identity digital

Identity Digital domain trend report

Q3 2026 edition



Domain spotlight: notable brands using trending TLDs

levels.fyi –
Publishes crowdsourced salary and compensation data, using .fyi to position the site as a direct source of career information.

thesocialreckoning.movie –
Promotes the upcoming Facebook whistleblower film, relying on .movie to mark the site as the official destination for trailers and tickets.

discourse.group –
Powers forum software for online communities, leveraging .group to tie the product directly to the technology companies it serves.

Top 20 premium domains registered

The .global extension continues to lead premium registrations, with 13 of the top 20 premium domains.



- Concentration of premium registrations among **.global**, **.bet**, and **.pro** increased quarter-over-quarter, now accounting for 19 of the top 20.
- Last quarter, **.global** registrations leaned heavily toward short second-level domains (SLDs). This quarter, top premiums include a mix of both short names like xs.global and longer, descriptive names like commerce.global and blackjack.global.

xs.global	coins.global
bible.global	sai.global
systems.global	commerce.global
blackjack.global	oi.bet
tr.global	pi.llc
rw.global	q7.bet
lp.global	qa.pro
ga.global	si.pro
pf.global	sd.bet
pk.global	nv.bet

Top 5 premium domains by TLD

Top domains across **.info**, **.pro**, and **.live** lead with concise SLDs and clear keywords.

- Short, two-character domains account for many of the top premium sales in **.pro, .info, and .live,** including h2.info, ad.live, and ww.pro.
- Many top **.live** and **.info** domains also pair the extension with a descriptive keyword that names its use, like cctv.live, cycling.live, and registrar.info, following the same pattern seen in Q2's **.live** domains.

.info	.pro	.live
h2.info	rf.pro	m8.live
l2.info	tt.pro	ad.live
datapro.info	zen.pro	cctv.live
list.info	qa.pro	cycling.live
registrar.info	ww.pro	ais.live

10 most registered SLD keywords

Industry-specific keywords surge, commanding top quarterly ranks.

- **casino** takes the #1 spot this quarter, overtaking **group**, which slips to #2 despite staying up year-over-year. The rise in casino-related registrations may be connected to growing interest in online betting.
- **home**, **studio**, and **online** enter the top 10 this quarter, replacing **flow**, **capital**, and **labs**. Their arrival could reflect more registrations from home services and real estate, creative or fitness studios, and businesses building an online presence.
- **tech**, **health**, and **solutions** are all down year-over-year, although **health** rose in position quarter-over-quarter.

Keyword	Q/Q	Y/Y
casino	▲	▲
group	▼	▲
foundation	▲	▲
tech		▼
health	▲	▼
home	▲	▼
care	▲	▲
studio	▲	▲
solutions	▼	▼
online	▲	▲

10 trending TLDs

.info and **.pro** retain their top ranks while **.onl** captures a top-ten debut.

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

- The **.onl** extension, which recently joined the Identity Digital portfolio, enters the top 10 this quarter.
- **.bet** holds its place in the top 10 for the second quarter in a row, after first reaching it in Q4 2023.