

Identity Digital Domain Trend Report

Q3 2025 Edition



Domain Spotlight: Notable Brands Using Trending TLDs



bee.computer – Transforms everyday moments into actionable insights through a wearable AI device, using .computer to reinforce its tech-forward identity and signal precision-driven innovation.



redbull.ventures – Fuels visionary founders with strategic investment and brand power, utilizing .ventures to communicate its focus on high-energy, industry-disrupting breakthroughs.



startups.gallery – Spotlights emerging companies across AI, robotics, and tech sectors, leveraging .gallery to frame startup discovery as an intentional, exhibition-style browsing experience.

20 Highest-Value Premium Domains Registered in Q3 2025

Brevity commands premium prices across verticals as short, brandable second-level domains (SLDs) dominate top sales.



- **.global** and **.bet** continue to dominate premium sales, capturing 13 of the 20 top transactions. Professional TLDs like **.pro**, **.broker**, and **.mortgage** combine for 5 sales, signaling growing diversification beyond gaming into career-focused extensions.
- Demand for short, brandable SLDs accelerates. 17 of the 20 top sales feature 1-to-4 character domains like **mx.global**, **66.live**, and **8q.bet**—confirming premium buyers prioritize conciseness and memorability across all verticals.

mx.global	ace.pro
oak.global	8q.bet
enter.global	ws.pro
nv.global	dx.pro
lu.global	x.broker
bt.global	kilimanjaro.live
time.global	u9.bet
sp.global	w9.bet
66.live	richmond.mortgage
qm.bet	lu.bet

Top 5 Premium Domains by TLD

Short SLDs and essential keywords drive premium value across core TLDs.

- Ultra-short and keyword-rich domains drive the highest premiums. **boston.info**, **ace.pro**, and **top.mobi** demonstrate how descriptive SLDs instantly communicate focus and boost perceived value.
- 1- and 2-character SLDs maintain premium positioning across **.info** and **.pro**. Also, **m.info**, **co.info**, and **lc.pro** confirm that extreme brevity commands top-tier pricing.

.info	.pro	.mobi
boston.info	ace.pro	top.mobi
xp.info	lc.pro	tld.mobi
m.info	ba.pro	add.mobi
co.info	ray.pro	edu.mobi
77.info	ws.pro	cap.mobi

10 Most Registered SLD Keywords

Tech dominates keyword rankings as global and finance terms signal expanding sector demand.

- **“Tech”** claims the **#1** spot, reflecting surging investment and attention across technology and AI sectors, pushing the keyword to dominate Q3 registrations.
- Finance and global keywords expand their presence with **“finance”** and **“global”** entering the top 10, while **“home”** and **“foundation”** climb higher. This demonstrates sustained demand for clear, industry-specific digital identity.

Keyword	Trend	Keyword	Trend
tech	▲	foundation	▲
nassau	▼	finance	new
home	▲	solutions	▼
health		global	new
group	▼	capital	▼

10 Leading TLDs

.info and **.pro** stay on top as **.mobi** and **.run** signal emerging niche demand.

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

- Established leaders remain stable. **.info** and **.pro** continue to dominate as anchors for content-rich and professional services.
- Specialized extensions gain traction as **.mobi** rises and **.run** debuts in the top ten, reflecting buyer appetite for distinctive TLDs that provide fresh branding opportunities in less saturated markets.