

RADIX PREMIUM DOMAINS REPORT

1ST JAN TO 30TH JUNE, 2017

Radix crosses **\$1 MILLION** in premium name revenue

1,217,240
In Premium Revenue

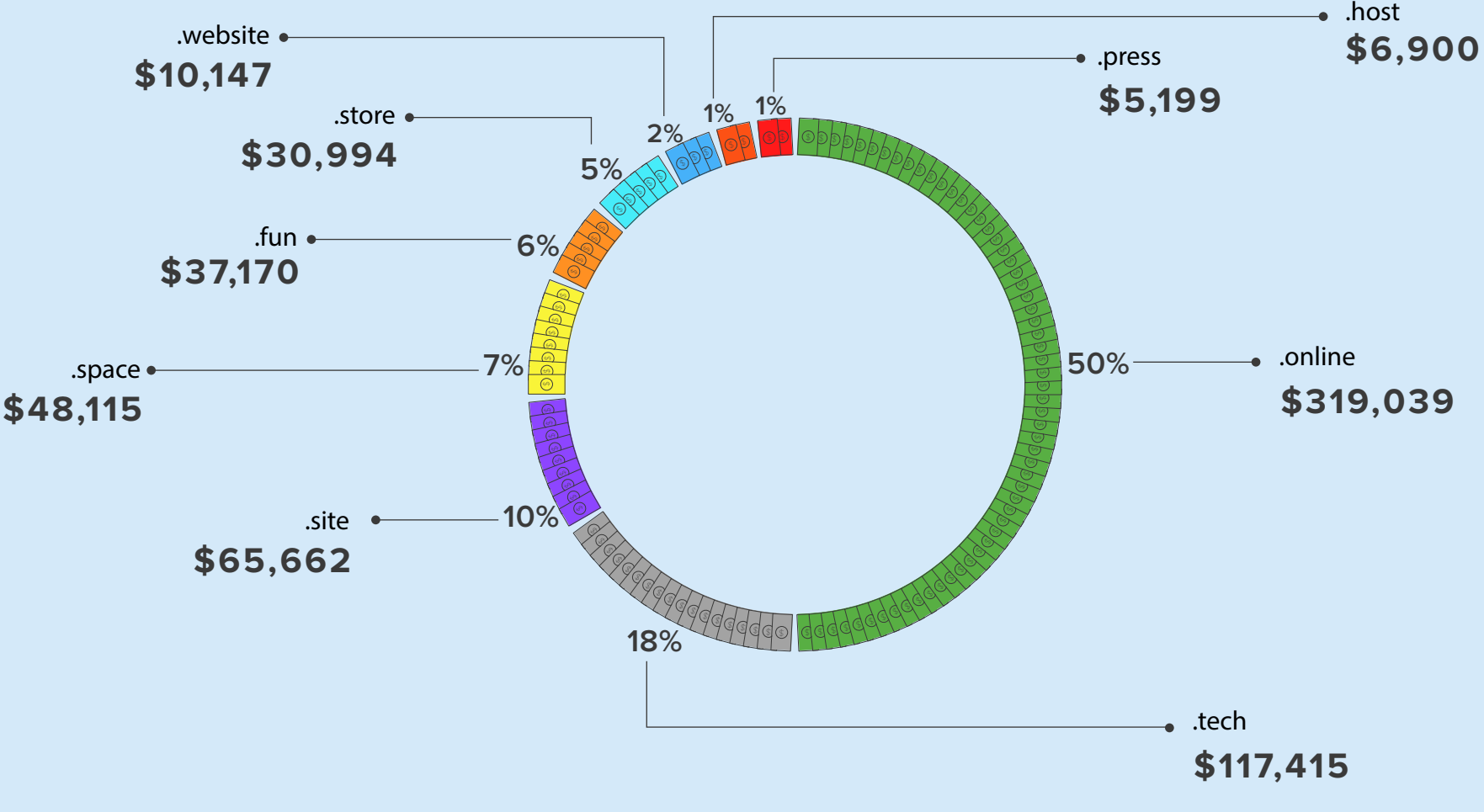
727
Domains Registered & Renewed

New Premium Registrations

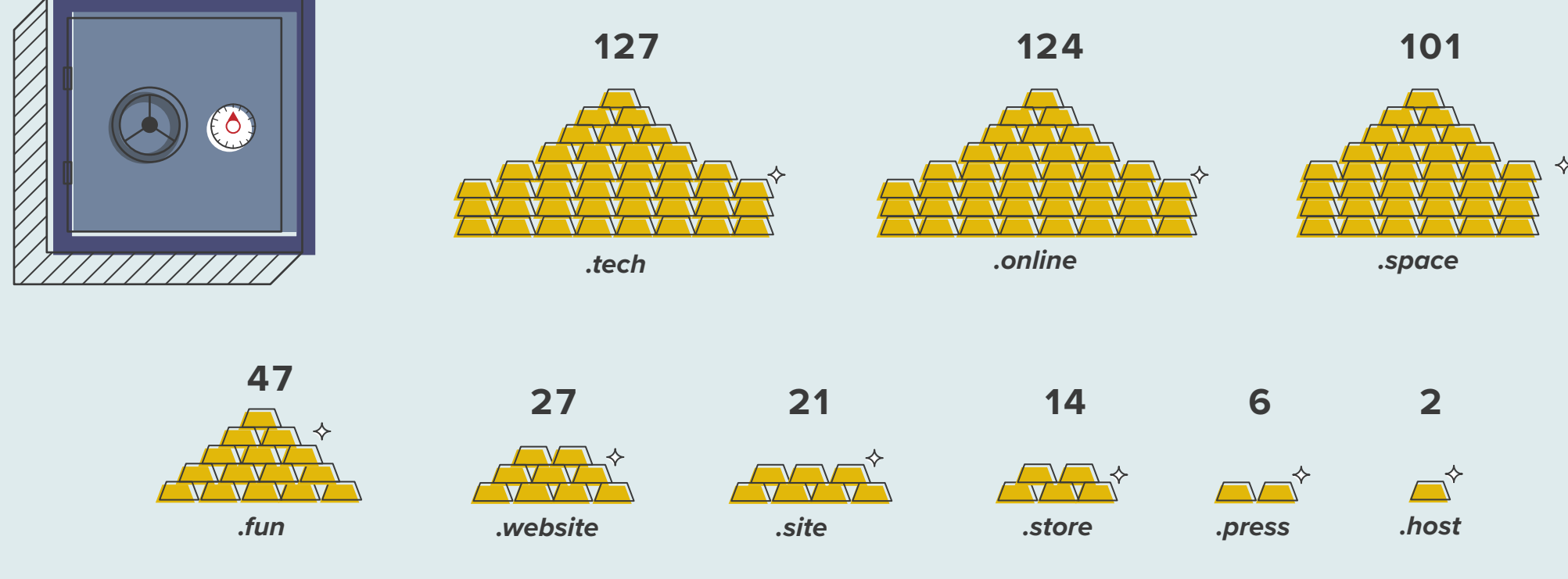
New Premium Registration Revenue
\$640,641

New Premium Names Registered **469**

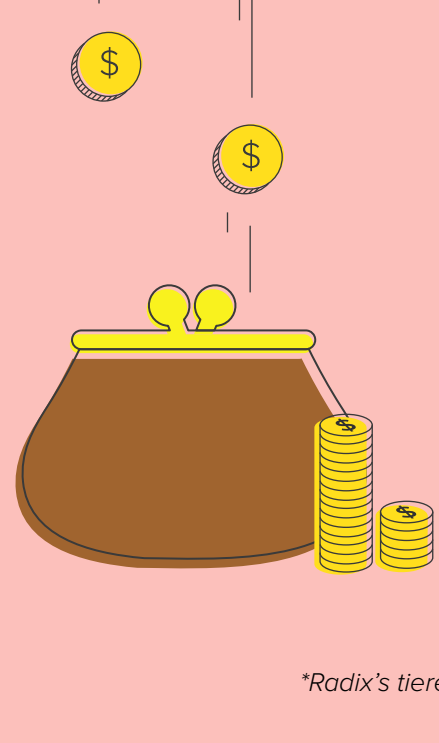
Revenue Split by TLD



Registration Split by TLD



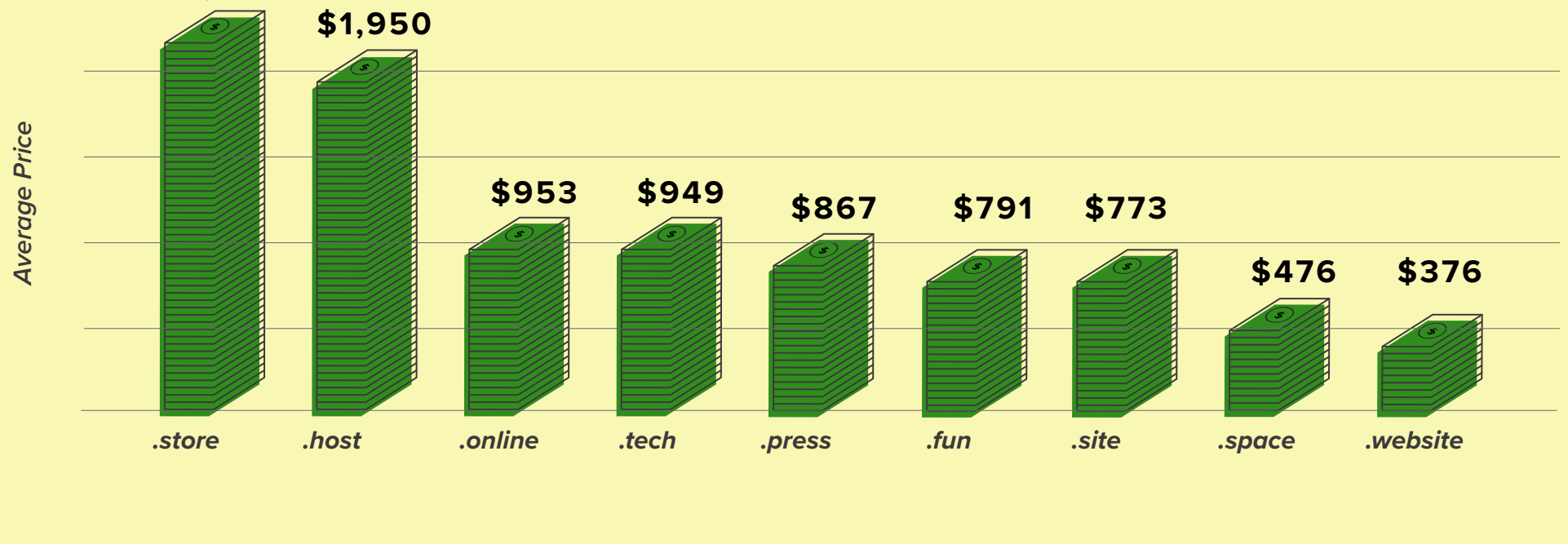
Registrar sales



Recurring premium tier	Names sold
\$10000+	1
\$5000-\$10000	14
\$2500-\$5000	16
\$1000-\$2500	47
\$500-\$1000	92
<\$500	290

*Radix's tiered premium names offered through registrars renew at a premium price

Average Price of Registrar Sales (Recurring Premiums)



Top sales



DOMAIN	REVENUE	REGISTRAR COMPANY	REGISTRANT COUNTRY
room.tech	\$11,467	GMO	Japan
ideas.tech	\$6,500	Namecheap	Panama
creative.space	\$6,499	Go Daddy, LLC	United States
travel.fun	\$6,499	Go Daddy, LLC	United States
vitamin.site	\$6,499	PDR	Australia
quantum.tech	\$6,499	Go Daddy, LLC	United States
holidays.online	\$6,250	Name.com LLC	United States
airline.online	\$6,000	eNom, Inc.	United States
martech	\$6,000	eNom, Inc.	Italy
james.store	\$5,274	Alibaba	China

Top Registry sale

\$201,250

casino.online

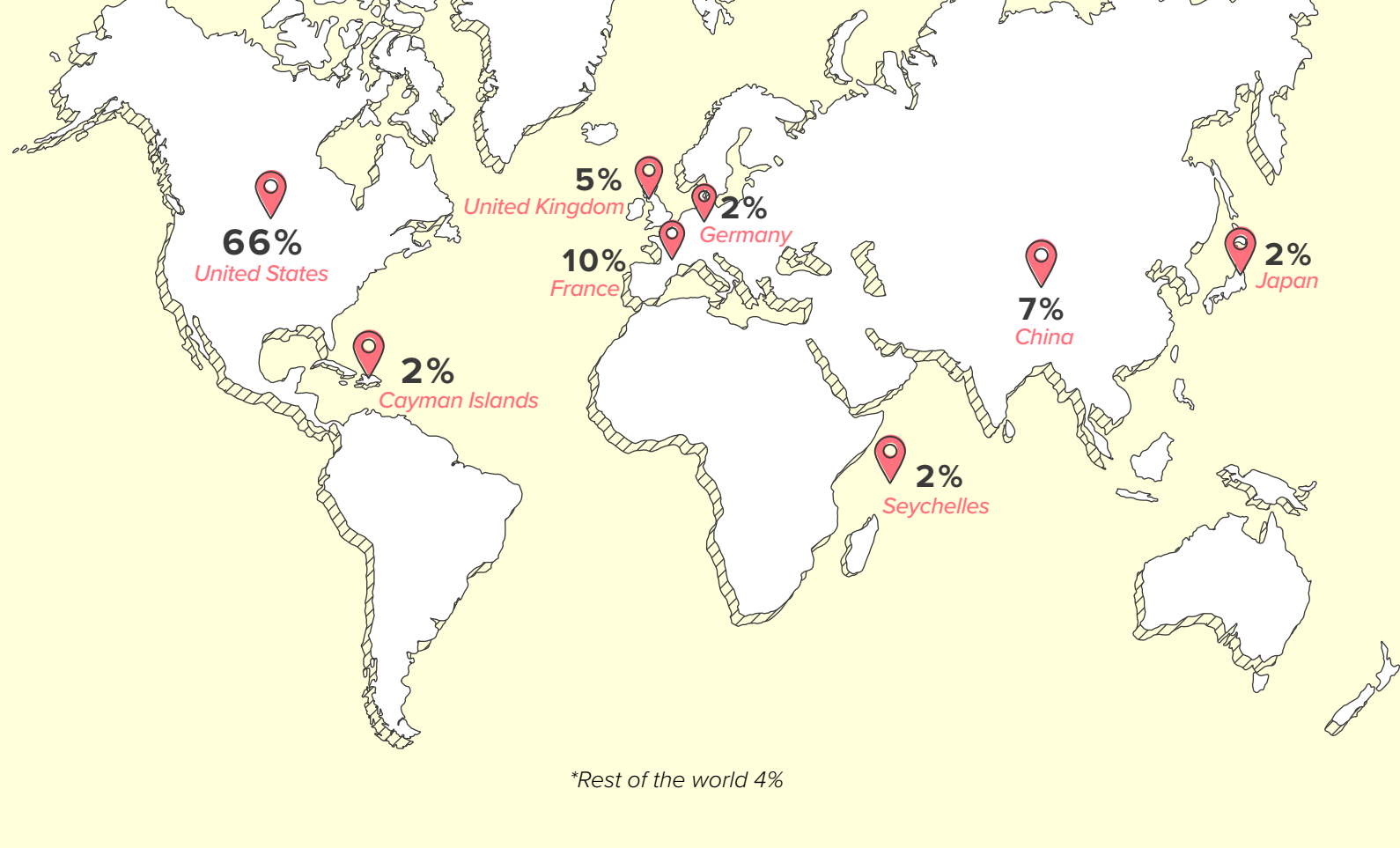
Top Aftermarket (3rd party) sales

\$4000 crea.tech

\$3734 sprechstunde.online

\$2702 onpace.online

Country Wise Premium Registrations



Premium Renewals

258 Premiums Renewed

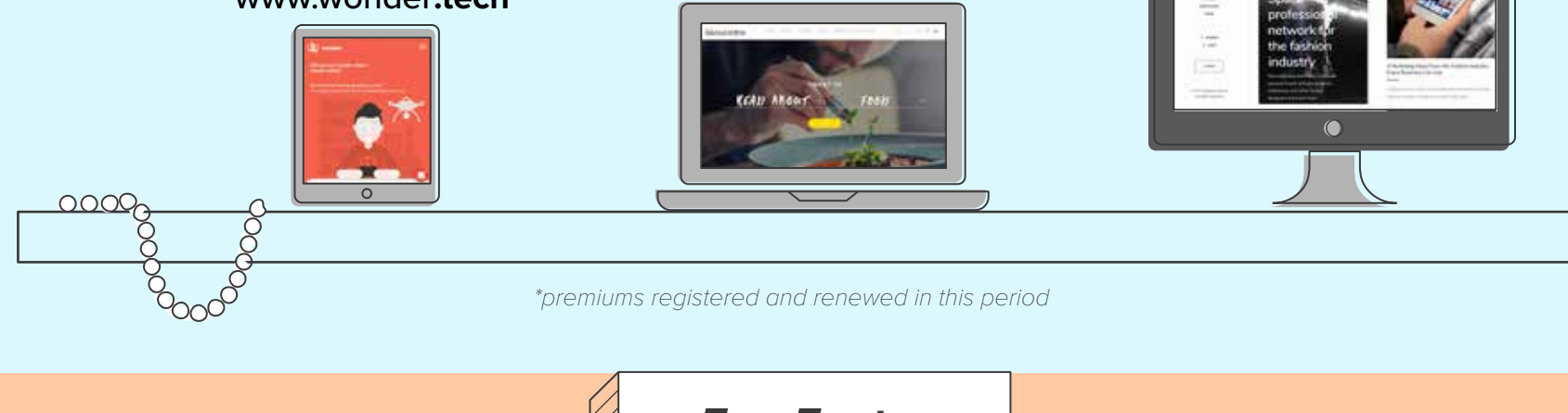
\$576,599 Premium Renewal Revenue

67% Premiums have been renewed (first-year)

Premiums in Action

Premium names with a developed website: **37%**

Marquee premium name usage: **Business.site - Google** (Launching Soon)



*premiums registered and renewed in this period

Fun Facts

6 Average Length of a Domain Name

8 Average no. of pages on a premium website

33% Developed premiums have ssl

99 websites have a MX record

Top Languages of developed sites

English, Chinese, Russian

Note: Premium names sold through registrars have recurring premium renewal costs
Registrar mark-up where unknown is assumed at 30%
Usage includes developed websites, placeholders & redirects