

Identity Digital Domain Trend Report

Q1 2026 Edition



Domain Spotlight: Notable Brands Using Trending TLDs



teenage.engineering – Builds precision-crafted instruments and audio devices for devoted sound lovers, using .engineering to emphasize its pursuit of technical excellence.



spidermanbrandnewday.movie – Unveils the next Spider-Man chapter through an immersive trailer experience, leveraging .movie to showcase its cinematic identity and build audience anticipation.



pi.fyi – Connects people through honest, human-curated recommendations across music, books, and film, using .fyi to position itself as a direct, people-first alternative to algorithmic feeds.

Top 20 Premium Domains Registered

Conciseness drives value with 2-character second-level domains (SLDs).



swing.trading	5j.bet
pi.global	mi.games
hype.global	xb.bet
zf.global	wl.bet
bi.global	v5.bet
hz.global	k7.bet
nw.global	58.pro
smith.global	pod.pro
b7.bet	ma.games
chance.bet	q5.bet

- **.bet** and **.global** retain their leading positions for another quarter, capturing 15 of the 20 top Premiums. TLDs like **.trading**, **.pro**, and **.games** underscore a steady appetite for extensions that signal industry expertise and niche focus.
- 2-character SLDs dominate gaming and betting, with ultra-short domains like **xb.bet** and **mi.games** highlighting brevity matters most in high-volume verticals.
- Professional TLDs prove their real-world value with **pod.pro** anchoring a high-performance global markets platform, **hype.global** powering the Hyperliquid ecosystem's worldwide events, and **bi.global** representing BI Group's international presence across Central Asia and beyond. All demonstrate how descriptive SLDs help establish credibility for organizations.

Top 5 Premium Domains by TLD

Ultra-short domains and purposeful keywords command top prices across leading extensions.

- Ultra-short SLDs command **.info** and **.pro**, with 2-to-3-character domains showing how concise domains lead information and professional extensions.
- **.digital** draws descriptive, purpose-driven SLDs as buyers use it to stake a clear position in their space rather than compete on number of characters alone.

.info	.pro	.digital
mir.info	ml.pro	me.digital
q.info	key.pro	jp.digital
email.info	md.pro	vivid.digital
3s.info	pod.pro	poker.digital
k8.info	58.pro	debate.digital

10 Most Registered SLD Keywords

Industry identity drives keyword rankings as organizations and tech brands claim their space.

- **"nassau"** takes the #1 spot, driven by a spike in **.info** registrations indicating concentrated investor activity.
- Year-over-year, keyword rankings improved, indicating a shift toward more descriptive SLDs that better communicate organizational identity. The rise of terms like **"group," "foundation," "services,"** and **"care"** suggests broader adoption across both corporate and nonprofit sectors.
- The increase in **"tech"** and **"solutions"** reflects the tech industry's continued interest in descriptive domains as a tool to project innovation and stand out in a crowded space.

Keyword	Trend Q/Q	Trend Y/Y
nassau		▲
group		▲
foundation		▲
tech		▲
solutions		▲
clear	▲	▲
services	▲	▲
flow	▼	▲
global		▲
care	▲	▲

10 Trending TLDs

Long-standing leaders hold strong as AI redefines the TLD landscape.

TLD	Q/Q	Y/Y	TLD	Q/Q	Y/Y
.info			.live	▼	▼
.pro			.life		
.ai		▲	.studio		▲
.io		▲	.casino	▲	▲
.digital	▲	▲	.world		▲

- Quarter-over-quarter, the rankings stay largely stable, with TLDs like **.info** and **.pro** holding firm. Notable changes include **.digital** moving up and **.casino** displacing **.bet**.
- **.ai** and **.io** climb year-over-year, showing a growing preference among those building AI-powered solutions.
- **.studio** enters the top 10, signaling a rising demand for extensions that communicate expert craft and production.