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RADIX PREMIUMS - H1 2024

TOTAL RETAIL PREMIUM REVENUE DURING H1 2024

\$5.16M

- \$1.33M in Premium New Registration Revenue
- \$3.83M in Premium Renewal Revenue
- \$30K in Platinum Domain Sales

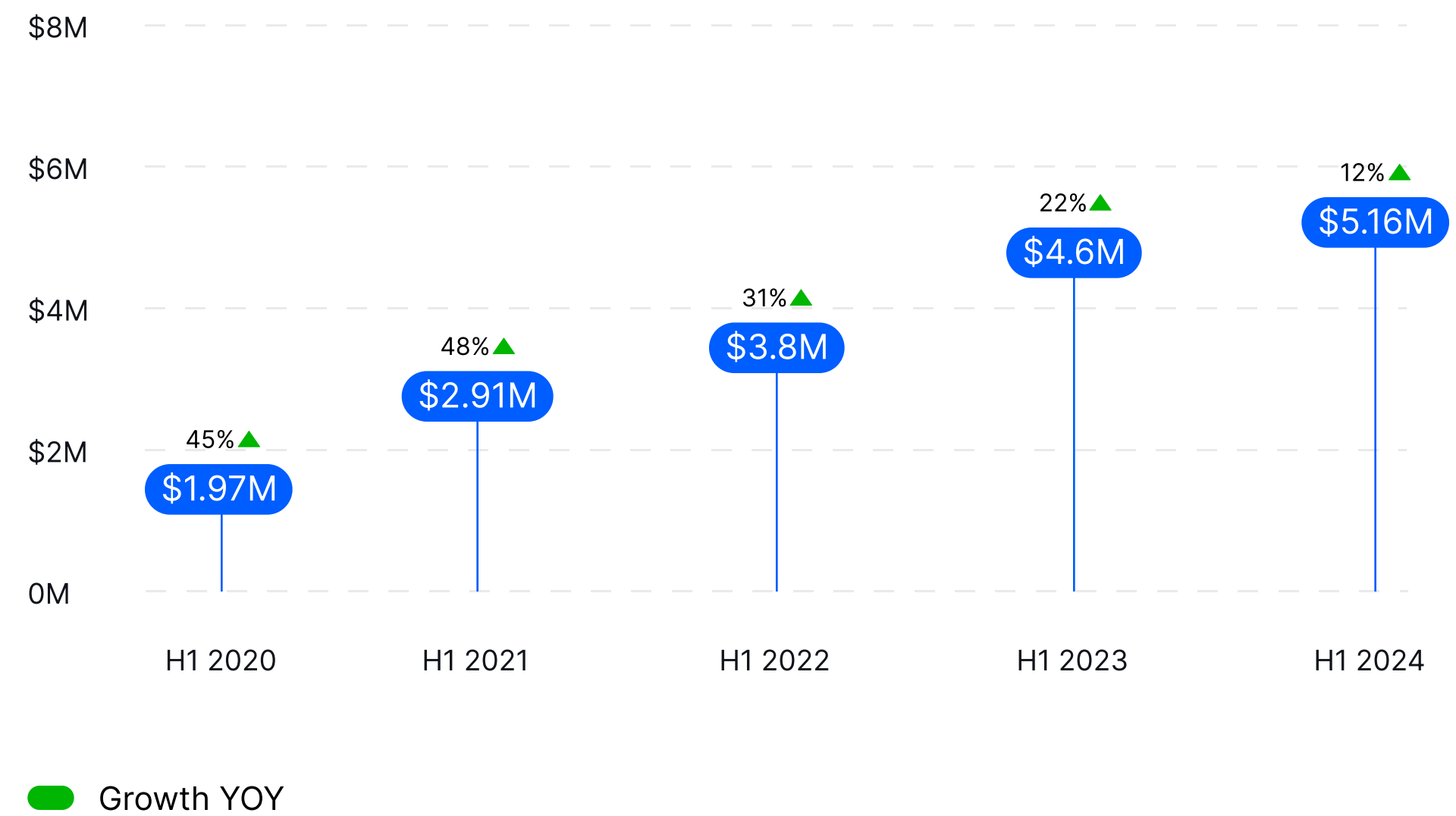
HIGHLIGHTS

- 12% growth in Total Premium Revenue over H1 2023
- 169% growth in Premium New Registration Revenue for .fun
- 27% CAGR in H1 Premium revenue from 2020 to 2024

H1 YEARLY GROWTH

Radix anticipates surpassing \$10M in retail premium revenue in 2024.

RADIX PREMIUMS GROWTH YOY



LEADING TRENDS & KEY MARKET DYNAMICS

.FUN'S JUST BEGUN

.Fun premium sales in Q2 2024 were **2.5x** higher than in Q1 2024, making H1 2024 its best half-year yet. Its astronomical growth has continued month after month since April 2024. Clearly, .fun is having a lot of fun in the market!

WEB3 WAVE OF .FUN

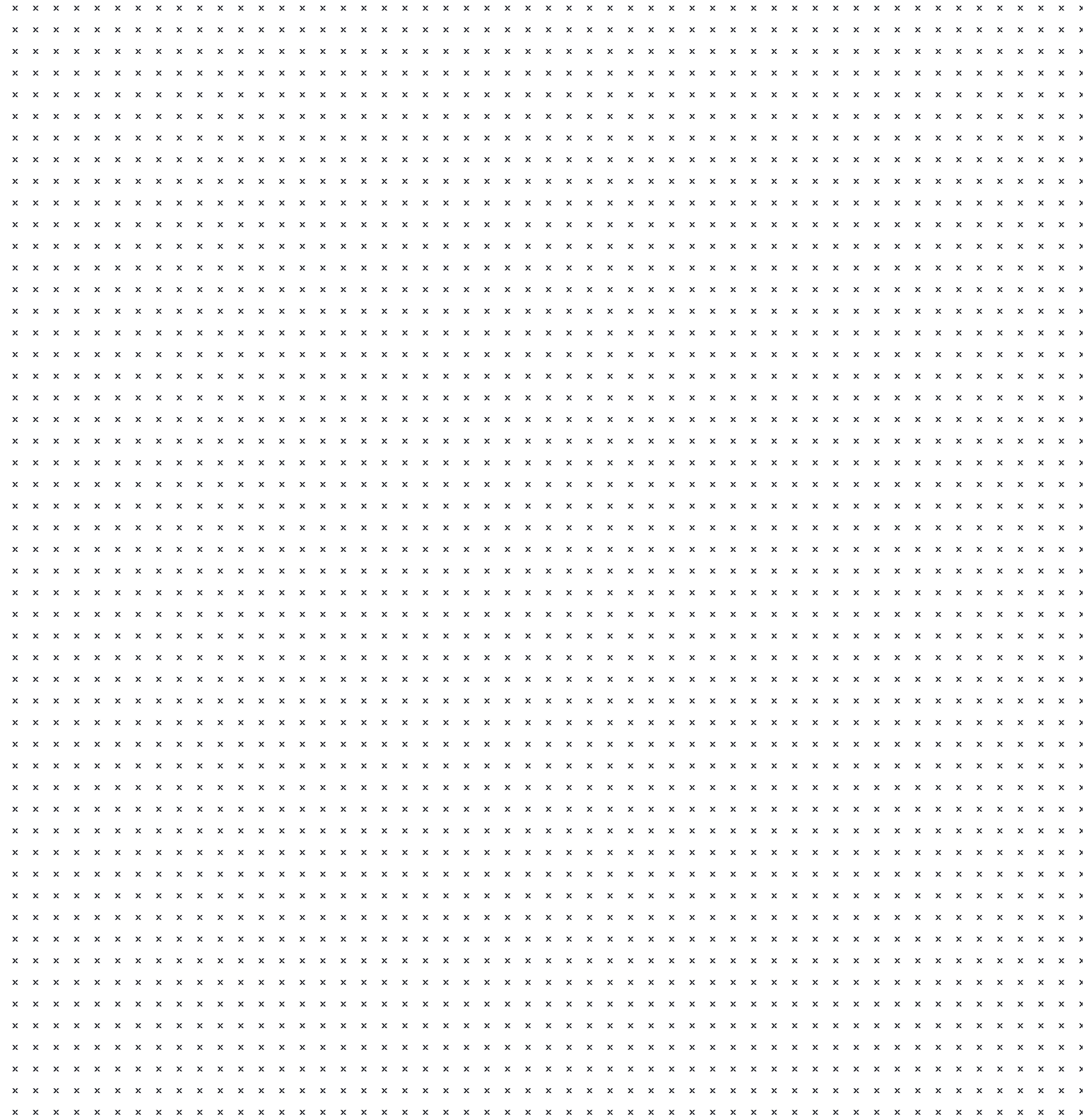
Here's a .fun fact: 1 out of 6 live .fun websites from H1 2024 registrations are tied to Web3 use cases.

SPACESHIP HAS LANDED

Spaceship has experienced meteoric growth, with a **10x** increase in revenue and a **5x** boost in registrations since H1 2023. This stellar rise has propelled Spaceship to 4th place among registrars contributing to Radix's new registration revenue market share.

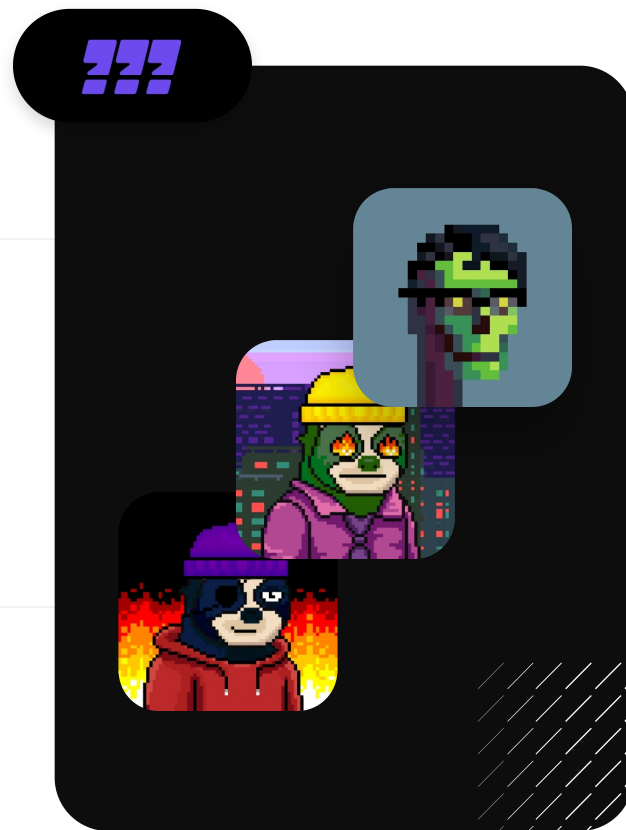
TOP-TIER TRENDS

Domains in the premium tiers (\$2,500 and up) saw a **20%** increase in registrations compared to H1 2023, suggesting that premium domain customers are increasingly willing to invest in higher-quality domains at higher prices.



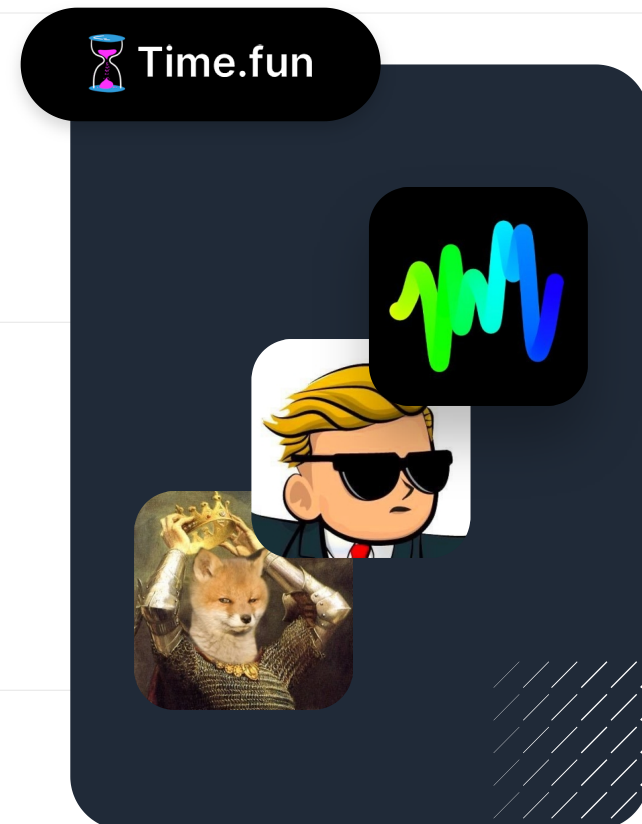
MORE THAN .FUN AND GAMES - JOINING THE WEB3 PARTY

Short premium domains on **.fun** saw rising adoption in the **Web3 space**, attracting attention from a variety of blockchain projects. These projects encompass a wide range - from tokenizing creators' time to gaming and meme-coins to decentralized social media platforms.



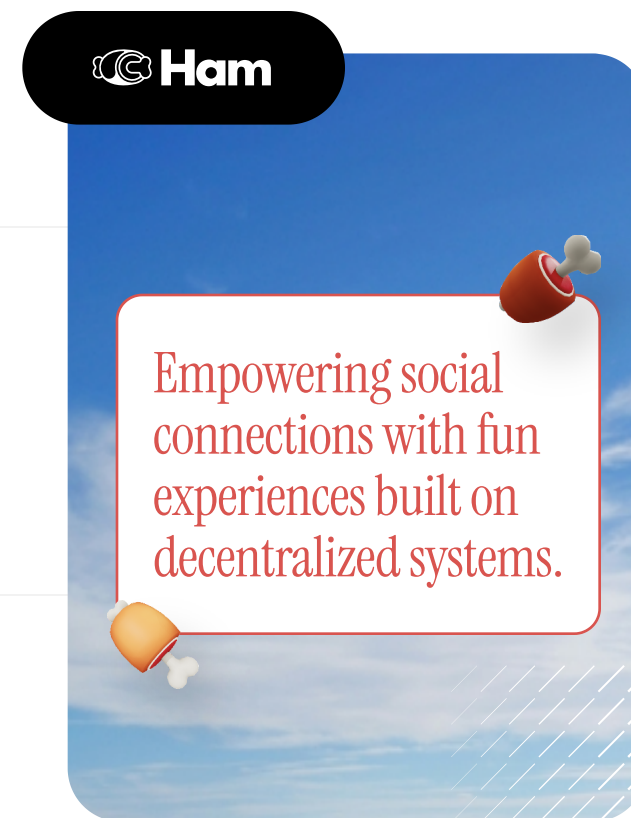
Mint.fun is an NFT mint aggregator letting users discover and mint trending NFTs across multiple blockchains in one interface. It ranks projects by popularity, saving search hassle. With **287.5k** monthly visits, it's booming in the NFT space.

mint.fun



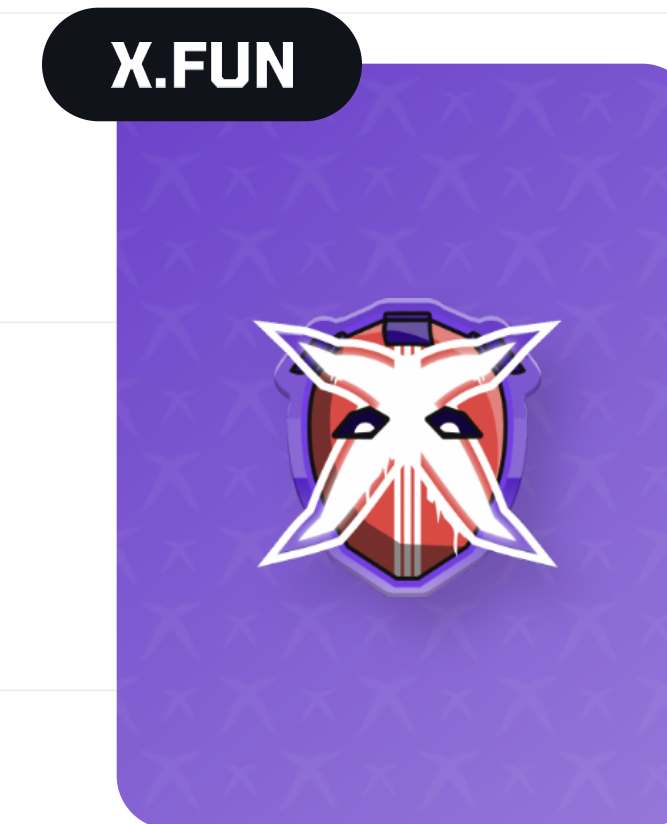
Time.fun lets users trade tokenized time with their favorite creators. Fans can buy and exchange time slots, supporting creators uniquely. Using blockchain for secure, transparent transactions, it has **57.3K** monthly visits.

time.fun



Ham.fun integrates decentralized payments into Warpcast, using "Floaties" for transactions and tips. It also features \$PHAM, a meme coin backed by six other meme-coins. It already gets **328.3k** monthly visits and counting.

ham.fun



X.fun is a platform for Counter-Strike 2 (CS2) players, focusing on virtual case openings and various game modes. It allows users to log in with their Steam accounts to win in-game rewards.

x.fun

PUMP.FUN GATEWAY TO MEMECOIN CREATION AND TRADING

Pump.fun is a Solana-based platform that enables users to create and launch new tokens, particularly meme coins, without requiring initial liquidity. “Meme coin” refers to cryptocurrencies inspired by characters, individuals, animals, artwork, or other mimetic elements. These coins are typically supported by enthusiastic online communities and are intended to be light-hearted and fun. Consequently, a .fun domain is perfectly suited for them.

The process on pump.fun is designed to be simple and cost-effective, costing less than \$2. Tokens are traded based on a bonding curve, which determines prices according to supply. With **8.6M+ monthly visits** and **76% direct traffic**, it’s a popular marketplace for meme-coins.



Trump Superman Coin



Albartcoin



EnKrypto



Dealer Joe



Degoat



Pei Long



NdBadGovernance



Shiba Inustronaut



NEW PREMIUM REGISTRATIONS

NEW PREMIUM REGISTRATIONS

REVENUE BY TLD

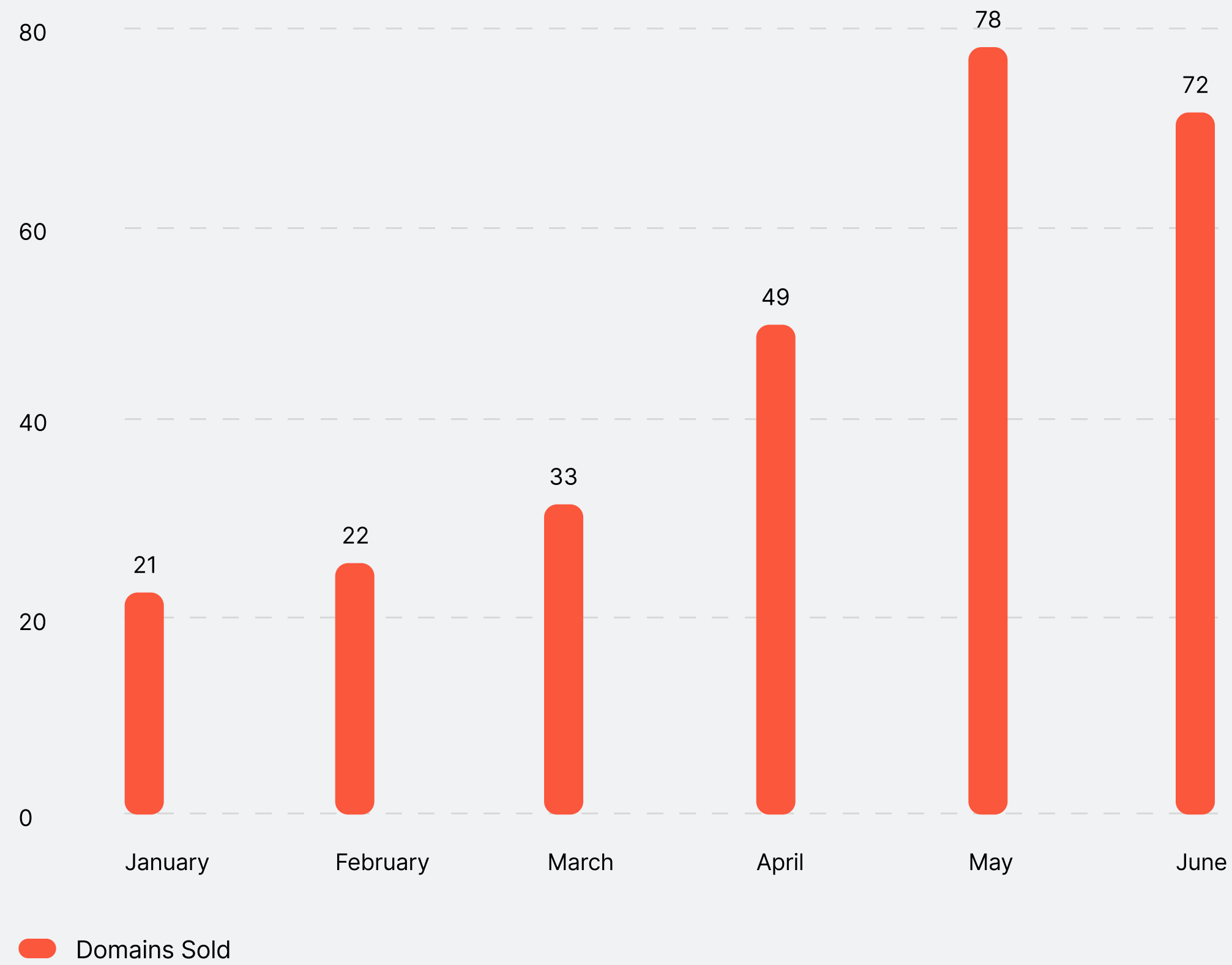
TLD	Retail Revenue	No. of Domains Registered
.Tech	\$413,906	349
.Online	\$218,642	342
.Store	\$204,588	316
.Fun	\$185,196	277
.Space	\$142,554	275
.Site	\$97,228	195
Other Radix TLDs	\$63,577	145
Total	\$1,325,961	1899

REVENUE BY PRICING TIER

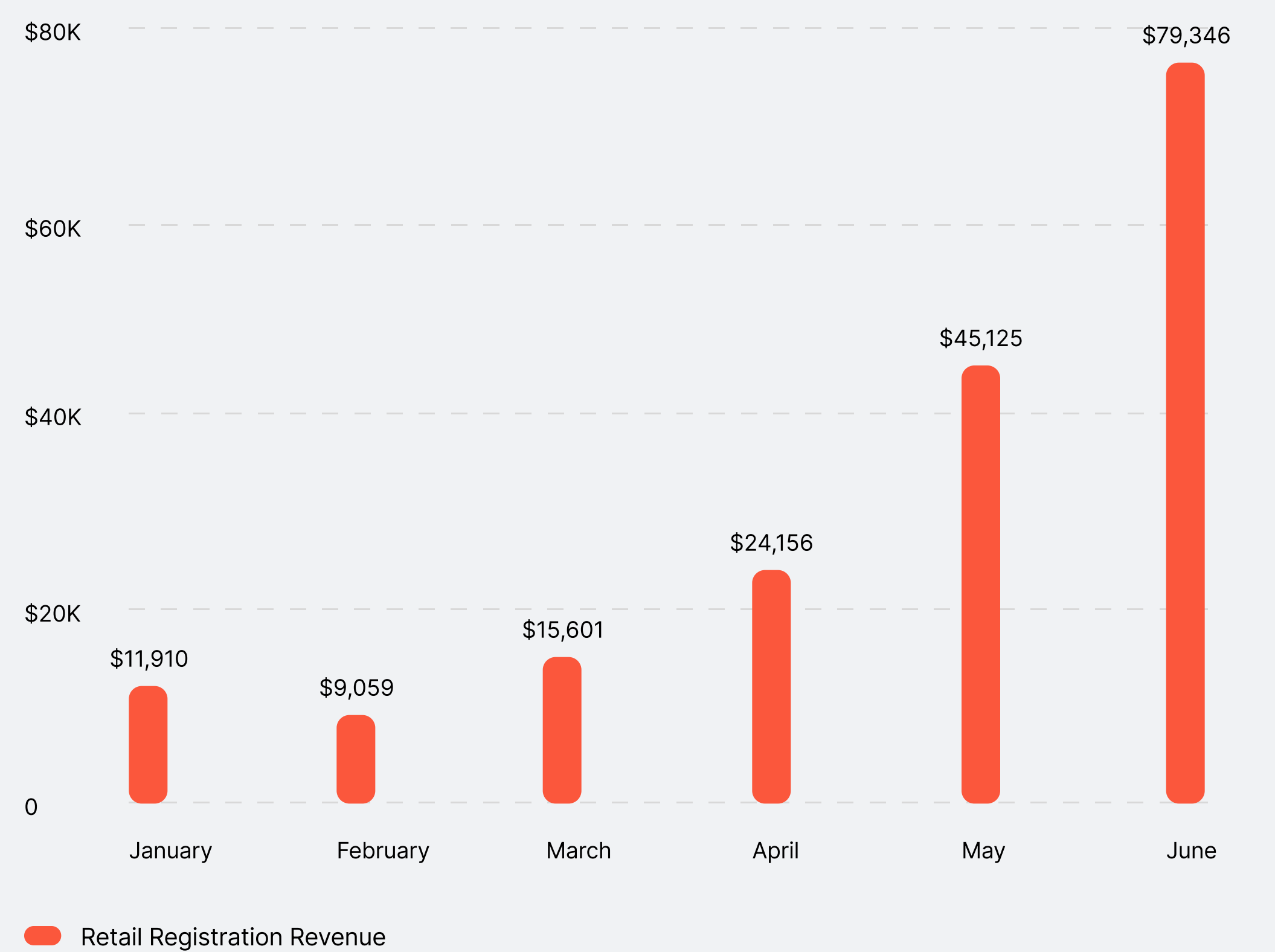
Price Tier (Annual Premium Fee)	Retail Revenue	Retail Revenue Contribution
<\$250	\$274,775	21%
\$500	\$247,733	19%
\$1,000	\$228,811	17%
\$2,500	\$215,404	16%
\$5,000	\$194,573	15%
>\$10,000	\$164,395	12%
Total	\$1,325,961	

THE .FUN BEHIND THE NEW REGISTRATIONS

.FUN PREMIUM DOMAINS SOLD

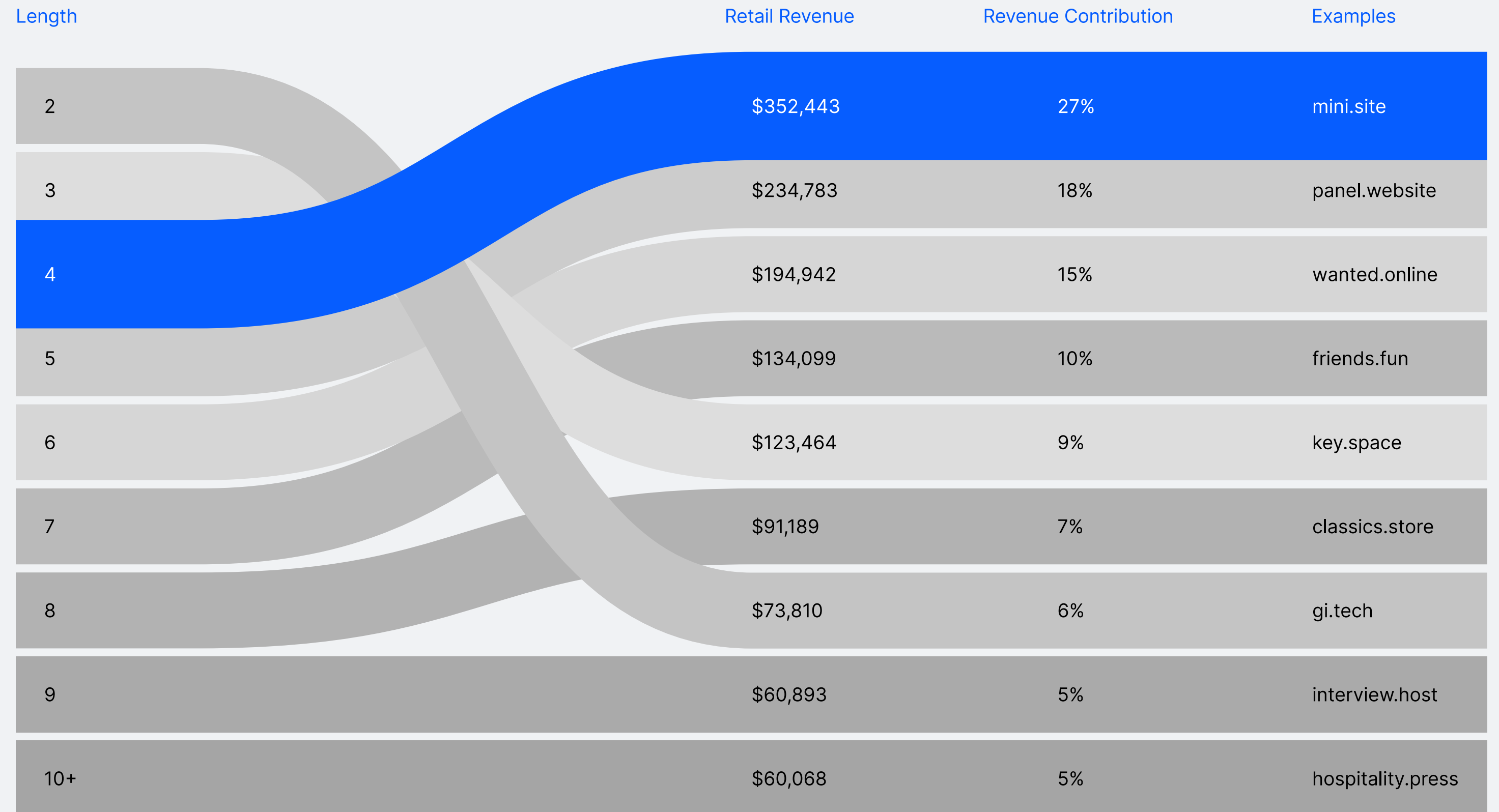


.FUN RETAIL REGISTRATION REVENUE



PREMIUM REGISTRATIONS - KEYWORD INSIGHTS

SLD LENGTH

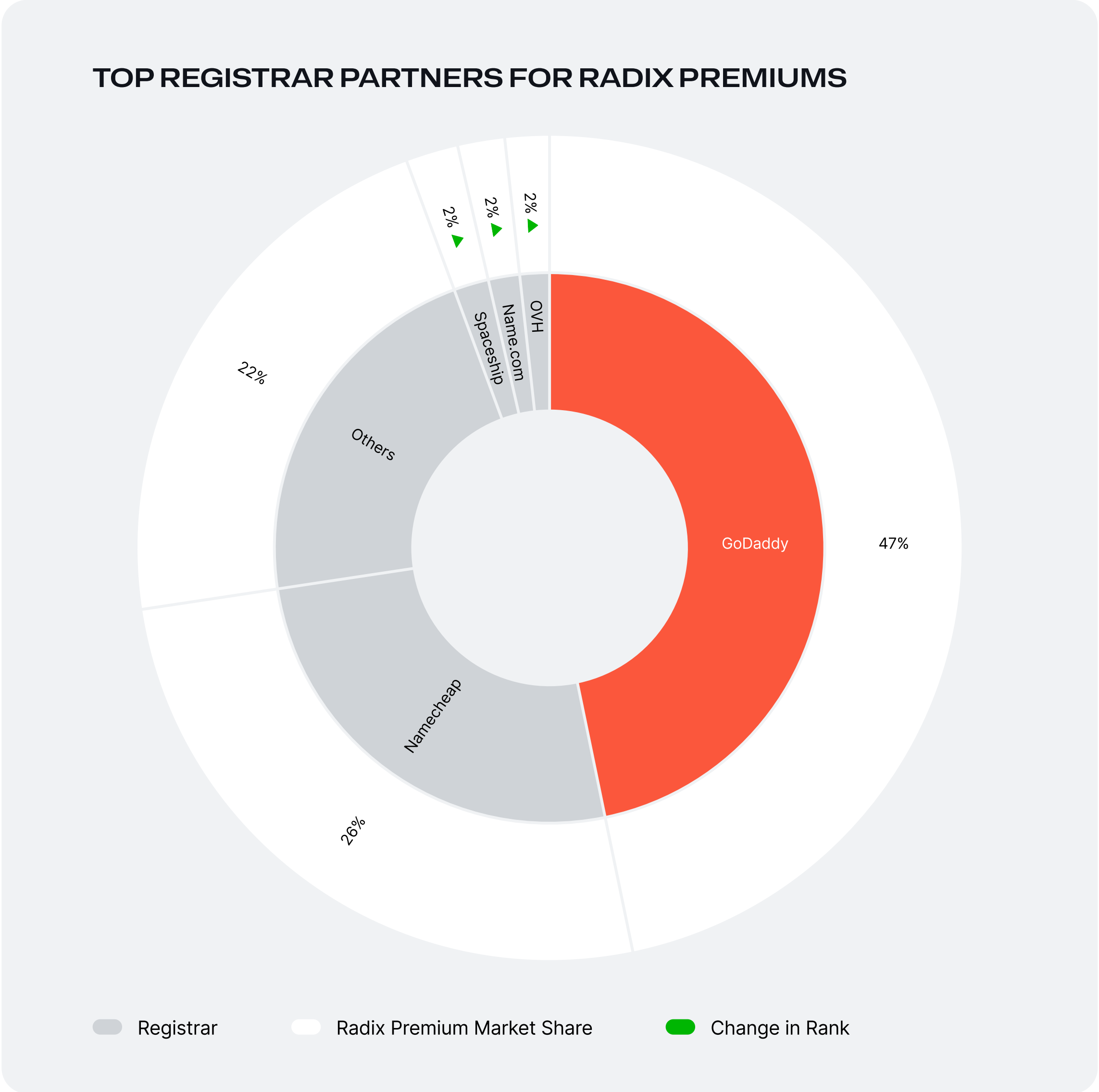


Total

\$1,325,961



TOP REGISTRAR PARTNERS FOR RADIX PREMIUM DOMAIN REGISTRATIONS

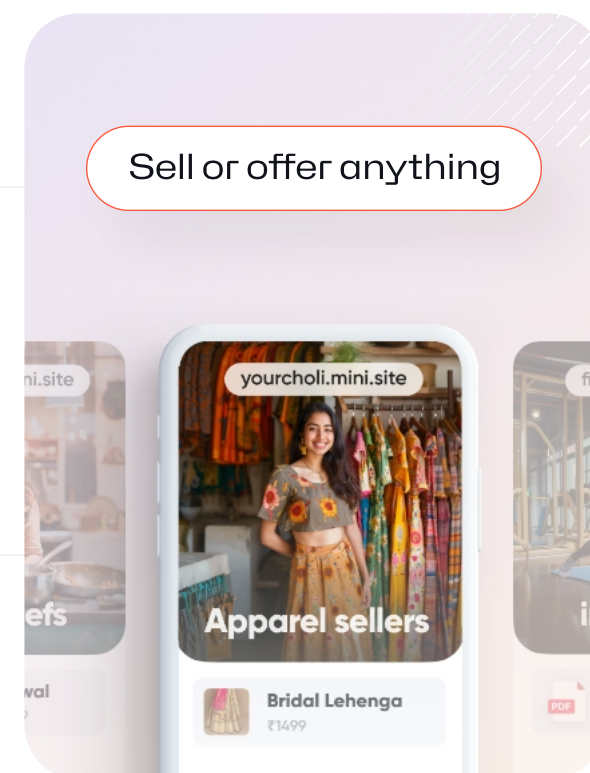


SPACESHIP HAS SKYROCKETED WITH

- ▲ 10X Revenue Boost
- ▲ 5X Increase in registrations
- ▲ Now ranking 4th in Radix's premium domain market share

PREMIUMS SHOWCASE

Some of the most exciting Radix premium use cases from H1 2024



Mini.site is a platform established by Indian unicorn Swiggy to enable businesses, creators, and professionals to create fully functional websites.

mini.site



Mandatory.fun is a fill-in-the-blank card game that brings all the laughs from cards against humanity to your team-building experience. It is designed to make team interactions fun and engaging, fostering a lively and enjoyable atmosphere.

mandatory.fun



Define.tech is the home of Define Protocol, a decentralized identity and reputation layer for global talent. It is backed by the \$DEF token and aims to provide a secure and reliable identity framework for professionals.

define.tech



Sera.space's mission is to create a space agency for everyone by building a global community dedicated to space exploration and research. They aim to democratize access to space and inspire a new generation of space enthusiasts.

sera.space

PREMIUM DOMAIN RENEWALS

PREMIUM DOMAINS RENEWALS

PREMIUM RENEWAL RATES

FIRST RENEWAL

62%

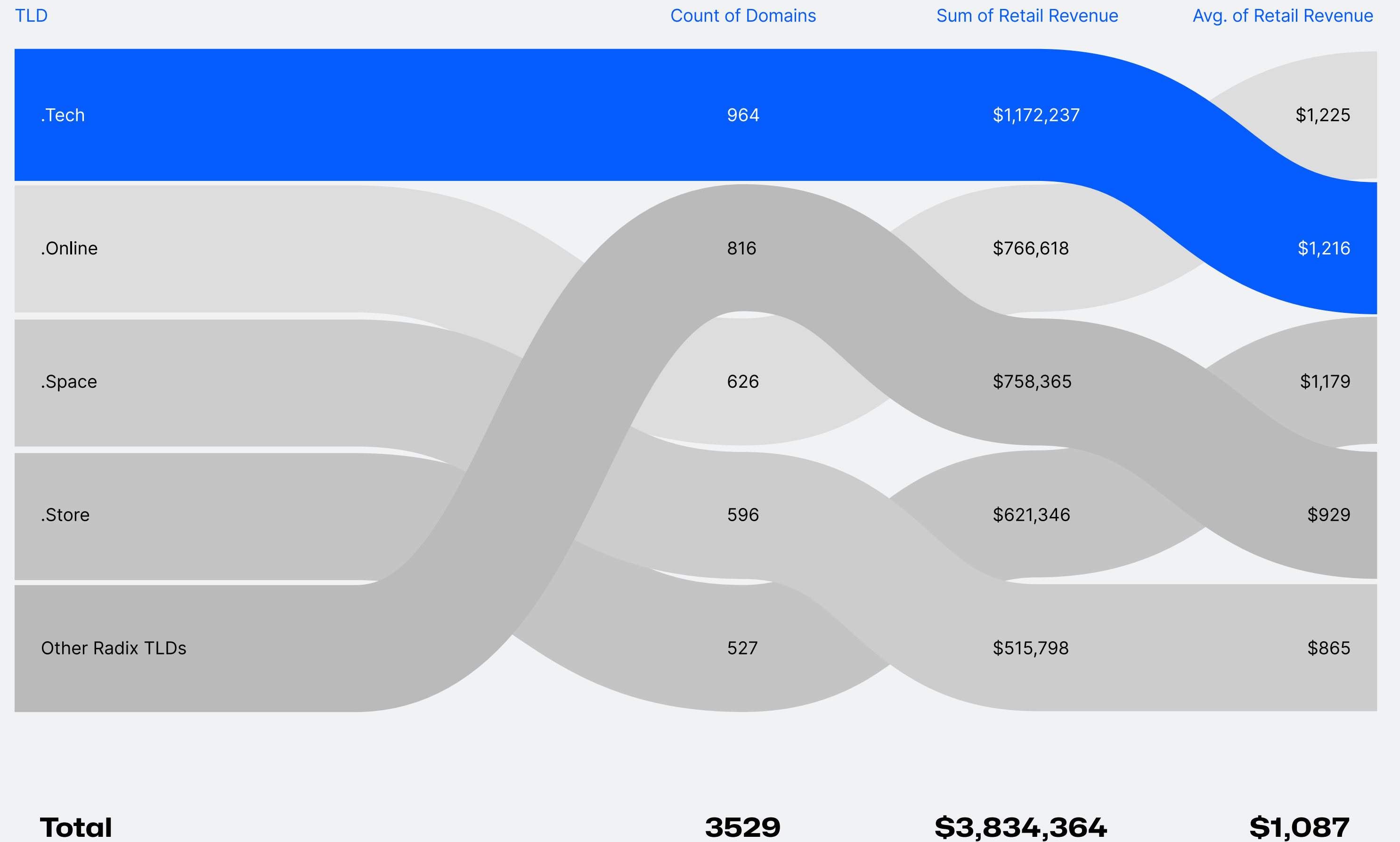
SECOND RENEWAL

72%

THIRD AND SUBSEQUENT RENEWALS

84%

PREMIUM DOMAIN RENEWALS & AVERAGE RENEWAL PRICE



RENEWED SHOWCASE

A showcase of some of the most unique businesses built on Radix premium domains.



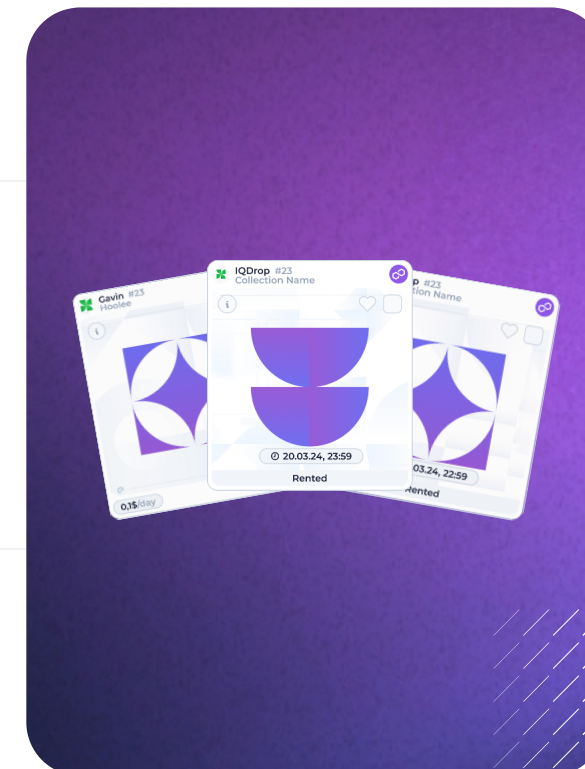
order.online
Annual Fee - **\$27,000**

4TH RENEWAL



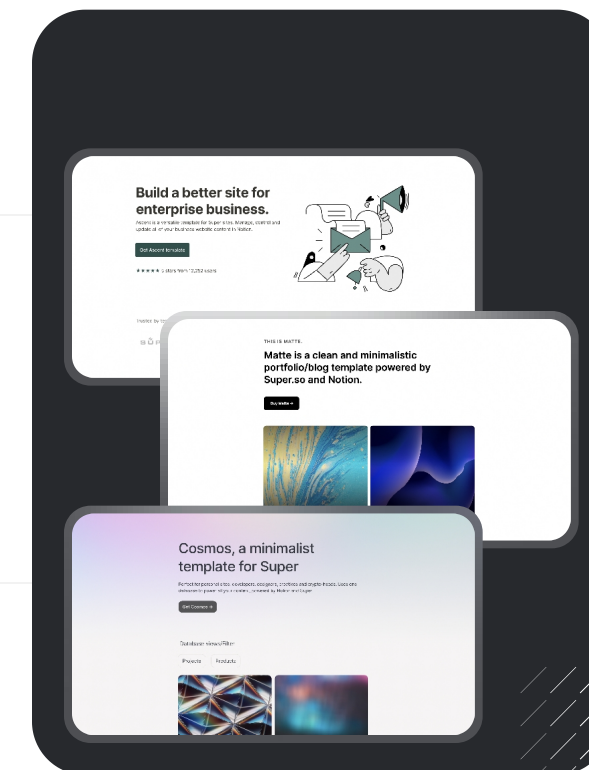
german.tech
Annual Fee - **\$6,150**

5TH RENEWAL



iq.space
Annual Fee - **\$6,500**

3RD RENEWAL



super.site
Annual Fee - **\$6,250**

3RD RENEWAL

PREMIUM PICKS - A PEEK INTO RADIX PREMIUMS INVENTORY

Our inventory continues to offer premium short domains and exact-match keyword domains that are rare in .com. In fact, over **95%** of Radix's available premium domains are not found in top legacy TLDs.



ECOMMERCE

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

TECHNOLOGY

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

WEB3

wallet.fun • nft.space • ledger.site • token.site • coin.tech • bitcoin.online • wallet.site
tokens.website • altcoin.tech • blockchain.site

TOP CATEGORIES - AVAILABLE INVENTORY

LL

98%

LLL

98%

ENGLISH

95%

GET IN TOUCH

PREMIUM DOMAIN INQUIRES



KARN JAJOO



SOHAM GIDWANI

CONTACT PREMIUMS@RADIX.EMAIL ↗

FOOTNOTES

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

RADIX[®]