

Identity Digital domain trend report

Q2 2026 edition



Domain spotlight: notable brands using trending TLDs



fordamphitheater.live –

Serves as the digital home for an outdoor music venue, drawing on .live to highlight real-time shows and community events.



extra.email –

Organizes users' email inboxes with AI, tapping .email to make the product's function part of the address itself.

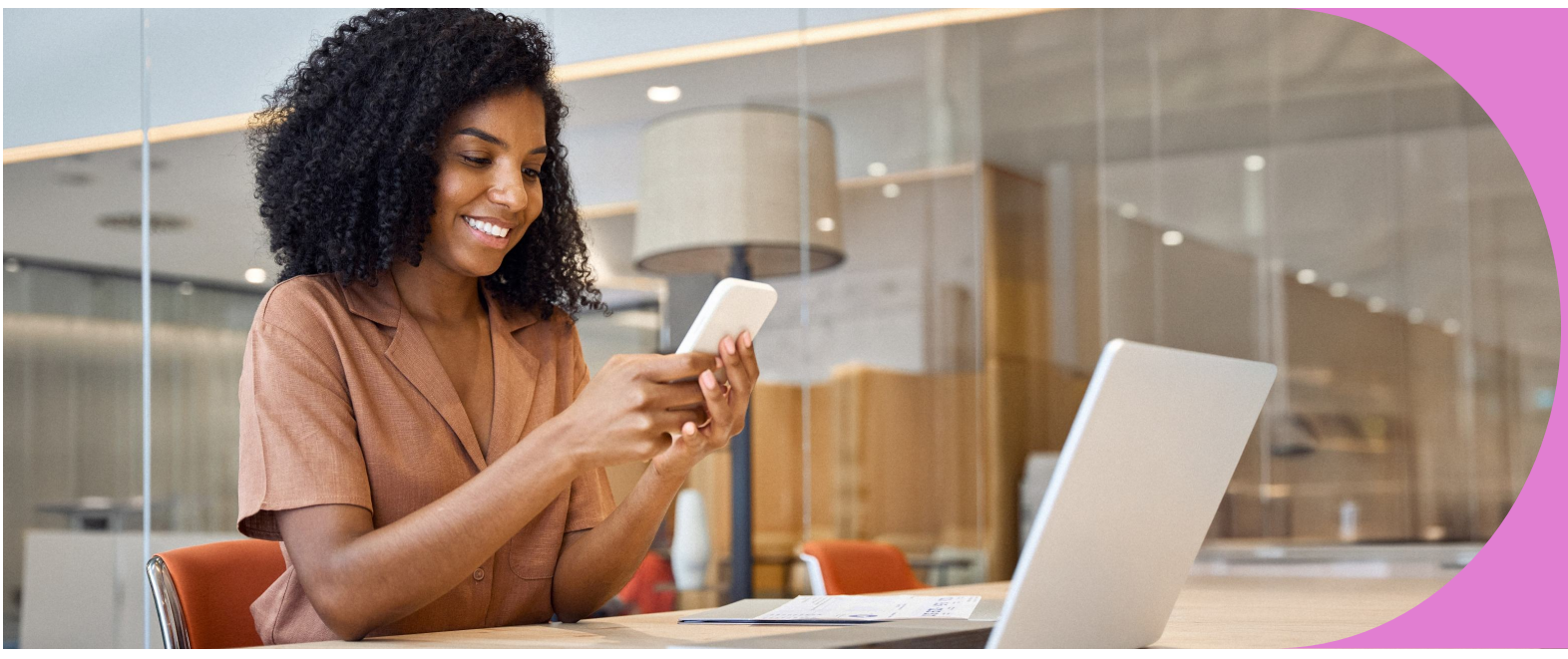


api.video –

Combines hosting, encoding, and delivery into one interface for engineering teams, using .video to signal the core medium around which the product is built.

Top 20 premium domains registered

Short, global extensions lead premium registrations again this quarter.



- Premium registrations remain concentrated in the **.global**, **.bet**, and **.pro** extensions, which together account for 17 of the top 20 this quarter.
- Most of these domains feature one- or two-character second-level domains (SLDs), consistent with the short-domain trend last quarter.

rock.global	ps.pro
bg.global	5h.bet
med.global	gn.group
ds.global	to.pro
mvp.global	kh.group
pe.global	m.pro
computer.lawyer	z.pro
uv.bet	ds.bet
gl.bet	g.pro
bee.pro	rj.bet

Top 3 premium domains by TLD

Short SLDs and clear keywords define the top domains across **.info**, **.pro**, and **.live** TLDs.

- Short domains lead both **.info** and **.pro**, mirroring the pattern across the top 20 premium list, with foresta.info as the one exception.
- Top **.live** domains pair the extension with functional keywords like **"movie"** and **"email"** that clearly describe the type of service being offered.

.info	.pro	.live
db.info	dw.pro	movie.live
u8.info	ps.pro	io.live
foresta.info	g.pro	email.live

10 most registered SLD keywords

Category-specific keywords gain ground this quarter.

- **"group"** takes the #1 spot this quarter, up both from last quarter and from a year ago. The keyword's steady rise suggests companies are using it to bring multiple subsidiaries or business units under one shared domain, reflecting a larger trend of corporations adopting new TLDs.
- **"capital," "labs,"** and **"health"** all advanced in the rankings this quarter. Their rise could point to more businesses choosing keywords that directly name their specific focus areas.
- **"tech"** and **"solutions"** both slipped this quarter. Combined with the gains in **"health"** and **"capital,"** the shift could suggest some rebalancing toward healthcare and finance, though tech-related keywords still hold a place in the top 10.

Keyword	Trend Q/Q	Trend Y/Y
group	▲	▲
casino	▲	▲
flow	▲	▲
tech		▼
foundation	▼	▲
solutions	▼	▼
health	▲	▲
capital	▲	▲
labs	▲	▲
care		▲

10 trending TLDs

.info and **.pro** remain volume leaders, with betting TLDs on the rise.

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

- **.info** and **.pro** once again saw the highest total registration counts this quarter.

- **.bet** and **.casino** climbed this quarter, tracking a pattern of operators launching localized betting and gaming platforms.