

Identity Digital Domain Trend Report

Q2 2025 Edition



Domain Spotlight: Notable Brands Using Trending TLDs



marcello.live –
Showcases comedian Marcello Hernandez’s Saturday Night Live clips, tour dates, and press, proving how .live signals fresh, real-time content.



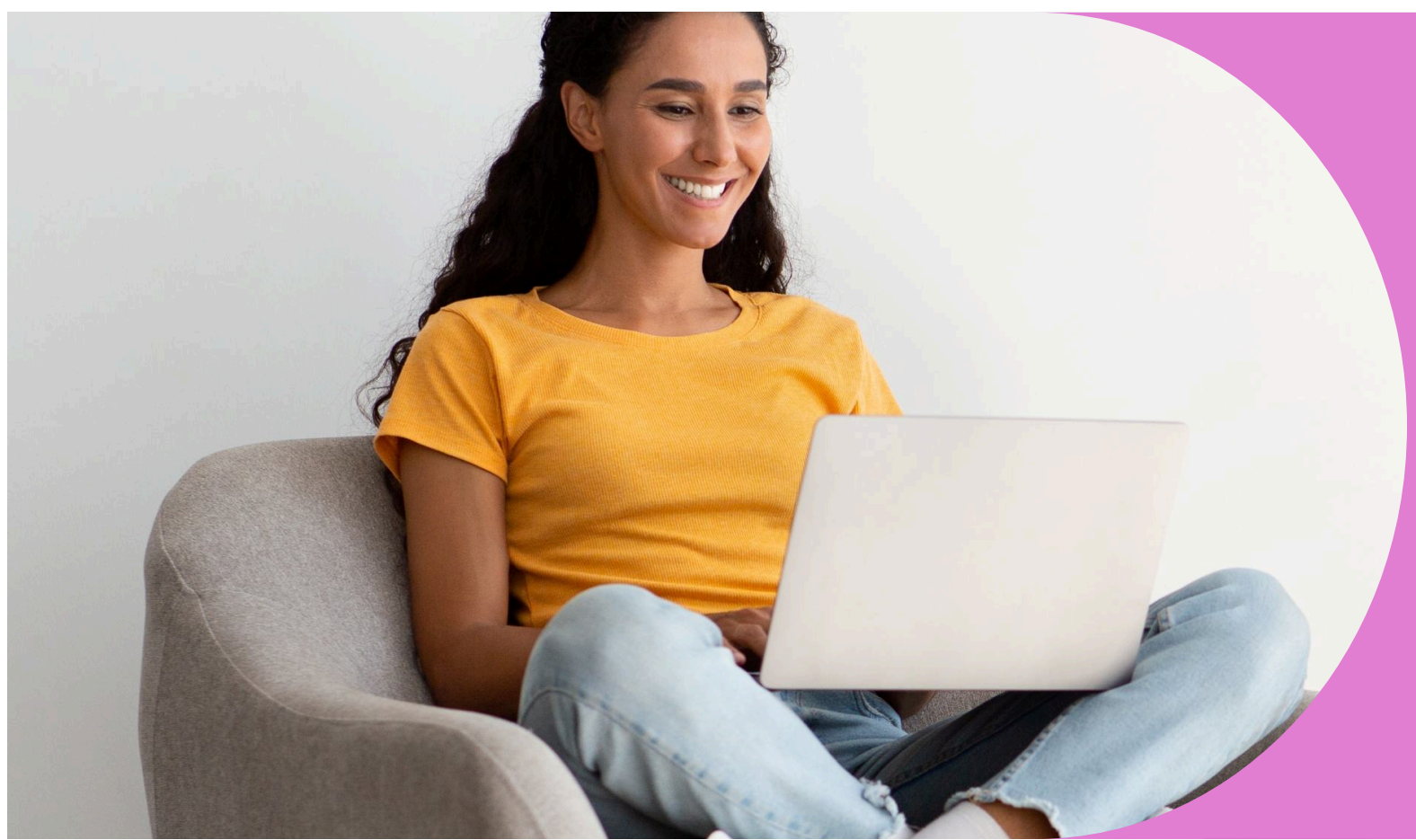
cureative.studio –
Positions integrated design agency, Cureative, as a digital studio by incorporating the .studio extension directly into its brand name.



leewestwood.golf –
Elevates pro golfer Lee Westwood’s online presence with a sport-specific domain that boosts fan recall, sponsorship appeal, and search relevance.

20 Highest-Value Premium Domains Registered in Q2 2025

For global reach and gaming edge, **.global** and **.bet** dominate.



- 18 of the 20 top sales use either **.global** or **.bet**, which indicates demand for worldwide reach and gaming inventory.
- j8.bet**, **s5.bet** and **7k.bet** illustrate the premium placed on short, memorable gaming brands.

born.global	s5.bet
sailing.global	7k.bet
hu.global	ra.bet
afl.global	bd.bet
pm.global	losangeles.info
by.bet	x5.bet
tk.bet	f9.bet
j8.bet	a5.bet
trending.video	vl.bet
oc.bet	nv.bet

Top 5 Premium Domains by TLD

Descriptive power and brevity continue to command premium prices.

- Increased registration of single word, second-level domains (SLDs) such as **florida.info**, **lab.pro**, and **food.live** indicate that domain buyers are looking for keyword-rich names that instantly convey a site’s purpose.
- Across top premium sales for **.info**, **.pro**, and **.live**, short 2-3 character SLDs remain the most coveted and valuable.

.info	.pro	.live
fr.info	8.pro	cs.live
me.info	at.pro	food.live
kw.info	be.pro	ibiza.live
losangeles.info	gen.pro	africa.live
florida.info	lab.pro	animals.live

10 Most Registered SLD Keywords

Financial terms enter the top 10 while a geo keyword makes its way up the ranks.

- A spike in **.info** registrations containing “**nassau**” pushed the keyword to #1.
- “**group**,” “**capital**,” “**solutions**,” and “**foundation**” enter the top 10, signaling fresh demand from financial and nonprofit sectors.

Keyword	Trend	Keyword	Trend
nassau	▲	capital	new
group	new	solutions	new
tech	▲	foundation	new
health	▲	online	▼
home	▼	services	▼

10 Leading TLDs

.info and **.pro** stay on top as other extensions increase in popularity.

TLD	Trend	TLD	Trend
.info	▲	.life	▲
.pro		.world	
.ai	▲	.digital	▲
.live	▲	.today	▼
.io	▲	.mobi	new

- .info** continues to serve content-rich resources and **.pro** anchors professional services, keeping both extensions well ahead of newer contenders.
- .ai**, **.live**, **.io**, **.life**, and **.digital** log quarter-over-quarter growth, while **.mobi** joins the top ten.