InterNetX

sedo.com
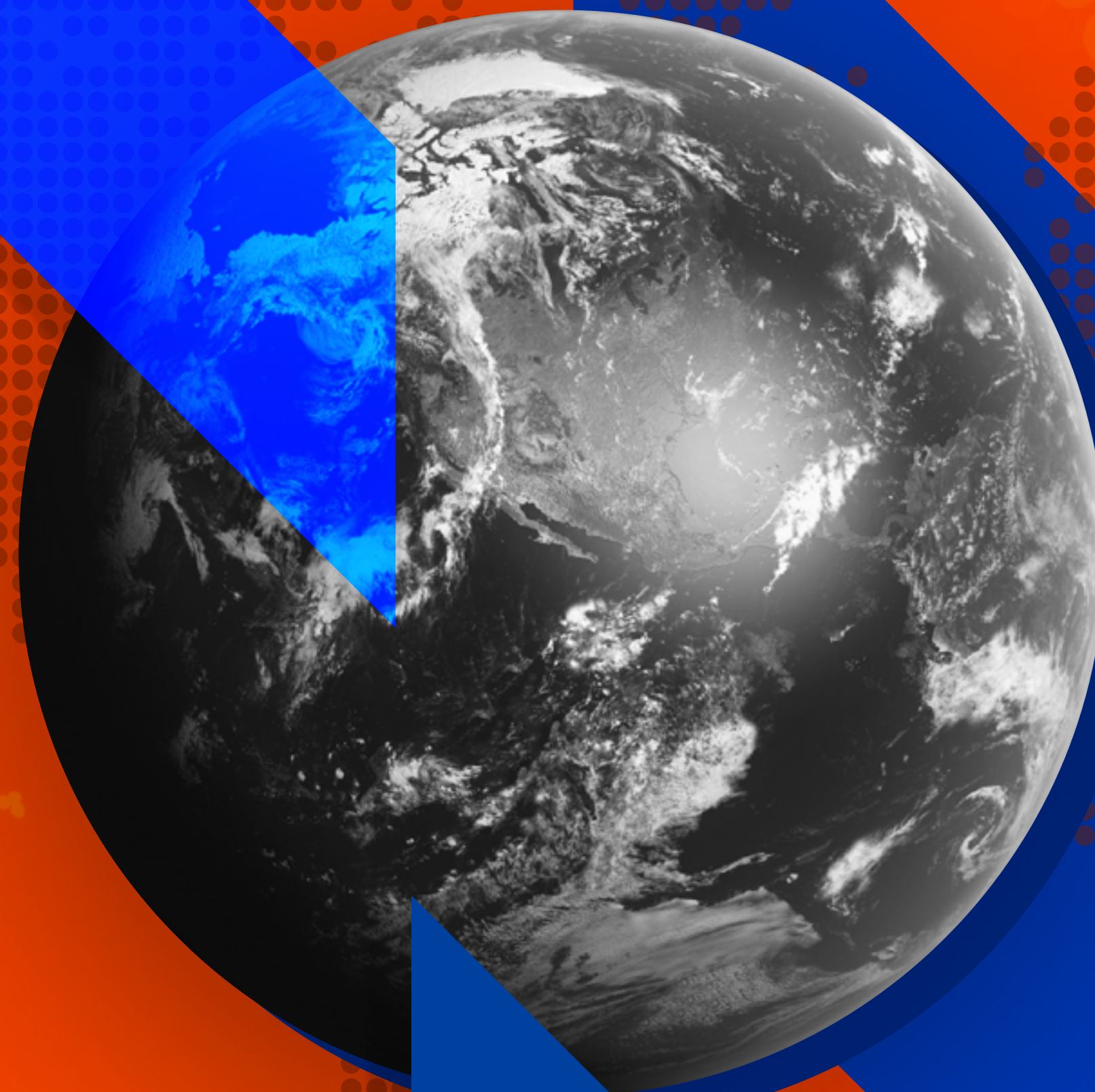Buy. Park. Sell. Domains

2022

Global Domain Report

Table of contents

InterNetX, a leading international B2B domain registrar, and Sedo, the world's largest domain aftermarket, have once again teamed up to deliver the Global Domain Report, now in its third edition. We analyzed over 150 million data sets together. The result is a comprehensive look at how the global domain industry fared in 2021 and what to expect for the future of this thriving industry.

Hakan Ali
CMO & CSO,
InterNetX & Sedo

We celebrated another sensational year: 4 million domains registered and an increase by 15% in domain sales. A success for the whole InterNetX & Sedo team. Both companies are in a better position than ever before.

Thomas Mörz
CEO, InterNetX

2021 was another outstanding year for the domain industry. Our premium and market sales skyrocketed by 173%. We are proud of our internal achievements and with this report, we want to offer you clear insights about the lastest trends and developments.

Intro

New trends and developments in the domain industry are strictly intertwined with the expansion of the internet and significant events that impact our society as a whole.

Today, over 1.9 billion websites are available to more than half of the world's population. About 4.9 billion people worldwide are connected to the internet. This number is expected to grow to 5.3 billion globally by 2023.

On the other hand, legacy TLDs reached a saturation point due to the limited availability of domains under extensions such as .com or .net, which threatened to jeopardize the internet's scalability in the past decade. To overcome this, new top-level domains (new gTLDs) were created to offer significant diversification possibilities. This namespace continues to grow to this day. In 2021 alone, 12 new gTLDs reached General Availability.

And while the ongoing COVID-19 pandemic presented the global economy and people around the world with a number of challenges, the domain industry continued to expand, benefitting from the further push for digitalization.

In 2021, the domain industry continued to move forward without any sign of slowing down, embracing new trends and opening doors to new applications. With the rise of NFTs, domains experienced a new hype as objects of investment and speculation.

Even though the world economy continues to be affected by the pandemic and global wars, the domain industry remains buoyant. Its importance in the digital world has only continued to grow. Today and, perhaps more than ever, a domain name is a very real digital asset for companies of all sizes.

What's new?

If there is one undeniable constant in the market, it is that everything is ever-changing. Although 2021 was once again dominated by the pandemic, we decided to look beyond this and focus on other trends and developments that impacted the industry in 2021 – and look set to do so in the foreseeable future. From the blockchain to NFTs and the metaverse, these trending topics form the heart of our new "Focus topics" chapter.

Our goal

To offer valuable insights into the status quo of the domain industry, showing the latest developments, tendencies and trends and offering a view on potential market and business opportunities.
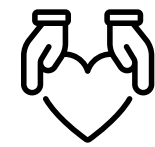
Industry highlights 2021

Jan 30
ca.sh sold for $200,000, making it the largest reported domain hack sale

Q1

Jan
.taco domain registry acquired by Unethical Capital LLC

Feb
Donuts Inc. acquires four new finance-related gTLDs: .broker, .forex, .markets and .trading

Apr 7
GoDaddy Registry acquires .club, .design and MMX

Q2

May 3
The Maldivian ccTLD .mv went offline for hours after a Chinese rocket crash

Apr 23
A technical glitch gave a third party control of google.com.ar for a short while

Apr 12
New regulations for .au registrations for foreign companies and trademarks

May
InterNetX reaches the milestone of over 4 million managed domains

June
Thomas Keller is appointed Chair of the Supervisory Board at DENIC

Q3

July
.eu domains of UK registrants moved to Withdrawn status as direct result of Brexit

July
More than 17 million .de domains registered

July
.com reached milestone of 157 million registered domains

Nov 5
.de and DENIC celebrate their 35th and 25th anniversaries respectively

Oct 29
The EU published the text for the NIS2 directive, affecting DNS as well

Q4

Oct 23
Facebook announced its new corporate name under meta.com and acquired other brand-related domains worth $60 million

Dec 1
tiktok.com becomes the most valuable domain in the world, surpassing Google in popularity

Dec 30
The song Baby Shark from the most-viewed YouTube video of all time gets its matching domain babyshark.com after the owners filed and won a UDRP

The newcomers of 2021

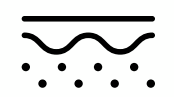**TLDs that reached General Availability (GA)**

.cpa

.beauty
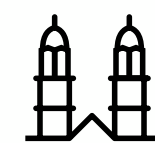
.hair
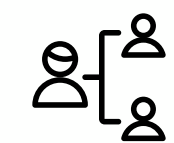
.skin

.makeup

.quest

.forum

.cfd

.trust

.sbs

.basketball

.spa
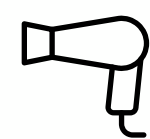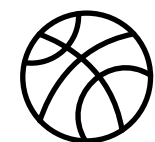
.zuerich

TLDs to watch out for in 2022

.day

.au*

*

From 24 March 2022, anyone with a verified connection to Australia can register domain names directly under .au.

Until now, the ccTLD was only available for registrations under subTLDs such as .com.au or .net.au.

What were the highlights and challenges you encountered in 2021?

Thomas Mörz
CEO, InterNetX

2021 was a year of outstanding achievements for us: fantastic new partnerships, a brand-new website and new AutoDNS features. Once again, we confirmed our leading role in the B2B segment. This exponential growth results from a targeted effort to develop a customer-centric experience in domain search, bringing domain management to the next level.

Richard Wein
CEO, nic.at

In 2021, business and our everyday lives were still turned upside down. Nevertheless, we look back on a successful year. We introduced new services and .at registrations again showed a significant increase. Additionally, most "corona domains" survived the first year, meaning many online projects will remain in the long term. Overall, the domain market is still consolidating among backend registries, gTLD registries and even registrars. This is definitely a development that we noticed and will continue to monitor in 2022.

Ron Jackson
DNJournal

As a reporter, the biggest challenge for me was trying to keep up with the incredible number of sales that were being rung up in the aftermarket. It was a record-breaking year by several metrics. For example, it took a minimum of $114,000 for a sale to make our 2021 Top 100 Sales Chart. It was the 4th time in our 20 years of chart keeping that every name on the list reached at least six figures. 14 of those sales reached seven figures – a huge increase from 2020, when only two were reported at that level.

What were the highlights and challenges you encountered in 2021?

Shane Cultra
domainshane.com

It was nice to see the demand and the prices significantly increase. Having the NFT and crypto market surging in 2021 also brought a fresh new target group willing to pay a good price. The downside is the difficulty of replacing names in the portfolio. Replacing quality with quality became extremely expensive with the large increase in auction prices in 2021.

Hiro Tsukahara
CEO, GMO Registry, Inc.

As a result of the ongoing digitalization of businesses worldwide, 2021 was yet again a strong year for us. Business grew 20% on the top line and 60% on the bottom line. This growth was driven by .shop, which saw an increase in adoption by online shops – a market that continues to grow in double digits around the world. While some regions grew more than others, overall registrations grew 30% YoY and .tokyo was able to increase its brand presence during the Tokyo Olympics.

Thomas Rickert
Director, eco

The Covid-19 pandemic led to further digitization. Despite all the growth and positive developments, one topic was discussed almost everywhere in 2021: DNS Abuse. In 2022, eco will address these issues with the launch of the topDNS Initiative to promote awareness and responsibility across the industry. Furthermore, we want to make sure the issue is not made bigger than it is, but that the industry responds adequately to the challenge.

01

Central facts & figures

State of the industry

The market for domain names has been growing constantly since the very onset of the commercial internet. Over the past two years, the pandemic has forced the world to stay home, while also giving a powerful boost to the ongoing global digital transformation.

Fostered by this new online-based normality, the domain industry continued to post record-breaking numbers in 2021. For example, the ccTLD .de, one of the most successful domain extensions worldwide, reached the milestone of 17 million registered domains. Meanwhile domain prices in the aftermarket skyrocketed. Altogether, the industry stands at 364.4 million registered domains across all top-level domains, a slight decrease of 0.5% from the pandemic-supported peak the year before.

In this section, you will find the key facts & figures across all TLDs. This statistical and analytical overview of general market data will lay the foundation for a deep dive into the industry in the following chapters.
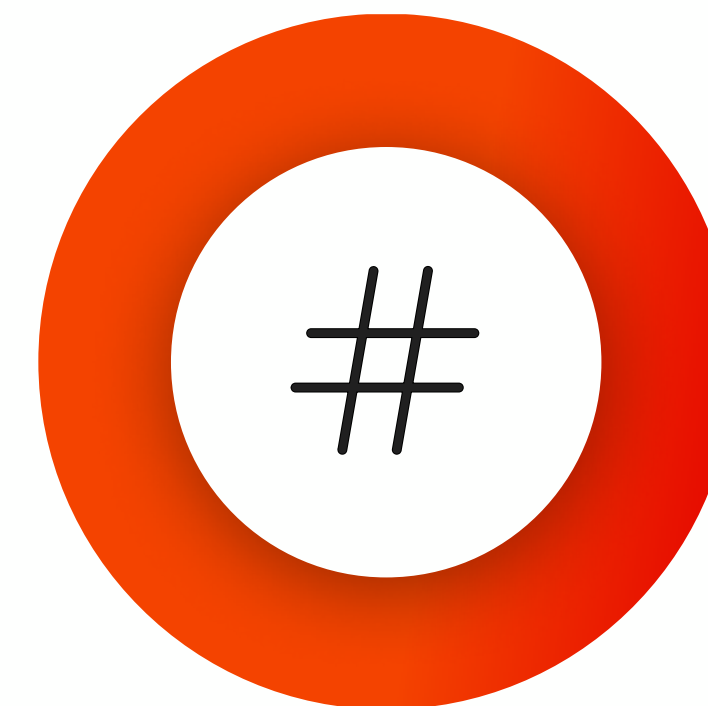
364.6 M

REGISTERED DOMAINS ACROSS ALL TLDS

13

NEW GTLDS REACHED GENERAL AVAILABLITY

.de is #1

OF ALL CCTLDS (EXCLUDING FREE DOMAINS)

4%

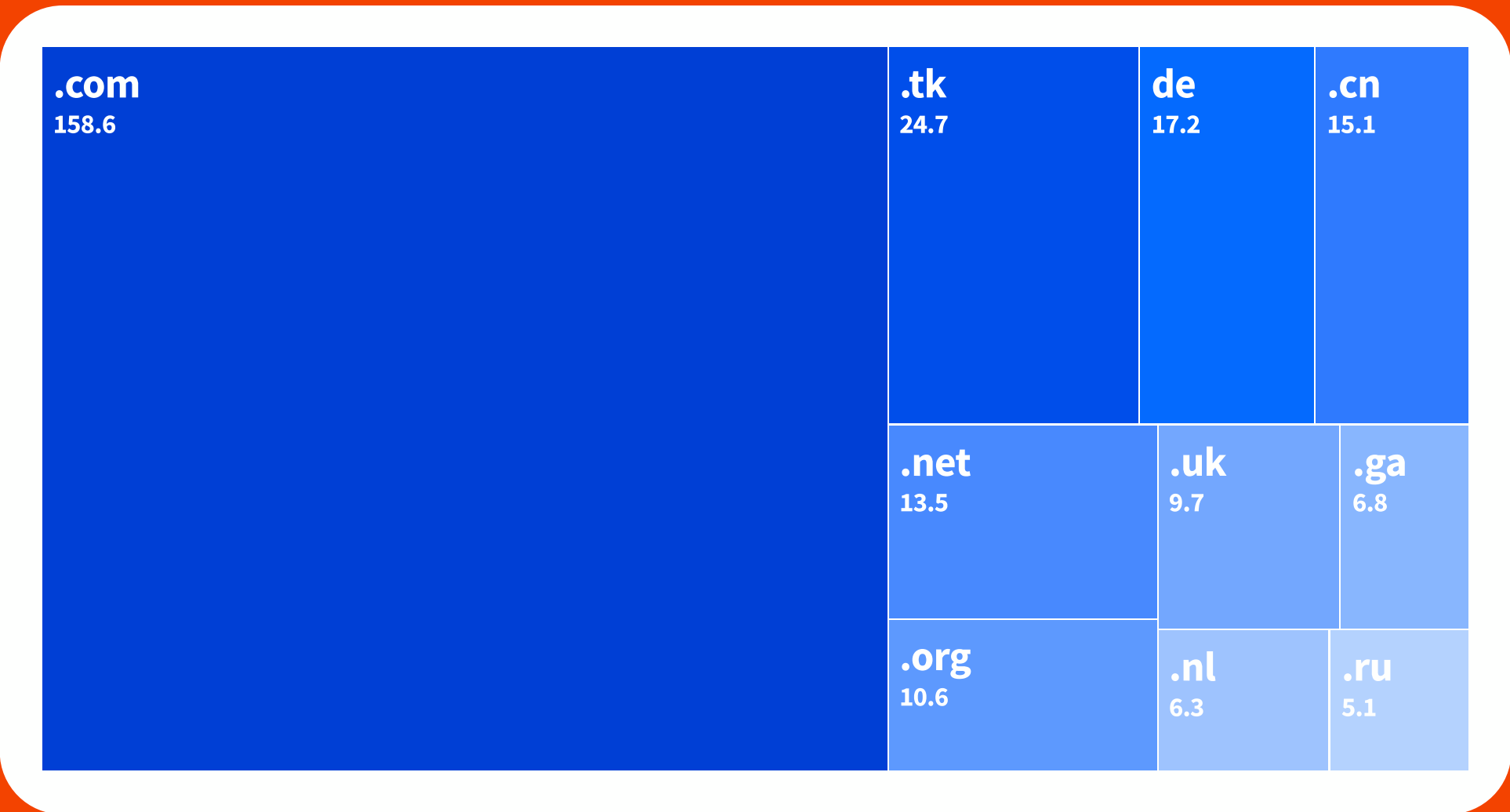**SHARE OF DOMAINS UNDER NEW GTLDS IN MAJESTIC MILLION**

Most popular TLDs

It shouldn't come as much of a surprise to anyone to once again see .com coming out on top – where it has been for as long as anyone can remember. The popular domain extension, which accounts for more than 43% of all registered domains worldwide, saw another significant +4.5% increase in registrations last year, continuing an impressive growth streak that has not stopped since the early 90s.
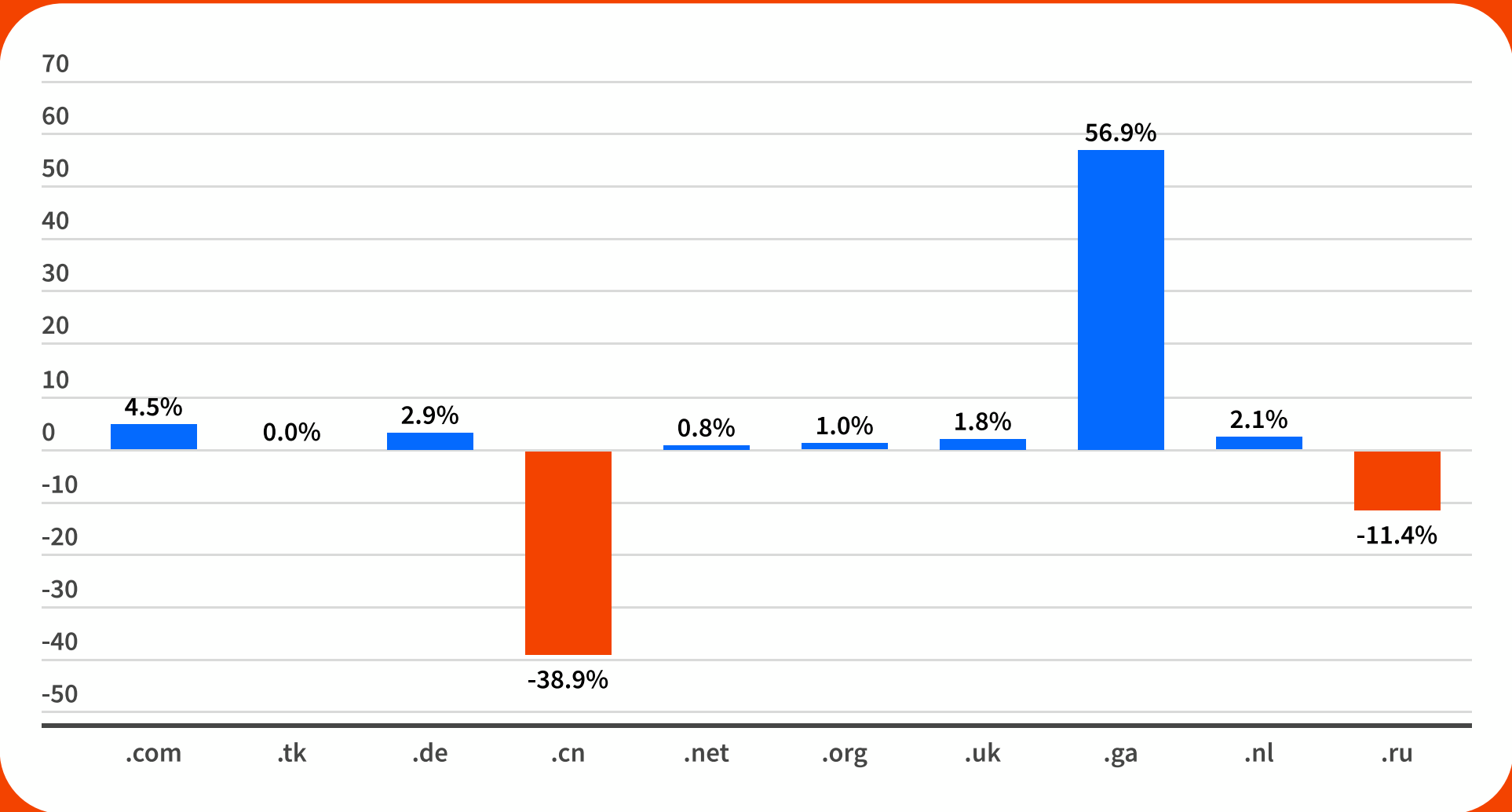
The high number of .tk domain registrations is due to the cost-free registration policy for the first 12 months by the freenom registry. The number is even more impressive when comparing the small population of Tokelau to that of Germany, host of the .de ccTLD, which again takes the third spot of all TLDs.

Another noteworthy performance – albeit not a positive one – was that of .cn. While we have no official information as to why the Chinese ccTLD showed such heavy losses in registrations, perhaps the low renewal rate for "Corona domains" and the growth of other new gTLDs played a part. Another interesting case is that of .ga, the ccTLD for Gambia. Its impressive growth (+56.9%) can be attributed to the same no-cost registration policy that helped propel .tk to the pole position for ccTLDs. While we welcome .ga to the top 10, we bid farewell to .br, the Brazilian domain extension and the only TLD for the Americas, which has dropped out of this year's ranking.

Top 10 TLD registrations in M [1]

.com 158.6					.tk 24.7	de 17.2	.cn 15.1
			.net 13.5	.uk 9.7	.ga 6.8
			.org 10.6	.nl 6.3	.ru 5.1

Growth YoY [2]

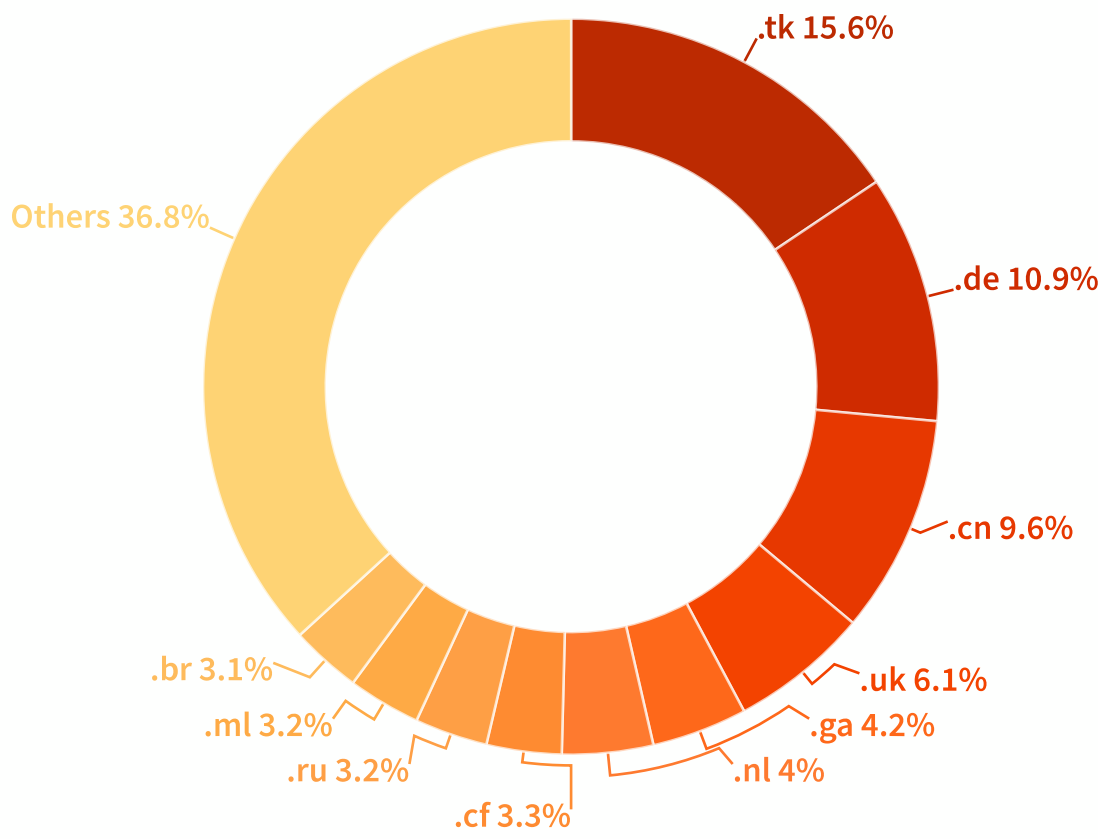| .com	.tk	.de	.cn	.net	.org	.uk	.ga	.nl	.ru
4.5%	0.0%	2.9%	-38.9%	0.8%	1.0%	1.8%	56.9%	2.1%	-11.4%

ccTLDs

In order to analyze the ccTLD segment, we turned to the respective registries to get the most accurate data wherever possible. As mentioned earlier, the top 10 ranking includes a number of "free" domains, such as .tk, .ga, .cf and .ml, whose initial registrations are free of charge, though fees apply to secure full ownership of a domain.

The last two years were very challenging for all of us. Facing the pandemic, we needed to adjust to the new normality. But at the same time, they were extremely successful for the domain name industry. With life moving online, domain name growth was higher than previous years. ccTLD registries became even more aware of their duty and responsibility in providing secure, stable and reliable DNS services.
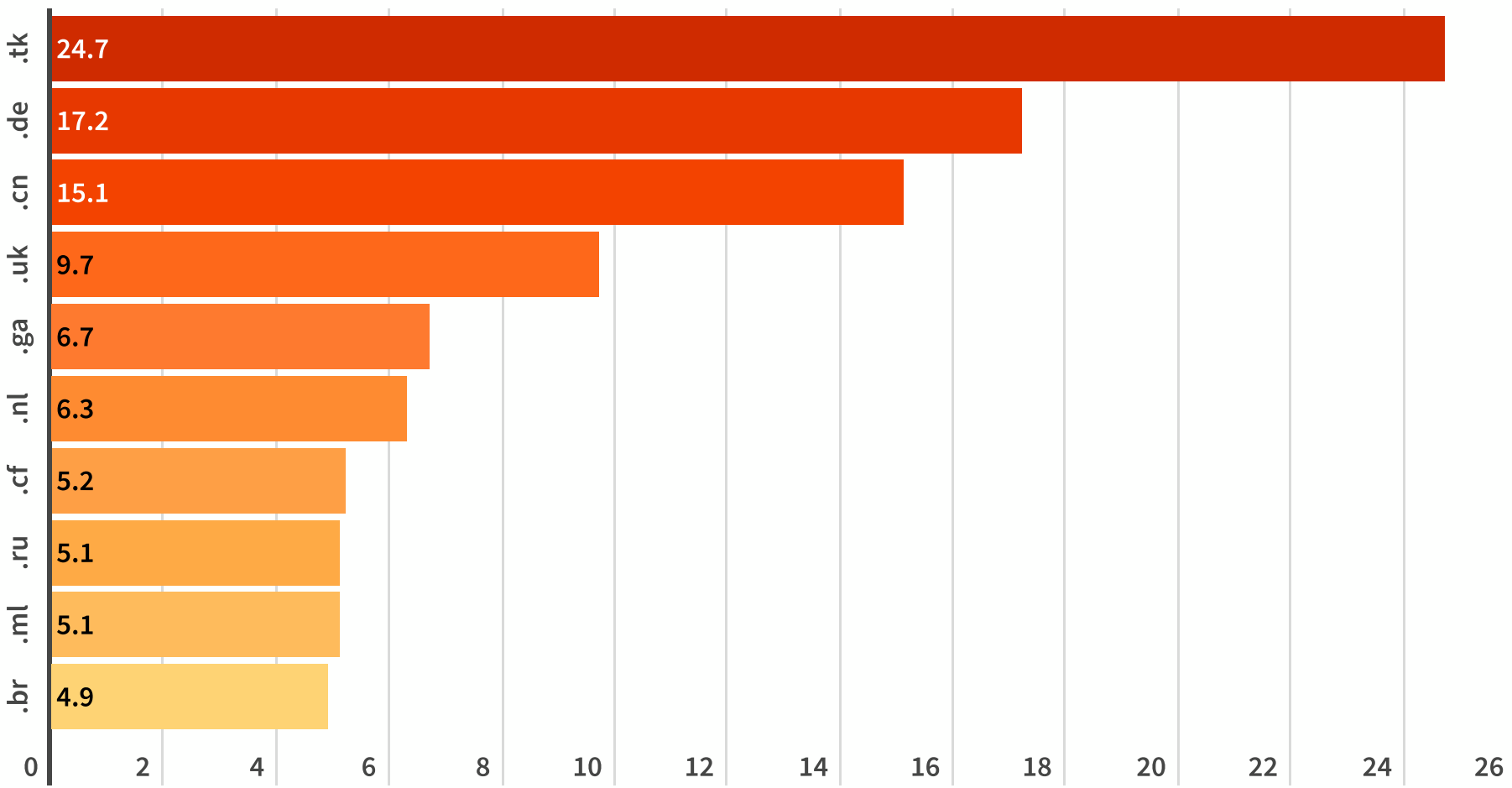
Barbara Povše
CENTR & Head of .si Registry

ccTLD marketshare in % [3]

- .tk 15.6%
- .de 10.9%
- .cn 9.6%
- .uk 6.1%
- .ga 4.2%
- .nl 4%
- .cf 3.3%
- .ru 3.2%
- .ml 3.2%
- .br 3.1%
- Others 36.8%

Top 10 most popular ccTLDs [4]

| ccTLD	Value
.tk	24.7
.de	17.2
.cn	15.1
.uk	9.7
.ga	6.7
.nl	6.3
.cf	5.2
.ru	5.1
.ml	5.1
.br	4.9

Majestic Million

The Majestic Million metrics have become a valuable parameter for estimating the popularity – and therefore also the value – of a domain name.

The Majestic Million is a ranking of domains with the most referring subnets – an important popularity indicator, also used by search engines to determine rankings in search results. The graph on the right gives an overview of the most frequent TLD types in this list, with the legacy gTLDs such as .com dominating, as usual. It is noteworthy, however, that new gTLDs have also made an impact, securing a 4% share.

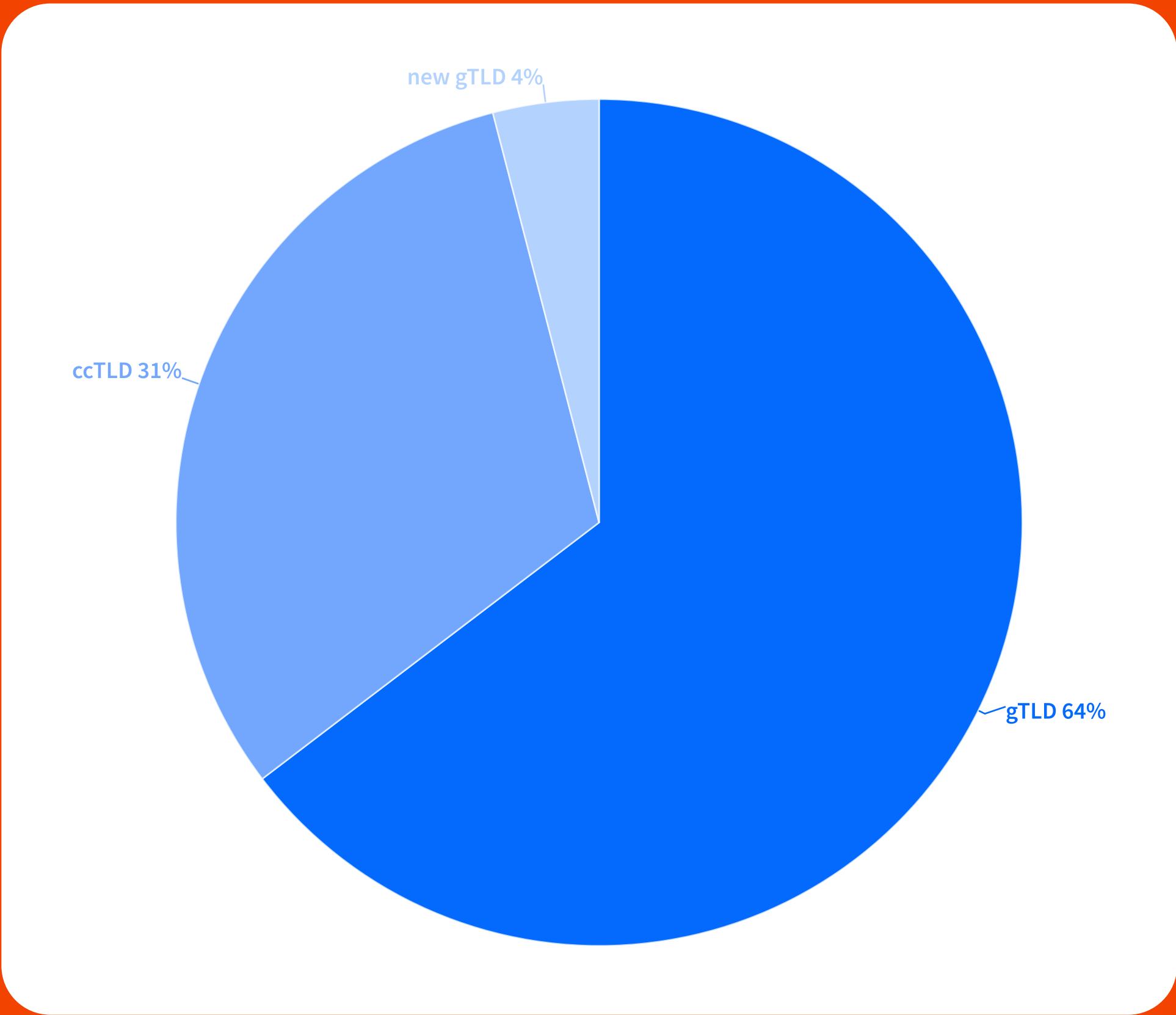Below, we looked at ccTLDs in particular, where .ru, .de and .uk hold the highest share.

Share of top 5 ccTLDs in Majestic Million [5]

de 3.0%

uk 2.7%

jp 2.0%

cn 1.6%

ru 3.3%
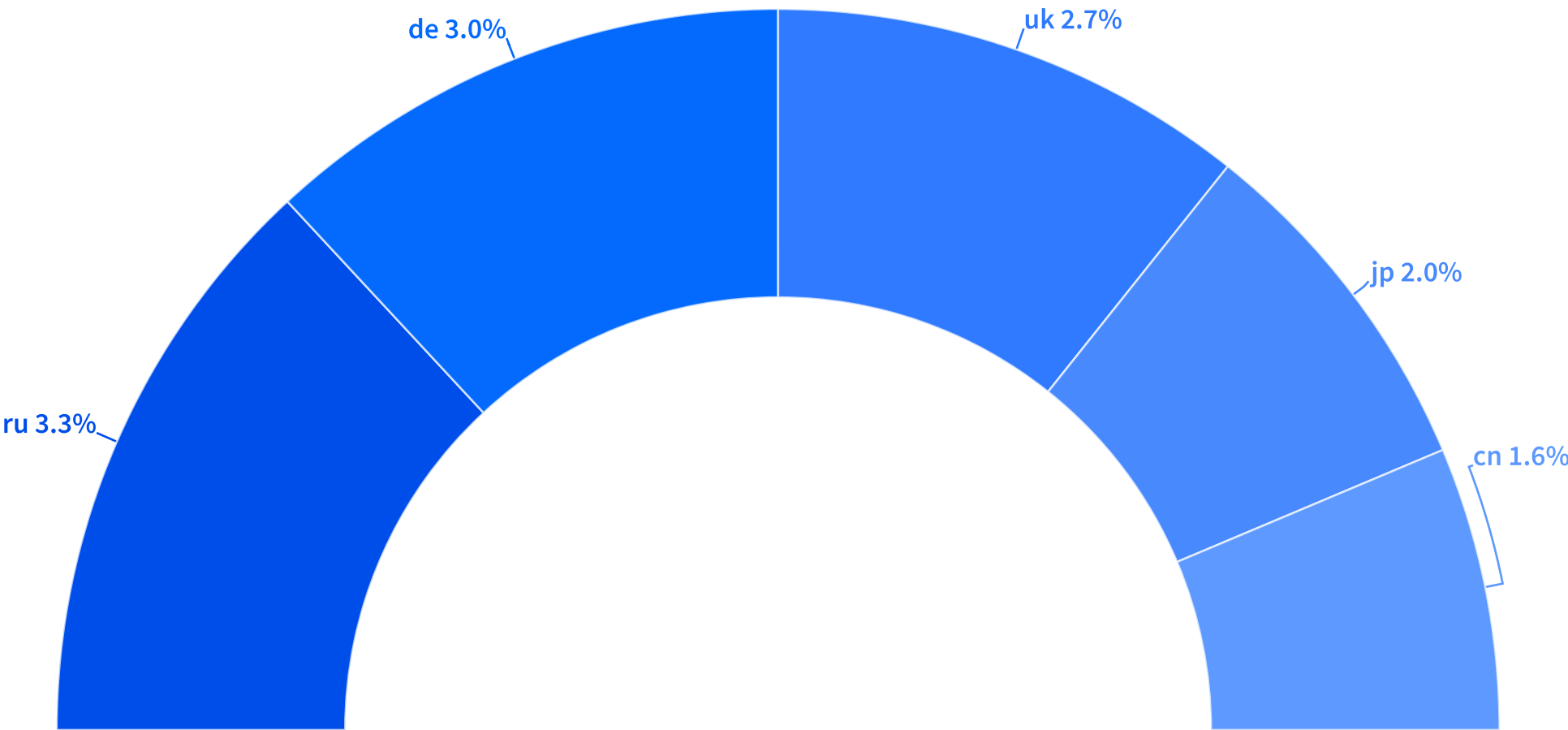
Share of TLD types in Majestic Million [6]

new gTLD 4%

ccTLD 31%

gTLD 64%

Legacy gTLDs

Legacy gTLDs, sometimes also coined the "classics", have been around since the '80s. Within the group of gTLDs, this sets them apart from new gTLDs, which started to launch in the first ICANN round in 2013, with new extensions being added regularly.

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

Exciting facts

The first TLDs of the internet were introduced with a particular scope in mind. While .com, .org and .net are used for all sorts of websites in general nowadays, it's interesting to see what they were originally intended for:

.com — commercial

.org — organization

.edu — education

.gov — government

.mil — military

.net — network technologies

Legacy gTLDs total registrations in M [7]

.biz 1.4
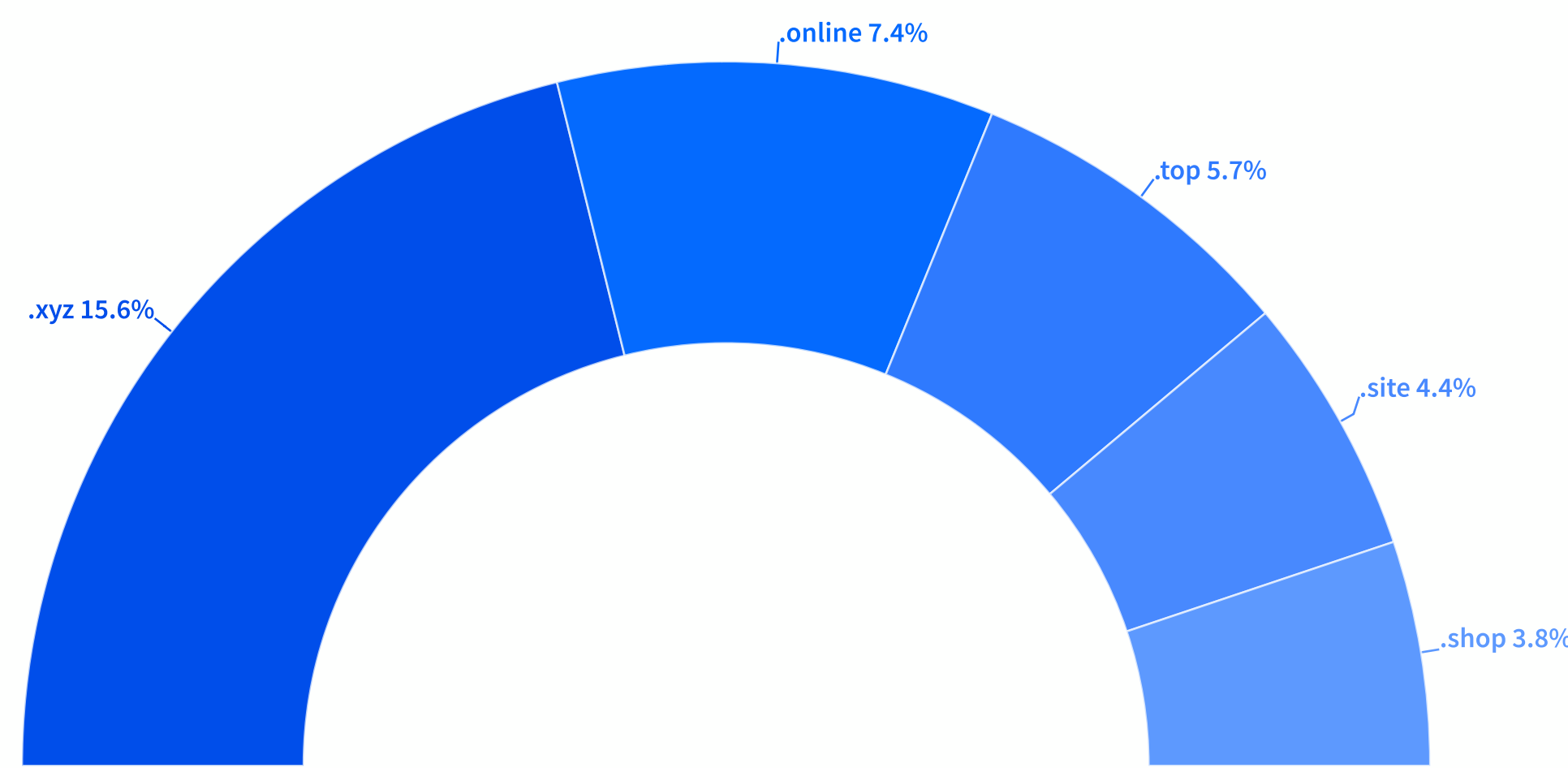.info 3.7
.org 10.6
.net 13.5
.com 158.6
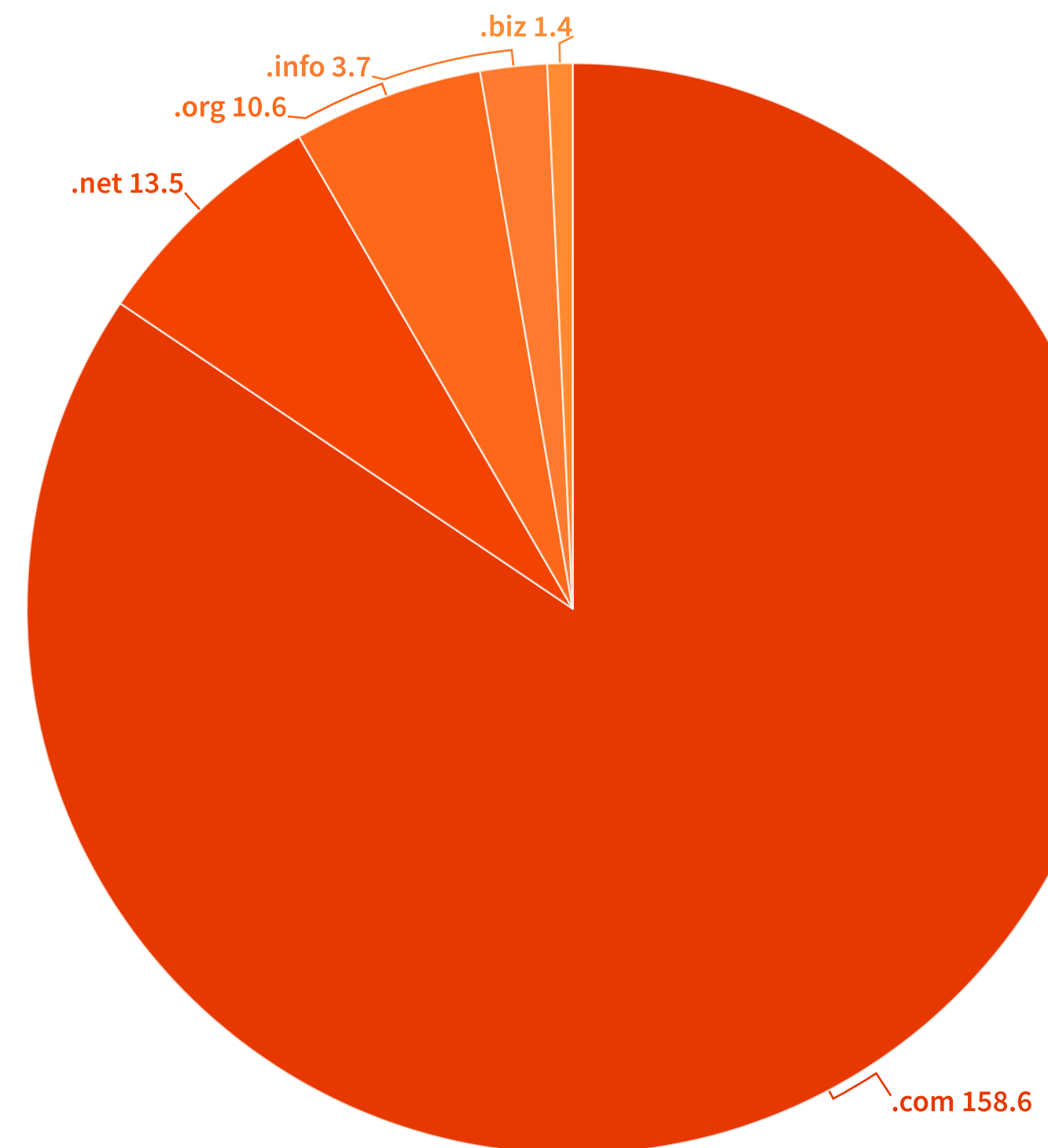
new gTLDs

Introduced to add more versatility and choice to the namespace, new gTLDs are the perfect choice for short, concise and often creative domain names today.

New gTLDs have provided a much required remedy to the problem of saturation in the domain name spaces for ccTLDs and legacy gTLDs, fundamentally changing the domain industry worldwide.

Of particular interest is the new gTLD .xyz, which has already reached an impressive amount of 4.4 million registered domains and continues to rank at the top with high growth rates, confirming itself as more than just a momentary fad.
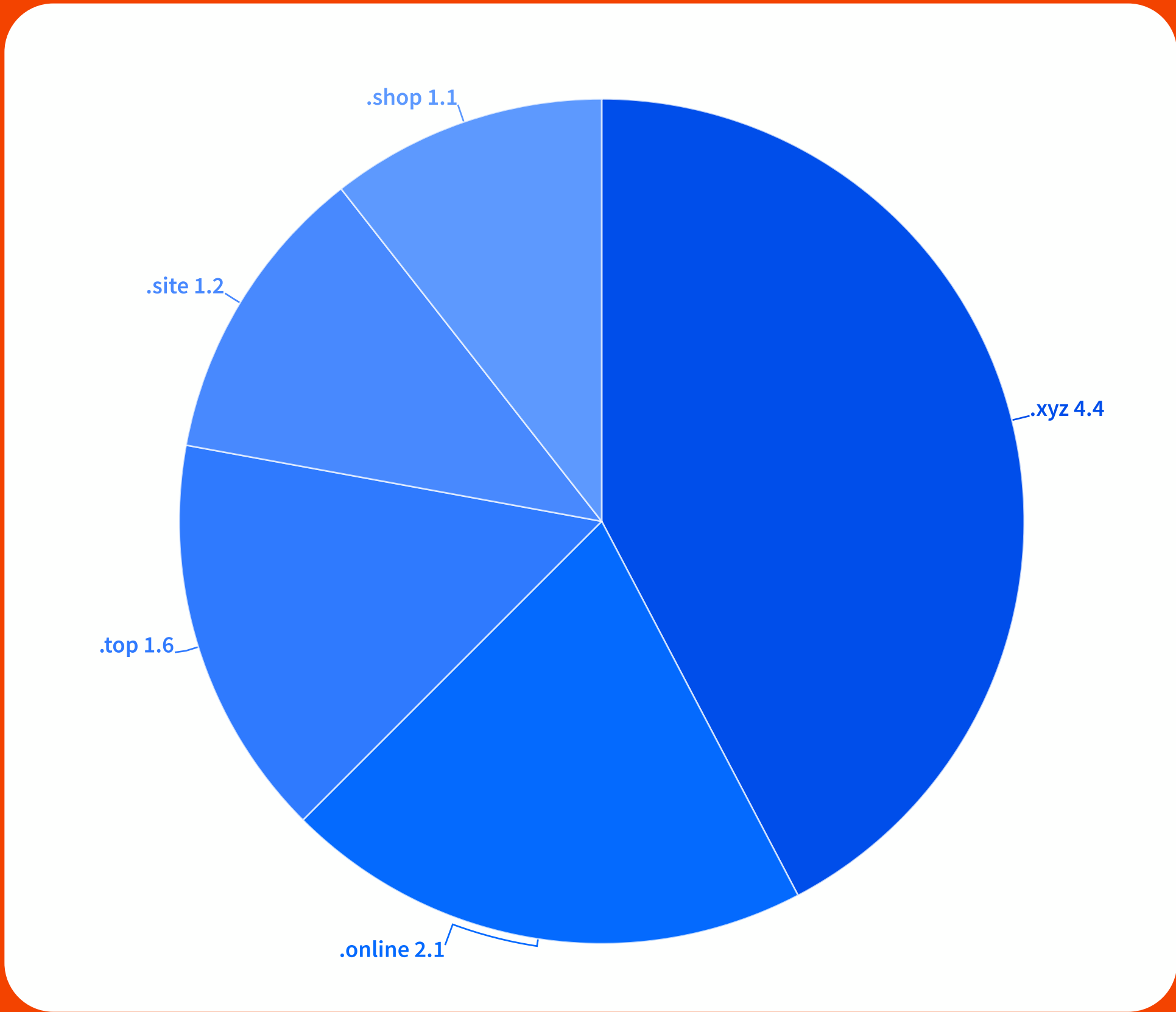
Top 5 new gTLD registrations in M [9]

.shop 1.1
.site 1.2
.xyz 4.4
.top 1.6
.online 2.1

Top 5 new gTLD market share [8]

.online 7.4%
.top 5.7%
.xyz 15.6%
site 4.4%
.shop 3.8%

[8] nTLDStats (21.02.2022)
[9] nTLDStats (21.02.2022)

What was your personal domain highlight in 2021?

Vuksan Rajkovic
Head of Sales, .me Registry

I am proud to have contributed to achieving an all time high growth in .me domain registrations and premium domain revenue. We grew from just over a million domains in January 2021 to more than 1.2 million domains in January 2022.

Katrin Ohlmer
CEO, dotBERLIN

In 2021, we launched our birthday campaign. Instead of inviting people for a birthday bash, we donated domains to associations in Berlin. It was a great opportunity to show how well local projects match with a local top-level domain.

Eshan Pancholi
Director Marketing &
Brand Strategy, ShortDot SA

In 2021, we launched two domain extensions: .cfd for the clothing and fashion design industry and .sbs for non-profits, CSR initiatives and multi-tasking individuals. The launch of ShortBlock, our cutting-edge domain name blocking tool for trademark holders, shows our effort in building dedicated digital products for the domain industry.

What was your personal domain highlight in 2021?

Christian Jäger
CEO, NamesCon

I enjoyed learning about blockchain domaining and I believe it is one of the trends we will continue to see in the next months. There were quite a few blockbuster sales and it is noticeable that the really big tickets are now going towards end customers rather than being traded among inbetween domain investors as we have seen in previous years.

Hans Seeuws
External Relations Manager, EURid

To our great pleasure, the European Commission selected us again to run the .eu TLD's registry until October 2027. It comes as a confirmation of all the excellent international partnerships and relations with our accredited registrar community to build a trustworthy brand. We also rolled out our Know-Your-Customer program, launching several user-friendly and automated methods for our registrants to verify their identity. Knowing who is behind a domain name is crucial in making .eu the TLD you can trust.

Thomas Keller
Executive Board, DENIC eG

In June 2021, the General Assembly of DENIC eG approved by majority vote the decision to appoint me as one of the two full-time members of the Cooperative's Executive Board. I am proud to be actively involved in shaping the further development of DENIC.

02

Deep insights

Domain industry deep dive

The great versatility of the domain industry has become one of its main strengths. In light of the new trends and the world's socio-economic developments, the domain landscape keeps on expanding in general, setting new records, while also showing signs of contraction in other areas.

After setting the stage in "Central facts & figures", the following pages will take a closer look at this fascinating and volatile industry, featuring in-depth data and analyses.

We will first embark on a global trip through the ccTLD landscape and their standing in their respective global regions. For this we collected data from sources around the world, creating a world map of global ccTLD performance.

Next, we will take a closer look at the best performing gTLDs in 2021, focusing on their performance YoY, presenting us with quite an uneven performance over the past 12 months. As part of this market segment, we also analyzed and aggregated data regarding geoTLDs, cityTLDs and the continued growth of brand TLDs.

> All of the forces that fueled the boom in 2021 because of the pandemic are still in place, so the impact will continue in 2022.
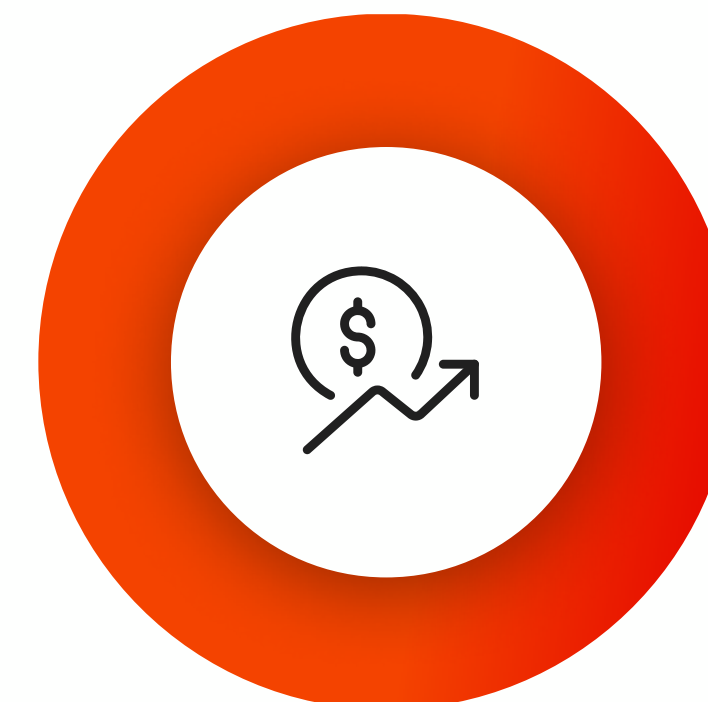>
> **– Ron Jackson,** DNJournal
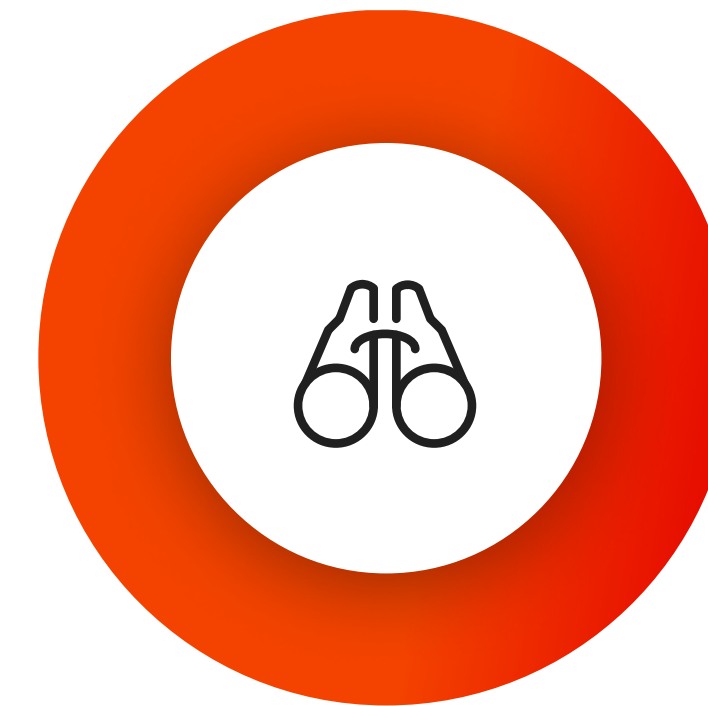
28 M

REGISTERED DOMAINS ACROSS ALL NEW GTLDS

+321%

GROWTH OF .BAR YOY

$3.3 M

MOST EXPENSIVE DOMAIN SALE (HIPPO.COM)

6.4%

NEW GTLD MARKET SHARE OF ALL TLDS

ccTLDs

In 2022, the TLD for the small island nation of Tokelau once again had the highest number of registered domains among all ccTLDs. Together with .ga, .cf, .ml and .gq all these ccTLDs have a free registration policy. This explains how even a small country like Tokelau, with a population of roughly 1,500, shows such high numbers in the rankings.

Aside from these ccTLDs that can be registered for free, the list of top 20 ccTLDs in the table to the right includes a large number of European domain extensions, mirroring the popularity of national ccTLDs on the European continent in comparison to the Americas, for example, where legacy gTLDs such as .com or .net still dominate the picture.

> *The pandemic kept on reinforcing the importance of the internet and the need for domain names in the past months. When it comes to numbers, 2021 was a great one for us: We are one of the most succesful ccTLDs with over 17 million .de registrations.*

Thomas Keller
Executive Board, DENIC eG

Top 20 ccTLDs

	.TLD	Country	Registrations (in M)	Market share
1	.tk		24.7**	15.7%**
2	.de		17.2*	10.9%*
3	.cn		15.1*	9.6%*
4	.uk		9.7*	6.2%*
5	.ga		6.7***	4.3%***
6	.nl		6.2*	4.0%*
7	.cf		5.2***	3.3%***
8	.ml		5.1*	3.2%*
9	.ru		5.1***	3.2%***
10	.br		4.9*	3.1%*
11	.gq		4.2***	2.6%***
12	.fr		3.8*	2.5%*
13	.eu		3.7*	2.4%*
14	.it		3.5*	2.2%*
15	.au		3.4*	2.2%*
16	.co		3.3*	2.1%*
17	.ca		3.1*	2.0%*
18	.in		2.6***	1.7%***
19	.pl		2.5*	1.6%*
20	.ch		2.5*	1.6%*

Europe

Top 10 ccTLDs in Europe

	TLD	Country	Registered domains in M	Changes to 2020	Registered domains per 100,000 inhabitants†
1	.de		17.21*	+ 2.9%	20,671
2	.uk		9.71*	+ 1.8%	14,438
3	.nl		6.25*	+ 2.1%	35,825
4	.fr		3.84*	+ 4.7%	5,708
5	.eu		3.75*	+ 1.4%	618
6	.it		3.45*	+ 2.2%	5,794
7	.pl		2.54*	+ 2.7%	6,692
8	.ch		2.48*	+ 4.4%	28,699
9	.es		1.99*	+ 0.9%	4,193
10	.be		1.74*	+ 2.3%	15,044

The Americas

Top 10 ccTLDs in the Americas

Ron Jackson
DNJournal

As a domain investor, I loved having my best year ever with sales in my country's ccTLD - .us. I always thought it had great potential because ccTLD domains have been successful in other countries.

	TLD	Country	Registered domains in M	Changes to 2020	Registered domains per 100,000 inhabitants†
1	.br	🇧🇷	4.87*	+ 7.9%	2,289
2	.co	🇨🇴	3.30***	+ 50.2%	6,494
3	.ca	🇨🇦	3.12*	+ 3.2%	8,210
4	.us	🇺🇸	1.76***	- 1.3%	535
5	.mx	🇲🇽	1.24*	+ 0.0%	964
6	.cl	🇨🇱	0.73*	+ 6.3%	3,805
7	.ar	🇦🇷	0.68*	+ 4.1%	1,498
8	.pe	🇵🇪	0.14*	+ 3.7%	423
9	.ai		0.12***	+ 44.4%	637,891
10	.uy	🇺🇾	0.09*	+ 5.0%	2,781

21

Africa / Middle East

Top 10 ccTLDs Middle East & Africa

	TLD	Country	Registered domains in M	Changes to 2020	Registered domains per 100,000 inhabitants†
1	.ga		6.72***	+ 56.9%	301,944
2	.cf		5.19***	+ 29.3%	107,451
3	.ml		5.05***	+ 39.4%	24,961
4	.gq		4.18***	+ 31.4%	297,710
5	.ir		1.49*	+ 19.2%	1,779
6	.za		1.33*	+ 6.7%	2,248
7	.il		0.28*	+ 6.8%	3,014
8	.ng		0.18*	+ 36.2%	86
9	.ma		0.10*	+ 21.2%	279
10	.ke		0.10*	+ 28.3%	191

Asia & Oceania

Top 10 ccTLDs Asia & Oceania

	TLD	Country	Registered domains in M	Changes to 2020	Registered domains per 100,000 inhabitants†
1	.tk	🇹🇰	24.70**	+ 0.0%	1,499,696,418
2	.cn	🇨🇳	15.09*	- 38.9%	1,076
3	.ru	🇷🇺	5.05*	- 11.4%	3,506
4	.au	🇦🇺	3.41*	+ 5.3%	13,255
5	.in	🇮🇳	2.64***	+ 20.5%	191
6	.中國	🇨🇳	1.70*	- 10.2%	121
7	.jp	🇯🇵	1.68*	+ 4.0%	1,339
8	.kr	🇰🇷	1.10*	+ 1.2%	2,118
9	.tw	🇹🇼	1.09*	- 23.2%	4,633
10	.nz	🇳🇿	0.72*	+ 0.0%	14,209

gTLDs

The internet has its unbeatable superstar: .com remains the most registered TLD worldwide. Compared to all other gTLDs, the extension is so popular that fitting them all together on the right hand chart proved quite challenging.

When looking at the growth numbers, the pictures is quite different. While .com managed a respectable growth of more than 4%, this number blushes in comparison to growth figures that new gTLDs such as .bar or .store managed to achieve.

Top 20 gTLDs change YoY in % [10]

TLD	Change
.com	4.5%
.net	0.75%
.org	1%
.xyz	23.5%
.info	-7.6%
.online	11.6%
.top	-42.1
.biz	2.2%
.site	-29.3
.shop	31.4%
.club	-13.8%
.store	43.5%
.icu	-87.1%
.vip	-19.8%
.app	-1.8%
.live	51.4%
.buzz	-2.6%
.bar	320.6%
.tech	14.2%
.work	-26.2%

Top 20 gTLDs [11]

Total registrations in M

.com 158.6
.net 13.5
.org 10.6
.xyz 4.4
.info 3.7
.online 2.1
.top 1.6
.biz 1.4
.site 1.2
.shop 1.1
.club 1.0
.vip 0.9
.icu 0.8
.store 0.8
.app 0.7
.live 0.6
.buzz 0.5
.bar 0.5
.work 0.5
.tech 0.4
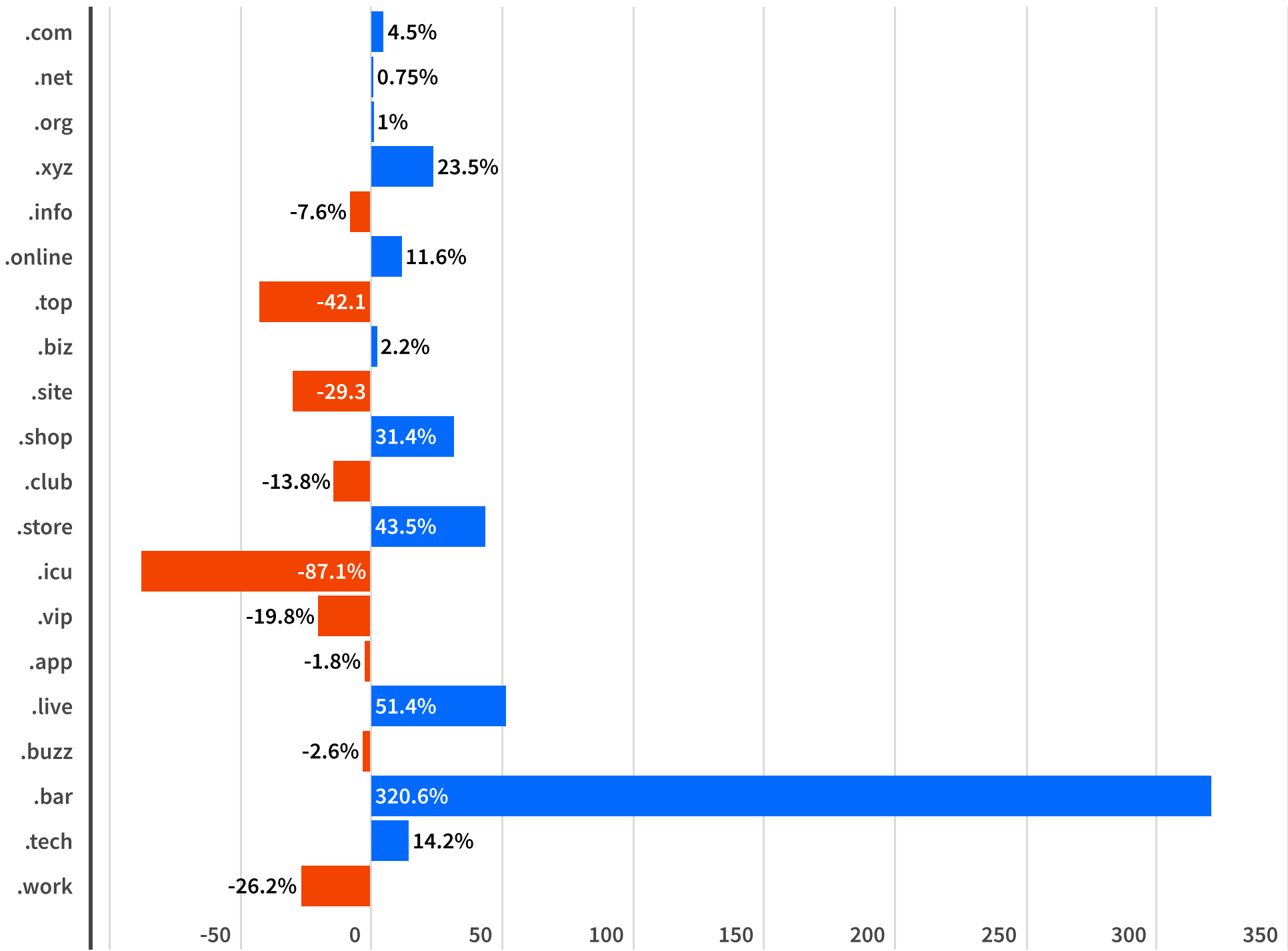
[10] Internal calculations based on previous Global Domain Report data
[11] Verisign Domain Name Industry Brief Q3 2021 (02.2022)/Domain Tools (21.02.2022)/nTLDstats (21.02.2022)
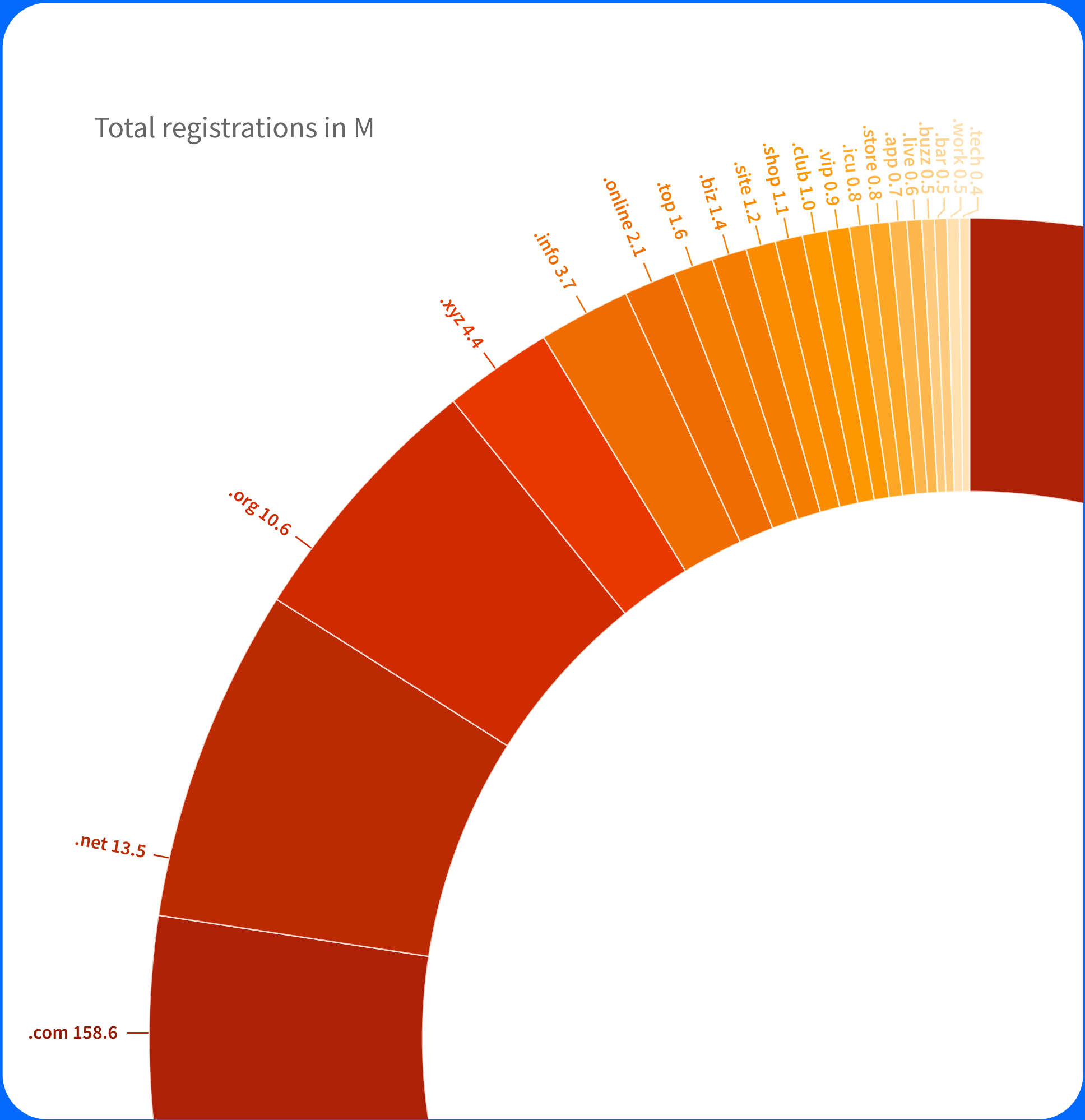
new gTLDs

Around 1,000 new gTLDs have offered new opportunities and added variety to the international namespace, reflecting the diversity of our global cultures and internet communities.

Registries have been promoting their TLDs and investors have diversified their portfolios with industry-specific and creative solutions. The market is volatile and trends can change rapidly as the YoY growth comparison for the top 10 new gTLDs shows. While new TLDs such as .xyz or .shop continued their upward trends, .icu in particular stood out as a negative example, seeing a stark decrease in domains under management last year.

In September 2021, we started averaging 10,000 daily .xyz registrations! The average daily registrations used to be approximately 5,000 during a similar period in 2020. This comparison shows the tremendous YoY growth. Some days we're seeing over 20,000 new domains created. I am very appreciative of all of the .xyz adopters and partners that have helped to bring us here.

Daniel Negari
XYZ Inc.

Top 10 new gTLDs [12]
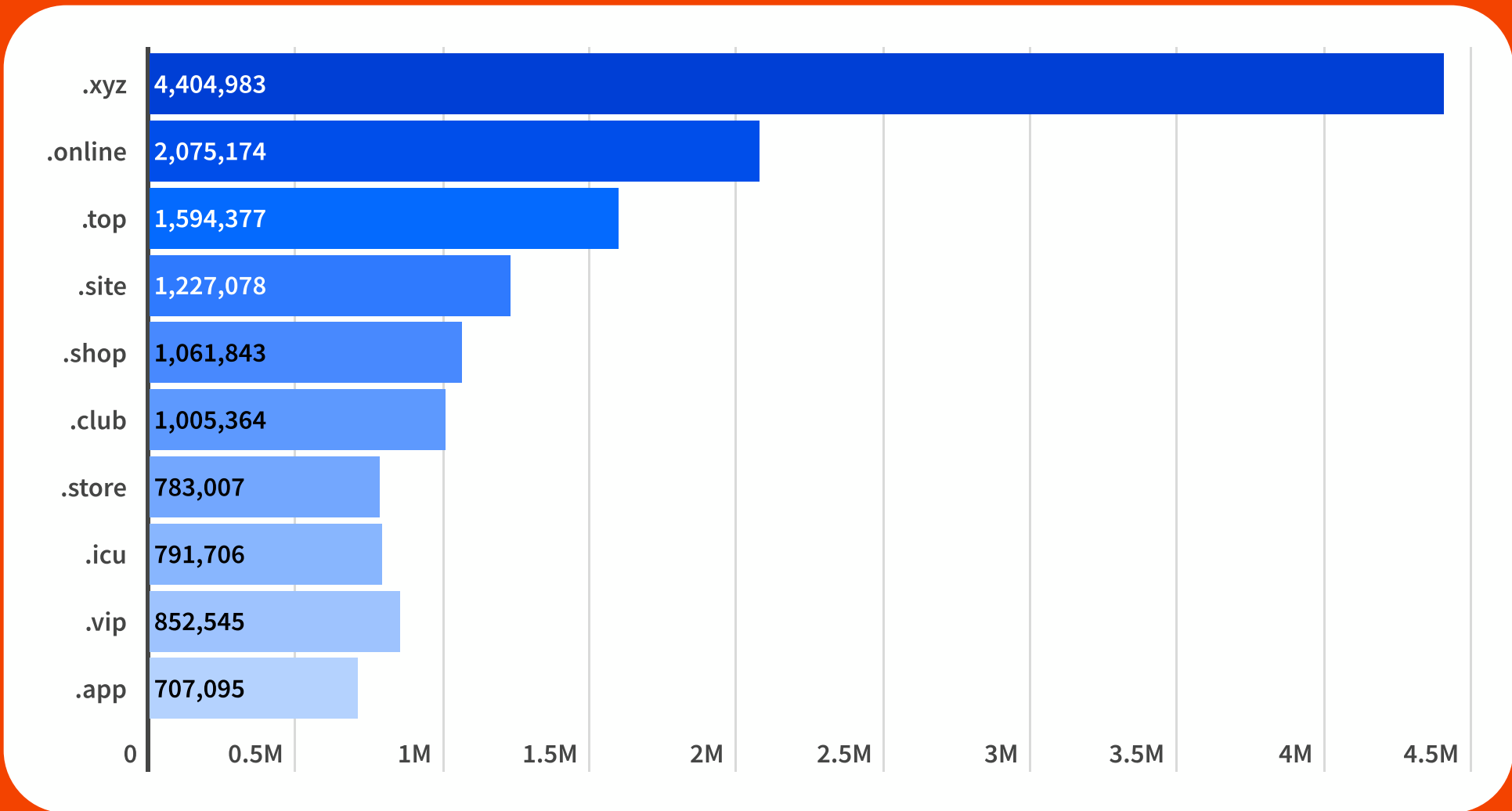
TLD	Count
.xyz	4,404,983
.online	2,075,174
.top	1,594,377
.site	1,227,078
.shop	1,061,843
.club	1,005,364
.store	783,007
.icu	791,706
.vip	852,545
.app	707,095

Growth YoY [13]

TLD	Growth
.xyz	23.5%
.online	11.6%
.top	-42.1%
.site	-29.3%
.shop	31.4%
.club	-13.8%
.store	43.5%
.icu	-87.1%
.vip	-19.8%
.app	-1.8%
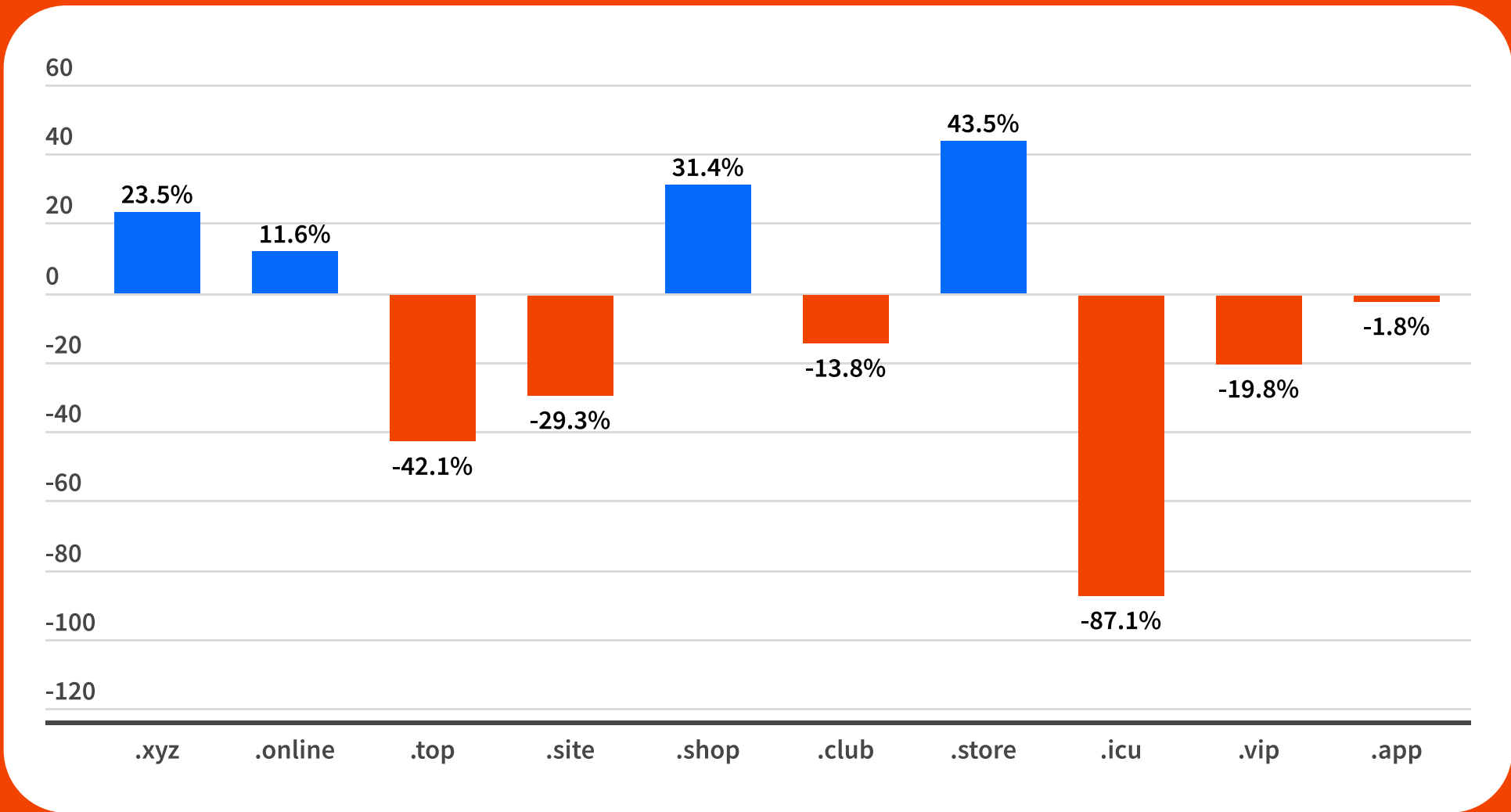
geoTLDs

geoTLDs are an interesting unofficial category in the DNS to look at. They are associated with geographical, geopolitical, ethnic, linguistic or cultural communities.

cityTLDs – such as .berlin for the German capital or .nyc, the TLD representing The Big Apple on the internet – are often included in this unofficial TLD category. However, for the sake of clarity, we have included a separate ranking of cityTLDs on the following pages.

Nevertheless, it is important to note however that there is some overlap, such as for .berlin, which is also one of the 16 states that make up the Federal Republic of Germany.

Exciting facts

Eight out of ten geoTLDs included in the top 10 belong to European regions. A broader look at the top 30 confirms this. Four countries in particular stand out among geoTLDs: Spain (.cat, .eus, .gal), France (.bzh, .alsace, .corsica), United Kingdom (.wales, .scot, .cymru) and Germany (.bayern, .ruhr, .saarland, .berlin). This prominent role of geoTLDs in Europe is reflective of the high regional diversity in Europe – on a comparatively small continent.

Change YoY [14]
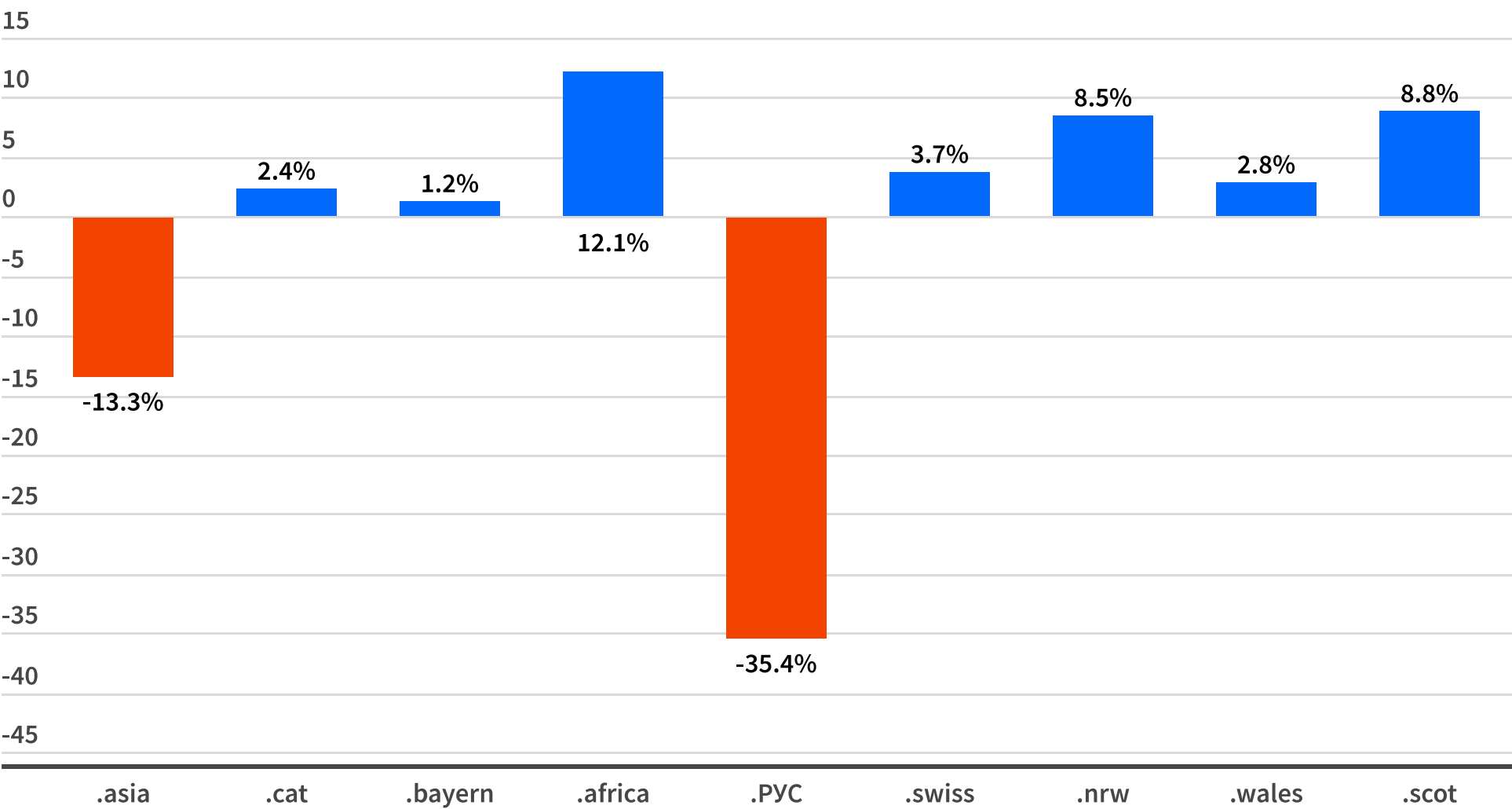
Bar chart values:
- .asia: -13.3%
- .cat: 2.4%
- .bayern: 1.2%
- .africa: 12.1%
- .РУС: -35.4%
- .swiss: 3.7%
- .nrw: 8.5%
- .wales: 2.8%
- .scot: 8.8%

Top 10 geoTLDs [15]
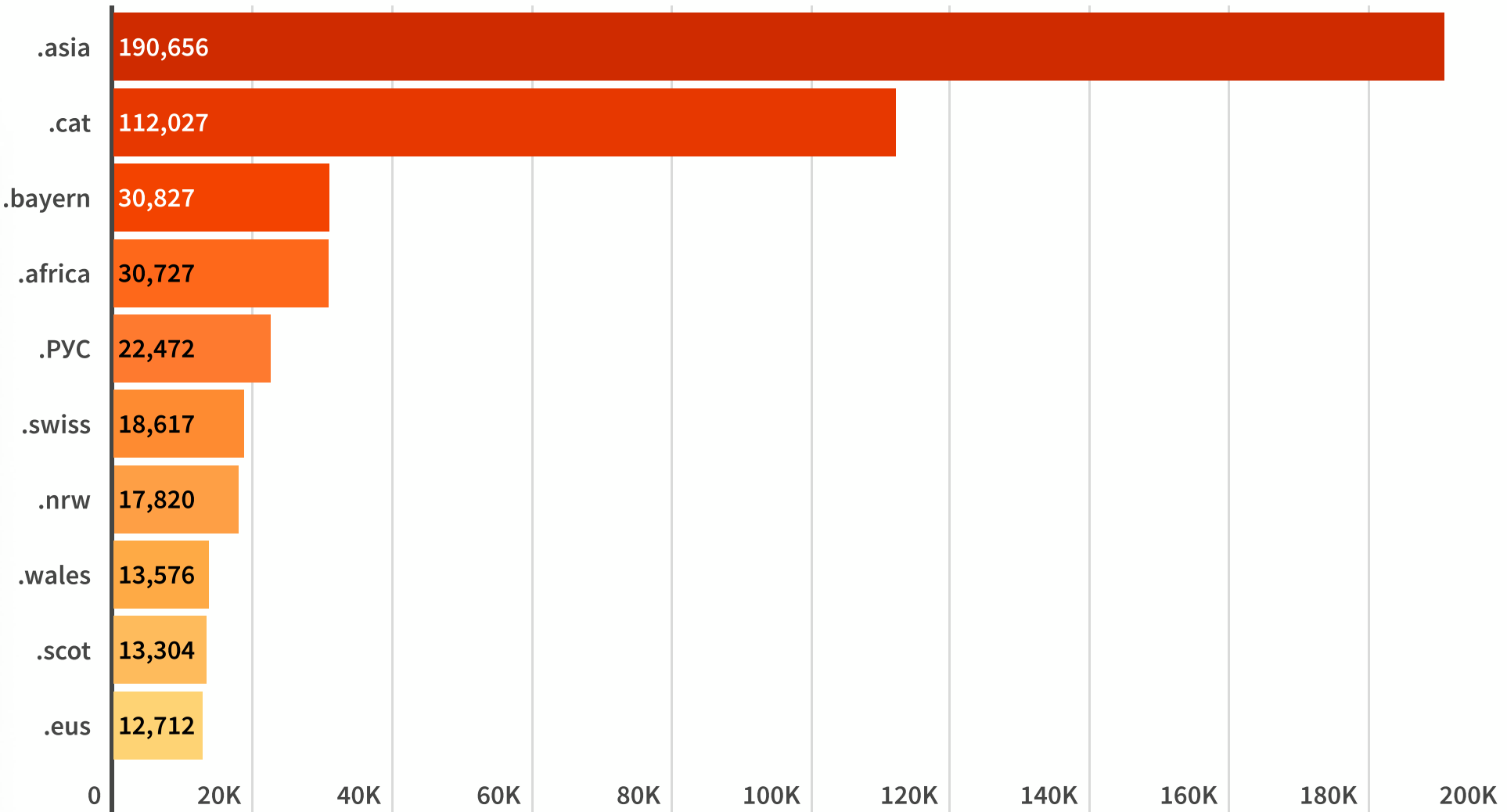
TLD	Count
.asia	190,656
.cat	112,027
.bayern	30,827
.africa	30,727
.РУС	22,472
.swiss	18,617
.nrw	17,820
.wales	13,576
.scot	13,304
.eus	12,712

cityTLDs

Some big cities have taken their digital presence to the next level with their own cityTLD, consisting of the full city name or an abbreviation thereof. A cityTLD allows them to offer citizens, organizations and institutions a perfect localized identity on the internet.

Cities have developed their digital brands very successfully over the last few years, in particular the large European cities, which continue to have a big presence in the top 10 ranking below. In order to rank cityTLDs, a number of factors were considered. These include, among others, the number of registered domains, the revenue generated, the number of developed domains, the prevalence in Google rankings and the number of registered domains per inhabitant.

cityTLD ranking [16]

	City TLD	2021	2020	2019	2018	2017	Trend
1	.berlin	1	1	1	1	1	⇨
2	.tokyo	2	3	2	2	5	⇧
3	.nyc	3	4	7	7	3	⇧
4	.amsterdam	4	2	6	9	10	⇩
5	.koeln	5	10	5	6	4	⇧
6	.miami	6	17	17	10	6	⇧
7	.hamburg	7	8	3	11	2	⇧
8	.london	8	5	8	4	11	⇩
9	.paris	9	7	14	18	16	⇩
10	.brussels	10	12	13	13	14	⇧

Change in total cityTLDs YoY [17]

Registrations ● Change YoY ●
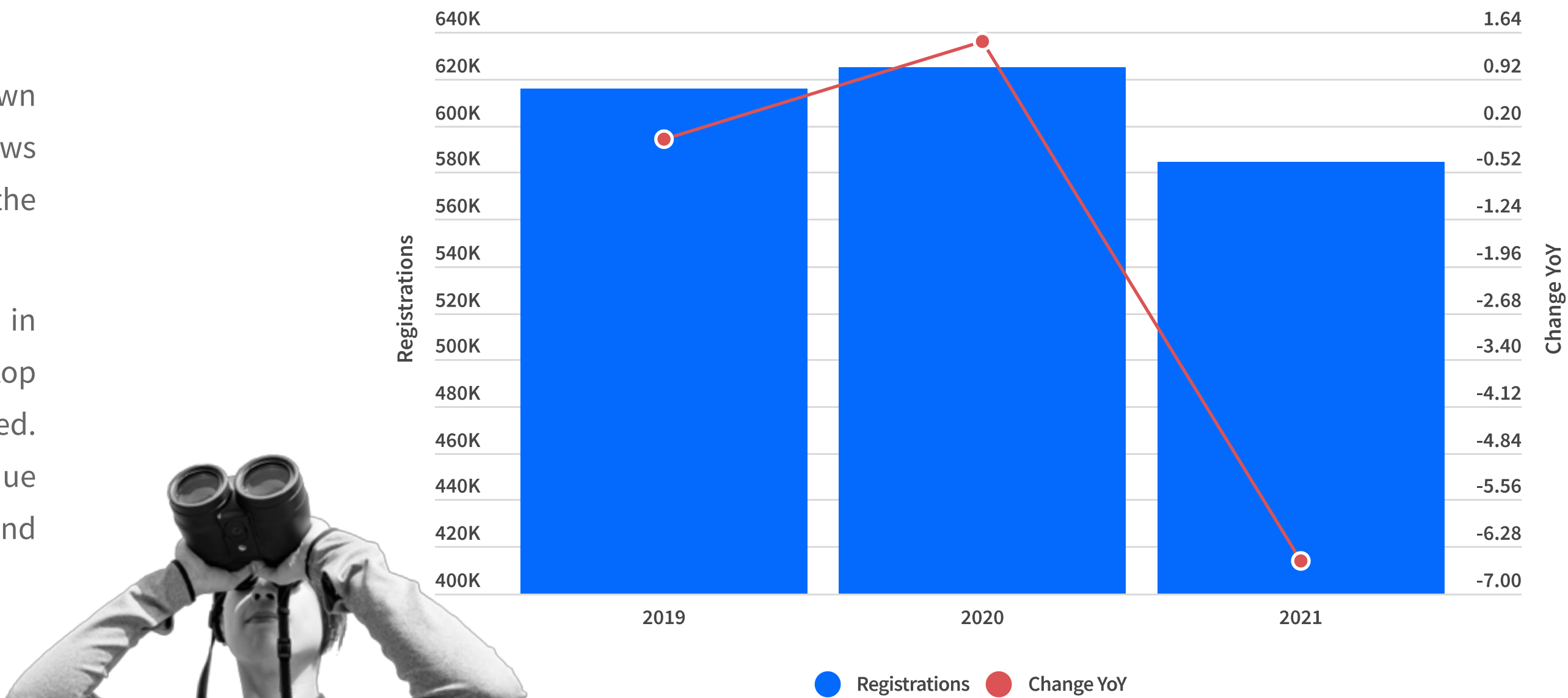
Exciting facts

Some cities such as Barcelona, Istanbul, Moscow or Abu Dhabi are represented online with not only one, but two cityTLDs: .barcelona/.bcn, .istanbul/.ist, .moscow/.москва or .abudhabi/ابوظبي. In some cases, one cityTLD might be reserverd for exclusive government use, while in other cases, both are available to all but represent different language-versions or alphabets.

Corporate TLDs

To show the developments of brand domain extensions, we relied on DOTZON's publication "Digital Corporate Brands Study". The report analyzed all brand TLDs worldwide – a total of 496 extensions across 24,700 domains – taking into account both quantitative factors such as the number of registered domains and qualitative values (e.g. performance in search results). The number of brand TLDs increased by 15% YoY, comparing favorably to a 13% increase the year before. When looking at the whole report period, the growth is even more impressive, with an increase of 60% in domains registered under brand TLDs.

Brand TLD ranking [18]

	Brand TLD	2021	2020	2019	2018	Trend
1	.leclerc	1	3	7	1	⇧
2	.abbott	2	2	3	-	⇨
3	.weber	3	5	4	3	⇧
4	.seat	4	2	5	2	⇩
5	.audi	5	1	1	4	⇩
6	.neustar	6	8	9	-	⇧
7	.bnpparibas	7	4	2	5	⇩
8	.google	8	6	-	-	⇩
9	.dvag	9	9	10	8	⇨
10	.weir	10	-	-	-	⇧

[18] Dotzon Brand TLD Brief 2021
[19] Dotzon Brand TLD Brief 2021

Brand TLD growth [19]
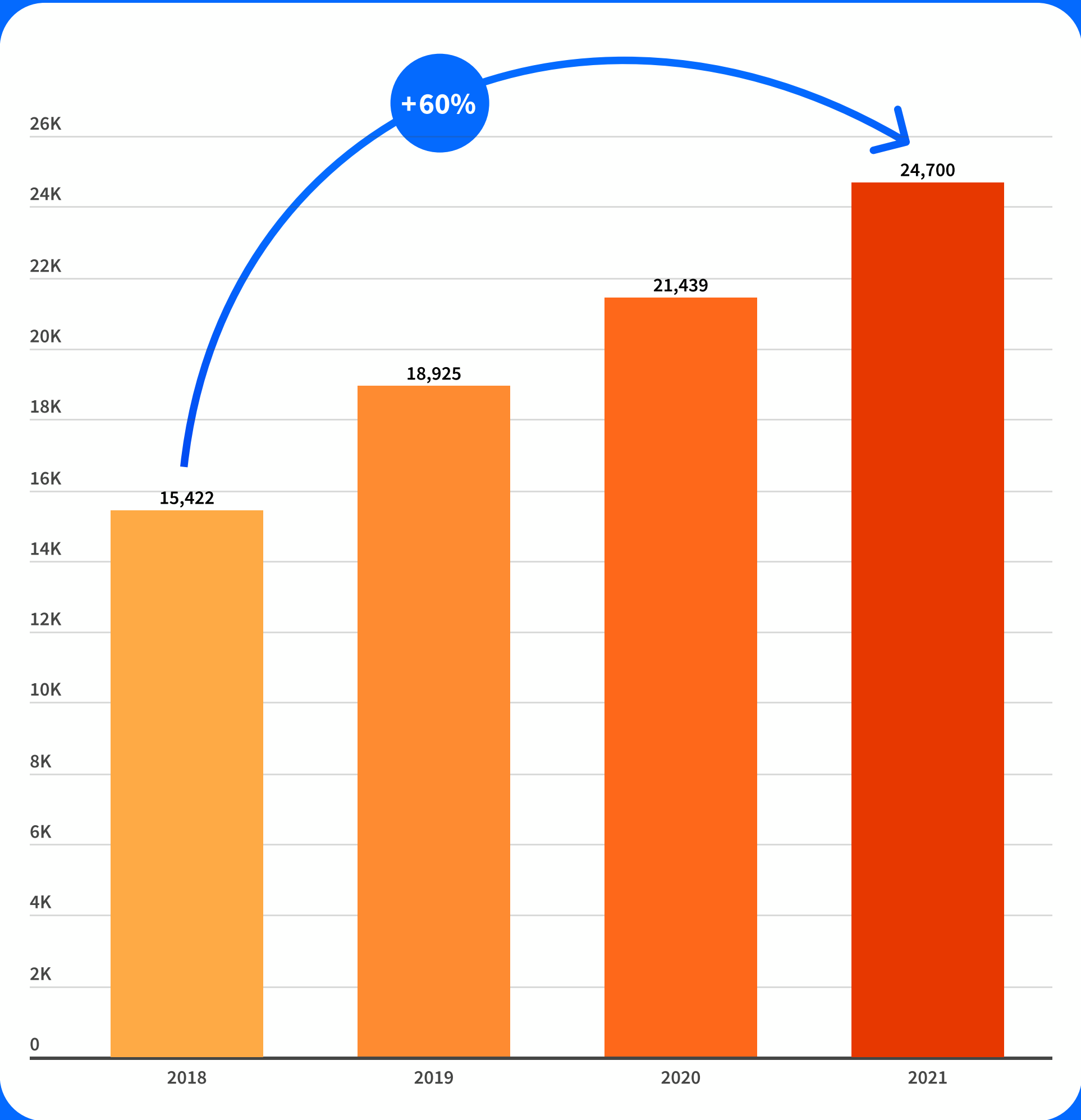
What was your personal domain highlight in 2021?

Hakan Ali
CMO & CSO, InterNetX & Sedo

In the past months, we worked behind the scenes to refresh our look and, in December, we launched the website with a new concept, image and color palette, making internetx.com shine in a new light. The updated and more effective UX customer journey guides the users in finding exactly what they need for their domains.

"

Barbara Povše
CENTR & Head of .si Registry

In 2021, the .si registry obtained the ISO27001 certificate, one of the most recognizable standards relating to information security. We are proud of this achievement because we managed to work mostly from home, meeting only by video call. In 2022, .si is celebrating 30 years and we are going to commemorate this achievement with many events all year around!

"

Richard Wein
CEO, nic.at

nic.at reached a new record with 1.4 million .at registered domains on 11 September 2021. With an average of over 13,000 new registered domains per month, the number of registrations is significantly higher than those from previous years.

"

03

Focus topics

Meta, crypto, NFT and their impact on the domain industry

On 28 October 2021, Mark Zuckerberg presented the rebranding of Facebook Inc. under the domain name meta.com. The rebranding is part of a general strategy to look beyond social networks and towards Web 3.0, a 3D decentralized space where virtual reality (VR), augmented reality (AR), artificial intelligence and Big Data meet and aim to blur boundaries with the offline world.

The basic functionality of this new digital reality lies in the blockchain. A technology that is currently disrupting many sectors, allowing end users to own digital goods such as non-fungible tokens (NFTs) in the virtual world and exchange value through cryptocurrencies.

How will the blockchain-based Web 3.0 impact the domain industry? Although a new internet stack is not out yet, it could strongly affect the way DNS works should we ever leave the client-server model for a more decentralized one. There are some alternative models to the DNS already, but the road is long and full of obstacles that must be overcome before a possible widespread adoption. So, we should'nt get our hopes up too soon.

Another topic that has been trending in 2021 and looks set to gain traction concerns NFT domain names. These are purchased over the blockchain via smart contracts and stored in a digital wallet. The debate around NFTs is ongoing and, for some, it is only a bubble that will burst soon. Today, their potential value lies mostly in the investment sphere rather than in the technical one, as the infrastructure to implement the metaverse does not yet exist.

$2,000,000 for ETH.com

THE HIGHEST CRYPTO-RELATED DOMAIN SALES

$2,000,000 for NFT.com

THE HIGHEST NFT-RELATED DOMAIN SALES

I've been following the swift growth of NFT and crypto as two related tech layers very popular with many domain investors. They are not a fad but rather a new jump board to future tech that will integrate these distinct layers into a digital extension of our human reality. That's what the metaverse is supposed to be!

Theo Develegas
CEO, Acroplex LLC & Domaingang.com

NFT domain names

Unlike the domain names that are usually the subject of this report and industry, NFT domains are built on the blockchain (and not on the DNS!) which makes each of them an NFT – short for Non-Fungible Token (NFT) – in itself. An NFT domain is unique and, once purchased, belongs to the registrant forever, without the requirement for yearly renewal. At the moment, the principal use of NFT domains is to turn complex wallet addresses into easy-to-remember names.

In some ways, NFT domains are reminiscent of the Dot-Com era hype over domain names in as much as they are often or perhaps primarily seen as investment objects now. Furthermore, these domains provide access to the decentralized web through Brave and Opera browsers or browser extensions on Chrome, Edge and Firefox, but cannot be used as easily to navigate the world wide web as we know it.

Although NFTs have been a real hype topic this year, based on the volume of domain sales, it doesn't seem that they are having a significant impact on the domain industry just yet. Still, we have seen an increasing number of domain registrations with keywords related to NFT or the blockchain. Like with every innovation they may be capable of disrupting the market in the future.

Marco Revesz
CTO, Sedo

Available NFT extensions

.eth

.crypto

.coin

.wallet

.bitcoin

.x

.zil

.defi

.888

.nft

.dao

!

NFT domains are built on smart contracts on public blockchains like the Ethereum Name Service (ENS). They are decentralized outside the DNS, meaning there is no organization such as ICANN behind it to ensure safety or to protect against trademark infringement or abuse of any kind. Furthermore, unlike regular TLDs, such domains do not resolve on standard web browsers.

Crypto-related domain sales

During one of the first Bitcoin price hikes in 2017, Verisign[20] reported that nine out of ten trending keywords among registrations were related to cryptocurrency. There are many domains related to cryptocurrency for sale today, going for tens of thousands of dollars on various marketplaces. While cryptocurrencies have since undergone several waves of growth and collapse, cryto-related domains continue to reach record-breaking numbers, as the table of the highest sales on the right shows.

The domain industry always reacts to current events and trends. Domains related to crypto and the NFT saw a significant boost in the market this year. Above all, investors are eager to trade domains related to such hype topics and an even higher number of investors have recently been turning to domain names as tradeable digital assets.

Michael Robrock
CEO, Sedo

Highest crypto-related domain sales [21]

Domain	Sale price
ETH.com	$2,000,000
BTC.com	$1,000,000
Tokens.com	$500,000
BitcoinWallet.com	$250,000
CryptoWorld.com	$195,000
Blocks.com	$130,000
CryptoBank.com	$125,000
CryptoRate.com	$99,888
YouCoin.com	$79,568
Coin.org	$75,000
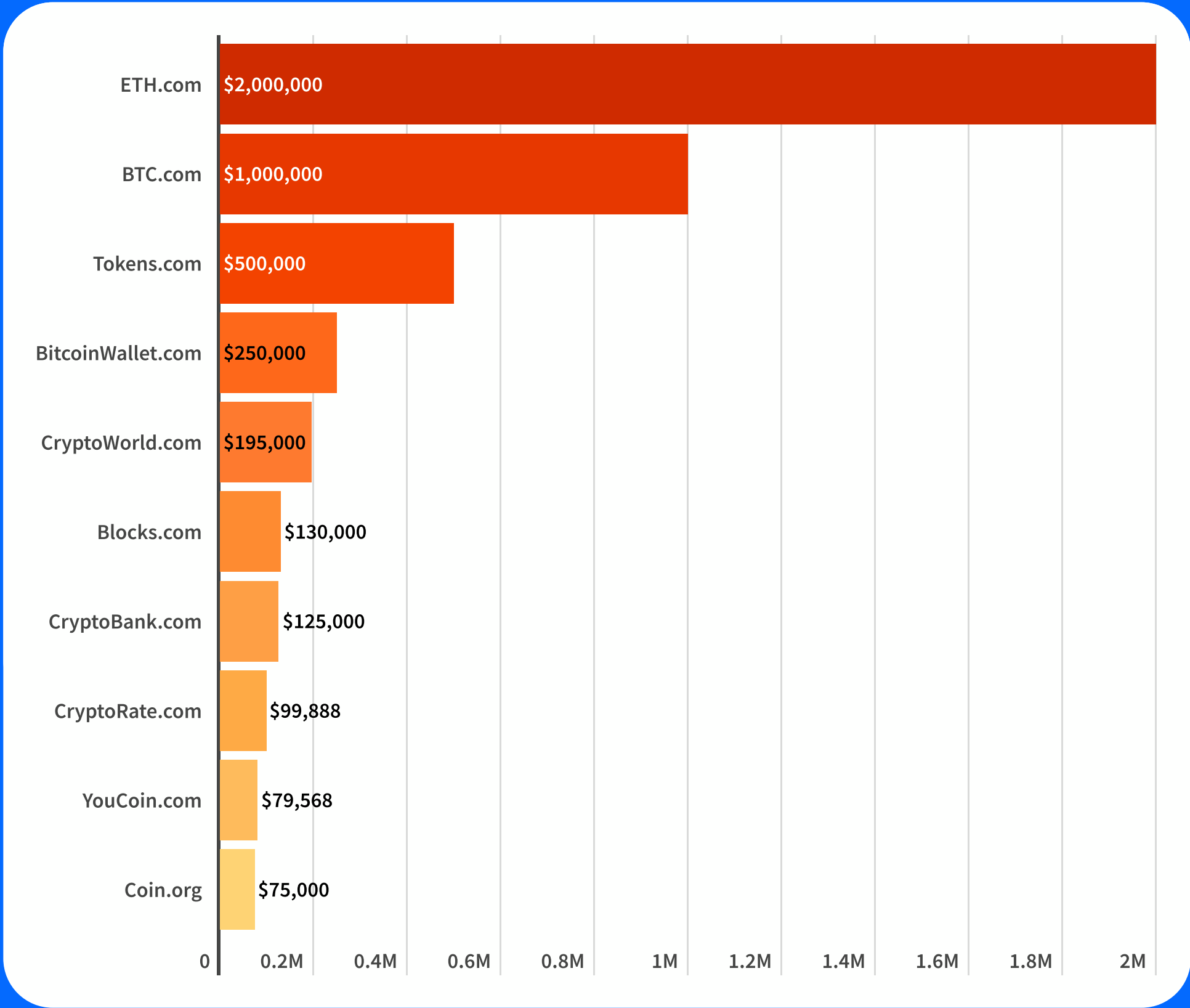
[20] Verisign Blog "TOP 10 TRENDING KEYWORDS IN .COM AND .NET REGISTRATIONS IN NOVEMBER" (09.03.2022)
[21] The Website Flip (15.02.2022)

NFT and domain sales

NFT has probably been the main buzzword of 2021 – across all sectors. As always, the domain industry responded swiftly to current trends in the world.

Many domain names containing the keyword "NFT" (or synonyms thereof) reached high sales peaks last year. We have gathered a list of the most expensive domain sales on the right. Of particular interest is the domain NFT.com, which changed hands for a whopping $2 million – a sign of a new investment bubble or the beginning of a continuously thriving new market segment?

> *The NFT ecosystem holds a lot of opportunities. Domains are one of the oldest digital assets and it is interesting to see how they develop over time. The principle of decentralization sounds promising, the question is whether users will adopt it. For this, they need to become more accessible to the general public.*
>
> **Christian Jäger**
> CEO, NamesCon

Highest NFT-related domain sales [22]

Domain	Sale price
NFT.com	$2,000,000
NFTchain.com	$88,000
NFT3.com	$50,000
NFT.app	$50,000
PlanetNFT.com	$49,999
MusicNFTs.com	$44,000
MetaNFTs.io	$30,000
NFTbay.com	$30,000
NFTdex.com	$25,000
BestNFT.com	$14,648
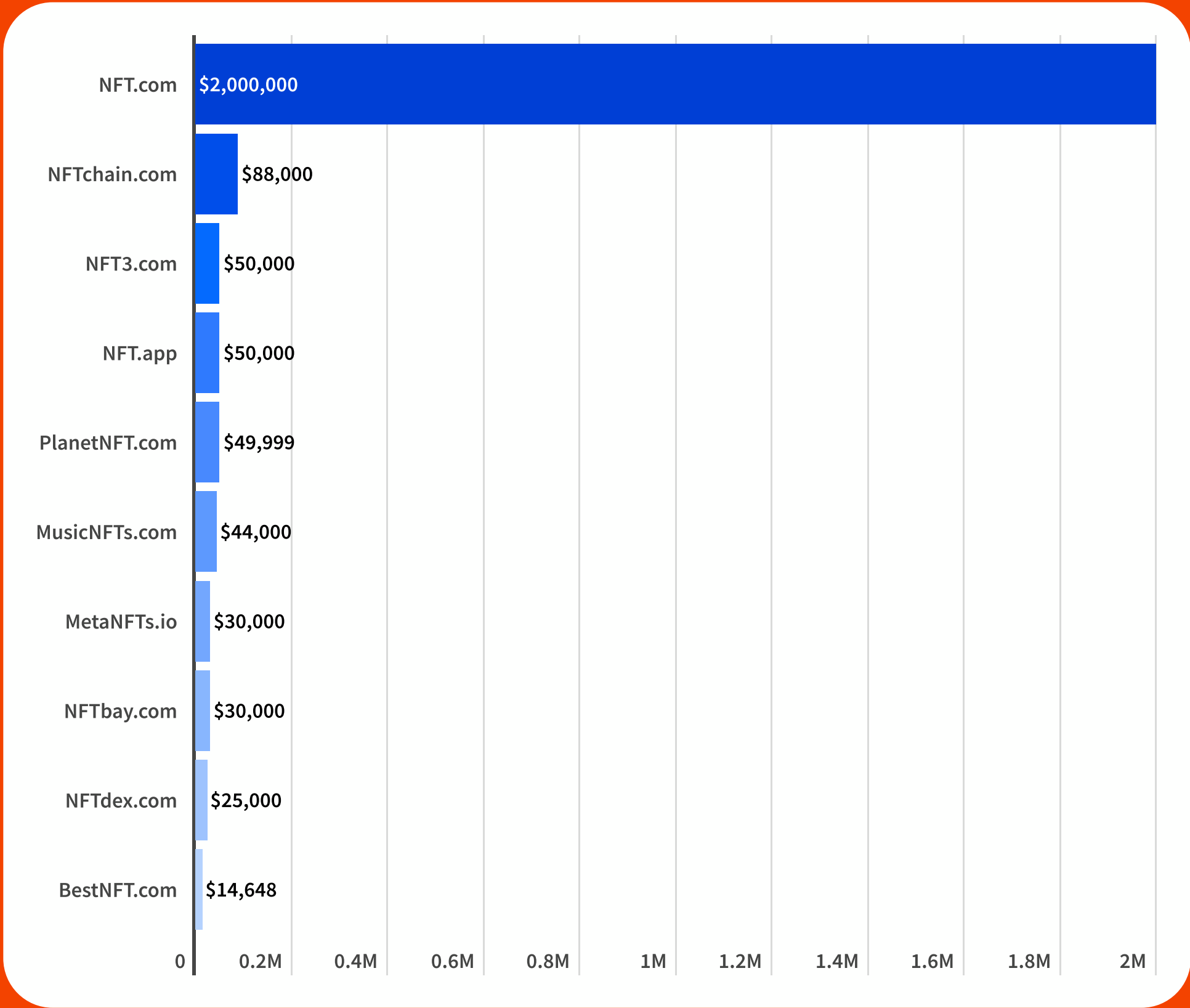
Trend-topics in the aftermarket

The topics primarily appearing as keywords in Sedo domain sales in 2021 came from the blockchain technology sector (cryptocurrencies and NFTs), medtech and fintech (especially from the medical cannabis sector), geographic keywords or keywords related to gambling, furniture/furnishings and those triggered by the rebranding of the Facebook parent company to Meta. Domains with the keyword components "crypt", "coin" and "bit" were clearly in high demand.

Crypto-related keywords [24]

NFT-related keywords [23]

CBD-related keywords [25]

InterNetX keyword trends

Looking at the top premium search terms at InterNetX in 2021, it's of little surprise that keywords around global hot topics such as NFT, meta or bitcoin have all ended up in the top 10 list below. While the "bitcoin" may have already passed its peak, it's interesting to see that NFT and metaverse searches show clear peaks towards Q3 2021 in the chart on the right hand side – and continued to post above-average numbers for the remainder of the year.

Top 10 premium search terms [26]

Keyword	Value
NFT	20,012
crypto/krypto	17,968
meta/metaverse	14,781
bitcoin/coin	8,766
cannabis	6,275
clubhouse	4,112
gambling	3,035
travel	2,910
blockchain	2,832
casino	2,535
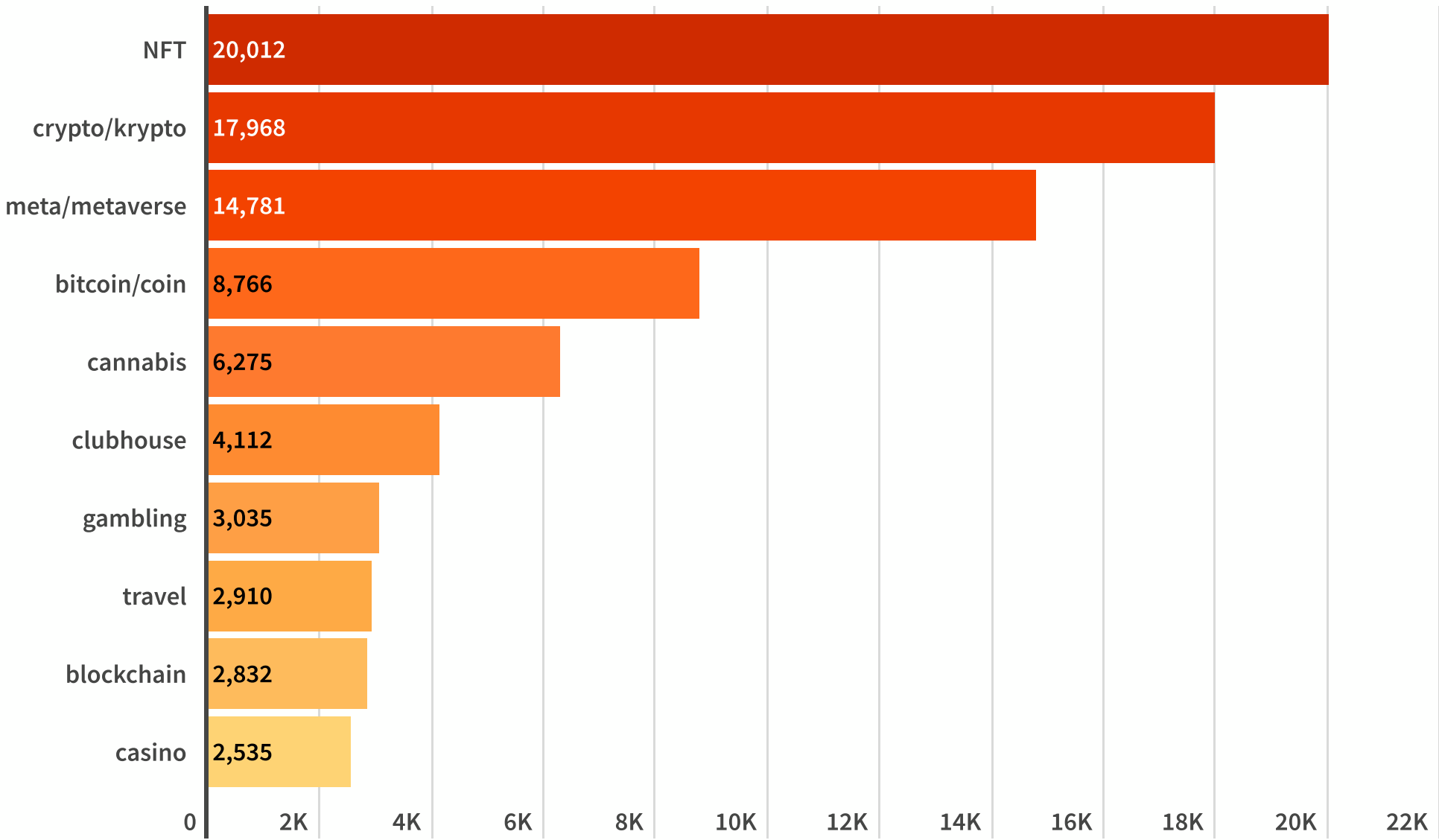
Premium keyword trends [27]

Legend: NFT · Crypto · Meta/Metaverse · Bitcoin/Coin · Cannabis
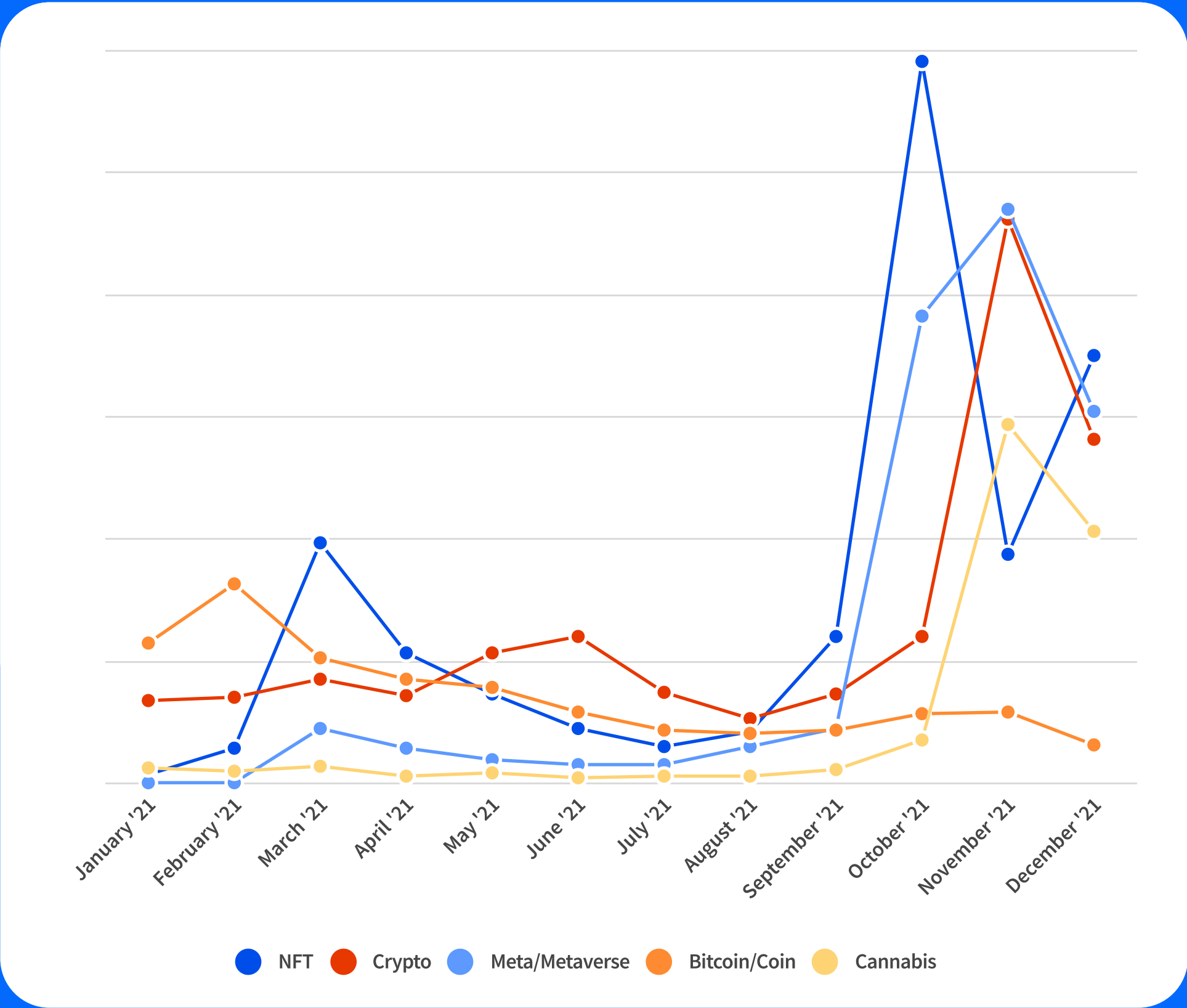
Brexit and the domain market

While co.uk has been a fixed part of the list so far, no domain under the extension appears in the top 10 list for 2021. One potential reason could be the effects of Brexit. The United Kingdom officially left the European Union on 31 January 2020. This political event also had a strong impact on the domain industry. UK registrants lost eligibility for .eu domains, with over 48,000 .eu domain names lost in a single day and almost 300,000 compared to the end of Q2 2016. The domain names registered in the UK were given "Withdrawn" status at the end of June. Most domains have been deleted or transferred to entities based in Europe or European citizens.

However, it is worth nothing that both registrations for .co.uk and .eu are up YoY, by 1.80% and 1.40% respectively. As such it seems that while many .eu domains in particular may have changed ownership, both TLDs continue to show healthy growth.

Sedo top 10 public .co.uk domain sales [28]

Domain	Value
stake.co.uk	$49,604
bankoflondon.co.uk	$32,356
bcc.co.uk	$28,293
learning.co.uk	$16,676
toyshop.co.uk	$16,385
vapejuice.co.uk	$11,095
carcovers.co.uk	$8,226
gosh.co.uk	$6,942
orca.co.uk	$6,846
birks.co.uk	$6,755
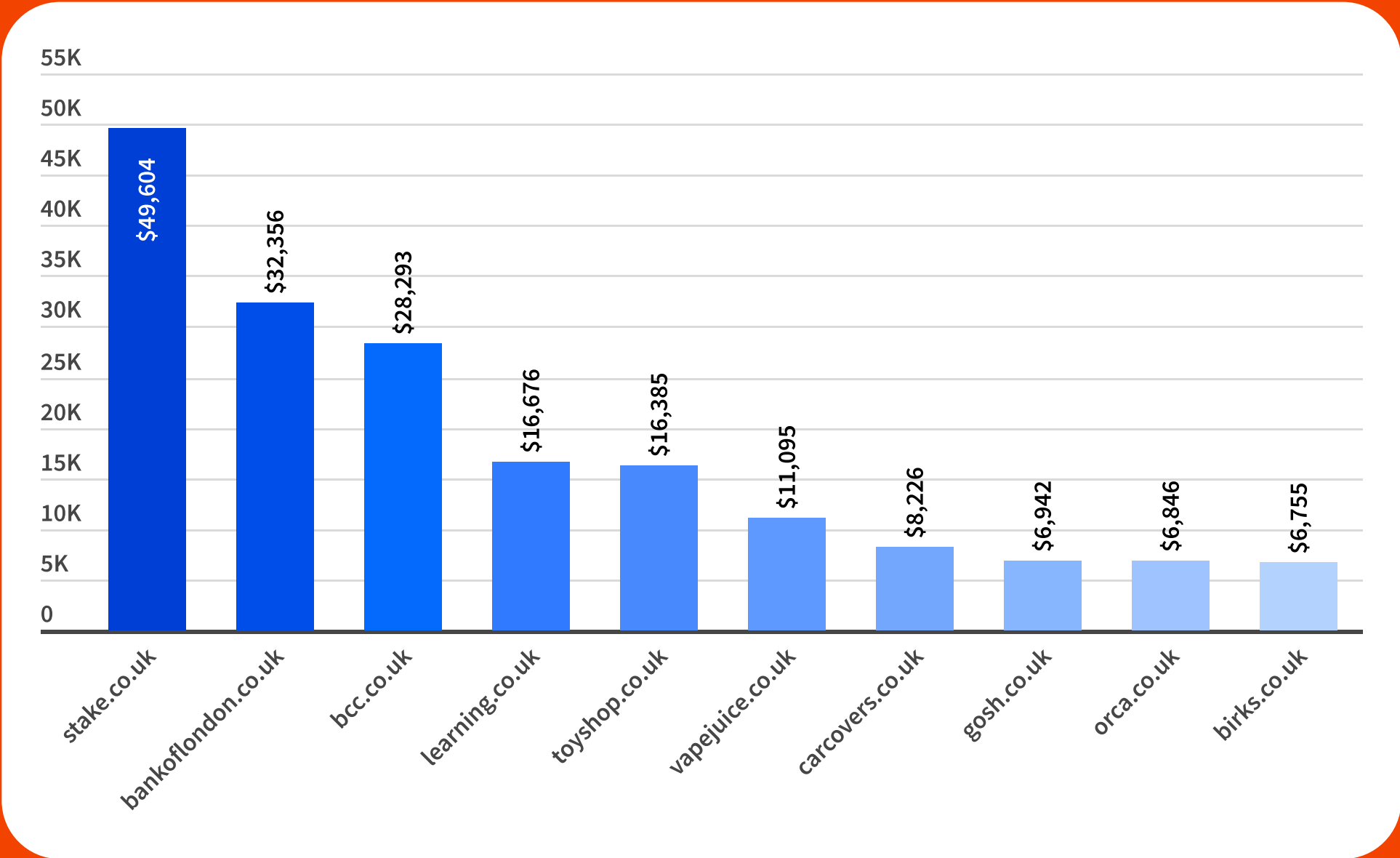
+1.80%

YoY growth .uk domains

+1.40%

Increase .eu domains

How do you evaluate
the impact of blockchain technology?

Katrin Ohlmer
CEO, dotBERLIN

With blockchain technology, a "perfect storm" may now have arrived, promising more security, choice and applications for domains. The addresses are only resolvable via browser plugins or other means, but this does not detract from their popularity.

Neha Naik
Director, Channel
Partnerships - Radix

Blockchain is fascinating and has a lot of uses, but the way we're dealing with blockchain domain names is likely to create more confusion and uncertainty. Especially because these domains require users to install plugins and specific tools to make them function. Trust and authentication are two aspects the industry can learn from and adopt, but the situation isn't cohesive and could shake the stability of how DNS was meant to work.

Alexander Mayrhofer
Head of R&D, nic.at

Two aspects are particularly relevant in the relation between blockchain and the DNS. Firstly, whether the current ecosystem of the domain name administration is at risk of being replaced by smart contract-driven systems, and secondly, the emergence of on-blockchain naming systems that would compete with the naming scheme of the DNS itself. Our conclusion is that, while the move would be possible, it would only make sense if there is a lack of trust and transparency to the currently established system.

How do you evaluate the impact of blockchain technology ?

Theo Develegas
Acroplex LLC & Domaingang.com

It's great seeing how well blockchain technology is used beyond cryptocurrencies with DNS, domain registration, and secure management of domain transactions. Speed, efficiency, security, three realms of blockchain that find a perfect fit in the domain industry and its core element: domain names.

"

Barbara Povše
CENTR & Head of .si Registry

Blockchain is an interesting technology. On the other hand it is true that the domain industry has established a very stable and resilient system of services and is providing all the necessary privacy mechanisms. First we should ask ourselves: What problems (if any) need solutions we don't have yet that the blockchain can provide instead?

"

Thomas Keller
Executibe Board, DENIC eG

Although the blockchain-based Web3 has the potential to change the internet we know, I'm not convinced it will happen anytime soon. It will probably be a long and slow change. The Internet community relies on a lot of established services on the current infrastructure. Domain names and the DNS will still be around for quite some time.

"

04

The registrar perspective

InterNet**X**

The InterNetX perspective

InterNetX, a leading international domain service provider, helps professional users around the world to find, register, protect and monetize more than 1,050 top-level domains. In 2021, we reached the milestone of over 4 million managed domains, providing high performance services to over 30,000 partners worldwide. This achievement is possible, in particular, thanks to our all-in-one solution AutoDNS, a platform that combines all possibilities for a modern domain business. Over the past 12 months, we have developed and improved our software even further. New useful features make AutoDNS the platform for next-level professional domain management, including the protection of these valuable digital assets with certificates and other security solutions.

Thanks to our leading role as a registrar in the domain industry, we have access to valuable data across a wide array of domain extensions and the DNS ecosystem. Based on data collected and analyzed within our company, we are able to provide useful insights from the registrar perspective.

"In 2021, we celebrated a sensational milestone: 4 million domains registered via our platform AutoDNS. A success for the whole team at InterNetX.
– Hakan Ali, CMO & CSO, InterNetX & Sedo

4 million

DOMAINS UNDER MANAGEMENT

30,000

PARTNERS FROM 83 COUNTRIES

1,058

AVAILABLE TOP-LEVEL DOMAINS
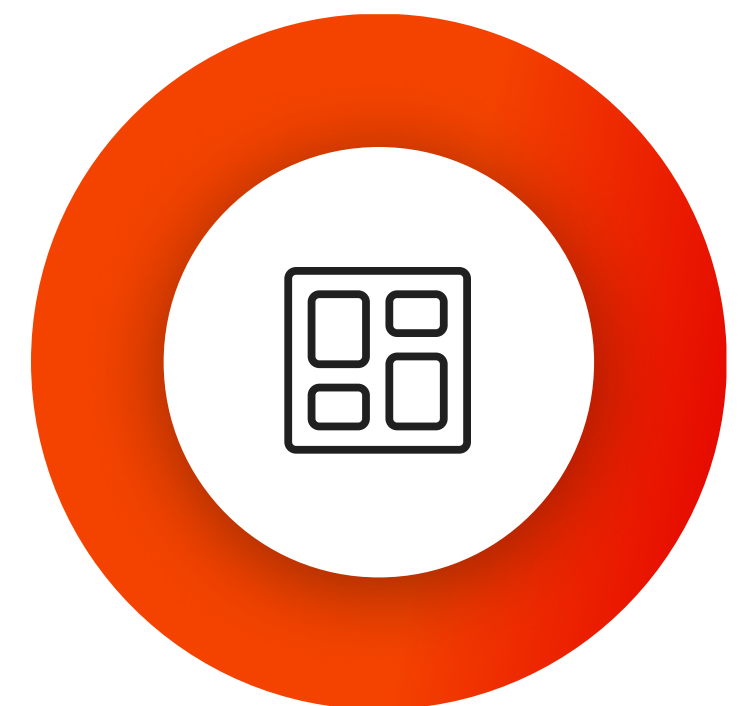
1

PLATFORM FOR DOMAIN AND CERTIFICATE MANAGEMENT

Distribution of WHOIS

As a global domain registrar and Internet Service Provider, InterNetX offers one of the largest portfolios on the market via the all-in-one solution for professional domain management: AutoDNS.

The integrated Domain Studio enables a smart search for TLDs, premium as well as aftermarket domains, thanks to the connection of the world's largest domain aftermarket SedoMLS to AutoDNS.

Comparing the distribution of WHOIS queries for the past two years, we see an 16% increase in the share of ccTLDs, largely at the expense of new gTLDs. Looking at the top ccTLDs for WHOIS queries, the national TLDs for Germany, the UK and New Zealand lead the way.

Share of WHOIS request by TLD

2020
- new gTLD 14%
- gTLD 31%
- ccTLD 55%

2021
- new gTLD 4%
- gTLD 25%
- ccTLD 71%

Top 10 WHOIS per TLD

TLD	Value
.de	6,622,256
.com	3,540,851
.net	1,800,888
.info	1,651,047
.co.uk	1,232,340
.co.nz	1,071,632
.eu	1,048,206
.ae	1,027,557
.biz	1,002,553
.it	964,844
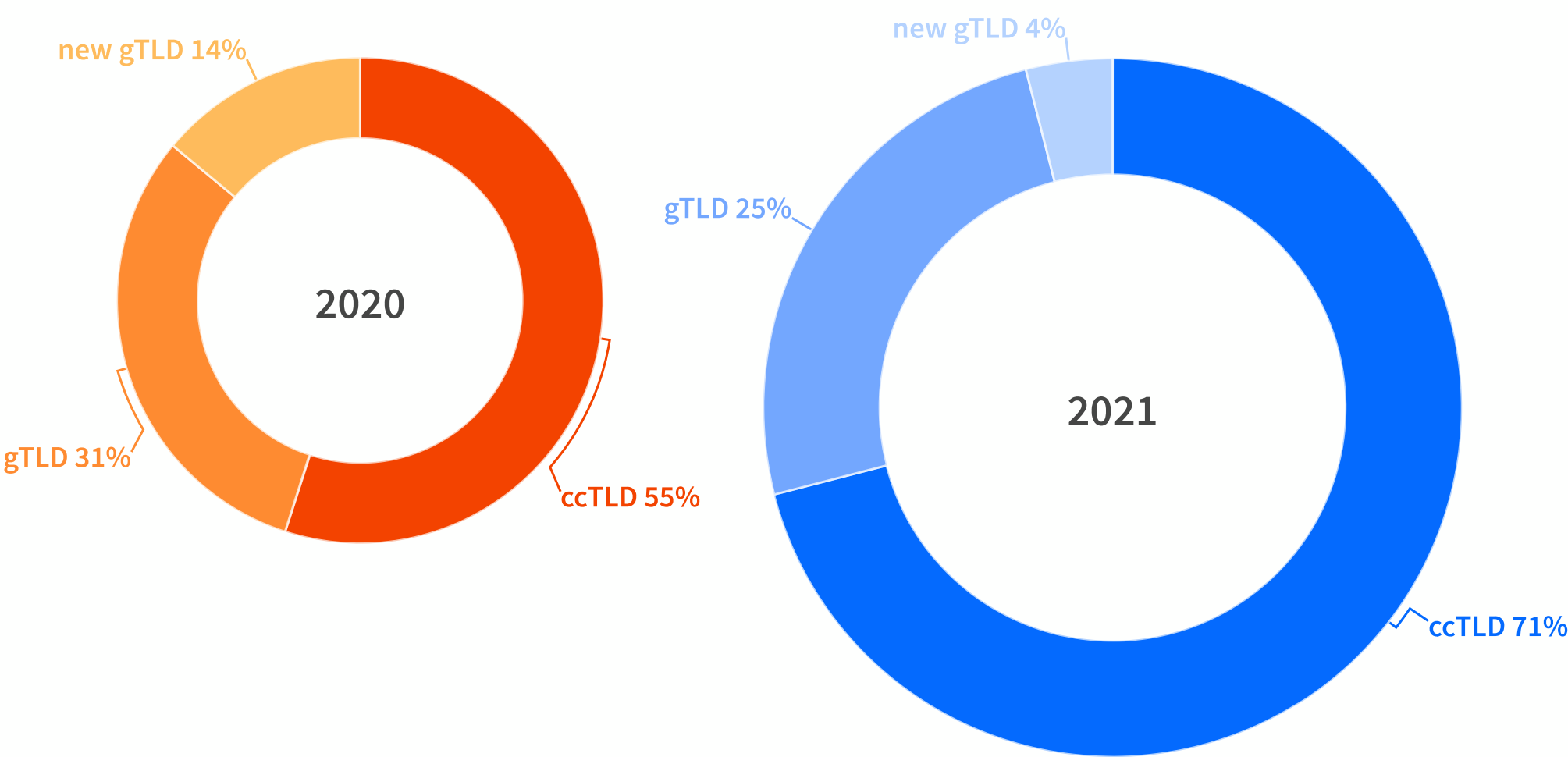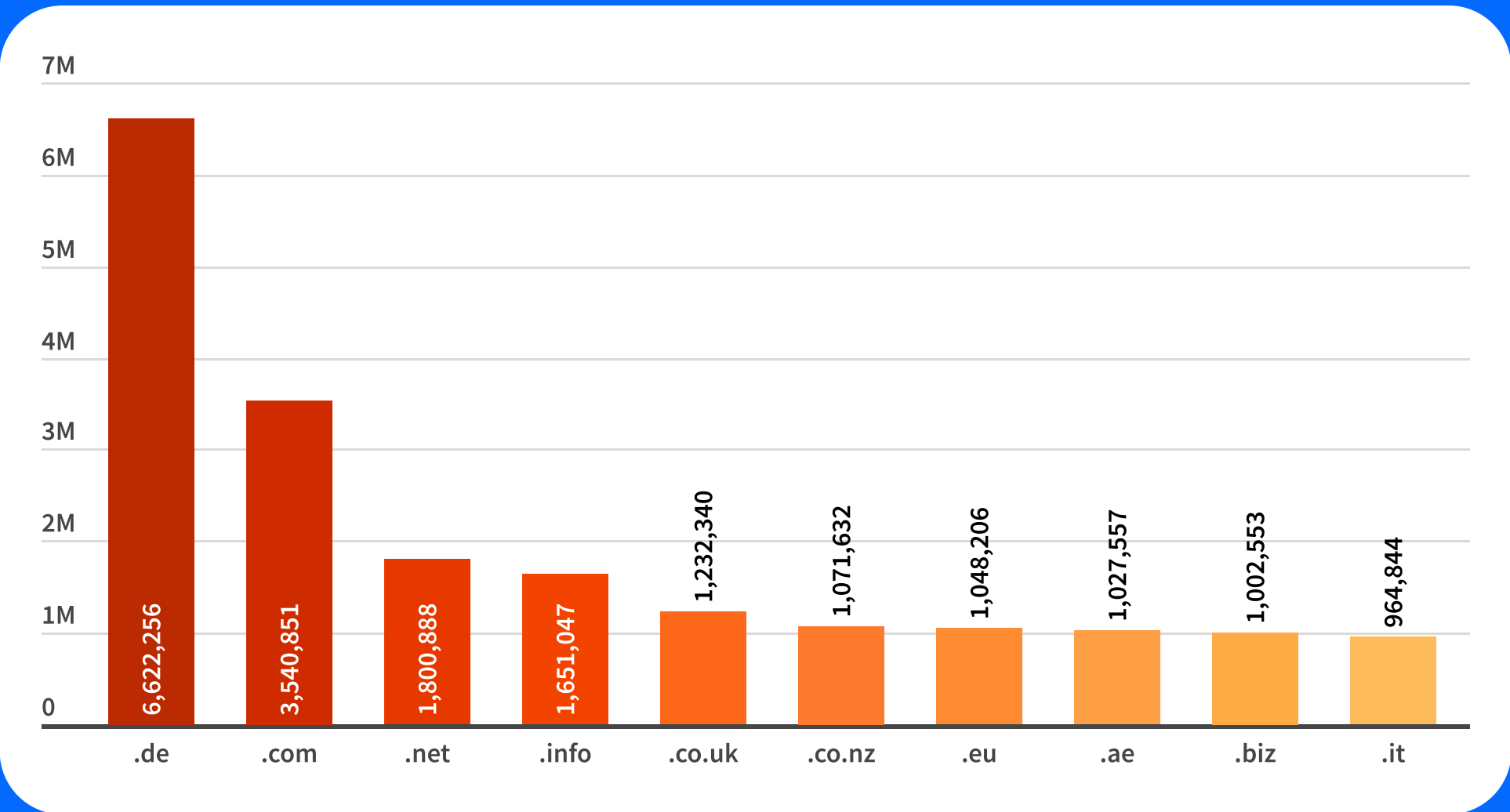
Top 5 ccTLDs in WHOIS queries

Share in %
- de 16.1%
- co.uk 3.0%
- co.nz 2.6%
- .eu 2.6%
- .ae 2.5%
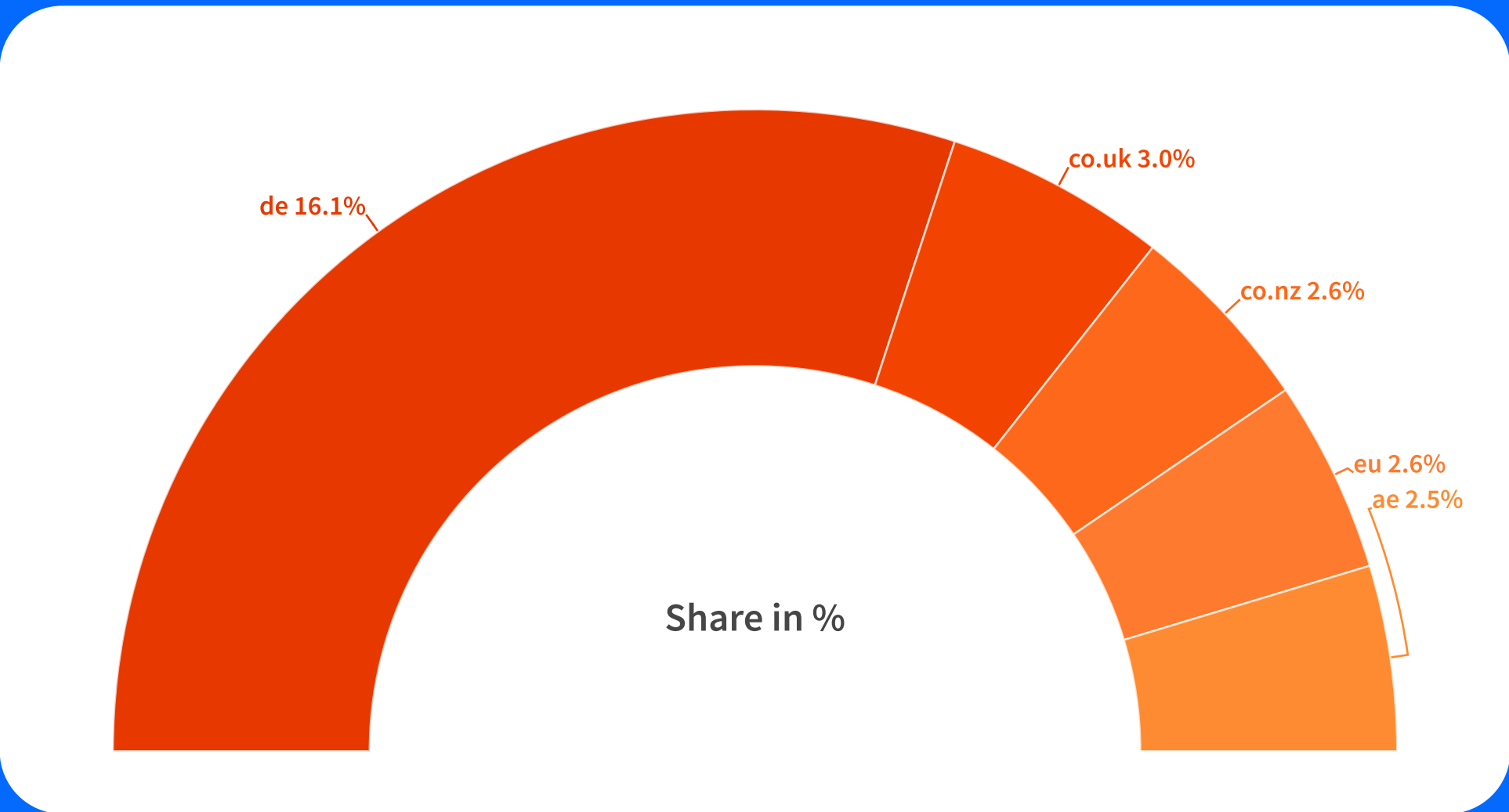
Trustee service

Some TLDs require the owner or administrative contact (Admin-C) to specify a residence or company headquarters in the respective country or region. When this requirement cannot be fulfilled, registrants can make use of a trustee service.

This graph shows the most frequent TLDs for which InterNetX provided this service in 2021. The Estonian ccTLd .ee made it onto the list for the first time last year, replacing .fr, which dropped out of the top 10.

.de
.jp
.eu
.sg
.my
.br
.hu
.kr
.berlin
.ee
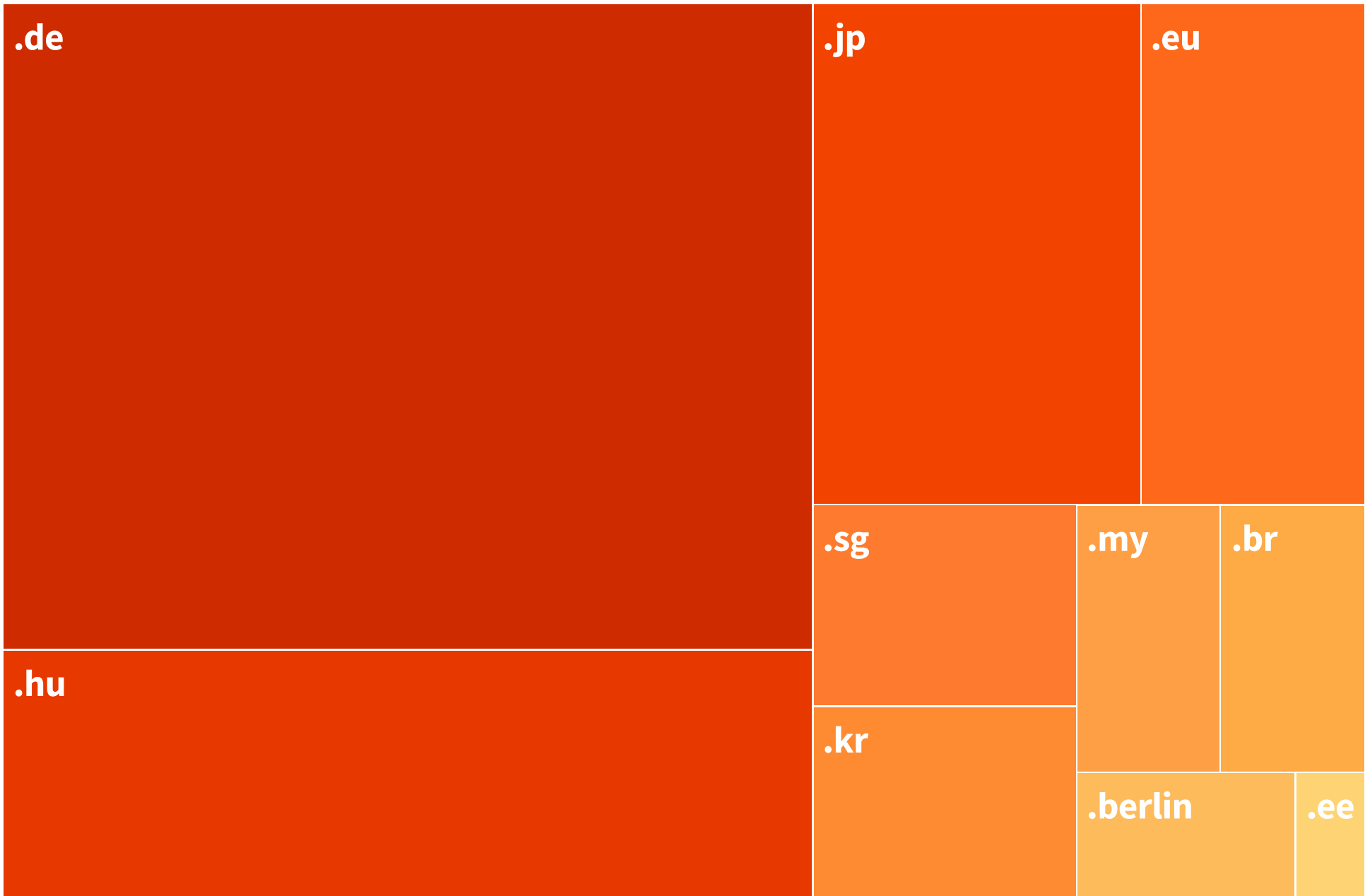
Trustee service per TLD Share in %

Others 16%
.sg 4%
.de 42%
.eu 9%
.jp 13%
.hu 16%
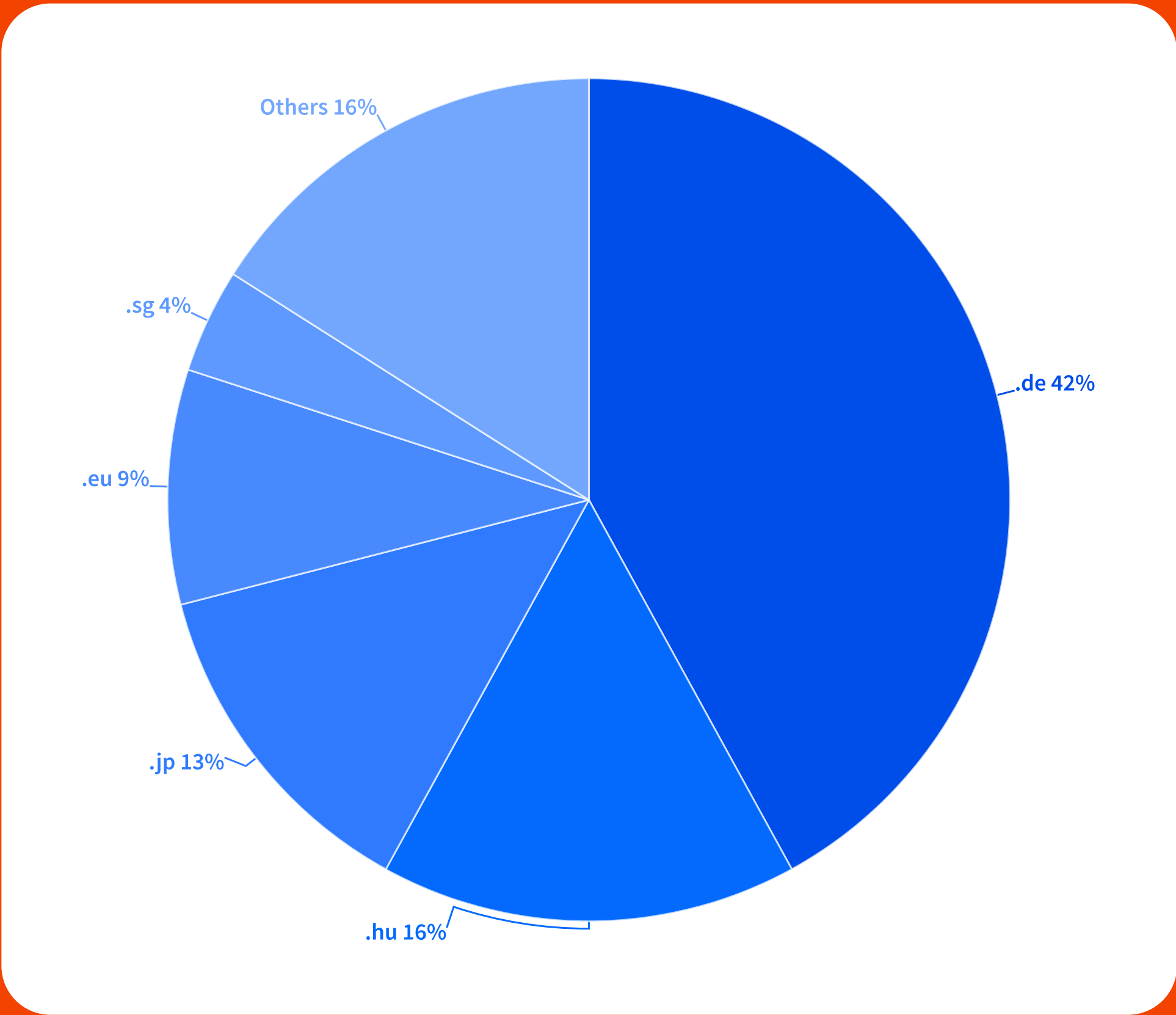
Domain Price Check

The Domain Price Check, an analysis tool offered by InterNetX, calculates the estimated value of a domain name. Powered by machine learning, the AI draws on a vast amount of data sets, encompassing over 2,600,000 domain sales, and refines them with the help of neural network-based algorithms.

The list of domains on the right gives an overview of the 10 highest price estimations for 2021.

The whole industry felt the effects of the ongoing global pandemic and its impact on domain registrations. Many businesses had to go online, some of them for the first time. At the same time, we had to take action to make sure the domain space remains safe and secure. The malicious use of domain names is still more relevant than ever. Our highest goal is to ensure a highly available and reliable DNS. In order to achieve this, we work 24/7 to provide and continuously develop a secure DNS infrastructure.

Manuel Pühl
CTO, InterNetX

Top 20 price estimates in M

Domain	Price estimate
carinsurance.com	$40,093,609
vacationrentals.com	$28,348,539
privatejet.com	$24,153,180
360.com	$14,435,328
insure.com	$13,245,253
s*x.com	$12,314,724
bonds.com	$12,252,278
hotels.com	$9,306,743
fund.com	$9,296,046
p**n.com	$8,911,902
p****.com	$8,045,572
fb.com	$7,433,616
we.com	$7,206,669
diamond.com	$6,581,728
z.com	$6,570,658
beer.com	$6,071,093
israel.com	$5,826,490
slots.com	$5,249,789
casino.com	$5,229,757
toys.com	$5,182,402

Keyword analysis

Analyzing the top keywords that came up in Domain Price Check queries can reveal interesting results.

The first chart on the right shows a list of keywords according to their mean price. Keywords with connections to the financial and insurance sectors such as "irs", "insure" or "ratings" rank highest in this list. The lower keyword cloud on the right shows the keywords sorted by frequency (and filtered for stopwords).

The chart below then combines the two, showing the keywords again sorted by mean price, while also putting it into perspective with regard to their frequency.

Mean price + count
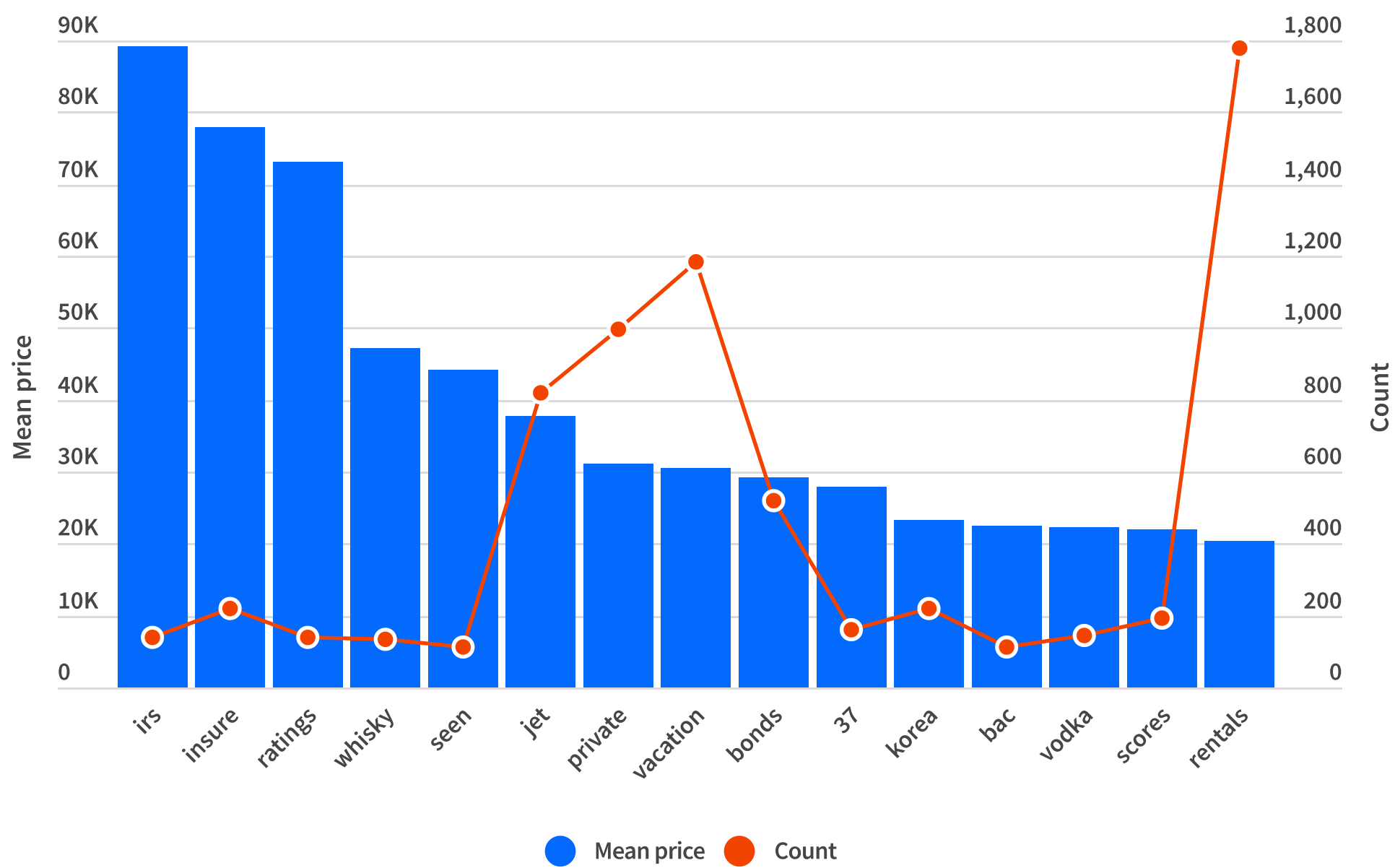
Top keywords according to mean price
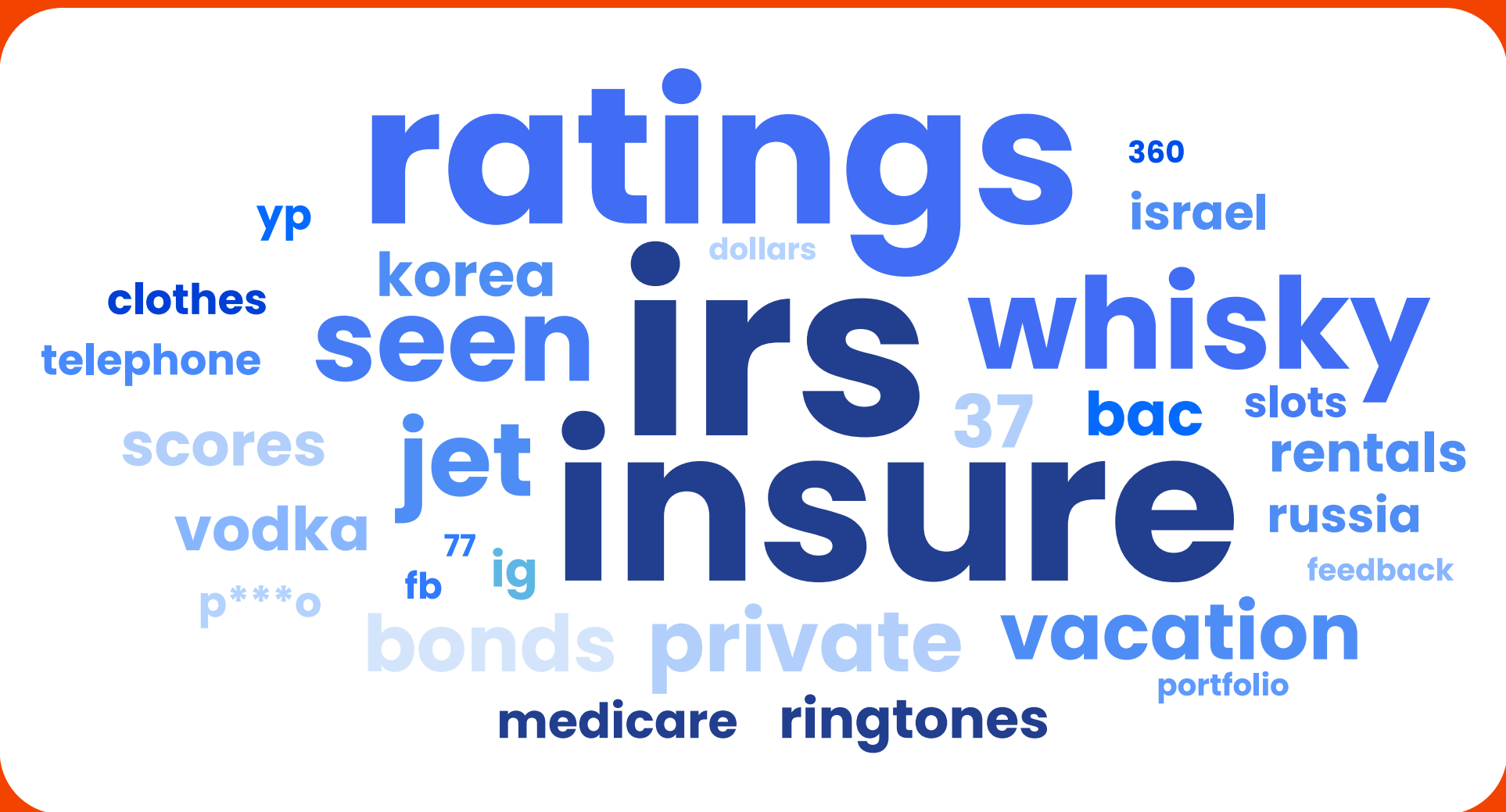
Most frequent keywords without stopwords

SedoMLS marketplace

Thanks to data available from the SedoMLS marketplace, the following charts show the availability of domains based on SLD length combined with the average listed BuyNow prices. The first chart on the right shows a steep fall in the average price starting with three-letter domains. This is not surprising considering the attractivenss and scarcity of very short one or two-letter domain names.

The chart below it shows the same data, but starting with four-letter domains. Prices remain fairly stable here, before decreasing with longer domain names and then fluctuationg again with some upward spikes when it comes to longer domain names. One reason could be that longer domains can include lucrative keyword combinations, increasing their market value.

> *The greater demand for domains will lead to an increase in prices, in particular with higher expenses for premium ones. I believe we will see a rise in new gTLD sales, yet ccTLD sales will remain strong. Our industry will keep on consolidating in 2022 with new company merges and startup acquisitions.*

Michael Robrock
CEO, Sedo

Avg price & SLD length
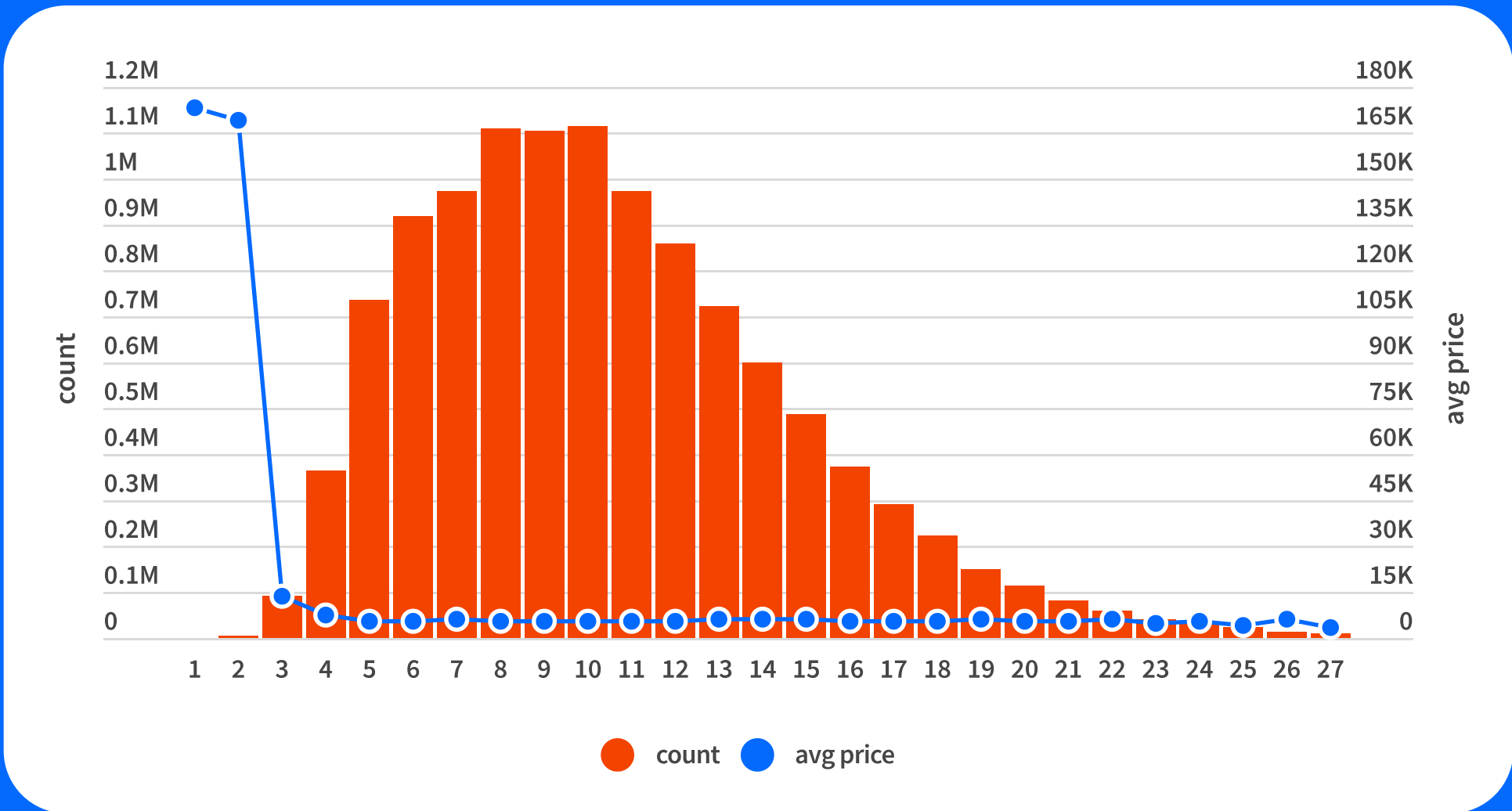
Avg price & SLD length > 3 characters
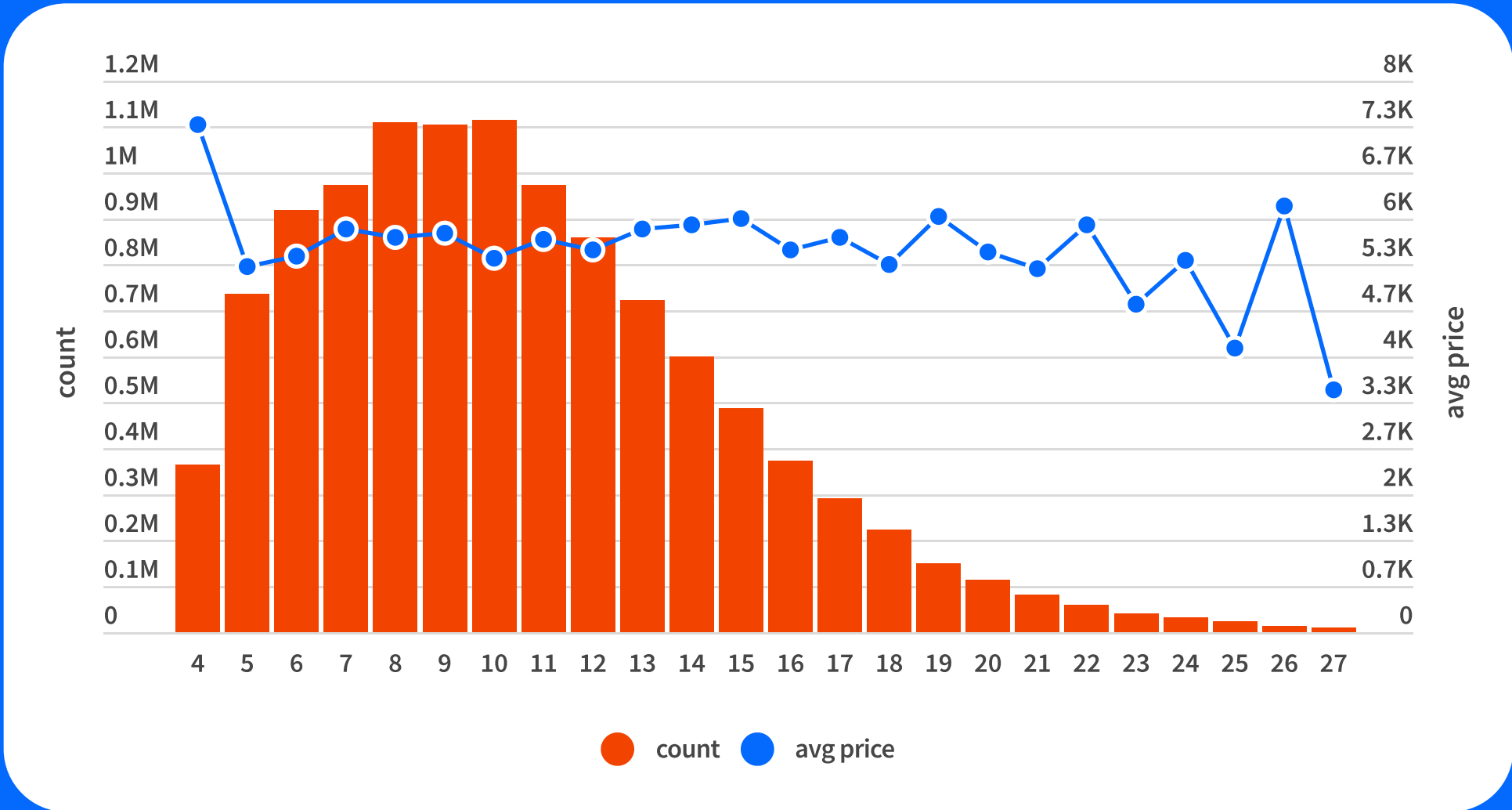
Premium market

As a leading registrar and thanks to our partnership with Sedo, we have access to a vast domain database, including the worldwide premium domain market. For this analysis, we took stock of the global pool of premium domains and under which TLDs they are available.

This data is based on aggregating internal InterNetX data from domains available through SedoMLS BuyNow and premium domains reserved by registries around the world. While it comes as little surprise to once again see .com at #1, .art is a TLD not often seen high up in the rankings. This TLD, which was created to advance the art world on the internet, has a large amount of so-called .art inventory names, resulting in the high number of reserved premium domain names.

Top 10 worldwide premium TLDs

TLD	Count
.com	8,978,000
.art	3,485,000
.cyou	672,000
.de	608,000
.biz	577,000
.co	495,000
.tel	485,000
.win	449,000
.review	379,000
.men	373,000
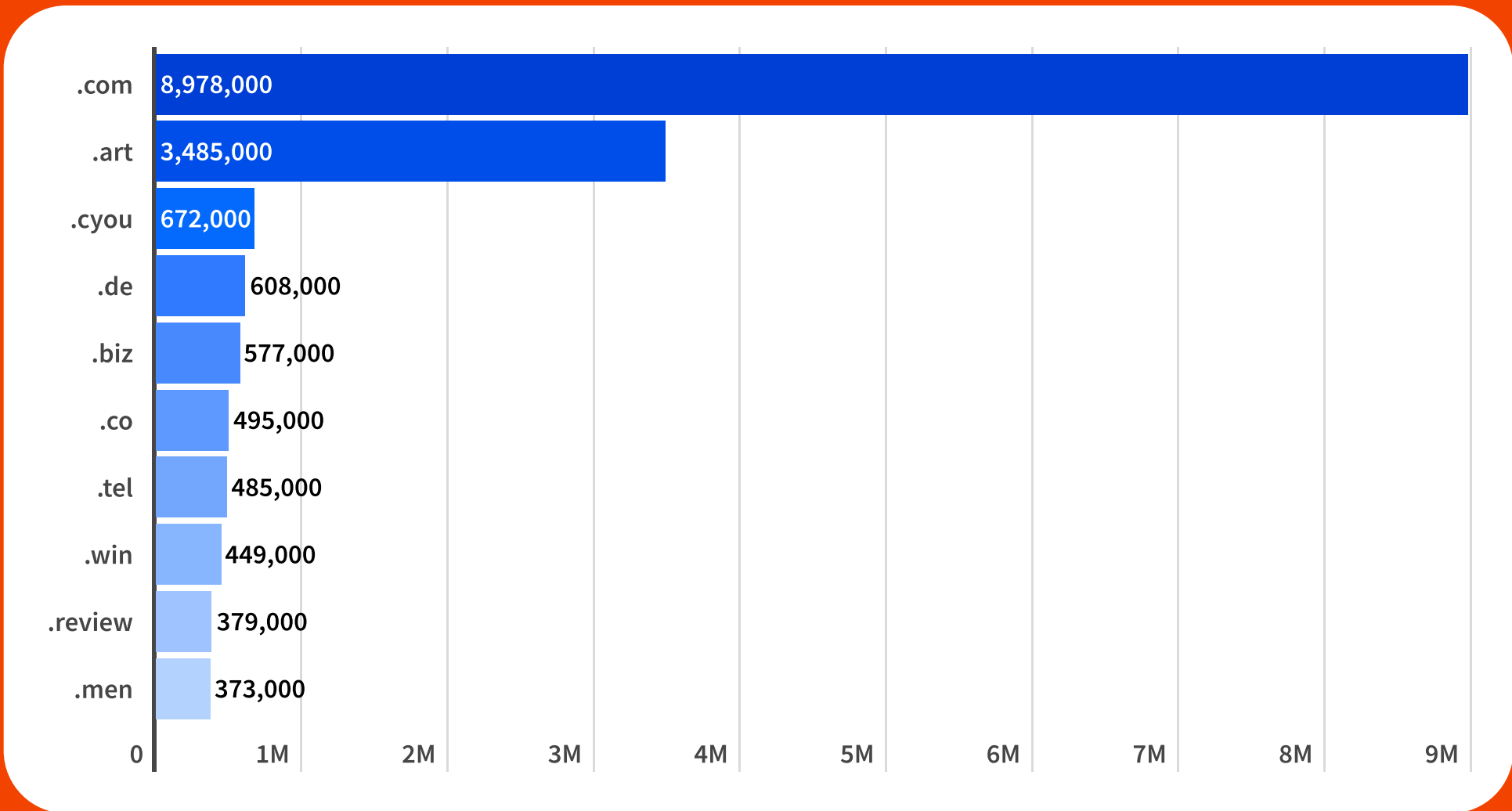
TLD share for premium domains

- .com 32%
- .art 12%
- .cyou 2%
- .de 2%
- .biz 2%
- Others 48%
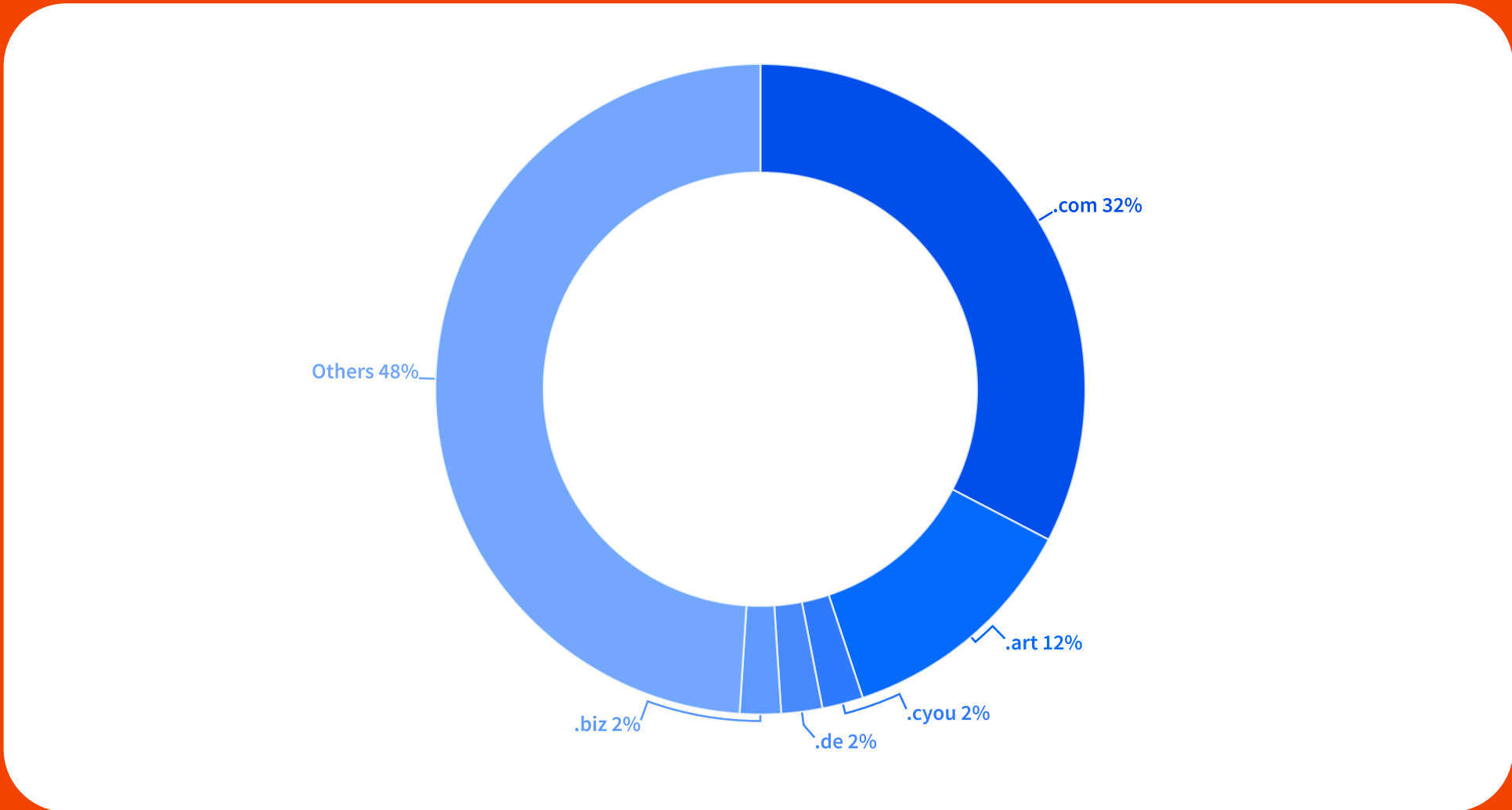
Rising stars

Demand for domains has increased in general – both on the primary market and the aftermarket (as proven by the sales data presented in this report), but 2021 was a particularly successful year for some TLDs at InterNetX.

Especially noteworthy is the performance of the extensions .pk (the ccTLD for Pakistan) and .xyz (a new gTLD that has been prominently used for Google's parent company, the Alphabet holding), which both skyrocketed with a growth rate of over 200%, making them the fastest growing extensions in the InterNetX portfolio in 2021.

Another ccTLD that performed exceptionally well was .gg, the ccTLD for the Bailiwick of Guernsey. While the target market for the small member of the Channel Islands (population roughly 67,000) may seem rather small at first glance, .gg rose to prominence as a common initialism used in gaming – as the abbreviation for "good game".

2021 was a successful year for many Asian and African ccTLDs, with .pk and .gg showing exceptional YoY growth. .ai was another successful TLD. The extension is famous for everything related to the booming artificial intelligence market and, as such, I expect its growth to continue well into the future.

Marco Hoffmann
Head of Domain Services, InterNetX

Trending ccTLDs

TLD	Growth
.pk	298%
.gg	161%
.ai	142%
.org.mx	83%
.co.nz	47%
.ae	41%
.nz	35%
.mx	31%
.com.mx	27%
.io	26%

Trending new gTLDs

TLD	Growth
.xyz	232%
.top	151%
.store	65%
.website	56%
.site	54%
.club	48%
.pictures	46%
.studio	43%
.space	43%
.tech	40%
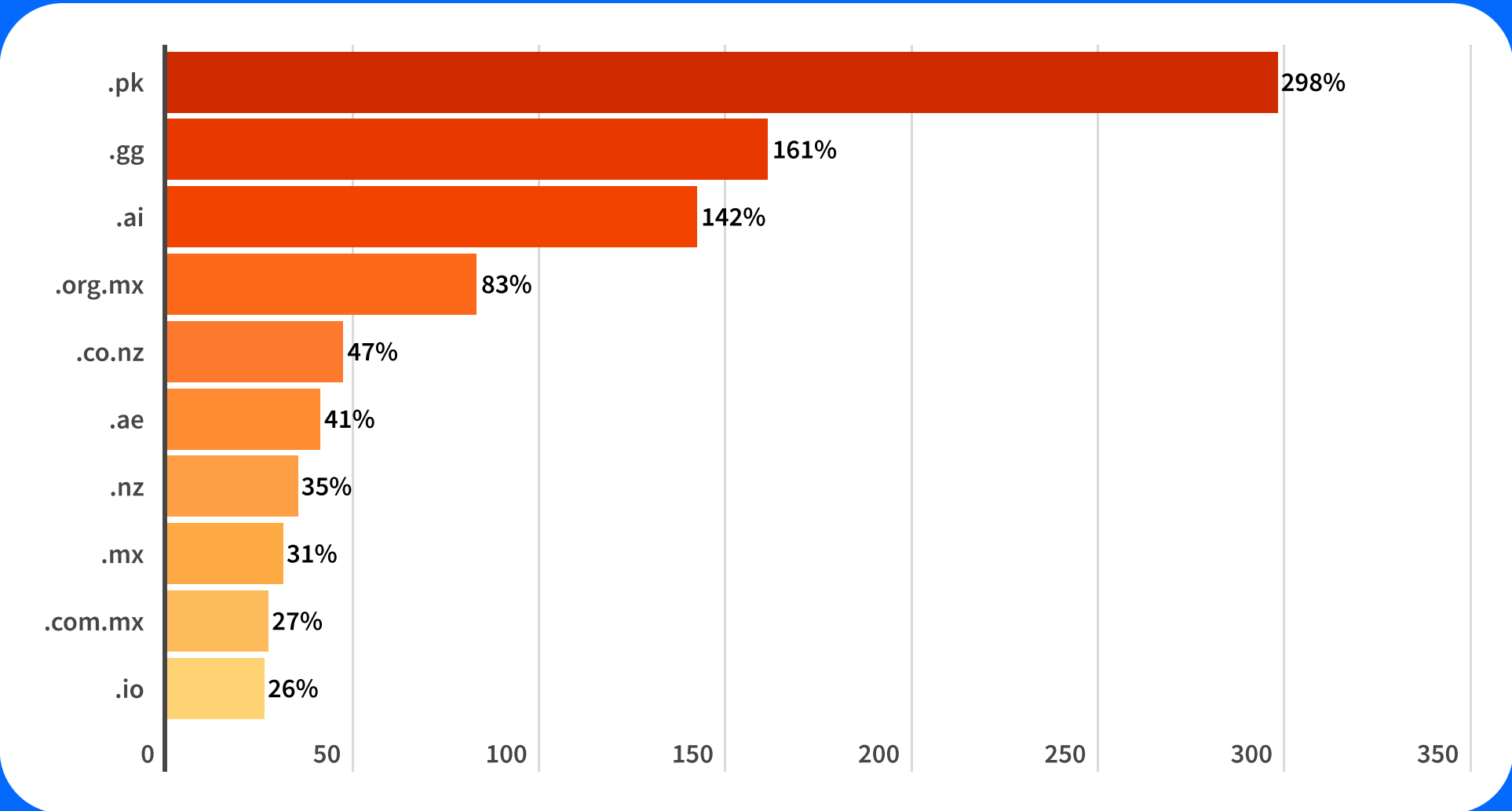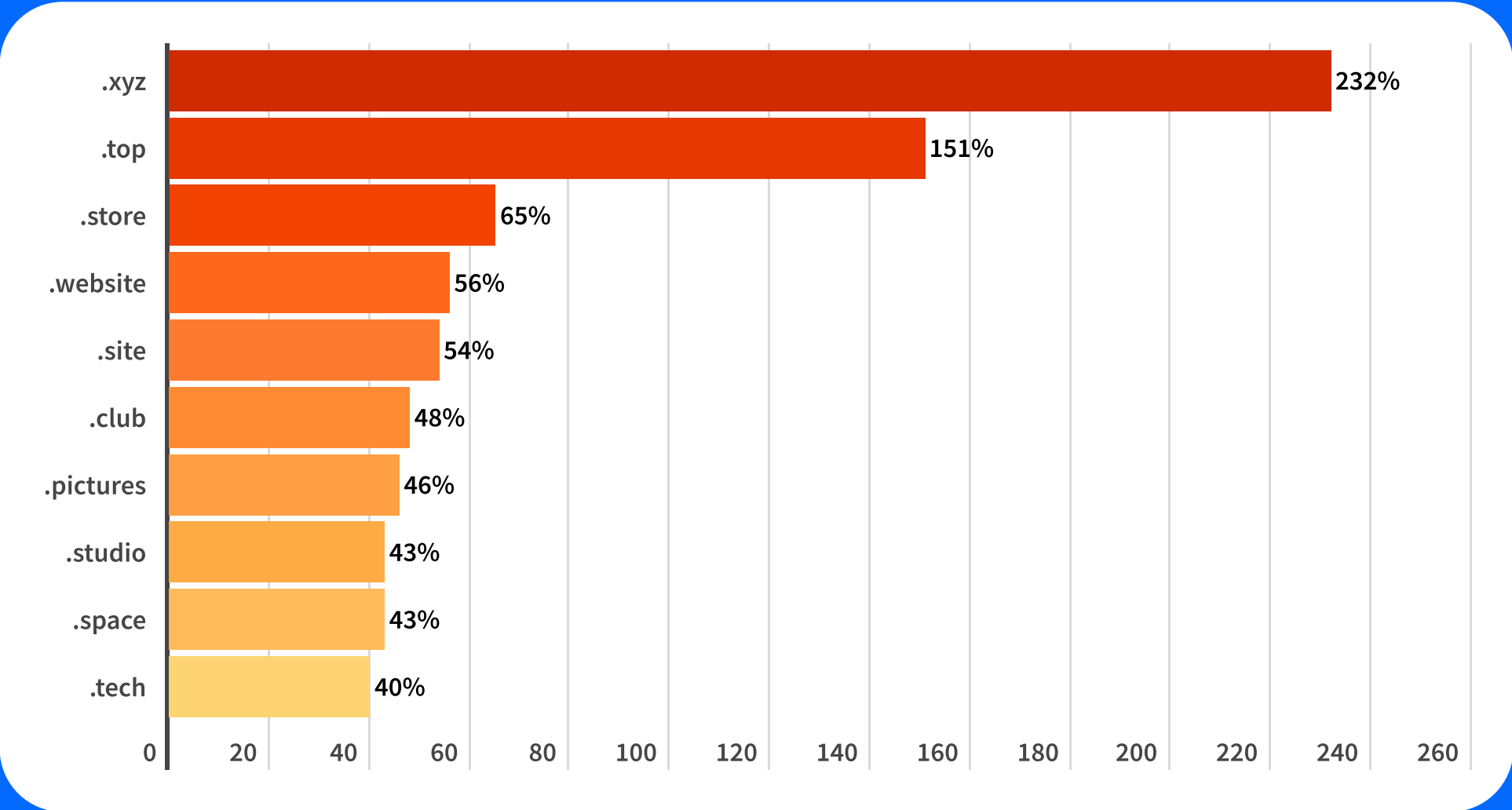
What is your forecast for the domain industry in 2022?

Thomas Keller
Executive Board, DENIC eG

Regulation, especially around domain ownership, will be a big thing in 2022 and the following years and has the potential to disrupt our industry. As an industry, we can jointly come up with good and unified solutions to make this as easy for domain owners as possible. There is a lot of work ahead for all of us.

"

Katrin Ohlmer
CEO, dotBERLIN

Our crystal ball predicts further consolidation effects within our industry, ongoing efforts to fight DNS abuse and a kick-off for more sustainable growth in our industry. Also, with our new German government, we hope that the need (and speed) for digitalization gets more attention, resulting in positive impacts for our industry.

"

Richard Wein
CEO, nic.at

Domain growth will slow down a bit, still with higher levels as the pre-pandemic time. New regulations like DSA, NIS2 and the German consumer protection law will keep the whole industry busy. I hope very much that in the second half-year 2022, personal meetings will be possible again. One of our industry's biggest strengths is the close relationship at meetings and conferences. Last but not least, I hope ICANN will finally announce the start of the new gTLDs round.

"

05

The aftermarket perspective

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

The domain aftermarket

The domain year 2021 was a stellar year in many ways, with growth across all areas. Compared to 2020, there was a 15% increase in the number of sales, while the sales revenue increased by 49%.

In 2021, a domain on Sedo's platform had an average price of $2,572, while the median price was $350. Compared to 2020, the average price rose by 30%.

" Despite the pandemic, 2021 was a fantastic year for Sedo. The push for digitalization lead to an increase both in domain sales volume and total revenue.

– Michael Robrock, CEO, Sedo

The demand for valuable premium domains and the willingness to pay the respective prices was therefore correspondingly high. This is also reflected in the top 10 highest public sales.

72%

OF ALL SALES THROUGH BUYNOW

362

WAS THE NUMBER OF TLDS TRADED

$2,572

WAS THE AVERAGE PRICE OF A DOMAIN

15%

INCREASE IN DOMAIN SALES YOY

Public domain sales

There was a surprise in the top 10 of the most expensive public domain sales. Usually, more two-letter domain sales appeared in this list in the past, but in 2021, buyers focused on short generic and descriptive one-word domains. The pole position is occupied by the domain angel.com for $2 million.

Three ccTLDs made it into the ranking of highest public sales: binance.ae, ecommerce.de und link.co.

While there certainly is some variety regarding the type of TLDs, the top 10 consists exclusively of English-language keywords, reflecting the dominance of the English language on the global internet.

Almost all domains in this list are already projected, confirming the attractiveness of international domain names and a high rate of active application.

Sedo top 10 public domain sales
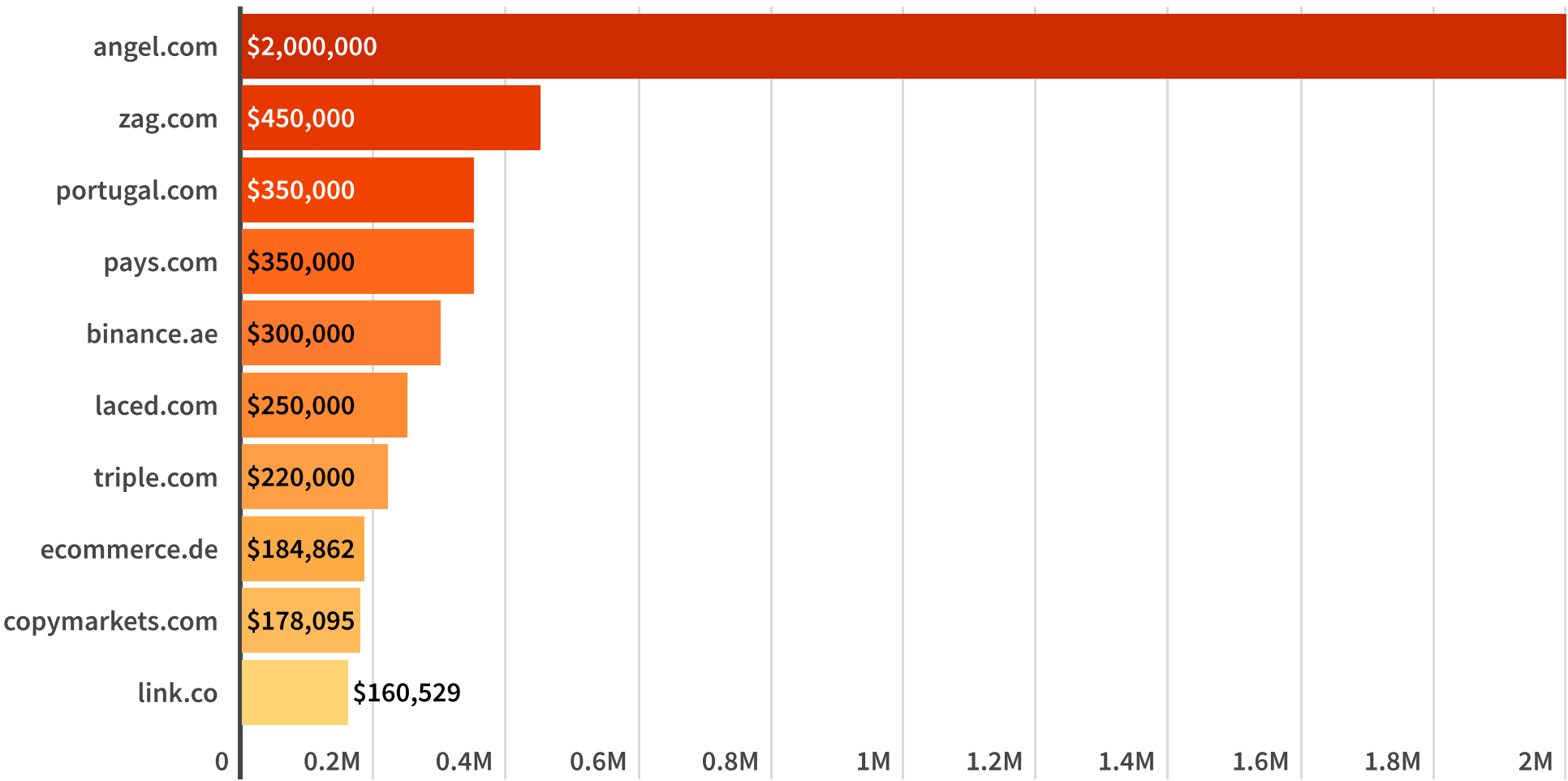
Top 10 bestselling TLDs
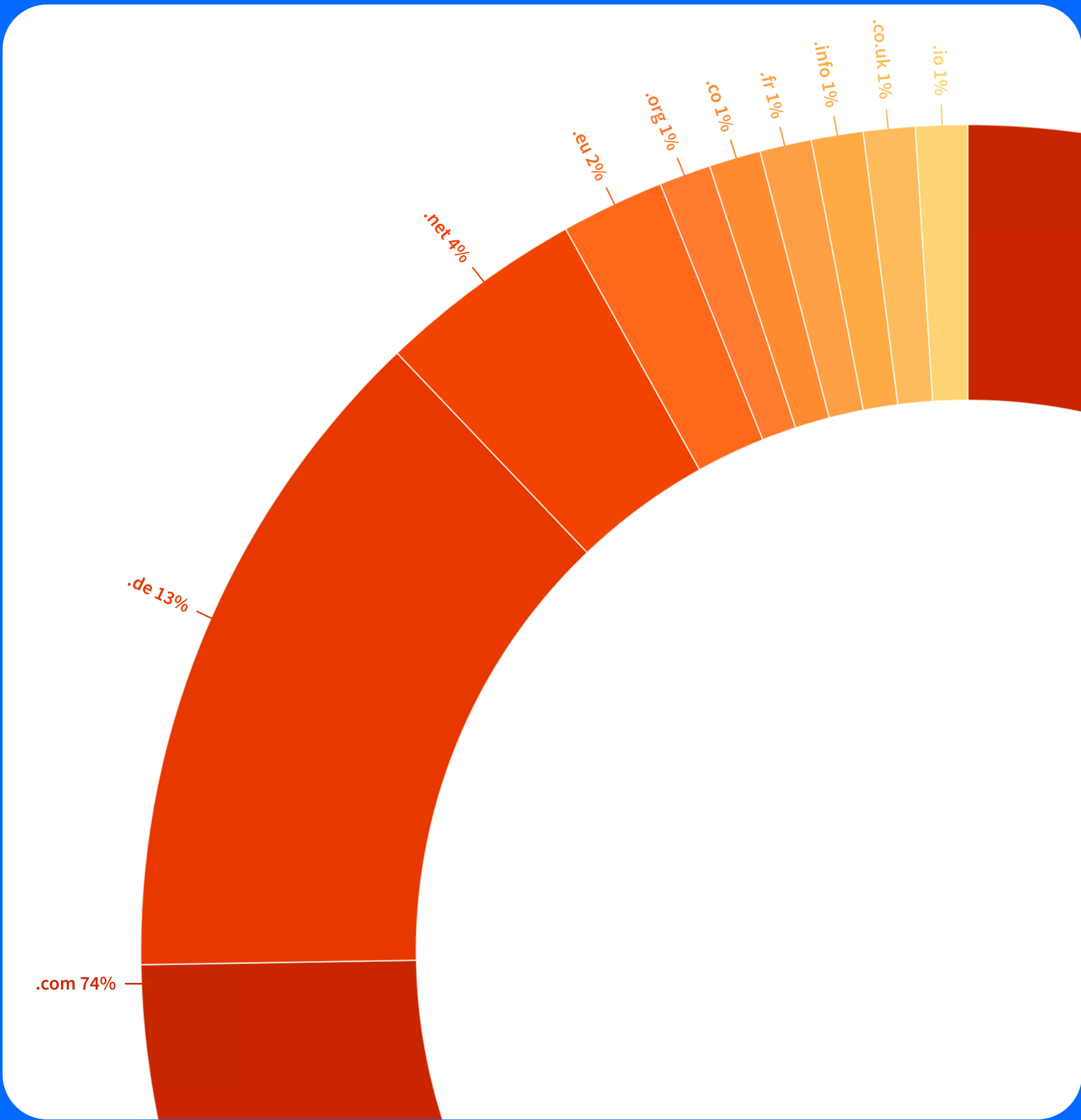
gTLD sales

While short, two- to four-letter domains achieved particularly high prices in 2020 under .com, buyers in 2021 focused on short letter domains under the extension .net. The extension .org achieved higher prices on average compared to the previous year, but the domains partly consisted of particularly high-priced two-word combinations.

While the U.S. occupies the pole position when it comes to buyers for both .net and .org domains, buyers for .org domains come from across the English-speaking world with most buyers from Canada and the UK. For .net, on the other hand, the picture is somewhat different. A lot of buyers are located in China and Germany.

A testament to the global popularity and acceptance of the extension .net among domain investors worldwide.

Exciting facts

After the rebranding of Facebook to **Meta** was announced last year and thus also influenced domain sales for these keywords, it's not surprising that **metafb.net** and **metafb.org** also appear in the top 10 lists for .org and .net.

Top 10 public .org sales

Domain	Price
ptsd.org	$50,000
psilocybin.org	$49,000
shoplocal.org	$32,000
metafb.org	$27,088
nmf.org	$25,000
celestia.org	$23,400
mathgames.org	$20,000
backer.org	$19,022
jdi.org	$18,000
gates.org	$16,000

Top 10 public .net sales

Domain	Price
metafb.net	$30,000
yeti.net	$25,000
sonik.net	$22,500
sin.net	$20,000
vd.net	$16,800
ela.net	$15,051
vale.net	$15,000
limitless.net	$15,000
leader.net	$15,000
yat.net	$14,757
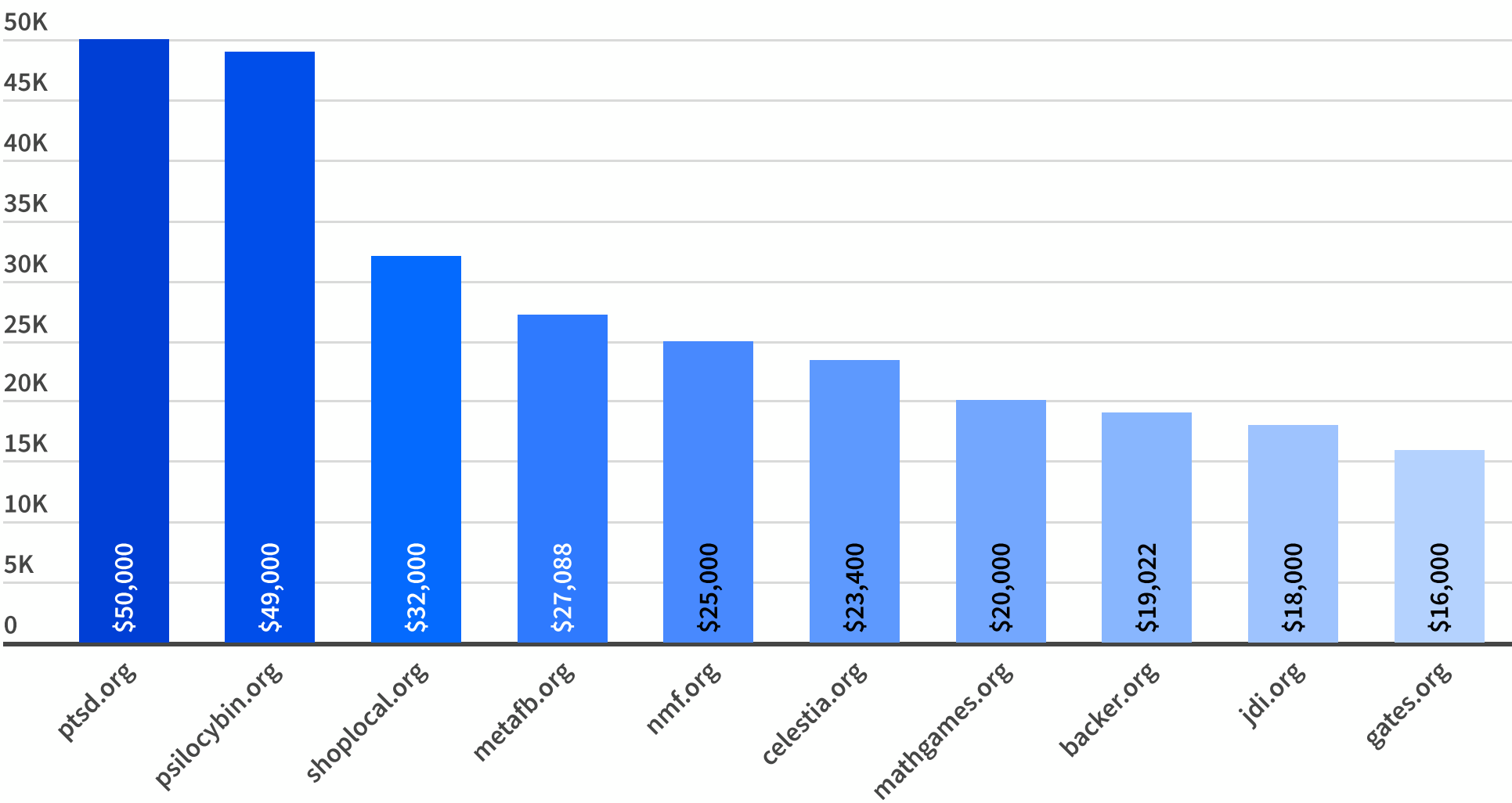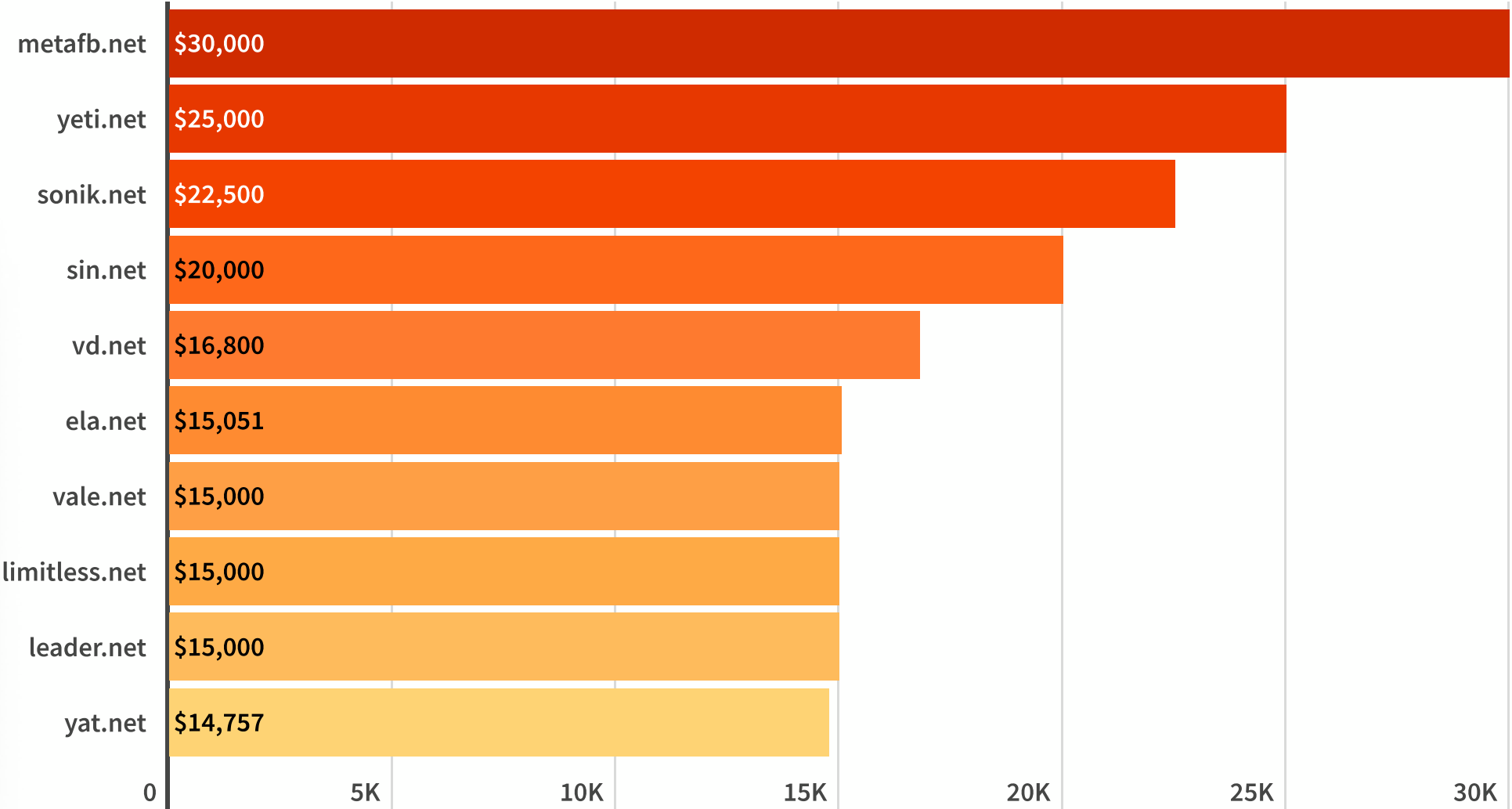
ccTLD sales

Top 10 public ccTLD domain sales
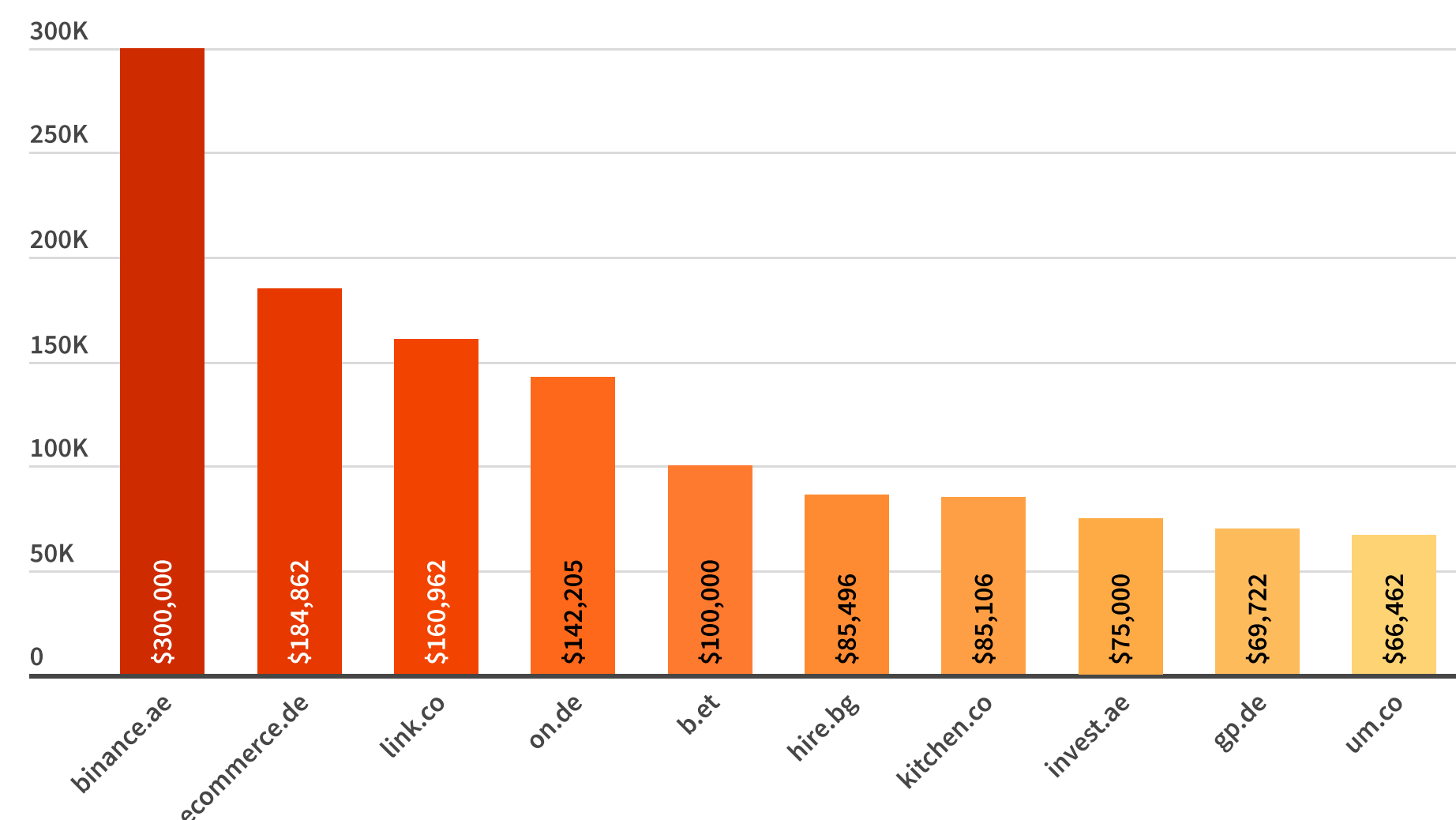
In 2021, domain sales under ccTLDs, which continue to grow in popularity and are hardly subject to fluctuation, have again increased significantly. So it comes as little surprise that the most expensive domain sold via Sedo last year was indeed a ccTLD and even marks the most expensive sale of a ccTLD ever. Since it was a confidential sale, the domain and sale price remain under lock and key.

Let's have a look at the top 10 list of the most expensive public ccTLD sales, which has some surprising facts in store.

Although co.uk has been a fixed part of the list so far, no domain under the extension appears in the top 10 list for 2021. Instead, we find three sales under .co, the country-code extension for Colombia. .co generally demonstrated a positive development in 2021. We will take a closer look at the extension later in the report.

The first spot on the top 10 list is taken by a domain using the .ae ccTLD. The extension for the Arab Emirates has not played a very significant role till now. But the topic fintech seems to work well under .ae, including two sales in the top 10 with binance.ae and invest.ae.

Exciting facts

According to the Top 100 ccTLD Sales of 2021 on DNJournal, 52% of these sales were traded on Sedo's marketplace, which once again makes Sedo the most successful marketplace for ccTLDs worldwide. A total of 125 different ccTLDs were traded on Sedo last year.

.ai and .io in the spotlight

The rise of .ai and .io is due to the fact that companies from the areas of FinTech, crypto, and AI in particular rely on domains under these extensions. Both are ccTLDs (.io for the British Indian Ocean Territory, .ai for Anguilla), but are also understood as abbreviations for Artificial Intelligence and Input/Output respectively. These terms are commonly used in IT. The extensions .io and .ai are therefore specifically used by companies for branding. There has been immense development in these industries for several years now and a reversal in this trend is not yet discernable.

> *I have noticed many startups using alternative extensions - .io, .xyz, .co, .ai, and a few others. I believe .com domain names are still the most coveted, but startups aren't afraid to use an alternative when necessary.*

Elliot Silver
DomainInvesting.com

Top 10 public .ai domain sales

Domain	Sale
samur.ai	$50,000
board.ai	$29,438
radius.ai	$21,500
co2.ai	$15,107
deterrence.ai	$10,000
paro.ai	$10,000
european.ai	$6,033
stadium.ai	$6,030
embedded.ai	$6,000
promise.ai	$4,499
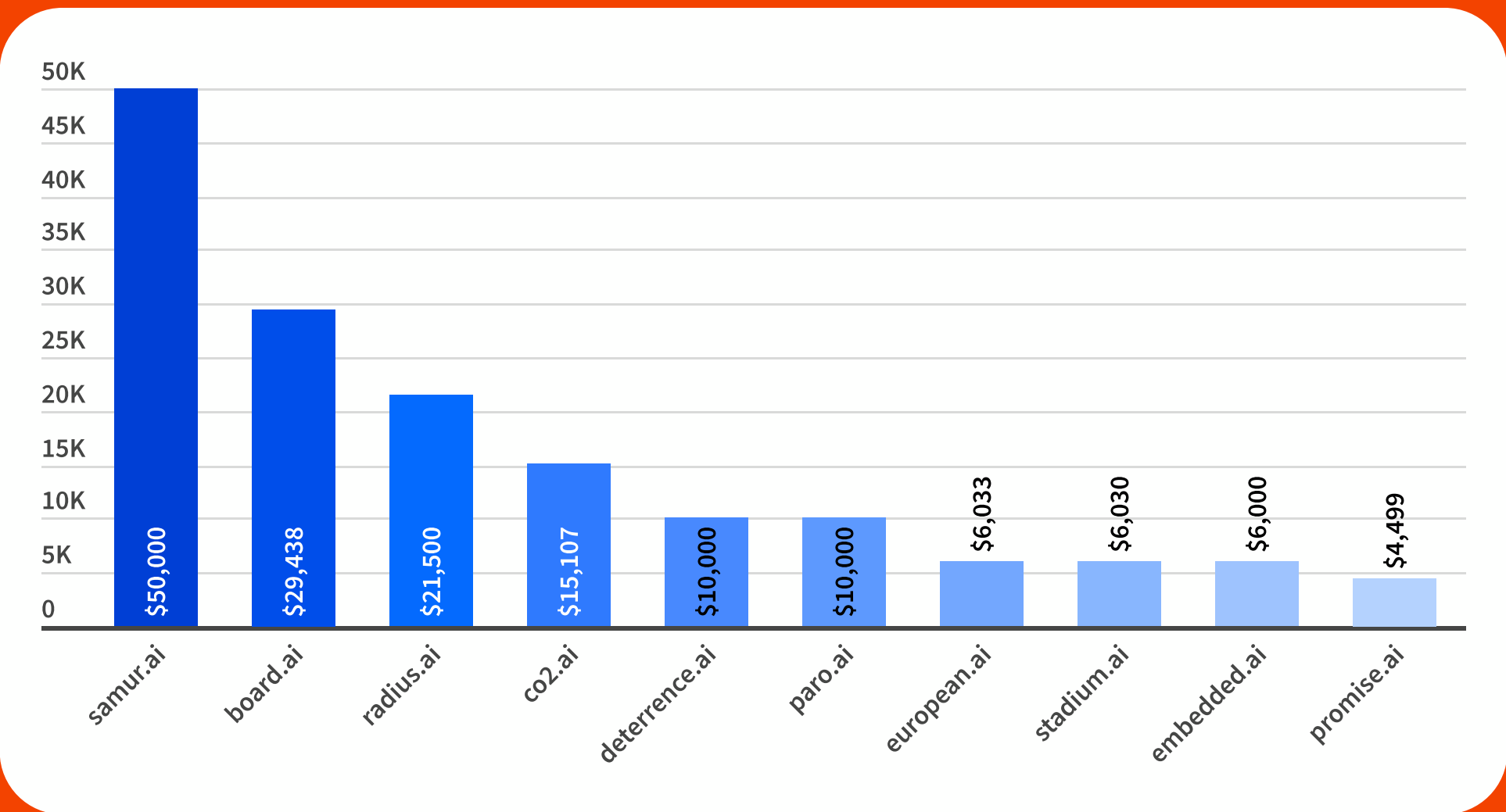
Top 10 public .io domain sales

Domain	Sale
cap.io	$55,000
swap.io	$50,000
portfolio.io	$35,000
mad.io	$34,255
optimize.io	$25,000
joy.io	$20,000
meaning.io	$19,999
day.io	$18,999
ops.io	$18,273
lightning.io	$12,006
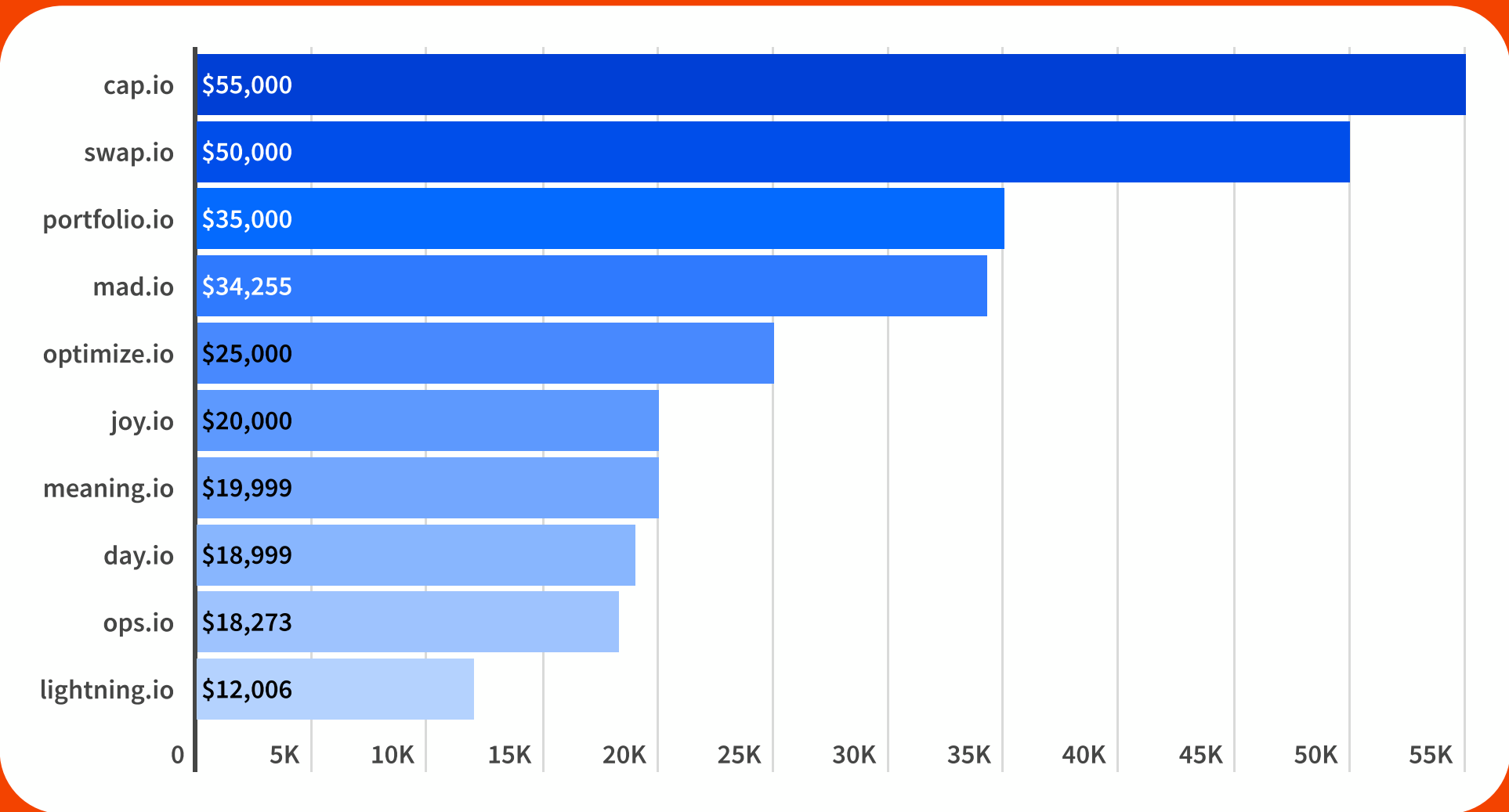
European ccTLDs

Among the top domain sales there were also a number of domains under some of the most popular European ccTLDs: .co.uk, .fr, .nl, .es and .it. They continue to be a popular asset on the aftermarket as many businesses are expanding internationally, thus looking for the best matching domain name for the respective market.

It is particularly noteworthy that buyers are willing to bet on the highest prices for a .de domain as they recognize a trustworthy and robust brand in the German ccTLD.

Top 10 public .de domain sales

Domain	Sale
ecommerce.de	$184,862
on.de	$142,205
gp.de	$69,722
credit.de	$47,616
grundsteuerwert.de	$46,984
sound.de	$37,822
promi.de	$35,688
je.de	$35,676
jd.de	$30,000
utn.de	$29,353
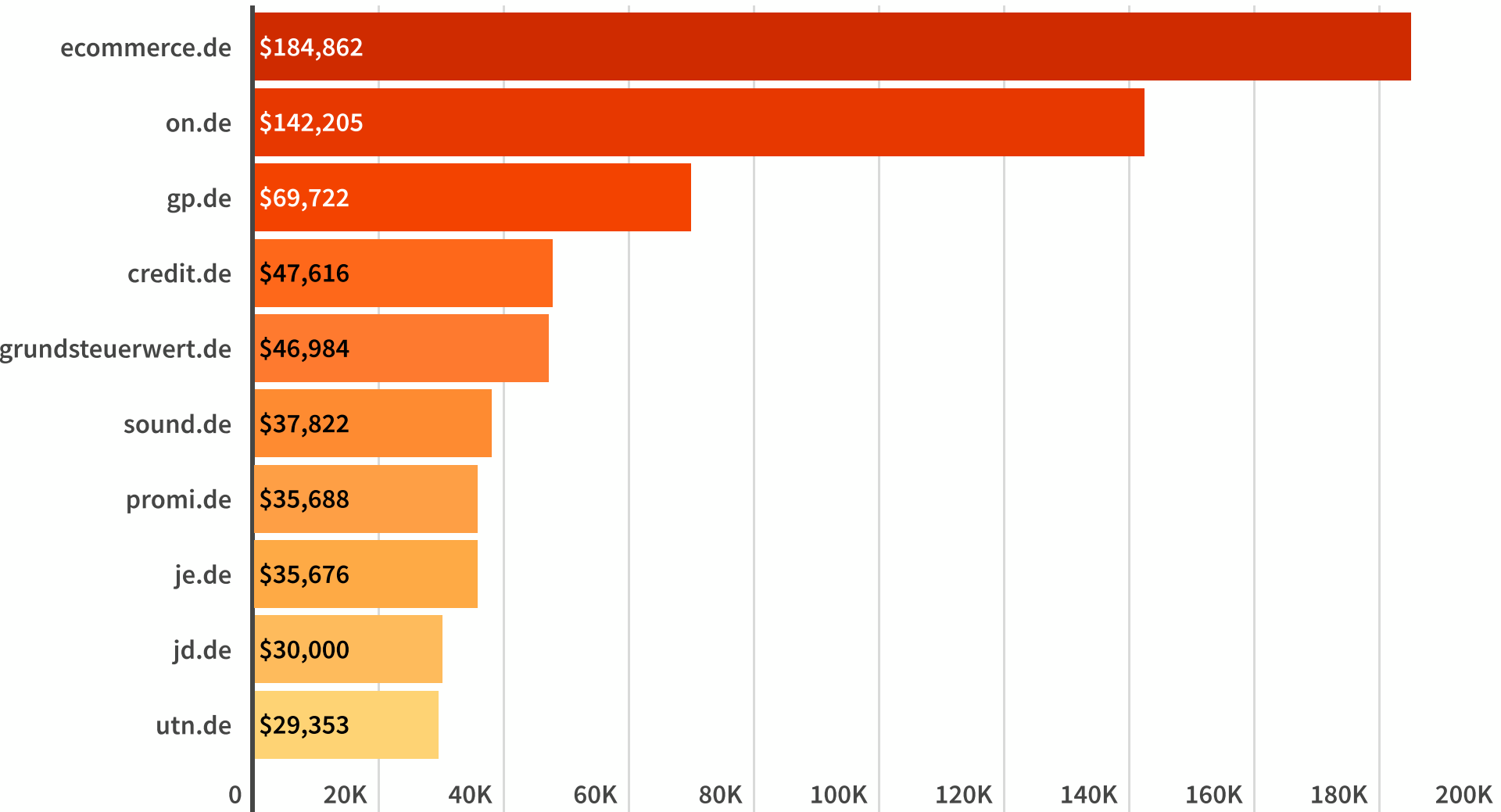
Top 10 public .es domain sales

Domain	Sale
ofertas.es	$35,814
bikinis.es	$21,266
platinum.es	$16,211
invest.es	$13,335
instabox.es	$11,569
criptomoneda.es	$8,902
planeo.es	$8,277
listo.es	$7,087
mixit.es	$6,500
radancy.es	$6,060
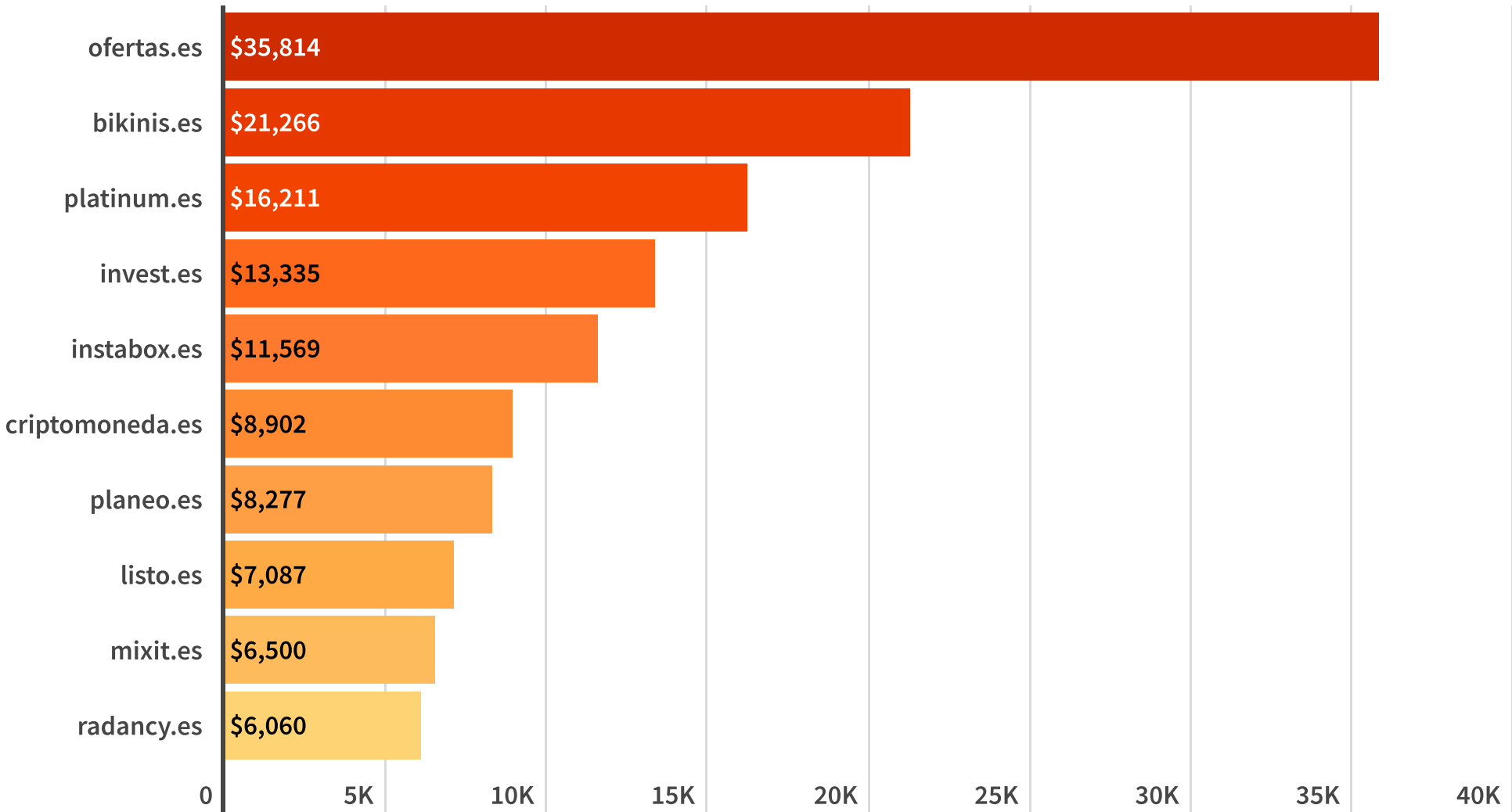
Top 10 public .fr domain sales

Domain	Sale
cartecadeau.fr	$58,036
u.fr	$45,093
monnaie.fr	$11,884
pecheur.fr	$11,612
algues.fr	$11,027
nobel.fr	$8,567
chardon.fr	$7,872
animal.fr	$7,870
thibault.fr	$7,410
reno.fr	$7,083
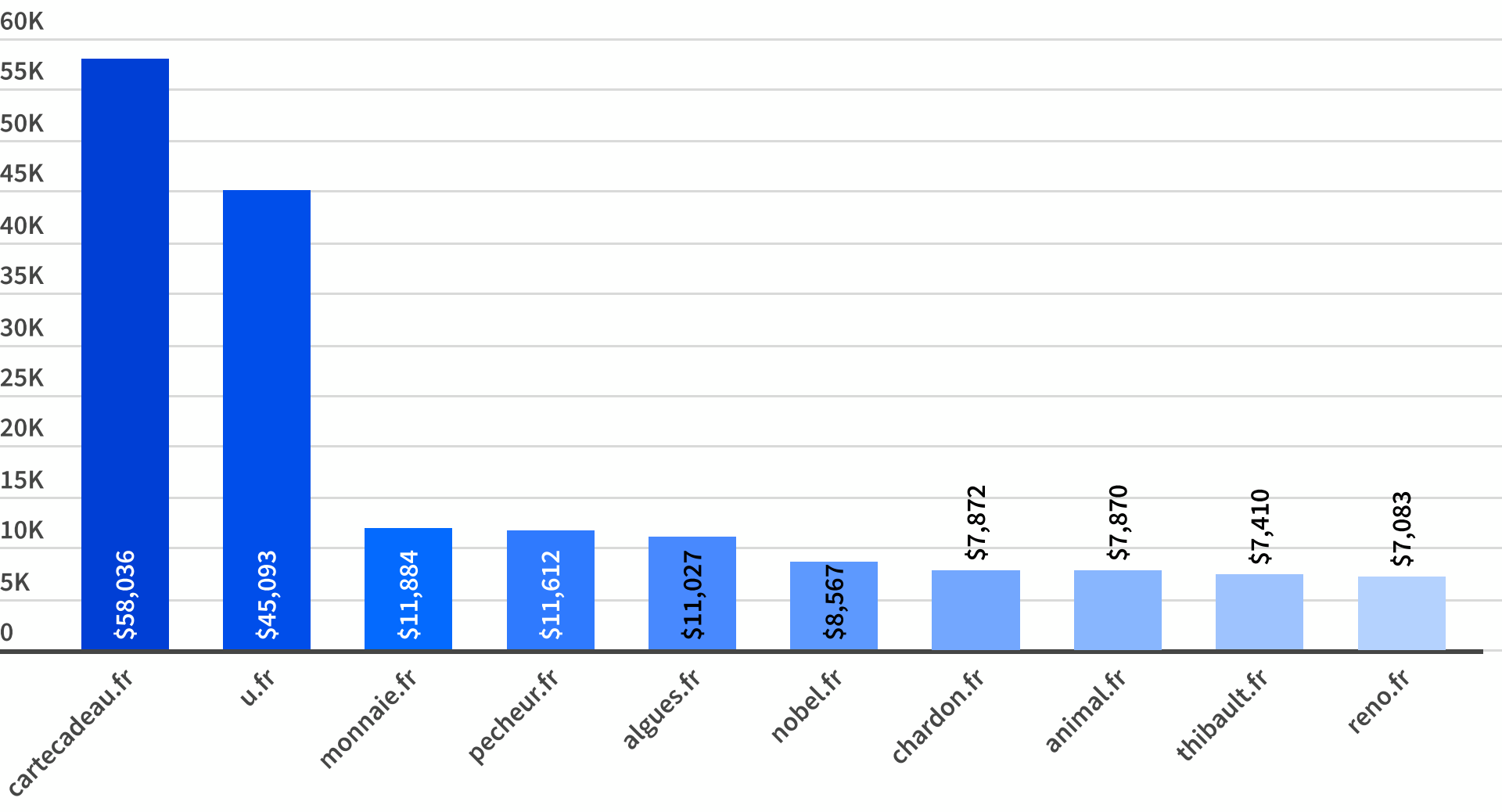
.co: 10+ years of success

On 24 December 2021, the ccTLD .co celebrated its 30th anniversary. However, it has only been available for purchase to the general public for the last ten years. .co is the country-code extension for Colombia and has written a success story over the last decade, the end of which is not in sight. The success of the extension on the aftermarket is due to the fact that .co is considered a very good alternative to .com by some companies.

We took a closer look at the extension and its development on the domain aftermarket within the last decade.

The highest public .co sales at Sedo (2011 – 2021)

Domain	Price
link.co	$161,383
kitchen.co	$85,106
feed.co	$85,000
business.co	$80,000
um.co	$66,462
news.co	$50,000
fx.co	$50,000
pay.co	$46,087
finance.co	$45,000
dao.co	$45,000

.co sales volume in $

.co sales volume in $

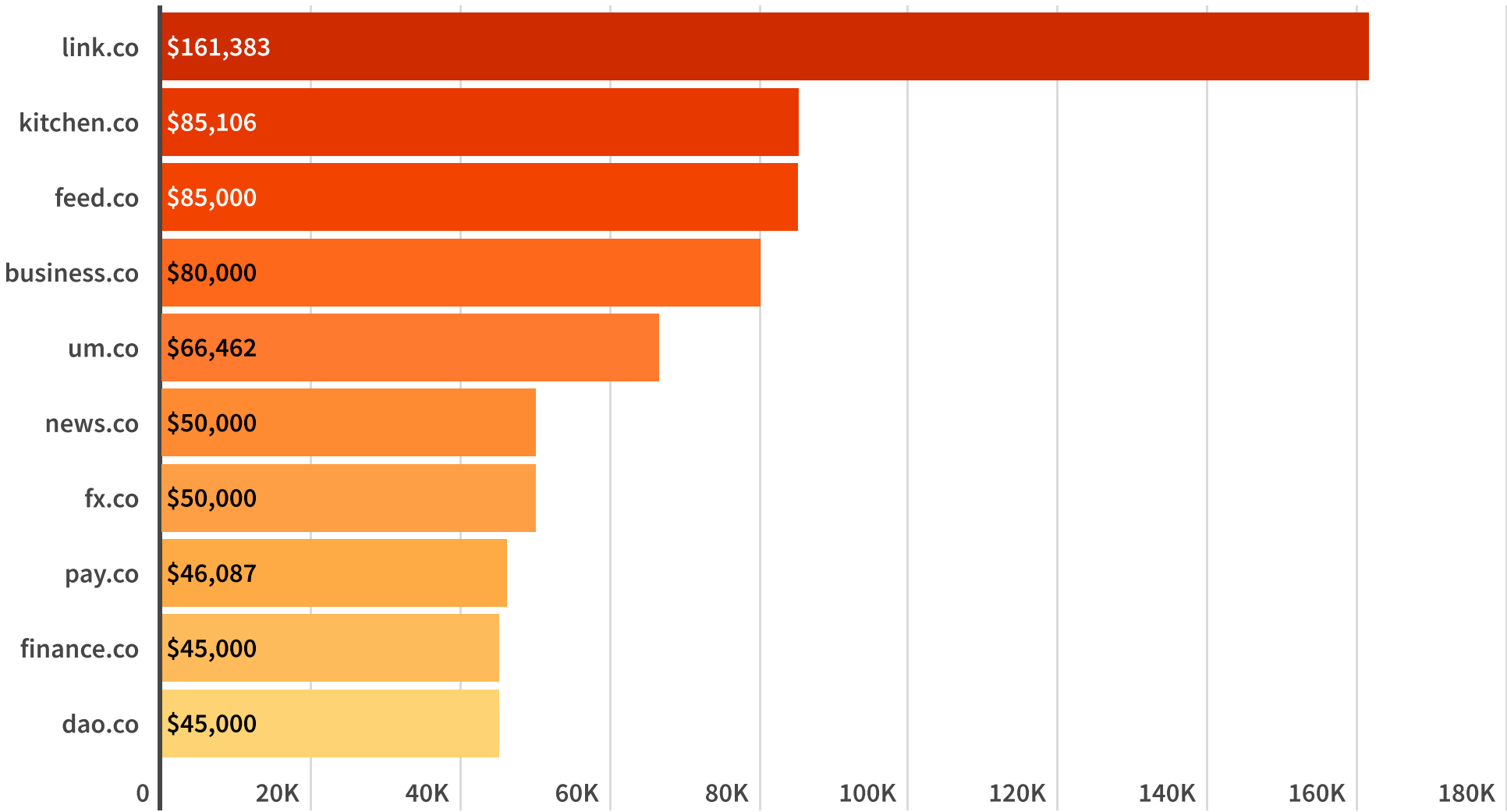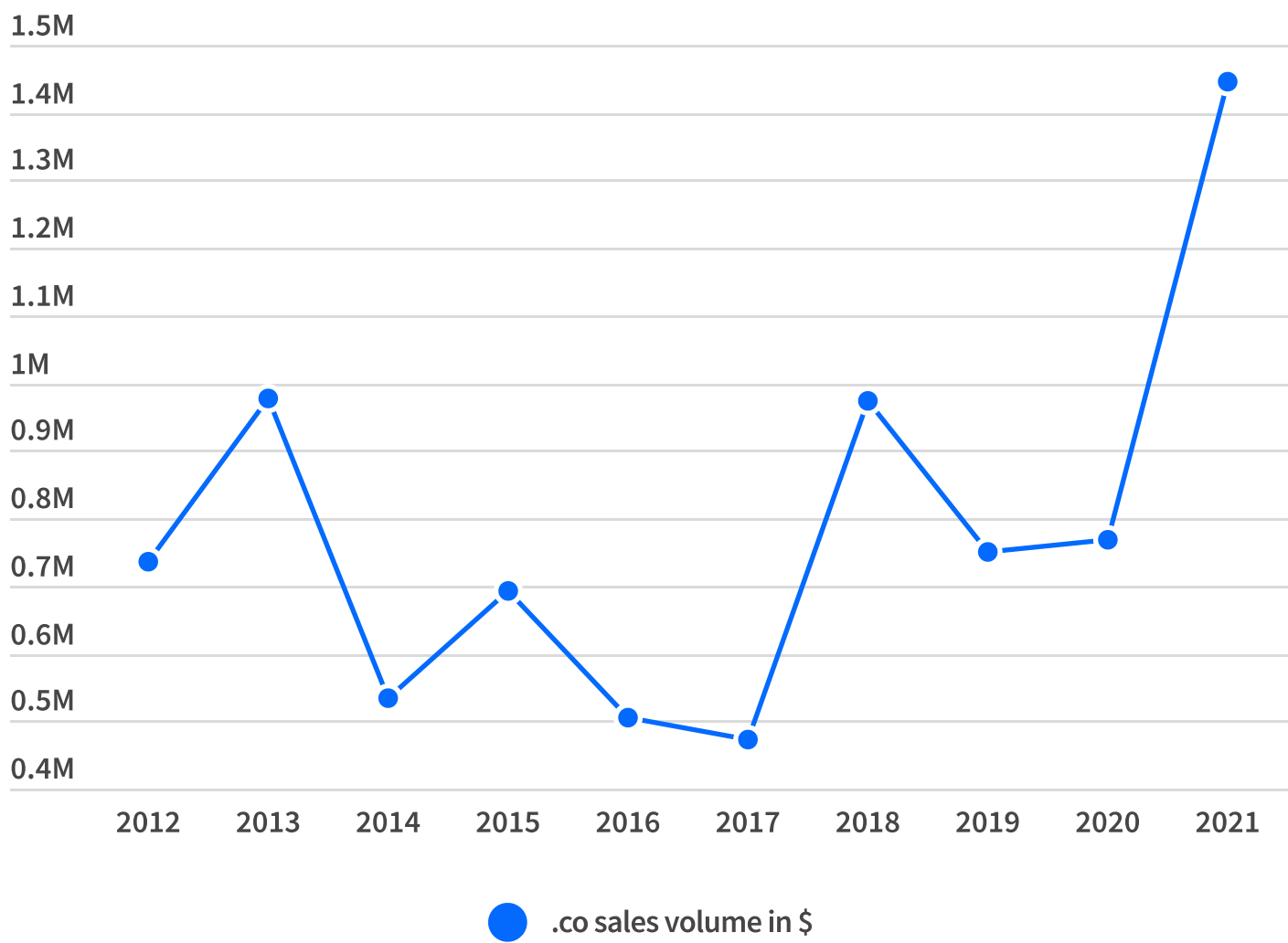The curve representing the number of domain sales shows that .co had a very good start, before returning to a more regular plateau over the years. In recent years, the TLD – presumably boosted by the pandemic – has again seen significant growth since 2020.

.co sales performance

Number of sales   Median price in $
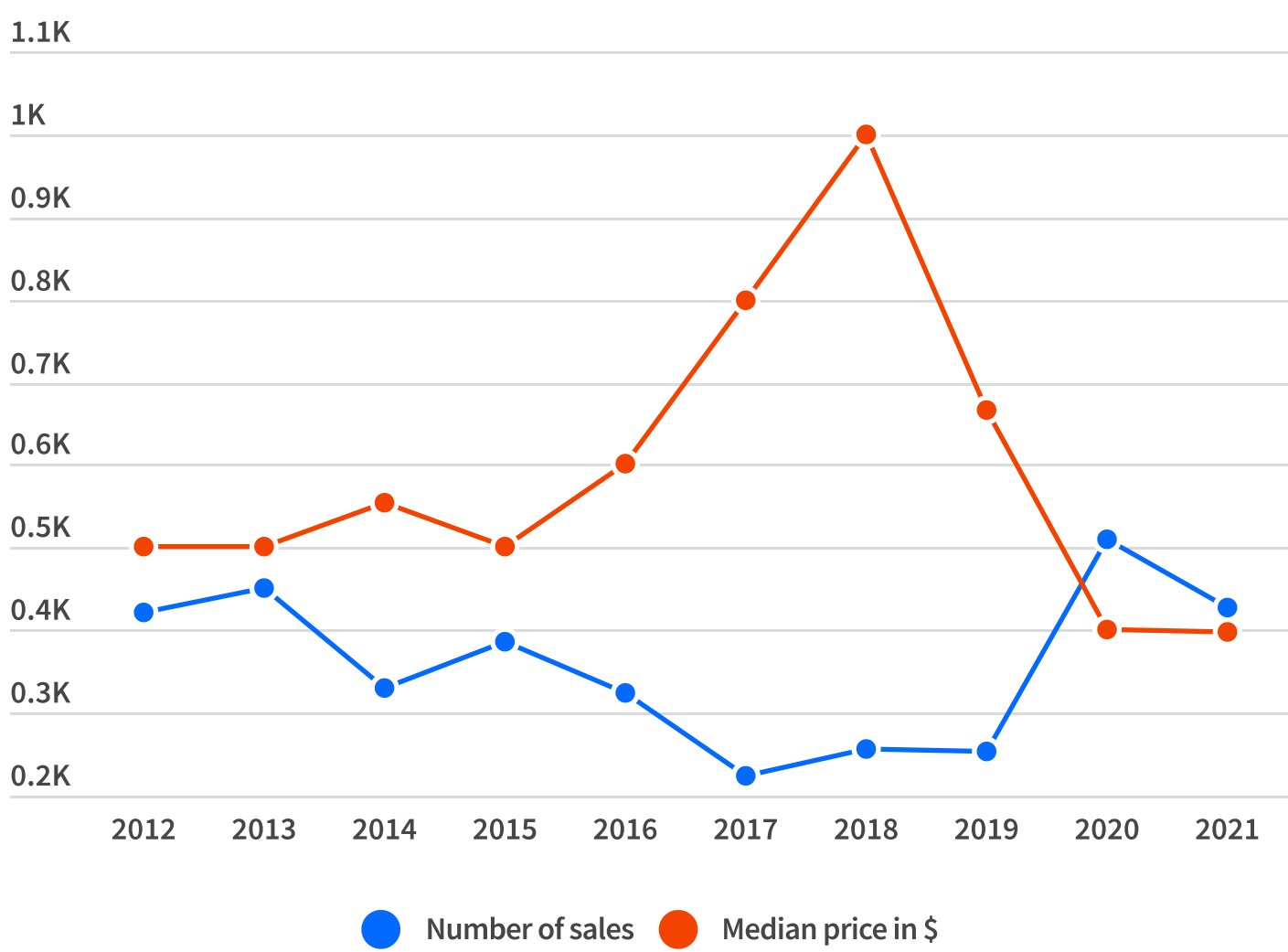
If we compare the number of sales with the development of the median price, the lines mirror each other. The higher the number of sales, the more likely the median price is to decrease.

The average price of a .co domain over the last decade was $2,262.

new gTLDs

Looking at the category of new gTLDs, which by now are no longer quite so new, a lot happened in 2021. The numbers show that the popularity of these extensions is increasing. It has not only grown in popularity among investors, but is also gaining traction among end users.

While .online was still in the first spot and .xyz placed third in 2020, .xyz made it to the pole position last year with a big lead and was the most traded new gTLD on Sedo markets in 2021. But what helped .xyz to make it to top of the new gTLD ranking? Well, the extension got its first boost in 2015 with the news that Google would be presenting its parent company under abc.xyz. This quickly made the extension known to the general public.

> Google presenting its parent company under .xyz quickly made the extension known to the general public.

Over the years, companies from the blockchain sector in particular have registered or rebranded their online presence under domains using this TLD. Compared to .com, many domains under .xyz are still readily available and the registration costs comparatively low. The extension can be used on a global level and is not restricted to specific topics such as is the case with .bar or .shop.

Top 5 new gTLDs in domain sales

.pro
.shop
.app
.online
.xyz
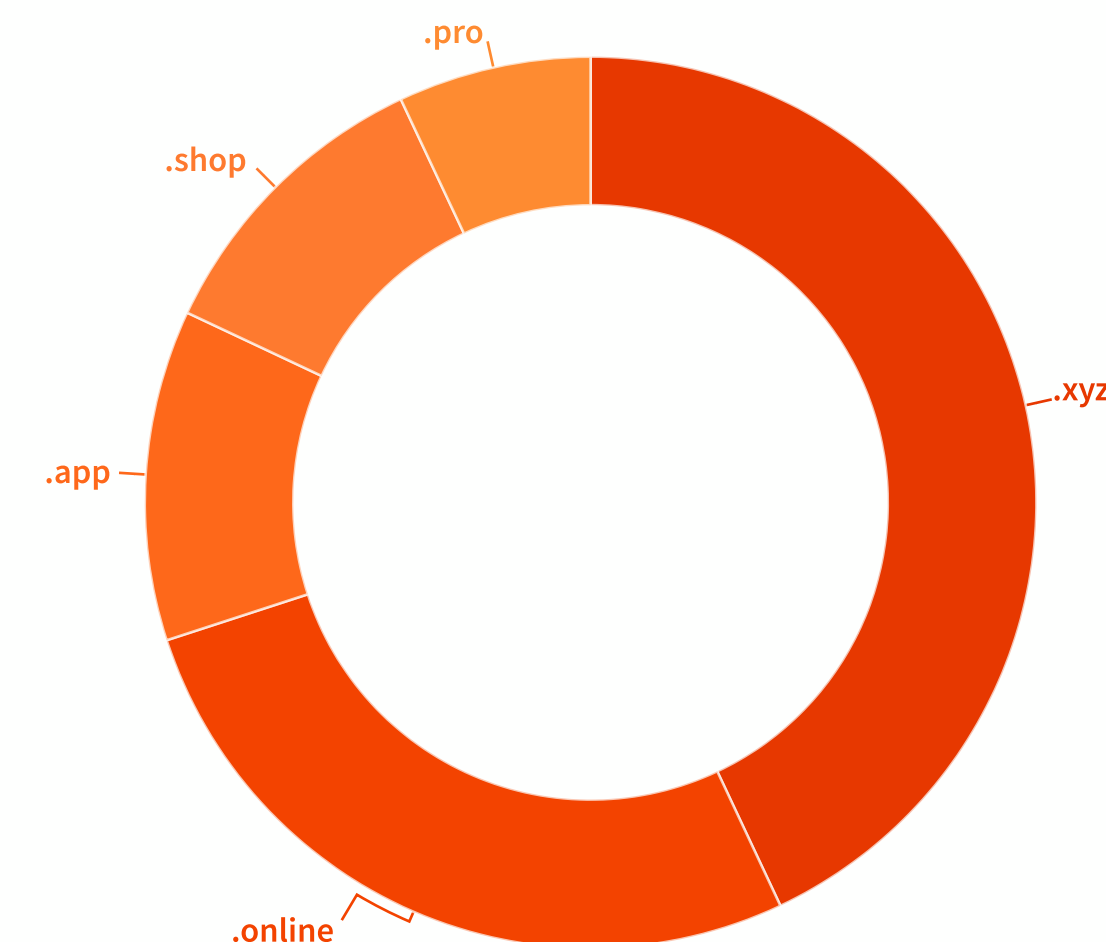
new gTLDs continued

In 2021, the number of traded new gTLDs on the Sedo marketplace also increased overall. While in the previous year there were only 125 extensions, this number grew to 227 extensions in 2021! The assumption is that, due to the high demand triggered by the pandemic and the low availability of desired domains under the established extensions (legacy TLDs), many end users resorted to a domain under a new TLD.

The average price of a new gTLD domain increased from $1,139 in 2020 to $1,500 with a median price of $300. A look at the 10 most expensive published new gTLD domain sales shows that the trend topic crypto currencies was popular with sales such as eth.website, coin.news and crypto.chat. The topic NFTs also make an appearance with flip.xyz. Here, too, it is noticeable that the number of projected websites is quite high, so those buying these domains are really committed to getting content online.

Sedo top 10 highest public new gTLD domain sales
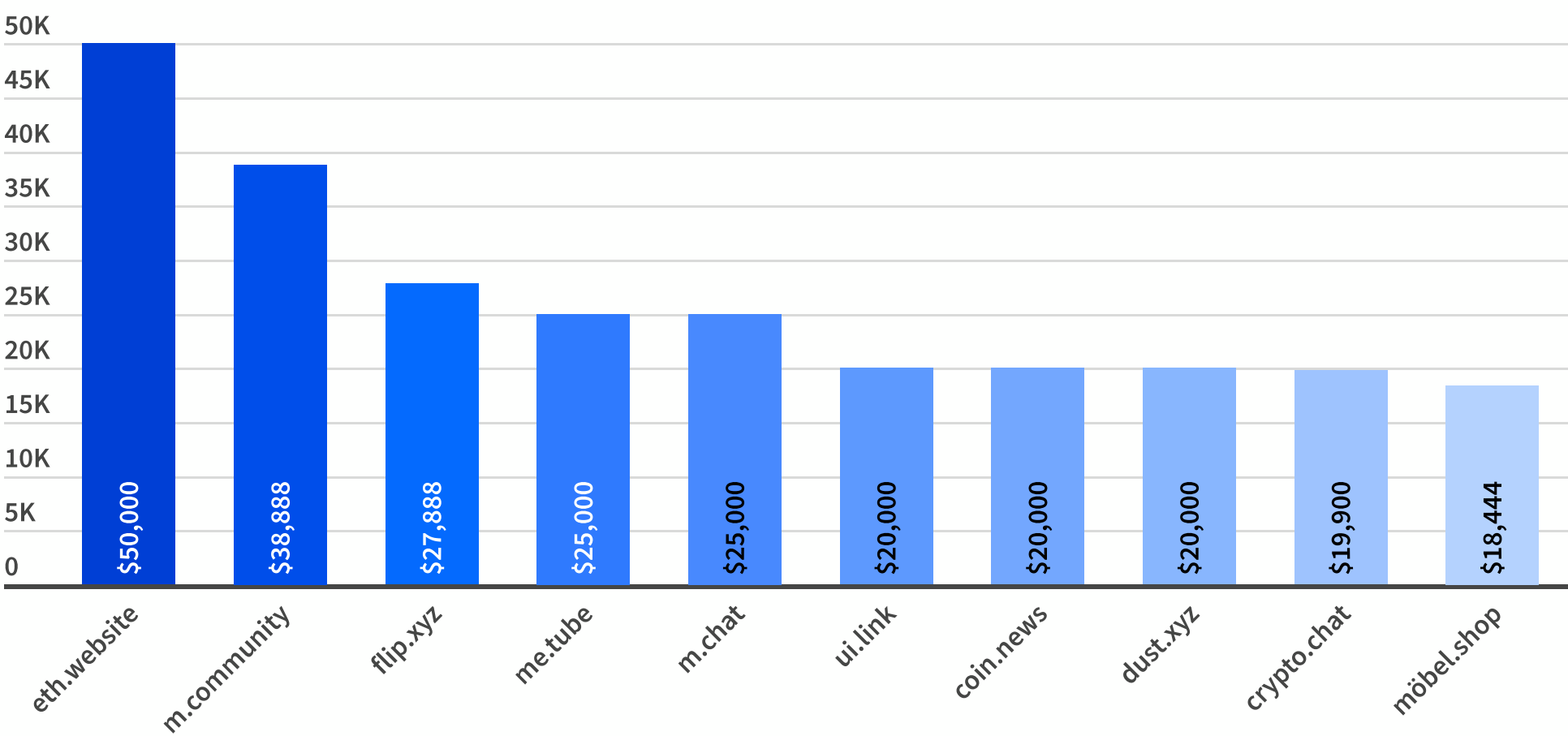
Average and median prices

Even if the median prices of the legacy TLDs .com, .net and .info have decreased compared to the previous year, most of the other TLDs listed here saw an increase or remained mostly flat. This means that less is paid for a domain in general, but the high average prices prove that there are still high value domain sales. This is particularly notable for .de when you compare the average price with the median price in 2021.

The largest drop in the median value occurred for .com. While it was at $630 in 2019, it fell to $280 in 2021. The winners among ccTLDs were the newcomers from 2020 with comparable high average and median prices: .io and .ai.

Domain	Average price 2021	Average price 2020	Median 2021	Median 2020
.com	$2,444	$2,223	$280	$332
.net	$1,032	$1,235	$299	$349
.org	$1,355	$1,184	$400	$350
.info	$916	$551	$299	$378
.biz	$969	$734	$307	$294
.de	$4,263	$1,707	$568	$567
.me	$2,443	$1,345	$350	$350
.at	$1,987	$1,682	$612	$844
.ch	$2,646	$2,347	$1,801	$1,375
.fr	$2,054	$2,450	$932	$937
.es	$2,447	$1,706	$584	$560
.eu	$983	$904	$593	$435
.co.uk	$2,537	$2,756	$709	$615
.io	$5,407	$2,570	$1,211	$800
.ai	$5,262	$6,283	$1,900	$2,500
.co	$3,388	$1,508	$399	$400

Average prices of TLDs (2020/2021)

Average Price 2020 ● Average price 2021 ●
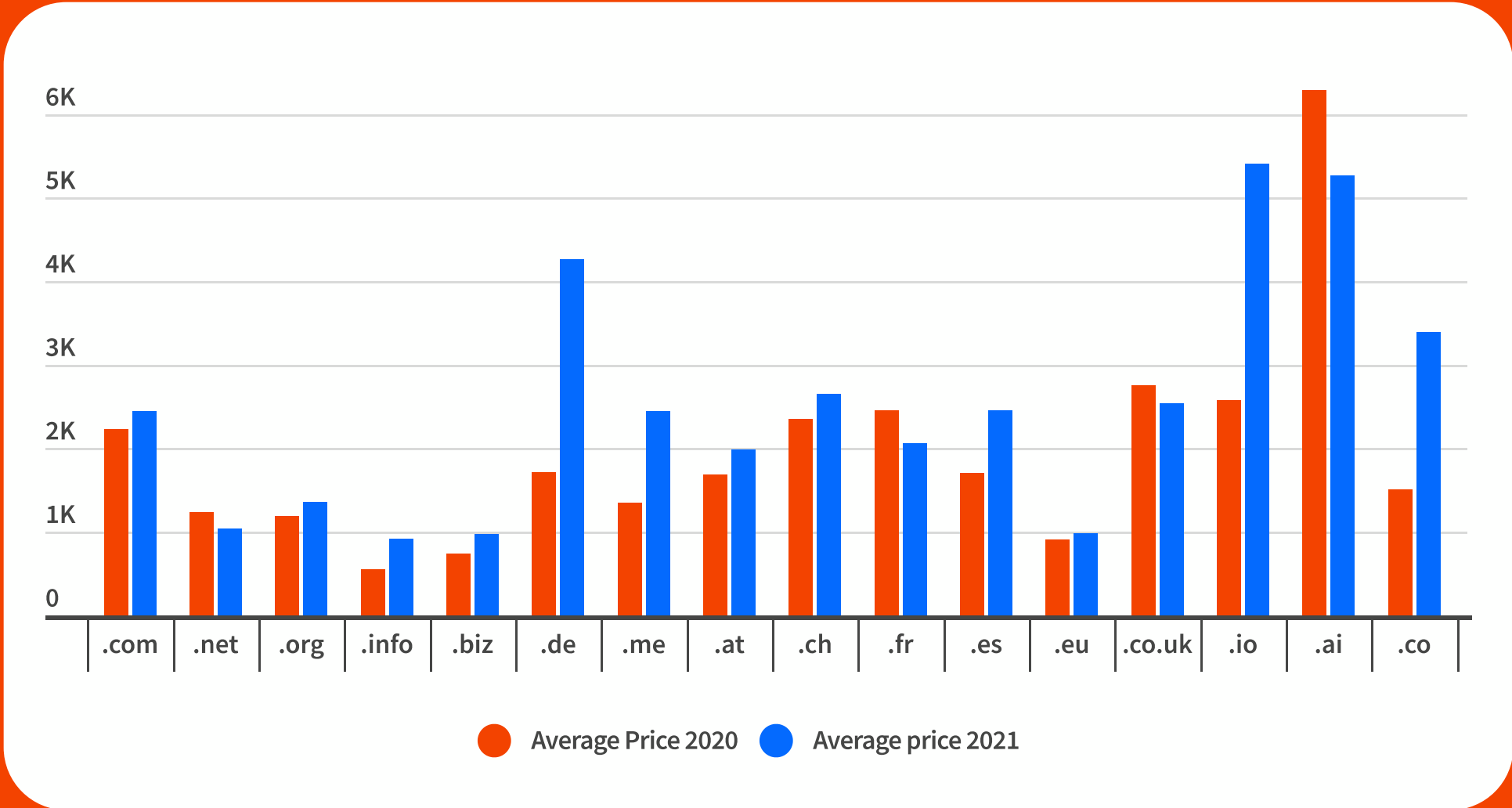
Median prices of TLDs (2020/2021)

Median prices 2020 ● Median prices 2021 ●
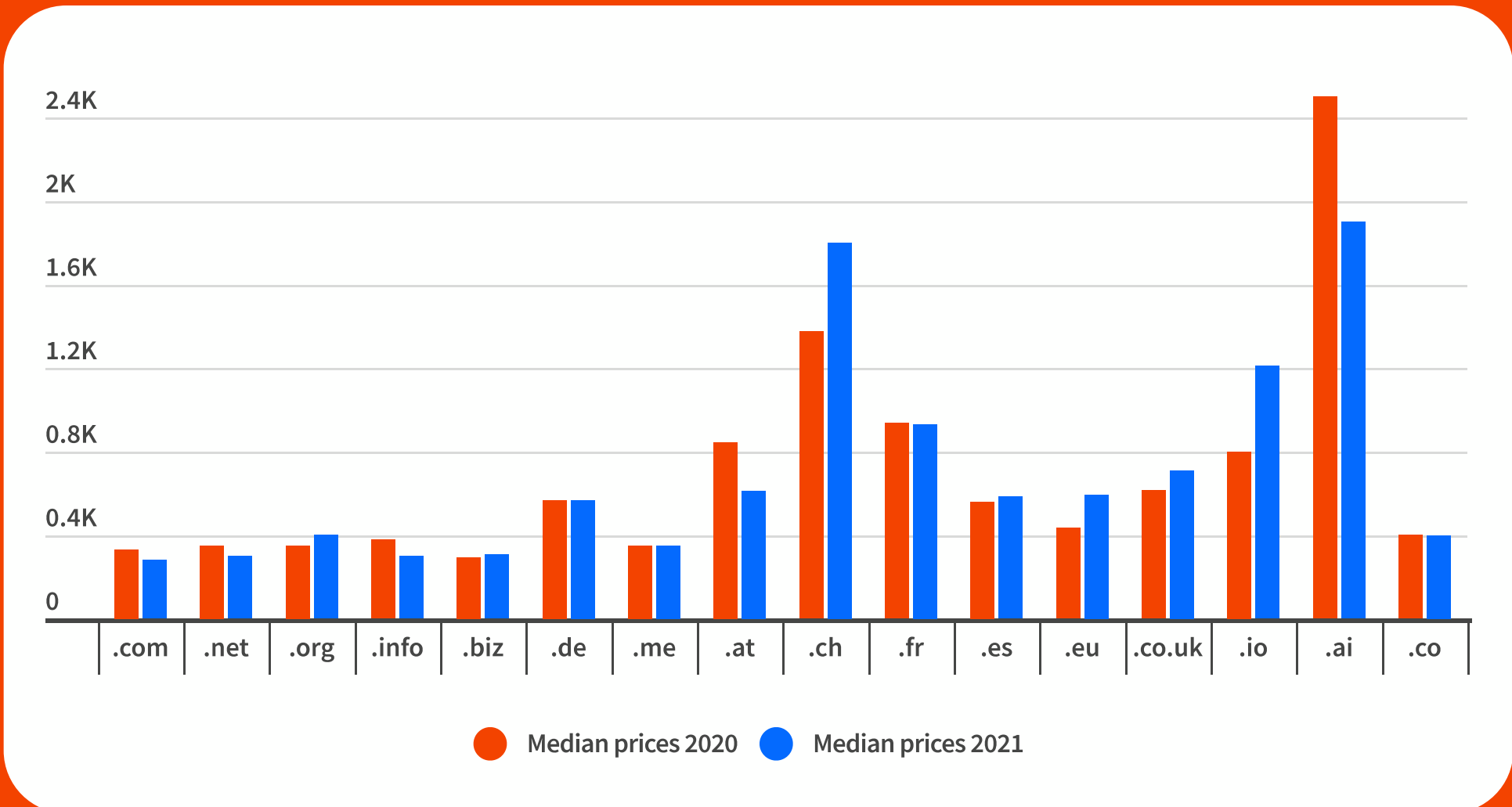
In 2022, we will see bigger and better sales. Alternative TLDs will continue to gain sales as .com rises even further and become affordable at the highest levels only. Those holding high quality keywords will be rewarded as corporations face the "now or never" time of acquiring the best names.

Shane Cultra
DSAD.com

I think high aftermarket prices will remain. At some point, some air is going to be let out of the asset bubble, but domain names will hopefully be spared because of their utility, especially during the pandemic.

Andrew Alleman
Brainstorm Labs LLC & DNW.com
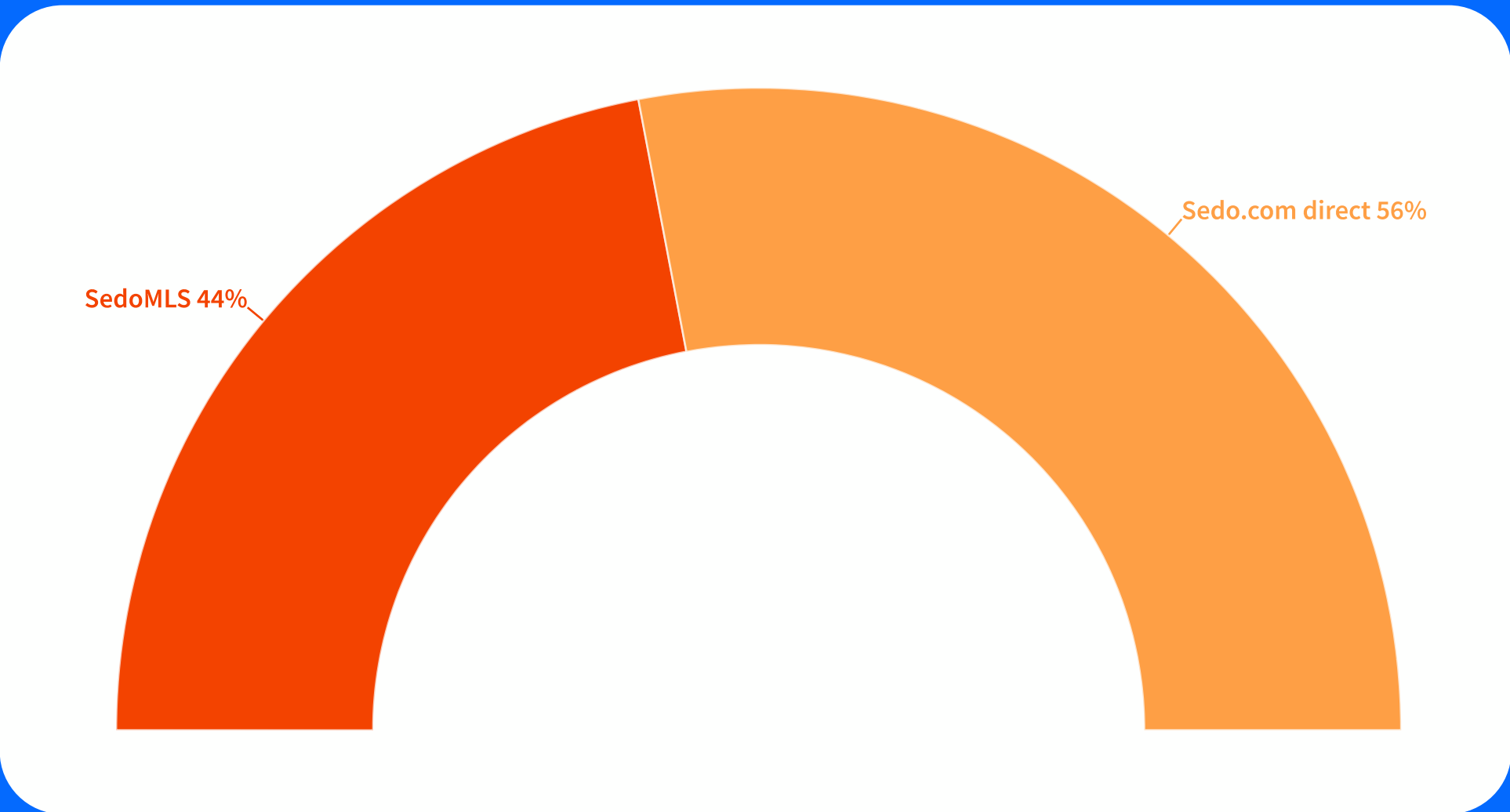
Sales types & channels

Sedo's efficient and high performance network SedoMLS (Sedo Multi Listing Service) was introduced in April 2009. With SedoMLS, registrars and sales partners from the domain industry grant their users and customers access to Sedo's inventory of aftermarket domains, including over 20 million domains listed for sale. For their clients, the selection is therefore substantially larger and the probability of finding exactly the domain you want is significantly higher. After 12 years of SedoMLS, an impressive amount of sales is realized through this channel.

While the majority of sales still take place on the Sedo platform directly, SedoMLS makes up a significant portion, with an increase of 10% compared to the previous year.

> SedoMLS makes up a significant portion, with an increase of 10% YoY

Though buyers that come through SedoMLS start their customer journey at their registrar, where an available domain would cost only a few dollars, spending more on premium domains from the aftermarket has proven to be a logical step. If you look at the top 10 of highest public sales via SedoMLS, the prices aren't that different compared to those of other sales channels.

SedoMLS sales channels 2021

Sedo.com direct 56%

SedoMLS 44%

Top 10 of public SedoMLS sales in 2021

Domain	Sale
copymarkets.com	$178,095
nutun.com	$125,000
feed.co	$69,999
business.co	$62,500
um.co	$55,000
news.co	$50,000
hardfork.co	$50,000
ezg.com	$50,000
ehab.com	$49,999
wzc.com	$46,800
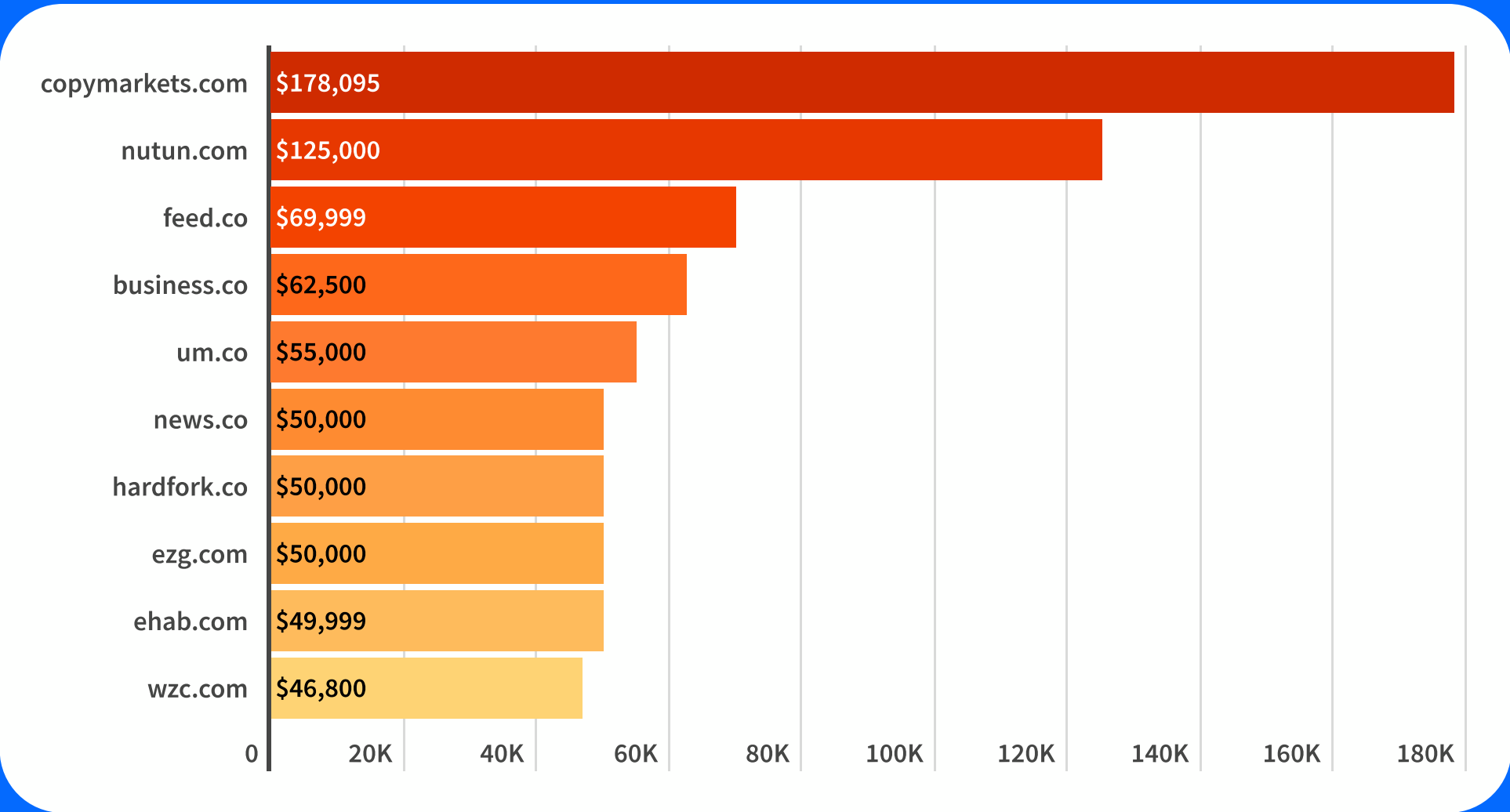
BuyNow on the rise

The proportion of BuyNow sales across all channels was 72% – a 6% increase compared to 2020. Within the last decade alone, the popularity of the BuyNow option has more than doubled. Another increase in the BuyNow share is expected for 2022, further cementing the position as the most popular sales channel.

The average price of a BuyNow domain is $1,100 compared to $988 in 2020. The fastest and most succesful way to sell domains is through the BuyNow selling option. If you look at the top 10 list of sold BuyNow domains, the prices are very impressive and by no means inferior to other channels such as Make Offer and Auctions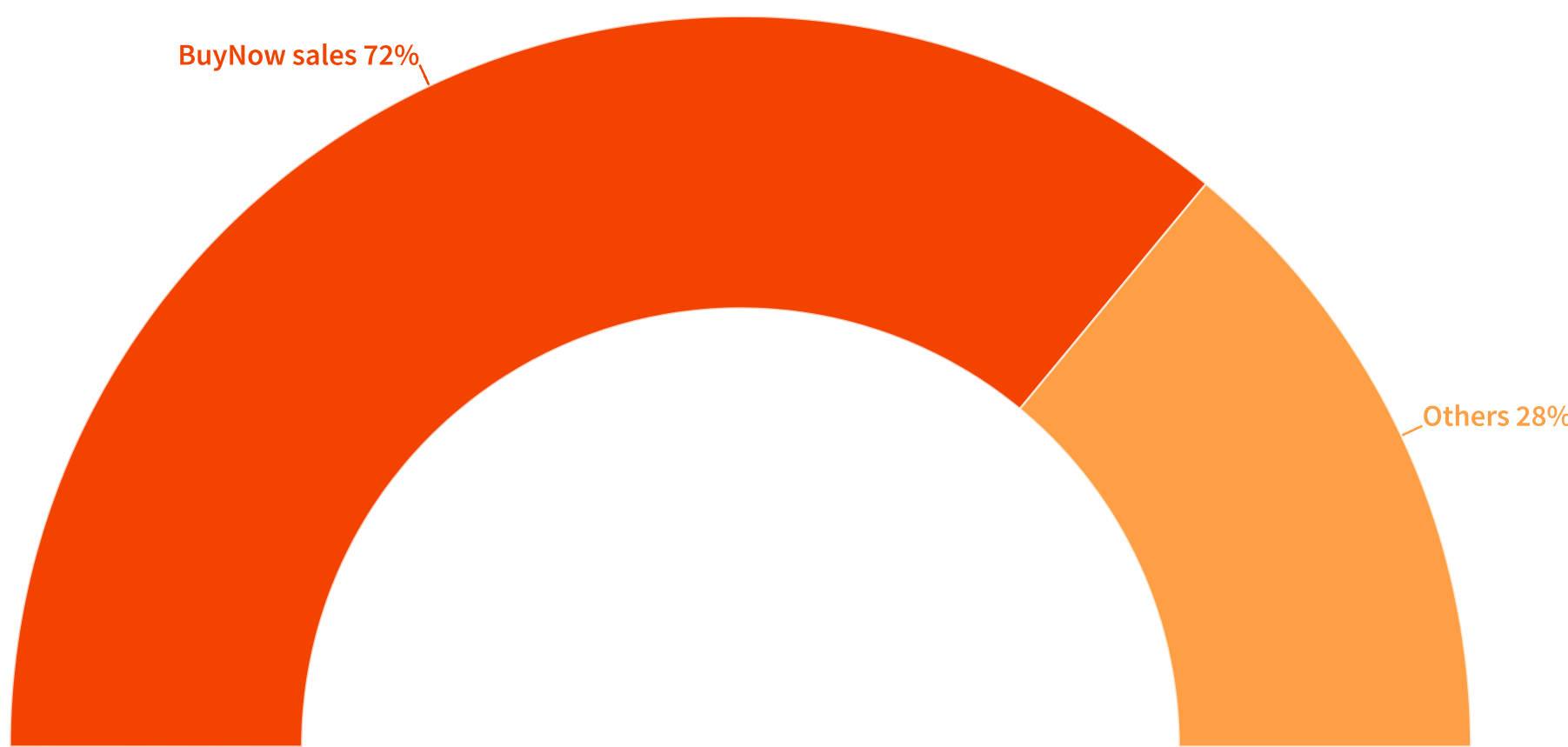. While BuyNow offers domain sellers the fastest way to sell their domains and the highest reach and attention of buyers worldwide, you can get great prices through every channel at Sedo. Brokered domains are still the supreme discipline among the sales channels, but one should not forget that negotiations can take up several months.

BuyNow vs. other sales types

BuyNow sales 72%

Others 28%

Share of BuyNow sales

Share of BuyNow Sales
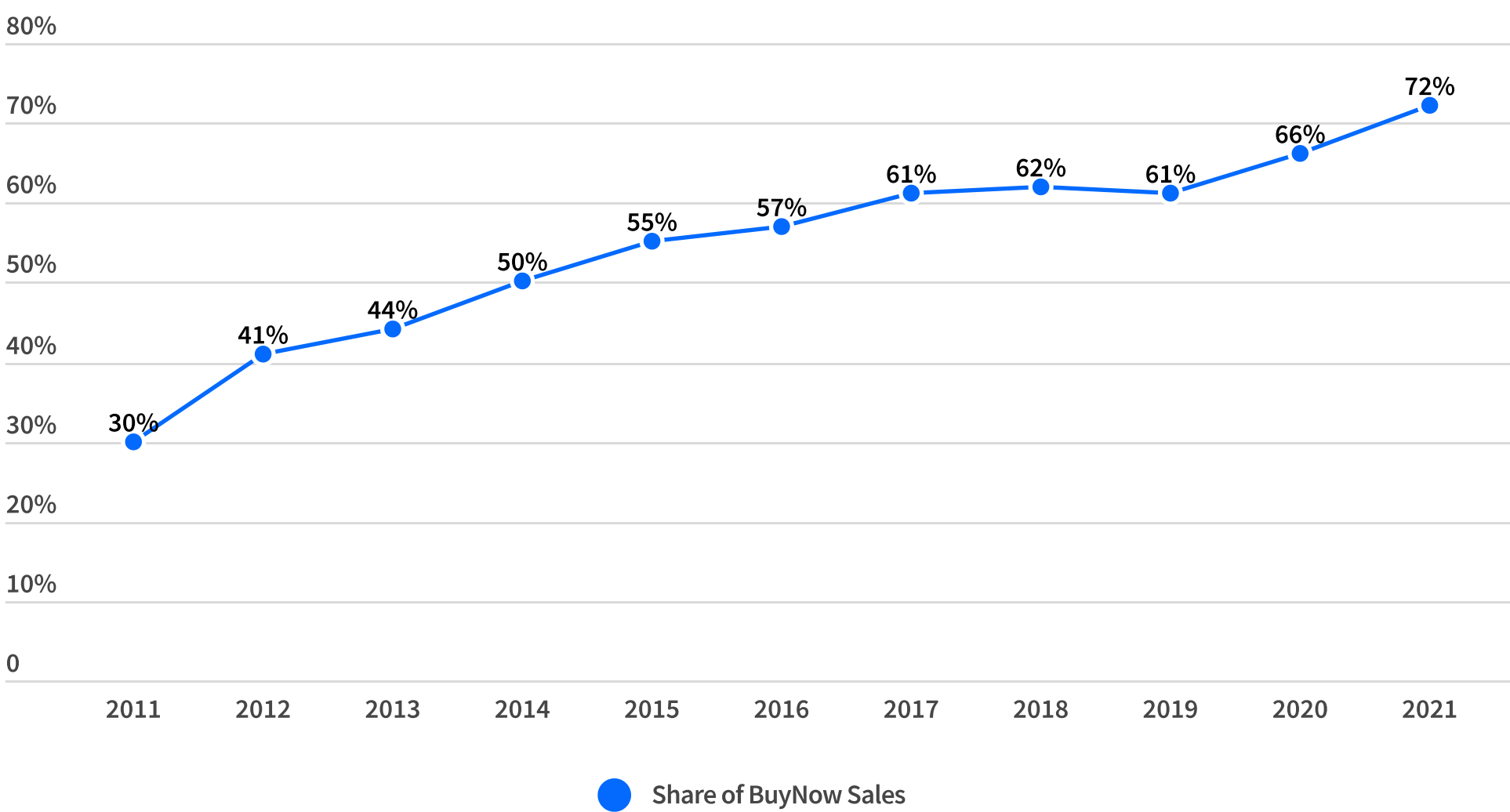
Top 10 of public BuyNow sales in 2021

Domain	Price
safemoon.com	$67,554
homesome.com	$59,999
flow.me	$58,925
cartecadeau.fr	$58,036
cap.io	$55,000
topp.com	$54,886
hina.com	$50,000
cobrand.com	$50,000
yamini.com	$50,000
samur.ai	$50,000
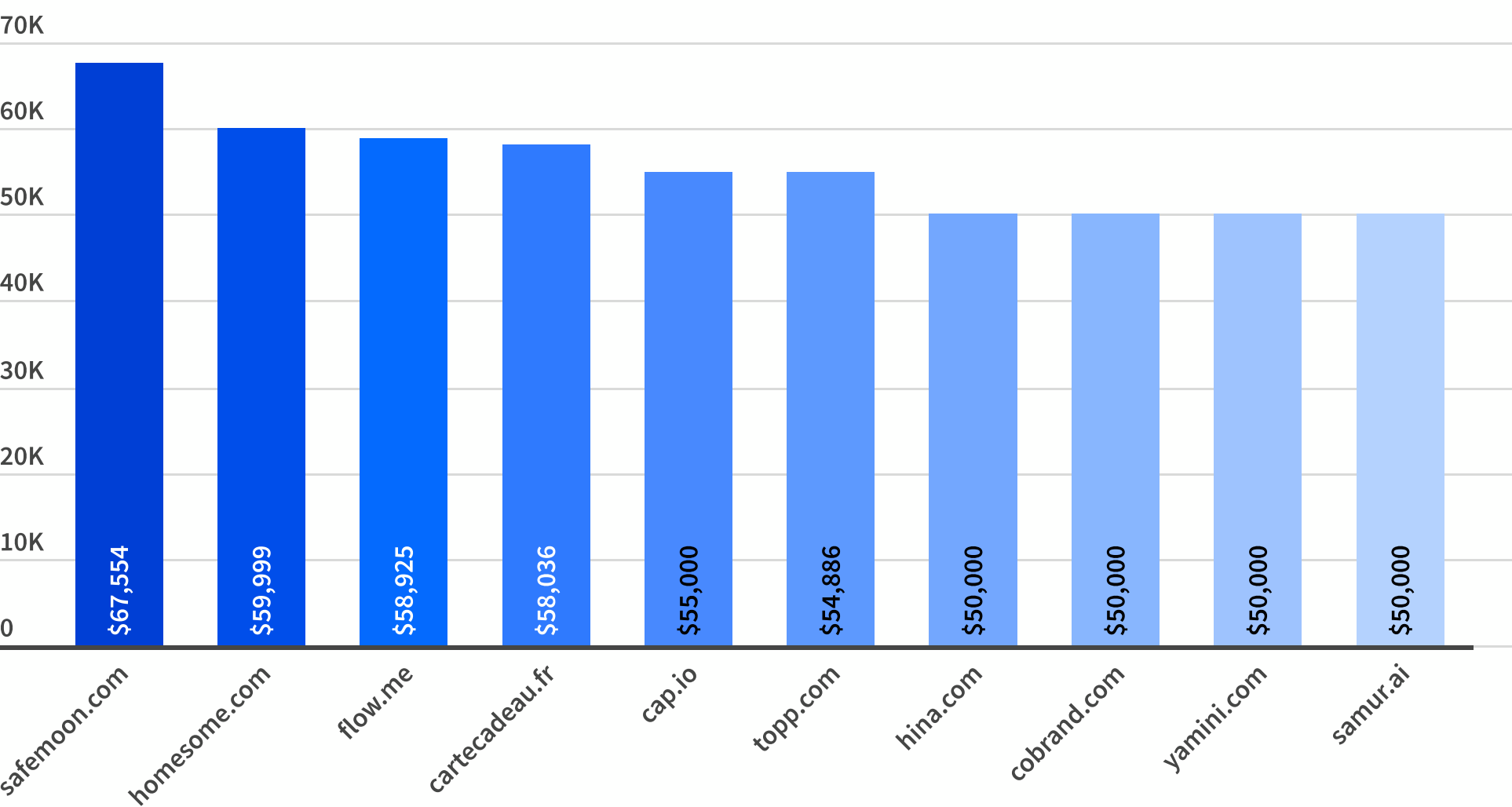
Other sales channels

Top 10 of public Make Offer sales in 2021

Domain	Value
pays.com	$350,000
binance.ae	$300,000
copymarkets.com	$178,095
nutun.com	$125,000
plp.com	$117,500
nftchain.com	$88,000
1of1.com	$85,000
testmyspeed.com	$69,999
um.co	$66,462
spline.com	$62,500
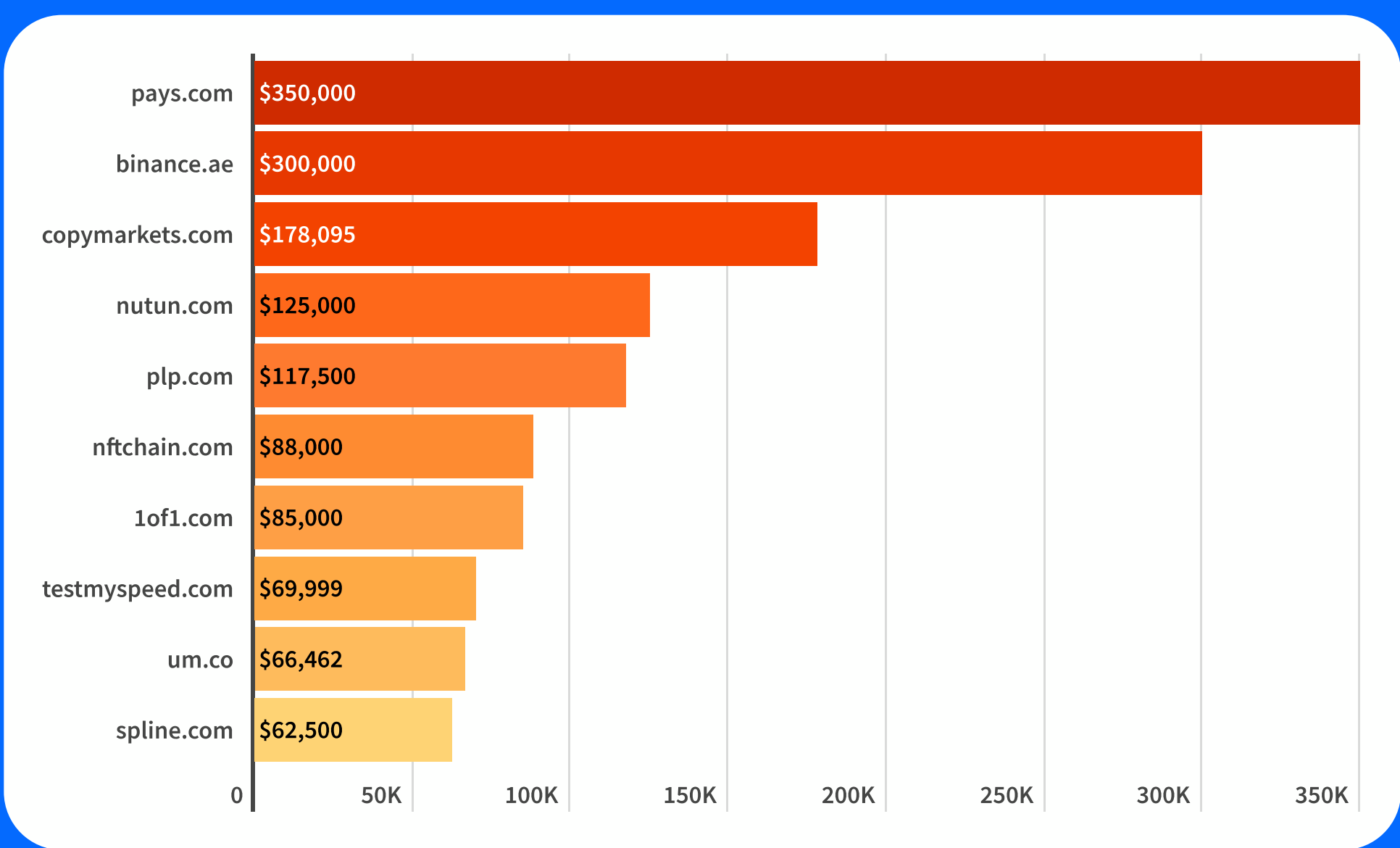
Top 10 of Auction sales in 2021

Domain	Value
portugal.com	$350,000
509.com	$106,000
717.com	$101,000
b.et	$100,000
eth.website	$50,000
ctx.com	$46,000
doh.com	$37,439
instincts.com	$28,339
lgw.com	$26,500
1588.com	$25,388
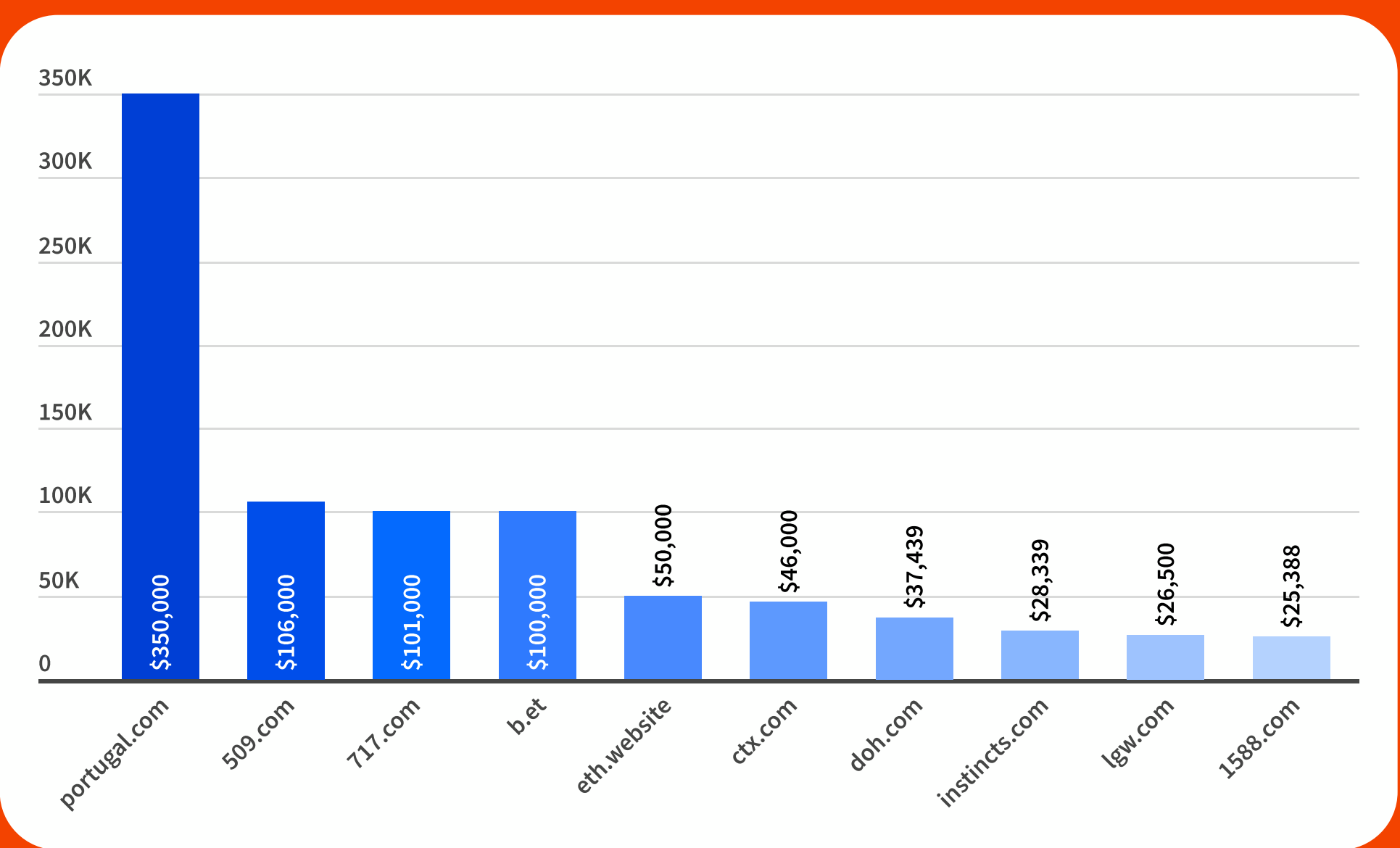
Domain sales by length

The longest domain sold on Sedo was internationaljournalofspecialeducation.com – a total of 38 characters.

Even if the most expensive domains are usually short domains, descriptive words are the most common and readily available ones. Depending on the language, they have an average length of 8 letters. It is therefore not surprising that the majority of domains sold through Sedo had 7 and 8 letters.

Sales by domain length

1L	2L	3L	4L	5L	6L	7L	8L	9L	10L	11L	12L	13L	14L	15L	> 15L
1%	1%	3%	6%	7%	9%	11%	11%	10%	9%	7%	6%	5%	4%	3%	8%

Longest English-language domains in 2021

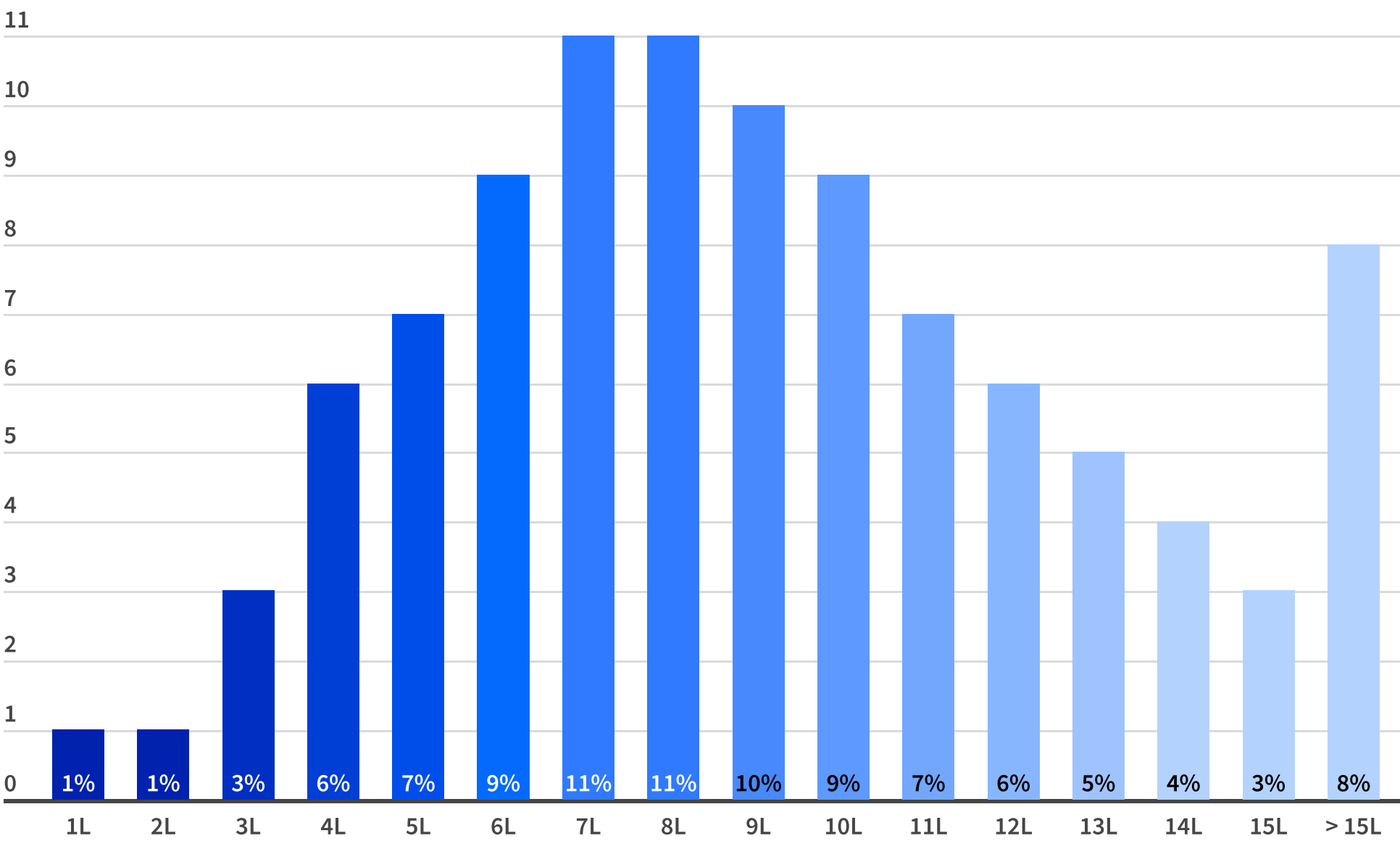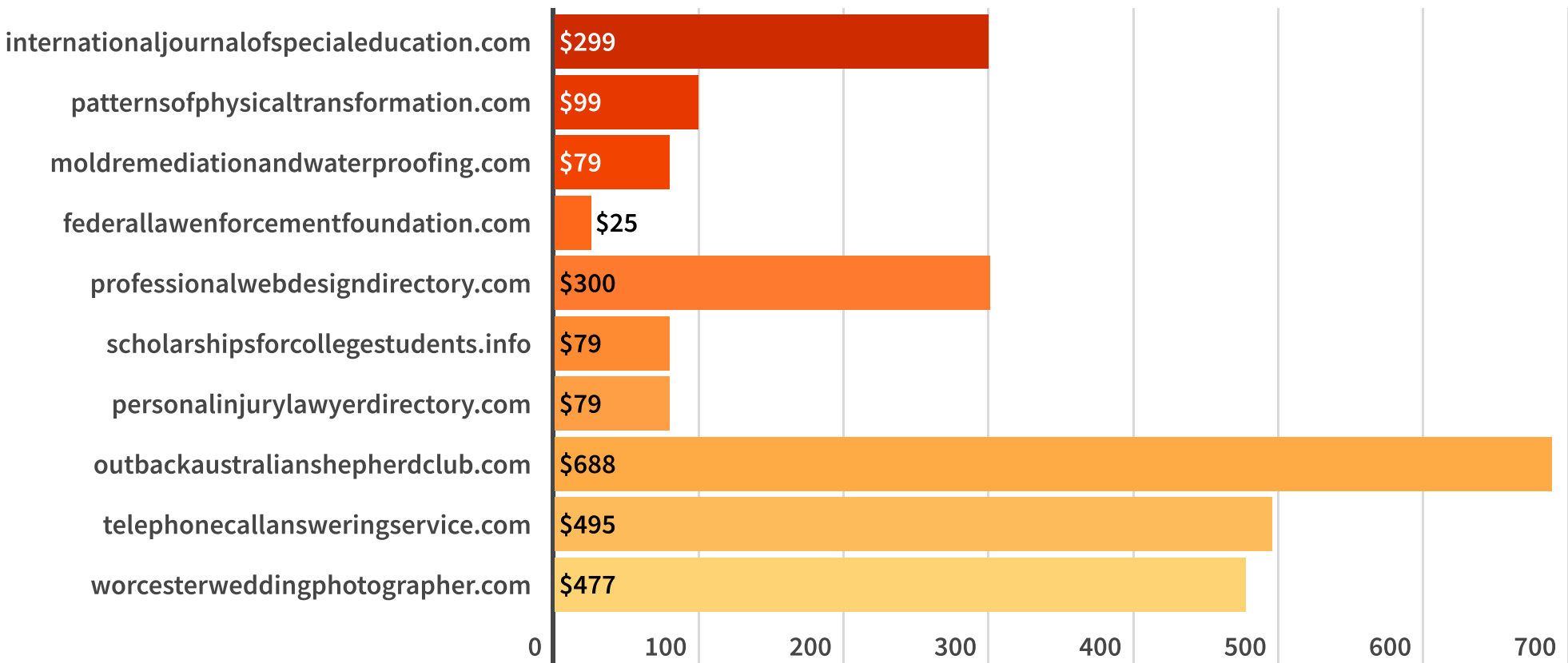| Domain	Value
internationaljournalofspecialeducation.com	$299
patternsofphysicaltransformation.com	$99
moldremediationandwaterproofing.com	$79
federallawenforcementfoundation.com	$25
professionalwebdesigndirectory.com	$300
scholarshipsforcollegestudents.info	$79
personalinjurylawyerdirectory.com	$79
outbackaustralianshepherdclub.com	$688
telephonecallansweringservice.com	$495
worcesterweddingphotographer.com	$477

Even if these long domains are difficult to process at first glance – we shouldn't forget that voice search is on the rise. This means that domains that have sentence-like structures - meaning that they are significantly longer than what we always propagate - will gain momentum in the future due the rising popularity of voice search.

> None of the domains on the list are hyphenated – once a common fixture among long domain names.

It's worth noting that none of the domains on the list are hyphenated, something that used to be a common fixture among long domain names. Some domains could have been shortened by using new gTLDs to replace the last keyword, for example outbackaustralianshepherd.club.
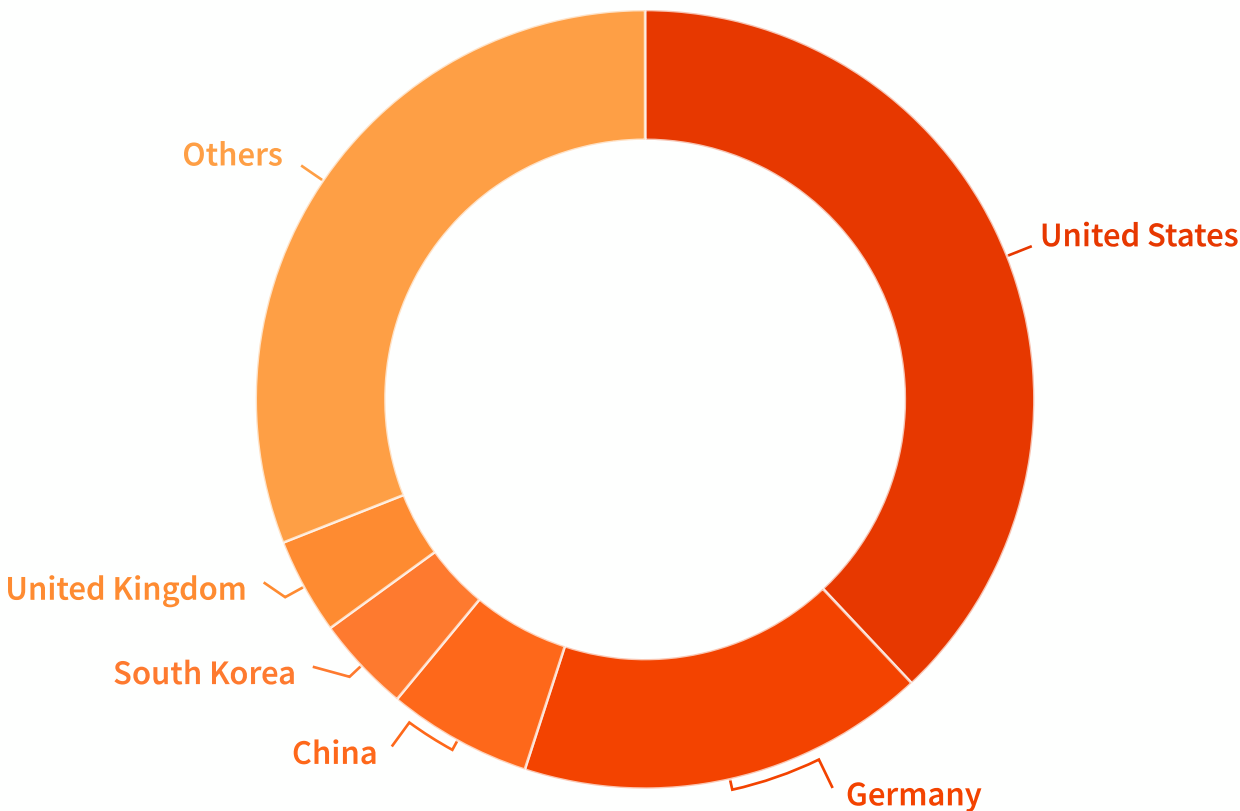
Domain sellers and buyers

In the past, the largest group of buyers and sellers was based in the US. And 2021 saw their share increase yet again. This group of buyers mainly purchase .com and .org domains.

Buyers from China comprise the 3rd largest group and mainly purchase .com and .net domains.

By contrast, Germany is very focused on its own ccTLD .de. Almost 60% of all domains bought in Germany are .de domains, while .com ranks second. The picture is quite different for the UK and France, where the majority of buyers purchase .com followed by .co.uk. and .fr for France respectively.

Top 5 buyer countries

United States
Germany
China
South Korea
United Kingdom
Others

Top 5 seller countries

United States
Germany
China
South Korea
United Kingdom
Others

65
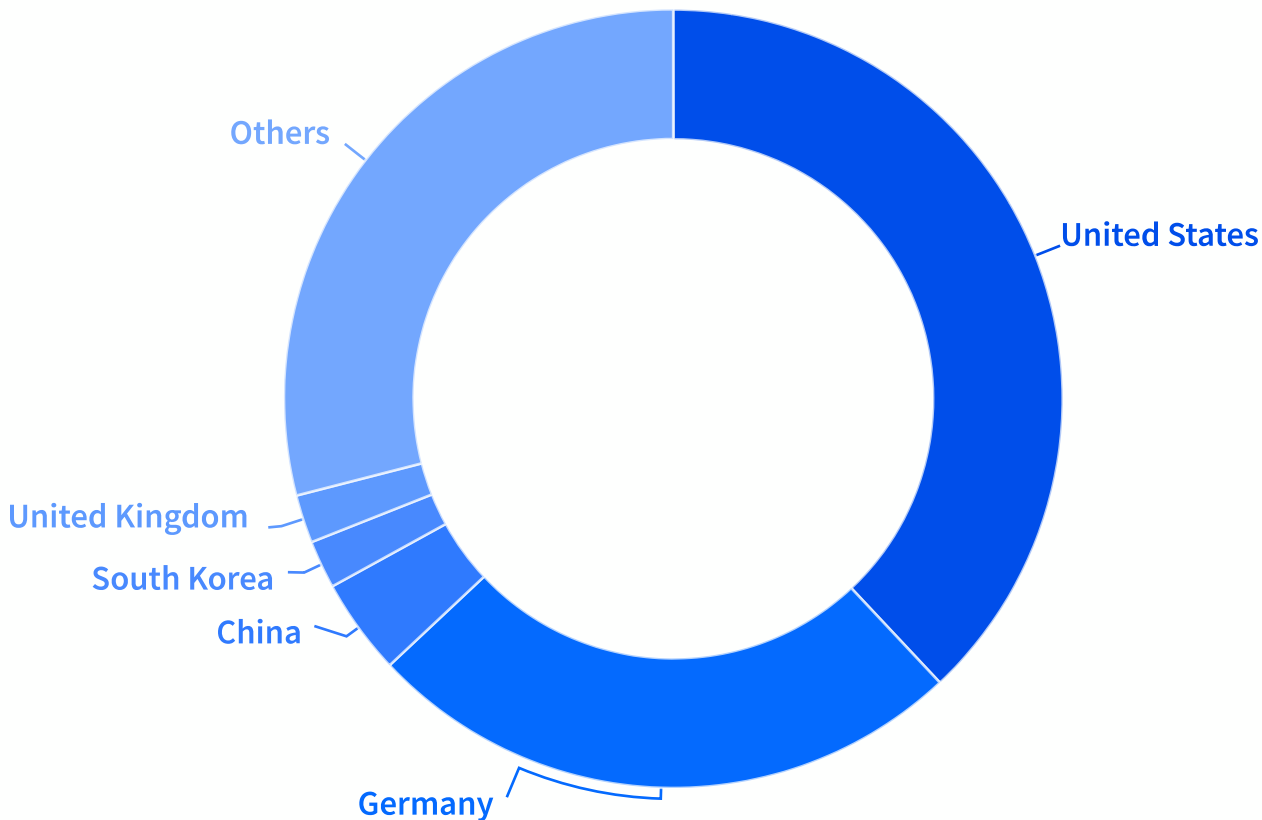
What 2022 will bring

In 2022, there will be an increase in new gTLD sales and ccTLD sales will continue to perform strongly. With .io and .ai already rising in sales presence in the last two years, we can expect ccTLDs like .gg to similarly gain popularity via niche markets. The positive development for new gTLDs like .xyz looks set to continue.

Premium domains will increase in price, as demand continues to rise unabated. Many mature startups are likely to invest more capital on domains, primarily to establish their web presence under the established TLD, .com. Additionally, big brands and corporations will continue to optimize their domain strategy, striving for shorter, easy to remember domains. At the same time, voice search will continue to produce longer domain names. The result will be a very noticeable increase in the sales numbers related to ultra premium domains.

> *With the growing popularity and sales presence of .io and .ai in the last two years, we expect niche ccTLDs like .gg to gain a more central role in their target market.*
>
> **Michael Robrock**
> CEO, Sedo

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

InterNetX

Latest internal data InterNetX

sedo.com
Buy. Park. Sell. Domains

Latest internal data Sedo

Contact

InterNetX

press@internetx.com

www.internetx.com

Sedo

contact@sedo.com

www.sedo.com

External

Timeline sources (p. 4):

auDA Website

BBC (26.04.2021)

DENIC eG press release (09.06.2021)

Domain Gang (22.01.2021)

Domain Gang (30.01.2021)

Domain Gang (10.05.2021)

DomainIncite (07.04.2021)

Domain Name Wire (18.08.2021)

Domain Name Wire (04.01.2022)

EURiD Website

European Parliament Briefing (01.12.2021)

Forbes (29.10.2021)

InterNetX blog (29.10.2021)

InterNetX press release (12.05.2021)

Meta Inc. Press release (28.10.2021)

TechRadar (26.04.2021)

Registry data:

Afnic

auDa

Coordination Center for TLD .RU

CIRA

CNNIC

DENIC

DNC nz

DNS Belgium

Dns.pl

Dominios

EURid

ISOC

JPRS

KeNIC

KRNIC

NIC Argentina

SWITCH

NIC Chile

IRNIC

Registro .it

uynic

NIC MEXICO

NOMINET

Punto.pe

RADIX

Registre.ma

Registro.br

SIDN Labs

TWNIC

Verisign

ZADNA

NiRA

Other sources:

Domain Name Stats (21.02.2022)

Domain Name Wire (15.02.2022)

Domain Tools (21.02.2022)

Dotzon Brand TLD brief 2021

Dotzon City TLD brief 2021

Majestic Million

nTLDstats

The Website Flip

The World Bank (for population data)

Verisign Domain Name Industry Brief Q3 2021 (02.2022)

Shape your business.
With AutoDNS Pro.

Find, register, price, buy and sell domains in AutoDNS – the domain platform, developed specifically for professional users and resellers.

This domain management software offers extensive white-label features and **a direct connection to SedoMLS**, the world's largest domain marketplace.
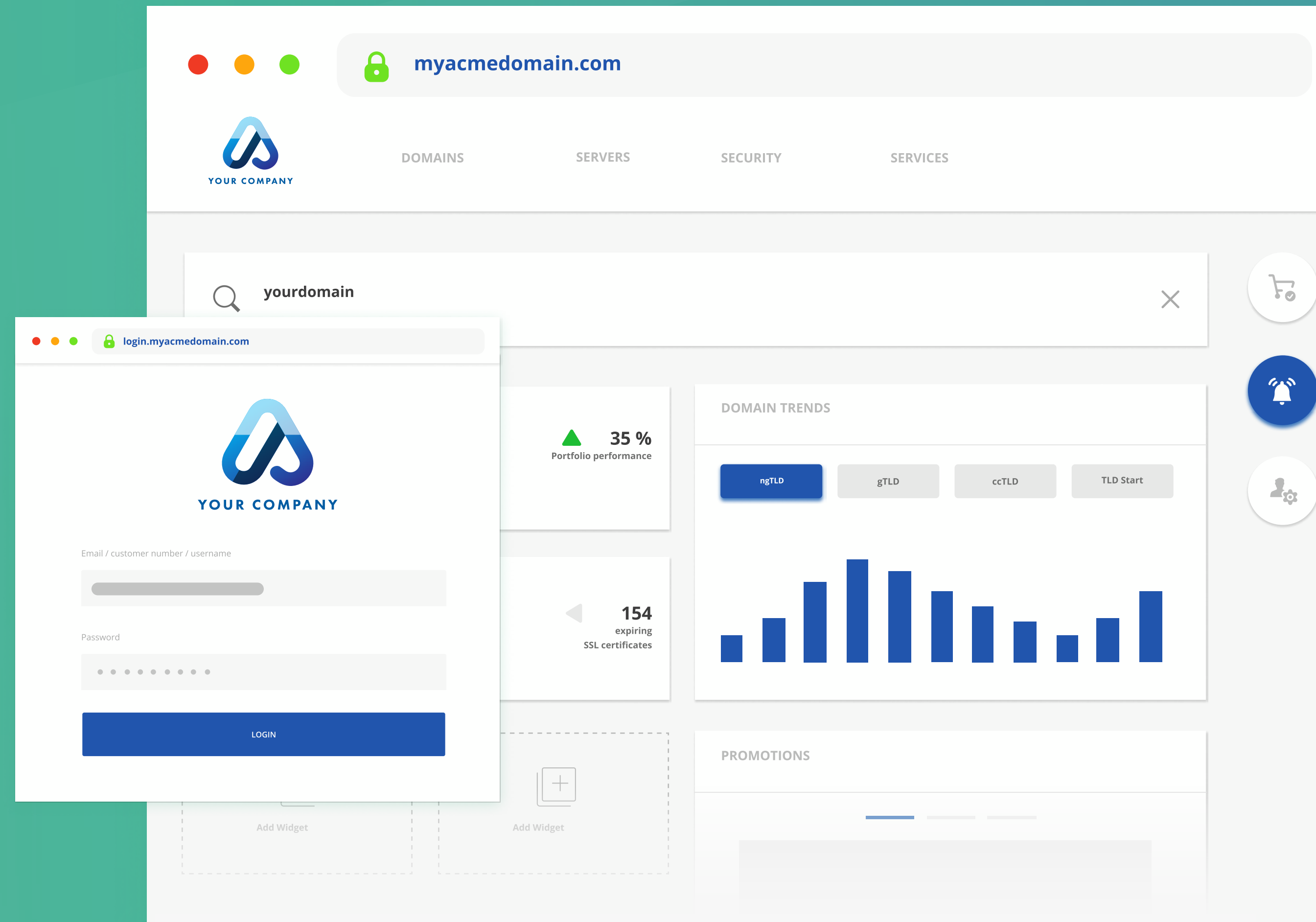
Features:

Domain Studio: Analyze several million data points under 1,000 TLDs, 30 million premium und 19 million marketplace domains

Domain Price Check: Use AI to determine the value of your domains based on data from over 2.6 million domain sales and 51 independent criteria.

Rest API: Adapt AutoDNS functions to your own systems and optimize your processes.

Discover more →

myacmedomain.com

YOUR COMPANY

DOMAINS   SERVERS   SECURITY   SERVICES

yourdomain

login.myacmedomain.com

YOUR COMPANY

Email / customer number / username

Password

LOGIN

▲ **35 %**
Portfolio performance

154
expiring SSL certificates

DOMAIN TRENDS

| ngTLD | gTLD | ccTLD | TLD Start |

PROMOTIONS

Add Widget   Add Widget

Auto **DNS** | CREATED BY **InterNetX**

cloud.autodns.com

Easy bargains?
Expiring Domains!

starting at $79

Get some real domain bargains through Sedo's new Expiring Domain Auctions while expanding your domain portfolio like a pro.

- Over 2,000 new domains added daily.

- Bargain offers starting at $79.

- No hassle: Receive your domain immediately.

Get your bargains now!

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