

**\$320,136**

Total premium revenue

# 2020 PREMIUM DOMAINS REPORT

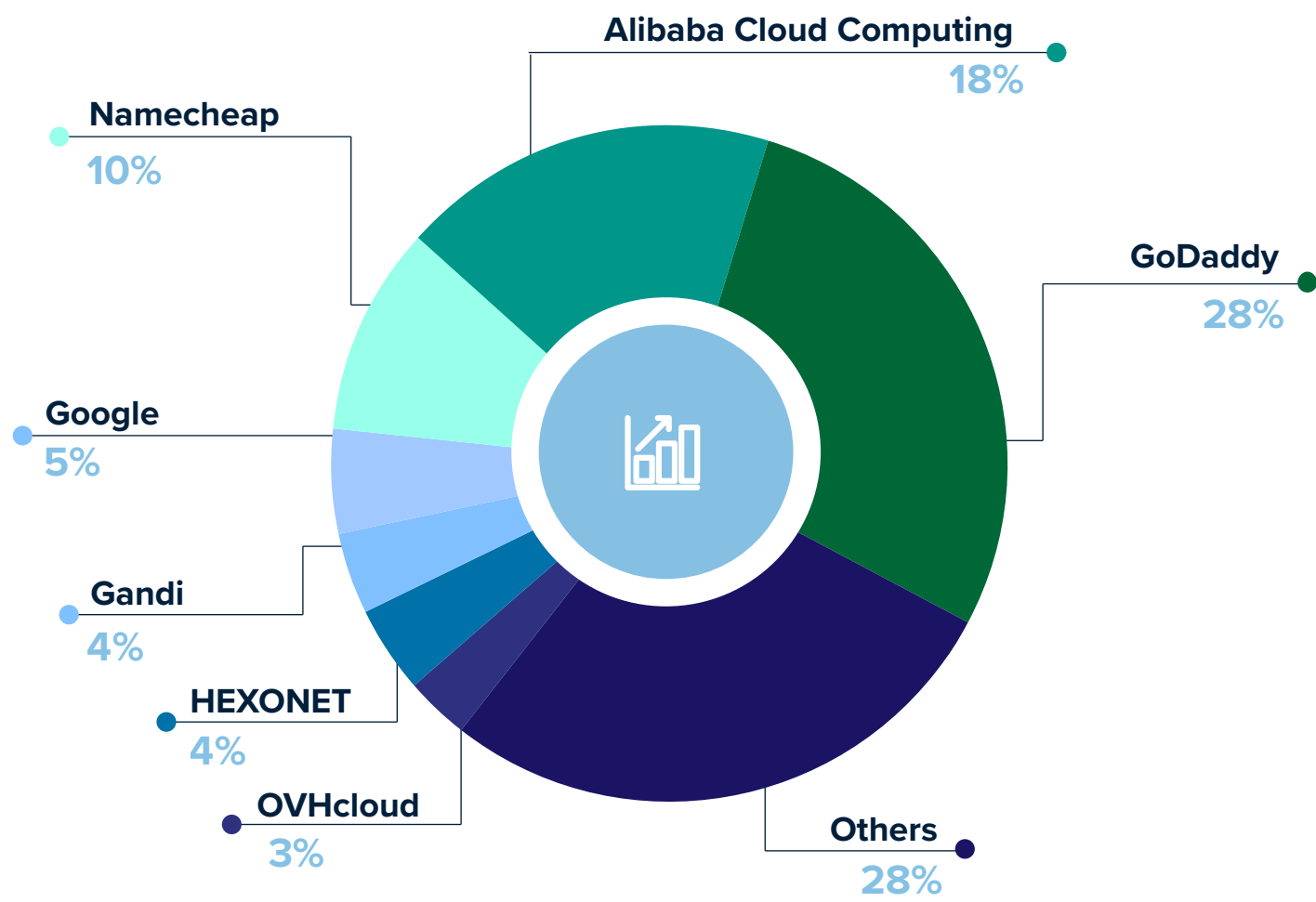
## Premium Registrar RESULTS

**\$203,884**  
Premium revenue

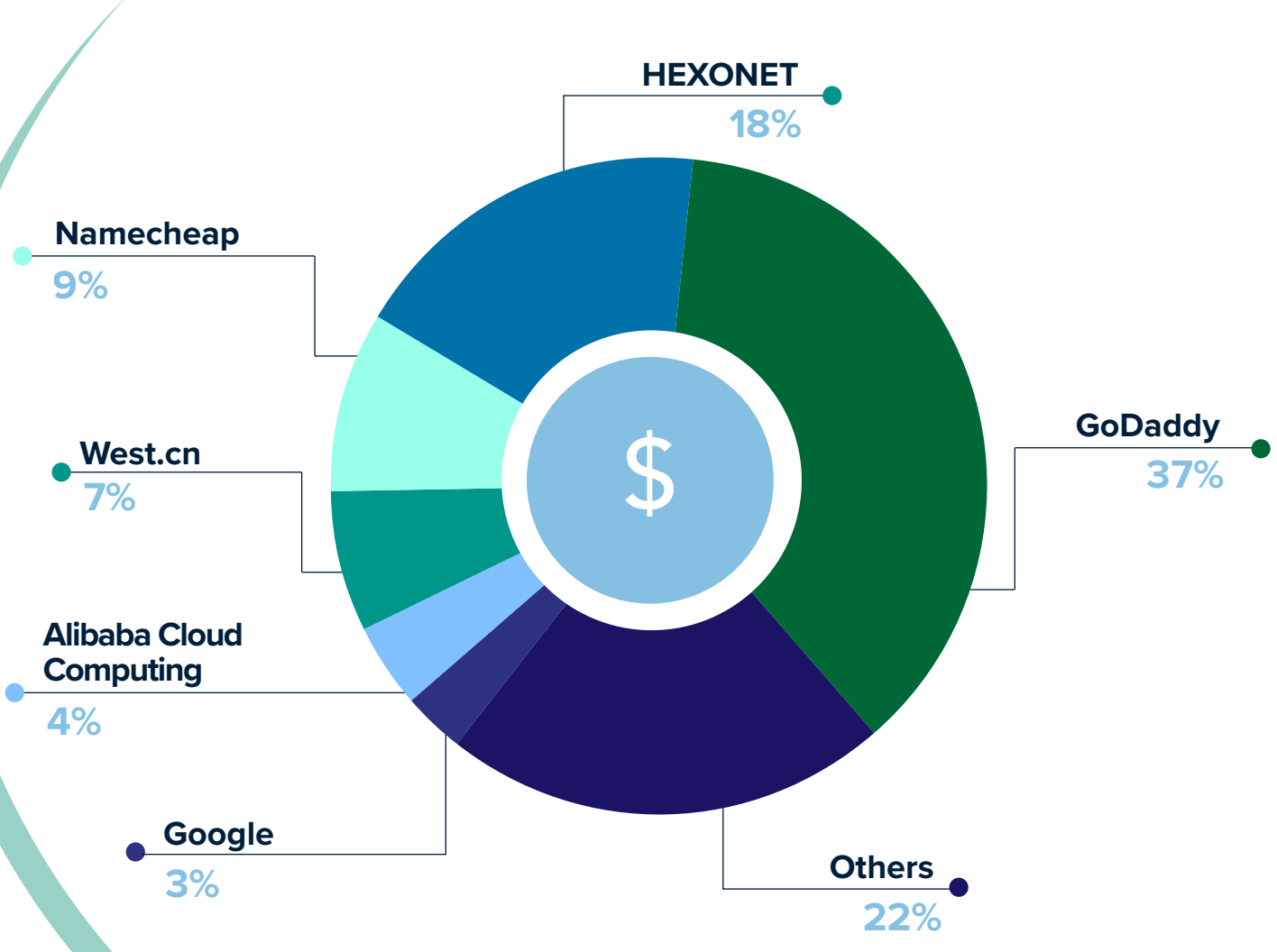
**155**  
Premium domains sold

**\$1315**  
Average price per domain sold

## Registrar market share per domains sold



## Registrar market share in terms of revenue



### TOP 5 Premium tiers in terms of revenue

1st	Tier \$2500
2nd	Tier \$4000
3rd	Tier \$1000
4th	Tier \$100
5th	Tier \$250

### TOP 5 Premium tiers in terms of domains sold

1st	Tier \$100
2nd	Tier \$250
3rd	Tier \$2500
4th	Tier \$1000
5th	Tier \$500

## Premium Brokerage RESULTS

### TOP 3 brokered premium domains

1st	energy.cloud	\$50,000
2nd	power.cloud	\$24,360
3rd	simple.cloud	\$14,825

**\$116,252**

Premium domain revenue

## Why innovative companies choose premium .cloud domains



power.cloud

“

Powercloud is the fastest growing billing and CRM system in the energy industry. Therefore it was essential to have a strong brand identity and a domain name that stays in your head. As cloud-natives, we believe the domain power.cloud will support us on our way to becoming the digital leader in the energy industry.

Marc Pion, Head of Marketing & Communications, powercloud GmbH

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## What's trending with .cloud

Companies from all over the world and in all different sectors choose .cloud premium domains for their business.

### Digital Transformation



logistics.cloud



blue.cloud

### Consumer Applications

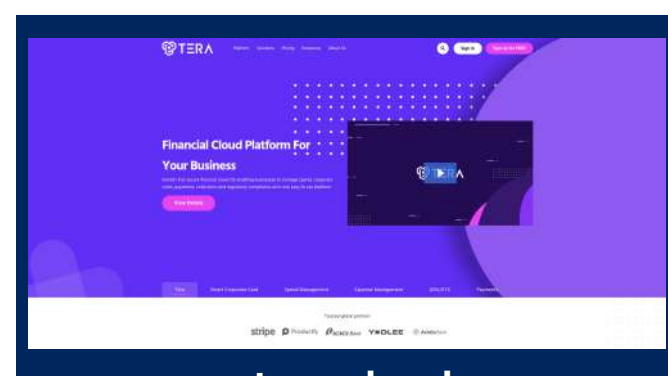


tldr.cloud



golf.cloud

### Cloud-based Service



tera.cloud



iam.cloud

### International Sites



jupiter.cloud



sigma.cloud

All prices indicated in this report are retail prices (tiers excluded). If the registrar markup of EPP premium domains sold is unknown, we apply an estimate of 30%.