

Press release

Escrow.com Unveils 2023 Domain Name Trends

New data from Escrow.com reveals the most popular TLDs, average domain name price and longest domain name of 2023

SAN FRANCISCO - 21 DECEMBER 2023 - [Escrow.com](https://www.escrow.com), the leading provider of secure online payments, today revealed exclusive platform data highlighting the top domain name trends for the year of 2023. The new data covers key aspects such as popular top-level domains (TLDs), average prices, and unique trends observed over the year.

Key Highlights of 2023:

- Over 8,500 domain transactions through Escrow.com
- More than US\$300M worth of domains were transacted through the platform
- Average domain name value was US\$35,455

Emerging Trends and Popular TLDs:

- Dominance of .com TLD continues, followed by .ai and .io
- Significant 210% growth in .ai domains, driven by the surge in generative AI technology
- .io domains experienced a 16% decrease compared to 2022, falling to the third position

Rank	TLD	Average Price (USD)
1	.com	\$41,693
2	.ai	\$26,441
3	.io	\$15,858
4	.org	\$18,984
5	.net	\$17,491
6	.co	\$18,750
7	.co.uk	\$13,708
8	.ca	\$15,547
9	.it	\$12,804
10	.com.au	\$13,023

Additional Insights:

- 226 unique TLDs transacted in 2023, a slight decrease (-6%) from 2022
- The year's longest domain name contained 32 letters
- Longest TLDs contained 10 letters, including .associates, .foundation, .properties, and .technology

A Word from Escrow.com Chief Executive:

Matt Barrie shared: "While we didn't see venture capital funding return at the levels it was in 2021- VC funding is a driver of domain activity- we did see strong interest in artificial intelligence related domains. Interest in .ai domains surged this year as businesses started rushing to cement their names in this space and we had marquee sales of names like prompt.com and chat.com. We expect this trend to continue in 2024 and we're likely to see a new wave of venture funding pouring into AI startups, which we believe will set new records for prices."

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About Escrow.com

Winner of the BBB Torch Award for Ethics for Silicon Valley, San Francisco and the Bay Area, Escrow.com is the world's largest online escrow provider. Founded in 1999 by Fidelity National Financial, today over US\$6 billion in transactions have been secured from over 2 million customers. The company is now a division of Freelancer Limited (ASX:FLN, OTCQX: FLNCF). Escrow.com's headquarter is in San Francisco, California, the United States.

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