

# Escrow.com Domain Investment Index: Q1, 2020

*For the quarter ending March 31st 2020*

## Executive Summary

The Escrow.com Domain Investment Index for Q1 2020 provides insight into the domain name market for the 2020 March 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 price growth from last quarter with rocket growth for 4 character domain names.

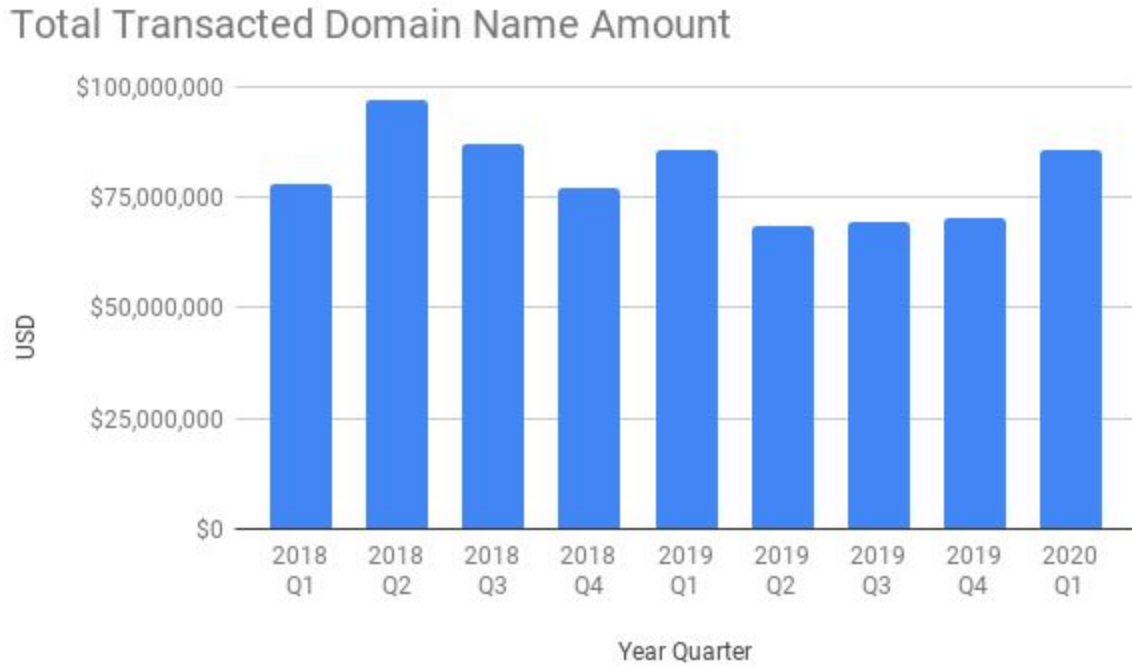
### **NamesCon 2020**

The Global Domain Economic Forum was held in Austin TX for the first time in late January and remains the largest conference for the Domain Names industry. Escrow.com was proud to be a Gold partner of the event supporting the industry and announcing the 2020 Master of Domains winners, representing the 10 highest-grossing individual brokers in 2019. This year's class of 2020 include:

1. Drew Rosener of Media Options
2. James Booth
3. Brent Oxley
4. Andrew Booth
5. Todd Reum of Big Idea Media
6. Ryan McKegney of DomainAgents
7. Hobi Michalec of Lumis
8. Joe Uddeme of Name Experts
9. Mark Thomas of VIP Brokerage
10. Nat Cohen of Telepathy

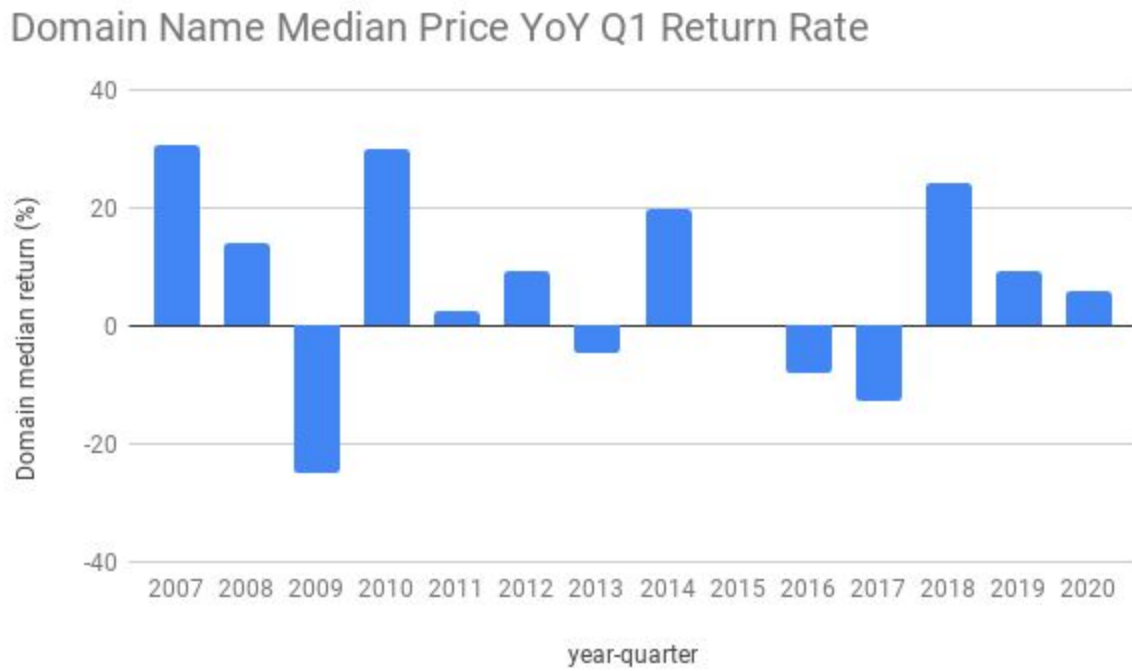
**Total domain name transaction amount rises for the 4th straight quarter**

Transacted domain names started off 2020 strongly with a total amount of US\$85.85 million at Q1 on par with 2019 Q1.



**Figure 1.0 Total transacted domain value in US Dollars for the fourth months ending March 2020. Source: Data acquired from Escrow.com**

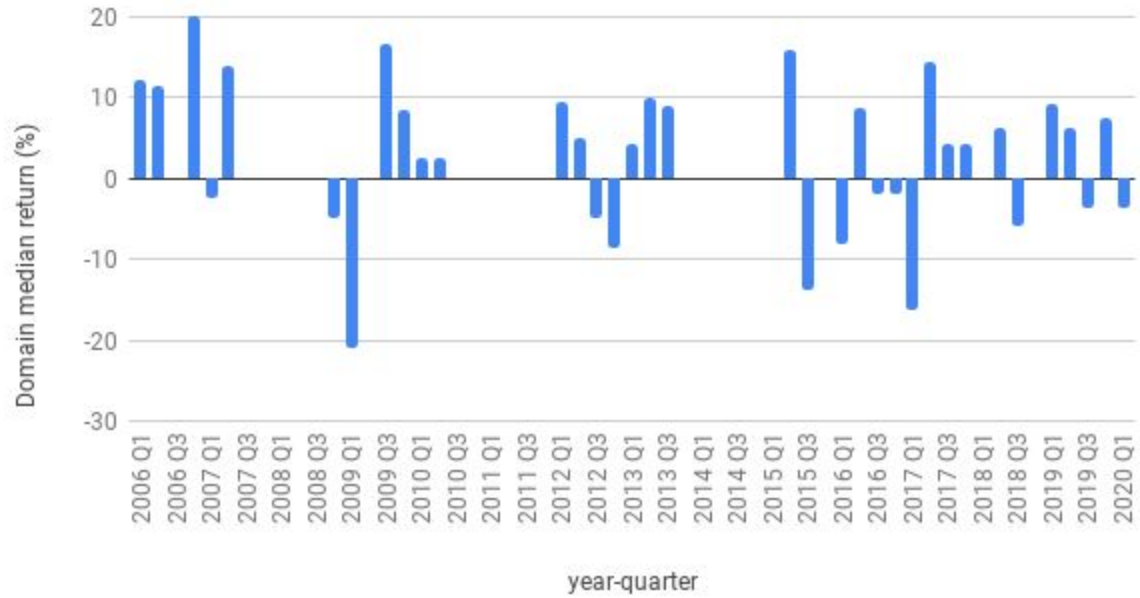
Median year-on-year price returns for Q1 dropped to 5.8%.



**Figure 1.1: Domain name medium price remains positive in 2020.**  
**Source: Data acquired from Escrow.com**

In comparison to Q4 2019, median price return dipped to -3.75%.

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



**Figure 1.2** We saw a dip in domain name median price from the previous quarter.  
**Source:** Data acquired from Escrow.com (Note - no visible bar graph represents a 0% quarter-by-quarter change)

**Global domains sales**

US led Q1 2020 global domain sales at US\$70 million, even beating its Q1 2019 levels. The UK followed at US\$10.1 million, with China at US\$7.4 million and Canada at US\$8.6 million.

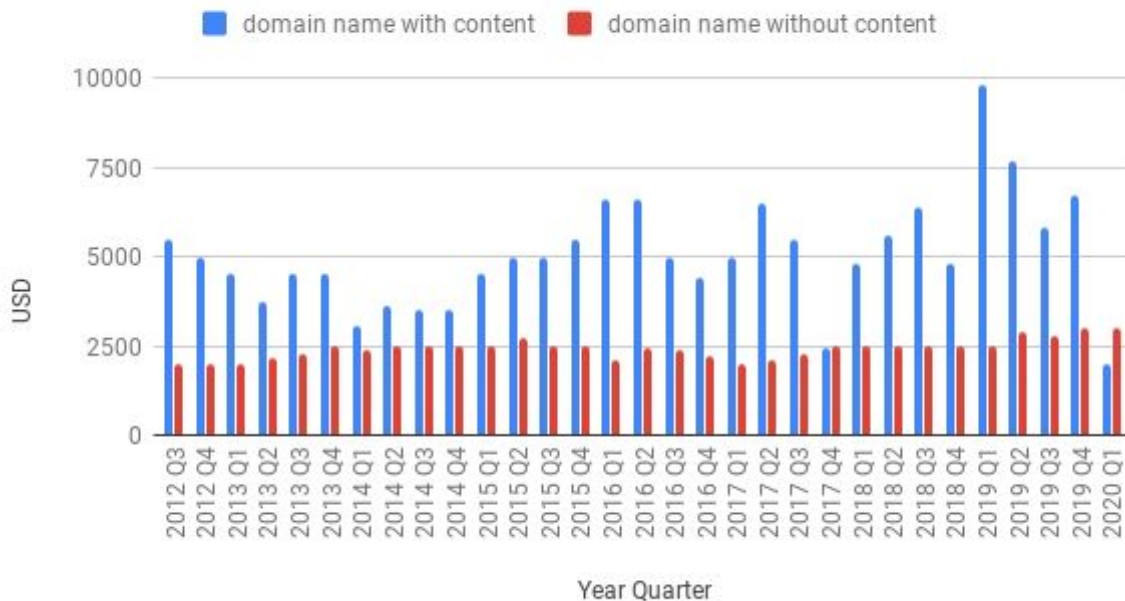
Total Transaction Value in Top 5 Regions Quarterly Graph



**Figure 1.3 Total transacted domain name value in US Dollars of the top five transacting regions for the fourth months ending March 2020, compared to the prior six quarters. Source: Data acquired from Escrow.com.**

The median price of Domain with content plummeted to US\$2,000, lower than the median price for domain names without content (US\$3000).

### Domain name with or without content median price graph



**Figure 1.4: Quarterly domain name median price in US Dollars for domains with and without content, compared to previous quarters over the past six years.**

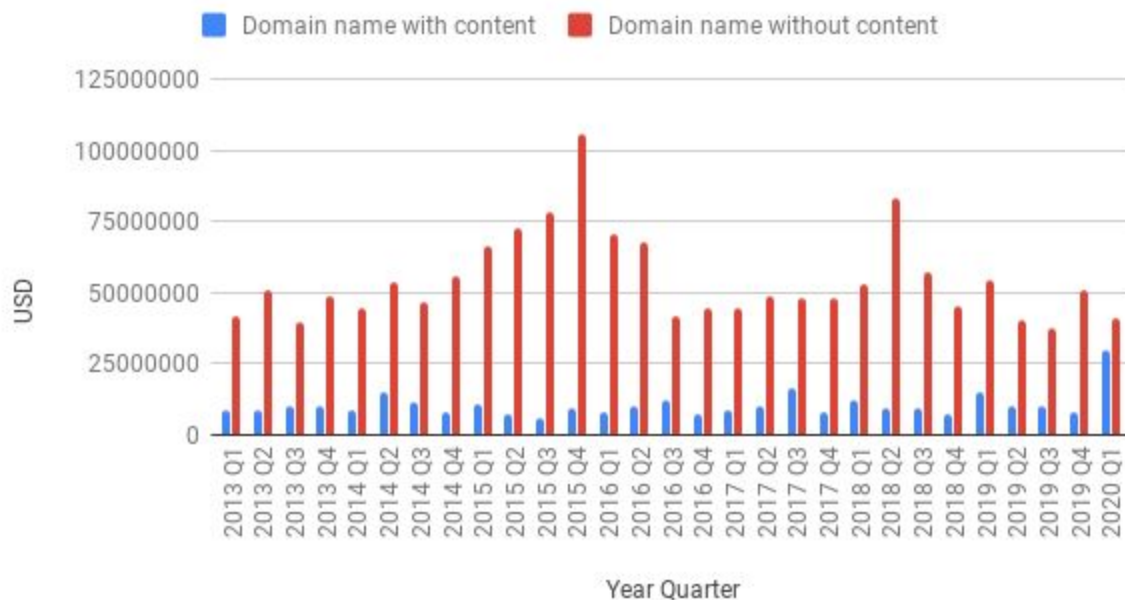
**Source: Data acquired from Escrow.com**

**Impact of new partner**

Looking at total volume, Domain name with content shot up to US\$29.8 million, which is more than triple the volume of 2019 Q4, partly due to a surge in transactions of lower-priced domains that caused the median to go down. Many of these transactions are from our recent partner, Flippa.com.

We also saw some very high value transactions for US\$8m and US\$6.5m respectively.

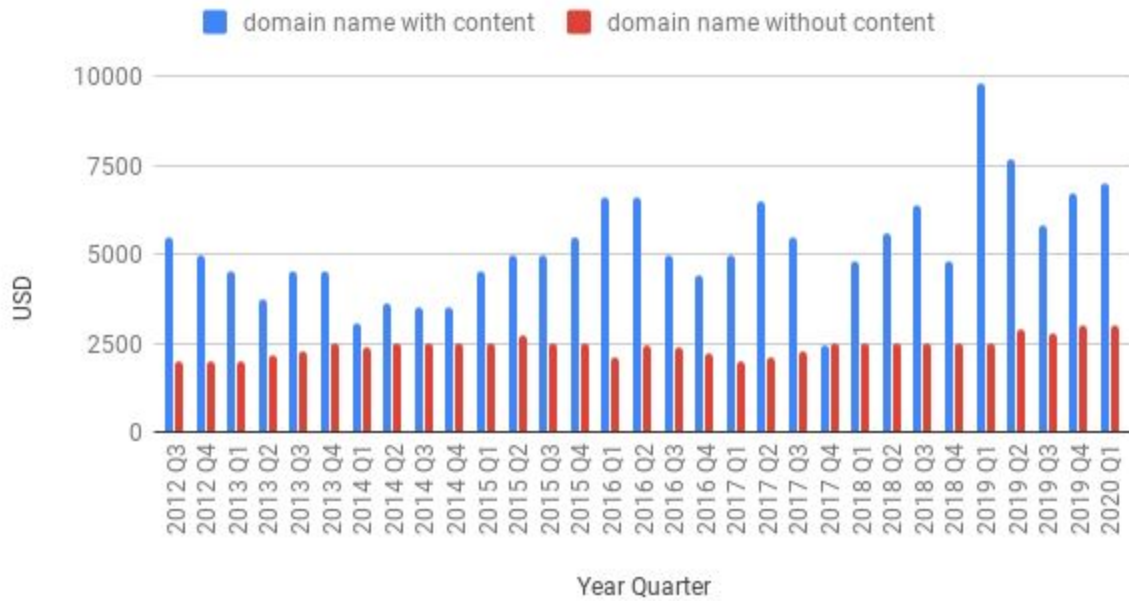
**Domain Name with Content vs Domain Name without Content**



**Figure 1.5: 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.**

The median price for Domain name with content is at US\$7,000 when we exclude Flippa.com transactions.

### Domain name with or without content median price graph

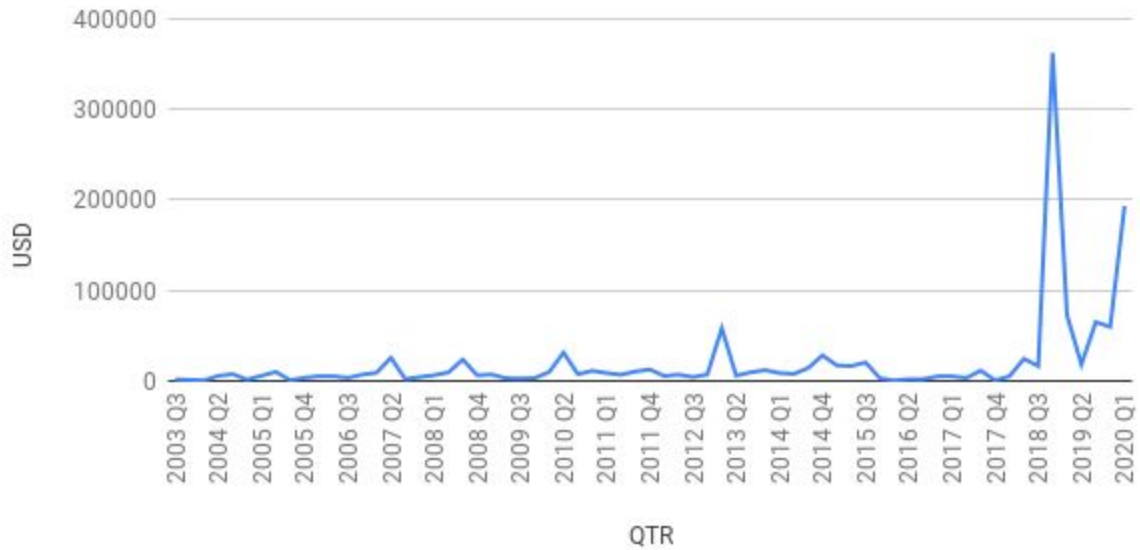


**Figure 1.6: Quarterly sum total in US Dollars of transactions for domains with and without content, excluding Flippa.com compared to previous quarters over the past six years. Note: Data acquired from Escrow.com**



2/3 Character.com domain median price spiked back up in Q1 2020 at US\$193,500

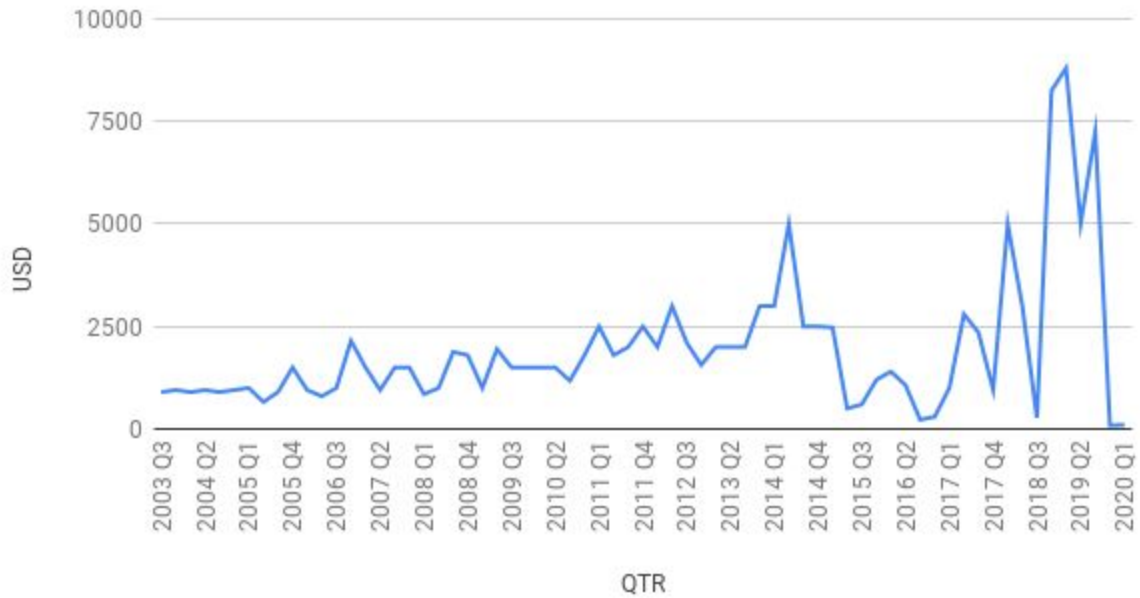
### 2/3 Character.com Domain Name Median Price Quarterly Graph



**Figure 2.0: Domain name median price in US Dollars for domain names with two and three characters in the three months ending March 2020, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com.**

4 Character.com domain names continued at low levels from Q4 2019 into Q1 2020, which originated from large domain portfolio sales.

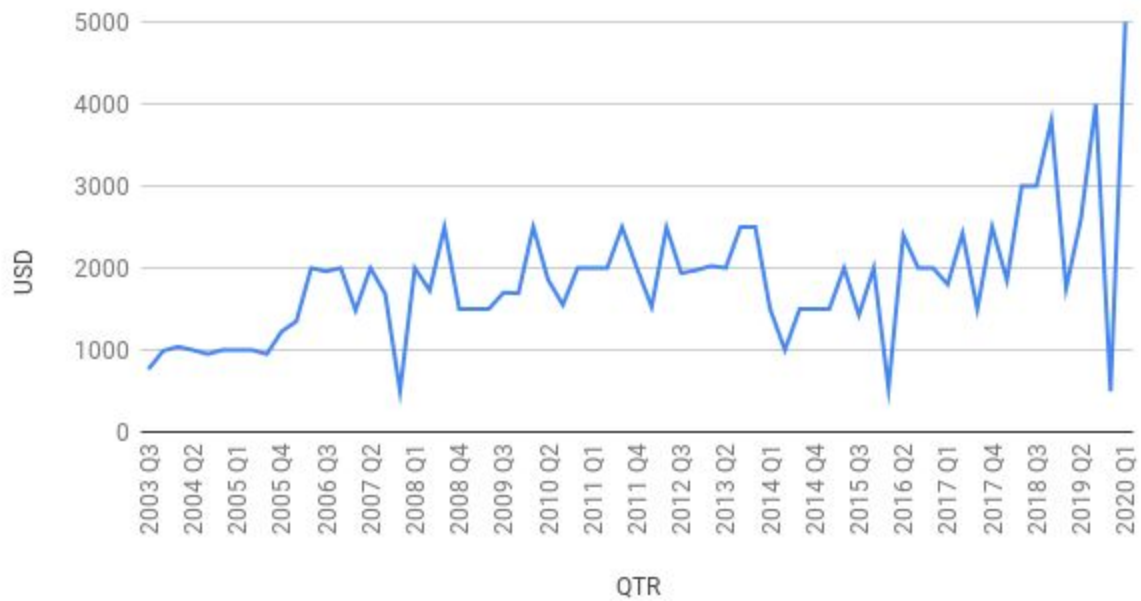
### 4 Character.com Domain Name Median Price Quarterly Graph



**Figure 2.1: Domain name median price in US Dollars for domain names with four characters in the three months ending March 2020, compared to the previous quarters over the past 17 years. Low median price in 2019 Q4 and 2020 Q1 was due to a large domain portfolio sale. Note: Data acquired from Escrow.com.**

5 Character.com domain median price hit record highs at US\$5,000

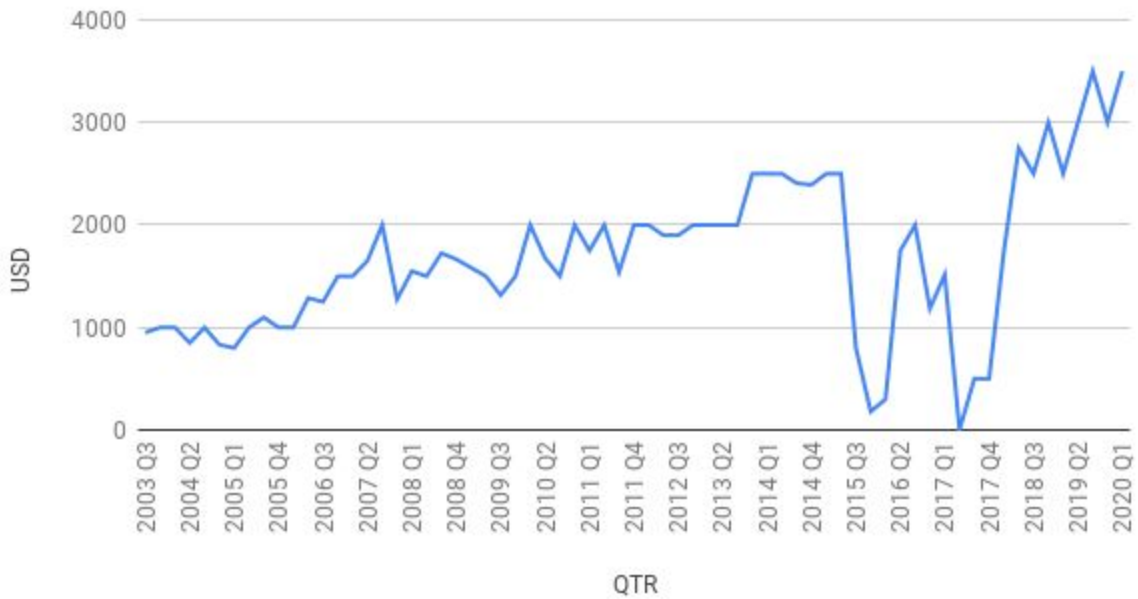
### 5 Character.com Domain Name Median Price Quarterly Graph



**Figure 2.2 - Domain name median price in US Dollars for domain names with five characters in the three months ending March 2020, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com**

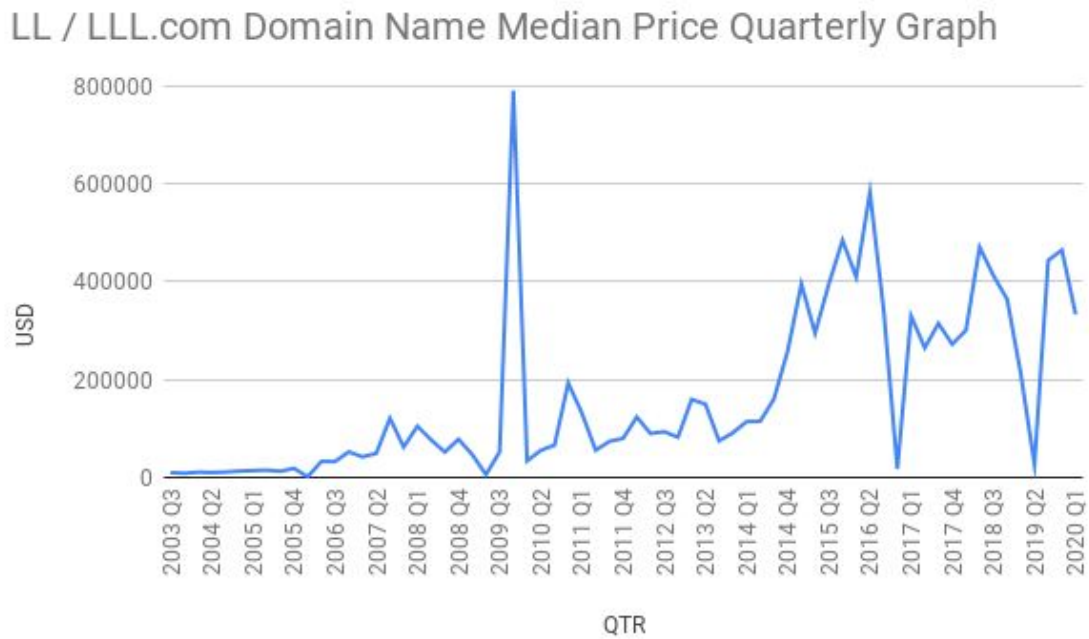
Six character.com domains maintained a median price of US\$3,500

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



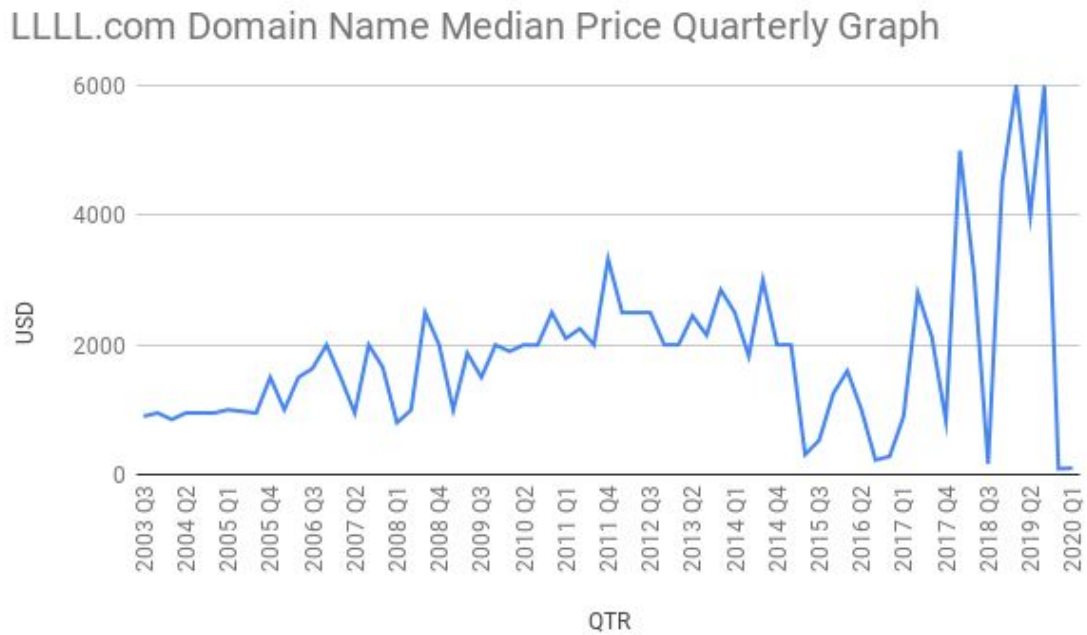
**Figure 2.3: Domain name median price in US Dollars for domain names with six characters in the three months ending March 2020, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com**

Looking at forms, two to three letter .com domain name median price dropped down slightly to US\$333,587



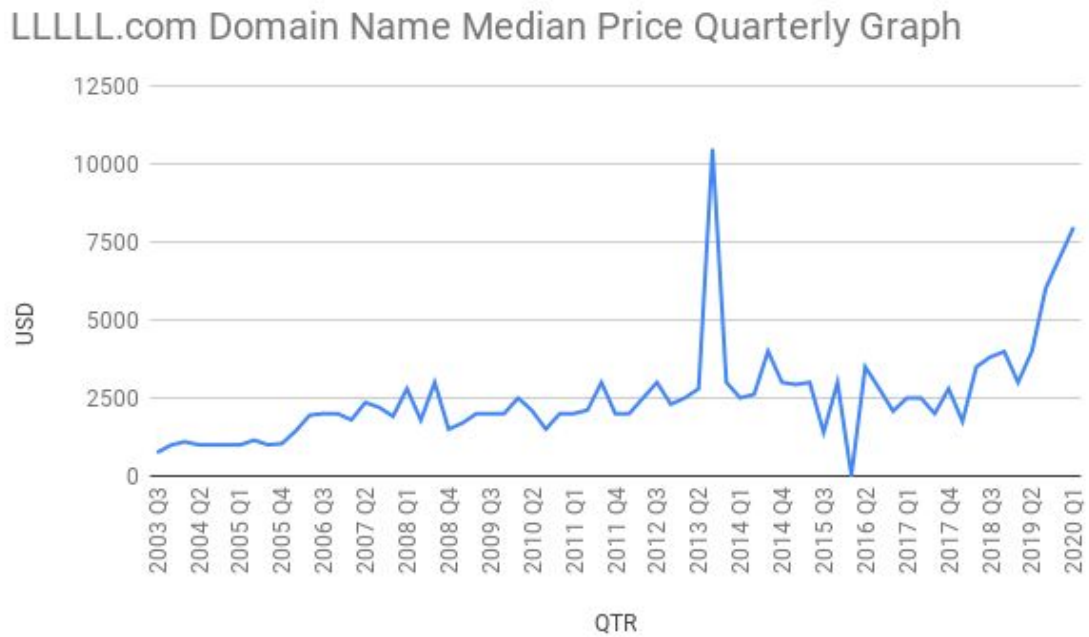
**Figure 3.0: Domain name median price in US Dollars for domain names with two and three letters in the three months ending March 2020, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com**

Similar to four character.com domain names, four letter domain names continued their Q4 2019 low.



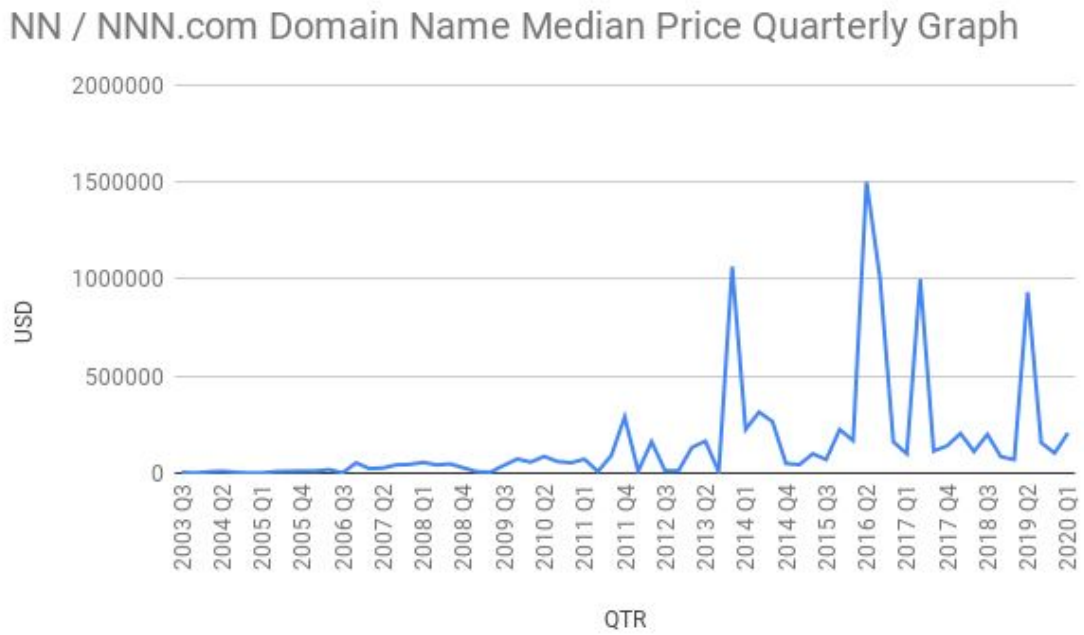
**Figure 3.1: Domain name median price in US Dollars for domain names with four letters in the three months ending March 2020, compared to the previous quarters over the past 17 years.**  
**Note: Data acquired from Escrow.com**

Five letter.com domain names continued to soar, currently at a median price of US\$7,975 for Q1 2020.



**Figure 3.2: Domain name median price in US Dollars for domain names with five letters in the three months ending March 2020, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com**

Two to three number.com domains increased slightly to US\$207,500 in Q1 2020.

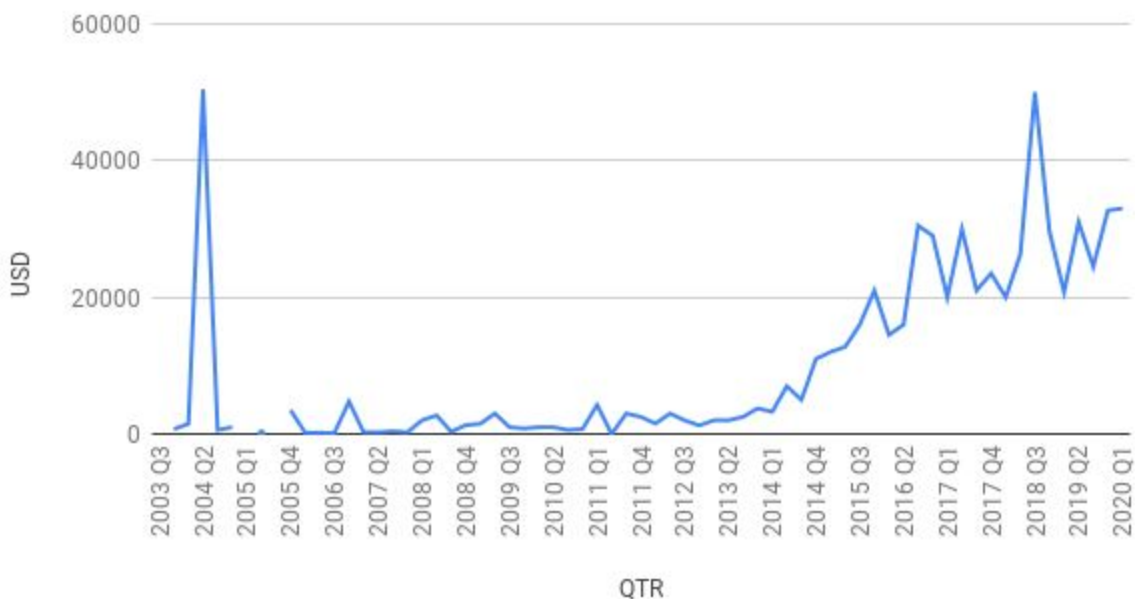


**Figure 3.3: Domain name median price in US Dollars for domain names with two and three numbers in the three months ending March 2020, compared to the previous quarters over the past 17 years. Note: Data acquired from Escrow.com**



Four number.com domains currently sit at US\$33,000 in Q1 2020, close to Q4 2019 levels.

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



**Figure 3.4: Domain name median price in US Dollars for domain names with four numbers in the three months ending March 2020, 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 is the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet, having safely processed over US\$4 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 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