

The price for .com could increase by nearly **70%** in the next **10 years** — here's why.

2021 is the first in many years Verisign has increased their prices for .com domain names due to a renegotiated agreement and a lifted price freeze imposed by the Obama Administration.

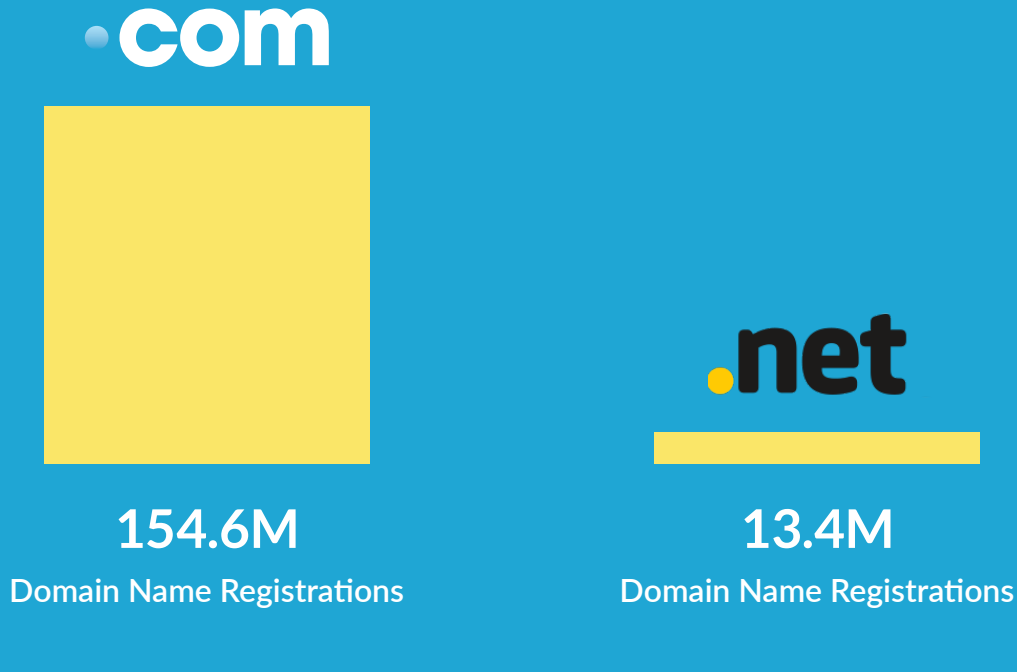
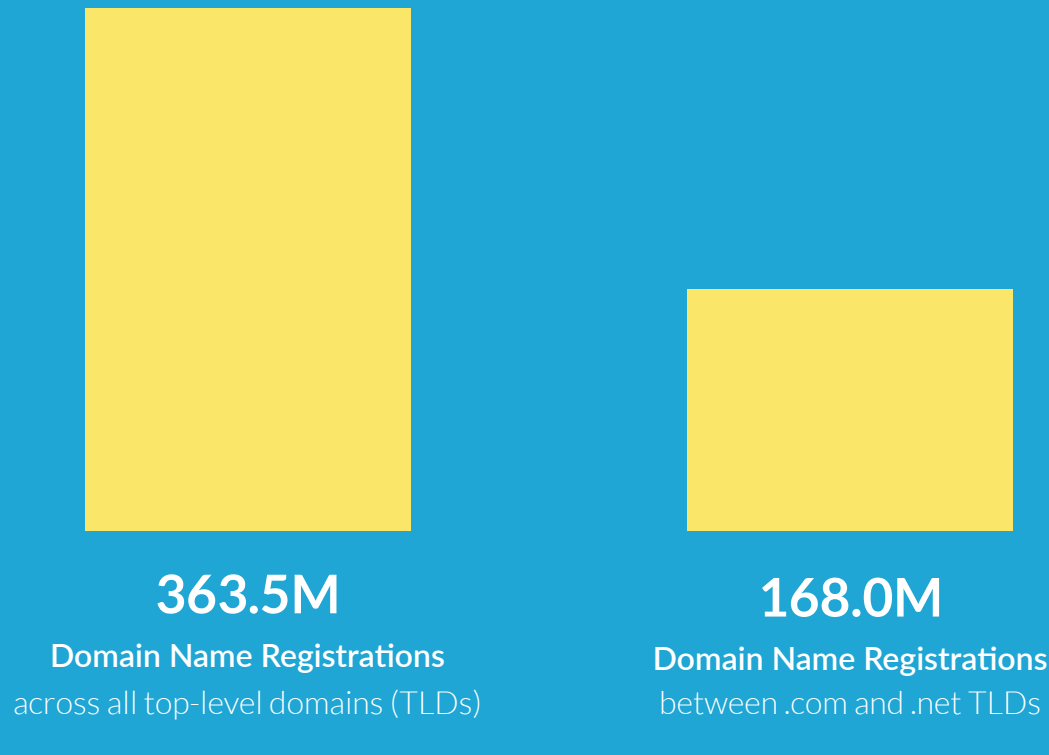
NTIA
National Telecommunications and Information Administration

VERISIGN
.com and .net registry

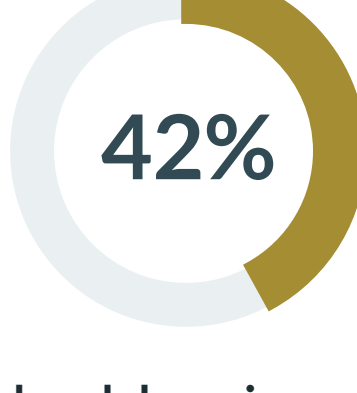
ICANN
Internet Corporation for Assigned Names and Numbers

A QUICK LOOK AT THE DOMAIN INDUSTRY

The first quarter of 2021 closed with...

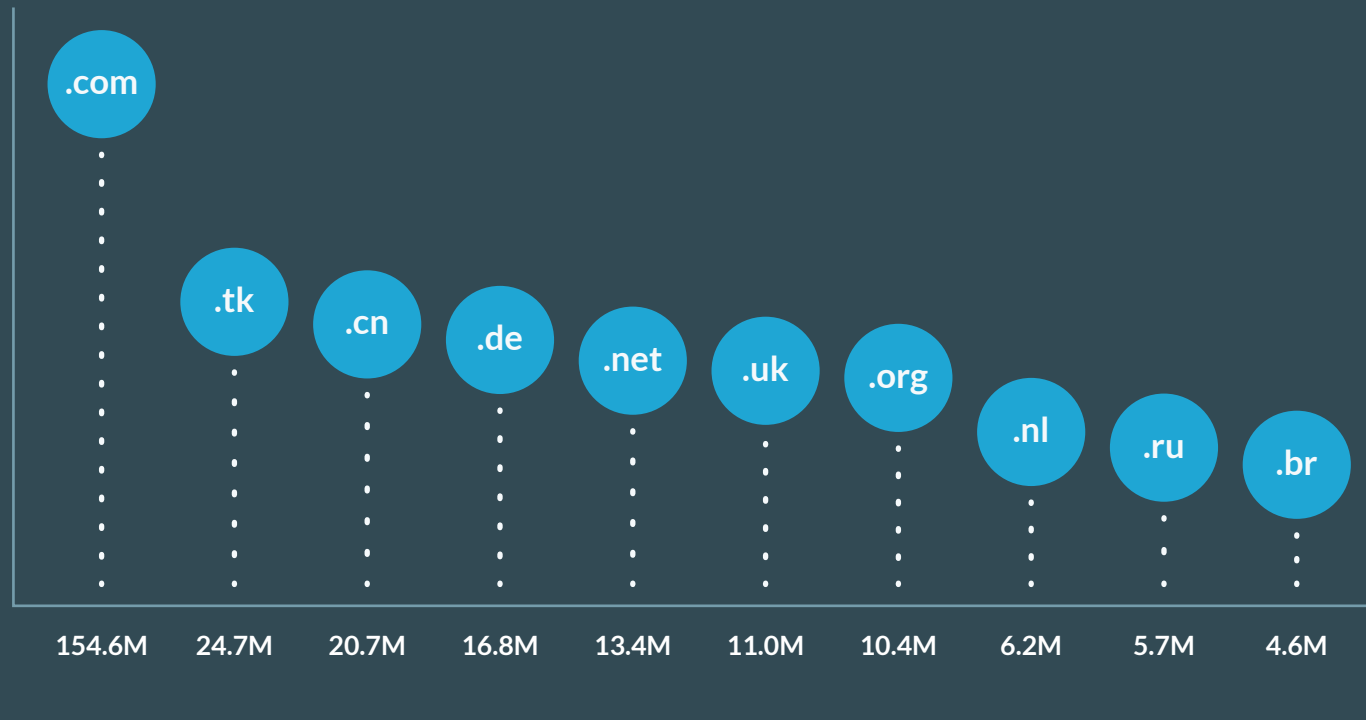


Alone, the .com domain makes up



of all top-level domain registrations

The largest TLDs by number of reported domain names are:



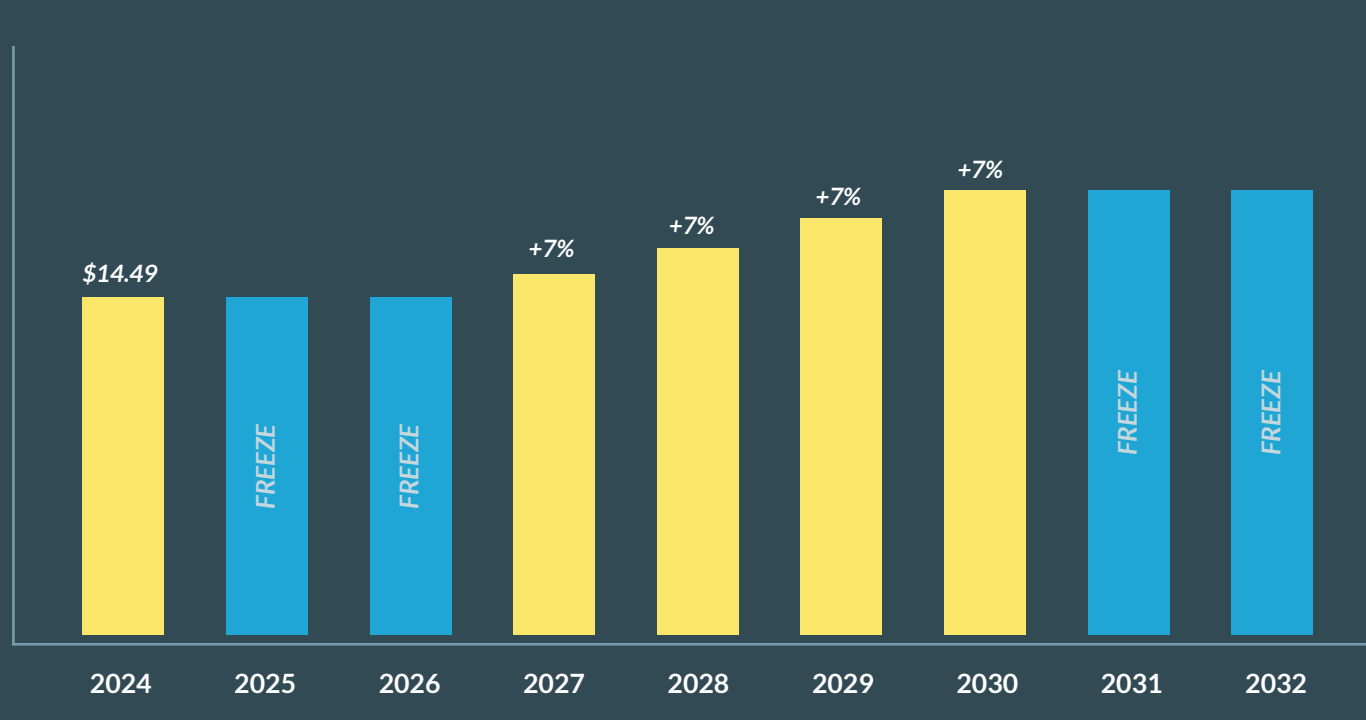
Source: Verisign, Domain Name Industry Brief (https://www.verisign.com/en_US/domain-names/dnib/index.xhtml)

THE NEW AGREEMENT

"Without further approval by the Department, at any time following the Effective Date of this Amendment 35, Verisign and ICANN may agree to amend Section 7.3(d)(i) (Maximum Price) of the .com Registry Agreement to permit Verisign in each of the last four years of every six year period, beginning two years from the Effective Date of this Amendment 35 (i.e., on or after the anniversary of the Effective Date of this Amendment 35 in 2020-2023, 2026-2029, and so on) to increase the Maximum Price charged by Verisign for each yearly registration or renewal of a .com domain name up to seven percent over the highest Maximum Price charged in the previous calendar year."

Source: U.S. Department of Commerce, Amendment to Financial Assistance Award (https://www.ntia.doc.gov/files/ntia/publications/amendment_35.pdf)

Assuming Verisign utilizes each possible price increase, the upcoming pricing landscape for the .com domain could look as follows:



HERE'S WHAT YOU CAN DO

- 1 Renew your .com domains as soon as possible before the price increase
- 2 Take advantage of multi-year renewals for up to 10 years to lock in your current rate
- 3 Consider registering other TLDs in addition to .com to diversify your domain portfolio

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