Observation on China Domain Auction Market

Driving Digital Business in A Better Way
About ZDNS

- Registry Service Provider and China market consultancy
- Support over 7 million domains, including over 2 million from oversea tlds operating in China Mainland.
- Supports over 43 TLDs/ 18 registries’ operation globally
- 26 TLDs/ 9 Oversea Registries choose ZDNS as their China Local Backend Service Provider, including .CO & .PW
- .网址 (.website in Chinese IDN), .ren (.person in Chinese pinyin) and .fans Registry.
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- Most significant trend is the shift from primary market to secondary market

- China Domain Trade/Auction Market reaching the peak ($2 Billion) in 2015/2016 and has been declining for the past few years, stabilizing in 2019

- Domain Trade Financing

- Volume Domain Auctions

- Auction Platforms are more diversified, SNS Auction such as WeChat/QQ group auctions and Live-streaming auctions are emerging

- Legacy and ccTLDs are the most popular, New gTLDs are emerging such as .Top, .VIP and .Club
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- Short Domains are highly preferred

- Among Alexa China Top 10000 websites, Pinyin domains account for 55% of the domains and English domains take up 45%

- 400 one Pinyin words, and 160,000 two pinyin words, and 64 Million three pinyin words

- Within 2-pinyin words, 400 most popular words consisted of 20 initial consonants of a Chinese syllable

- Numeric domains are the mainstream for the Volume Auction
Thanks!