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# ESCROW.COM DOMAIN INVESTMENT INDEX

3rd Quarter 2019

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# Escrow.com Domain Investment Index: Q3, 2019

*For the quarter ending 30 September 2019*

## Executive Summary

The *Escrow.com Domain Investment Index for Q3 2019* provides insight into the domain name market for the 2019 September quarter as compared to previous quarters.

The latest data from Escrow.com, the world's largest online escrow provider for internet domain names and a range of other items, shows that longer domain names rose in popularity over the quarter.

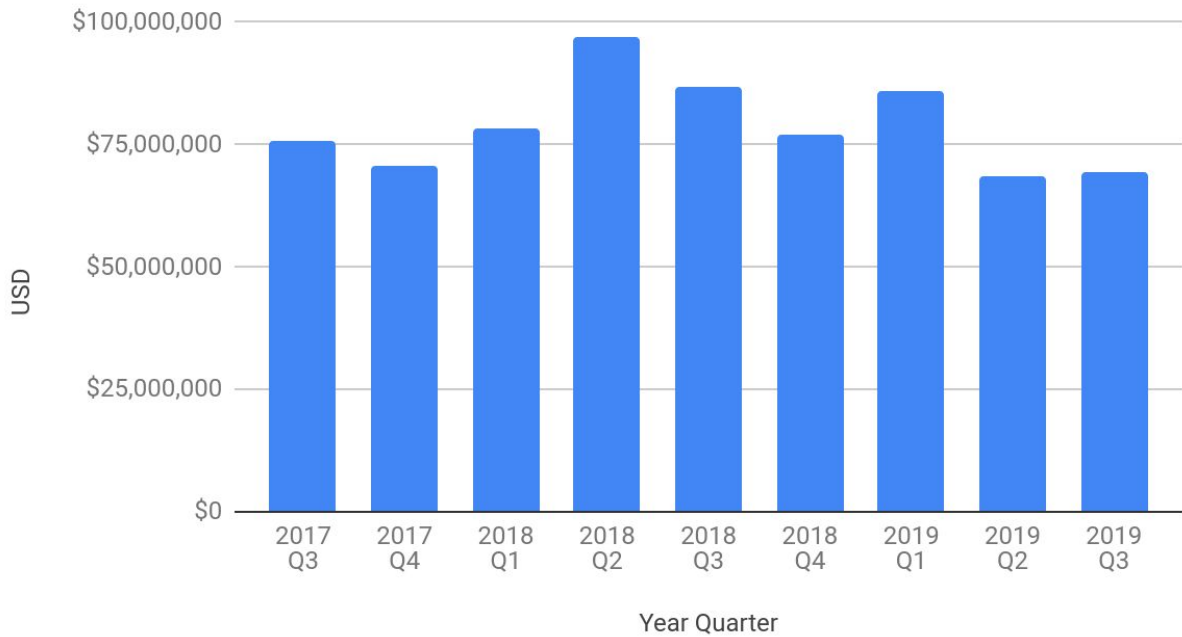
Domain names using letters saw across-the-board rises in median price, regardless of length. Domains with four, five or even six letters saw strong price growth in Q3 2019.

Meanwhile, demand for domain names by country remains volatile. After a strong Q2, China fell sharply in total transaction value for Q3, while the United Kingdom overtook it as the second strongest market for domain name sales. The United States retains its spot at number one with the highest total transaction value.

### **Domain name transaction value rising**

In the three months ending September 2019, the total value of domain name transactions facilitated by Escrow.com saw an uplift from the second quarter. As exhibited in **Figure 3.0**, the total value of domain names transacted on [Escrow.com](https://www.escrow.com) rose to US\$69.3 million in Q3 2019, up slightly from US\$68.6 million in Q2 2019.

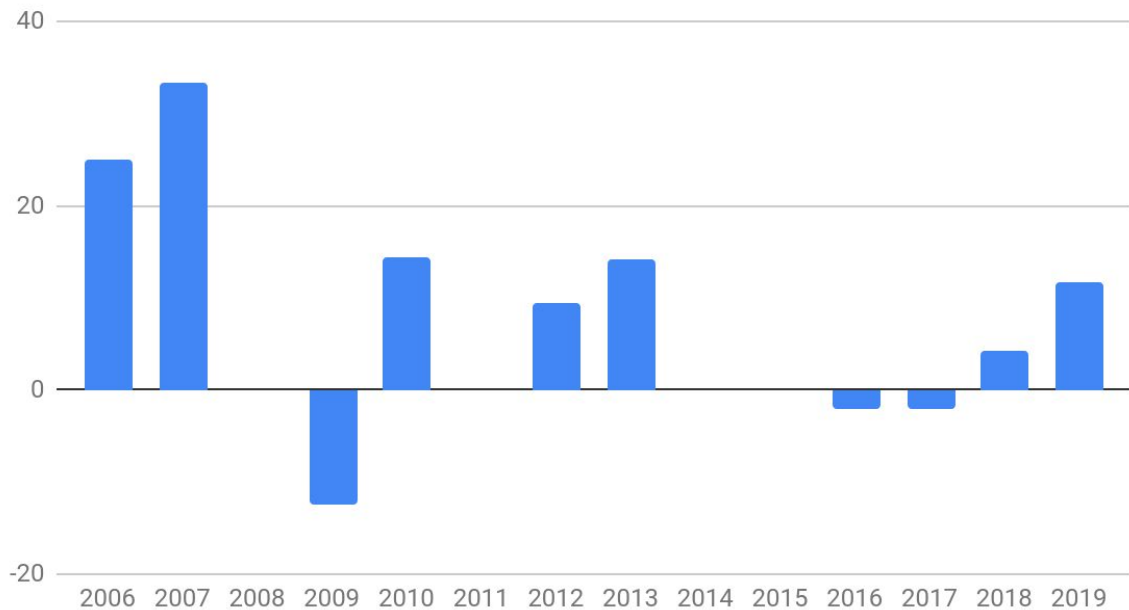
### Total Transacted Domain Name Amount



**Figure 3.0: Total transacted domain name value in US Dollars for the three months ending September 2019. Source: Data acquired from Escrow.com.**

On a median year-on-year price return basis, Q3 2019 more than doubled compared to the previous Q3 2018, as can be seen in **Figure 3.1**. Median year-on-year price return was 11% for Q3.

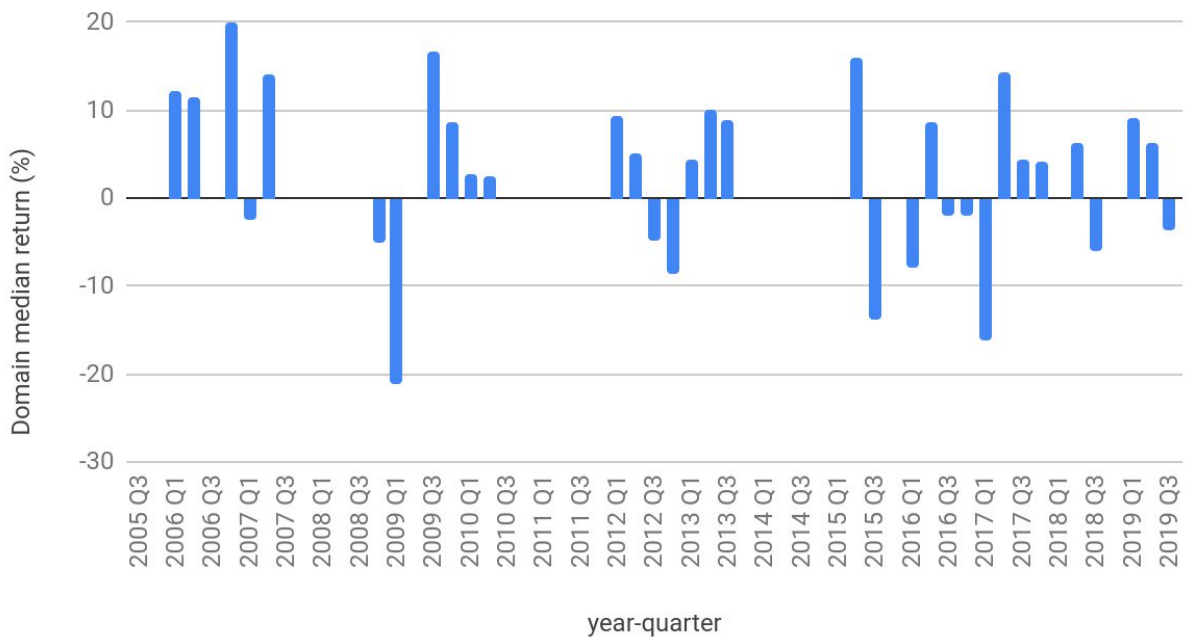
### Domain Name Median Price YoY Q3 Return Rate



**Figure 3.1: Domain name median price return rate for the three months ending September 2019, compared to the corresponding quarter over the past 12 years. Source: Data acquired from Escrow.com. (Note - no visible bar graph represents a 0% year-on-year change)**

However, median price returns were down compared to the previous quarter. As can be seen in Figure 3.2, median price returns for Q3 2019 were down 3.7% compared to Q2 2019. A similar dip occurred in Q3 2018.

### Domain Median Price Return (%) vs Quarter

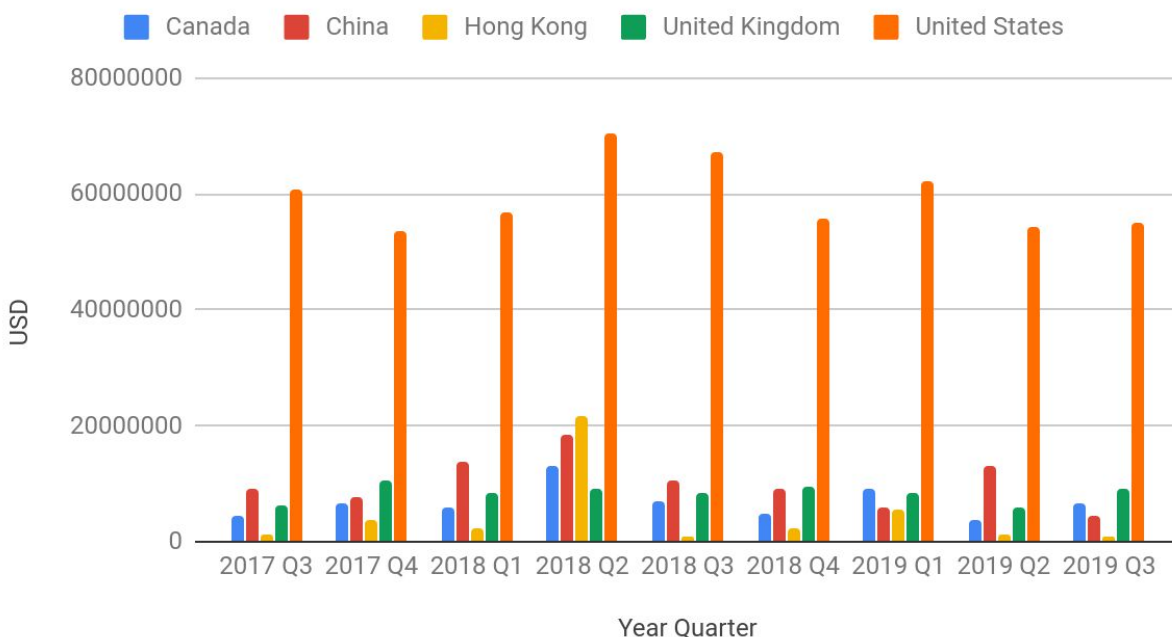


**Figure 3.2: Domain name median price return rate for the three months ending September 2019, compared to the corresponding quarter over the past 13 years. Source: Data acquired from Escrow.com. (Note - no visible bar graph represents a 0% quarter-by-quarter change)**

#### **China's rally short lived**

The United States continued to lead the top 5 regions by total transaction value by a wide margin at \$55 million. However, China's Q2 2019 rally proved short-lived. After hitting \$13 million in transaction value in Q2, transaction value in China fell to \$4.6 million in Q3 2019, as illustrated in Figure 3.3.

### Total Transaction Value in Top 5 Regions Quarterly Graph

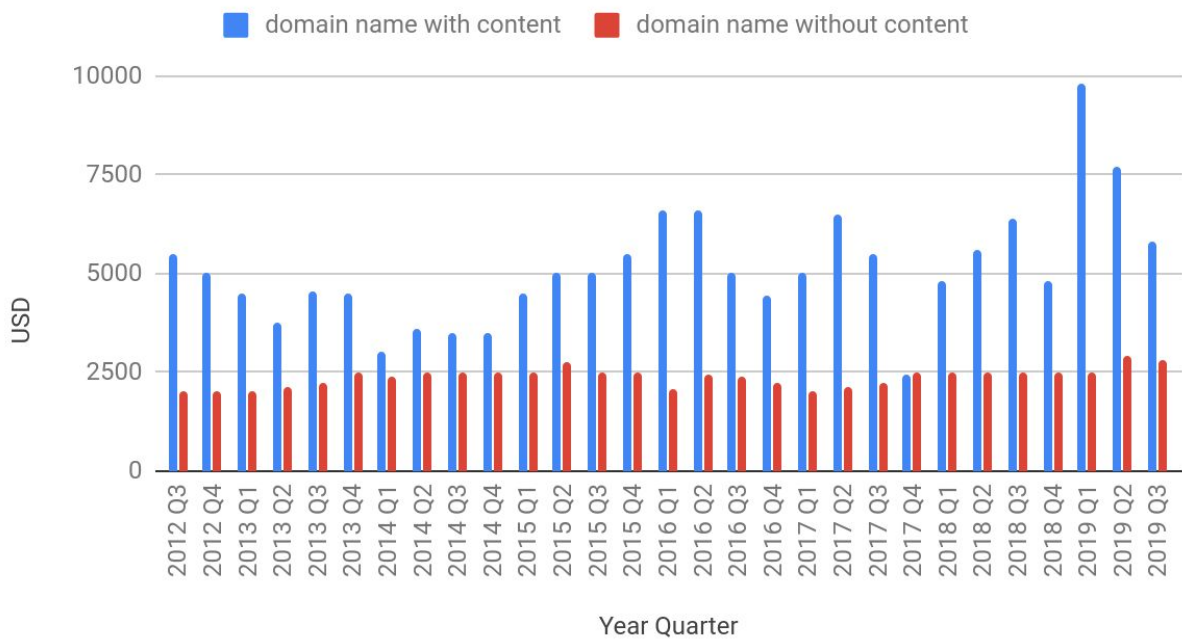


**Figure 3.3: Total transacted domain name value in US Dollars of the top five transacting regions for the three months ending September 2019, compared to the prior six quarters. Source: Data acquired from Escrow.com.**

#### **Content is king, but sites without are more popular**

Domain names with content continued to attract a higher median than those without content, although the median price for domains with content continued to drop from US\$7700 in Q2 2019 to US\$5800 in Q3 2019. Domain names without content also declined slightly in median value, from US\$2900 in Q2 to US\$2800 in Q3 2019.

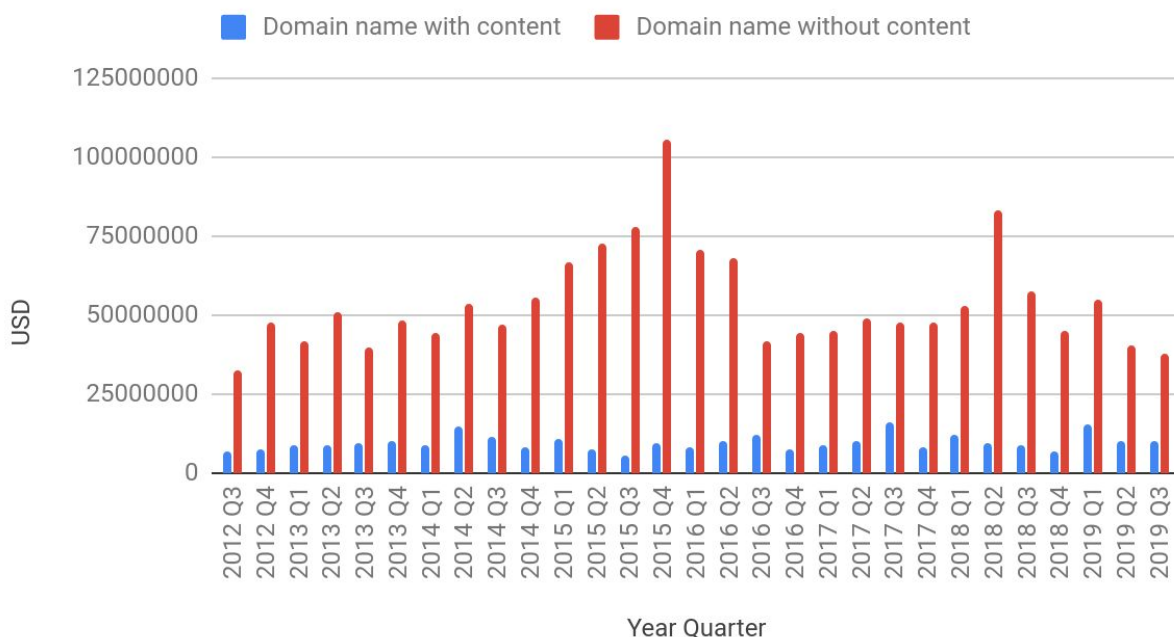
## Domain name with or without content median price graph



**Figure 3.4: Quarterly domain name median price in US Dollars for domains with and without content, compared to previous quarters over the past six years. Source: Data acquired from Escrow.com.**

But in total quarterly sum, domains without content continued to be popular with a total sum of US\$37 million for Q3 2019, compared to US\$10.2 million for domain names with content, as demonstrated in Figure 3.5.

## Domain Name with Content vs Domain Name without Content



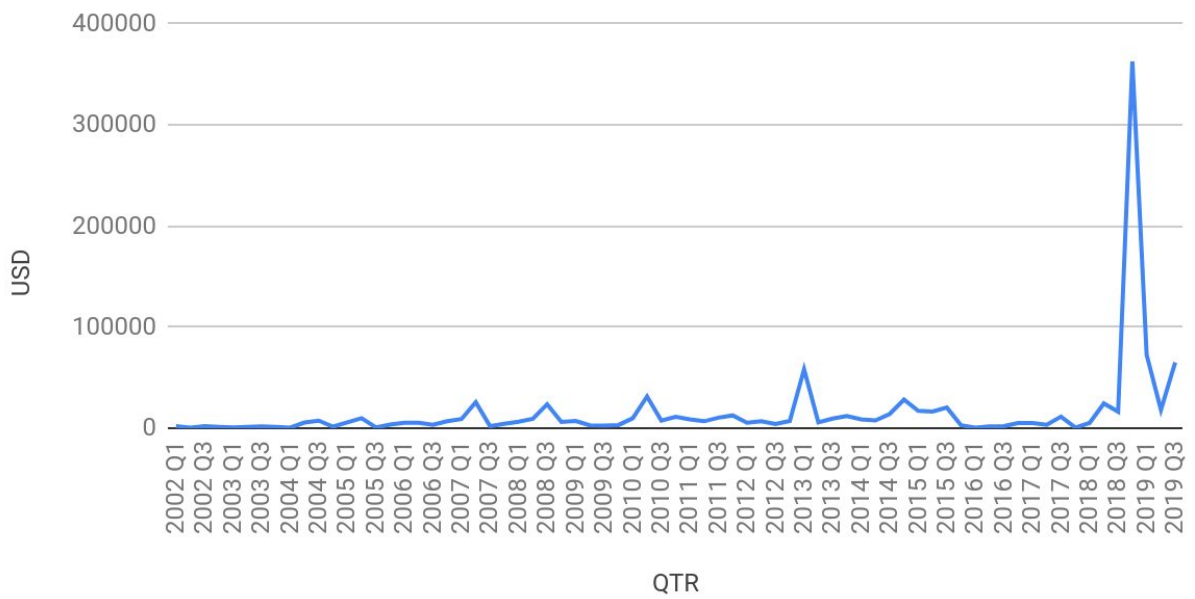
**Figure 3.5: Quarterly sum total in US Dollars of transactions for domains with and without content, compared to previous quarters over the past six years. Note: Data acquired from Escrow.com.**

### Longer domains attracting higher prices

Though 2-3 character domains continue to attract the highest prices, **Figures 3.6 through 4.4** show a trend of longer domain names rising in value. After a meteoric rise in Q1 and a steep decline in Q2, 2-3 character .com domains have seen some recovery in Q3 2019. Following a dip after two consecutive strong quarters, 4 character .com domain name median price continued its rise, from US\$7000 in Q2 2019 to US\$7250 in Q3 2019. Likewise, 5- and 6-character domains also saw a rise in median price.

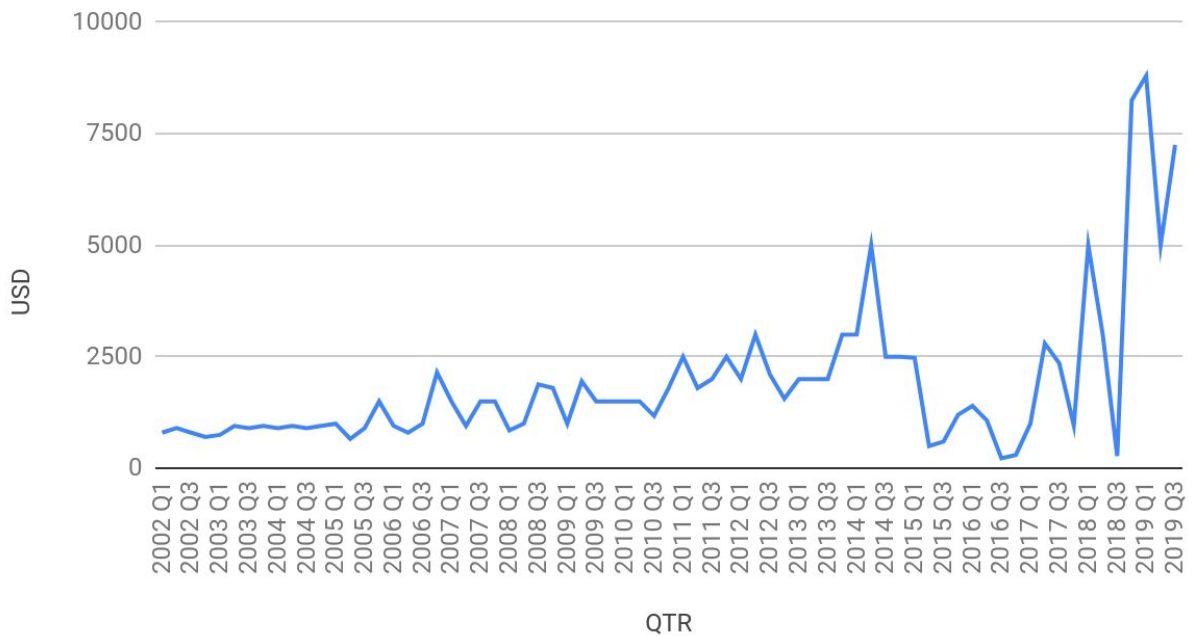


## 2/3 Character.com Domain Name Median Price Quarterly Graph



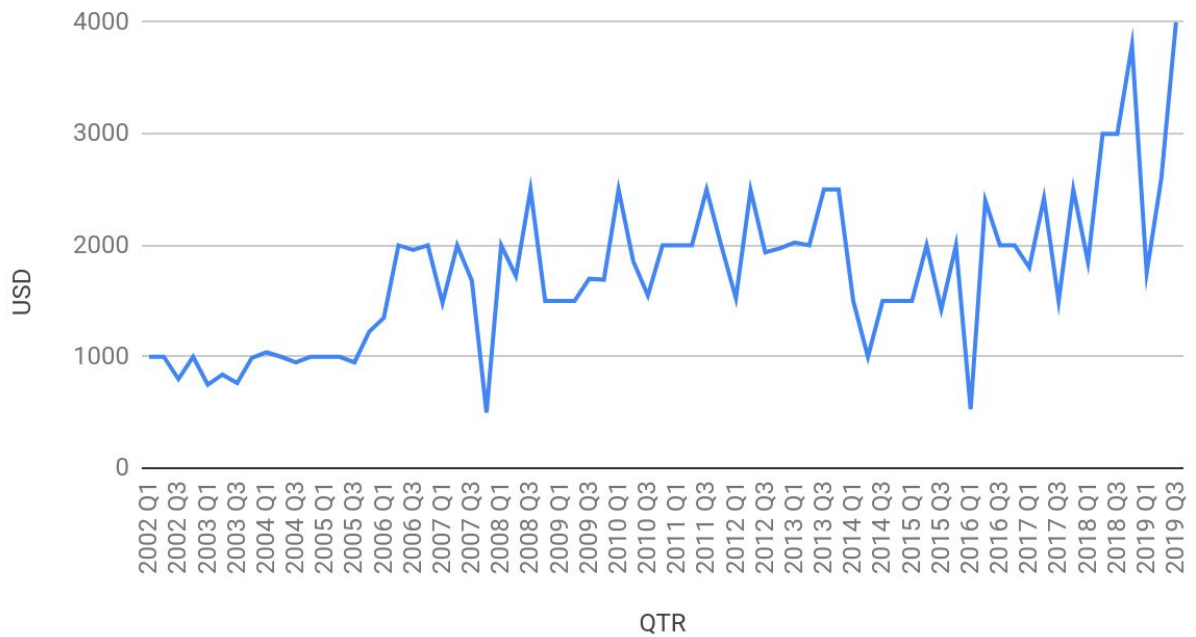
**Figure 3.6: Domain name median price in US Dollars for domain names with two and three characters in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

### 4 Character.com Domain Name Median Price Quarterly Graph



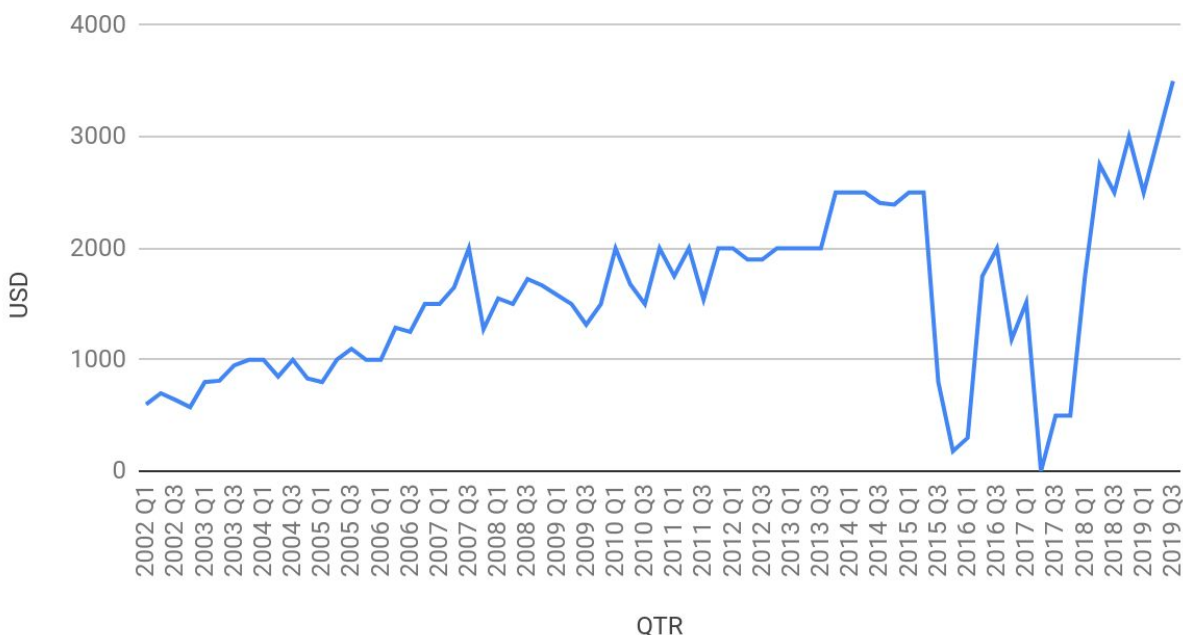
**Figure 3.7: Domain name median price in US Dollars for domain names with four characters in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

### 5 Character.com Domain Name Median Price Quarterly Graph



**Figure 3.8 - Domain name median price in US Dollars for domain names with five characters in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

### 6 Character.com Domain Name Median Price Quarterly Graph

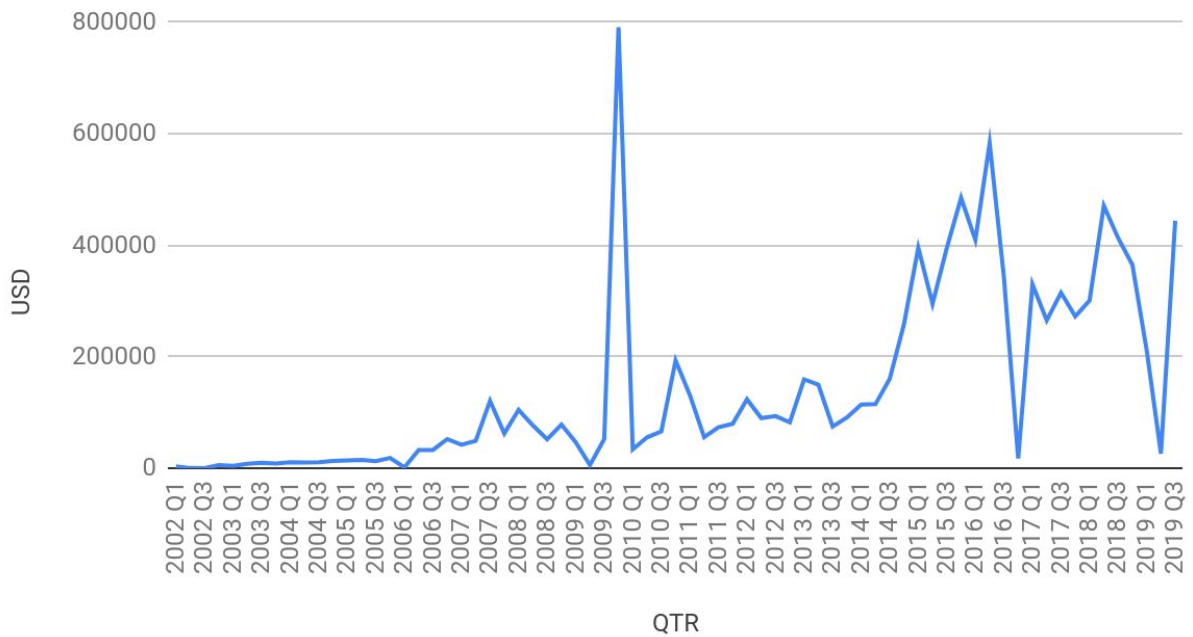


**Figure 3.9: Domain name median price in US Dollars for domain names with six characters in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

#### Across the board rise for letter-based domains

Domain names using letters saw a rise in median price, regardless of their length. While 2-3 letter domains remain the most valuable at a median price of US\$444,000 in Q3 2019, 4-, 5- and 6-letter domains also saw rises in median price for the quarter.

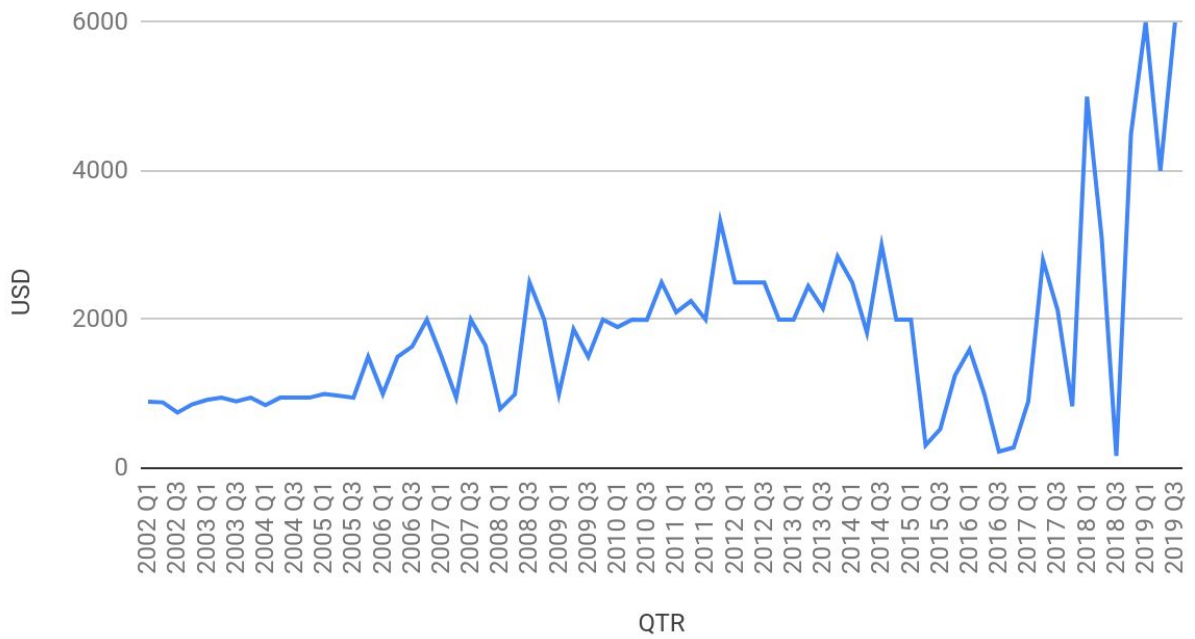
### LL / LLL.com Domain Name Median Price Quarterly Graph



**Figure 4.0: Domain name median price in US Dollars for domain names with two and three letters in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

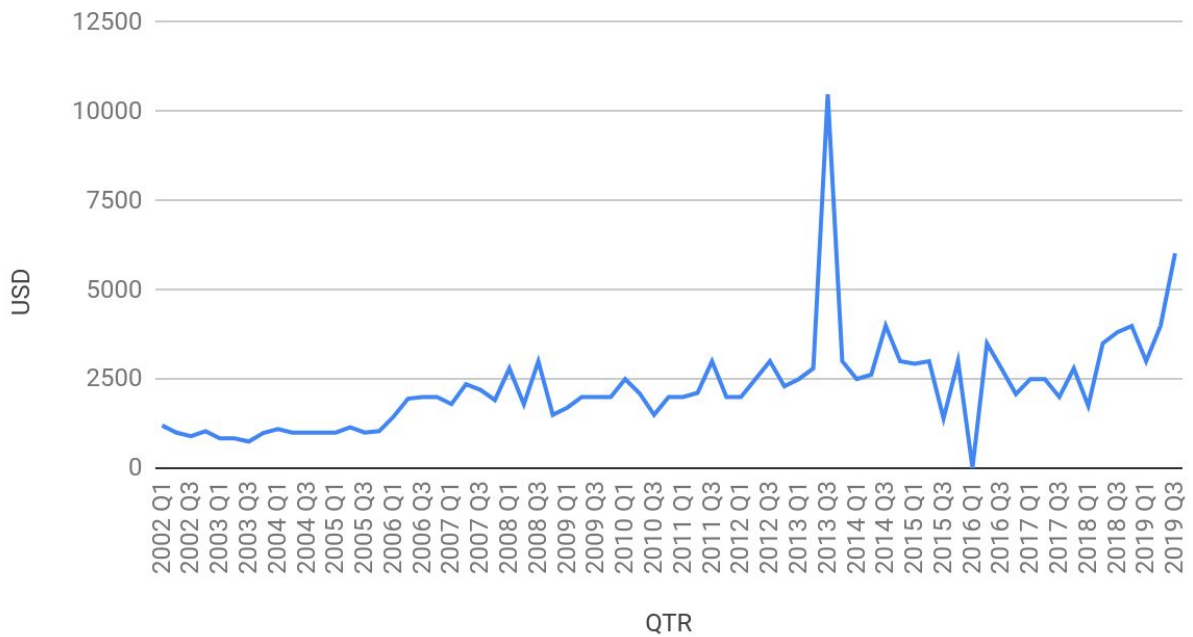
Four letter domains dropped to \$4000 after peaking at \$6000 in Q1 2019.

### LLLL.com Domain Name Median Price Quarterly Graph



**Figure 4.1: Domain name median price in US Dollars for domain names with four letters in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

### LLLLL.com Domain Name Median Price Quarterly Graph

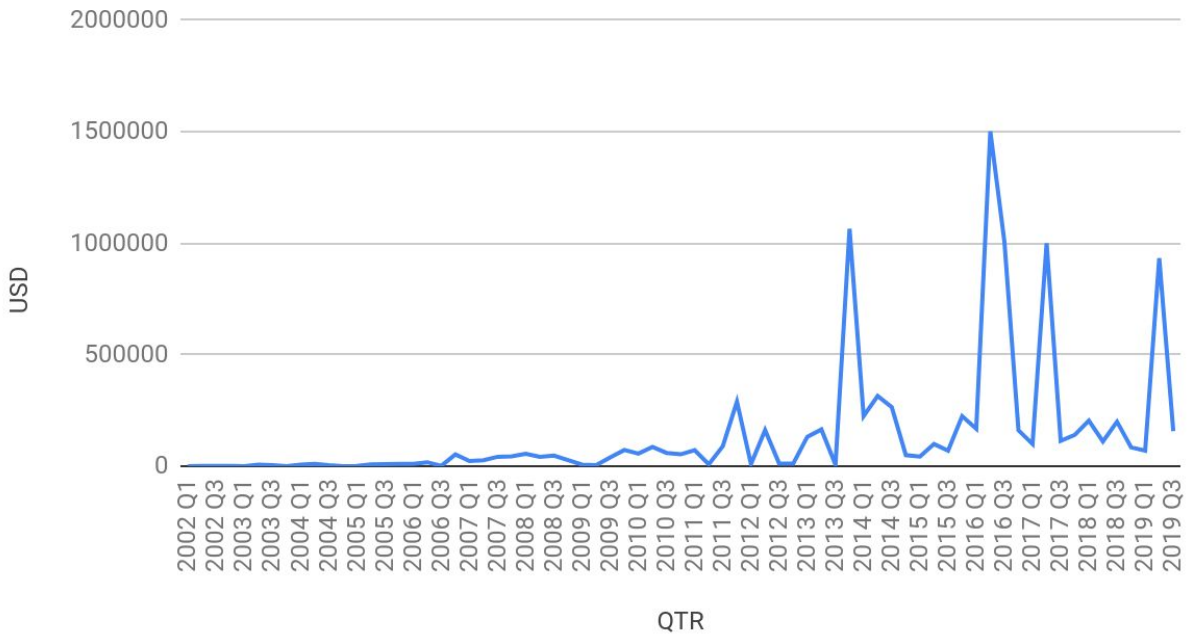


**Figure 4.2: Domain name median price in US Dollars for domain names with five letters in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

#### **Number domains on the decline**

Both 2-3 and 4 number domain names declined in median price over Q3 2019, as demonstrated in **Figures 4.3 and 4.4.**

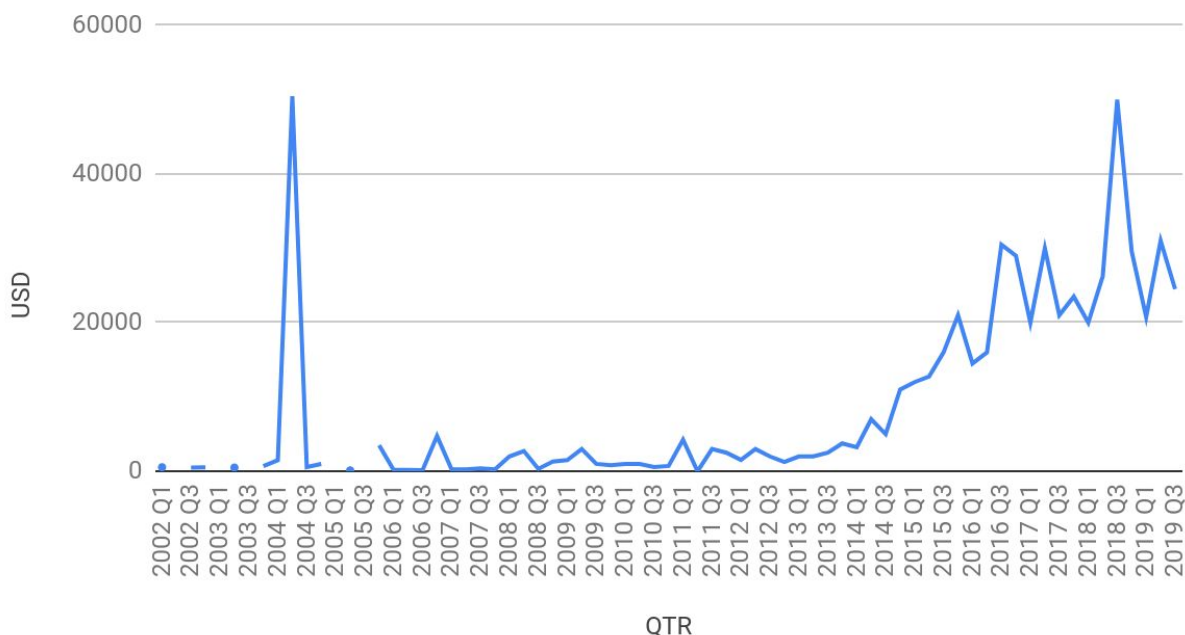
### NN / NNN.com Domain Name Median Price Quarterly Graph



**Figure 4.3: Domain name median price in US Dollars for domain names with two and three numbers in the three months ending September 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**



## NNNN.com Domain Name Median Price Quarterly Graph



**Figure 4.4: Domain name median price in US Dollars for domain names with four numbers in the three months ending 2019, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

For more information, visit [Escrow.com](https://www.escrow.com).

### About Escrow.com

[Escrow.com](https://www.escrow.com) is the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet, having safely processed over US\$3.9 billion in transactions. Founded by Fidelity in 1999, Escrow.com reduces the risk of fraud by acting as a trusted third party that collects, holds and disburses funds according to buyer and seller instructions.

Escrow.com is also the winner of the 2017 BBB Torch Award for Ethics for Silicon Valley, San Francisco and the Bay Area, an award presented to a business that goes above and beyond in their business dealings with customers, other businesses and the community.

Escrow.com is a subsidiary of twelve-time Webby Award winning Freelancer.com, the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN