

**RADIX**

H2 2023 RECAP

# PREMIUMS REPORT



BETTING.ONLINE  
**\$400,000**

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# TRENDS, SALES & MARKET DYNAMICS

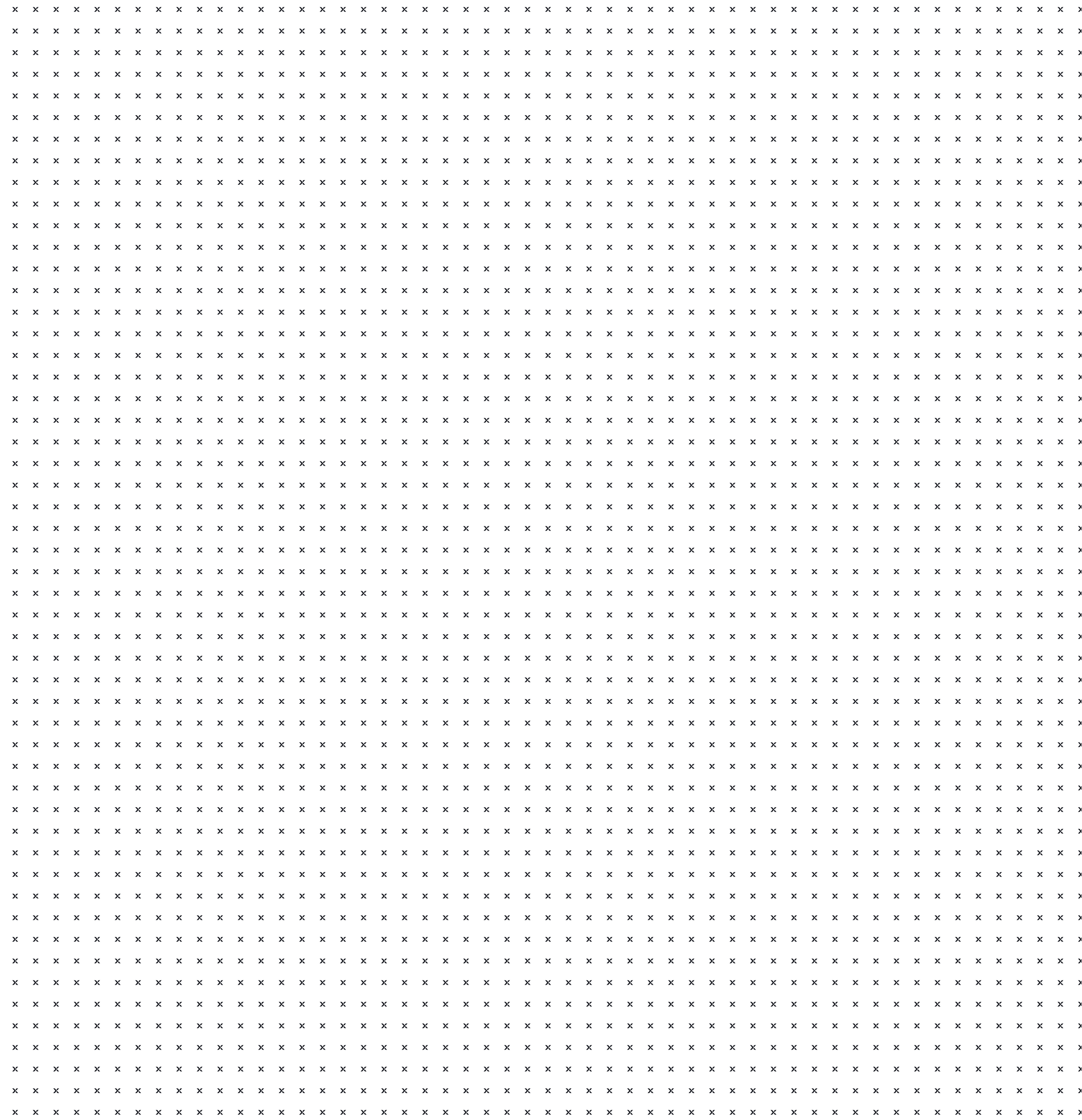
We're proud to unveil Radix's premium performance report for the latter half of 2023, having navigated a year of record-breaking sales and continued growth in Radix's premium domain sales.

The stellar performance of our top TLDs - **.Online**, **.Store**, & **.Tech** - is a testament to their product market fit, resonating with the market's demand for relevance and innovation. The overwhelming preference for short domains that have a meaningful match between the left and right of the dot highlights a trend that's been shaping up over several years - consumers are looking for good names that just aren't available in legacy TLDs.

**.Tech** continues to be the overall top performer; end-users from across sectors continue to acquire names in **.Tech**. In this report, we go deeper into one category - consumer tech.

**.Online** is a generic TLD like no other, as evident by the standout sale in H2 2023 of **betting.online**, fetching a remarkable **\$400,000**. High CPC keywords as SLDs in **.Online** continue to receive high interest from industries such as Gaming, Finance, and Insurance.

This report also delves into data on these premium sales, the performance of top and upcoming registrars, and insights into renewal rates of annuity (high-high) premiums - key metric for our primary pricing model.



# RADIX PREMIUMS - H2 2023

## TOTAL RETAIL PREMIUM REVENUE

# \$4.8M

- **\$1.3M** in Premium New Registration Revenue
- **\$3.1M** in Premium Renewal Revenue
- **\$0.4M** in Platinum Domain Sales

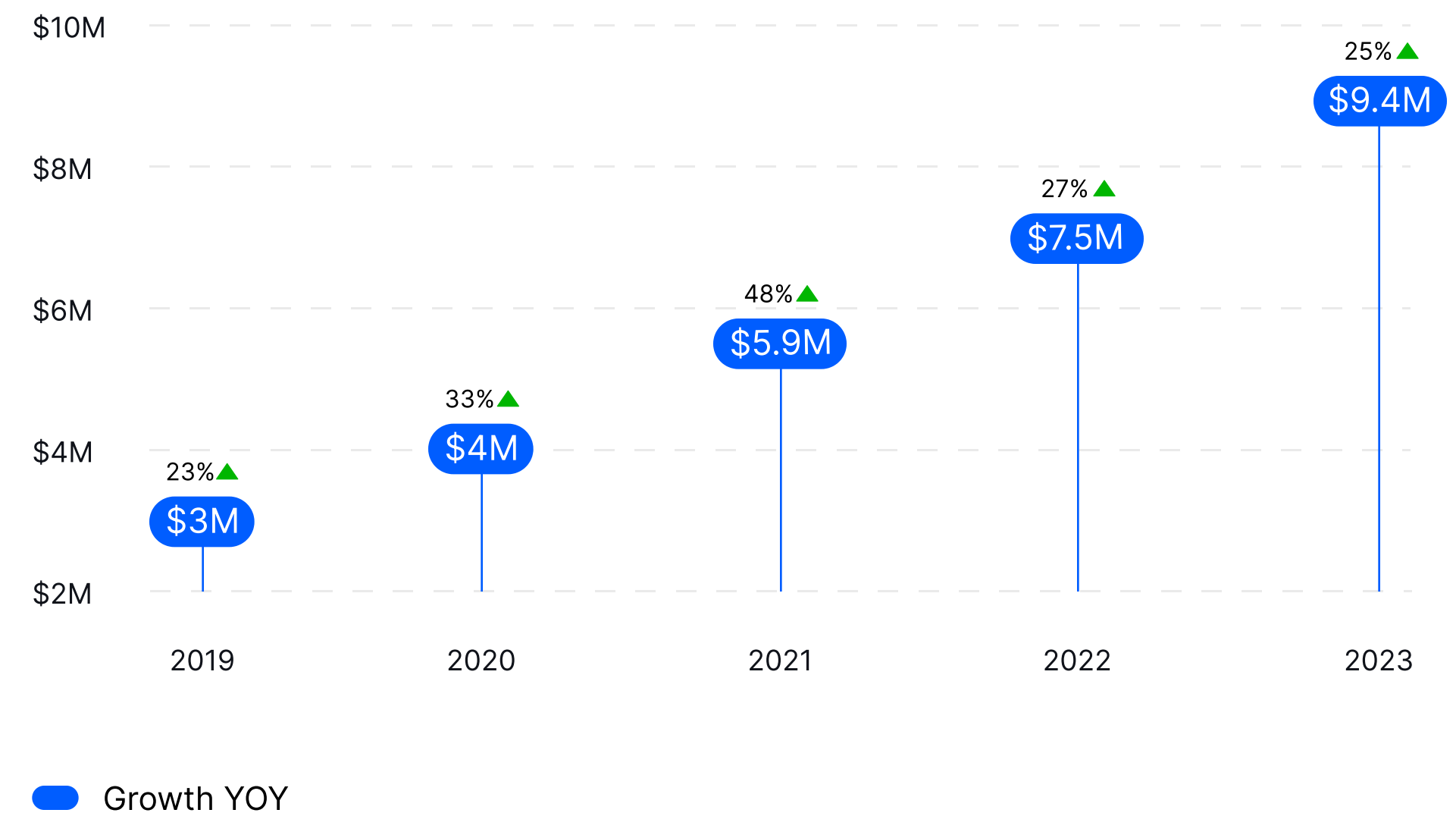
## HIGHLIGHTS

- 28% growth in total Premium revenue over H2 2022
- 26% growth in Premium New Registration Revenue
- 13% growth in Premium Renewal Revenue

## YEARLY GROWTH

Radix Premium domains generated a total of **\$9.4 million** in retail premium revenue in AY in 2023. The 5-year CAGR for Radix Premiums is **25%**.

### RADIX PREMIUMS GROWTH YOY



# BETTING.ONLINE SOLD FOR \$400,000

**Betting.online** was the highest publicly reported nTLD sale in 5 years at the time of its sale.

The domain was acquired by the business group that had earlier bought the domain **casino.online** for over \$200,000 in 2017. As per SimilarWeb, **casino.online** now averages 160,000+ visitors per month; 34% of which can be attributed to direct traffic.

The domain, **betting.online**, is part of Radix's Platinum inventory comprising of ultra-premium names valued at over 6 figures USD, either sold directly by the Registry or through top brokerages and marketplaces. Platinum domains have the classic pricing of a one-time fee with standard renewals.

We're thrilled to add **betting.online** to our portfolio and have some exciting plans for using this domain. We chose to go ahead with it because a **.Online** domain is a great fit for our industry, and having keyword-rich domains such as these are a critical asset in our brand and vision.

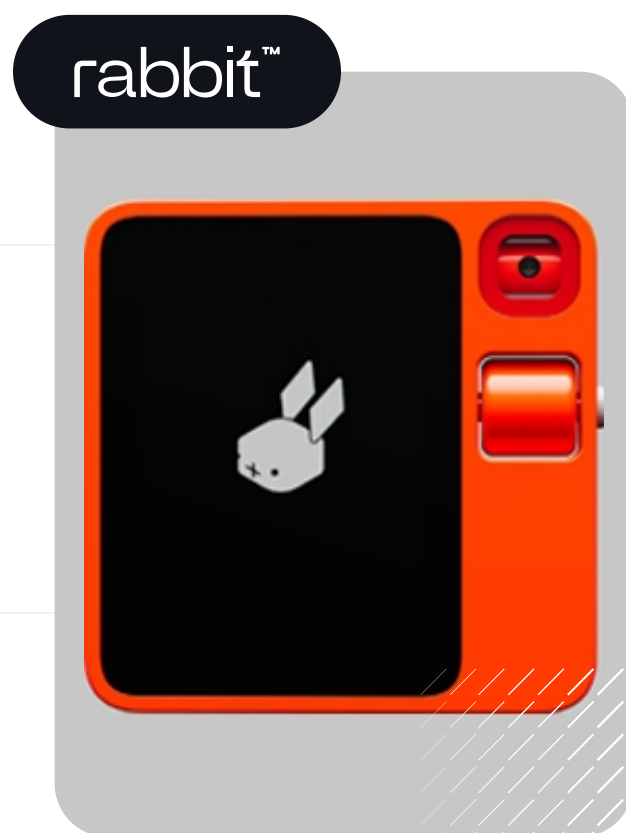


**PATRICK GERHARD**  
CEO, BETTING.ONLINE & CASINO.ONLINE



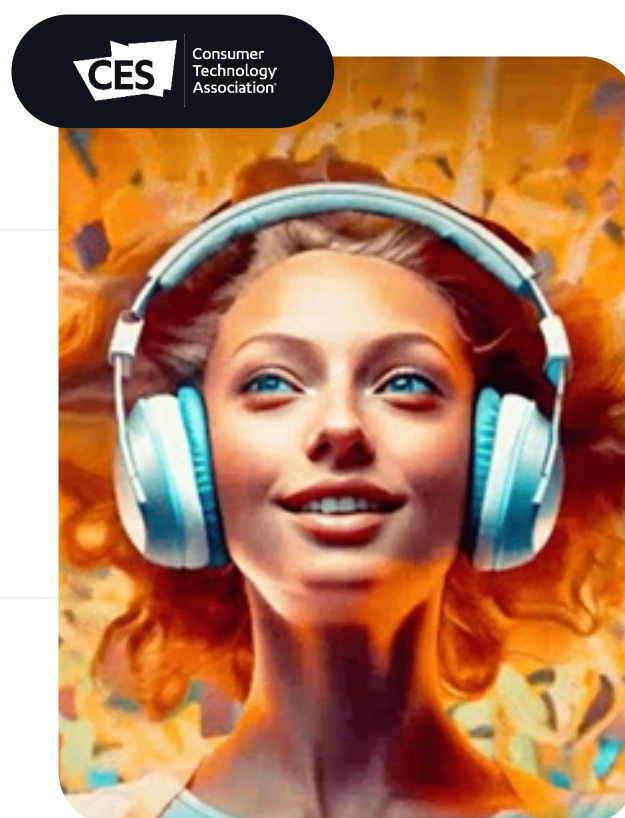
# THE TECH INDUSTRY'S DOMAIN OF CHOICE: **.TECH DOMAINS**

.Tech premium domains have become pivotal for modern tech startups, especially in the consumer and hardware sectors, embodying innovation and industry relevance. Their growing adoption illustrates the TLD's resonance with the tech community's progressive nature, making .tech domains essential for those aiming to be at the forefront of technology.



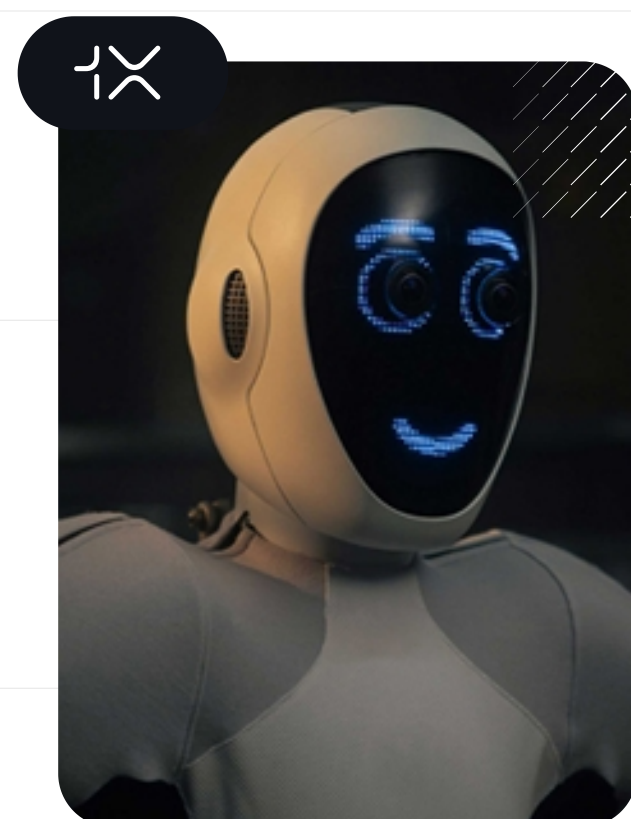
Rabbit.tech's innovative device sold out pre-launch, making its newly registered domain a tech community highlight. January saw 4.3 million visits, as enthusiasts pre-ordered the \$199 standalone AI gadget.

**rabbit.tech**



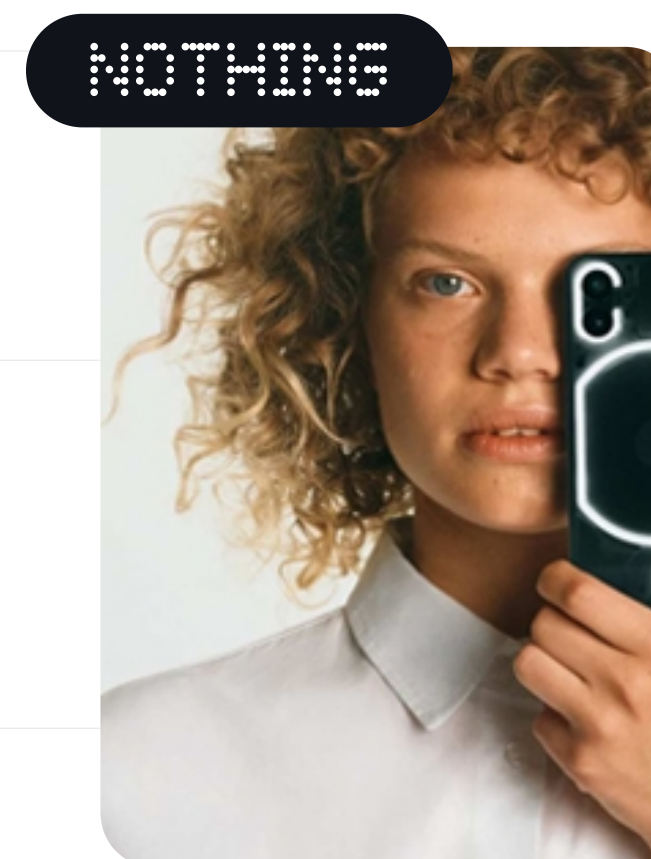
Notably, the world's premier consumer tech conference, CES, has chosen ces.tech as its online home. This choice highlights the domain's significance, drawing millions of visitors annually, with January 2024 alone seeing 1.9 million visits.

**ces.tech**



1x.tech has made headlines by securing a staggering \$100 million in funding during the second half of the year. This highlights the startup's potential and the trust investors have in it.

**1x.tech**



The recently launched Nothing Phone 2(a) is being touted as a standout Android phone of 2024. This pioneering company uses its .Tech domain for everything - from product launches to phone sales, averaging 2.5M visitors a month.

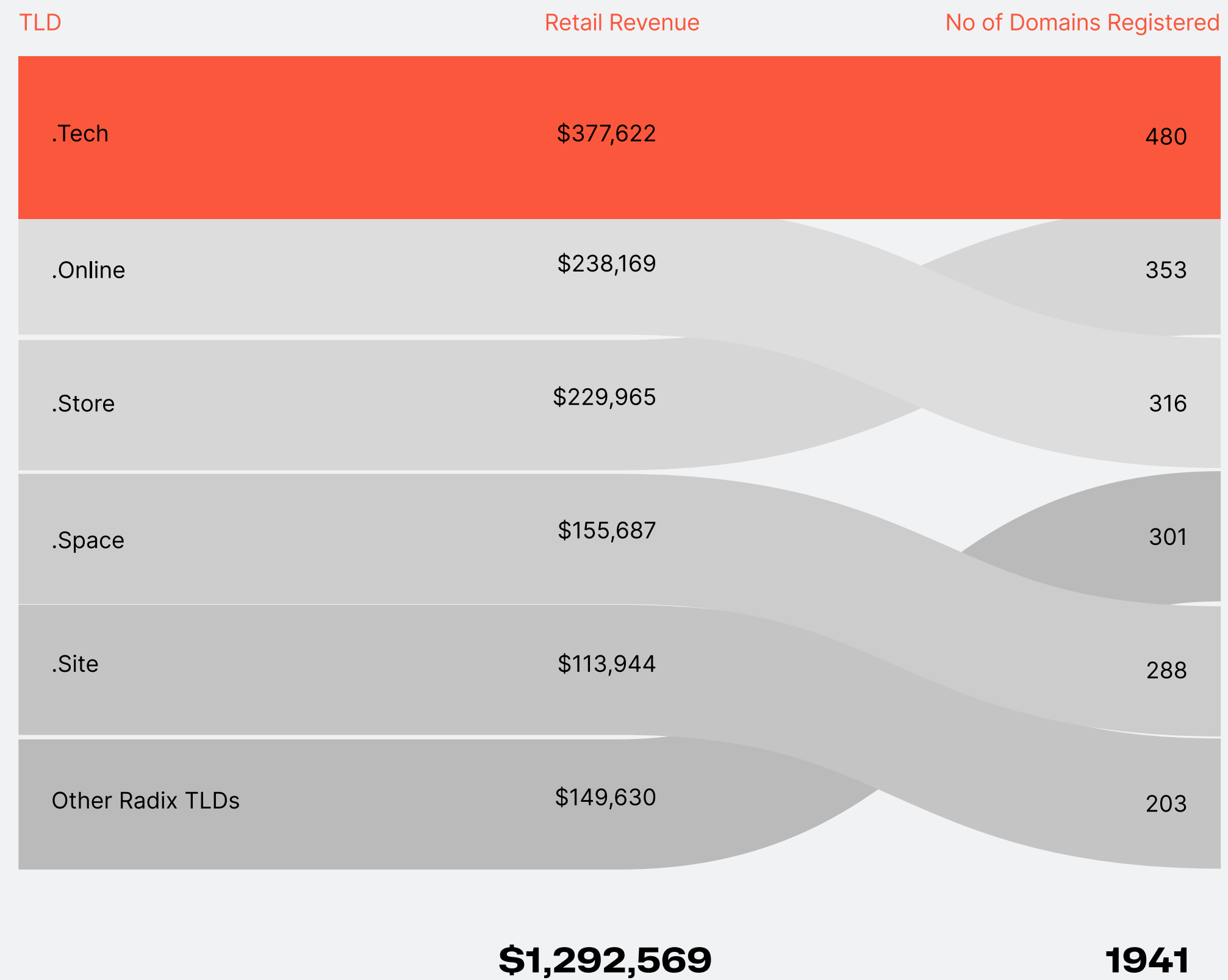
**nothing.tech**

STARTUPS LIKE 1X.TECH AND RABBIT.TECH EXEMPLIFY THE DOMAIN'S APPEAL AMONG EMERGING TECH COMPANIES.

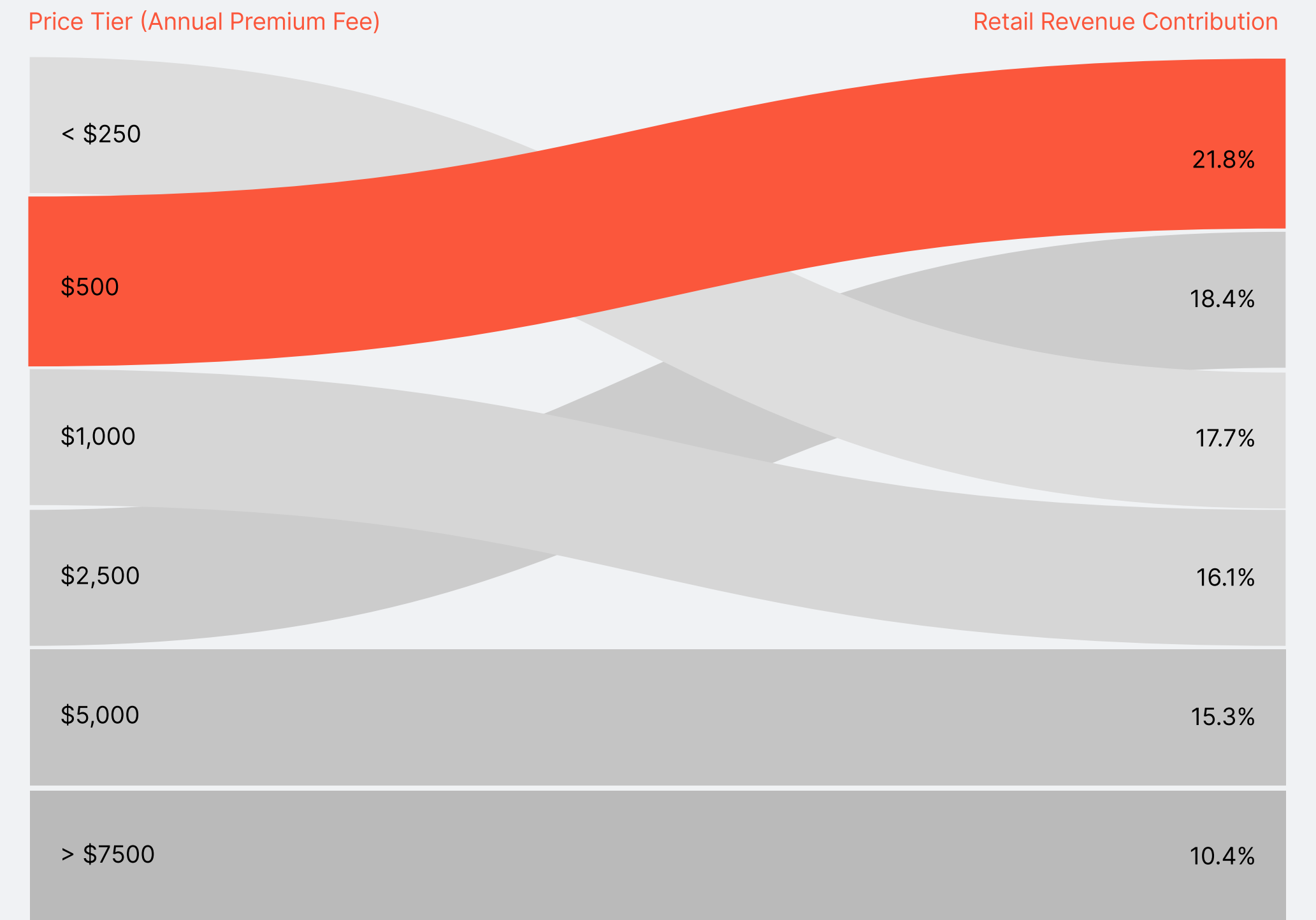
# NEW PREMIUM REGISTRATIONS

# NEW PREMIUM REGISTRATIONS

## REVENUE BY TLD



## REVENUE BY PRICING TIER





# PREMIUM REGISTRATIONS - KEYWORD INSIGHTS

## TOP CATEGORIES

LLL

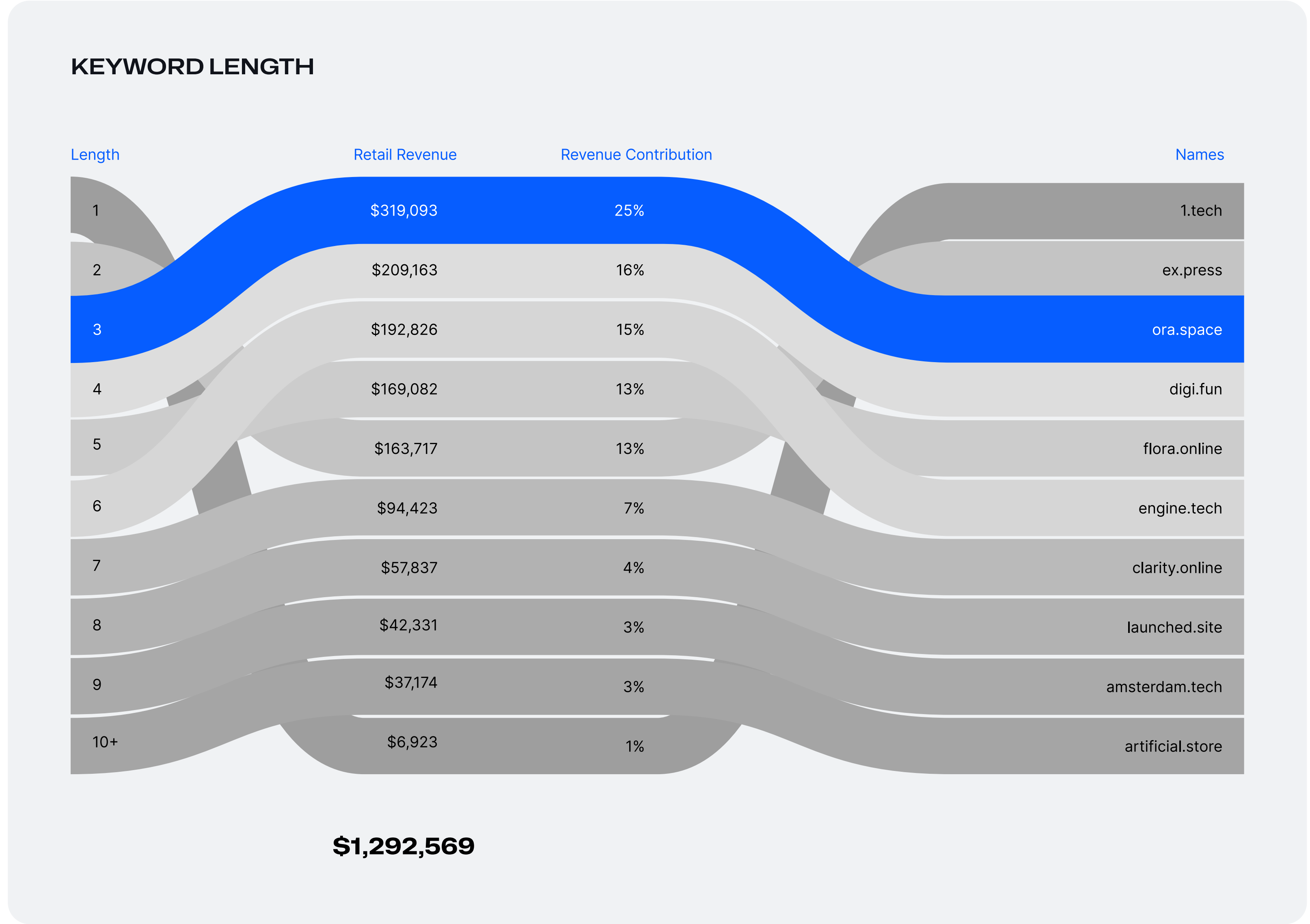
31%

## FIRST & LAST NAMES

10%

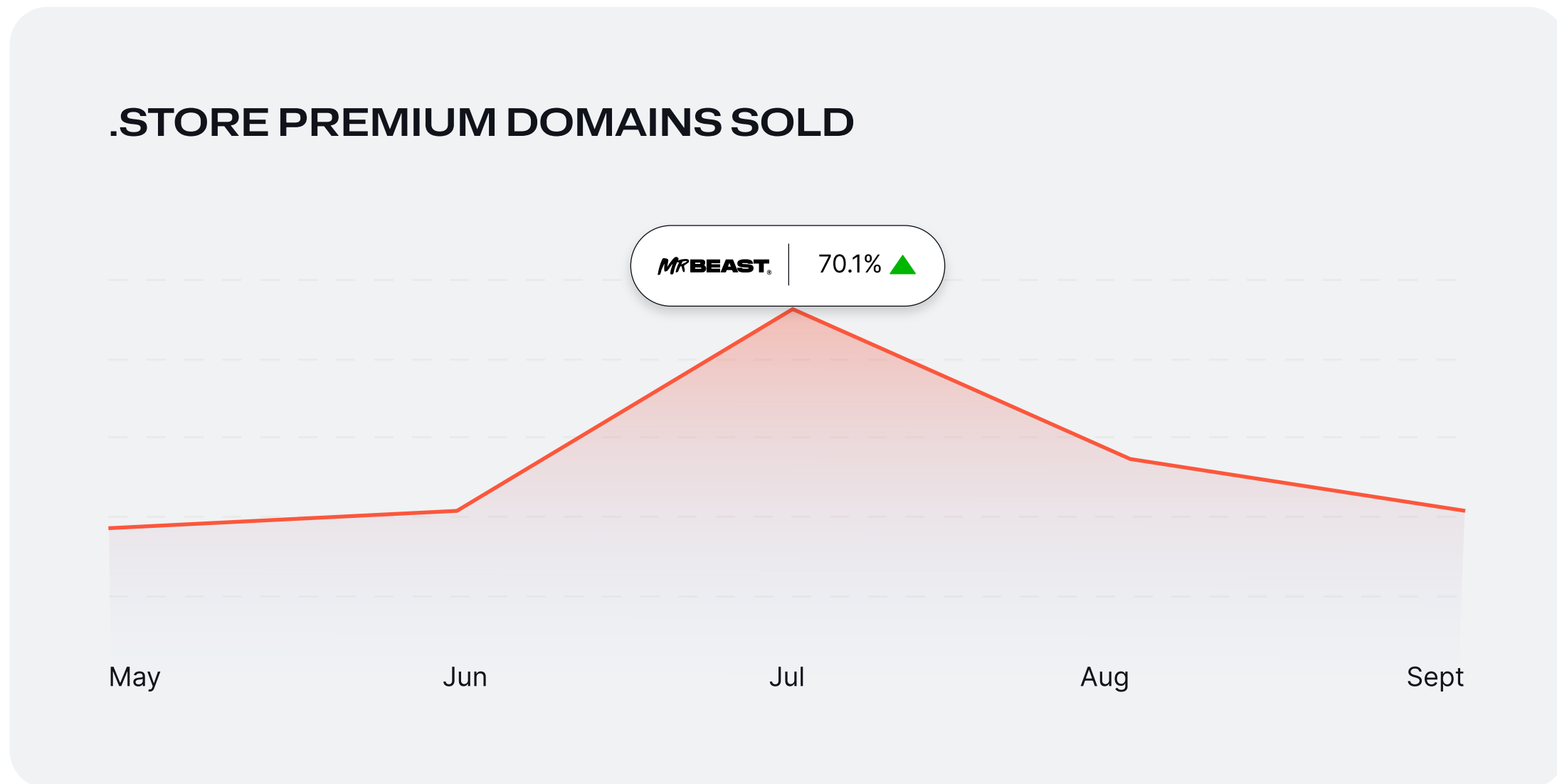
## LOCATION & GEO

4%



# THE MOST POPULAR YOUTUBE STAR SELLS HIS MERCH ON [WWW.MRBEAST.STORE](http://WWW.MRBEAST.STORE)

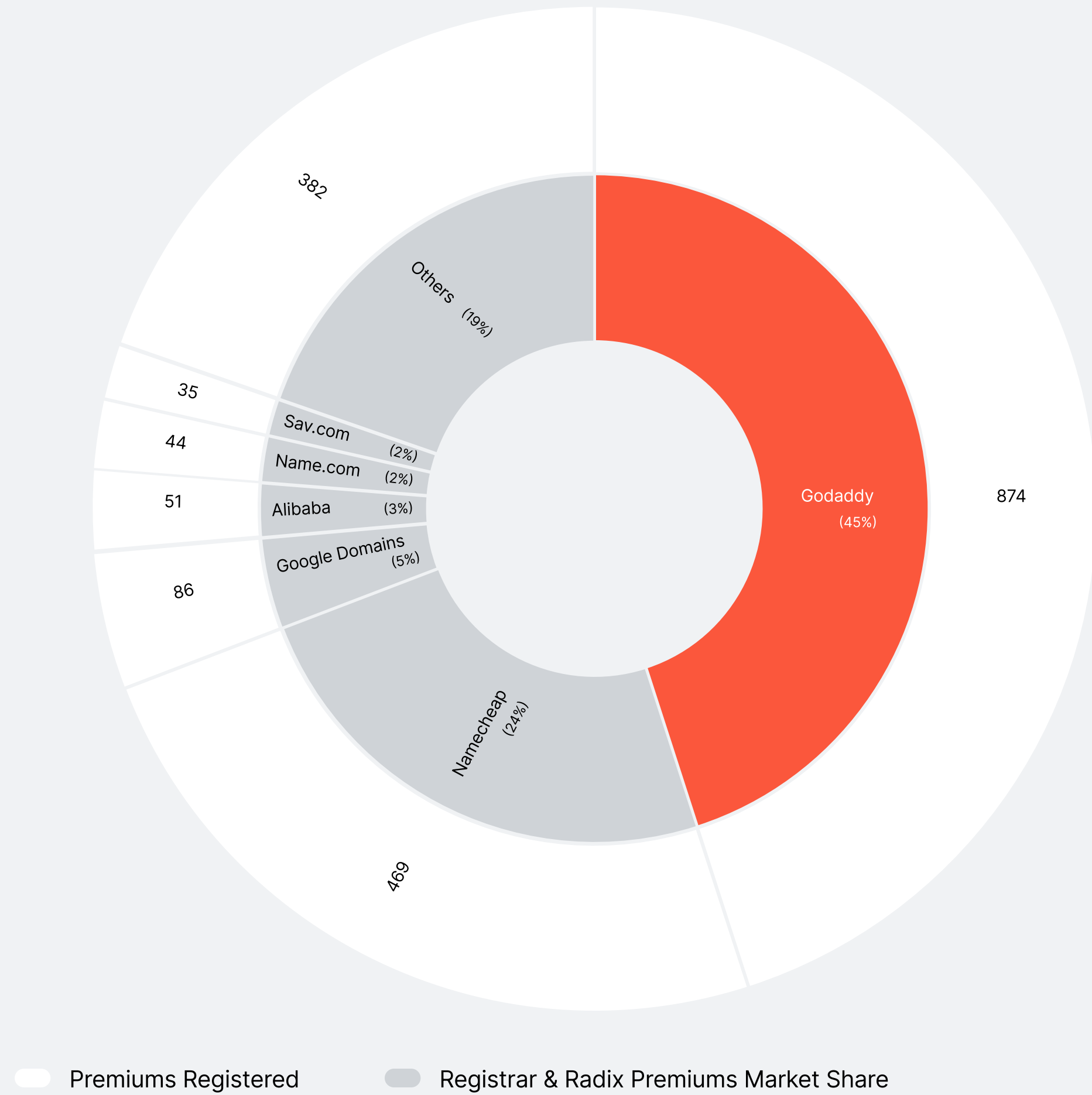
American YouTube personality MrBeast, the most-subscribed individual channel on YouTube with 247 million subscribers as of March 2024, sells his official merchandise on **Mrbeast.store**, offering fans a variety of apparel and accessories that reflect his creative and philanthropic initiatives. In July 2023, MrBeast featured .Store in a video, garnering over 200 million views, which significantly boosted .Store's premium sales, doubling them in the month it was released and sustaining elevated sales in the following period.



**MRBEAST**<sup>®</sup>

Overall Google searches for .Store domains saw a jump with the MrBeast collaboration going live in July 2023. The .Store Premium domain sales saw a positive correlation with the Google searches for .Store domains in the same time period.

TOP REGISTRAR PARTNERS FOR RADIX PREMIUMS



GOOGLE DOMAINS IMPACT ON PREMIUMS MARKET SHARE



Google Domains stopped new registrations in early September

# PREMIUMS SHOWCASE

A curated showcase collection of exquisite selections from H2 2023.



QA.tech provides AI-driven QA testing for web apps, automating bug reports and integrating with development workflows to enhance efficiency and innovation.

**qa.tech**



Bamboo.store offers sustainable bamboo products like soft bed sheets & towels, focusing on eco-friendliness, hypoallergenic, & odor-resistant qualities.

**bamboo.store**



Fan.site connects fans directly with their favorite artists, offering exclusive music, content, and artist meet up experiences. It's a platform for genuine artist-to-fan interactions.

**fan.site**



Titanium.tech leverages AI to streamline business intelligence, integrating seamlessly with enterprise systems for accessible data solutions & insights.

**titanium.tech**

# PREMIUM DOMAIN RENEWALS

# PREMIUM DOMAINS RENEWALS

## PREMIUM RENEWAL RATES

### FIRST RENEWAL

57%

### SECOND RENEWAL

72%

### THIRD AND SUBSEQUENT RENEWALS

83%

## PREMIUM DOMAIN RENEWALS & AVERAGE RENEWAL PRICE

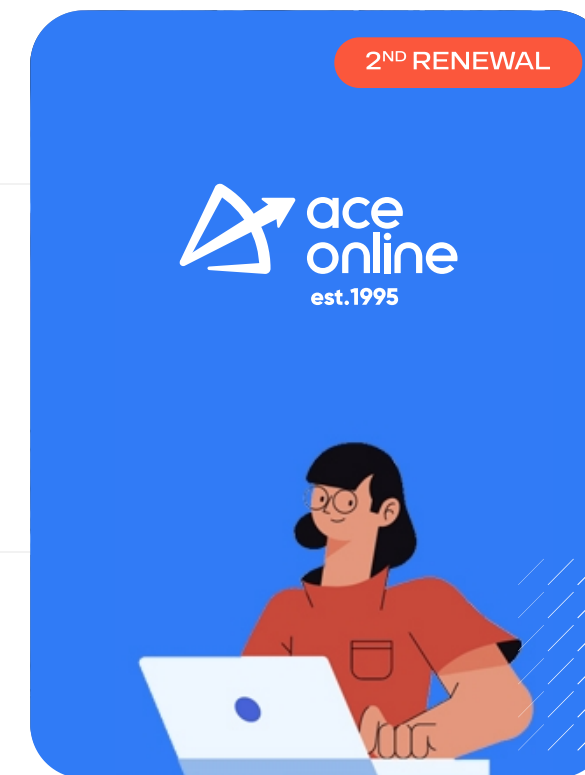


# RENEWED SHOWCASE

Selection of some end users that have built great business on a Radix premium domain.



**one.store**  
Annual Fee - \$13,000



**ace.online**  
Annual Fee - \$13,000



**your.online**  
Annual Fee - \$11,200



**insight.tech**  
Annual Fee - \$6,500

# PREMIUM PICKS: A PEEK INTO RADIX PREMIUMS INVENTORY

## ECOMMERCE

shoes.store • fashion.online • buy.tech • discount.store • tennis.store • luxury.store • beer.store • chocolate.store • sale.tech • green.store

## TECHNOLOGY

micro.tech • fin.tech • technology.website • io.store • global.tech • digital.tech • iot.online • nano.tech • cyber.tech • code.tech • data.tech

## GAMBLING

poker.online • bet.online • roulette.fun • 777.site • slots.store • gambling.online • blackjack.website • cards.fun • games.website • casino.tech



GET IN TOUCH

# PREMIUM INQUIRIES?



KARN JAJOO



SOHAM GIDWANI

CONTACT [PREMIUMS@RADIX.EMAIL](mailto:PREMIUMS@RADIX.EMAIL) ↗

## FOOTNOTES

- Premium names sold through registrars via EPP have an annual recurring premium fee
- All revenue numbers reported are retail prices
- Registrar markup, where unknown, is assumed at 30%
- Renewal rates are calculated based on domain count