

# .ART paints a picture of strong and consistent growth in 2022



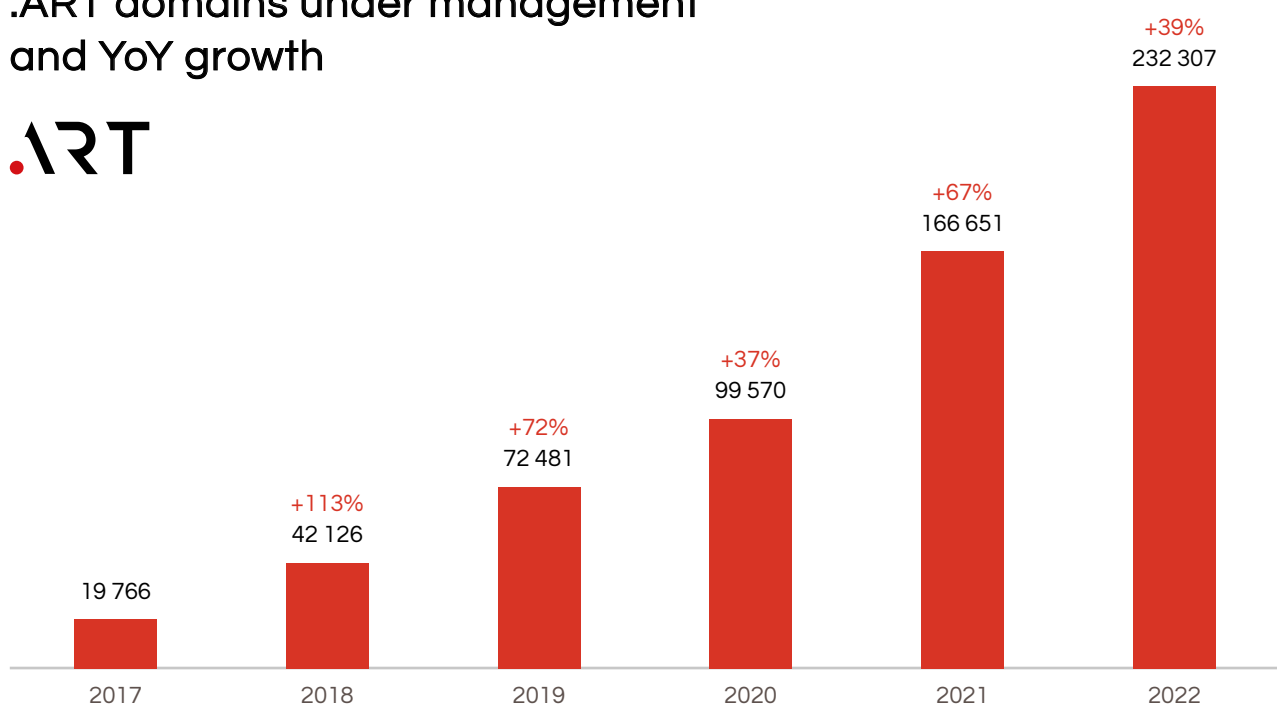
## .ART 2022 HIGHLIGHTS — OVERVIEW

The domain industry, and many others, faced a wide range of challenges in 2022. Despite the tough year, .ART continues to show strong and steady progress and has remained among the 15 fastest-growing domain name registries, according to data from Hosterstats.com. We ended the 2022 year with **232,307 .ART domains** under management, a **net domain growth of 39%** over 2021.

.ART's consistent and stable growth is evidenced by numerous high-quality registrations, including some of the world's best-known museums and art institutions, as well as a strong 1st-year renewal rate of **81% for premium names**. Individual artists, art enthusiasts, and others associating themselves with "art" continue to be strong supporters of .ART with "NameSurname.art" among the most popular standard domains.

2022 also saw over 3,000 (3%) new .ART domains registered related to NFTs and Web3. We expect continued strong adoption by the Web3 community as .ART domains are also available on ENS and (in addition to its traditional DNS usage) a .ART domain name can be linked to a wallet, NFT, or any digital asset on the Ethereum blockchain.

## .ART domains under management and YoY growth



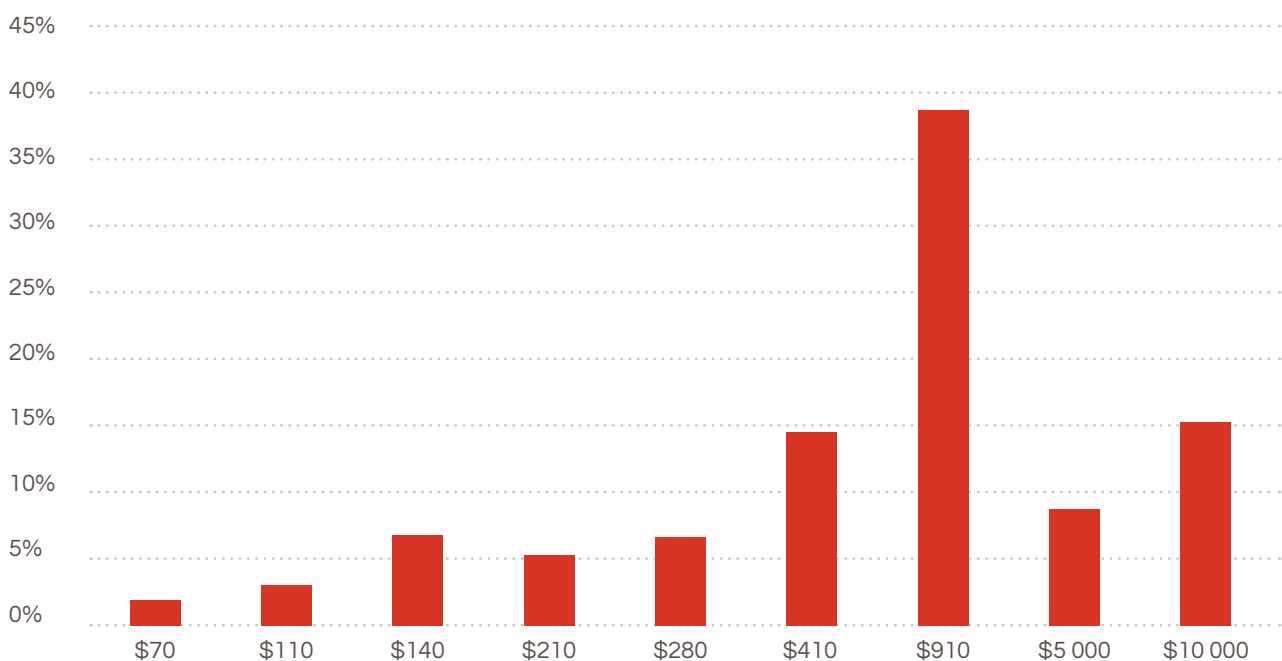
## PREMIUM NAMES

.ART has adopted an innovative, big-data approach to domain name valuation, employing a 14-parameter algorithm to determine pricing for an extensive inventory of affordable premium names. There are nine .ART premium name price tiers ranging from \$70 to \$10,000 with all premium names renewing at a low price of \$30 per year.

The effort has paid off in increased revenue for the .ART registry and its registrar partners. In 2022 we sold **5,734 premium domains**, representing **5%** of .ART names registered and **69%** of domain registration revenue.

We sold **82 .ART premium names** priced at **\$5,000 or \$10,000 tiers**. The average price of premium names sold in 2022 was **\$438** confirming our belief in the demand and revenue-generating capability of affordable premium names, as well as higher-priced, super-premium names.

### Premium Revenue 2022 by tiers



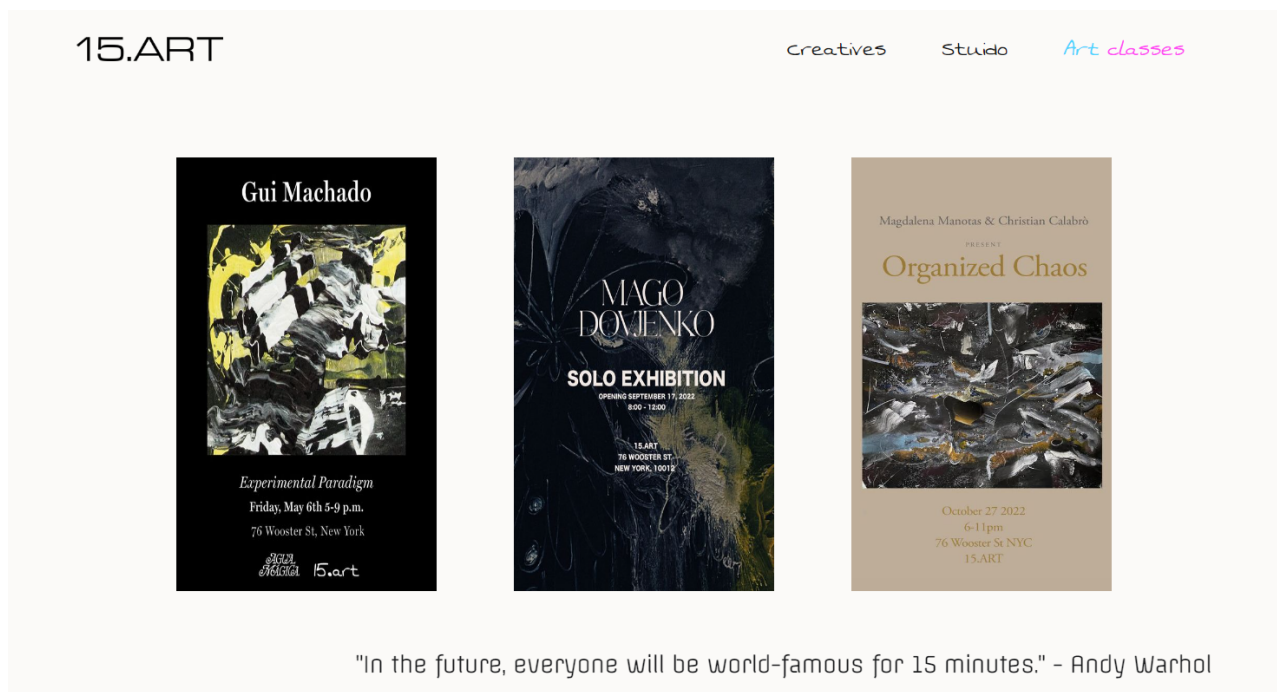
## USAGE

We are proud of the active online .ART community and the number of highly creative live sites using a .ART domain as their primary URL. 39% of all .ART domains are used for websites, and 14% for redirects.

Here are some examples of domains registered in 2022 with live sites:

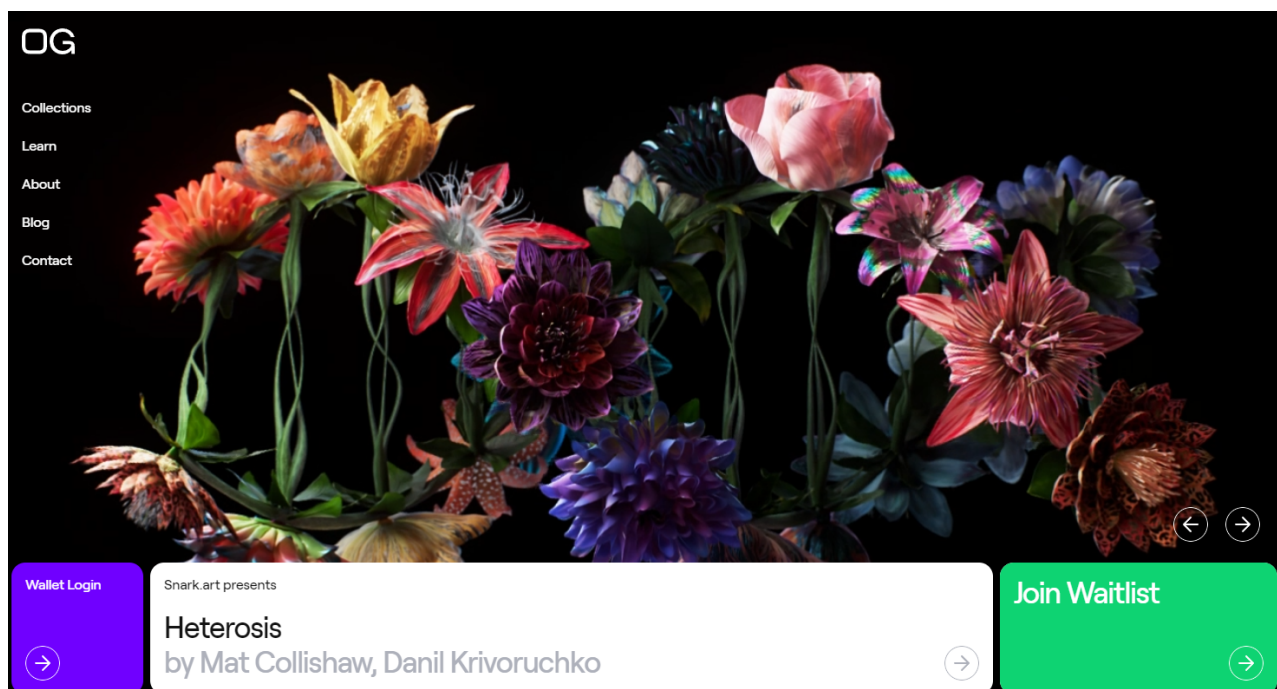
## 15.art

15 is an artist community, art studio, art gallery and children arts club that fosters a new generation of creativity in the heart of New York City. Located in Andy Warhol's former SoHo haunt at 76 Wooster.



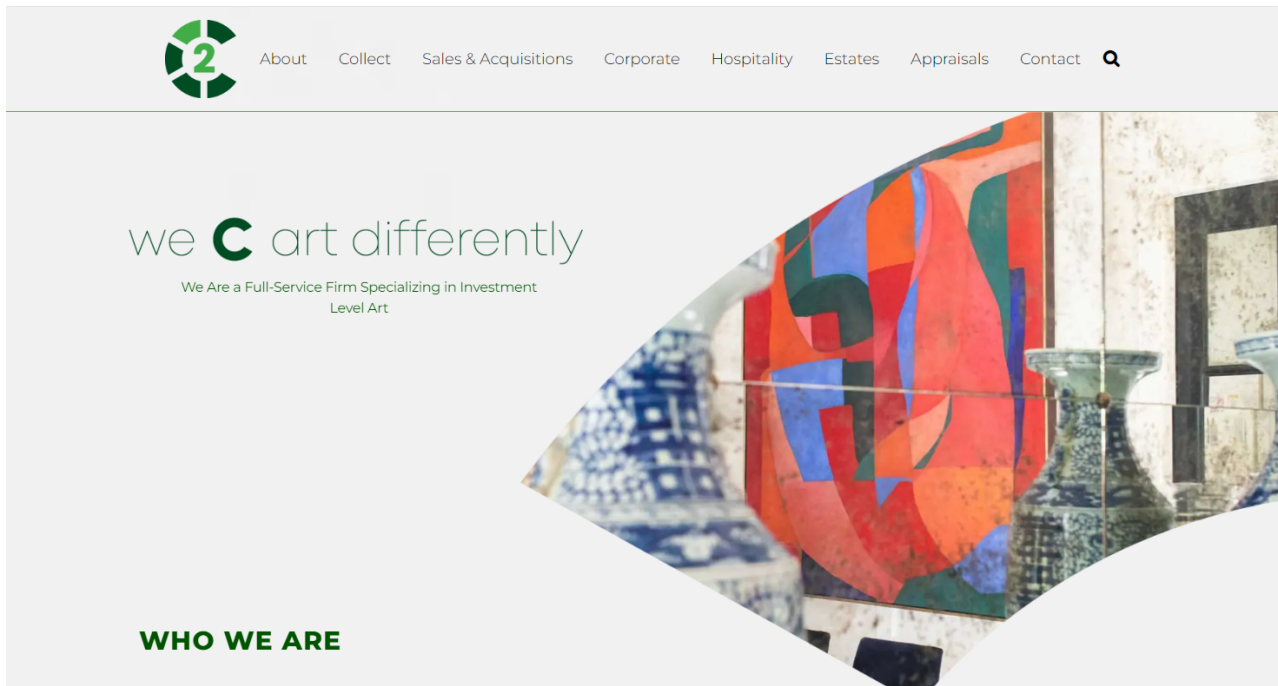
## og.art

A platform for curated collections of dynamic generative art.



## c2.art

A Full-Service Firm Specializing in Investment-Level Art.



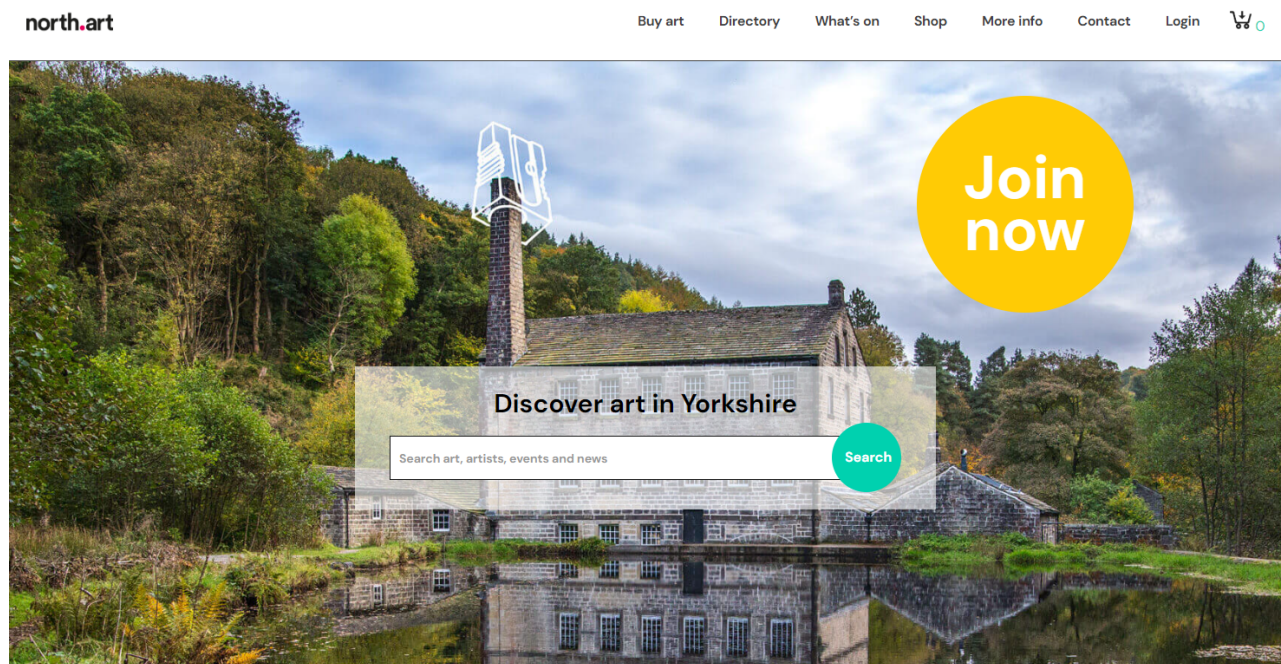
## int.art

A platform building interactive arts and design in web3 space.



# north.art

The regional online Art Gallery and Art's News website for the North of the UK.



## TOP REGISTRARS IN 2022

At the end of 2022 .ART domains were offered by 199 registrars worldwide, and 100 of them were actively selling premium domains:

### Top 5 registrars (by domains sold)

1. Namecheap
2. GoDaddy
3. Google
4. Tucows
5. Alibaba

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5. PDR Ltd.





## ADDITIONAL INITIATIVES

As a short, meaningful, and memorable domain extension with purpose, .ART continues to grow and innovate. After a successful 2022, in 2023 the registry will seek to expand its ENS and Web3 product.

In addition:

- .ART will introduce the company's ART THERAPY INITIATIVE, an important charitable program supported by the sale of .ART domains.
- .ART will continue to innovate ways in which to digitally store evidence of authenticity and the provenance of any art object by using US-patented "Digital Twin" domains. These .ART domains employ additional Whois data fields to record art object metadata.

For more information about .ART visit [www.art.art](http://www.art.art)

