identity digital

Inside the Numbers: Identity Digital Soars in 2025

AI innovation and tech startup adoption propelled new top-level domains (nTLDs) to unprecedented heights in 2025.

Identity Digital registrations increased by

+42%

Year over Year[1]

Top keywords showcase technology and human services

These keywords reveal how practical innovation shapes identity across technology, business, and care sectors.

1. tech
2. group
3. home
4. health
5. foundation
6. solutions
7. online
8. services
9. capital
10. care

Domains reflect the AI landscape

Usage of .ai surged as innovation moved from research labs to real-world applications

.ai domain names increased by **+78%** Year over Year[2]

Top .ai keywords showcase how AI is reshaping digital identity:

1	agent	2	labs	3	tech	4	data	5	health
6	flow	7	chat	8	mind	9	smart	10	vibe

Top 5 Identity Digital domain categories

Tech surges to third, driven by the AI revolution and growing demand for specialized, innovation-focused digital identities.

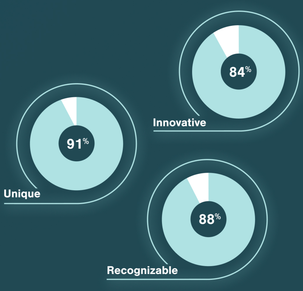
- 1st: News
- 2nd: Business
- 3rd: Tech
- 4th: Entertainment
- 5th: Communications

High growth top-level domains in 2025 are clear, unique, and purposeful

.studio	+61% growth
.info	+121% growth
.digital	+126% growth
.casino	+207% growth

Survey shows custom TLDs set brands apart

Surveyed domain buyers now indicate that custom TLDs are strongly viewed as unique, recognizable and innovative.[3]



Descriptive TLD momentum: Adoption accelerates with startup founders

50%

Have increased usage of descriptive TLDs in the past 5 years

54%

Have used descriptive TLDs for their primary domain in the first half of 2025[4]

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[1] Year over Year Registrations as reported from internal tracking through 11/16/2025
[2] Identity Digital operates the .ai domain registry
[3] 2025 Identity Digital + Hanover Brand Tracker Survey June 2025
[4] Comprehensive analysis of over 4,000 startups from Y Combinator and Techstars (January 2020 - June 2025)