



GLOBAL DOMAIN REPORT

THE STATUS QUO OF
THE DOMAIN INDUSTRY

InterNetX

sedo.com
Buy. Park. Sell. Domains



GLOBAL DOMAIN REPORT

TABLE OF CONTENTS

FIGURES, FACTS AND FUTURE TRENDS	4
TOP-LEVEL DOMAINS	5
ccTLDs	8
gTLDs	12
new gTLDs	14
DOMAIN REGISTRARS	16
THE INTERNETX PERSPECTIVE	18
GLOBAL DOMAIN AFTERMARKET	24
THE SEDO PERSPECTIVE	25
OUTLOOK: HEALTHY GROWTH	36
BIBLIOGRAPHY	36

FIGURES, FACTS AND FUTURE TRENDS

The Global Domain Report is the result of a cooperation between two big players in the domain industry: InterNetX, one of the largest B2B domain registrars, and Sedo, the world's largest domain aftermarket, have jointly collected and analyzed over 130 million data sets. The results provide insight into the status quo of the domain industry, show latest developments, tendencies and trends of the global domain market and offer a view on potential market and business opportunities.

The report is based on internal data analyses by InterNetX and Sedo and has been enriched with verified data sources from third parties. In addition, publications of Verisign, The Council of European Top-Level Domain Registries, EURid, IANA and nTLDstats.com have been evaluated and incorporated into this report.

Even after more than 22 years in the domain industry, the credo for a successful online business remains the same: everything starts with the right domain. Domains open the space to the diversity users expect on the net. Every single registered domain offers something else: a blog, an e-commerce shop, a corporate website or a marketplace domain up for sale.

The domain market itself is constantly changing: In the existence of the publicly accessible Internet uncountable domains under more than 1,000 TLDs have been released for registration and up to now over 369 million domains have been registered.



THE REPORT IS DIVIDED INTO THREE MAIN PARTS

First you get a global view of the domain market, ranging from registry to end user, followed by insights from a registrar's point of view and finalized with interesting perspectives from a leading aftermarket operator.



The first part provides various tables, data and ratio analyses: growth rates, market shares and registration developments of ccTLDs, gTLDs and new gTLDs. The collected data deal with all TLDs currently available for registration and global registration figures.

The second part reveals domain registration trends resulting from the evaluation of requests that frequently reach registrars.

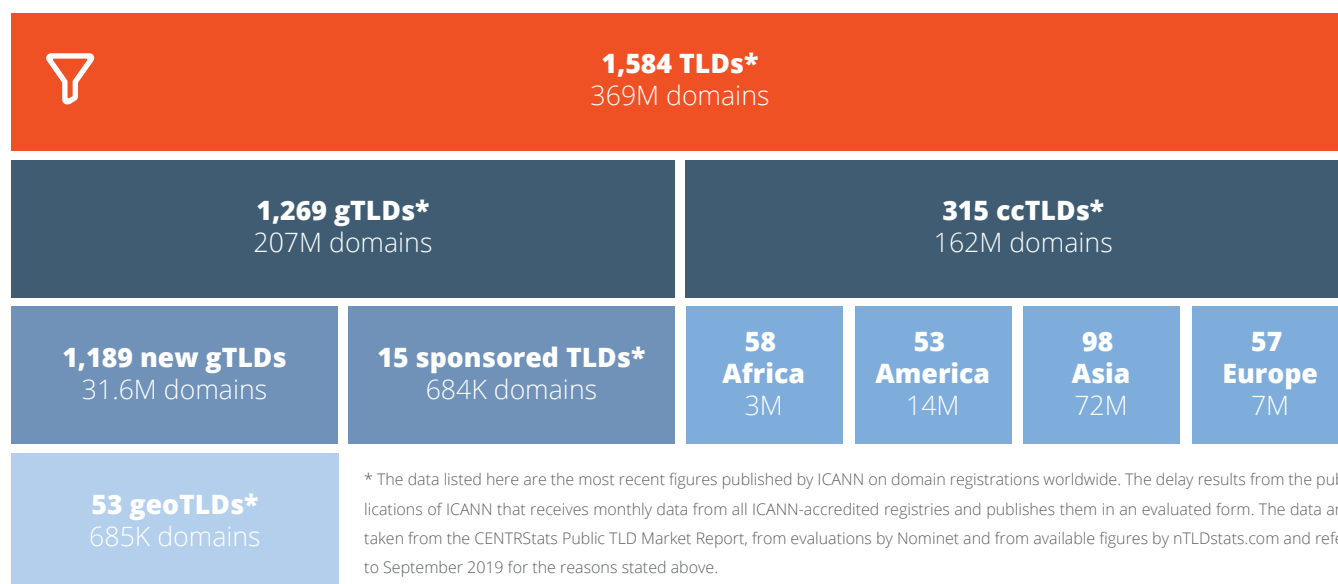


The third part focuses on developments in the secondary domain market. The domain aftermarket is becoming increasingly important. Even if a domain is registered, it remains part of the market offer – a valuable asset that keeps many business opportunities open.

TOP-LEVEL DOMAINS

The term “top-level domain” (in short: TLD) indicates the right part of an Internet address, just after the dot. It is the domain extension of a domain such as .com in example.com.

There is a total of 1,584 different TLDs¹. They include ccTLDs (country code top-level domains), gTLDs (generic top-level domains), new gTLDs (new generic top-level domains) and geoTLDs (geographical top-level domains).



1,584 TLDs

Top-level domains form the highest level in the hierarchical Domain Name System (DNS) of the Internet.

› **51 TLDs are not assigned, 6 retired and 11 are in the test phase.**

315 ccTLDs (official IANA subcategory)

A country code top-level domain always consists of two letters and is used or reserved for a country (e.g. .de for Germany), a sovereign state or a dependent territory (e.g. .ky for Cayman Islands) identified through a unique ISO country code. There also exist 60 non-Latin character TLDs in individual language versions called IDN ccTLDs.

› **7 ccTLDs are not assigned and 2 are retired.**

1,269 gTLD (official IANA subcategory)

A generic top-level domain can consist of three or more characters.

legacy TLDs (unofficial subcategory)

This category usually includes all gTLDs that were introduced before 2010 such as .com, .net, .org, .biz etc.

15 sTLDs (official IANA subcategory)

A sponsored top-level domain can only be used by entities engaged within the specific industry such as .coop, .gov, .travel.

3 grTLDs (official IANA subcategory)

Restricted generic top-level domains can only be used for their specified purposes such as .biz, .name, .pro.

1 infrastructure TLD (official IANA subcategory)

.arpa is the only infrastructure TLD used by the Internet Architecture Board for infrastructure purposes.

1,189 new gTLDs (unofficial subcategory)

In 2013, new gTLDs started to enter the Internet. Since then, they have shaped the domain market significantly such as online, .shop, .berlin.

› **There are 53 geographical top-level domains among the new gTLDs in use.**

¹ Source: IANA (01/08/2020)

TOP 15 TLDs²

TLD	NUMBER IN MILLIONS OCTOBER 2019	GROWTH YOY IN %	CISCO RANK** FILTERED BY TLDs
.COM	147.2	4.9	1
.TK*	25.8	N/A	100
.CN*	23.0 ³	N/A	9
.DE	16.3	0.3	16
.NET	13.8	-4.5	2
.UK	13.3	11.4	12
.ORG	10.5	-2.8	3
.TW	6.8 ⁴	41.6	78
.ICU*	5.1	1,175	189
.NL	5.9	1.2	37
.INFO	5.0	-13.5	20
.RU	5.0	-1.9	11
.BR	4.1	2.6	72
.TOP	3.7	-0.4	95
.EU	3.6	-3.6	19

* TLDs latest official numbers / YoY not available

** As of January 2020

Seven of the world's top 13 TLDs (without .cn and .tk due to missing data) have shown growth in 2019. A quite striking performance comes from the constant "front-runner" .com. With over 6 million registrations in 2019, the gTLD has produced a significant growth rate of 4.9 %. There is an ongoing popularity of .com but .tk, .nl and .de keep on growing as well.



EXCITING FACT

Seven top-level domains that rank among the top 13 are ccTLDs. This shows that country code extensions are still quite popular and can definitely keep up with the most frequently registered gTLD .com.

² Sources: CENTRstats (gTLDs), Nominet (ccTLDs), nTLD stats, Cisco Umbrella Cisco Rank (As at 01/20/20)

^{3,4} Source: Verisign Domain Name Industry Brief Volume 16, Issue 4

TLD POPULARITY IN VIEW OF THE RELATIVE INTERNET ACTIVITY⁵

The Cisco Rank is based on an algorithm developed by Cisco Umbrella that reflects the popularity of TLDs based on the relative Internet activity. The calculation is based on the number of unique client IPs visiting the respective domains and is regarded in relation to the sum of all requests to domains.

EXCITING FACT



The Cisco ranking has been developed in the course of a Hackathon project with more than 300 participants. It records the popularity via the respective Internet activity, independently from the call protocols. The data is based on a worldwide network of Umbrella with more than 100 billion requests per day, 65 million active users from 165 countries.

TLDs CISCO UMBRELLA POPULARITY LIST FILTERED BY TLDs

Rank	TLD
1	.COM
2	.NET
3	.ORG
4	.IO
5	.CO
6	.MS
7	.TV
8	.ME
9	.CN
10	.GOOG
11	.RU
12	.UK
13	.NEWS
14	.CO.UK
15	.US
16	.DE
17	.LY
18	.GOV
19	.EU
20	.INFO

⁵ Source: Cisco Umbrella "Free list of the top 1 million most popular domains" (As at 01/20/2020)

ccTLDs

315 ccTLDs worldwide help to preserve the diversity of nations on the Internet. Up to now, a total of 162 million ccTLD domains have been registered – 44.4 % of all registered domains.⁶

DIVERSITY THROUGH LOCALIZATION

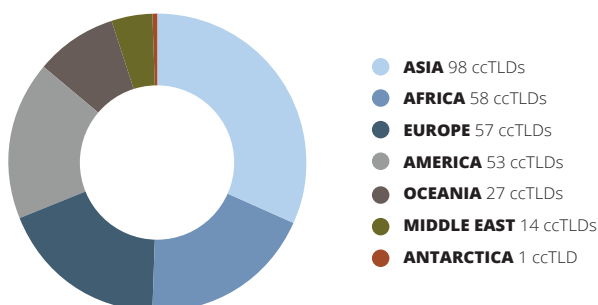
The latest study "Diversity through localization" by Oxford Information Labs shows that ccTLDs make a significant contribution to the linguistic diversity on the Internet. Although there are more than 60,000 different languages, English is the dominant language on the web, being used on 54 % of all websites. Between December 2018 and May 2019, online offers from 16.4 million domains under the domain extensions .cat (Catalonia), .ch (Switzerland), .dk (Denmark), .nl (Netherlands), .nu (Niue), .pt (Portugal), .ru (Russia), .se (Swe-

den) and .sk (Slovakia) have been evaluated. But only parts of the domains were under examination. As prerequisite, the examined domains needed to be linked to an active website, parking offers were ignored.⁷

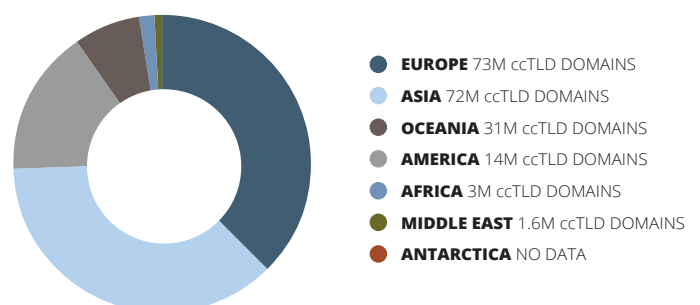
The result of the study: on average, 76 % of the websites under a ccTLD contain content in the respective national language. No ccTLD came below 64 %, the highest result for content in the local language showed .ru with 90 %.

ccTLDs WORLDWIDE⁸

ccTLD DISTRIBUTION



REGISTERED ccTLD DOMAINS



MOST POPULAR ccTLDs⁹

RANK	ccTLD	NUMBER OF REGISTRATIONS	CISCO RANK ¹⁰
1	.TK	25.8M	100
2	.CN	23.0M	9
3	.DE	16.3M	16
4	.UK	13.3M	12
5	.TW	6.8M	78

⁶ Source: CENTR, Nominet (2019/20)

⁷ Source: Oxford Information Labs, CENTR: Diversity through localization (2019)

^{8,9} Source: CENTRstats (As of October 2019)

¹⁰ Source: Cisco Umbrella "Free list of the top 1 million most popular domains" (As at 01/20/2019)

TOP 10 ccTLDs ON DIFFERENT CONTINENTS

EUROPE

TLD	COUNTRY	Registered Domains in M	Domains-inhabitants ratio
.DE	Germany	16.26	20.0 %
.UK	United Kingdom	13.27	19.8 %
.NL	Netherlands	5.89	34.2 %
.FR	France	3.42	5.1 %
.IT	Italy	3.22	5.3 %
.PL	Poland	2.55	6.6 %
.CH	Switzerland	2.24	26.1 %
.ES	Spain	1.91	4.1 %
.BE	Belgium	1.62	13.9 %
.SE	Sweden	1.51	14.6 %

SOUTH AMERICA

TLD	COUNTRY	Registered Domains in M	Domains-inhabitants ratio
.BR	Brazil	4.11	1.9 %
.CO	Colombia	2.37	4.7 %
.CL	Chile	0.59	3.1 %
.AR	Argentina	0.43	1.0 %
.PE	Peru	0.12	0.4 %
.VE	Venezuela	0.10	0.3 %
.UY	Uruguay	0.07	2.0 %
.EC	Ecuador	0.04	0.2 %
.PY	Paraguay	0.02	0.3 %
.SH	Saint Helena	0.01	247 %

NORTH & CENTRAL AMERICA

TLD	COUNTRY	Registered Domains in M	Domains-inhabitants ratio
.CA	Canada	2.83	7.5 %
.US	United States	1.86	0.6 %
.MX	Mexico	1.17	0.9 %
.AI	Anguilla	0.08	477.6 %
.BZ	Belize	0.03	7.3 %
.DO	Dominican Republic	0.03	0.3 %
.AG	Antigua & Barbuda	0.02	20.8 %
.GT	Guatemala	0.02	0.1 %
.CR	Costa Rica	0.02	0.4 %
.VC	Saint Vincent	0.02	18.3 %

AFRICA

TLD	COUNTRY	Registered Domains in M	Domains-inhabitants ratio
.GA	Gabon	2.97	140.2 %
.CF	Central African Republic	2.38	51.1 %
.GQ	Equatorial Guinea	2.15	175.9 %
.ML	Mali	1.28	6.7 %
.ZA	South Africa	1.24	2.1 %
.NG	Nigeria	0.10	0.1 %
.KE	Kenya	0.10	0.2 %
.MA	Morocco	0.08	0.2 %
.TN	Tunisia	0.04	0.3 %
.ZW	Zimbabwe	0.04	0.3 %

OCEANIA

TLD	COUNTRY	Registered Domains in M	Domains-inhabitants ratio
.TK	Tokelau	25.10	1,674,449.6 %
.AU	Australia	3.20	12.5 %
.NZ	New Zealand	0.71	14.1 %
.CC	Cocos (Keeling) Islands	0.67	124,535.3 %
.TV	Tuvalu	0.48	4,678.8 %
.NU	Niue	0.26	16,069.2 %
.WS	Samoa	0.16	81.5 %
.TO	Tonga	0.02	18.8 %
.AC	Ascension Island	0.02	2,481.4 %
.FM	Micronesia, Fed. Sts.	0.02	17.8 %

ASIA / MIDDLE EAST

TLD	COUNTRY	Registered Domains in M	Domains-inhabitants ratio
.CN	China	23	1.6 %
.RU	Russian Federation	5.7	3.9 %
.IN	India	2.10	0.2 %
.JP	Japan	1.58	1.3 %
.KR	Korea, Rep.	1.39	2.7 %
.IR	Iran, Islam Rep.	1.11	1.3 %
.VN	Vietnam	0.42	0.4 %
.PW	Palau	0.40	1,853.5 %
.MY	Malaysia	0.33	1 %
.ID	Indonesia	0.29	0.1 %

The tables show the top countries per continent as a ratio of ccTLD registrations to the population. This is an interesting comparison as it allows to draw conclusions about the popularity of a ccTLD on both the national and international market.

Among the global top ten, North and Central American countries manage to exceed single-digit numbers only thrice – the number of domain registrations under the respective ccTLDs

in relation to the number of inhabitants is therefore pretty low. Half of the ccTLDs among the top ten don't even reach a ratio of 1 %.

A proportionally strong ratio of registered domains to the number of inhabitants is demonstrated by .ca and .vc. In North and Central America, ccTLDs play a subordinate role compared to gTLDs such as .com and .net.



EXCITING FACT

Anguilla's domain extension .ai did not exactly start out as a ccTLD – it was a domain hack.

The situation is different in Europe. Six of the most frequently registered ccTLDs in the region reach a double-digit percentage regarding domain holders in relation to the number of inhabitants, no ccTLD lies below 4 %. Obviously, Europeans tend to prefer ccTLDs for their online presence, more than users on the American continent. Surprisingly, the ccTLD

of the relatively small country of the Netherlands .nl, made it to the top ten with 5.9 million domains. This results in a domains-inhabitants ratio of 34 %, one of the highest values in the world. The Netherlands are closely followed by Switzerland with a ratio of over 26 %. Germany and the United Kingdom are dead level with almost 20 %. This shows a clear preference: when choosing a domain, relevant target groups in Europe prefer a country code TLD.

ccTLD SPECIALTIES

The popularity of some ccTLDs does not always originate in the country they stand for. It rather comes from the possibility to associate other terms or abbreviations with the extension and to benefit from the marketing potential that comes with it.

.AC

Due to the particular interest of the academic community in Ascension Island's ccTLD, .ac has grown by 130 % in the last 12 months.

.AI

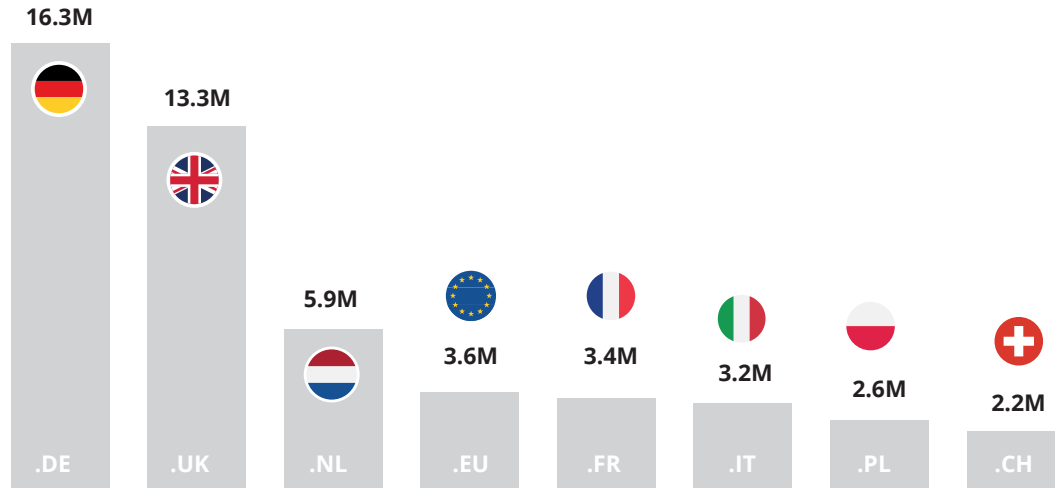
Another extension that showed rising registration numbers in 2019 is .ai. The official ccTLD of Anguilla corresponds to the abbreviation for artificial intelligence (AI). This exotic domain suffix is often used by individuals and companies engaged in the AI business. This trend is reflected in strong registration numbers and high purchase prices of .ai domains: e.g. analytics.ai has been sold for €50,000 in 2019.

.GG

One of the biggest newcomers in 2019 is Guernsey (.gg). The domain has grown by 107 % and has proven to be very popular with video game and eSports websites. The reason: "gg" is a common abbreviation for "good game".

EUROPEAN ccTLDs

A total of 63 % of all domains registered in Europe have been made under a ccTLD. Although only 57 of the 315 ccTLDs belong to European countries, more than 67.5 million domains have been registered under European ccTLDs in 2019.¹¹ In comparison: 53 ccTLDs are tied to the American continent but only 14.2 million domains are registered under ccTLDs.



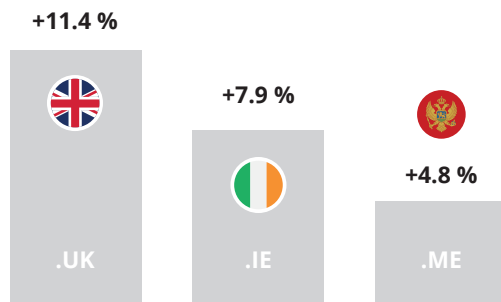
Cisco Umbrella "Free list of the top 1 million most popular domains" (As at 01/20/2020)¹²



EXCITING FACT

ccTLDs still occupy a strong position in Europe and serve as an alternative to .com. Our comparison shows that, especially in European countries, registrations under ccTLDs are significantly higher than those under .com or other gTLDs. The average renewal rate for ccTLDs is 85.2 %.¹³

TOP 3 GROWTH OF EUROPEAN ccTLDs¹⁴



^{11, 12, 13, 14} Source: CENTRstats (As of October 2019)



gTLDs

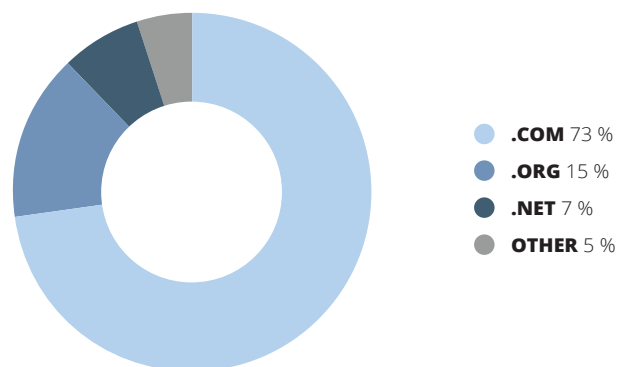
Over 207 million domains are registered under gTLDs.¹⁵ With 369 million domains their overall market share is 56.1 %.

In the early days of the Internet, the group of gTLDs was quite small: .com, .edu, .gov, .int, .mil, .net and .org were created in the 1980s. They were followed by the non-sponsored TLDs .biz, .info, .name and .pro and the sponsored TLDs .aero, .coop and .museum. In 2003 ICANN initiated a process to introduce six new sponsored TLDs (.asia, .cat, .jobs, .mobi, .tel and .travel).

In 2013 then, ICANN started with the introduction of new gTLDs. Up to now, 1,189 different new gTLDs form the bulk of gTLDs and as such are treated as a separate group of TLDs.

There are three gTLDs that dominate the market: .com, .net, .org. Together they account for 83 % of registrations in the overall gTLD market. 147.2 million of all 207 million registered domains under gTLDs are .com domains (as of October 2019).

PERCENTAGE OF gTLD MARKET SHARES



¹⁵ Source: CENTRstats (As of October 2019)



gTLD DOMAIN NAME REGISTRATIONS .COM, .NET, .ORG BY COUNTRY¹⁶

	COUNTRY	.COM	.NET	.ORG
1	UNITED STATES	91,410,334	7,949,444	6,976,654
2	CHINA	15,652,294	1,192,497	197,997
3	GERMANY	7,824,443	1,161,895	882,493
4	CANADA	8,453,563	837,732	659,505
5	INDIA	3,758,780	322,250	307,682
6	JAPAN	2,668,081	529,317	135,442
7	FRANCE	2,567,477	361,950	294,381
8	UNITED KINGDOM	2,069,070	239,821	196,466
9	SPAIN	1,170,053	136,985	99,399
10	DENMARK	909,887	107,120	79,909

gTLD Source: hosterstats.com (As of July 2019)

.com, the most frequently registered TLD worldwide, continues to dominate the market. So far, there is no indication that the boom of the most popular domain extension will come to an end anytime soon. Things look a bit different for .org and

.net. These gTLDs had to face declining numbers once again in 2019. But together with .com they still form the top three gTLDs with the most domain registrations.



EXCITING FACT

In the USA .com domain registrations are disproportionately high. The gTLD has been online long before the country's official ccTLD .us entered the market. Obviously, .com has become the "unofficial" ccTLD of the USA.

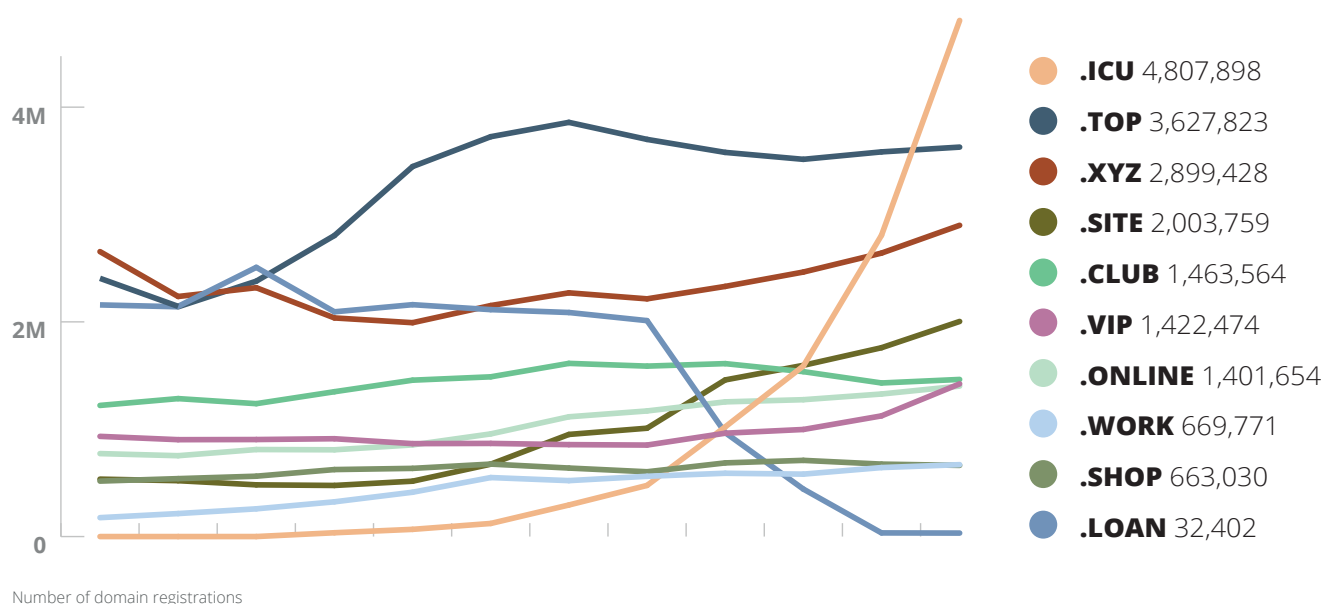
¹⁶ gTLD Source: hosterstats.com (As of July 2019)

New gTLDs

Up to now, 1,189 new gTLDs have been assigned, 31.6 million domains have been registered under a new gTLD.¹⁷ Even though the new domain extensions make up only a small proportion of the registered gTLDs so far, the number of

registrations is constantly growing and so are the opportunities: In 2019 alone, nine new domain extensions have been launched. The following diagram shows the growth of new gTLDs, especially in the fourth quarter of 2019.

TOP 10 new gTLDs (2018 - 2020)¹⁸



EXCITING FACT

Almost 50 % of the registered domains are in use and have not been parked.

^{17, 18} Source: nTLDstats.com (As at 01/15/2020)

IDN DOMAINS

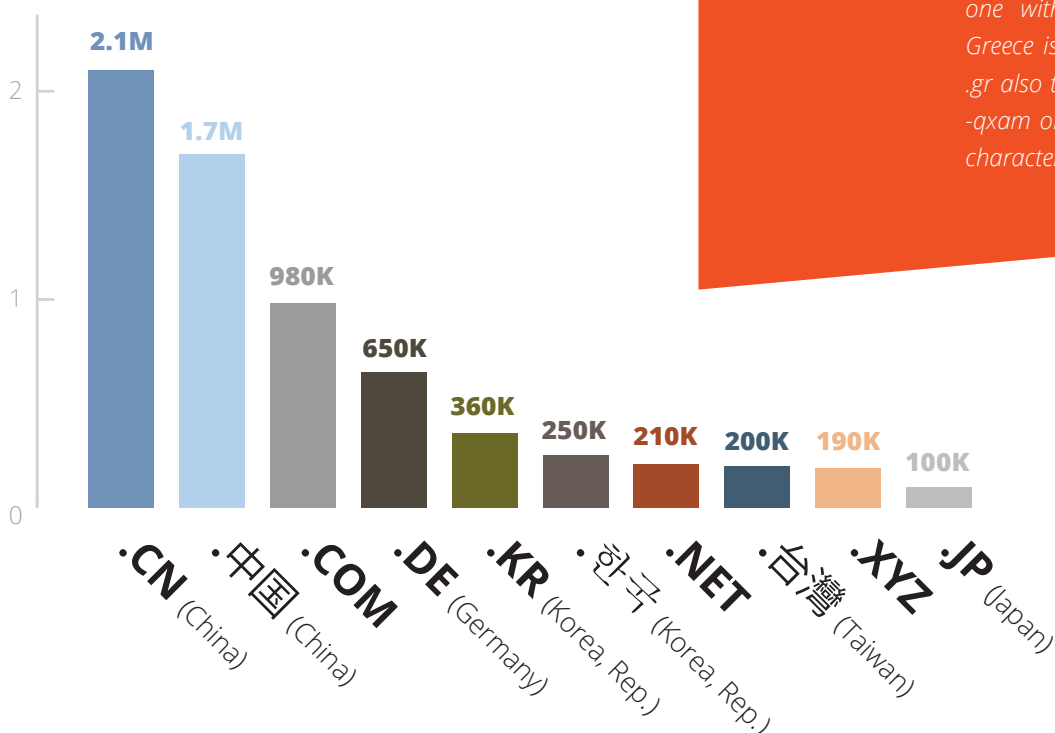
Domains can contain letters of the Latin alphabet as well as special characters and umlauts. Domains with characters that are not part of the standard ASCII (American Standard Code for Information Interchange) character set are known as Internationalized Domain Names (IDNs).

Approximately 9 million IDNs have been registered so far (as of December 2018). They make 2.5 % of all registered domains worldwide. With 3.9 million domains, China holds most of the IDNs.

Between December 2017 and 2018, IDNs showed a growth rate of 20 %. In comparison: between 2016 and 2017 the growth rate declined by 14 %, whereas between 2015 and 2016 IDN registrations managed to grow by 28 %.

A driving force for the increase of IDN registration numbers in 2018 has been the update in the registration figures for .中国 (the top-level IDN for China). Since 2017 it has been challenging to obtain updated figures for China's IDN registrations. In line with the industry practice in case of lacking registration numbers (e.g. Verisign's Domain Name Industry Brief), we have provided an estimate based on the latest reported figures.

TOP 10 IDN SPACES¹⁹



EXCITING FACT

Some countries have two ccTLDs, one with characters from the standard character set (ASCII) and the other one with special characters (IDN). Greece is one such example: Besides .gr also the respective IDN ccTLD .xn--qxam or .ελ, according to the Greek character set, is in the use.

¹⁹ Source: idnworldreport.eu

DOMAIN REGISTRARS

Domain registrars are responsible for the registration and administration of domain names on behalf of all websites around the world. As such, those companies play a pivotal role on the Internet. A domain registry manages one or more top-level domains. It is responsible for assigning domains

under the respective TLD through registrars. A registrar must be accredited with the registry in order to be able to offer and register domains under the respective gTLD. There are 838 different registries worldwide and 2,452 accredited ICANN registrars from 69 countries.

gTLD REGISTRATIONS MANAGED BY ICANN-ACCREDITED REGISTRARS

BY COUNTRY²⁰

	COUNTRY	REGISTRARS	GTDLs DOMAINS	gTLD-REGISTRAR RATIO
1	UNITED STATES	1,927	110,539,187	57.4K
2	CHINA	59	17,233,129	292.1K
3	GERMANY	20	10,727,354	536.4K
4	CANADA	19	10,212,851	537.5K
5	INDIA	58	4,532,355	78.1K
6	JAPAN	15	3,840,858	256.1K
7	FRANCE	16	3,432,862	214.6K
8	UNITED KINGDOM	20	2,667,302	133.4K
9	SPAIN	12	1,470,102	122.5K
10	DENMARK	3	1,169,316	389.8K
11	TURKEY	6	1,065,034	177.5K
12	NETHERLANDS	8	1,058,042	132.3K
13	CAYMAN ISLANDS	2	1,047,587	523.8K
14	KOREA, REP.	11	1,009,156	97.7K
15	HONG KONG	48	956,718	20K
16	AUSTRALIA	12	725,198	60.4K
17	SINGAPORE	4	682,853	170.7K
18	ITALY	7	655,765	93.7K
19	RUSSIAN FEDERATION	8	646,907	80.9K
20	VIETNAM	6	397,594	66.3K

Source: hosterstats.com (July 2019)



EXCITING FACT

The majority of registrars are based in the United States which correlates with the registration numbers of the gTLDs. The proximity to ICANN, the Internet Corporation for Assigned Names and Numbers, and the drop-catching business are likely to be the deciding factors for the disproportionate number of registrars in the US. Most drop-catchers are located in the USA and have a higher query volume due to several ICANN accreditations and therefore a higher probability to catch a gTLD domain when it is released for registration again.

China, India, Hong Kong and Germany have the highest number of registrars after the United States, which again correlates with registration numbers. Canada, Germany, Denmark, the Cayman Island and the Netherlands registered a proportionally large number of gTLD domains in relation to the number of registrars. While the US is undisputedly the country with the most gTLD registrations and at the same time also the one with the most registrars worldwide, the number of registered ccTLDs in the USA is comparatively small. Canada has the highest registrar domain rate in the top ten.

²⁰ Source: hosterstats.com (July 2019)



THE INTERNETX PERSPECTIVE

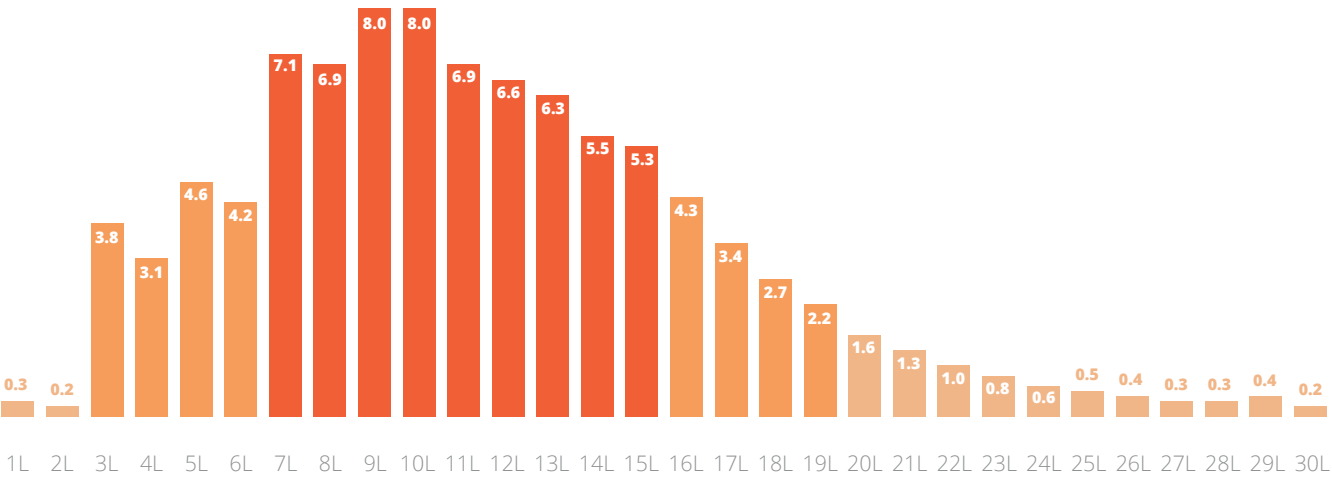
As a global domain registrar and Internet service provider, InterNetX manages over 3.8 million domains and offers one of the largest TLD portfolios on the market with more than 1,000 different domain extensions. Serving over 25,000 partners, InterNetX can constantly adapt the products offered to the current market requirements. In 2019, InterNetX launched the all-in-one platform solution for professional domain users: AutoDNS. The domain management platform offers an AI-based domain search including price checks in a single interface and APIs, so that customers can make domain registration and administration as effective

as possible. The connection of the world's largest domain aftermarket SedoMLS to AutoDNS offers users agile access and an overview of available TLDs. The integrated Domain Studio enables an intelligent search for TLDs, premium as well as aftermarket domains and price checks, and it also shows alternative suggestions.

Based on the data anonymously collected and analyzed internally by InterNetX, it is possible to take on the perspective of a domain registrar. This report is based on 63.5 million Whois queries, among other data points.

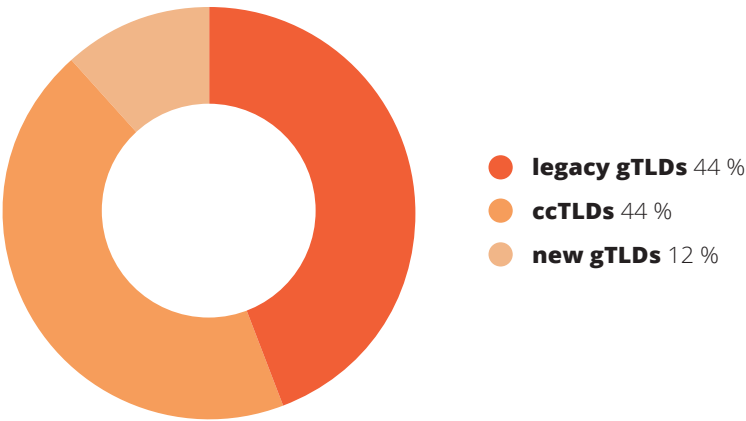


DOMAIN SEARCH OF ALL TLDs BY DOMAIN LENGTH (IN PERCENT)



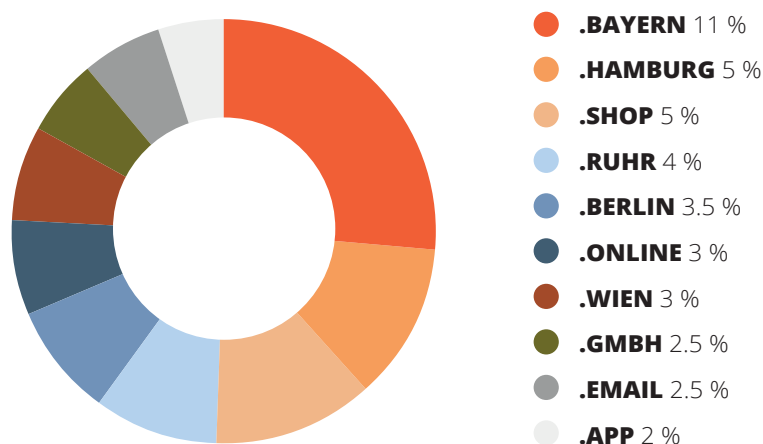
DISTRIBUTION OF WHOIS QUERIES (IN PERCENT)

This graphic includes all TLDs which have been queried more than 10,000 times. It is noticeable that gTLDs such as .com, .net and .org and ccTLDs are queried particularly often. As a registrar with customers around the world, the ratio of queries between gTLDs and ccTLDs is very balanced.



THE 10 MOST POPULAR TLDs AT INTERNETX

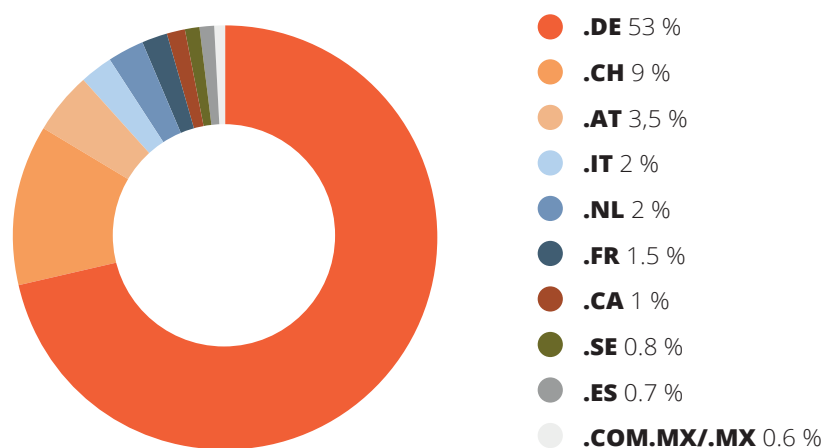
THE TEN MOST POPULAR NEW gTLDs AT INTERNETX 2019 ACCORDING TO REGISTRATION NUMBERS (IN PERCENT)



Note: The percentages here refer exclusively to new gTLDs in the portfolio of domains administered by InterNetX

InterNetX is leading the number of registrations of geoTLDs, especially in the DACH region. It is noteworthy that geoTLDs are being registered with InterNetX in particularly high numbers.

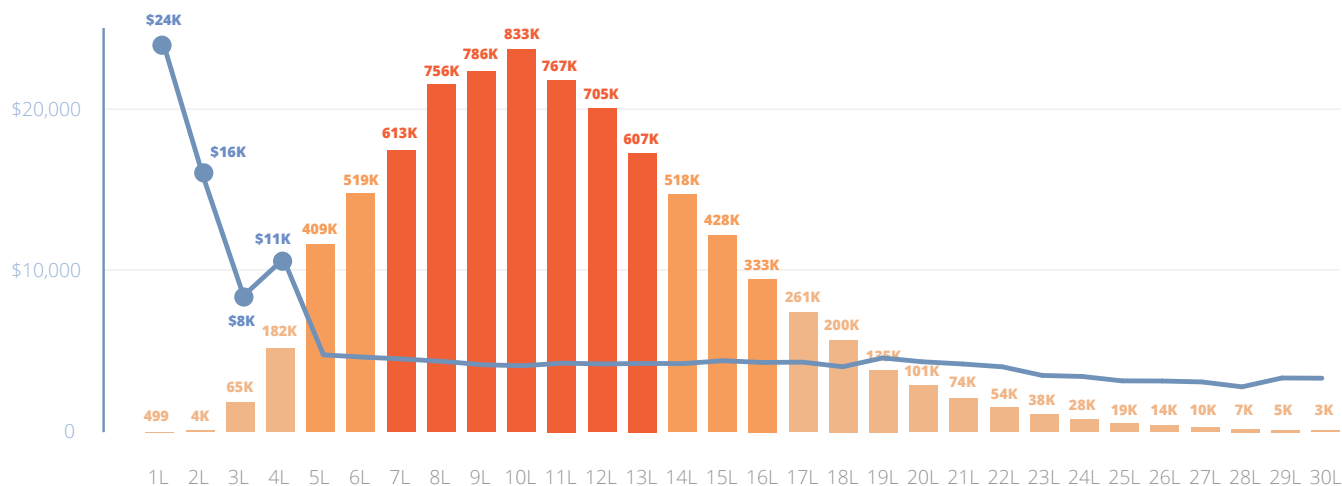
THE TEN MOST POPULAR ccTLDs AT INTERNETX 2019 BY REGISTRATION NUMBERS (IN PERCENT)



Note: The percentages here refer exclusively to ccTLDs in the portfolio of domains administered by InterNetX

NUMBER OF DOMAINS ON THE SedoMLS MARKETPLACE IN AUTODNS

Shown here are the available SedoMLS marketplace domains, sorted by the length of the second-level domain in combination with the average listed "Buy Now" prices.

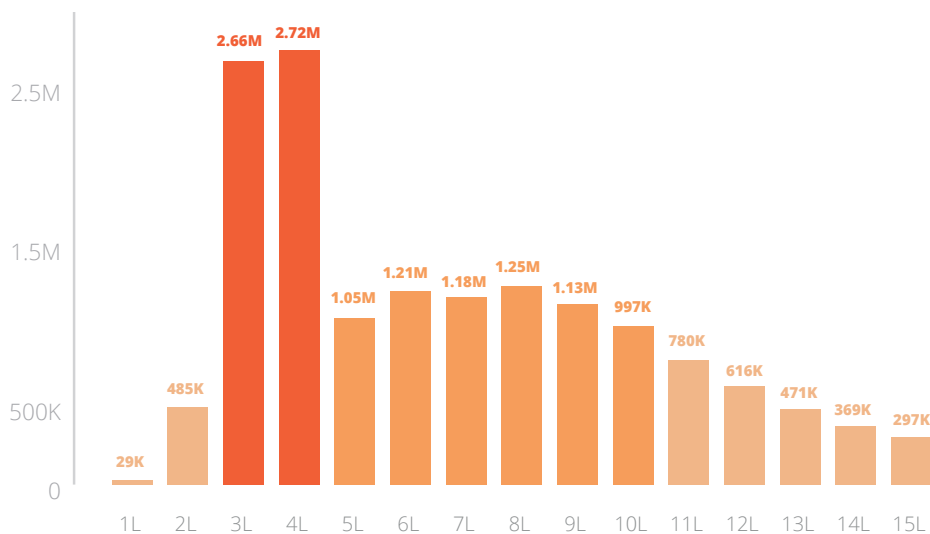


EXCITING FACT

The character length of the premium and Sedo marketplace domains available in AutoDNS is roughly equivalent to the character length for Whois queries and domain searches. Domains with a character length of 5 to 15 characters are particularly in demand. However, the difference in the number of premium domains available on the marketplace with three and four characters is striking. These are being queried but probably not registered in the expected frequency. The availability correlates with the above-average prices for the character length.

AVAILABLE PREMIUM DOMAINS BY CHARACTER LENGTH

Shown here are the premium domains that can be purchased, sorted by the length of the second-level domain.



EXCITING FACT



It is striking that many premium domains with three and four characters are available on the market. The reason for this is that prices for premium domains are set by the registries and these are comparatively expensive. Additionally, there are only few premium domains with one or two characters, since not nearly as many combinations are possible here.

TOP KEYWORDS IN DOMAIN SEARCHES 2019

The following table shows a selection of top 5,000 keywords that have been queried the most in 2019.

2L	PC
3L	DEV, ART, SEO, UFO
4L	GAME, FONT, FOOD, YOGA, TAXI, BLOG
5L	HOTEL, MUSIC, SPORT, CRAFT
6L	LUXURY
7L	JEWELRY, BITCOIN
8L	CANNABIS, COACHING
9L	THERAPIST, INSURANCE
10L	PHOTOBOOTH, ONLINESHOP
11L	BLACKFRIDAY
12L	CYBERDEFENSE
13L	CLEANGREENCAR

INTERNETX BACKGROUND FACTS



63,500,000

WHOIS QUERIES

by 25,000 InterNetX
customers in AutoDNS



1,000+

TLDS

in the InterNetX portfolio.
All TLDs listed in the report are
available for registration at InterNetX



12

REGISTRIES

changed their technical
providers in 2019



128,000

SUPPORT CASES

respectively tickets have been
attended to in 2019



1,854

PRICE CHANGES

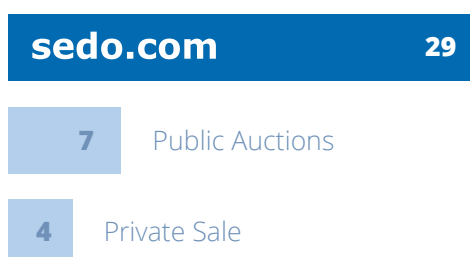
incl. updates for premium
domain lists etc. in 2019

GLOBAL DOMAIN AFTERMARKET

The secondary domain market generally helps users to buy and sell domain names that have already been registered at least once. This type of activity mainly takes place on domain marketplaces that provide a technical infrastructure and all services related to domain trading. On the one hand, this includes different selling options for the successful sale of a domain such as negotiation processes and auctions. On the other hand, additional related services such as domain monetization, pricing, appraisals and brokerage for domains that are not obviously for sale are also offered. Last but not least, a smooth and secure domain transfer process ensures that sellers receive the domain price in the form of an escrow service so that the domain can seamlessly become the property of the buyer.

With more than 19 million domains listed for sale and up to 3,000 domain transfers per month, Sedo is the world's biggest and most successful domain marketplace for the last 20 years.

MOST SUCCESSFUL DOMAIN SALES VENUES NUMBER OF SALES



TOP 10 HIGHEST DOMAIN SALES FOR 2019²¹

VOICE.COM	\$30,000,000
CALIFORNIA.COM	\$3,000,000
EKO.COM	\$1,500,000
TM.COM	\$1,250,000
RX.COM	\$1,000,000
NURSING.COM	\$950,000
OL.COM	\$900,000
LINKS.COM	\$798,000
MASTERMIND.COM	\$600,000
MEDIDATA.COM	\$600,000

²¹ Source: dnjournal.com

sedo.com
Buy. Park. Sell. Domains

SEDO STANDS OUT FROM THE CROWD

Looking at Sedo's performance as a successful domain marketplace among other sales venues, Sedo consistently stands out from the crowd and is the most successful venue.

In DNJournal's Top 100 list of highest reported sales in 2019, Sedo had 29 Sales. There are more than 40 different venues listed in the Top 100 Domains Sales. Based on such a large number of different venues, Sedo's 29 domain sales is an impressive number. This high level of performance within such a challenging arena was also achieved in 2018.

THE SEDO PERSPECTIVE

With the 10 most expensive, published domain sales, it is no surprise that the two-digit .com domain rx.com takes the pole position with a selling price of \$1M. Two- or three-digit .com domains have been an integral part of the top 10 lists for years. Nor is it surprising that the domains are short generic premium domains under the king of TLDs – .com. It is rare that domains containing made-up terms reach higher price tags, but remember dudu.com sold for \$1M in 2011, and as a result ended up among the most expensive domain sales.

As highlighted in this study, in 2019, an .org domain achieved sale greatness with a keyword describing an industry that consistently earns very high domain prices due to its high level of Internet affinity: casinos.org.

Let's take a look at the use of the .com domains: less than half are already in use. This suggests that the projects have not yet started, or that the buyers are domain investors who are hoping for a higher ROI/resale. One very noteworthy domain sale was links.com for \$798,000. Domain sales in this price range are usually brokered by Domain Brokers and have a long negotiation duration. Links.com, however, was a Buy Now domain purchase. The domain currently redirects to allmylinks.com. This purchase was a smart decision by the buyers to keep their domain as short as possible.

That is exactly what other successful companies have done previously, such as Facebook, who started with thefacebook.com and eventually ended up with fb.com.

TOP 10 OF SEDO GLOBAL PUBLIC DOMAIN SALES IN 2019

RX.COM	\$1,000,000
LINKS.COM	\$798,000
BETTINGODDS.COM	\$495,851
COOKING.COM	\$402,500
CASINOS.ORG	\$400,000
TAXES.COM	\$250,000
SEXE.COM	\$231,651
CRYSTALS.COM	\$188,000
GLANCE.COM	\$160,000
BUOY.COM	\$110,000



SEDO HIGHEST PUBLIC gTLD SALES 2019

.COM DOMAIN SALES

RX.COM	\$1,000,000
LINKS.COM	\$783,090
BETTINGODDS.COM	\$495,851
COOKING.COM	\$402,500
TAXES.COM	\$250,000
SEXE.COM	\$231,651
CRYSTALS.COM	\$188,000
GLANCE.COM	\$160,000
BUOY.COM	\$110,000
YOTTA.COM	\$100,000

.ORG DOMAIN SALES

CASINOS.ORG	\$400,000
DAWN.ORG	\$50,000
OFFICE.ORG	\$22,000
PC.ORG	\$20,500
CAN.ORG	\$20,000
BITNET.ORG	\$18,200
HISTORICA.ORG	\$16,724
IMPACTED.ORG	\$15,000
CATS.ORG	\$15,000
ELECTRONICS.ORG	\$14,468

.NET DOMAIN SALES

OGE.NET	\$62,000
HORSERACING.NET	\$60,000
SUDOKU.NET	\$53,047
TOMORROW.NET	\$48,216
MADRID.NET	\$38,273
SURPLUS.NET	\$15,000
FIABLE.NET	\$14,959
GOKU.NET	\$11,226
ATC.NET	\$11,013
ESPRESSO.NET	\$11,000

EXCITING FACT



The average price of a new gTLD domain is \$1,139. A look at the ten most expensive published new gTLD domain sales shows that the highest proportion consists of short English descriptive terms.

SEDO TOP 10 HIGHEST PUBLIC new gTLD DOMAIN SALES OF 2019

CLEAN.TECH	\$30,000
BUY.GAME	\$29,999
SMART.BIO	\$27,582
UI.DEV	\$25,000
T.WIN	\$22,500
GO.HOLDINGS	\$19,000
HUMAN.CAPITAL	\$15,500
PLOY.SHOP	\$13,641
4U.TUBE	\$12,000
LESS.APP	\$12,000

THE 5 MOST POPULAR DOMAIN EXTENSIONS AMONG THE new gTLDs AT SEDO

(BY NUMBER OF SALES 2019)



EXCITING FACT

.app was the most popular new gTLD on Sedo's marketplace in 2019. There are now over 1,000 new domain extensions that have been introduced since 2013. The registries and Sedo worked in cooperation in order to successfully introduce the new gTLDs to the market and create awareness in the public that several new extensions and therefore new domain options became available. This also boosted the trade on Sedo's marketplace. In total there were domain sales with 180 different domain extensions in this category.

SEDO HIGHEST PUBLIC ccTLD SALES 2019

.UK DOMAINS

ACCOUNTANCY.UK	\$5,520
BIG.UK	\$5,280
SETUP.UK	\$4,111
PAIN.UK	\$3,884
SIGNING.UK	\$3,674
HOSTELS.UK	\$3,495
GEM.UK	\$3,342
ASTONMARTIN.UK	\$3,218
WEBSERVER.UK	\$3,119
GLAMPING.UK	\$3,095

.NL DOMAINS

LOOTJES.NL	€29,500
SONNEN.NL	€10,000
PERFECTOS.NL	€10,000
HUISDIEREN.NL	€8,913
MAYA.NL	€6,750
DECLAREREN.NL	€6,000
FARMY.NL	€6,000
DEVISE.NL	€4,900
STRAUSS.NL	€4,859
LWR.NL	€3,734

.FR DOMAINS

APPISCREEN.FR	€27,300
LUMINAIRES.FR	€10,000
WEEK-END.FR	€10,000
FAMILLE.FR	€10,000
QMT.FR	€10,000
VIKINGCRUISES.FR	€8,000
MOTSCROISES.FR	€7,500
ACQUISITIONS.FR	€6,000
YAOURT.FR	€5,190
FUZE.FR	€5,000

.CO.UK DOMAINS

TIDE.CO.UK	\$43.369
HAMPTON.CO.UK	\$33.080
WHATEVER.CO.UK	\$20.053
GENIUS.CO.UK	\$12.908
FUCK.CO.UK	\$12.296
NEWSHUB.CO.UK	\$11.051
PSYCHIC.CO.UK	\$9.975
LAKESIDE.CO.UK	\$8.925
FONDEX.CO.UK	\$7.000
STORED.CO.UK	\$6.562

SEDO HIGHEST PUBLIC ccTLD SALES OF 2019

21.DE	\$89,282
SEEREISEN.DE	\$67,241
IA.DE	\$61,705
MANUKA.DE	\$50,342
ANALYTICS.AI	\$50,000
TIDE.CO.UK	\$43,369
MOBILITY.DE	\$39,533
RED.TV	\$38,595
ITJOBS.KR	\$37,500

.CO DOMAINS

ODDS.CO	\$30,586
CATS.CO	\$26,500
SCALABLE.CO	\$25,000
KAMA.CO	\$22,214
PORN.CO	\$22,212
MEDS.CO	\$20,620
GOODS.CO	\$20,000
BUCK.CO	\$19,888
ECOMMERCE.CO	\$16,869
AERA.CO	\$16,000

.CH DOMAINS

GUTSCHEINCODE.CH	€10,000
ALPS.CH	€9,700
MANN.CH	€8,400
FITNESSCLUB.CH	€8,000
MAKEUP.CH	€7,500
LYST.CH	€5,500
BEWERTUNG.CH	€5,000
COUGAR.CH	€4,888
MYCOMMERCE.CH	€4,500
KLARSTEIN.CH	€4,500

.DE DOMAINS

21.DE	€79,730
SEEREISEN.DE	€59,500
IA.DE	€55,000
MANUKA.DE	€45,000
MOBILITY.DE	€35,000
PLAY.DE	€30,000
GOLFTV.DE	€30,000
WE.DE	€30,000
NUTZTIERHALTUNG.DE	€22,000

.ES DOMAINS

LUZ.ES	€19,000
ACTUALIDAD.ES	€10,000
TRAVELINSURANCE.ES	€8,115
PRÉSTAMOS.ES	€7,700
RECOMMERCE.ES	€7,259
ROWINGBLAZERS.ES	€6,500
POSTERSTORE.ES	€6,283
SPORTSBET.ES	€5,000
SOLTEROS.ES	€5,000
FILEBOX.ES	€3,989

.IO DOMAINS

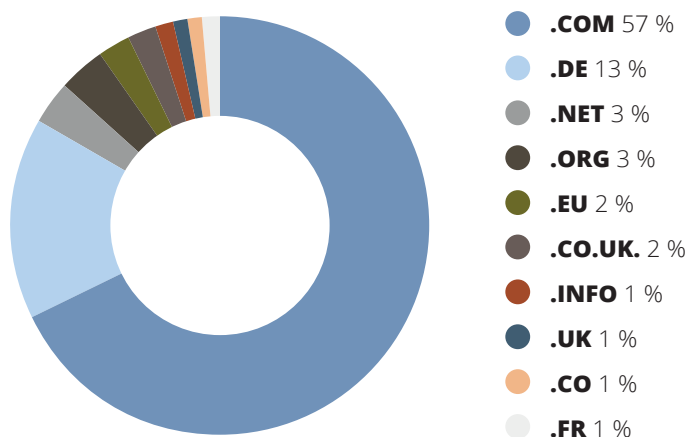
HOME.IO	\$25,000
STUDIO.IO	\$20,000
CHARGE.IO	\$14,804
RAPID.IO	\$8,000
VOUCH.IO	\$6,500
TRANSLATOR.IO	\$6,000
LEGIT.IO	\$5,000
POLAR.IO	\$4,800
JUPITER.IO	\$4,688
XOLO.IO	\$4,330

.EU DOMAINS

HERO.EU	\$32,515
GAMERS.EU	\$12,461
NXO.EU	\$9,750
PIGGY.EU	\$9,640
KELTY.EU	\$9,000
NVK.EU	\$7,040
BELLEVUE.EU	\$6,816
SKAPA.EU	\$6,240
FORWARD.EU	\$5,538
MEDTERRA.EU	\$5,425

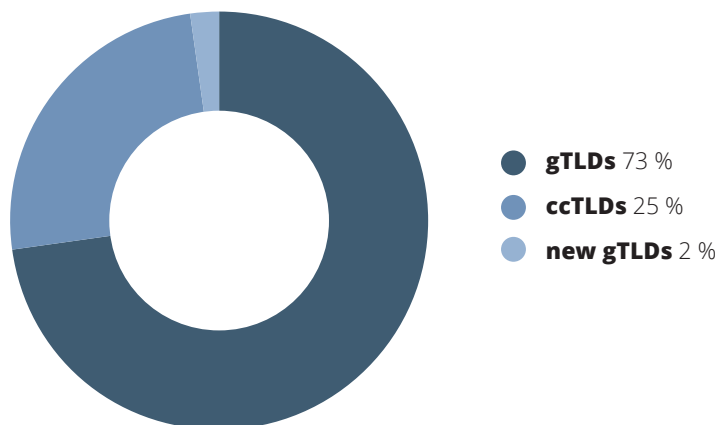
SALES

TOP 10 BEST SELLING TLDs



TLD SALES PER CATEGORY

More than half of all domains sold over Sedo are so called legacy TLDs such as .com, .net, .org etc. The rate of ccTLD makes up over a third of all sales.



3 LETTER DOMAIN PRICES (LETTERS AND DIGITS)

In 2019, there was still a high demand for short letter domains, an ongoing trend that has its roots in Chinese domain investors preferring those domains. Especially those short domains under .com were a very popular investment opportunity for buyers from China.

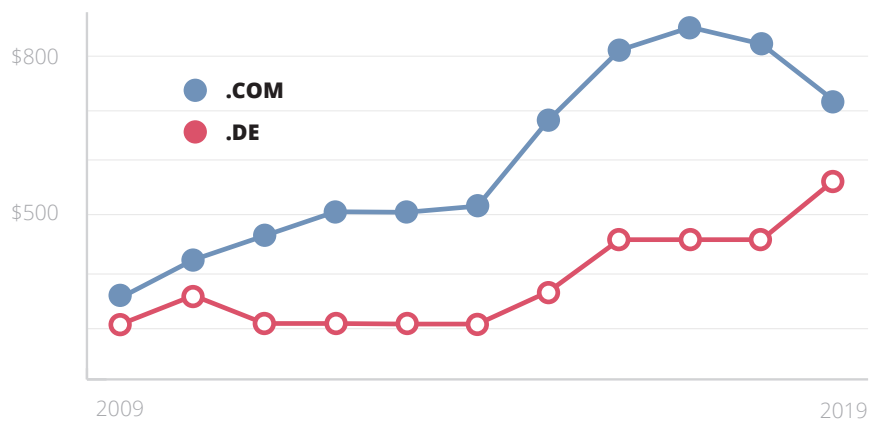
3L DOMAINS	AVERAGE PRICE	MEDIAN
.COM	\$19,590	\$5,000
ALL TLDS	\$4,023	\$617





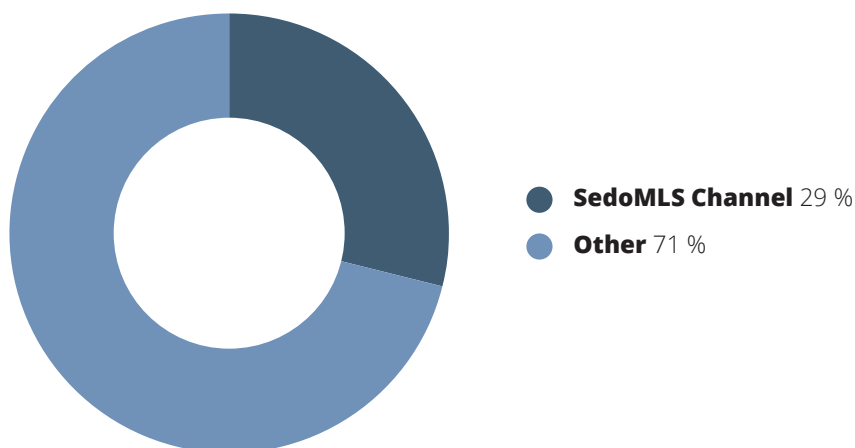
.COM AND .DE MEDIAN PRICE DEVELOPMENT 2009 - 2019

Can we say that the peak in .com sales happened because of the Chinese investors? Or do you know any other reason? The .de performance underlines what is essential from most of ccTLDs – they might not offer such high and somehow risky ROIs as legacy TLDs such as .com are offering, but their value development is visible.



MOST POPULAR SALES CHANNELS AND SALES TYPES

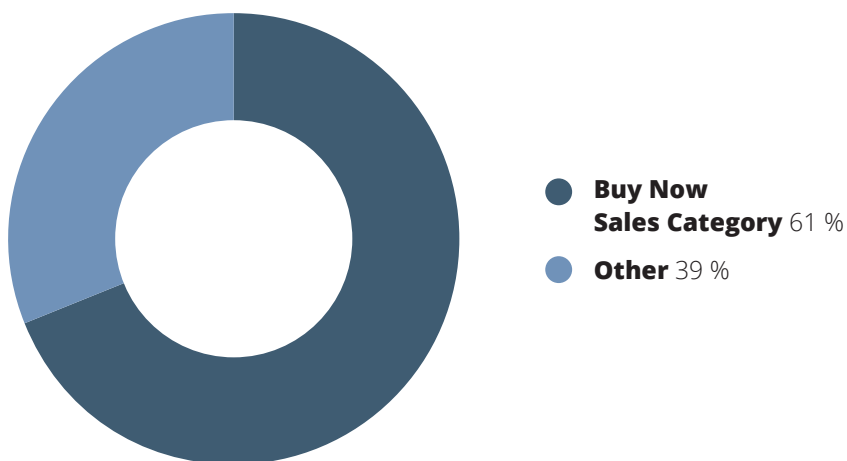
SedoMLS makes up a significant proportion (29 %) of all Sedo sales, while other sales (71 %) happened through Sedo's marketplace directly. SedoMLS was introduced in April 2009 and after 10 years it achieved that almost a third of all sales are happening through our extensive SedoMLS partner network.



BUY NOW STILL ON THE RISE

The trend of the last few years has been consistently a high number of domains sold via Buy Now Sales. Obviously that is the most preferred way for buyers to buy domains over negotiations and auctions. The chart below shows the share of Buy Now Sales compared to other sales types such as

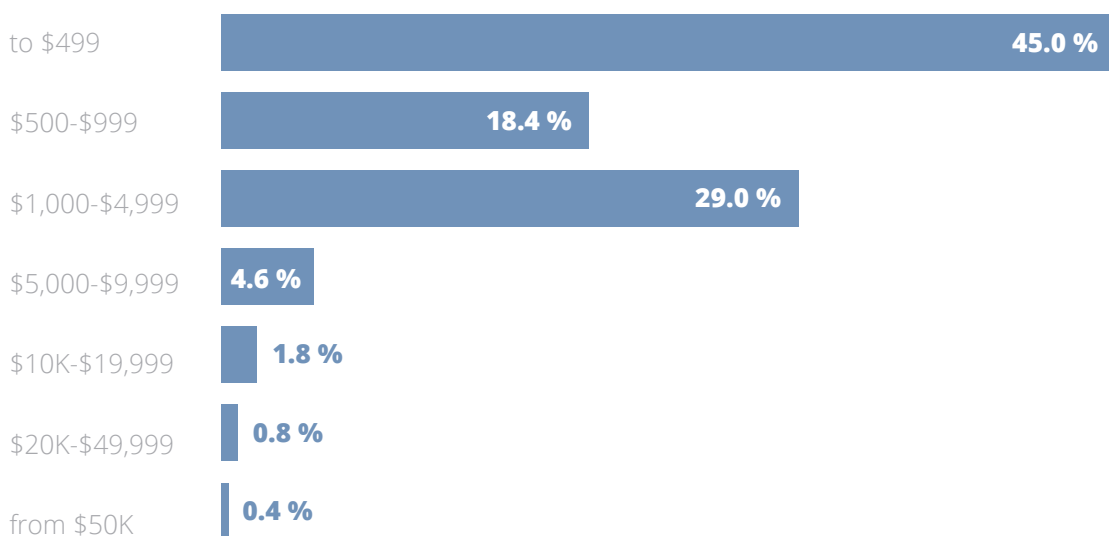
Offer-Counteroffer, Brokerage and Auctions. In 2019, a record was set for the highest Buy Now deal: with just one click, links.com was bought for \$798,000.



SOLD DOMAINS BY PRICE CATEGORY

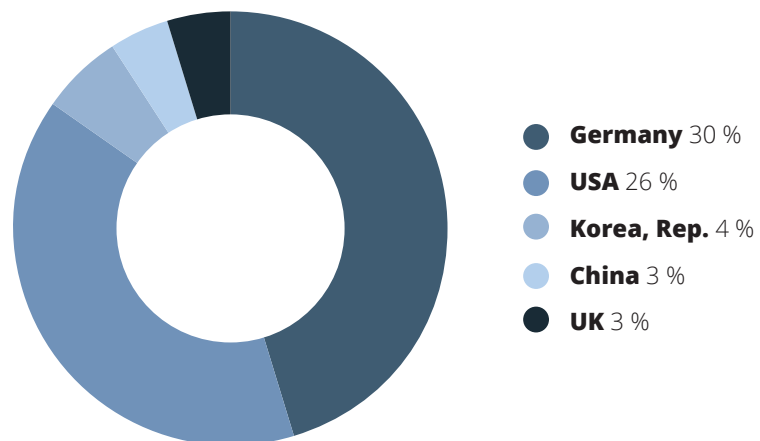
Due to Sedo's No Minimum Fee Promotion that started in May 2018 you can see the increased number of transactions that are below \$499. One big difference to previous years is

the increase of sales that are between \$1,000 - \$4,999, which has almost doubled compared to other years.



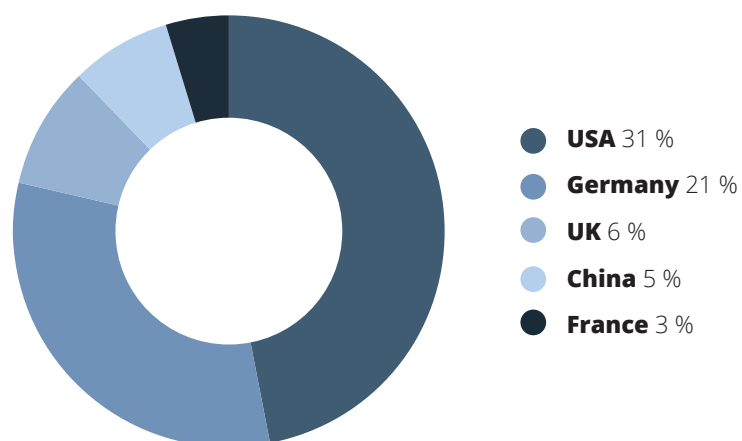
TOP 5 SELLER COUNTRIES

(IN TERMS OF NUMBER OF SOLD DOMAINS)



TOP 5 BUYER COUNTRIES

(IN TERMS OF NUMBER OF SOLD DOMAINS)



EXCITING FACT

Sedo has more buyers from the US than sellers. There is also a high number of sellers from Korea, Rep.

AVERAGE AND MEDIAN PRICES

In 2019, a domain on Sedo's platform had an average price of \$2,284 while the median price was \$577.²²

The median prices of legacy TLDs such as .com, .net and .org have decreased slightly compared to the previous year. This means that generally less is paid for a domain, but the high average prices are showing that there are still high domain sales. As you might know, most sales have never been reported and aren't visible in Sedo's domain market report because they are confidential.

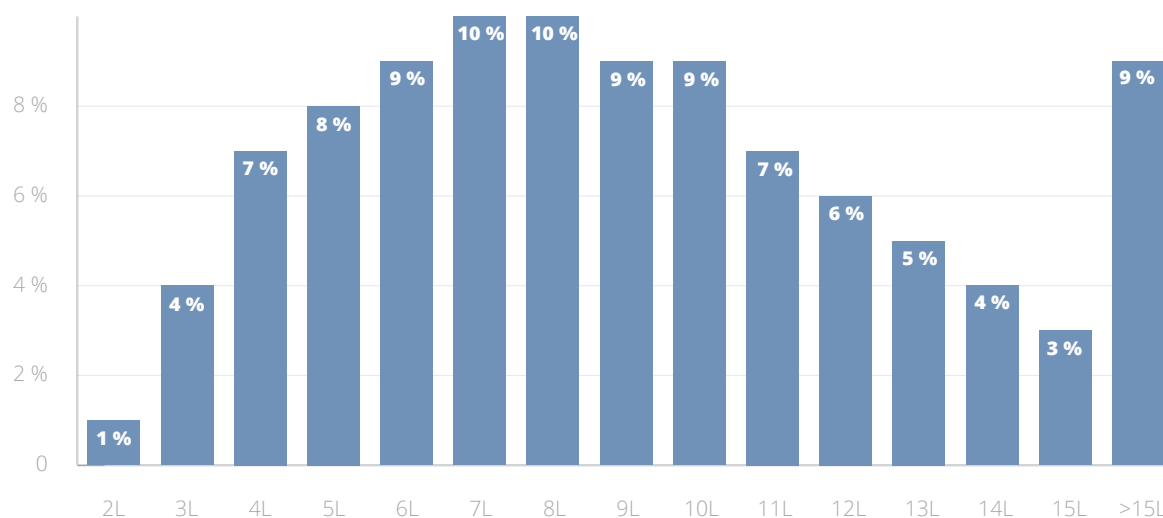
Newcomer of the year 2019 was the .ai extension with the highest median of \$2,576. Fortunately, the prices for .es domains have leveled off to a normal high year after year after the financial crisis in Spain.

DOMAIN	AVERAGE PRICE	MEDIAN
.COM	\$2,693	\$630
.NET	\$1,509	\$477
.ORG	\$1,768	\$499
.INFO	\$614	\$255
.BIZ	\$565	\$300
.DE	\$1,398	\$554
.ME	\$1,005	\$350
.AT	\$1,270	\$569
.CH	\$2,303	\$1,237
.FR	\$2,528	\$1,129
.ES	\$3,590	\$672
.EU	\$1,760	\$436
.CO.UK	\$2,061	\$630
.IO	\$1,660	\$600
.AI	\$5,007	\$2,576

DOMAIN SALES BY LENGTH

Even if the most expensive domains are usually short domains – descriptive words are the most common and available ones. Depending on the language they have an average length of eight letters.

This can vary depending on the language of the keyword – Finnish or Turkish words are longer on average than English words. It is therefore not surprising that the majority of domains sold through Sedo had seven and eight letters.



²² When calculating average prices, the pure number of the respective sales totals are divided by the number of sales. The median, on the contrary, reflects an adjusted value by excluding the influence of low and peak values and reflects the most frequently occurring mean value. It is considered the more significant indicator of the value of domains sold.

LONGEST ENGLISH DOMAINS IN 2019 (PUBLIC)

32 L	mastermindemprendedoresdigitales.net	\$99
32 L	nationalfinancialeducationcenter.org	\$99
31 L	federalrulesofcriminalprocedure.com	\$300
30 L	marylandpersonalinjuryattorney.com	\$125
29 L	iotinternetofthingsconference.com	\$79
29 L	edwardjarzabekisathiefandliar.com	\$99
29 L	michigancounselingassociation.com	\$79
29 L	tarang-classical-indian-music.com	\$99
29 L	top-university-in-the-world.com	\$79
28 L	homeperformanceprofessionals.com	\$977



EXCITING FACT

Even if these long domains are difficult to bear – we shouldn't forget that voice search is on the rise. This means that domains that have sentence-like structures – meaning that they are significantly longer than what we always propagate – will gain momentum and popularity in 2020 and beyond.

TOP KEYWORD SEARCHES IN 2019

DIGITAL
SMART GAME
CRYPTO CASINO
POKER PAY CANNABIS
TRAVEL CBD GAMBLING SPACE
CLOUD BLOCKCHAIN
LIBRA VOICE

OUTLOOK HEALTHY GROWTH

The domain market depends on various different factors and like many other markets is volatile. On a global level, domain registrations rose by 17.4 million (+5.1%) YoY and saw constant growth every month.

ccTLDs account for 44 % of the total registered domain names and have so far increased by an annual average of 12.5 million (+8.4 %). European ccTLDs and gTLDs stood out with a renewal rate of 85.2 % and a create rate of 30.2 % respectively. The latest TLD addition in the domain industry, the new gTLDs, also showed a positive development, adding 0.6 million domains per year or 2.4 % on average.

If you compare the usage of sold ccTLD domains with .com domains on the aftermarket, it quickly becomes clear that almost all buyers of ccTLDs have already projected their domains. Buyers of ccTLDs are therefore mainly end users who position themselves internationally and are expanding, requiring the respective country domain to do so. Many end users also enlarge their portfolio in order to reach their target groups even better. One such example is the travel company Urlaubsexperte.de Group who bought seereisen.de (Seereisen is German for sea voyage or cruise). The number of end users who optimized their brand by purchasing a shorter domain increased as well. Because the longer the domain, the more expensive the TV and radio advertising will be. It is also a known fact that a domain can get better search engine rankings in the respective country when using the matching ccTLD. This is especially true for SEO and an even more important fact in 2020. All these good reasons are reflecting a constantly high demand for ccTLDs.

To avoid deletions and to keep renewal rates high, domain owners should be regularly informed about the value of the domains in their portfolio.

Furthermore, prospective customers with 369 million registered domains worldwide must be offered the best results on their search queries. Registrars should also be able to provide suitable alternatives available for registration or for purchase on a domain marketplace if the domain with the desired ccTLD or under .com is already taken.

Selling domains at a fixed price (Buy Now) accounts for nearly two thirds of all sales on the Sedo marketplace with a share of 61 %. These have the highest probability of being bought directly. Therefore, domain sellers should set a realistic (fixed) price and the value should be comprehensible to end customers. Various factors are responsible for the creation of the value: The popularity of the generic keyword, the Cisco Rank of a TLD, the content of the website, data from Google Global Search and other SEO and website statistics should all be taken into account.

The Domain Price Check, which InterNetX developed in the past year, provides criteria for the comprehensible monetary value of a domain. Registrars, aftermarket operators and registries can thus enrich the managed, traded and available domains with big data in order to increase their own renewal rates, to optimize domain sales and promote the available domains during registration.

Registries and registrars are still required to find market-relevant solutions to meet the requirements of a very heterogeneous market. If anything, there is one thing that becomes very clear from this report: the business of registering, buying and selling domain names is alive and well.

BIBLIOGRAPHY

CENTRstats: Global TLD Report, July 2019, Edition 28

Cisco Umbrella: Free list of the top 1 million most popular domains

dnjournal.com: DN Journal's Year-to-Date Top 20 Sales Chart

hosterstats.com: ICANN gTLD Domain Name Registrations by Country July 2019

IANA: Internet Assigned Numbers Authority

idnworldreport.eu: 2019 World Report on Internationalised Domain Names, IDN Growth, November 2019

Nominet: The Online World 2019

Oxford Information Labs, CENTR: Diversity through localization. How ccTLDs enhance linguistic diversity online. Brussels 2019

Verisign: Domain Name Industry Brief Volume 16, Issue 4

All information is subject to change. InterNetX and Sedo assume no liability for the information. The data base of the report has been carefully compiled and researched.

Auto **DNS**

DOMAINERS, REGISTRIES & RESELLERS
JOIN THE DOMAIN PLATFORM REVOLUTION



[IX.BIZ/ADNS](https://ix.biz/adns)



WORLDWIDE LARGEST SELECTION **INTELLIGENT DOMAIN SEARCH**

- ⊕ More than 1.000 domain extensions
- ⊕ Domain generator for alternative results
- ⊕ Geo, premium & marketplace search



HIGHEST FLEXIBILITY **MAXIMUM EFFICIENCY**

- ⊕ Professional domain management
- ⊕ Customizable white-label interface
- ⊕ JSON-API for direct connection



ONE PLATFORM **ALL SERVICES**

- ⊕ Domain security & trademark research
- ⊕ Scalable cloud servers
- ⊕ Premium SSL certificates

CREATED BY

InterNetX

PREMIUM AFTERMARKET PARTNER

sedo
Buy. Park. Sell. **Domains**

