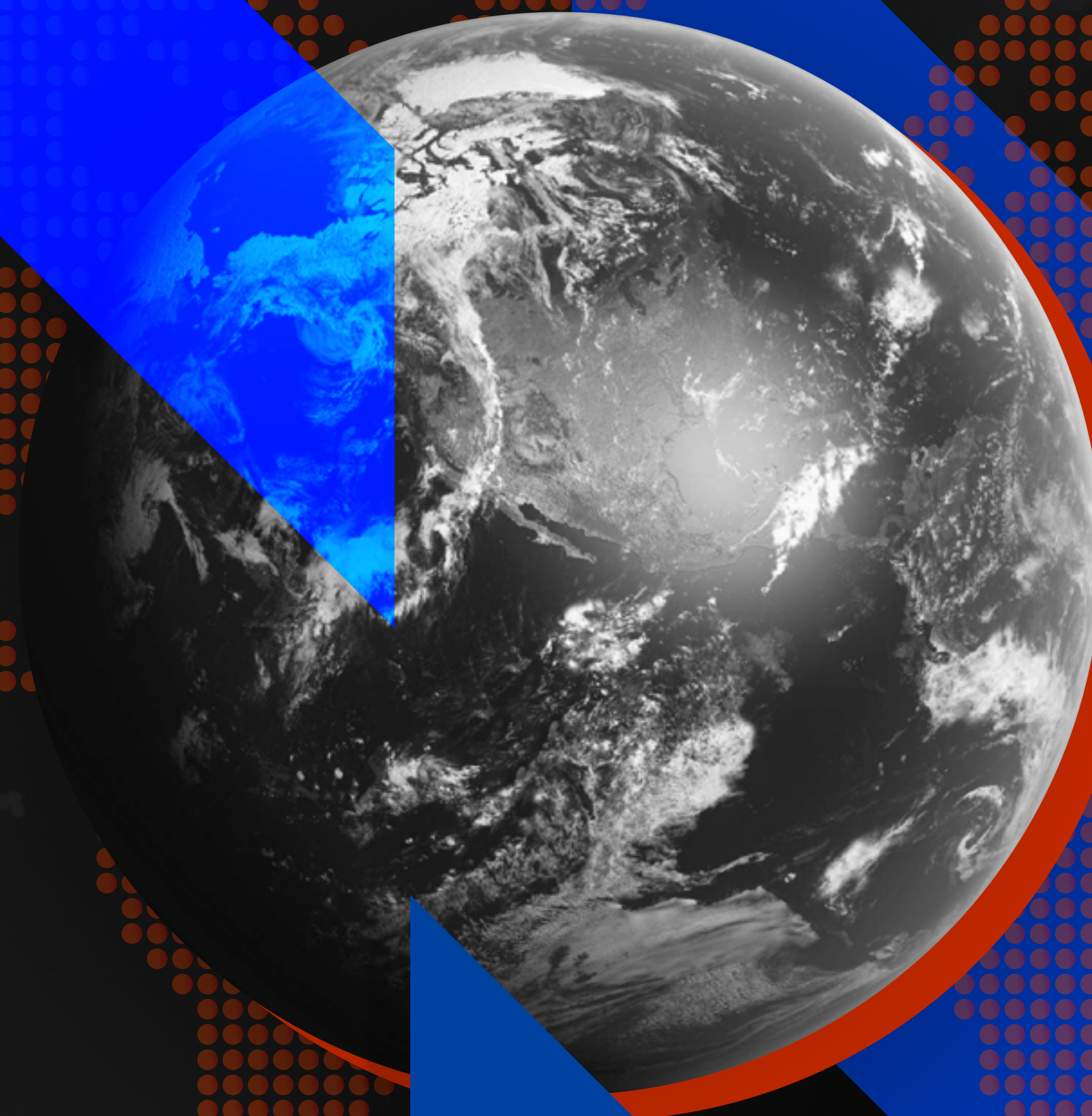


InterNetX

sedo.com
Buy. Park. Sell. Domains

2023

Global Domain Report



Welcome to #GDR23

The Global Domain Report 2023 is here!

Embark on a journey across the five continents, visiting primary and secondary domain markets and gaining unique insights into registrations, sales and trends in the industry. As always, experts in the industry share their thoughts on the latest developments and share their predictions for 2023.

InterNetX, a leading international B2B domain registrar, and Sedo, the world's largest domain aftermarket, have produced this comprehensive annual study of the domain market since 2020. With the Global Domain Report 2023, the fourth edition now being released, we are excited to share our findings with you.



Elias Réndon Benger
CEO, InterNetX

The domain industry keeps growing and proves to be innovative and vibrant. I am honored to take the lead at InterNetX in 2023, driving the company into the future and building on the great work done by my predecessors.



Michael Robrock
CEO, Sedo

2022 was quite volatile, but ultimately turned out to be an exciting and eventful year for the aftermarket and Sedo. Developments like the increased demand for premium domains, especially under .com, boosted growth over the past months.



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Intro

For much of the world, 2022 was the long-awaited pandemic exit year. At the same time, however, the year was marked by a steep rise in inflation, with the global inflation rate reaching roughly 9%. Stock markets retreated and the price of goods and services increased, leading to a global economic slowdown. This development was exacerbated by the dramatic increase in energy prices caused by the war in Ukraine. Consequently, 2022 was a significant year for the domain industry, which followed the general downward trend, keeping in line with global economic development. However, it remains a strong, resilient and forward-looking industry. The ongoing digitization trend continues to drive companies and organizations towards doing business online.

Domains are an integral part of the world's digital infrastructure and a recognized digital asset for organizations of all sizes. Besides the technical function of translating internet protocol (IP) addresses into human-friendly alphanumeric strings, domains are a fascinating reflection of the human experience. When the internet began to spread, it required further categories for special interest groups. Today, the namespace includes almost 2,000 TLDs. The months ahead of us are exciting ones, as ICANN prepares to launch a new round of new gTLDs that will add even more color and versatility to the internet. We can view the domain industry not as a saturated market but as a rapidly expanding market with hundreds of new extensions that will attract new investors and lead to the creation of new assets, strategies and domains.

In this latest edition of the Global Domain Report, we will take a closer look at the movements in the domain industry in 2022. We will take you on a journey around the five corners of our planet, analyzing key domain registration facts and comparing the use of domains in different geographical areas with insights into some key economies.

Despite the current economic volatility, looming recessions and stark inflation rates, the domain industry remains a solid and surprisingly buoyant sector.



What's new?

The domain industry is always on the move, following socio-economic developments and market trends. In 2022, the exit from the pandemic resulted in a huge shift on the domain market. The lockdowns and restrictions during the pandemic forced everyone to go online, but now we are reaching pre-pandemic levels again. This year, we're embarking on a journey around the world trip to discover interesting facts about the most popular top-level domains around the globe.



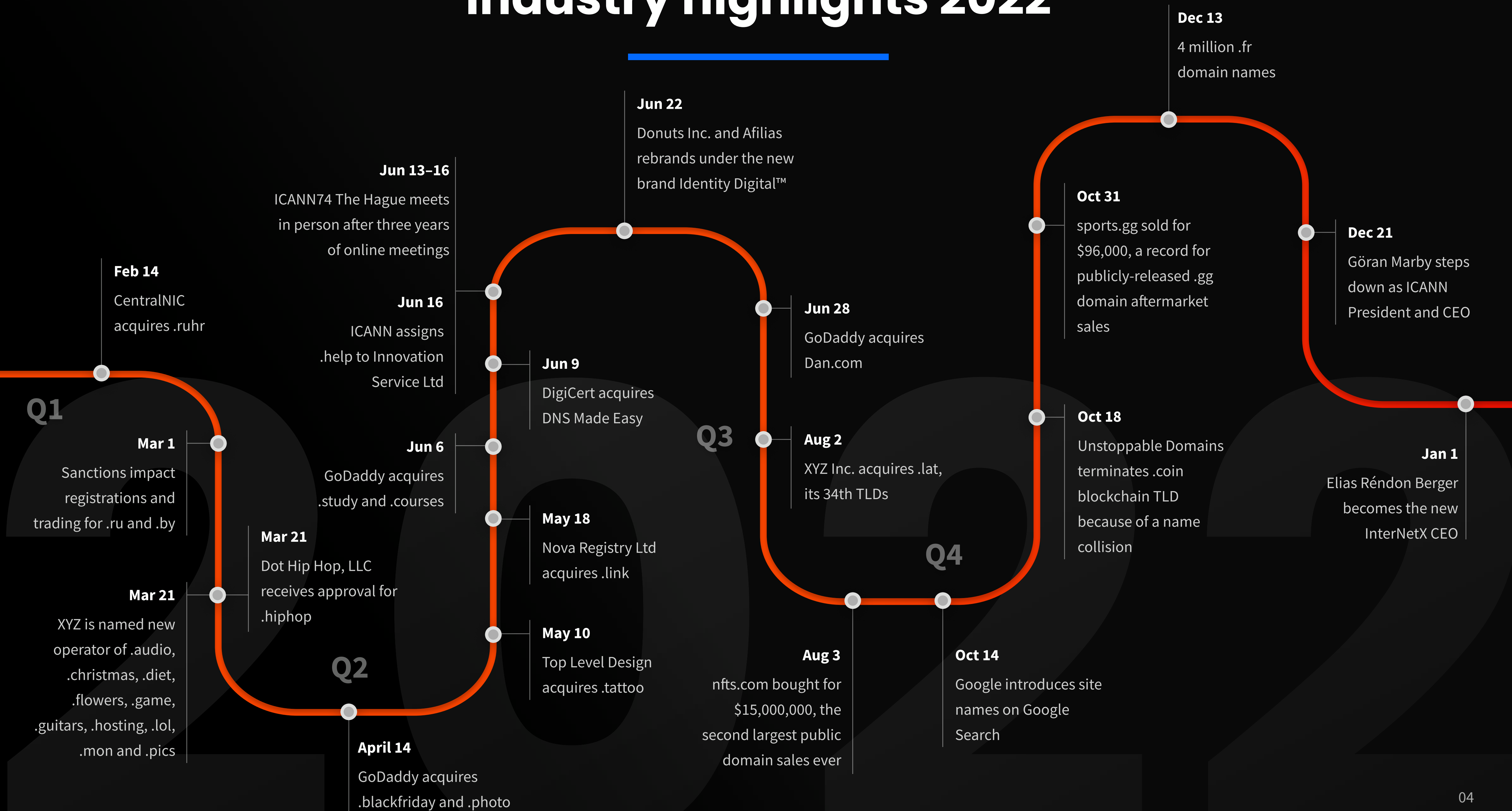
Key takeaways

This report is a unique opportunity to get an overview of the development on the global domain market in 2022 and the most important trends for 2023.

This report will help you gain insights on

- which TLDs were trending in which regions
- significant changes on the domain market
- popular keywords
- the domain aftermarket

Industry highlights 2022



The newcomers of 2022

TLDs that reached General Availability (GA)

 **.day**

1 February 2022

 **.au**

24 March 2022

 **.boo**

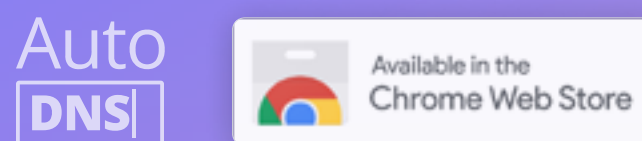
15 November 2022

 **.rsvp**

15 November 2022

 **.kids**

29 November 2022



AutoDNS Chrome
Extension.
One tool. All data.

Get the extension →

AutoDNS [Go to AutoDNS →](#)

myacmedomain.com

Domain value	Majestic Million rank	Search results / month
\$1,051.00	6,722	1,830,000

Similar available domains

[← myacmedomain.shop](#) [Buy domain](#) [myacmedomain.de →](#)

TLS/SSL certificates

*.myacmedomain.com

Issued by: DigiCert SHA2 Extended Validation Server CA
Expiration date: Sunday, March 27th 2022 at 00:59:59
Central European Standard Time

✓ This certificate is valid

digicert

TLDs to watch out for in 2023



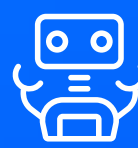
.giving

GA on 20 January 2023



.it.com

GA on 19 February 2023



.bot

GA on 4 May 2023



.channel

GA in mid 2023

🔥 IN 2023 GOOGLE REGISTRY WILL LAUNCH 🔥

.foo

.mov

.zip

.nexus

.dad

.phd

.esq

.prof

.ing

.meme

”

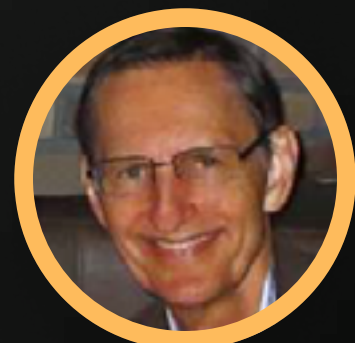
What highlights and challenges did you encounter in 2022?

Macro factors – geopolitical conflicts, war, inflation and lingering shock waves from the pandemic – presented numerous challenges in 2022. Despite this, the industry managed to reimagine how we work together. 2022 also reopened the door for in-person events and we worked with registrars to address their unique needs and attain double digit growth YoY. So, we remain optimistic as we move into 2023!



Mariah Reilly
Senior Director, Channel
Management - Identity Digital

Global efforts to support the internet infrastructure in Ukraine, with the Keep Ukraine Connected task force, were certainly a central task. ICANN's engagement with blockchain providers has also been promising, as has the industry's shift towards more sustainability. Industry challenges included the debate about abuse and how to keep connected and maintain relationships with our industry peers.



Ron Jackson
Editor & Publisher -
DNJournal.com

It was encouraging to see continued strength in the domain aftermarket despite the economic challenges on multiple fronts, including war, inflation, rising interest rates and a crypto crash. 2022 saw fewer six-figure sales than the previous year. However, two sales reached eight figures, after none had been reported at that level since 2019. Eight others sold at seven figures, which shows that buyers still understand the huge advantage a great domain name and strong online presence gives them in any business climate.



Katrin Ohlmer
CEO .berlin, CEO Dotzon,
Co-Founder .hamburg

”

What highlights and challenges did you encounter in 2022?

Neha Naik

Vice President, Channel Partnerships - Radix



A nationwide recession was forecast. Fortunately, this did not happen in 2022 and the German economy had a robust start in 2023. Although domain registrations are still growing, they have dropped to pre-pandemic levels. Still, .de registered a significant increase in 2022, with more than 10% of registrations coming from outside Germany. The main challenge for the domain industry will be to keep churn rates within reasonable bounds and to maintain the domains that were registered during the Covid-19 hype.

2022 marked Radix's 10th anniversary. While we celebrated this milestone, this year was also an important juncture to reflect upon the highs and lows of the domain industry. With 2020 seeing massive growth during the pandemic, growth in the following years was slower, especially in 2022. This adjusted the trajectory to stable levels, underscoring the stability of the domain industry and the resilience of domains in the everyday lives of entrepreneurs and businesses.

2022 was a great year for us in terms of growing, acquiring new customers and building partnerships in the domain industry. We're seeing a huge demand for data analysis and the timing couldn't be better. Registries and registrars are increasingly appreciating the importance of business intelligence. Unfortunately, ccTLDs still remain very conservative in some ways and are highly protective of their data, not maximizing their potential to the fullest.



Alona Borzhemskaya

CCO - DomainCrawler AB



Andreas Musielak

Member of the Executive Board - DENIC eG



01

Central figures



State of the industry

The domain market has skyrocketed in the past years, despite lockdowns and the pandemic. However, registrations have started slowing in the post-pandemic months. The recent economic crisis, along with high inflation and the lapse of so-called *corona domains*, resulted in some negative growth in the domain industry, with a 4% drop YoY. Of course, the big picture has not changed overnight, but we have spotted some noteworthy changes and highlighted some juicy facts for domain experts.

In 2022, the ccTLD .fr, one of the most successful domain extensions worldwide, reached the milestone of 4 million registered domains. And .xyz continued its position as the world's most registered new gTLD. Meanwhile, the aftermarket is more alive than ever. Let's dive into a statistical and analytical overview of general market data and look at some key facts & figures across all TLDs.

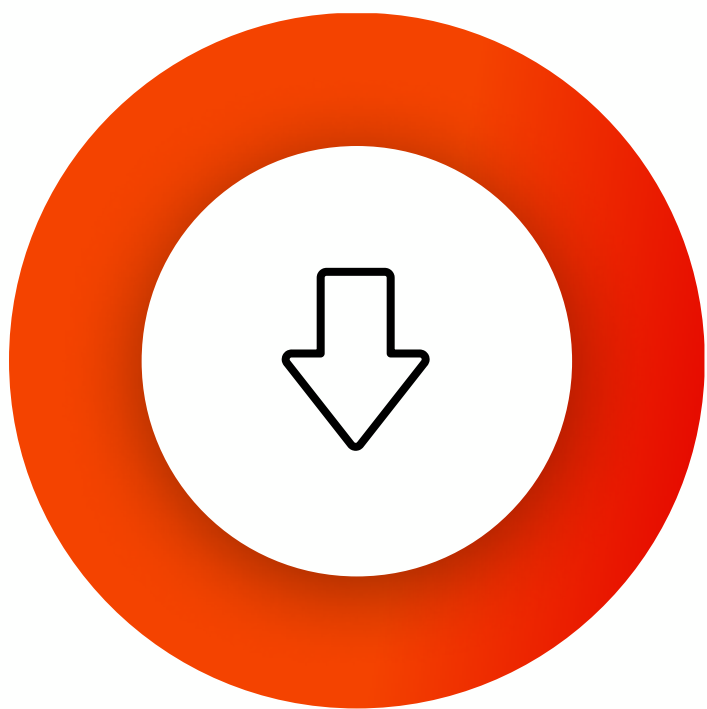
The end of the pandemic had a negative effect on the demand for domain names. Going forward, the question is whether future demand was pulled forward, or if demand will merely revert to the mean.

Andrew Allemann
Domain Name Wire



349.9 M

REGISTERED DOMAINS



-4%

YOY DOMAIN REGISTRATIONS



55%

.COM WEBSITES HOSTED IN A SINGLE COUNTRY



+30%

THE YOY GROWTH OF AFRICAN CCTLDS

Most popular TLDs

The 10 most popular TLDs include three legacy gTLDs and 7 ccTLDs. The first position remains unbeatable. The gTLD .com hasn't stopped since the early '90s and the past year added further growth of 1.5%.

Our top 10 features .tk, a ccTLD operated with a cost-free policy. A comparison of Tokelau’s population with the number of registered .tk domains reveals surprising results. The German ccTLD .de remains one of the market's strongest and most penetrating extensions.


Despite the threat of a *splitinternet*, registrations for the .ru ccTLD continued to rise. The strongest growth among the top 10 was recorded by the African extension .ga.

The year 2022 represents a turning point. After three years of lockdown and the pandemic with skyrocketing registrations, we returned to pre-covid normality. Nevertheless, some clear winners can be delineated. In this picture, the German ccTLD .de remains robust and one of the most successful TLDs in the world.

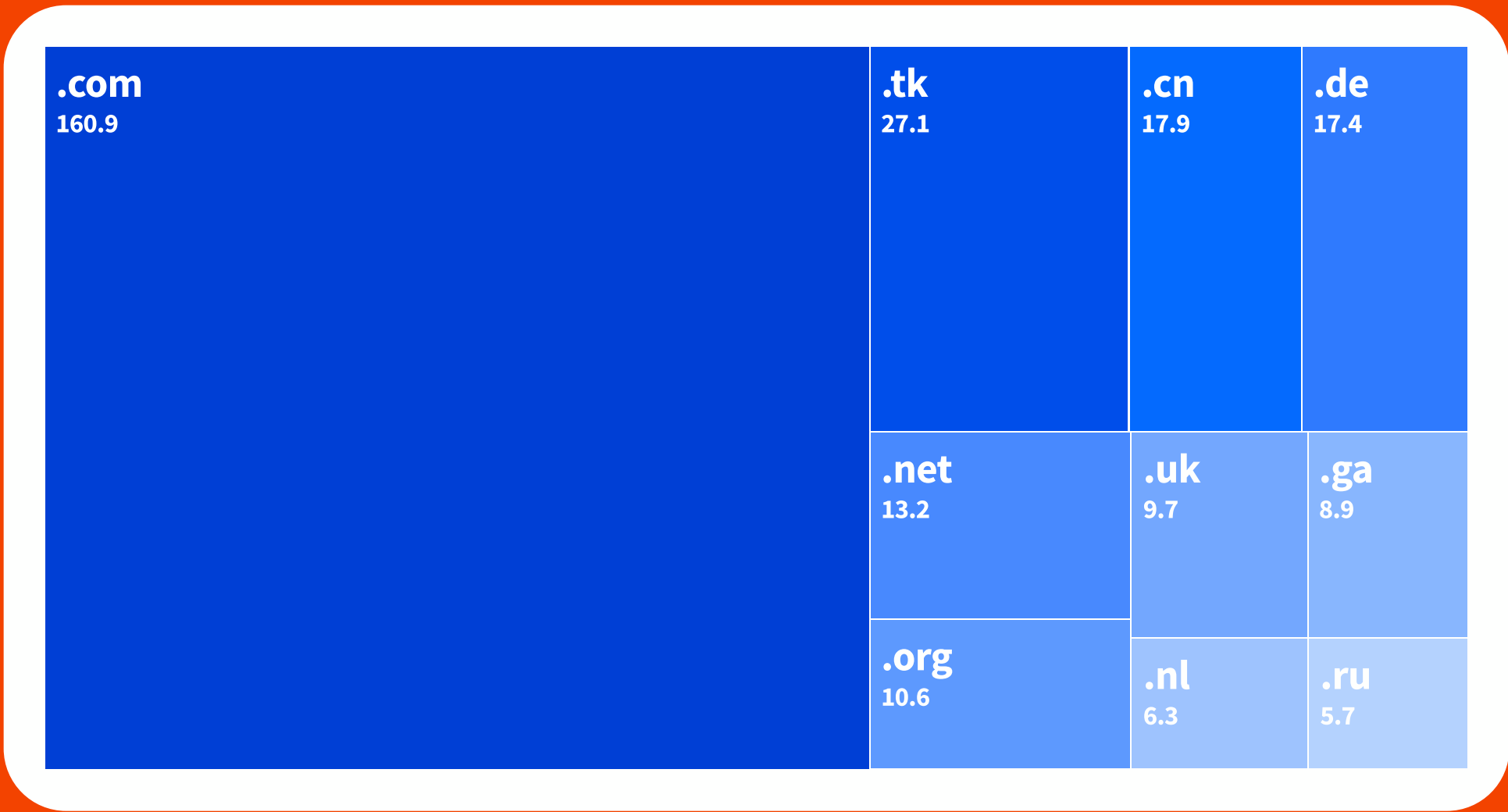
Marco Hoffmann

Head of Domain Registrar Services - InterNetX

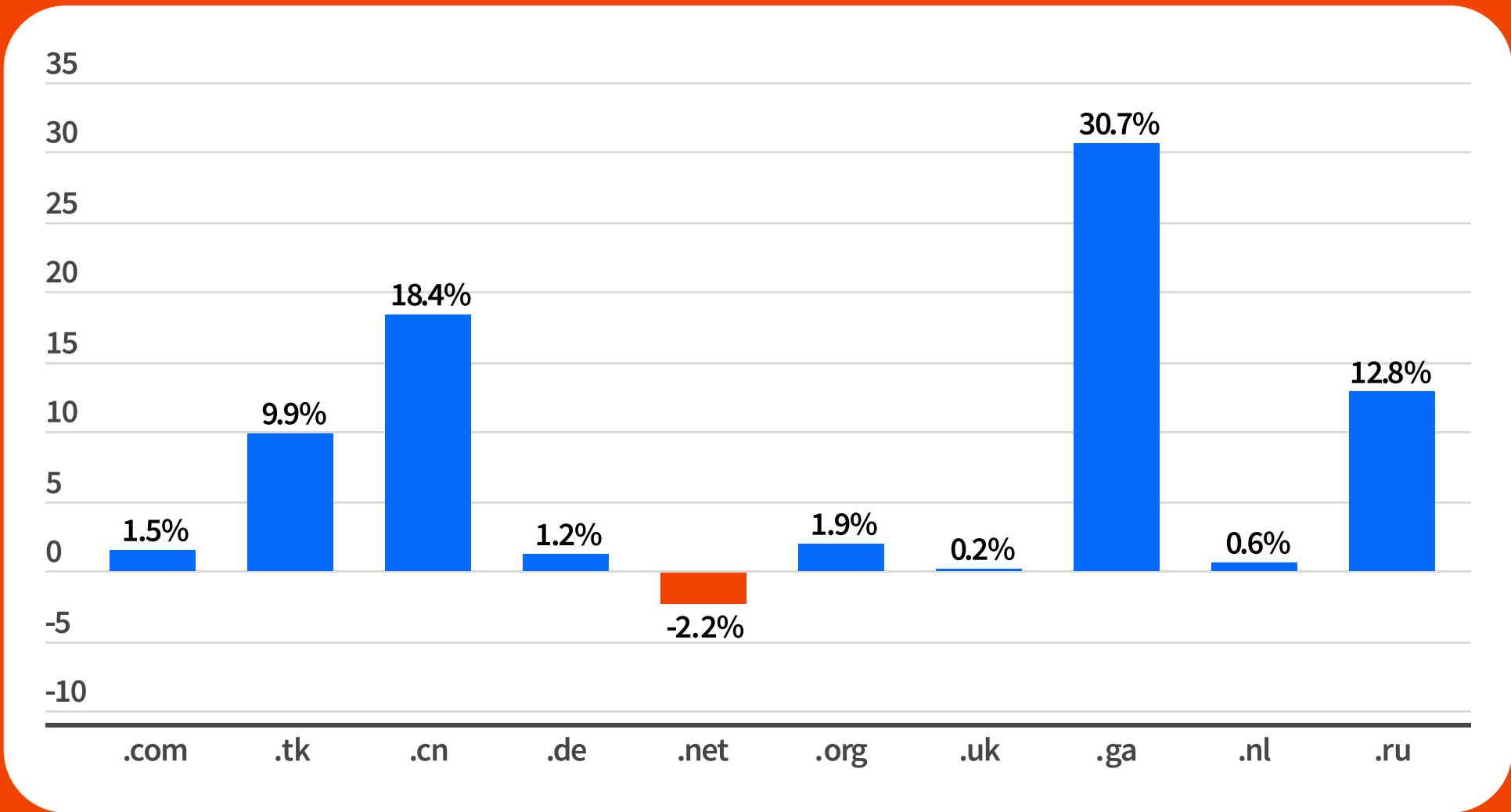
Supervisory Board Member - DENIC



Top 10 TLDs registrations in M ¹



TLDs change YoY ^{2022 - 2023} ²



¹ Verisign “The Domain Name Industry Brief”, Q3/2022. DomainTools (25.01.2023). nTLDstats (25.01.2022).
² Internal calculation based on YoY change from previous report (GDR 2022).

Legacy gTLDs

Legacy or classic gTLDs were among the first TLDs that became available during the early days of the internet in the late '80s. They enjoy broad popularity and are the most frequently used TLDs worldwide.

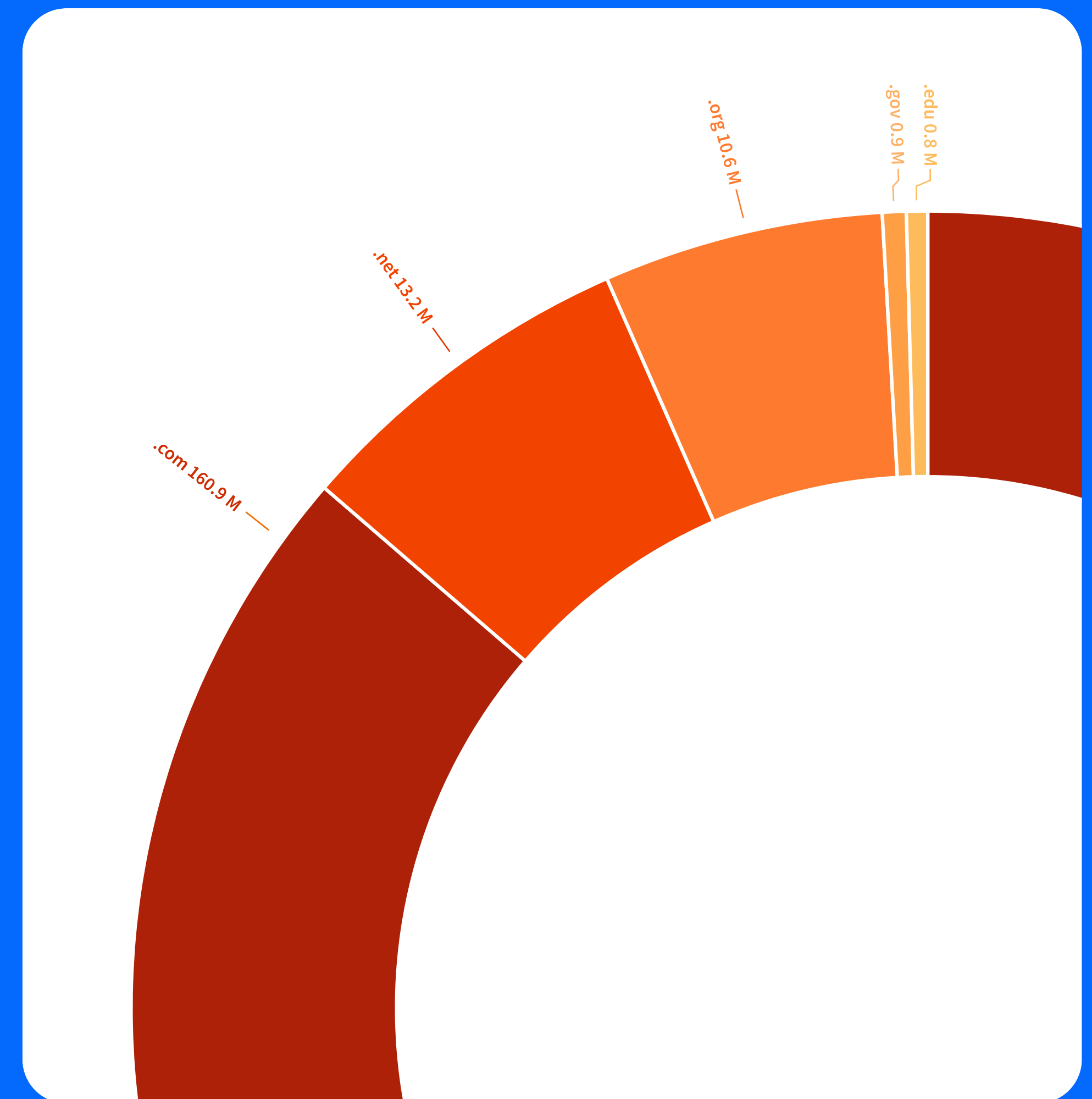
The graph on the right shows the total registrations in millions for all legacy TLDs. Together, they account for more than half of all registered domains worldwide.

What are legacy gTLDs?

The first set of TLDs introduced in the namespace had the goal of categorizing the nascent network according to very specific purposes. While today .com, .org and .net are used for websites of all types, it is interesting to see what their original meaning was:

- .com** – commercial
- .edu** – education
- .gov** – government
- .int** – intergovernmental organizations
- .mil** – military
- .net** – network technologies
- .org** – organization

Total registrations in M³

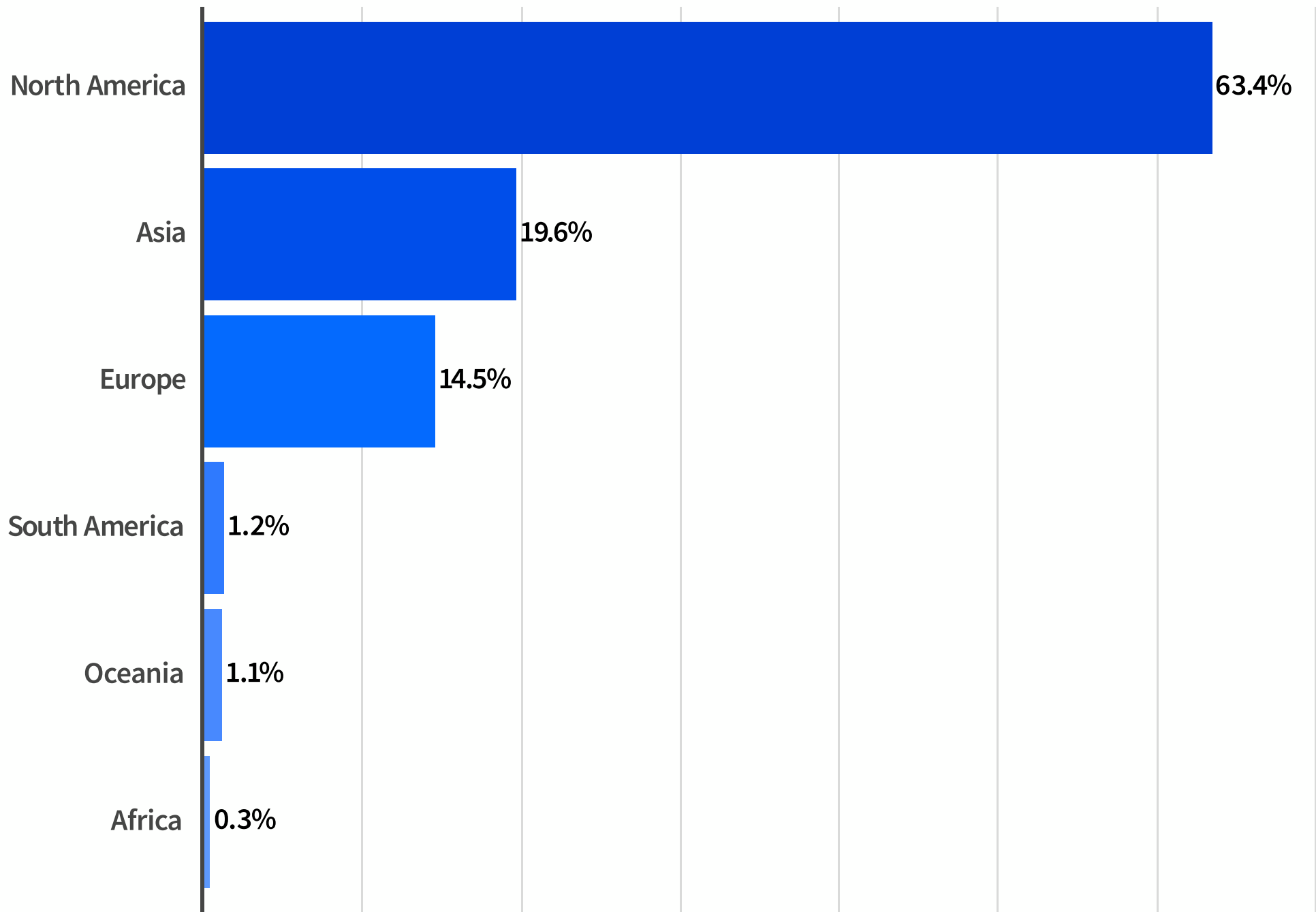


³ Verisign "The Domain Name Industry Brief", Q3/2022. Domainnamestat.com (23.01.2022). DomainTools (23.01.2022).

gTLDs

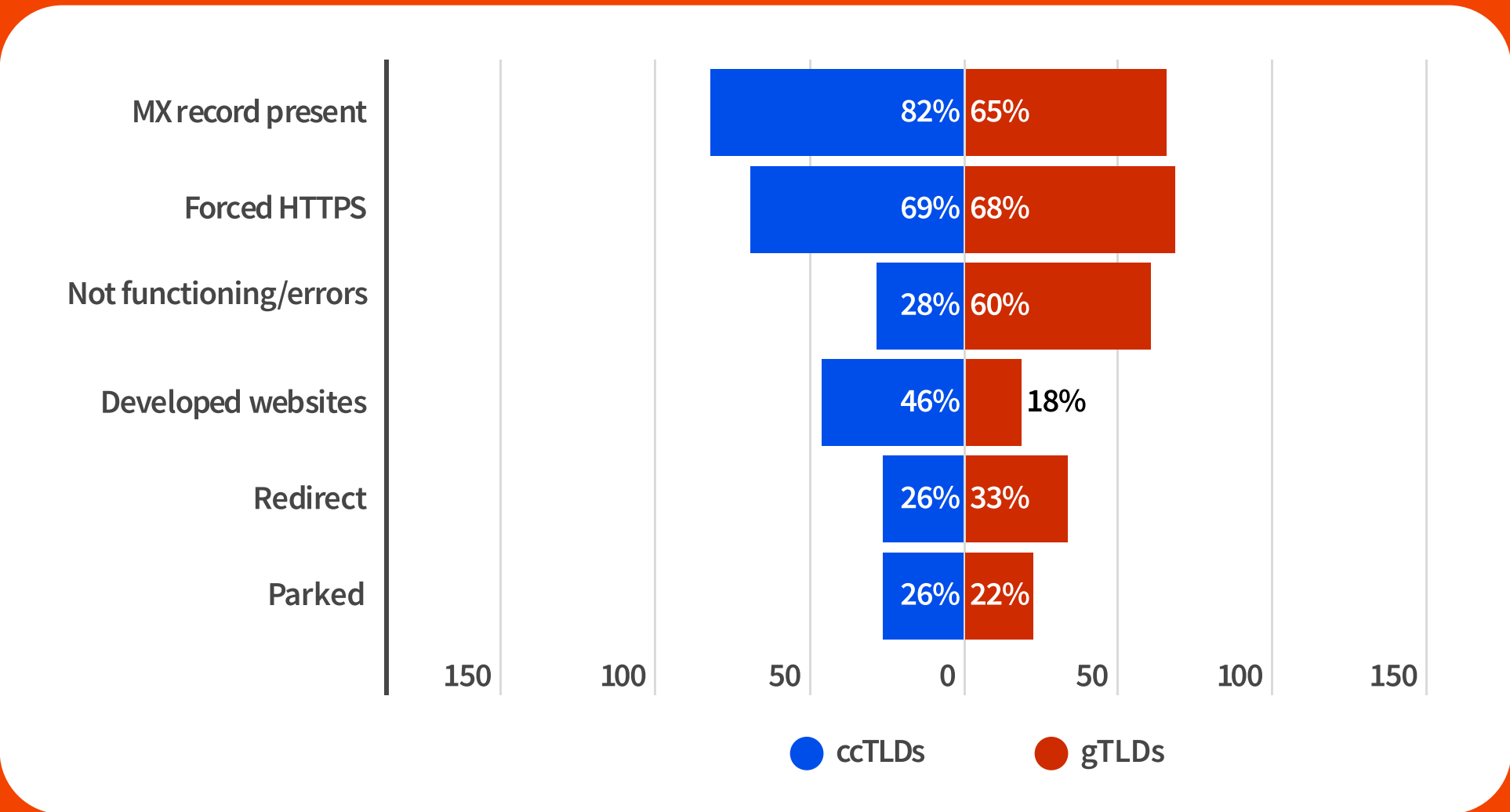
Globally, gTLDs have the largest market share across all types of domain extensions. Surprisingly, more than half of all websites under gTLDs are hosted in a single region, namely North America. This may be explained by the dominance of .com in the United States and the relative weakness of the American ccTLD us. Compared to ccTLDs, gTLDs have a lower share of developed websites and also return more error pages.

Where are gTLDs hosted? share by continent 4

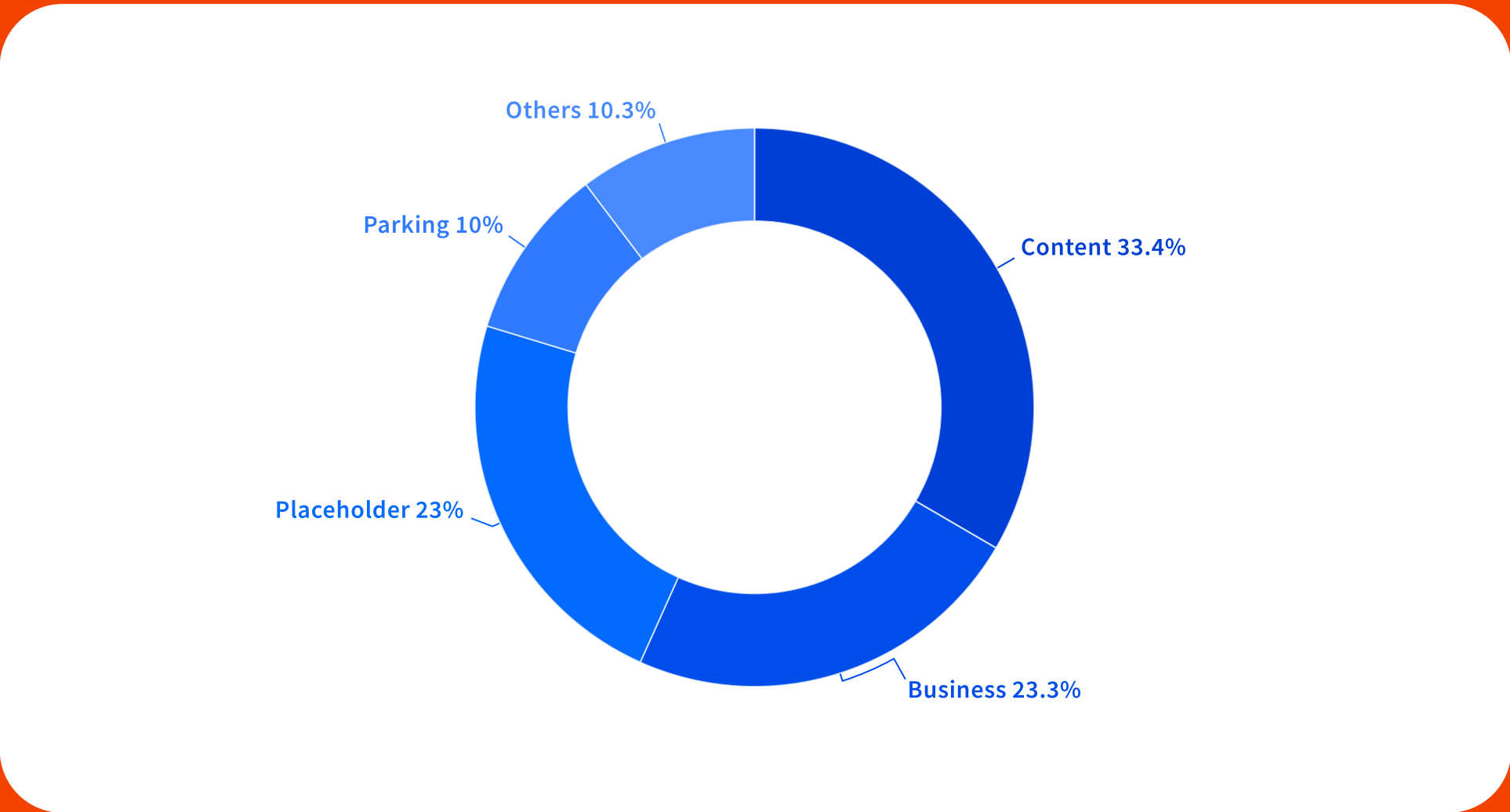


⁴ Dataprovider.com (December 2022).
⁵ CENTR (October 2022).
⁶ Dataprovider.com (December 2022)..

Website properties gTLDs vs ccTLDs 5



Top website categories under gTLDs 6

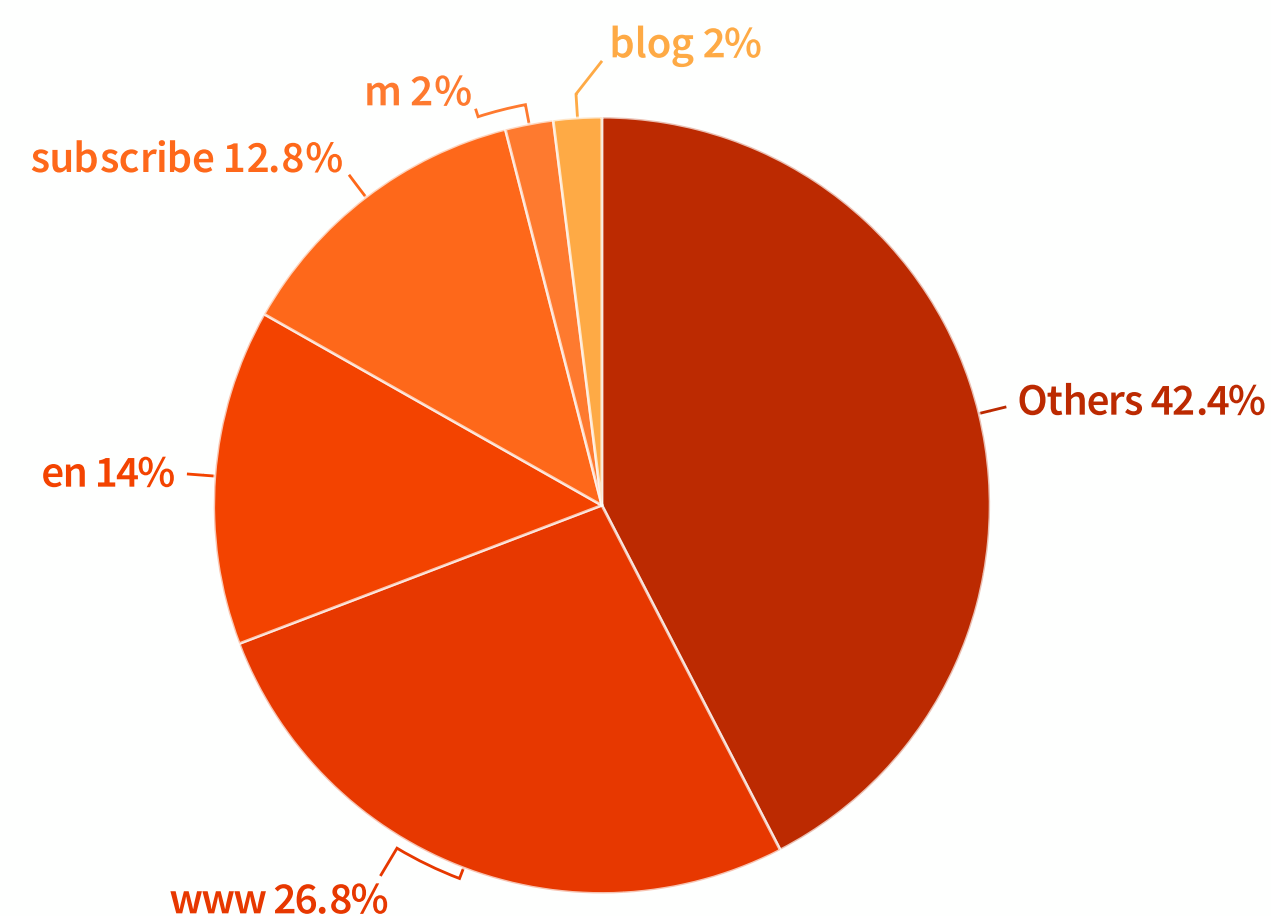


.com

The TLD .com is the most frequently registered TLD worldwide. It was originally created to facilitate commercial activities on the internet, and it remains one of the most popular choices for businesses that want a simple and recognizable domain name. As of 30 September 2022, the .com domain name base totaled 160.9 million registrations. More than half of all .com websites are hosted in the United States.

Subdomains, also called third-level domains, are the part of a URL before the second-level domain and indicate the type of server that the domain connects to when accessing website data. The subdomain www, meaning world wide web, is the most famous example.

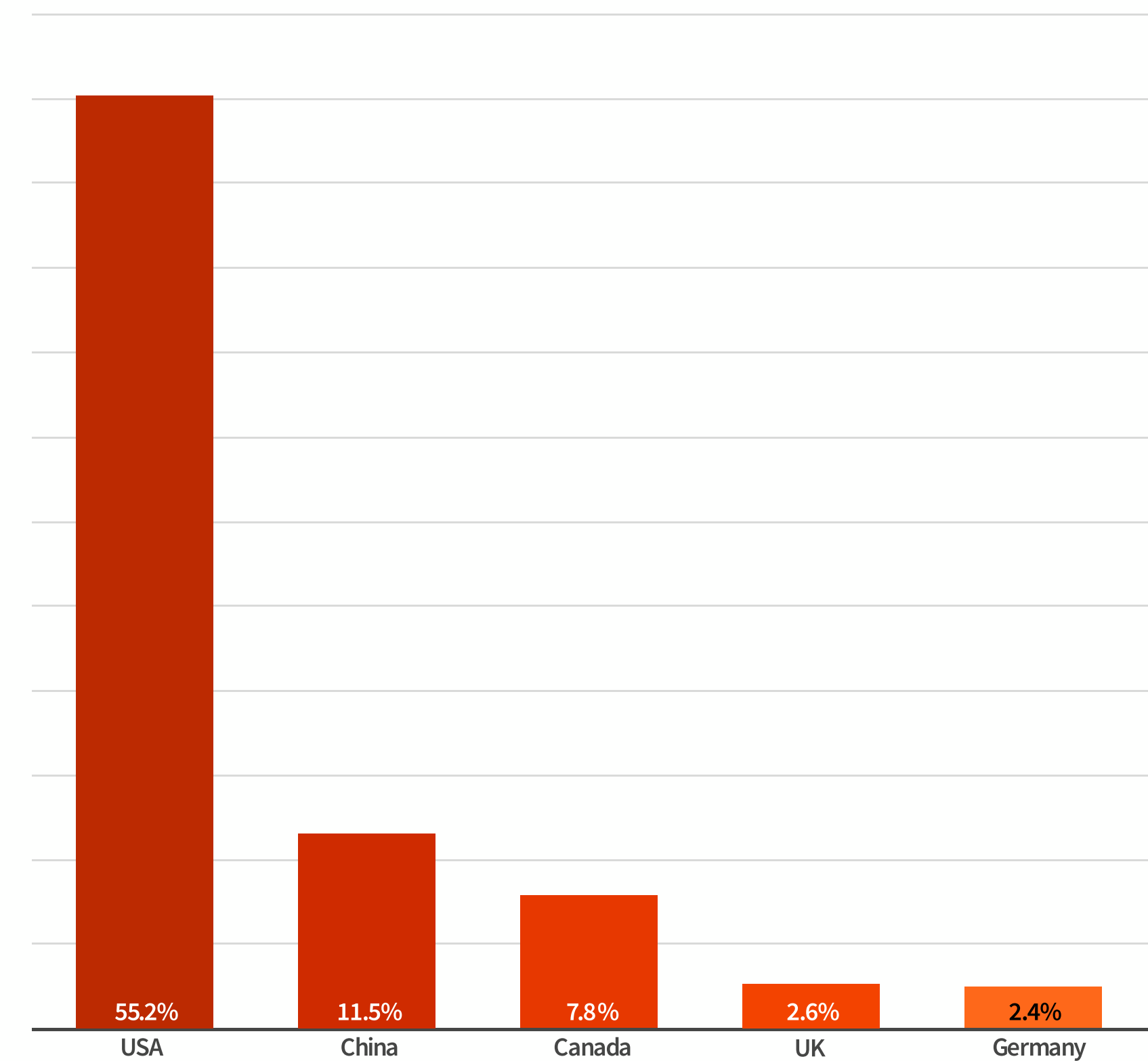
Subdomains used with .com ⁷



⁷ Dataprovider.com (December 2022).

⁸ Ibid.

Top 5 countries hosting .com websites ⁸



Most popular ccTLDs

Looking at the top country-code extensions worldwide, the ccTLD .tk of the island nation of Tokelau is firmly entrenched in the first spot. While the millions of registrations may seem surprising, it is also interesting to note that virtually no .tk domains are hosted on Tokelau – a result of the cost-free registration policy, effectively turning .tk into a generic extension.

Recent years have seen the rise of the African ccTLDs .ga, .cf and .ml in the rankings, this year also including the new entry .cq. Much like .tk, these ccTLDs secured their place in the worldwide top 10 thanks to their cost-free registration policy. But this means also that anyone can register a domain using a free TLD, whether it is a legitimate business or a scam website. The lack of oversight for these domains can make them vehicles for abusive practices on the web.



Top 20 ccTLDs ⁹

	.TLD	Country	Registrations (in M)	Market share	Change
1	.tk		27.1*	20.5%	⇒
2	.cn		17.9	13.4%	↑
3	.de		17.4	13.1%	↓
4	.uk		9.7	7.3%	⇒
5	.ga		8.9**	6.7%	⇒
6	.ml		6.8**	5.1%	↑
7	.cf		6.3**	4.7%	⇒
8	.nl		6.3	4.7%	↓
9	.ru		5.7***	4.3%	⇒
10	.gq		5.1**	3.9%	↑
11	.br		5.0	3.7%	↓
12	.au		4.1	3.1%	↑
13	.fr		4.0	3.0%	↓
14	.eu		3.7	2.8%	↓
15	.it		3.4	2.6%	↓
16	.co		3.4**	2.5%	⇒
17	.ca		3.3	2.5%	⇒
18	.in		2.8**	2.1%	⇒
19	.ch		2.5	1.9%	↑
20	.pl		2.5	1.8%	↓

⁹ Unless otherwise specified, all registration data has been retrieved from the respective registry websites.

* Domain Name Stat (12.01.23)

** Domain Tools (21.02.2023).

*** Verisign Domain Name Industry Brief Q3 2022 (21.02.2023).

ccTLD growth

The most registered country-code top-level domains (ccTLDs) are still the same as last year, with no changes in position.

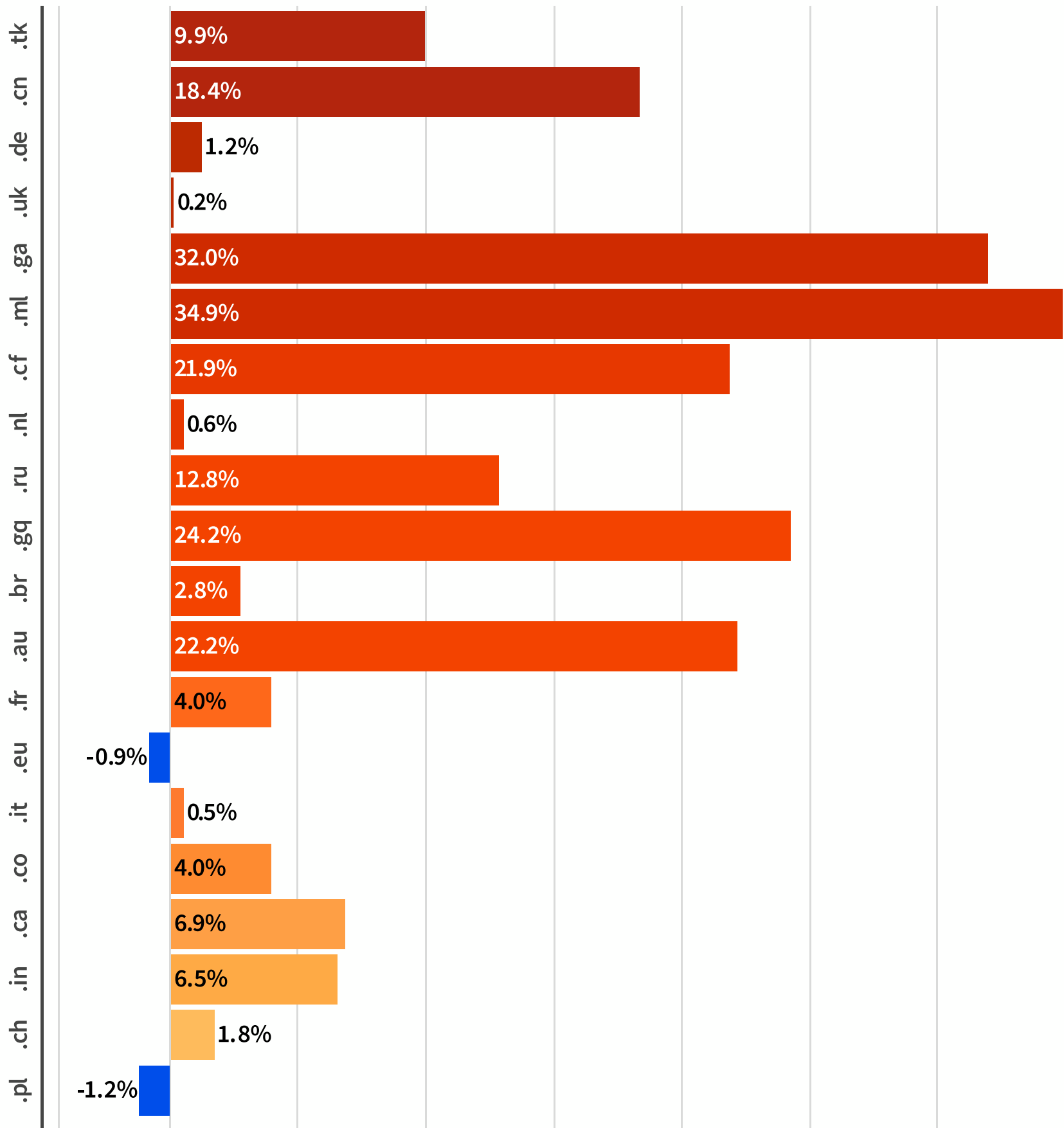
The registration numbers for .cn are significantly lower compared to the past two years. This sharp decline can be attributed to a period in which businesses were moving to the digital world because of the pandemics, but were also facing more stringent rules introduced by the Chinese registry for .cn, now available to business customer only.

The post-pandemic domain industry sees a stabilization of markets and operations with renewal rates above expectations. European ccTLDs can expect a 2% YoY growth, although new regulatory obligations will raise costs. In 2022, ccTLDs donated capacity, expertise and resources to support the Ukranian .ua registry Hostmaster, collectively and unconditionally showing support for a ccTLD under attack.

Peter Van Roste
General Manager - CENTR



Top 20 ccTLDs change YoY in % ¹⁰



¹⁰ Internal calculation based on change to previous Global Domain Report.

new gTLDs

Since ICANN's first round in 2012, new gTLDs have provided a remedy to the saturated markets of legacy gTLDs and ccTLDs. New gTLDs have created fresh opportunities for creating short, concise, and creative domain names, effectively opening up a new segment in the domain industry.

Today, new gTLDs are recognized as real digital assets, especially in regions such as Asia, where they represent the most frequently registered TLD type.

Special mention should be made of the new gTLD .xyz, which has been experiencing strong growth in recent years by embracing several global niches aimed at innovation and the tech field.

The challenges to the domain industry in 2022 were in the macro environment, such as rising interest rates and a decrease in spending. However, this created an opportunity for consumers and new startups to be more open to trying out new gTLDs. These new options tend to be a lot less expensive than legacy domains and, with more registrars and web builders starting to offer these new options and more people starting to use them, we saw new gTLDs become more mainstream and more widely adopted.

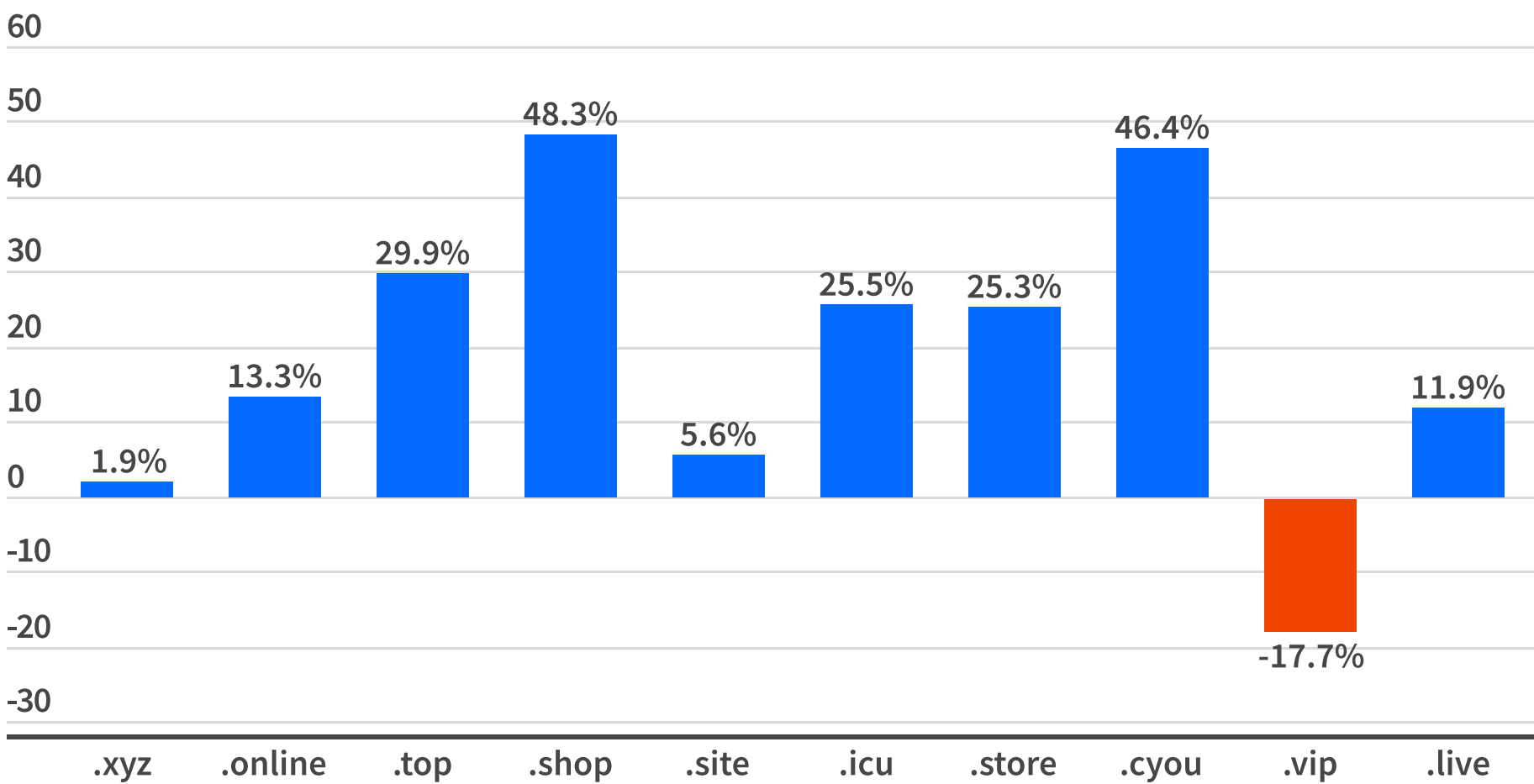
Mike Ambrose
COO - XYZ Registry



Top 10 new gTLDs¹¹

	TLD	Registrations	Market share	Change
1	.xyz	4.489.589	14.6%	⇒
2	.online	2.351.883	7.6%	⇒
3	.top	2.071.764	6.7%	⇒
4	.shop	1.575.139	5.1%	↑
5	.site	1.296.298	4.2%	↓
6	.icu	993.602	3.2%	↑
7	.store	980.930	3.2%	⇒
8	.cyou	944.157	3.1%	↑
9	.vip	701.458	2.3%	⇒
10	.live	693.693	2.2%	↑

Growth YoY¹²



¹¹ nTLDstats (16.01.23).

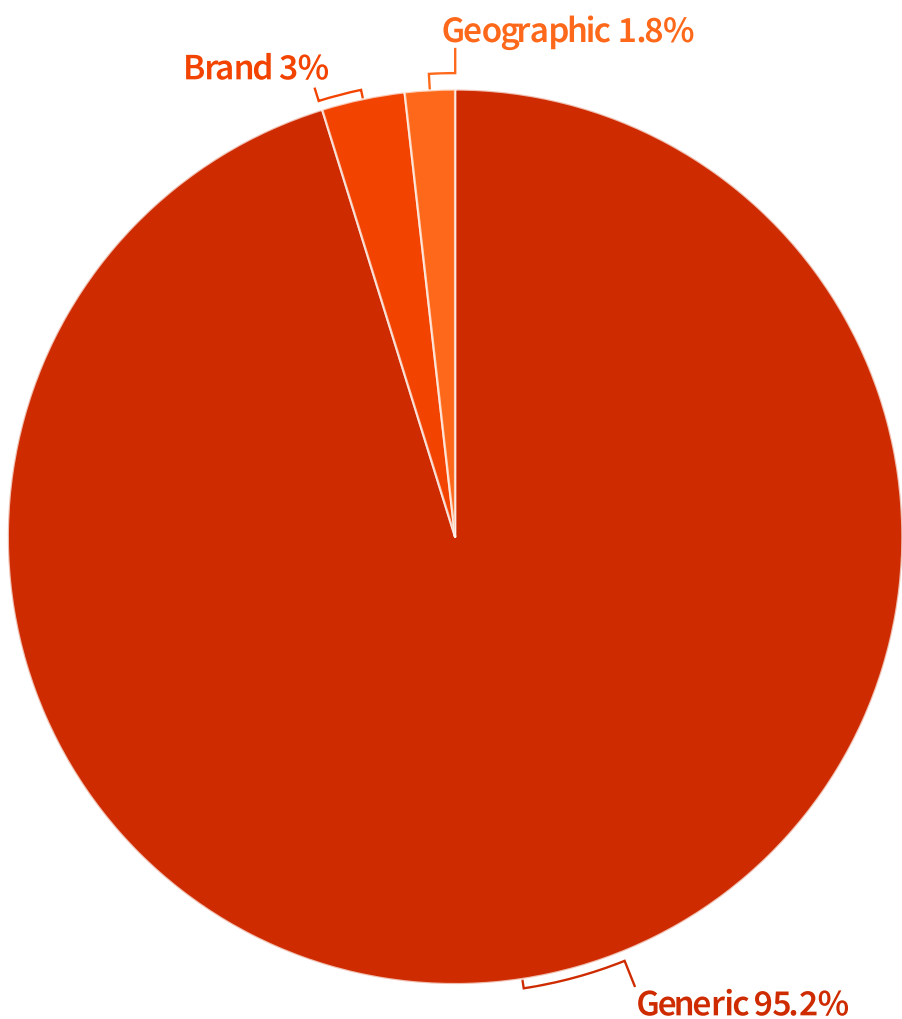
¹² Internal calculation based on change to previous Global Domain Report.

new gTLDs

When it comes to new generic top-level domains (new gTLDs), the vast majority fall into a broad category of generic use, while other categories include those with a strong geographic bearing and brand extensions used by large corporations.

Since the new gTLD round started in 2013, new extensions have been added at a rapid pace. While their share of the market and the willingness to use them are steadily growing, more than half of domains registered under new gTLDs use a redirect to a website under .com.

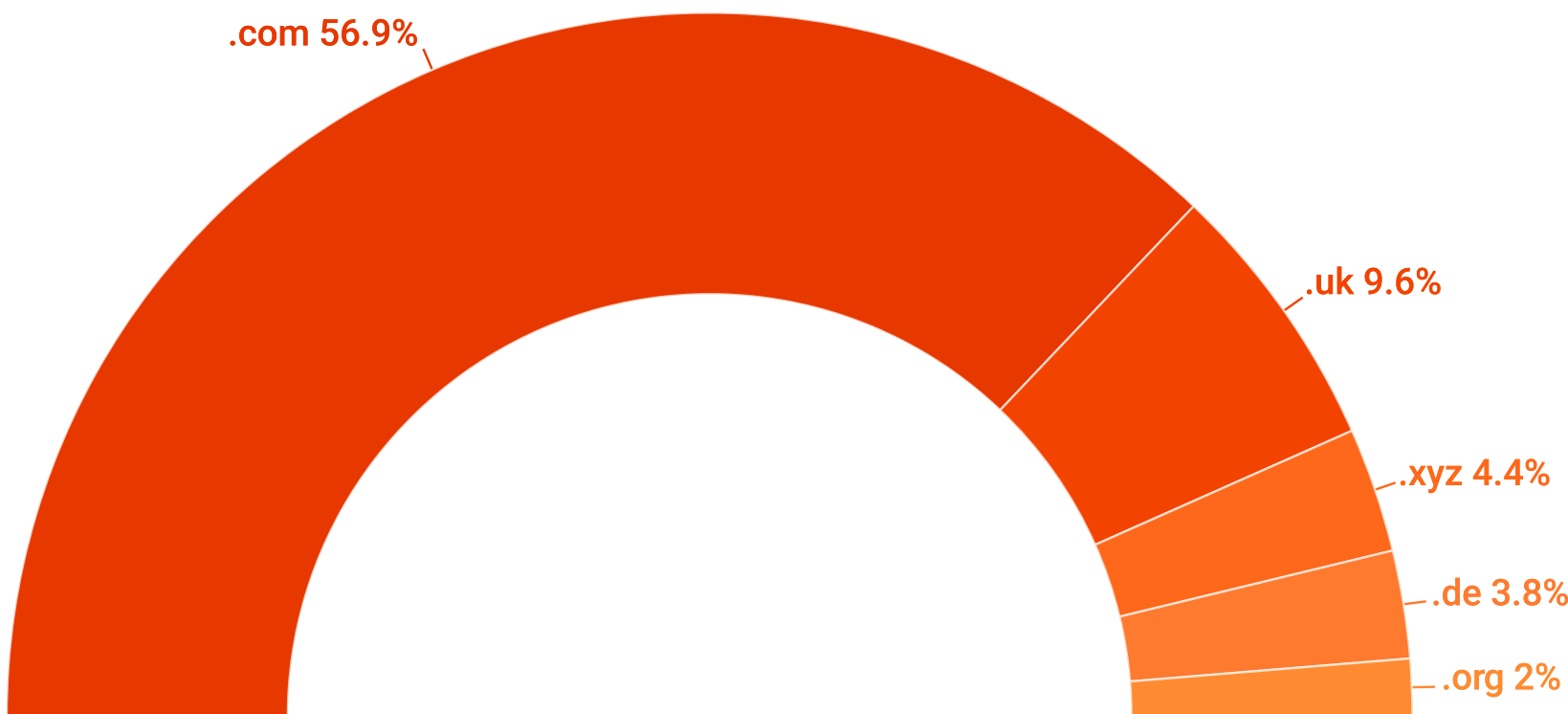
new gTLD types ¹³



¹³ Dataprovider.com (December 2022).

¹⁴ Ibid.

Top 5 TLDs new gTLDs redirect to ¹⁴



new gTLDs

The region with the largest number of websites using new gTLDs is Asia, with China having the highest share (44%). The reason why new gTLDs are more popular in the Asian region is probably due to the late entry of these countries into the namespace compared to Western countries. Faced with a lack of availability under legacy gTLDs, they were more willing to opt for new extensions early on.

The number of registrars and acceptance for new domain extensions is increasing gradually, above all in China, Japan, India and the rest of South-East Asia. This is a positive step in the right direction and is certainly interesting to observe. It is a development that was highlighted at ICANN75 in Kuala Lumpur in 2022 and I look forward to seeing more domain names under new gTLDs in this region.

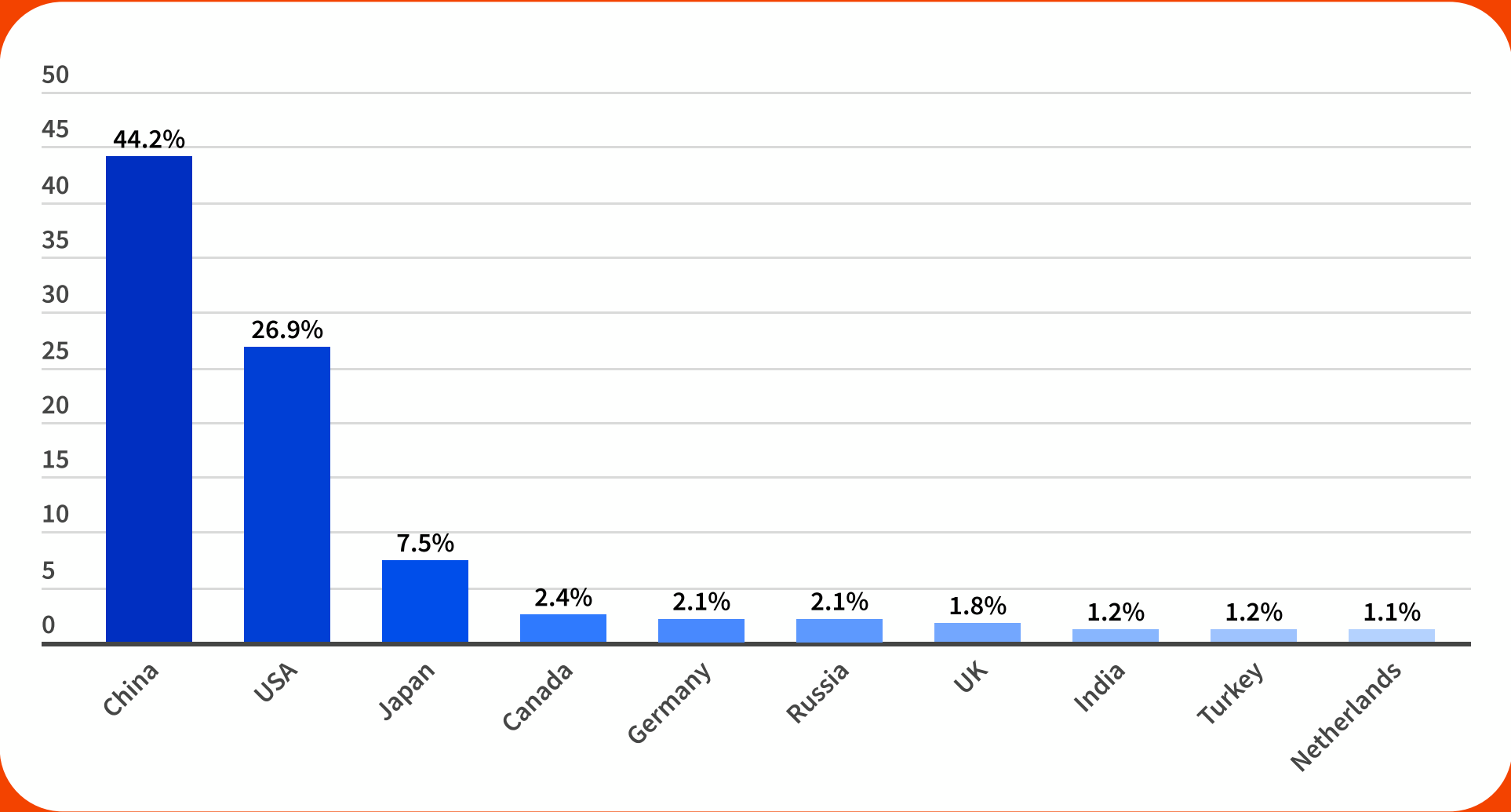
Eshan Pancholi
Director, Marketing and Brand Strategy, ShortDot SA



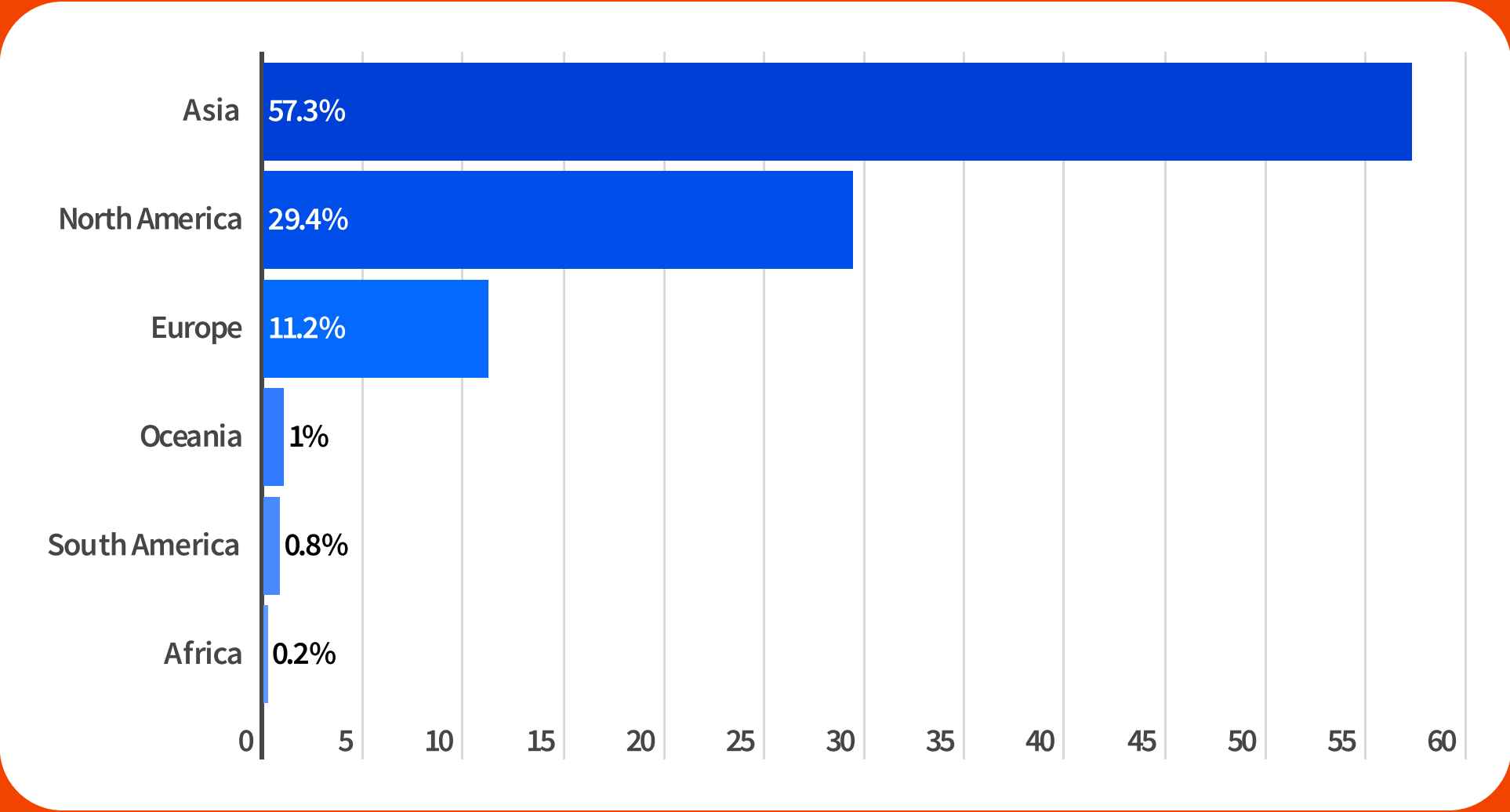
¹⁵ Dataprovider.com (December 2022).

Where are new gTLDs hosted?¹⁵

Share by countries



Share by continents

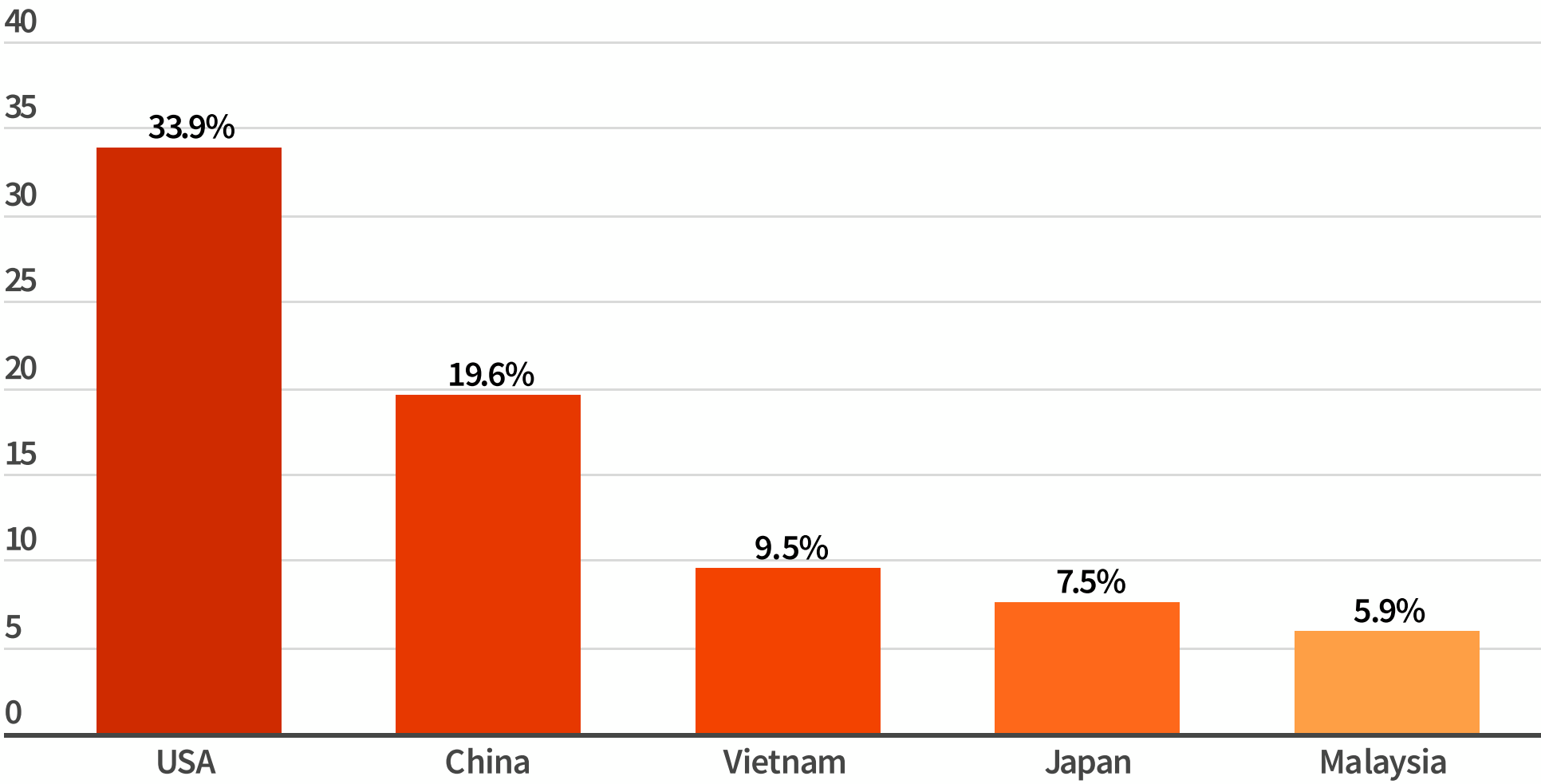


geoTLDs

geoTLDs fall into the new gTLD category and are a very interesting subgroup of the namespace. They represent a geographic/geopolitical area or an ethnic, linguistic and cultural community and are quite successful on the European continent and in Asia.

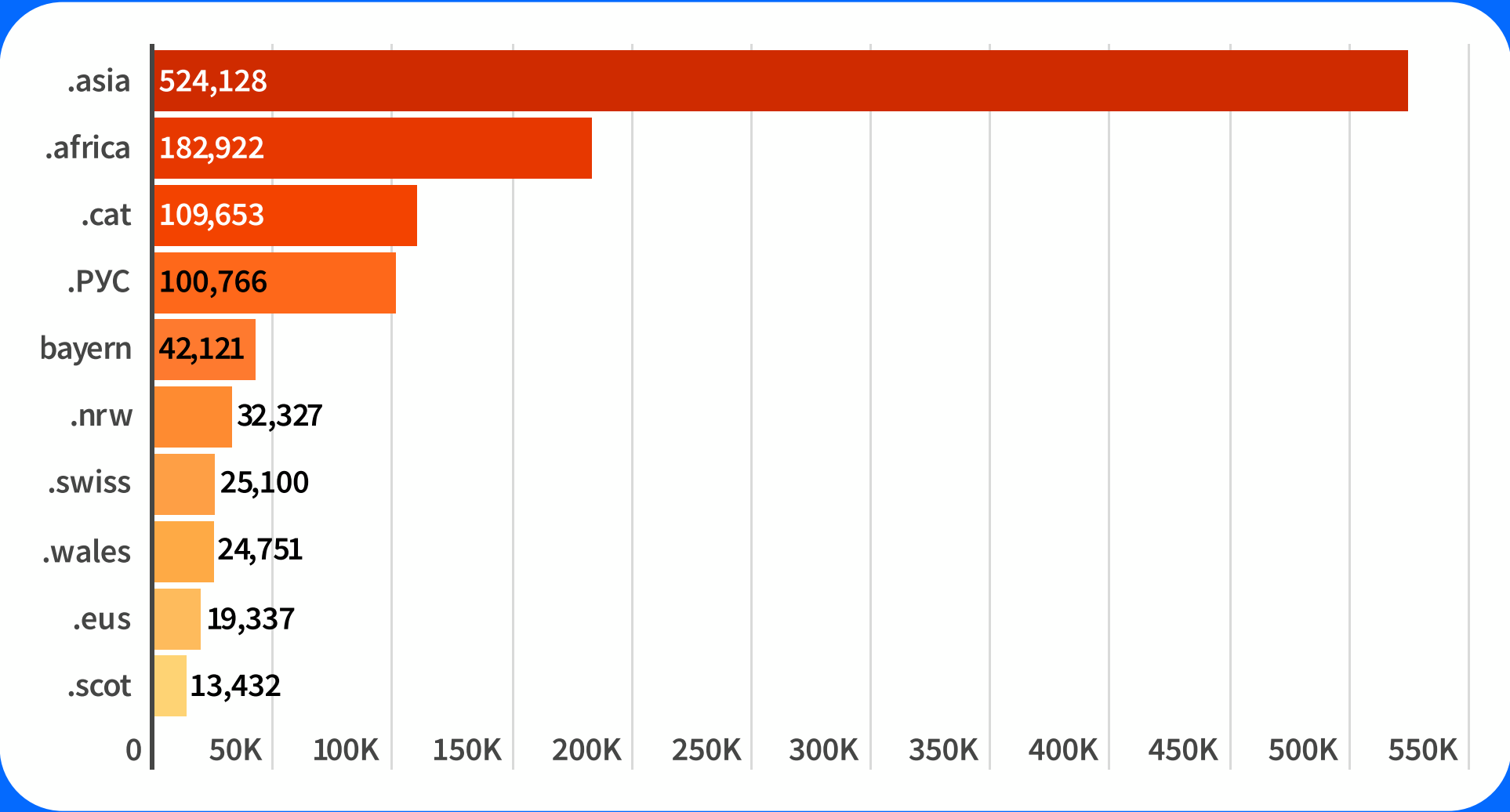
Once again this year, the geoTLD .asia takes the first place by number of entries. While European geoTLDs continue to grow, the most impressive growth has been achieved by .africa. Considering the enormous potential of the African continent, this TLD could easily reach the top of the ranking if it manages to maintain this impressive performance in the coming years.

Top 5 countries hosting .asia websites

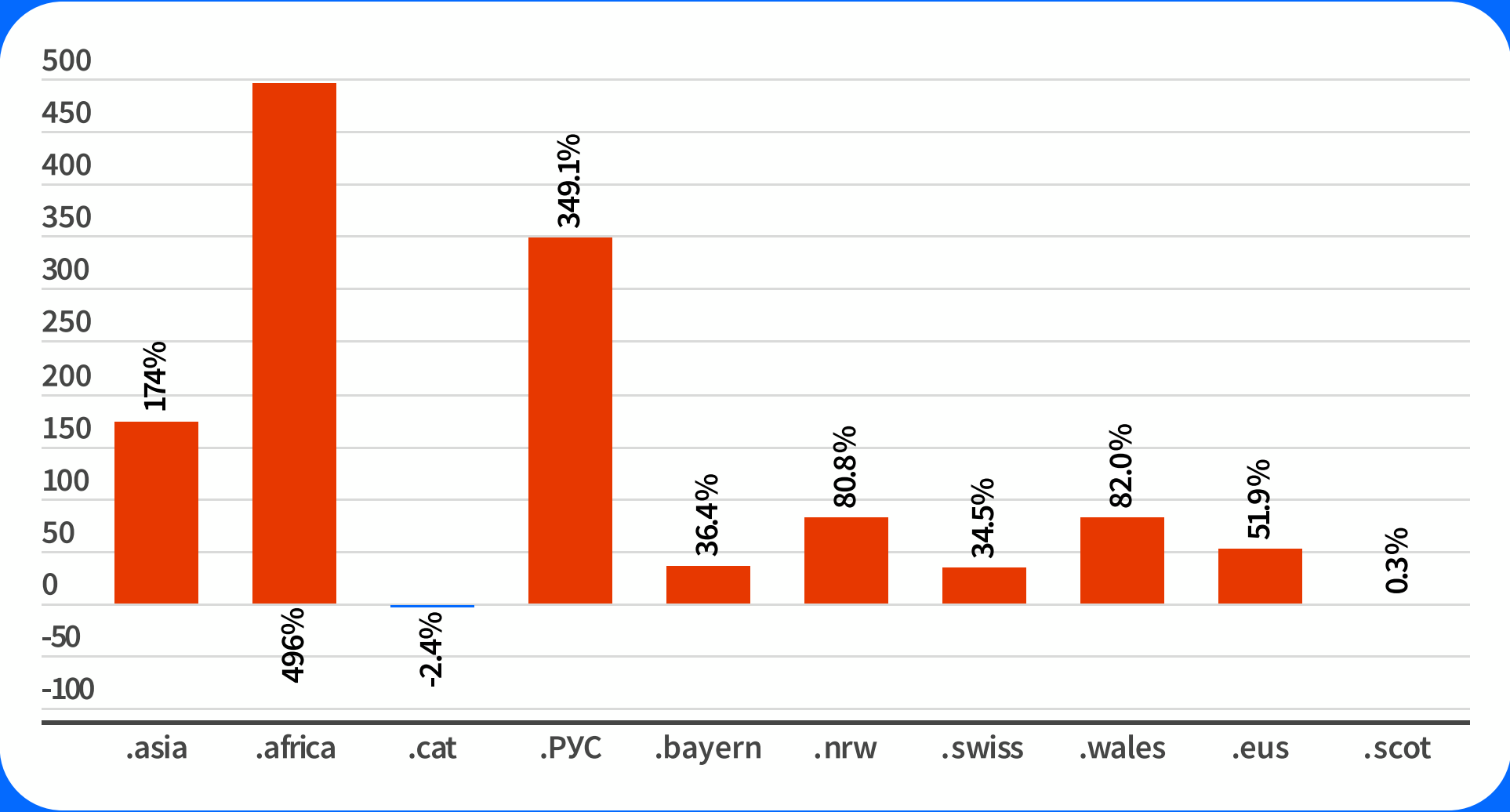


¹⁶ Dataprovider.com (December 2022).
¹⁷ Domain Name Stat (17.01.23), ZONEFILES (17.01.23).
¹⁸ Internal calculation based on change to previous Global Domain Report.

Top 10 geoTLDs



Top 10 geoTLDs YoY change



cityTLDs

A cityTLD represents a digital asset for citizens, organizations and institutions, enabling them to create the perfect localized identity on the internet. The idea of initiating a TLD string based on the city's name was put forward by .berlin in 2012 and ICANN accepted applications for geographic extensions for the first new gTLD program. Since 2014, local communities have been able to register domains with a clear local reference.

Currently, 35 cities have digital city brands, with some holding two TLDs or an IDN version, taking the total to 40 cityTLDs in the DNS. For example, Barcelona has .barcelona and .bcn, Istanbul has .istanbul and .ist, Cologne has .koeln and .cologne, Moscow has .moscow and .mockba and Abu Dhabi has .abudhabi and ابوظبي.

With our cityTLD registries .hamburg and .berlin, we aim to support these cities with their online presence and extend their reach. We see an ongoing trend favoring local businesses over national or international ones.

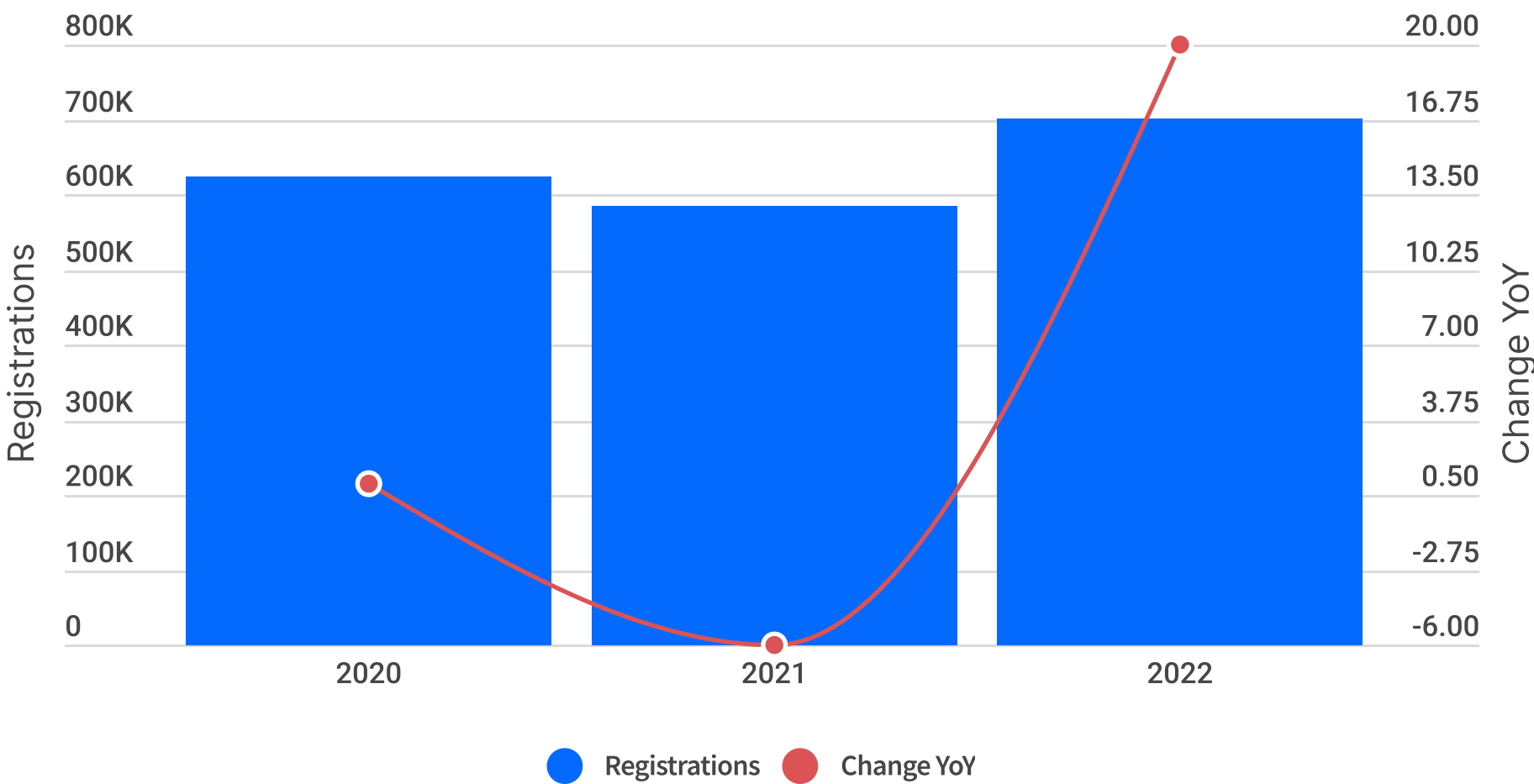
Katrin Ohlmer
CEO .berlin, CEO Dotzon, Co-Founder .hamburg



Top 10 city TLDs¹⁹

	City TLD	2021	2020	2019	Trend
1	.berlin	1	1	1	↔
2	.tokyo	2	3	2	↔
3	.nyc	3	4	7	↔
4	.amsterdam	4	2	6	↔
5	.vegas	11	11	4	↑
6	.miami	6	17	17	↑
7	.koeln	5	10	5	↓
8	.paris	9	7	14	↑
9	.london	8	5	8	↓
10	.hamburg	7	12	3	↓

cityTLD registrations change YoY²⁰



¹⁹ DOTZON Digitale Stadtmarken 2022 report (February 2023).

²⁰ Ibid.

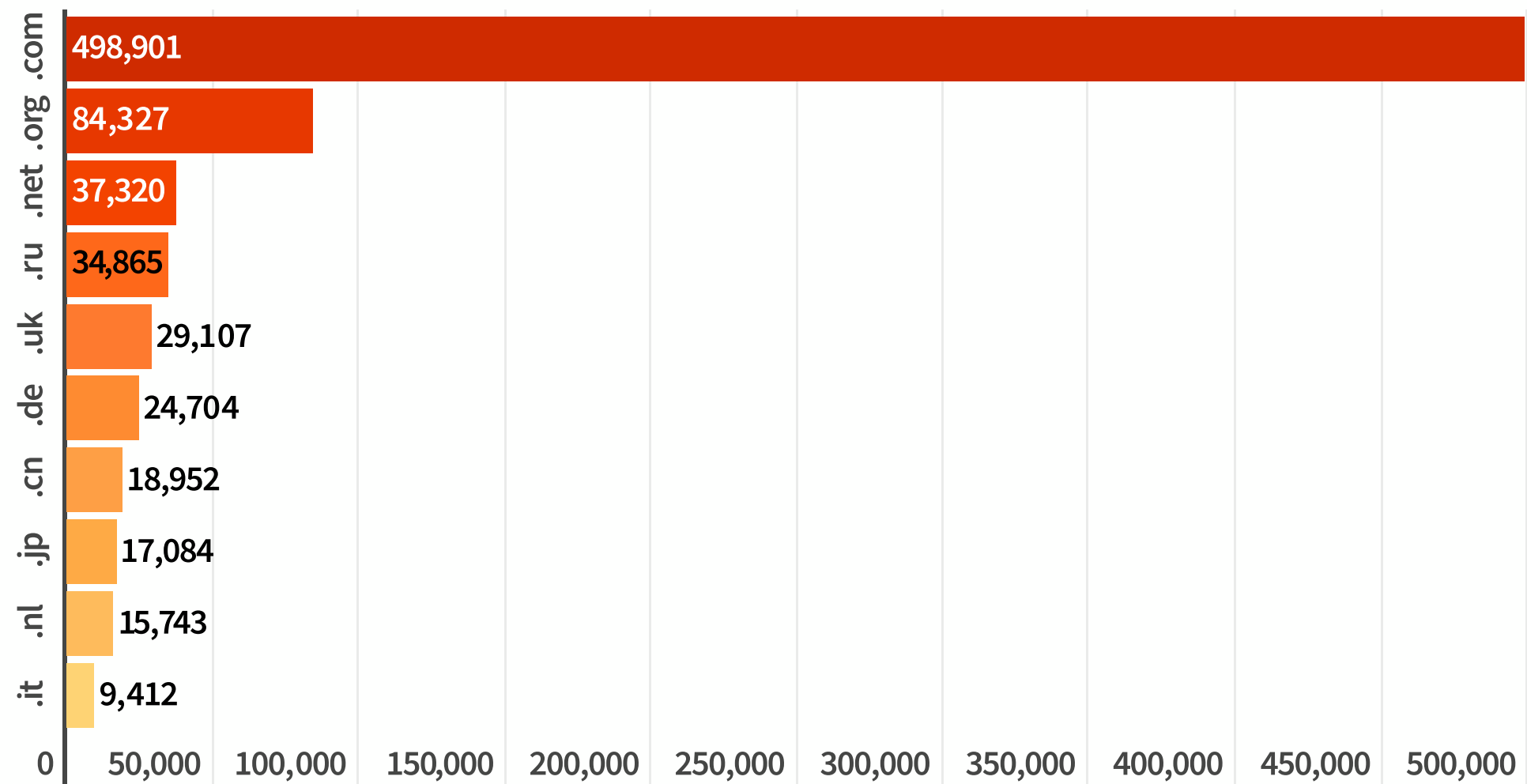
Majestic Million

The Majestic Million listings have become a widely used metric in the industry to assess the popularity and consequently also the value of domain names. It is a ranking of domain names based on their popularity in search engines.

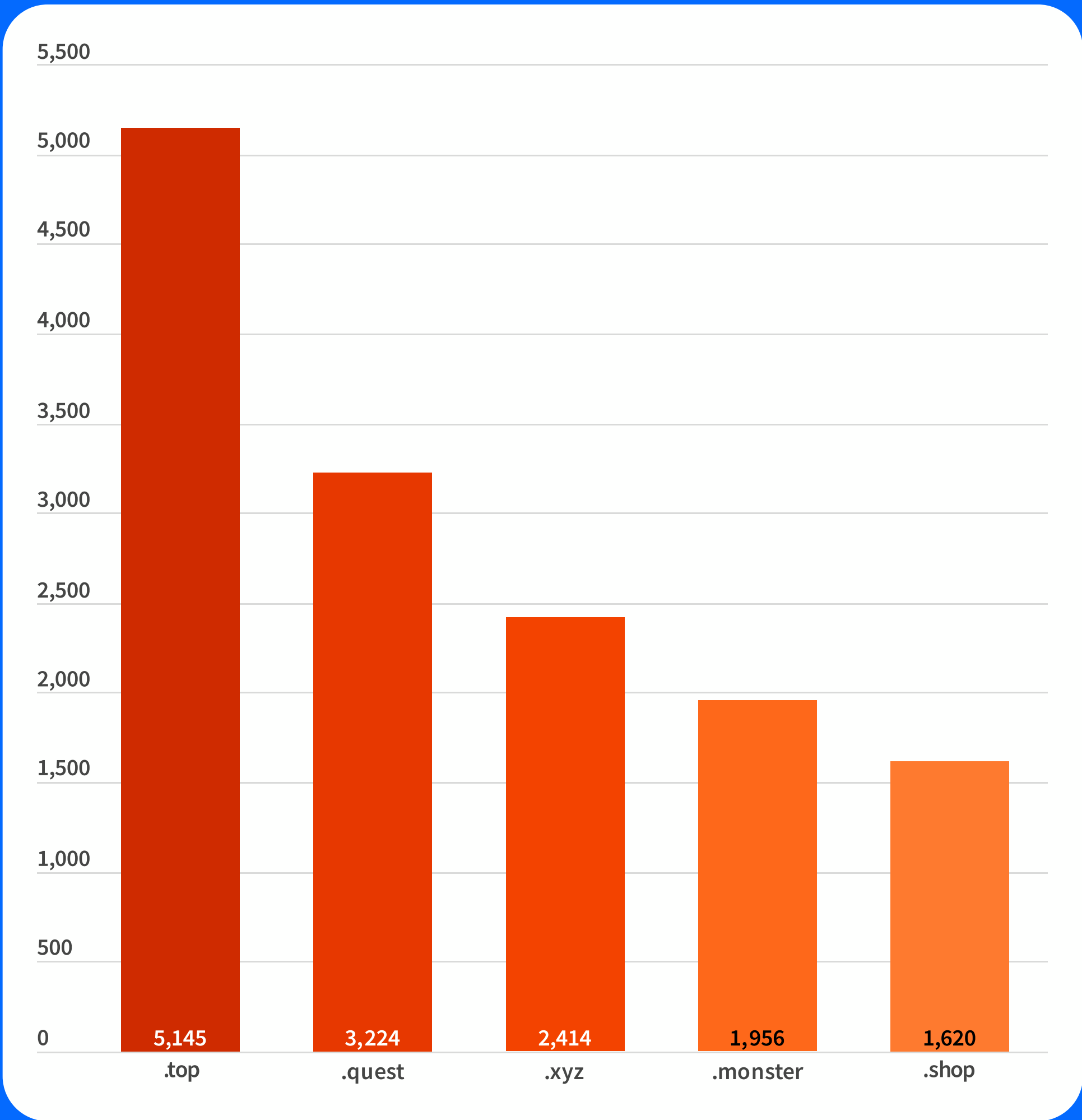
The graph on the right shows you the most frequent TLD types in the Majestic Million list, dominated by gTLDs. Interestingly, new gTLDs have also made their way to the chart in recent years.

The top positions for ccTLDs haven't changed in the past years, with .ru, .de and .uk still holding the highest share.

Top 10 TLDs count in Majestic Million



Top 5 new gTLDs count in Majestic Million



²¹ Majestic Million (January 2023).

²² Ibid.

”

What were the highlights and challenges you encountered in 2021?

Urs Eppenberger

Head of .ch & .li Registry -
SWITCH



Securing the infrastructure against threats is more important than ever. The Swiss ccTLD .ch reached 40% of DNSSEC signed domain names. It is a fantastic milestone that will improve the resilience of the whole system.

It is exciting to see that data still is and will keep on being a leading driver of business success. We are clearly seeing the value of placing registries and registrars at the pulse of how customers use their domain names. If you have the data to assess what your client needs, you can propose the services that offer the most value to them, resulting in higher conversion rates.



Alona Borzhemska

CCO - DomainCrawler AB

The biggest highlight for me was seeing the Covid epidemic recede enough to allow industry participants around the world to start meeting each other in person again. The NamesCon Global conference in Austin, Texas, last summer was their first real world event in two-and-a-half years and it was a joy to see so many friends and colleagues face to face again. While ours is a virtual business, it is still driven by personal relationships and opportunities to learn directly from people who are driving improvements and innovation in our field.



Ron Jackson

Editor & Publisher -
DNJournal.com

”

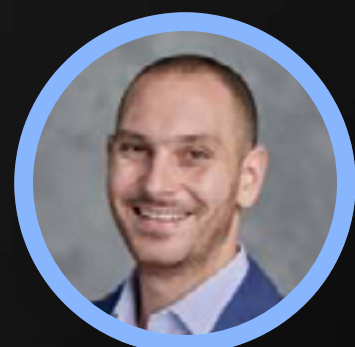
What were the highlights and challenges you encountered in 2021?

In 2022 we launched NameBlock, a tool that unites registrars and registries to clamp down on DNS abuse whilst creating a fantastic additional revenue source by offering entrepreneurs, businesses, individuals and brands around the globe access to easy and efficient brand protection. In securing product ideas and trademarks on the internet, NameBlock is definitely a great achievement for the whole team.



Eshan Pancholi

Director, Marketing and Brand Strategy, ShortDot SA



Vuksan Rajkovic

Head of Sales - .ME registry

The main achievement was beating the numbers from 2021, our best year since the launch of the .ME extension. After explosive growth during the pandemic, we had minimal fluctuations in the domain portfolio while making other revenue streams, especially premium domain registrations, more relevant.



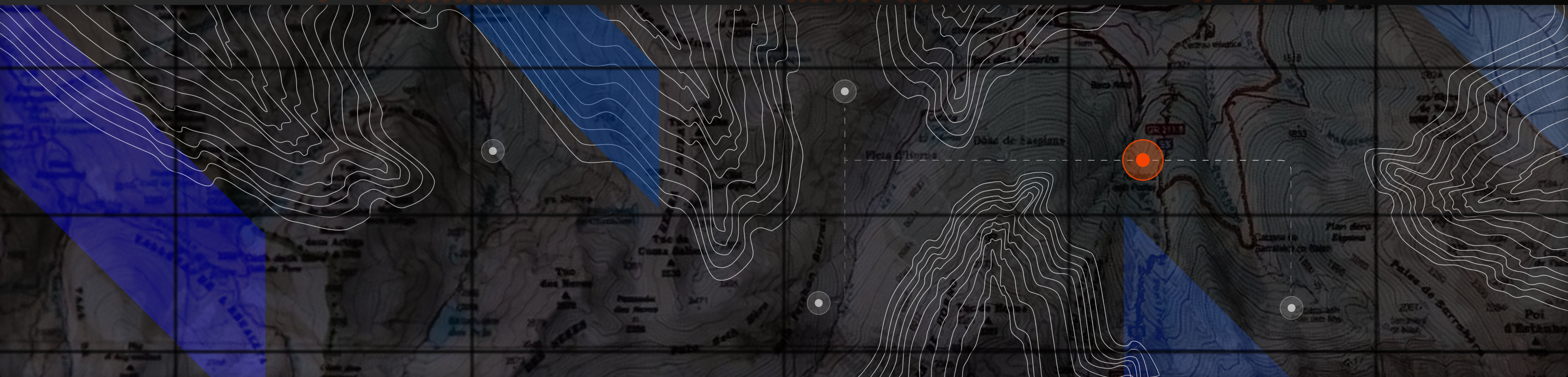
Neha Naik

Vice President, Channel Partnerships - Radix

One of our key success metric has been the evaluation of renewals and usage. From our portfolio, .online continues to be the number one generator of renewal revenue among new gTLDs in 2022, followed by .store coming in second. In terms of usage, we have seen some big brands and creators adopt .store. This is a testament to the capacity of new gTLDs to fit and lend unique value to the brand.

02

Domain atlas



Domain atlas

The domain atlas is an in-depth look at the use of TLDs across the globe. Through a world journey divided into four areas (Europe, Americas, Africa & Middle East, Asia & Oceania), we look at the top 10 ccTLDs in each region and gain insights into some key national markets in the region. The next pages offer in-depth analysis providing a geographic and cultural perspective on how TLDs are used throughout the world. You can easily see which TLDs are popular in specific areas, making it easier to choose the right domain name for your business or investment.

The domain atlas is the product of a vast dataset of 700 million records, analyzed using [Dataprovider.com](#)'s web crawling platform. The data delivers a snapshot of the TLD landscape (December 2022).



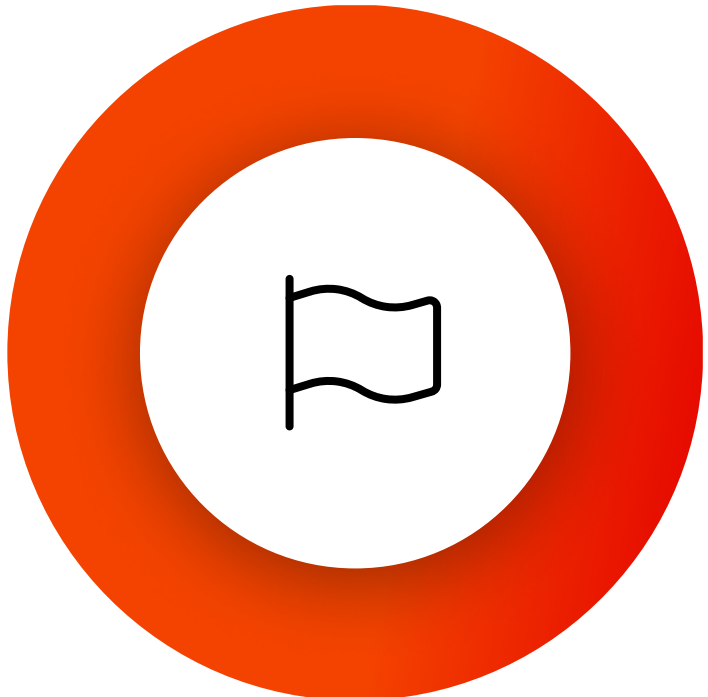
4

WORLD REGIONS



700 M

RECORDS ANALYZED



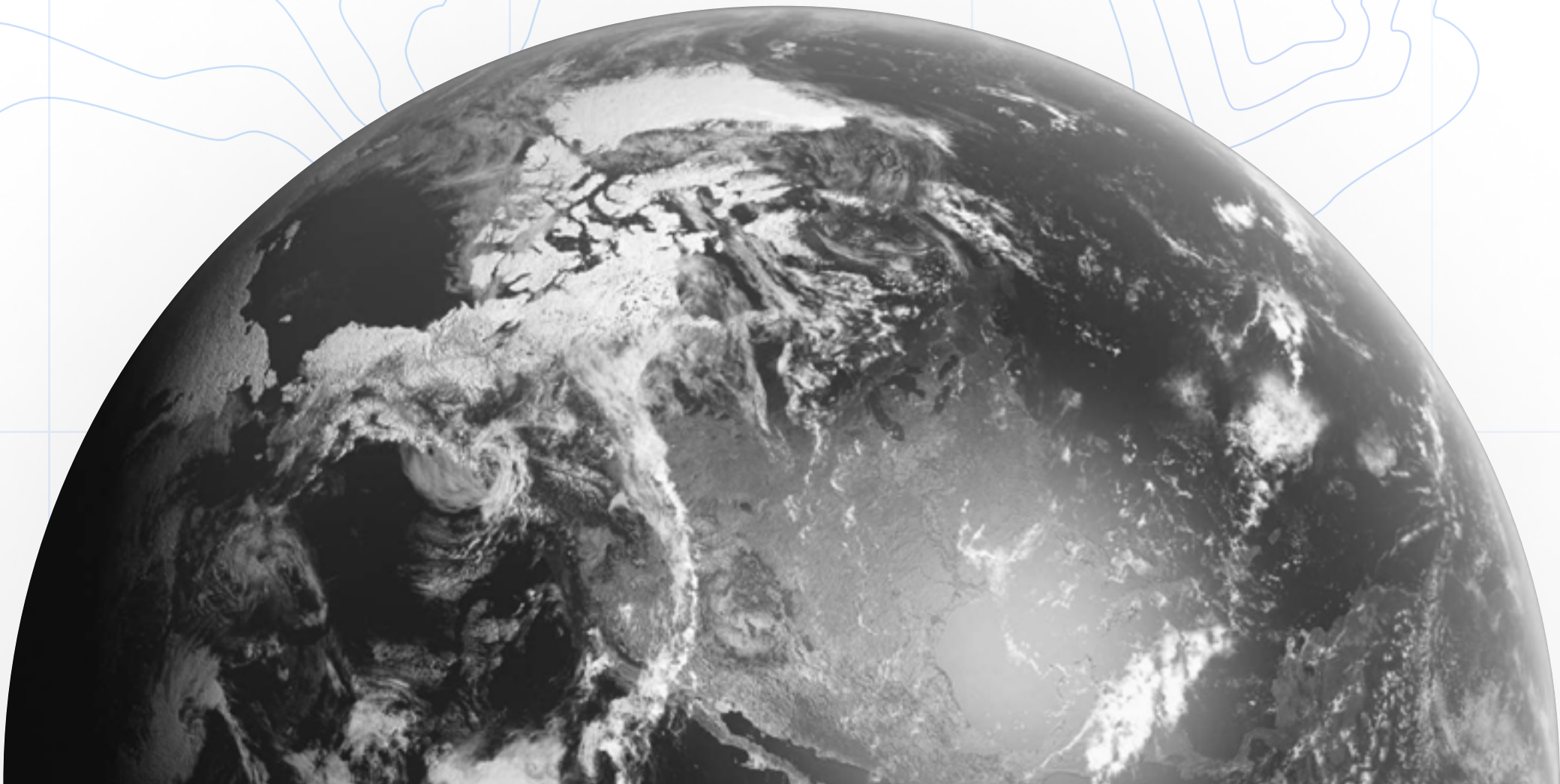
14

COUNTRIES



1











WORLD TOUR



Europe



Top 10 ccTLDs

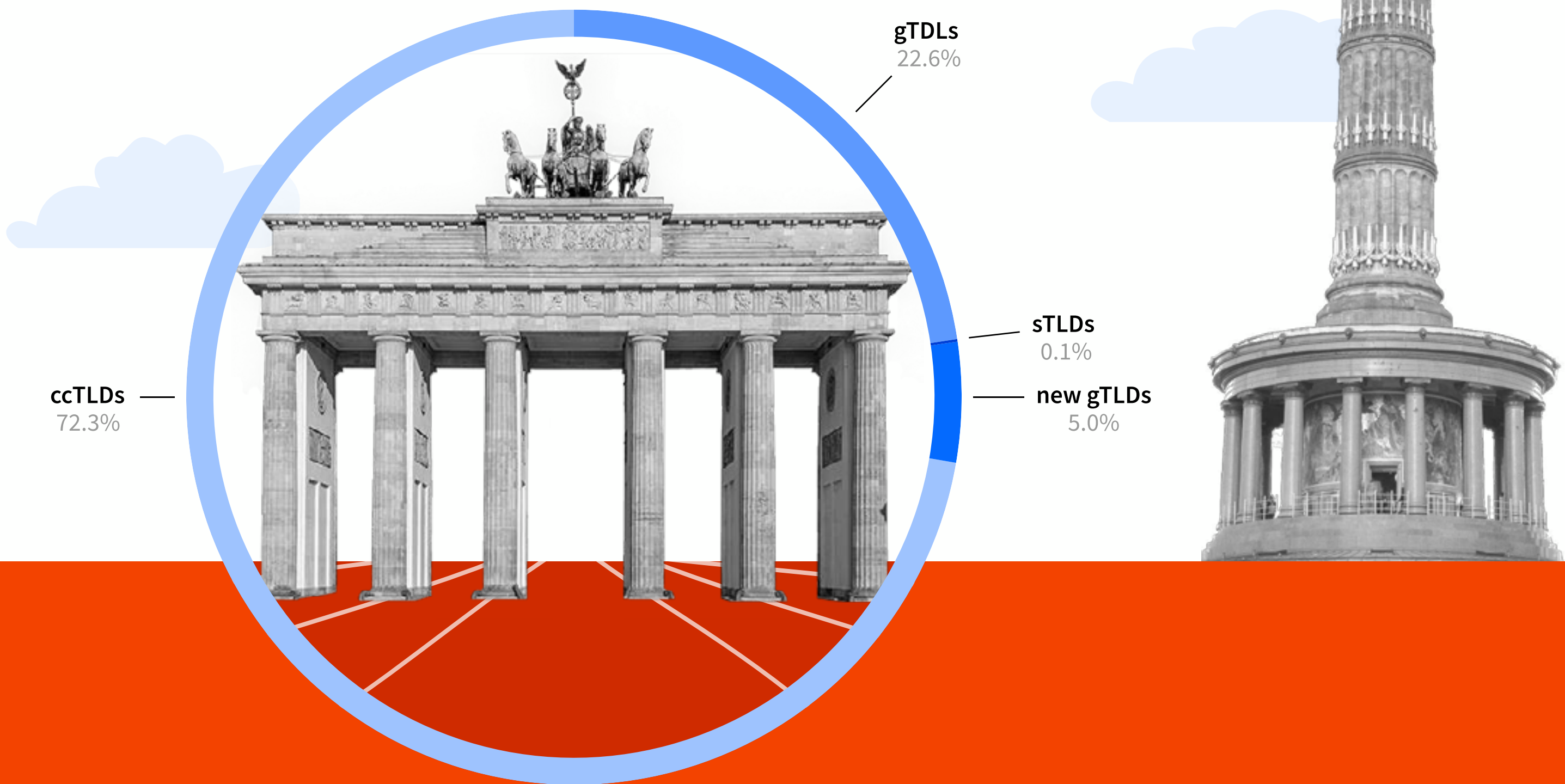
	TLD	Country	Registered domains in M	Changes to 2021	Registered domains per 100,000 inhabitants †
1	.de		17.42*	+ 1.2%	20,939
2	.uk		9.72*	+ 0.2%	14,442
3	.nl		6.28*	+ 0.6%	35,846
4	.fr		4.00*	+ 4.0%	5,904
5	.eu		3.70*	- 0.9%	828
6	.it		3.46*	+ 0.5%	5,867
7	.ch		2.52*	+ 1.8%	28,981
8	.pl		2.50*	- 1.2%	6,646
9	.es		2.00*	+ 0.8%	4,222
10	.be		1.74*	+ 0.3%	15,039

* Respective registry websites (12.01.2023).
† The population data used for this calculation was retrieved from THE WORLD BANK Population (12.01.23).

Germany

Germany is not only the leading economy on the European continent, it is also a major player in the domain industry. Its ccTLD .de is one of the top 3 TLDs worldwide. Among gTLDs and another ccTLD in the top 10, namely .eu, the new gTLDs .xyz, the world's fastest growing new extension, also managed to secure a spot in the German ranking.

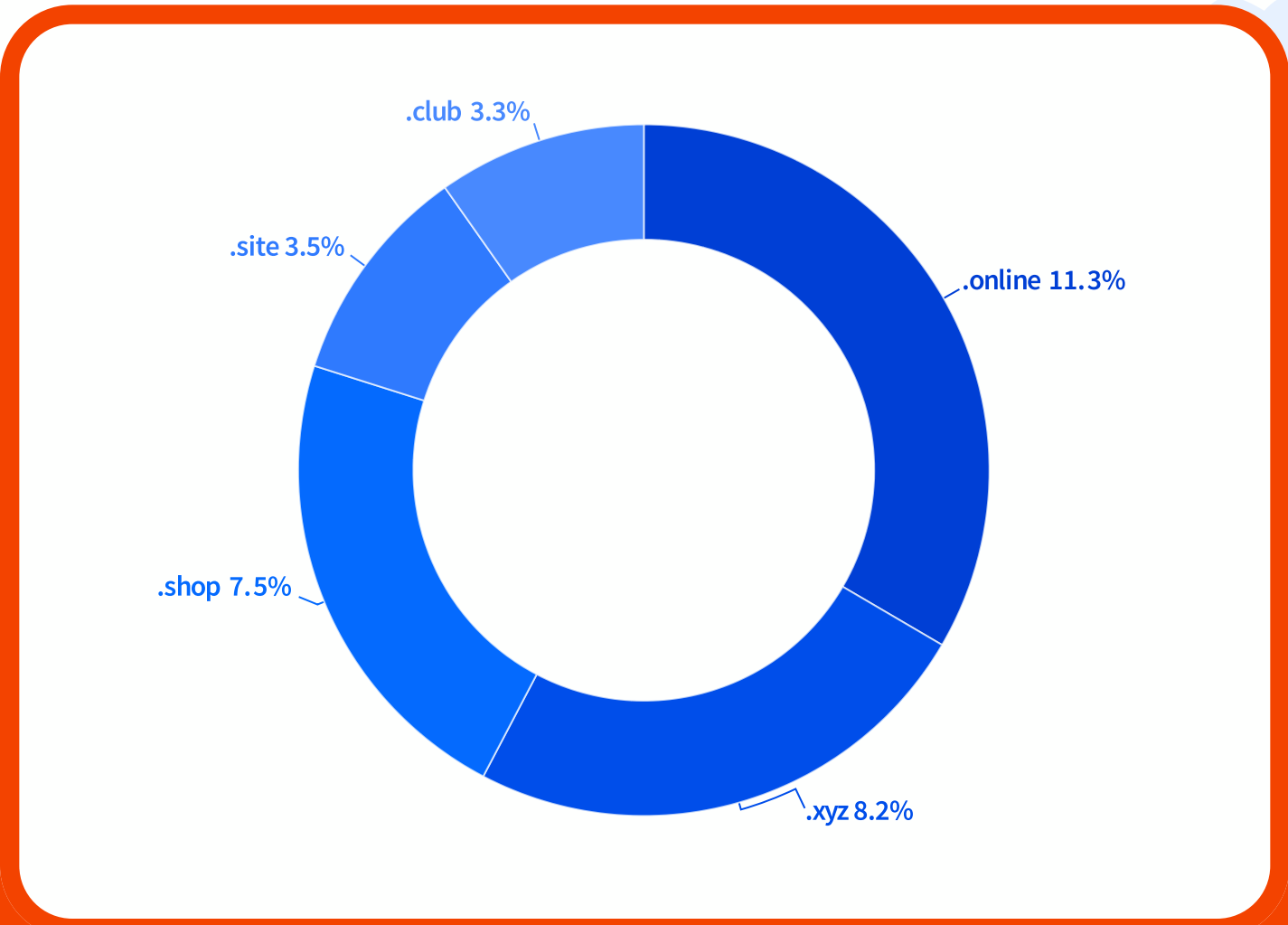
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.de	67.7%
2	.com	16.3%
3	.net	2.8%
4	.eu	2.7%
5	.org	1.8%
6	.info	1.6%
7	.online	0.5%
8	.xyz	0.4%
9	.tk	0.4%
10	.biz	0.3%

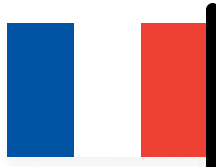
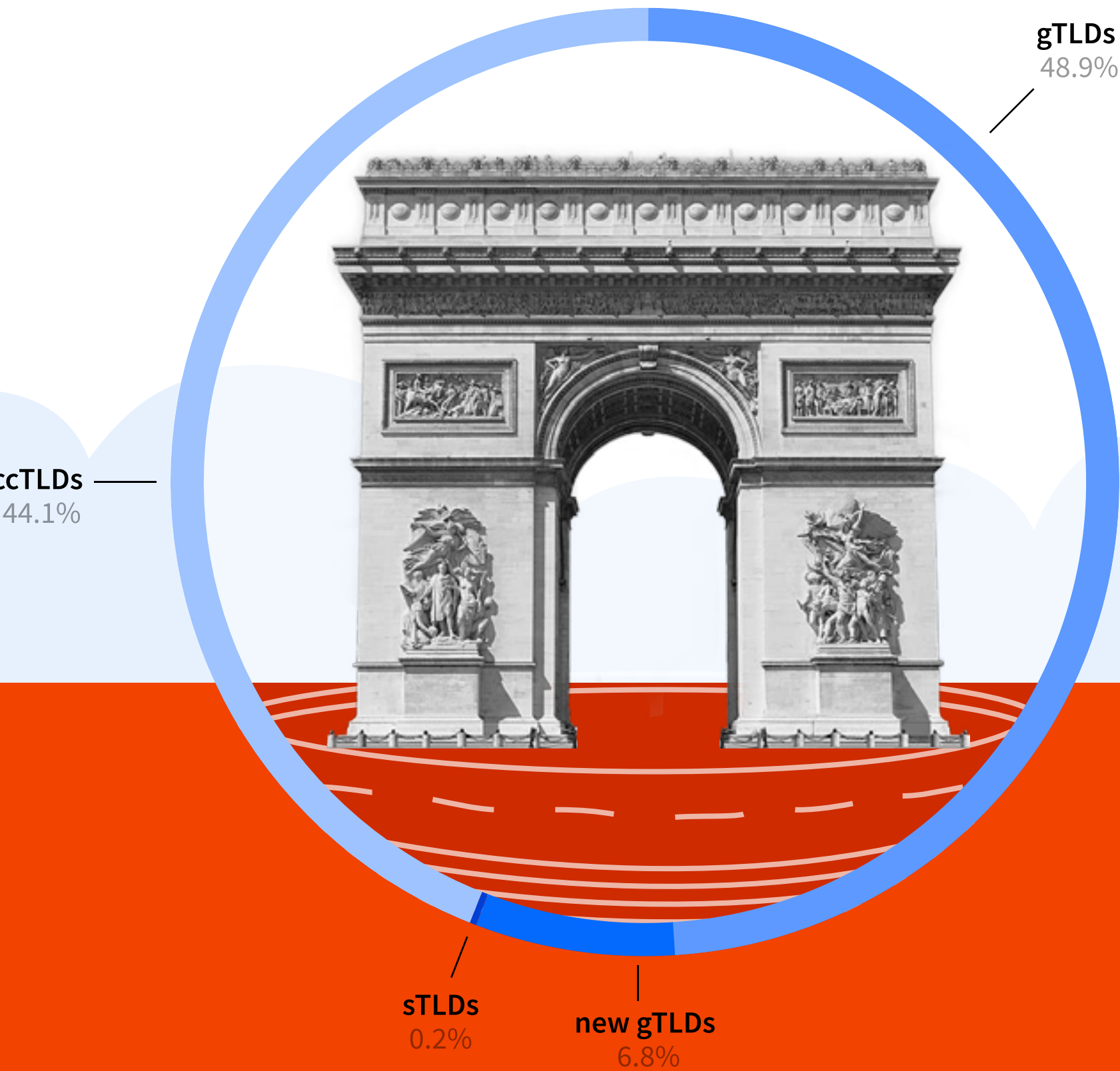
new gTLDs market share in %



France

Surprisingly, France is one of the countries with a comparatively smaller market share for its ccTLD (40%), a percentage similar to .com. The *Hexagone* is characterized by the presence of some unique TLDs such as .ovh and .pro as well as the geoTLD .paris for its world-famous capital.

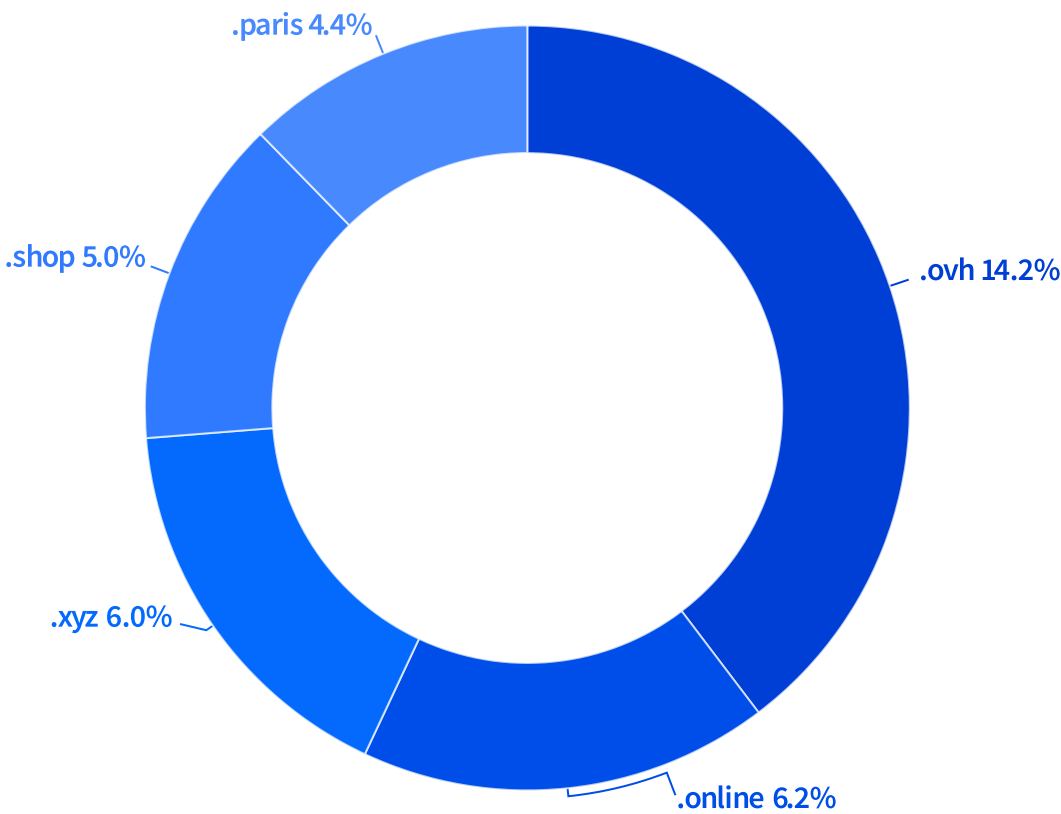
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.fr	40.1%
2	.com	39.5%
3	.net	4.6%
4	.org	3.3%
5	.eu	1.8%
6	.info	1.2%
7	.ovh	0.9%
8	.biz	0.5%
9	.pro	0.5%
10	.online	0.4%

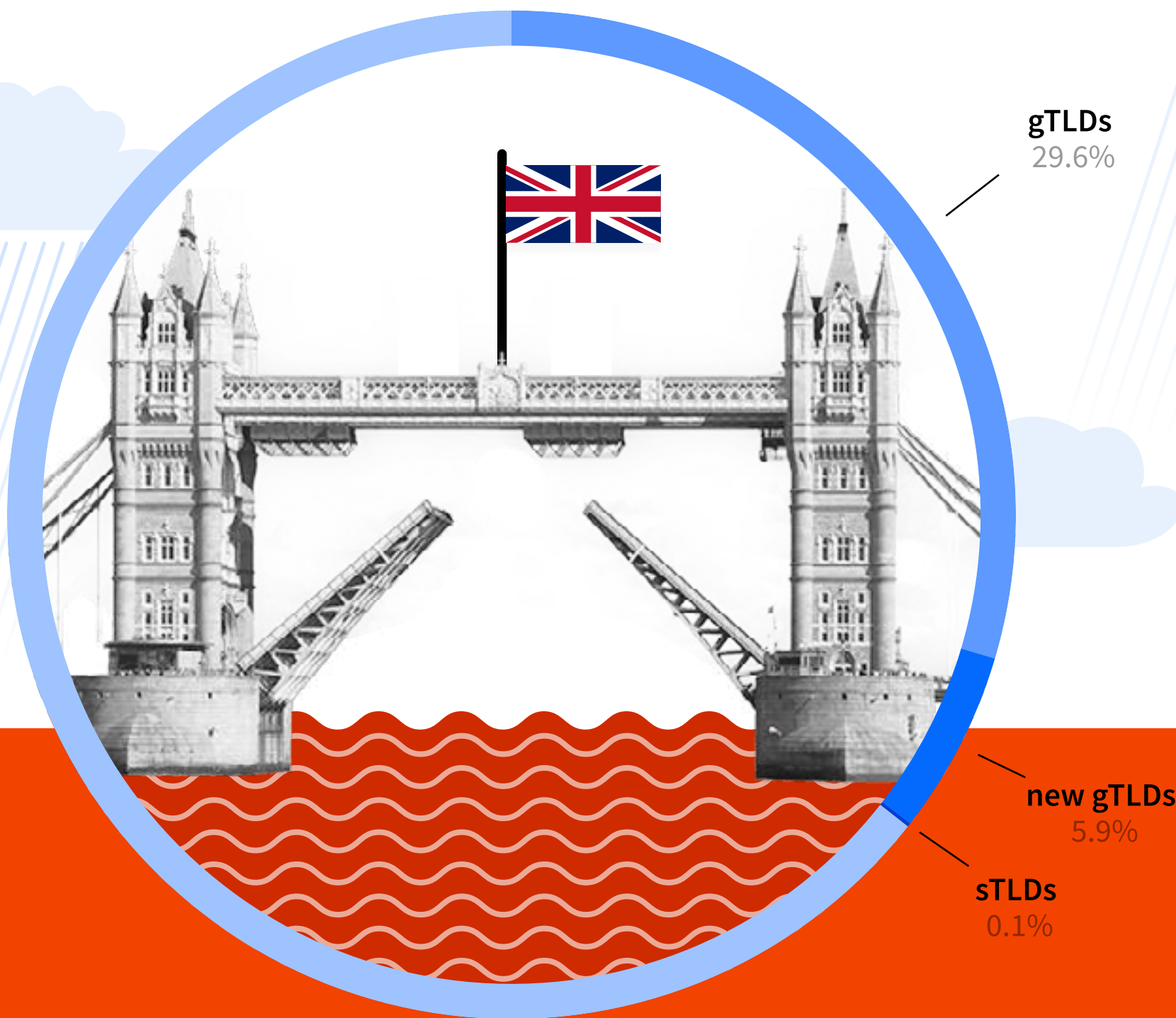
new gTLDs market share in %



United Kingdom

The UK's top 10 is in line with other those of other European countries. The kingdom holds a higher share for the national ccTLD (+60%), followed by legacy gTLDs. Another interesting fact is that .xyz is by far the most registered new gTLD. The extension .bar and the capital's geoTLD .london also hold a spot on the UK rankings.

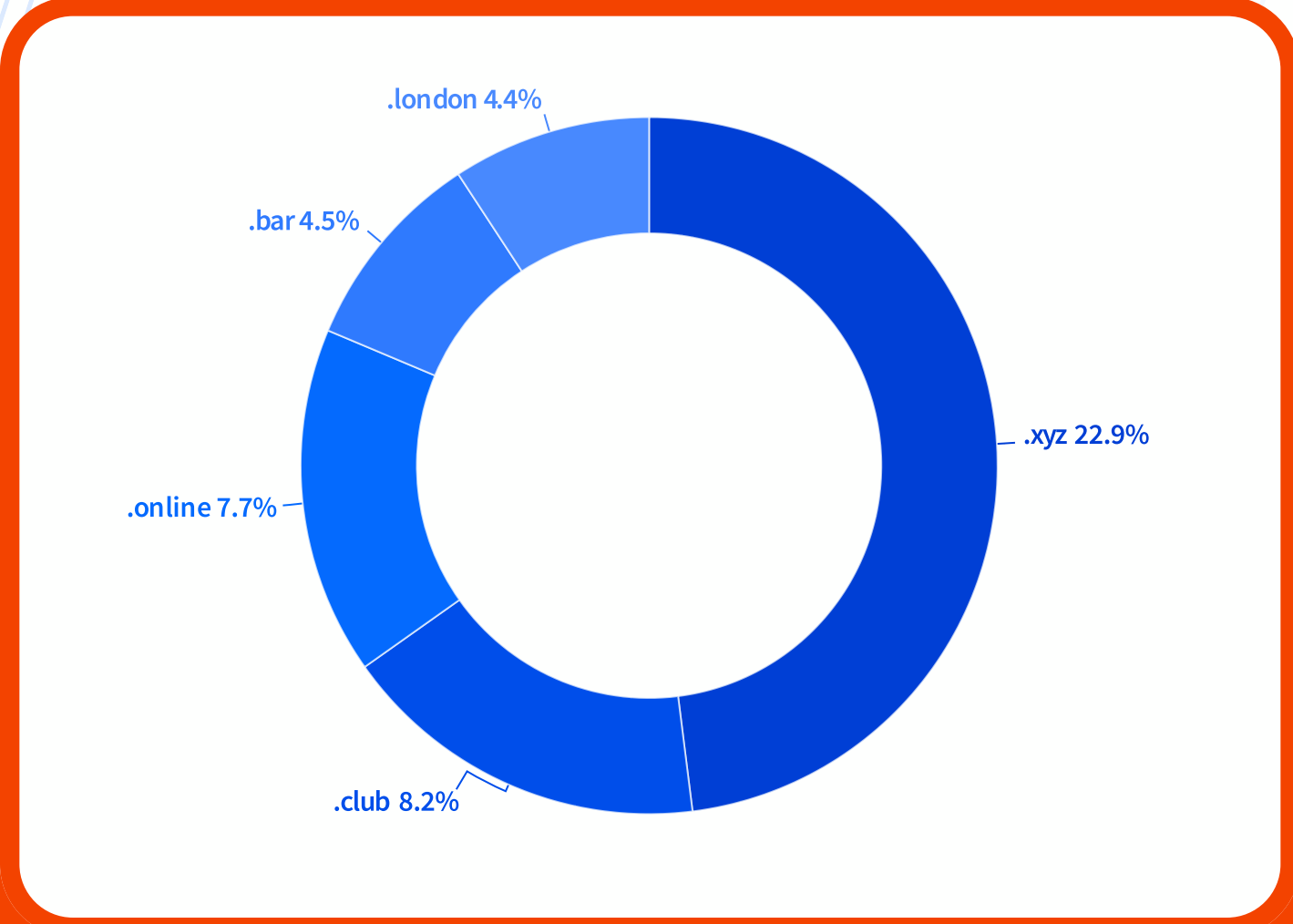
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.uk	63.3%
2	.com	25%
3	.net	2.2%
4	.org	1.7%
5	.xyz	1.3%
6	.co	0.6%
7	.club	0.5%
8	.online	0.4%
9	.bar	0.2%
10	.london	0.2%

new gTLDs market share in %



The Americas



Top 10 ccTLDs

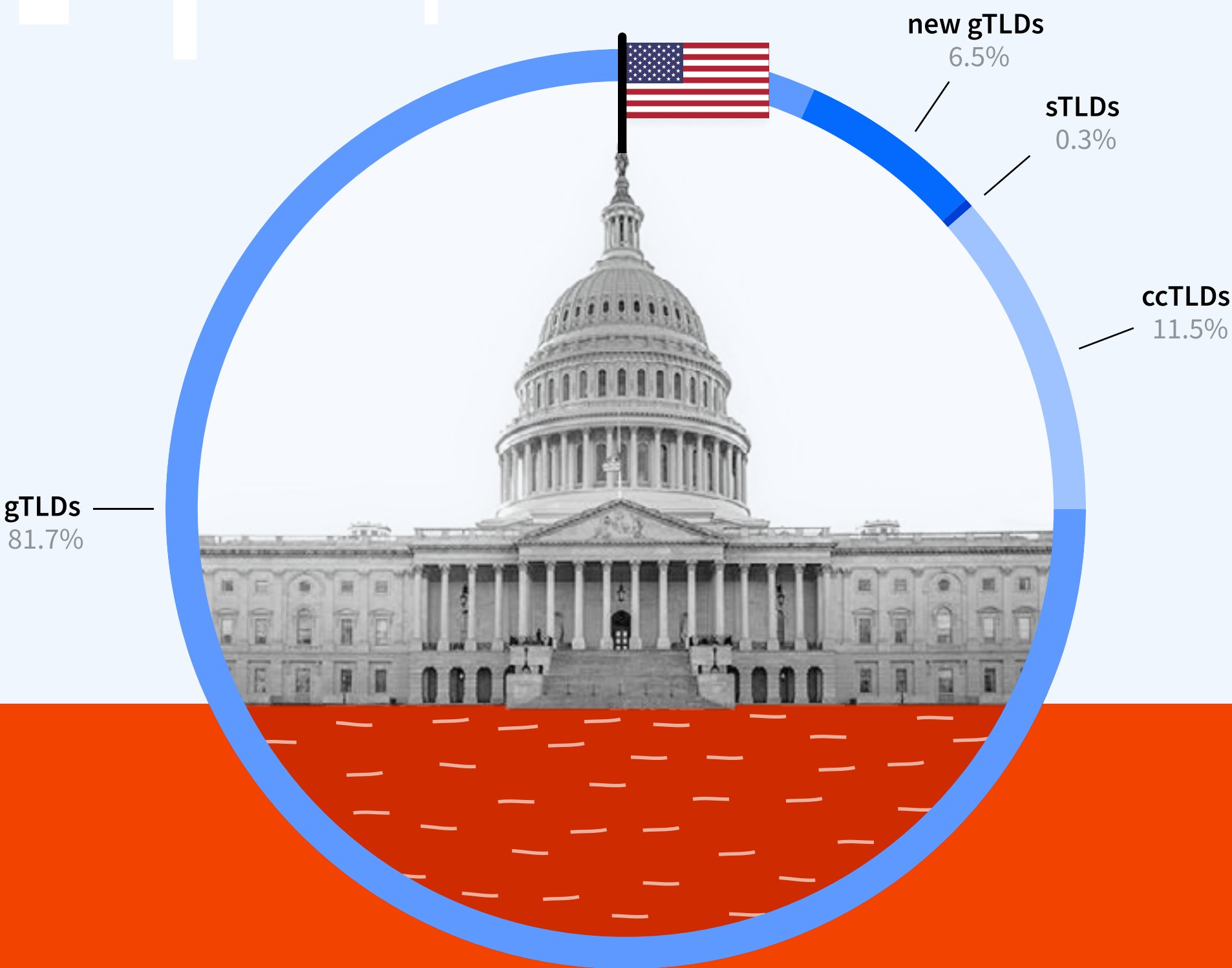
	TLD	Country	Registered domains in M	Changes to 2021	Registered domains per 100,000 inhabitants †
1	.br		5.00*	+ 2.8%	2,337
2	.co		3.43*	+ 4.0%	6,673
3	.ca		3.35*	+ 6.9%	8,721
4	.us		1.88**	+ 6.6%	567
5	.mx		1.24*	+ 0.0%	981
6	.cl		0.71*	- 1.3%	3,683
7	.ar		0.67*	- 0.5%	1,477
8	.pe		0.14*	+ 2.1%	423
9	.ai		0.13**	+ 12.4%	704,226
10	.uy		0.09*	+ 2.8%	2,899

* Respective registry websites (16.01.2023).
** DomainTools (16.01.2023).
† The population data used for this calculation was retrieved from THE WORLD BANK Population (12.01.23).

United States

The ranking of the United States is characterized by the strong presence of gTLDs (+80%) and one of the largest market shares for .com across all countries. A particular feature of this country has always been the relatively low share for its ccTLD .us, which has nevertheless followed a path of timid growth over recent years.

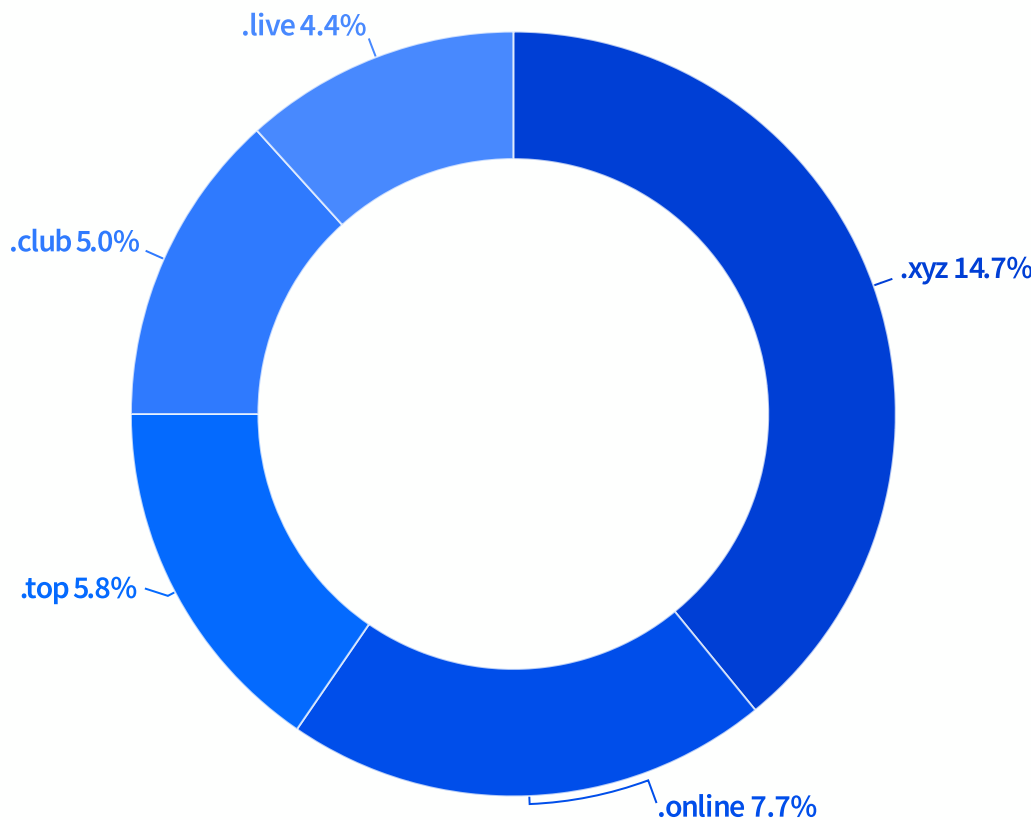
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.com	70.1%
2	.net	5.6%
3	.org	4.7%
4	.us	1.8%
5	.info	1.7%
6	.xyz	1.6%
7	.co	1.5%
8	.online	0.9%
9	.tk	0.8%
10	.top	0.6%

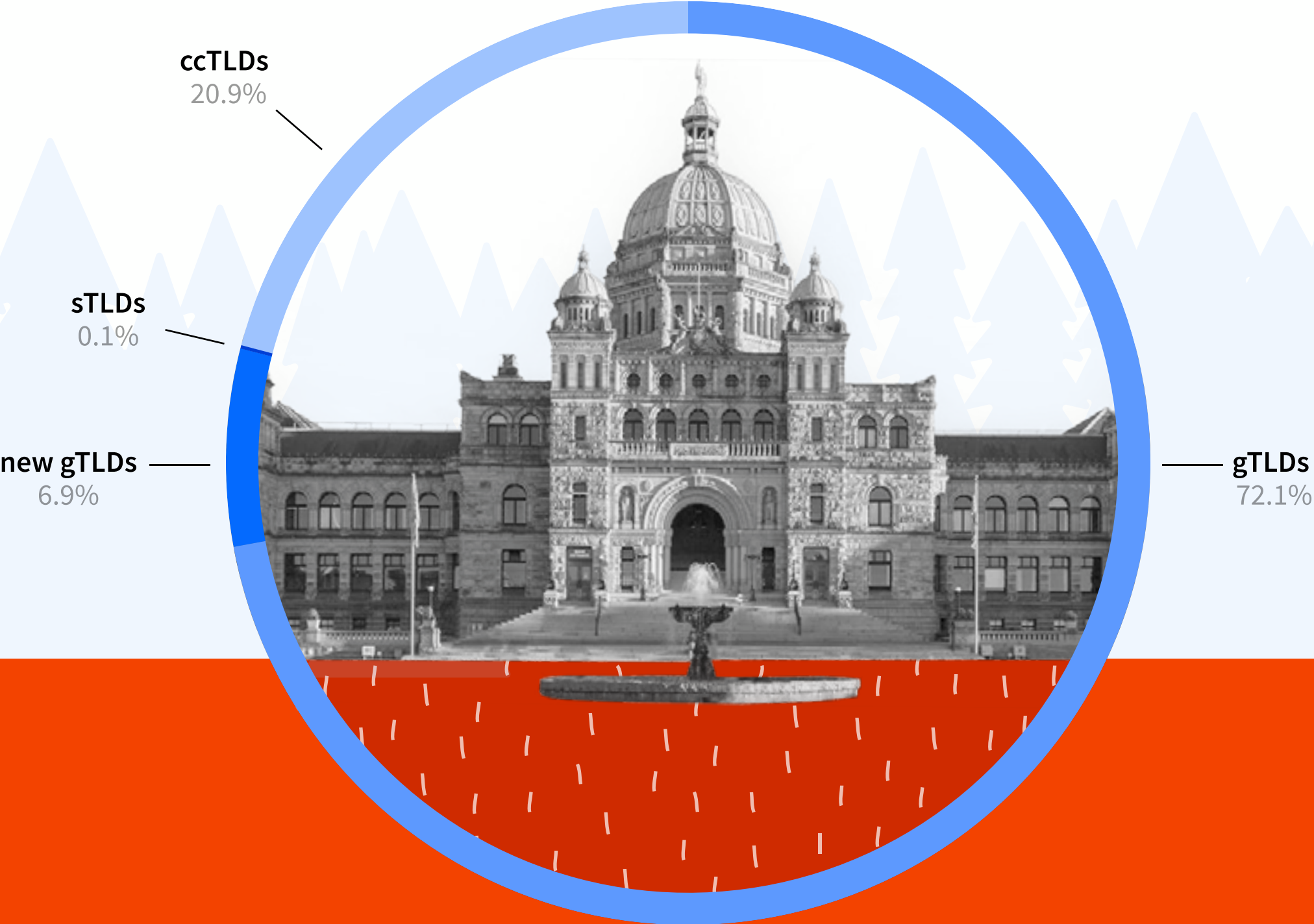
new gTLDs market share in %



Canada

In Canada, the largest slice of the market share is taken up by gTLDs, out of which .com in particular stands out. Followed by the ccTLD .ca in second place, the rest of the top 10 consists of new gTLDs that are dedicated to the e-commerce and IT sectors.

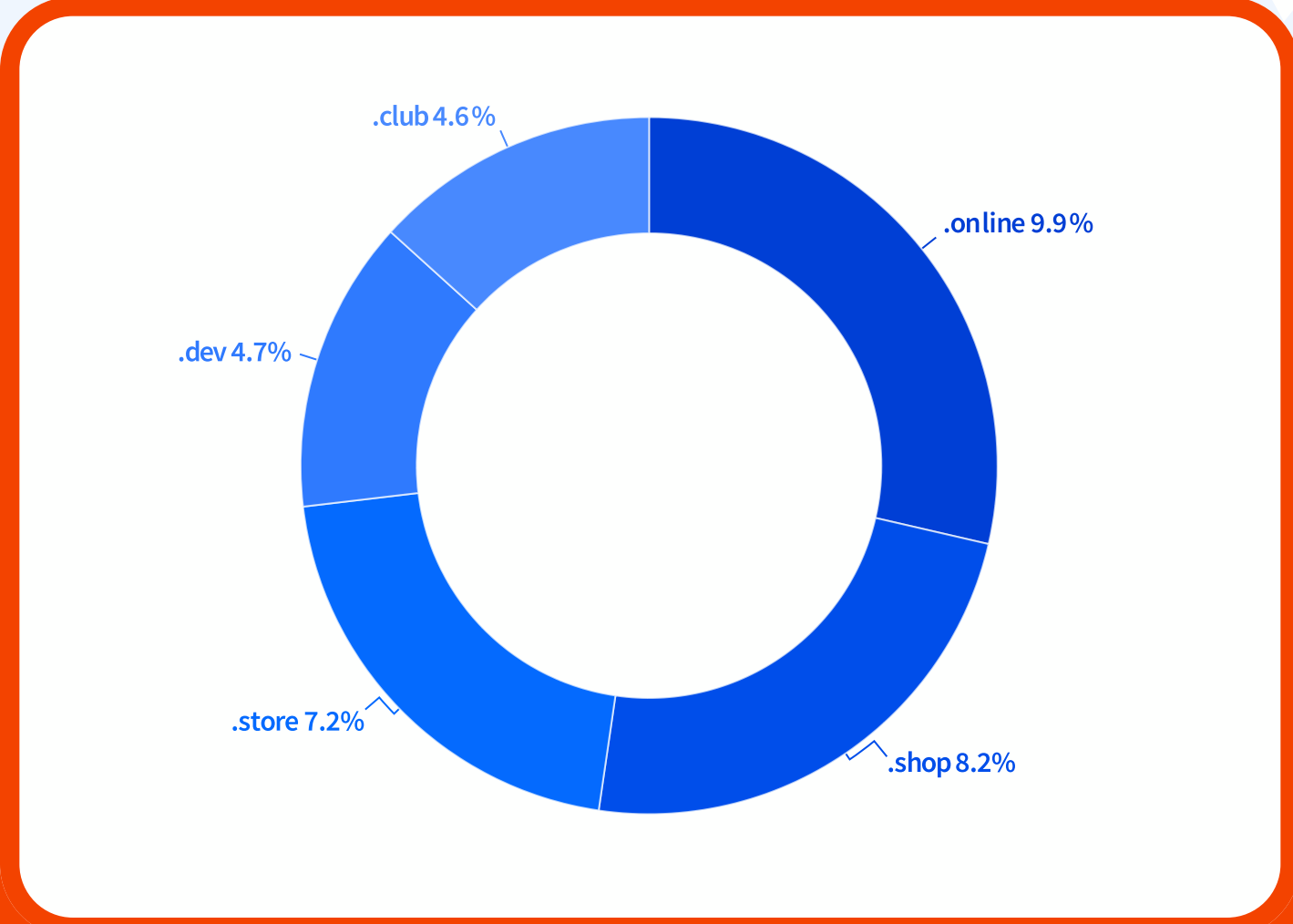
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.com	63.6%
2	.ca	19.2%
3	.net	3.6%
4	.org	3.6%
5	.info	0.9%
6	.co	0.7%
7	.online	0.6%
8	.shop	0.5%
9	.store	0.5%
10	.dev	0.3%

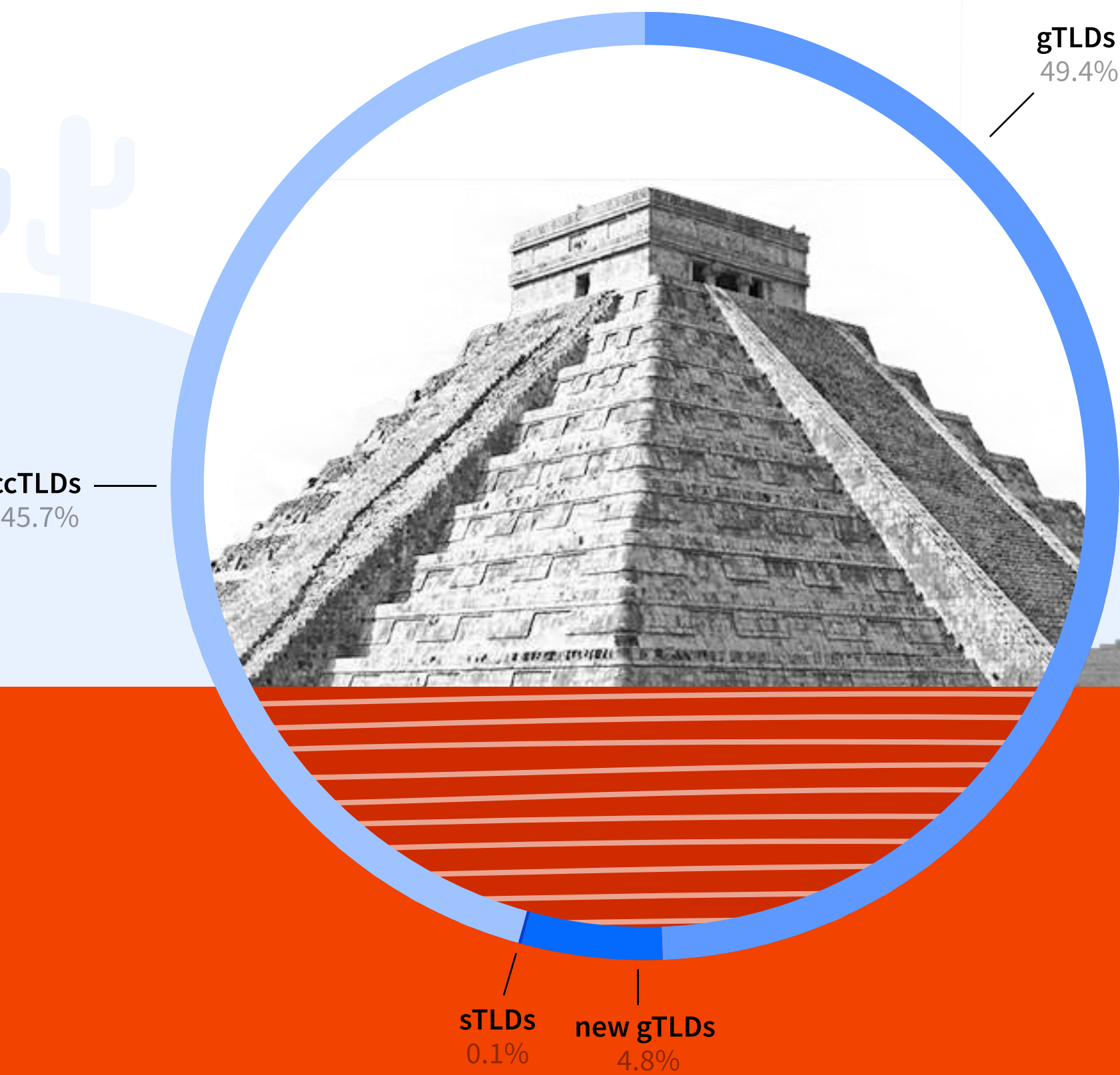
new gTLDs market share in %



Mexico

The Mexican market is mostly divided between .com and the national ccTLD .mx. The rest is distributed between the main gTLDs and a few new gTLDs. Of note is the presence of .online as the leading new gTLD as well as the geoTLD .lat.

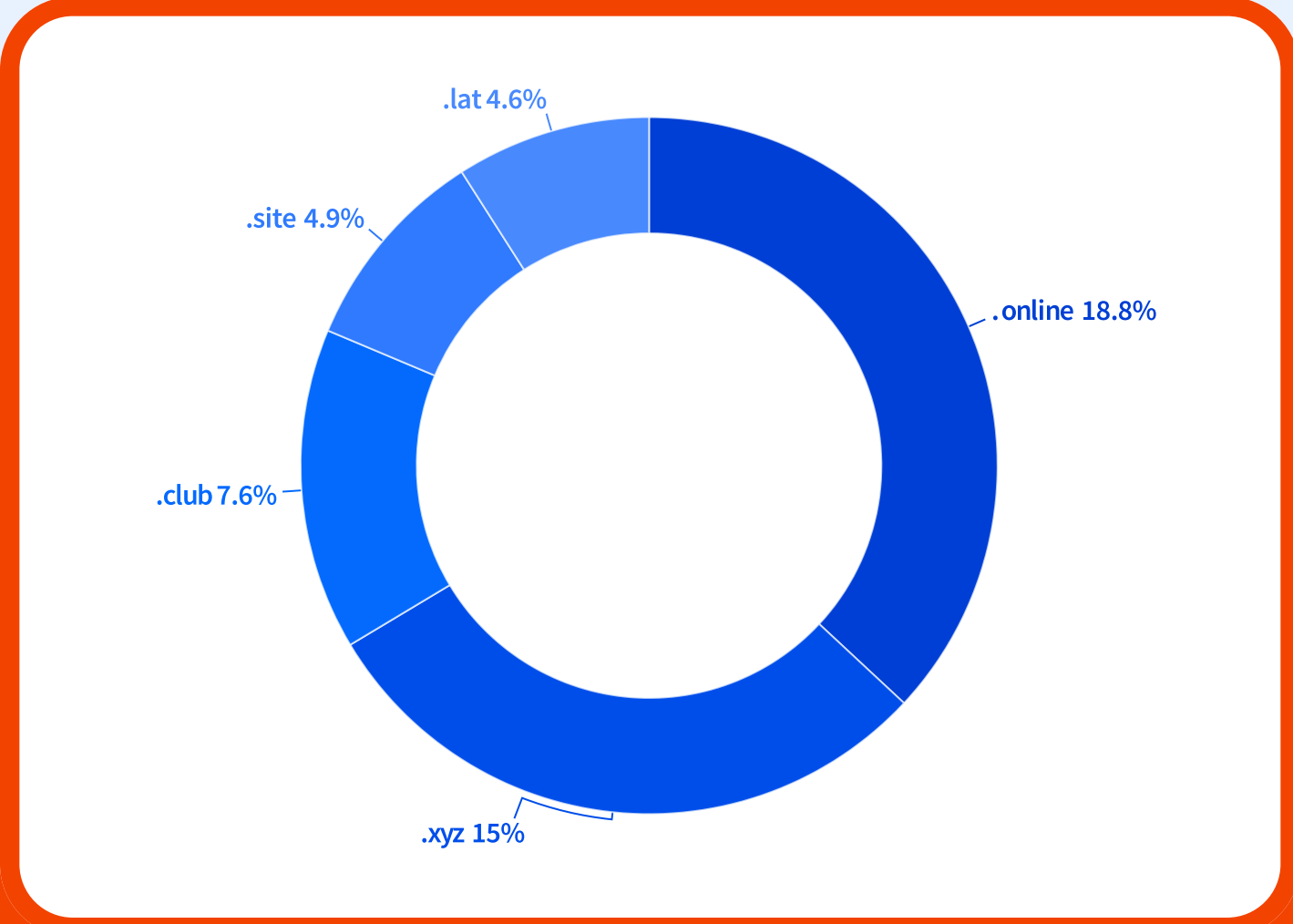
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.mx	45.4%
2	.com	45.3%
3	.net	2.2%
4	.org	1.5%
5	.online	0.9%
6	.xyz	0.7%
7	.info	0.5%
8	.club	0.4%
9	.co	0.2%
10	.lat	0.2%

new gTLDs market share in %



Brazil

The .br ccTLD is not only the top most-registered TLD in the country of origin (75.7%) but also one of the leading ones in South American. With a very large market share, the remaining part goes to legacy gTLDs (18.8%) and a 5% share divided among several new gTLDs with .online at the top.

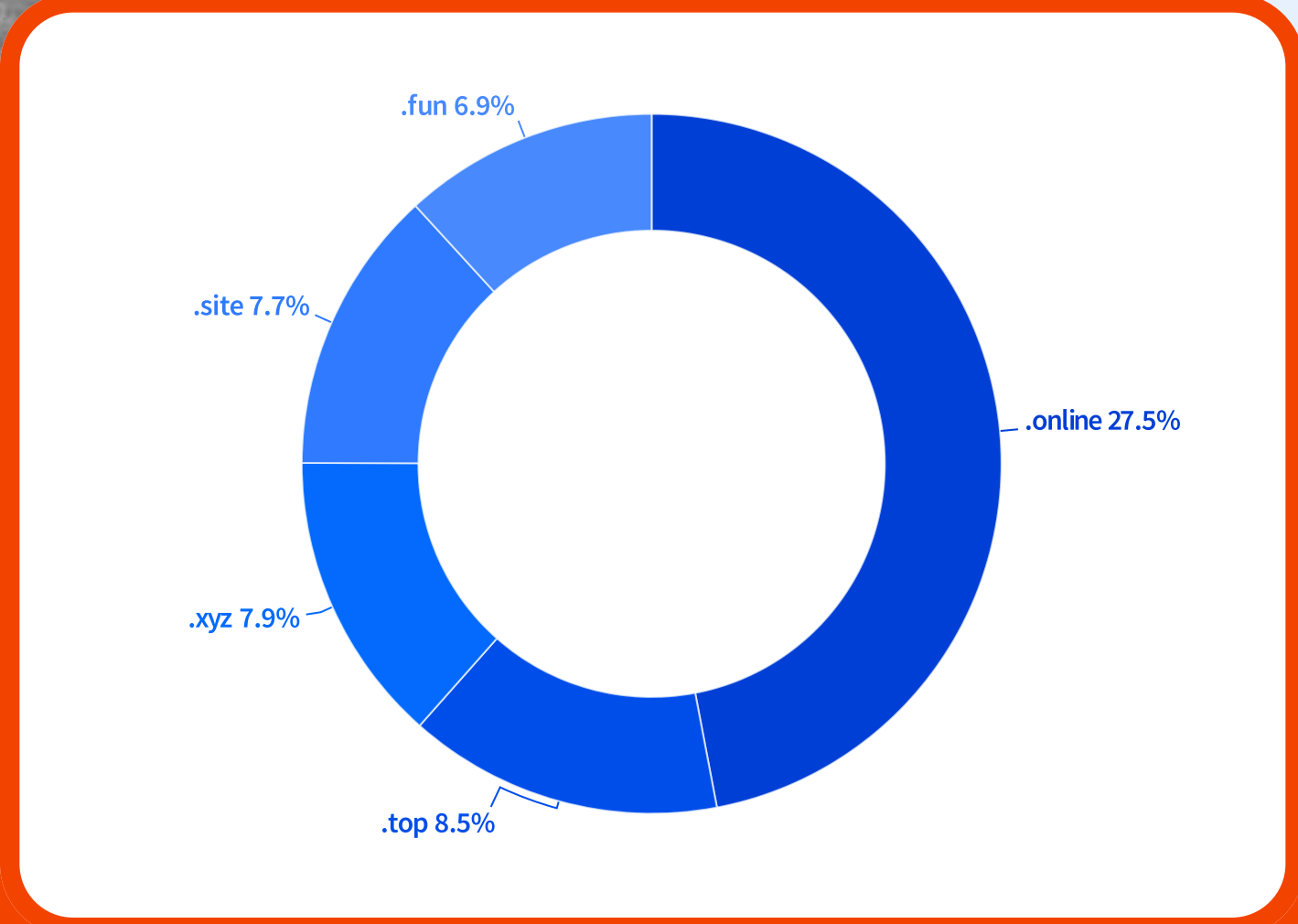
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.br	75.7%
2	.com	17%
3	.online	1.5%
4	.net	1.2%
5	.top	0.5%
6	.xyz	0.4%
7	.org	0.4%
8	.fun	0.4%
9	.club	0.3%
10	.men	0.2%











new gTLDs market share in %



Africa & Middle East



Top 10 ccTLDs

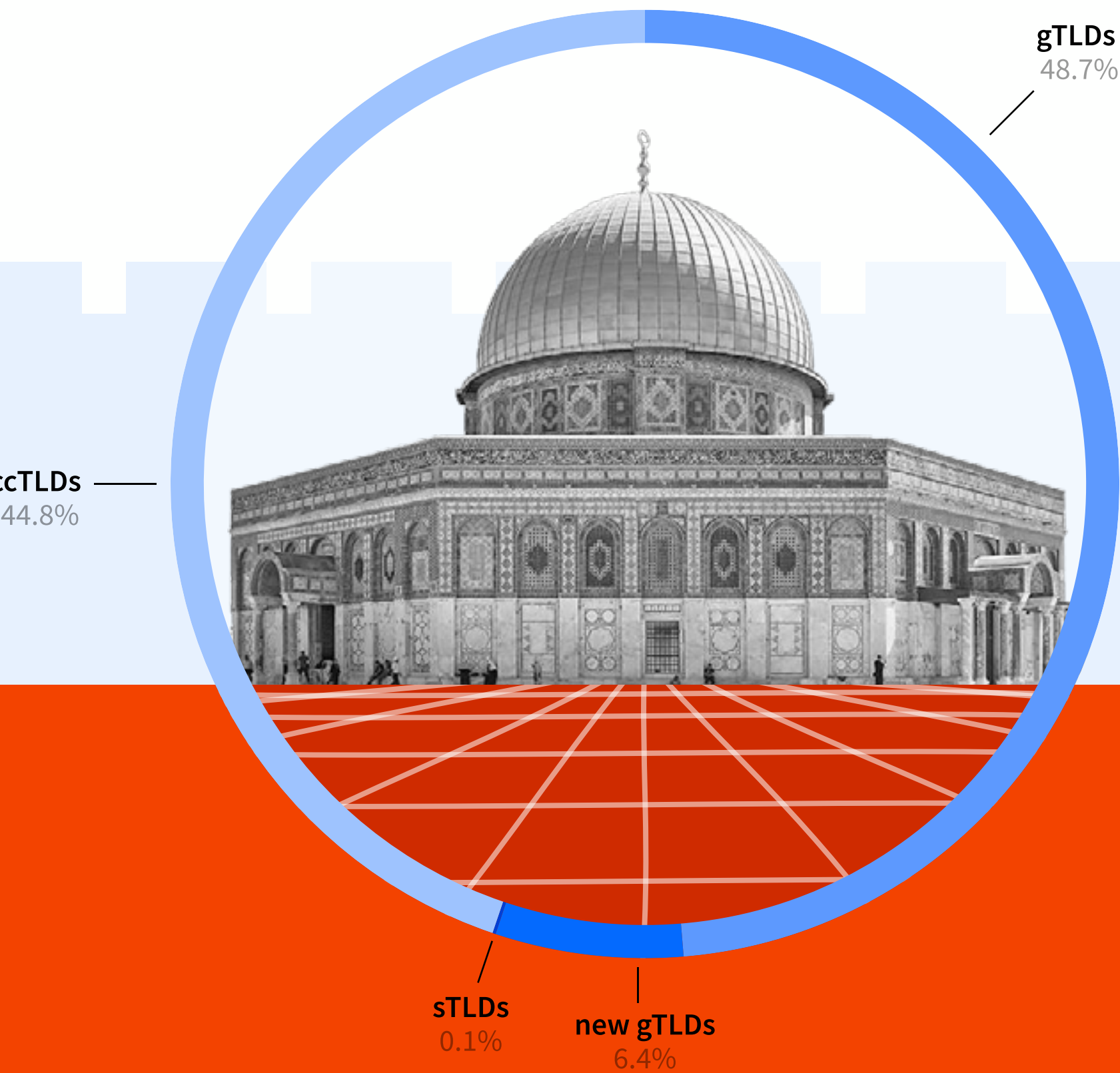
	TLD	Country	Registered domains in M	Changes to 2021	Registered domains per 100,000 inhabitants †
1	.ga		8.86**	+ 32.0%	378,861
2	.ml		6.81*	+ 34.9%	31,124
3	.cf		6.32**	+ 21.9%	115,900
4	.gq		5.18**	+ 24.2%	317,488
5	.ir		1.49*	+ 0.1%	1,702
6	.za		1.36*	+ 2.1%	2,292
7	.il		0.28*	+ 2.0%	3,026
8	.ng		0.18*	+ 3.2%	86
9	.ma		0.11*	+ 9.2%	303
10	.ke		0.10*	+0.0%	194

* Respective registry websites (16.01.2023).
** DomainTools (16.01.2023).
† The population data used for this calculation was retrieved from THE WORLD BANK Population (12.01.23).

Israel

Domain registrations in Israel are divided almost equally between the national ccTLD .il and .com, followed by the other legacy gTLDs. This top 10 also features some new gTLDs, among which .online is the front-runner.

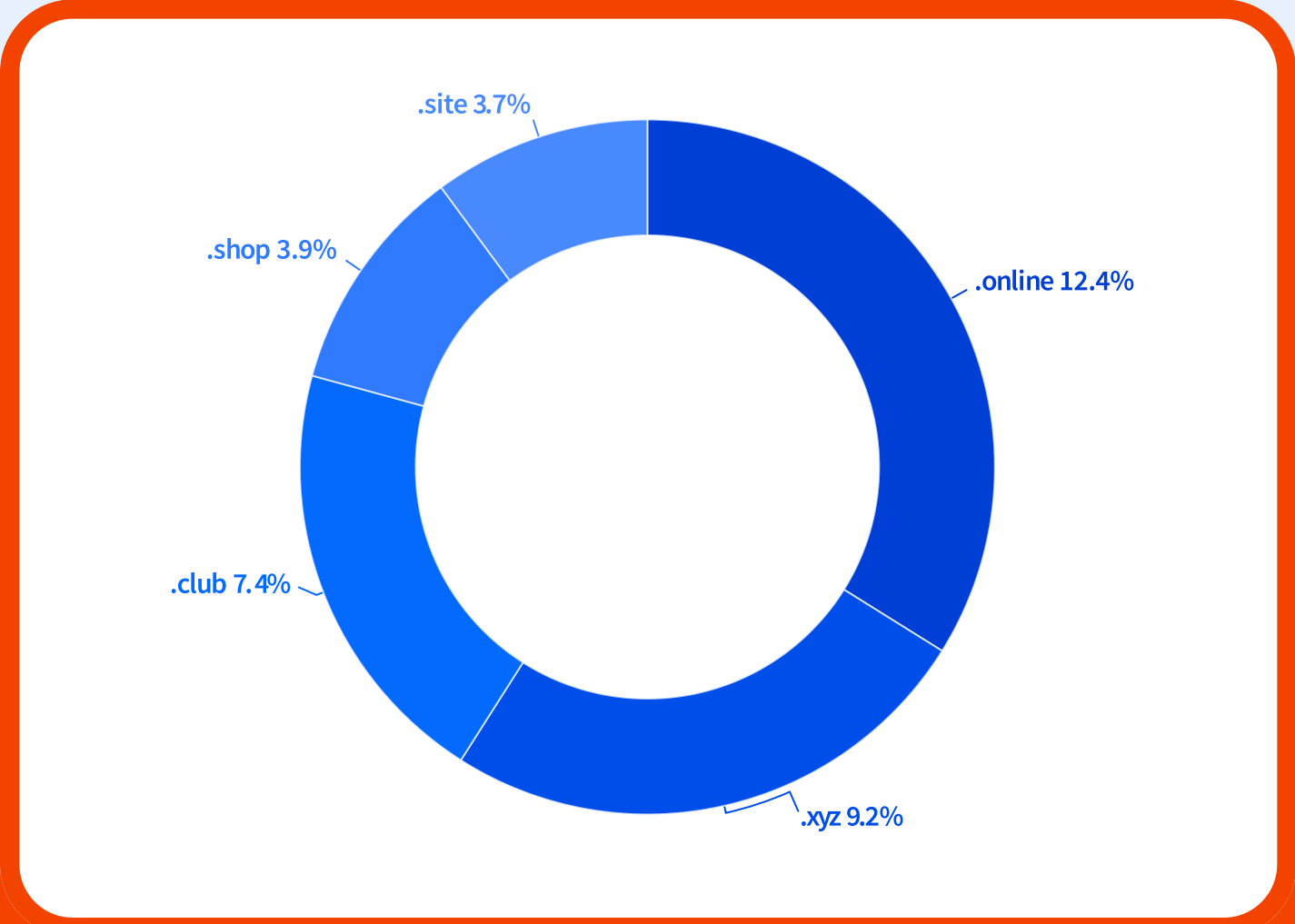
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.il	42.7%
2	.com	40.7%
3	.net	3.5%
4	.org	2.0%
5	.info	1.9%
6	.co	0.8%
7	.online	0.7%
8	.pro	0.6%
9	.xyz	0.5%
10	.me	0.5%

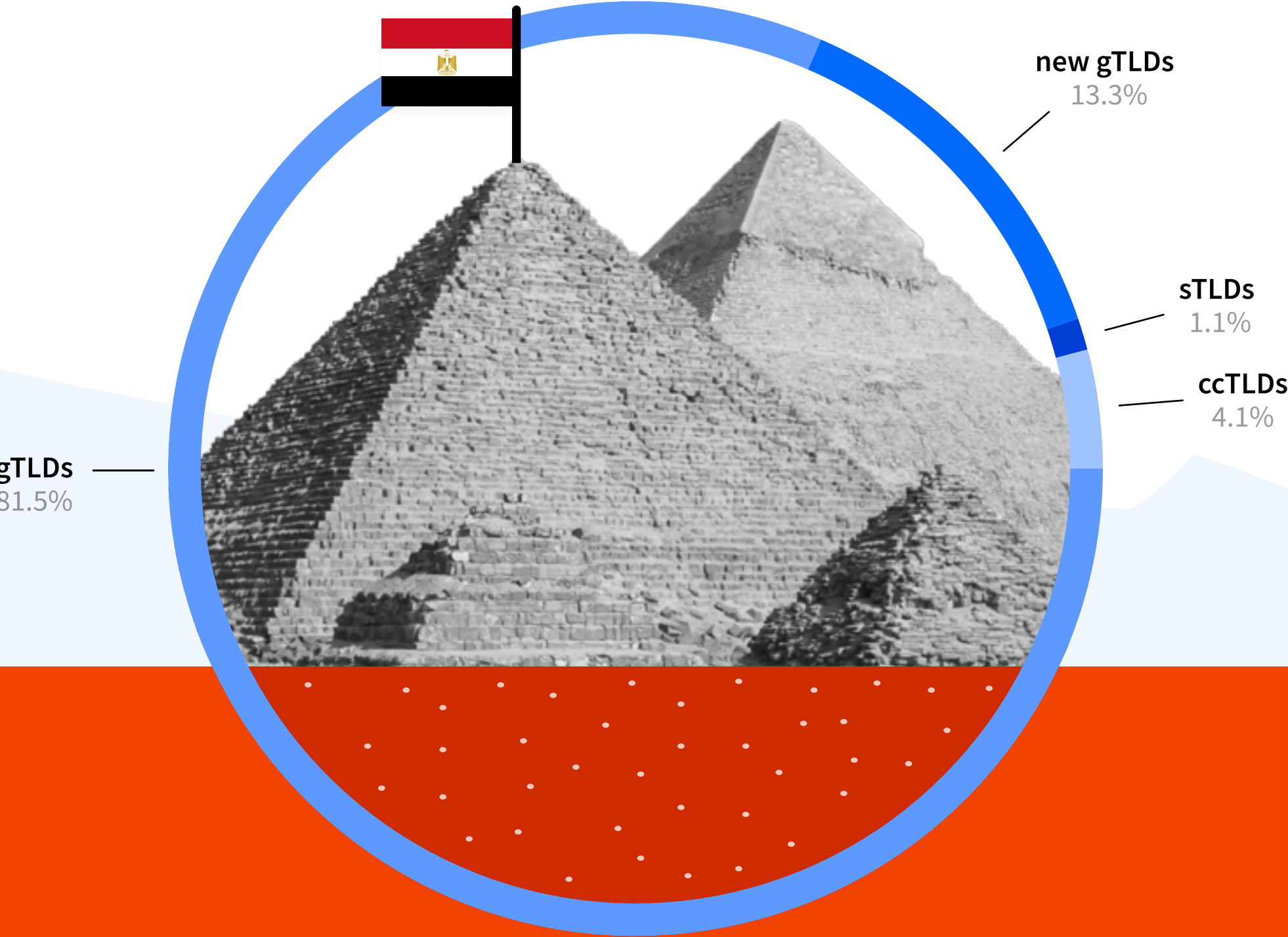
new gTLDs market share in %



Egypt

Egypt presents a peculiar situation. The market is mostly dominated by .com, followed by .net and two new gTLDs .xyz and .online. The ccTLD .eg ranks sixth, resulting in a very small ccTLD market share for the Egyptian domain extension.

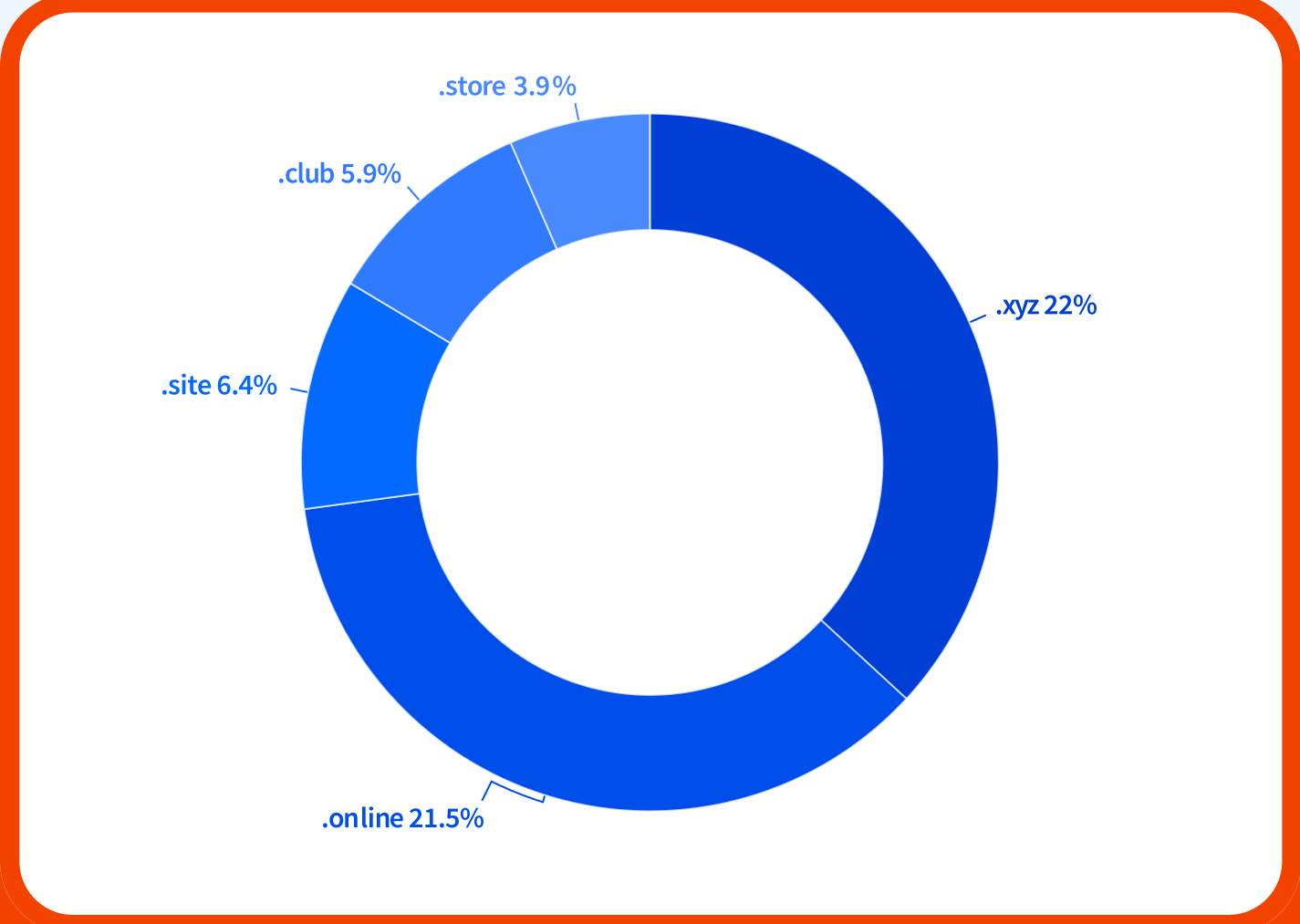
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.com	70.4%
2	.net	7.6%
3	.xyz	2.9%
4	.online	2.8%
5	.org	2.5%
6	.eg	2.1%
7	.info	1.3%
8	.co	1.2%
9	.tel	0.9%
10	.site	0.8%

new gTLDs market share in %



South Africa

Topping the list, the South African ccTLD .za takes a large slice of the national market. The second most frequently registered TLD is .com. The ranking also features geoTLDs like .africa and .durban.

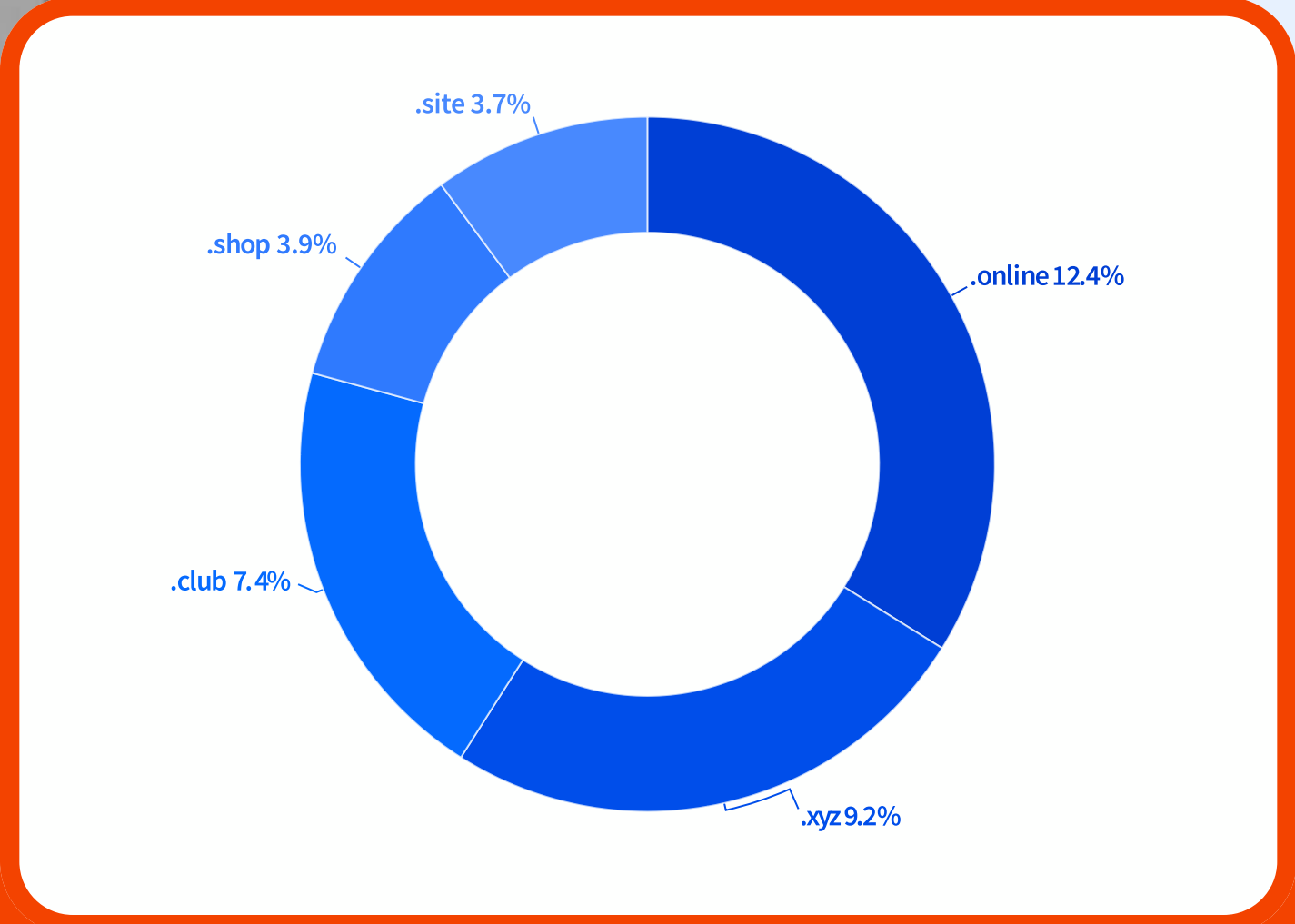
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.za	67.7%
2	.com	21.8%
3	.africa	1.7%
4	.net	1.7%
5	.org	1.2%
6	.durban	0.8%
7	.online	0.7%
8	.co	0.4%
9	.mobi	0.3%
10	.info	0.3%

new gTLDs market share in %



Asia & Oceania



Top 10 ccTLDs

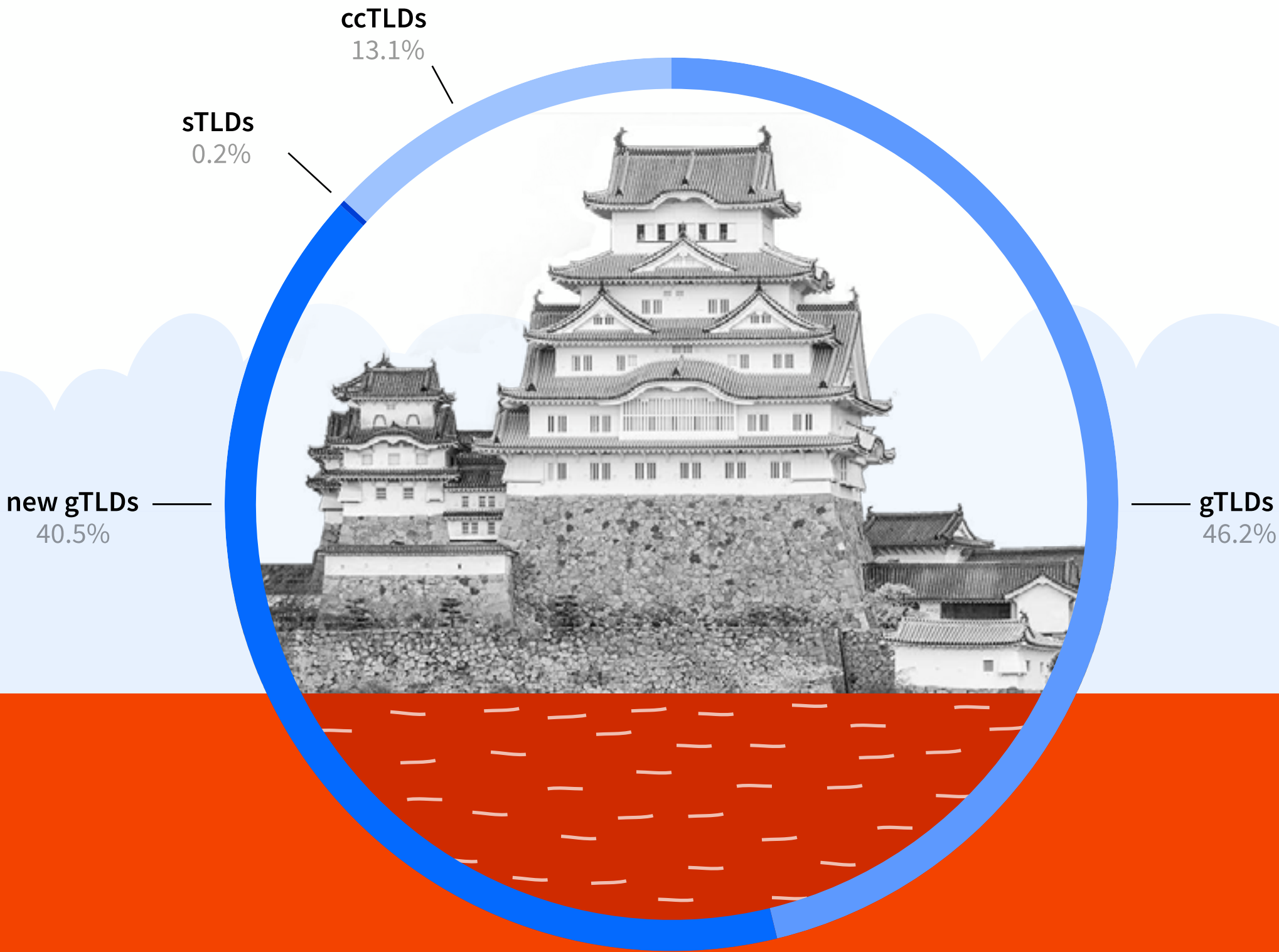
	TLD	Country	Registered domains in M	Changes to 2021	Registered domains per 100,000 inhabitants †
1	.tk		27.14**	+ 9.9%	1,648,158,470
2	.cn		17.86*	+ 18.4%	1,265
3	.ru		5.70*	+ 12.8%	3,974
4	.au		4.15*	+ 22.2%	16,193
5	.in		2.80**	+ 6.5%	199
6	.jp		1.72*	+ 2.0	1,369
7	.kr		1.08*	- 1.2%	2,097
8	.tw		0.96*	- 11.4%	4,101
9	.nz		0.74*	+ 2.6%	14,468
10	.vn		0.56	+3.7%	579

* Respective registry websites (12.01.2023).
** DomainTools (12.01.2023).
† The population data used for this calculation was retrieved from THE WORLD BANK Population (12.01.23).

Japan

Japan has a large share of new gTLDs, but .com still takes the top spot, although with a smaller share than in other countries. Second place goes to .xyz, which has the largest share of registrations here than any country worldwide. The top 10 also includes several other new gTLDs, one of them being the geoTLD for the capital .tokyo.

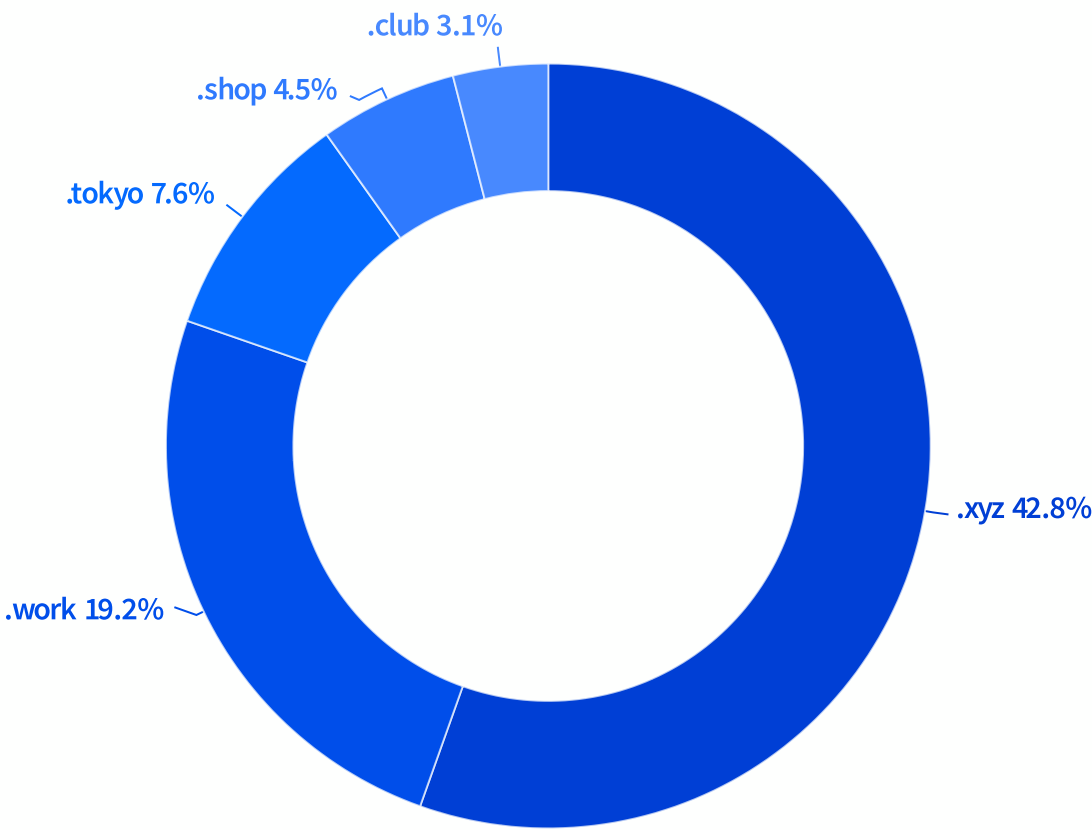
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.com	36.4%
2	.xyz	17.3%
3	.jp	12.6%
4	.work	7.8%
5	.net	6.3%
6	.tokyo	3.1%
7	.shop	1.8%
8	.info	1.6%
9	.club	1.2%
10	.site	1.1%

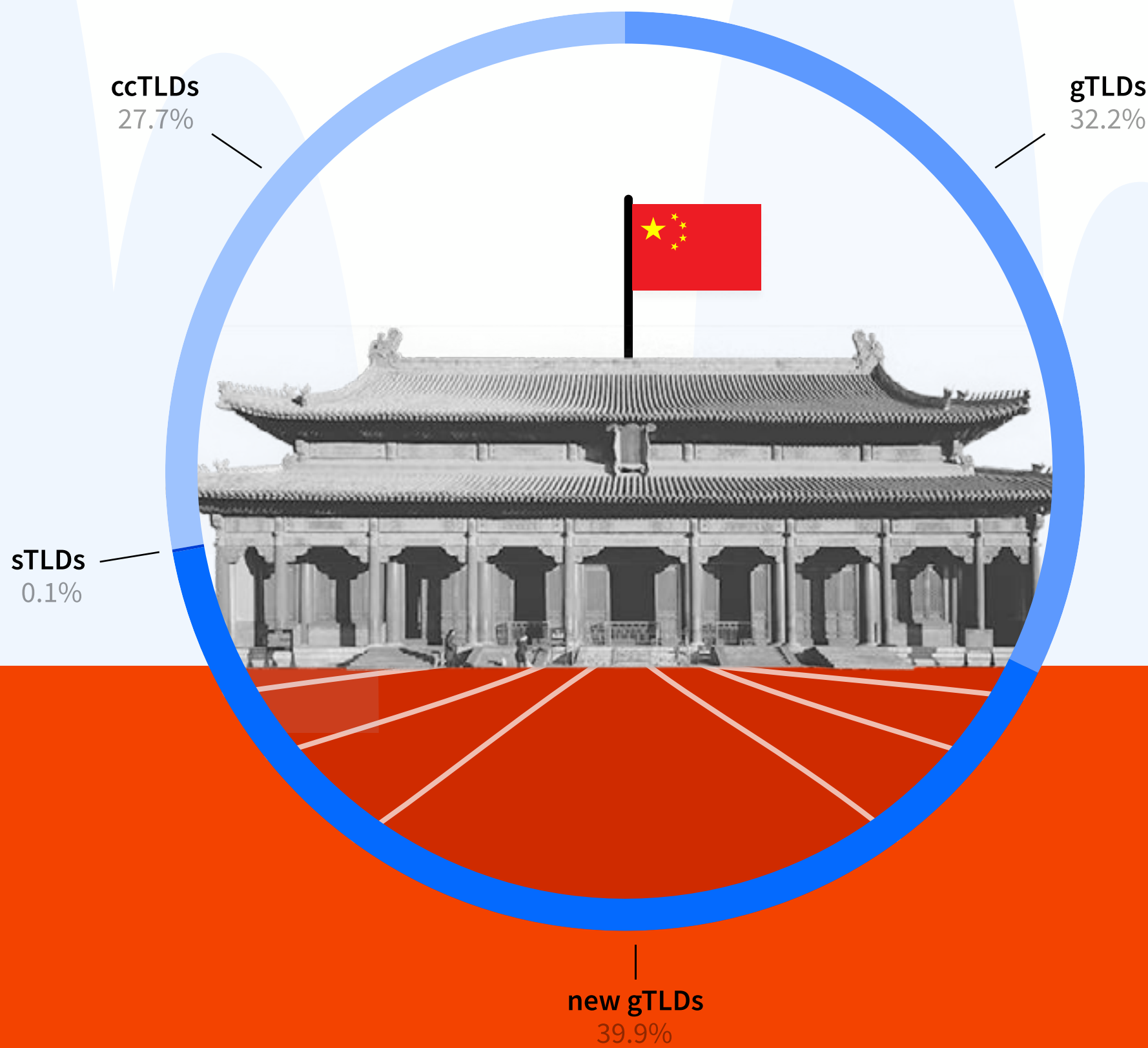
new gTLDs market share in %



China

In China, the largest share of the market is occupied by new gTLDs, despite .com and the ccTLD .cn respectively holding the first and second positions. The ranking features a whopping seven new gTLDs, with .top and .icu being the most frequently registered new gTLDs in the country.

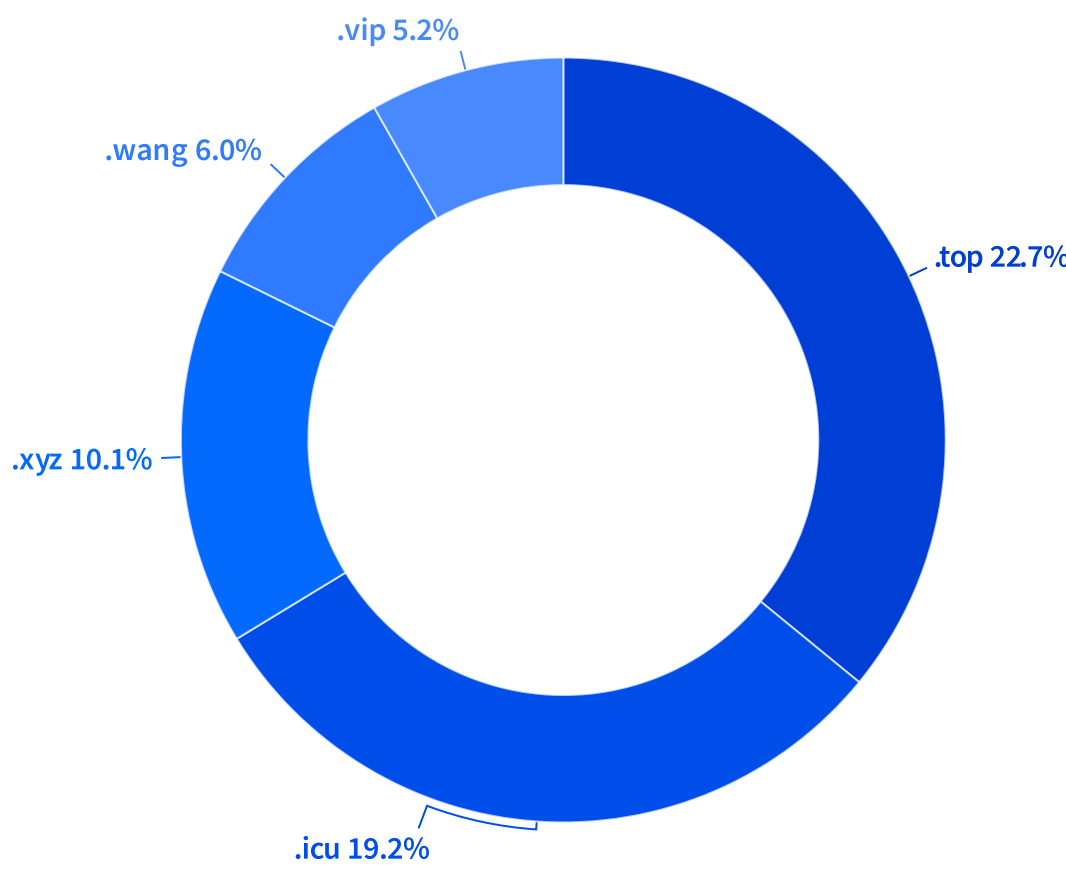
Top-level domain by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.com	29.6%
2	.cn	26.3%
3	.top	9.0%
4	.icu	7.7%
5	.xyz	4.0%
6	.wang	2.4%
7	.vip	2.1%
8	.club	2.0%
9	.net	2.0%
10	.win	1.3%

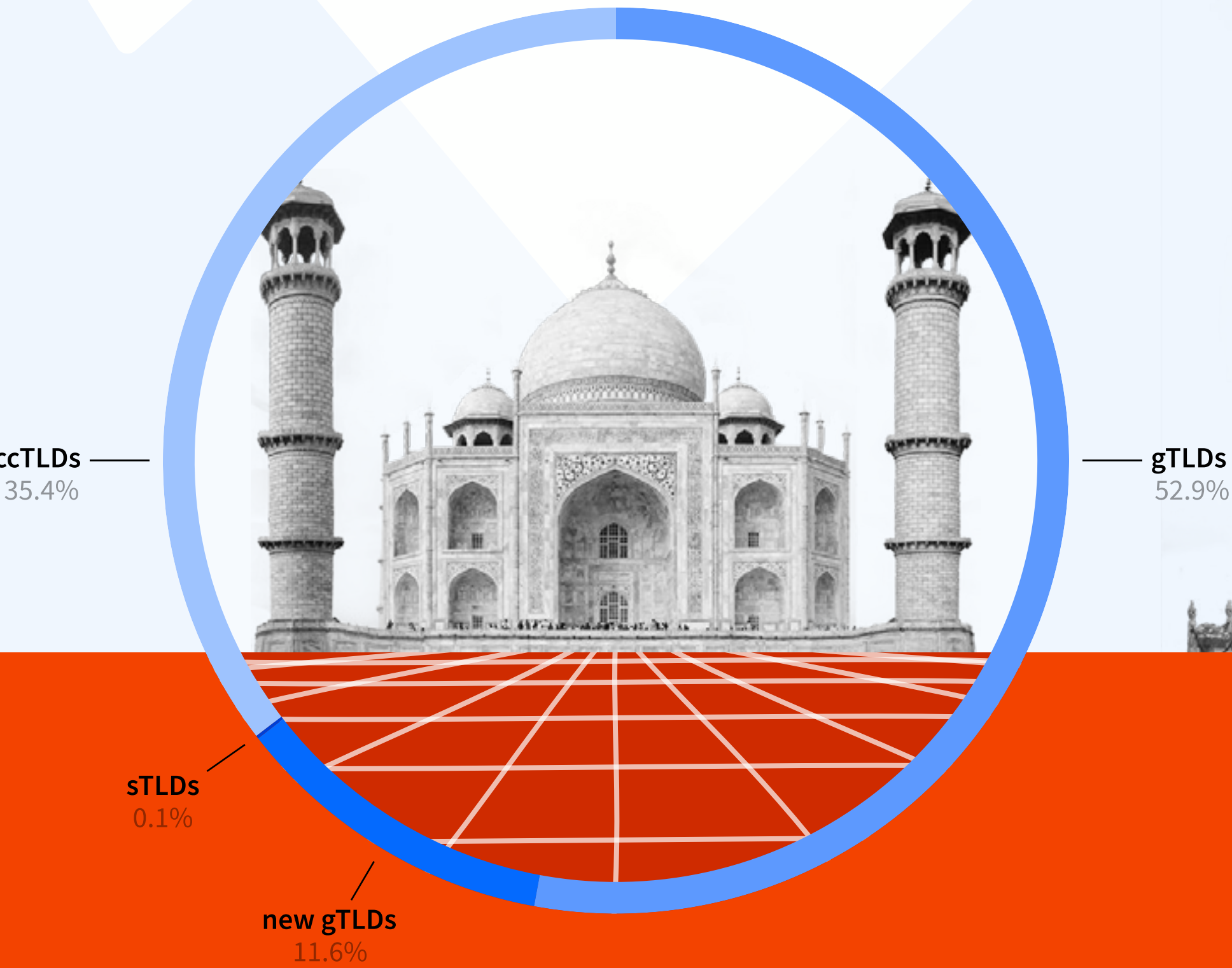
new gTLDs market share in %



India

The domain market share in India is dominated by the gTLD .com, which lays claim to half of the market. It is followed by a large share for the Indian ccTLD .in. The rest of the ranking is filled with various gTLDs and new gTLDs, with .ooo making an unusual appearance in sixth place.

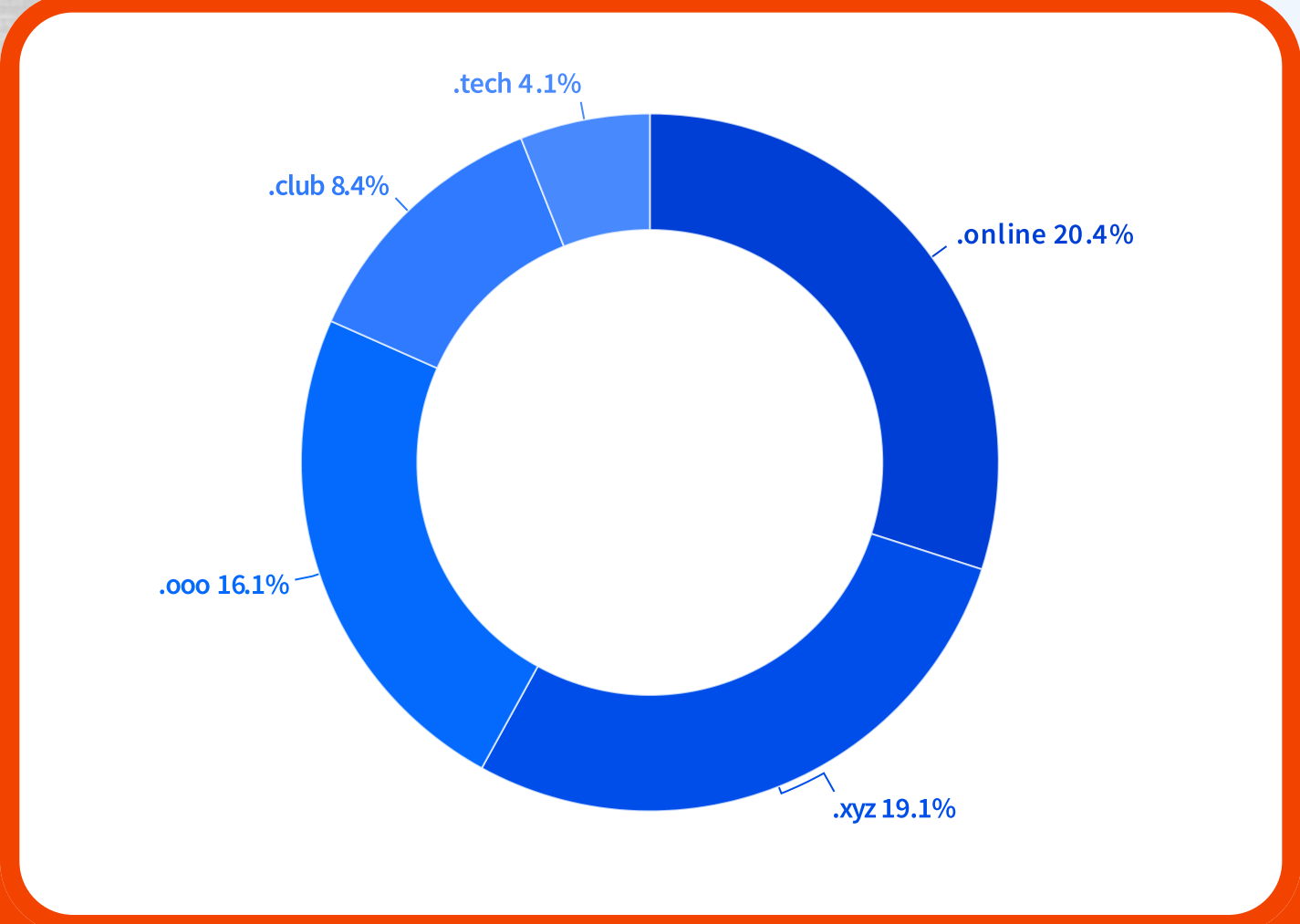
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.com	47.6%
2	.in	34.4%
3	.org	2.5%
4	.online	2.3%
5	.xyz	2.2%
6	.net	2.0%
7	.ooo	1.9%
8	.club	1.0%
9	.co	0.7%
10	.info	1.3%

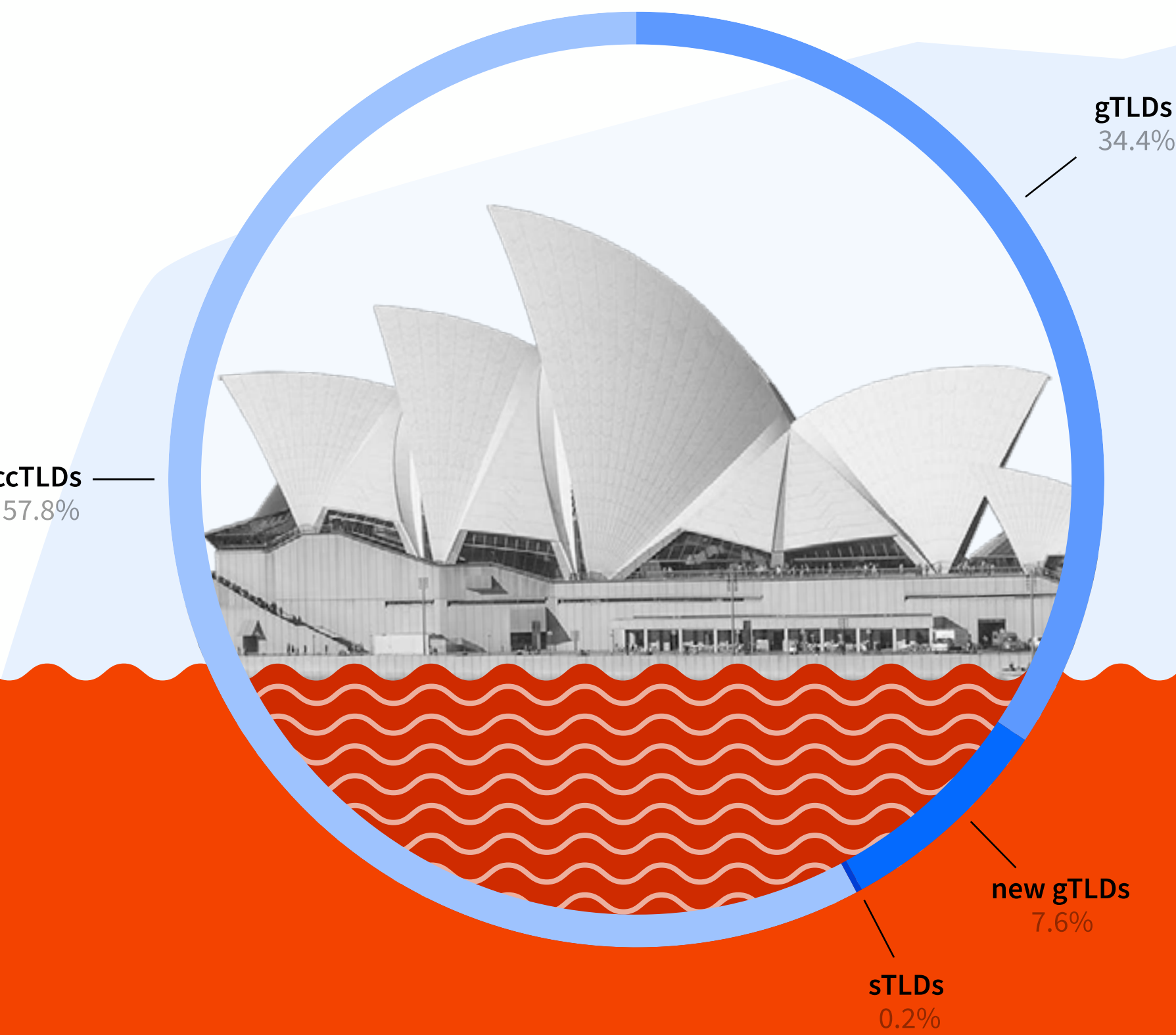
new gTLDs market share in %



Australia

The Australian ccTLD .au is the most popular TLD, followed by .com TLD with a market share of almost 30%. The ccTLDs .co and .me are interesting cases, as they usually are used, like gTLDs, for their intrinsic meaning as opposed to regional connection. The most frequently registered new gTLDs in Australia are .online and .store.

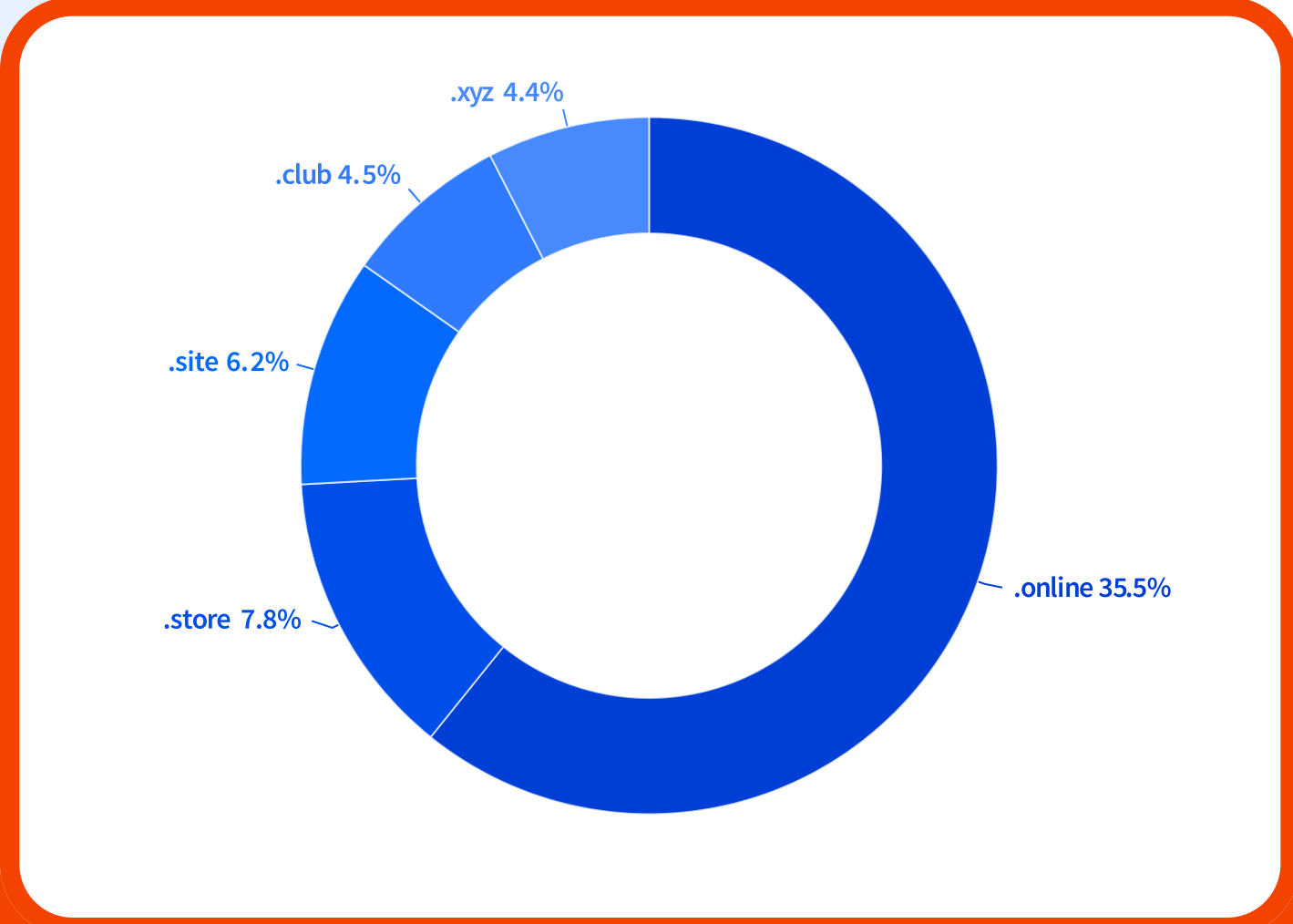
Top-level domains by type, share of total



Top 10 TLDs market share in %

	TLDs	Percentage
1	.au	56.2%
2	.com	29.6%
3	.net	2.5%
4	.online	2.5%
5	.org	1.9%
6	.co	0.9%
7	.store	0.6%
8	.info	0.6%
9	.site	0.4%
10	.me	0.3%

new gTLDs market share in %



”

What will be particularly interesting in 2023 for you?

Since our mission is to add a personal flavor to the online presence, our target audiences remain tech savvy individuals and businesses looking for a personal domain. In 2023 we will focus on young content creators and students interested in developing a personal brand and on companies seeking the means to establish a more intimate relationship with customers.



Vuksan Rajkovic
Head of Sales - .ME registry

We see huge growth opportunities across a variety of verticals, with businesses increasingly adopting new gTLDs to help build their brands. In particular, we anticipate strong performance from travel and tourism, home maintenance and services, real estate, web3 and the metaverse. We expect these sectors to continue to grow and positively impact our business in 2023 – and beyond.



Andreas Musielak
Member of the
Executive Board
- DENIC eG

The upcoming regulation imposed by the NIS2 Directive at EU level and its transposition into national law will cause a stir in the industry across Europe and influence conversion rates. It will take a while for all players in the market to find a common basis again and once again provide smooth product processes.



Lisa Box
Senior VP, Strategic Alliances
and Business Development -
Identity Digital

”

What were the highlights and challenges you encountered in 2021?

Eshan Pancholi

Director, Marketing and Brand Strategy, ShortDot SA



GenZ and Millennials are our biggest focus this year. We want to empower the most powerful generation. With all of our five extensions, our goal is to make them the domains of choice for younger generation entrepreneurs, creators, thought-leaders, fashion designers, activists, solopreneurs, crypto experts, fintech businesses and new-age brands.

AI/AR/XR are all something I'm keeping an eye on. Apple will likely launch xrOS, which will see a boom in associated businesses. AI will also progress on the back of the hugely successful ChatGPT and avatar apps which reached an audience outside of the tech space.



Leanne McMahon

Domain Analyst - Crunch.id

While .online continues to be our top performer in terms of numbers, .store has seen remarkable growth, given the e-commerce surge. The meteoric rise has not only stabilized but also transitioned into sustainable growth. It will be interesting to see its trajectory this year. We expect more and more businesses to become enabled for e-commerce and the growth in this sector specifically is forecasted to grow at a much higher rate than the industry overall.

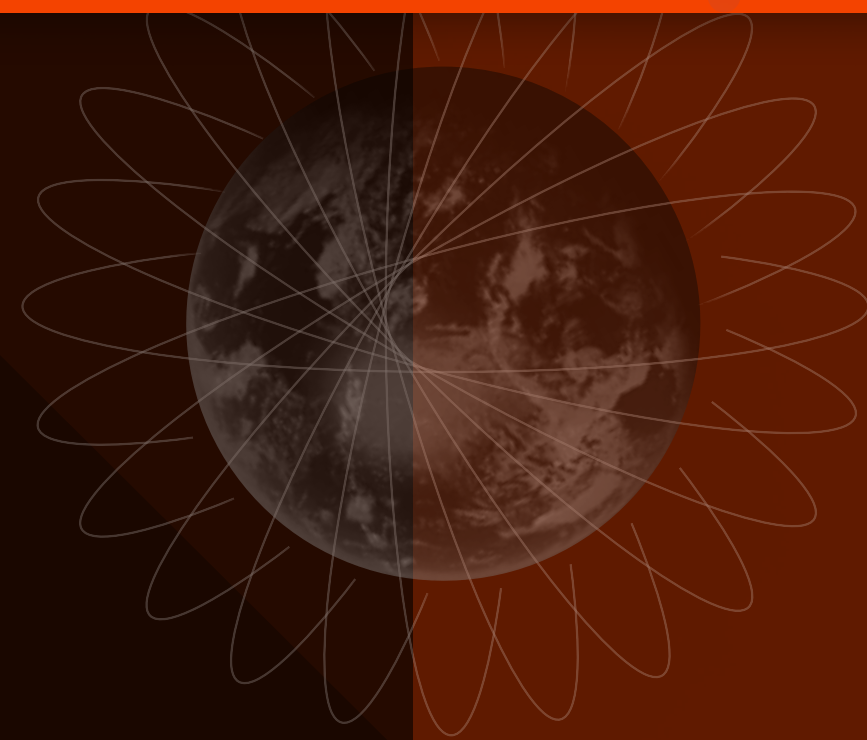


Neha Naik

Vice President, Channel Partnerships - Radix

03

Registrar perspective



InterNetX data

InterNetX, ISP & leading international domain service provider, enables domainers and enterprises to find, register, protect and monetize more than 1,050 top-level domains. We manage more than 4 million domains for over 30,000 professional users around the world that rely on our domain tools and DNS expertise. We are able to do so thanks to our all-in-one platform AutoDNS, a professional domain management solution that combines all possibilities for running a modern domain business. The platform is improved on an ongoing basis, with new features released weekly. AutoDNS, the perfect tool for next-level professional domain management, includes all features related to protecting valuable digital assets with security solutions, digital certificates and extra brand services.

Thanks to our leading role as registrar in the domain industry, we have access to a large amount of valuable data for almost all TLDs and from the DNS ecosystem. We have aggregated, analyzed and evaluated this data to provide you with unique insights into the manifold world of the domain business.

Our Domain Studio draws on a vast and valuable data pool that grows and expands everyday. It results from years of careful research and development. It is a valuable and an indispensable data resource for companies looking to stay ahead of the competition. Thanks to our AI-driven analysis, we've simplified the process of evaluating domain names.

Marco Schrieck
Head of Development - InterNetX



0.5 billion

**DOMAIN STUDIO
REQUESTS PER YEAR**



58 billion

**ESTIMATIONS IN
DOMAIN PRICE CHECK**



4+ million

**DOMAINS UNDER
MANAGEMENT**



1,050+

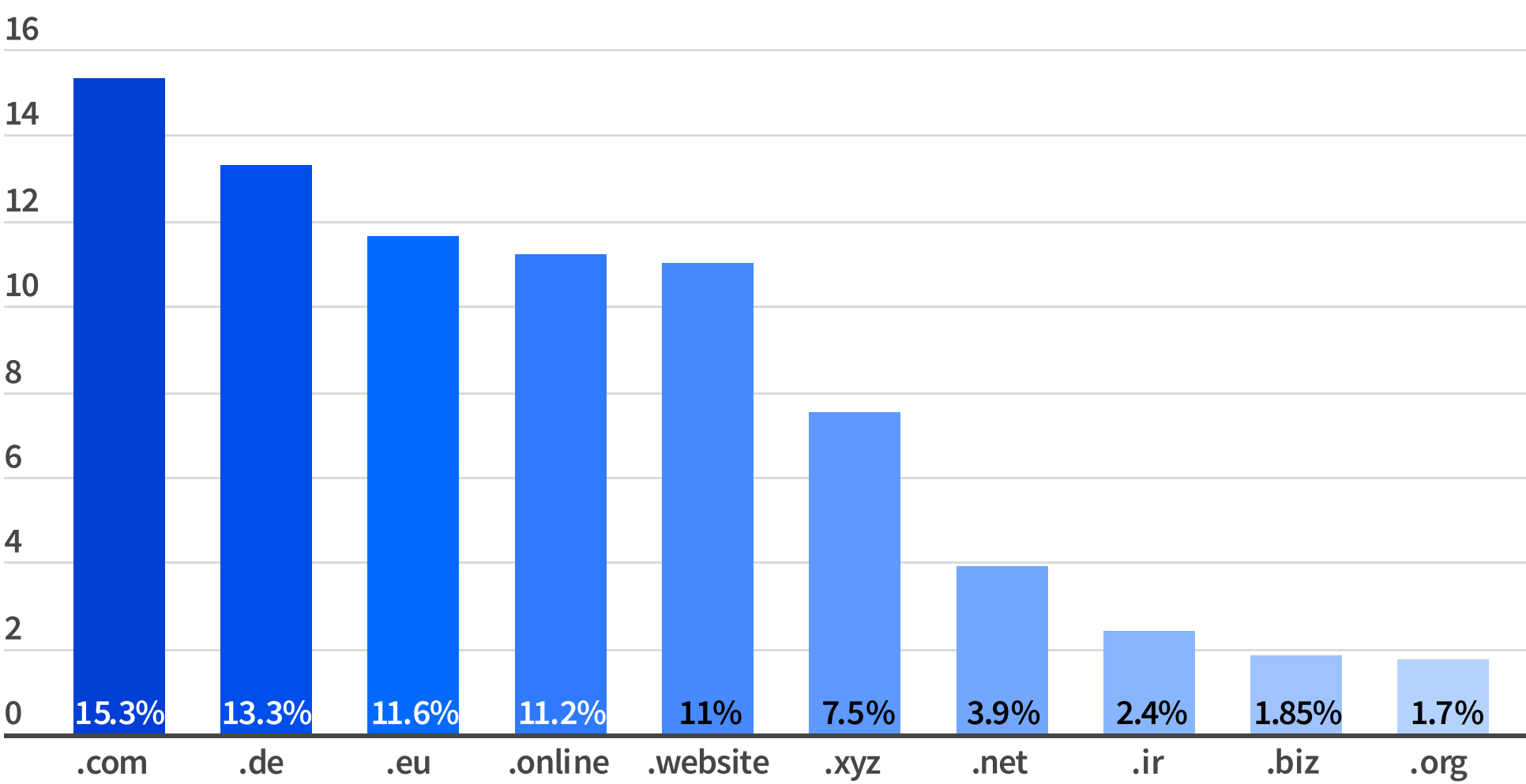
**AVAILABLE TOP-LEVEL
DOMAINS**

WHOIS distribution

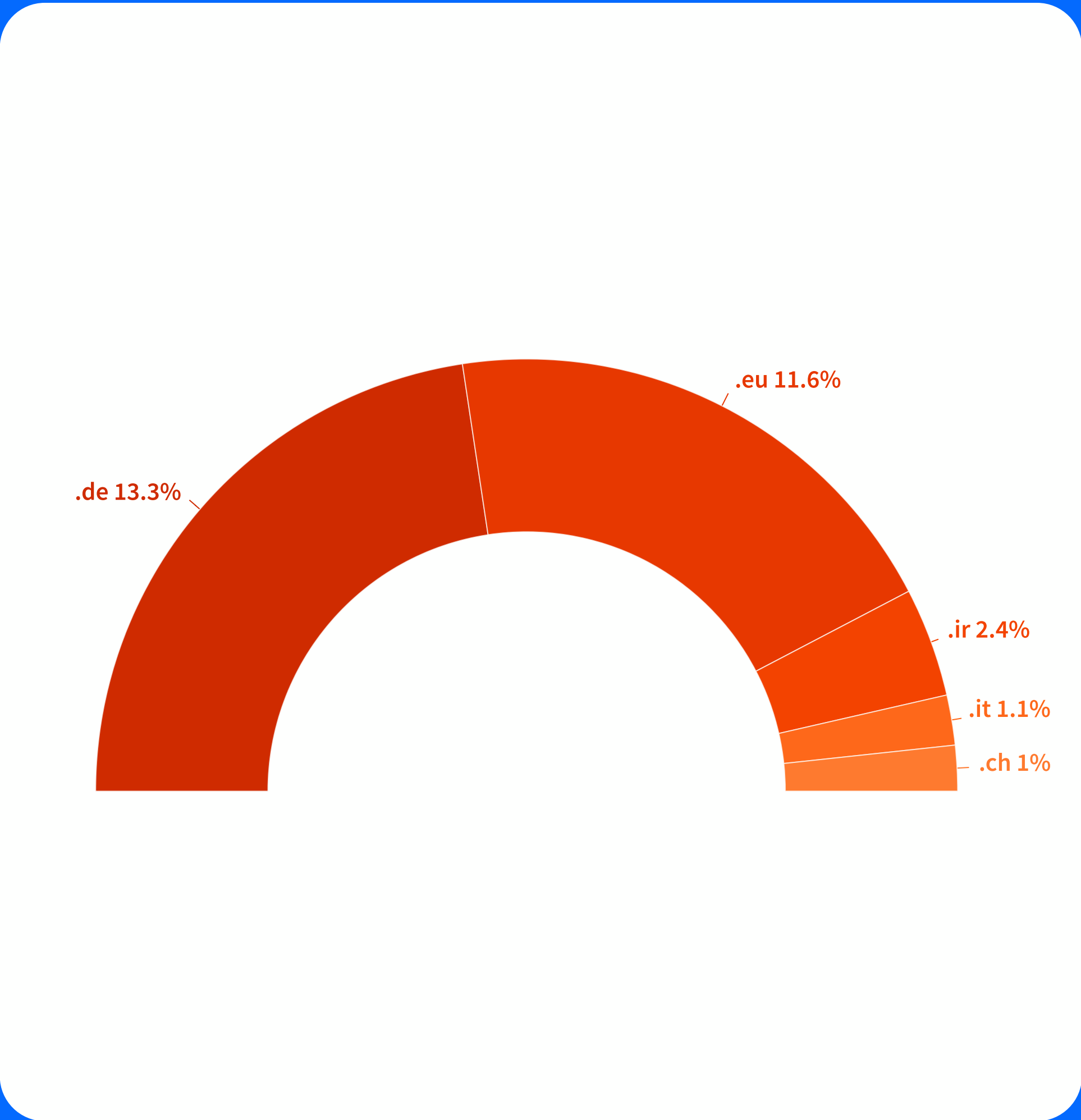
As a global registrar, InterNetX offers one of the largest TLD portfolios on the market via our professional domain management platform AutoDNS. The powerful Domain Studio is the perfect place to perform all kinds of TLD searches, also including premium and aftermarket domains, thanks to the integration of SedoMLS, the world’s largest domain aftermarket.

The chart below shows .com, .de and .eu as the most frequently queried TLDs with respect to WHOIS data. If we compare the distribution of WHOIS queries to the last report, this year .com takes the first position instead of .de. But the entire graph is composed mostly of TLDs that were not present last year, thereby creating a very versatile and ever-changing scenario.

Top 10 WHOIS share per TLD



Top 5 ccTLDs in WHOIS queries



Trustee service

Registrants can make use of our trustee service when they cannot meet the registration requirements of certain TLDs to provide proof of residence or company headquarters in the respective country or region.

In the two graphs on the right, you can see the TLDs for which InterNetX provided this service most frequently in 2022. In a YoY comparison, there were no changes in the list, which demonstrates a generally stable trend over the years.

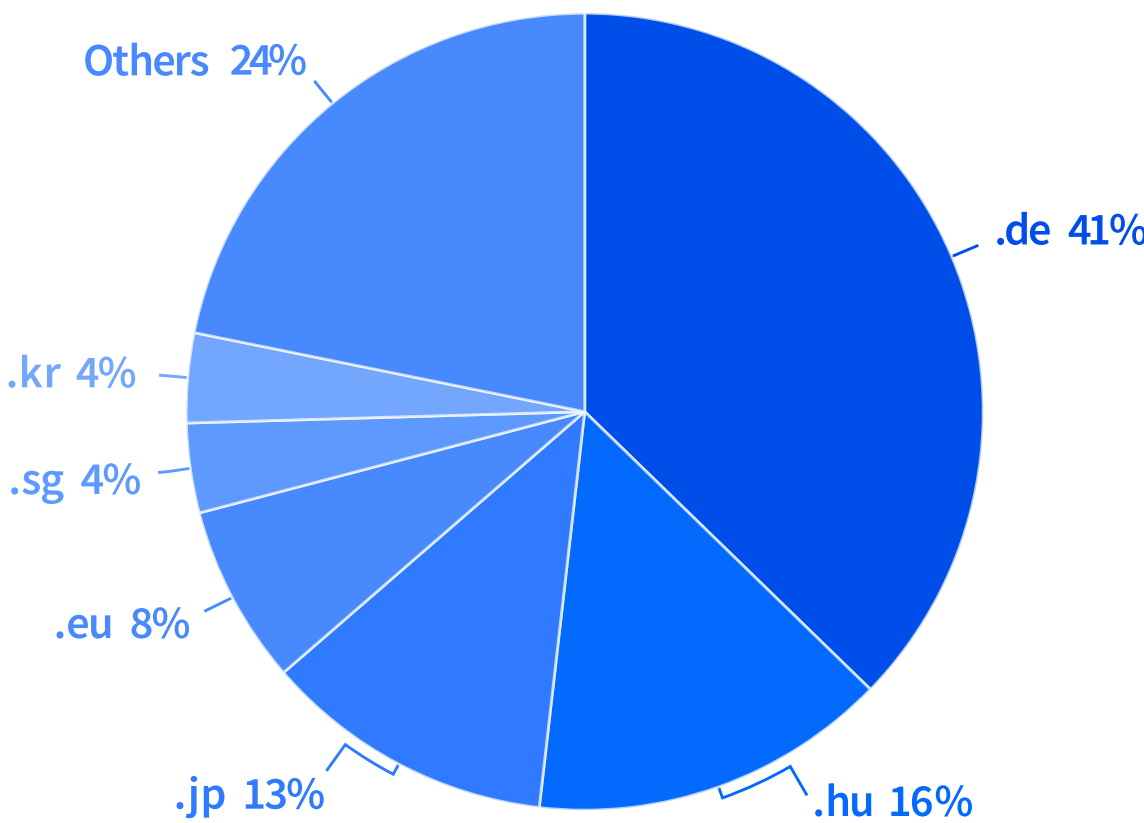
We are seeing a general trend toward internalization. More and more .de domains are being registered from outside Germany. In 2022, the share of .de registrations from abroad exceeded of 10% the overall inventory of .de domains for the first time ever.

Andreas Musielak

Member of the Executive Board - DENIC eG



Trustee service per TLD share in %



Trustee service per TLD



Domain Price Check

The Domain Price Check is our analysis tool that offers a detailed report about a domain based on various data and neural network-based algorithms. It shows the estimated value of a domain and provides key insights about the search volume, web statistics, TLD facts, keyword facts, similar sales and many other parameters. This makes it a source of invaluable information for domain professionals.

The list of domains on the right gives an overview of the 10 highest price estimates made with our Domain Price Check in 2022.

Short, memorable and catchy domain names always stand out the most and thus are more valuable. I will be keeping an eye on some previously hot trends like metaverse and NFT while doing a deeper dive on new emerging tech trends.

Raymond Hackney
Founder, Managing Editor - TLDinvestors.com



Top 10 price estimates

	Domain	Estimation
1	carinsurance.com	\$40,093,609
2	vacationrentals.com	\$28,348,539
3	privatejet.com	\$24,153,180
4	360.com	\$14,435,327
5	insure.com	\$13,245,253
6	s*x.com	\$12,314,724
7	irs.com	\$10,286,495
8	hotels.com	\$9,306,743
9	fund.com	\$9,296,046
10	p*rn.com	\$8,911,902

Top 10 price estimates without .com

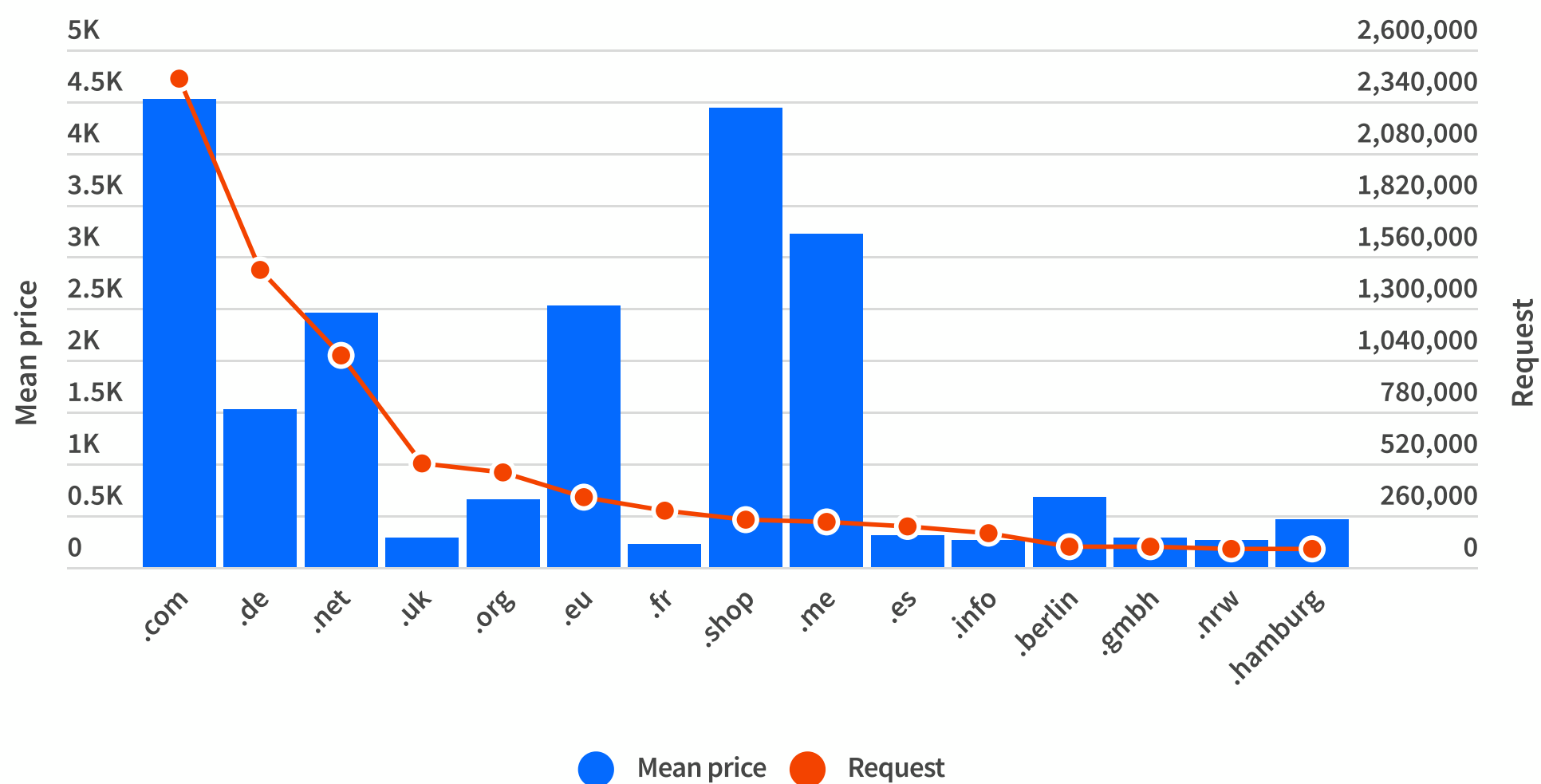
	Domain	Estimation
1	s*x.xxx	\$2,456,490
2	shopping.de	\$2,316,725
3	fb.me	\$1,481,149
4	kredit.de	\$1,071,368
5	cruise.co.uk	\$943,479
6	poker.org	\$878,812
7	yp.to	\$804,177
8	poker.de	\$803,179
9	gold.co.uk	\$749,933
10	aktien.de	\$640,257

Mean domain prices

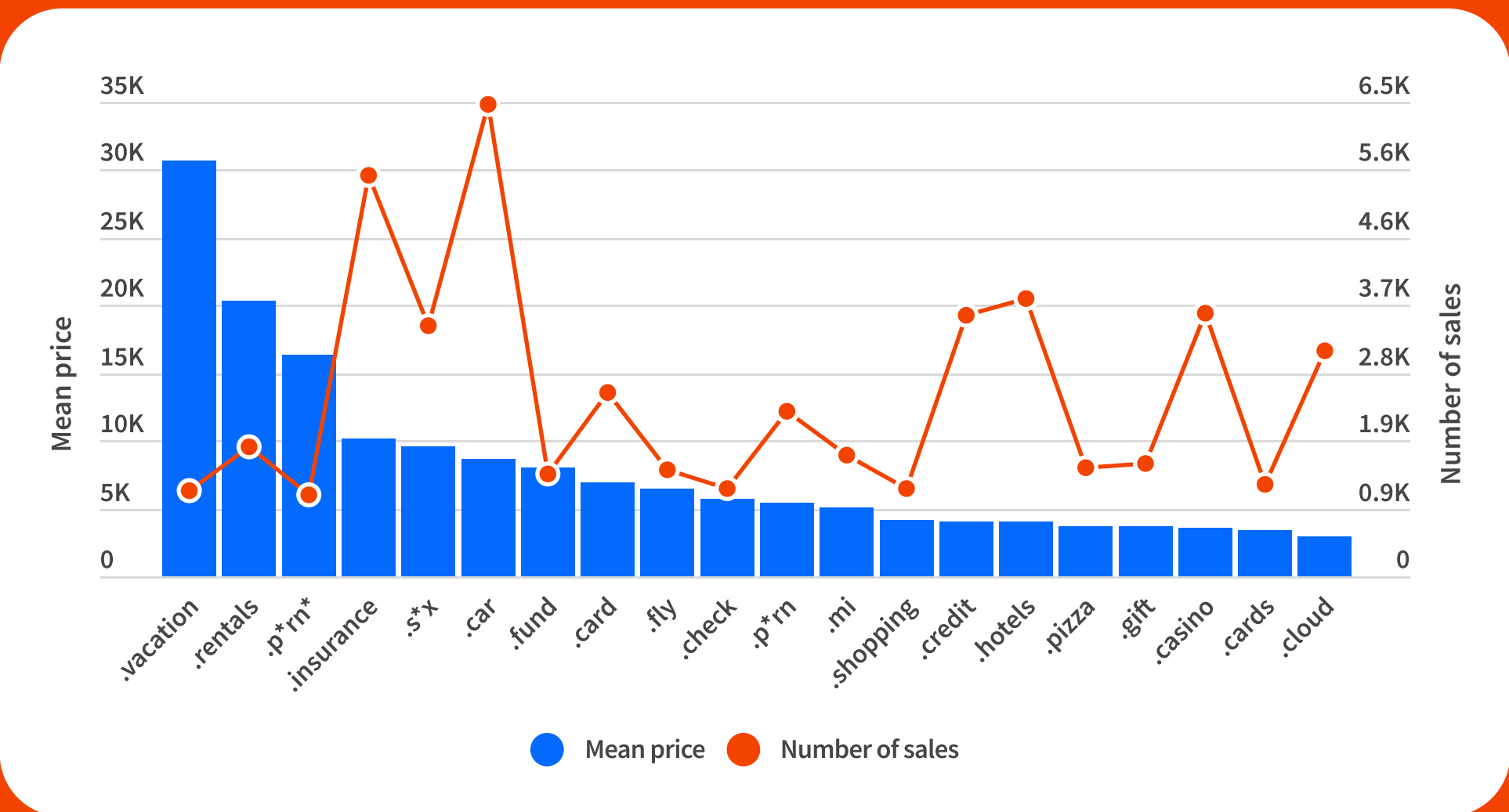
The Domain Price Check is a valuable source of price and other domain-related information. Thanks to this powerful tool, we are able to analyze interesting data points and generate graphs that show general market price trends.

The chart below compares TLDs with the highest number of searches to their mean prices. It clearly shows that the interest implied by the amount of searches does not always correlate to higher prices. In fact, although searches for .shop are almost as high as those with .com, the mean price is significantly lower. The same applies to the chart for keywords, which shows the keyword "37", with a relatively low search volume, achieving a much higher mean price than, for example, the keyword “tandberg”.

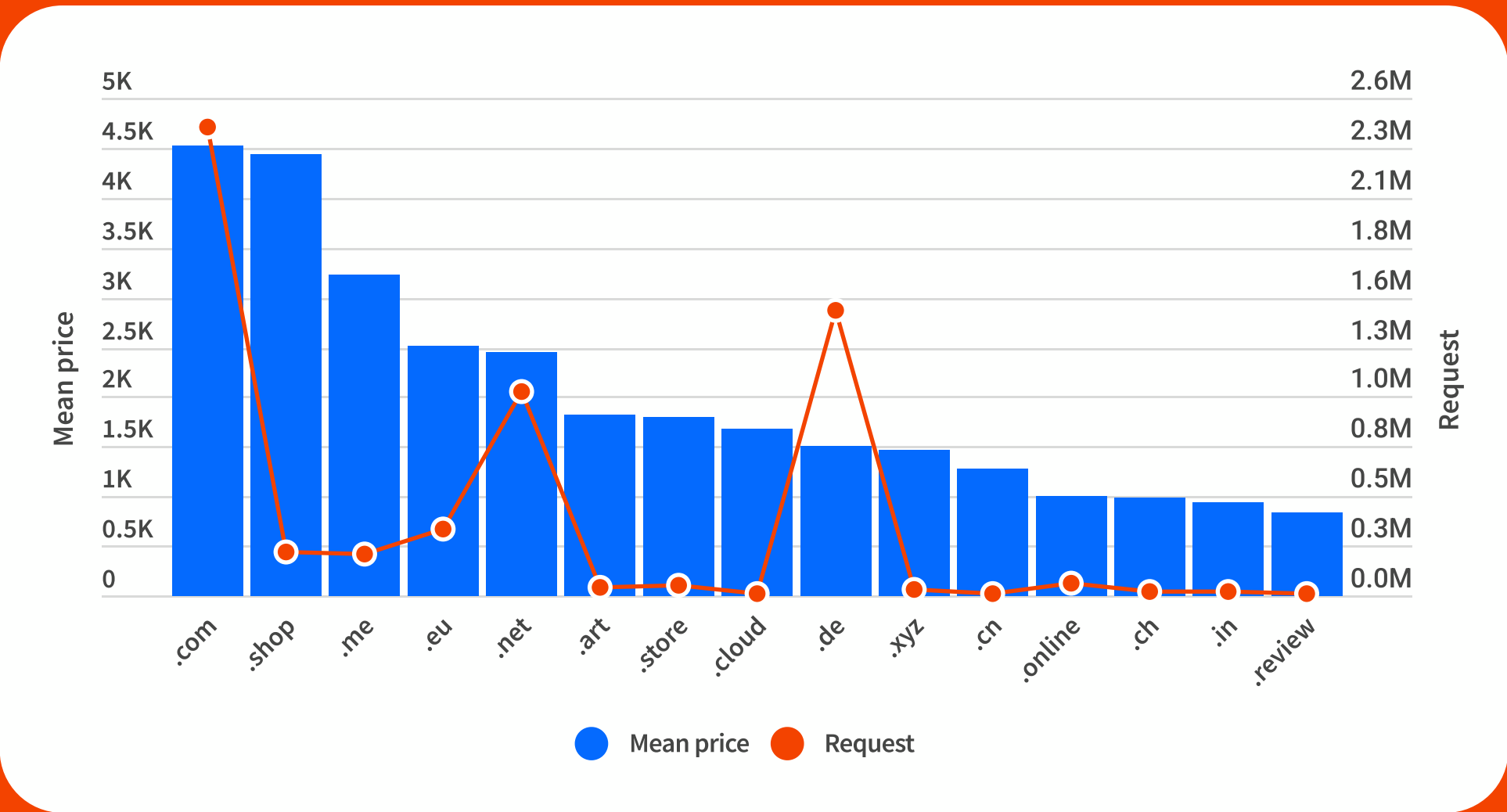
Average domain prices and count by TLD



Highest mean price per keyword



Top TLDs according to mean price and frequency



Keyword analysis

Among its various features, the Domain Price Check also offers the unique possibility of analyzing the top keywords in domain queries. The charts displayed on this page show a list of keywords and TLDs according to their popularity.

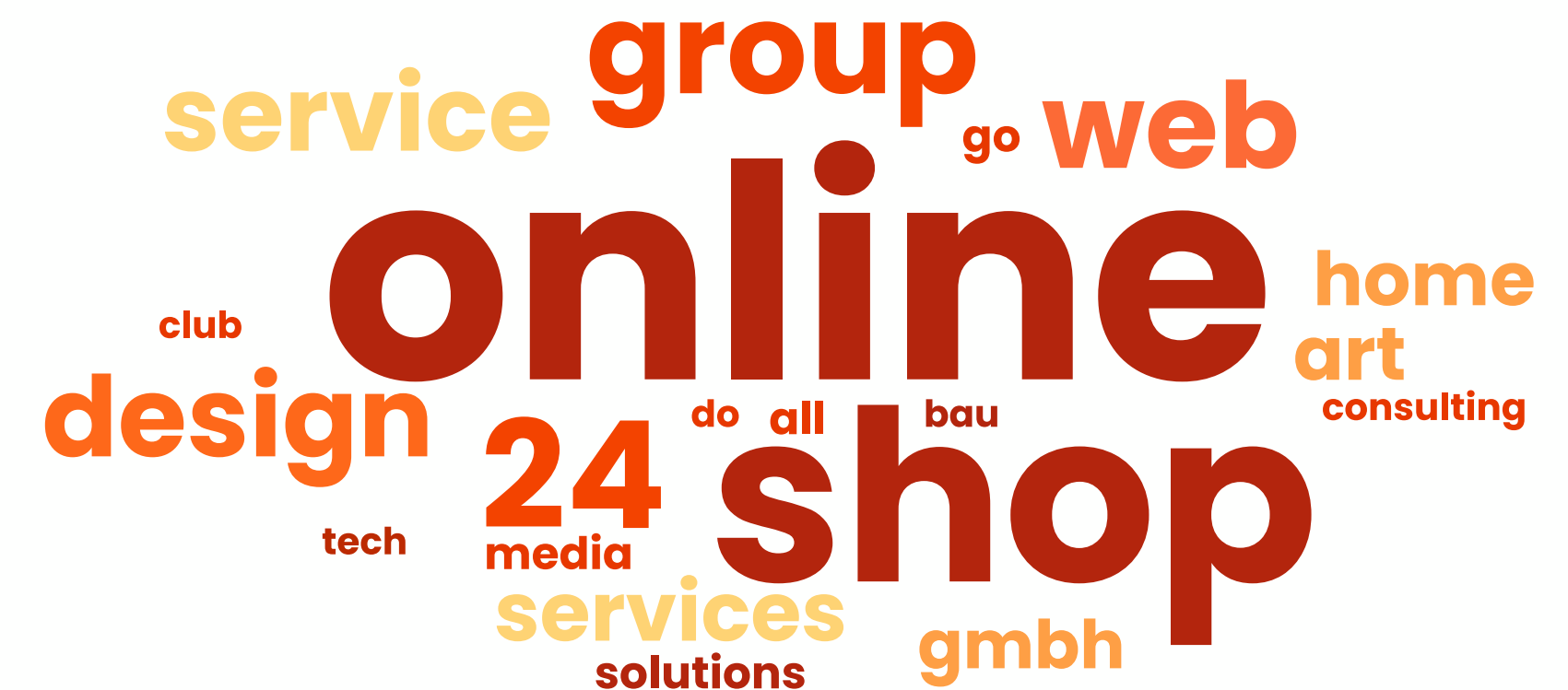
The chart below features the most registered TLDs. For the most part, these correlate closely with global registration trends, while also reflecting a strong focus on the European markets with the inclusion of many local cityTLDs and geoTLDs.

There is a surge of interest from domain registries, registrars and resellers in structured domain data to enrich their marketing and selling strategies. Meanwhile, consolidation in the domain industry is continuing and more capital is flowing into this sector as investment firms are looking for companies with stable long-term cash flow. This also means that the focus will remain on targeted growth and marketing as the industry continues maturing.

Alona Borzhemska
CCO - DomainCrawler AB



Most frequent keywords



Most frequent TLDs



SedoMLS marketplace

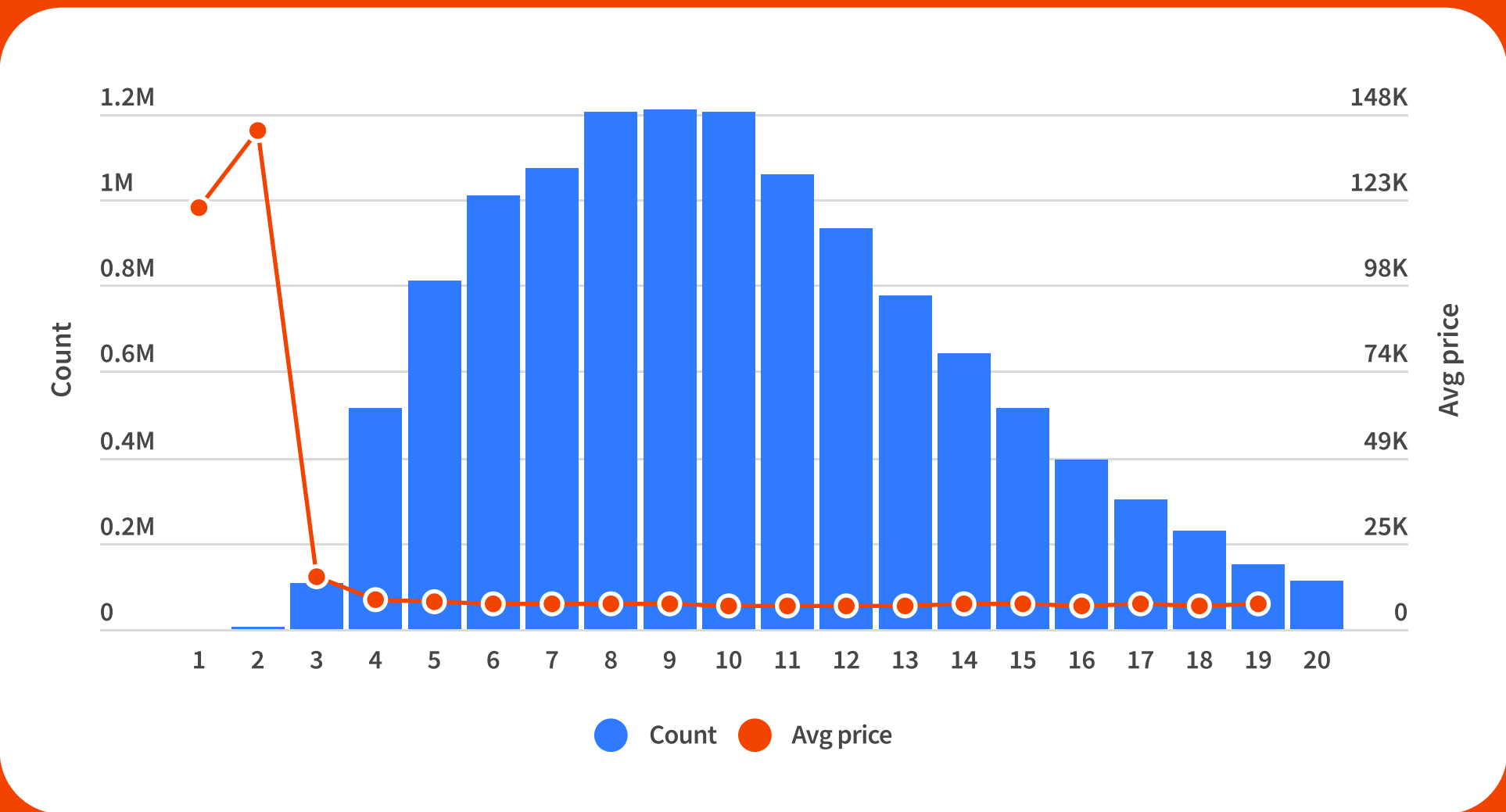
The charts on this page show pricing data from the Sedo MLS marketplace. They are sorted according to the SLD length in combination with the average listed Buy Now prices.

The upper graph on the right clearly shows a steep decline in the average price starting from three-character domain names and reflecting the scarcity of one-character and two-character domains.

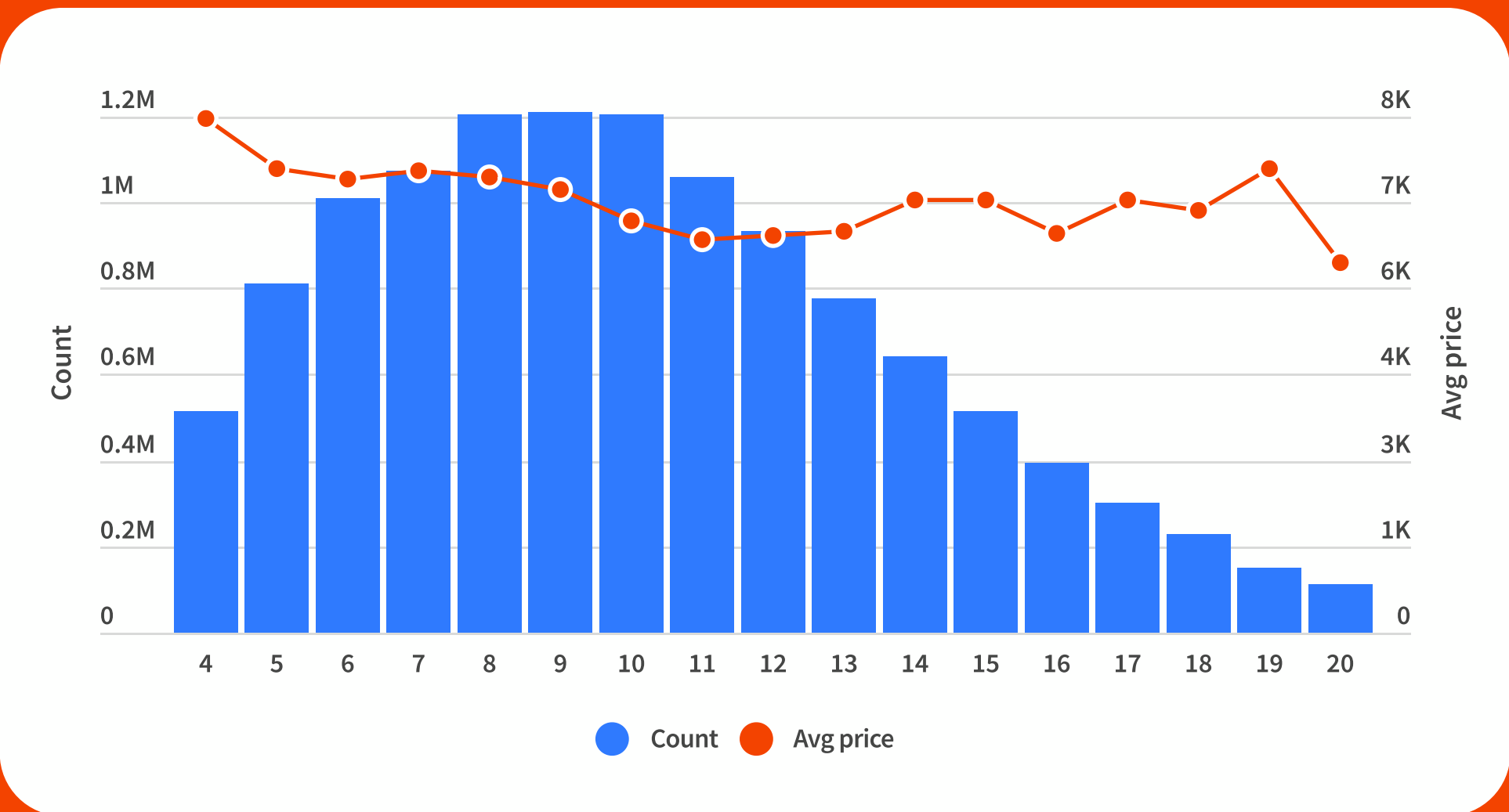
In order to draw a clearer picture of the curve, we removed one-character to three-character domains in the graph below to focus on longer domain names. It is interesting to see that prices generally follow a slight downward trend, but start fluctuating again when it comes to domains with 11 characters or more. Although longer, some of these domain names might include lucrative keyword combinations, increasing their market value.



Average price & SLD length



Average price & SLD length > 3 characters



Premium market

Aggregating internal InterNetX data with sales data from SedoMLS BuyNow and information on premium domains reserved by registries around the world creates an interesting and powerful database of 28,709,056 search results, offering exclusive insights into the worldwide premium domain market.

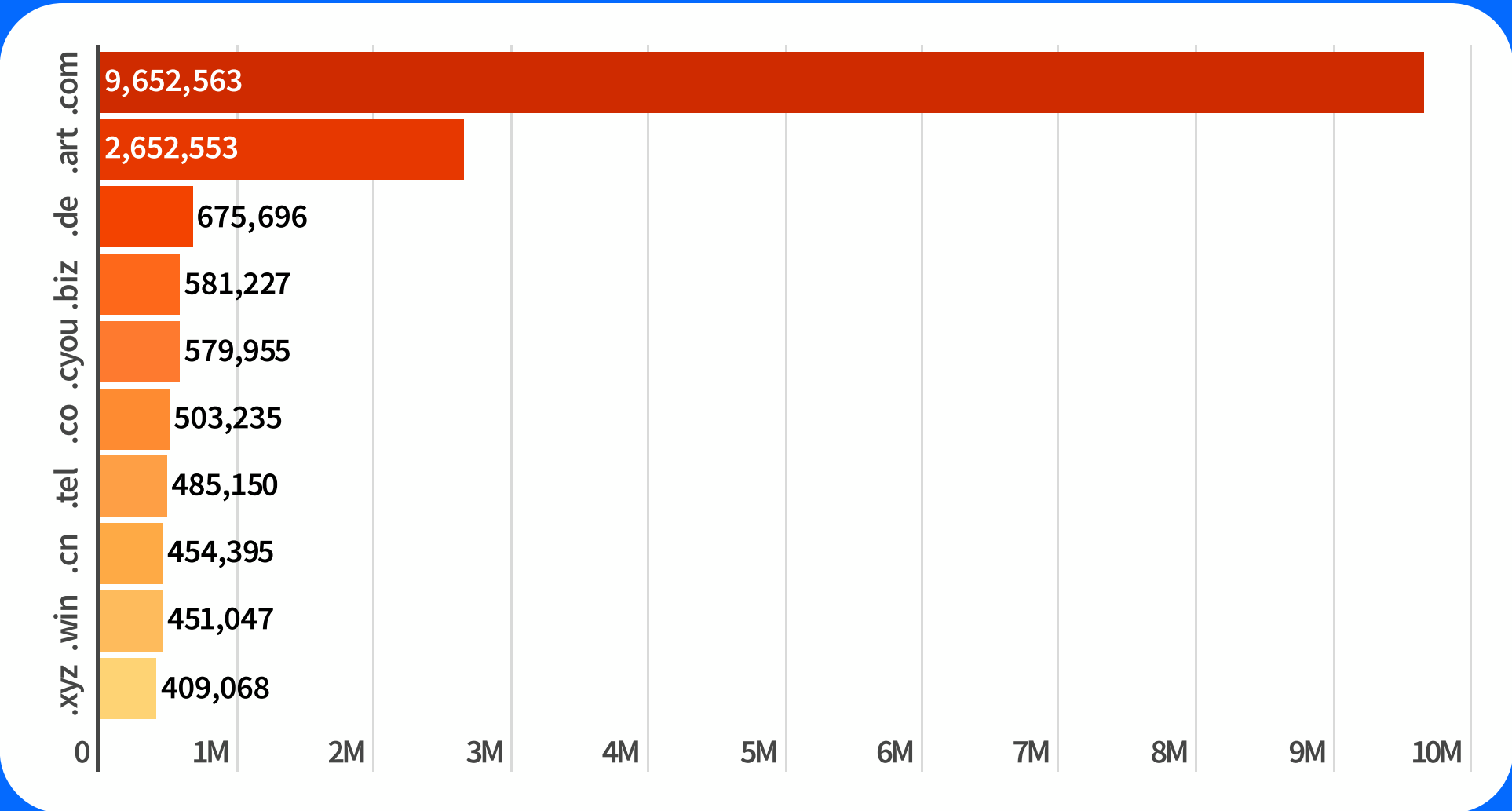
The extensions .com and .art reach high figures in the top 10 premium TLDs list and rank as the leading providers of premium domains. It is interesting to note the inclusion of many new gTLDs here, along with two strong ccTLDs, namely .de and .cn.

The overall domain economy is improving as companies understand the importance of a great domain for their brand. Businesses are acquiring premium domain names to create a strong digital brand.

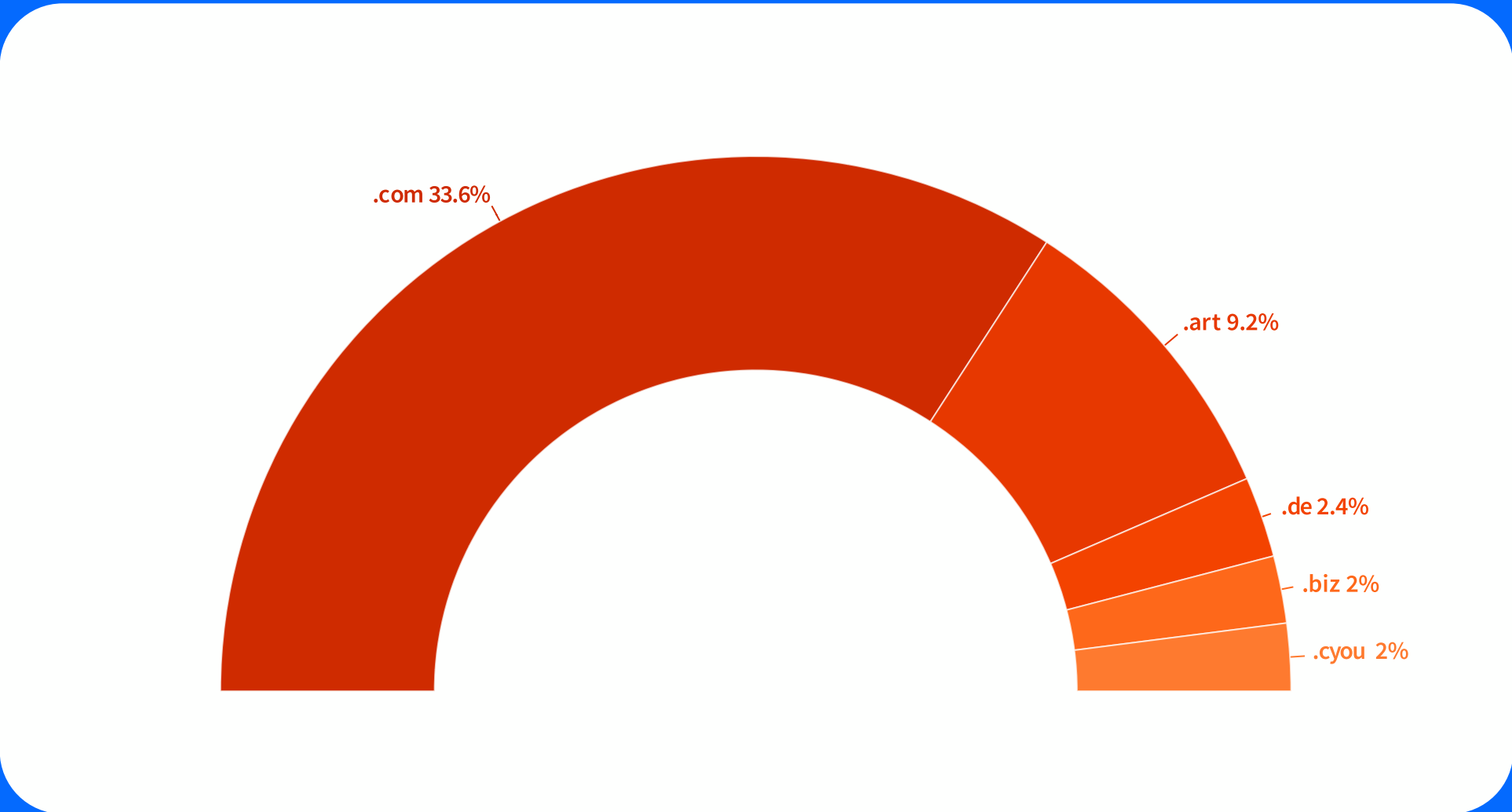
Theo Develegas
President - Acroplex LLC



Top 10 premium TLDs



Premium TLD market share



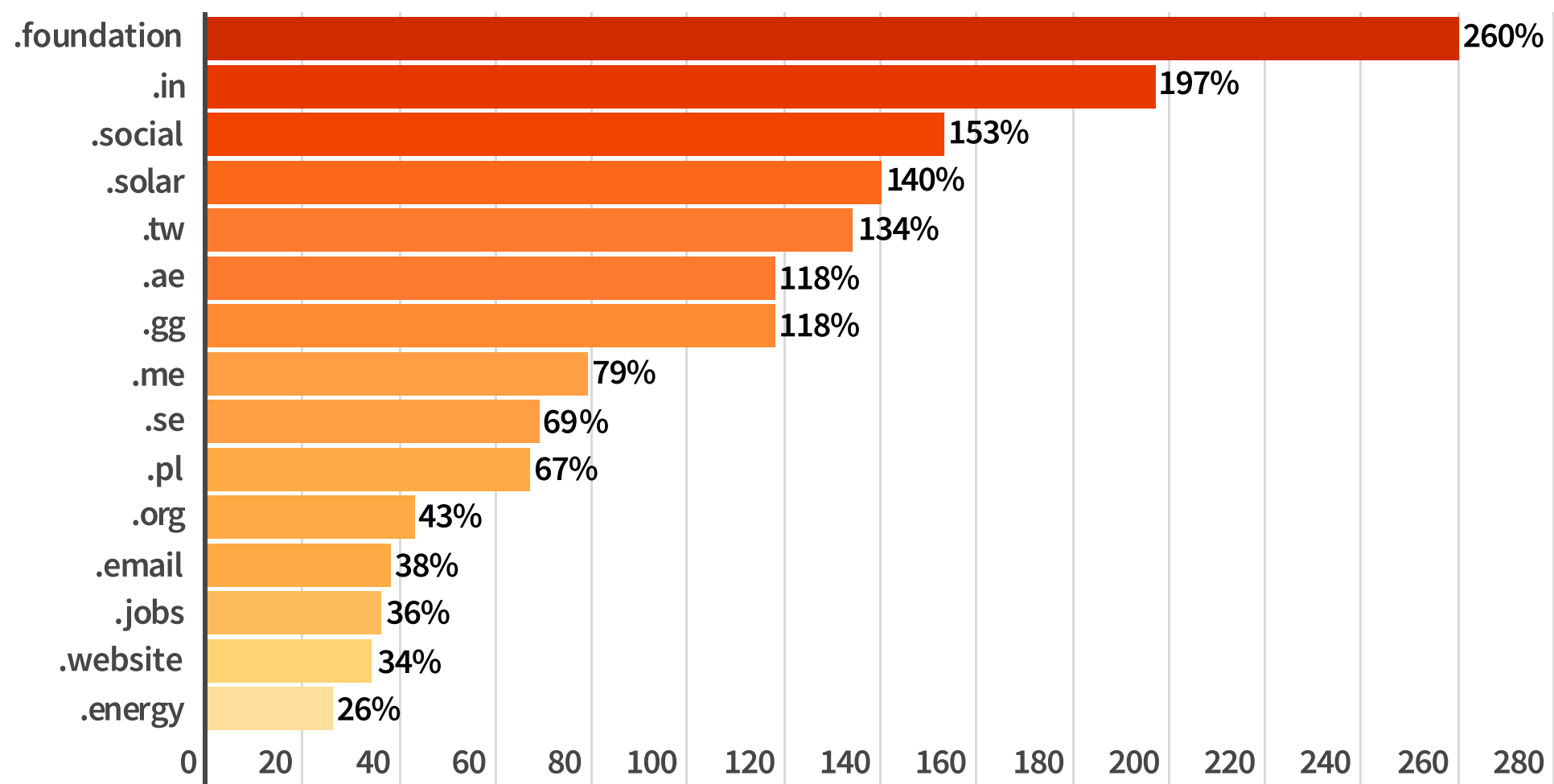
Rising stars

The demand for domains has increased on both the primary and secondary markets over the last years. 2022 was another successful year for InterNetX, with a number of extensions showing exceptional growth.

Taking the lead are two new gTLDs and one ccTLD, namely .foundation, .in and .social. This chart features seven ccTLDs, some of which are not used primarily as a country code but for their intrinsic meaning, such as .me and .gg (as an abbreviation of *good game*). The strong growth of .energy and .solar can clearly be attributed to the current energy crisis and the ongoing transition to renewables.

Our internal data also reports a sharp drop of -84% in .ru registrations. A figure that is not surprising and is closely related to the war in Ukraine and sanctions against Russia.

Top 15 TLDs fastest growth in 2022



Elon Musk’s takeover of Twitter sent shock waves through Silicon Valley and the global tech community. Volatility on the platform led to a surge in .social registrations as the topic of owning your content remained at the center of the cultural zeitgeist. Social media users understand that big tech doesn't work without them. We will continue to see creators place increasing value on owning their digital identity — and leveraging new TLDs to do so.

Mariah Reilly

Senior Director, Channel Management
- Identity Digital



A significant change in the level of maturity of the online community has occurred, especially in the startup ecosystem and content creators' economy. These groups are keen on registering non-traditional TLDs, leading to a new interest in digital assets, which is not always reflected in general numbers but rather in more frequent inquiries about high-quality domains.

Vuksan Rajkovic

Head of Sales - .ME registry



”

What is your forecast for the domain industry in 2023?

The recent past has shown us that a major global disruption event is usually a catalyst for entrepreneurship. We saw that in 2020 and, with the forecast of an economic downturn, I hope to see all those who are part of the domain, internet and web services industry working together to enable and empower those trying to reach their entrepreneurial goals.



Neha Naik
Vice President, Channel Partnerships - Radix

Digitalization is really happening in Austria, bringing even small businesses online. The .at zone has therefore been growing strongly over the past three years and the “back to normal” will further stabilize registrations. In 2023, new regulations and higher costs will affect the whole industry. DNS security is more critical than ever before and we see enormous potential in our AnyCast service Rcodezero.



Richard Wein
CEO - nic.at



Eshan Pancholi
Director, Marketing and Brand Strategy, ShortDot SA

Given the rising economic downturn, new TLDs will continue to grow as more people take their business and personal brand online. Meaningful and brandable names at affordable price points will empower people to start a side hustle or take their SMEs online to boost their income. DNS abuse mitigation will become more and more critical and platforms like NameBlock, which offer the chance to turn the management of DNS abuse from a costly and resource-heavy activity into a revenue generating process, will become very useful.

”

What is your forecast for the domain industry in 2023?

Andrew Allemann
Publisher -
Domain Name Wire



I think we're going to see a year similar to 2019, i.e., pre-pandemic. The souring economy will impact upper-end domain sales, but there will still be activity.

Many tech companies are expected to downsize their teams and budgets. We have seen dramatic layoffs in tech recently and are being warned of a global recession in 2023. That also means that segmenting and more targeted marketing campaigns should be the focus for many to have an efficient customer acquisition cost (CAC). 2023 will mean going back to basics, but having customer-centricity as a priority.

It is likely that we will witness the ongoing trend of the market consolidation in terms of mergers and acquisitions as well as the increased demand for high-quality domains, regardless of the acquisition channel (primary market, secondary market, backorders). Also, it would be interesting to see how the industry reacts to the legislation affecting the digital space such as the NIS directive.



Vuksan Rajkovic
Head of Sales -
.ME registry



Alona Borzhemska
CCO - DomainCrawler AB

04

Aftermarket perspective



Sedo data

Even though 2022 was a volatile year, it was quite exciting, eventful and a very successful year for the aftermarket and Sedo.

When considering the trends that emerged in the domain aftermarket, the spotlight fell on typical web3 themes such as NFTs and cryptocurrencies. These assets were heavily promoted and hyped, but they didn't perform well throughout the entire year and were also beset by various crypto scandals.

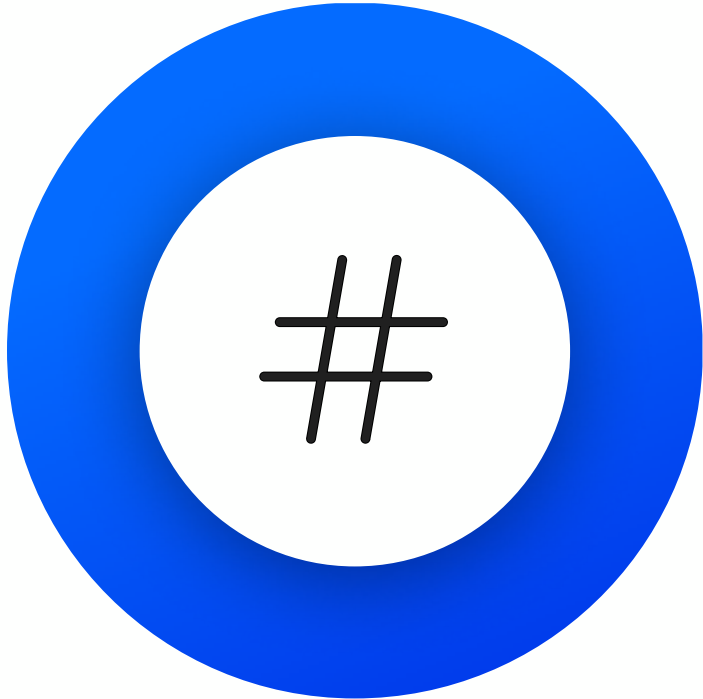
We saw significant funds coming back to the more secure domain classes. Surprisingly, despite the scepticism of NFTs and cryptocurrencies, domain sales with these and related keywords remained strong.

Although fewer premium domains were available for purchase, those that sold went for higher prices. This trend was mainly driven by new and early startups plus established brands going after exact match and category killer domains. We saw increased demand overall for ultra-premium and premium domains. Evidence of corresponding higher prices is confirmed by various sources, including [DNJournal's Top 100 Domain Sales](#).



74%

OF ALL SALES WERE BUY NOW SALES.



365

NUMBER OF ALL TRADED TLDs IN 2022.



\$2,146

AVERAGE PRICE OF A SOLD DOMAIN.



\$400

MEDIAN PRICE ACROSS ALL DOMAIN SALES.

²³ DNJournal's Top 100 Domain Sales.

Public domain sales

It is certainly no surprise that the highest public domain sale of 2022 is a short and descriptive .com domain in the English language: call.com sold for \$1.6m. What becomes clearly evident in the YoY list of the most expensive domain sales is that end users predominantly act as buyers and use these domains for their branding.

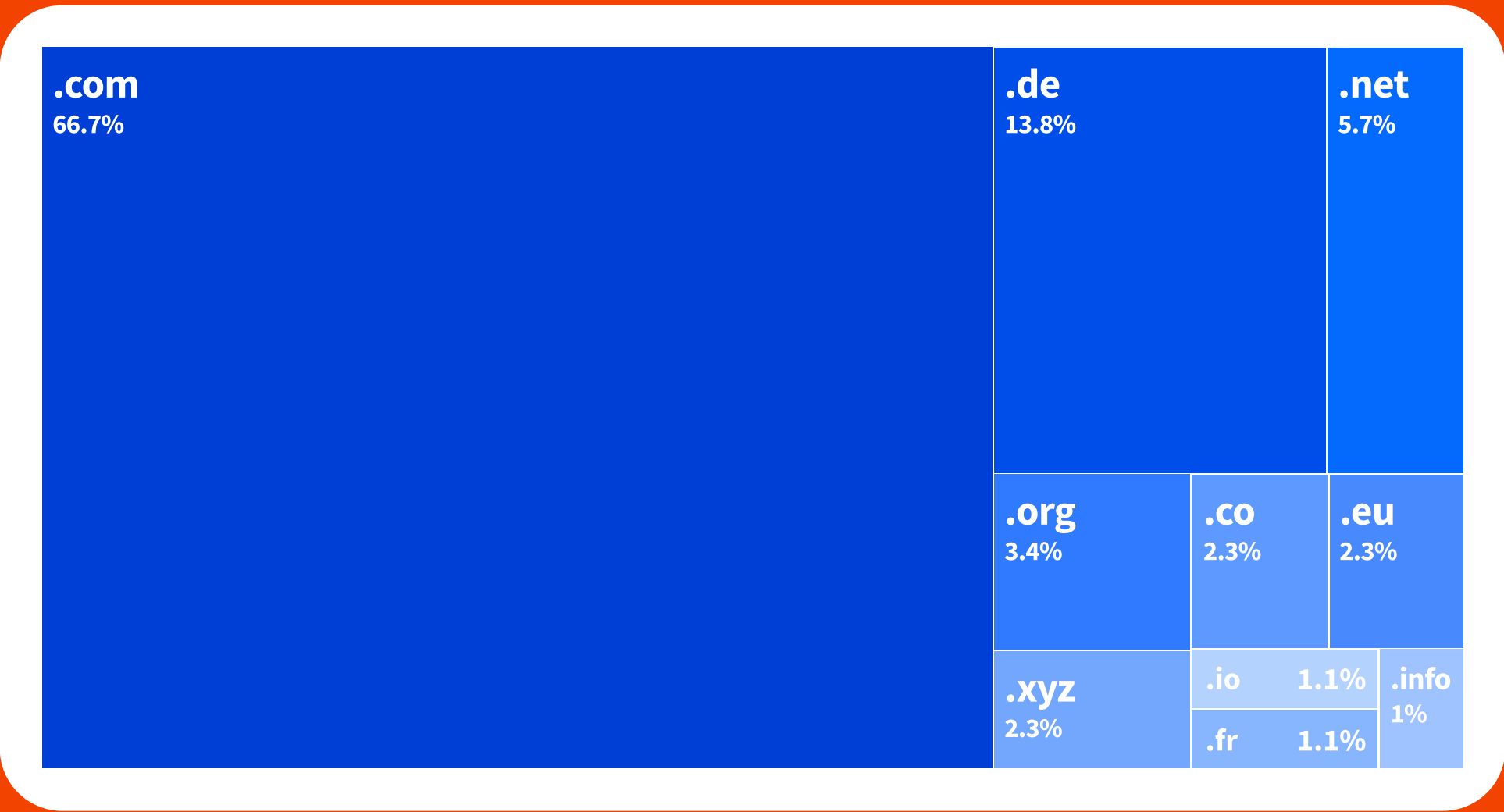
For the first time, a new gTLD has made it into the top 10 of the most frequently sold TLDs. The extension .xyz joins the ranks and pushes .co.uk out of the table. What has triggered the hype around .xyz? Due to the lack of alternatives for .com domains, the startup scene in particular has turned to TLDs that are used by pioneers, like .io, .ai and .xyz. After all, the Google parent company also uses .xyz, right? This has lent wings to the increased hype among investors. Nevertheless, caution is advisable before betting everything on .xyz. In the public arena, .xyz has not yet achieved the matching level of popularity and therefore has also not yet gained the user trust associated with TLDs such as .com, net or the relevant ccTLDs.

There are economic problems worldwide and the timing of when they are solved will tell the tale. Forecasting is much more difficult than it has ever been. When will the war in Ukraine end and relieve supply chain issues and shortages? When will interest rate hikes stop? Will crypto bounce back? We don't know, but unemployment remains very low. The online world remains the safest haven for most businesses, so whatever happens, domains will outperform the overall market.

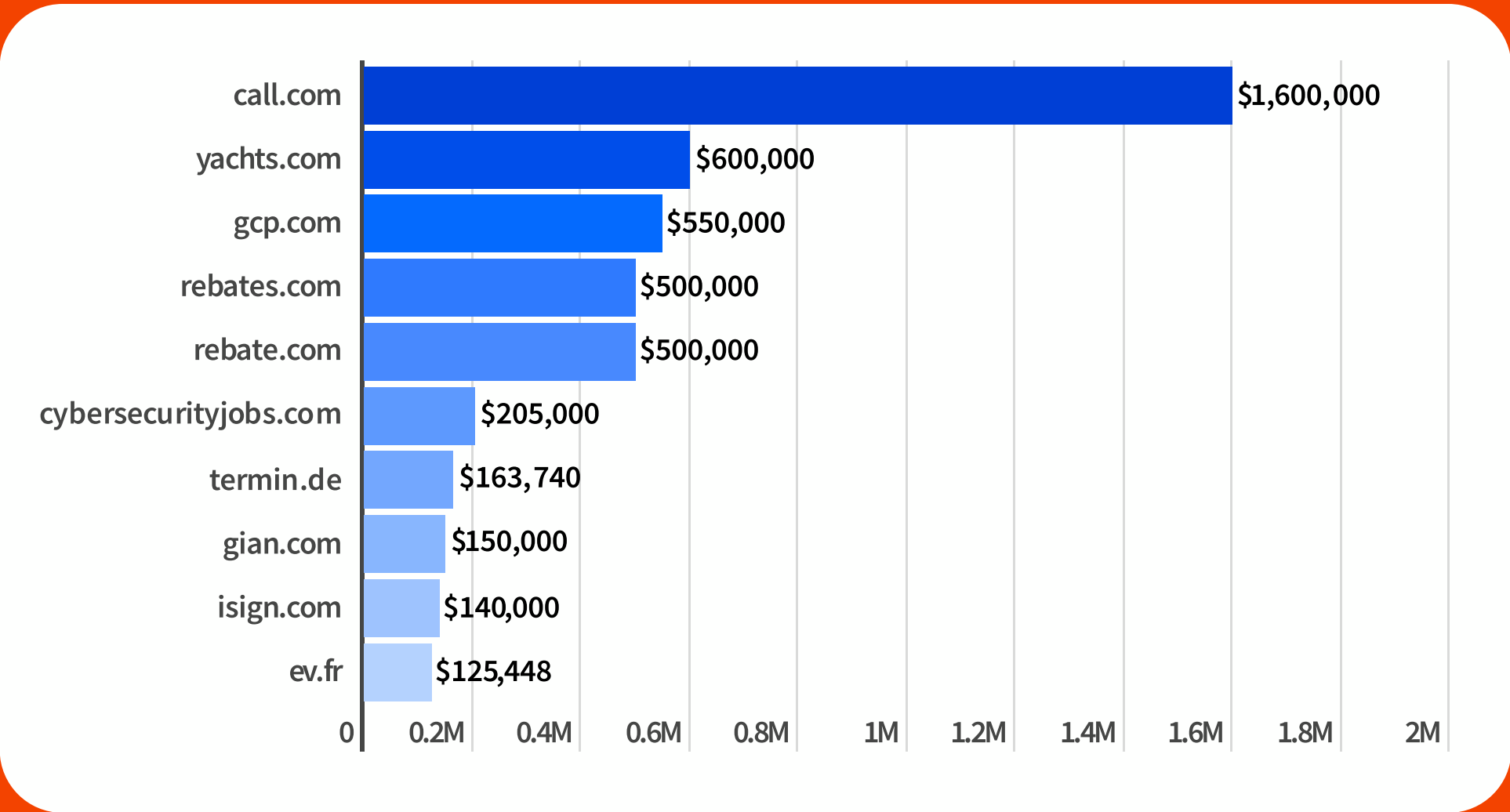
Ron Jackson
Editor & Publisher - DNJournal.com



Top selling TLDs in 2023



Top 10 public domain sales

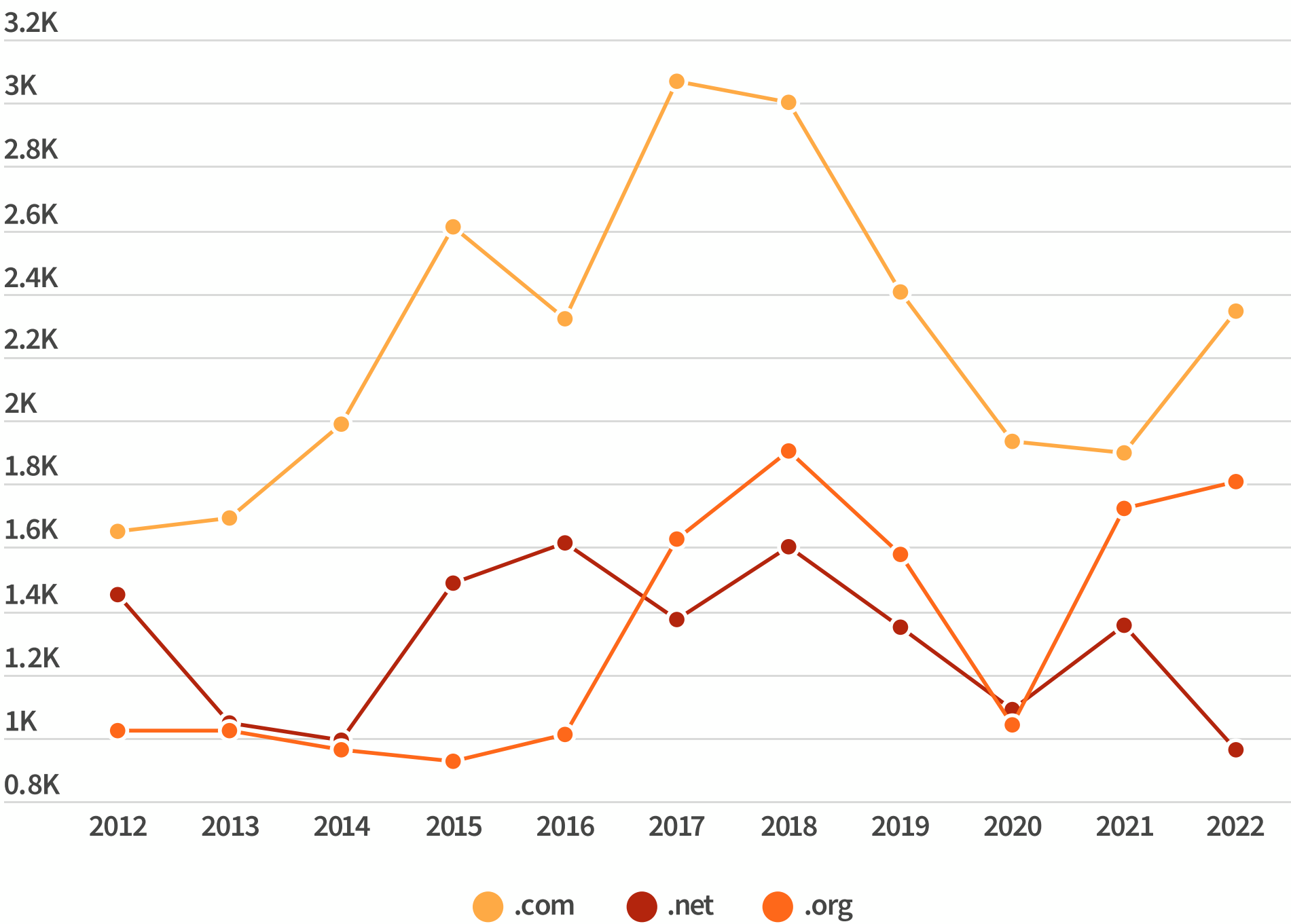


gTLD sales

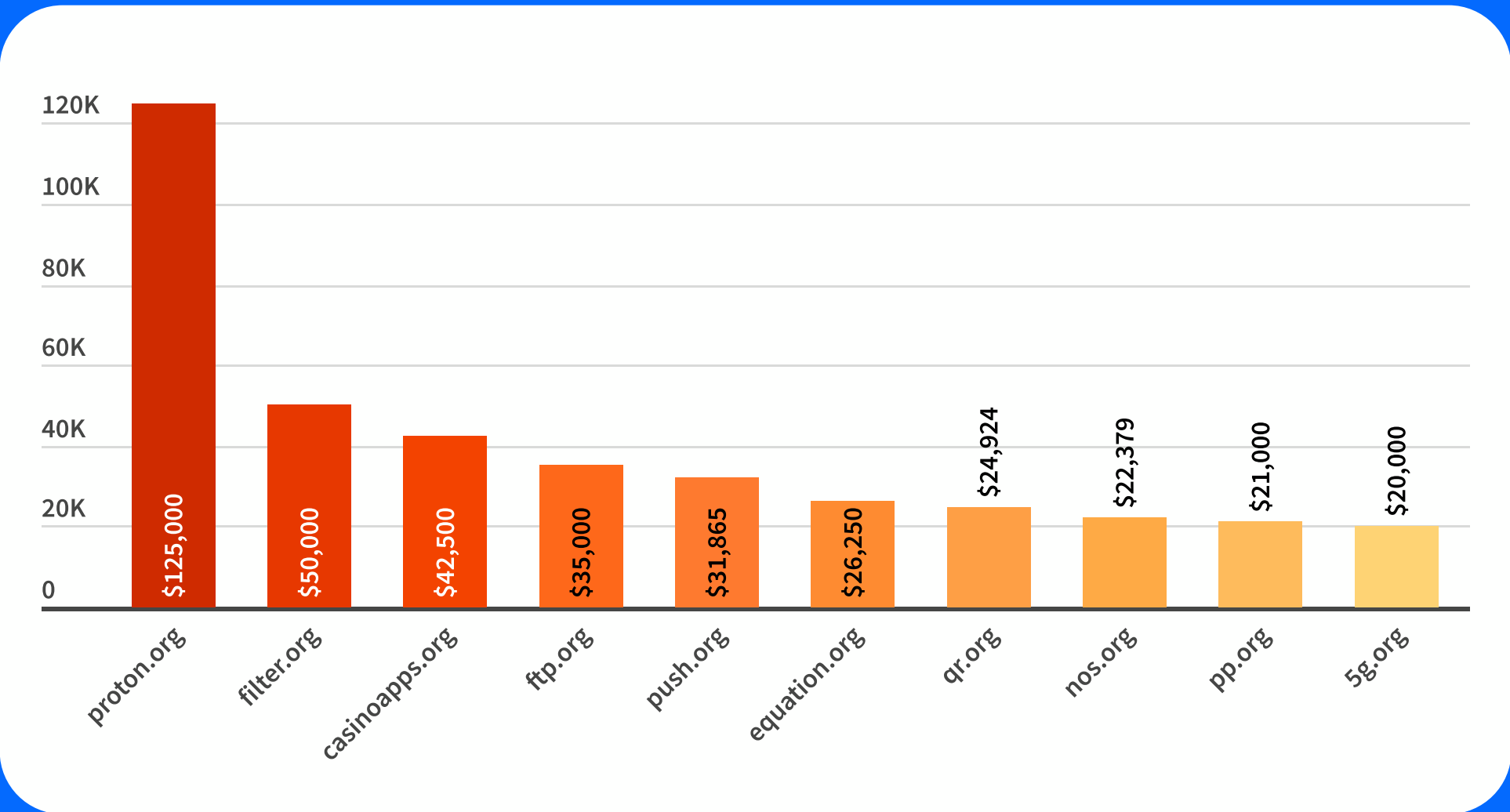
What is already standard with .com domains has also transitioned to .net and .org domains. Short domains, preferably two to four character ones, were traded for the highest prices. In this context, .org domains in particular have gained in value again. Both the number of sales and selling prices have seen another upward push.

Overall, the development of .org domains on the aftermarket correlates strongly with .com, as shown by the chart below.

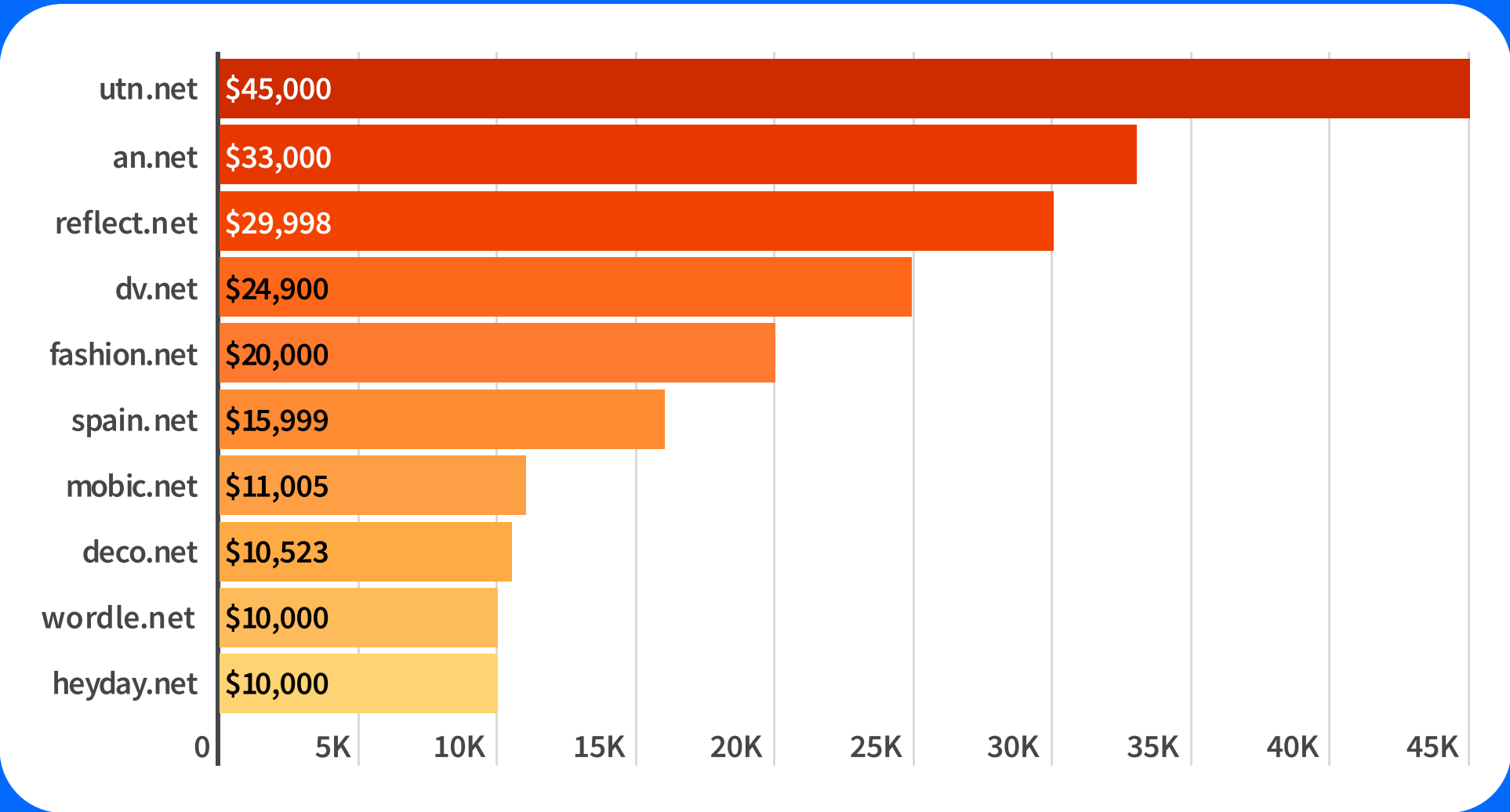
Development average price



Top 10 .org public sales



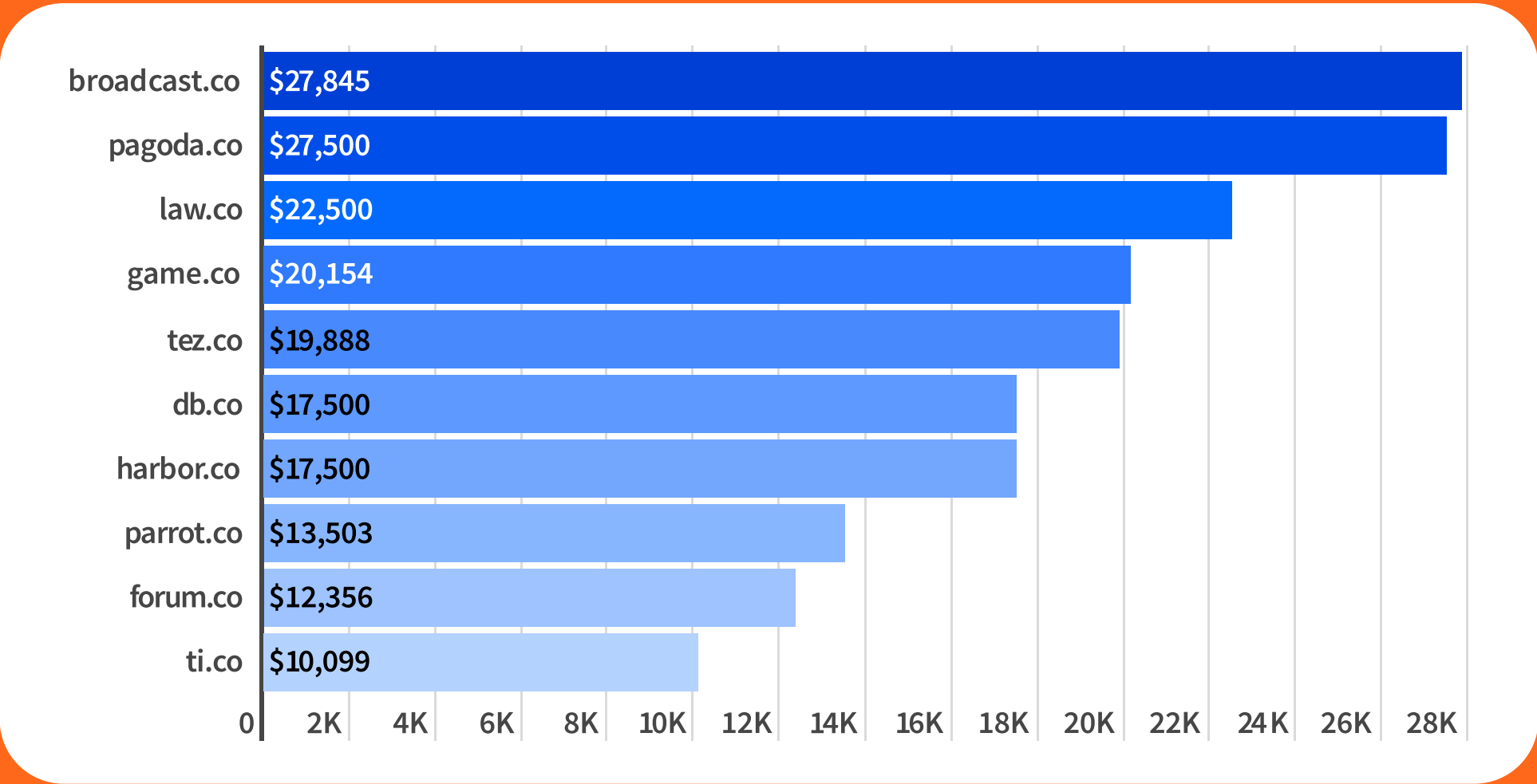
Top 10 .net public sales



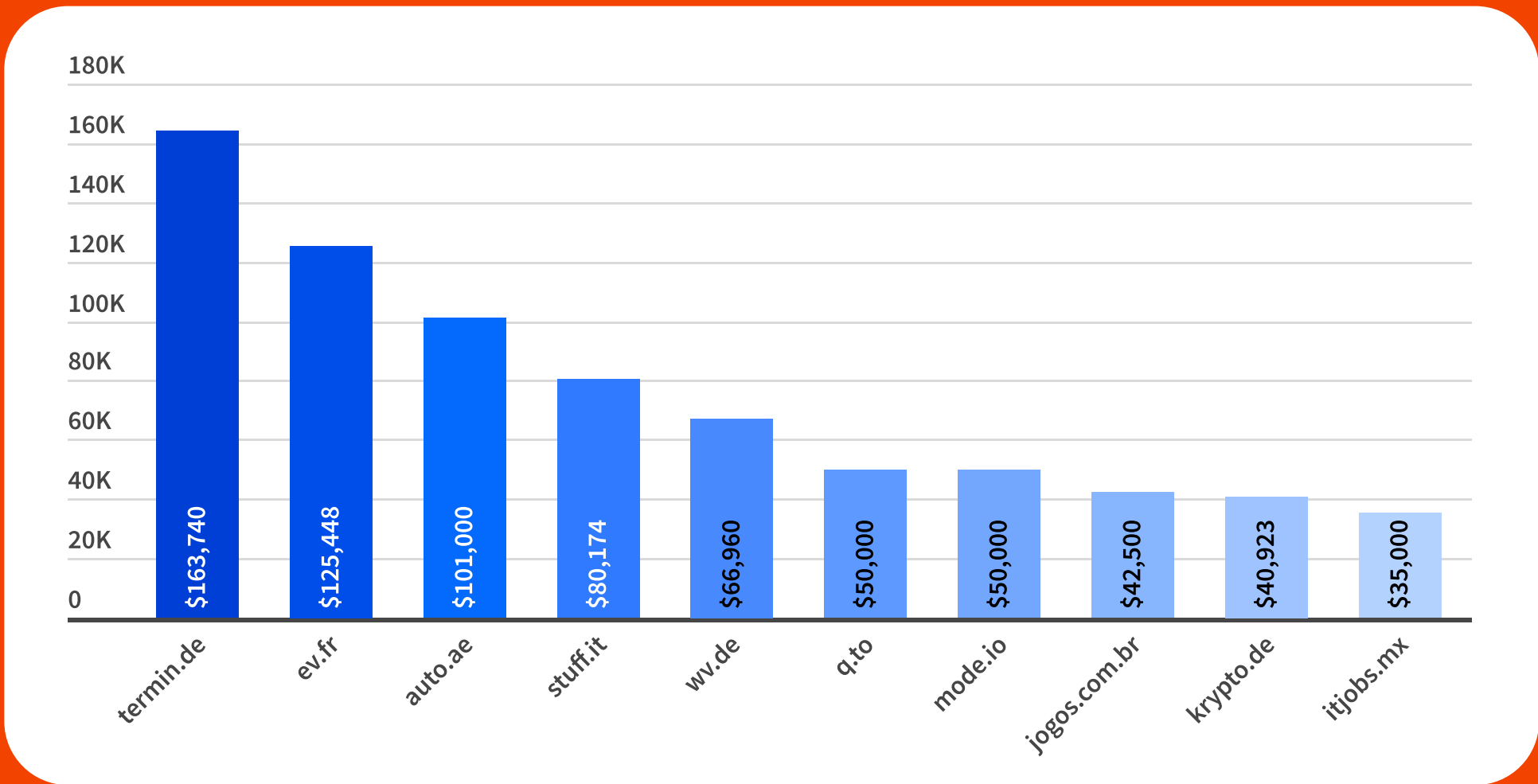
ccTLD sales

The top 10 of the most expensive ccTLD sales has rarely been so diverse – listing 8 different TLDs. The German extension is represented three times with termin.de, krypto.de and ww.de. Except for jogos.com.br (Portuguese for games), the keyword of other sales from this category doesn’t necessarily match the TLD. The exotic extension .to, the ccTLD for the Kingdom of Tonga, is also represented with a high sale.

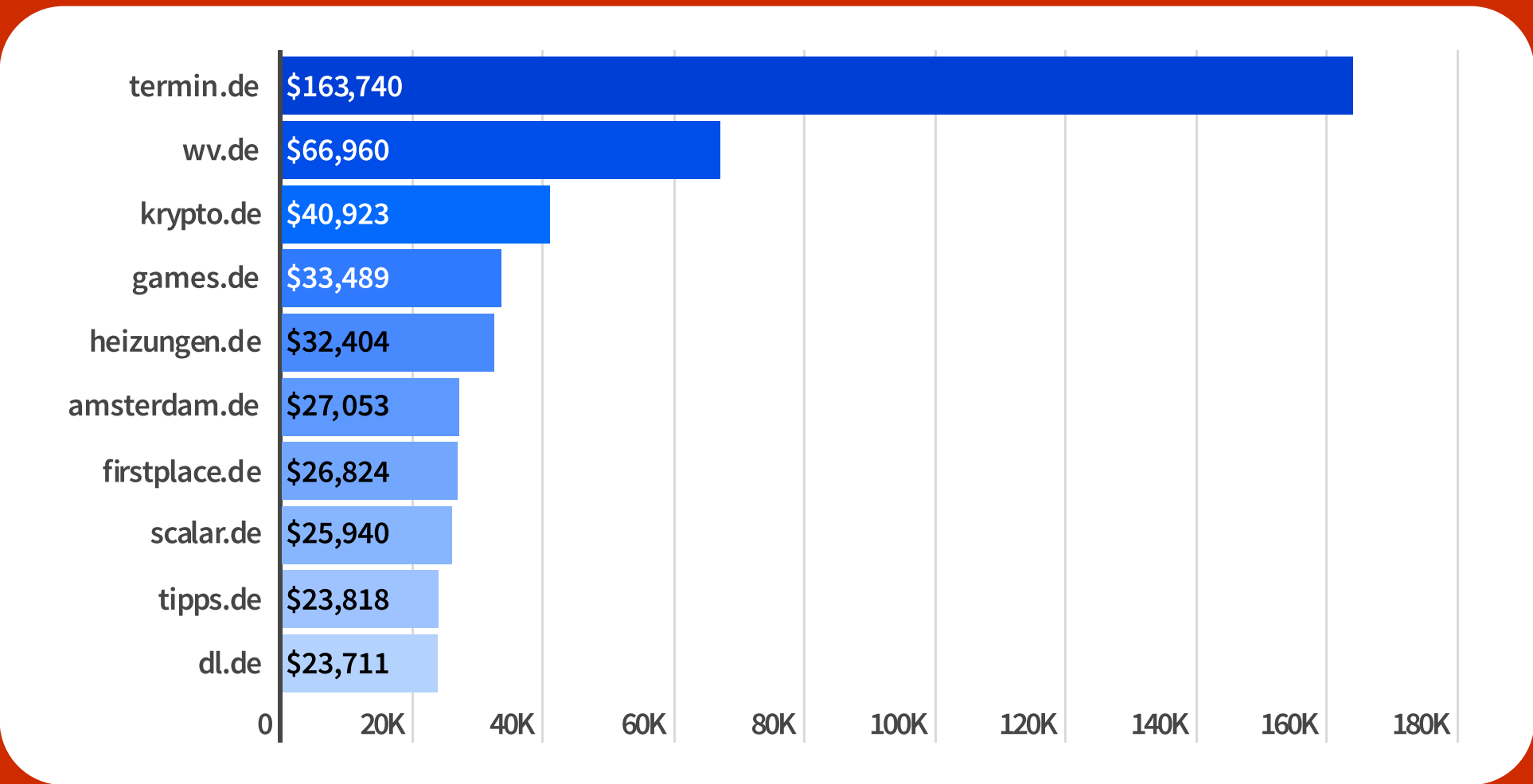
Top 10 .co public sales



Top 10 ccTLD public sales



Top 10 .de public sales

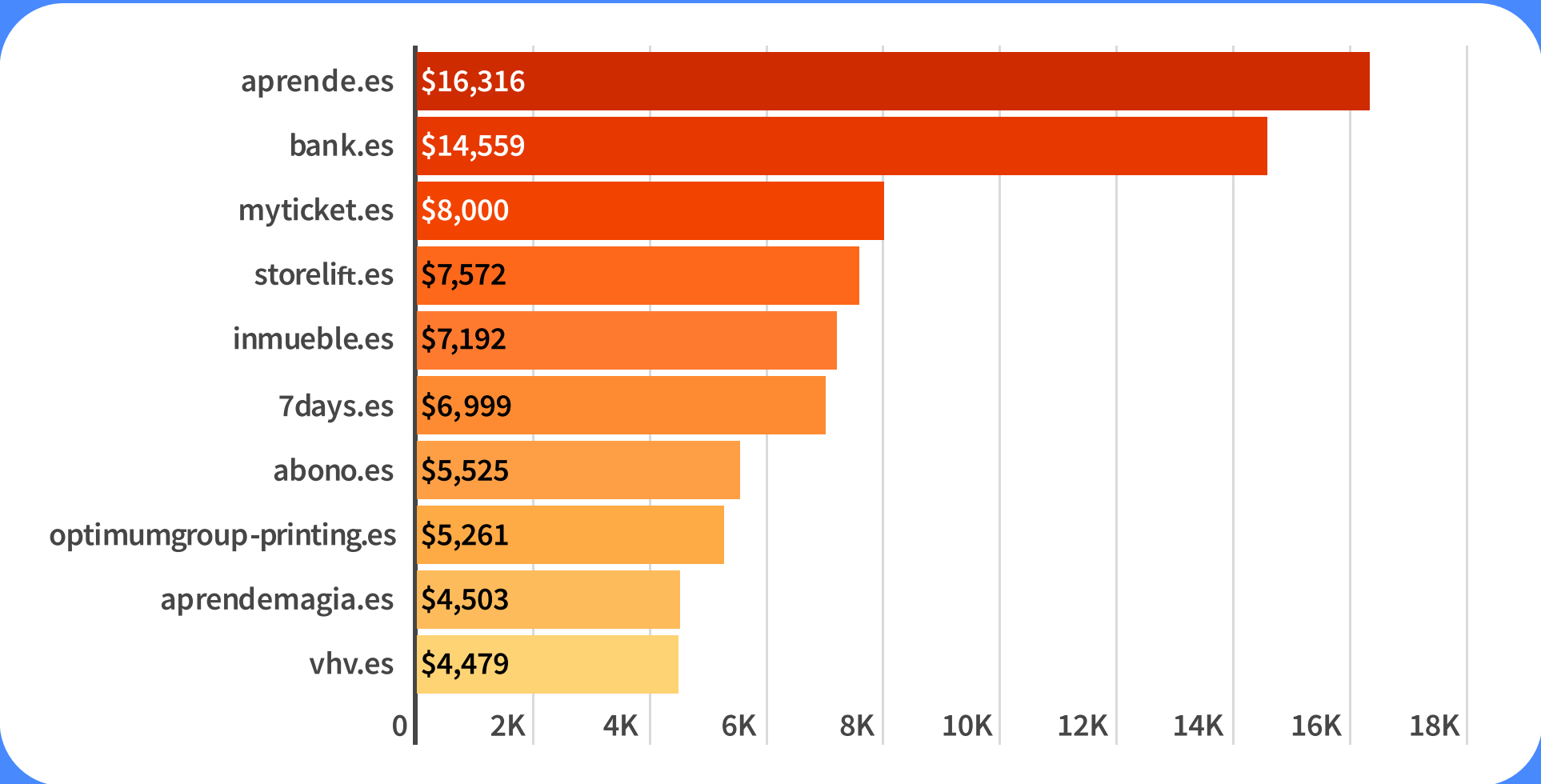


ccTLD sales

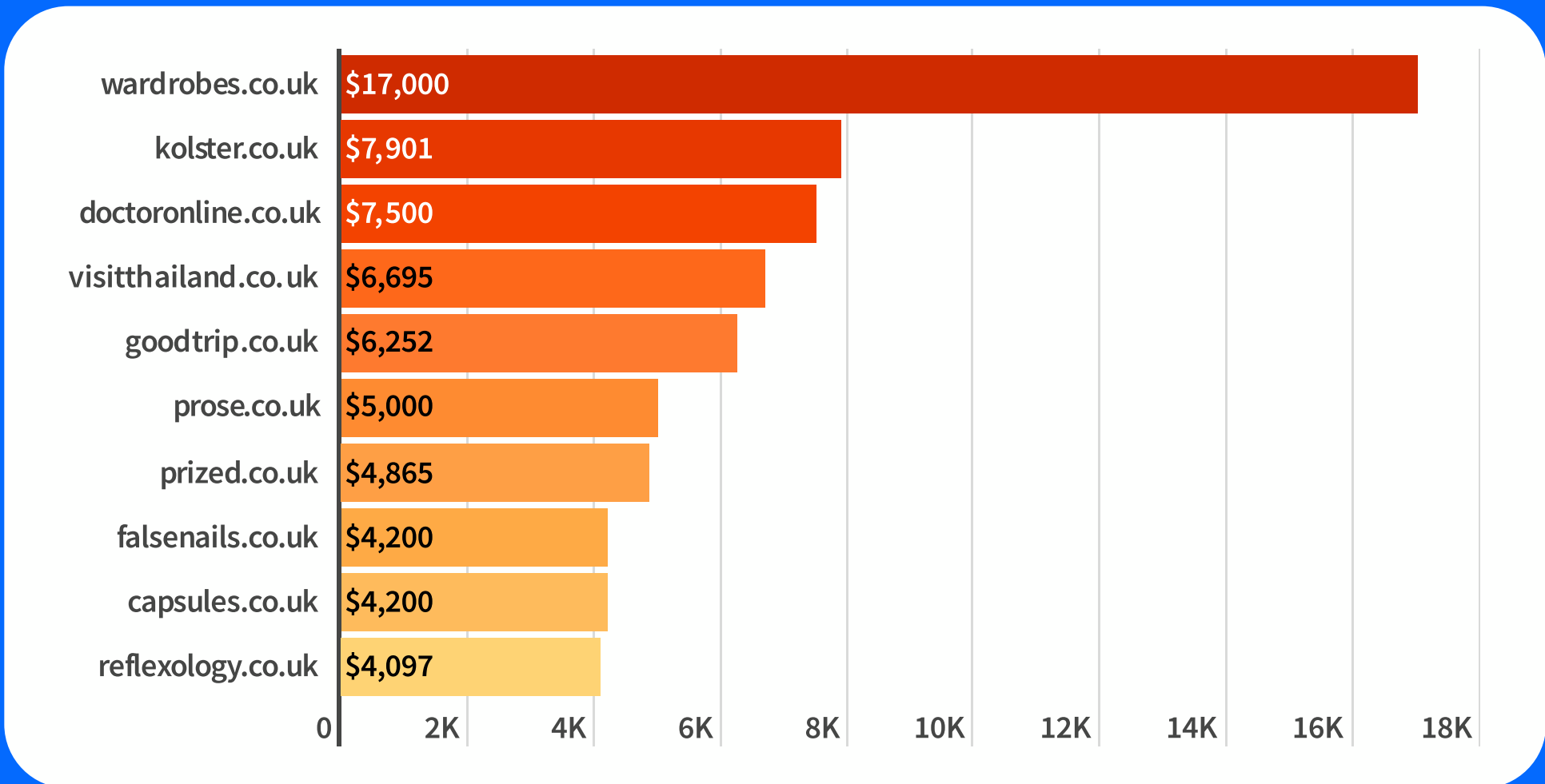
In case you are missing high value sales under .uk or .co.uk: while these certainly took place in 2022, the higher-value sales were not public. However, it has become somewhat quieter overall around the .co.uk and .uk extension and demand has decreased. Whether this is due to Brexit or some other reason would require further investigation.

Under the extension .fr there was a public high-priced sale. An end user bought ev.fr, with the intention of launching a marketplace for electronic vehicles. The .fr extension is one of the most consistent ccTLDs in terms of price development.

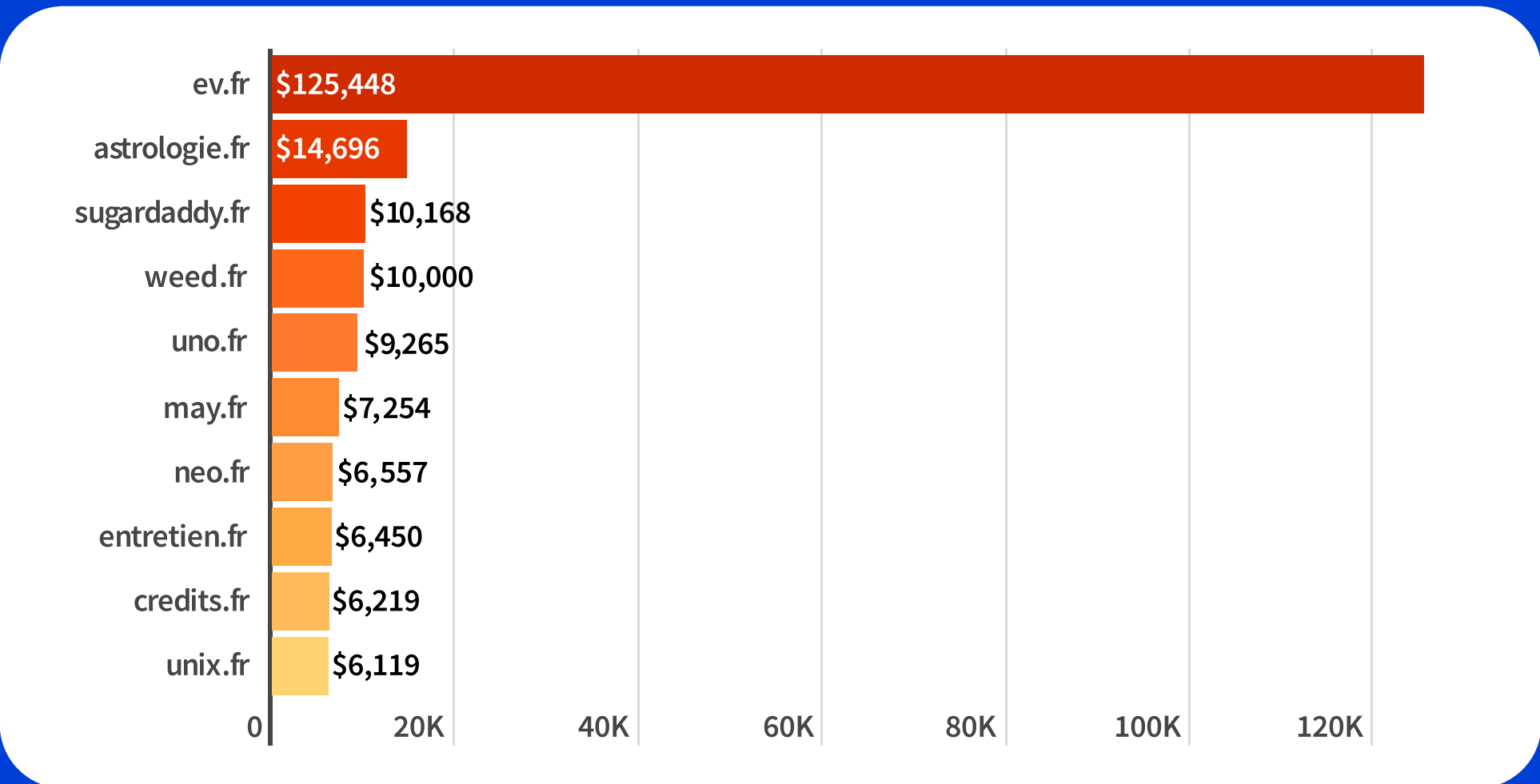
Top 10 .es public sales



Top 10 .co.uk public sales



Top 10 .fr public sales



new gTLD demand keeps growing

There has been some movement in 2022 concerning new gTLDs. The numbers demonstrate the growing popularity of these endings, not only among investors but also among end users.

In 2022, over 27% more domains were sold under new gTLDs compared to 2021. This growth was driven particularly by specific new gTLDs, but it certainly sheds new light on this category of TLDs as a whole. A glance at the top 10 reveals that some domains are transparent enough to give us immediate information about the industry or category they belong to, e.g. gambling, crypto or IT.

The silver lining of economic downturns often leads to innovation – a phenomenon that the industry is well positioned to respond to. New companies and products come online everyday. The acceleration of bidding and marketplaces will see faster and more focused transactions for aftermarket domains and investing, with prices better aligning to seller expectations. New businesses and rebrands will help drive more growth, further boosted by industry segments adopting new TLDs as their brands.

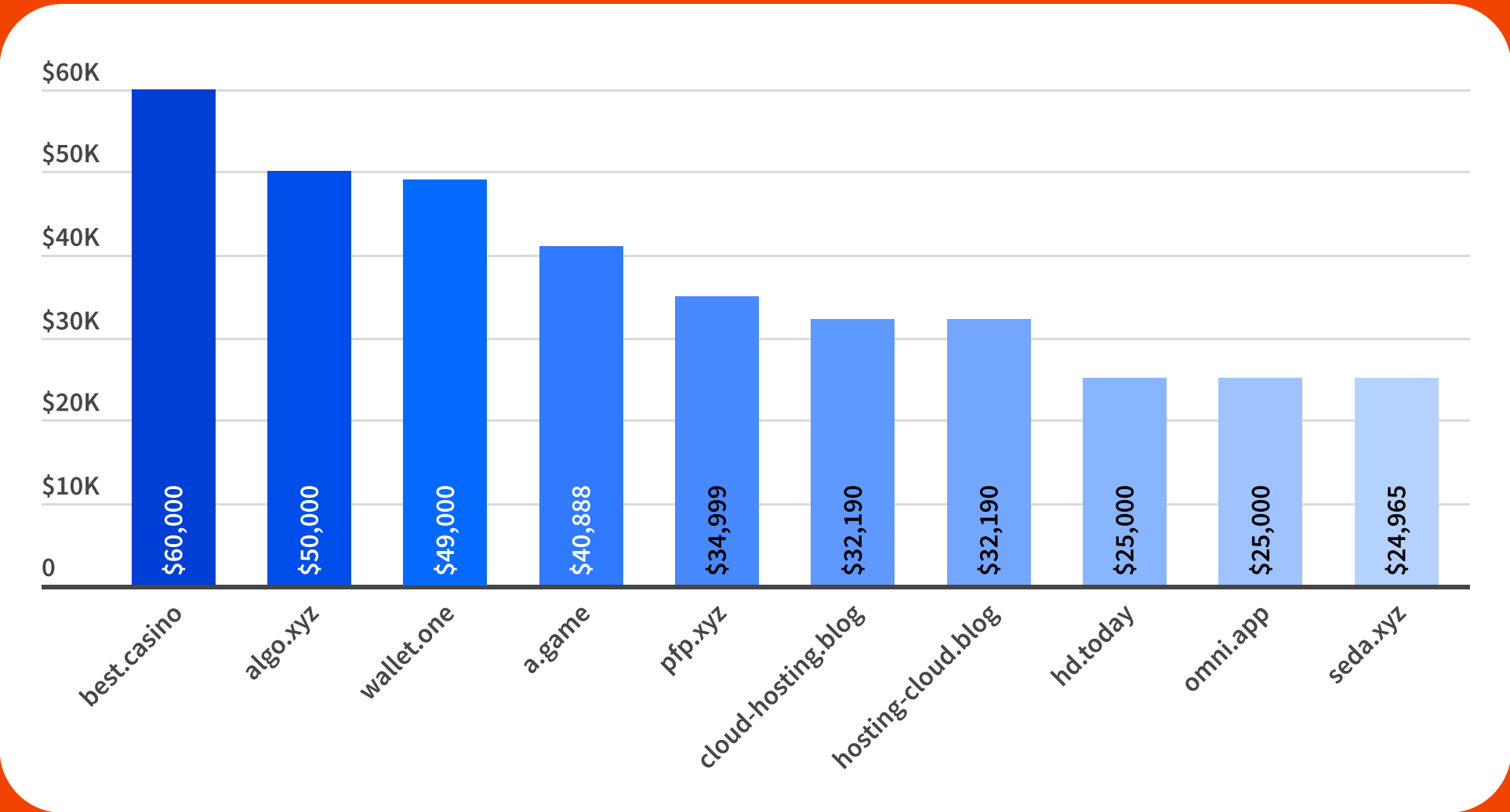
Lisa Box
Senior VP, Strategic Alliances and Business
Development - Identity Digital



Top 10 new gTLDs among sales



Top 10 public new gTLD sales



.xyz in the spotlight

In 2022, there was an interesting development with .xyz. The new gTLD already started attracting the attention of many domain investors in 2021 and continued climbing upwards in numbers of sales and prices in 2022. Its popularity will slowly make its way to end users in the next years.

The extension got its first boost in 2015, when Google registered abc.xyz for its holding company Alphabet, bringing the extension to the general public's attention. Recently, the new gTLD has also been adopted by blockchain, crypto, NFT and companies in the Web3 sector.

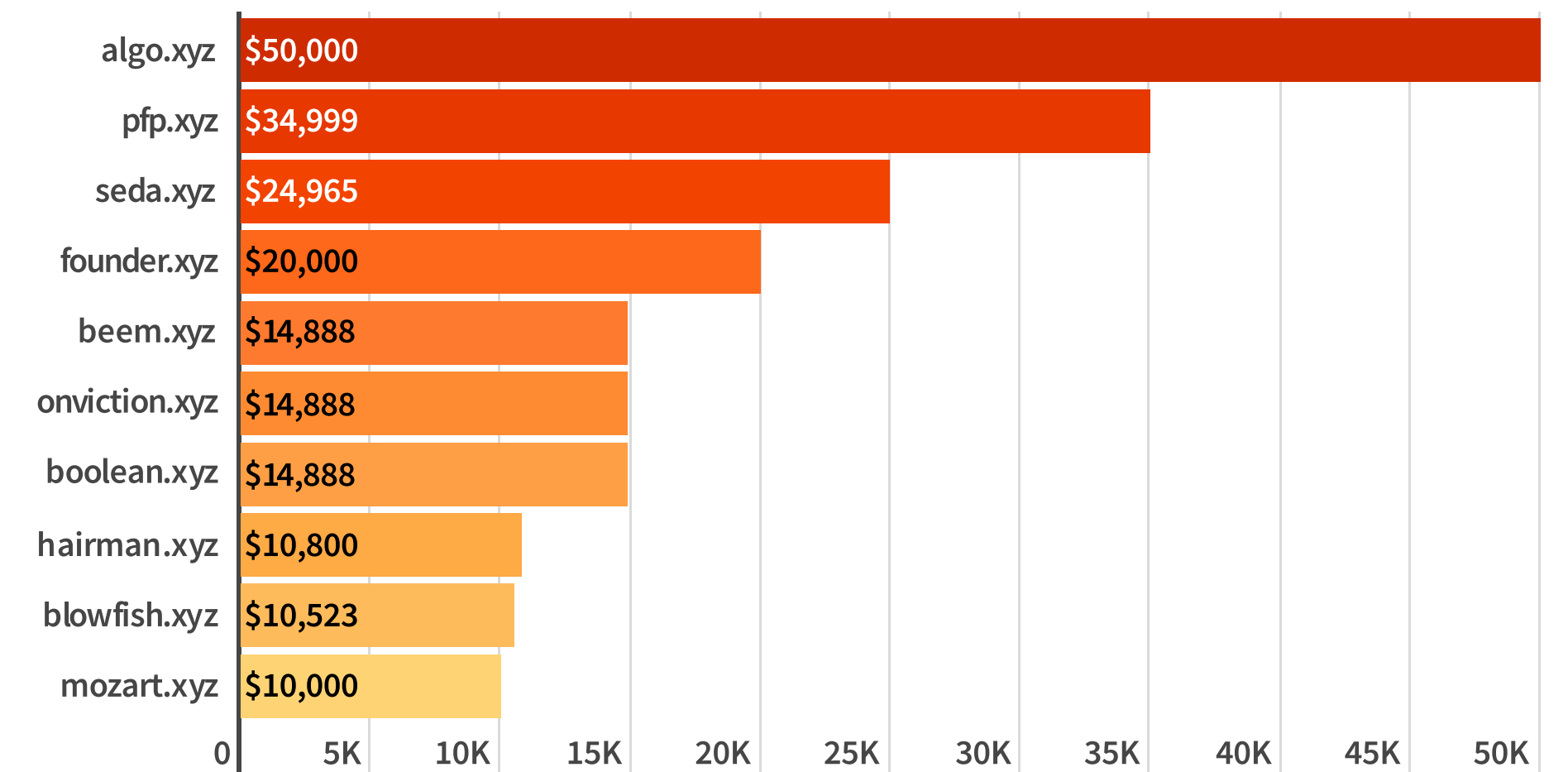
The sales prices of many domains under this extension are the cause of both enthusiasm and scepticism within the domain community. Looking at the top 10 of public .xyz domain sales, it comes as a surprise how many of them belong to existing companies that are rebranding with a .xyz domain name.

We are excited to see continued growth and network effects across new domains as a whole. Specific to .xyz, we are working hard in cultivating Web3 users to thrive on a .xyz domain name. We have been blessed with an incredible community and we plan on pouring that love and positive energy back into the community so we can grow together.

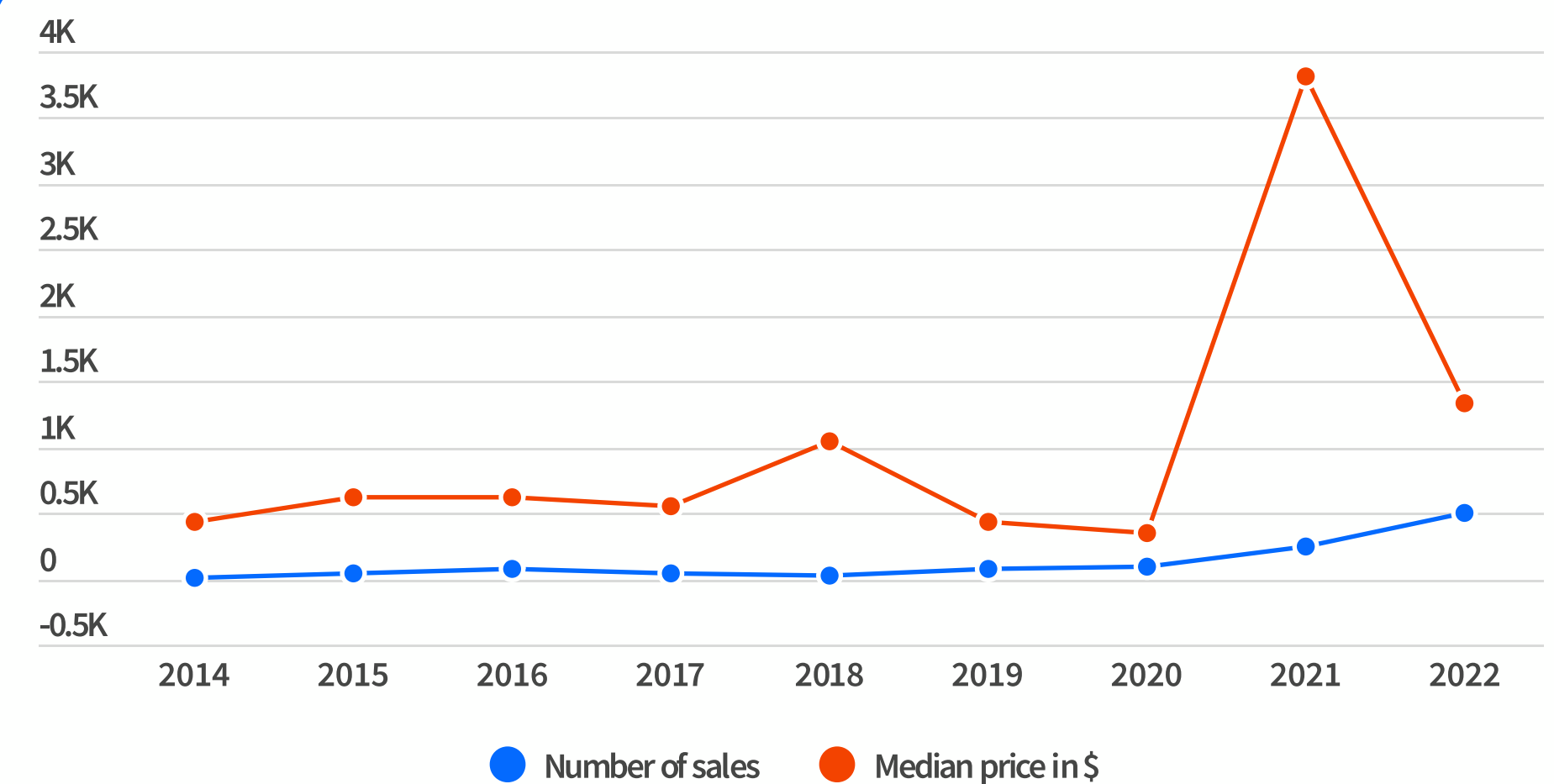
Daniel Negari
XYZ Registry



Top 10 public .xyz sales



.xyz median price and sales 2014 - 2022



.ai & .io in the spotlight

Companies and startups from fintech, crypto and AI are increasingly creating their brands with domains under .ai and .io. Technically, both are ccTLDs (.ai for Anguilla, .io for British Indian Ocean Territory) but are generally recognized as abbreviations for artificial intelligence and input/output, a common term in IT.

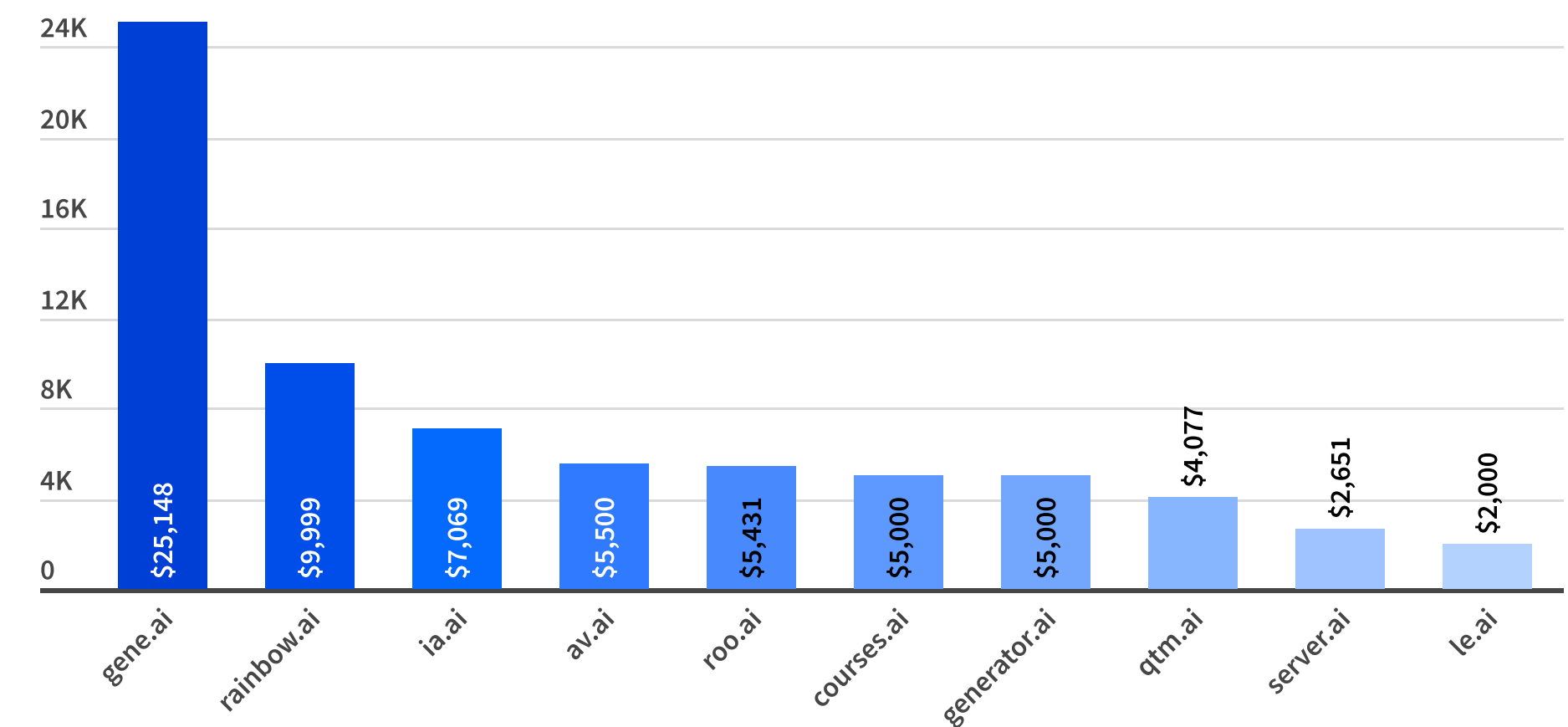
The average prices of .ai domains show strong fluctuations in the last decade, but this is only because the number of sales was initially still very low, while the selling prices were very high. In a few years, the prices for domains on the aftermarket will slowly but steadily develop and will make for a good investment in the long run. Domains under .ai in particular will continue to develop more scalability. With the increasing popularity of AI technology expected in the future, the demand for domains under this TLD is consequently likely to increase.

Artificial intelligence has been on everyone's radar for years but the sudden content creation breakthrough we are seeing with ChatGPT will likely put AI on the front burner. Electric vehicles are another huge trend that will have a global impact on multiple industries (especially with many government entities legislating EV adoption). In addition to the EVs themselves, home and commercial charging stations, batteries and a multitude of other new or improved products will boost interest in relevant domain names for these related fields.

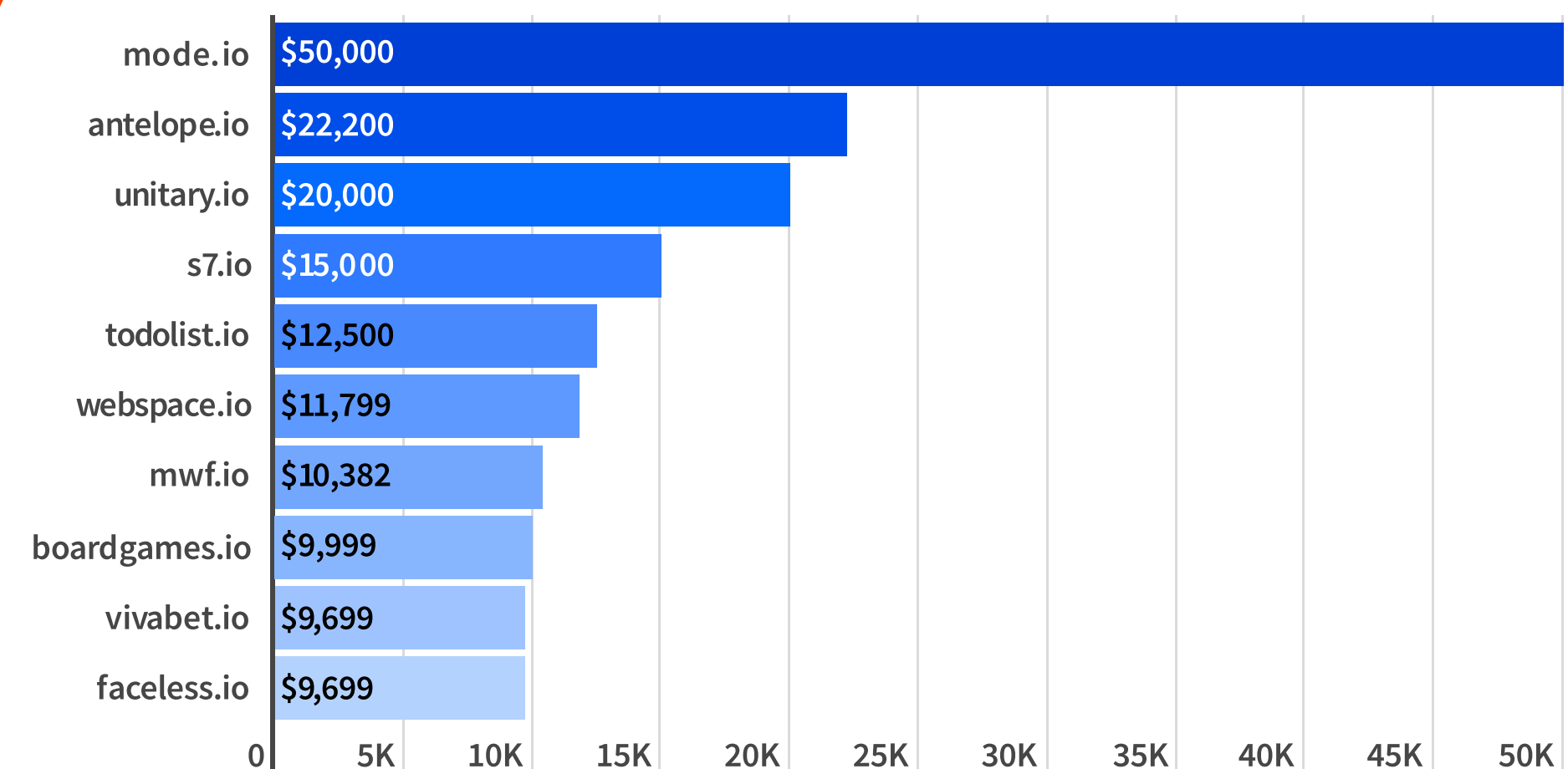
Ron Jackson
Editor & Publisher - DNJournal.com



Top 10 public .ai sales



Top 10 public .io sales



Average & median prices

While average prices only indicate a mean value, which can be strongly influenced by record sales and should therefore be viewed with care, the median value does not take any extreme outliers into account and is therefore regarded as a good indicator for the value of domains under certain top-level domains.

Besides individual record sales that caused an unusually high peak, the average prices of most domains under popular extensions increased moderately. The TLD .eu delivered an impressive jump, doubling its median price in only two years, whereas .info and .net show negative figures.

The economic downturn will continue until the end of 2023 but we'll still see some great outlier sales in many TLDs. The lower end of the market (< \$1500) will still perform well throughout and towards the end of the year and I expect a boom as the economy settles down and people negatively affected by the economic crisis start their own business.

Leanne McMahon
Domain Analyst - Crunch.id



Price development 2020 vs 2022

Domain	Average price 2022	Average price 2020	Median 2022	Median 2020
.com	\$2,466	\$2,223	\$300	\$332
.net	\$1,024	\$1,235	\$280	\$349
.org	\$1,933	\$1,184	\$498	\$350
.info	\$525	\$551	\$210	\$378
.biz	\$717	\$734	\$300	\$294
.de	\$1,769	\$1,707	\$558	\$567
.me	\$1,047	\$1,345	\$350	\$350
.at	\$1,826	\$1,682	\$635	\$844
.ch	\$2,225	\$2,347	\$1,674	\$1,375
.fr	\$3,990	\$2,450	\$1,122	\$937
.es	\$2,246	\$1,706	\$541	\$560
.eu	\$1,262	\$904	\$932	\$435
.co.uk	\$2,324	\$2,756	\$642	\$615
.io	\$2,626	\$2,570	\$997	\$800
.ai	\$6,333	\$6,283	\$3,789	\$2,500
.co	\$1,395	\$1,508	\$280	\$400

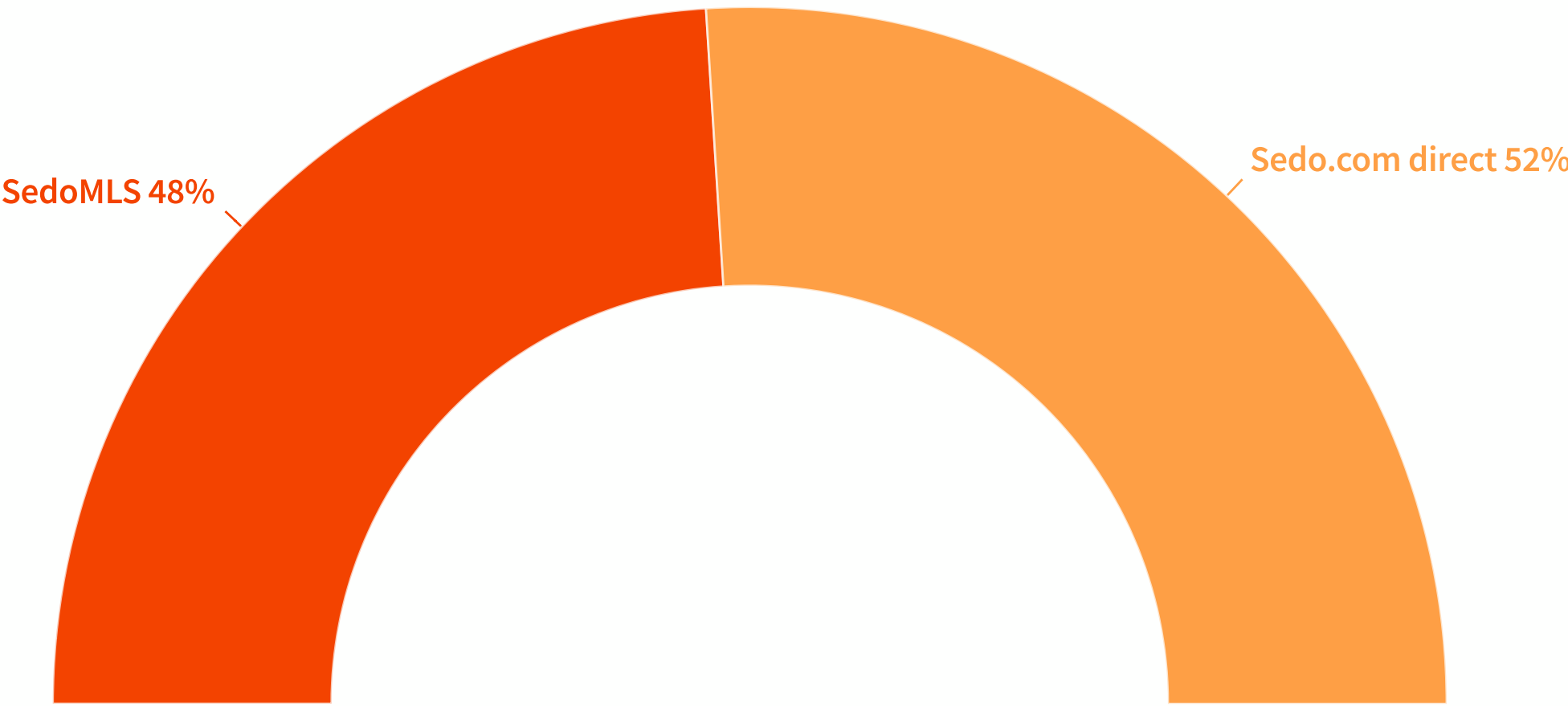
Sales through SedoMLS

Sedo's efficient and powerful partner network SedoMLS remains a useful and effective tool for registrar partners. Sellers can also take advantage of this network to reach more potential buyers by promoting listed domains worldwide. In 2022, domain sales through the SedoMLS network increased by 4%, confirming past years' success.

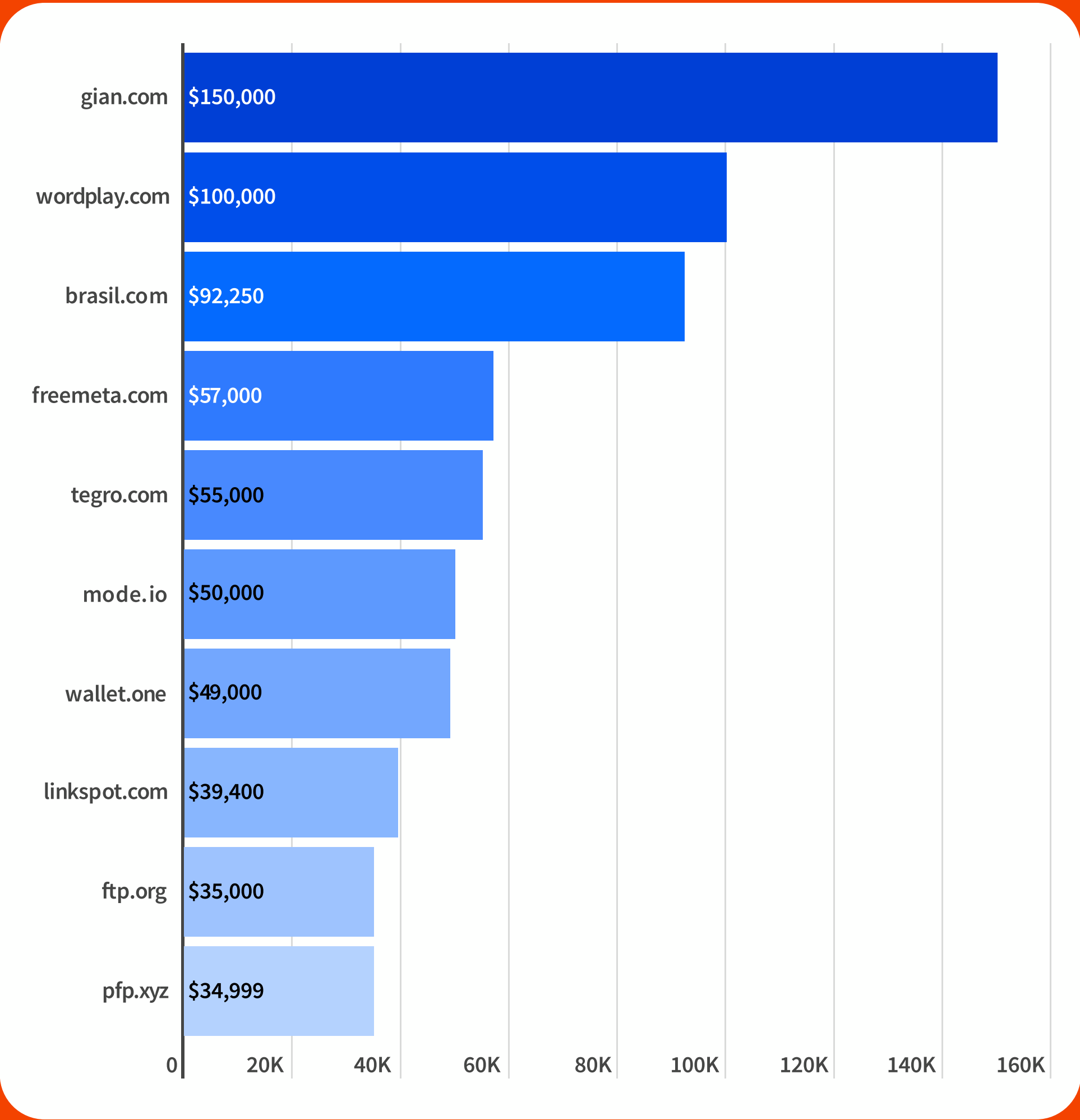
SedoMLS offers access to aftermarket domains with over 22 million domains for sale. This is a very broad portfolio in which any potential buyer can find the right domain.

Compared to the highest sales conducted on SedoMLS, prices do not diverge from the other sales channels.

SedoMLS sales channel 2022



Top 10 of public sales via SedoMLS



Sales channels

No domain seller can afford to avoid the Buy Now option any longer. Domains with a fixed price sell best and most frequently. Taking a share of 74% over all sales, this sales channel has also further increased in comparison to the previous year.

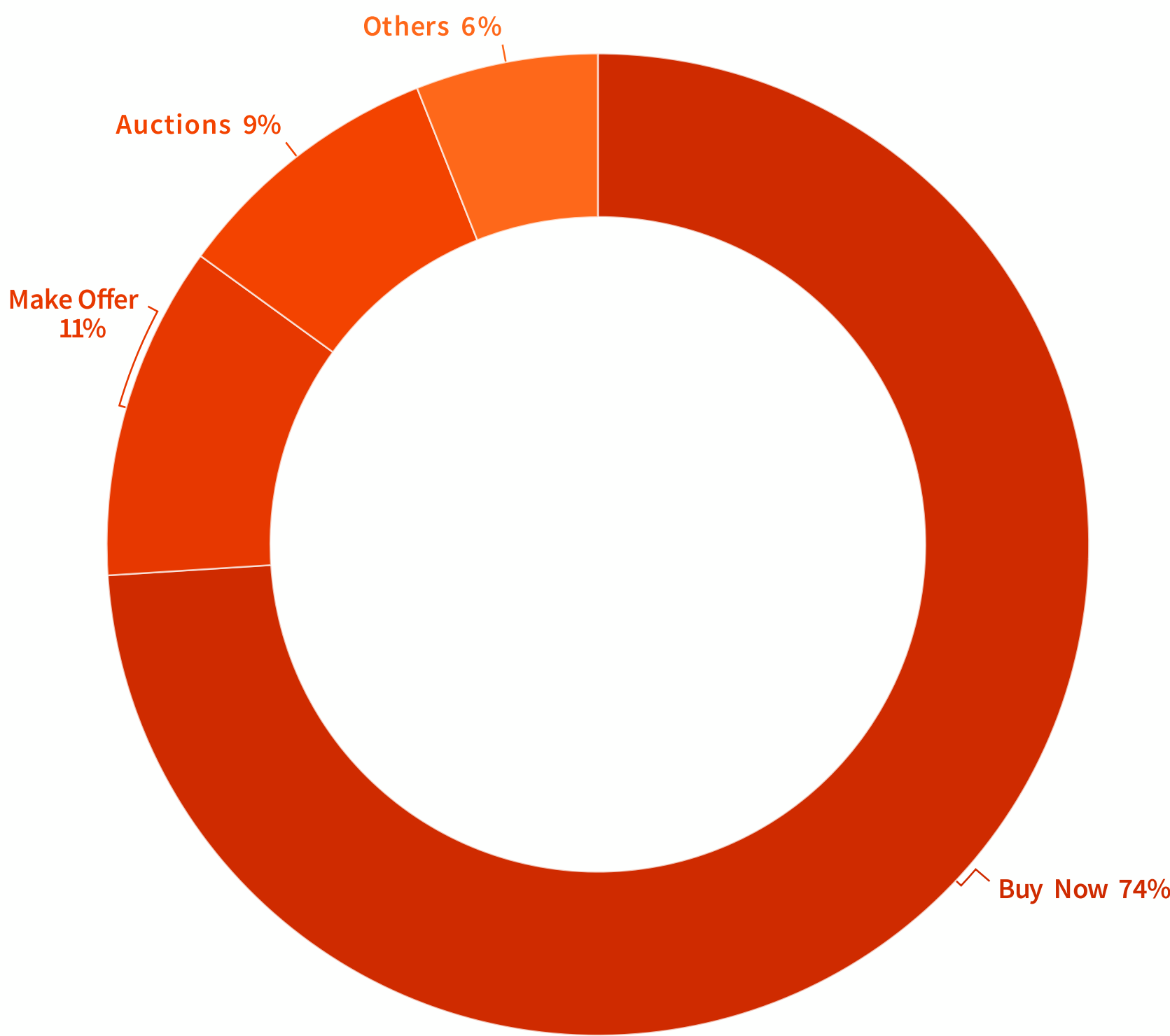
While in the past, the proceeds of sales via Make Offer were always slightly higher than those generated with other sales options, these prices have converged. Comparing the prices of domains achieved via the different sales channels Auctions, Buy Now and Make Offer, any difference between BuyNow and Make Offer is negligible.

As a domain investor in 2022, I was able to achieve domain sales leveraging a variety of sales channels, offering higher prices and overcoming the lower volume in sales.

Theo Develegas
President - Acroplex LLC



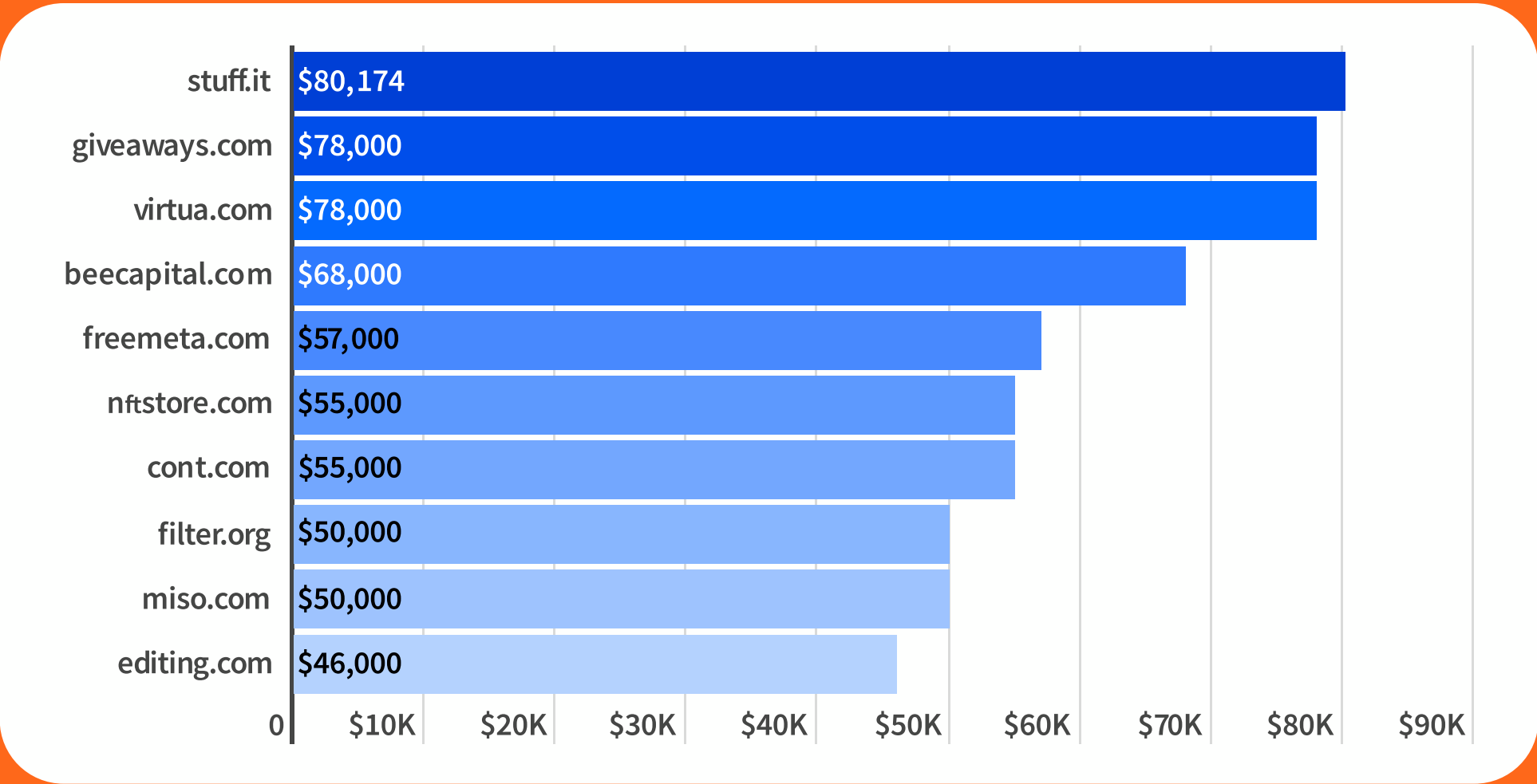
Sales channels by share



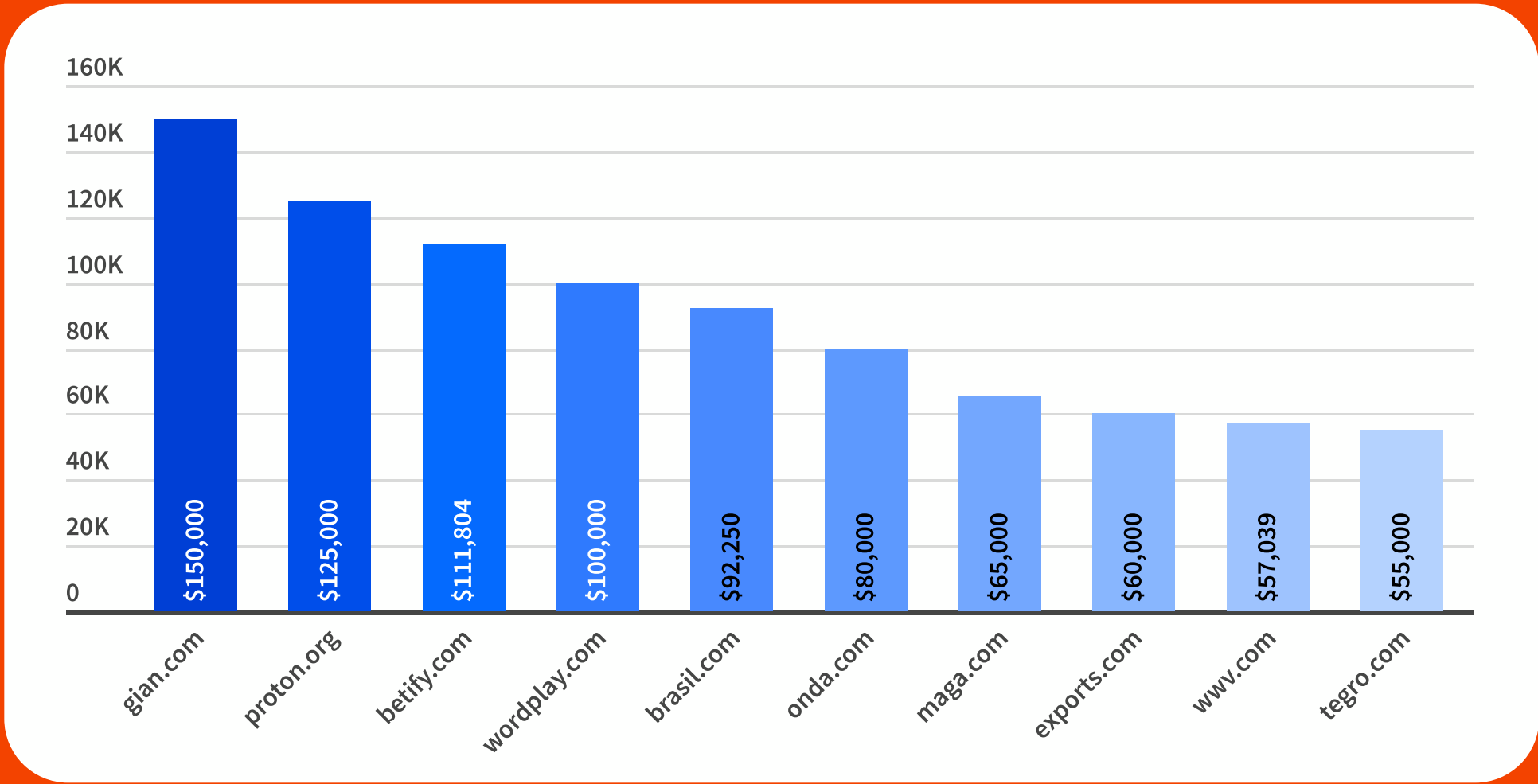
Sales channels

In the past, Make Offer and auctions were the channels that produced the highest selling prices. But this has shifted. The public top 10 sales of these channels no longer show much difference in price. Both BuyNow and Make Offer are dominated by .com domain sales. Only the auctions ranking includes a number of alternative TLDs with new gTLDs and ccTLDs.

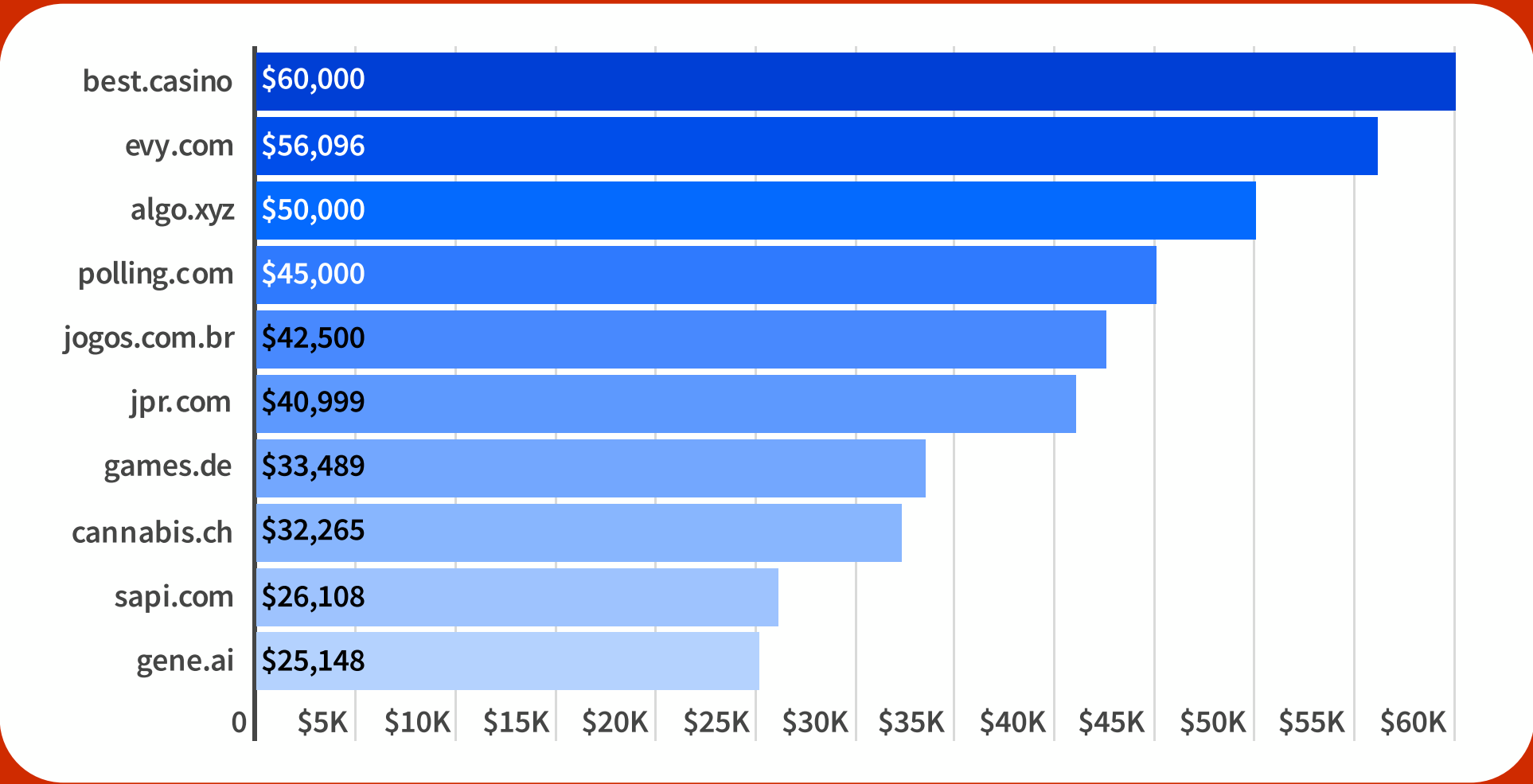
Top 10 public Make Offer sales



Top 10 public BuyNow sales



Top 10 Auction sales



2023 outlook

2023 will be a year of adjustment, with some figures returning to pre-pandemic times. Nevertheless, the domain market will keep growing and we can be optimistic about what's coming next. The accelerating proliferation of AI and technology, the increase in global internet users, the continued growth of mobile device usage and the rise of SaaS and e-commerce platforms all contribute to TLDs growing market value.

ccTLDs continue to perform strongly, with African ccTLDs outperforming the market. Internet access and usage is expanding rapidly all over the continent and has become an integral part of everyday life for many people in Africa. Furthermore, to push the digitalization process, some ccTLD registries offer cost-free domain registrations, making it easier for businesses to get online and start doing business.

New gTLD sales have increased steadily over time, with more high-quality domains becoming available in the aftermarket. This growth is driven in particular by Asia and China's growing demand for domain names and by particular niches like the tech, AI and Web3 segments investing more and more in .xyz, .io, and .ai. This trend will be followed by more niches entering this TLD category as they realize its benefits and opportunities and gTLDs become even more saturated.

As the internet becomes more and more important in our lives, a solid domain strategy is becoming an essential factor for big businesses. As a result, companies are looking for new ways to optimize their web presence and make it easier for people to find them online through short and memorable domain names.

We've seen some ups and downs in the industry, but now it's time to see new record figures. More than ever, domains are a valuable asset for all digital professionals and brand strategists ready to leverage new niches and markets with memorable domain names. The future of the domain industry is bright. We've got a lot to look forward to.

Elias Rendón Benger
CEO - InterNetX



We will see further shifts in market power including further consolidation among registries and registrars, not to mention the IPO of IONOS Group. Inflation, the energy crisis and Ukraine war create extra costs to our industry and EU regulations like NIS2 and DSA will impact business models and processes. AI tools are about to disrupt the way we market and communicate our products and solutions.

Katrin Ohlmer
CEO .berlin, CEO Dotzon, Co-Founder .hamburg



Investors should remain optimistic; as with every industry, a long term plan is necessary to overcome market downturns.

Theo Develegas
President - Acroplex LLC



Data sources

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

Internal



Latest internal data InterNetX



Latest internal data Sedo



Domain atlas data

Contact

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www.internetx.com

Sedo

contact@sedo.com

www.sedo.com

External

Timeline sources (p. 4):

- auDA Website
- DNJournal
- Domain Gang
- Domain Name Wire
- Domain-Recht.de
- Google Search Central Blog (14.10.2022)
- ICANN Blog (21.12.2022)
- Identity Digital Press Release
- The Economist (21.12.2022)
- Unstoppable Domains - .coin

Registry data:

- | | |
|--------------------|---------------|
| Afnic | Dns.pl |
| auDA | Dominios |
| CIRA | EURid |
| CNNIC | IRNIC |
| Coordination | ISOC |
| Center for TLD .RU | JPRS |
| DENIC | KeNIC |
| DNC nz | KRNIC |
| DNS Belgium | NIC Argentina |

Image sources:

- Country page Mexico (p. 33)
- ”MEXIKO-STADT, MEXIKO - 18.JULI 2018 : Der Engel der Unabhängigkeit am Paseo de la Reforma, einem weltweit bekannten Symbol von Mexiko-Stadt”
<https://www.shutterstock.com/de/g/Kamira>
- Country page South Africa (p. 38)
- ”City Hall of Cape Tow, South Africa on the 25th of February 2016.”
<https://www.shutterstock.com/de/g/richarddebruijn> (p. 38)

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- Domainnamestat.com (23.01.2022)
- DomainTools (23.01.2022).
- DomainTools (25.01.2023)
- DOTZON Digitale Stadtmarken 2022 report (February 2023).
- Majestic Million (January 2023).
- nTLDstats (16.01.2023).
- nTLDstats (25.01.2022).
- Verisign “The Domain Name Industry Brief”, Q3/2022.
- ZONEFILES (17.01.2023)



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myacmedomain.com

Domain value

\$1,051.00

Majestic Million rank

6,722

Search results / month

1,830,000

Similar available domains

← myacmedomain.shop

Buy domain

myacmedomain.de →

TLS/SSL certificates

*.myacmedomain.com

Issued by: DigiCert SHA2 Extended Validation Server CA

Expiration date: Sunday, March 27th 2022 at 00:59:59
Central European Standard Time

✓ This certificate is valid

digicert®

Whois data

Domain Name: myacmedomain.com
Registry Domain ID: 2151230_DOMAIN_COM-VRSN
Registrar WHOIS Server: whois.psi-usa.info
Registrar URL: https://www.psi-usa.info
Updated Date: 2023-01-05T13:27:37Z
Creation Date: 1994-11-15T05:00:00Z



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