DOMAIN INVESTMENT INDEX

3rd Quarter 2026



Quarter ending September 30, 2026 · All figures in USD

EXECUTIVE SUMMARY

Escrow.com facilitated $110.8M in domain transactions in Q3 2026 – down 31% from Q2, but up 16% on a year earlier.

The pullback reflects 2Q26's .ai spike unwinding.
Underneath it, .com had its biggest quarter on record.

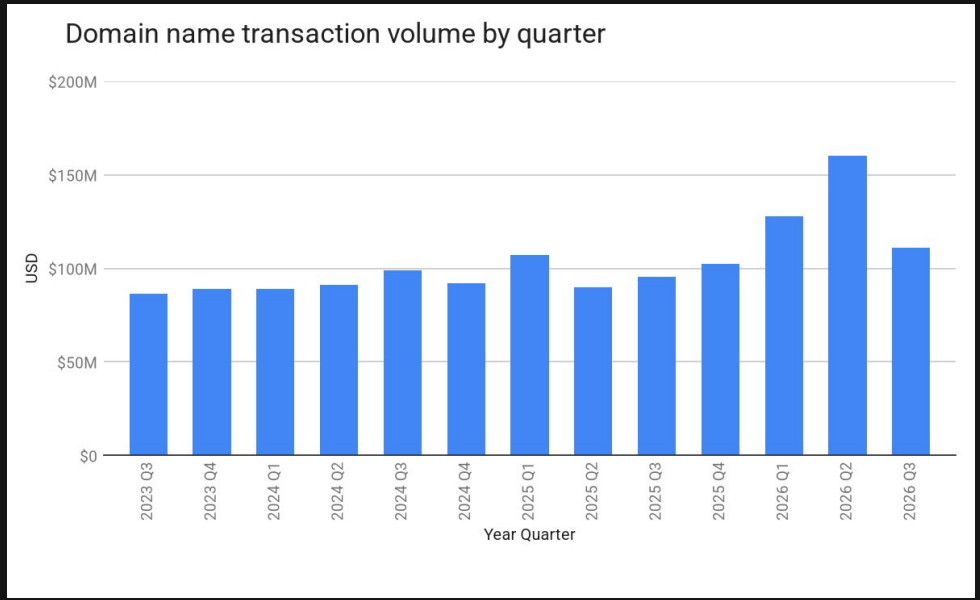
› Total transaction volume: $160.2M → $110.8M (**-31% QoQ**, **+16% YoY**)

› .com transaction volume: $86.6M → $93.3M (**+8%**), a record high

› .ai transaction volume: $37.7M → $6.9M (-82%), 22% below a year earlier

› Three-letter .com (LLL.com): median price up from $99.5k to **$371.2k**, a record high; 12 of 15 sales were $100k or more

› Other TLDs fell from $9.0M to $5.3M (**-41%**), and U.K. volume hit a record low



Headline volume is gross payment volume (GPV): payouts plus fees on domain transactions, net of adjustments, dated by payment date.
It includes some non-domain items and is not the same measure as 'domain names GMV' in Freelancer Limited's financial results.
All breakdowns cover completed domain sales only.

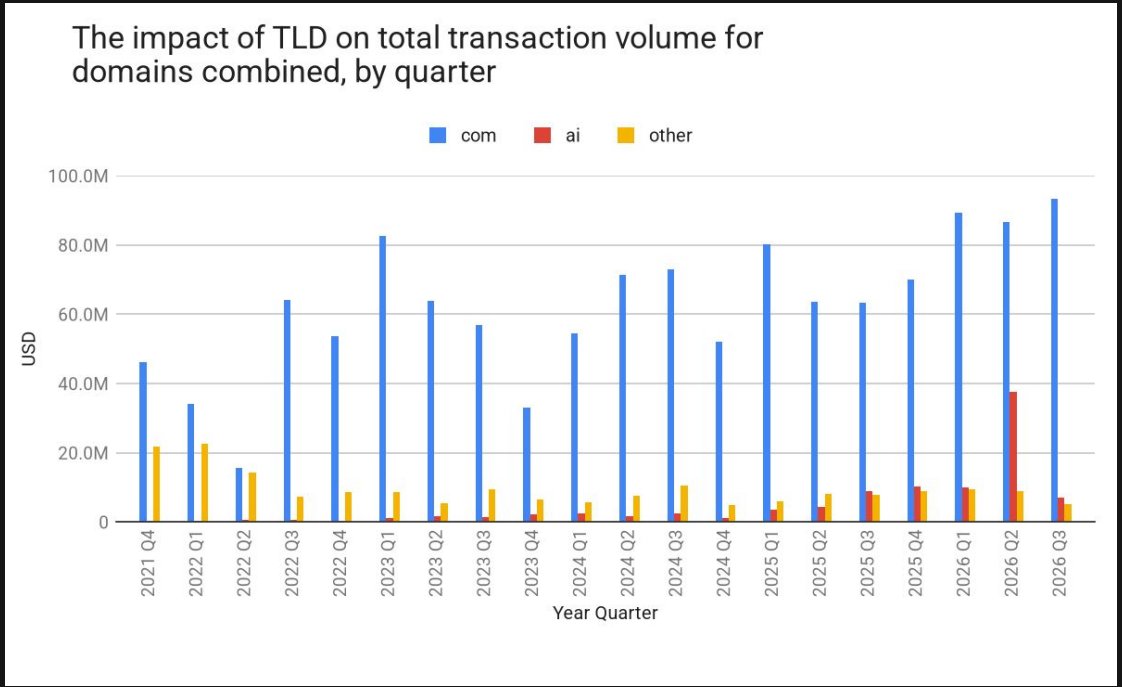
FIGURE 2

TLD highlights

Volume from **.com domains rose from $86.6M to $93.3M**, a record high for the extension and up 47% on a year earlier.

Volume from **.ai domains fell from $37.7M to $6.9M**, as 2Q26's spike fell out of the data.

Volume from **all other domains fell from $9.0M to $5.3M**, a second consecutive decline.



These TLD figures total $105.5M of completed domain sales, against the $110.8M headline payment volume.

FIGURE 3

Domain names containing '.ai'

Volume from **.ai domains dropped from $37.7M to $6.9M** in 3Q26, its lowest since 2Q25 and 22% below a year ago ($8.9M in 3Q25).

2Q26 was a spike. 3Q26 is a cleaner read of the .ai market, and that read is below a year ago.

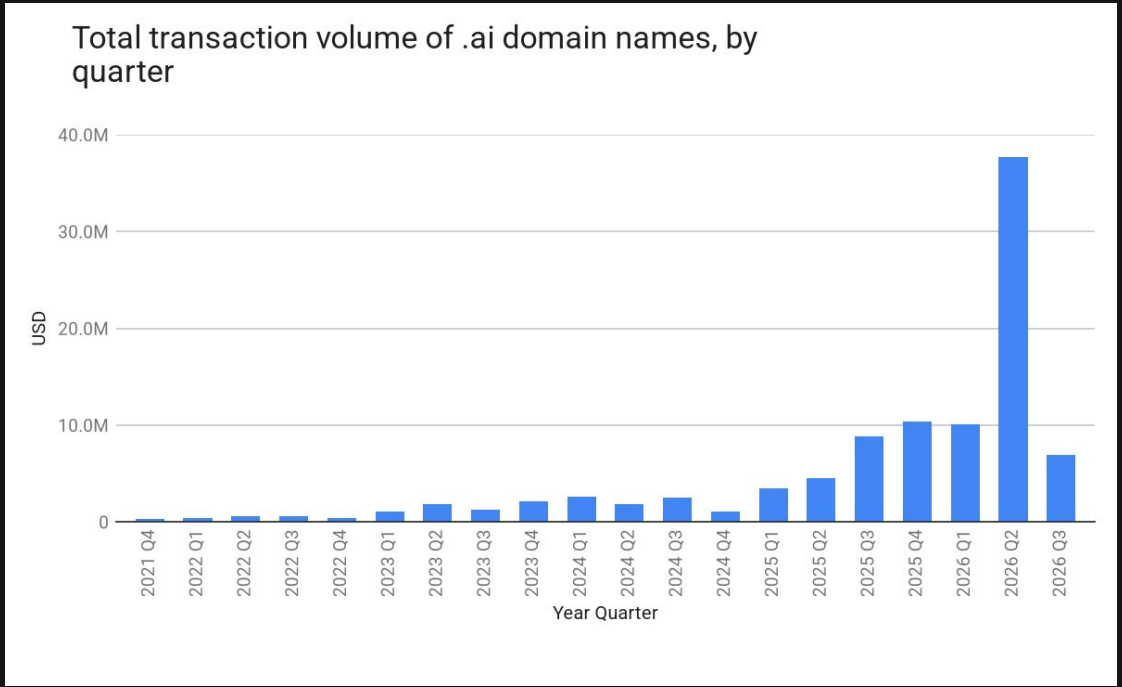
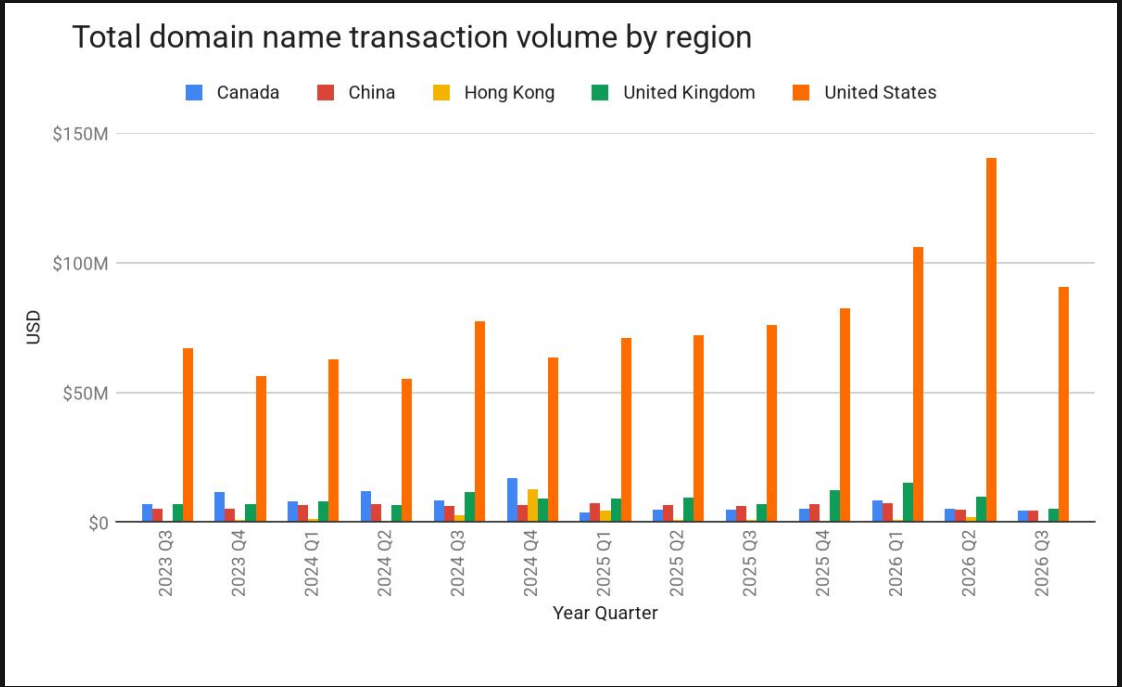


FIGURE 4

Total transaction value, by region

Volume from **deals involving a U.S. buyer or seller fell from $140.3M to $90.7M**, down from last quarter's record, still above the year-earlier quarter's $75.9M.

The U.K. fell from $9.9M to $5.1M, its lowest on record. Canada eased from $5.1M to $4.5M and China from $4.9M to $4.4M, both a second consecutive decline. Hong Kong dropped from $1.8M to $260.9k.



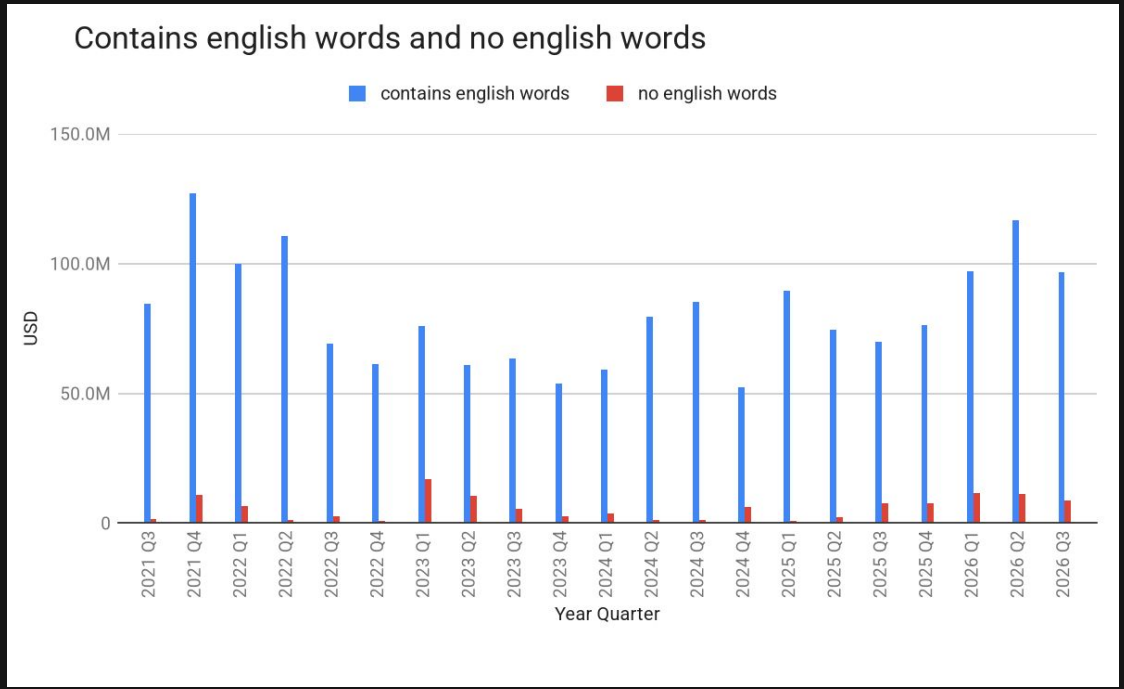
Deals count toward the U.S. if the buyer or the seller is based there, so regional figures overlap. The 2Q26 report described this figure as U.S. buyers.

FIGURE 5

Domain names containing English words

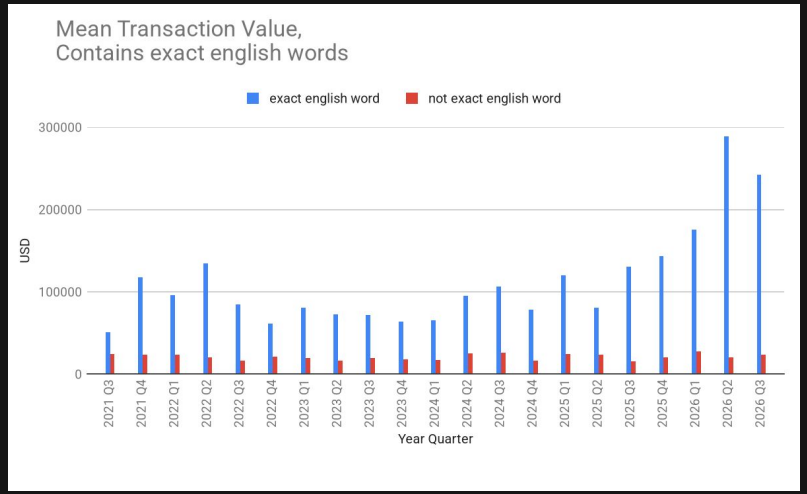
Domains containing English words **eased from $116.6M to $96.6M**, still up 38% on a year earlier. Transaction volume continues to overwhelmingly favor domain names with inherent linguistic meaning.

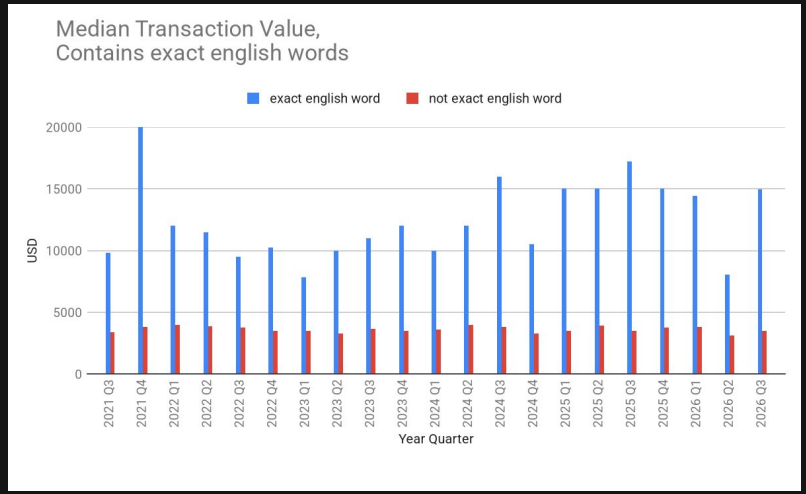
Domains with no English words eased from $11.2M to $8.6M.



FIGURES 6 & 7

Mean and median prices of exact English word domains





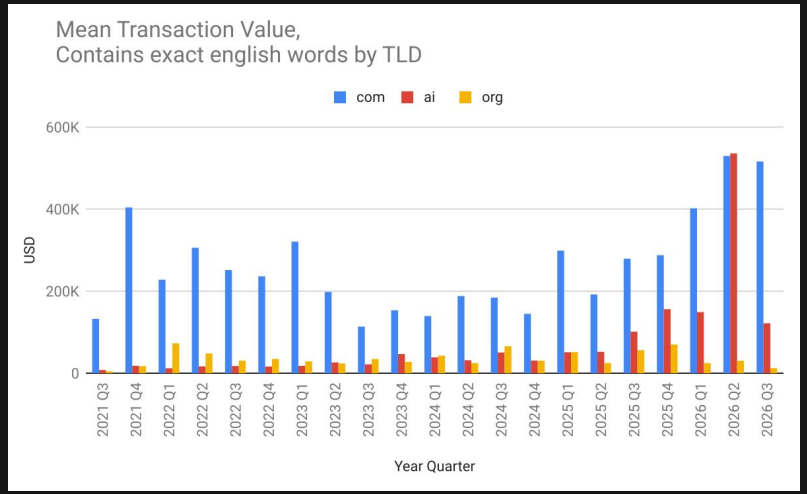
The **mean price** of a domain that is an exact English word **eased 16%, from $289.0k to $242.7k**, still 85% above a year ago. Domains with non-exact English words rose from $20.7k to $24.0k.

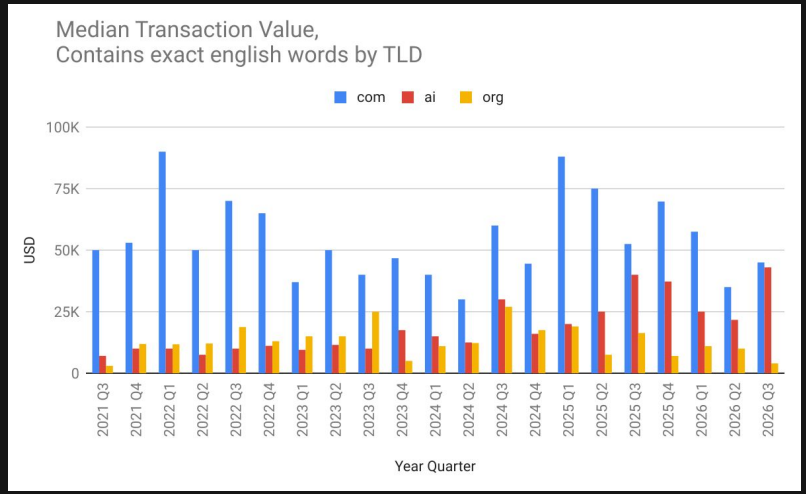
The **median** moved the other way: **median price of exact-English-word domains rose from $8,047 to $15.0k (+86%)**, its highest since 4Q25, but still 13% below a year ago. Non-exact-word domains rose from $3,124 to $3,500.

Floor price for exact-word domains eased from $199 to $150, and for non-exact-word domains rose from $19 to $46.

FIGURES 8 & 9

Exact English word domains by TLD





Exact-word **.com eased from $529.6k to $516.1k (-3%)**, holding near last quarter's record and 85% above a year ago.

Exact-word **.ai fell from $535.8k to $121.7k (-77%)**, dropping back behind .com. .org fell from $30.4k to $12.5k, its lowest since 3Q21.

The **median** exact-word price rose for **.com, from $35.0k to $45.0k**, and nearly doubled for **.ai, from $21.7k to $43.0k**, a record high for the extension. .org's median fell from $10.0k to $4,000, its lowest since 3Q21.

The price floor eased for .com, from $1,000 to $584, and for .org, from $1,250 to $1,000. .ai's floor was unchanged at $1,000.

.net is not shown: there were only 2 exact-word .net sales in 3Q26.

FIGURE 10

The impact of content on median sale price

The **median price of a domain with content rose from $4,024 to $5,000**, a second consecutive increase, and now matches the median of domains without content, which rose from $4,750 to $5,000.

Raw names had sold at a higher median than built-out sites in each of the previous two quarters; this quarter the two are level.

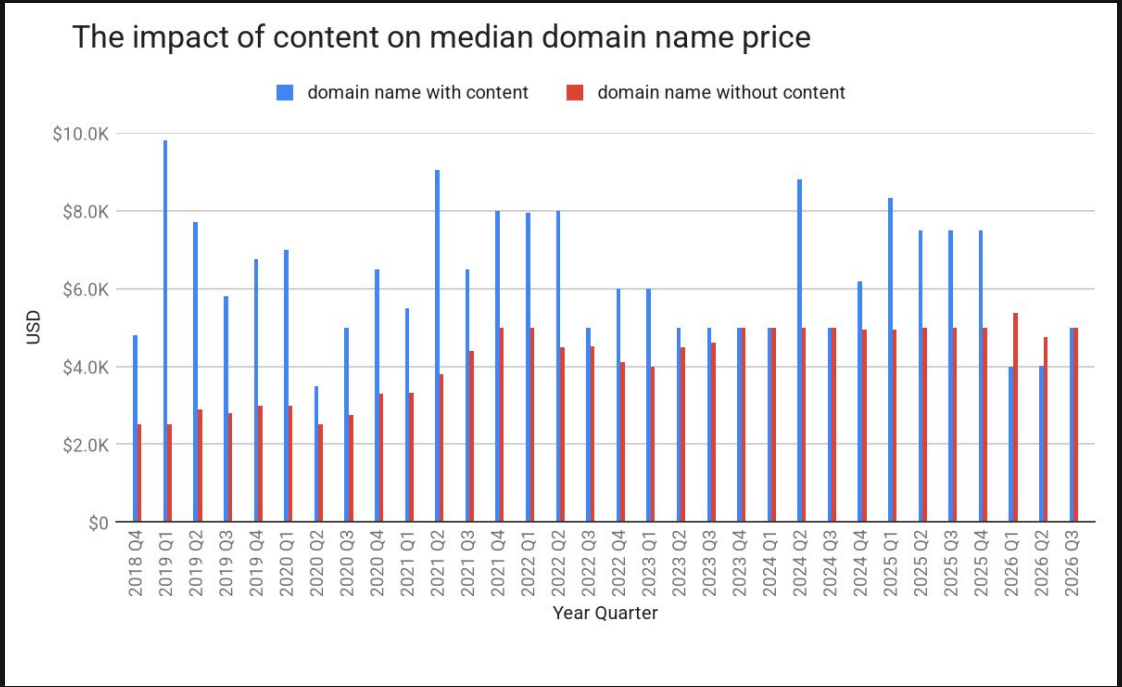
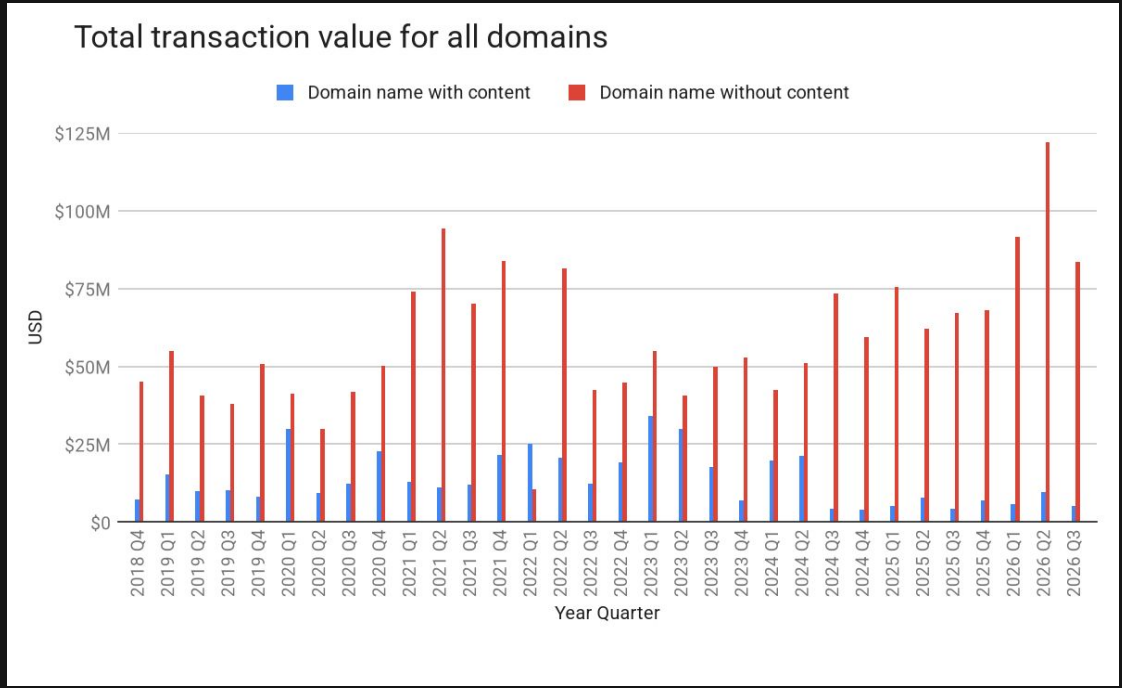


FIGURE 11

Proportion of sales with and without content

Volume of **domains without content fell from $121.8M to $83.7M**, while those with content fell from $9.6M to $5.1M.

94.3% of content-classified dollar volume went to names without active sites, up from 92.7% in 2Q26



LL.COM & CC.COM

Two-letter and two-character .com domains

There were **no recorded LL.com or CC.com transactions** this quarter.

LL.com has now gone two quarters in a row without a sale. CC.com's median was $340.0k in 2Q26.

0

LL.com and CC.com sales in 3Q26

FIGURE 12 · LLL.COM

Three-letter .com domains

The **median** price **surged** from $99.5k to $371.2k, a record high and a third consecutive increase.

12 of 15 sales were $100k or more, so the jump reflects a stronger top end.

The **price floor** fell from $15.0k to $426.

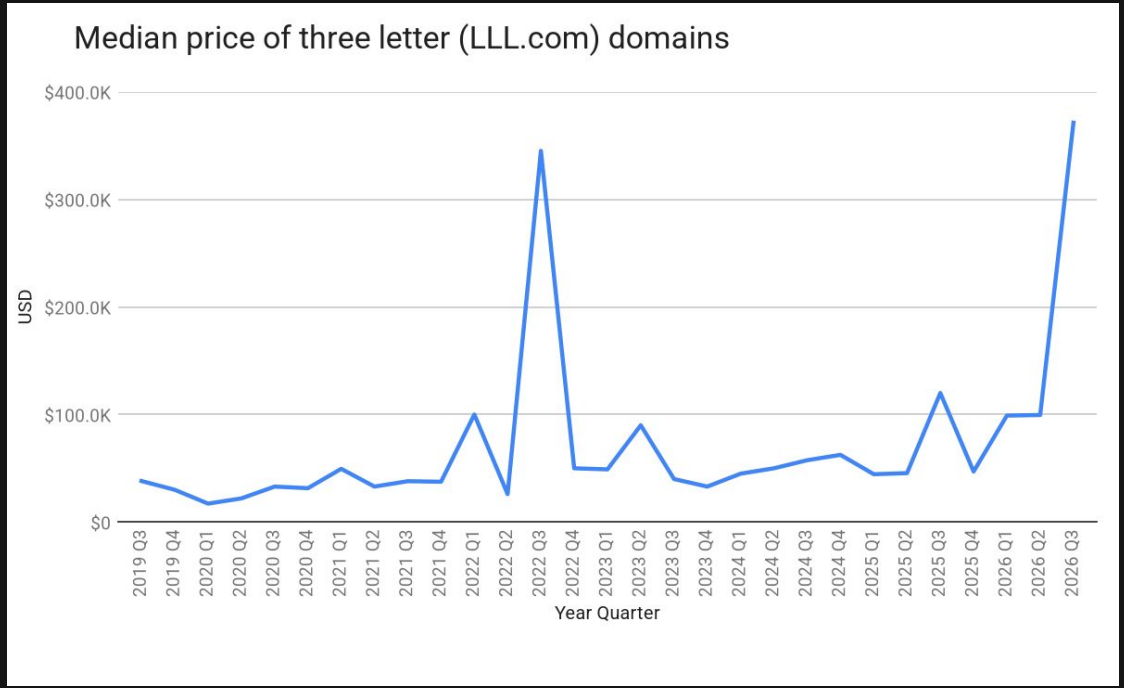


FIGURE 13 · LLLL.COM

Four-letter .com domains

The **median price** for four-letter .com domains **fell from $10.0k to $5,000**, its lowest since 1Q21.

The **price floor** eased from $700 to $99.

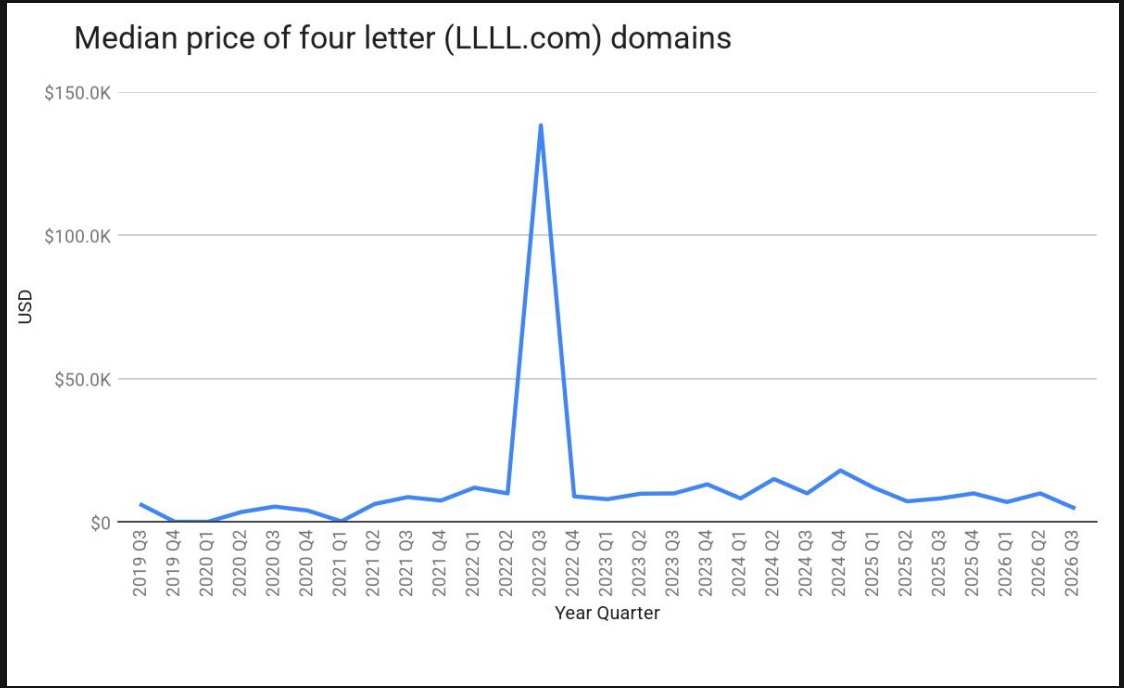


FIGURE 14 · LLLLL.COM

Five-letter .com domains

The **median price** **eased from $9,250 to $7,500**.

The **price floor** eased from $450 to $200.

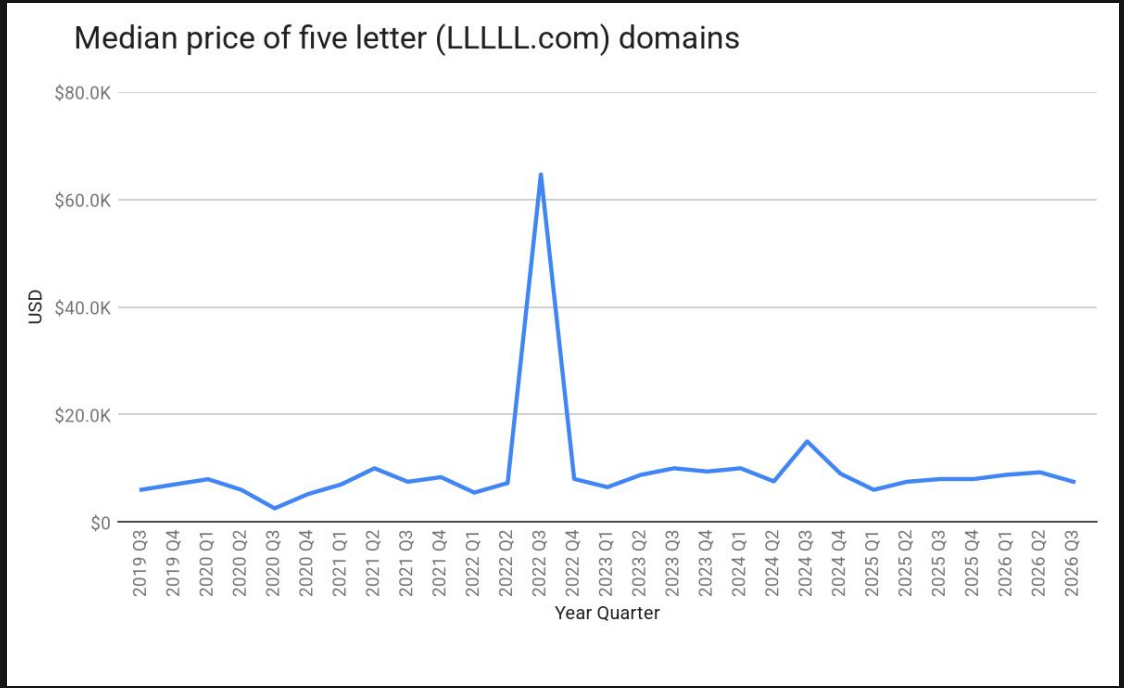


FIGURE 15 · CCC.COM

Three-character .com domains

The **median price** **surged from $12.0k to $80.0k**, a record high, lifted by the strong quarter for three-letter names.

The **price floor** eased from $800 to $426.

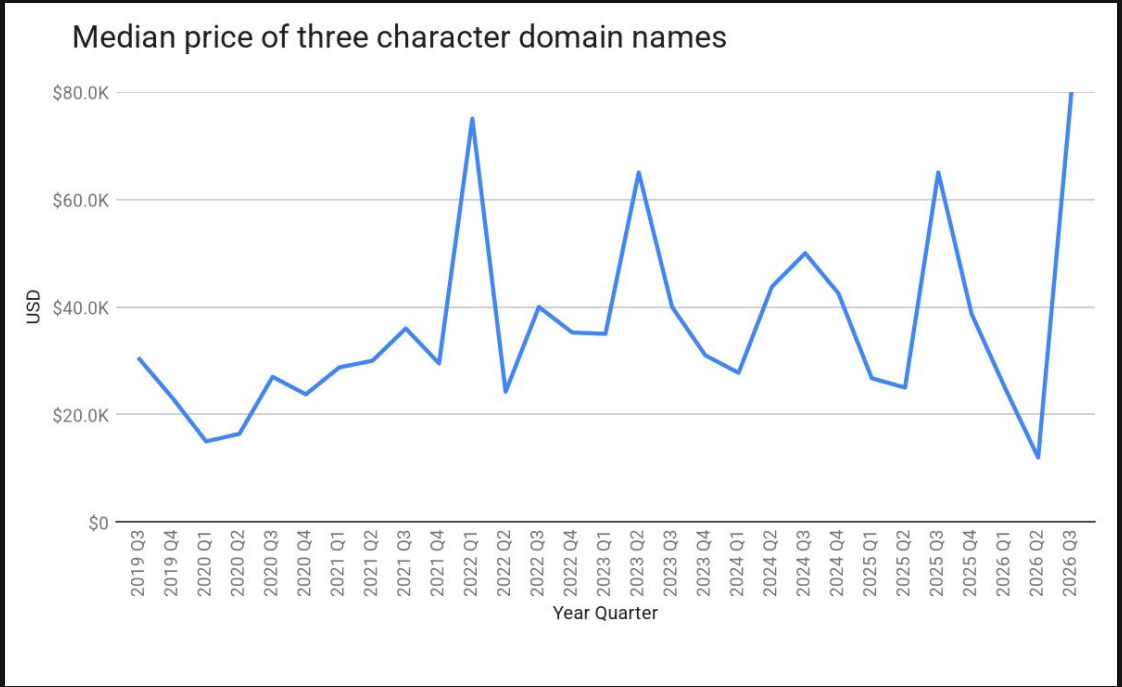


FIGURE 16 · CCCC.COM

Four-character .com domains

The **median price** **fell from $10.0k to $5,000**, its lowest since 1Q21.

The **price floor** eased from $700 to $99.

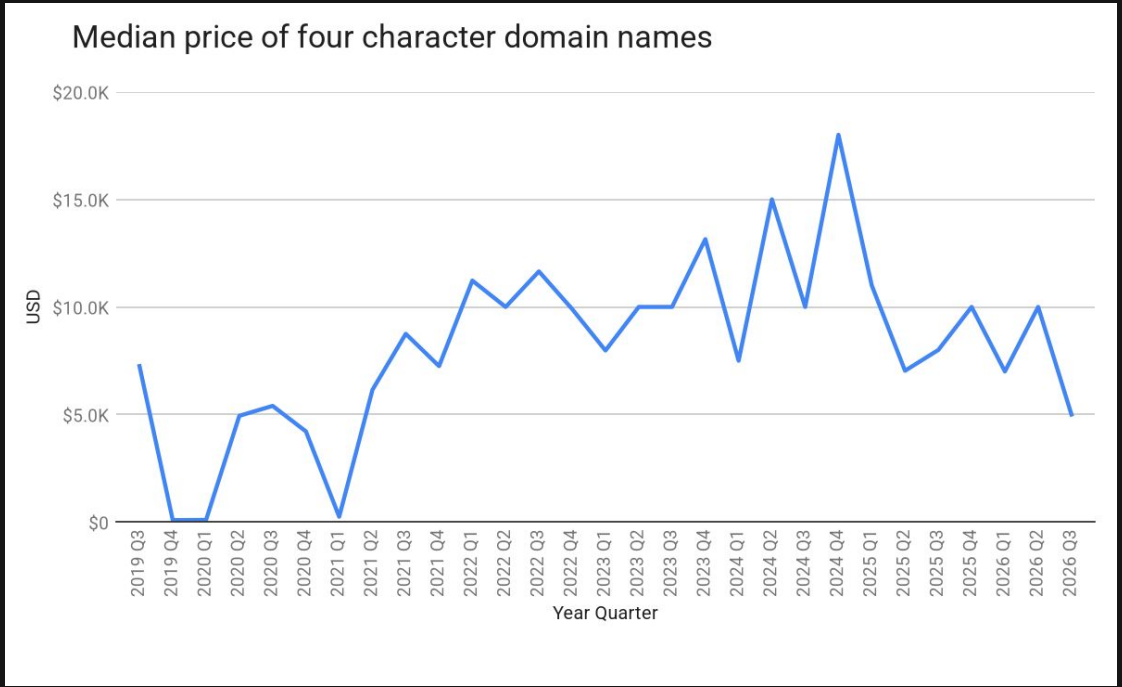


FIGURE 17 · CCCCC.COM

Five-character .com domains

The **median price** **eased from $8,375 to $7,500**, a second consecutive decline.

The **price floor** eased from $450 to $200.

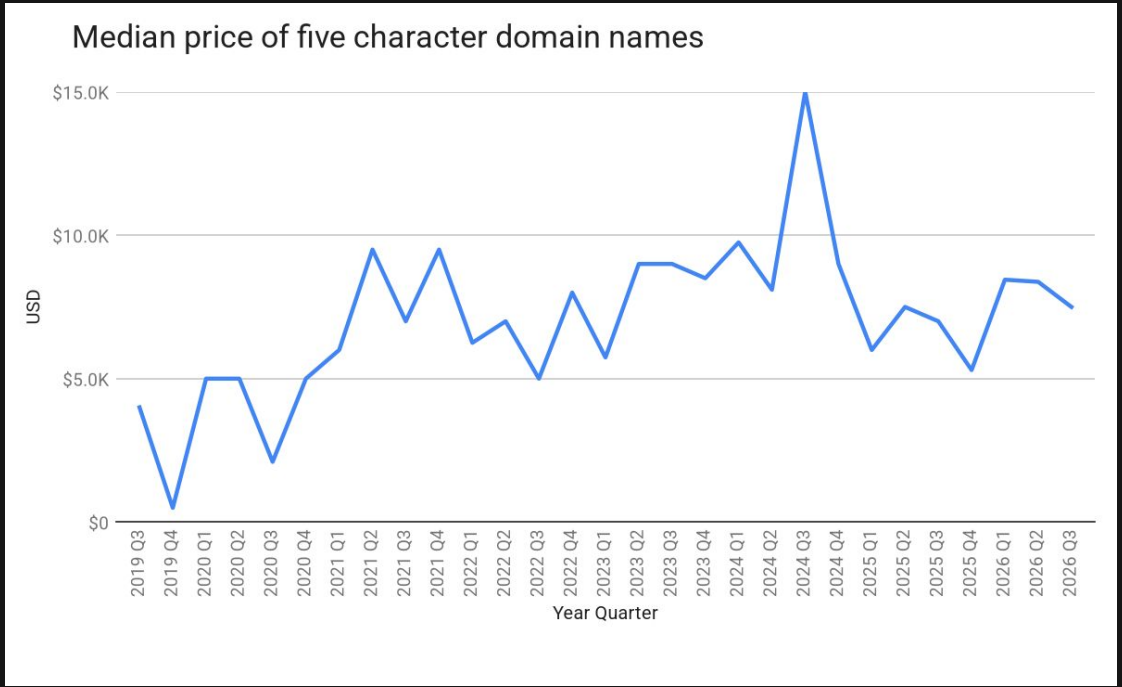


FIGURE 18 · CCCCCC.COM

Six-character .com domains

The six-character .com **median** was **unchanged at $5,000**.

The **price floor** rose from $100 to $175.

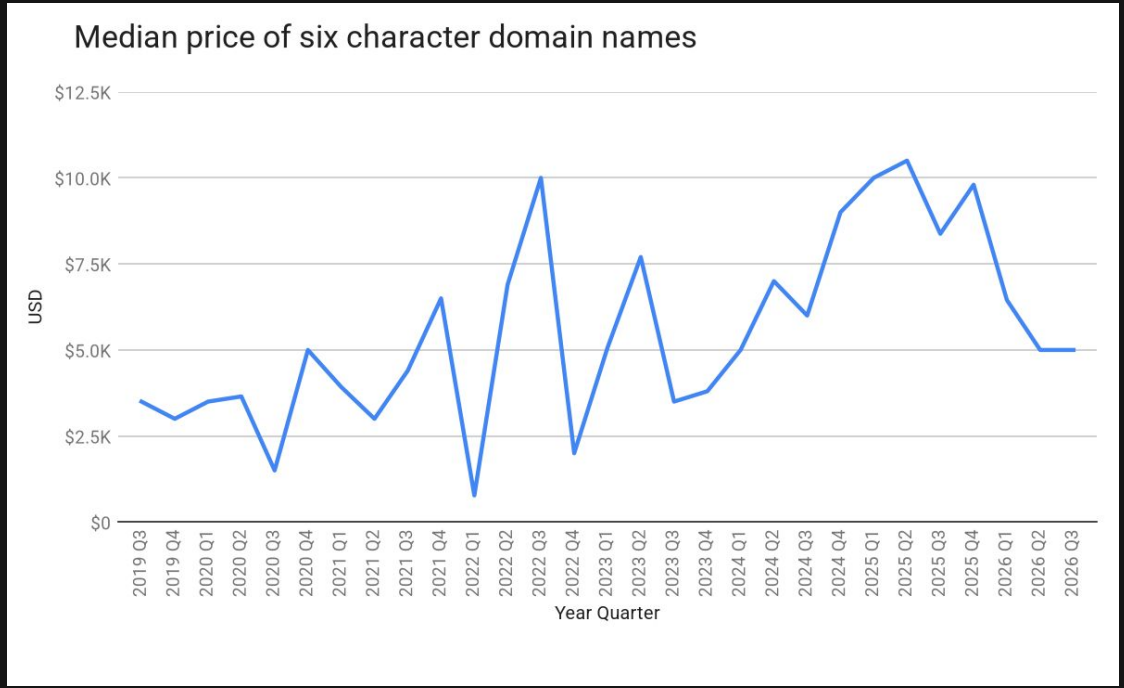


FIGURE 19 · NNNN.COM

Four-number .com domains

Four-number .com domains **returned with a median of $29.8k** across 4 sales, after no significant transactions in 2Q26.

The **price floor** was $11.3k.

There were no recorded NN, NNN or NNNNN .com transactions this quarter.

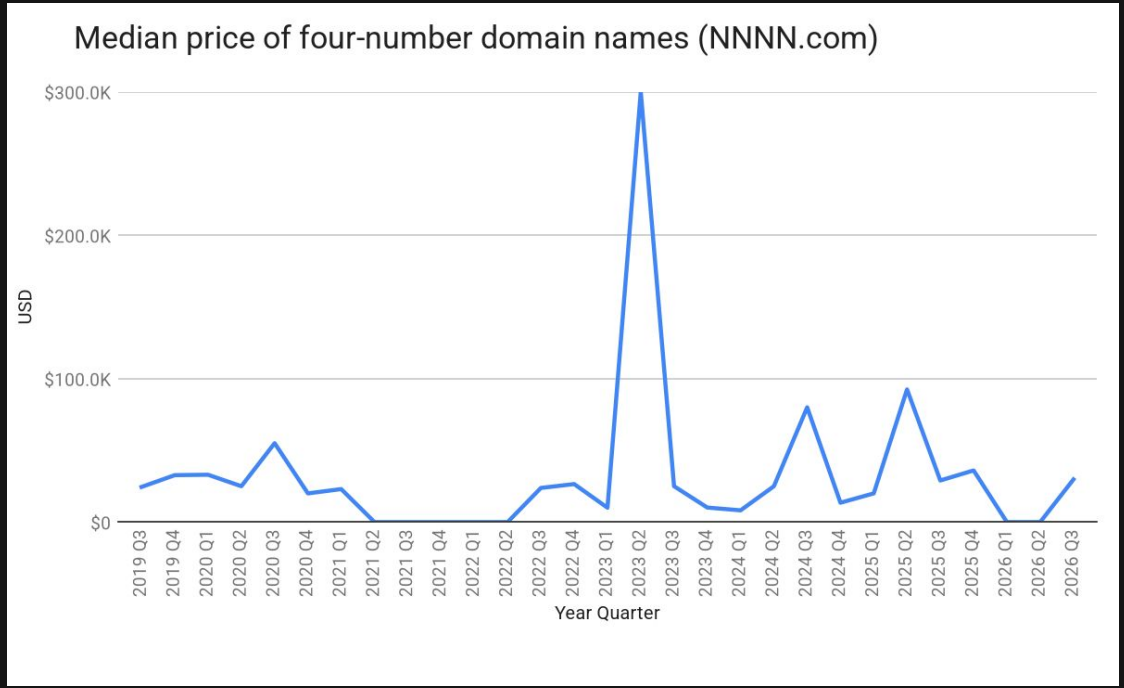


FIGURE 20

Domain names containing a hyphen '-'

Hyphenated domain volume **fell from $1.4M to $241.9k**, its lowest since 4Q24.

2Q26 was unusually high, so the drop partly reflects that spike falling out. Volume is also down 48% on a year ago.

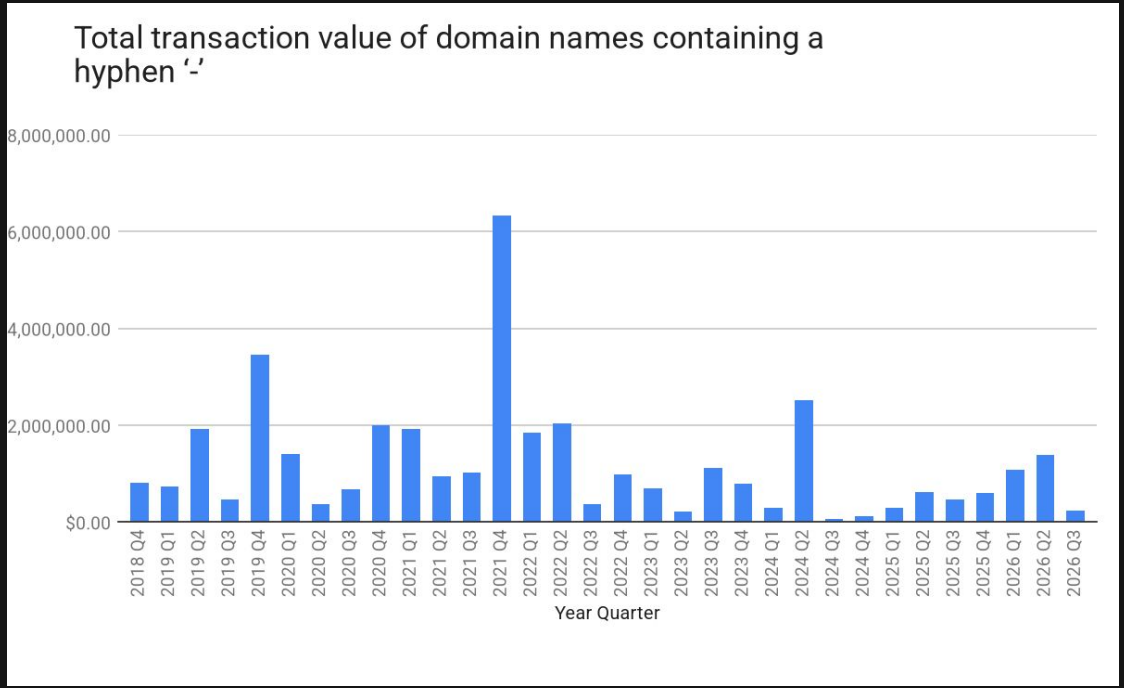


FIGURE 21

gTLD vs ccTLD domain names

gTLD volume **rose from $90.9M to $95.6M**, its highest since 2Q22, driven by .com.

ccTLDs **fell from $42.5M to $9.9M**, almost entirely because of .ai.

31.9% → 9.4%

of total volume came from ccTLDs, as last quarter's record share unwound

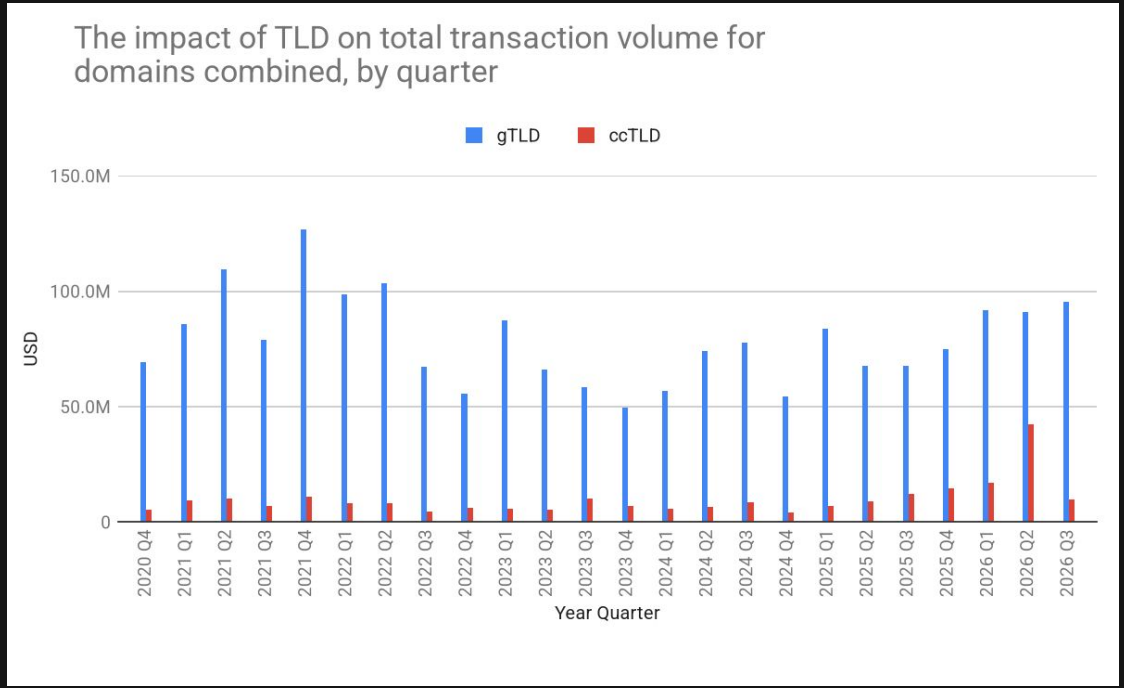


FIGURE 22

Top 5 ccTLDs

In 3Q26, **.ai fell from $37.7M to $6.9M**, still by far the largest ccTLD.

› .io rose from $382.5k to $468.3k

› .it surged from $84.0k to $280.7k

› .co fell from $569.8k to $243.3k, a second consecutive decline and its lowest since 2Q24

› .co.uk dropped from $669.4k to $150.3k

Outside .ai these are small markets, where a handful of sales moves the total.

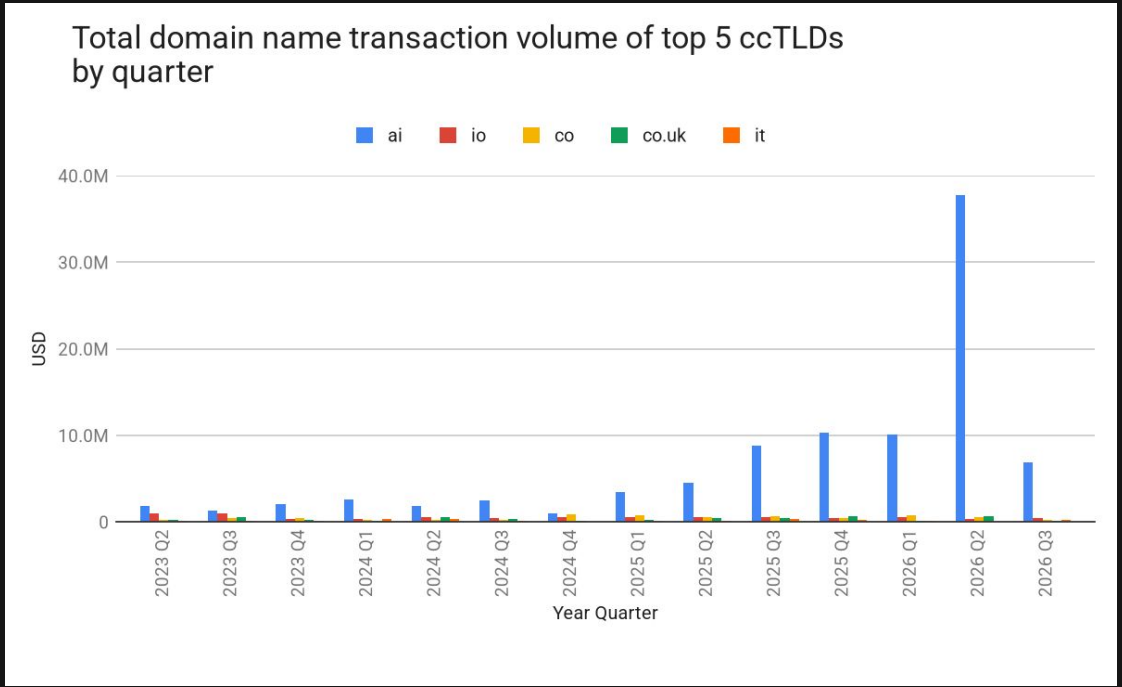
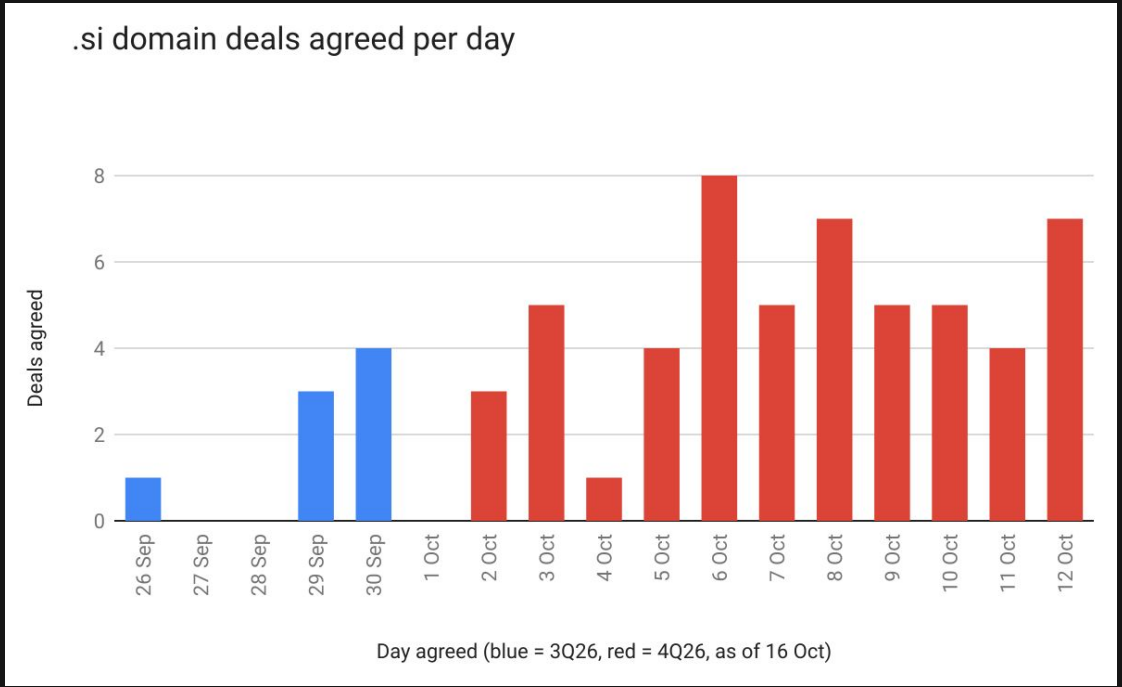


FIGURE 23 · .SI

.si domain names

Completed .si sales were **2 in 3Q26**, level with 2Q26. But the quarter ended just as activity picked up: **11 .si deals were agreed in 3Q26**, 8 of them in the last five days of September.

In the first 12 days of October, 54 more .si deals were agreed, following the 29 September U.S. executive order on "Super Intelligence" terminology. Our data shows when deals were agreed, not why.



54 deals agreed 1–12 Oct. Of 80 started in that window, 30 had completed by 16 Oct

Counts are deals, not dollar volume. 4Q26 figures are partial and may be revised.

FIGURE 24

Other TLDs

Beyond .com, .ai and the top ccTLDs, **.org remains the largest TLD**, though it eased from $1.2M to $844.4k in 3Q26, and its last four quarters ($5.4M) were 17% below the four before.

.xyz jumped from $18.8k to $521.0k and **.net fell from $2.7M to $216.6k**, but both moves rest on a handful of large sales rather than a shift in demand.

Among country codes, .de more than doubled over the last four quarters (+110% on the four before), though it eased for a third consecutive quarter, from $210.8k to $143.3k. .eu's 1Q26 spike was a one-off, not a trend.

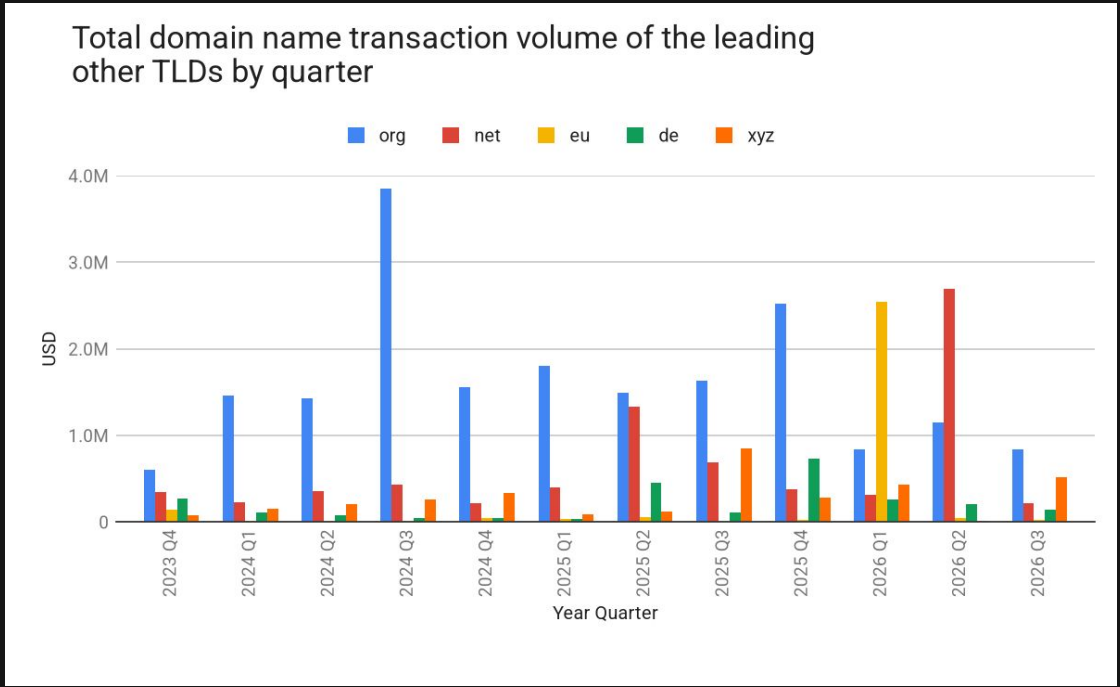


FIGURE 25

Other TLDs of note

Two smaller TLDs stood out this quarter.

The clearest riser was **.app, which climbed from $104.3k to $290.3k** across 35 sales, its highest since 2Q25, with no single sale dominating.

.com.au rose from $109.4k to $168.4k, and its last four quarters ($822.3k) were up 107% on the four before.

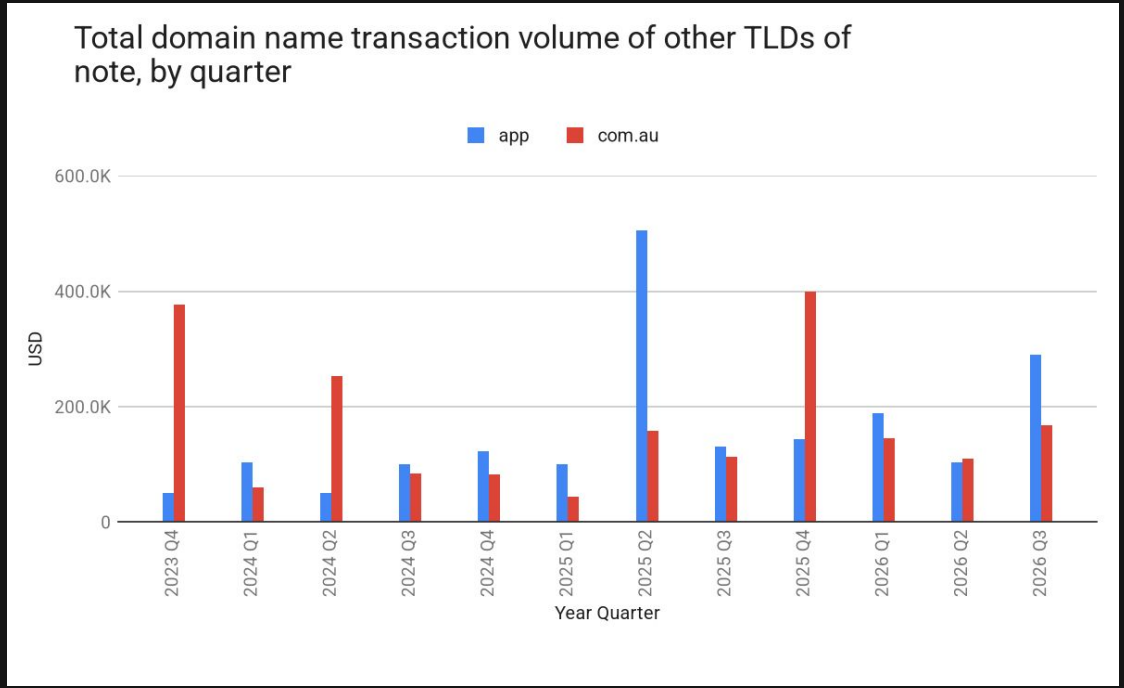


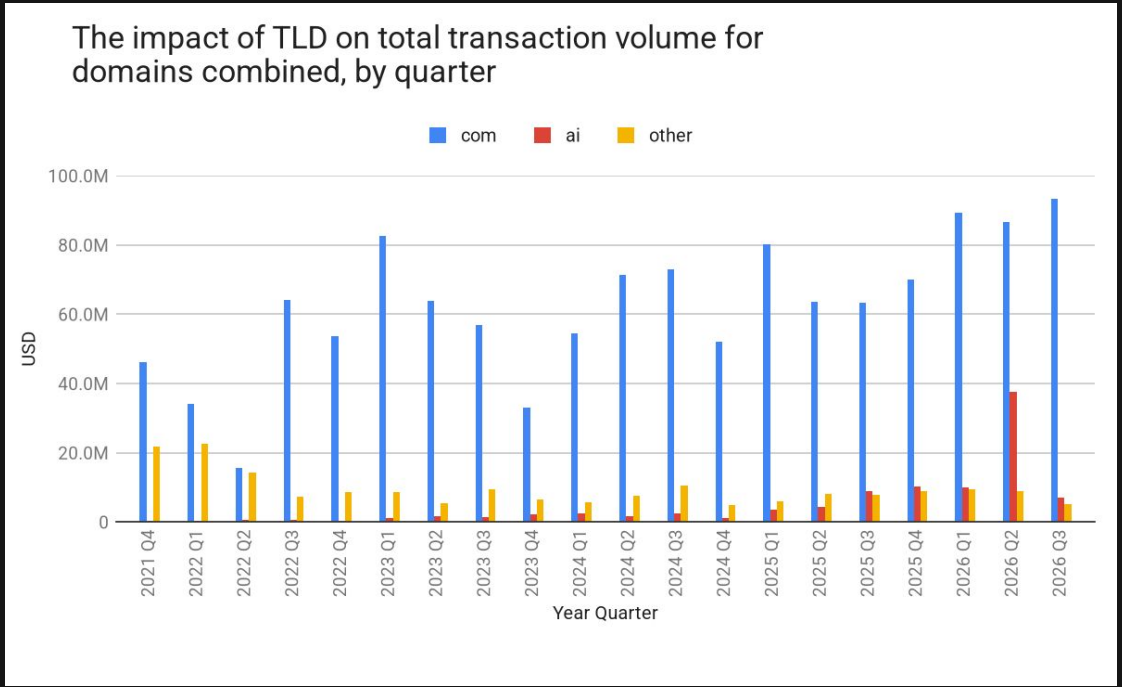
FIGURE 26

.ai vs .com

By volume, .com pulled further ahead: **$93.3M** in transaction volume this quarter against .ai's **$6.9M**.

On price, .com is back in front too. The mean transaction value of an exact-English-word .ai domain was $121.7k in 3Q26, against $516.1k for an equivalent .com.

Last quarter's .ai lead on price did not last; this quarter .com leads on both volume and price.



What it all means

01

.com carried the market

Total volume fell 31% from Q2, yet .com set a record at $93.3M and gTLDs reached their highest since 2Q22. Year on year, total volume is up 16%.

02

ai volume cooled, but typical .ai prices hit a record

.ai volume fell back to $6.9M, 22% below a year ago, and accounted for $30.8M of the ccTLD category's $32.6M drop. The exact-word .ai median reached a record $43.0k, just under .com's $45.0k.

03

Short .com prices split

LLL.com and CCC.com medians both hit records ($371.2k and $80.0k), with 12 of 15 LLL.com sales at $100k or more. LLLL.com and CCCC.com medians fell to $5,000, their lowest since 1Q21, and there were no LL.com or CC.com sales.

ESCROW.COM

About this data

Source: Escrow.com transaction data, as of 13 Oct 2026. Figures are rounded.

Headline volume (payment volume)

The total transaction volume on the executive summary slide is gross payment volume (GPV): escrow payouts plus fees on domain transactions, net of adjustments, dated by the day payment was made.

It includes some items that are not domain names, such as app listings. It is not the same measure as the domain names GMV reported in Freelancer Limited's financial results.

Everything else (completed domain sales)

Every other chart and statistic covers completed domain sales only, dated by completion. Domain-holding deals are dated by payment. Volume counts domains sold, and the price of a bundle is split across its domains. Mean, median and floor prices use the sale price of each domain.

Regional figures overlap: a deal counts toward the U.S. if the buyer or the seller is based there.



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DOMAIN INVESTMENT INDEX

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