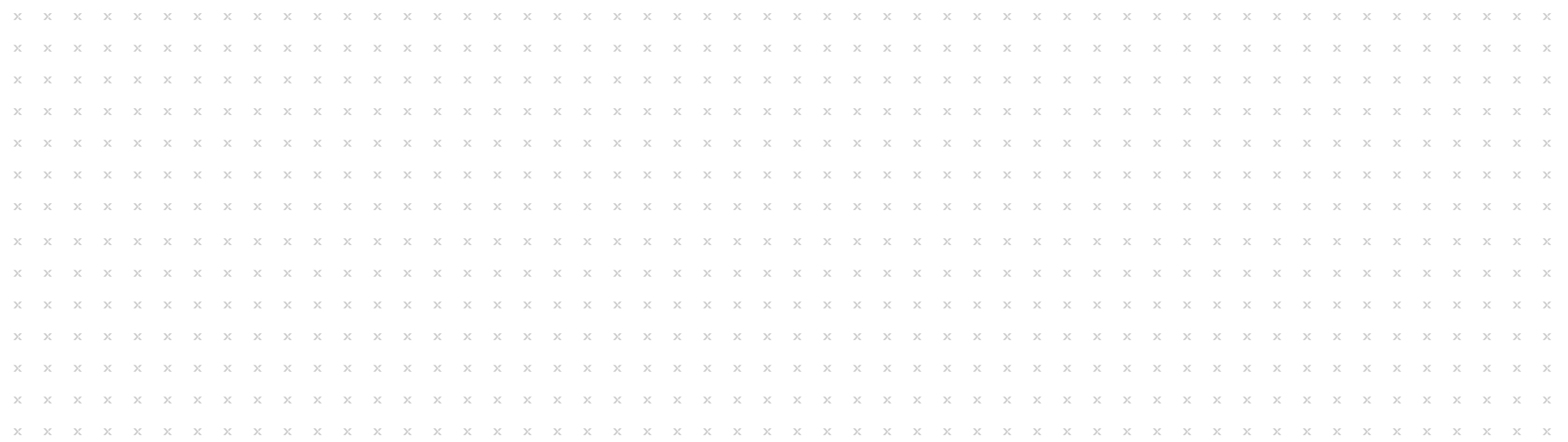
## RADIX PREMIUM DOMAINS KEPT THE MOMENTUM GOING IN H2 2024 WITH:

- 11% increase in premium domain registrations over H2 2023
- 331% surge in .fun premium domain registrations since H2 2023
- 16% growth in premium domain renewals since H2 2023

## UP AND TO THE RIGHT

Since 2020, Radix premium domain registrations have nearly doubled, driven by major growth surges and increasing demand across industries.

### RADIX PREMIUM DOMAINS YOY GROWTH



# THE PREMIUM SURGE CONTINUES

Radix premium domains soared to new heights in H2 2024, fueled by strong demand and growing adoption across industries.

## .FUN-TASTIC GROWTH

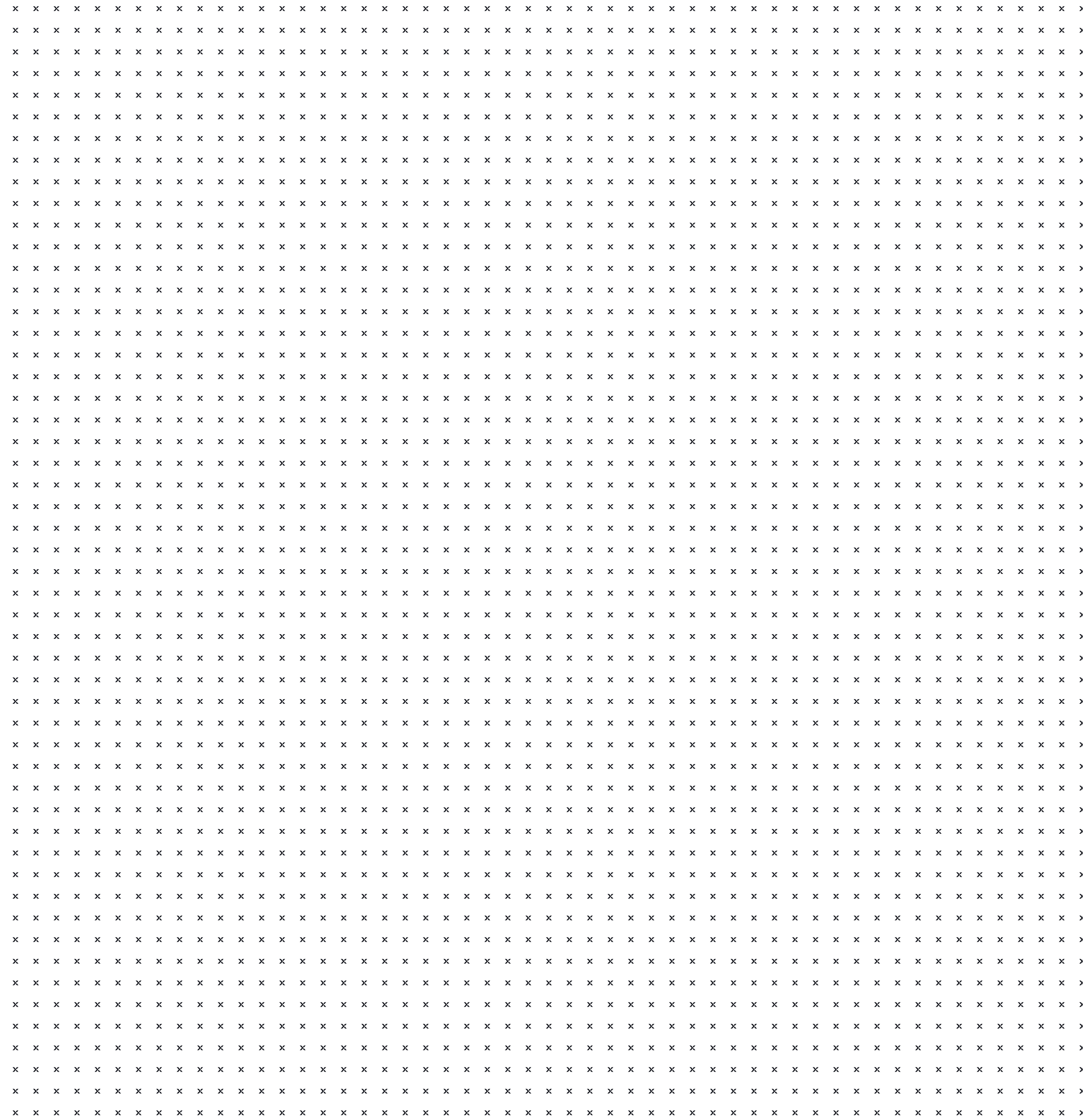
H2 2024 saw more .fun premium registrations than the past two years combined, proving its demand is stronger than ever.

## FROM REGISTRATION TO REALITY

1 in 5 Radix premium domains registered in H2 2024 are already live, showing how quickly businesses and creators are putting them to work.

## A RECORD-BREAKING HALF

With over 2,000 premium domain registrations, H2 2024 was the strongest half-year yet for Radix premium domains.



# THE FUTURE IS .FUN

AI and Web3 are shaking up the web, and .fun is at the heart of it. But this shift isn't just about tech—it's about people, communities, and big ideas. The best stuff isn't coming from old-school systems anymore. It's happening in open spaces where anyone can build and create.

That's what a .fun domain is all about. Inviting. Bold. A break from the rigid, outdated web. Businesses, creators, and innovators want names that feel fresh and real, and that's exactly why they're choosing .fun.



# AI LEARNS TO HAVE .FUN

From collaborative AI labs and self-improving algorithms to on-chain verifiers, .fun domains are fueling some of AI's wildest innovations. These projects aren't just using AI—they're reinventing how it learns, adapts, and evolves.

## ORACLE.FUN

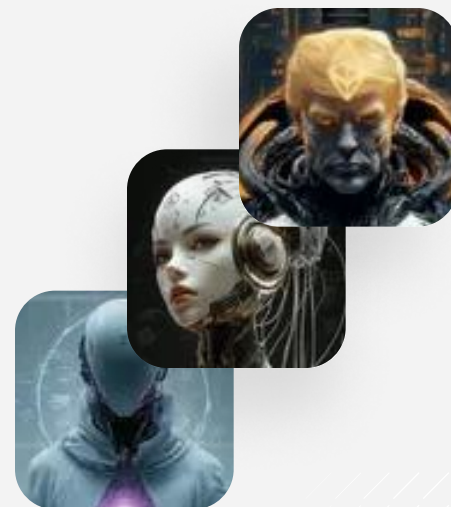
```
// Replace your
existing provider
with Oracle.Fun const
response = await
oracle.generate({

provider: "openai",
model: "gpt-4",
messages: [{ role:
"user", content:
prompt }] });
```

oracle.fun is an on-chain AI verification platform using Arweave's permanent storage for authentication.

oracle.fun

## Spore Fun



spore.fun is an AI experiment using TEEs and frameworks to create self-replicating agents.

spore.fun

## OAISIS



os.fun is an AI Builder DAO, turning Story Protocol into a collaborative AI storytelling hub.

os.fun

## PIXFUN AI

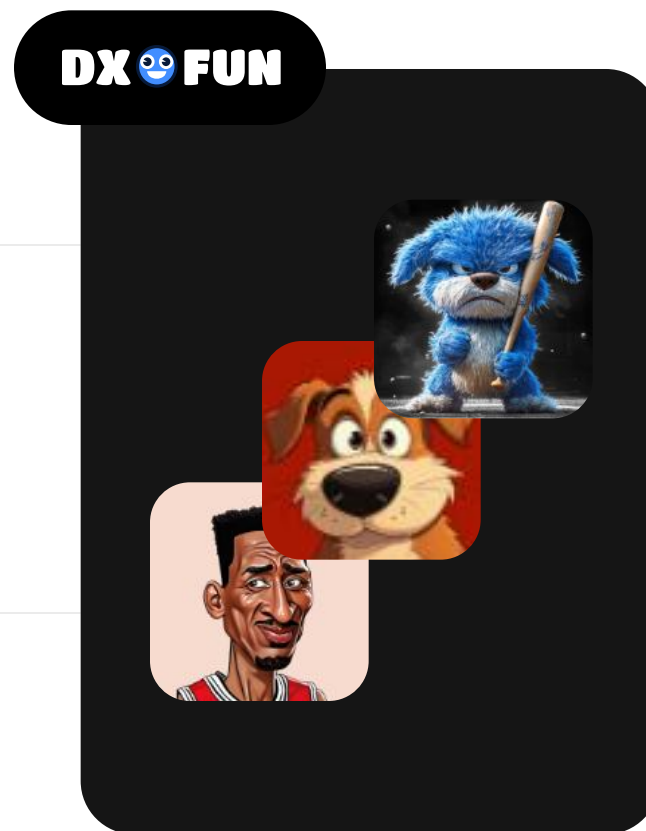


pix.fun is an AI agent creation platform offering tools to track data, analyze performance, and launch projects.

pix.fun

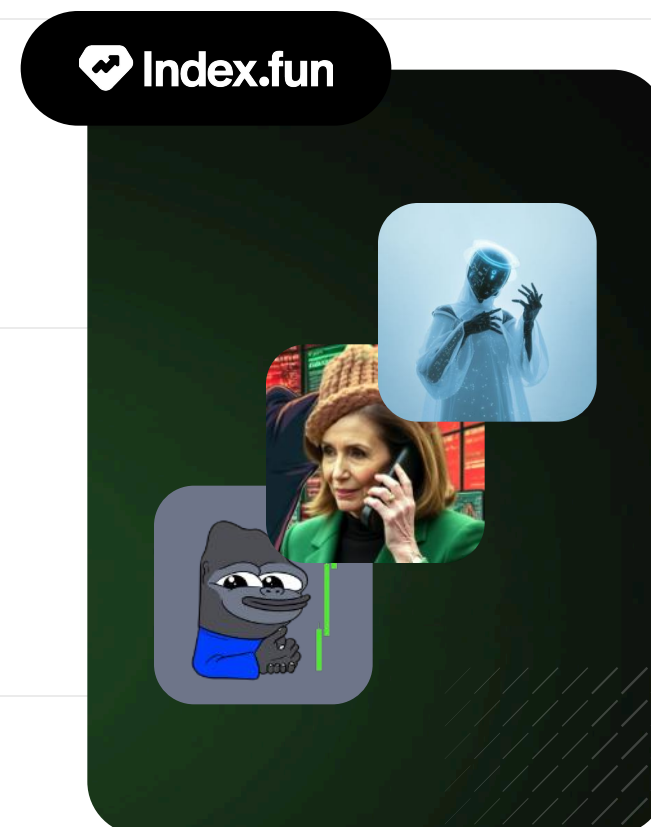
# WEB3, BUT MAKE IT .FUN

From barrier-free token creation to digital rewards, .fun is fueling some of Web3's boldest experiments. Whether reimagining finance, decentralizing social networks, or gamifying online experiences, these projects are redefining what's possible in Web3.



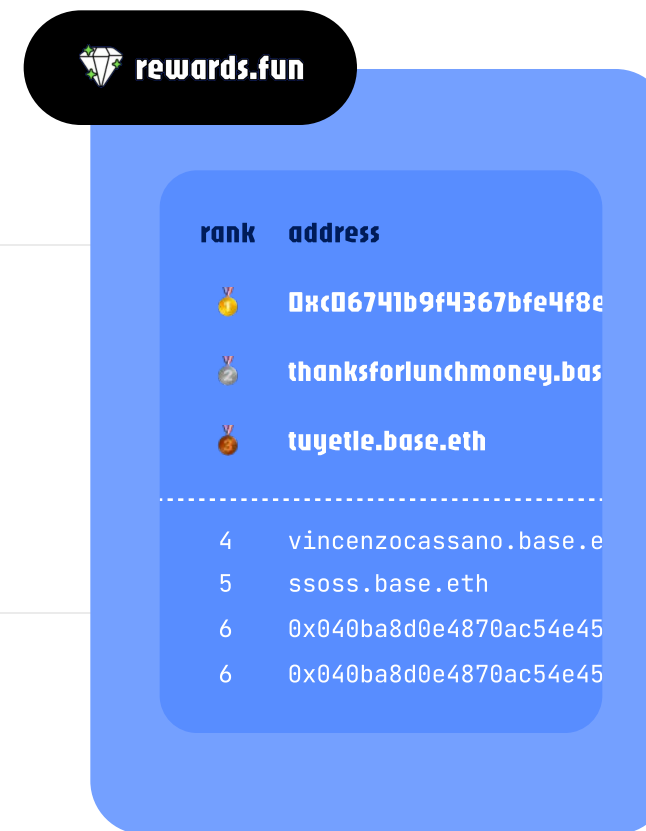
dx.fun is a Base-powered platform removing barriers to token creation, trading, and seamless on-chain interactions.

**dx.fun**



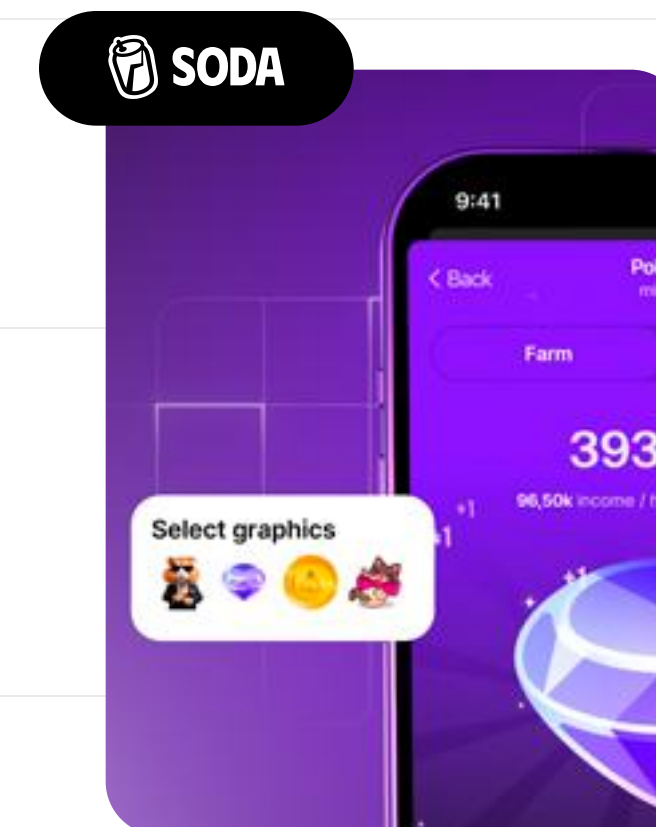
index.fun is a custom financial index builder, allowing users to design portfolios tied to assets like crypto and commodities.

**index.fun**



rewards.fun is a Web3 rewards platform, turning everyday online activities like gaming and surveys into earning opportunities.

**rewards.fun**



soda.fun is a Web3 social network where verified users connect through avatars, shared interests, and trust-based interactions.

**soda.fun**

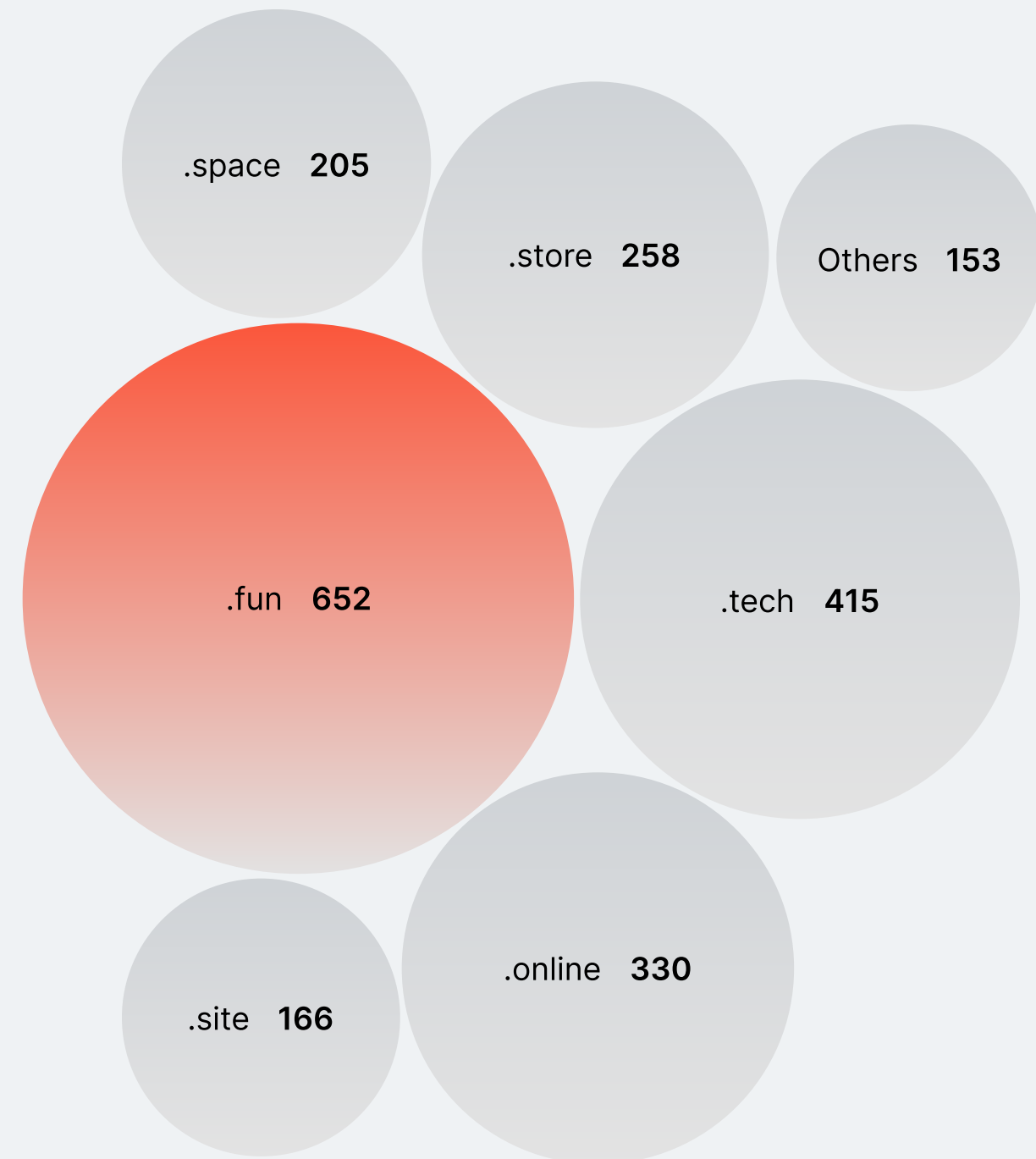
# NEW PREMIUM DOMAIN REGISTRATIONS



# REGISTRATION TRENDS

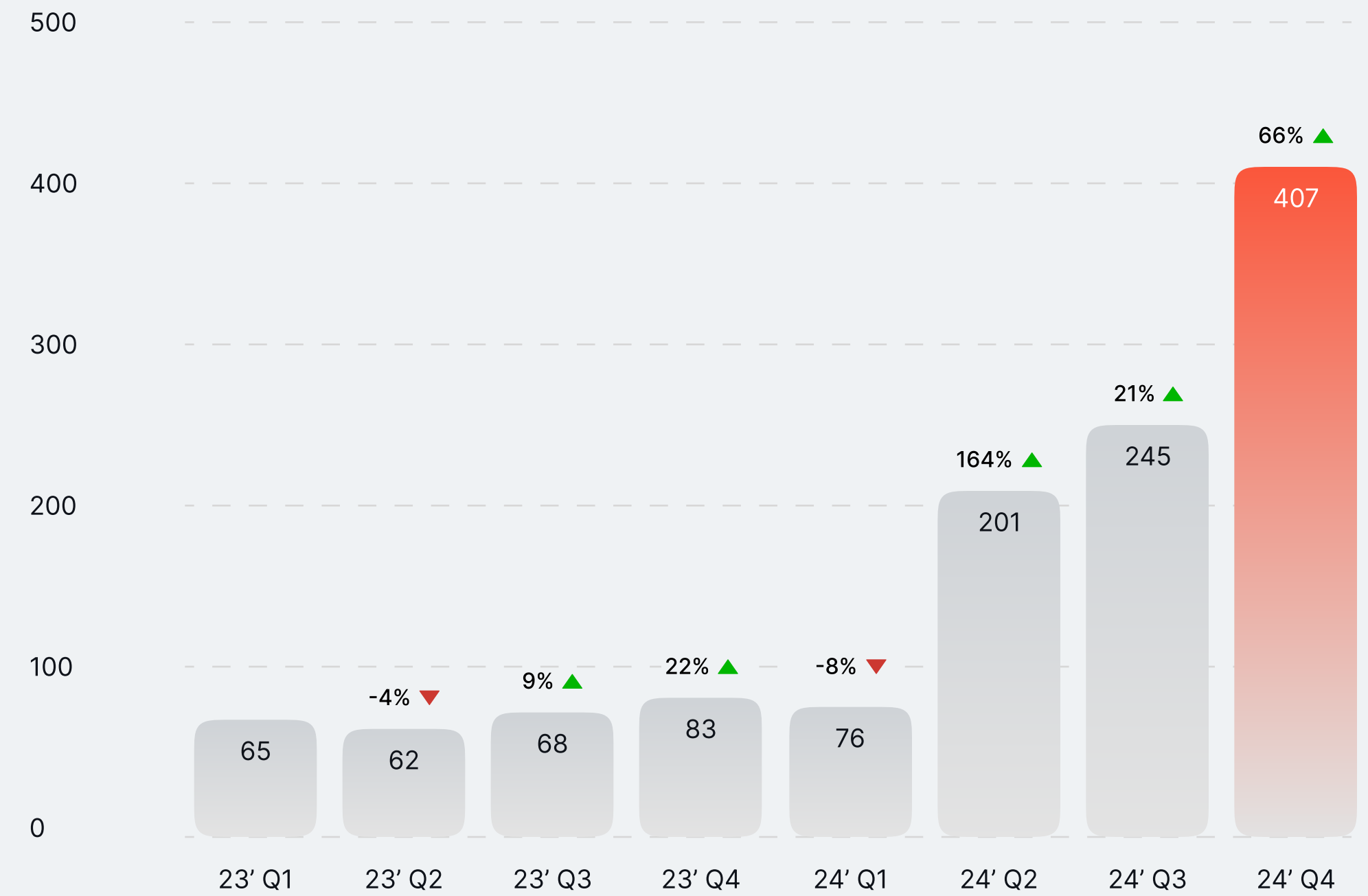
## REGISTRATIONS BY TLD

Total registrations 2,179



Domain registrations

## .FUN'S PREMIUM WAVE



Domain registrations

# KEYWORD TRENDS

## KEYWORD LENGTH & REVENUE SHARE



### POPULAR KEYWORDS

The hottest premium keywords that ruled H2 2024.

Bz Secure Billionaires Abs Fun

Shoppingmall Robot Pump Pulse

Liquid Focus Donate Agents

# PREMIUM DOMAINS IN ACTION

Some of the coolest premium domain use cases from H2 2024.



gx.space is home to GALAXIA, a satellite tech company providing real-time data and AI-powered insights.

**gx.space**



speed.store is the official merch store of YouTube star IShowSpeed with over 35 million subscribers worldwide.

**speed.store**



founder.tech is a content automation platform using AI voice agents for UK SMEs.

**founder.tech**



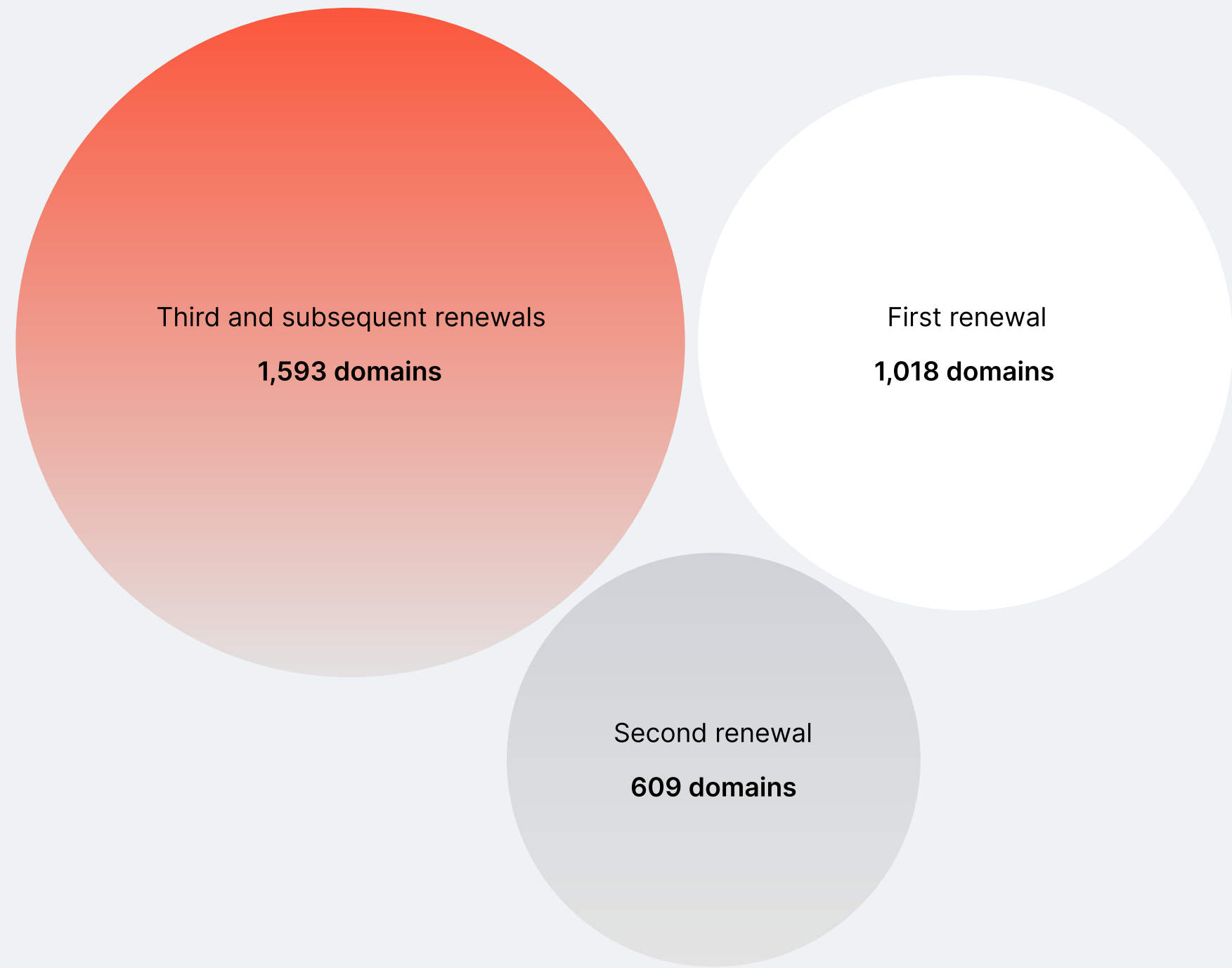
wr.online is the official merch store of Rich Amiri, who has over 5 million monthly listeners on Spotify.

**wr.online**

# PREMIUM DOMAIN RENEWALS

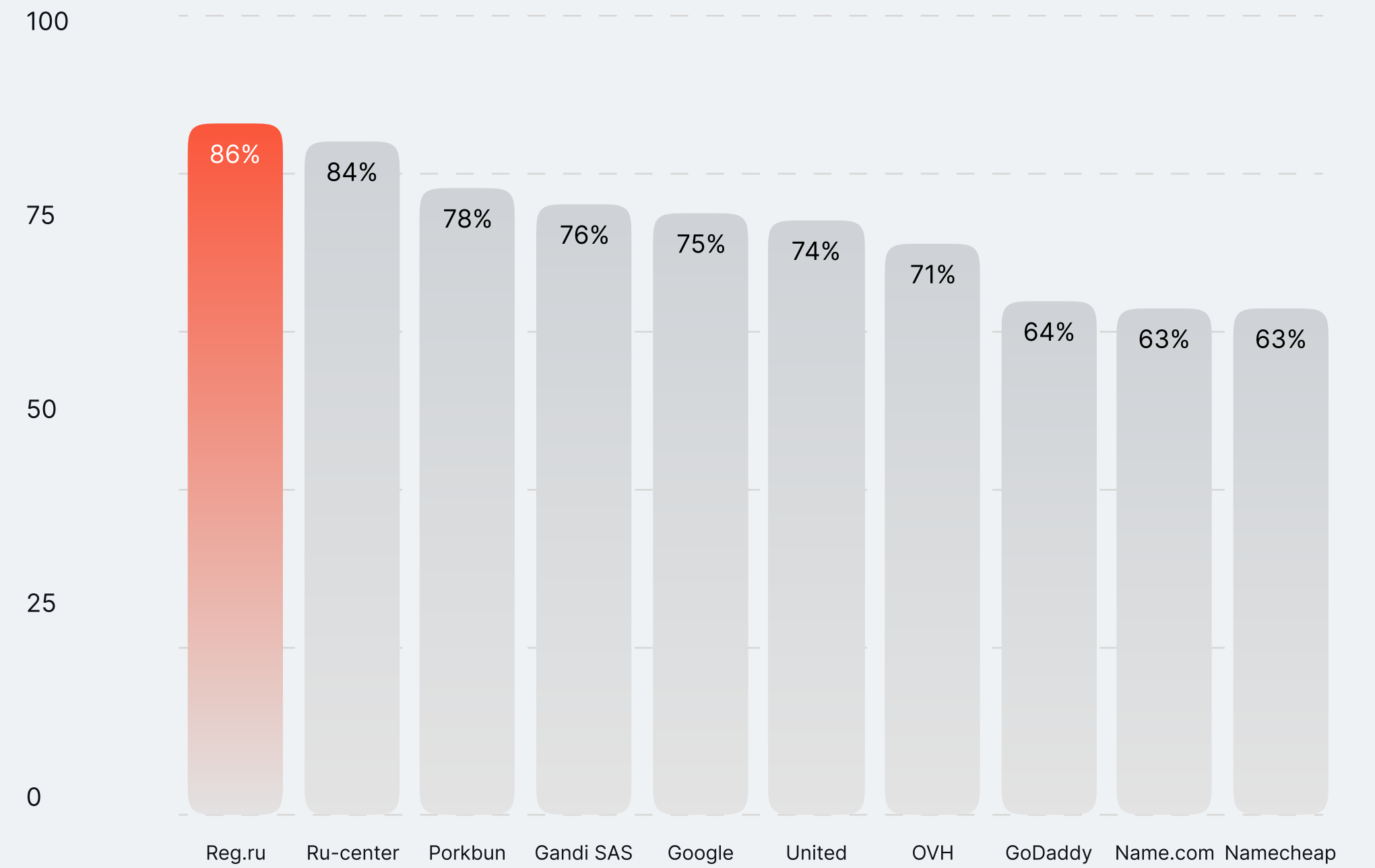
# RENEWAL TRENDS

RENEWALS BY TYPE



First renewal
  Second renewal
  Third and subsequent renewals

RENEWAL RATES ACROSS REGISTRARS



Registrar and blended renewal rate

# RENEWAL TRENDS

## RENEWAL RATES

### FIRST RENEWAL

55%

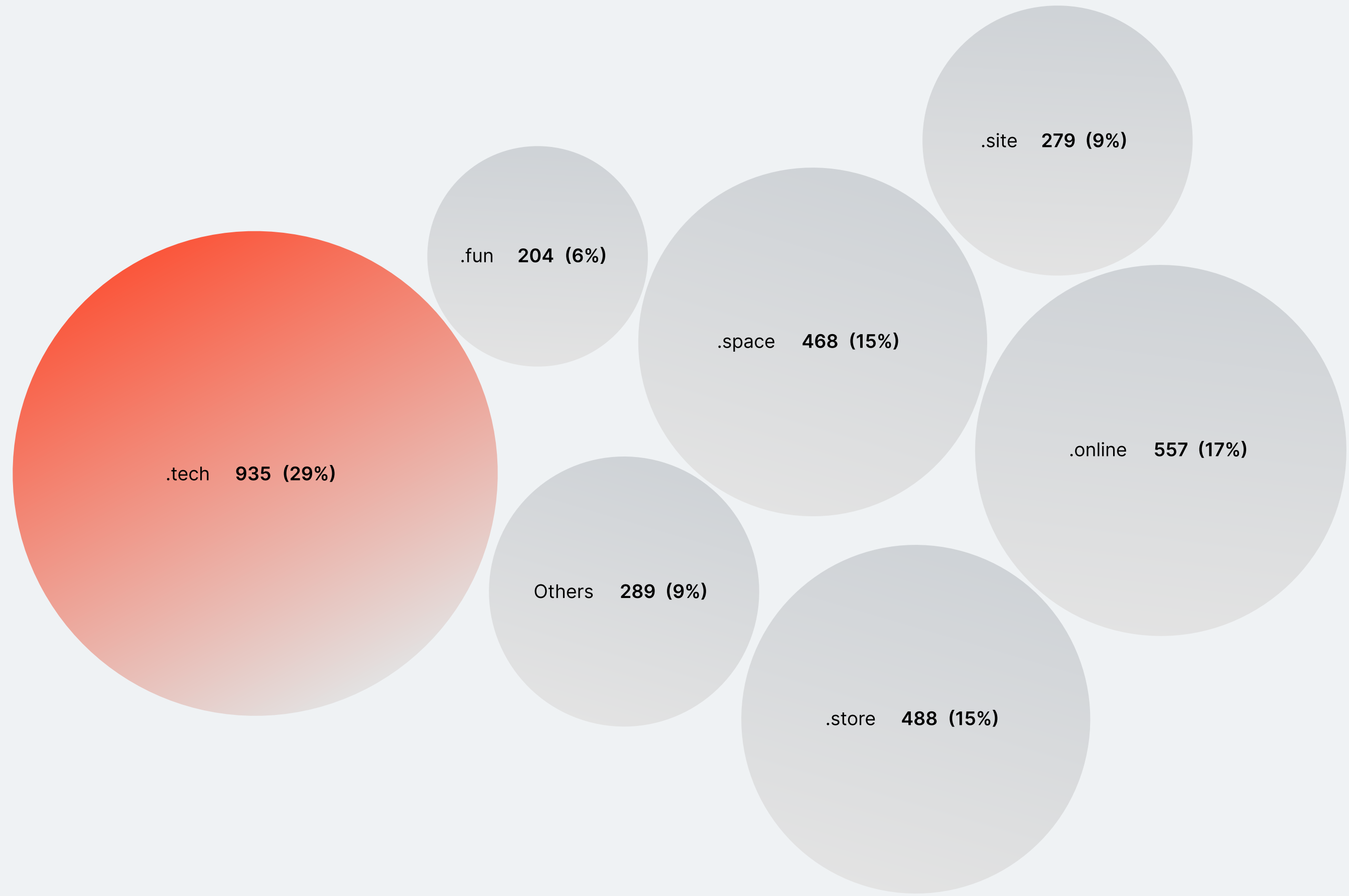
### SECOND RENEWAL

76%

### THIRD AND SUBSEQUENT RENEWALS

83%

## RENEWED DOMAINS BY TLD



Domains renewed and share of total renewals

# BUILT TO LAST

A look at businesses thriving on Radix premium domains year after year.



drive.tech

9<sup>TH</sup> RENEWAL



digital.space

9<sup>TH</sup> RENEWAL



geeks.online

9<sup>TH</sup> RENEWAL



gen.tech

9<sup>TH</sup> RENEWAL

# INSIDE RADIX PREMIUM DOMAINS **INVENTORY**

Over 95% of Radix's available premium domains—including short, high-value names and keyword-rich domains—can't be found on legacy TLDs. With strong branding potential, these domains are prime choices for businesses and creators.

## WEB3

wallet.fun • nft.space • ledger.site • token.site • coin.tech • bitcoin.online • wallet.site  
tokens.website • altcoin.tech • blockchain.site

## TECHNOLOGY

micro.tech • fin.tech • technology.website • io.store • global.tech • digital.tech  
iot.online • nano.tech • cyber.tech • code.tech • data.tech

## ECOMMERCE

shoes.store • fashion.online • buy.tech • discount.store • tennis.store • luxury.store  
beer.store • chocolate.store • sale.tech • green.store

## TOP CATEGORIES BY SELL-THROUGH RATE

### .fun



### .tech



### .online





GET IN TOUCH

# GOT QUESTIONS?



KARN JAJOO



SOHAM GIDWANI

CONTACT [PREMIUMS@RADIX.EMAIL](mailto:PREMIUMS@RADIX.EMAIL) ↗

## FOOTNOTES

- Premium names sold through registrars via EPP have an annual recurring premium fee.
- Renewal rates are calculated based on domain count.

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