

Premium Domains Report

1st Jul – 31st Dec 2018

\$1,354,359

Total Premium Revenue

Tiered Premiums

Annual Premium Fee

Platinum

One-Time Premium Fee

New Registrations

566
\$415,464

Renewals

716
\$776,660

Platinum

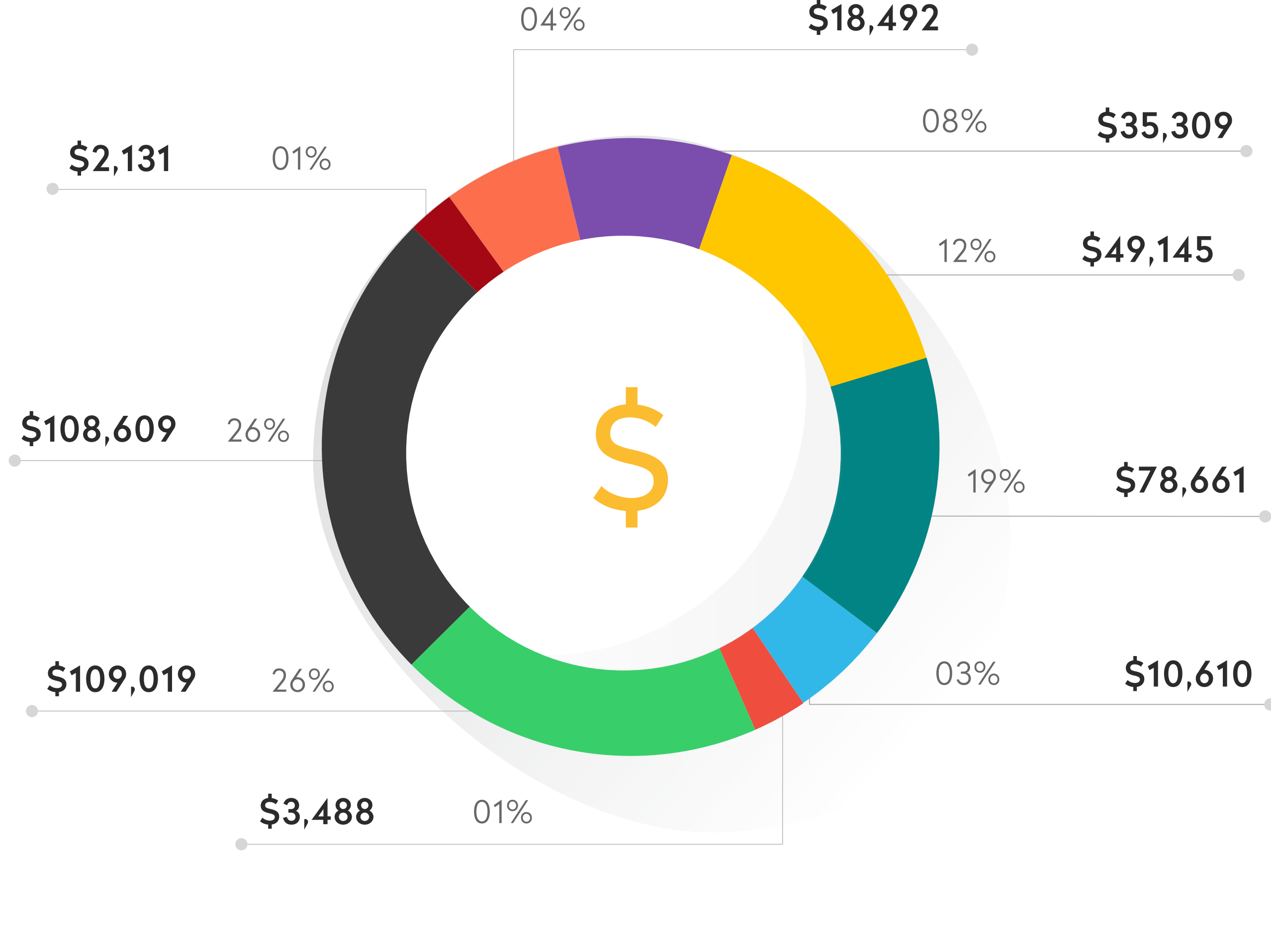
15
\$162,235

Tiered Premiums

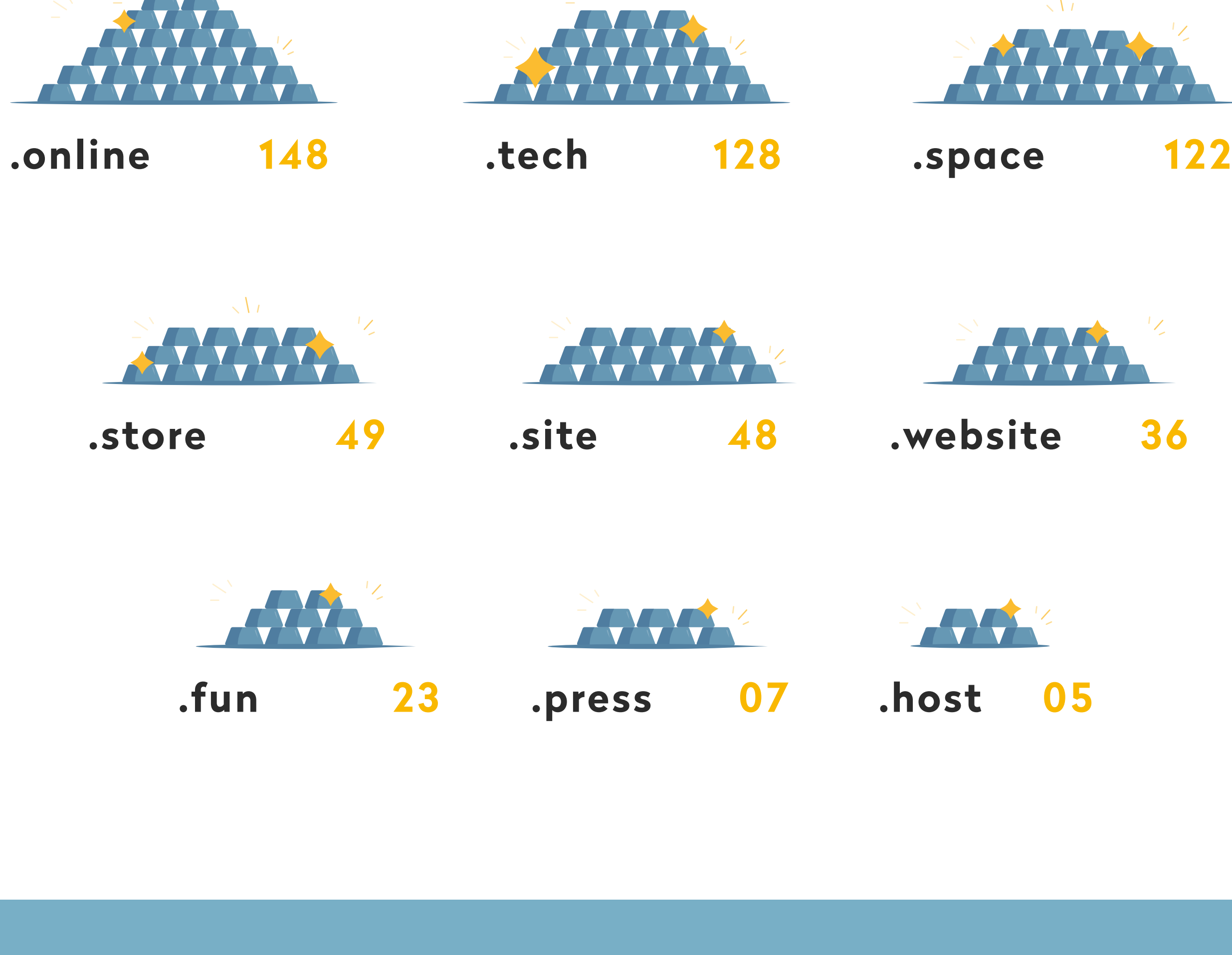
New Registrations

Revenue by TLD

.online .tech .store .space .site
.fun .website .press .host



New Registrations by TLD



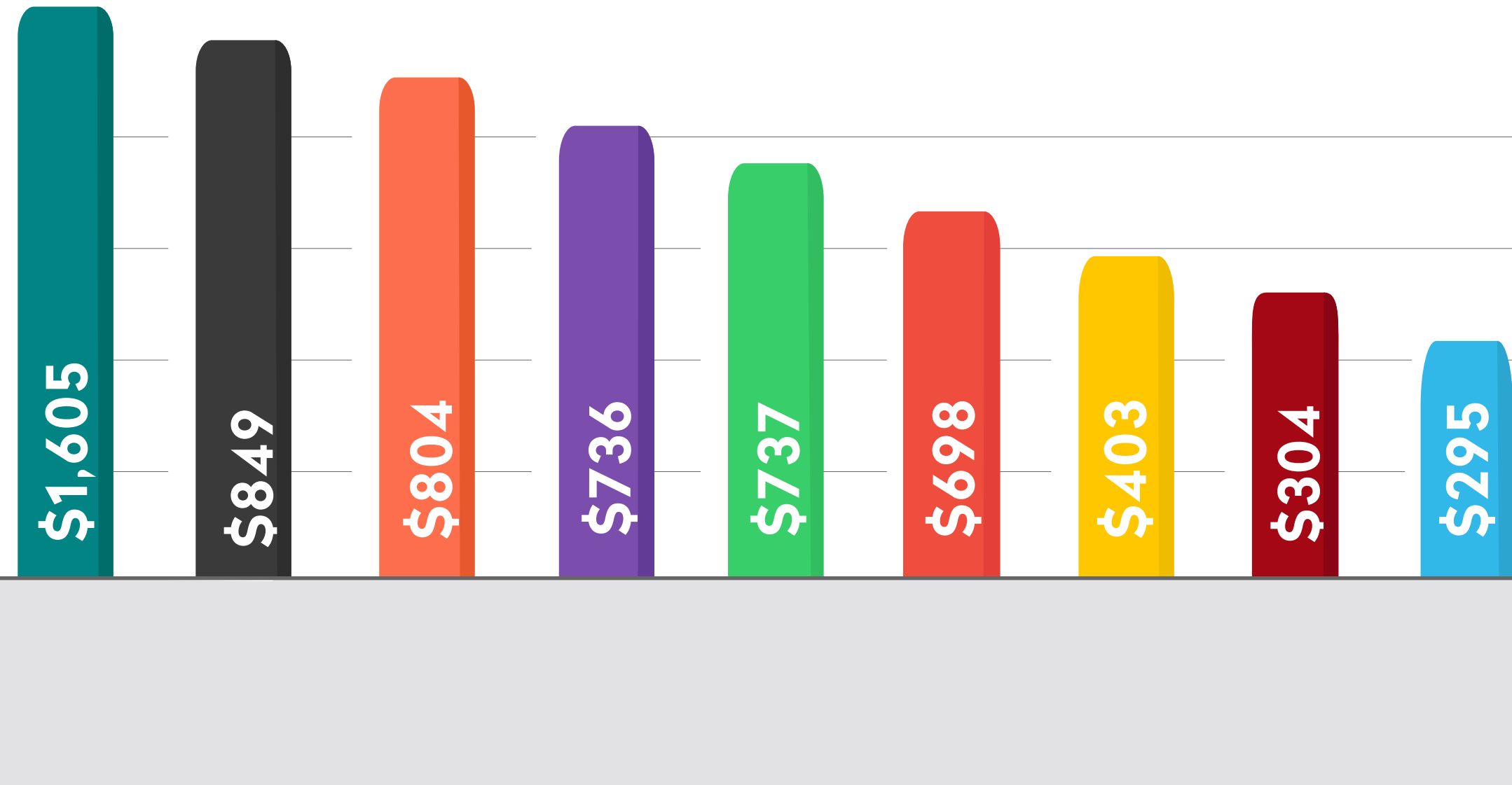
Names Sold by Premium Tier



Annual Price	Names Sold
\$10,000+	03
\$5,000 - \$10,000	09
\$2,500 - \$5,000	21
\$1,000 - \$2,500	56
\$500 - \$1,000	109
<\$500	368

Average Price of Tiered New Registrations

.store .tech .fun .site .online
.host .space .press .website



Top Tiered Premium Sales

Domain	Sale Price	Registrar
house.store	\$16,875	Go Daddy
water.tech	\$15,000	Gandi SAS
edu.online	\$10,700	Alibaba

Tiered Premiums

Renewals

51%

First Time
Renewal Rate

76%

Subsequent
Renewal Rate

Platinum

Top One-time Sales on SEDO

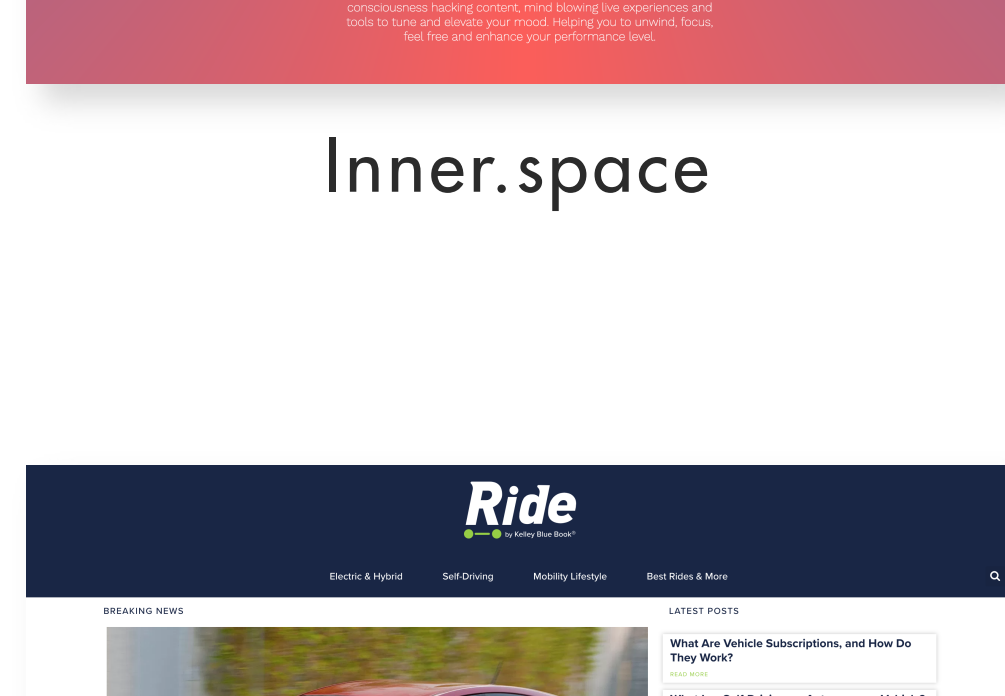
Domain	Sale Price
design.online	\$57,500
air.space	\$17,500
king.online	\$17,250
inner.space	\$15,000
dental.store	\$11,785
have.fun	\$11,500

Premiums in Action

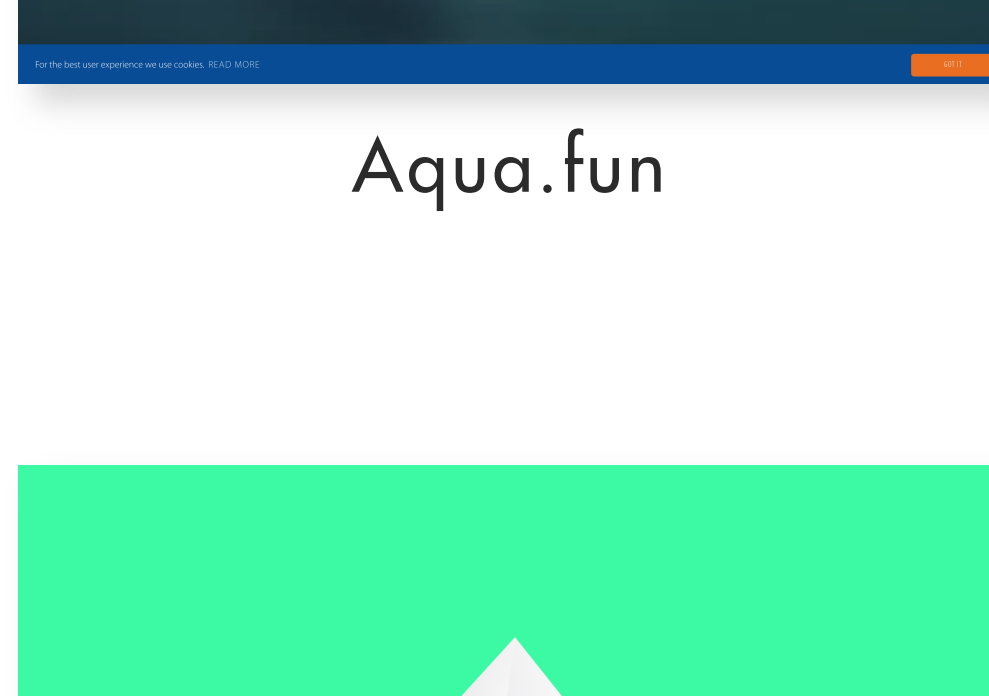
41%

of the Renewed Tiered
Premium Names are being used

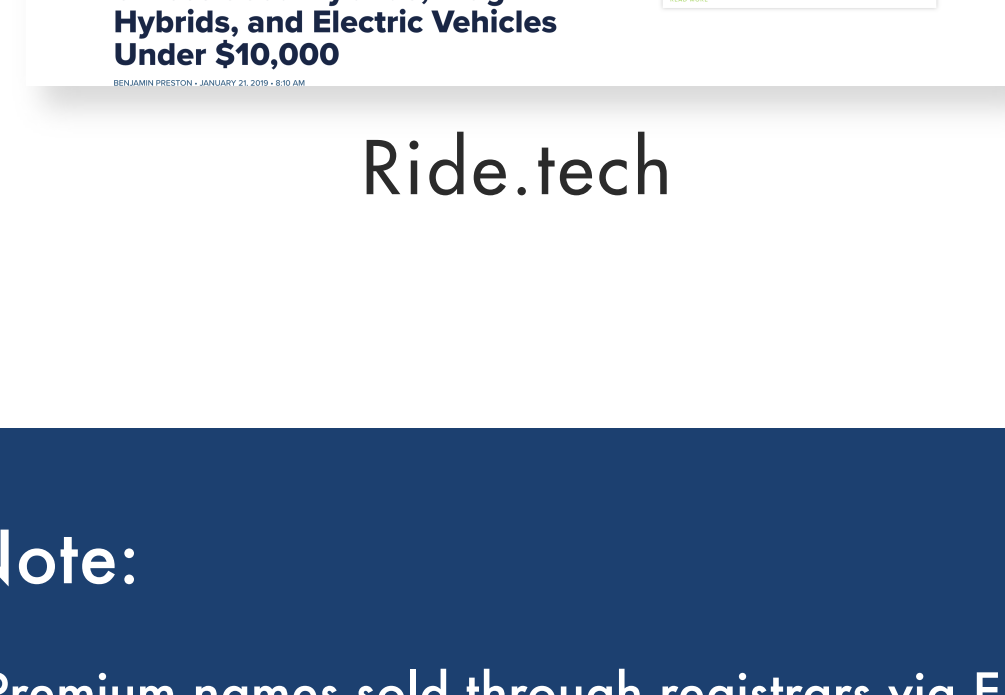
New Marquee Users



Inner.space



Aqua.fun



Ride.tech



Air.space

Note:

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

* Registrar mark-up where unknown is assumed at 30%



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