Global Domain Report

2024

InterNetX

sedo

Focus topic
Tech & AI

Welcome

Explore our annual Global Domain Report about the domain industry's changing landscape, domain name sales and trends. Get ready for expert foresight into 2024, with this special fifth edition shedding light on the implications of AI on the domain market and a deep dive into the tech industry.

Spawned from the collaborative efforts of InterNetX, a leading international B2B domain registrar, and Sedo, the world's largest domain aftermarket, this domain market report is a testament to their joint expertise since its inception in 2020.

Considering the widespread success of last year's edition, which garnered mentions from all over the industry in five languages, we're even more excited to present this edition to you.

Michael Robrock
CEO, Sedo

Elias Réndon Benger
CEO, InterNetX

Despite economic and social upheaval in 2023, the marketplace had a very successful trading year and now offers +24 million listed domains. This run of success will continue this year. We look forward to the challenges and developments that 2024 certainly holds in store for the domain industry.

As the domain industry undergoes disruption by AI in 2024, the changes are creating new opportunities and challenges. We're dedicated to navigate through these changes, assisting our partners to adapt and thrive, while committing ourselves to combat DNS abuse.

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Intro

In today's digitalized world, the tech industry plays a more crucial role than ever. With current advancements and fast-paced innovations, we are witnessing the power of artificial intelligence (AI) disrupting the way we work and interact on the internet.

As such, the domain industry is shifting and moving alongside these developments in technology. As the tech industry continues to thrive, an increasing number of TLDs have emerged to cater to various niche markets.

Artificial Intelligence (AI) stands at the forefront of a revolution that is poised to reshape the ways registries, registrars and users navigate the domain market. The integration of AI-powered tools can aid in the search for optimal domain names, the evaluation of domain values and the prevention of fraudulent activities on the domain market.

A quick backward glance at 2023 illustrates how quickly and deeply AI has embedded itself in our industry, underlining a clear message for us all: adaptation to technological advancements is imperative.

This year, we're taking a deep dive into the fascinating connection between the tech industry, AI and domains. We will explore how these interdependent relationships impact both the domain landscape and the resulting online experiences for users worldwide.

Join our journey to discover how domains are revolutionizing our AI-based experiences and shaping the future of the domain industry.

Survey

InterNetX and Sedo conducted a survey to capture the sentiment and opinions from those at the heart of the industry — our registrants and domainers. Our goal was to explore their views and expectations related to their domain business.

The survey results are distributed throughout the report, curated on the pages dedicated to each specific topic.

By directly connecting with the community, we aimed to uncover insights representing current sentiments.

Key takeaways

- Analysis of the domain industry's state in 2023
- In-depth look at other domain-related intricacies
- Overview of the emergence and popularity of specific TLDs, SLDs and keywords
- Deep dive into the connections between domains, tech industry and AI
- Comprehensive review of the aftermarket
- Outline of what's taking center stage in the industry

The newcomers of 2023

TLDs that reached General Availability (GA)

.dad
.foo
.mov
.nexus
.zip
.esq

.phd
.prof
.ing
.case
.box
.meme
.watches

TLDs to watch out for in 2024

.vana
.diy
.lifestyle
.living
.food
.music

Sunrise – 24 January 2024

GA – 9 April 2024

Industry highlights 2023

Jan
help.com was the most expensive domain sold in 2023

Feb
IONOS Group goes public on the Frankfurt Stock Exchange

Mar
First-ever Universal Acceptance (UA) Day in New Delhi, India

Q1

Q2

April
GoDaddy Registry acquires .wiki, .tattoo, .ink, .gay and .health

May
Google Registry launches .dad, .foo, .mov, .nexus, .zip, .esq, .phd and .prof

Jun
ICANN extends Verisign's contract for .net to 30 June 2029 with price increases

Sep
Internet Naming Company acquires .diy, .food, .lifestyle, .living and .vana domains from Lifestyle Domain Holdings

Sep
Verisign increases .com prices

Sep
Sunrise of .music starts

Q3

Sep
Squarespace acquires Google Domains

Sep
Domain Summit 2023 held by InterNetX in Regensburg

Sep
InterNetX celebrates its 25th anniversary

Q4

Oct
ICANN78 in Hamburg celebrates 25 years of ICANN

Oct
XYZ Inc. acquires .ceo

Oct
Google Registry launches the TLD .ing

Nov
ICANN terminates OpenTLD, mostly known for .tk

Dec
ICANN launches the Registration Data Request Service (RDRS)

Dec
ICANN's contracted parties approve new obligations to mitigate DNS abuse

What were your highlights & challenges in 2023?

2023 revels in Web3 integration and novel TLDs amidst booming growth. Surging ccTLDs coincidentally align with tech trends, while market fragmentation reflects geopolitical and economic shifts. DNS abuse persists, yet strides in combating it mark a year of both highlights and challenges for the domain sector.

Natalia Filina
Secretary of EURALO, ICANN

The surge in adoption of it.com domains by leading registrars and top tech firms surpassed expectations. As a private registry, we navigate unique challenges distinct from new gTLDs, ensuring progress while upholding a trust-based business philosophy and valuing our registrars as essential, enduring partners.

Joe Alagna
Director of Sales, it.com

In 2023, tight budgets limited big domain purchases as businesses delayed rebranding. With less funding, lease-to-own deals gained traction. However, AI-related domains stood out, reeling in notable investments and interest from investors. This highlights how the domain market adapted despite facing various challenges.

Elliot Silver
President, Top Notch Domains, LLC

What were your highlights & challenges in 2023?

The AI revolution boosted demand for .ai domains, marking a pivotal shift. Our registry adopted Knot DNS, enhancing infrastructure with robust DNSSEC. This transition reflects our commitment to security and reliability and aligns with the burgeoning AI landscape where .ai domains have soared, underlining the dynamic interplay between cutting-edge technology and domain industry evolution.

Vincent Cate
Administrator, .ai Registry

During our first MENA domain & hosting event in November 2023 global domain investors, registrars, and providers convened for the first time in Dubai, finalizing substantial deals. Although some markets appear saturated, businesses are targeting opportunities in these hitherto underserved areas for expansion.

Munir Badr
CEO, AEserver & Domain Days Dubai

Despite a slow economy, the industry reported remarkable sales, particularly in the lower market (< $2500) as businesses pursued deals. Analysis showed a sales uptick, gaining traction throughout 2023 largely due to AI, hinting at potentially strong future developments.

Leanne McMahon
Founder, Crunch.id

01

Essential data snapshot

State of the industry

The domain market has undergone remarkable expansion over recent years despite global economic volatility. However, registrations have begun to display a somewhat tempered pace with a 2.5% increase YoY. While the industry landscape hasn't transformed overnight, there have been significant shifts and intriguing developments for domain enthusiasts to follow. In 2023, the TLD .ai emerged as a major player worldwide, reaching the milestone of almost 350,000 registered domains and 162% YoY growth. While ccTLDs remain strong, .xyz maintained its position as the most registered new gTLD and .store and .shop achieved the highest YoY growth. In the midst of these changes, the aftermarket remained as active as ever.

Let's dive straight into our data-driven exploration of general market trends, punctuated by key facts and figures across all TLDs.

> The domain industry has bounced back post-pandemic, marked by a robust market with strong domain registrations and sales. The rise of AI as both a tool and a technological revolution spearheaded new markets involving .ai and AI-related domains. Domain experts are preparing to adjust to the changing landscape.
>
> **Theo Develegas**
> Founder, Acroplex LLC

REGISTERED DOMAINS

359.8 M

YOY DOMAIN REGISTRATIONS

+2.5%

.AI YOY GROWTH

+162.4%
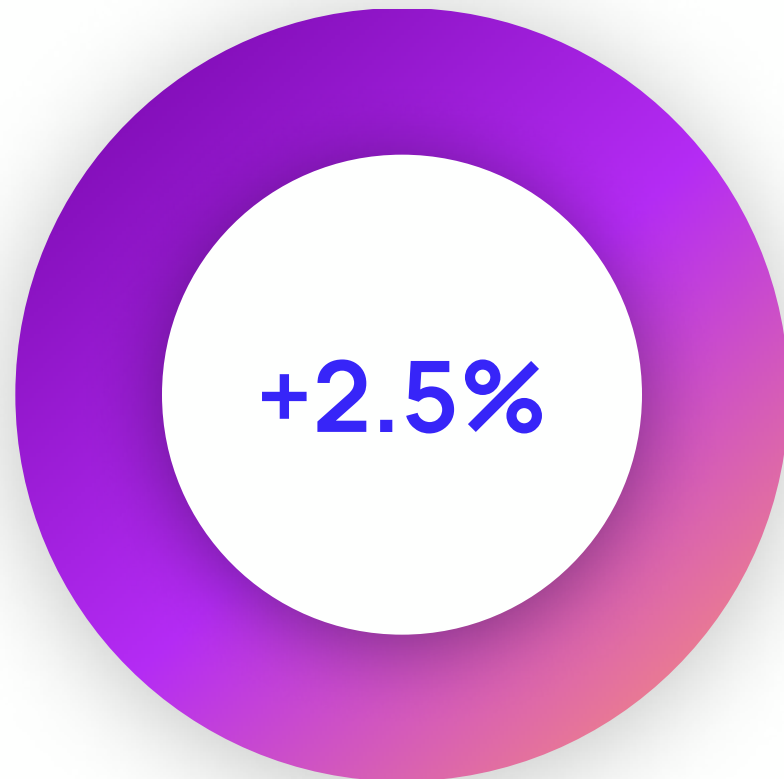
NEW GTLD YOY GROWTH

+15.9%

Most popular TLDs

A closer look at the domain landscape in 2024 reveals a blend of three gTLDs and seven ccTLDs in the top 10. The ranking remains unchanged, with .com persistently leading the pack.

.tk, operating on a cost-free policy, hit a snag this year. On 9 November 2023, Freenom, the .tk operator, lost its ICANN accreditation due to consistent and ongoing non-compliance with the RAA. The repercussions of this decision are expected to ripple through the industry in the coming year.

Amidst these shifting tides, .cn is demonstrating an unparalleled growth trajectory among the 10 leading TLDs, an occurrence that underscores the evolving dynamics of our industry. Finally, the African extension .ga has proven to be a resilient player, maintaining its foothold in the competitive market and heightening anticipation about developments in the year to come.

> In 2023, the domain industry remains stable with the top 10 TLDs keeping their status quo. Still, there are signals of probable transformation. The German ccTLD .de, with its continued strength, security, and reliability, stands as a stronghold amidst the industry's prospective changes.

Marco Hoffmann
Head of Domain Services, InterNetX
Supervisory Board Member, DENIC

Top 10 TLDs registrations in M [1]

.com 159.6	.tk 24.1	.cn 20.3	.de 17.7
	.net 13.1	.uk 10.7	.ml 8
	.org 10.8	.ga 9.7	.nl 6.3

TLDs change YoY 2023 - 2024 [2]
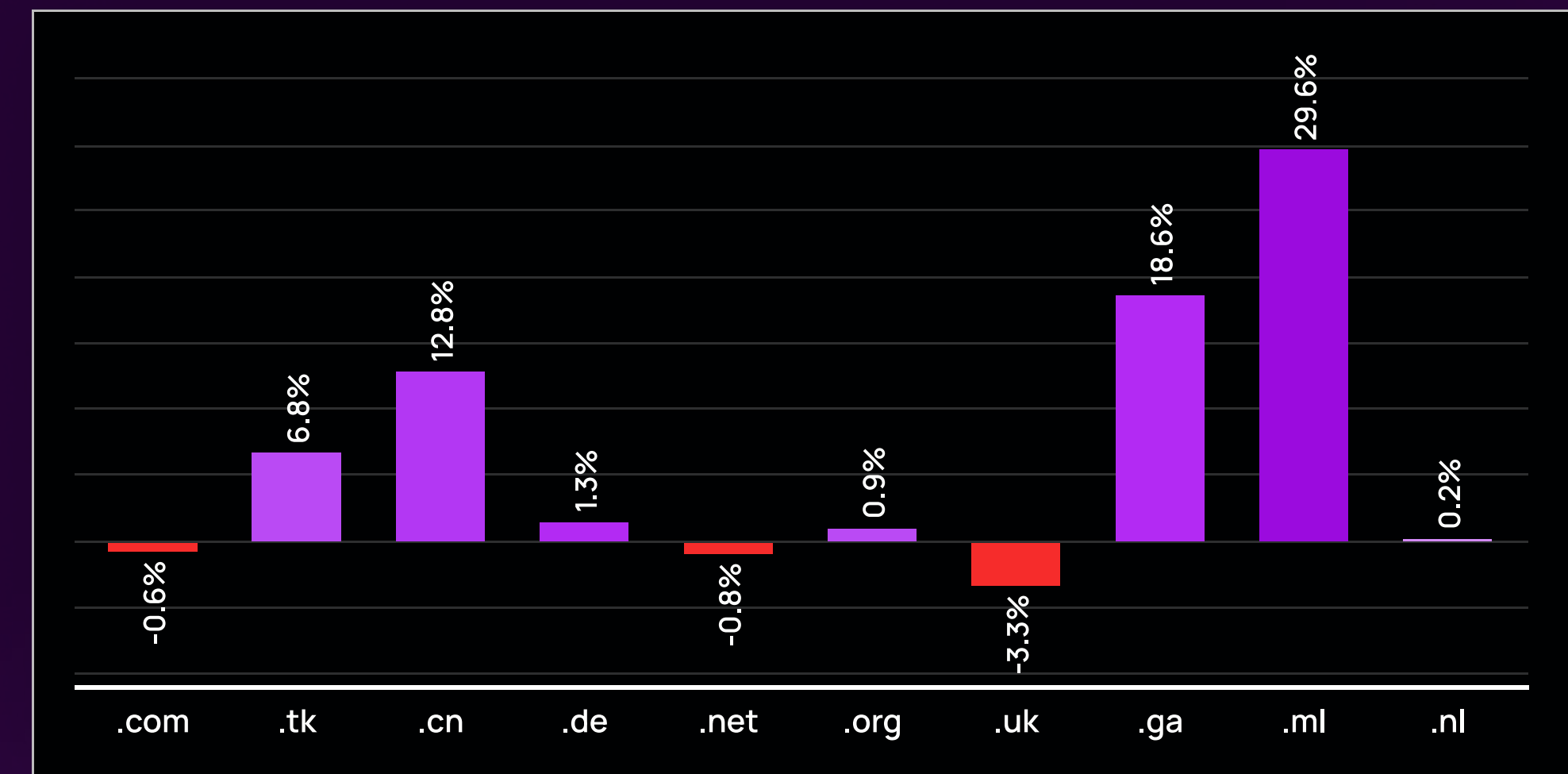
.com	.tk	.cn	.de	.net	.org	.uk	.ga	.ml	.nl
-0.6%	6.8%	12.8%	1.3%	-0.8%	0.9%	-3.3%	18.6%	29.6%	0.2%

Legacy gTLDs

The initial internet wave in the late '80s brought on the advent of legacy or classic gTLDs, which quickly cemented their status as pillars of the web. Owing to their historical presence and broad recognition, they remain the most utilized TLDs globally.

When viewing the chart, it's clear that these gTLDs, represented in millions of registrations, hold a firm majority command over half of the world's registered domains. Among them, it was .gov that showcased the most notable growth — boasting an increase of 14.1% YoY.

What are legacy gTLDs?

The first set of TLDs introduced in the namespace had the goal of categorizing the nascent network according to very specific purposes. They have been integral to shaping the web's structure.

.com — commercial
.edu — education
.gov — government
.mil — military
.net — network technologies
.org — organization

Total registrations in M [3]

.gov
0.01 M

x100

.org
10.8 M

.edu
0.01 M

.net
13.1 M

.com
159.6 M
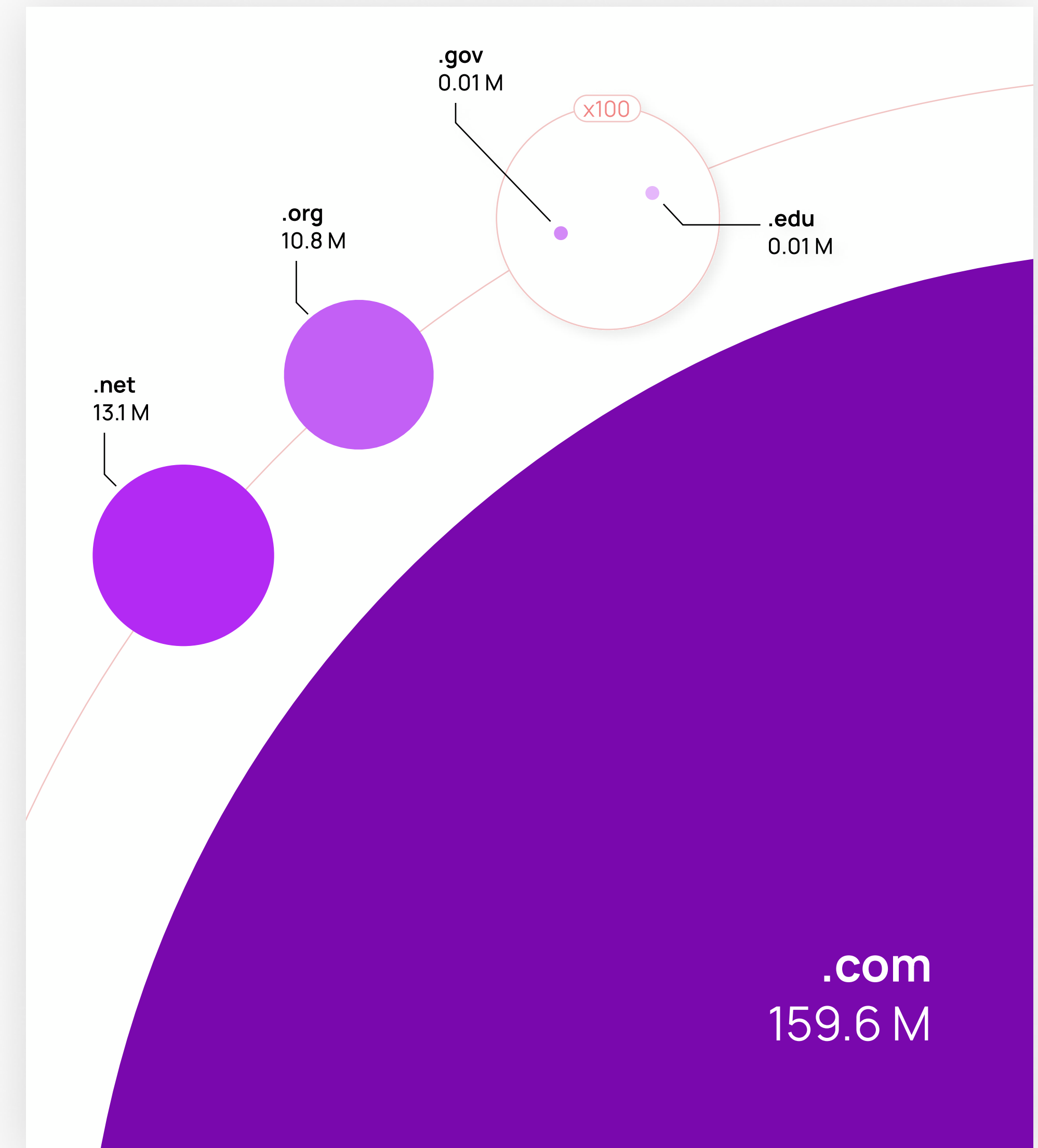
.com

The extension .com stands at the forefront of the domain world, remaining the top choice worldwide. Its initial purpose was centered around simplifying online commercial transactions, making it an ideal option for businesses seeking an easy-to-remember website address.

Impressively, over half of all .com domains are hosted in the United States and nearly 40% of them boast fully-functional, actively-engaged websites, reflecting an enduring impact on the ever-evolving digital landscape.
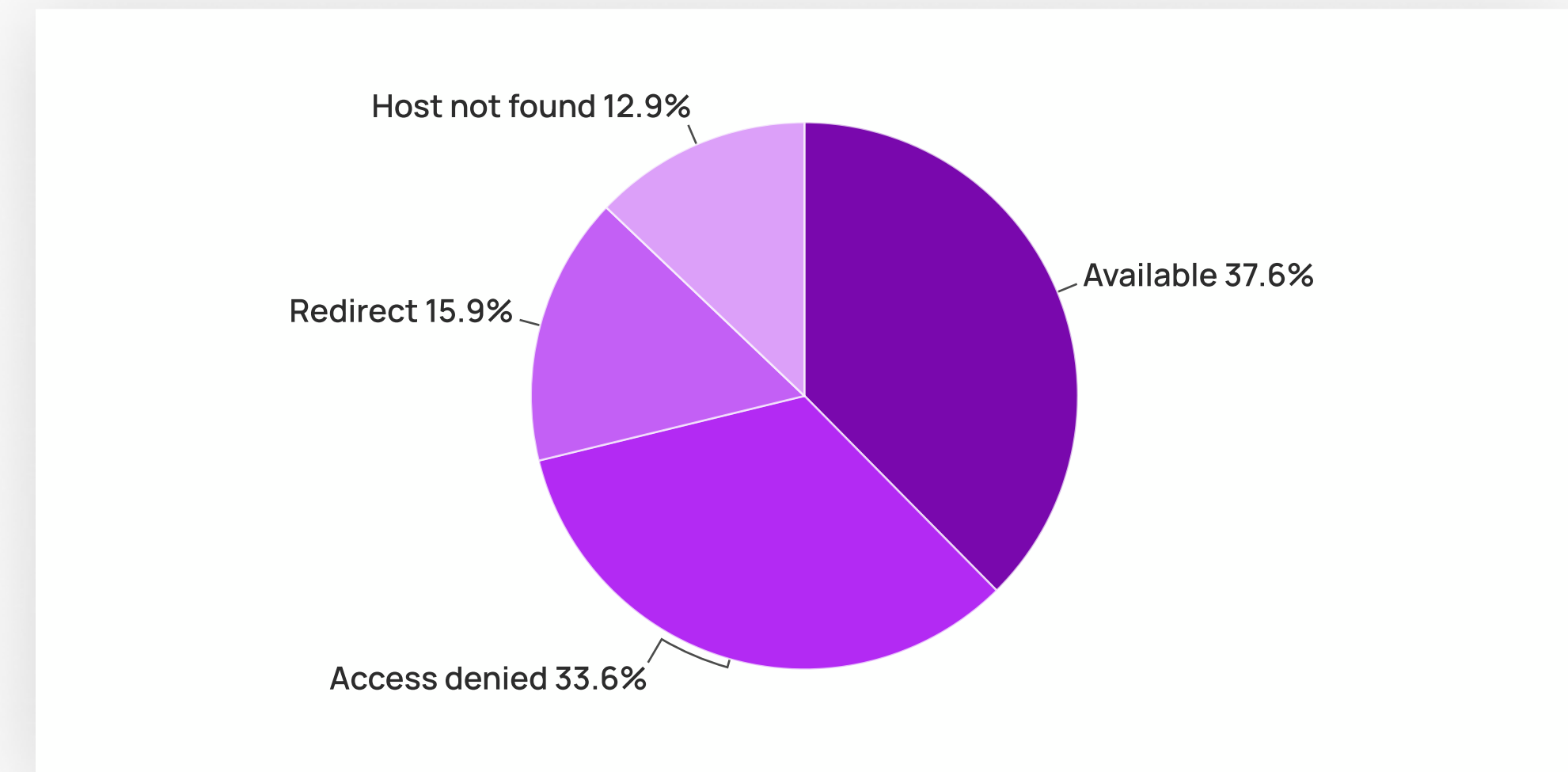
TLDs implemented in .com redirects [5]

- .uk 1.2%
- .net 1.3%
- .org 1.9%
- .de 2.3%
- .com 83.5%

Top 5 countries hosting .com websites [4]

USA	Germany	Canada	China	France
58.2%	6.2%	5.5%	3.3%	3.2%
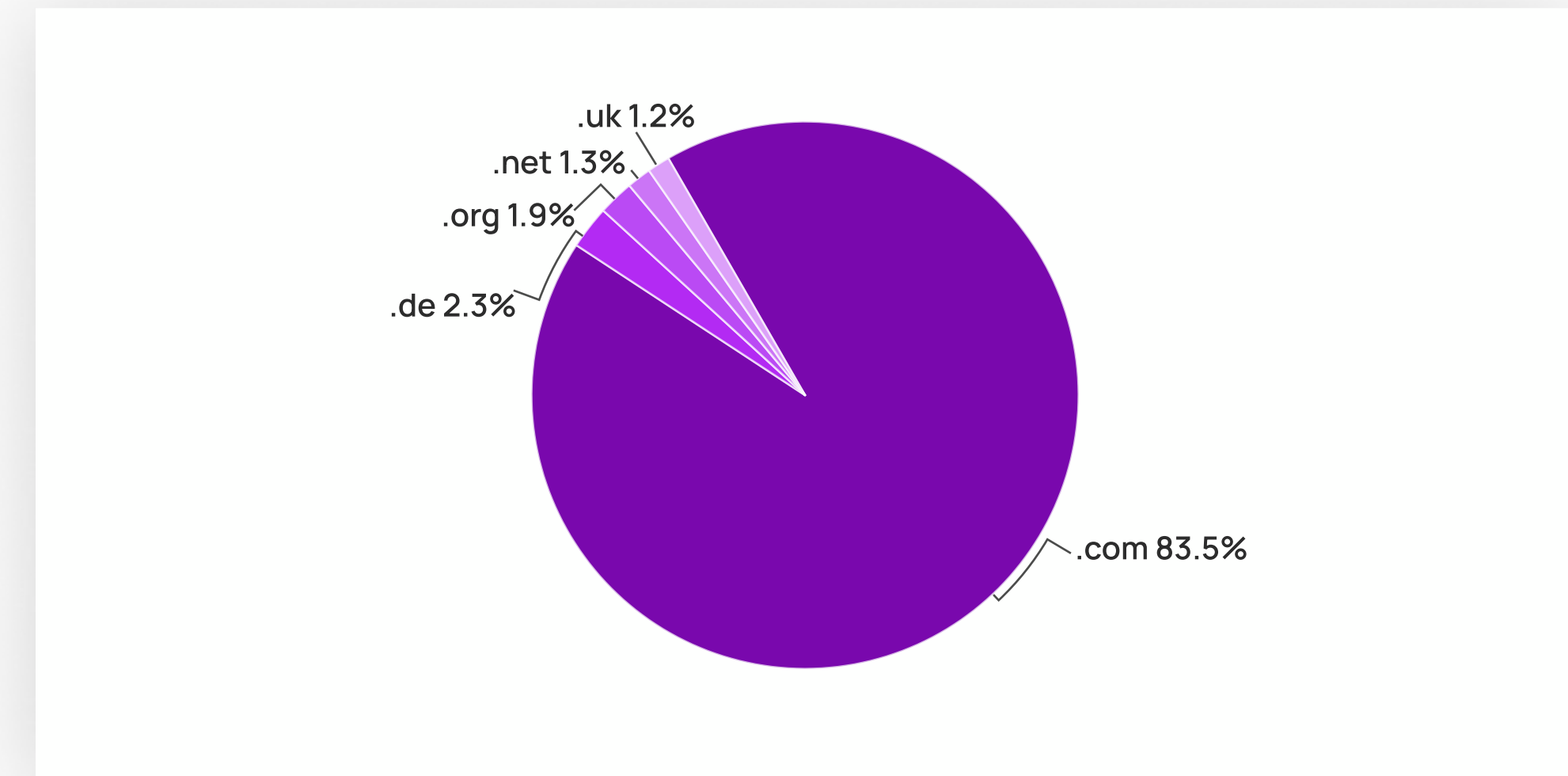
Response of .com websites [6]

- Host not found 12.9%
- Redirect 15.9%
- Available 37.6%
- Access denied 33.6%

[4] Dataprovider.com (January 2024).
[5] Ibid.
[6] Ibid.

Content under TLDs

gTLDs continue to hold a dominant position across the spectrum of domain extensions. Significantly, more than 40% of the websites operating under gTLDs are geared towards business objectives, demonstrating the extensive role these extensions play in driving the online economy. In addition, gTLDs remain the favored option for e-commerce platforms, further underscoring their relevance and impact within the competitive digital marketplace.
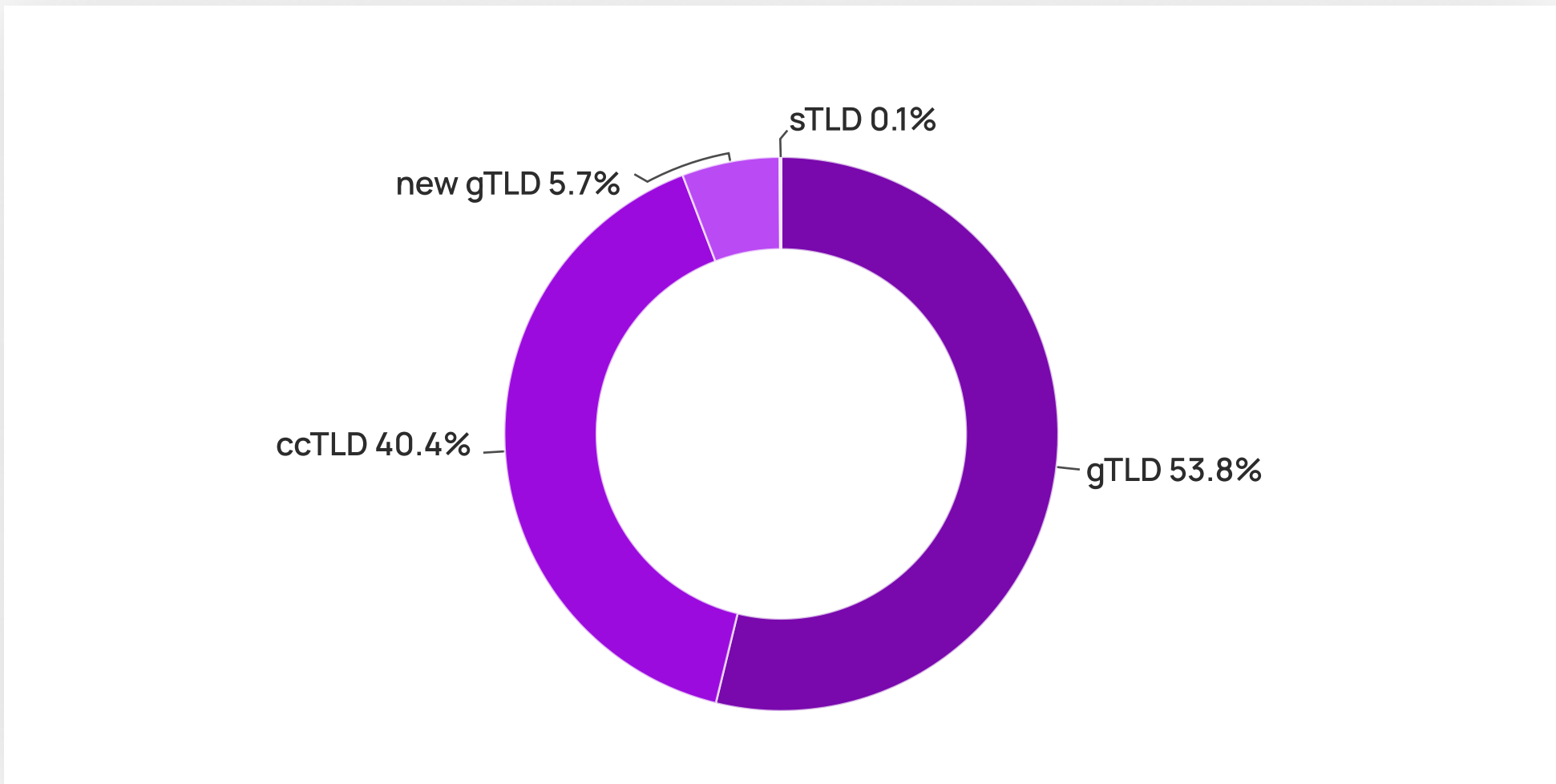
In 2023, the e-commerce market expanded by 10%, turning into golden opportunities for domains. We witnessed a considerable leap of over 35% in registrations compared to 2022 and maintained a steady CAGR of 10% since 2019 (pre-COVID), with .online, .site and .store each accruing more than 1 million registrations in 2023.

Neha Naik
VP, Channel Partnerships, Radix

Website categories under gTLDs [7]

- E-commerce 2.6%
- Others 0.8%
- Parking 3.6%
- Low content 5.1%
- Business 38.6%
- Content 23.9%
- Placeholders 25.4%
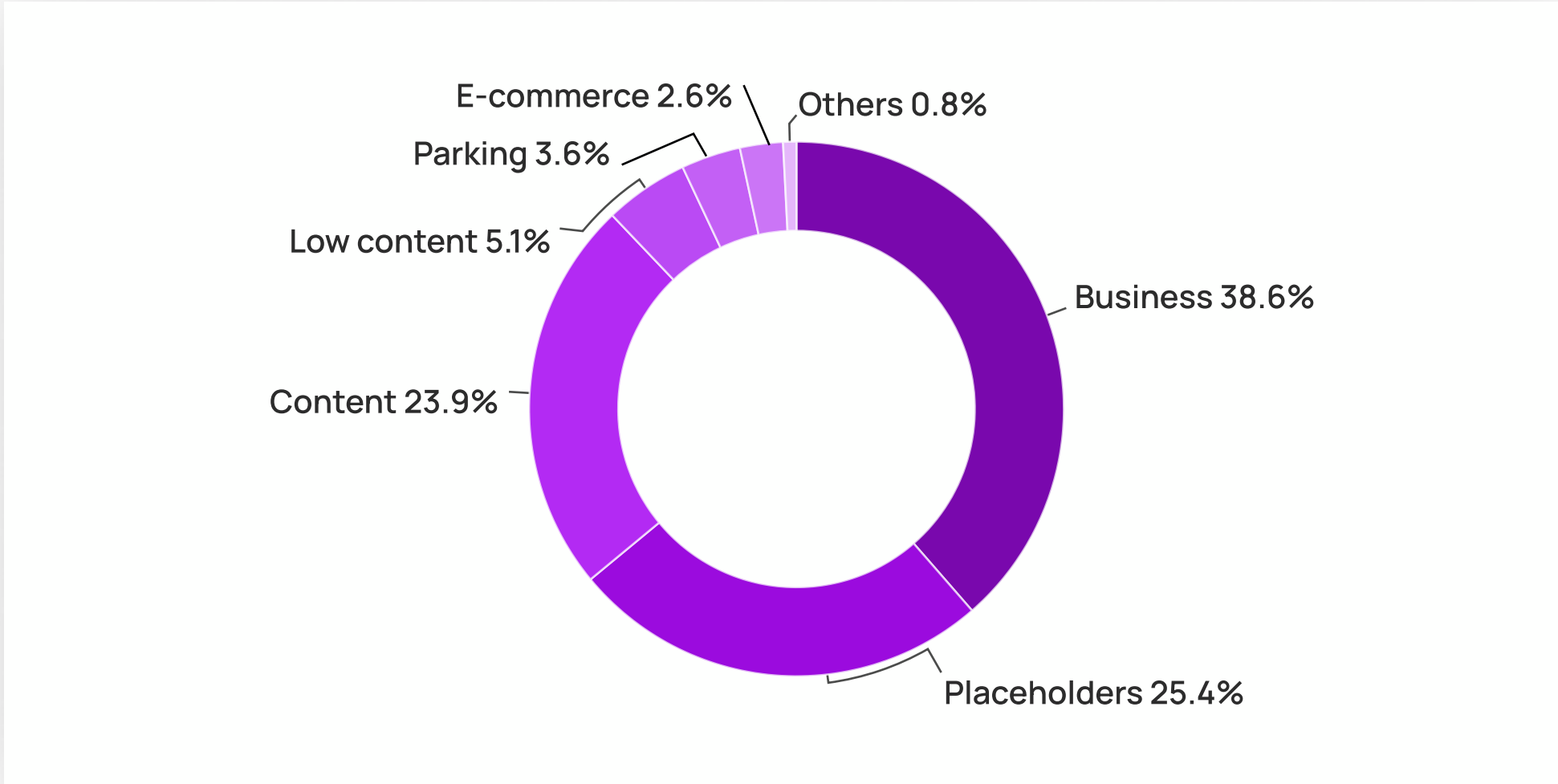
TLD types hosting online stores [8]

- new gTLD 5.7%
- sTLD 0.1%
- ccTLD 40.4%
- gTLD 53.8%

[7] Dataprovider.com (January 2024).
[8] Ibid.

Most popular ccTLDs

In the global ccTLD market, .tk occupies the leading spot, with a significant 17% market share. However, notable shifts are on the horizon, poised to disrupt the standing of .tk along with other ccTLDs like .ga, .ml, and .cf. These extensions are at a potential crossroads due to registry interruptions.

It's critical to emphasize that these ccTLDs originally carved out their space in the top 20 globally due to no-cost registration policies. Such incentives have been a catalyst for their adoption, but with the emerging challenges, their rankings may be subject to significant fluctuation.

European ccTLDs constitute 50% of the top 20 ccTLDs globally, underlining Europe's substantial role in this market segment.

Top 20 ccTLDs [9]

	TLD	Country	Registrations (in M)	Market share
1	.tk		24.1*	17.4%
2	.cn		20.3***	14.7%
3	.de		17.7	12.8%
4	.uk		10.7	7.8%
5	.ga		9.7*	7.0%
6	.ml		8.0*	5.8%
7	.nl		6.3	4.6%
8	.ru		6.2***	4.5%
9	.gq		5.4*	3.9%
10	.br		5.2	3.8%
11	.au		4.2	3.1%
12	.fr		4.1	3.0%
13	.eu		3.7	2.7%
14	.it		3.5	2.5%
15	.ca		3.4	2.4%
16	.co		3.3**	2.4%
17	.in		3.0**	2.1%
18	.ch		2.6	1.9%
19	.pl		2.6	1.8%
20	.es		2.1	1.5%

[9] Unless otherwise specified, all registration data has been retrieved from the respective registry websites.
* Domain Name Stat (26.01.24).
** Domain Tools (26.01.2024).
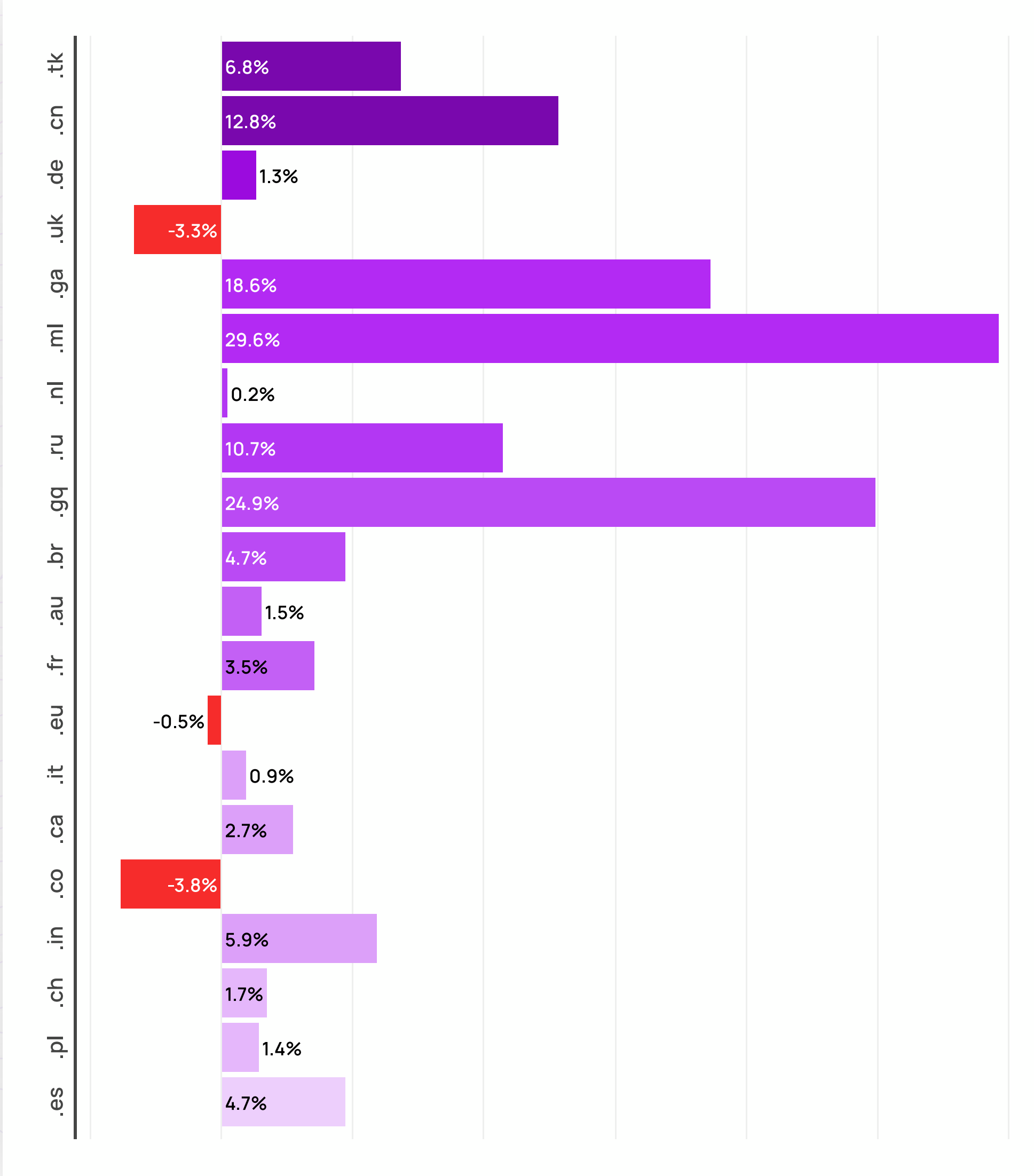*** Verisign "The Domain Name Industry Brief", Q4/2023.

ccTLD growth

In 2023, the landscape of ccTLDs continued to exhibit strong growth, solidifying their importance in the global market. Reflective of the broader internet expansion in Africa, .ml and .gq have shown the greatest surge in registrations, maintaining their upward trajectory from previous years. Notably, China's .cn has also experienced a significant increase. While most ccTLDs are on the rise, there are a few exceptions where growth has either plateaued or declined, indicating a diverse and dynamic ccTLD market.

> One of the most encouraging aspects of the domain industry is the global growth we are seeing in the community that invests in and loves the business. New domain conferences have popped up in London and Dubai as people value meeting face-to-face at events like NamesCon and beyond. That personal connection to others in the field builds a stronger, more unified industry, creating new opportunities for everyone.
>
> **Ron Jackson**
> Editor & Publisher, DNJournal.com

Top 20 ccTLDs change YoY [10]

ccTLD	Change YoY
.tk	6.8%
.cn	12.8%
.de	1.3%
.uk	-3.3%
.ga	18.6%
.ml	29.6%
.nl	0.2%
.ru	10.7%
.gq	24.9%
.br	4.7%
.au	1.5%
.fr	3.5%
.eu	-0.5%
.it	0.9%
.ca	2.7%
.co	-3.8%
.in	5.9%
.ch	1.7%
.pl	1.4%
.es	4.7%

Europe

Top 10 ccTLDs

	TLD	Country	Registered domains in M	Changes to 2022	Registered domains per 100,000 inhabitants
1	.de	🇩🇪	17.7	1.3%	21,068
2	.uk	🇬🇧	10.7	-3.3%	16,025
3	.nl	🇳🇱	6.3	0.2%	35,593
4	.fr	🇫🇷	4.1	3.5%	6,088
5	.eu	🇪🇺	3.7	-0.5%	823
6	.it	🇮🇹	3.5	0.9%	5,934
7	.ch	🇨🇭	2.6	1.7%	29,219
8	.pl	🇵🇱	2.6	1.4%	6,915
9	.es	🇪🇸	2.0	4.7%	4,386
10	.be	🇧🇪	1.7	-0.5%	14,840

All registration data has been retrieved from the respective registry websites.

The population data used for this calculation was retrieved from The World Bank Population (26.01.2024).

Africa & Middle East
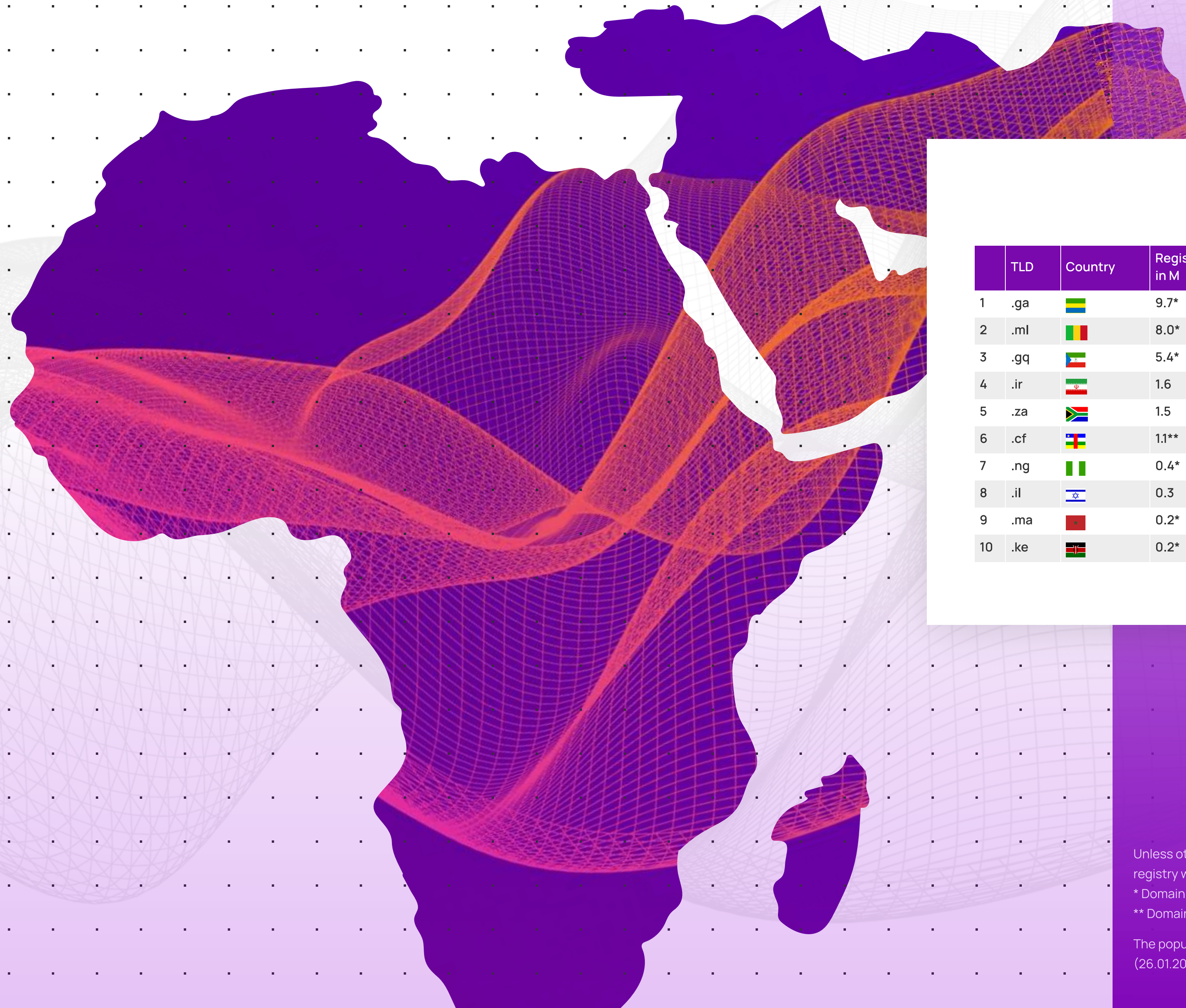
Top 10 ccTLDs

	TLD	Country	Registered domains in M	Changes to 2022	Registered domains per 100,000 inhabitants
1	.ga		9.7*	18.6%	405,728
2	.ml		8.0*	29.6%	35,294
3	.gq		5.4*	24.9%	320,613
4	.ir		1.6	7.4%	1,816
5	.za		1.5	9.4%	2,487
6	.cf		1.1**	-82.2%	20,144
7	.ng		0.4*	59.0%	164
8	.il		0.3	1.8%	3,019
9	.ma		0.2*	45.9%	399
10	.ke		0.2*	45.3%	413

Unless otherwise specified, all registration data has been retrieved from the respective registry websites.
* Domain Name Stat (26.01.24).
** Domain Tools (26.01.2024).

The population data used for this calculation was retrieved from The World Bank Population (26.01.2024).

Asia & Oceania

Top 10 ccTLDs

	TLD	Country	Registered domains in M	Changes to 2022	Registered domains per 100,000 inhabitants
1	.tk		24.1*	6.8%	1,460,630,419
2	.cn		20.3***	12.8%	1,437
3	.ru		6.2***	10.7%	4,298
4	.au		4.2***	1.5%	16,240
5	.in		2.9**	5.9%	210
6	.jp		1.8	2.0%	1,403
7	.kr		1.0	0.1%	2,104
8	.nz		0.7	-1.0%	14,551
9	.vn		0.6	7.4%	618
10	.tw		0.5	-6.5%	2,159

Unless otherwise specified, all registration data has been retrieved from the respective registry websites.
* Domain Name Stats (26.01.24).
** Domain Tools (26.01.2024).
*** Verisign "The Domain Name Industry Brief Q4/2023".

The population data used for this calculation was retrieved from The World Bank Population (26.01.2024).

The Americas

Top 10 ccTLDs

	TLD	Country	Registered domains in M	Changes to 2022	Registered domains per 100,000 inhabitants
1	.br		5.2	4.7%	2,436
2	.ca		3.3	2.7%	8,636
3	.co		3.3**	-3.8%	6,379
4	.us		2.0**	3.9%	586
5	.mx		1.0	0.6%	1,057
6	.cl		0.7	-2.0%	3,587
7	.ar		0.7	-0.1%	1,462
8	.ai		0.3**	162.4%	1,847,794
9	.pe		0.1	0.2%	419
10	.uy		0.1	3.3%	2,997

Unless otherwise specified, all registration data has been retrieved from the respective registry websites.
** Domain Tools (24.01.2024).

The population data used for this calculation was retrieved from The World Bank Population (24.01.2024).

new gTLDs

new gTLDs are remedying the saturated market of legacy and ccTLDs by offering niche-target extensions. Providing a platform for unique and creative domain names, they have registered a robust growth rate of 14.7% YoY. The new gTLD round promises further untapped potential and growth in the dynamic digital domain market in the years to come.

The top 10 new gTLDs represented 53.2% of all new gTLD registrations (Verisign Q4/2023). Three newcomers, namely .cfd, .app and .click, have already claimed their spot in our top 10 for new gTLDs.

> .xyz is a universal TLD, catering seamlessly to all entities across the globe. Embraced by the trailblazers in blockchain, Web3, and AI, .xyz emerges as one of the preferred choices for domains in the innovation economy. New technology is adopting .xyz domains, and we're embracing them to stay ahead and help us make informed decisions.

Daniel Negari
CEO, XYZ Registry

Top 10 linked subdomains [11]

en m support my
news
shop WWW 3G
webmail app cpanel
blog wap
portal docs

Top 10 new gTLDs & market share [12]

| 10.7% .xyz 3.8 M | 9.2% .online 3.3 M | 8.6% .top 3.1 M | 7.1% .shop 2.5 M | 5.0% .site 1.8 M |
| 4.3% .store 1.5 M | 3.2% .cfd 1.1 M | 2.6% .vip 0.9 M | 2.0% .app 0.7 M | 1.8% .click 0.7 M |
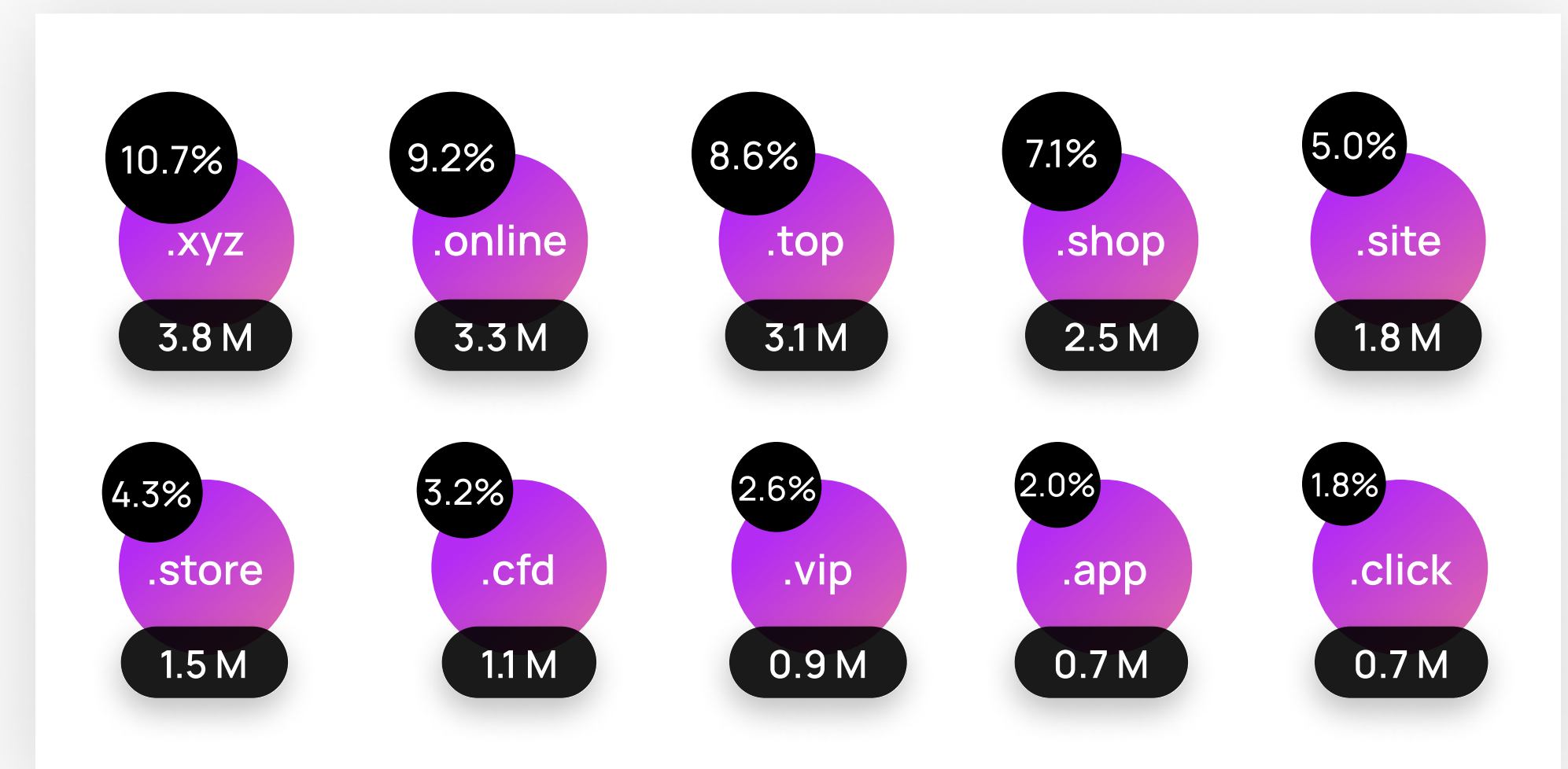
[11] Dataprovider.com (January 2024).
[12] nTLDstats (26.01.2024)

new gTLDs

Although the growing numbers of new gTLD registrations, half of websites under new gTLDs still serves as redirects to their corresponding .com domains.

Despite this, the subdomains associated with new gTLDs can provide intriguing insights into internet utilization and user behavior. New gTLDs reshape online navigation and branding strategies, demonstrating their potential importance in contemporary internet architecture.
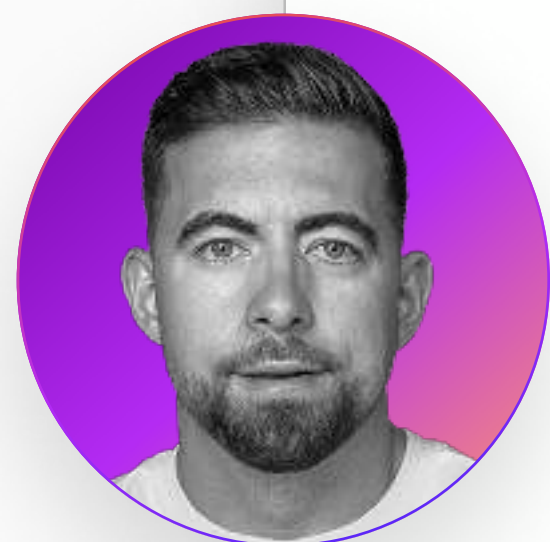
> Indicators point towards a significant increase in business activity as new gTLD operators and associated service providers prepare to devise strategies for the forthcoming round of new gTLDs. This developing situation is projected to bring about a host of new market players in the domain industry, who can leverage rich insights from the previous phase and therefore make more knowledgeable decisions when selecting and managing new gTLDs.

Munir Badr
CEO, AEserver & Domain Days Dubai

Top 10 TLDs new gTLDs redirect to [13]

- .com 49.2%
- Others 28.1%
- .uk 7.1%
- .xyz 5.6%
- .de 3.9%
- .org 1.7%
- online 1.7%
- .net 1.4%
- .club 1.3%
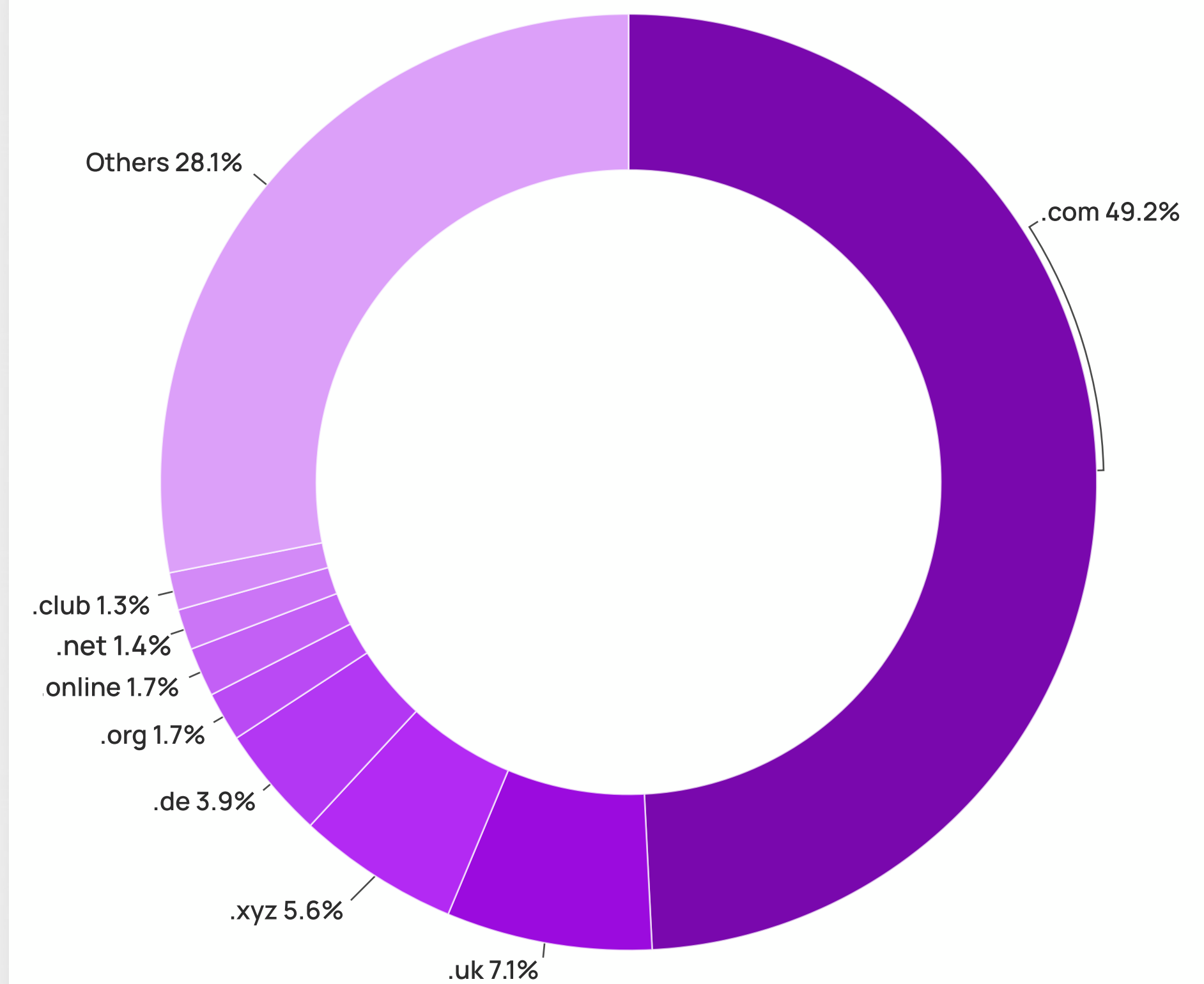
new gTLDs

Data indicates that less than 50% of websites registered under new gTLDs are fully developed websites. Instead, most of these domains serve as placeholders, default pages created by the web hosting company or registrar, intended to be replaced by a custom website in the future.

Interestingly, a small proportion of these websites are used for business (17.6%) or e-commerce (1.7%), revealing the untapped potential of new gTLDs. This illustrates the present state of new gTLDs and the huge opportunity available to those willing to leverage the potential of this digital real estate.

Developed websites under new gTLDs [14]

Yes 42.5%
No 57.5%
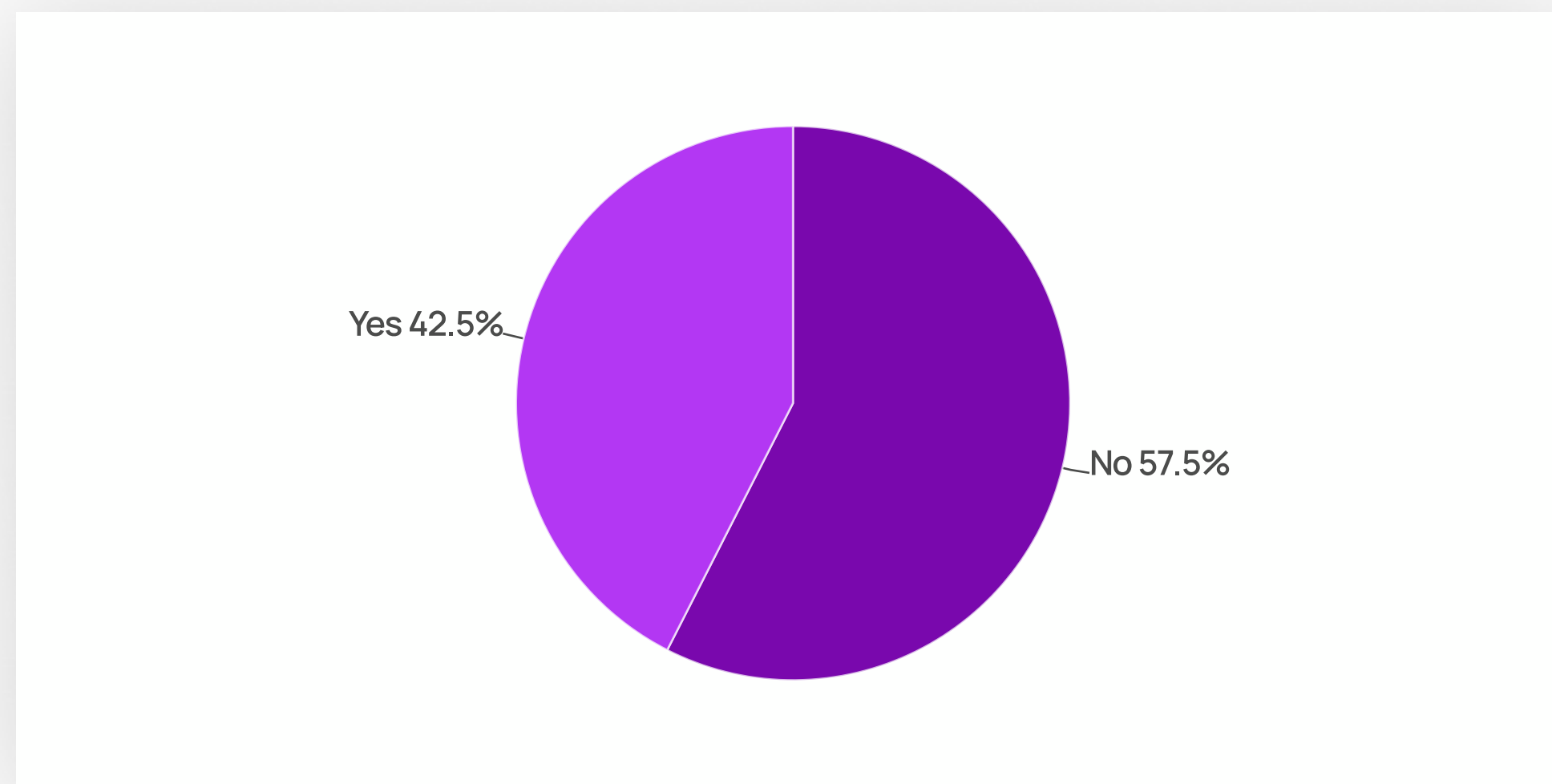
Top 5 website types under new gTLDs [15]

Placeholder	Content	Business	Low content	Parking
45.5%	22.2%	17.6%	7.4%	4.1%
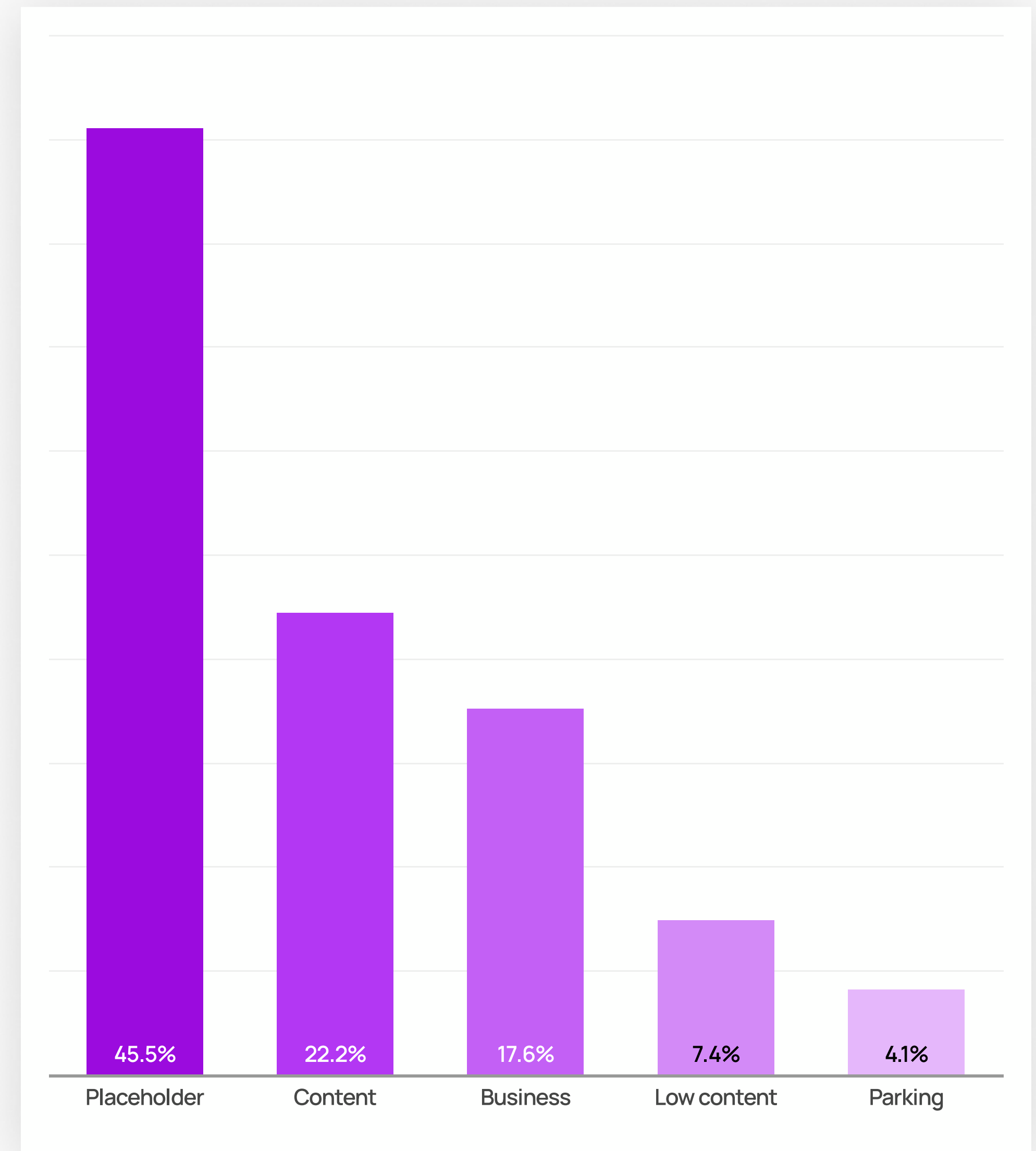
geoTLDs

Classified under new gTLDs, geoTLDs form an intriguing niche within the domain namespace. These identifiers correspond to specific geographic, geopolitical, ethnic, linguistic or cultural cohorts and boast considerable traction, particularly in Europe and Asia.

Last year, .asia (technically an sTLD), retained its top position in terms of registrations, with an impressive annual growth rate of 28% and .africa held steady in second place, despite a slight dip of 1.8%.

Meanwhile, European geoTLDs held their expansion course, maintaining a stable pattern in alignment with the performance in the previous year.

Top 10 geoTLDs [16]

geoTLD	Registrations
.asia	654,959
.lat	118,397
.cat	113,030
.africa	72,625
.bayern	29,926
.nrw	21,973
.swiss	19,127
.РУС	16,708
.eus	14,814
.scot	13,437
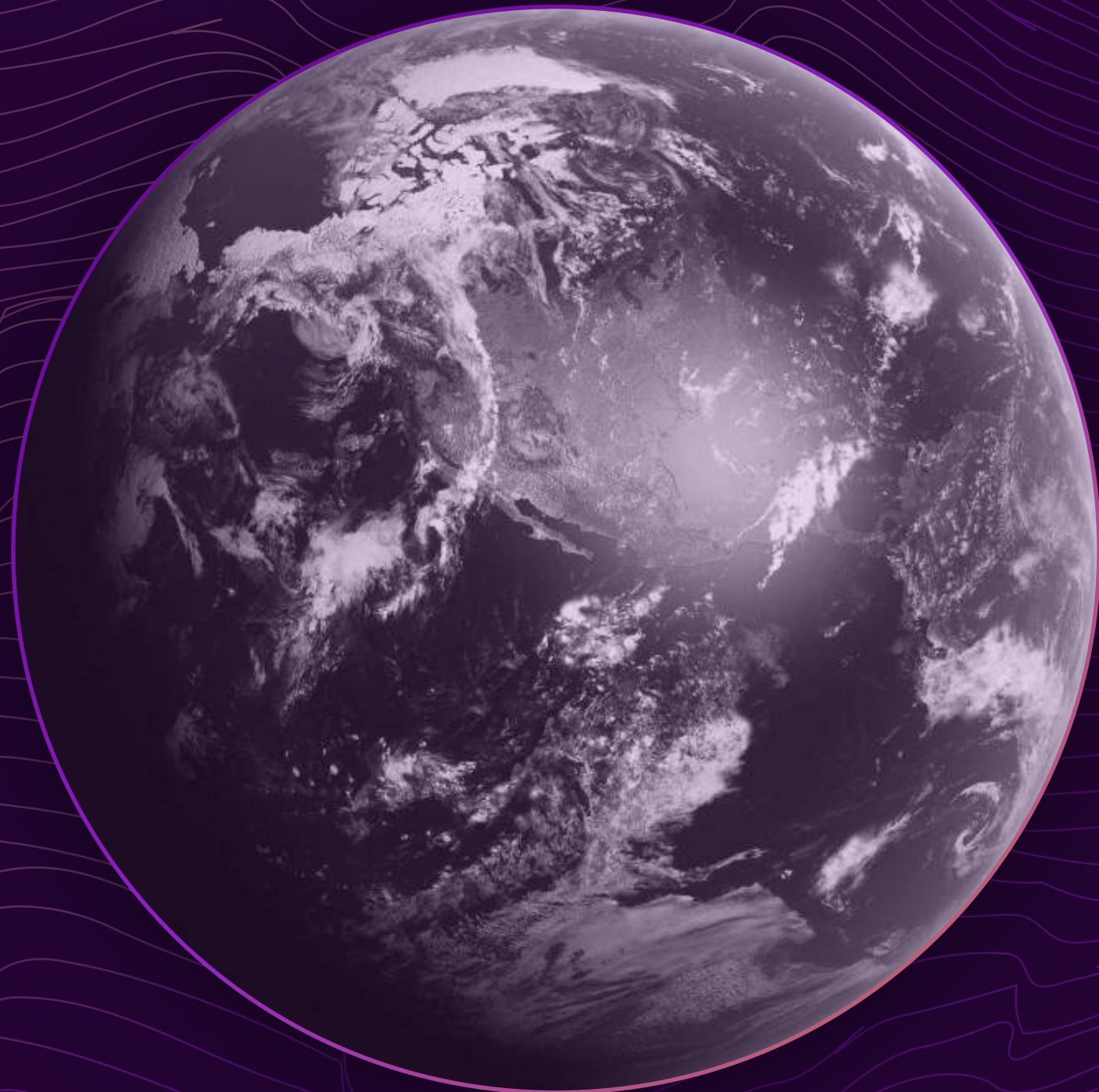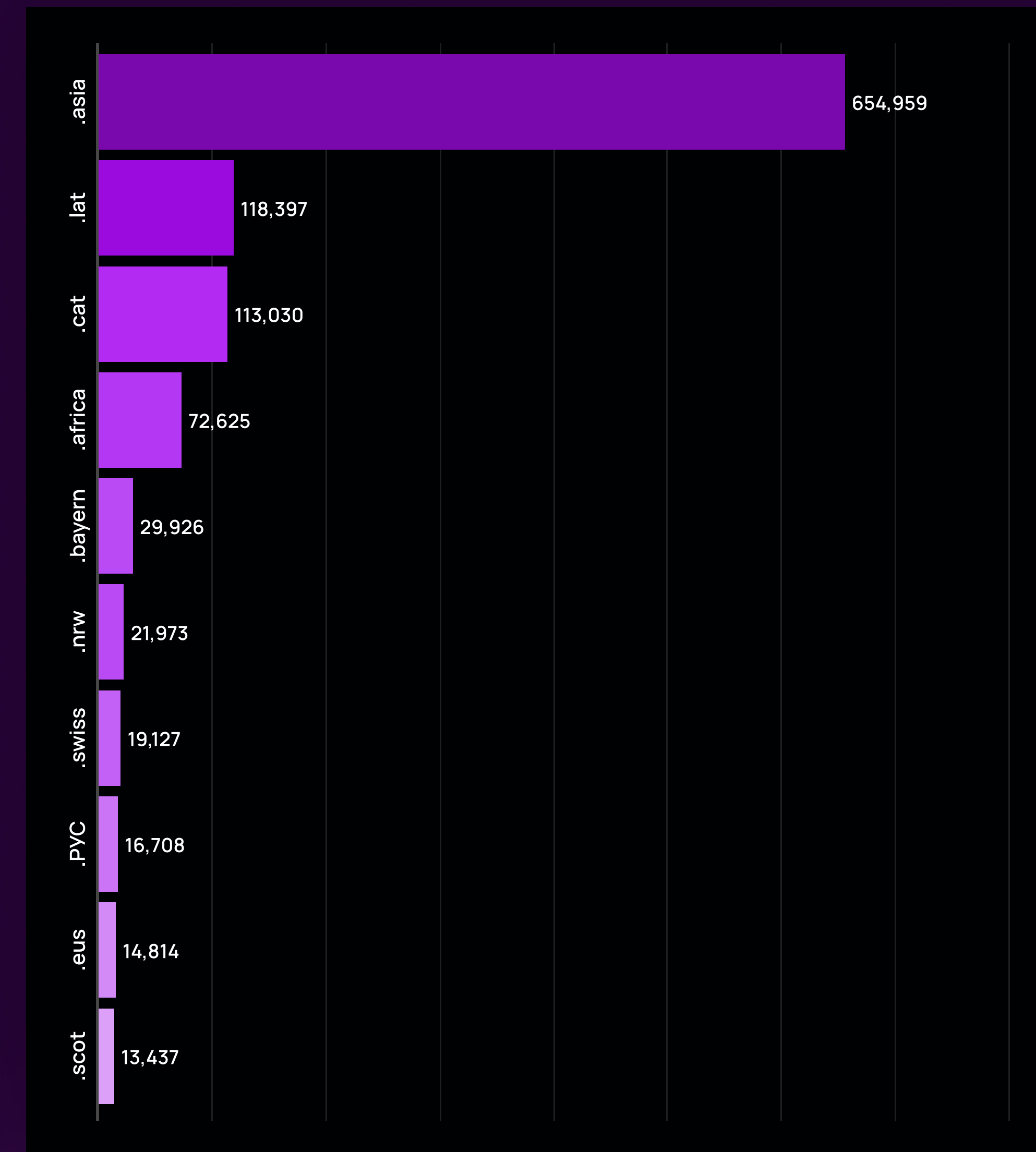
cityTLDs

A cityTLD is a unique web extension acting as a crucial digital resource for local residents, organizations and institutions. It fosters a sense of communal identity in the digital realm by offering a localized identity. Ever since 2014, local communities have been empowered to register domains featuring distinct local references.

Recently, there has been some reshuffling on the leaderboard of the Top 10 cityTLDs. The Japanese cityTLD .okinawa has emerged on the chart. Moreover, .amsterdam has successfully climbed to the pinnacle, claiming first position. Simultaneously, .hamburg has made impressive strides by ascending four ranks.

Top 10 cityTLDs [17]

| 1 ↑ .amsterdam | 2 ↓ .berlin | 3 ↓ .tokyo | 4 ↓ .nyc | 5 ↑ .okinawa |
| 6 ↑ .hamburg | 7 ↓ .paris | 8 ↓ .köln | 9 ↓ .vegas | 10 ↓ .london |
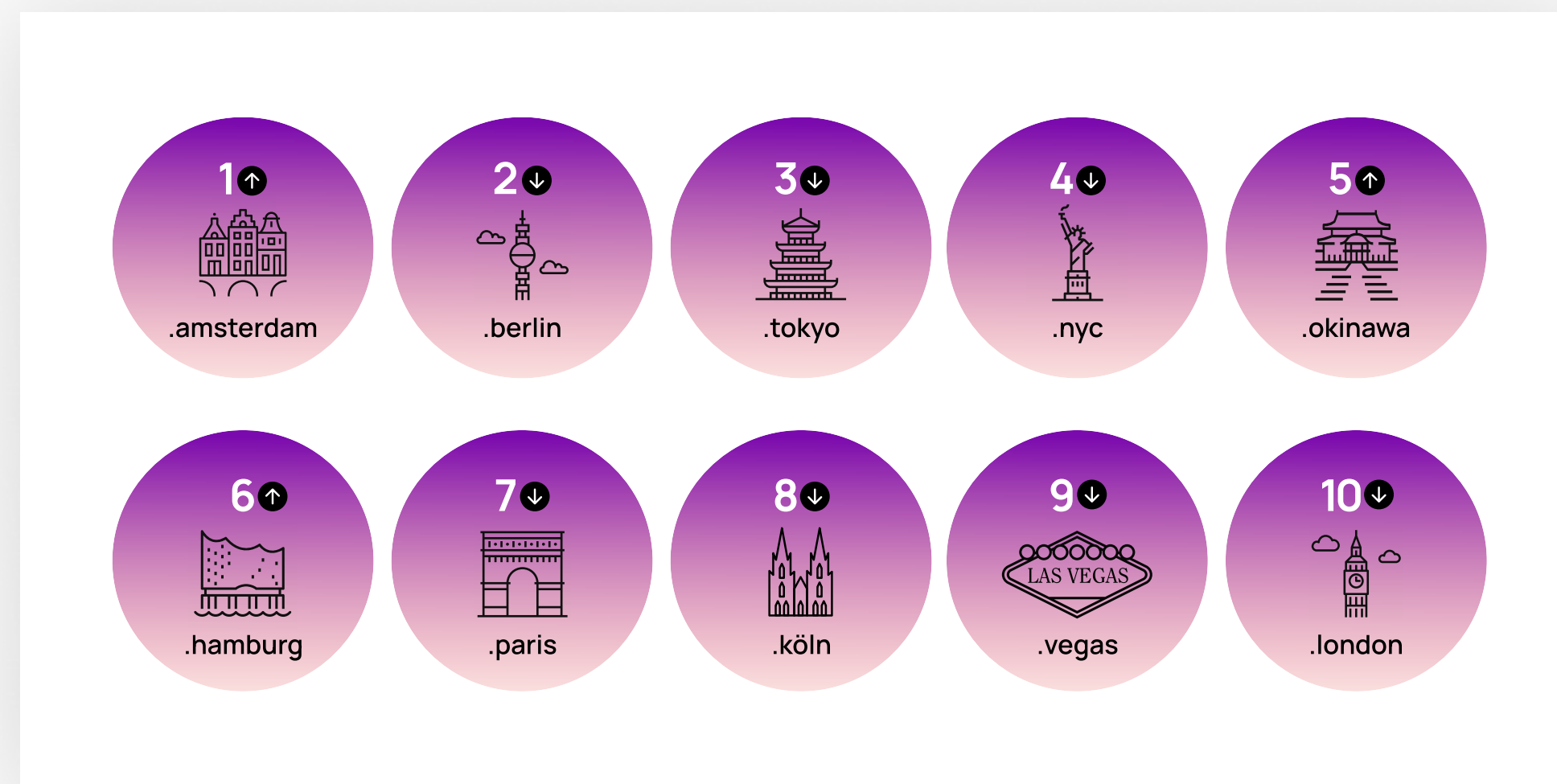
The entrepreneurial spirit of the Dutch and Amsterdammers positioned .amsterdam as a strong extension from the very beginning. The high availability of meaningful domain names, the support of .amsterdam by most web hosting companies and, of course, the strong "Amsterdam" brand makes our cityTLD an attractive option for startups and established organizations. Visibility has also been increased due to several new projects launched by the city, for example, the new digital home of the City Archives on archief.amsterdam.

Siemen Roorda
Product Owner, Dotlocal

Rising stars

In 2023, the domain industry saw significant growth for specific TLDs, with new gTLDs leading the surge. The most notable and largest rise was seen for the geoTLD .lat [18]. The growth of .lat domains demonstrates the heightened interest in nurturing cultural and regional digital identities. This trend, along with the rise of other new gTLDs, signifies a dynamic and increasingly diverse domain market.

Since its relaunch in September 2022, .lat has quickly become a fast-growing TLD, especially in Latin America, due to its affordability, easy recognizability and strong connection with LATAM pride, attracting businesses and individuals alike.

Daniel Negari
CEO, XYZ Registry

.baby 254%

.bot 598%

.lat 2,131%

.сайт 274%

.sbs 413%

.forum 455%

.bond 544%

.cfd 1,185%

.med 1,781%

.boo 440%
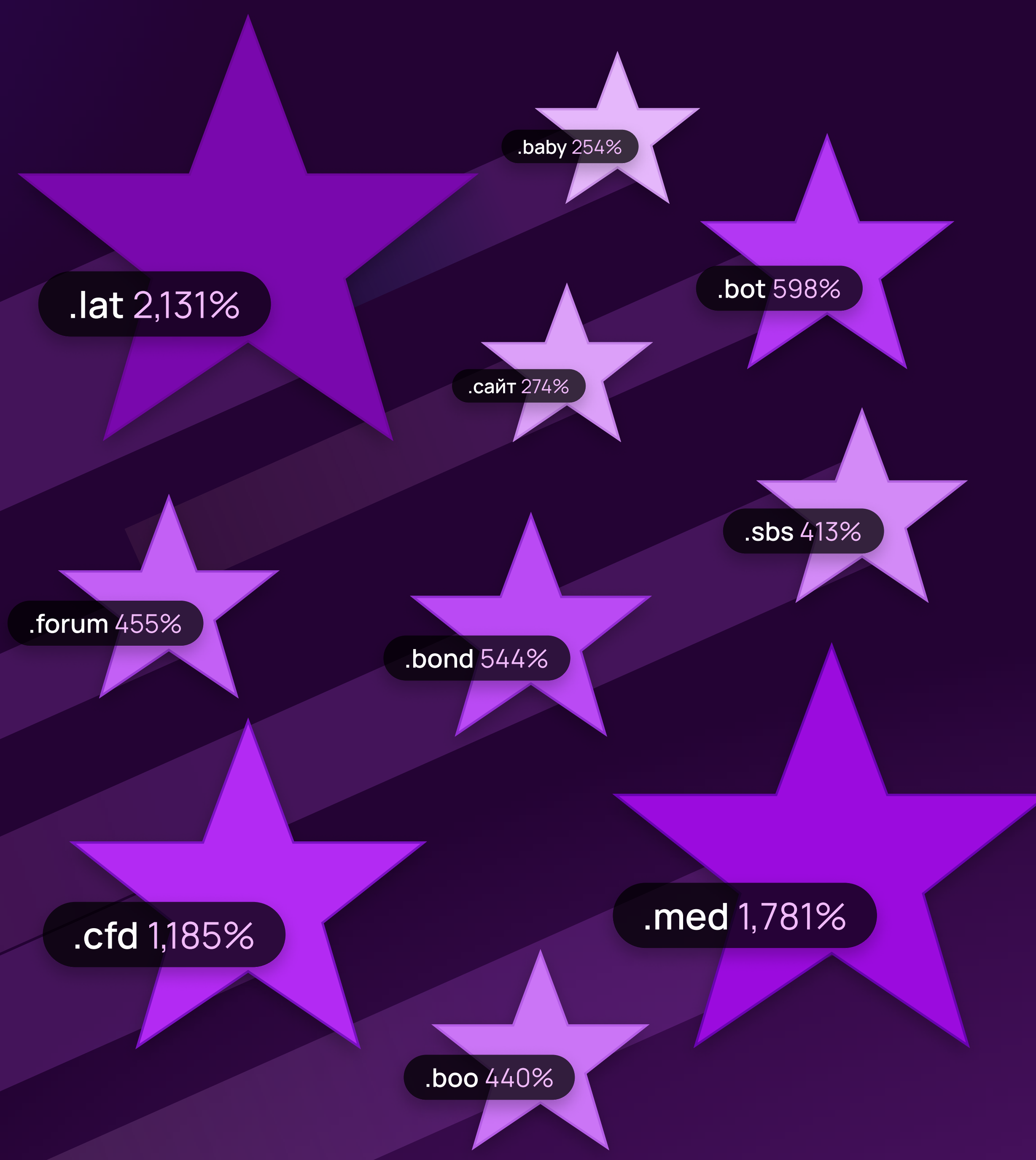
UDRP

The Uniform Domain-Name Dispute-Resolution Policy (UDRP) is a policy set by ICANN to resolve domain name disputes involving trademark infringement. WIPO (World Intellectual Property Organization) manages the UDRP process and protects intellectual property rights.

Domain names can harm businesses if they infringe on trademarks. Trademark owners can seek resolutions through UDRP proceedings conducted by WIPO.

Regions filing UDRP [20]

Africa 3%
Oceania 2%
LAC 3%
Europe 40%
Asia 20%
North America 33%
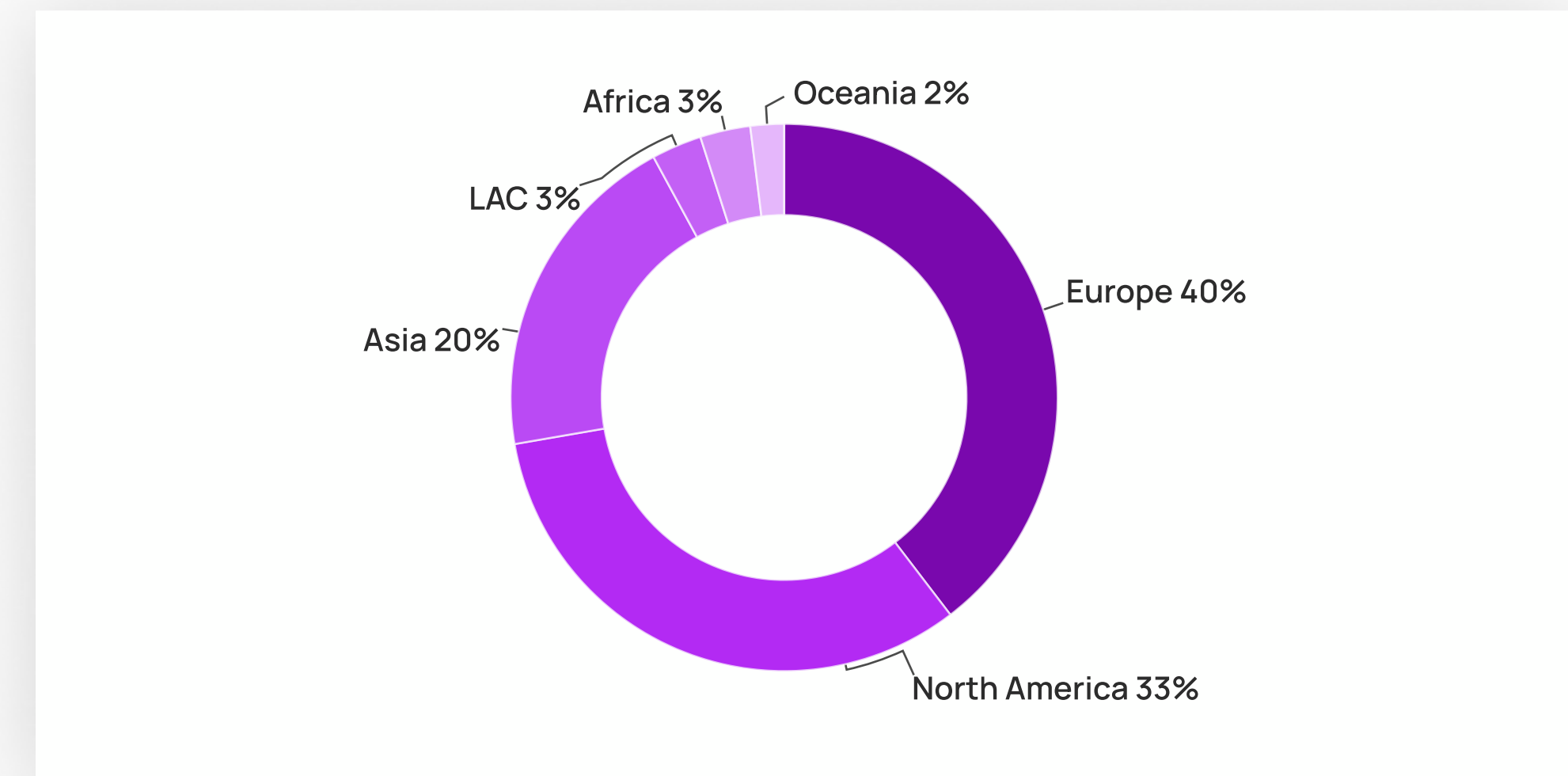
Top 10 ccTLDs by number of UDRP cases [19]

.co	.cn	.mx	.au	.ai	.eu	.io	.fr	.nl	.es
119	63	59	57	57	53	41	39	39	37
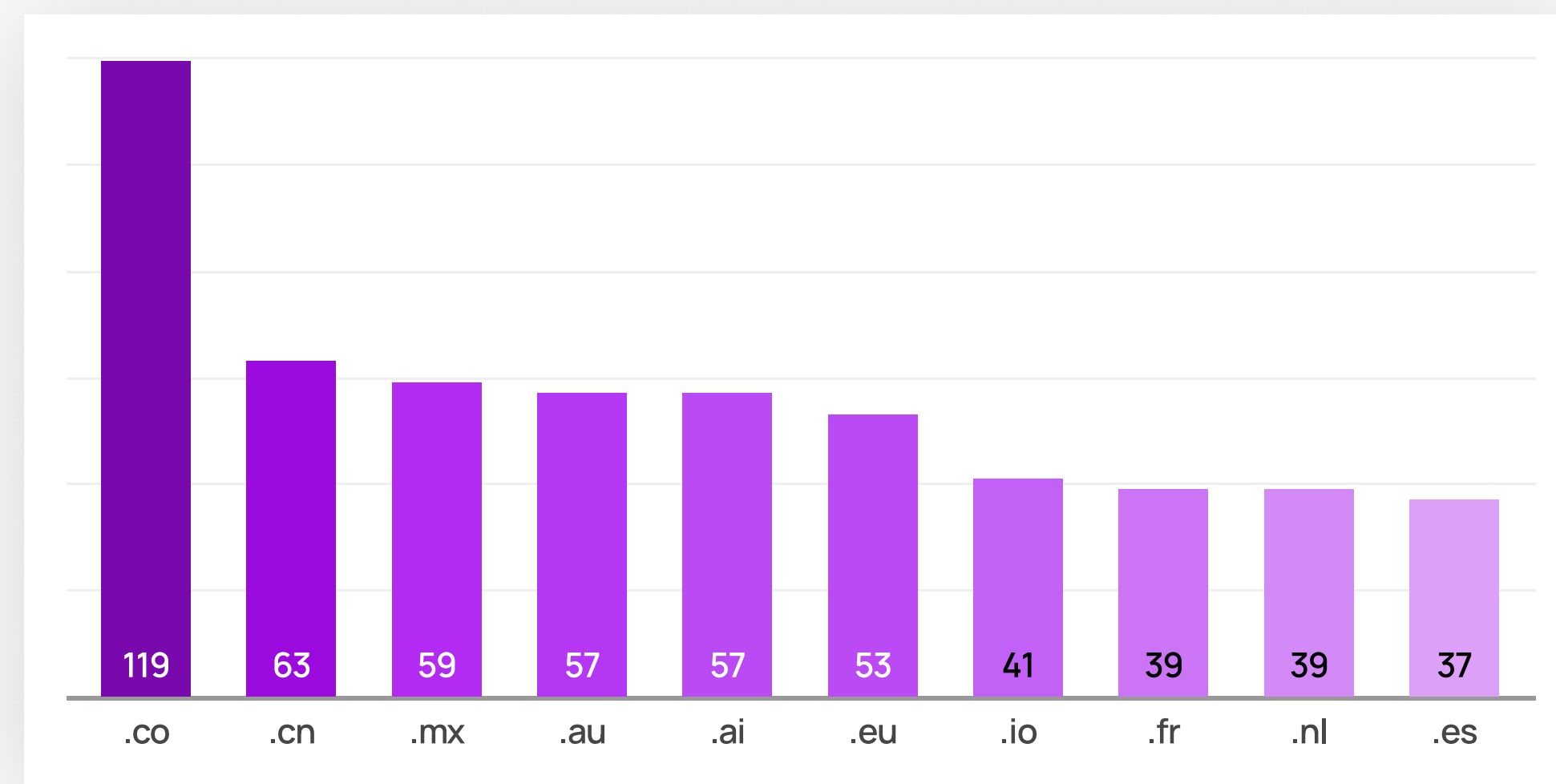
Top 5 industries filing UDRP [21]

Banking & finance 13%
Biotechnology & pharmaceuticals 11%
Others 47%
Fashion 10%
Retail 10%
Internet & IT 9%
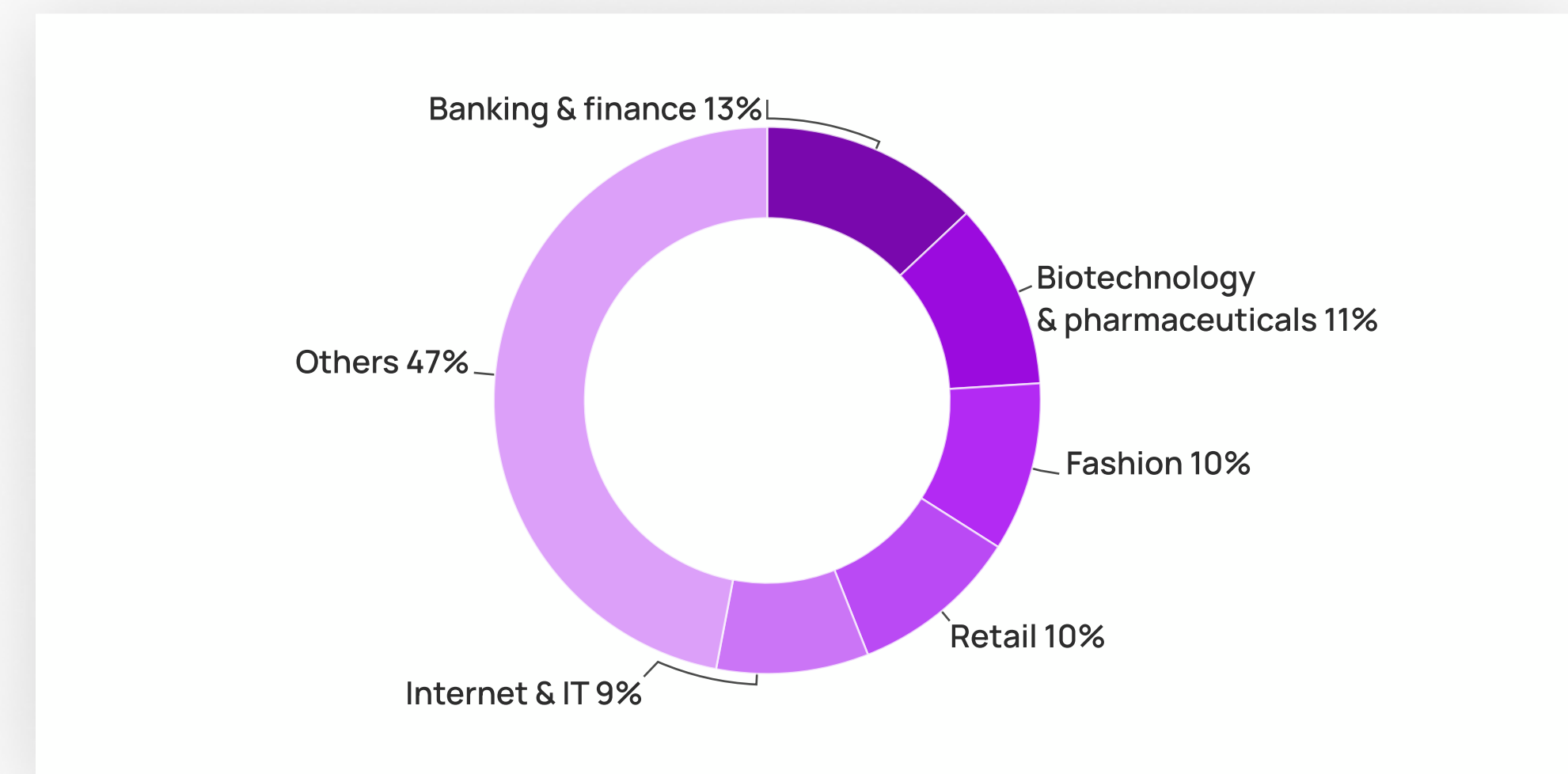
[19] Data from WIPO (26.01.2024).
[20] Ibid.
[21] Ibid.

Majestic Million

The Majestic Million listings have become a widely used metric in the industry to assess the popularity and consequently also the value of domain names. It is a ranking of domain names with the most referring subnets.

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

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

Top 10 TLDs count in Majestic Million [22]

	TLD	2023	2022	Trend
1	.com	488,140	498,901	⇩
2	.org	75,105	84,327	⇩
3	.cn	65,609	18,952	⇧
4	.net	33,504	37,320	⇩
5	.ru	33,057	34,865	⇩
6	.de	28,904	24,704	⇧
7	.uk	22,694	29,107	⇩
8	.jp	22,430	17,084	⇧
9	.nl	15,359	15,743	⇩
10	.fr	8,612	9,075	⇩

YoY change for top 20 Majestic Million [23]
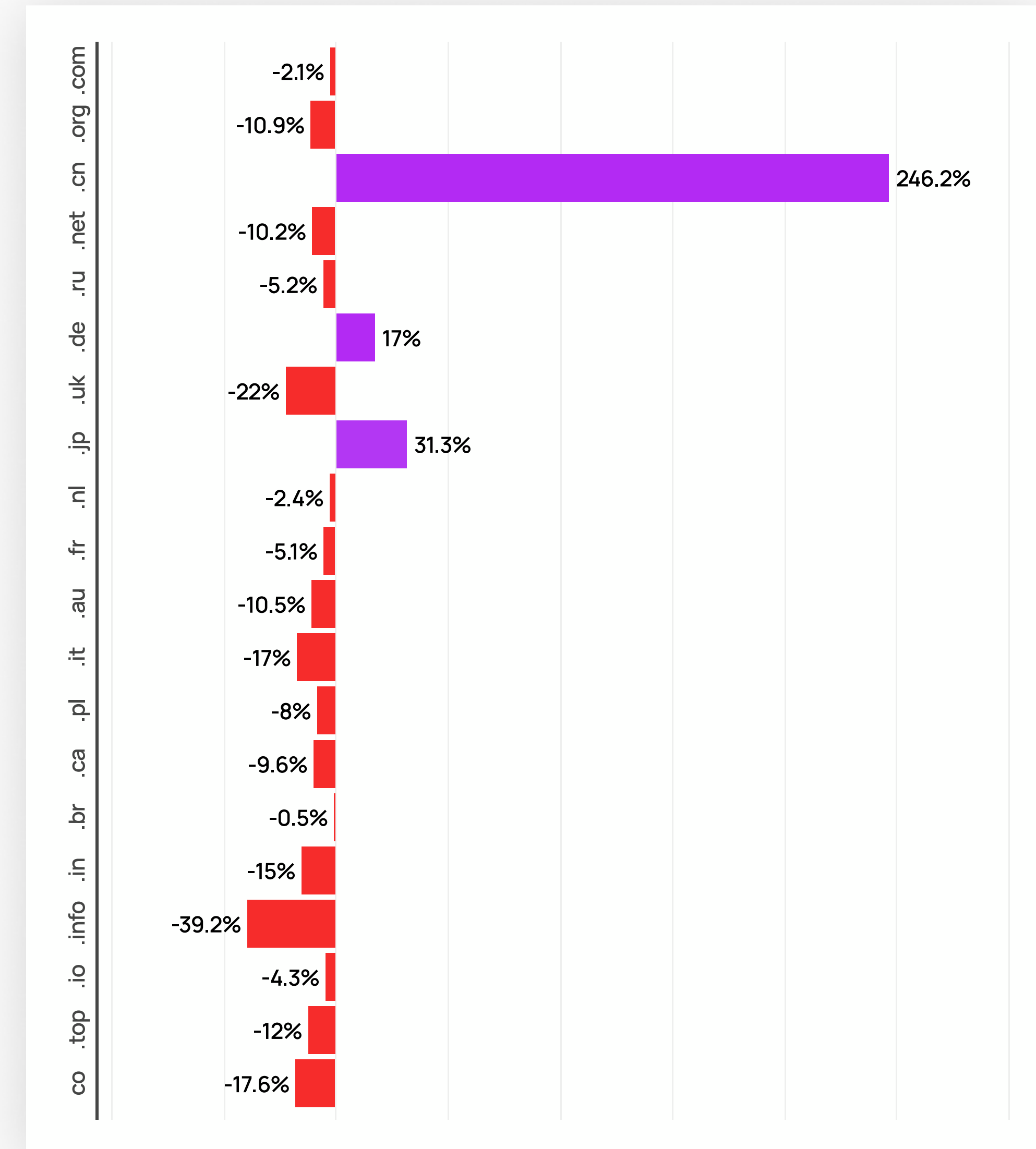
TLD	YoY change
.com	-2.1%
.org	-10.9%
.cn	246.2%
.net	-10.2%
.ru	-5.2%
.de	17%
.uk	-22%
.jp	31.3%
.nl	-2.4%
.fr	-5.1%
.au	-10.5%
.it	-17%
.pl	-8%
.ca	-9.6%
.br	-0.5%
.in	-15%
.info	-39.2%
.io	-4.3%
.top	-12%
.co	-17.6%

What were your highlights & challenges in 2023?

AI influence caused a surge in AI-related sales, echoing the past domain trends like meta and NFT. However, the same pattern warns of a potential decline, given many trendy domains are now receding. Simultaneously, macroeconomic elements like inflation and shifting interest rates add challenges, underlining the industry's vulnerable linkage to broader economic conditions.

Ron Jackson
Editor & Publisher, DNJournal.com

The spotlight trend concerns the growing appeal of TLDs, attributed to domain investors and companies seeking substitutes due to .com domain scarcity. TLDs increasingly utilize data-driven methods to bolster business intelligence and professionalism. Additionally, Web3 and blockchain domains are emerging considerations. We're just beginning to comprehend the potential impacts of these technological advances.

Volodymyr Holovash
CMO, DomainCrawler

We closed 2023 with 66% growth in registrations and 32% growth in renewals. Notably, .cfd and .sbs emerged as the superstars in our portfolio, experiencing a remarkable increase in registrations. These figures are a testament to the relevance and appeal of these TLDs in meeting the evolving digital branding needs of businesses and individuals.

Eshan Pancholi
VP Marketing, ShortDot

What were your highlights & challenges in 2023?

The TLD .ai was a pinnacle achievement of 2023, bearing fruits of success for visionary early investors. Noteworthy is the escalating domain pricing posing hurdles for fresh investors. Regarding creativity, the industry seemed stagnant, with negligible innovation. The overall community now demonstrates increased fragmentation.

Raymond Hackney
Publisher, TLDinvestors.com

Hosting an ICANN meeting in Hamburg was an honor, enriching our experience and fostering global connections. Forthcoming regulations and their potential implications on the industry concern us. In combating abuse, we endorsed a voluntary ICANN contract revision. We are heartened by the support for this amendment, reflecting our collective commitment to facilitating safer digital ecosystems.

Katrin Ohlmer
Co-founder and CEO, Dotzon GmbH

Meeting our KPIs in the competitive 2023 market was a significant achievement, underscoring our commitment to staying on track. We marked 15 years by honoring those who have contributed to .me's success. The introduction of NIS2 presents a new challenge, which we're ready to address.

Vuksan Rajkovic
Head of Sales, .ME Registry

02

Tech, AI & domains

AI meets domains

We're at a pivotal junction of technological evolution. The internet, our ever-expanding digital playground, has become the ideal canvas for this transformation. Enter Artificial Intelligence (AI), a paradigm-shifting player, disrupting norms and redefining possibilities. It's a catalyst that's changing the economies, reshaping industries and redrawing the boundaries of what's achievable.

But amid this whirlwind of innovation, how does one stake their digital territory? This is where domains come into play. Far from mere web addresses, they are pivotal in carving out strong digital identities and fostering a vibrant presence in this bustling tech industry 3.0.

Let's take a deeper dive into this confluence of technology, AI and domains to unravel their dynamics in this AI-driven digital era.

AI has the potential to impact the domain industry by optimizing costs and increasing sales. It can introduce valuable tools to help domain investors analyze acquisitions, sales and portfolio makeup, as well as identify potential targets and provide unbiased pricing advice. However, maintaining direct human interaction will be essential to meet customer expectations.

Elliot Silver
President, Top Notch Domains, LLC

The domain name space is largely defined by patterns of usage, selection and valuation. AI can help identify those patterns and make the related processes easier and faster. It can also mitigate DNS abuse and improve domain monitoring..

Vuksan Rajkovic
Head of Sales, doMEn (.ME Registry)

Though still in its early stages, AI has sparked the emergence of numerous businesses, a trend set to continue into 2024. The domain industry, in particular, has seen most leading providers adopt AI-powered website builders and domain search features, significantly accelerating and simplifying the process for individuals and businesses to establish an online presence.

Neha Naik
VP, Channel Partnerships, Radix

$305.90 B

AI industry
predictions by
2024

15.8%

CAGR of AI
market size from
2024 to 2030

$738.80 B

Projected total
market value
by 2030

$106.50 B

US market's
dominant share
in 2024

$700,000

you.ai, top spot sales
at **sedo**
in 2023

+256%

YoY growth of .ai
registrations at

InterNet X

AI impact on the domain industry

4 **Enhanced security and threat detection**

AI allows for the analysis of real-time data to identify and combat potential threats such as DDoS attacks and phishing attempts, thereby enhancing domain security.

1 **AI-driven domain name generation**

AI can facilitate personalized domain name suggestions based on user preferences, industry relevance and keyword implications, making domain name selection more relevant and customer-centric.

5 **Impact on domain extension preference**

AI integration may lead to a shift in users' domain extension preferences, possibly in favor of those which express a connection with AI and tech.

2 **Automated domain appraisal and pricing**

AI can enhance the accuracy of domain appraisal, ensuring fairness and efficiency in the pricing process and mitigating the risk of overpricing or underpricing domains.

6 **Data-driven insights**

AI is capable of providing actionable insights by analyzing large data sets, helping registrants to make better purchases and investment decisions as well as to recognize and understand market trends.

3 **Automated domain name management**

By using AI-powered tools, users can effectively manage their domain portfolios, yielding improved portfolio performance and optimization strategies, saving time and maximizing potential.

7 **Expediting dispute resolution**

AI's potential role in expediting domain dispute resolution can lead to quicker and more efficient dispute resolution in matters of domain names and ownership.

The rise of .ai

The ccTLD .ai experienced the highest YoY growth at InterNetX (256%) in 2023, driven significantly by the explosive progression of artificial intelligence. This extension, originally designated for Anguilla, has become a popular choice for AI companies around the globe. The popularity of the .ai domain serves as a testament to how the pulse of the domain industry can reflect broader societal and technological shifts. Consequently, the .ai ccTLD will likely maintain this growth momentum, keeping in step with the ongoing advancements in artificial intelligence.

> Ever since ChatGPT made its debut, .ai has experienced a remarkable increase in registrations. The extension .ai now symbolizes innovation in the digital arena thanks to its affinity with AI technology. Riding this wave of success and with the momentum it has built, we are optimistic that .ai will maintain strong popularity throughout 2024, reinforcing its established position in the online world even more.

Vincent Cate
Administrator, .ai Registry

Growth of .ai domain registrations (2018 - 23) [24]

Date	Registrations
Jul 2018	48,272
Jan 2019	62,183
Jan 2020	85,596
Jul 2021	123,651
Apr 2022	138,022
Jul 2022	143,737
Jun 2023	248,609
Sep 2023	306,861
Dec 2023	353,928
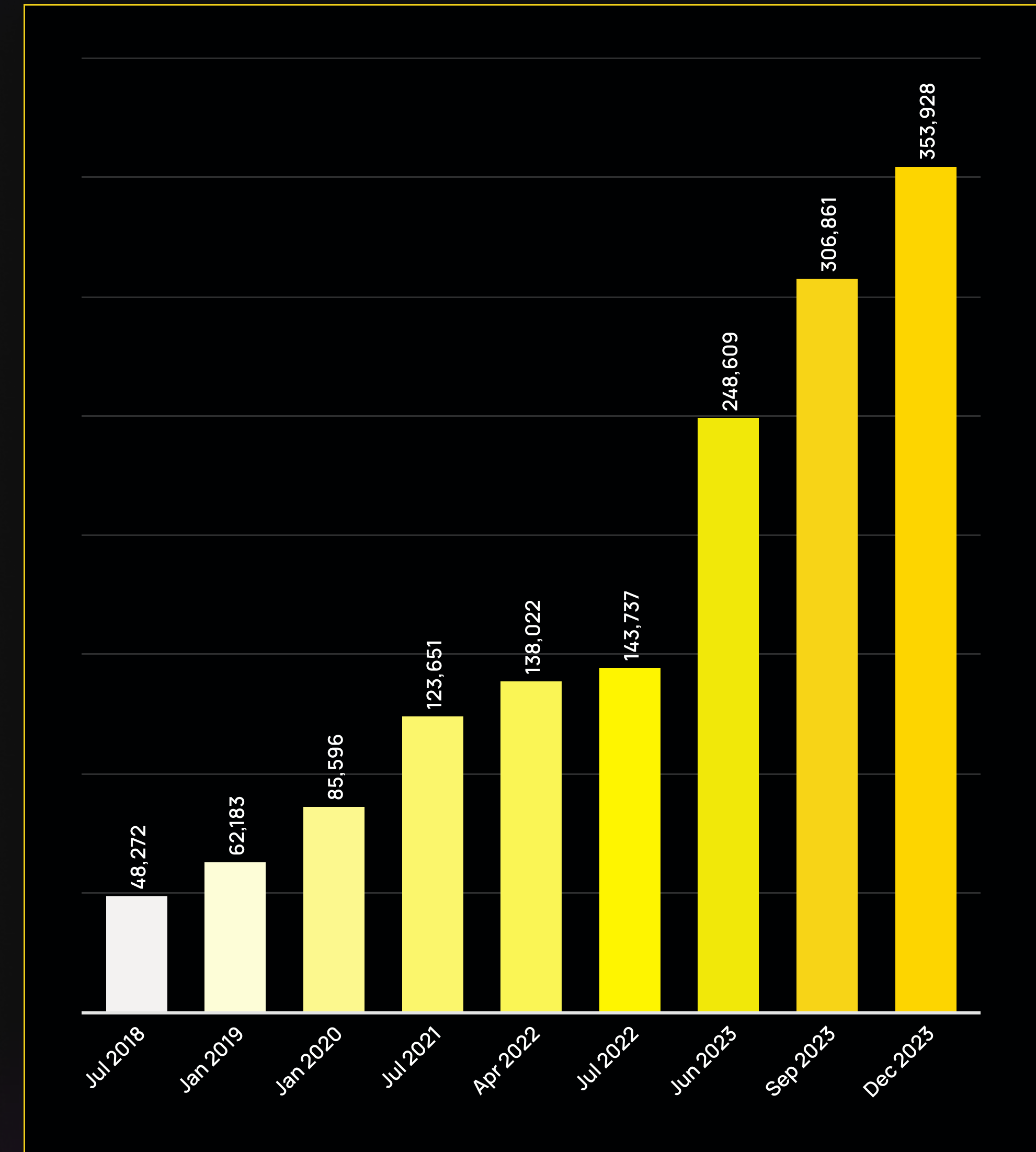
What impact will AI have on the domain industry?

AI has grown from a tool for big businesses to a common resource with the release of ChatGPT in 2022. This influenced our decision to launch it.com domains in 2023, as we serve online businesses, where AI has a strong impact. AI tools are boosting the quantity and creativity of business and naming ideas. As these businesses expand, we anticipate a rise in new domain registrations.

Joe Alagna
Director of Sales, it.com

AI will greatly improve domain name management. These advancements hold the promise to streamline processes for owners with features like alerts, automated actions and improved decision-making processes. Furthermore, AI applications can be instrumental in generating creative ideas for unique domain names.

Munir Badr
Founder/CEO, AEserver
& Domain Days Dubai

I don't see AI as a danger to the domain industry or my job right now. AI domain name generators can benefit both investors and end users. But, many other aspects of our industry need human help because they are so nuanced they will need human input for the foreseeable future.

Leanne McMahon
Founder, Crunch.id

Websites under .ai

Websites under .ai domains primarily cater to AI-related businesses. These websites often utilize advanced web technologies which include machine learning algorithms, natural language processing, predictive analytics and more to deliver sophisticated AI-powered solutions or information.

Approximately 45% of all .ai domains are actively hosting company websites. This indicator suggests that the .ai domain extension is emerging as a popular choice for businesses operating in the AI-industry or for any other technologically-driven purpose.

TLDs .ai domains redirect to [26]

.com 48.4 %
.ai 32.3 %
.io 4.5 %
.co 1.3 %
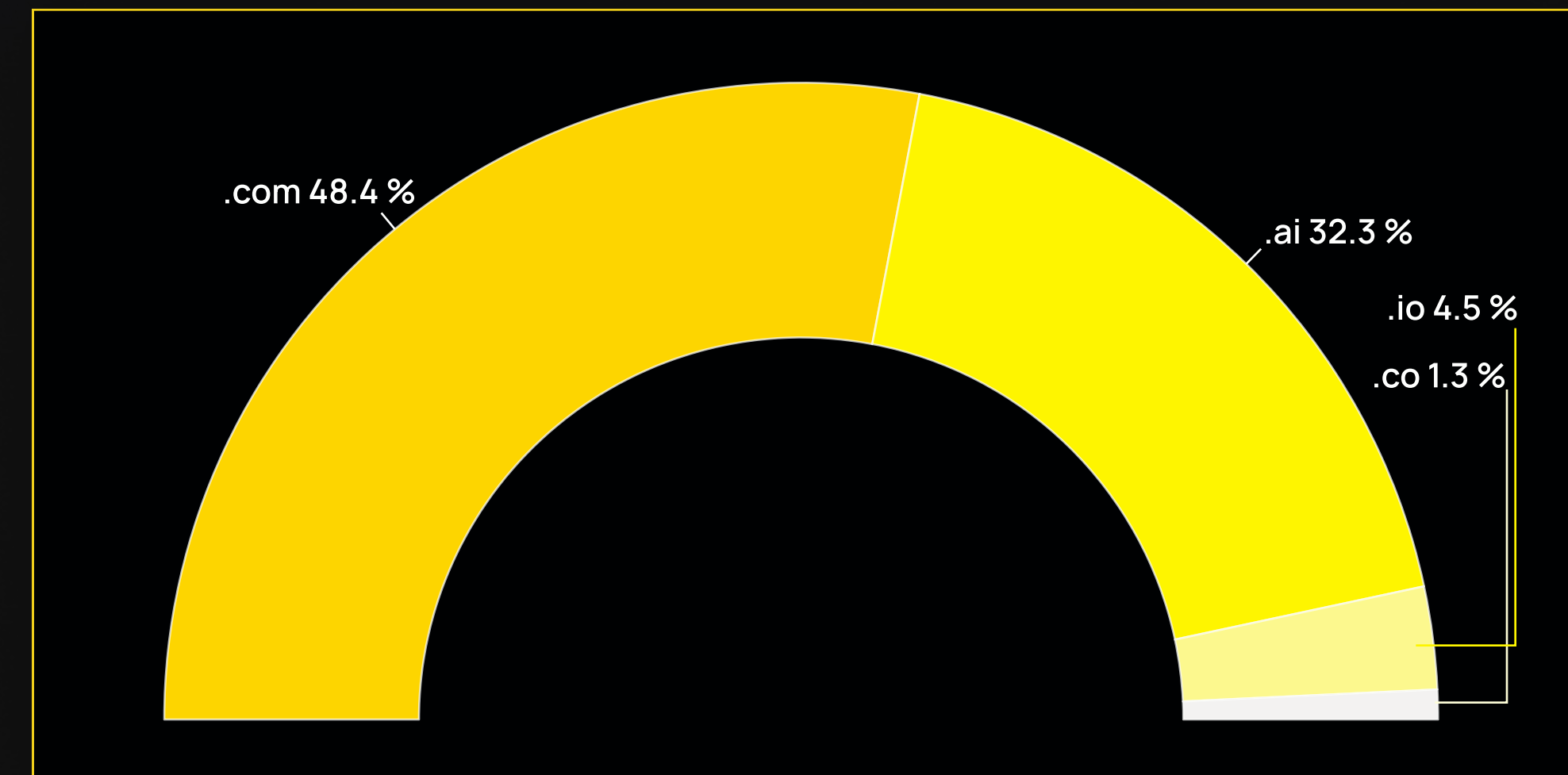
Responses of .ai websites [25]

Redirect 11.1%
Host not found 17.7%
Available 45.2%
Access denied 26%
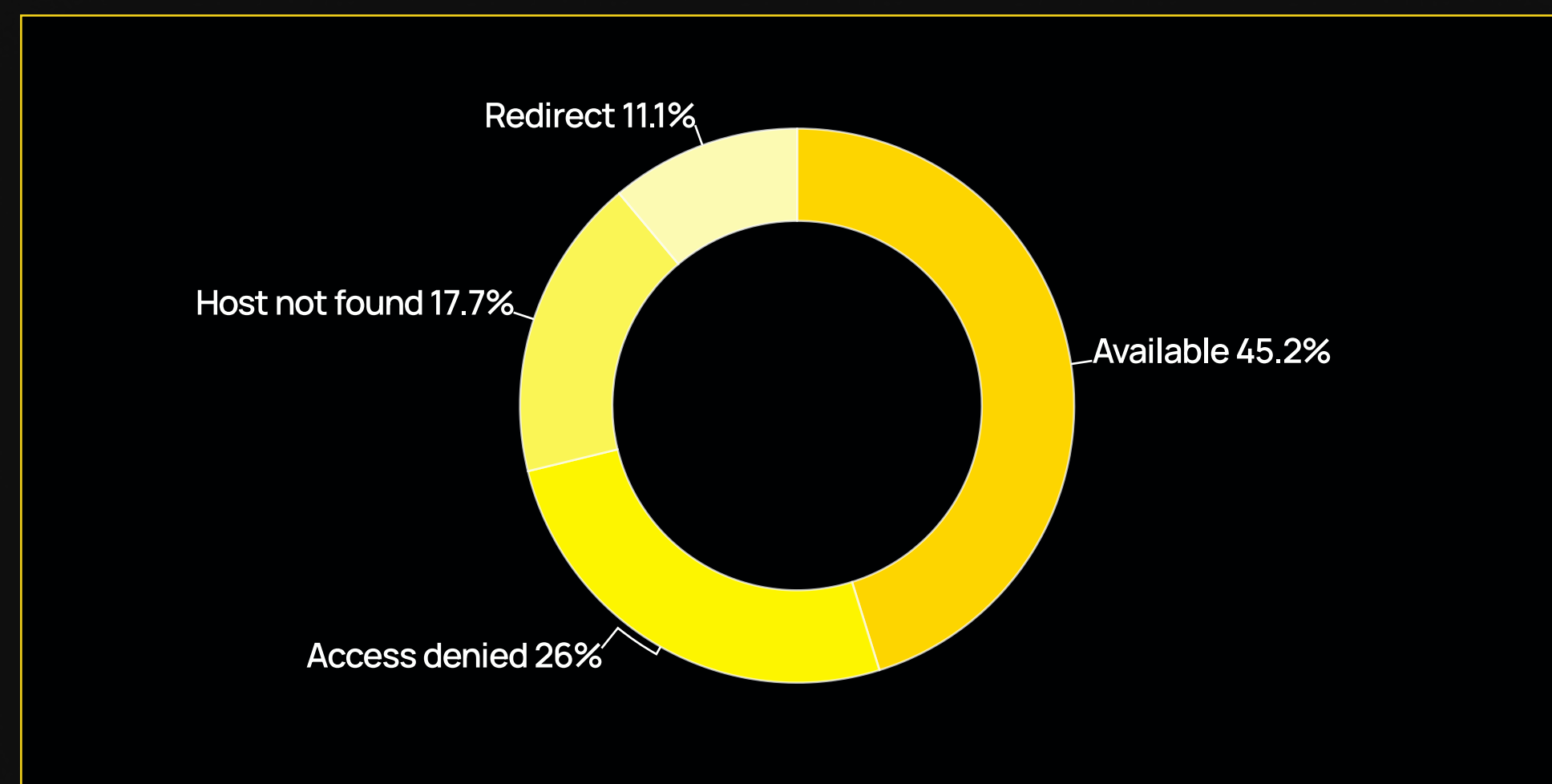
Website types under .ai domains [27]

49.8%
20.7%
11.6%
8.6%
6.4%
1.6%

Business Content Placeholder Low content Parking E-commerce
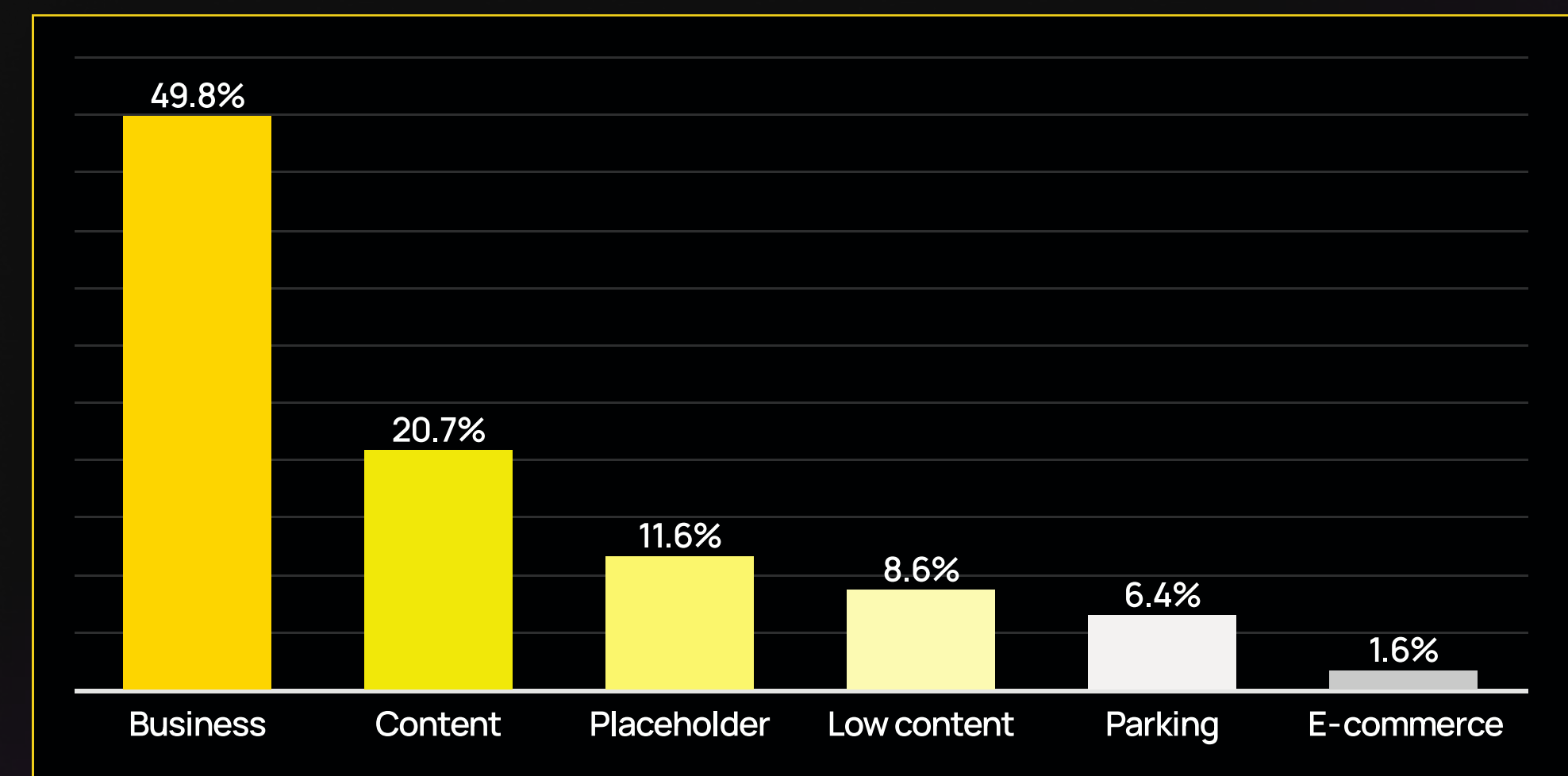
[25] Dataprovider.com (January 2024).
[26] Ibid.
[27] Ibid.

What impact will AI have on the domain industry?

AI is expected to expand further, facilitating the automation of tasks previously performed manually, also in our industry. There will be a rising demand for AI-related domain names, with a particular emphasis on the value and cost implications of .ai domains, including higher registration costs and the financial commitment required to participate in auctions for expired domains.

Raymond Hackney
Publisher, TLDinvestors.com

AI's impact on the domain industry is twofold. While AI systems can potentially generate harmful content and activities that need careful review, they can also protect, detect and prevent, for example cybersquatting. Thus, AI not only presents challenges but also empowers the domain industry, safeguarding brand reputation and intellectual property in the digital landscape.

Volodymyr Holovash
CMO, DomainCrawler

The domain industry is undergoing impactful changes driven by AI, facilitating the transformation of domains into websites, and making domain purchases more predictable for investors. In the future, a domain name might simply serve as a gatekeeper for online content, enabling the crawling of public AI bots.

Page Howe
Domain investor, pagehowe.com

Global distribution

The .ai ccTLD, rooted in Anguilla, is heavily leveraged by North America. Hosting 65% of these domains, United States is the dominant region, a proportion that is indicative of the nation's advanced AI sector and digital infrastructure. While the US leads, India is a pioneer of .ai domain usage in the Asia-Pacific, showcasing the region's commitment to aligning with the AI industry's evolution.

For Anguilla, their ccTLD is not just a digital identity but an economic boon, where domain registration fees flow into government funds and local development, while also projecting the country's image internationally.

Continents hosting .ai websites [29]

66.2%
North America

9.1%
Asia

23.2%
Europe

0.2%
Africa

0.7%
Oceania

0.5%
South America

Countries hosting .ai websites [28]

USA 64.1 %

Germany 13.4 %

India 3.8 %

Canada 2.1 %
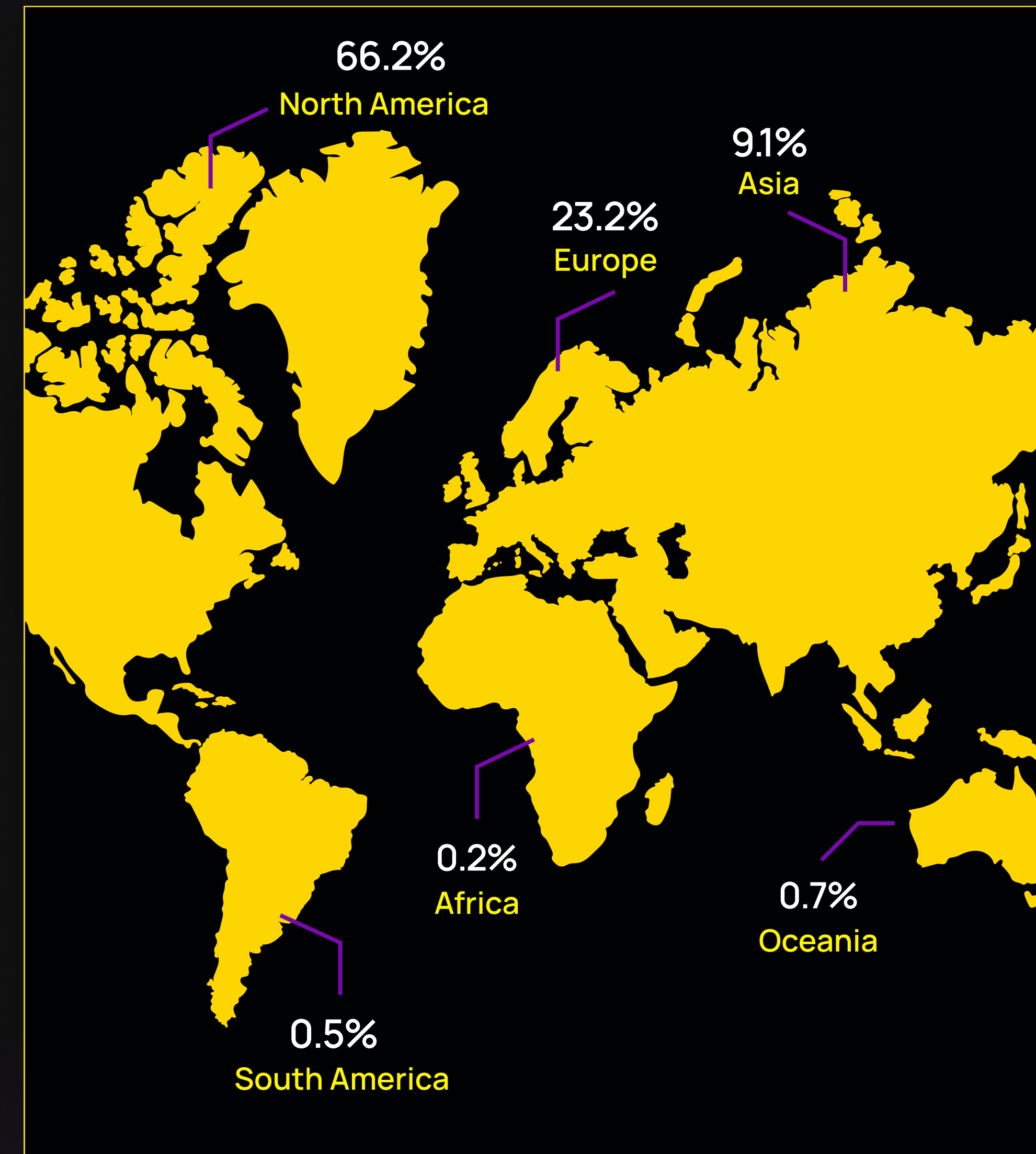
What impact will AI have on the domain industry?

AI-based name generation tools are on the rise. These tools not only aid in domain name selection but also contribute to website development, design and hosting. With minimal inputs, businesses can lean on AI-powered registrars to build and manage their online presence. The convenience and efficiency provided by these AI solutions are set to revolutionize the role of professionals in the domain industry.

Eshan Pancholi
VP, Marketing, ShortDot

The domain industry is evolving with AI's growth, and it raises an important question: Will domain names still matter in the future of the internet? So far, they continue to be key for online identity, and despite AI's influence, there's no sign of a major shake-up yet. What will it take for domain names to either adapt or become obsolete in an AI-driven world?

Robert Schischka
CTO, nic.at

In our industry, it's crucial we collect data for AI in a legal way, letting people know properly. AI is a great helper but often, it can't replace the human touch. We need to carefully consider AI's role in the domain industry and use it in a responsible manner.

Natalia Filina
Secretary of EURALO, ICANN

.ai domain pricing

As per our data, the registration cost of .ai domains saw an approx. 17% YoY increase in 2023. The first .ai domain sold at Sedo was poker.ai, going for £2,500 in 2008. Back then, it was an appropriate price thanks to the keyword "poker". From today's perspective, it's a bargain because poker.ai is once again up for sale at Sedo - according to the owner, with a minimum price of $95,000.

The median value of an .ai domain at Sedo stands at $1,888, a figure much more substantial than the .com domain, which is hovering around $499. The average price for .ai domains is roughly $9,681, noticeably higher than that of .com, which averages at about $2,887. Interestingly, unlike average prices, the median value is not affected by outliers, eliminating the influence of record high or low domain sales.

.ai domain price estimations

InterNetX

1	2	3	4	5
music.ai	azure.ai	beatuy.ai	analytics.ai	human.ai
$82,384	$77,948	$44,379	$40,631	$36,754

6	7	8	9	10
brand.ai	do.ai	blackwolf.ai	fetch.ai	aktien.ai
$35,669	$32,904	$27,289	$26,300	$24,290

.ai price development

sedo

Average price

$5,262	$6,333	$9,681
2021	2022	2023

Median price

$1,900	$3,789	$1,888
2021	2022	2023
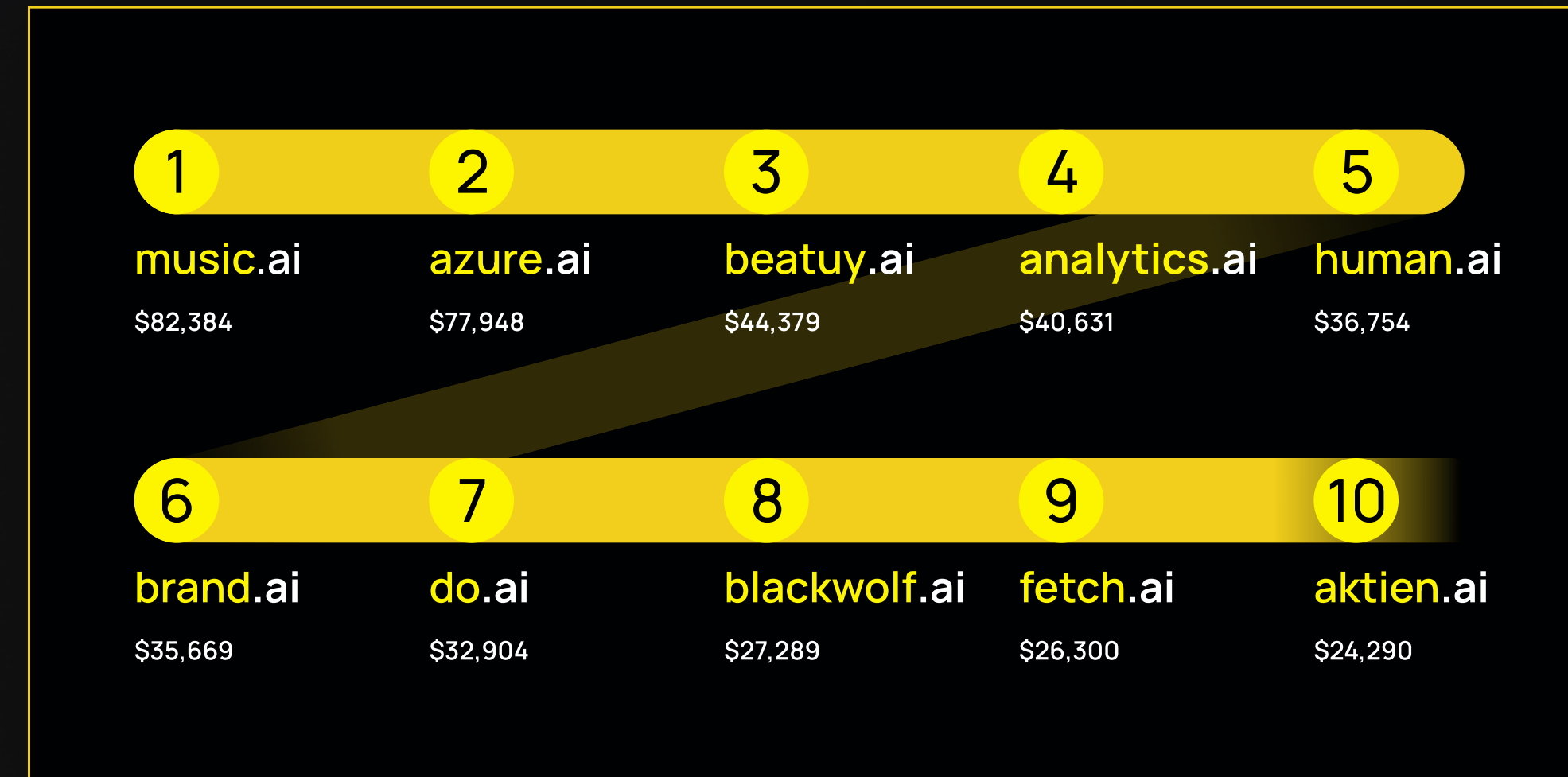
Top 10 public .ai domain sales

sedo

1	2	3	4	5
you.ai	npc.ai	pics.ai	pen.ai	localize.ai
$700,000	$250,000	$50,000	$27,365	$26,500

6	7	8	9	10
field.ai	flyr.ai	direct.ai	shipping.ai	toy.ai
$25,000	$24,999	$23,500	$19,999	$16,533
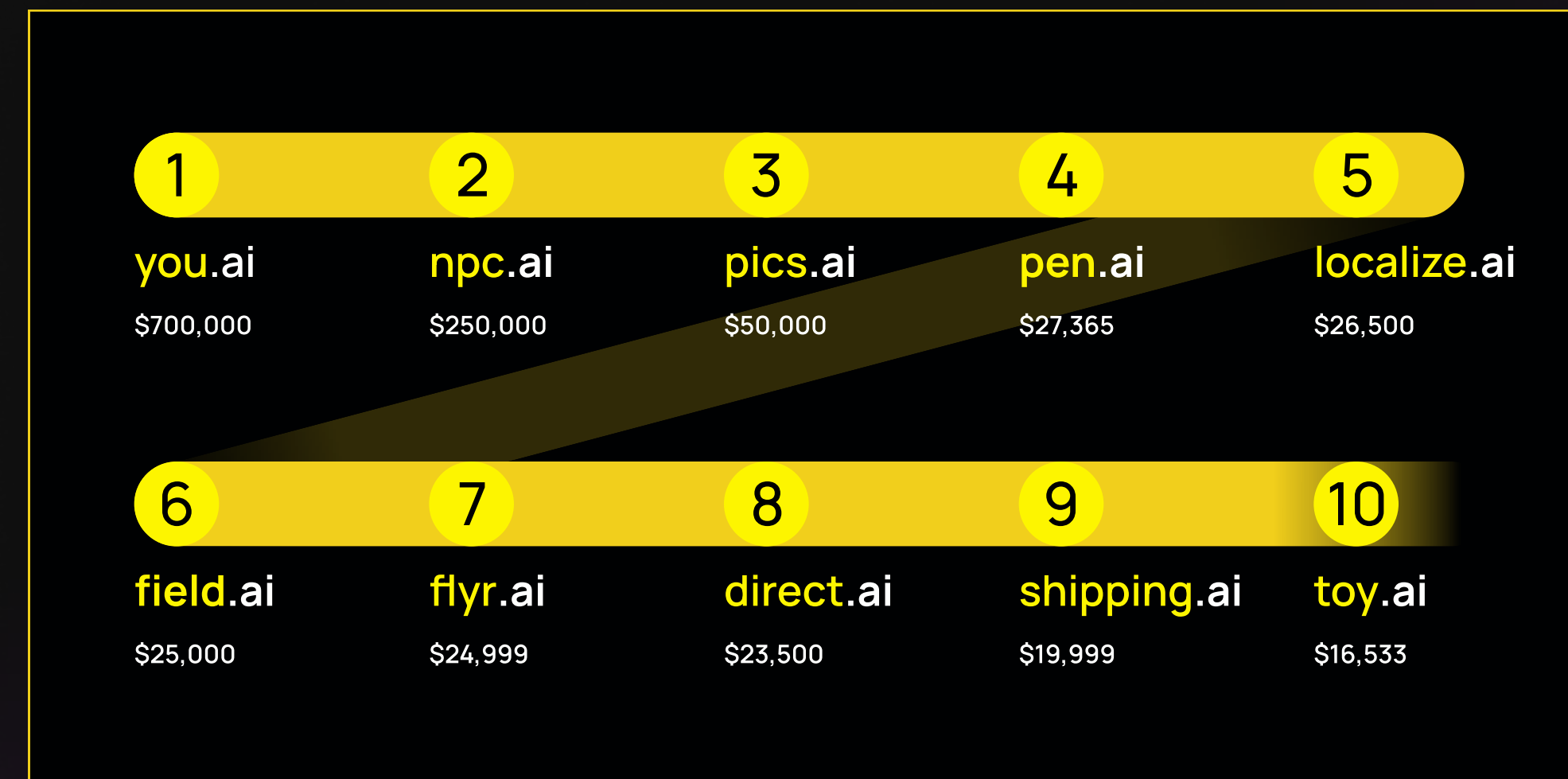
AI forecast

InterNetX and Sedo conducted a survey to deepen our understanding of AI's impact on our audience within the industry.

We sought to understand the influence of AI, which is widely viewed as a major force that is likely to significantly affect the domain industry. The results were revealing, with 63% of respondents indicating they already see AI's impact in our sector.

Additionally, nearly half of our audience, around 50%, expressed their readiness to register or purchase an AI-related domain. This clearly demonstrates the profound implications of AI in shaping our industry's future.

What emerging trends or industries will have the most significant impact on domain values in 2024?

AI and machine learning	54%
Cryptocurrency and blockchain	41%
Sustainability and green technology	30%
E-commerce	27%
Others	13%

Are you planning on registering or buying AI-related domains for your business?

Definitely	15%
Probably yes	31.6%
Not sure	9.7%
Probably not	34.8%
Definitely not	9.7%

How do you envision AI impacting your business in 2024 and the near future?

Significant impact	23.7%
Moderate impact	39.7%
Not sure	7.7%
Minimal impact	26.3%
No impact	2.5%

Tech industry

The tech industry encompasses companies developing or distributing goods and services based on technology. This includes areas such as software, hardware, electronics, internet services and AI. This industry significantly influences the GDP and economy of many nations.

Given the complexity and vastness of the tech industry, we focused on selected Forbes Top 10 tech companies of 2023 to gain a manageable and relevant snapshot of their domain name strategies.

These market leaders often set trends that echo throughout the tech world, including domain choice, online branding and digital marketing methodologies.

Top 10 tech companies (Forbes 2023) [30]

	Name	Country	Sales	Market value
1	Alphabet Inc.	🇺🇸	282.8 bn	$1.3 trillion
2	Microsoft Corp.	🇺🇸	207.6 bn	$2.3 trillion
3	Apple Inc.	🇺🇸	385.1 bn	$2.7 trillion
4	Samsung Group	🇰🇷	220.1 bn	$334.3 bn
5	Meta Platform	🇺🇸	117.3 bn	$599.8 bn
6	Tencent Holdigs Ltd.	🇨🇳	82.4 bn	$415.4 bn
7	Taiwan Semicoductor Manufacturing Co.	🇹🇼	75.0 bn	$423.2 bn
8	Sony Corp.	🇯🇵	85.2 bn	$115.2 bn
9	Oracle Corp.	🇺🇸	48.0 bn	$261.8 bn
10	Cisco System Inc.	🇺🇸	53.2 bn	$189.4 bn

Research methodology

"

We first identified the primary domain associated with each company under study. We then used Dataprovider.com's Ownership tool to identify domains with a high likelihood of belonging to the same entity. Ownership analysis takes into account several distinct attributes such as WHOIS data, DNS records but also contact details, tax or business registration numbers found on the website.

By systematically comparing and matching these attributes across domains, we computed a probability score, reflecting the likelihood of domain ownership by the identified entity. It is important to note that the reliability of this probability score is contingent upon the consistency and accuracy of the information provided by companies across various domains, as well as in their registration data and operational infrastructure.

"

Veronika Vilgis
Head of Insights
Dataprovider.com

DATA PROVIDER. COM

[30] Forbes, "The World's Largest Technology Companies In 2023" (8 January 2023).

41

Top TLDs in tech

The top 10 tech companies predominantly prefer gTLDs, capturing a 65% market share, spearheaded by the ubiquitous .com domain. .com leads the pack as the most frequently registered TLD among these tech giants, underscoring its global appeal and recognition. ccTLDs hold their ground with a solid presence, with .co, .us, .de, and .cn attracting a substantial volume of registrations. Despite the dominance of gTLDs, companies are showing a strategic interest in regional markets, indicated by the uptake of ccTLDs.

Top 5 TLDs share [32]
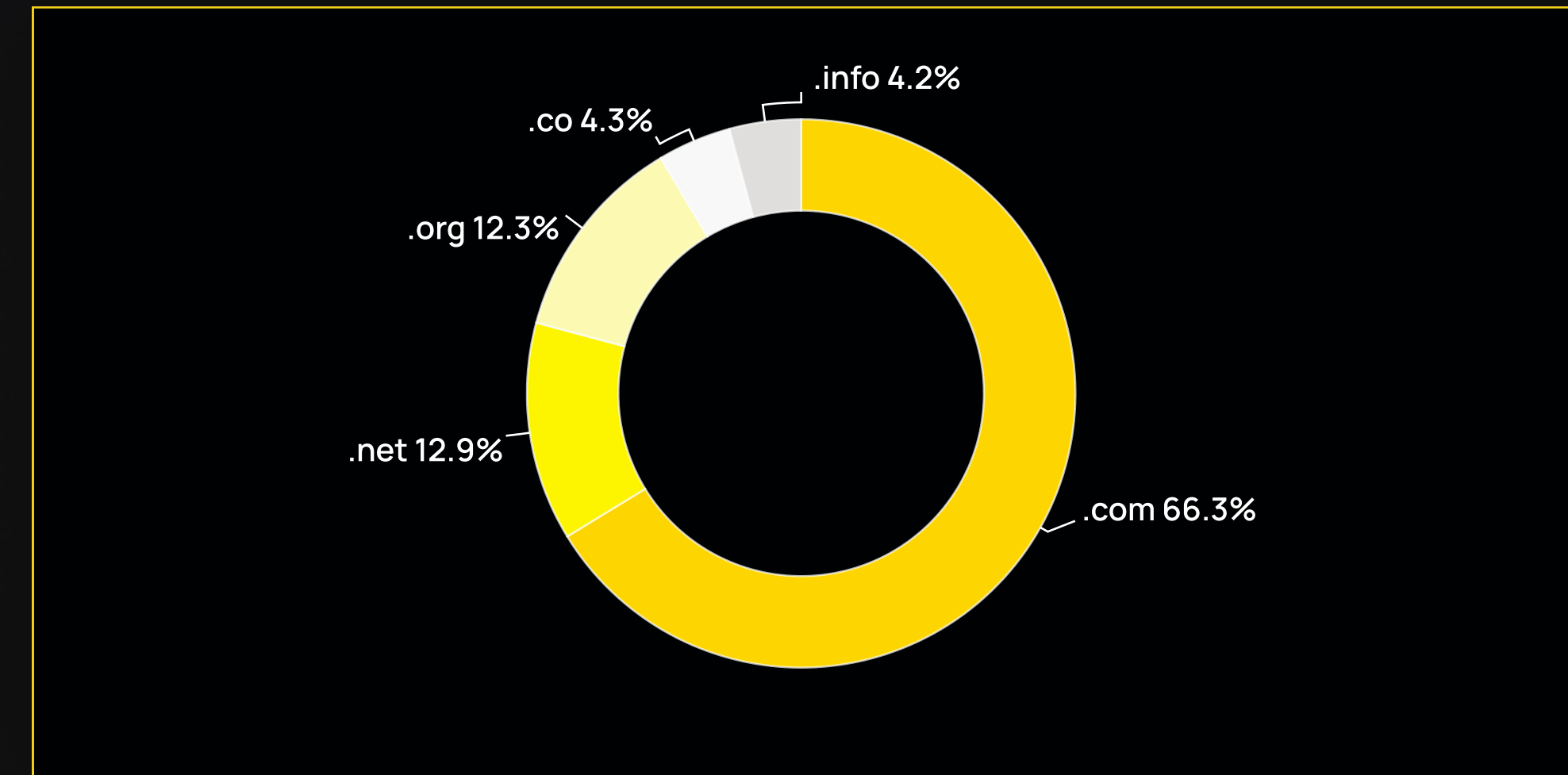
.info 4.2%
.co 4.3%
.org 12.3%
.net 12.9%
.com 66.3%

Top 20 TLDs [31]

.com
.fr
.uk
.nl
.at
.cn
.org
.net
.info
.kr
.de
.co
.biz
.us
.br
.jp
.in
.pl
.io
.eu

Top TLD types [33]

sTLD 1.2%
new gTLD 9.4%
ccTLD 23.8%
gTLD 65.6%
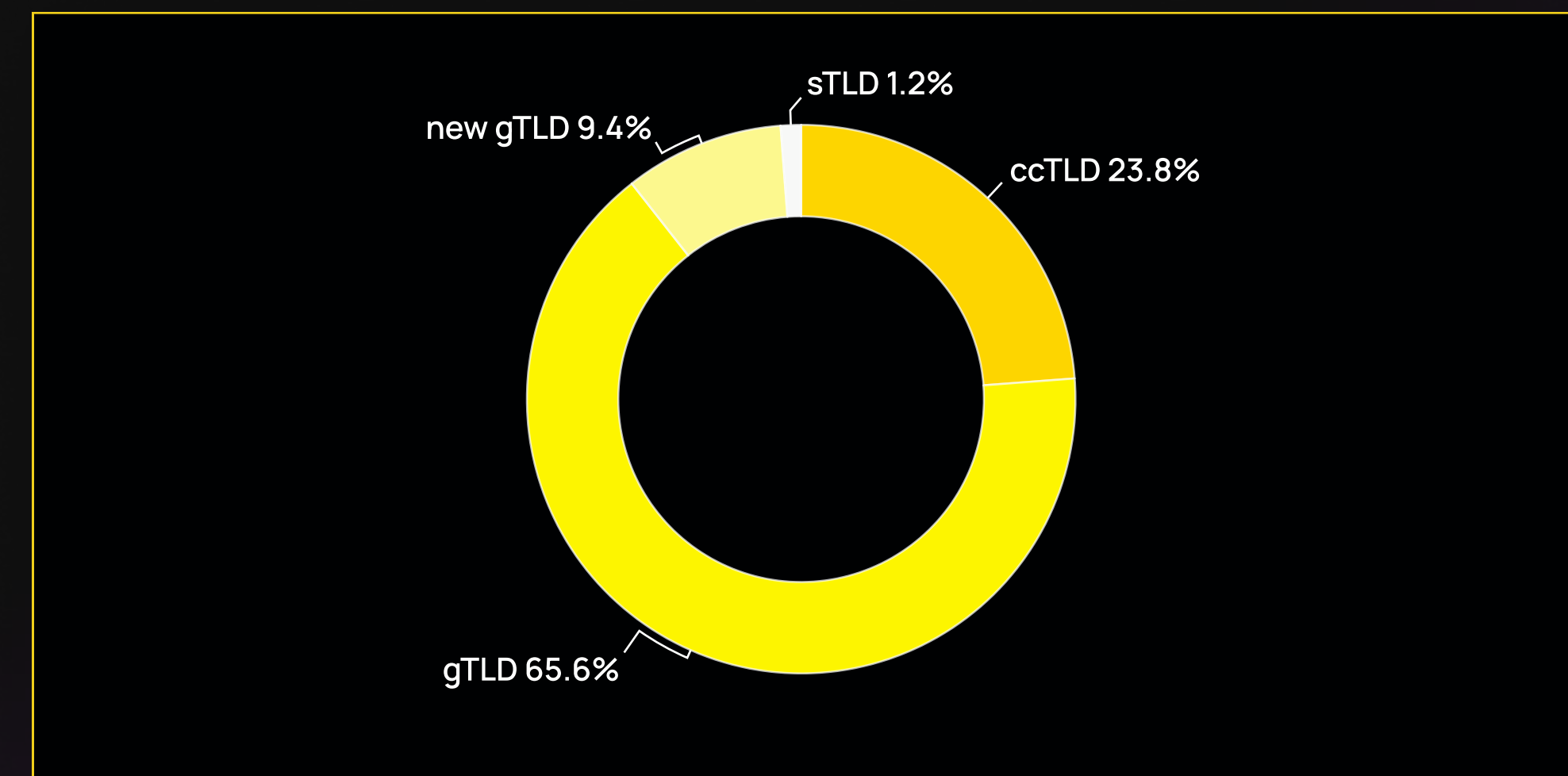
Top TLDs in tech

The charts portray the top 10 gTLDs, ccTLDs and new gTLDs used by Forbes' top 10 tech companies in 2023, providing a snapshot of their robust digital identities. These tech giants strategically employ various TLDs, revealing their global presence and the breadth of their digital footprints.

Using a diverse array of TLDs enables these organizations to ensure brand protection and to construct a broader online identity. It also reduces the risk of cyber squatting, matches different brands or products within the organization, and helps brands target specific regional markets more effectively.

Top 10 new gTLDs [35]

Top 5 gTLDs [34]

Top 10 ccTLDs [36]

[34] Dataprovider.com (January 2024).
[35] Ibid.
[36] Ibid.

03

Registrar perspective

InterNetX data

As a vanguard in the domain service landscape, InterNetX empowers businesses to find, register and protect domains under over 1,100 TLDs. Building upon our accomplishment of administering over 5.4 million domains in 2023, we've established a stronger position in the past year. Apart from effectively serving more than 30,000 resellers across 85 countries, we have been tasked with the management of 22 millions domain for all IONOS Group brands.

We spotlight our pioneering platforms like AutoDNS and the AI-enhanced Domain Studio, underscoring our role in driving the future of domain management amid the digital and AI revolutions.

As we dive into this chapter, we offer an exclusive insight into the internal data that we are able to collect as a result of our position in the domain industry. Furthermore, you'll get the chance to explore how our AI-based domain technologies enrich our data collection, providing a unique picture of the contemporary domain landscape.

Our Domain Studio, a product of extensive research, is a vital resource for businesses aiming for a competitive edge. Utilizing AI, this tool simplifies domain name evaluation, keeping you ahead in the dynamic digital landscape.

Marco Schrieck
Head of Development

DOMAIN STUDIO REQUESTS PER YEAR
500 M

TOTAL ESTIMATIONS IN DOMAIN PRICE CHECK
$58 B

DOMAINS UNDER MANAGEMENT
5.4 M

AVAILABLE TOP-LEVEL DOMAINS
1,100+

The data presented in this chapter are internal figures calculated by InterNetX, providing an in-house analytical perspective.

45

WHOIS queries

The WHOIS database is a publicly accessible system that stores information about the owners of domain names and IP addresses, including their contact details. InterNetX experienced a predominance of WHOIS queries for domains under the .eu, .com, and .de extensions.

Breaking down the performance in ccTLD categories, .eu and .de outpace their competitors considerably. Interestingly, these two extensions alone represent just under 68% of all WHOIS queries made.

Share of top 10 TLDs in WHOIS queries

.eu	13.3%
.com	11.9%
.de	11.9%
.online	6.2%
.website	6.1%
.net	5.5%
.xyz	5.2%
.me	3.7%
.club	2.8%
.shop	2.4%
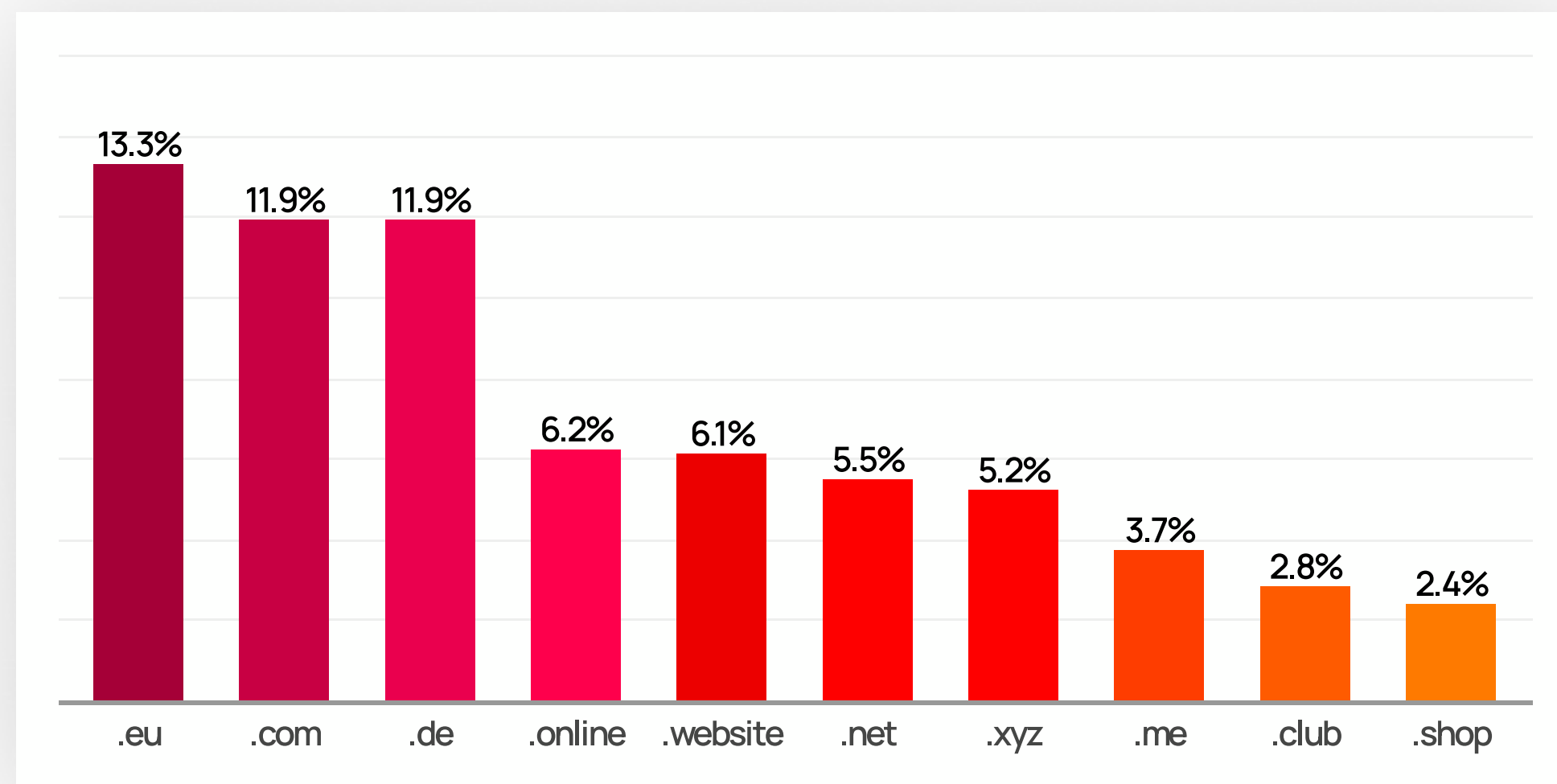
Top 5 ccTLDs in WHOIS queries

Others 13%
.fr 3.7%
.at 5.9%
.me 9.8%
.de 31.9%
.eu 35.7%
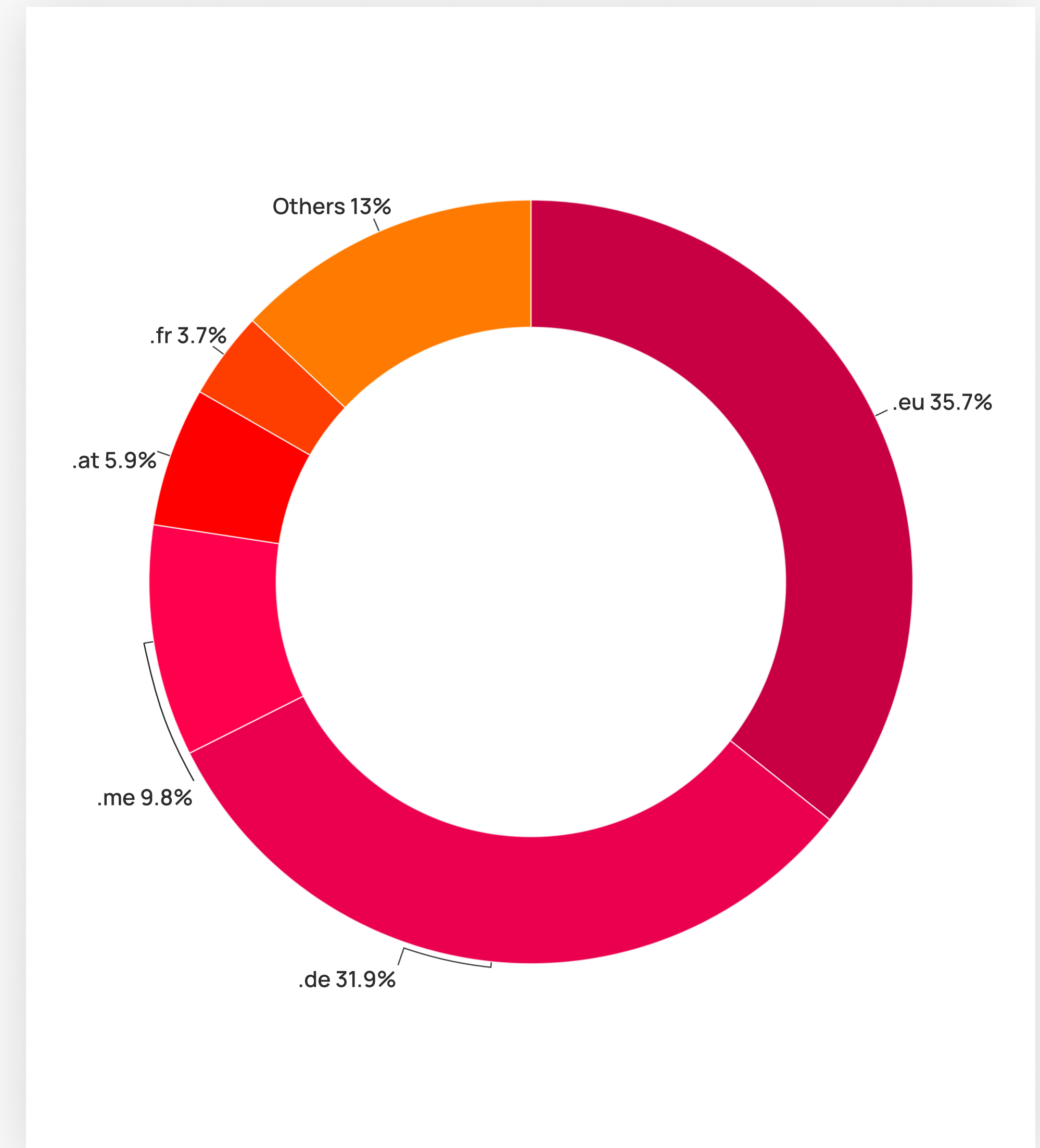
Trustee Service

When registrants at InterNetX find themselves unable to fulfill specific TLD registration prerequisites such as proof of residence requirements, they can rely on our trustee service.

The charts show the TLDs for which the Trustee Service was used most frequently in 2023 at InterNetX. Going through the data, we noticed a minor variation in these numbers YoY. This implies a mostly steady movement, with only slight changes.

Most requests for this service were for the ccTLD .de. Below, we detail where the majority of .de registrations originated from outside of Germany.

Share of Top 5 TLDs using Trustee Service

Others 17.2%
.sg 4.8%
.hu 9.2%
.eu 9.3%
.jp 14.3%
.de 45.2%
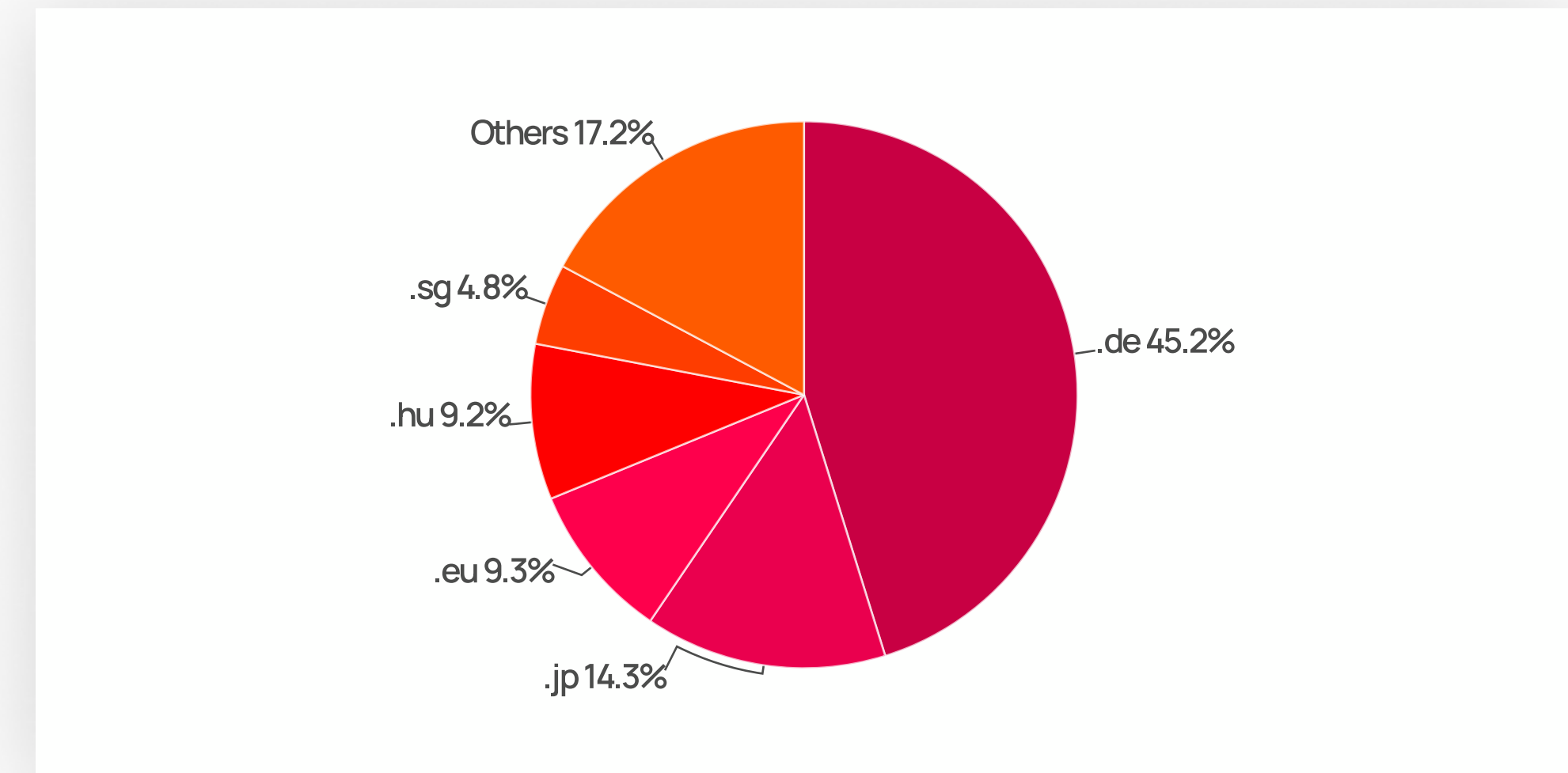
.de registrations from outside Germany [37]

USA 30.7%
Others 22.1%
Netherlands 12.9%
Austria 7.9%
Portugal 7.3%
Switzerland 5%
UAE 3.4%
UK 3.2%
Vietnam 3.2%
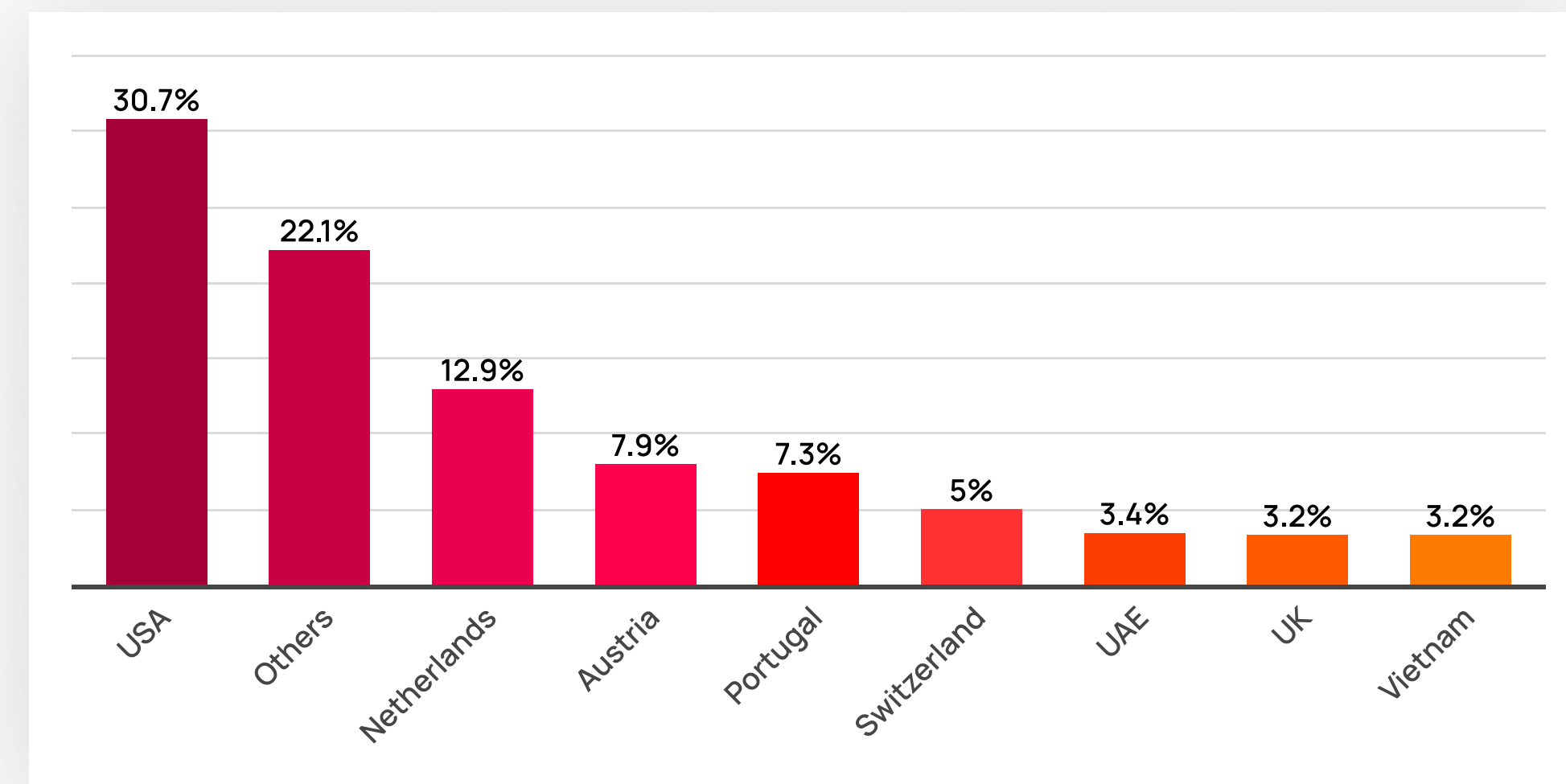
Top 10 TLDs using Trustee Service

.de
.jp
.eu
.hu
.sg
.kr
.my
.br
.berlin
.ar
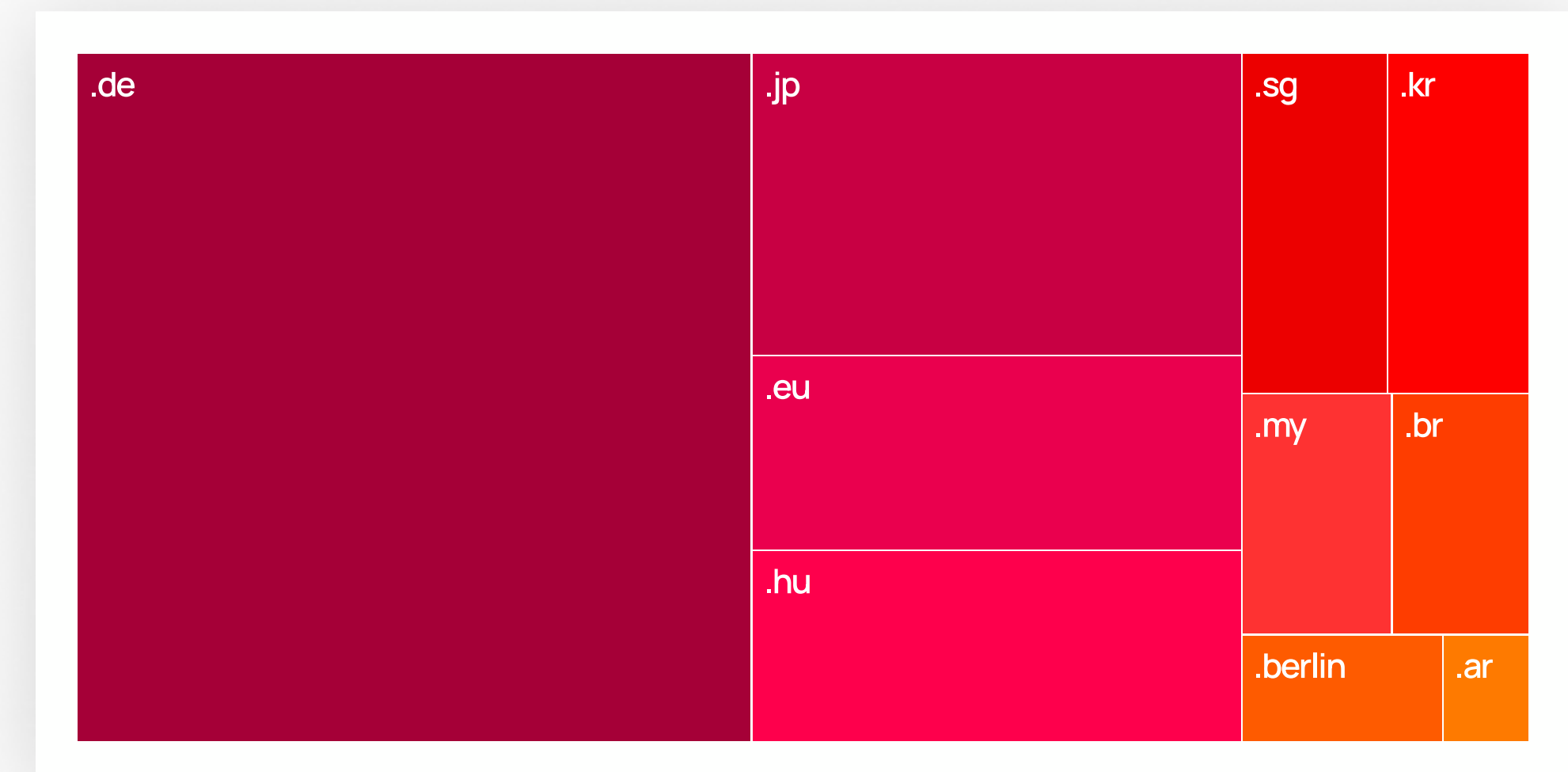
Domain Price Check

Our Domain Price Check, powered by AI and advanced neural network algorithms, is an essential asset for those curious about a domain's specifics. This easy-to-use checker provides you with an approximate domain worth and packs in crucial details like search frequency, website analytics, TLD and keyword information, as well as comparable sales and various other metrics. It's a treasure trove of insights for domain experts.

Browse through the listed domains here to view the 10 top estimated domain prices as determined by our Domain Price Check in 2023.

A swift reversion to the mean was evident in domain name sales in primary and secondary markets, shown in public company results and anecdotal reports from investors. Although the upper end of the aftermarket suffered due to decreased VC cash and increasing interest rates, the lower end continued to prosper, driven by a constant influx of new startups. This was a fairly noticeable pattern overall, affecting both the top and bottom spectrum of the market.

Andrew Allemann
Publisher, Domain Name Wire

Top 10 price estimates

#	Domain	Price
1	carinsurance.com	$40,093,609
2	vacationrentals.com	$28,348,539
3	privatejet.com	$24,153,180
4	360.com	$14,400,690
5	insure.com	$13,245,253
6	s*x.com	$12,314,724
7	bonds.com	$12,269,192
8	irs.com	$10,253,346
9	fund.com	$9,296,046
10	hotels.com	$9,267,653

Top 10 price estimates without .com

#	Domain	Price
1	s*x.xxx	$2,456,490
2	shopping.de	$2,314,765
3	fb.me	$1,481,149
4	kredit.de	$1,071,394
5	cruise.co.uk	$941,426
6	poker.org	$878,812
7	poker.de	$802,898
8	beauty.cc	$800,509
9	gold.co.uk	$749,910
10	tandberg.info	$740,785

Price estimations

Our Domain Price Check is an insightful guide for valuable price estimations and domain-related metrics. This cutting-edge tool enables us to dissect relevant data and construct visual representations that depict overall market pricing patterns. The charts juxtapose TLDs with the most searches against their average prices and vice versa. What becomes clear is that an increase in search volume does not necessarily equate to a price increase. A case in point is the gTLD .net – although it demonstrates high search popularity, its average price tag is more modest.

Highest mean prices vs. requests
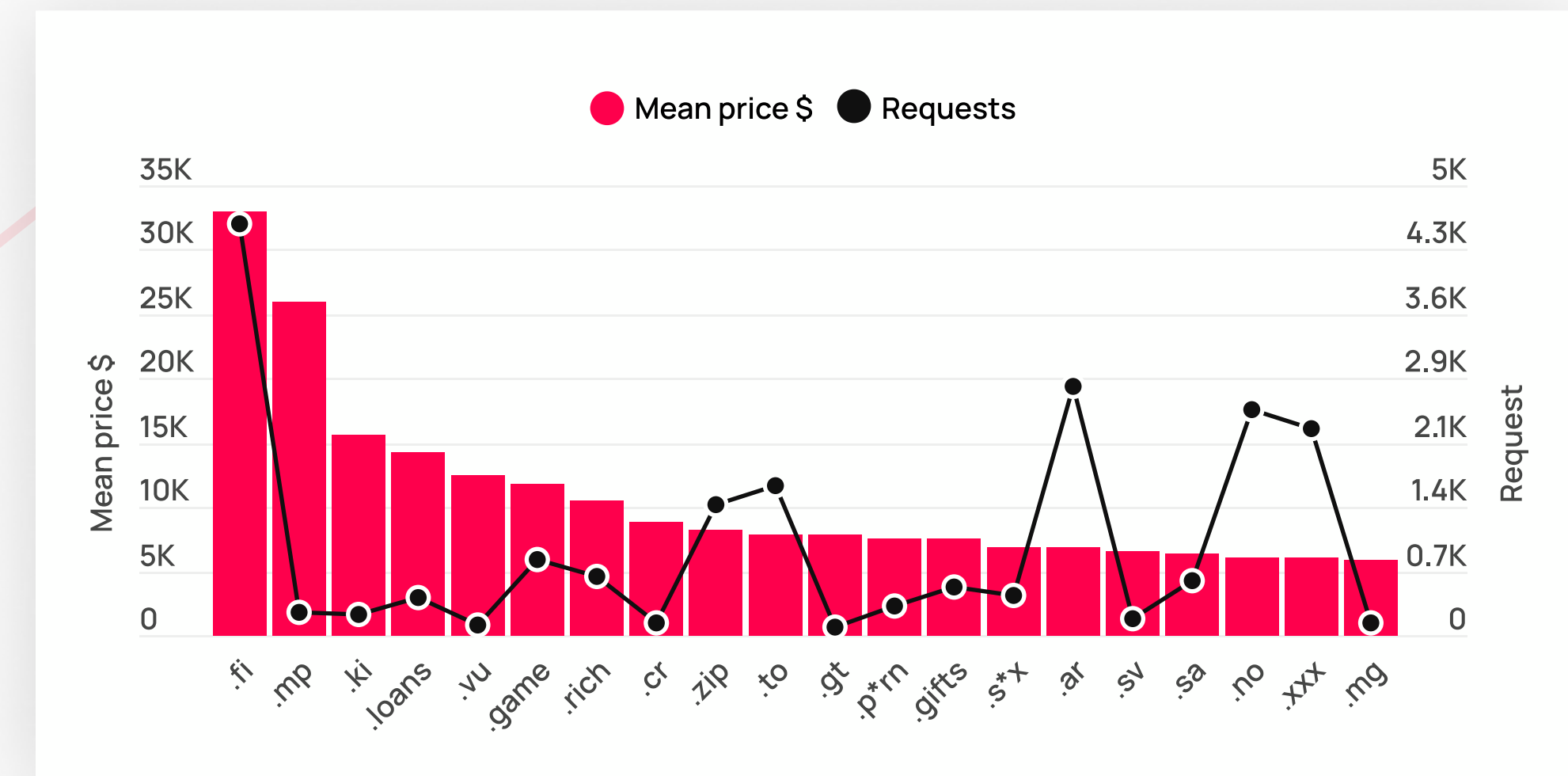
Highest mean prices vs. requests >10,000
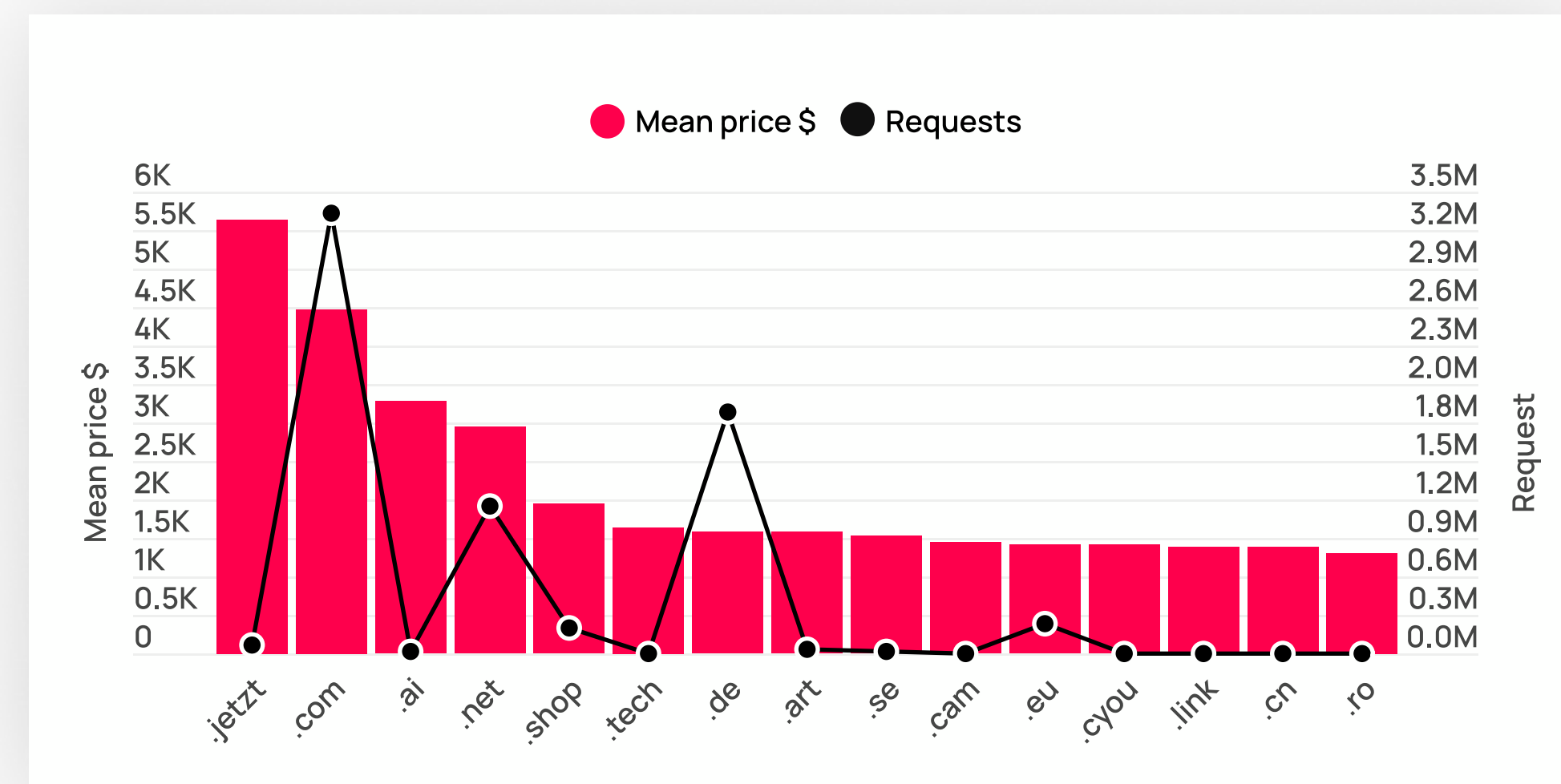
Highest number of requests vs. mean prices
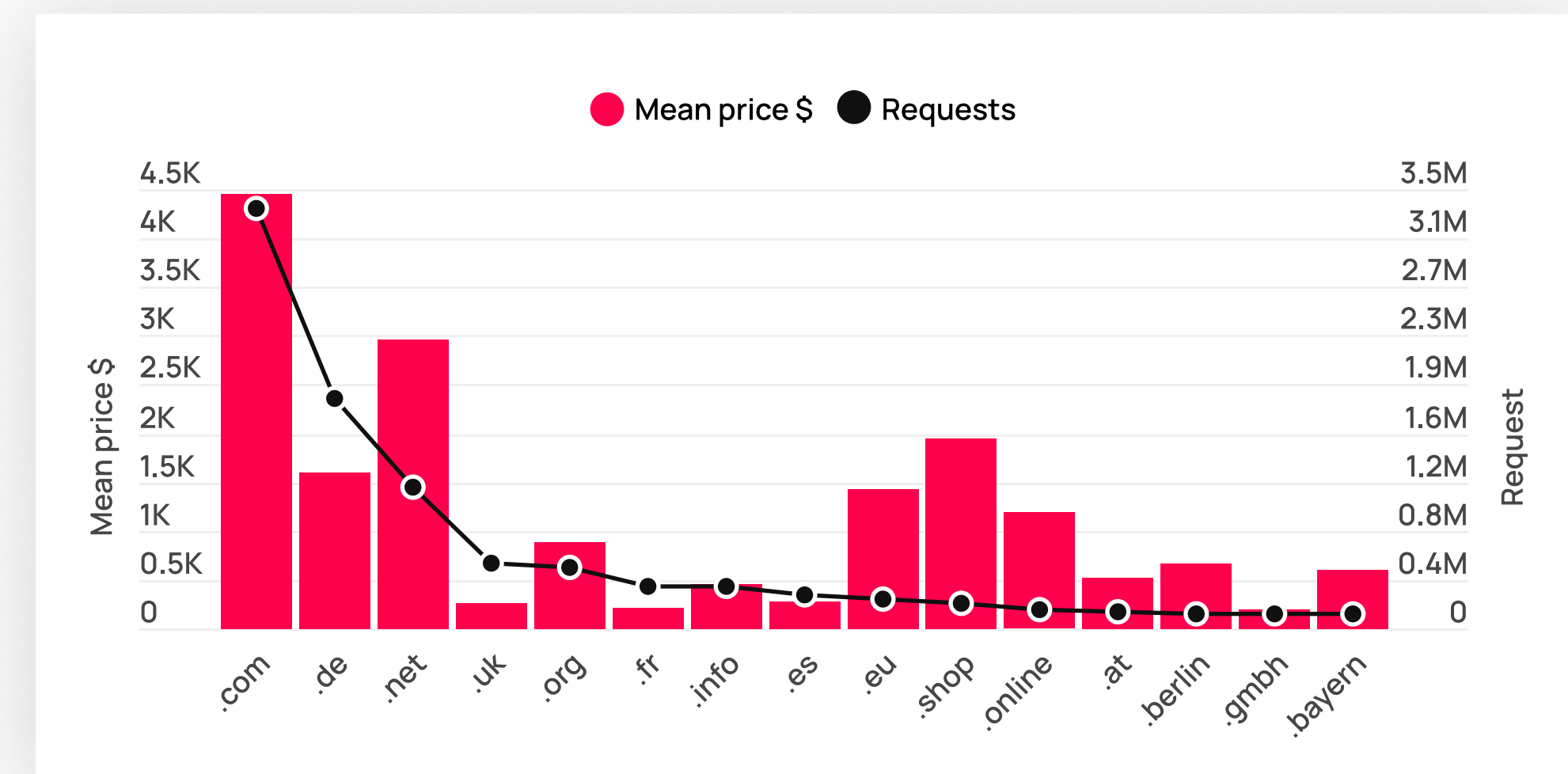
Keyword analysis

The Domain Price Check boasts a series of features, including an exclusive analysis of top keywords in domain searches. The graphs visualized on this webpage present a ranking of second-level domains (SLDs), keywords and TLDs based on their popularity. We've excluded test-related keywords and brands. Mostly, these closely align with worldwide registration trends and strongly highlight the German and European markets, including some geoTLDs.

Most frequent keywords

Most frequent SLDs
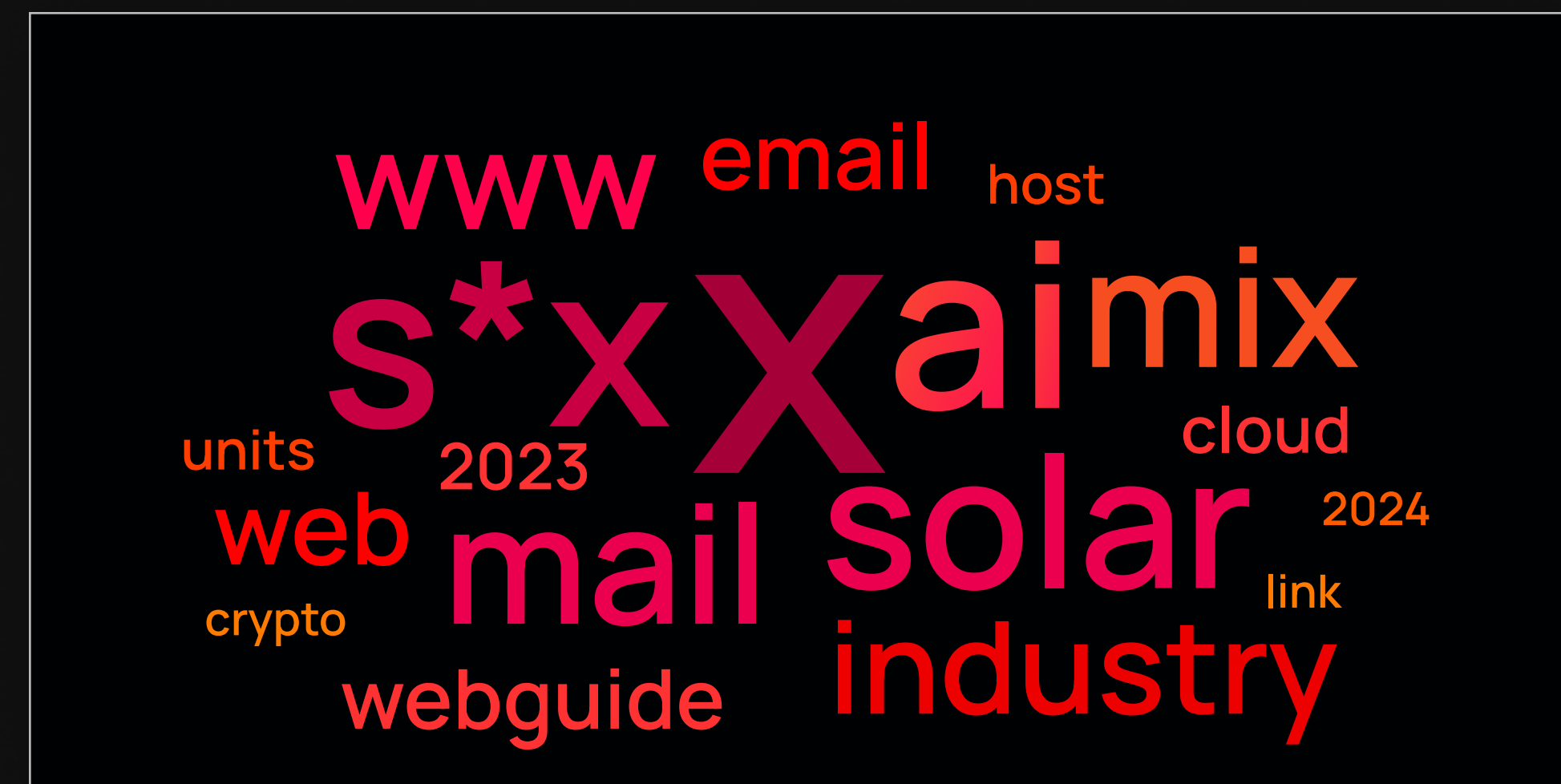
Most frequent TLDs

SLD length & prices

Combining InterNetX and SedoMLS sales data with premium domain information from registries results in a valuable and insightful database for premium domain market analysis.

The first graph on the right shows a sharp decrease in the average cost from three-character domain names upwards, underlining the rarity of one-character and two-character domains. For clearer trend visualization, the chart excludes one to three-character domains, focusing on longer names. Surprisingly, costs typically exhibit a slight downward trend but begin to vary. Despite being longer, some domain names with sought-after keywords may have higher market value.

The demand for single-word .com domain names, which establish a strong brand, is anticipated to continue rising. Those, however, who cannot afford high or above-average names may settle for less desirable ones, which may likely fail to yield positive results.

Raymond Hackney
Publisher, TLDinvestors.com

Average price & SLD length

Average price & SLD length › 3 characters

Premium market

The premium databases serve as a powerful tool, enabling us to thoroughly examine the activities of top TLD providers in the premium domain space and we can explore various aspects such as which TLDs rank the highest in terms of premium offerings.

The .co and .biz extensions, intended for businesses, are among the top 10 premium TLDs and stand as the main suppliers of premium domains. Numerous new gTLDs, especially in the technology sector, like .tech, .dev, and .app, are also worth mentioning.

Our survey explored user sentiment and perceptions regarding premium domain pricing, revealing that over 60% view the pricing as fair and generally reasonable.

Premium TLD market share

TLD	Share
.co	13%
.biz	7.5%
.vip	6.6%
.click	3.5%
.channel	3.2%
.club	2.8%
.company	1.5%
.art	1.4%
.tech	1.4%
.property	1.4%
.dev	1.1%
.dad	1.1%
.icu	1%
.work	0.9%
.app	0.9%
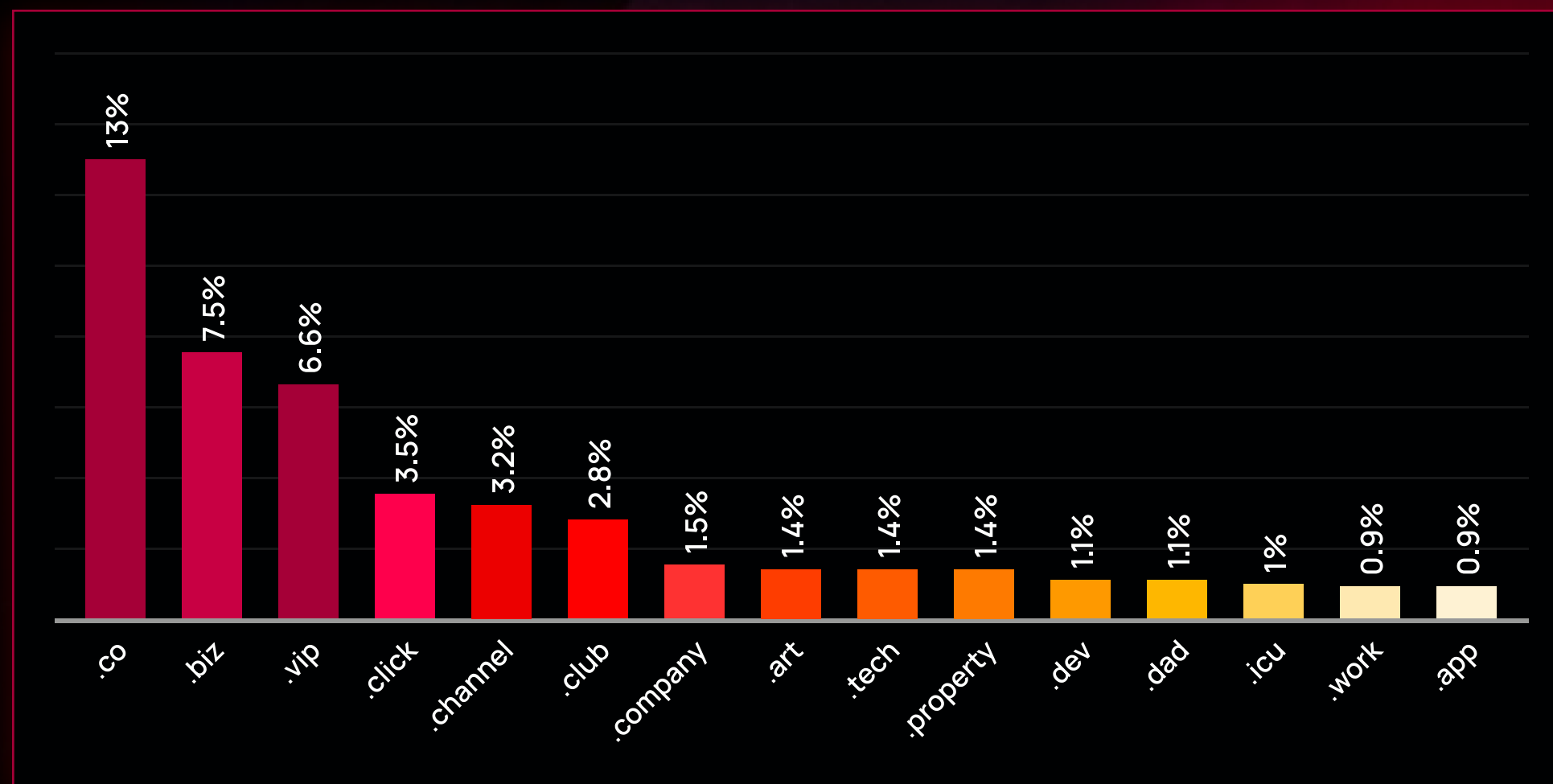
How do you feel about premium domain pricing?

It is a fair practice	30.8%
Generally reasonable	40.4%
Unfair practice	16%
There should be a cap	12.8%

Rising stars

2023 marked yet another fruitful year for InterNetX, in which numerous extensions experienced significant growth. The .ai TLD led the pack, capitalizing on the rising trend of artificial intelligence.

This chart highlights seven ccTLDs, mostly used not for their country code designation, but rather for their inherent meanings. Examples include .gg, short for 'good game', and .io which stands for 'input/output' in the tech industry.

The .solar extension's rapid increase can undoubtedly be linked to the ongoing shift towards renewable energy. Several technology-related new gTLDs have emerged, such as .digital, .tech, and .cloud.

InterNetX proudly stands as one of the largest B2B registrars on the European domain market, offering next-level domain management for over 30,000 partners. Our vast portfolio of TLDs – one of the largest on the market – empowers resellers with the most popular and sought-after TLDs in today's digital landscape.

Marco Hoffmann
Head of Domain Services, InterNetX

.nu 33%
.gg 74%
.tech 36%
.se 77%
.site 51%
.social 32%
.digital 47%
.io 54%
.ltd 36%
.ai 256%
.solar 38%
.space 46%
.cloud 34%
.art 31%
.tw 35%
.store 48%
.ae 51%
.fun 120%
.dev 51%
.website 47%

Trademark services

At InterNetX, our trademark services represent an advanced, data-led approach to global brand protection in the expansive domain universe.

Our analysis illustrates that gTLDs and the .com domains are currently the premier choices for such fortifications, signaling a trend towards seeking a wider, more global reach for protection. Furthermore, of the diverse array of trademark-protected extensions available, ccTLDs are resonating with our users, with six specific ccTLDs standing out in popularity.

new gTLDs under trademark
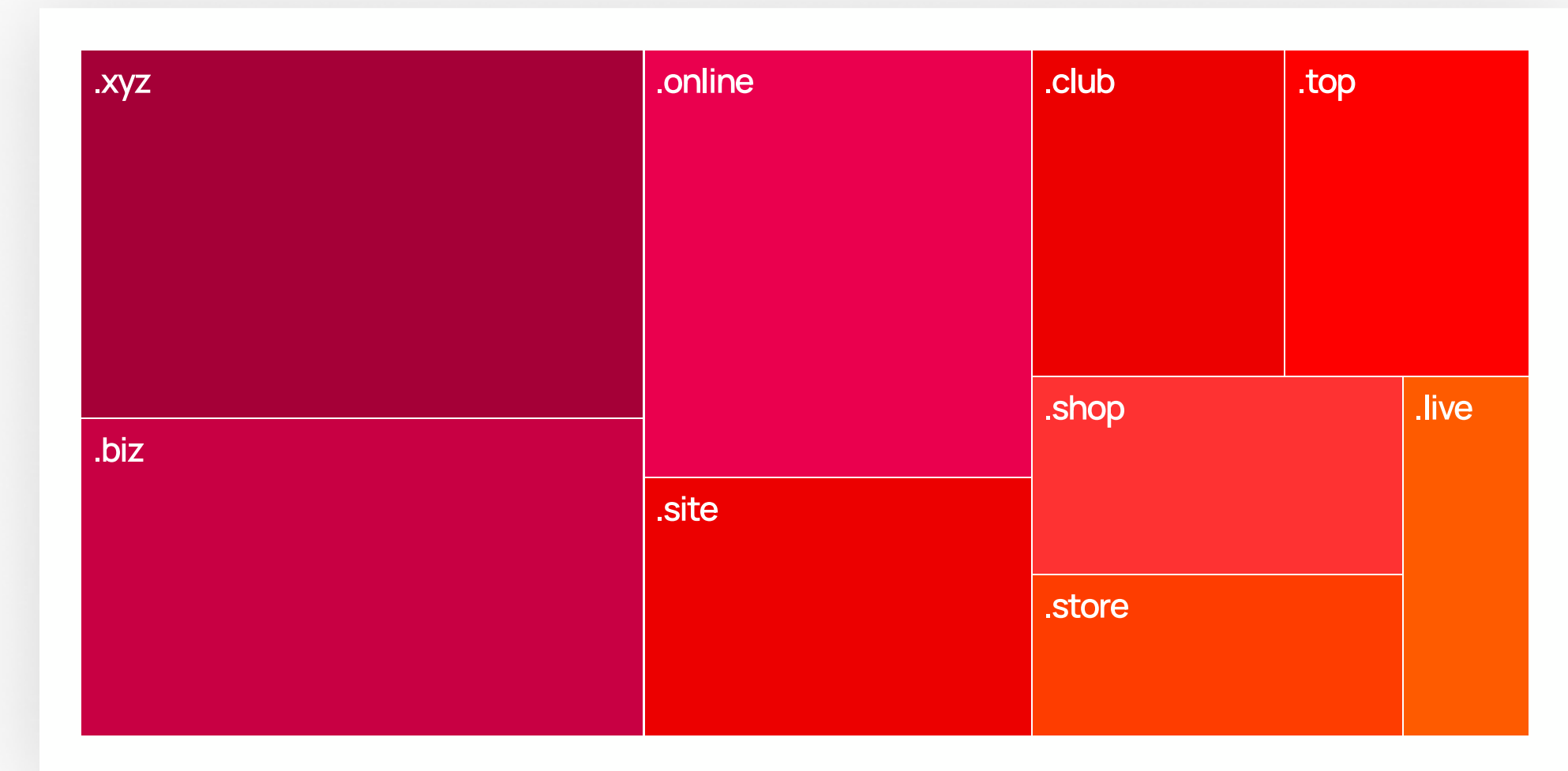
TLD types under trademark
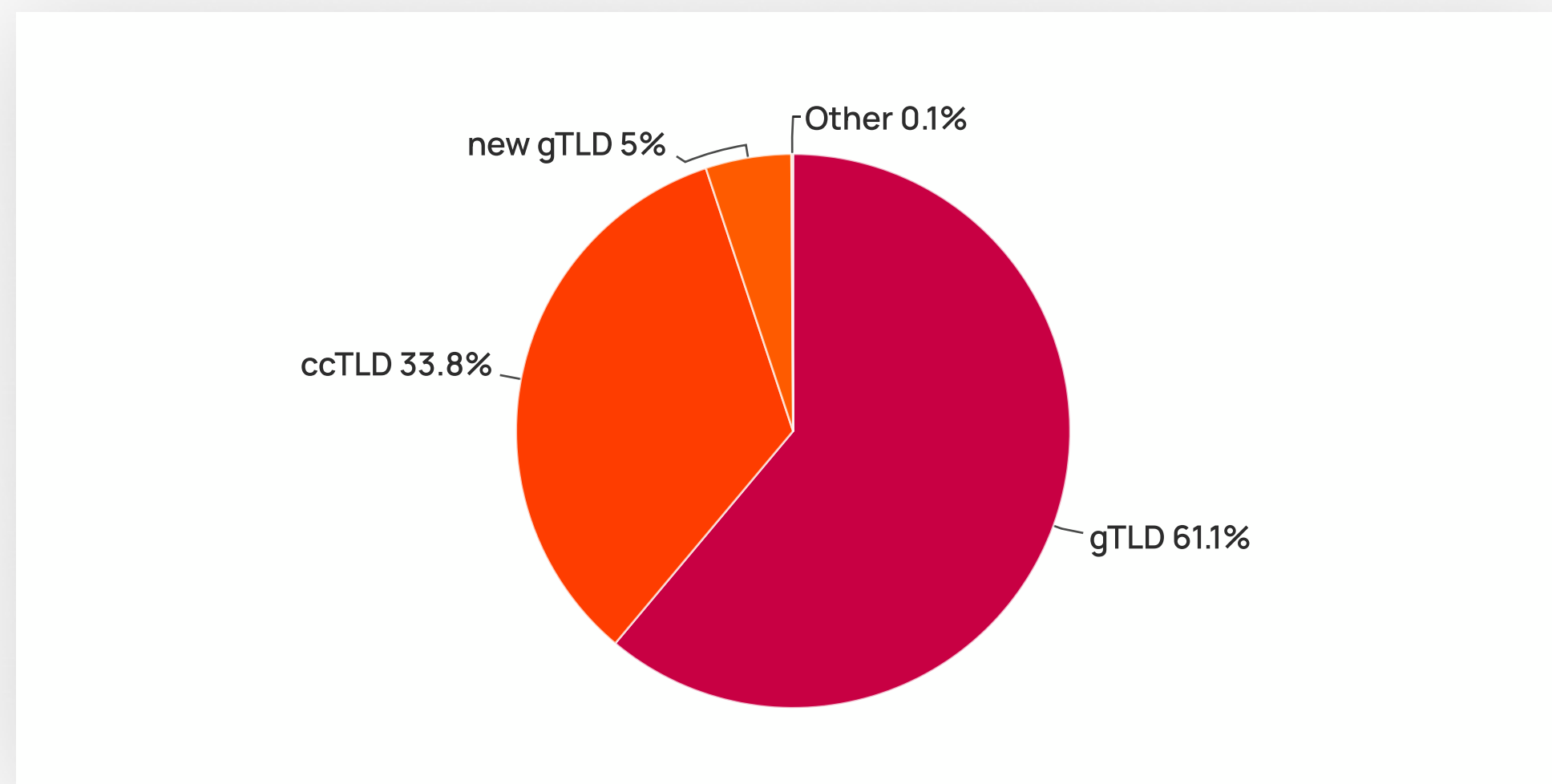
Top TLDs under trademark

InterNetX survey

This year, we initiated a broad survey targeting our domain users in order to capture a current snapshot of the industry landscape. The results are illuminating, with nearly half of the respondents predicting that their domain name registration activities will continue at their current pace. Notably though, a substantial 36% of users anticipate an increase in their domain registration activities. Concurrently, a significant 34% of participants are preparing to augment their financial allocation towards domain names. These findings suggest a cautiously optimistic outlook for the domain industry, as a considerable segment of our user base is poised to expand their engagement and investment, indicating underlying confidence and potential growth within the market.

How does your 2024 domain registration budget compare to 2023?

Significant increase	11.6%
Slight increase	24.5%
About the same	45.1%
Slight decrease	10.9%
Significant decrease	7.7%

How does your predicted 2024 domain registration activity compare to 2023?

Significant increase	9%
Slight increase	25%
About the same	44.9%
Slight decrease	14.7%
Significant decrease	6.4%

What does 2024 hold for the domain industry?

Increasing price escalations have left questions about prospective delete rates and new registration figures. We believe in leveraging our technological prowess to stay at the forefront, finding innovative solutions that aid business growth despite changing market dynamics.

Thomas Keller
Co-CEO, DENIC eG

2024 will require foresight and strategic adaptation. As new registrations decline and costs surge, businesses must adapt with agility. The forthcoming NIS2 Directive will further amplify these challenges, significantly affecting the industry's trajectory.

Richard Wein
CEO, nic.at

There is a shift towards data-centric strategies, data-driven marketing and Know Your Customer (KYC) practices. This movement is fueled by an increasing recognition of data's value in enhancing business intelligence and security. Registries and registrars are seeking robust data sources and analytical tools, showcasing the industry's collective effort to adopt a more informed and strategic approach to business operations.

Alona Borzhemska
CCO, DomainCrawler

04

Aftermarket perspective

Sedo data

In 2023, global domain trading faced economic uncertainties, resulting in fewer blockbuster deals, according to DNJournal.com's top 100 sales. While access to money was partially restricted, Sedo's own numbers indicate a very successful and exciting year for the leading domain marketplace, with +24 million listed domains to date.

Despite any external circumstances, Sedo experienced a successful year, observing active trading with both average and median domain prices rising compared to the previous year. Key trends in the domain aftermarket included a focus on AI, NFTs and cryptocurrencies, despite associated controversies. Additionally, sales of 2 to 4-letter domains and those related to gaming/gambling and health were prevalent throughout the year. As a testament to the confidence and trust in Sedo's platform, 42 of DNJournal's top 100 sales in 2023 took place via Sedo.

> Companies are increasingly focusing on differentiating themselves from others. A meaningful domain helps them to distinguish themselves as a brand and make themselves stand out, which is why the demand for short, descriptive domains under .com remains high.

Christian Voss
CMO, Sedo

AVERAGE PRICE

$2,430

TRADED TLDS

375

BUY NOW SALES

73%

MEDIAN PRICE

$510

Top sales overview

In contrast to previous years, the top 100 sales on DNJournal.com saw a notable absence of eight and seven-figure deals, with the total sum falling below half compared to 2022. Nevertheless, Sedo's marketplace sustained sales of high-value domains, albeit undisclosed, resulting in a higher confidentiality rate.

Short, descriptive .com domains remained popular in 2023, but a notable shift occurred as a .ai domain, YOU.ai, claimed the top spot with a $700,000 sale. This marked the first time a non-.com domain led public top sales, and the trend continued with NPC.ai selling for $250,000. The association of the country code for Anguilla with Artificial Intelligence had hinted at this boost in domain trading, leading to surprisingly high prices for ccTLD domains in 2023.

I'm pleased with consistent sales to SMBs, reflecting the robust aftermarket growth since Covid-19 forced businesses online in 2020. Despite fewer sales in the higher market segment in 2023, lower-end domain sales thrived. This persistence mirrors the rise in online-business launches by individuals seeking greater control over their work-life balance and financial futures.

Ron Jackson
Editor & Publisher, DNJournal.com

Top 10 public domain sales

1. you.ai
$700,000

2. giveaway.com
$400,000

3. tophotels.com
$380,000

4. pfp.com
$353,000

5. aiq.com
$325,000

6. skywin.com
$275,000

7. whiskey.com
$250,000

8. npc.ai
$250,000

9. solarenergy.com
$175,000

10. swiper.com
$150,000

gTLD insights

Legacy TLDs like .net, .org, .biz, and .info play significant roles in domain trading. In 2023, .org demonstrated notable success, particularly among businesses, as evidenced by stable sales prices and widespread usage, with a large portion of .org domains already developed.

In contrast, .biz is facing challenges as many websites have no content or only serve as redirects. When considering the top sales for .net, the brevity of the domains is striking. They mainly consist of short, descriptive terms that are noticeably more affordable under .net than under .com.

Top 10 public .org domain sales

Domain	Sale
anxiety.org	$100,000
1337.org	$50,000
bitcoinetf.org	$49,999
abode.org	$35,000
apprenticeships.org	$33,000
hyperchain.org	$29,988
augment.org	$17,500
fitness.org	$16,260
celebrateamerica.org	$15,750
56.org	$15,000
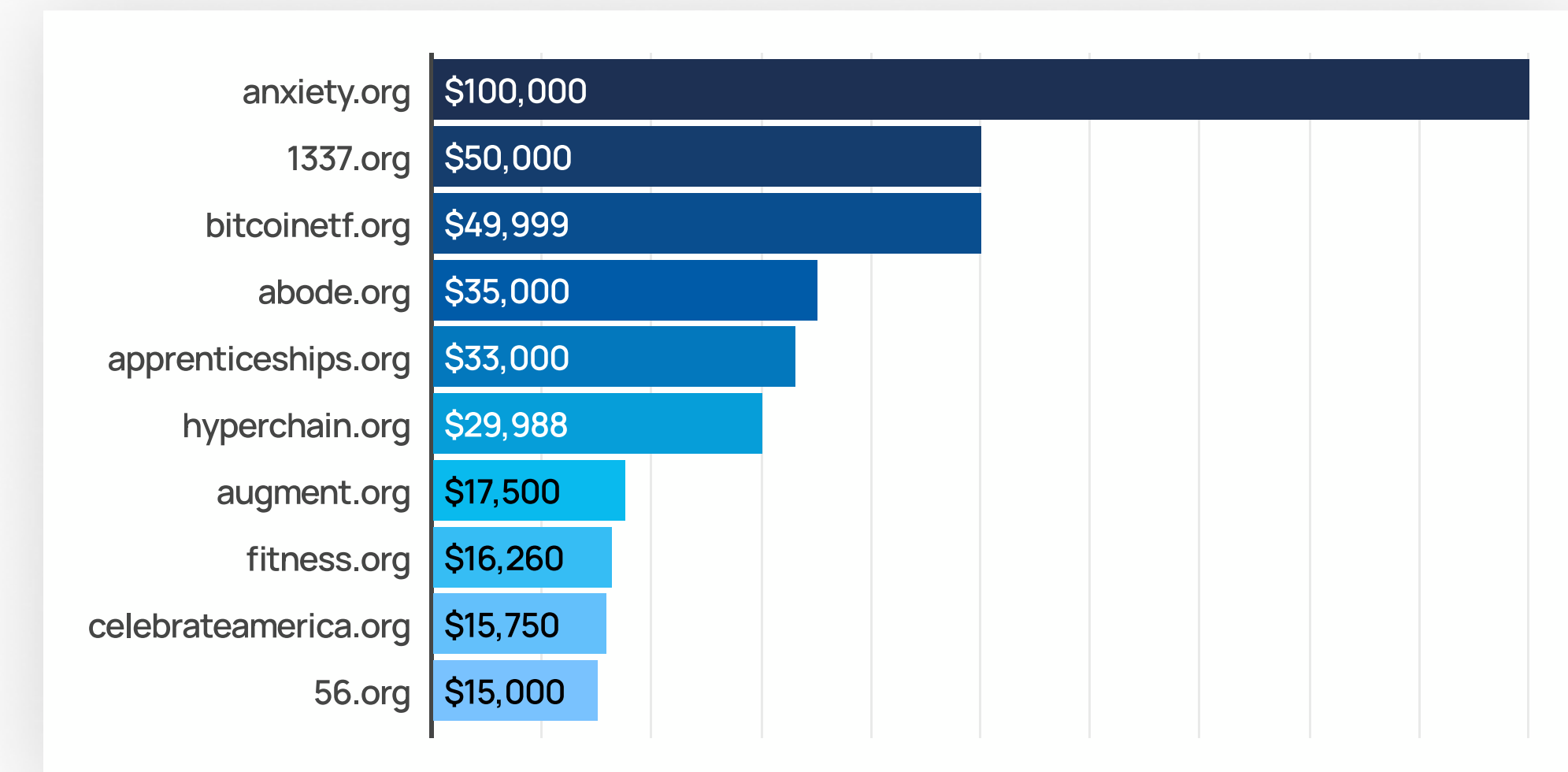
Top 10 public .biz domain sales

Domain	Sale
jacksonville.biz	$2,750
just.biz	$2,299
69.biz	$1,040
gemstone.biz	$1,000
investment.biz	$977
freerealestateforjim.biz	$841
replicauhren.biz	$800
cryptostocks.biz	$599
halton.biz	$500
itravel.biz	$499
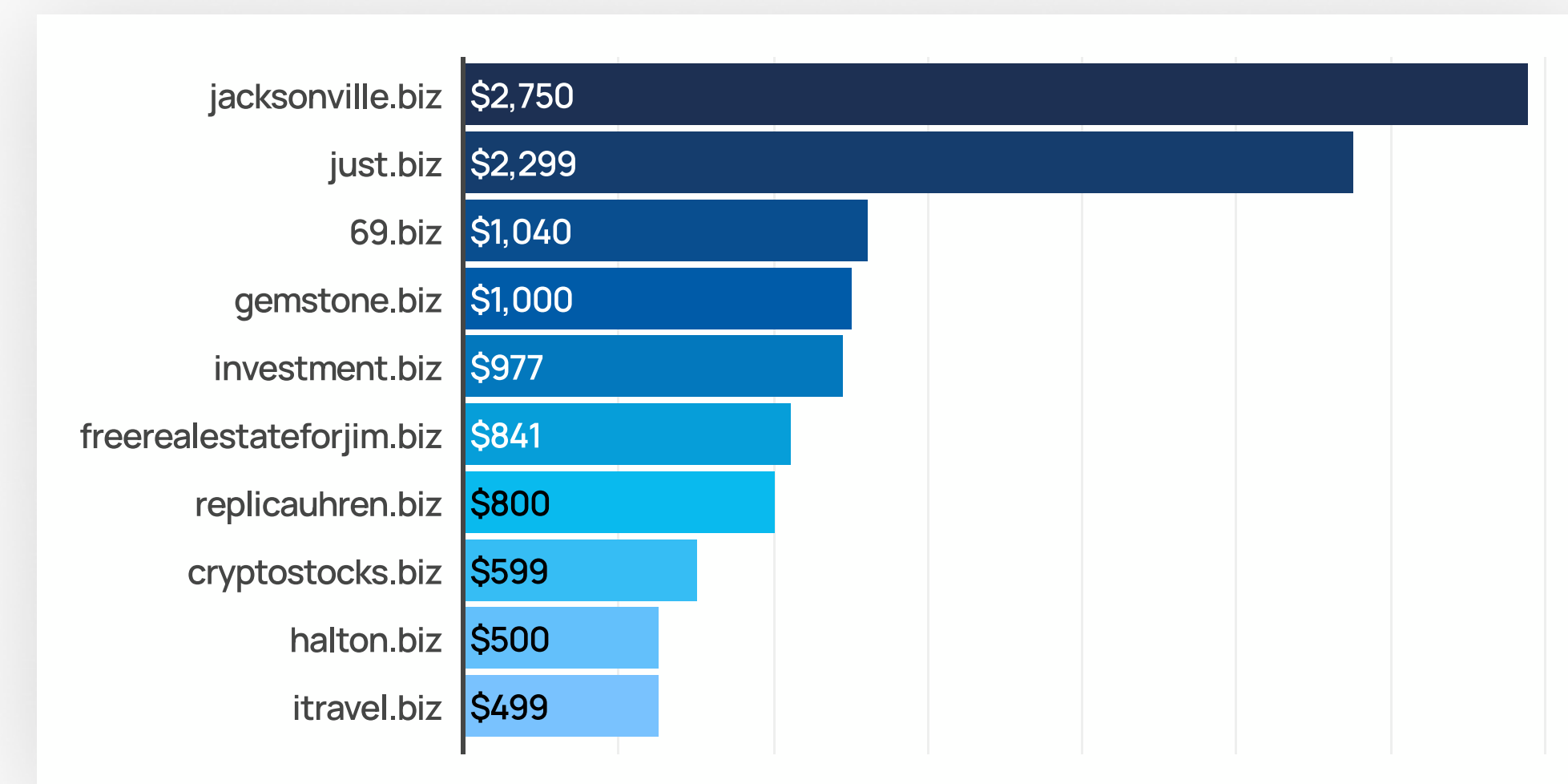
Top 10 public .net domain sales

Domain	Sale
gold.net	$50,000
cloak.net	$29,998
casinoapps.net	$27,500
riyadh.net	$18,000
segura.net	$16,383
gms.net	$14,999
lgbt.net	$13,490
wealth.net	$10,000
audio.net	$9,900
stockholm.net	$8,995
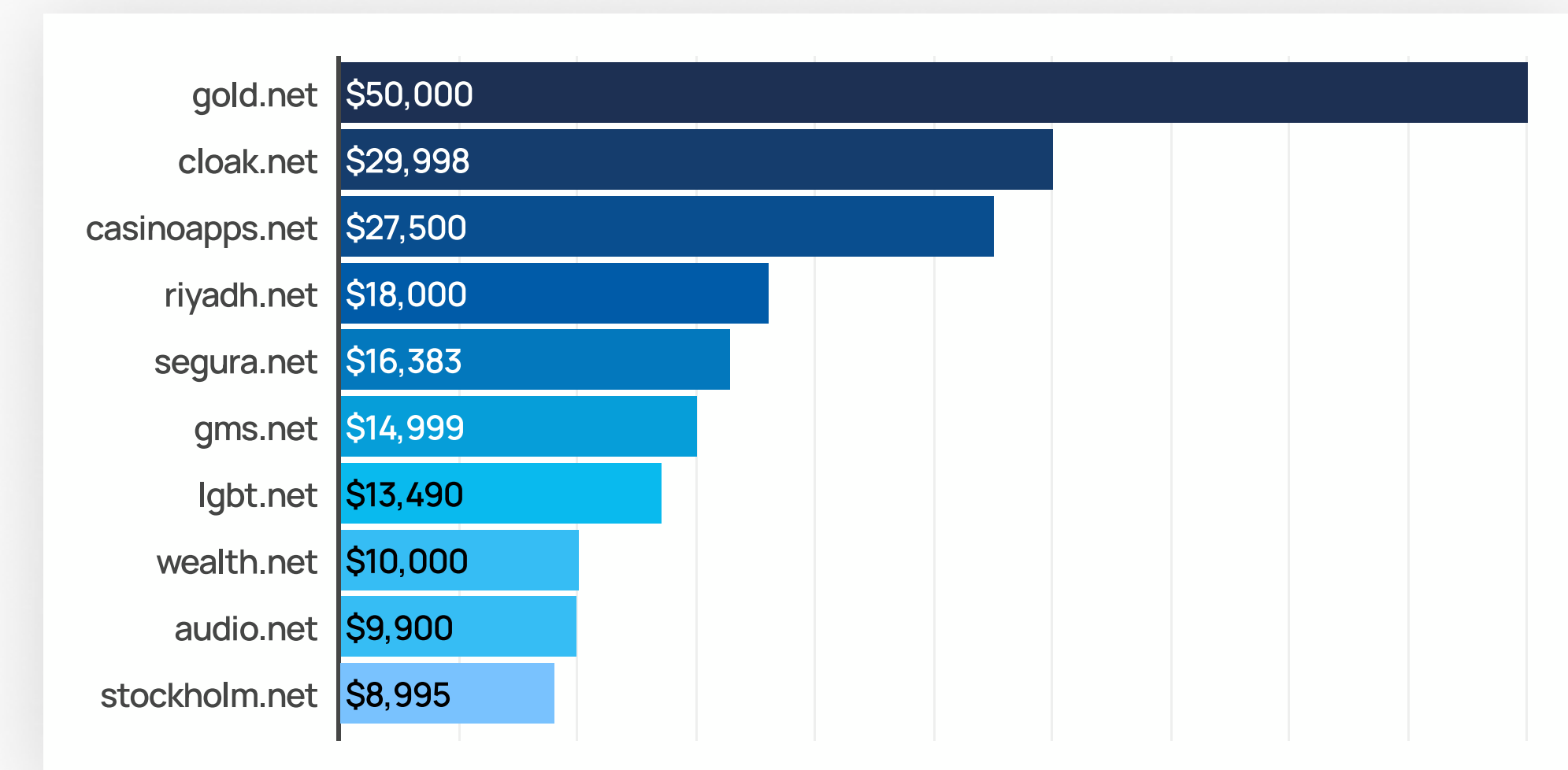
ccTLD trends

While .com domains maintained their premium pricing, 2023 witnessed heightened competition from various TLDs. DNJournal's Top 100 sales showcased this diversity, featuring 15 additional TLDs, including ccTLDs like .es, .de, and .fi, along with new gTLDs such as .win, .online and .cloud. Sedo's international marketplace, which also focuses on non-.com domains, saw rising prices, a trend that gained prominence in 2023.

Notably, .io and .ai extensions surged in global popularity and value, evident in both DNJournal's Top 100 ccTLD sales and Sedo's Public Top 10 ccTLD sales. This growth is fueled by abbreviations or short, descriptive English keywords. With increased demand and rising prices, ccTLDs are becoming a focal point for domain investors, offering significant potential amid the highly competitive .com market. Three .ai domains rank in the top 10 country code extensions and .io is represented with two sales (vital.io and aim.io).

Top 10 public .de domain sales

Domain	Sale
magnet.de	$55,519
pornos.de	$38,133
gov.de	$32,934
ferienjob.de	$27,020
qm.de	$26,898
webmail.de	$25,326
photovoltaikanlagen.de	$21,876
energieausweis.de	$19,567
autoaz.de	$16,212
ferienhaus-nordsee.de	$16,212

Top 10 public ccTLD domain sales

Domain	Sale
you.ai	$700,000
npc.ai	$250,000
topfx.eu	$106,830
buy.es	$94,002
normal.es	$65,000
vital.io	$60,000
aim.io	$56,418
magnet.de	$55,519
pics.ai	$50,000
payments.co	$48,668

Top 10 public .co.uk/.uk domain sales

Domain	Sale
coupons.co.uk	$23,058
bump.co.uk	$12,471
pb.uk	$7,386
icollect.co.uk	$6,299
icruise.co.uk	$6,239
personaltrainers.co.uk	$5,942
hipi.uk	$5,063
rubin.co.uk	$4,550
emed.uk	$4,371
bgen.co.uk	$3,768
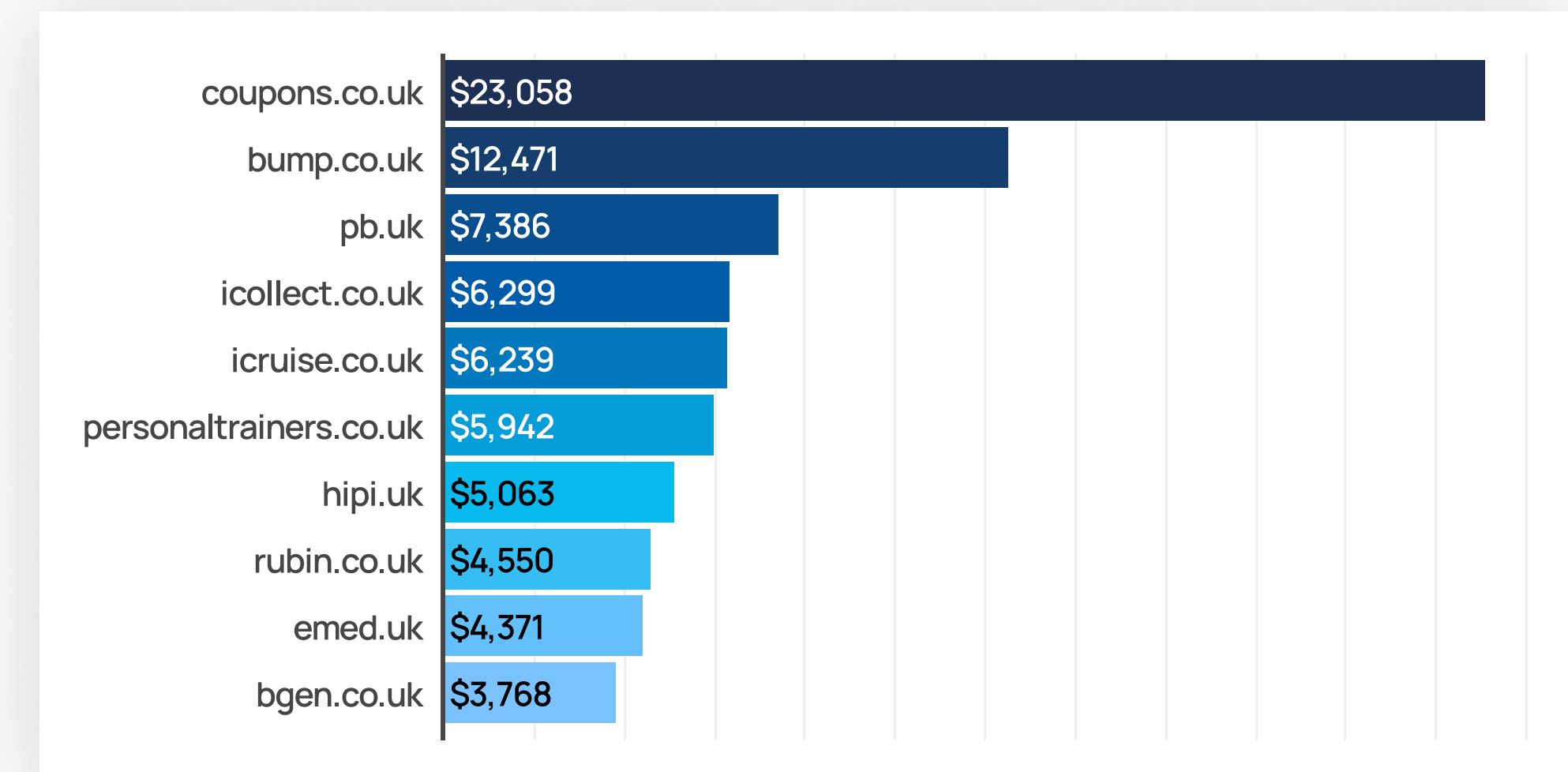
ccTLD trends

In recent years, domain sales under the .es and .fr extensions have displayed consistent performance. While they are not prone to mega sales, unlike other established TLDs such as .com, their average prices consistently lie within a high and stable range, with minimal fluctuations over the years. Conversely, the situation for .eu domains differs: the number of domain sales under this extension has experienced ups and downs, but average values have shown a consistent upward trend over the last three years. Nonetheless, it is noteworthy that the utilization of the top 10 .eu domain sales remains low and there are hardly any planned projects to see to date.

Top 10 public .fr domain sales

Domain	Sale
dominion.fr	$12,970
solitairejeu.fr	$8,956
openproject.fr	$8,879
cbd-shop.fr	$8,663
zeb.fr	$8,165
wero.fr	$7,872
fairland.fr	$7,860
rugs.fr	$7,794
gox.fr	$7,515
pollen.fr	$6,958
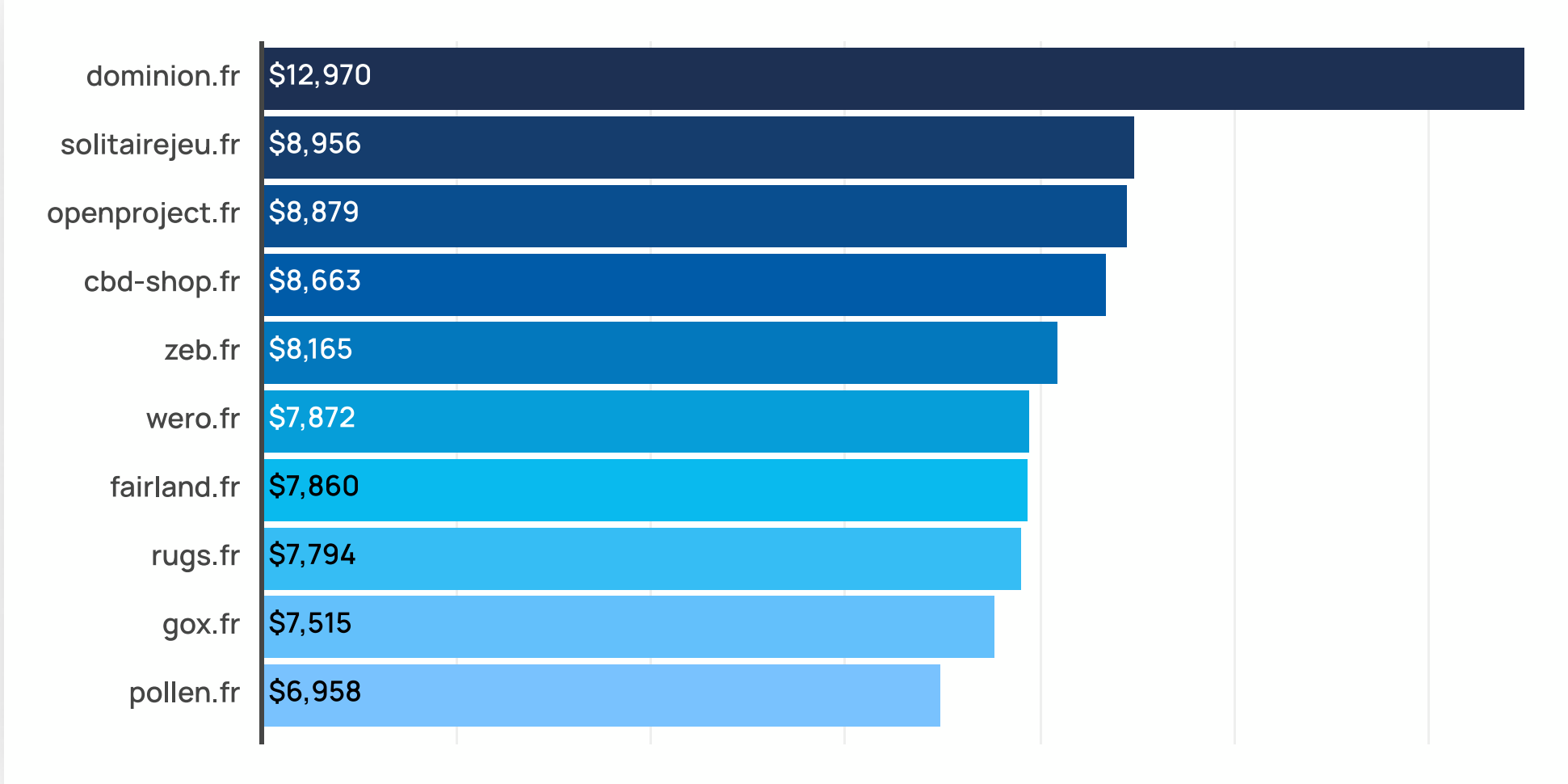
Top 10 public .eu domain sales

Domain	Sale
topfx.eu	$106,830
snus.eu	$22,008
cont.eu	$14,845
service.eu	$12,703
via.eu	$12,121
ucloud.eu	$10,646
brazil.eu	$10,539
rivian.eu	$9,500
agent.eu	$9,418
purse.eu	$9,265
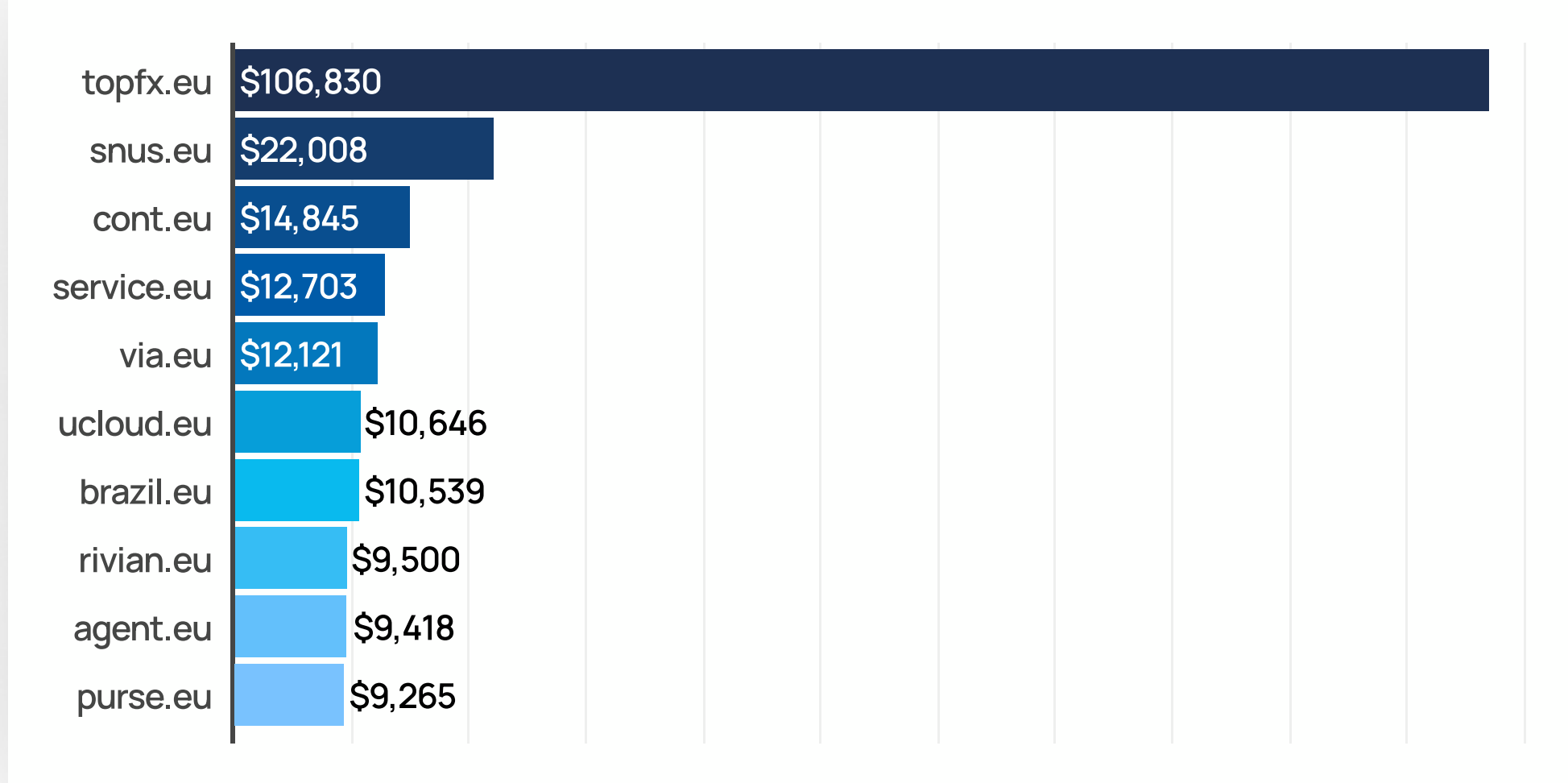
Top 10 public .es domain sales

Domain	Sale
buy.es	$94,002
normal.es	$65,000
rugs.es	$10,264
techjobs.es	$9,308
kerasilk.es	$8,500
esim.es	$7,025
gay.es	$5,414
diariodeandalucia.es	$4,786
bigdata.es	$3,133
eum.es	$2,715
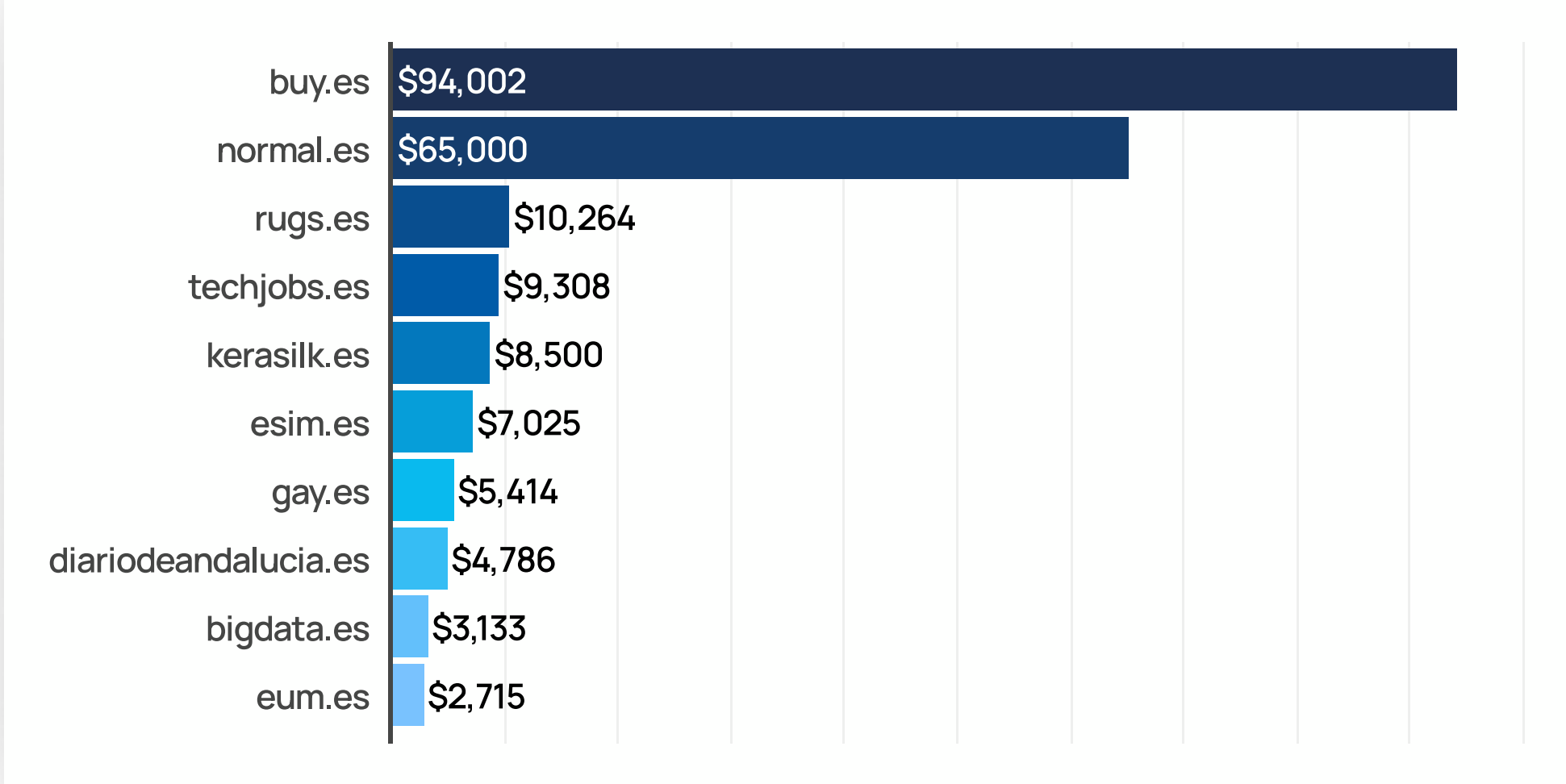
TLD trends in 2023

Top-selling TLDs reveal popular choices among domain buyers. The rankings see consistency, with .com maintaining its top position. However, trends shift annually, as seen in 2023 when .xyz and .io were replaced in the top 10 by .ai and .ch.

> Among the top-selling TLDs, the classic evergreen TLDs always take the top positions. However, over the years, there have regularly been newcomers in the top 10, including .me, .cn, or .nl. For investors, the lower positions are therefore an interesting indicator of the development of the popularity of a TLD among end consumers.

Andreas Schmid
Head of Product Management, Sedo

Top-selling TLDs

Pie chart: .com 55%, .de 14%, .net 4%, .org 3%, .eu 2%, .fr 2%, .info 1%, .ai 1%, .co 1%, .ch 1%, Others 16%
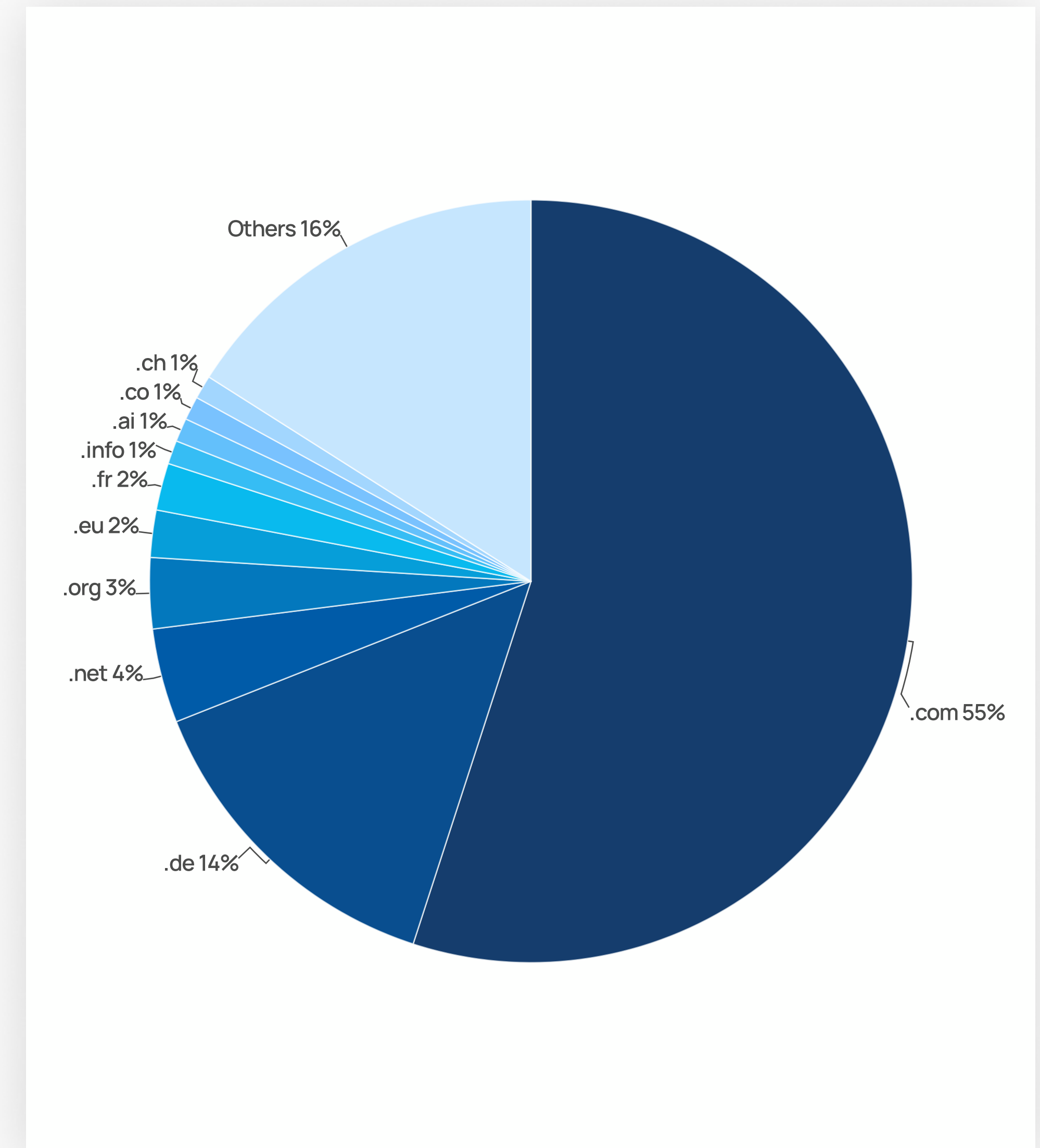
New gTLDs continue to rise

The demand for domains under new extensions is increasing, establishing them as a viable alternative beyond .com. In 2023, domain prices in the five-digit range saw further escalation, with .xyz leading in sales, continuing its momentum from 2022. While favorites remained relatively stable, .store climbed from 8th to 4th place. A noteworthy addition to the popular new extensions is .it.com, gaining prominence through strategic promotion at industry events and successful collaborations.

.online

.xyz

.shop

Most popular new gTLDs in domain sales

.online .live
.app .xyz .tech
.top
.store .shop
.club .it.com

Top 10 new gTLD domain sales

Domain	Sale
w.app	$96,000
789.win	$78,900
socrates.xyz	$74,888
ten.xyz	$29,888
paper.cloud	$21,888
sls.guru	$20,000
cantina.xyz	$20,000
omni.network	$19,413
ai.tube	$15,000
sport.social	$14,756
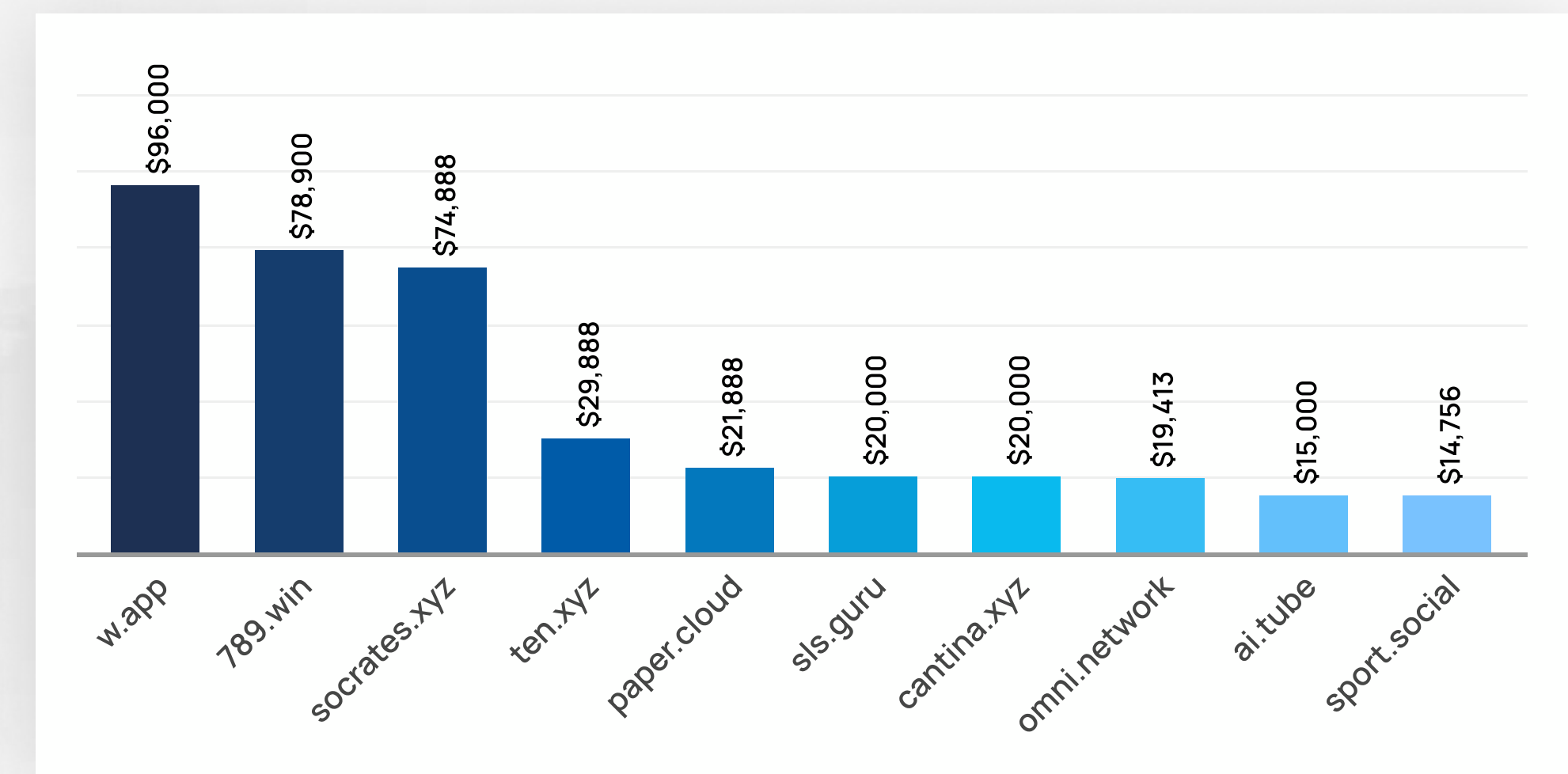
Average prices

The average values offer a distinct method to gauge the central tendency of a data set. The average value, calculated by summing all values and dividing by the number of data points, is susceptible to outliers, which can skew the overall result.

In the context of domain sales, the average price for .com domains increased at Sedo, an indication of higher sales and overall domain value. Moreover, the extension .ai displayed a notable r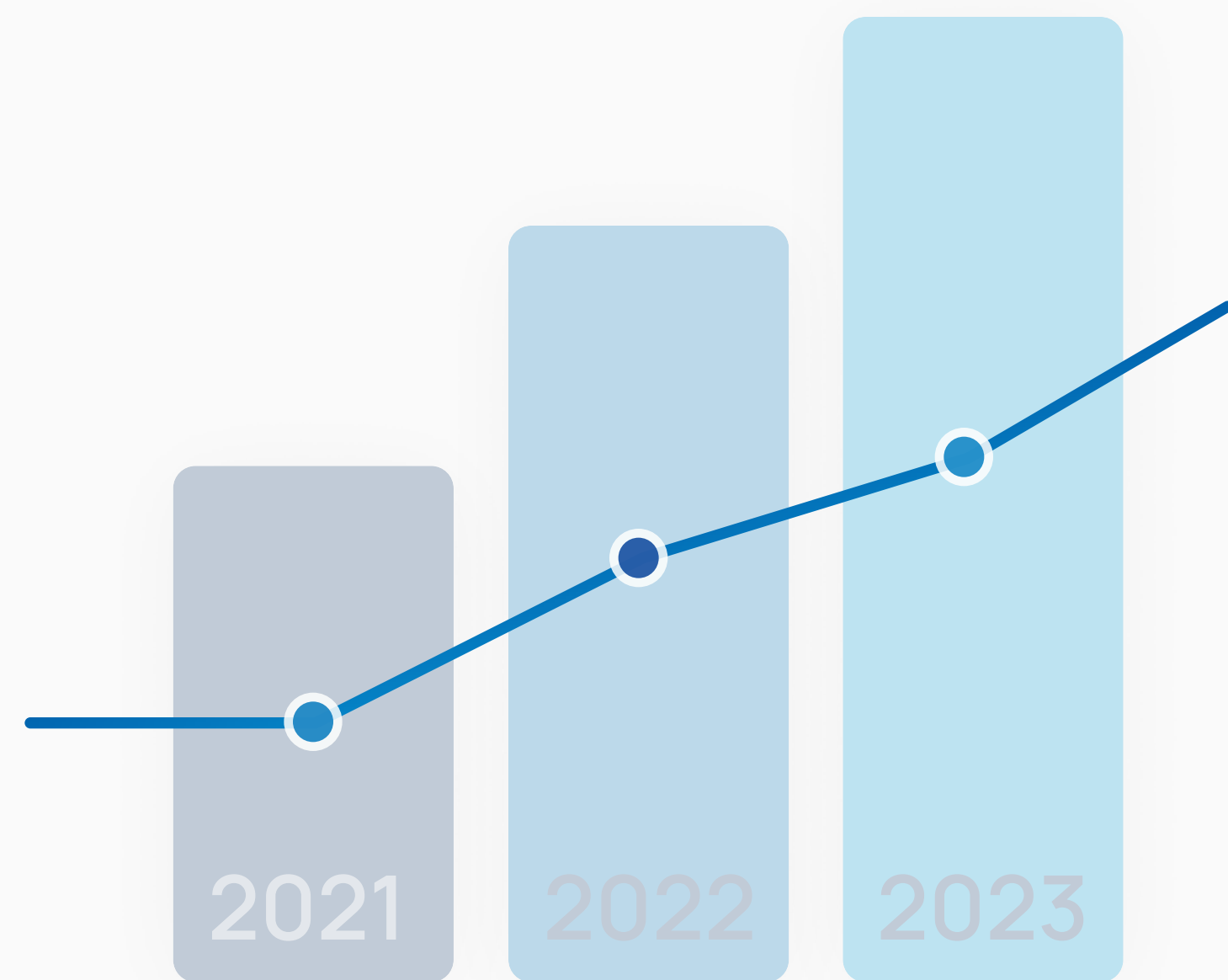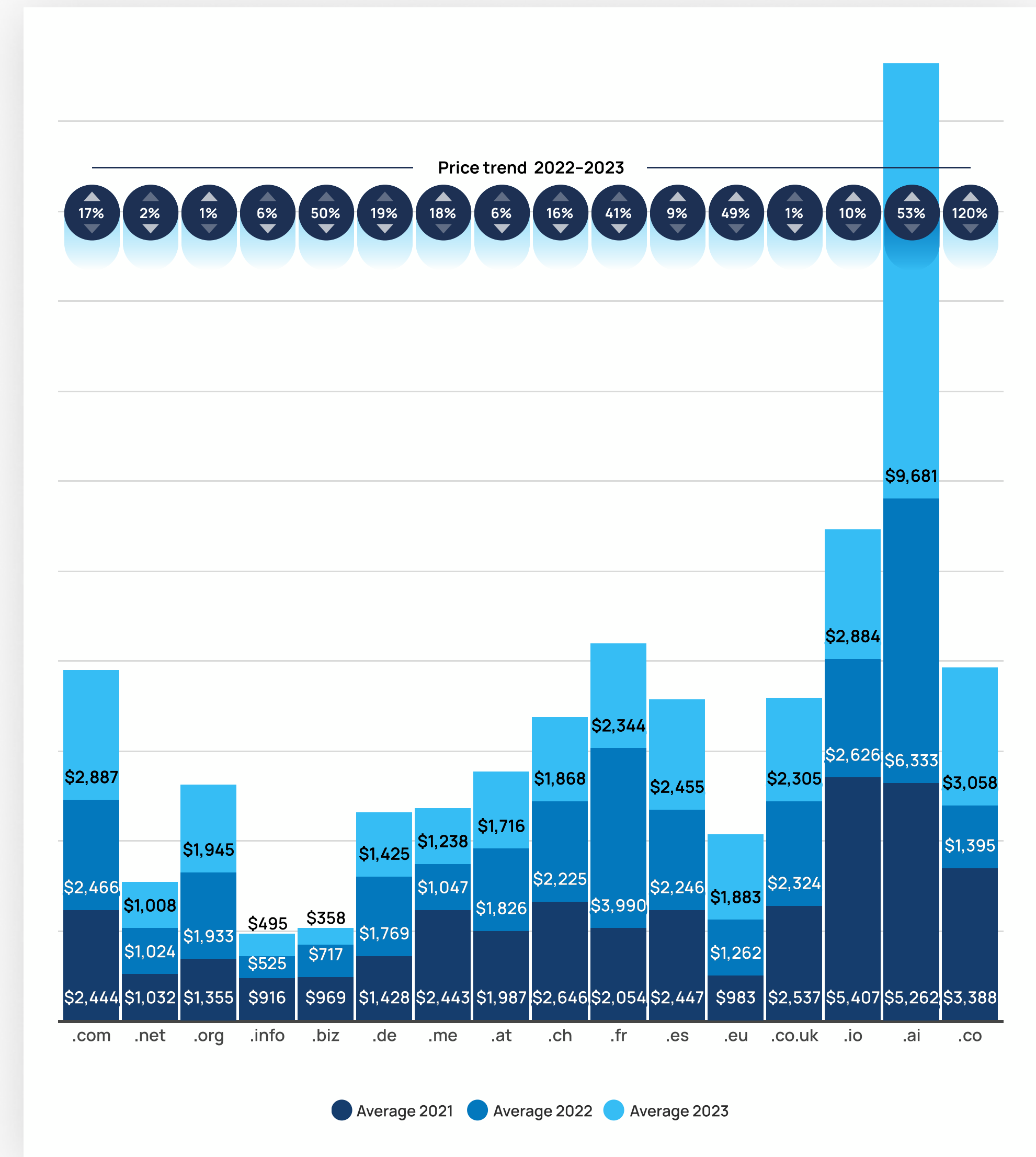ise. This consistent growth in average prices under .ai domains indicates an increased demand, particularly from companies, resulting in more high-priced domain sales.

2021 2022 2023

Average price development

Price trend 2022-2023

17% 2% 1% 6% 50% 19% 18% 6% 16% 41% 9% 49% 1% 10% 53% 120%

	.com	.net	.org	.info	.biz	.de	.me	.at	.ch	.fr	.es	.eu	.co.uk	.io	.ai	.co
Average 2023	$2,887		$1,945	$495	$358			$1,716	$1,868	$2,344	$2,455		$2,305	$2,884	$9,681	$3,058
						$1,425	$1,238					$1,883				
Average 2022	$2,466	$1,008	$1,933	$525	$717	$1,769	$1,047	$1,826	$2,225	$3,990	$2,246	$1,262	$2,324	$2,626	$6,333	$1,395
		$1,024														
Average 2021	$2,444	$1,032	$1,355	$916	$969	$1,428	$2,443	$1,987	$2,646	$2,054	$2,447	$983	$2,537	$5,407	$5,262	$3,388

● Average 2021   ● Average 2022   ● Average 2023
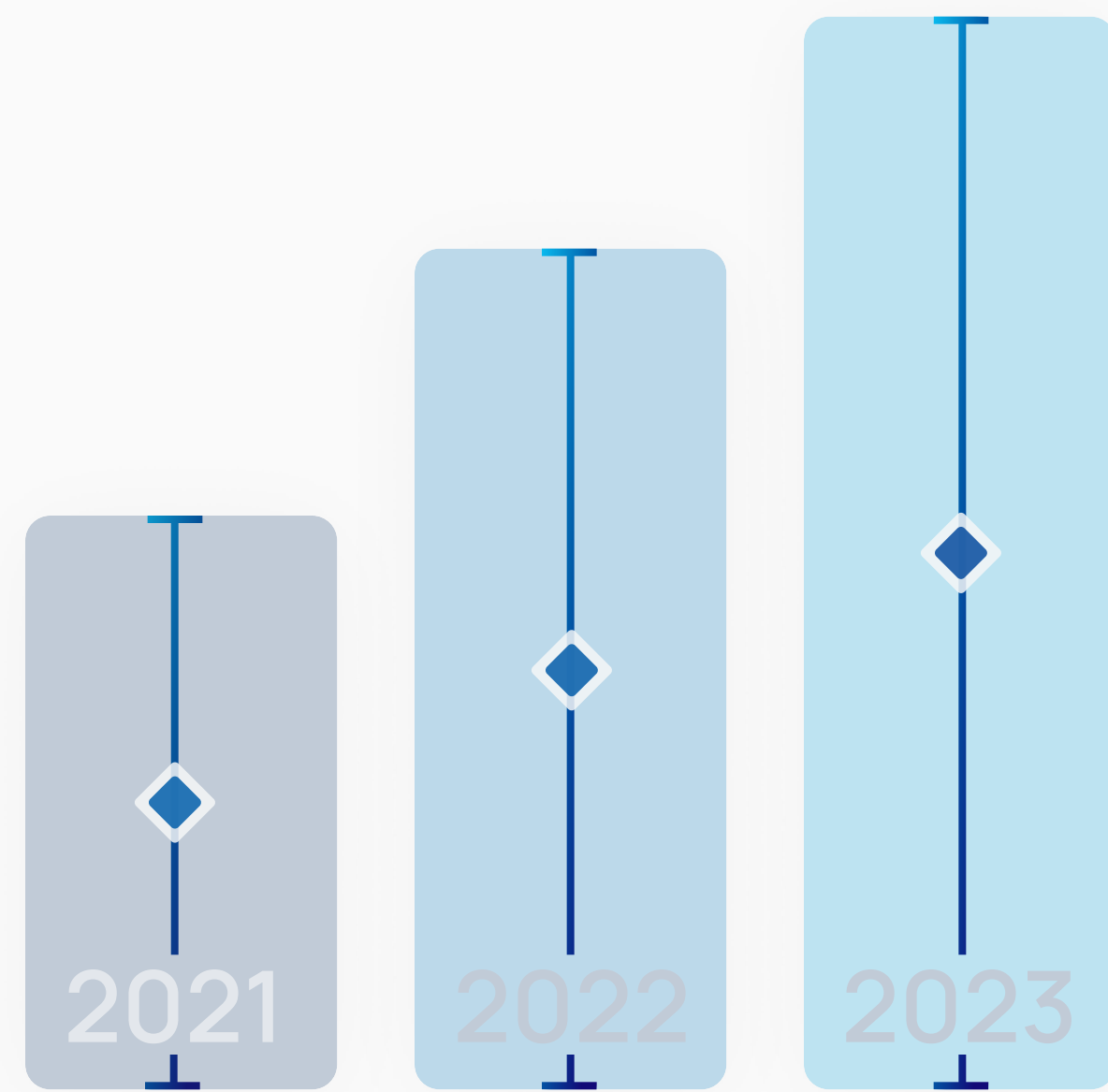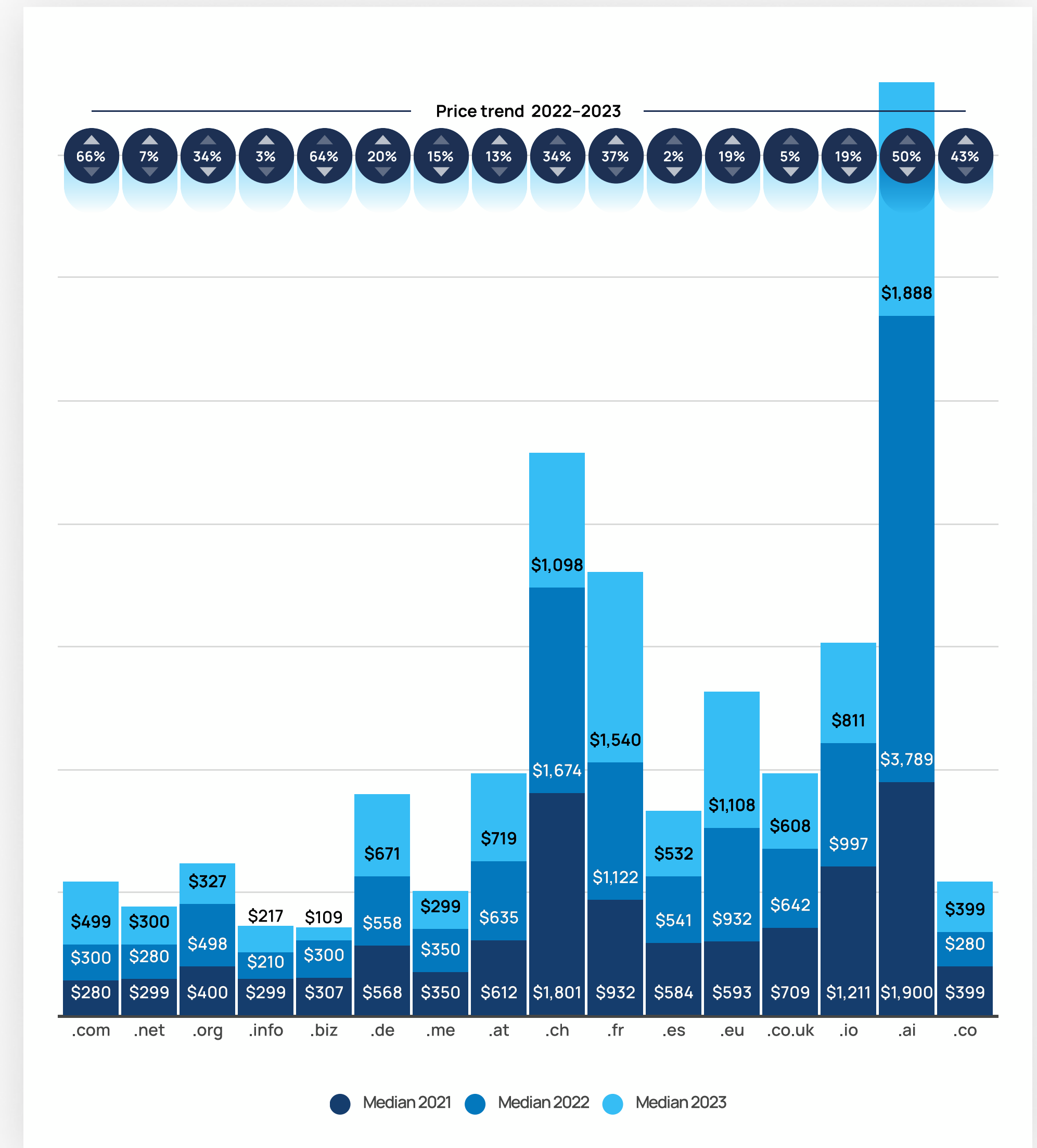
Median prices

Unlike average prices, the median values serve as another representative method to understand the data center. The median value, located in the middle of a sorted data set, is less influenced by extreme values.

When discussing domain sales, the median value can serve as a more realistic understanding of typical domain prices, being immune to the impact of few expensive or inexpensive transactions. For instance, the median value for .ai domains peaked in 2021 and remained steady in the subsequent years, offering a symbol of stability amidst market fluctuations.

Median price development

Price trend 2022-2023

	.com	.net	.org	.info	.biz	.de	.me	.at	.ch	.fr	.es	.eu	.co.uk	.io	.ai	.co
Trend	66%	7%	34%	3%	64%	20%	15%	13%	34%	37%	2%	19%	5%	19%	50%	43%
Median 2023	$499	$300	$327	$217	$109	$671	$299	$719	$1,098	$1,540	$532	$1,108	$608	$811	$1,888	$399
Median 2022	$300	$280	$498	$210	$300	$558	$350	$635	$1,674	$1,122	$541	$932	$642	$997	$3,789	$280
Median 2021	$280	$299	$400	$299	$307	$568	$350	$612	$1,801	$932	$584	$593	$709	$1,211	$1,900	$399

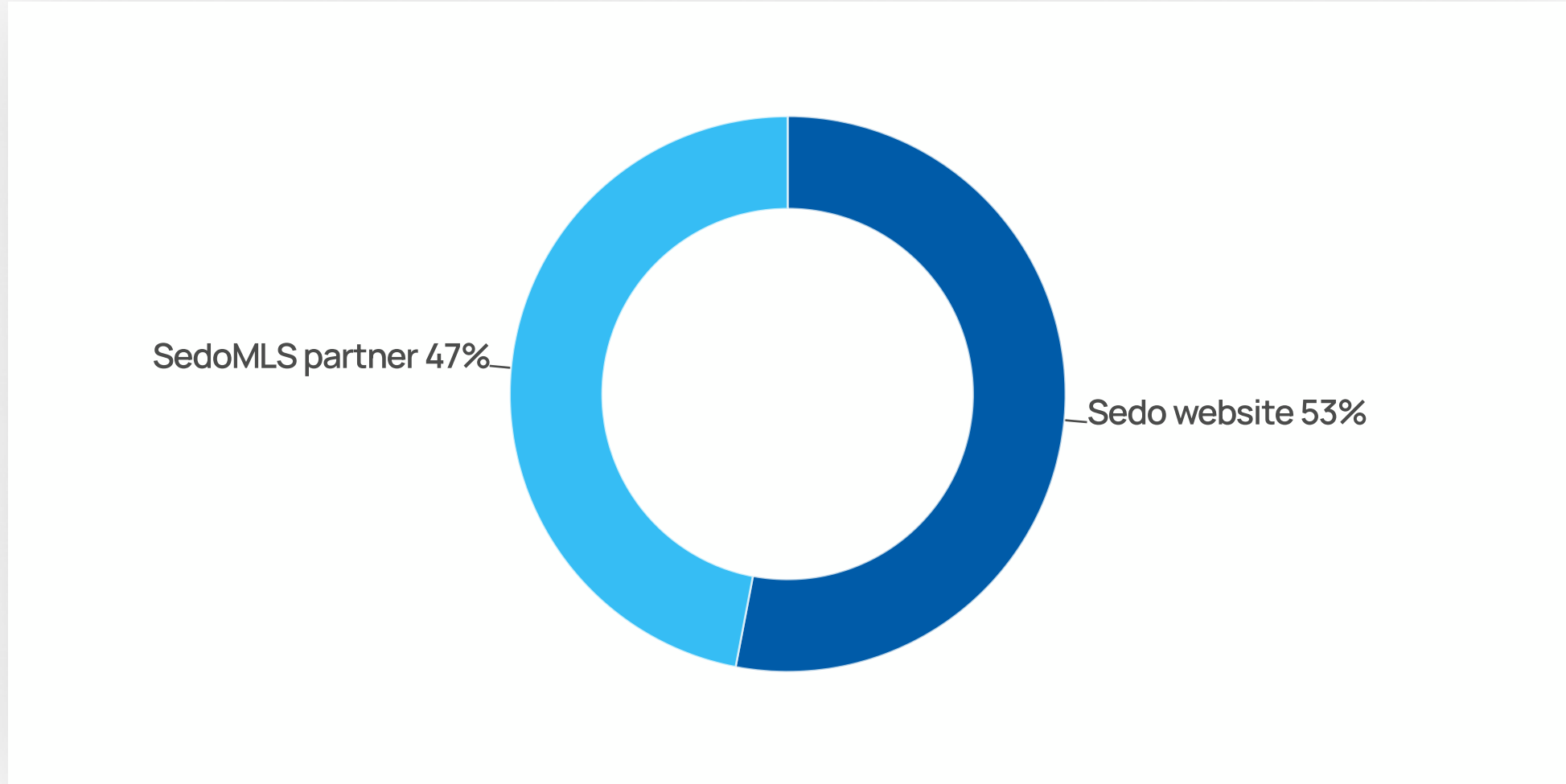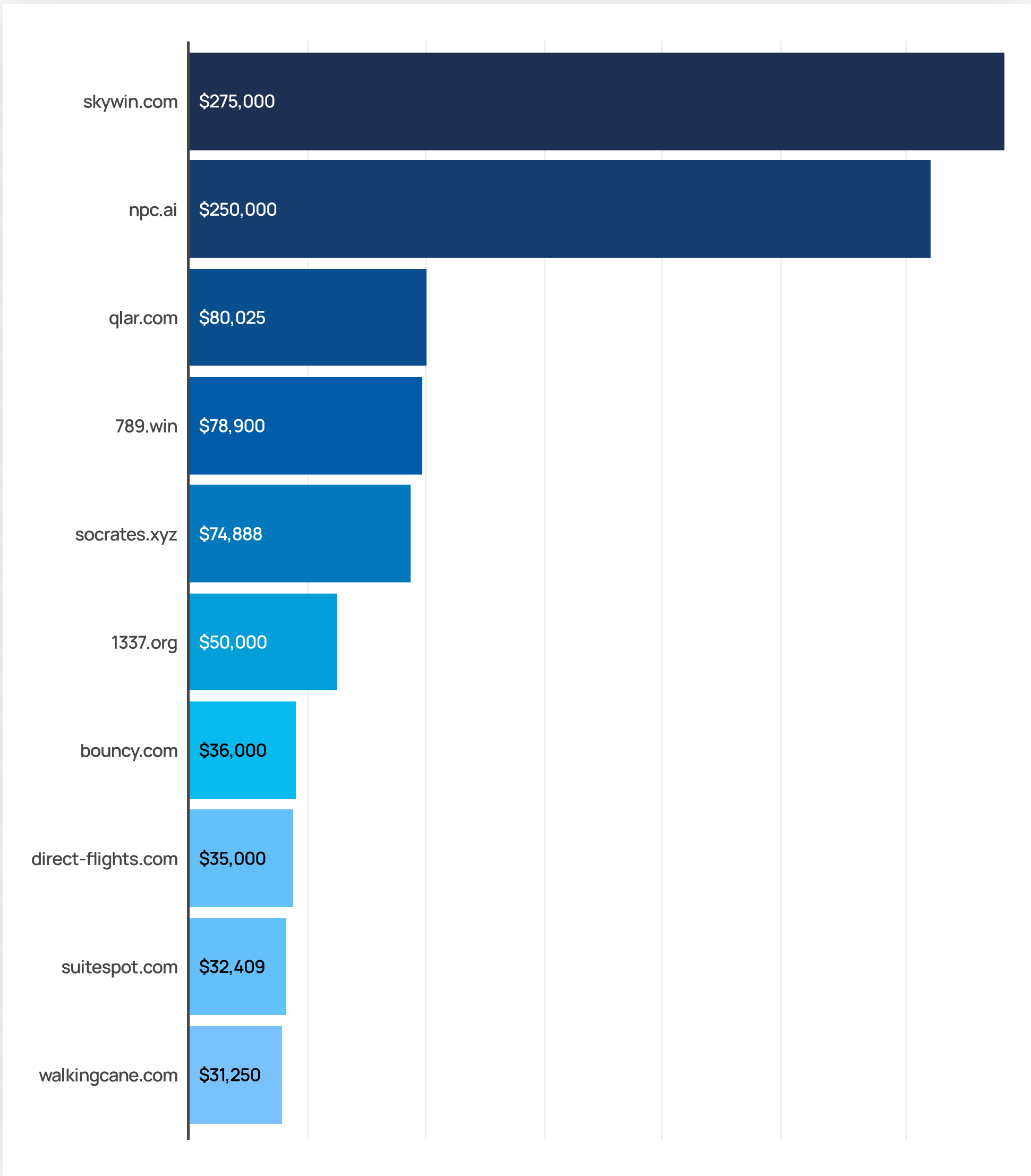● Median 2021 ● Median 2022 ● Median 2023

SedoMLS impact

When users search for a domain name, registrars are often their starting point. However, many good domains are already registered, leading to disappointment. SedoMLS addresses this challenge, allowing registrars and web hosts globally to offer access to over 24 million listed domains for sale on Sedo. Instead of seeing a domain as "already taken," users discover options to "Buy at a fixed price" or "Start domain brokerage." This benefits registrars, customers and Sedo, expanding their reach.

In 2023, nearly half (47%) of all domain sales resulted from SedoMLS network partners, breaking down barriers to domain purchases. This user behavior aligns with increased domain sales prices through SedoMLS, indicating a closer convergence of the primary and secondary markets.

Most popular channels

SedoMLS partner 47%   Sedo website 53%

Top 10 public SedoMLS sales

Domain	Sale
skywin.com	$275,000
npc.ai	$250,000
qlar.com	$80,025
789.win	$78,900
socrates.xyz	$74,888
1337.org	$50,000
bouncy.com	$36,000
direct-flights.com	$35,000
suitespot.com	$32,409
walkingcane.com	$31,250

Popular sales types

The preferred method for domain purchases in 2023 was the "Buy Now" option, chosen by 73% of buyers. A decade ago, "Make Offer" and "Auctions" dominated, but "Buy Now" has steadily gained traction. The surge in fixed-price sales can be attributed to users' desire for quick acquisitions, the advantageous 10% sales commission for Sedo marketplace-parked or sales page domains and the preference of some SedoMLS partners for streamlined trading processes.

Currently, 65% of the 24 million listed domains on Sedo have fixed prices, comprising the majority of the inventory. Domain sellers aiming to boost sales rates are encouraged to incorporate fixed prices into their portfolios. The average selling price of a fixed-price domain is $1,365, compared to $3,762 for "Make Offer" and the lowest at $1,038 for "Auctions."

> Given that many of our special auctions start at $99, the average selling price of $1,038 represents a significant return on investment. Through Sedo's GreatDomains auction format highlighting top domains, this return is even higher in many cases.

Christian Voss
CMO, Sedo

Share of sales types in %

- Buy Now 73%
- Make offer 12%
- Auctions 8%
- Brokerage 4%
- External agreements 3%
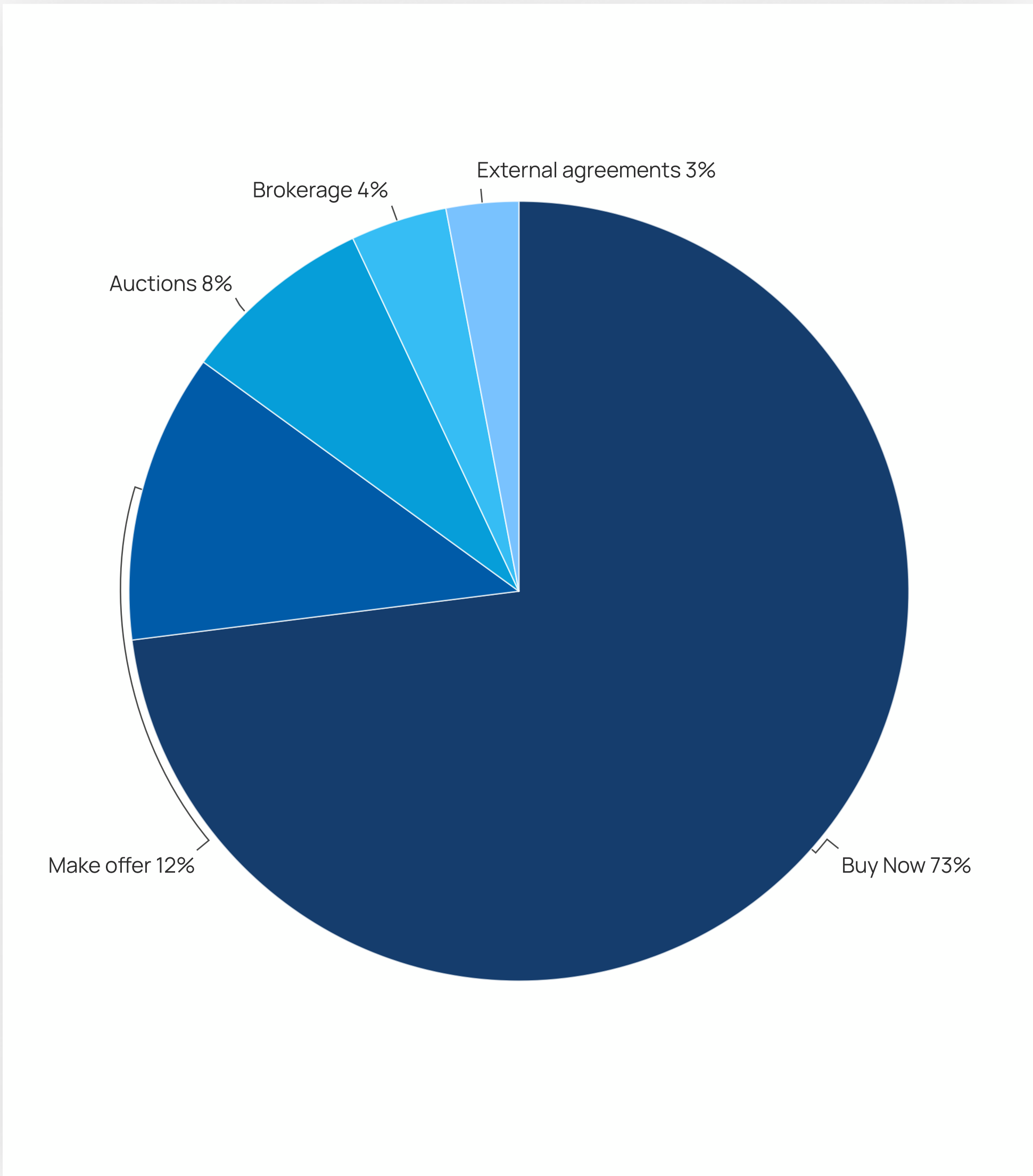
Domain sales by length

While the priciest domains are typically short, with descriptive words being the most common and accessible, it's noteworthy that these words average around 8 letters. Consequently, the majority of domains sold through Sedo predominantly featured 7 and 8 letters.

> After a long inactivity, my portfolio pricing was reduced by 60%. In January 2023, 42% of my domains were priced at $9,888 or higher, while the rest ranged between $1,988-$6,888. Now, after repricing, 68% of domains fall within the $1,988-$6,888 span. Only 31% are priced at or above $9,888. These changes resulted in increased sales consistency, demonstrating promising potential for the domain aftermarket.

AbdulBasit Makrani
CEO, abdulbasit.com

Does shorter mean pricier?

Shorter domains tend to be more memorable and, thus, popular with buyers, driving up their demand and prices. 2023 sales shows two-character domains had the highest average value, with single-character ones priced lower due to exotic TLDs. Single-character domains are rarely seen in popular TLDs and, if they occur, they're hard to acquire, often reserved by authorities.

Interestingly, the average price increases again after 5 characters, indicating a shift from abbreviations to sought-after descriptive terms, particularly valuable to brands. Domains that match service or product keywords impact branding and influence sales prices.

Sales price according to domain length

Length	Price
1-letter	$12,456
2-letter	$49,300
3-letter	$5,539
4-letter	$2,209
5-letter	$2,342
6-letter	$3,410
7-letter	$2,682
8-letter	$2,560
9-letter	$1,900

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Keyword trends

The search terms trending on Google serve as an indicator of what most users are interested in. At Sedo, this behavior is reflected in the keywords entered by users in the domain search. These searches often reflect topics or events that could be socially or economically relevant. The longer the period over which search terms persist, the more likely it is that it represents a long-term trend.

In 2023, the search term "AI" dominated from June onwards, followed by keywords related to egaming and gambling, blockchain and financial technology. However, individual peaks also appeared in the search trends for other terms.

Most popular keywords

coin crypto cannabis money AI casino pay health bet NFT maui gold win india ETF
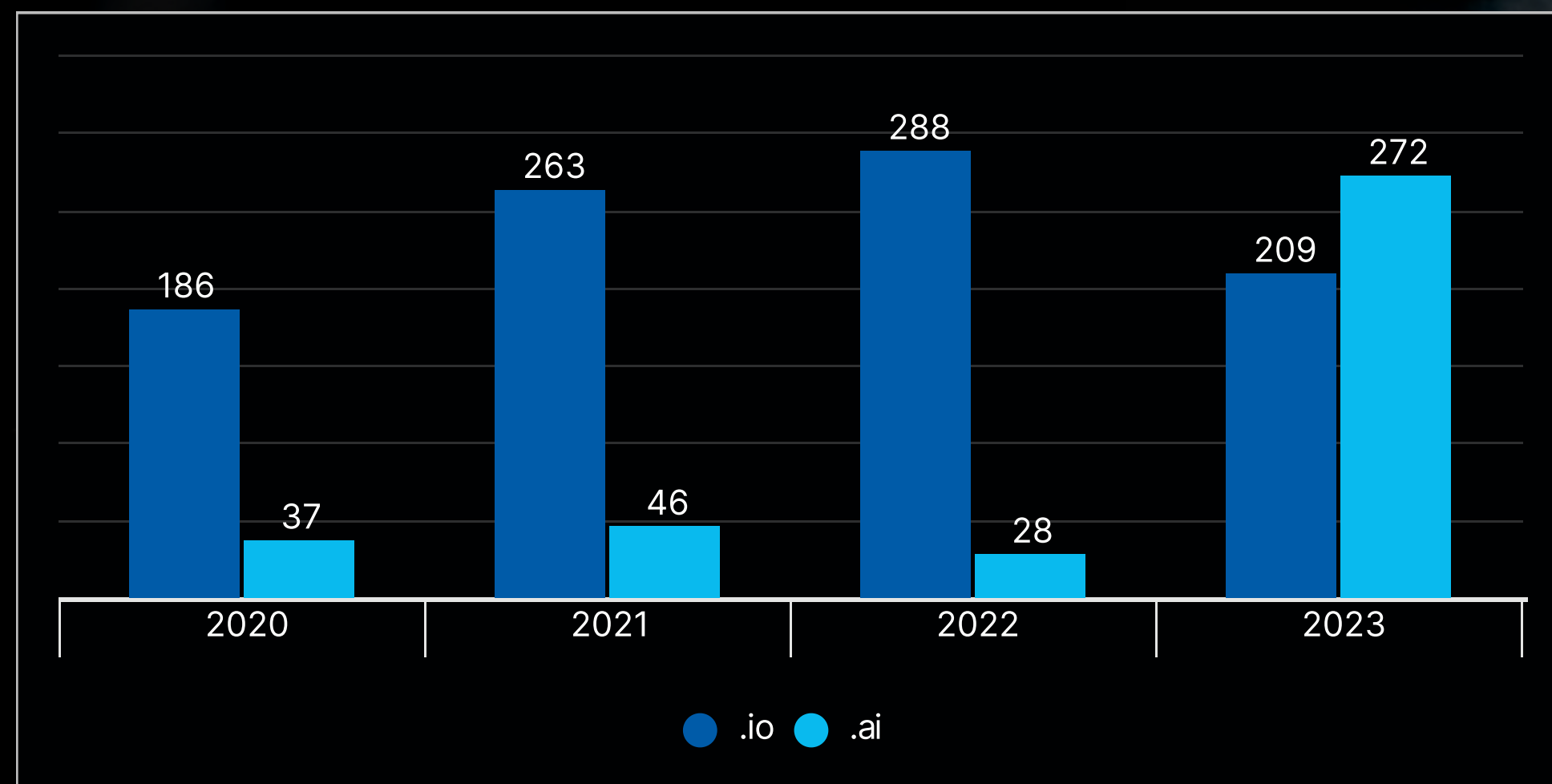
The future of the domain aftermarket seems promising yet challenging. Expected corporate consolidations may decrease competition, as dominant players further solidify their industry positions. With indications pointing towards 2024 being a year of record sales, the sector is set to witness the integration of current technology enhanced by artificial intelligence, revolutionizing processes and creating new opportunities.

Theo Develegas
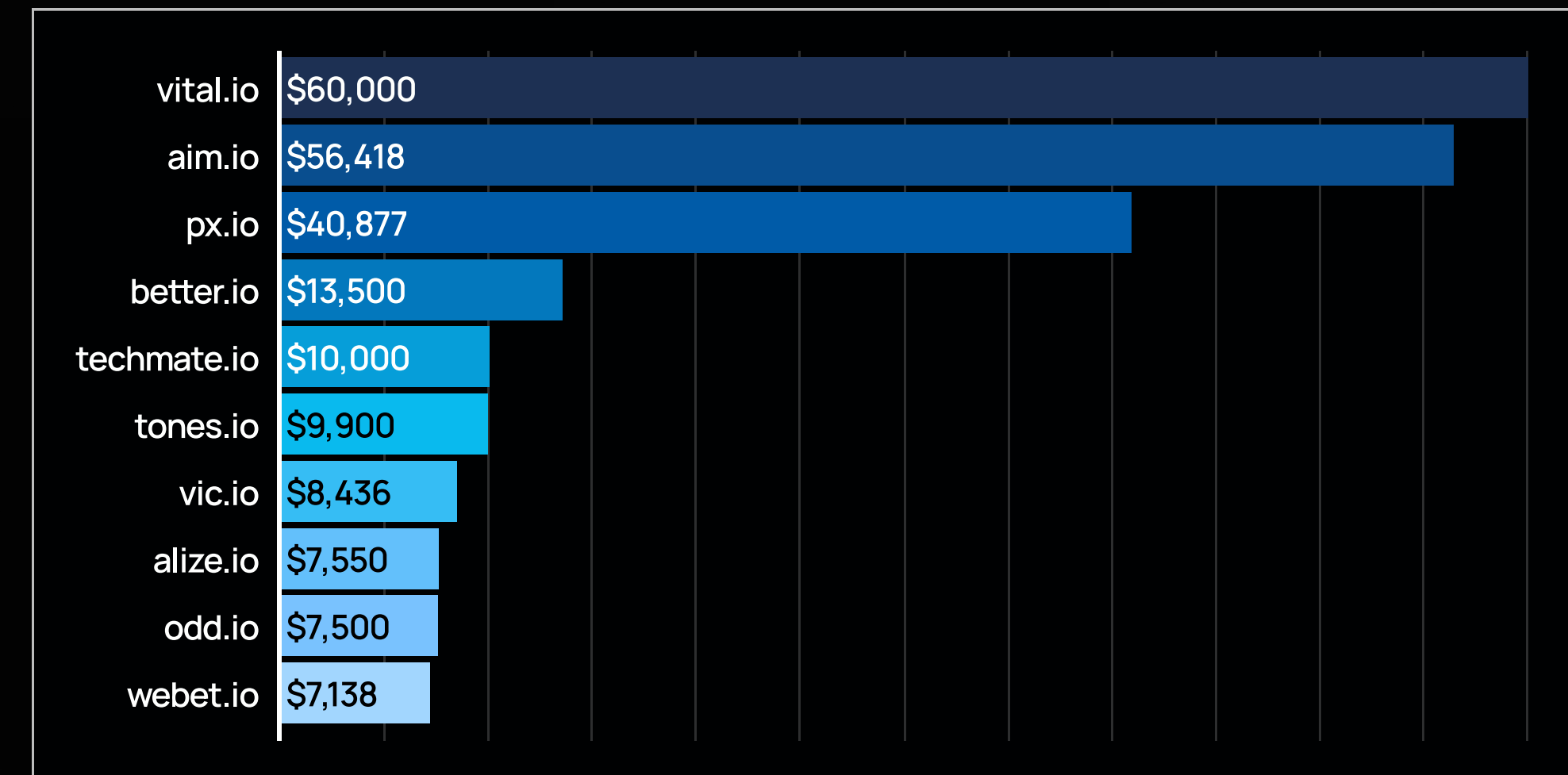Founder, Acroplex LLC

AI **&** more **SPOTLIGHT.**

In 2023, the topic of artificial intelligence has made its way into global society and the economy. The ccTLD .ai, which actually stands for the island Anguilla but also represents the abbreviation AI, has come into focus for the online community. Demand has increased, additionally fueled by the introduction of ChatGPT in November 2022, and as a result, the prices for .ai domains as well as all AI-relevant domains under extensions like .com, .io, .tech, etc., have also risen.
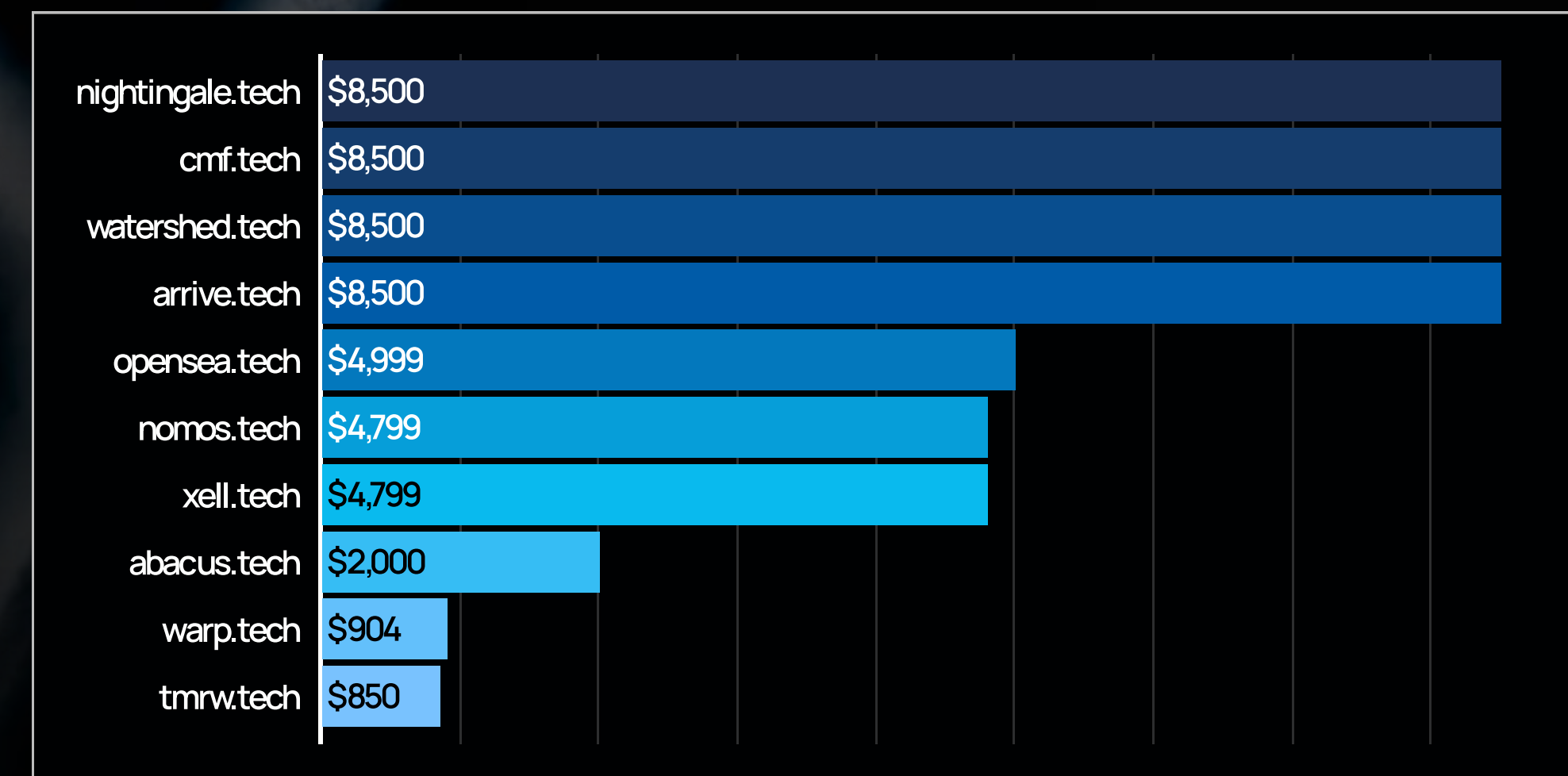
Top 10 public .io domain sales

Domain	Price
vital.io	$60,000
aim.io	$56,418
px.io	$40,877
better.io	$13,500
techmate.io	$10,000
tones.io	$9,900
vic.io	$8,436
alize.io	$7,550
odd.io	$7,500
webet.io	$7,138

.io vs .ai number of sales

Year	.io	.ai
2020	186	37
2021	263	46
2022	288	28
2023	209	272

● .io ● .ai

Top 10 public .tech domain sales

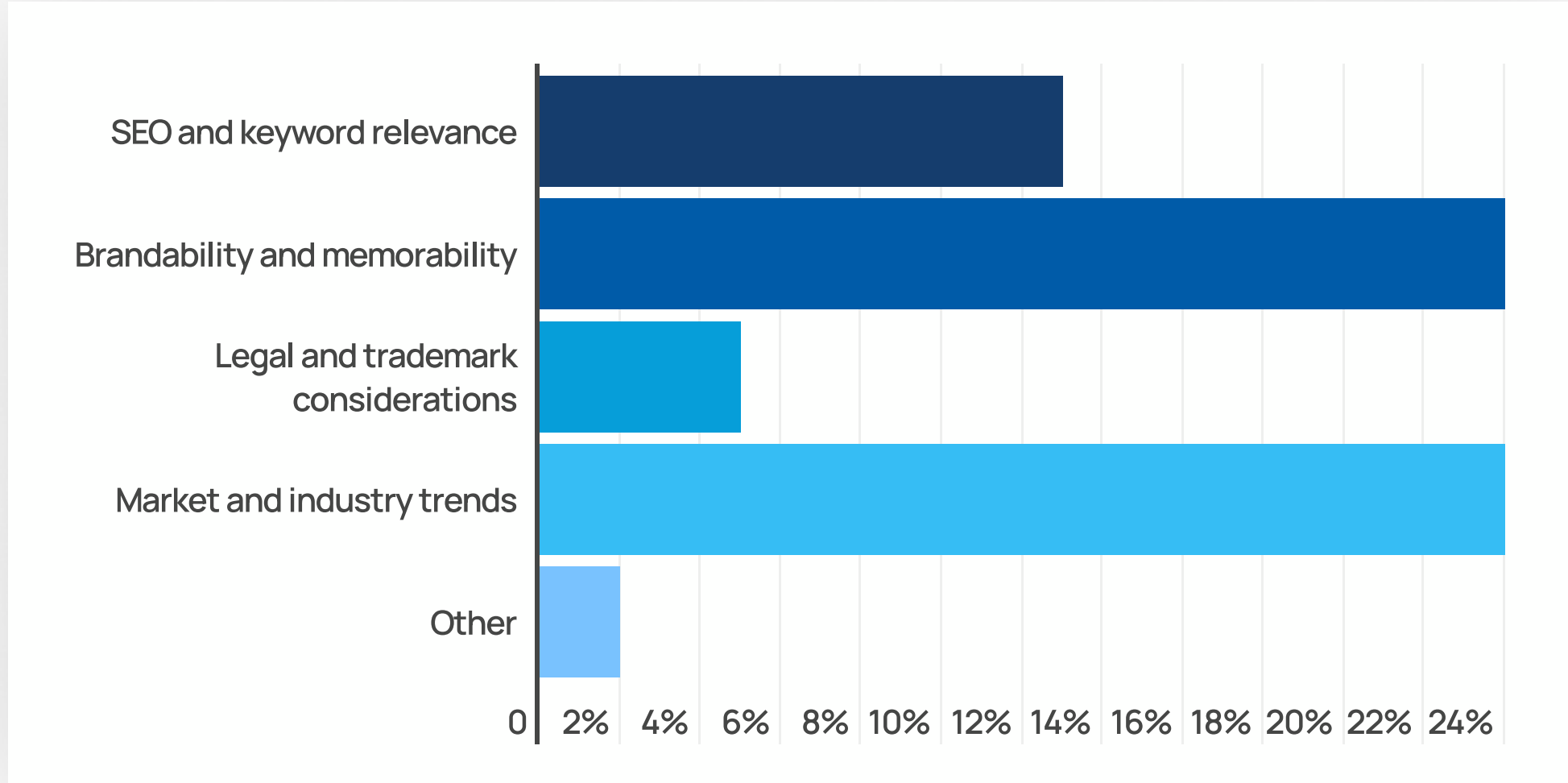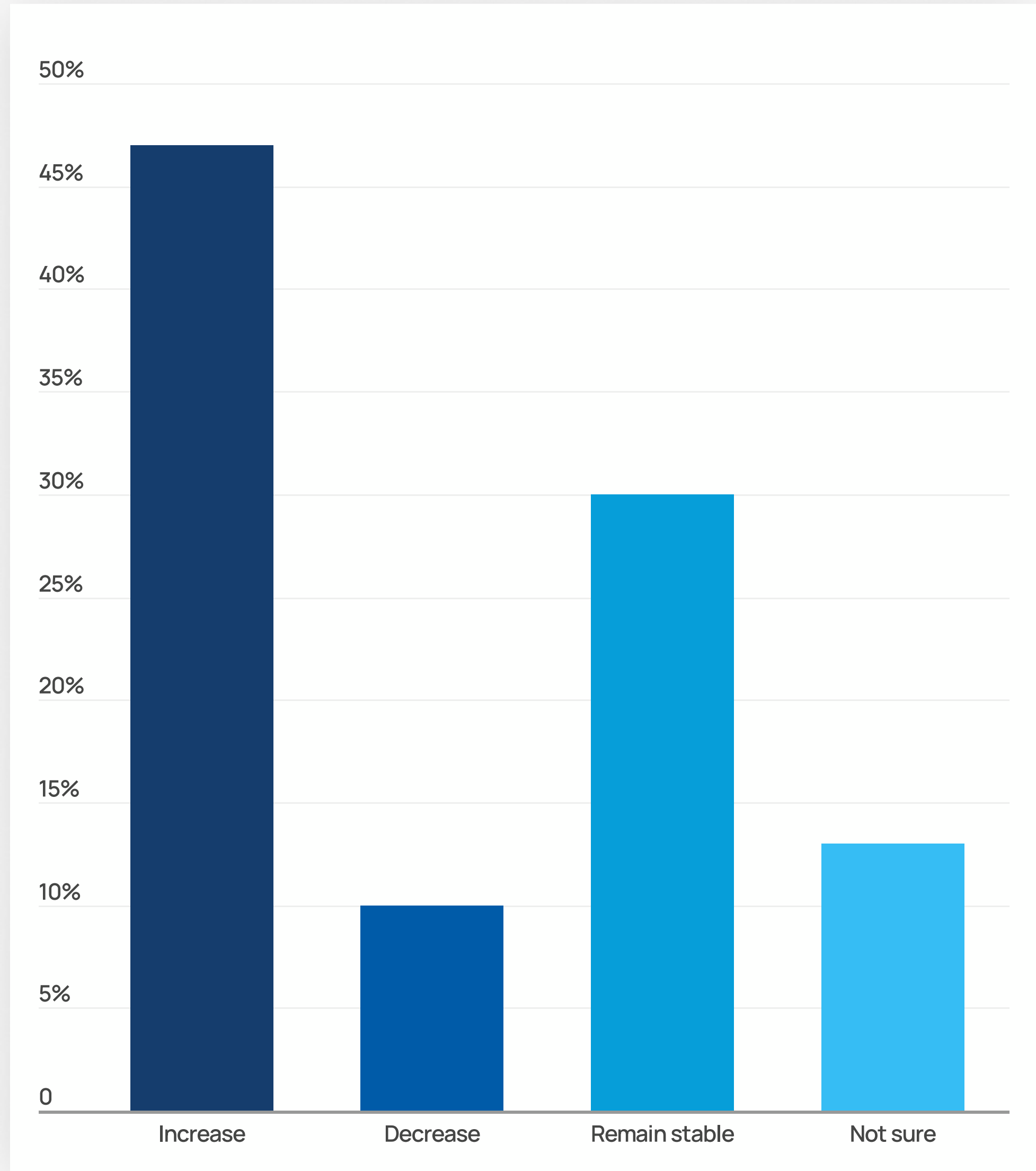| Domain	Price
nightingale.tech	$8,500
cmf.tech	$8,500
watershed.tech	$8,500
arrive.tech	$8,500
opensea.tech	$4,999
nomos.tech	$4,799
xell.tech	$4,799
abacus.tech	$2,000
warp.tech	$904
tmrw.tech	$850

What will 2024 bring?

The year 2024 is likely to be full of ups and downs, as global events impact how money moves around, which also affects buying and selling of website domains. The world economy is expected to slow down and there are over 70 big elections occurring, which could increase volatility in the domain industry.

We asked our domain community for their opinion on 2024, and the majority expressed positivity regarding the development: most anticipate that demand for premium domains will either increase or at least remain stable. Additionally, they emphasized the continued significance of factors like brandability and memorability.

What will be the most critical factor influencing domain investment strategies?

How will 2024's premium domain demand change compared to previous years?

What will 2024 bring?

Short and descriptive .com domains will probably be popular and in high demand, so we might see more high-priced domain sales this year. This assumption is also confirmed in our survey of domain buyers and domain sellers.
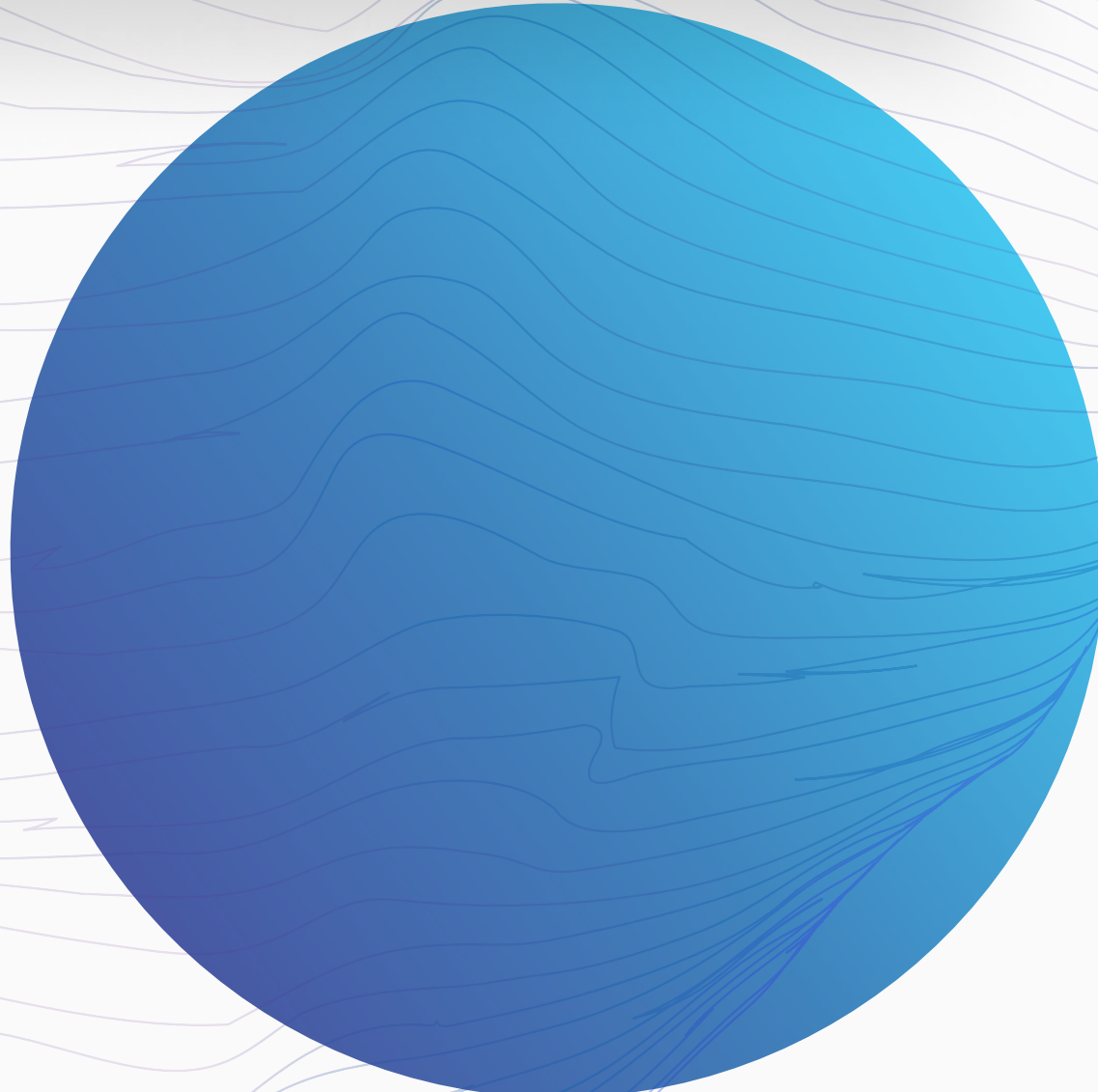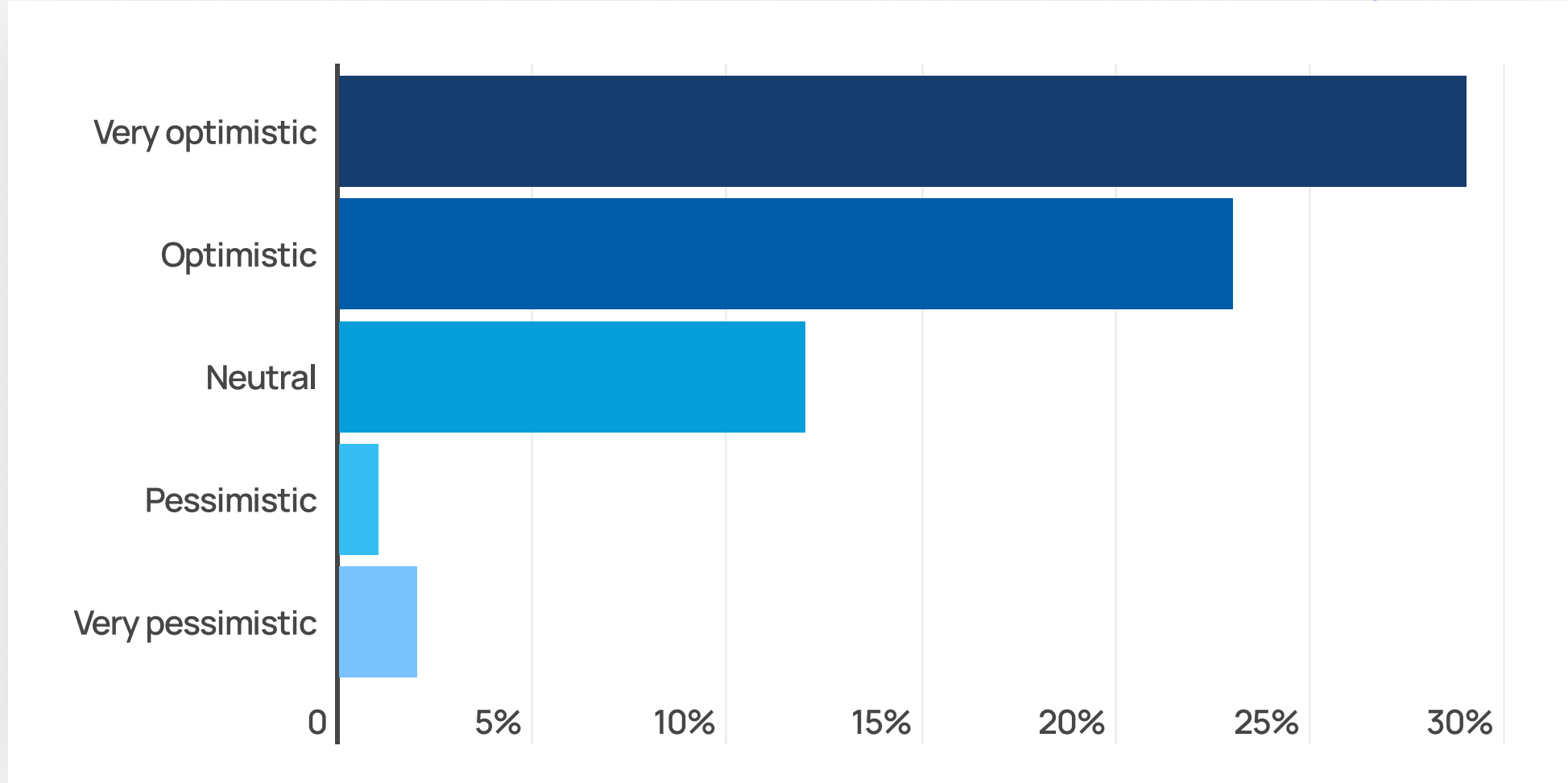
We expect that certain types of keywords will be in high demand, such as ones that work well with voice search, as well as words related to chatting, bots, machine learning, renewable energy, and the defense and aerospace industries. We also predict that there will be more interest from China and India in the domain market this year. Having asked our community of domain sellers and buyers, their assumption of how 2024 will be, is clearly very optimistic.

In 2024, a major focus will be on Artificial Intelligence. More and more companies will be paying attention to Web3 and AI, which are becoming really important in shaping opinions and creativity. This also means that domains related to AI will become more popular. However, many companies haven't yet figured out how they want to use AI. When they do, there will probably be even more interest in AI-related domains.

Michael Robrock
CEO, Sedo

How optimistic are you about the future of domain investments in 2024?

Response	Percentage
Very optimistic	~30%
Optimistic	~24%
Neutral	~13%
Pessimistic	~1.5%
Very pessimistic	~2.5%

What does 2024 hold for the domain industry?

As we step into 2024 amid global uncertainties, we remain optimistic. With a cooling interest rate, we anticipate a resurgence in startup investments stimulating the economy. At Radix, we're committed to driving growth through increased awareness, particularly for .store, .online and .tech, confident that we've only begun to tap into the industry's vast potential, setting ambitious goals for a groundbreaking year ahead.

Neha Naik
VP, Channel Partnerships, Radix

The domain aftermarket in 2024 will likely face challenges from global uncertainties, such as wars and inflation, leading to steeper competition and tighter investments. However, new trends like AI related domains (.ai or .com) promise potential growth. The development of AI-based tools and services could equip domain investors to navigate these challenges more efficiently and profitably.

AbdulBasit Makrani
CEO, abdulbasit.com

Registries are hiking prices to sustain revenue, responding to diminished investor enthusiasm. As the market contracts, disillusioned newcomers retreat, having faced stark liquidity challenges. Simultaneously, capital flow shifts, favoring the interconnection of Web2 and Web3, as stakeholders prioritize evolving digital ecosystems and nascent technological frontiers.
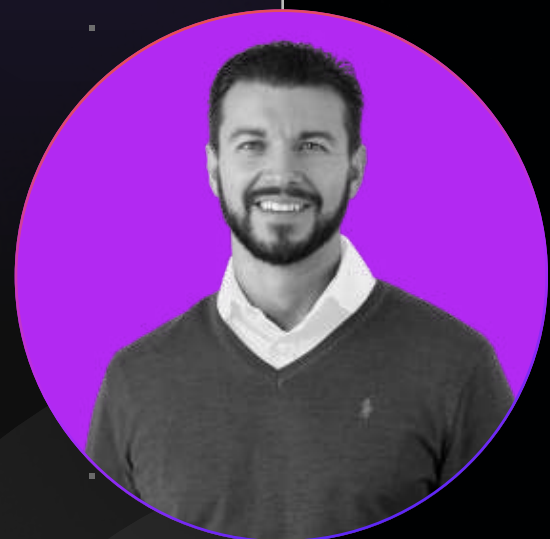
Page Howe
Domain investor, pagehowe.com

What does 2024 hold for the domain industry?

I foresee a transformative 2024 for the domain industry. Acknowledging shifts in domain registration, we're using innovative technological advancements to reshape domain services through our all-in-one platform AutoDNS. We're dedicated to steering the domain industry's forward momentum, prioritizing the needs of our reseller clientele and strengthening our position as domain experts within the IONOS Group.

Elias Réndon Benger
CEO, InterNetX

Artificial Intelligence emerges as a significant and lasting trend. Unlike currently buzzing themes like metaverse, crypto, NFT, and Web3, which remain largely theoretical, AI demonstrates practical applications. Its reliable existence and proven benefits make it a more sustainable trend that's likely to shape the domain industry for years to come.

Andrew Allemann
Publisher, Domain Name Wire

The industry's trajectory hinges on perfecting a seamless customer experience and meeting evolving needs, including sustainability commitments. A key question looms: Will we ever see harmonized policies across all top-level domains? This pursuit will shape the next era of domain industry success.

Katrin Ohlmer
Co-founder and CEO, Dotzon GmbH

Outlook 2024

As we draw insights from the Global Domain Report 2024, it is clear that the future of the domain industry holds exciting potential and opportunities for progress, led by innovation and resilience. Always one step ahead, InterNetX and Sedo remain committed to harnessing these shifts to foster robust growth in this industry.

Technological advancement, particularly the integration of Artificial Intelligence (AI) into domain services, is predicted to be a revolutionary force in the industry. As we look towards 2024 and beyond, we can anticipate that AI will deliver bold, transformative solutions that could significantly enhance domain registration, management and investing, offering a promising future.

As forward-thinking leaders, InterNetX and Sedo continually encourage businesses to recognize these shifts, predicting and aligning with the future landscape for unrivaled success in this digital, interconnected and AI-powered world.

cityTLDs

gTLDs

sTLDs

ccTLDs

geoTLDs

new gTLDs

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

Latest internal data Sedo

DATA PROVIDER. COM

TLD data & focus chapter

Contact

InterNetX

press@internetx.com

internetx.com

Sedo

press@sedo.com

sedo.com

External

Timeline sources (p. 4)

Abdulbasit.com

Crunch.id

DNJournal

Domain Gang

Domain Name Wire

Domaininvesting.com

Domain-Recht.de

ICANN Blog

Data sources

CENTR (December 2024).

Domain Name Stat (26.01.2024)

Domain Tools (26.01.2024).

DOTZON Digitale Stadtmarken 2023 report (January 2024).

Majestic Million (January 2024).

nTLDstats (26.01.2024).

Verisign "The Domain Name Industry Brief", Q4/2023.

Registry data

Nic.ai	Dns.pl	NIC Chile	SIDN Labs
Afnic	Dominios	NIC MEXICO	SWITCH
auDA	EURid	NiRA	TWNIC
CIRA	IRNIC	Nominet UK	Uynic
CNNIC	ISOC	Punto.pe	Verisign
Coordination Center for TLD .RU	JPRS	RADIX	ZADNA
	KeNIC	Registre.me	
DENIC	KRNIC	Registro.br	
DNC nz	NIC Argentina	Registro.it	
DNS Belgium			