

RADIX

H1 2021 Premium Domains Report

January 1st - June 30th, 2021

Highlights

- ✓ **\$2.91M** in total retail premium revenue
- ✓ **\$1.67M** in retail premium renewal revenue
- ✓ **\$362K** in retail annuity premium sales for .Tech, highest grossing TLD with a **33%** growth over **H2 2020**
- ✓ **43%** growth in premium new registration revenue from **H2 2020**
- ✓ **45%** growth in premium renewal revenue from **H2 2020**

Total Premium Retail Revenue

\$2,906,065

New Registration Revenue

1,436

New Registrations

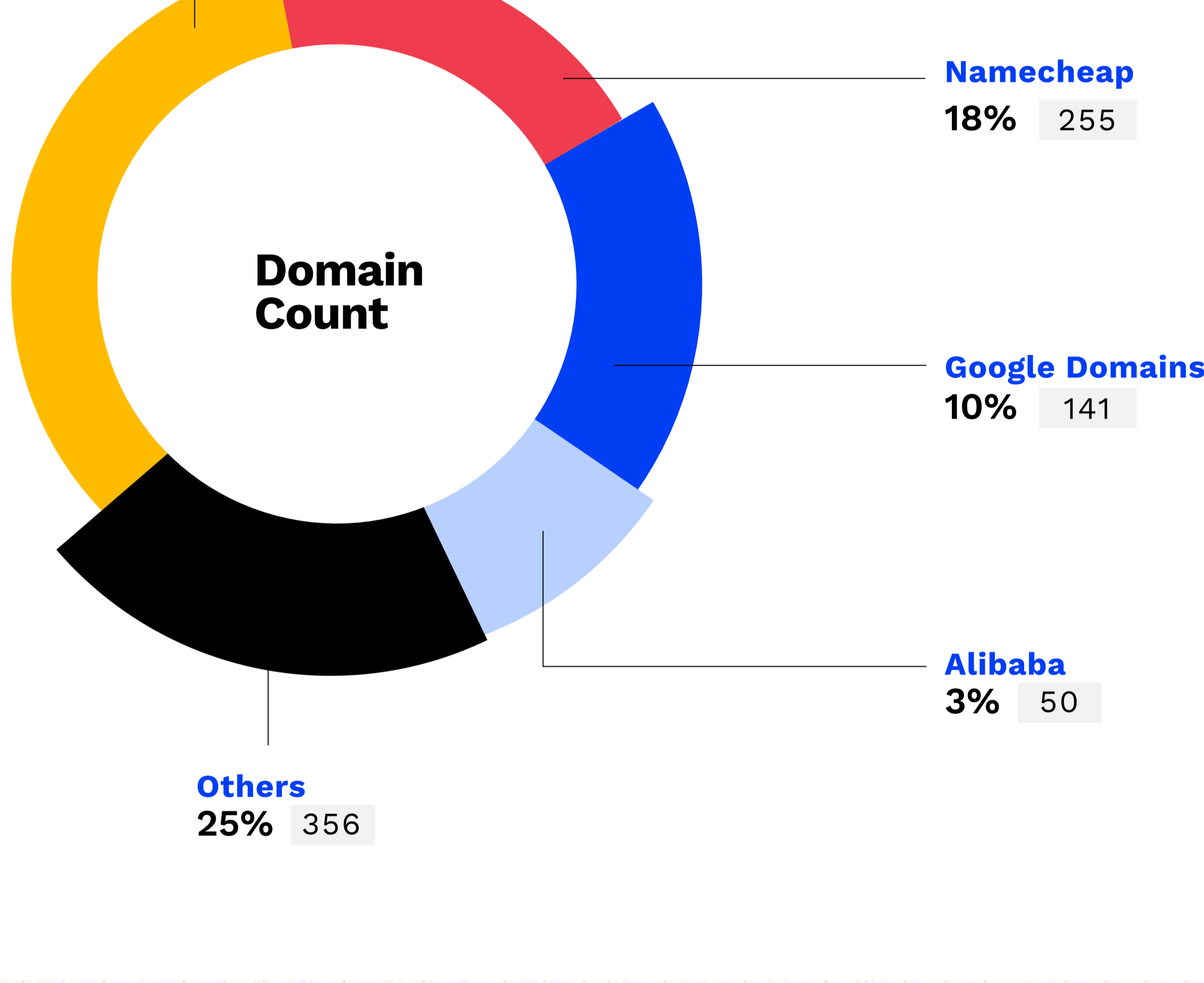
\$1,237,346

Retail Revenue

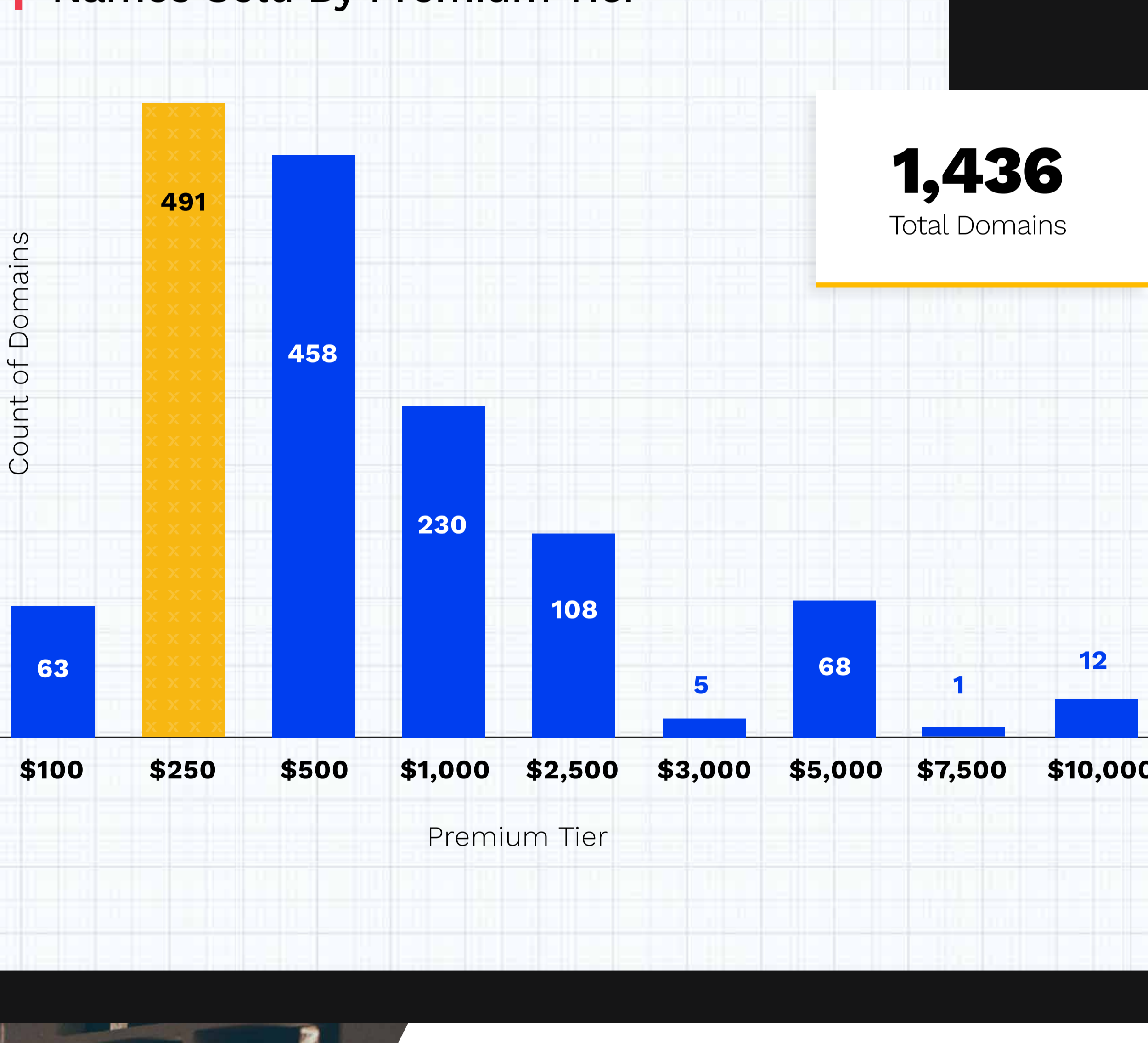
New Premium Registrations

TLD	Retail Premium Registration Revenue	Premiums Registered
.Tech	\$362,403	314
.Store	\$282,905	316
.Online	\$179,166	216
.Space	\$159,470	182
.Fun	\$84,375	109
.Site	\$81,705	128
.Host	\$33,138	36
.Website	\$31,760	94
.Press	\$21,125	37
.Uno	\$1,300	4
Grand Total	\$1,237,346	1,436

Registrar Market Share for New Premium Registrations



Names Sold By Premium Tier



Average Retail First Year Premium Fee

\$1,154	\$920	\$895	\$876
.tech	.host	.store	.space
\$829	\$774	\$638	\$571
.online	.fun	.site	.press
\$338	\$325		
.website	.uno		

\$862

Average Retail Revenue Per Domain

Premium Renewals Revenue

TLD	Retail Renewed Revenue	Count of Domains
.Online	\$425,586	326
.Store	\$354,247	200
.Tech	\$347,812	356
.Space	\$200,856	275
.Fun	\$135,457	70
.Site	\$125,804	112
.Website	\$41,634	81
.Host	\$18,662	20
.Press	\$18,340	27
.Uno	\$322	1
Total	\$1,668,719	1,468

Renewal Rates

63.5%

First Renewal

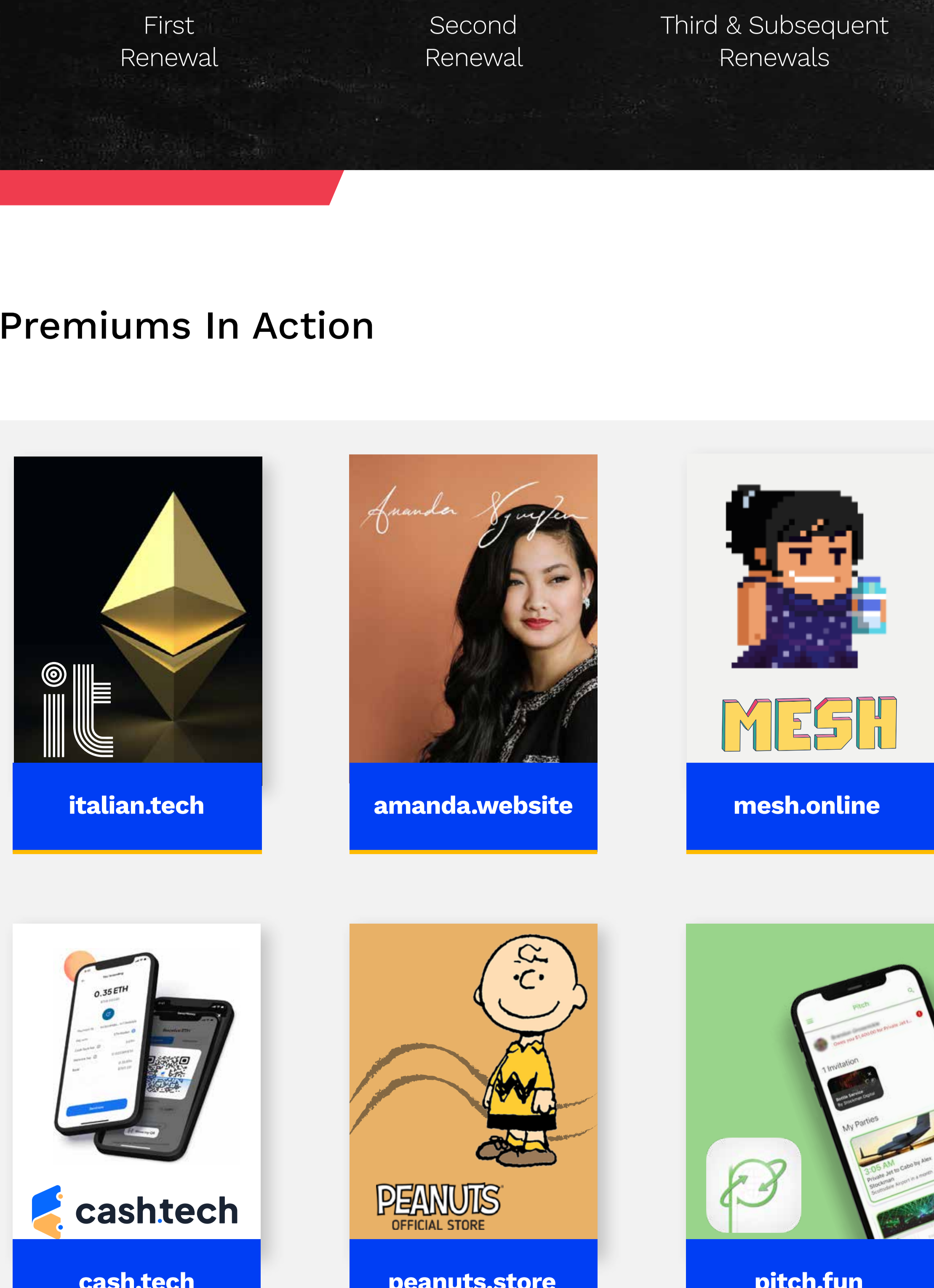
81.5%

Second Renewal

83.9%

Third & Subsequent Renewals

Premiums In Action



Footnotes:

- Premium names sold through registrars via EPP have an annual recurring premium fee
- Premium Retail revenue: Registrar markup, where unknown, is assumed at 30% to arrive at Premium Retail Revenue
- Renewal rates are calculated based on domain count

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