

## H2 2021 Premiums Report

July 1st - December 31st, 2021

### Highlights

- **\$2.98M** in total premium retail revenue
- **3Ls** most popular category ~39% of all new premium registrations
- **42%** growth in premium new registration revenue from H1 2021
- **\$1.81M** in premium renewal retail revenue - 62% of total premium revenue

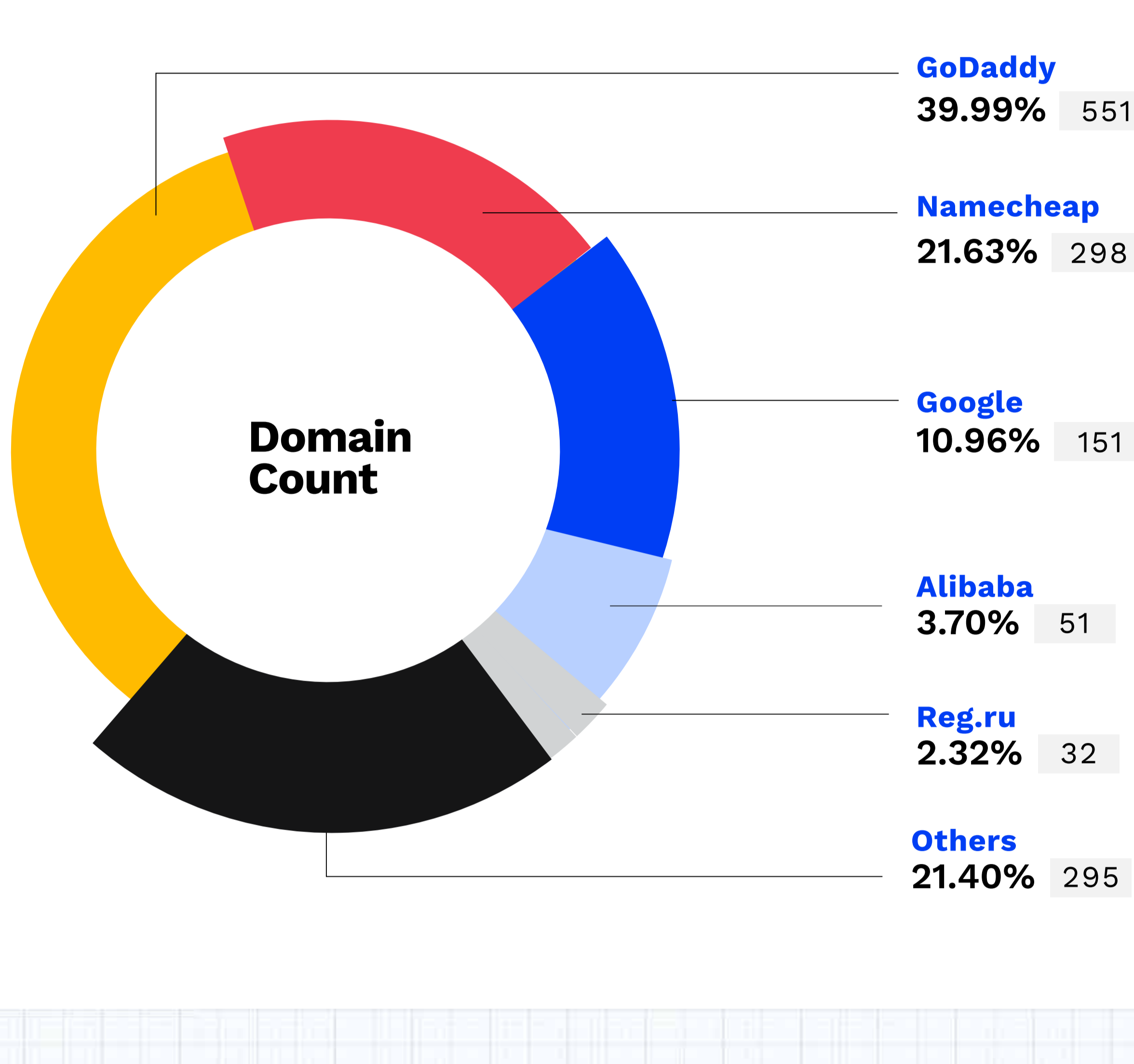
### Total Premium Retail Revenue

**\$2,978,124**

### New Premium Registrations

TLD	Retail Premium Registration Revenue	Premiums Registered
.tech	\$334,660	332
.store	\$246,672	280
.online	\$170,937	202
.space	\$116,846	190
.site	\$95,274	120
.fun	\$83,711	123
.host	\$75,565	34
.website	\$21,050	72
.uno	\$9,208	6
.press	\$7,906	19
<b>Grand Total</b>	<b>\$1,161,829</b>	<b>1,378</b>

### Registrar Market Share



### Names Sold By Premium Tier



### Average Retail First Year Premium Fee

\$2,223 .host	\$1,535 .uno	\$1,008 .tech	\$881 .store
\$846 .online	\$794 .site	\$681 .fun	\$615 .space
\$416 .press	\$292 .website		

**\$843**

Average Retail Price of First Year Registration

### Length of Premium Domains Registered



### Premium Renewal Revenue

TLD	Retail Renewal Revenue
.tech	\$476,749
.online	\$447,120
.store	\$309,845
.space	\$195,946
.site	\$173,423
.fun	\$87,194
.website	\$60,059
.press	\$38,932
.host	\$25,740
.uno	\$1,287
<b>Total</b>	<b>\$1,816,295</b>

### Renewal Rates

**65.1%**

First Renewal

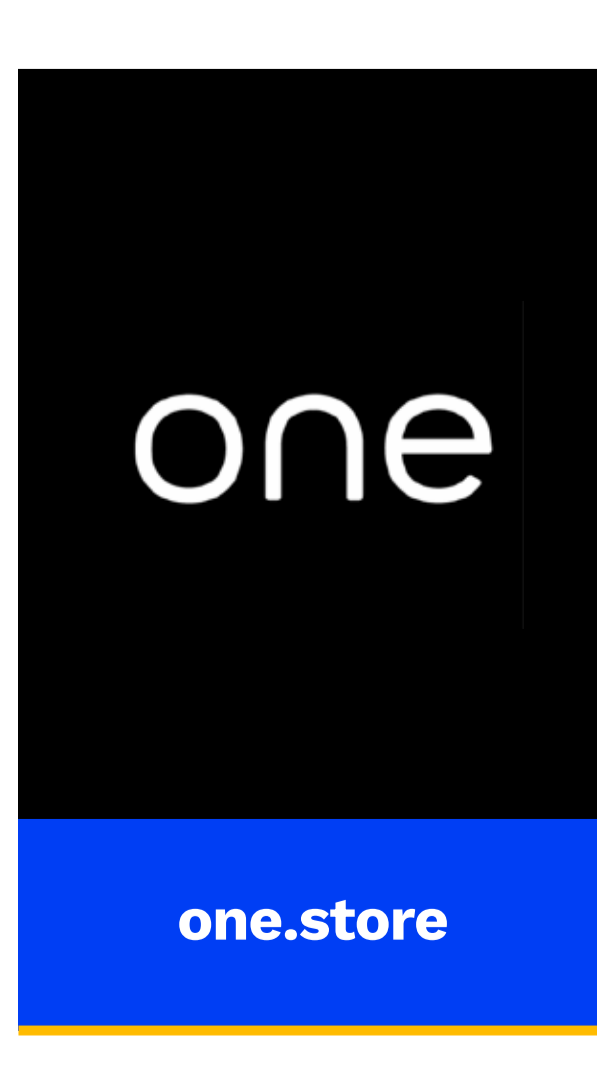
**74.7%**

Second Renewal

**88.1%**

Third & Subsequent Renewals

### Premiums In Action



These are select live websites on domains registered in the \$10,000 premium tier

#### Footnotes:

- Premiums sold through registrars via EPP renew at the same price as the first year registration fee; Some registrars offer a promotion on the first year registration fee
- Retail Revenue includes Registrar markup. This Registrar markup, where unknown, is assumed at 30%
- Renewal rates are calculated based on domain count