

H1 2022 Premiums Report

January 1st - June 30th, 2022



Highlights

- **\$3.8M** in total Premium retail revenue
- **\$2.5M** in Premium retail renewal revenue
- **\$390K** in annuity Premium sales for .Tech; highest grossing TLD
- **24%** growth in Premium new registrations from **H2 2021**
- **38%** growth in Premium retail renewal revenue from **H2 2021**

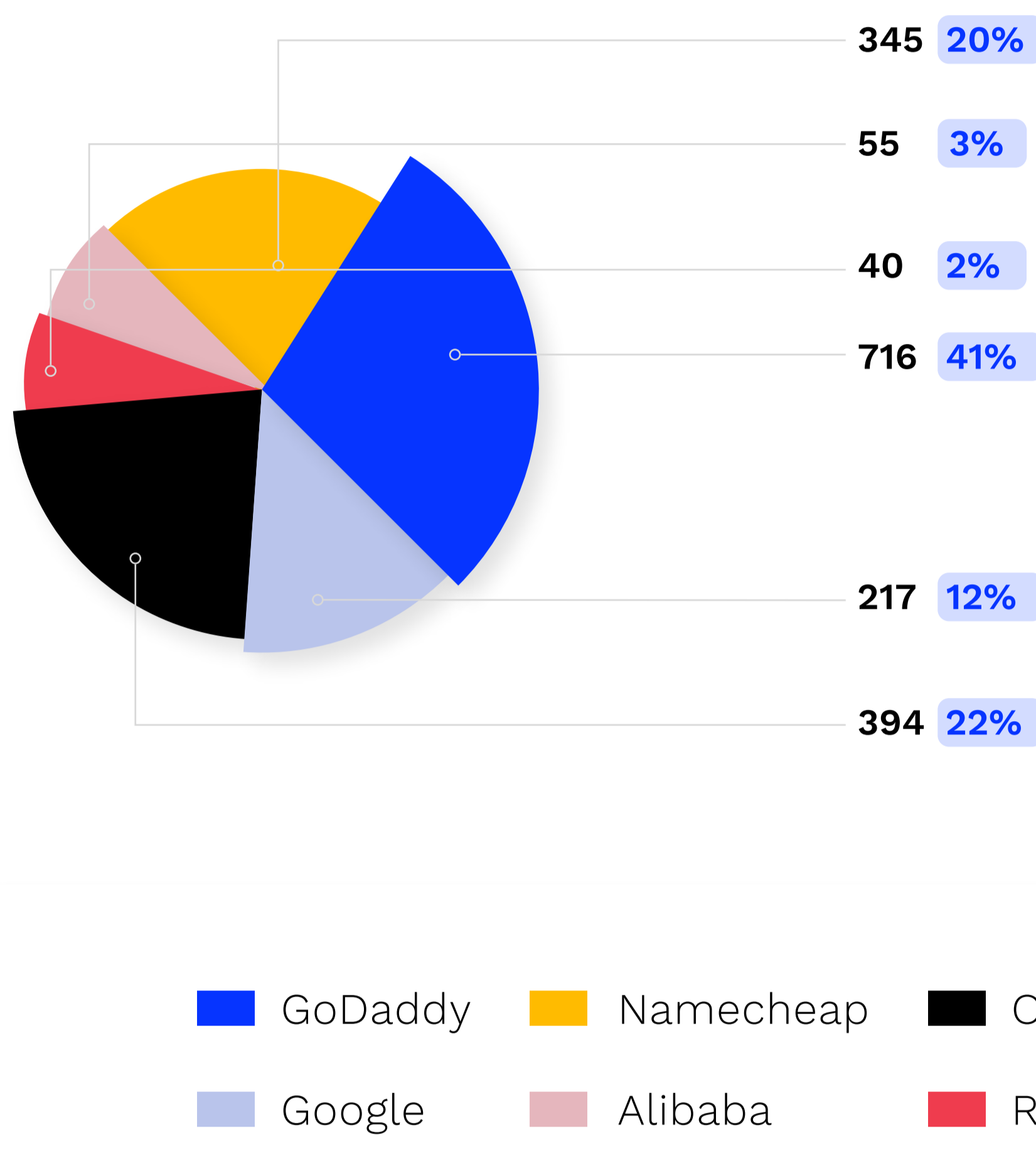
\$3,823,258

Total Premium Retail Revenue

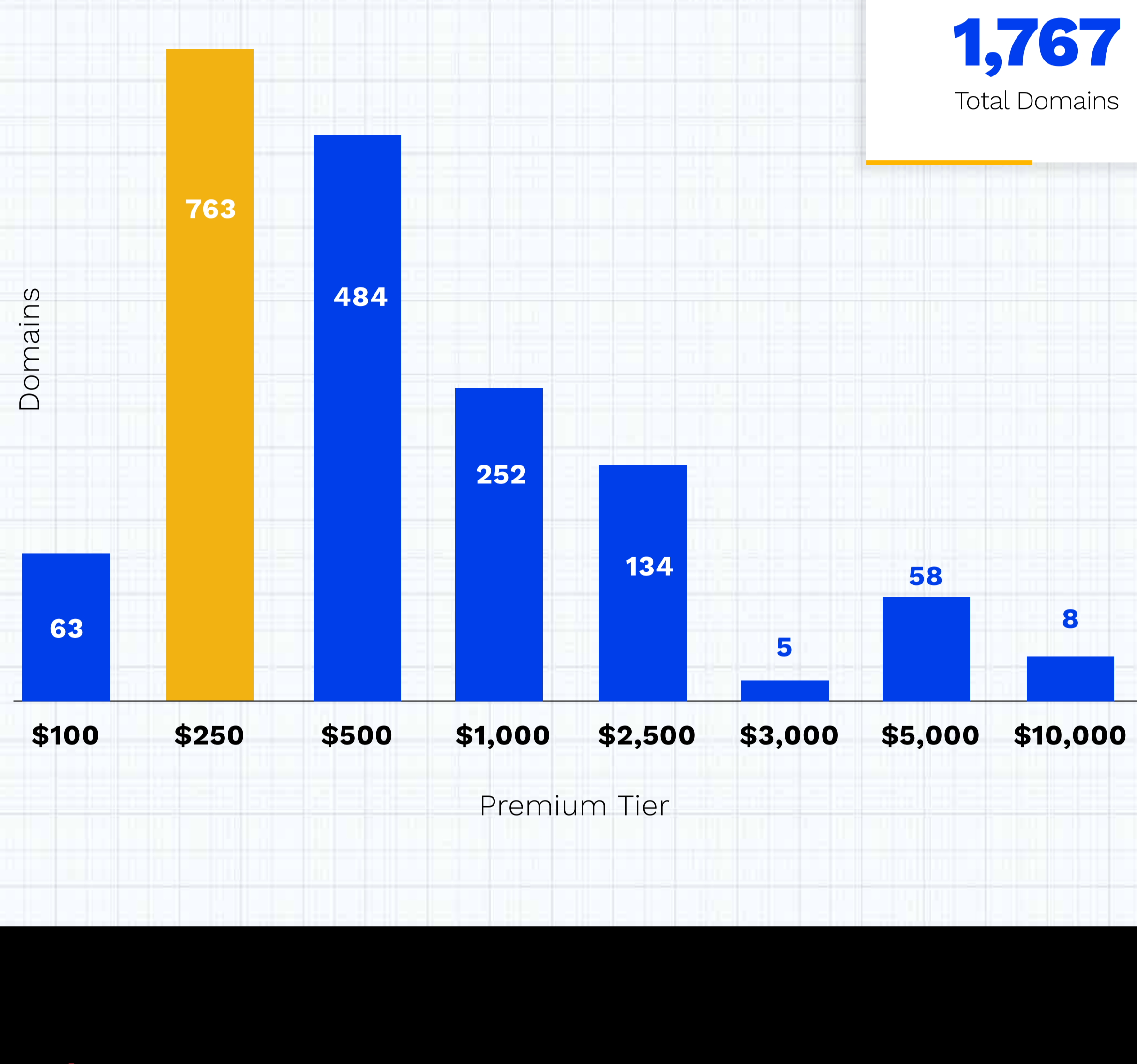
Premium Retail Registration Revenue

TLD	Retail Premium Registration Revenue	Premiums Registered
.Tech	\$390,975	441
.Store	\$235,333	338
.Online	\$214,913	279
.Space	\$142,578	230
.Fun	\$105,268	151
.Site	\$103,870	152
.Host	\$32,890	41
.Website	\$30,615	86
.Press	\$14,008	38
.Uno	\$12,025	11
Grand Total	\$1,282,473	1,767

Registrar Market Share



Names Sold By Premium Tier



Average Retail First Year Premium Fee

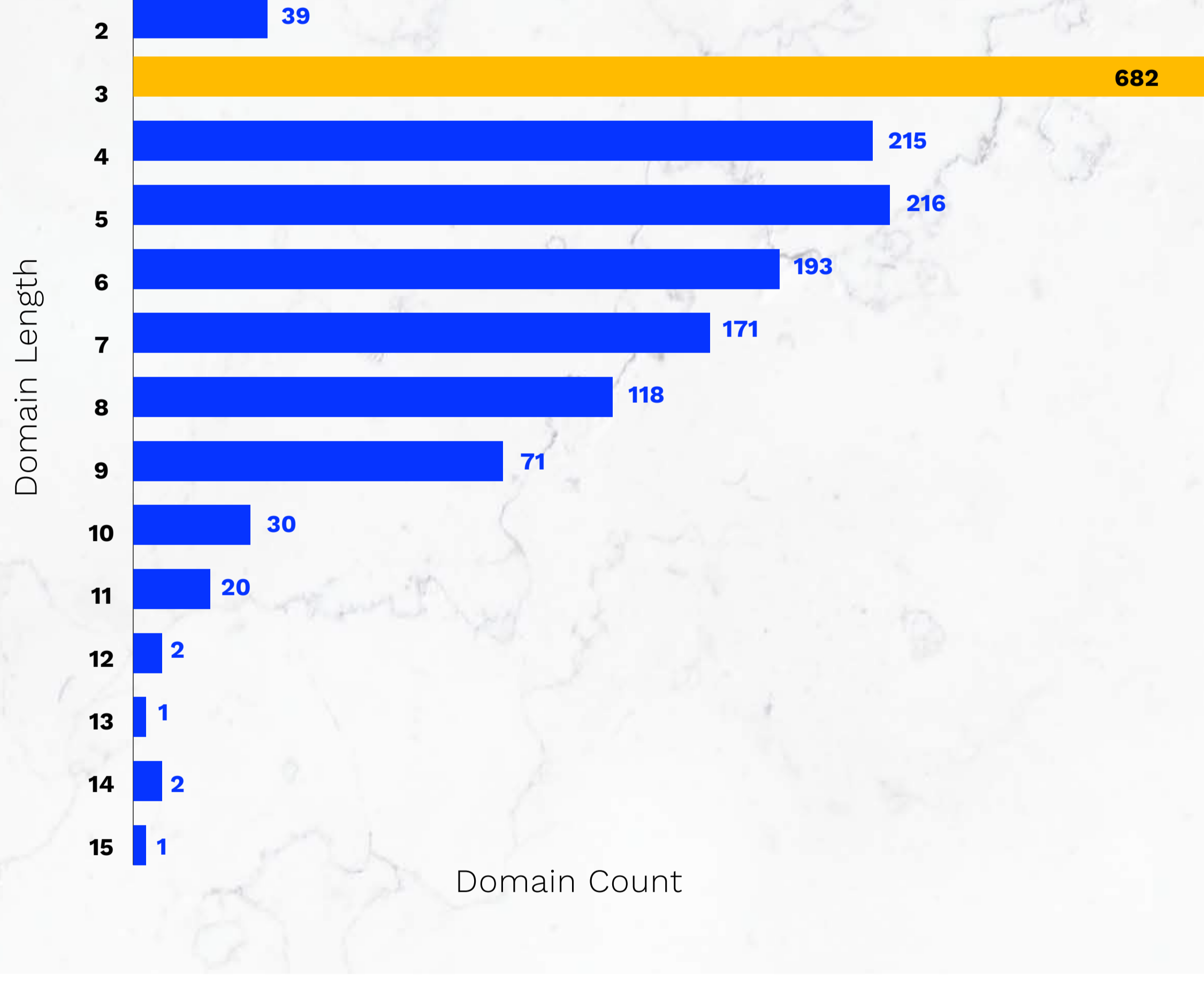
\$841	\$682	\$617	\$593	\$536
.Uno	.Tech	.Host	.Online	.Store
\$536	\$526	\$477	\$284	\$274
.Fun	.Site	.Space	.Press	.Website

\$558

Avg. Retail Price of First Year Registration

Radix premiums sold via EPP renew at the same price as the first year registration fee; some registrars offer a promotion on the first year registration fee.

Length of Premium Domains Registered



Premium Retail Renewal Revenue

\$643,825	\$542,425	\$520,325	\$300,885	\$192,075
.Tech	.Online	.Store	.Space	.Site
\$179,400	\$72,150	\$55,575	\$32,825	\$1,300
.Fun	.Website	.Host	.Press	.Uno

Renewal Rates

68%

First Renewal

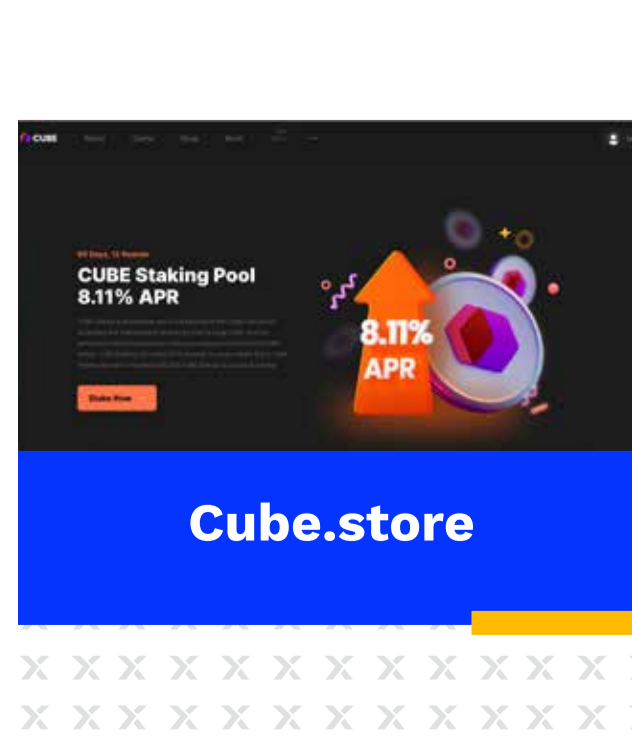
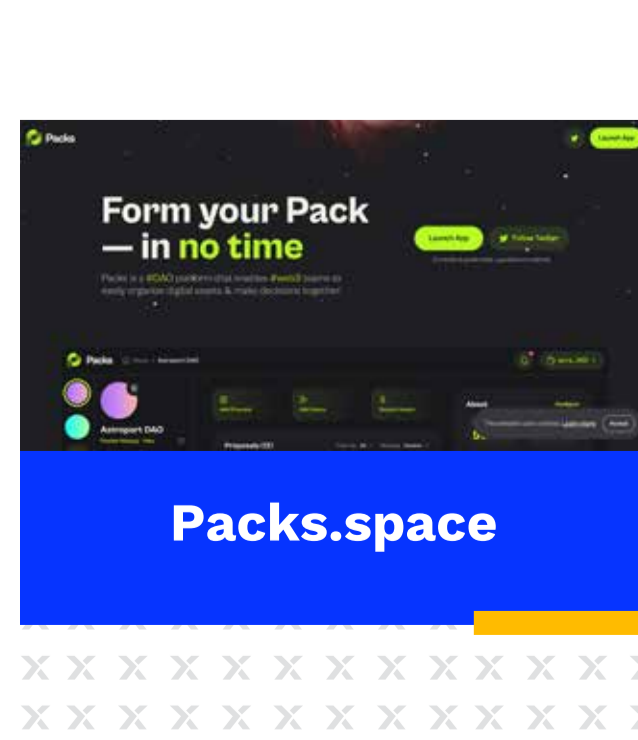
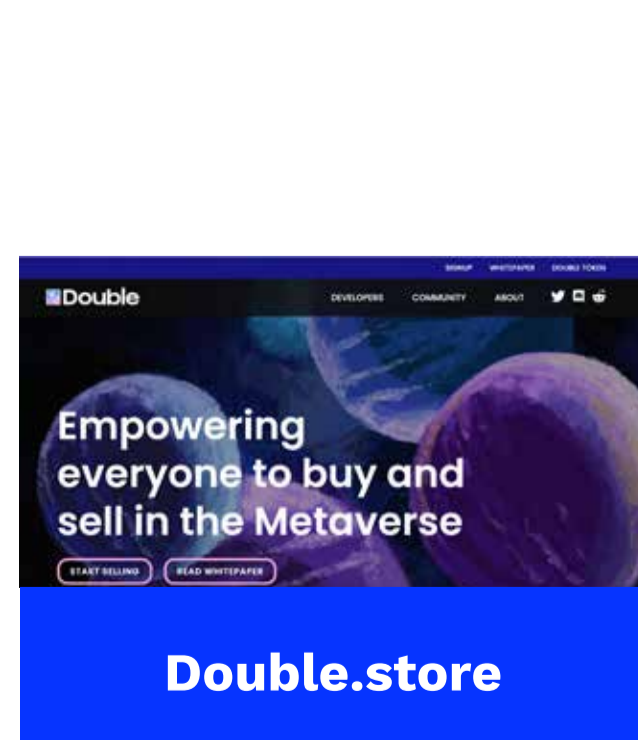
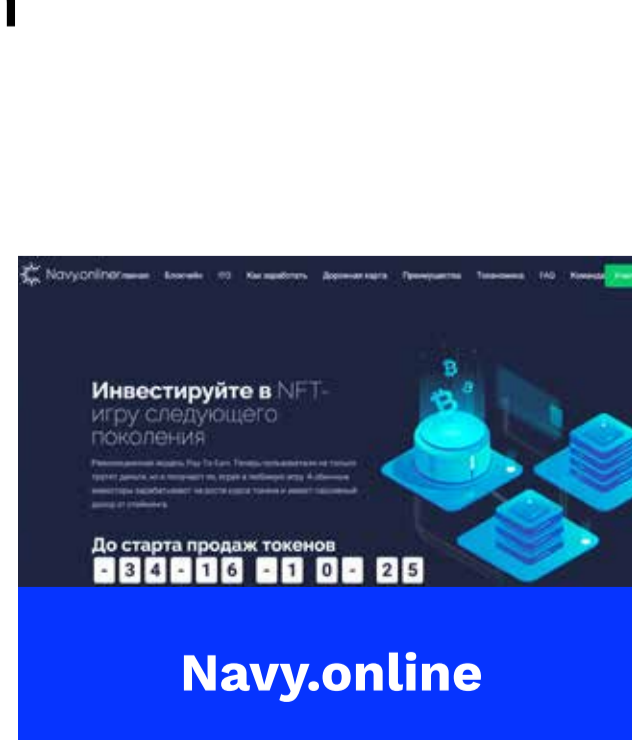
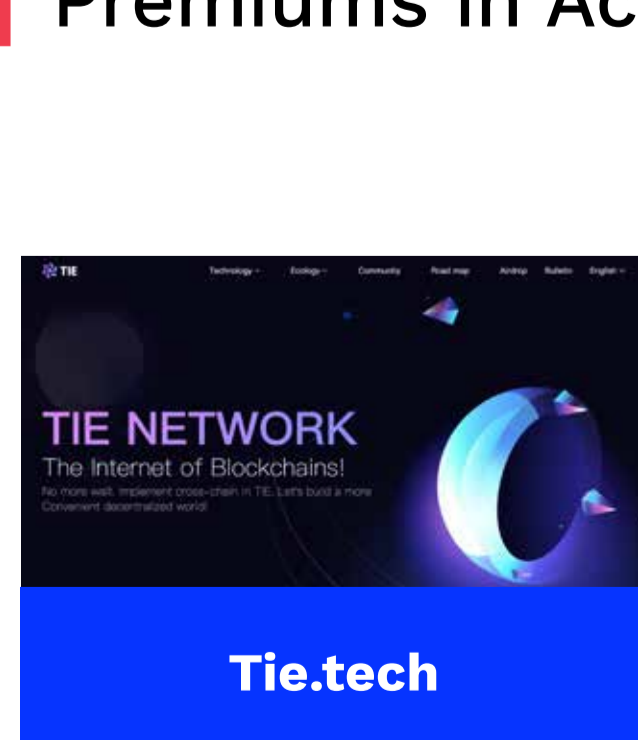
75%

Second Renewal

87%

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