

# DS | THE DOMAIN STANDARD

## Innovation & Technology

THE ROLE OF AI IN SHAPING THE FUTURE OF THE DOMAIN INDUSTRY  
BY SIMONE CATANIA

## Quarterly focus

FROM DOMAINS TO CAPITALS: DAVIDE VICINI ON BUILDING THE MARKETS OF WEB3



## Quarterly focus

# THE RISE OF DOMAIN FINANCE

## The Voice of the Quarter

TODD HAN ON TECH, TRUST, AND THE FUTURE OF DOMAIN INVESTING

## News from the Market

QUARTERLY REPORT: AFTERMARKET WITH COMMENTS BY GIUSEPPE GRAZIANO

QUARTERLY REPORT: REGISTRATIONS

## Calendar Events

& more

# DS | THE DOMAIN STANDARD

## From Web2 Roots to Web3 Frontiers

The Domain Standard is the voice of a new era in digital identity and investment. Bridging the worlds of Web2 and Web3, each issue explores the evolving role of domain names as strategic assets, financial instruments, and cultural signifiers in the decentralized internet. With original reporting, market analysis, and expert insight, we track the forces reshaping how domains are owned, traded, and understood, from blockchain-based infrastructure to AI-driven valuation. Whether you're a seasoned investor, a curious builder, or simply navigating the naming layer of the digital world, The Domain Standard offers a clear lens on where the internet is going and who gets to name it.

*Editorial Manager*  
**Matteo Stettler**

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# Setting the Standard

Welcome to the inaugural issue of *The Domain Standard*, the new voice in domain industry publishing, brought to you by Freename, the Web3 company empowering decentralized digital identity through blockchain-based domains.

As the domain name space expands and diversifies, so does the need for clear analysis, trustworthy data, and thoughtful discussion. *The Domain Standard* was born from this need. Our mission is to offer a reliable compass for navigating the future of domain ownership, tracking its financialization, technological innovation, and cultural significance across both Web2 and Web3.

We are not simply reporting on markets – even though readers interested in numbers will find plenty to engage them. We are also helping shape the conversation around what domain names mean today, and what they can become. Whether it's the rise of domains as financial assets, the use of blockchain to decentralize DNS systems, or the disruptive potential of AI and tokenization, *The Domain Standard* aims to document these shifts with clarity, precision, and critical insight.

Each quarterly issue brings together original reporting, expert commentary, profiles of key players, and the most recent data from across the domain industry. At the heart of every edition is our belief that domain names are not only technical artifacts or investment vehicles, but expressions of identity, access points to global economies, and foundational assets in the digital age.

**“At the heart of every edition is our belief that domain names are not only technical artifacts or investment vehicles, but expressions of identity, access points to global economies, and foundational assets in the digital age.”**

In this first issue, we spotlight 'The Rise of Domain Finance,' and speak with Davide Vicini, CEO and co-founder of Freename, about how decentralized naming systems are reshaping the future of ownership and value. Todd Han (Dynadot) offers a timely reflection on the interplay of trust, infrastructure, and long-term vision. We profile some of the industry's most influential figures and publish our first Domain Standard Quarterly Report (DSQR), covering market activity and registration trends in Q1 2025.

*The Domain Standard* is committed to bridging the traditional and the emerging, the centralized and the decentralized, the speculative and the strategic. Our goal is to become a reference point for investors, builders, analysts, and enthusiasts who care not just about where the domain industry is, but where it is going.

*The Editorial Team*  
**The Domain Standard**

# Introducing freename

Frenname is a leading Web3 company pioneering the future of digital identity through blockchain-based domain names. With a vision to decentralize internet naming infrastructure, Frenname empowers individuals, brands, and communities to register, own, and control their domains without reliance on centralized authorities.

Frenname's platform allows users not only to mint and trade top-level and second-level domains (TLDs and SLDs) on-chain, but also to integrate them across Web3 ecosystems for use in wallets, websites, applications, and beyond. Built on open standards and designed for interoperability, Frenname domains are fully owned by their holders, bringing transparency, permanence, and user sovereignty to the naming layer of the internet.

Founded with the belief that domains are more than digital addresses, Frenname supports a growing global community of creators, developers, and investors exploring the potential of Web3-native naming systems.

**“Founded with the belief that domains are more than digital addresses, Frenname supports a growing global community of creators, developers, and investors exploring the potential of Web3-native naming systems.”**

To learn more, visit [frenname.com](https://frenname.com) and explore how you can own your digital identity, one domain at a time.

## *The Frenname Team*

**Nicolas Maggi** | Head of Product

**Davide Vicini** | CEO and Co-Founder

**Gherardo Varani** | Head of Business Development

**Mattia Martone** | COO and Co-Founder

**Paolo Domenighetti** | CTO

**Gianluca Stamerra** | CMO



# The Rise of Domain Finance

## Internet Domains Become Serious Financial Assets

For years, internet domains have been viewed primarily as digital addresses for websites – a necessary part of any online business or personal project. If you were launching, say, a cutting-edge AI startup, securing a domain with “ai” in its name (for instance, “bestai.com”) would be the first step in building your online presence. But in the past decade, domains have increasingly been recognized as much more than that. They’ve become valuable financial assets, comparable to real estate or even commodities like gold, oil and stocks.

This shift has ushered in an entirely new market segment: domain finance. Today, domains are treated by savvy investors and businesses as assets that can be bought, sold, leased, used as collateral and even fractionalized and sold like stocks, allowing investors to buy shares of valuable digital real estate. Just like any other financial commodity, the value of a domain can fluctuate, creating opportunities for profit or loss. But how did we get here, and why should you care? Let’s take a deeper look at how domain finance has become an integral part of the internet economy, and why it might be the next big thing for investors.

# What Is Domain Finance?

At its core, domain finance is the practice of treating internet domains as tangible financial assets, just like stocks, bonds, or other commodities. The concept has grown out of the domain investment world, where individuals and companies have long recognized that certain domain names have significant financial value.



The highest-selling domain on NameBio.com to date, [voice.com](#), was sold in 2019 for a whopping \$30 million, which, as of today, would buy you approximately 80,000 shares of Tesla.

In the past, domain names were bought for practical use, but as businesses began to see the value of premium names – ones that were short, catchy, and keyword-rich – the domain market transformed. Today, premium domains can be worth millions, with high-profile sales making headlines regularly.



To learn more about these high-profile domain sales and the latest trends in the market, be sure to consult our 'From the Markets' section in the following pages of the magazine.

Think of short and memorable domains like [voice.com](#) (\$30 million), [chat.com](#) (\$15.5 million) or [nfts.com](#) (\$15 million). These are digital real estate properties that hold significant value, which is comparable to that of a of high-end luxury yachts, an iconic piece of fine art (such as works by artists like Picasso or Van Gogh), or a prime piece of real estate in a prestigious location, like New York or London. Companies in need of an online presence are increasingly willing to pay top dollars to secure the perfect name that will help them stand out and attract customers. Similarly, investors have recognized domains as valuable digital assets that can appreciate over time.

## Vocabulary

**Domain Flipping** is the practice of buying domain names at a low price and then selling them at a higher price for a profit. This can be done by acquiring undervalued domains, often those with short, memorable names, common keywords, or strong brand potential, and holding onto them until demand increases. Successful domain flippers can generate substantial returns, particularly by investing in domains with high resale value or targeting trending niches such as tech, finance, or emerging industries like NFTs and blockchain. It's a form of digital real estate investment, with some domains selling for millions of dollars, making it a lucrative market for savvy investors.

Much like flipping real estate, domain investors buy low and sell high, hoping to profit from rising demand. But it's not just about buying and selling domains. Increasingly, domains are used as income-generating assets. They can be leased to businesses or individuals, and some even generate direct ad revenue. As businesses look to establish themselves online, the value of domains is only expected to grow, turning what was once a niche industry into an important segment of the global economy.

**"Domains are the luxury real estate of the internet. The value of domains is only expected to grow, turning a niche industry into an important segment of the global economy."**

Table 4

## Top 5 highest-selling domains

**voice.com** 2019.05.30 Private Venue

**30,000,000 USD**

**chat.com** 2023.03.28 Private Venue

**15,500,000 USD**

**nfts.com** 2022.07.31 Domainer.com

**15,500,000 USD**

**rocket.com** 2024.09.04 HDA

**14,000,000 USD**

**sex.com** 2005.01.01 Private Venue

**14,000,000 USD**

*Data retrieved on namebio.com*

# Domains as Commodities: The Market Structure

To understand the financial dynamics of domains, it's helpful to think of them as commodities. Commodities are tangible assets that are traded on markets and whose value is largely determined by demand and supply. Domains share many characteristics with commodities such as oil or gold. The primary factor driving their value is scarcity or a limited supply. Just as rare natural resources command higher prices, premium domain names – especially short, memorable, or keyword-rich ones – are in high demand. As a rule of thumb, the shorter the domain name, the higher its value on the market. Two-letter domain names are especially valuable due to their extreme rarity: only 676 combinations exist using the Latin alphabet. As a result, domains like jb.com or ts.com (among the many that you can presently find listed on dn.com) can fetch prices upwards of \$5 million. Back in 2011, Facebook itself famously paid \$8.5 million to acquire fb.com, highlighting the strategic value placed on brevity and brand alignment.



dn.com is owned by the Chinese entrepreneur Jack Dai, whose profile you can consult in the 'Who's Who' section of the present issue

Another aspect to consider while comparing domain names with other commodities is their liquidity. The ease with which domains can be traded varies, but there are well-established marketplaces like Sedo or GoDaddy where domain transactions are conducted regularly.



According to NameBio.com, of the 160,800 domain sales reported in the global aftermarket last year, only 2,845 – approximately 1.77% – were private transactions conducted outside of established marketplaces. However, this figure likely underrepresents the true volume of private sales, many of which go unreported and remain undisclosed.

However, it must be noted that the domain market is certainly not as fluid as other commodities like stocks – not just yet. As of today, the trade of domains typically requires negotiation, evaluation, and the consideration of many intangible factors such as branding potential and long-term utility. In fact, as of now, the liquidity of domain names is relatively low compared to other asset classes. The estimated sell-through rate (STR) for .com domains hovers around 3-4% annually<sup>2</sup>, meaning that out of every 100 domains listed for sale, only about 3-4 actually sell in a given year.



**The Sell-Through Rate (STR) tells you what percentage of your domains sell in a year. It's a basic way to measure how liquid your portfolio is. To calculate Annualized Sell Through Rate, use the following formula:**

$$\frac{\text{Total Domains Sold}}{\text{Total Domains listed}} \times \frac{365}{\text{Average Portfolio Age}}$$

By contrast, traditional commodities like oil or gold are traded in vast volumes daily with near-total liquidity, and even real estate markets in active regions typically see STRs between 10% and 20%. This low turnover highlights the unique challenges of the domain market, where each asset is highly individual, price discovery is often subjective, and sales still mostly depend on negotiation rather than automated exchange, even though this is likely to change in the future with the introduction of new technologies. Advances in artificial intelligence, data-driven pricing tools, and blockchain-based smart contracts – not to mention domain fractionalization – could significantly streamline the domain trading process and make the market more liquid and transparent.

## Vocabulary

**Domain fractionalization** refers to the process of dividing ownership of a domain name into smaller, tradable units or shares, allowing multiple individuals to collectively invest in or benefit from the domain. This model makes premium domains more accessible to a broader range of investors, much like fractional ownership in real estate or stocks. It also opens the door to new forms of revenue sharing and liquidity in the domain market

Domain values are often influenced by multiple factors. Brandability is one of the key drivers. After all, a domain that is easy to remember and closely related to a trending business or industry will naturally attract higher bids. Another factor is SEO power. Domains that have built up a strong presence in search engine rankings, or those that contain popular keywords, are seen as more valuable due to their potential to generate organic traffic. What do voice.com, chat.com, sex.com and rocket.com have in common? They are all high-traffic domains featuring popular and memorable in-demand keywords. The author of a 2016 study on the value of internet domains<sup>3</sup>, Dr. Thies Lindenthal (University of Cambridge), put it this way: "The snappier and more recognisable a domain, the more it is going to be worth."<sup>4</sup> It's as simple as that! In this respect, domains are not that different from other traditional assets like real estate. As Lindenthal himself noted in the same study: "Cyberspace is no different from the traditional cities, at least in economic terms. In a basic city model, you have a business district to which all residents commute, and property value is determined by proximity to that hub. It's similar in cyberspace. The commute to, and consequent value of, virtual locations depend on linguistic attributes: familiarity, memorability and importantly length."

<sup>1</sup> Alexia Tsotsis, "Facebook Paid Farm Bureau \$8.5 Million To Acquire Fb.com," TechCrunch (January 11, 2011)

<sup>2</sup> Our estimate on the basis of current domain sales and the number of domain names currently for sale across all of the major sales platforms.

<sup>3</sup> Lindenthal, T. Monocentric Cyberspace: The Primary Market for Internet Domain Names. *J Real Estate Finan Econ* 57, 152–166 (2018)

<sup>4</sup> "Overcrowded Internet Domain Space Is Stifling Demand, Suggesting a Future 'Not-Com' Boom." University of Cambridge, (2016)

# “The snappier and more recognisable a domain, the more it is going to be worth.”



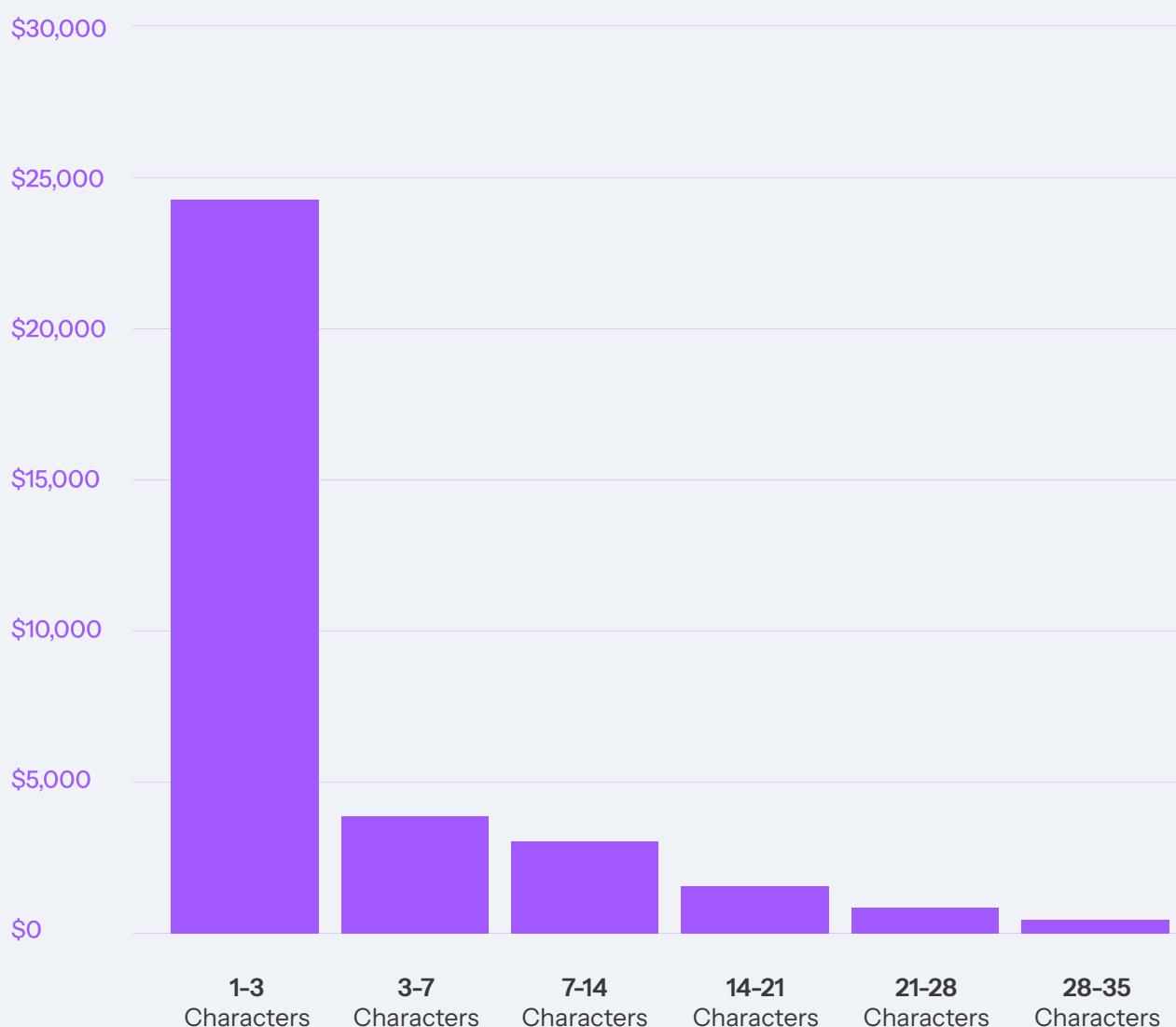
**Dr. Thies Lindenthal**

Grosvenor Professor of Real Estate Finance at the  
University of Cambridge's Department of Land Economy



Graph

**Impact of Domain Length on Average Price (USD)**



*Data retrieved on namebio.com*

# Domain Finance vs. Traditional Financial Assets

To better understand domain finance, it's helpful to compare domains to traditional financial assets such as stocks, bonds, real estate and gold. In some ways, domains function similarly to stocks, as their value can fluctuate based on market trends, demand, technological shifts and the broader economic climate. There is no better example of this than the recent surge in demand for .ai domains. As artificial intelligence becomes the driving force behind the next wave of technological innovation, domains ending in .ai have soared in value, occupying seven out of the top ten spots on last year's highest-selling ccTLDs list (Table 3 below). The returns on domains can be substantial, particularly for premium names that are resold at a higher price or leased for a consistent revenue stream. Take the textbook example of the iconic business.com. Originally purchased by Jake Winebaum and Sky Dayton for \$7.5 million in 1999, the domain was eventually sold in 2007 for a staggering \$350 million, almost 47 times its original value.<sup>5</sup>

It's a remarkable demonstration of how a strategic domain investment can generate exponential returns.

To put this into perspective, compare these returns to other well-known financial assets. Over the same period, gold saw a significant price increase, rising from \$278.86 per ounce in 1999 to over \$696.43 per ounce by 2007, marking an increase of roughly 150% over eight years.<sup>6</sup> Think about it: to earn from in-

vesting in gold as much as Winebaum and Dayton earned selling their internet domain (\$342.5 million), you would have had to invest approximately \$137 million in gold in 1999! This corresponds to more than 18 times what the two entrepreneurs invested in business.com.

**"Think about it: to earn from investing in gold as much as Winebaum and Dayton earned selling their internet domain (\$342.5 million), you would have had to invest approximately \$137 million in gold in 1999!"**

Real estate, while more stable, typically offers annual returns of 10% on average, with some properties appreciating much faster depending on location. The S&P 500 index has shown in the past similar annual returns.<sup>7</sup> However, the nearly 47-fold return on business.com far outpaces these more traditional investments, underscoring the immense potential for profit in the domain market when a strategic acquisition is made.

**"The nearly 47-fold return on business.com far outpaces these more traditional investments, underscoring the immense potential for profit in the domain market when a strategic acquisition is made."**

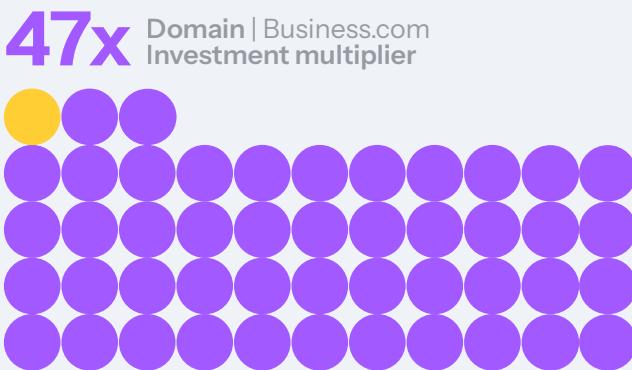
Table 3  
**Last Year's Top 10 ccTLDs Sales**

tyres.co.uk	2025.01.26	Sedo	<b>\$ 373,467</b>
girlfriend.ai	2024.12.24	Atom.com	<b>\$ 274,610</b>
boyfriend.ai	2024.12.29	Afternic	<b>\$ 230,000</b>
ace.ai	Atom.com		<b>\$ 205,000</b>
zip.ai	2025.03.27	Afternic	<b>\$ 200,000</b>
please.ai	2024.12.22	Park.io	<b>\$ 200,000</b>
fluid.io	2024.11.26	Park.io	<b>\$ 199,995</b>
mortgagebroker.com.au	2024.10.13	PVT	<b>\$ 198,018</b>
turbo.io	2025.03.30	Namecheap	<b>\$ 165,000</b>
os.ai	2025.03.12	Afternic	<b>\$ 150,000</b>

Data retrieved on namebio.com

## Graph

### Return on Investment (1999-2007): Business.com vs. Gold



<sup>5</sup>Tweney, Dylan. "Jackpot! Business.com Sells for \$350 Million." *Wired*, 26 July 2007.

<sup>6</sup>Macrotrends. "Historical Gold Prices - 100 Year Chart." *Macrotrends*, Last accessed on 30/05/2025.

<sup>7</sup>Maverick, J.B. "Average Annual Returns for Long-Term Investments in Real Estate," *Investopedia*, 19 January 2022.

Business.com is not an isolated case either. Let's take a look at some sample sales from two of the most prolific high-profile domainers out there: Mike Mann (see Tables 4 and 5) and Rick Schwartz (Table 6). Mike Mann's domain investments illustrate the potential for extraordinarily high returns in the domain market. For example, his sale of CryptoWorld.com, purchased in 2011 for just \$15 and sold in 2018 for \$195,000, yields an annualized ROI of 287% over 7 years. This return is impressive, especially when compared to other financial assets, even compared to premium stocks. Let's take Tesla's

stock performance during the same length of time for example. In one of its best run to date, Tesla's stock closed 2017 at a price of \$20.76 per share, reaching \$403.80 per share by the end of 2024, resulting in a 1845% return over 7 years. This corresponds to an annualized ROI of about 52.8%. While Tesla's growth represents one of history's greatest stock rallies, this domain flip generated 5x higher annual returns, proving that digital assets can eclipse even elite equities when acquired strategically. Even Mann's mid-tier domain sales (take for instance DCDate.com at 85.67% annualized returns, in the table

below) generally outperformed Tesla's 2017-2024 growth, proving just how profitable strategic domain acquisitions can be while requiring minimal initial capital (often below \$200, if we exclude outliers like SoftwareBuilders.com). This isn't to dismiss Tesla's success, but to highlight how domain investing at its best combines Wall Street-caliber returns with Main Street accessibility.

**“Domain investing at its best combines Wall Street-caliber returns with Main Street accessibility.”**

Table 4

**Mike Mann's sample sales from 2019<sup>8</sup>**

Domain	Purchase Year	Purchase Price	Sold Year	Sale Price	Hold Time	Annualized ROI
StarsAndStripes.org	2005	\$350	2019	\$15,000	14 Years	<b>30.79%</b>
HometownInn.com	2011	\$70	2019	\$15,000	8 Years	<b>95.60%</b>
DCDate.com	2011	\$70	2019	\$9,888	8 Years	<b>85.67%</b>
Comporta.com	2012	\$140	2019	\$19,920	7 Years	<b>103.05%</b>
TruffleDoc.com	2016	\$250	2019	\$9,888	3 Years	<b>240.71%</b>
Privaci.com	2008	\$70	2019	\$49,888	11 Years	<b>81.70%</b>
TinyTree.com	2012	\$158	2019	\$29,888	7 Years	<b>111.48%</b>
AmVis.com	2010	\$70	2019	\$20,000	9 Years	<b>87.45%</b>
LinkChecker.com	2007	\$11,000	2019	\$40,000	12 Years	<b>11.36%</b>
SoftwareBuilders.com	2005	\$350	2019	\$20,000	14 Years	<b>33.50%</b>
<b>Average</b>		<b>\$1,252</b>		<b>\$22,947</b>	<b>9.3 Years</b>	<b>88.13%</b>

Table 5

**Mike Mann's biggest sales from 2018**

Domain	Purchase Year	Purchase Price	Sold Year	Sale Price	Hold Time	Annualized ROI
CryptoWorld.com	2011	\$15	2019	\$195,000	7 Years	<b>287%</b>
BetterFuture.com	2005	\$350	2019	\$65,000	13 Years	<b>49%</b>
VideoDesign.com	2007	\$2,700	2019	\$50,000	11 Years	<b>30.39%</b>
RentalsDirect.com	2007	\$7,500	2019	\$25,000	12 Years	<b>11.57%</b>
<b>Average</b>		<b>\$2,641</b>		<b>\$83,750</b>	<b>10.7 Years</b>	<b>94.6%</b>

<sup>8</sup> Vermaat, Doron. “3 Types of Domain Name Investors: Flippers, Buy & Hold, Trend Riders.”

On the other hand, Rick Schwartz, a prolific figure in domain investing, demonstrates a highly impressive average annualized ROI of 44.12% on domains held for around 22 years. His notable sales, such as 989.com (purchased for \$100 in 1997 and sold for \$818,000 in 2019) and 899.com (purchased for \$100 in 1997 and sold for \$801,000), highlight the potential of long-term do-

main investments, offering steady and substantial returns. Schwartz's investment strategy resembles the more traditional approach of holding assets over extended periods, much like one would do for certain stock investments. For comparison, Coca-Cola's stock in 1997 closed at \$16.15 per share, and by 2019, it had risen to \$47.40 per share. This translates to a 5.02% annualized ROI

over 22 years. In contrast, Schwartz's domain investments yielded an average annualized ROI of 44.12%, significantly outperforming Coca-Cola's stock over the same period. Once again, this goes to show how domain investments, when chosen wisely, can offer much higher returns compared to more traditional, stable stock options.

Table 6  
Rick Schwartz's sample sales for 2019

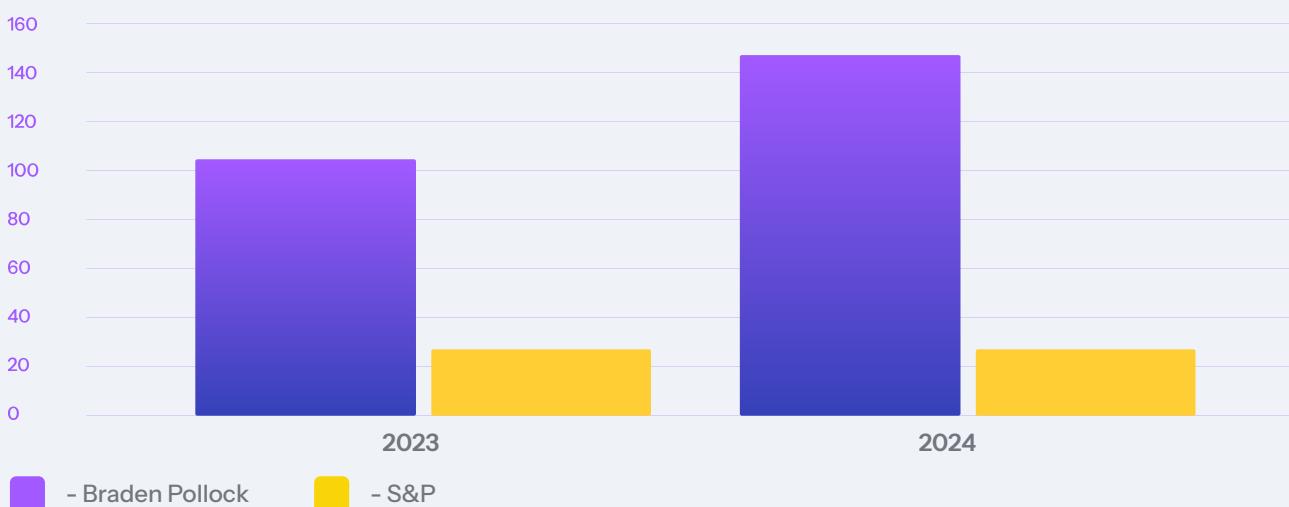
Domain	Purchase Year	Purchase Price	Sold Year	Sale Price	Hold Time	Annualized ROI
989.com	1997	\$100	2019	\$818,000	22 Years	<b>50.61%</b>
899.com	1997	\$100	2019	\$801,000	22 Years	<b>50.47%</b>
Men.com	1997	\$15,000	2019	\$1,320,000	22 Years	<b>22.57%</b>
eBet.com	1998	\$100	2019	\$1,350,000	22 Years	<b>54.08%</b>
9595.com	1998	\$100	2019	\$180,000	21 Years	<b>42.89%</b>
<b>Average</b>		<b>\$1,252</b>		<b>\$893,800</b>	<b>21.8</b>	<b>44.12%</b>

Let's consider now some even more recent numbers, kindly offered to us by Braden Pollock, well-known domain investor and founder of Legal Brand Marketing (see more on him in the 'Who's Who' section below). Across his sales in 2023 and 2024, Pollock achieved

median annualized returns of 105.50% in 2023 and 143.99% in 2024<sup>9</sup>. To put that in perspective, the S&P 500 posted annual returns of just 26% in 2023 and 23.31% in 2024 (see Graph below). Pollock's ROI not only far outpaced the broad market but also rivaled or ex-

ceeded the gains of the most aggressive growth stocks. For instance, while Nvidia (NVDA), one of the top-performing S&P 500 stocks in 2023, delivered a stunning 239% return, several of Pollock's domain flips came close to or even surpassed that benchmark.

Graph Annualized Returns: Pollock vs. S&P 500 (2023–2024)



<sup>9</sup>In Braden's case, we chose to use the median rather than the average annualized ROI because his sales data includes several extreme outliers that would have significantly distorted the overall picture. For example, he acquired the domain Cristina.com for just \$1,000 and sold it for \$26,000 after holding it for only a few months. While the absolute gain is substantial, the short hold time means that the annualized ROI calculates to over 4 million percent, which is an astronomical figure that doesn't reflect the typical return on his portfolio. These kinds of anomalies, driven by both unusually low purchase prices and very brief hold durations, can inflate the average annualized ROI to misleading levels. The annualized median ROI, by contrast, offers a more stable and representative measure of his actual performance, filtering out the statistical noise created by a few exceptional flips.

Table 7  
Braden Pollock's sample sales for 2023

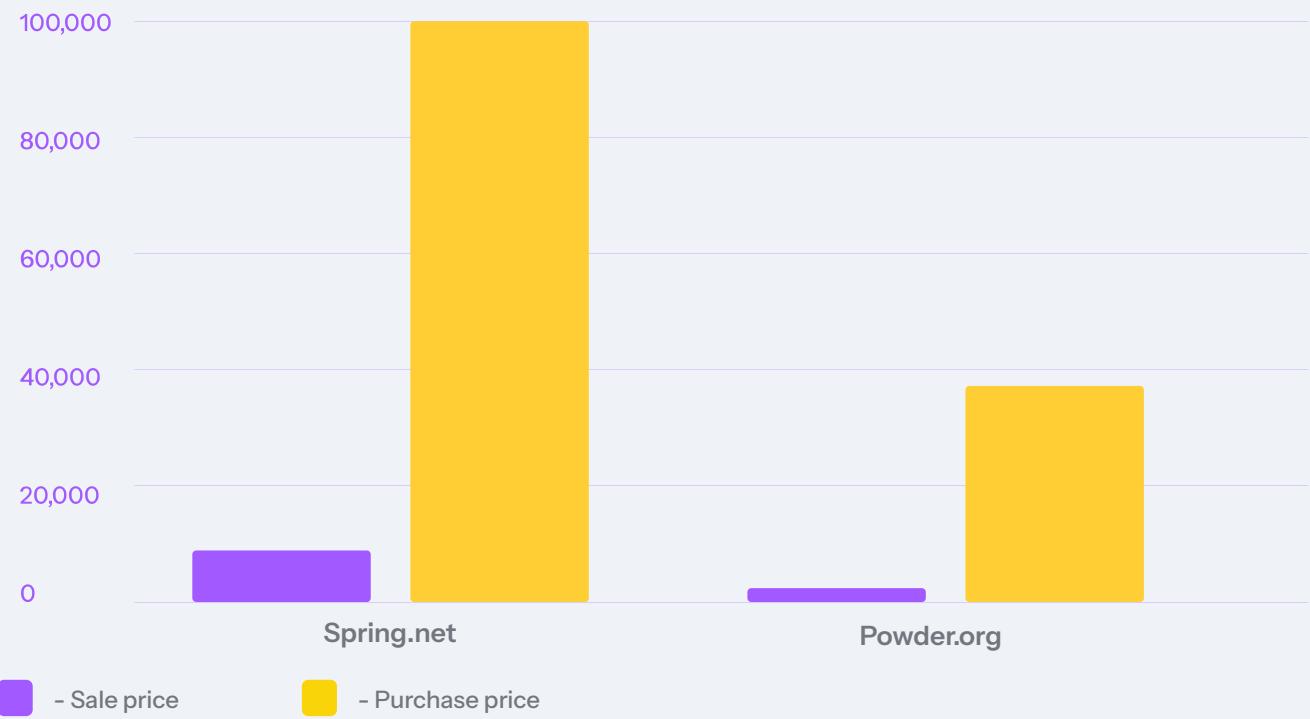
Domain name	Sale Date	Sale Price	Purchase Price	Purchase Date	Hold Time	Annualized ROI
<a href="#">ChatSpot.com</a>	7/11/23	\$20,000	\$8,300	6/20/23	0.06 Year	<b>232,201,418%</b>
<a href="#">*****.com</a>	1/17/23	\$120,200	\$15,000	11/7/2022	0.19 Year	<b>5,713,523%</b>
<a href="#">Vertex.net</a>	12/13/23	\$24,998	\$1,500	8/16/2023	0.33 Year	<b>503,941%</b>
<a href="#">Fiasco.com</a>	8/29/23	\$203,500	\$13,500	4/1/23	0.41 Years	<b>74,671%</b>
<a href="#">Powder.org</a>	10/2/23	\$35,000	\$924.55	4/29/2022	1.43 Years	<b>1,169.38%</b>
<a href="#">Antenna.vc</a>	9/26/23	\$3,499	\$4.99	8/16/2020	3.11 Years	<b>722.36%</b>
<a href="#">Cloak.net</a>	2/22/23	\$29,998	\$2,500	9/23/21	1.42 Years	<b>475.40%</b>
<a href="#">Blaze.ai</a>	8/7/23	\$39,998	\$3,000	2/6/2022	1.50 Years	<b>462.27%</b>
<a href="#">Bespoke.vc</a>	8/22/23	\$3,499	\$27.20	7/3/2020	3.14 Years	<b>369.65%</b>
<a href="#">Mountain.vc</a>	1/31/23	\$3,499	\$204	5/20/2020	2.70 Years	<b>186.52%</b>
<a href="#">***.com</a>	9/11/23	\$385,000	\$85,025	10/5/2021	1.93 Years	<b>118.70%</b>
<a href="#">Socrates.com</a>	10/10/23	\$600,000	\$100,000	1/12/21	2.74 Years	<b>92.31%</b>
<a href="#">DropDay.com</a>	8/29/23	\$7,500	\$605	11/4/2018	4.82 Years	<b>68.59%</b>
<a href="#">TruckDriverLawyer.com</a>	2/23/23	\$6,500	\$8	3/17/2007	15.95 Years	<b>52.21%</b>
<a href="#">BakersfieldDUILawyers.com</a>	3/21/23	\$3,998	\$8	1/17/2008	15.18 Years	<b>50.59%</b>
<a href="#">Schematic.com</a>	9/19/23	\$150,000	\$11,865	12/22/2016	6.75 Years	<b>45.62%</b>
<a href="#">LAAccidentLawyer.com</a>	9/11/23	\$20,000	\$69	4/28/2008	15.38 Years	<b>44.57%</b>
<a href="#">DUILawyerLasVegas.com</a>	4/18/23	\$2,998	\$8	12/29/2006	16.31 Years	<b>43.81%</b>
<a href="#">MDDUILawyer.com</a>	5/17/23	\$2,500	\$69	6/27/2011	11.90 Years	<b>35.21%</b>
<a href="#">DenverDUILawyer.com</a>	6/14/23	\$1,998	\$69	4/23/2008	15.15 Years	<b>24.88%</b>
<a href="#">LocalBankruptcyLawyers.com</a>	10/3/23	\$2,498	2019 \$100	6/4/2008	15.34 Years	<b>23.34%</b>
<a href="#">COA.com</a>	2/6/23	\$140,000	\$32,991	1/27/2015	8.03 Years	<b>19.72%</b>

<sup>10</sup> Albrecht, Bella. "Top Performing Stocks 2023." Morningstar, 2 January 2024.

<sup>11</sup> Hackney, Raymond. "Braden Pollock Sells Coa.com for \$140,000." TLDInvestors, 10 February 2023.

## Graph

### Purchase Vs Sale Price Per Domain (USD)



Take Spring.net, for instance: acquired in 2023 for just over \$6,400 and sold 501 days later for \$100,000, it yielded an annualized ROI over 640% (see Tab. 8 below). Or consider Powder.org, acquired for less than \$1,000 and flipped in roughly 1.4 years for \$35,000, delivering a staggering annualized return of nearly 1,170%. This kind of performance highlights how digital assets can dramatically outperform traditional investments in short periods. Even flips with longer holding periods, like Optimist.vc, which sold after four years with a 207.81% annualized return, showcase the impressive compounding potential inherent in premium domain names.

When compared to blue-chip stocks such as Apple or Microsoft, which typically yield 15–25% annual returns over decades, Pollock's domain transactions regularly achieve explosive growth on a compressed timeline. These returns are far from rare exceptions; mid-tier sales like Argentic.com with a 557.03% return or Schematic.com at 45.62% still surpass many conventional private equity and alternative investment benchmarks. What sets domain investing apart isn't just the magnitude of returns, but the scalability and speed. A domain like Bullish.vc, acquired for less than

five dollars and flipped for \$3,499 after nearly four years, delivered an annualized return of nearly 469% – a figure that, while remarkable, would still strain credibility in traditional financial markets. Even accounting for liquidity risks and sunk costs in portfolios, these figures argue convincingly that premium domain names – it's important to note: when acquired strategically! – are not just digital assets, but supercharged instruments of asymmetric upside.

**Mid-tier sales still surpass many conventional private equity and alternative investment benchmarks. What sets domain investing apart isn't just the magnitude of returns, but the scalability and speed.**

That said, as Braden himself made clear in our correspondence, these stellar returns must always be weighed against the broader dynamics of the domain market, particularly the low sell-through rates (see above). For every domain that sells for hundreds of thousands or millions, hundreds more may remain unsold for years or forever. One should be mindful of the fact that the exceptional ROI seen in all these portfolios reflects a selective subset of successful exits.

Domain investing, especially at scale, requires patience, a deep understanding of naming trends, and a tolerance for holding capital in assets that may never sell. Another important factor to consider when evaluating returns on investment is the cost of annual renewal fees: while relatively minor in the case of high-value sales, these fees can accumulate significantly across large portfolios and weigh more heavily on the economics of lower-end domains. Nonetheless, these examples show that, when it works, domain investing can outperform even the most robust stock performances by a wide margin.

**Domain investing, especially at scale, requires patience, a deep understanding of naming trends, and a tolerance for holding capital in assets that may never sell.**

Table 8

## Braden Pollock's sample sales from 2024

Domain name	Sale Date	Sale Price	Purchase Price	Purchase Date	Hold Time	Annualized ROI
Evo.io	3/15/24	\$105,000	\$10,625	10/30/23	0.38 Year	<b>41,400.52%</b>
Parasail.io	3/27/24	\$14,000	\$33.33	10/5/2022	1.48 Year	<b>5,822.36%</b>
Dose.net	9/27/24	\$8,000	\$957.17	1/14/24	0.70 Year	<b>1,976.29%</b>
Huge.org	9/26/24	\$40,000	\$4,415	11/27/23	0.83 Years	<b>1,322.88%</b>
Derma.net	12/12/24	\$14,000	\$1,547	1/14/24	0.91 Years	<b>1,025.25%</b>
Spring.net	6/20/24	\$100,000	\$6,412.17	2/5/23	1.37 Years	<b>642.68%</b>
Argentic.com	7/10/24	\$12,000	\$1,513	6/6/23	1.10 Years	<b>557.03%</b>
Bullish.vc	5/22/24	\$3,499	\$4.99	8/16/20	3.77 Years	<b>468.68%</b>
Progressive.vc	7/2/24	\$3,499	\$4.99	8/16/20	3.88 Years	<b>441.33%</b>
Candle.vc	8/16/24	\$3,499	\$4.99	8/16/20	4 Years	<b>414.59%</b>
Magical.vc	8/2/24	\$3,200	\$4.99	8/16/20	3.96 Years	<b>411.51%</b>
Puffn.com	2/15/24	\$4,000	\$1,581	7/4/23	0.62 Years	<b>346.90%</b>
Cognito.org	11/20/24	\$6,500	\$550	3/6/23	1.71 Years	<b>323.86%</b>
Optimist.vc	9/4/24	\$3,499	\$27.20	5/11/20	4.32 Years	<b>207.81%</b>
***.com	9/13/24	\$1,720,000	\$113,000	8/30/21	3.04 Years	<b>144.89%</b>
FutureTech.vc	12/24/24	\$2,500	\$99	5/14/21	3.62 Years	<b>143.99%</b>
QWEN.com	9/11/24	\$24,998	\$1,238	10/7/20	3.93 Years	<b>114.84%</b>
***.com	12/9/24	\$300,000	\$20,000	3/31/21	3.70 Years	<b>107.90%</b>
***.com	10/15/24	\$2,200,000	\$210,000	1/15/21	3.75 Years	<b>87.09%</b>
Gosh.com	7/13/24	\$475,000	\$75,000	3/22/21	3.31 Years	<b>74.66%</b>
FarmHero.com	1/24/24	\$7,500	\$704.17	10/14/19	4.28 Years	<b>73.80%</b>
BusinessJets.com	11/19/24	\$32,000	\$3,000	6/9/20	4.45 Years	<b>70.22%</b>
ReproductiveHealth.com	5/21/24	\$35,075	\$1,054	9/26/17	6.65 Years	<b>69.39%</b>
Cancel.com	9/3/24	\$300,000	\$75,000	12/16/21	2.72 Years	<b>66.47%</b>
HatHead.com	2/29/24	\$4,498	\$380	8/11/17	6.56 Years	<b>45.75%</b>
TexasCriminalAttorney.com	12/4/24	\$6,500	\$550	4/25/18	6.62 Years	<b>45.21%</b>
KidsCorner.com	3/5/24	\$6,998	\$1,000	6/28/17	6.69 Years	<b>33.75%</b>
Continue.com	8/20/24	\$550,000	\$75,000	6/28/17	7.15 Years	<b>32.14%</b>
EZE.com	8/20/24	\$200,000	\$30,000	9/26/16	7.30 Years	<b>29.68%</b>
CarAccidentLawyersMiami.com	1/3/24	\$1,000	\$59	2/14/10	13.89 Years	<b>13.89</b>

Undisclosed domain sales (e.g. \*\*\*.com) are covered by NDAs

The volatility of domain prices can differ significantly from that of stocks, though. While stock prices are more heavily influenced by macroeconomic events, corporate performance, and market sentiment, domain prices tend to be shaped by factors such as the preferences of brand owners, the emergence of new industries, and shifts in SEO strategies. Take the example of coa.com. Over a span of roughly 13 years, the domain changed hands four times, with its value rising from \$17,500 in early 2010 to \$140,000 in late 2023, when it was sold by Brendan Pollock at LegalBrandMarketing. This dramatic increase – exactly an eightfold return – illustrates how domain values can appreciate significantly over time, but in a highly dis-

continuous and unpredictable fashion. The early transactions (2010 and 2014) show relatively modest fluctuations – just a small inflection in 2010 – possibly reflecting a more limited demand or lower market visibility. However, the leap to \$140,000 in 2023 signals a shift, likely driven not by broader economic factors, but by changes in perceived brandability, increasing competition among startups for premium, short .com domains, or the entrance of a buyer with a specific strategic interest in the acronym. This kind of price trajectory is less about continuous market valuation and more about infrequent, high-impact events – such as the emergence of a well-funded buyer – highlighting the idiosyncratic nature of domain asset volatility.

Table 7 Transaction History of coa.com	
LegalBrandMarketing <sup>12</sup>	10.02.2023
<b>\$ 140,000</b>	
NameJet	12.08.2014
<b>\$ 30,100</b>	
Sedo	14.07.2010
<b>\$ 16,500</b>	
SnapNames	19.01.2010
<b>\$ 17,500</b>	

*Data retrieved on namebio.com*

**“Much of what has happened to date in the domain space has been cash-based. Innovations in domain finance could significantly increase the future value of prime assets and attract new investment classes and institutional capital.”**

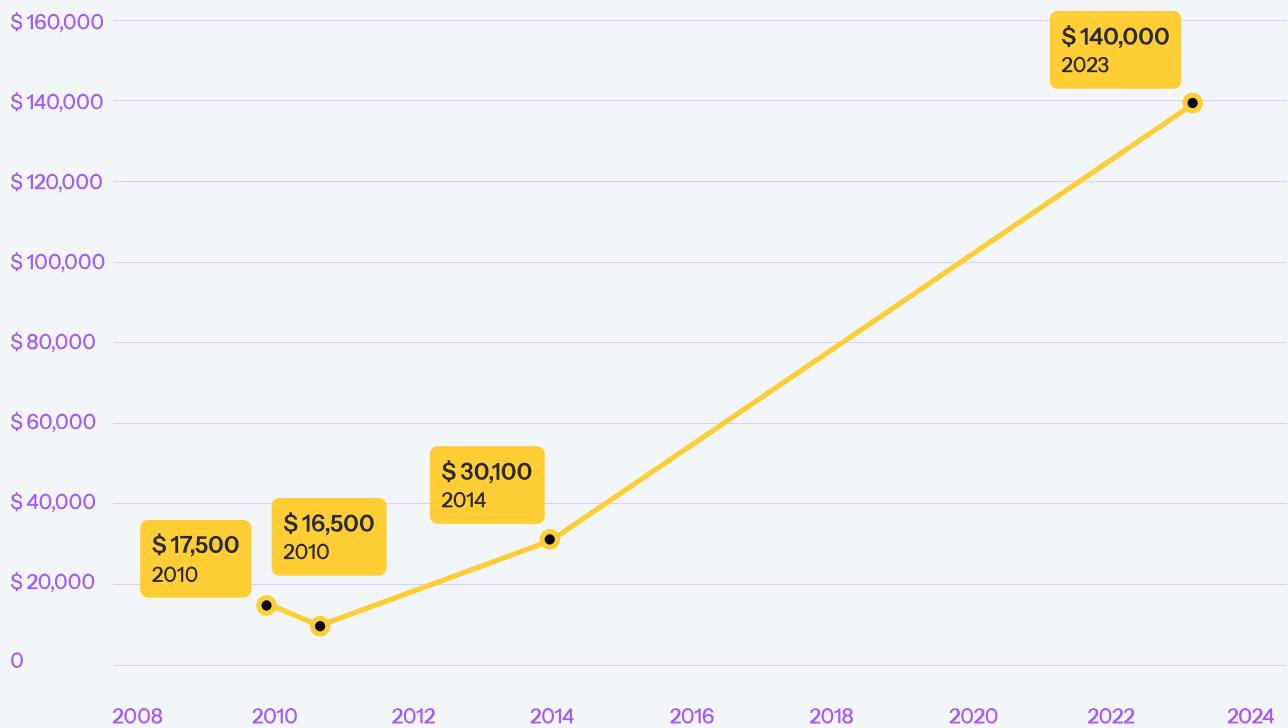


**Page Howe**

Local Marketing Director | iLove.LA  
Advisor | Freename.com

#### Graph

#### Coa.com selling price



<sup>12</sup> <https://tldinvestors.com/2023/02/braden-pollock-sells-coa.com-for-140000.html>

# Conclusion: The Digital Frontier of Investment

As the internet continues to reshape global markets, domain finance stands out as a compelling frontier for investors and entrepreneurs alike. What began as a niche practice of digital real estate speculation promises to soon mature into a sophisticated financial ecosystem, complete with marketplaces, valuation tools, and strategies rivaling those of traditional assets. While domain investing carries its own risks, including lower liquidity and greater volatility, the potential returns are undeniable.

From leasing and flipping to using domains as collateral or fractional assets, the opportunities are vast for those who understand the dynamics at play. As new technologies like blockchain and AI further streamline transactions and valuation, domain finance may soon become a mainstream component of diversified portfolios. Whether you're a cautious investor or a digital pioneer, one thing is clear: the value of a name has never been more real.

As new technologies like blockchain and AI further streamline transactions and valuation, domain finance may soon become a mainstream component of diversified portfolios. Whether you're a cautious investor or a digital pioneer, one thing is clear: the value of a name has never been more real.

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# Davide Vicini

## CEO | freename

Davide Vicini is a Italian-Swiss entrepreneur with a global outlook and a deep background in finance, honed across Switzerland, the UK, and China. With experience ranging from structured finance to emerging tech, Davide brings a rare mix of traditional capital markets insight and bold digital-native vision. Today, as the CEO and co-founder of Freename, he is widely recognized as one of the most forward-thinking minds in the domain industry, both in Web2 and Web3. But his real contribution goes beyond company titles: Davide is one of the very few who understood early that domains are not just digital identities, they are financial assets. He is a strong advocate for what he calls “domain finance”, a new paradigm where domains become programmable, monetizable, and tradable across borders, chains, and industries. Whether speaking to venture capitalists, institutional investors, or early-stage founders, Davide combines global perspective with a founder’s clarity: “We’re not just buying domains anymore. We’re building capital markets around them.”

## From Domains to Capitals: Davide Vicini on Building the Markets of Web3

As traditional finance adapts to blockchain, we’re seeing the emergence of new asset classes, including domain names. Davide, let’s kick things off: how do you define domain finance in the Web3 context?

To me, “domain finance” means understanding domains as essential digital commodities within a broader economic ecosystem, especially in the Web3 context.

Think about it: what’s the first thing we use to access the internet? A domain name. They’re not just shortcuts, they’re foundational. Without domains, we couldn’t browse websites, send emails, or build online identities. Over 7 billion people rely on them every day. Domains are not just assets, they’re digital infrastructure.

Traditionally, a domain like `google.com` was just a human-readable mask for an IP address like `74.125.20.138`. But in Web3, domains have evolved. Today, a domain like `myname.defi` can point to a wallet address such as `0xBE0eB-53F46cd790Cd13851d5EFFf43D-12404d33E8`. That’s not just branding, it’s identity.

Web3 domains can carry your transaction history, show your NFT holdings, reflect your DAO memberships, and even your voting power. They become dynamic containers of on-chain value and personal metadata. I truly believe

that the more utility a domain carries, the more financial and social value it can unlock.

If data is the new oil, domains are the pipelines. And now, they don’t just connect servers, they connect people, assets, and identities.

**“Domains are not just assets, they’re digital infrastructure.”**

**Do you think we’ll see decentralized finance (DeFi) tools like staking, lending, collateral applied to domain assets in the near future?**

Absolutely. I believe it’s not a question of *if*, but *when*.

Domains in Web3 are evolving from static identifiers into dynamic financial instruments. Once a domain can prove identity, ownership, and even social or transactional reputation, it naturally becomes collateralizable. We’re already seeing early signs: domains being traded on secondary markets, leased, or used as social reputation layers. The next step is unlocking DeFi primitives like staking, lending, and collateral.

Interestingly, many of these use cases already exist in the Web2 world. Domain parking, lease-to-own models, subdomain monetization, and even short-term renting of DNS records (like A records) have been generating reve-

nue for years. Also specialised private equity funds exists for domain investing. What DeFi brings is automation, programmability, and composability, turning manual or centralized flows into permissionless, on-chain financial tools for the masses.

Imagine using a high-value web3 domain like `vitalik.eth` as collateral for a loan. Or staking a domain tied to an active DAO to generate yield. In this logic, domains become more than identity, they become yield-generating capital. The biggest challenge is valuation. Domains are non-fungible and context-driven, but with data like on-chain activity, resolution frequency, or community engagement, we’ll be able to build robust domain pricing oracles. Domains are the identity layer of Web3, and in DeFi, identity is becoming a new form of portable capital.

**What would you say to traditional domain investors who are skeptical about Web3 naming systems as viable financial assets?**

I totally understand the skepticism. Traditional domain investors have seen every hype cycle, and survived. But here’s the thing: Web3 naming systems aren’t trying to replace what works. They’re unlocking what’s never been possible. In Web2, domains are passive assets.

In Web3, they're programmable. They don't just point to a server, they point to an identity. A wallet. A smart contract. A full on-chain reputation. That shift – from static to dynamic – is massive.

I'd say this to any traditional investor: You already understand the value of scarcity, timing, keywords, and community relevance. Now imagine applying those same principles—but with the ability to prove ownership on-chain, automate leasing, tokenize access, and generate yield. That's not replacing your playbook, it's upgrading it.

Sure, the Web3 space is still early, messy, and evolving. But so was the internet in 1996. If you wait until everything is "stable," the opportunity will be priced in.

**"Web3 naming systems aren't trying to replace what works. They're unlocking what's never been possible."**

One of the more intriguing possibilities in digital asset finance is fractionalization: dividing ownership of a domain or TLD into tradable units. This could unlock new models of access, liquidity, and collective ownership. Can you tell us what this means in practice? How might fractional ownership change the way people invest in or use Web3 domains? What are the advantages associated with that, and what the challenges?

Fractional ownership is not just a feature, it's a fundamental shift in how we think about domains as financial assets, across both Web2 and Web3.

Let's start with the obvious: domains

are among the oldest digital assets we've ever had. In the Web2 world, they power everything—email, websites, e-commerce, entire digital brands. A domain like `google.com` isn't just a name; it's the gateway to billions in economic activity.

In Web3, domains evolve. They no longer just resolve to IP addresses like `74.125.20.138`; they resolve to blockchain wallets like `0xBE0eB53F46cd-790Cd13851d5EFF43D12404d33E8`. They become our identity layer—connecting to wallets, NFTs, DAOs, voting power, transaction history. That transition from static label to dynamic identity turns domains into programmable capital. But whether Web2 or Web3, there's one thing domains have always lacked: liquidity.

Let's say you own a premium domain—\$50K, \$100K, maybe even \$500K. Selling it is a high-friction process. You need to find one specific buyer, with that exact capital, ready to act right now. It's not just slow, it's exclusive. That's why the sell-through rate (STR) in the domain aftermarket is typically around 3–5% per year. It's not a demand problem. It's a structure problem.

Fractionalization solves that. Instead of waiting for a whale, you open ownership to the masses. Thousands of people can buy in—not necessarily because they want to use the domain, but because they see the upside and want exposure. They're investing in the asset, not just the utility.

With this model, STR could realistically climb to 20–30%, especially for domains that are well-branded, thematic, or part of curated portfolios.

But the opportunity doesn't stop at li-

quidity. Fractional ownership unlocks an entirely new generation of financial products, including thematic baskets such as portfolios of AI domains, crypto keywords, LLLs, and brandables, streamlined domain investment funds, DAOs and collectives that co-own and vote on domain usage, as well as tokenized revenue rights tied to leasing, parking, and redirect campaigns.

We're essentially rebuilding capital markets around domain assets, using both legacy Web2 infrastructure and Web3 primitives.

Of course, this doesn't come without real challenges. Valuation models need to mature – especially for long-tail assets with contextual value – and perhaps most crucially, the regulatory framework for fractionalized domain ownership is still underdeveloped. Are these tokens securities, revenue-bearing assets, or digital commodities? Legal definitions vary widely across jurisdictions. We operate in an area where traditional regulations apply. That's both the challenge, and the opportunity. Fractionalization bridges the two eras of domain aftermarket. It turns domains from static listings into dynamic, investment-grade assets.

At the end of the day, a domain is digital real estate. Fractionalizing it is like turning a skyscraper into a REIT. Now anyone can get in, trade, govern, and benefit, not just those who can afford the penthouse.

**"We're essentially rebuilding capital markets around domain assets."**

**"If data is the new oil, domains are the pipelines. And now, they don't just connect servers, they connect people, assets, and identities."**

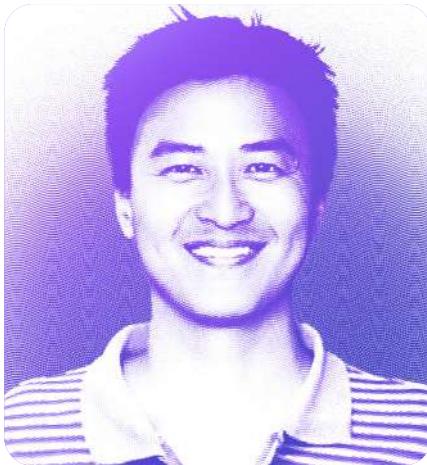
# Todd Han on Tech, Trust, and the Future of Domain Investing

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In every issue of The Domain Standard, 'The Voice of the Quarter' brings you a candid, long-form conversation with one of the domain industry's most influential figures. This section is dedicated to the people behind the platforms – founders, engineers, policy advocates, entrepreneurs, and innovators – whose decisions and visions shape the digital landscape we all navigate. Our aim is to go beyond press releases and product updates to explore the values, stories, and ideas that drive real impact in the domain space. Through these interviews, we hope to offer our readers insight into the industry's past, present, and future, directly from those behind it.

## In This Issue

For this quarter's feature, we speak with Todd Han, founder and CEO of Dynadot, a domain registrar known for its quiet consistency, technical integrity, and global reach. In this wide-ranging conversation, Todd reflects on the motivations behind launching Dynadot and how his background in software engineering shaped the company's evolution. We discuss the milestones that enabled Dynadot's global expansion, its customer-first design ethos, and the challenges of operating in a low-margin, high-regulation environment. Todd also shares his views on technological innovation – from AI and blockchain integration to interface design – as well as the cultural values he fosters within the company. Finally, we delve into his personal inspirations and long-term vision for the future of domains, offering key lessons for aspiring entrepreneurs in the space.



# Todd Han

## CEO & Founder | dynadot

Todd Han is the founder and CEO of Dynadot, an independent, ICANN-accredited domain name registrar and web service provider he launched in 2002. With a background in software engineering, Todd built the company from the ground up, initially coding the entire platform himself. Today, Dynadot has grown into a global company with offices in San Mateo, Toronto, and Beijing, serving customers in over 100 countries. Known for its intuitive interface, reliable infrastructure, and strong focus on customer service, Dynadot remains a trusted name in the domain industry. In this interview, Todd shares the journey behind Dynadot's growth, the challenges of operating in a competitive and rapidly evolving landscape, and the principles that continue to guide his work and leadership.

**“Our product philosophy is to make powerful tools that are simple on the surface, with depth underneath for advanced users.”**

### Beginning

Let's start from the beginning. You founded Dynadot in 2002, initially managing all aspects of the business yourself. What motivated you to start a domain registrar, and how did your background in software engineering influence the company's development?

In the early 2000s, I was working as a software engineer and building websites on the side. I found the experience of registering and managing domains clunky and frustrating. I saw an opportunity to build a cleaner, more intuitive system. Something I'd want to use myself. With my background in software engineering, I started writing code and built the first version of Dynadot myself. From the beginning, the focus was on reliability, automation, and user-friendly design.

**“From the beginning, the focus was on reliability, automation, and user-friendly design.”**

### Company Growth

As Dynadot grew from a solo venture to a global company with offices in San Mateo, Toronto, and Beijing, there must have been key moments that shaped

its path. What were some of the pivotal decisions or milestones that fueled this expansion?

A few key moments stand out. One was automating as much of the registrar workflow as possible early on: renewals, transfers, and DNS configuration. This gave us operational efficiency. Another was our decision to invest in internationalization and local payment methods, which helped us reach a global customer base. Opening offices in Toronto and Beijing allowed us to better support international markets and build a diverse, distributed team.

### Customer-Centered Approach

Customer service and user-friendly interfaces seem to be at the core of Dynadot's success. You've always emphasized these values. How do you ensure that Dynadot's platform remains intuitive and responsive to the ever-changing needs of your customers?

We take customer feedback seriously. We monitor support tickets, feature requests, and even user behavior patterns to identify pain points. Our internal tools let us quickly prototype and test interface changes. I still personally look at UX suggestions from custom-

ers. We also try to minimize bloat. Our product philosophy is to make powerful tools that are simple on the surface, with depth underneath for advanced users.

### Industry Challenges

The domain industry has evolved a lot over the years, with many shifts in technology, competition, and regulation. What do you consider to be the most pressing challenges currently facing domain registrars, and how is Dynadot addressing these challenges in an ever-changing landscape?

Another challenge is maintaining margin in a low-cost, highly competitive environment. We address this by building our own systems, avoiding third-party dependencies, and focusing on operational efficiency. Finally, adapting to new TLD launches and changing registry policies requires both agility and scale.

**“From the beginning, the focus was on reliability, automation, and user-friendly design.”**

*Continue →*

## Technological Innovation

With your background in software engineering, you're known for keeping a sharp focus on technological innovation. How do you approach integrating new technologies into Dynadot's services? Can you share any upcoming technological advancements or features that you're particularly excited about?

We take a measured approach to innovation. We don't chase trends, but we do invest in long-term improvements. For example, we've recently integrated AI tools to assist with domain appraisals and search relevance. We're also exploring blockchain-based domain tokenization. Our goal is to keep our backend clean and scalable while delivering meaningful improvements to customers.

**“Our goal is to keep our backend clean and scalable while delivering meaningful improvements to customers.”**

## Cultural Values

Dynadot has been able to maintain a strong company culture despite its growth. Company culture is something you seem to take seriously. What core values do you prioritize, and how do you ensure they permeate throughout your organization as you scale?

Simplicity, honesty, and technical excellence. We hire people who care about doing things the right way and give them space to focus. Even as we've grown, we've kept layers of management to a minimum. I try to lead by example, whether it's keeping the codebase clean or treating customers with respect. We also emphasize long-term thinking over short-term hacks, which helps maintain a strong and consistent culture.

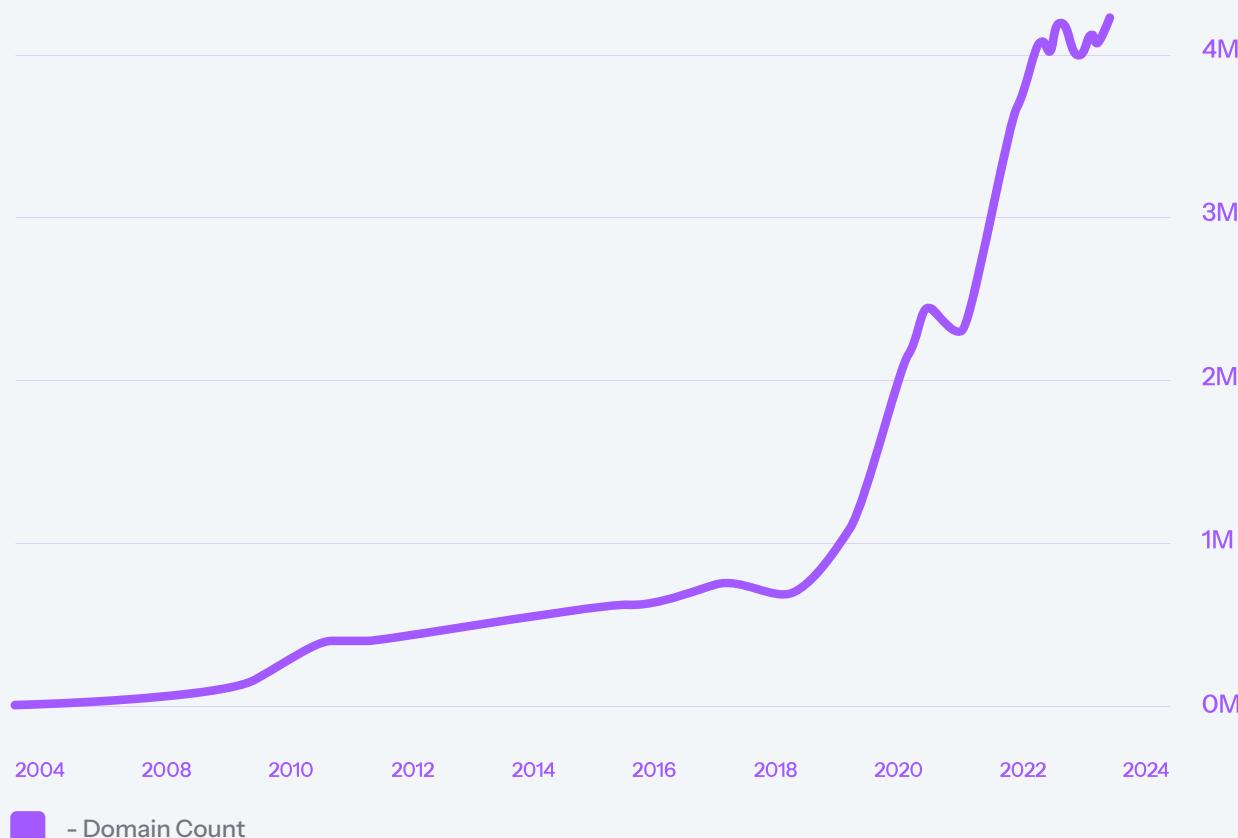
## Global Perspective

Having offices in multiple countries means Dynadot has to navigate diverse regulatory and cultural environments. With that in mind, how do you approach catering to international markets? Are there specific strategies or insights that have been key to your success globally?

Localization is key. Not just language, but also payment methods, customer support hours, and even legal compliance. We built our system to support multiple currencies, languages, and tax regions from early on. Also, hiring team members in-market, rather than just serving those markets remotely, helps us stay close to customers and understand their needs. One insight is that trust matters even more internationally, where customers may be unfamiliar with your brand.

### Graph

Dynadot's year-by-year growth chart shows the registrar's surge over the past 5 years.



*Data retrieved from DN Journal*

# “I don’t believe in hype. I believe in building a great product and letting it grow organically”

## Personal Influences

You've mentioned before that you admire NBA player Jeremy Lin for his perseverance. How has this admiration shaped your leadership style and influenced your approach to overcoming obstacles in your entrepreneurial journey?

Jeremy Lin's story of persevering despite being overlooked resonates with me. Building Dynadot wasn't always glamorous; it took years of quiet, consistent effort. I think that mindset of putting in the work, staying grounded, and letting results speak has shaped how I lead. I don't believe in hype. I believe in building a great product and letting it grow organically, just like how Jeremy earned his shot through preparation and humility.

## Future Vision

Looking ahead, where do you see Dynadot in the next five to ten years? Are there new services or markets that you're hoping to explore as the domain industry continues to evolve?

We want to be the most trusted and elegant registrar for both individuals and businesses. That means continuing to refine the user experience, expanding our aftermarket and auction platforms, and leading in blockchain integrations. We're also exploring ways to better serve end users, and not just domain investors, by offering tools that help them build and manage their online presence easily and affordably.

## Advice for Entrepreneurs

Finally, for aspiring entrepreneurs, especially those interested in the tech or domain industry, what advice would you offer? What are the most important lessons you've learned that would help them along their journey?

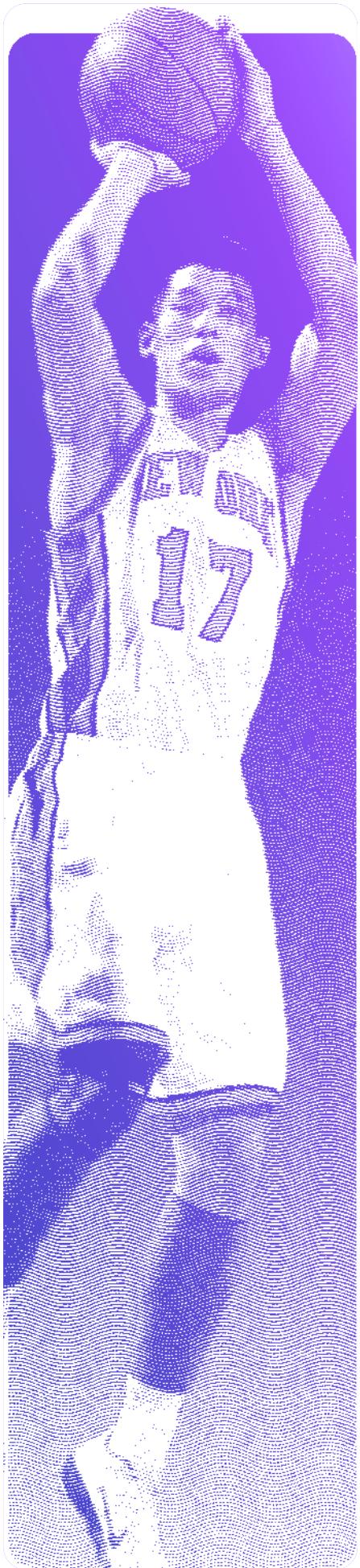
Start with a problem you truly understand, and solve it better than anyone else. Don't rush to raise money or scale before you've nailed the basics. And don't overlook the power of consistency. Most success comes from showing up and doing the work every day. In the domain industry specifically, understand the regulations, keep your tech stack lean, and don't compromise on customer trust. That's your real asset.

**“Simplicity, honesty, and technical excellence. We hire people who care about doing things the right way and give them space to focus.”**

→ Jeremy Lin

Photo by DvYang

Source: Wikimedia Commons



# The Role of AI in Shaping the Future of the Domain Industry



**Simone Catania**

Author

Global Content & Communications  
Manager | Internet X

Artificial Intelligence (AI) has emerged as one of the most transformative technologies of the modern era, reshaping industries and driving innovation at an unprecedented pace. From healthcare to entertainment, AI's disruptive capabilities are influencing decision-making, operational workflows, and the allocation of investments. According to Forbes, U.S. businesses are projected to invest over \$67 million in generative AI initiatives by 2025, far exceeding the global average of \$47 million<sup>1</sup>. This reflects the growing importance of AI in both market applications and strategic planning while revolutionizing how businesses interact with technology.

While much attention has been given to the integration of AI across major sectors, its impact on niche yet critical areas—like the domain industry—has become increasingly significant. Serving as a cornerstone of the internet ecosystem, the domain industry is poised for disruption enabled by AI-driven innovations. In fact, a survey from the Global Domain Report 2025 by InterNetX and Sedo revealed that 40% of respondents view AI and machine learning as the most disruptive trends in this space<sup>2</sup>. The surge in .ai domain registrations further highlights the growing alignment between AI and domain-related opportunities, as premium AI-centric domains see booming aftermarket demand and rising valuations.

This article explores the intersection of AI and the domain industry, examining how these advancements are unlocking opportunities for innovation, increasing efficiency, and driving market growth.

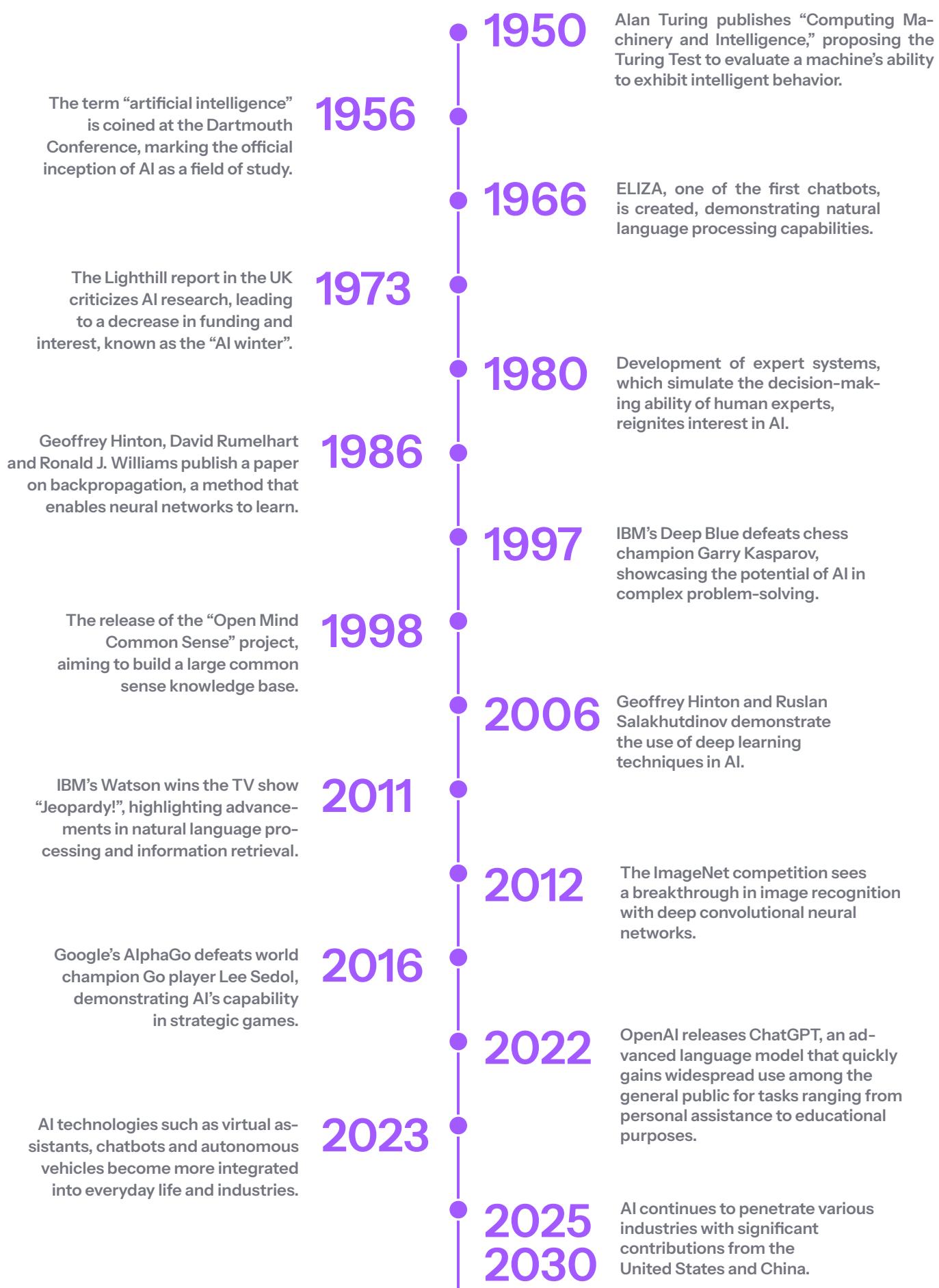


← Global Domain Report 2025

<sup>1</sup> 5 Generative AI Trends To Watch Out For In 2025 – Forbes

<sup>2</sup> Global Domain Report 2025, InterNetX and Sedo.

# The main milestones in AI



# The Impact of AI on Businesses and Everyday Life

Over the past three years, AI has evolved from being a niche technology to an indispensable tool reshaping industries and daily routines. This transformation reached a critical milestone with the launch of OpenAI's ChatGPT in 2022, a conversational AI model allowing seamless human-like interactions. As one of the first generative AI tools to gain widespread attention, ChatGPT has been empowering users across industries, from content creation to technical problem-solving. Following OpenAI's success, competitors like Google introduced Bard, now renamed Gemini, to accommodate the growing demand for generative AI capabilities. This wave of innovation has amplified the development of AI-powered apps and services

and introduced sophisticated accessibility to the general public.

Meanwhile, AI systems have driven advancements in areas such as e-commerce, finance, healthcare, and entertainment. Businesses have harnessed AI to streamline operations and improve customer experiences. Retail has embraced AI-powered recommendation engines to personalize shopping experiences, while healthcare providers rely on machine learning to analyze medical data and assist doctors in diagnosing diseases more accurately. Financial services use AI for fraud prevention and efficient risk analysis, benefiting both companies and their clients. Moreover, creative industries—from music streaming platforms to graphic design applica-

tions—leverage AI algorithms to produce tailored experience. On a personal level, AI has become integrated into everyday life through smart home devices, virtual assistants, and AI-powered apps. These tools enhance convenience by automating tasks, optimizing workflows, and offering real-time data insights. From managing daily schedules to generating unique creative content, AI has empowered individuals to increase productivity and simplify decision-making processes. This period of rapid growth in AI has brought advancements in technology and reshaped societal norms by enabling greater efficiency, personalization, and accessibility—a trend that continues to accelerate as AI innovations unfold.

**“Artificial intelligence is a key technology, but it must not become a black box. At IONOS, our goal is to make AI accessible to companies of all sizes, offering transparency, compliance with data protection regulations, and independence from non-European jurisdictions. With the AI Model Hub, we are offering Europe’s first multimodal AI platform developed and operated in Germany — a genuine alternative to the hyperscalers.”**



**Oliver Hessel**

Head of AI Platform Development | IONOS

## The AI market

**\$243.72 billion**

Projected size of the global AI market in 2025.

In 2025 the AI market is projected to reach a staggering \$243.72 billion<sup>3</sup>. This significant market size results from the increasing demand for personalized, efficient solutions that AI offers. Moreover, AI's market is expected to maintain a robust annual growth rate (CAGR) of 27.67% between 2025 and 2030, resulting in an

**27.67% CAGR**

Estimated annual growth rate 2025-2023

anticipated market volume of \$826.73 billion by the decade's end. The United States is expected to lead this expansion, with a market size projected at \$67 billion in 2025, driven by a shift towards convenience and efficiency among consumers relying on AI-driven products.

**\$826.73 billion**

Forecasted global AI market volume by 2030.

Globally, AI is becoming integrated into sectors including healthcare, finance and retail, as companies leverage AI for streamlining processes. The momentum is particularly strong in China, underpinned by the country's large population and government-backed technological initiatives.

<sup>3</sup> Artificial Intelligence – Worldwide, Statista

# Domains meet AI

At its core, the domain industry is centered around the registration, management, and sales of domain names. Domains act as key identifiers in the digital world, providing businesses and individuals with an online presence that is memorable. Without thoughtful domain strategies, companies risk missing branding opportunities or losing organic traffic. The namespace

comprises a wide range of domain extensions, including traditional ones like .com and .net, as well as country-code top-level domains (ccTLDs) such as .it and .de, and new generic top-level domains (new gTLDs) like .tech and .xyz. Altogether, these options create a pool of approximately 1,500 possible extensions for businesses, organizations, and individuals to choose from.

AI's entry into this space promises to simplify processes that have, until now, required expertise, intuition, and significant time investment. AI technologies are beginning to disrupt the domain ecosystem with powerful solutions to longstanding challenges.

**"AI is transforming industries at an unprecedented pace, serving as a disruptive force that reshapes how businesses operate, innovate, and grow. In the domain industry, it is revolutionizing business operations by enabling smarter, faster, and more efficient solutions. As this landscape continues to evolve, staying ahead of advancements is essential for unlocking new opportunities. At InterNetX, we are dedicated to embracing cutting-edge technologies and industry trends. By integrating AI and the latest developments into our services, we ensure our customers benefit from innovative, forward-thinking solutions tailored to the ever-changing demands of the domain business."**



**Elias Rendón Benger**

CEO | InternetX

## 8 ways AI is changing the domain industry

AI rapidly transforms various processes within the domain industry, enhancing how domain names are generated, managed and secured. InterNetX closely monitors advancements in technology and integrates them to enhance domain lifecycle management. By leveraging innovative solutions, we can offer improved efficiency, accuracy, and functionality across all stages of the domain lifecycle. In the next section, we'll explore 8 key ways AI is reshaping the domain industry and driving innovation at every level.

### 1. Automated domain name generation

AI can transform how domain names are generated by offering personalized suggestions. By analyzing user preferences, industry relevance and keyword implications, AI makes the process of selecting a domain name more customer-centric. This results in highly relevant and targeted domain names that align with a business's branding and marketing objectives. This enhanced personalization adds value by reducing the time and effort traditionally required to find an appropriate domain name, while also improving the likelihood of securing a domain that supports the user's online presence effectively.

### 2. AI-driven domain pricing

The appraisal and pricing of domain names can be highly subjective and filled with inaccuracies. AI enhances this process by using sophisticated algorithms that consider historical sales data, market demand and other factors. Automated pricing mechanisms ensure that domains are neither overpriced nor underpriced, thus maintaining market balance. For example, the Domain Price Check from InterNetX exemplifies this approach by providing reliable and accurate domain valuations. This level of efficiency boosts trust and transparency within the domain premium market and aftermarket, making it more accessible and equitable for all stakeholders.

### 3. Automated domain name management

Managing a large portfolio of domain names can be daunting and time-consuming. AI-powered tools simplify this by enabling automated domain management. Tools like AutoDNS can track domain renewal dates, monitor domain performance and optimize portfolios based on various criteria. Such automation saves time and makes domains more secure, while maximizing the potential of domain investments. Users can benefit from improved domain management and portfolio performance and gain strategic insights that help in optimizing their holdings effectively.

### 5. New trends in domain extensions

With the integration of AI, there has been a shift in users' domain extension preferences. As technology evolves, TLDs that have an association with AI and tech, such as .ai, .io or .tech, see a rise in popularity. These extensions can become more attractive to businesses and individuals aiming to signal their presence within the tech and AI ecosystem. This shift has influenced the market dynamics of domain registrations, making certain extensions more valuable and sought after.

### 7. Expediting dispute resolution

Domain disputes, such as issues over ownership and trademark infringements, can be complex and time-consuming. AI has the potential to expedite this process by automating the analysis and resolution of disputes. By examining historical cases and legal precedents, AI can provide quick and efficient solutions, reducing the time and costs associated with traditional dispute resolution methods. This advancement brings significant benefits by enhancing the speed and fairness of resolving conflicts.

### 4. Boosted domain security and threat detection

Domain security is paramount. AI has the capability to analyze real-time data to identify and counteract potential threats such as DDoS attacks, phishing attempts and other malicious activities. By recognizing patterns and anomalies, AI can anticipate and neutralize threats before they cause harm. This enhanced security in DNS abuse protects domain holders but also ensures the overall integrity and reliability of the domain ecosystem.

### 6. Data-driven insights about domains

AI excels at analyzing large volumes of data to uncover actionable insights. In the domain industry, this capability can help registrants make better registration and investment decisions. By understanding market trends, user behaviors and the competitive landscape, registrants can identify valuable opportunities and make informed decisions. Data-driven strategies enhance the likelihood of securing targeted and profitable domain names.

### 8. The use of AI for the domain aftermarket and investments

By providing data-driven insights and automating various processes, AI is a great help for domain investors. AI algorithms can analyze vast amounts of data, including historical sales, market trends and domain performance metrics, to identify high-value domain names and lucrative investment opportunities. This enables investors to make informed decisions and optimize their portfolios for maximum returns. Additionally, AI-powered tools can automate the appraisal and pricing of domain names, ensuring fair market value and reducing the risk of overpaying or underselling. By employing machine learning models, AI can predict future domain value based on emerging trends and keyword relevance, offering a strategic advantage to investors.

## Balancing Innovation with Ethical Responsibility

Despite its promise, AI brings challenges to the domain industry that cannot be ignored. One of these is the potential for algorithmic bias: AI-based domain name generators or valuation systems may overemphasize certain cultural or linguistic markers, inadvertently marginalizing global users. Another concern lies in data privacy. As AI relies heavily on datasets, the question arises: who controls the input data used to determine trends

or pricing? The lack of transparency in AI decision-making further complicates this issue, as stakeholders may struggle to understand or challenge how these systems operate.

Additionally, AI's ability to identify valuable domains raises ethical concerns around domain squatting—the practice of purchasing domains solely for resale at inflated prices—creating artificial scarcity. This can hinder entrepreneurs or

small businesses from securing domain names crucial to their branding, causing inequities in access. As AI continues to shape the industry, these challenges highlight the urgent need for regulations and ethical frameworks to ensure fairness, accountability, and long-term sustainability in how AI is deployed within domain management.

# From Anguilla to AI: The rise of .ai extension

The extension .ai, originally designated as the country-code extension for Anguilla, a small Caribbean island, has risen to prominence due to its strong association with artificial intelligence. This connection has transformed .ai into a successful domain extension

for tech startups, researchers, and enthusiasts in the booming AI industry, providing a platform for innovative businesses to establish their online presence. The evolution of .ai domains reflects both their technological relevance and their economic impact.

## What is .ai?

Introduced on February 16, 1995, .ai domains were initially intended for local use in Anguilla under subdomains like com.ai, net.ai, and org.ai. However, by September 2009, second-level domain registrations opened globally, expanding its reach and significance far beyond the island. Today, .ai is synonymous with AI, attracting companies and organizations seeking a futuristic tech image. In recent years, the popularity of .ai domains has surged, driven by

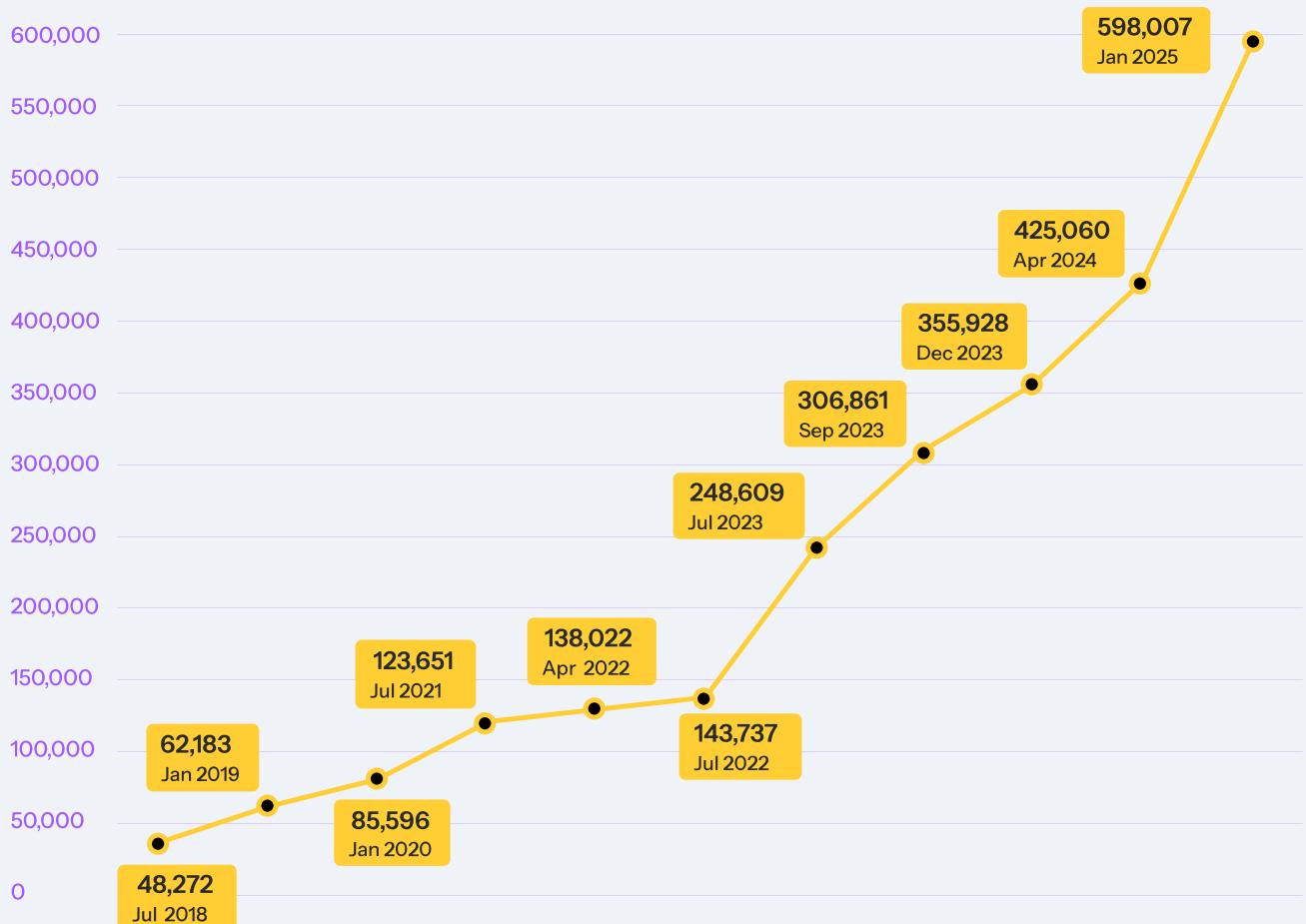
advancements in AI technologies. With nearly 600,000 domains registered by Q1 2025, the extension has witnessed over a 400% growth in registration numbers in the last five years. The transition of registry operations to Identity Digital in 2025 further enhanced the scalability, security, and management of the .ai namespace, ensuring its continued growth.

## Economic impact on Anguilla

The global appeal of the .ai domain has significantly benefited Anguilla's economy. Revenues from domain registration fees contribute directly to the island's treasury, supporting local services, businesses, and tourism initiatives. In 2022, Anguilla's earnings from .ai domains soared from a forecasted €6.4 million to over €26 million. These known figures from the past years underscore how the global AI boom has transformed the tiny nation into a notable player in the domain registration industry.

Graph

.ai registration growth



## Trends and domain usage

According to analysis leveraging Data-provider.com's web crawling platform, despite its popularity, only 34% of .ai domains are developed into active websites, with many registered for investment purposes or speculative reasons. Subdomain trends reveal that "app" is the most common prefix, accounting for 28% of .ai websites, further demonstrating the extension's close ties to the tech industry.

## .ai in the aftermarket

As stated by Sedo, the extension .ai has gained significant traction in the domain aftermarket as well, with its popularity steadily rising since the first transfer of .ai domains on Sedo in 2012. Key milestones, such as the registry lifting restrictions in 2017, made it easier to register and trade these domains, fueling demand. By 2023, "AI" emerged as one of the top 3 search terms on Sedo, and public sales data highlights the increasing value and

versatility of .ai domains. Although the average sale price dropped to \$6,525 in 2024 as awareness grew, the overall market remains strong, supported by a surge in sales volume and consistent upward trends. Investors have shown a clear preference for short, descriptive, English keywords in .ai domains, reflecting their global appeal and memorability.

Table 1

### Top 10 public most expensive .ai domains – sold at Sedo 2025

expert.ai	gene.ai
<b>\$107,293</b>	<b>\$25,148</b>
analytics.ai	radius.ai
<b>\$50,000</b>	<b>\$21,500</b>
samur.ai	co2.ai
<b>\$50,000</b>	<b>\$15,107</b>
human.ai	grab.ai
<b>\$45,000</b>	<b>\$12,500</b>
board.ai	av.ai
<b>\$29,438</b>	<b>\$12,000</b>

Data retrieved from Sedo



← Find out more about .ai  
in our dedicated article

# Shaping the Next AI-powered Chapter of the Domain Industry

AI has already begun to redefine the domain industry, promising greater efficiency, creativity, and accuracy in key processes like name generation and asset valuation. Although challenges—such as privacy and ethical concerns—persist, the opportunities for innovation far outweigh the risks.

As we move forward into an increasingly digitized era, AI's ability to optimize domain strategies will prove indispensable for businesses aiming to thrive in the competitive online marketplace. Future AI sys-

tems could integrate with blockchain technologies, enabling decentralized domain management and facilitating transparent transactions. Web3 innovations may further expand domain opportunities with new frameworks for naming conventions, enhancing ownership rights and security. As AI becomes more sophisticated, businesses and investors in the domain space will gain new tools for predictive modeling, producing insights that drive smarter investments and more impactful branding strategies.

The combination of AI and domains is a reminder that technology is not just about new possibilities but about redefining how traditional industries operate. From predictive analytics to dynamic valuation models, AI's integration into the domain space marks the beginning of a new era for innovation, efficiency, and growth.

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2. InterNetX and Sedo. *Global Domain Report 2025*. Published 2025.
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# Profiles in Leadership, Creativity, and Impact

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Welcome to our Who's Who section, where we spotlight key leaders and innovators shaping the industry today. Here, you'll find profiles of influential figures, their career highlights, passions, and unique insights that drive their success. From visionary CEOs to pioneering entrepreneurs, these are the people making an impact and setting trends. Dive in to learn more about their journeys, achievements, and what inspires them every day.

## In This Issue

In this issue's 'Who's Who,' we spotlight six leading figures who not only shape the domain industry through their work but have also contributed their insights directly to the pages of this journal. Giuseppe Graziano, CEO of GGRG and host of The Breakfast Club podcast, shares his expert commentary in our 'Quarterly Report: Aftermarket' for Q1 2025. Lars LG Forsberg, veteran of DNS innovation and founder of Nordic Domain Days, offers his reflections on the event in our Calendar Events section. Braden Pollock, known for high-value domain sales and a sharp eye for legal brands, generously shared 2023–2024 sales data discussed in our 'Quarterly Focus.' Simone Catania, a tireless communicator and global content lead at Inter-NetX, authored this issue's 'Innovation and Technology' feature. Joining them are Munir Badr, Founder & CEO of AEserver and Founder & Curator of Domain Days Dubai, and Jack Dai, a global trader and founder of DN.com whose digital real estate vision spans two decades. These are the voices driving our field forward. Let's explore their journeys and ideas!



## Munir Badr

Founder & CEO | AEserver  
Founder & Curator | Domain Days Dubai

Years in the industry  
Since 2005

Location  
Dubai, UAE

Specialization  
Country code top-level domains (ccTLDs), web hosting, cloud infrastructure, domain events & industry networking

### Notable Achievement

- Launched Domain Days Dubai in 2023 — the first dedicated domain and digital infrastructure conference in the Middle East & Africa — which rapidly became one of the region's most influential industry events.
- Also founded AEserver in 2005, which has grown into one of the UAE's leading domain registrars and web hosting providers, serving thousands of customers across the region and beyond.

### Fun Fact

I believe in balance: work relentlessly, but make time to explore, travel, and live life fully. I also have a passion for connecting communities through digital innovation.

### Motto

**“Everything happens for a reason  
— trust the journey and keep building.”**



LinkedIn Munir Badr



## Jack Dai

Founder & CEO | DN.com

Years in the industry  
Since 2004

Location  
HongKong

Specialization  
Focus on the transaction of good domain names

Website  
DN.com  
Jack@DN.com  
X : @domainname

### Notable Achievement

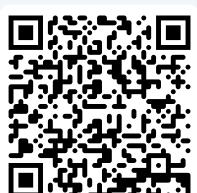
In 2016, I founded the world's first domain name-themed coffee shop. Moreover, I have traded more than 1,000 domain names, including XA.com, OK.com and other super domain names!

### Fun Fact

I also ran a real estate website for more than 15 years. So my career over the past 20 years has been almost all about real estate: either serving physical real estate or real estate on the Internet, domain names!

### Motto

**“Domain names connect the world, and domain names make the world more exciting!”**



LinkedIn Jack Dai



## Braden Pollock

Founder | Legal Brand Marketing

Years in the industry

Since the early 2000s

Location

Calabasas, California

Specialization

One word premium .coms,  
premium legal domains

Notable Achievement

Multiple 7 figure domain sales,  
including \$6.5 million in sales in 2024 alone

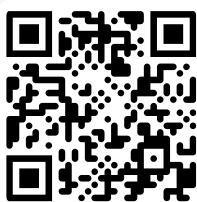
Fun Fact

Braden serves on several Boards including the Board  
of the Internet Commerce Association (ICA)

Motto

**“It’s not that your domain is worthless, it’s just worth less.”**

**“Pay attention! There are a million opportunities out  
there. Be ready when the right one comes along.”**



x.com Braden.eth



## Simone Catania

Global Content & Communications Manager

Years in the industry

8.5 years in the domain ecosystem

Location

Italy/Germany

Specialization

Building knowledge around  
#domains

Website

internetx.com

Notable Achievement

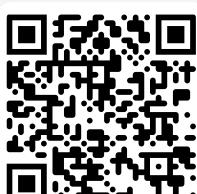
- Snapshot the domain market every year  
with the acclaimed Global Domain Report
- Build connections with through the expert  
interview series It's All About Domains.

Fun Fact

Dog owner, CrossFit and  
weightlifting enthusiast, traveler

Motto

**“Bridging ideas, building networks, and  
driving the domain industry forward.”**



LinkedIn Simone Catania



## Giuseppe Graziano

CEO | GGRG.com

Years in the industry

Since 2012

Location

UAE

Specialization

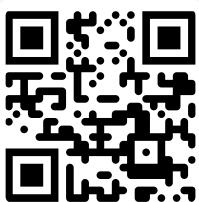
Short .com Domains

Notable Achievement

- Winner of the Escrow.com
- Master of Domains Award Publisher of the Liquid Market Report
- Host of The Breakfast Club podcast

Fun Fact

Last year, I completed the swim from Sicily to mainland Italy.



GGRG.COM



## Lars LG Forsberg

Founder & Curator, Nordic Domain Days Chief Technical Officer, iQ

Years in the industry

Since 1998

Location

Portugal

Specialization

Started in tech with DNS and operations. Worked as Product Manager for Domains at Loopia. Held various roles at the .nu/.se Registry. Served on multiple Policy and Tech Advisory boards.

Website

[iq.global](http://iq.global)  
[nordicdomaindays.com](http://nordicdomaindays.com)

Notable Achievement

- Winner of the Escrow.com Master of Domains Award
- Publisher of the Liquid Market Report



LinkedIn  
Lars LG Forsberg

Fun Fact

Writes code for fun. Reads and writes fantasy to relax. My Kindle has 5392 read books.

Motto

**“Domain Names is not my industry, it’s my family.”**

# Quarterly report Aftermarket

## The Domain Aftermarket Heats Up in Q1 2025 with Commerce.com Leading the Pack at \$2.2 Million

The first quarter of 2025 delivered a strong performance in the domain name aftermarket, with several six- and seven-figure sales showcasing continued investor confidence and growing interest in premium digital assets. Leading the way was Commerce.com, which changed hands for a remarkable \$2.2 million via GetYourDomain.com, making it one of the biggest reported sales of the last 12 months. Right behind was GX.com, a powerful two-letter .com that fetched \$1.2 million on Sedo, followed closely by Double.com, which was also brokered through Sedo for \$980,000. These sales continue the trend of ultra-premium, short .coms commanding significant investor and end-user attention.

**“GX.com sold for \$1.2M—slightly above the typical investor range, suggesting a potential end-user acquisition. IZ.com changed hands at \$517,500, down from its \$625,000 sale in 2021, but still showed strong liquidity for less obvious combinations. These sales highlight the resilience of 2L .coms across market cycles.”**



**Giuseppe Graziano**

GGRG Brokerage & Consulting

Notably, Spend.com was snapped up for \$802,500 through DropCatch, highlighting continued appetite for strong action-oriented financial keywords. Meanwhile, crypto-adjacent names like ABTC.com sold for \$699,999 on Afternic, and several high-performing .ai domains confirmed the vertical's momentum in 2025.

To provide further context and expert insight into this quarter's top-tier transactions, this issue of the aftermarket report is complemented by comments from Giuseppe Graziano of GGRG Brokerage and Consulting (see his profile in the 'Who's Who' section of the present issue). Graziano, a recognized authority in the domain investment space, offers his perspective on key sales and what they signal about the current state of the market.

# Top 30 Sales of 2025

The presence of six .ai domain sales in the top 30 – including Ace.ai (\$205K), Zip.ai (\$200K), and Turbo.ai (\$165K) – signals that the artificial intelligence naming trend remains strong. Not only are AI startups continuing to snap up relevant names, but investors are also recognizing value in short, brandable .ai domains. Country code domains also had a strong showing, with the UK's tyres.co.uk pulling in over \$370K, and Spain's coches.es registering a six-figure sale. This suggests that ccTLDs remain attractive to region-specific brands and markets, particularly in Europe.

**"Q1 2025 reaffirmed the strength and resilience of the 2L and 3L .com market—a segment I follow closely, having brokered over 10 two-letter .com domains."**

**Giuseppe Graziano**  
GGRG Brokerage & Consulting

Beneath the standout sales lies a robust quarter in overall volume and breadth. According to aggregated data:

**46,400 domain sales**  
were reported across platforms.

**\$56.1 million**  
was the total dollar volume reached.

**\$1,210**  
was the average sale price, reflecting healthy market liquidity in both premium and mid-tier segments.

**\$14,400**  
was the standard deviation of sales, illustrating the wide spread between low-end sales and the blockbuster, high-value transactions.

**46,400 domain sales**  
were reported across platforms.

**\$2.2 million**  
was Commerce.com's price point, firmly establishing the quarter's peak.

This diversity in price points from \$100 the lowest recorded sale to \$2.2 million the highest recorded sale, underscores the breadth and vitality of the aftermarket. It highlights how digital real estate continues to be a space of opportunity for investors at

Domain name	Price	Date	Domain name
commerce.com	2,200,000 USD	02/18/2025	GetYourDomain.com
gx.com	1,200,000 USD	03/11/2025	Sedo
double.com	980,000 USD	03/10/2025	Sedo
spend.com	802,500 USD	01/23/2025	DropCatch
abtc.com	699,999 USD	04/08/2025	Afternic
iz.com	517,500 USD	03/26/2025	Namecheap
tyres.co.uk	373,467 USD	01/26/2025	Sedo
backpage.com	259,500 USD	02/24/2025	DropCatch
ace.ai	205,000 USD	02/21/2025	Atom.com
zip.ai	200,000 USD	03/27/2025	Afternic
candidly.com	176,943 USD	02/05/2025	Defining.com
defi.xyz	172,000 USD	02/28/2025	Freename Aftermarket
turbo.ai	165,000 USD	03/30/2025	Namecheap
os.ai	150,000 USD	03/12/2025	Afternic
weather.ai	150,000 USD	02/12/2025	Lumis
samba.com	143,000 USD	01/31/2025	NameJet
441.com	139,000 USD	04/05/2025	GoDaddy
coches.es	131,059 USD	03/11/2025	Sedo
www.com	120,000 USD	03/09/2025	Sedo
virtualassistants.com	101,900 USD	02/05/2025	Defining.com
h1.ai	100,000 USD	02/24/2025	Private
trc.com	100,000 USD	02/18/2025	Sav.com
tether.ai	100,000 USD	02/04/2025	Namecheap
dreaming.com	95,000 USD	02/19/2025	Snagged.com
l5.com	95,000 USD	02/19/2025	Sedo
driftdesign.com	94,888 USD	01/23/2025	DomainMarket.com
sonora.com	92,000 USD	04/09/2025	GoDaddy
tp.ai	90,000 USD	03/05/2025	Private
weights.com	85,000 USD	02/11/2025	Sedo
brain.co	83,725 USD	04/08/2025	Efty
truecrypt.org	82,500 USD	02/11/2025	DropCatch

all levels, whether flipping short acronyms, reselling keyword-rich generics, or trading on the strength of emerging verticals like artificial intelligence (.ai) and finance-related domains.

**"One-word .coms also posted standout results. Commerce.com led the quarter at \$2.2M, with Spend.com at \$802.5K—both pointing to sustained end-user demand for clear, brandable keywords."**

**Giuseppe Graziano**  
GGRG Brokerage & Consulting

# Other Relevant .Com Sales

While trc.com stole the show this quarter with a clean \$100,000 price tag, there's been no shortage of action just below that threshold. The sub-100k market, often an indicator of broader investor sentiment and liquidity, delivered a robust showing, highlighted by three high-five-figure transactions and a steady drumbeat of quality .com sales across multiple venues.

Topping the "other relevant" list was dreaming.com, a prime one-word .com that sold for \$95,000 via Snagged.com—just a breath behind the leader. It tied with l5.com, a compact two-character domain that matched the figure, showing continued strength for ultra-short names. Close behind was driftdesign.com at \$94,888, which found its home on DomainMarket.com. These results underscore the appeal of well-branded keywords and design-centric identities in today's economy.

3L .coms remained highly liquid, with TRC.com at \$100K and YDS.com at \$77.5K. Together, these categories—2L, 3L, and premium one-word .coms—continue to set the pace for the aftermarket, combining scarcity with consistent turnover at scale.”

**Giuseppe Graziano**

Consistent with past trends, one-word brandables and short acronymic names dominate. Domains like weights.com (\$85,000), yds.com (\$77,500), and amel.com (\$76,000) exemplify high-end brand flexibility, ideal for startups and B2B enterprises.

There was also notable movement in the numerics category: btc123.com sold for over \$72k, while 9698.com, 1278.com, and 1727.com all fetched between \$36k and \$46k—evidence that numerics continue to hold value, particularly among Asian investors.

We also saw strong performance from commerce-related names. Think free-cell.com (\$60,000), heritageholdings.com (\$50,000), and downpayment.com (\$38,000). These keywords signal direct commercial applications—an ongoing draw for lead generation and niche finance projects.

On the media side, filed.com and simplestudy.com both breached \$40,000, while xmobile.com and mapping.com sold for a clean \$35,000 apiece, reflecting

Domain name	Price	Date	Domain name
trc.com	100,000 USD	02/18/2025	Sav.com
dreaming.com	95,000 USD	02/19/2025	Snagged.com
l5.com	95,000 USD	02/19/2025	Sedo
driftdesign.com	94,888 USD	01/23/2025	DomainMarket.com
sonora.com	92,000 USD	04/09/2025	GoDaddy
weights.com	85,000 USD	02/11/2025	Sedo
yds.com	77,500 USD	03/24/2025	DropCatch
amel.com	76,000 USD	02/04/2025	Atom.com
appliedcomputing.com	75,000 USD	03/03/2025	DomainMarket.com
btc123.com	72,477 USD	03/10/2025	GoDaddy
generatedassets.com	69,474 USD	03/30/2025	Dynadot
theai.com	65,000 USD	03/02/2025	Sedo
marciniak.com	64,570 USD	03/09/2025	Sedo
freecell.com	60,000 USD	03/23/2025	Sedo
gambia.com	58,169 USD	02/16/2025	Sedo
chit.com	56,389 USD	04/05/2025	GoDaddy
pleos.com	55,000 USD	03/30/2025	Sedo
mathblaster.com	54,000 USD	02/12/2025	GoDaddy
pegipegi.com	51,000 USD	02/22/2025	GoDaddy
heritageholdings.com	50,000 USD	04/09/2025	DomainMarket.com

sustained interest in mobile, mapping, and education technologies.

Across 37,000+ total sales, the market for .com domains below 100,000\$ posted a \$33.6 million dollar volume, with an average domain price at \$908 and a standard deviation of \$2,776. That points to a robust mix of mid-tier sales with plenty of outliers stretching well beyond \$50k. While six-figure headline sales always grab attention, this quarter's

sub-100k stats tell the story of a mature, liquid, and diversified domain marketplace. Whether you're hunting for short acronyms, numeric domains, or one-word brands with a vision, there's still plenty of action—and plenty of value—below the six-figure line.

# New gTLDs

While not yet rivaling the traditional strength of .com or the current ccTLD darling .ai, the new gTLD market held its ground in early 2025, clocking 567 transactions for a total dollar volume of \$1.1 million. The average sale price came in at \$1,857, with a standard deviation of \$6,024, reflecting a more compact market than ccTLDs but still punctuated by standout deals.

Topping the new gTLD chart is defi.xyz, which sold for an impressive \$172,000 on Freename Aftermarket. This sale not only surpasses codex.xyz's strong \$79,888 sale at Afternic, but also underscores the continued momentum and investor confidence in the .xyz extension—still a go-to namespace for Web3, AI, and blockchain-related ventures. Other notable .xyz sales include bits.xyz at \$70,000, borderless.xyz at \$34,888, gpu.xyz at \$29,888, and slush.xyz at \$19,999, with boba.xyz, multichain.xyz, and tectonic.xyz all selling above or near the \$10,000 mark. Together, .xyz domains account for 11 of the top 25 sales, confirming its dominance in the new gTLD space.

This diversity of extensions (.bet, .fun, .app, .dev, .news, .group) shows that buyers are exploring a wider semantic range, often aligning domain choice with the brand identity or vertical of the project.

Once again, Afternic emerged as the most dominant marketplace, responsible for 18 of the top 25 sales, including all of the top five. TOP.DOMAINS facilitated several important .bet and .app sales, while Sedo, NewLife, and GoDaddy also had key appearances. The presence of boutique platforms like Catched.com and MagnumDomains hints at a more fragmented but active market for niche gTLDs. While the average sits lower than the ccTLD space, the lower standard deviation suggests greater price uniformity. Many sales clustered in the \$1K–\$3K range, a comfortable acquisition zone for startups and speculative investors alike.

No surprise here: .xyz remains the engine behind the new gTLD market. With branding appeal to tech-savvy founders, decentralized app developers, and even traditional companies seeking edgy identities, the extension is showing no signs of slowing down. It's also notable that Afternic dominates the .xyz aftermarket, further entrenching it as the platform of choice for these domains.

Domain name	Price	Date	Domain name
defi.xyz	122,000 USD	02/28/2025	Freename Aftermarket
codex.xyz	79,888 USD	03/19/2025	Afternic
bits.xyz	70,000 USD	02/16/2025	Afternic
tiger.bet	40,000 USD	01/24/2025	Afternic
borderless.xyz	34,888 USD	03/08/2025	Afternic
gpu.xyz	29,888 USD	03/24/2025	Afternic
defai.fun	29,777 USD	02/28/2025	Afternic
sigma.app	28,572 USD	04/09/2025	Afternic
super.work	24,000 USD	02/24/2025	NewLife
slush.xyz	19,999 USD	03/23/2025	Afternic
home.bet	19,888 USD	02/11/2025	TOP.DOMAINS
micro.dev	19,399 USD	03/11/2025	Sedo
kim.bet	18,888 USD	02/11/2025	TOP.DOMAINS
we.farm	15,500 USD	03/02/2025	Private Sale
boba.xyz	14,999 USD	04/02/2025	Afternic
69.win	14,999 USD	02/07/2025	Afternic
matrix.app	13,000 USD	04/02/2025	Afternic
trade.xyz	13,000 USD	03/30/2025	Sedo
gauge.app	12,988 USD	02/11/2025	TOP.DOMAINS
ultimate.group	12,500 USD	03/02/2025	MagnumDomains

A quick statistics recap:

**567** Total Sales

**\$1.1 mil** Dollar Volume

**\$1,857** Average Price

**\$100** Low Price

**\$79.9k** High Price

**\$6,024** Standard Deviation

# Country codes

The ccTLD (country code top-level domain) market remained vibrant in the early part of 2025, with a robust lineup of high-value sales reflecting growing investor confidence in geo-branded and technology-specific namespaces like .ai, .co, and .es. During this reporting window, 3,704 ccTLD domains changed hands for a combined \$8.8 million in total dollar volume. This puts the average sale price at \$2,363, with a notable standard deviation of \$11,200, indicating a wide spread between smaller acquisitions and premium outliers. Leading the ccTLD chart is **tyres.co.uk**, which rolled in at a substantial \$373,467 via Sedo, easily securing the crown as the most expensive ccTLD sale in this period. This transaction also marks the highest ccTLD sale recorded in this report and suggests strong demand for exact-match keyword domains in established European markets. The second and third spots are held by two standout .ai domains—**ace.ai** at \$205,000 (sold via Atom.com) and **zip.ai** at \$200,000 (Afternic). These high-ticket AI-related sales reaffirm the ongoing momentum behind Anguilla's ccTLD, which has become a de facto namespace for artificial intelligence startups and investors worldwide. Additional noteworthy .ai sales include **turbo.ai**, which fetched \$165,000 via Namecheap, **os.ai** at \$150,000 on Afternic, and **weather.ai**, also at \$150,000 through Lumis, with **h1.ai**, **tether.ai**, and **tp.ai** each commanding six-figure or high five-figure prices. **h1.ai**, **tether.ai**, and **tp.ai**, each commanding six-figure or high five-figure prices. Namecheap emerged as a surprisingly active venue in the ccTLD space, brokering nine of the top 20 ccTLD sales, primarily in the .ai namespace. This suggests Namecheap may be establishing itself as a go-to destination for AI domain transactions, rivaling more traditional marketplaces like Sedo and Afternic. Sedo, meanwhile, continued its strong performance, bringing in the biggest sale and representing the Spanish ccTLD **coches.es** at \$131,059. Private sales, too, were responsible for several notable transactions—including **h1.ai** and **lemon.co**—indicating ongoing investor-to-investor trading activity outside of public marketplaces. The significant standard deviation points to a bifurcated market: while a large volume of ccTLDs sell in the low hundreds, premium domain names – particularly in the AI space – continue to command high prices pulling

Domain name	Price	Date	Domain name
<b>tyres.co.uk</b>	373,467 USD	01/26/2025	<b>Sedo</b>
<b>ace.ai</b>	205,000 USD	02/21/2025	<b>Atom.com</b>
<b>zip.ai</b>	200,000 USD	03/27/2025	<b>Afternic</b>
<b>turbo.ai</b>	165,000 USD	03/30/2025	<b>Namecheap</b>
<b>os.ai</b>	150,000 USD	03/12/2025	<b>Afternic</b>
<b>weather.ai</b>	150,000 USD	02/12/2025	<b>Lumis</b>
<b>coches.es</b>	131,059 USD	03/11/2025	<b>Sedo</b>
<b>h1.ai</b>	100,000 USD	02/24/2025	<b>Private</b>
<b>tether.ai</b>	100,000 USD	02/04/2025	<b>Namecheap</b>
<b>tp.ai</b>	90,000 USD	03/05/2025	<b>Private</b>
<b>brain.co</b>	83,725 USD	04/08/2025	<b>Efty</b>
<b>wan.ai</b>	80,314 USD	03/08/2025	<b>Namecheap</b>
<b>workers.ai</b>	74,900 USD	03/11/2025	<b>Namecheap</b>
<b>lemon.co</b>	74,851 USD	03/24/2025	<b>Private</b>
<b>wink.ai</b>	70,000 USD	02/04/2025	<b>Namecheap</b>
<b>paid.ai</b>	65,000 USD	03/11/2025	<b>Namecheap</b>
<b>sand.ai</b>	65,000 USD	03/11/2025	<b>Namecheap</b>
<b>director.ai</b>	64,990 USD	03/11/2025	<b>Namecheap</b>
<b>conquer.ai</b>	64,900 USD	04/04/2025	<b>Namecheap</b>
<b>ugc.ai</b>	60,500 USD	04/12/2025	<b>Namecheap</b>

the average upward and highlighting the uneven distribution of domain value. Unsurprisingly, .ai dominates the ccTLD leaderboard, with 14 of the top 20 sales using the Anguillan extension. This reinforces a trend observed throughout 2024 and into 2025: investors are treating .ai domains like gTLDs, targeting them as strategic assets in a booming tech vertical. With large AI companies continuing to emerge and funding rounds rising, this domain space is expected to remain hot.

Here's how the ccTLD market shaped up in numbers:

**3,704** Total Sales

**\$8.8 million** Dollar Volume

**\$2,363** Average Price

**\$11.2k** Standard Deviation

**\$100** Low Price

**\$373.5k** High Price

## Graph

### Top-5 Selling Countries by ccTLD

Based on the 100 highest-value country-code domain sales



## Methodology

All data presented in this report were derived from publicly available records on NameBio, the leading searchable database of historical domain name sales. NameBio aggregates verified sales across a wide range of venues, including Sedo, GoDaddy, Afternic, Drop-Catch, NameJet, and more.

For this report, we focused on domain transactions recorded between January 1 and April 15, 2025. Sales were filtered by extension (e.g., .com, .ai, .xyz, .bet, etc.) and categorized into three main groups: legacy gTLDs, ccTLDs, and new gTLDs. The data include domain name, sale price (in USD), sale date, and marketplace venue.

Statistical summaries – such as total sales count, dollar volume, average price, standard deviation, and price range – were also derived directly from the NameBio dataset.

While NameBio does not capture every domain sale globally (particularly private and unreported transactions), it offers the most reliable and comprehensive snapshot of the publicly visible domain aftermarket available.

# Quarterly report | Registrations

## Most Important gTLDs

### 169.8 million

Total .com and .net domains by March 2025

### +0.8 million

Quarterly growth in .com and .net registrations

By the close of March 2025, the combined domain base for .com and .net stood at approximately 169.8 million registrations. This marks a modest quarter-over-quarter up-tick of 0.8 million domains, or about 0.47%, from the 169 million recorded at the end of 2024. However, in a year-over-year comparison, the combined total for these two TLDs reflects a decline of 2.7 million registrations—a drop

### 10.1 million

New .com and .net domains registered in Q1 2025

### -1.57% decrease

Compared to 172.5 million registrations one year

of roughly 1.57% from the 172.5 million registered one year earlier.

Breaking down the figures, .com domains accounted for 157.2 million registrations, while .net domains made up 12.6 million. New domain registrations for .com and .net during Q1 2025 reached 10.1 million, an increase from the 9.5 million registered in the previous quarter.

## All TLDs

### 368.4 million

Total domain registrations worldwide as of Q1 2025

### +6.0 million

Increase compared to Q1 2024

In the first quarter of 2025, the global domain name landscape expanded to approximately 368.4 million registrations across all top-level domains. This reflects a quarterly rise of 4.1 million domains, translating to a 1.13% increase over the 364.3 million registered at the close of 2024. Compared to the same period the previous year, when the total stood at 362.4 million, the number of domain registrations grew by 6.0 million, indicating a more modest annual growth rate of 0.6%.

## ccTLDs

### 142.9 million

Total ccTLD registrations as of March 2025

### +2.1 million

Growth in ccTLDs since end of 2024

As of the end of March 2025, country-code top-level domains (ccTLDs) totaled 142.9 million domain name registrations. This represents a growth of 2.1 million registrations, or 1.49%, compared to the 140.8 million recorded at the close of 2024. On a year-over-year basis, ccTLDs saw an increase of 3.4 million registrations, reflecting a 2.44% rise from the 139.5 million registrations observed at the same time in 2024.

## ngTLDs

### 37.8 million

Total new gTLD registrations by Q1 2025

### +1 million

Quarterly increase in new gTLDs

By the end of the first quarter of 2025, the total number of new generic top-level domains (ngTLDs) reached 37.8 million registrations. This marks an increase of 1 million domains, or 2.72%, from the 36.8 million recorded in the previous quarter. Year-over-year, ngTLD registrations surged by 20.8 million, representing an impressive growth of 122.35% compared to the 17 million registrations seen in the same period in 2024.

## Other Legacy gTLDs

### 17.9 million

Total other legacy gTLD registrations by Q1 2025

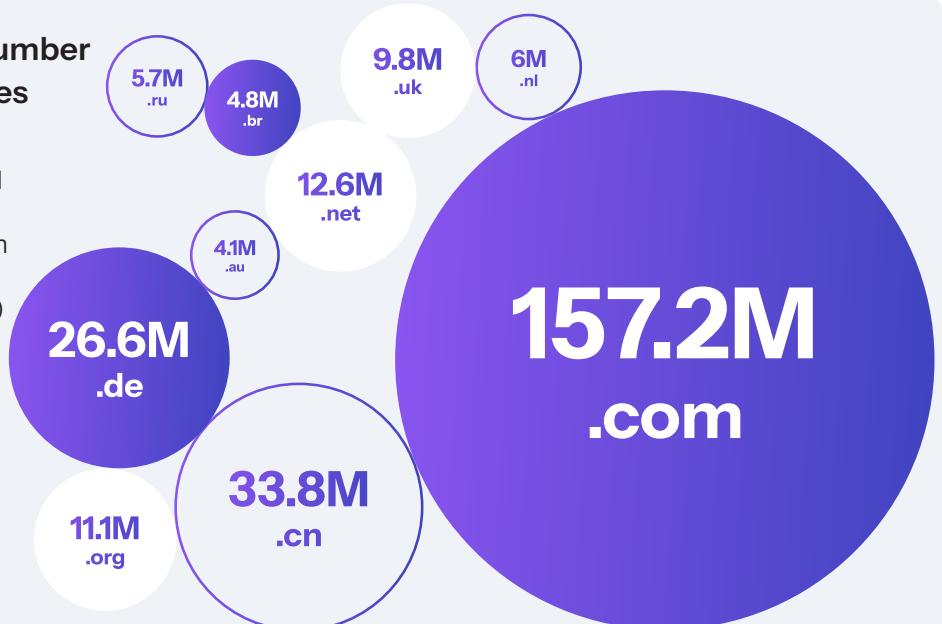
### +0.3 million

Quarterly growth in other legacy gTLDs

At the close of the first quarter of 2025, domain registrations for other legacy generic top-level domains (gTLDs), excluding .com and .net, totaled 17.9 million. This represents a growth of 0.3 million domains, or 1.7%, compared to the 17.6 million recorded at the end of 2024. Year-over-year, other legacy gTLDs saw an increase of 0.9 million registrations, reflecting a 5.29% rise from 17 million in the same quarter of the previous year.

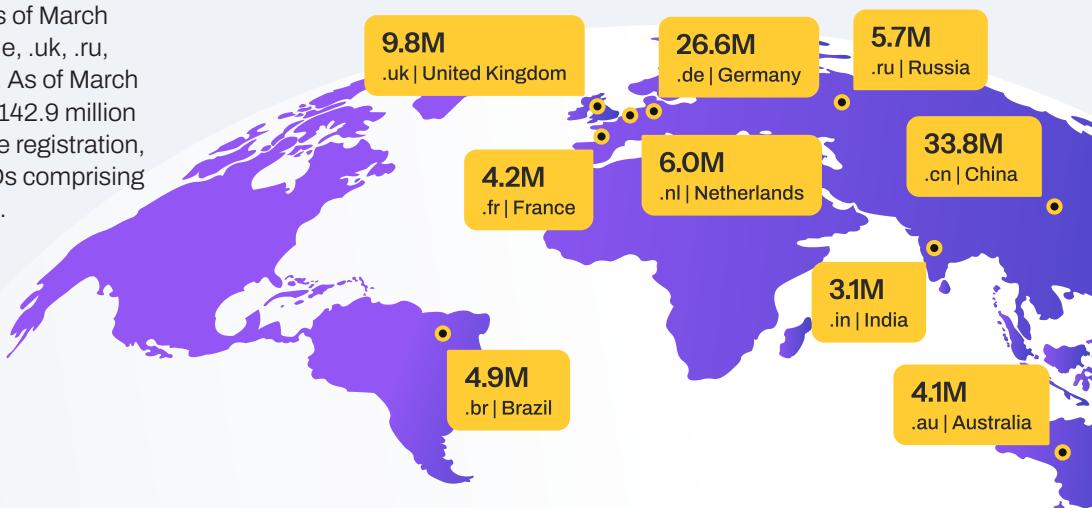
## Top 10 Largest TLDs by Number of Reported Domain Names

As of March 31, 2025, the 10 largest TLDs by number of reported domains were .com, .cn, .de, .net, .org, .uk, .ru, .nl, .br, .au, all of which account for 74.5% of total TLDs domain registrations (364.8 million)



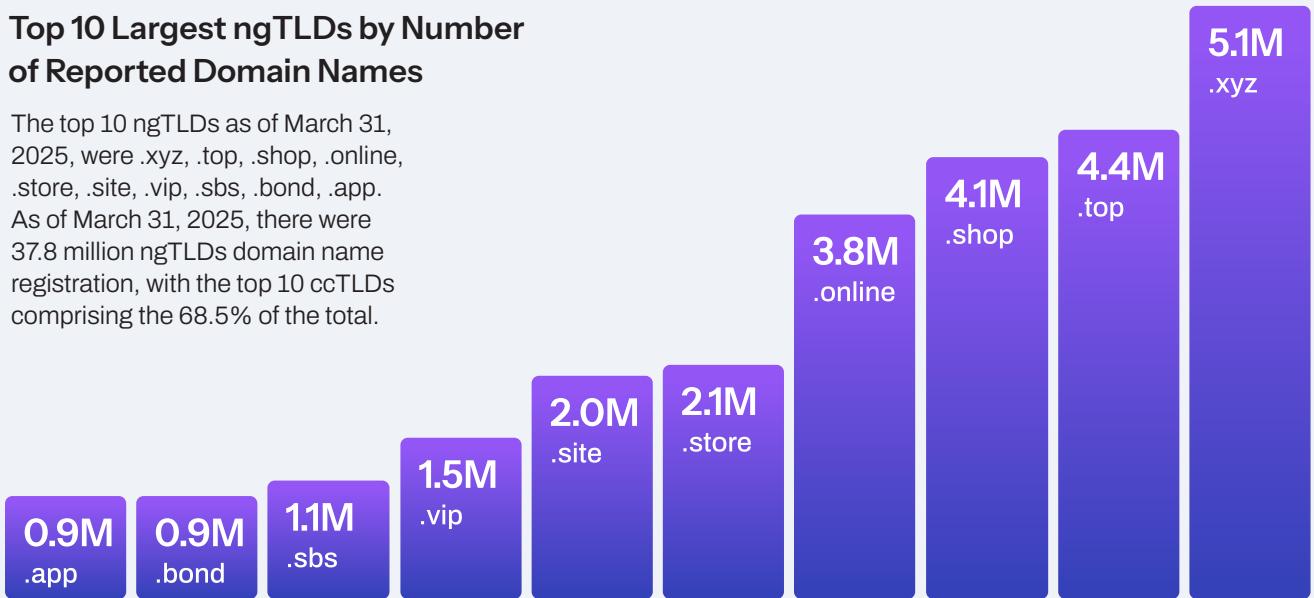
## Top 10 Largest ccTLDs by Number of Reported Domain Names

The top 10 ccTLDs as of March 31, 2025, were .cn, .de, .uk, .ru, .nl, .br, .au, .fr, .in, .eu. As of March 31, 2025, there were 142.9 million ccTLDs domain name registration, with the top 10 ccTLDs comprising the 71.2% of the total.



## Top 10 Largest ngTLDs by Number of Reported Domain Names

The top 10 ngTLDs as of March 31, 2025, were .xyz, .top, .shop, .online, .store, .site, .vip, .sbs, .bond, .app. As of March 31, 2025, there were 37.8 million ngTLDs domain name registration, with the top 10 ngTLDs comprising the 68.5% of the total.



# Key Takeaways

## 1. Stable Overall Market Growth

The global domain name market expanded to 368.4 million registrations in Q1 2025, reflecting a 1.13% quarterly increase and a 0.6% annual growth. While the pace is modest, it suggests continued resilience in the domain space, with a net gain of over 6 million domains year-over-year.

## 3. Steady Growth in Country-Code TLDs (ccTLDs)

ccTLDs grew to 142.9 million registrations in Q1 2025, marking a 1.49% quarterly and 2.44% annual increase. The top 10 ccTLDs now account for 71.2% of total ccTLD registrations. This confirms that regional and localized domains—especially .cn (33.8M), .de (26.6M), and .uk (9.8M)—are strong performers in the global market.

## 5. Market Concentration Among Top TLDs

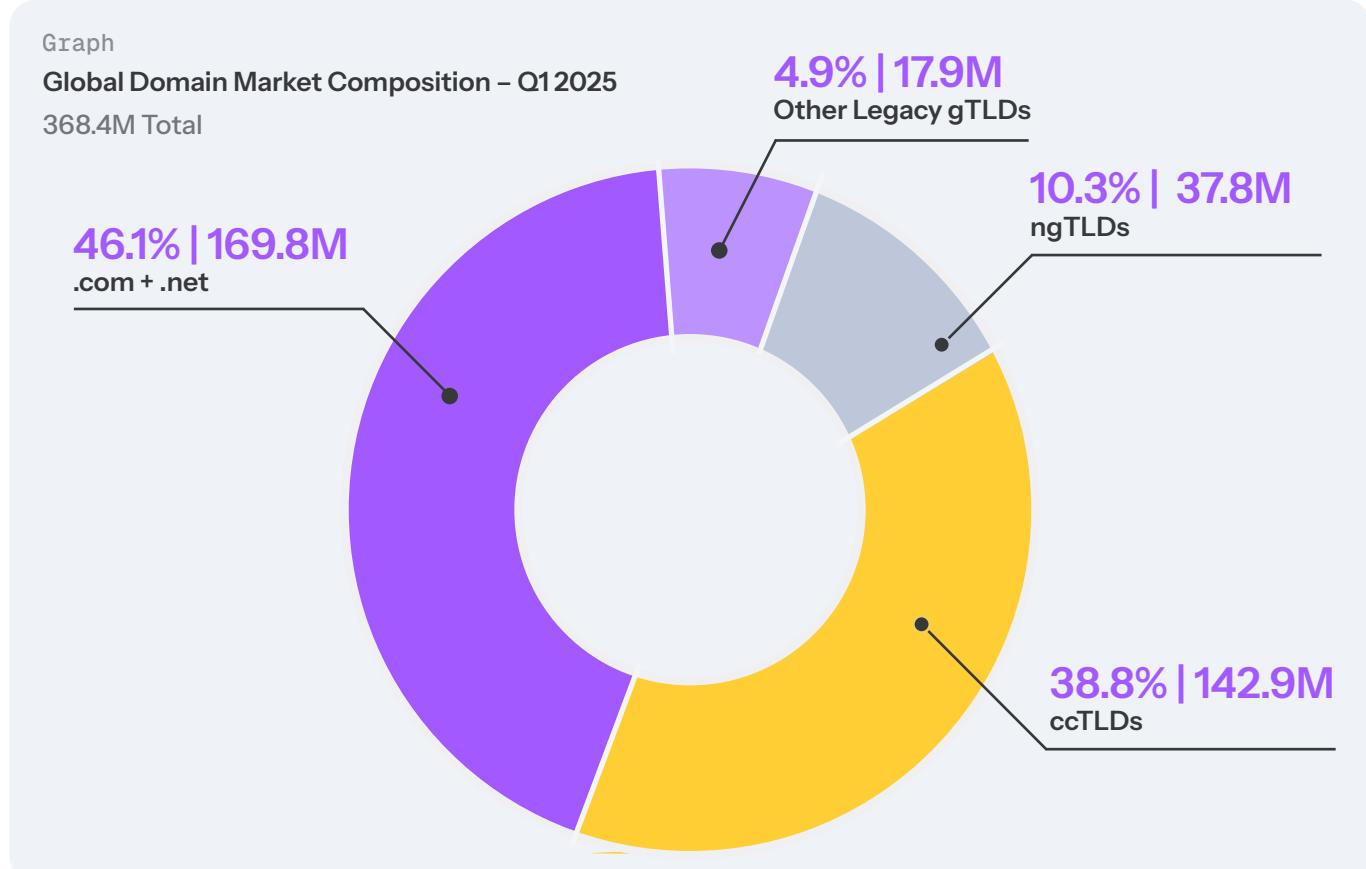
The top 10 TLDs overall now account for 74.5% of all domain registrations (out of 364.8 million considered). While diversification is rising, the concentration of market power among .com, .cn, .de, .net, and .org remains a defining feature of the domain landscape.

## 2. Continued Dominance of .com and .net

The .com and .net domains remain dominant, with a combined total of 169.8 million registrations at the end of Q1 2025. While new registrations for these two TLDs rose to 10.1 million this quarter (up from 9.5 million), their year-over-year base declined by 2.7 million, indicating a slight market saturation in legacy gTLDs.

## 4. Explosive Growth in New Generic TLDs (ngTLDs)

ngTLDs posted the highest segment growth, increasing by 122.35% year-over-year to 37.8 million registrations. The top 10 ngTLDs (e.g., .xyz, .top, .shop, .online) now make up 68.5% of the total ngTLDs and demonstrate surging interest in more flexible, brandable, and niche domain options.



# Notable trends to watch

## 1. Shift Toward ngTLDs

The ngTLD space is rapidly expanding, more than doubling its size since last year. The strong growth signals a shift in user preference toward creative and industry-specific TLDs—e.g., .shop, .store, .online—opening new opportunities for early adopters and brand strategists.

## 3. Slowing Growth in Legacy TLDs

Although .com and .net remain the most widely used domains, their total base has slightly contracted year-over-year. This trend suggests that while these TLDs remain central, their dominance is increasingly challenged by new alternatives.

## 2. Localized Domain Momentum

ccTLDs maintain solid traction, especially in markets like China, Germany, and the UK. With over 70% of ccTLD registrations concentrated in the top 10, regional markets continue to solidify their digital identities, making them attractive for regionally-focused businesses and investors.

## 4. TLD Market Concentration

Despite growth in alternative TLDs, the domain market remains highly concentrated, especially in legacy gTLDs and leading ccTLDs. Investors should balance stability in these top-tier TLDs with the higher growth potential of rising ngTLDs and untapped ccTLD markets.

# Conclusion

Q1 2025 data paints a picture of a maturing but still evolving domain market. The dominance of .com and .net is now tempered by the accelerated rise of ngTLDs and the steady resilience of ccTLDs. Market participants should consider diversifying beyond legacy domains and capitalize on the growing demand for niche and localized TLDs, which show strong momentum and room for innovation.

## Methodology

The data presented in this report is based on domain registration statistics obtained from a combination of industry sources and internal analysis. For Q1 2024, we use data published by the Domain Name Industry Brief (DNIB), a recognized and authoritative source on global domain trends. For Q4 2024 and Q1 2025, the data comes from Freenome's own queries on publicly available zone files, which are open resources widely used across the industry to monitor domain registrations. This mixed-method approach ensures both accuracy and real-time relevance, allowing us to deliver up-to-date insights into the domain name ecosystem.

## About The Quarterly Report | Registrations

The Domain Standard Quarterly Report provides an in-depth analysis of global domain registration trends across all top-level domains (TLDs) for each quarter. It offers insights into the performance of the most prominent generic TLDs (gTLDs), country-code TLDs (ccTLDs), and new generic TLDs (ngTLDs), providing a comprehensive view of the state of the domain name market.

This report is designed for investors, analysts, and industry professionals who require up-to-date data on the registration patterns and growth trajectories of domain names. It tracks key metrics such as the total number of domain registrations, quarter-over-quarter growth, year-over-year changes, and the performance of individual TLDs. Furthermore, it highlights significant trends, emerging opportunities, and shifts in the market, making it a valuable resource for decision-makers in the domain and digital property sectors.

The report offers both a high-level overview of the global domain landscape and detailed insights into specific segments of the market, including the continuing dominance of .com and .net, the growing popularity of localized ccTLDs, and the explosive rise of ngTLDs. By analyzing these trends, the report aims to inform strategic decisions, uncover investment opportunities, and guide stakeholders through the ever-evolving domain name ecosystem.

## Learn more →

For comments or questions about The Domain Standard's Quarterly Report, email [matteo@freenome.com](mailto:matteo@freenome.com)



# Events That Shape the Industry

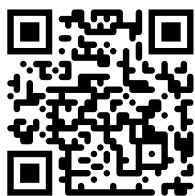
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From landmark anniversaries to global policy forums and forward-looking blockchain gatherings, the domain and Web3 industries continue to thrive through a rich and fast-evolving calendar of events. In this section, we highlight standout moments from the past quarter, including events our team had the chance to attend in person, offering firsthand coverage and reflections from the ground. These include industry-defining conferences such as Nordic Domain Days in Stockholm and TOKEN2049 in Dubai, each marking important milestones for the global domain and blockchain communities.

Looking ahead, we preview a curated selection of key events of the present quarter and the events slated for the next, including key summits in Berlin and London. These upcoming gatherings promise to carry forward the energy and momentum of this quarter, tackling crucial themes such as decentralization, AI integration, internet governance, and the future of digital identity.

Whether you're a domain investor, policy expert, developer, or digital strategist, these events – past and forthcoming – offer invaluable opportunities to stay informed, expand your network, and play an active role in shaping the digital ecosystem of tomorrow.

# Past Events



## Nordic Domain Days 2025: Celebrating a Decade of Domain Industry Excellence

from April 27 to 29, 2025 | Stockholm

visit the official website: [nordicdomaindays.com](http://nordicdomaindays.com).

From April 27 to 29, 2025, Stockholm hosted the 10th anniversary of Nordic Domain Days (NDD), a premier event uniting registries, registrars, resellers, investors, and service providers from the global domain industry. Held at

the Clarion Hotel Stockholm, the conference combined insightful sessions with vibrant networking opportunities. The event was organized under the leadership of Lars "LG" Forsberg (see his profile in the 'Who's Who'

section of the present issue), whose long-standing commitment to the domain industry has shaped NDD into one of the most respected conferences in the field.

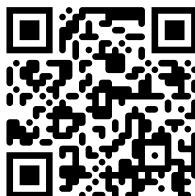
**"The 10th anniversary of Nordic Domain Days was more than just a celebration—it was a reflection of how far we've come and the incredible community we've built. The energy, the connections, and the shared passion for our industry made it an unforgettable experience."**

Lars "LG" Forsberg (NDD)

The event commenced with welcome drinks and a VIP dinner on April 27, setting the stage for the days ahead. April 28 focused on business topics, featuring keynote speeches and discussions on market trends. April 29 delved into policy and technology, addressing is-

sues like DNS abuse and regulatory developments. Notable speakers included Carl Piva (Internetstiftelsen), Stuart Fuller (Com Laude), and Davide Vicini (Freename), as well as representatives from ICANN and Verisign. Complementing the formal agenda

were social events, including an anniversary dinner and live performances, fostering community engagement. The conference underscored NDD's commitment to facilitating collaboration and knowledge sharing within the domain industry.



## TOKEN2049 Dubai 2025: The Leading Crypto Conference of the Region

from April 30 to May 1, 2025 | Dubai

visit the official website: [dubai.token2049.com](http://dubai.token2049.com)

TOKEN2049 Dubai 2025 took place from April 30 to May 1, bringing together the world's top voices in crypto, Web3, and blockchain for a high-energy, thought-provoking two-day summit at the Madinat Jumeirah from April 30 to May 1. With more than 15,000 attendees from 160+ countries, the event confirmed its status as the leading crypto conference in the region. The conference featured over 200

speakers across three stages: the OKX Main Stage, KuCoin Stage, and io.net Stage. Attendees engaged in discussions on topics ranging from macroeconomic trends and institutional adoption to technological advancements and regulatory developments in the crypto space.

Notable speakers included Changpeng Zhao (Founder, Binance), Balaji Srinivasan (Founder, The Net-

work State), Raoul Pal (Co-Founder and CEO, Real Vision), Arthur Hayes (CIO, Maelstrom), and Paolo Ardoino (CEO, Tether). Sessions delved into the future of decentralized finance, the integration of AI in blockchain, and the evolving landscape of digital assets. The event also highlighted emerging trends in Web3 technologies and their potential impact on global markets.

**"TOKEN2049 Dubai was a perfect snapshot of where Web3 is headed — real conversations, real traction, and a growing focus on digital identity as core infrastructure. Dubai isn't just hosting the space; it's leading it. Grateful to be part of the momentum."**

Gherardo Varani | Freename

Complementing the main conference, TOKEN2049 Week featured over 500 side events throughout Dubai, fostering networking and collaboration among

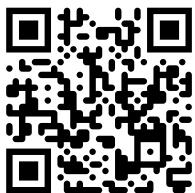
industry professionals. The week culminated in the official closing party, AFTER 2049, held on May 2 at Be Beach DXB, featuring performances by Seth

Troxler and Monkey Safari. This gathering underscored Dubai's growing prominence as a hub for the global crypto and blockchain community.

# Key Events of the Quarter

## ICANN83 Prague Policy Forum

June 9–12, 2025 | Prague Congress Center, Prague, Czech Republic



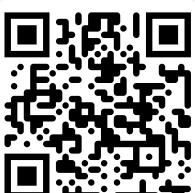
The ICANN83 Policy Forum is one of three annual Public Meetings organized by the Internet Corporation for Assigned Names and Numbers (ICANN). These meetings are integral to ICANN's multistakeholder model, providing a platform for policy development, outreach, best practice exchange, and community interaction. The forum typically features over 100 sessions, allowing participants from various stakeholder groups to engage in discussions related to ICANN's policy-development processes. Attendance is free and open to all, with options for both in-person and remote participation.

*visit the official website: [meetings.icann.org](https://meetings.icann.org)*



## InterNetX Domain Summit 2025

June 26, 2025 | Union Halle, Hanauer Landstraße 188, 60314 Frankfurt am Main, Germany



The InterNetX Domain Summit 2025 is a premier gathering for domain industry professionals, including resellers, registrars, and digital branding experts. Hosted by InterNetX, a leading provider of domain, encryption, and cloud solutions, the summit aims to explore key market trends, regulatory updates, innovative strategies, and the future of digital assets. The event will commence with an exclusive reception the evening before and conclude with a celebratory party, offering ample networking opportunities.

*visit the official website: [www.internetx.com](https://www.internetx.com)*



## Istanbul Blockchain Week 2025

June 26–27, 2025 | Hilton Istanbul Bomonti Hotel & Conference Center, Istanbul, Turkey



Istanbul Blockchain Week 2025 is the fourth edition of Turkey's premier Web3 and blockchain conference. Taking place at the Hilton Istanbul Bomonti Hotel, the event will feature curated panels, roundtables, and fireside chats covering key sectors such as DeFi, digital finance, tokenization, gaming, and AI. Highlights include the return of VC Connect, IstanHack, and W3Expo, showcasing Turkey's growing role as a global blockchain hub.

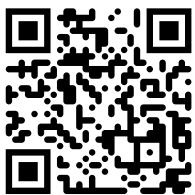
*visit the official website: [istanbulblockchainweek.com](https://istanbulblockchainweek.com)*



# What's to come?

## Web3 Summit 2025

July 16–18, 2025 | Funkhaus Berlin, Nalepastraße 18, 12459 Berlin, Germany



Web3 Summit 2025 is a community-driven event dedicated to advancing a decentralized, privacy-respecting internet. Hosted at the historic Funkhaus Berlin, the summit offers three days of keynotes, workshops, and a 24/7 hackathon. A standout feature is Nodespace, an unconference area where attendees can lead sessions and collaborate on projects. The event maintains a strict no-sponsorship policy, ensuring an inclusive environment free from commercial influence.

*visit the official website: [web3summit.com](http://web3summit.com)*



## London Domain Summit 2025

September 2–3, 2025 | Business Design Centre, London, UK



The London Domain Summit 2025 is a leading event in the domain industry calendar, gathering domain investors, registrars, hosting providers, and technology professionals from across the globe. Over two days, attendees will have the opportunity to explore emerging trends in domain investing, marketing strategies, and digital branding innovations. The summit offers a rich program of keynote speeches, panel discussions, and networking sessions designed to foster collaboration and inspire new business ventures. Whether you are an experienced domain professional or looking to expand your presence in the domain market, this event provides valuable insights into the evolving landscape of internet real estate and digital asset management.

*visit the official website: [london25.domainsummit.com](http://london25.domainsummit.com)*



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Find out more about Web3 Domains and TLDs

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