Monetizing Your .TLD

A Briefing for Operating ccTLD and gTLD Registries

What your namespace could be earning, and what it takes to get there.

PT ADG, rsp.id. ICANN-evaluated Registry Service Provider, a subsidiary of PANDI, the .id registry.

Prepared ahead of ICANN87, Bali, Indonesia, 17-22 October 2026

REGISTRY SERVICE PROVIDER

https://rsp.id

Your Registry Works Perfectly, That Is the Problem

Established namespaces are converging on equilibrium, the point where new registrations barely exceed deletions. Nothing is broken. Resolution is flawless, compliance is clean, the SLA is met every month. And the zone file stops moving.

-0.15%

growth across the ten largest European ccTLDs (CENTR10)

+0.45%

growth across the thirty largest (CENTR30), barely above flat

72-83%

renewal-rate spread across the world's ten largest ccTLDs

The question this deck answers: a namespace that has stopped growing has not stopped being valuable. It has stopped being monetized.
The next four slides are registries that proved it.

Sources: CENTR TLD Market Report (retention 85.4% CENTR10, 85.9% CENTR30); DNIB Quarterly Report Q3 2025 (top-10 ccTLD renewal: .fr 82.6%, .ru 72.3%).

What a Well-Monetized Namespace Is Worth

These are not new gTLDs and they are not large countries. They are small ccTLDs whose registries made deliberate commercial decisions, and the result shows up in national accounts.

.ai

Anguilla, EC$260.5M

Forecast domain revenue in the 2026 national budget (about US$96M), from a population of roughly 15,000. The lever: priced the namespace to demand.

.tv

Tuvalu, 8.4%

Of government revenue came from .tv royalties by 2019, roughly a twelfth of national income. The lever: licensed the string to an operator.

.io

Indian Ocean, US$42.4M

Registry revenue in 2024 (£31.6M), up 93% since 2021 as the zone grew past 1.6M names. The lever: built around one high-value audience.

.co

Colombia, >US$125M

Paid to the Colombian government across five years, after it renegotiated its share of the registry. The lever: renegotiated the commercial terms.

A ccTLD That Outgrew Its Own Economy

Anguilla did not build a bigger registry. It made better commercial decisions with the one it had.

EC$260.5M
forecast .ai revenue in the 2026 budget address

~47%
of the national budget in 2025, as reported by the government

90%
renewal rate on .ai domains

15,000
people live in Anguilla

What Anguilla did not do

Build new registry infrastructure
Run a global marketing campaign
Change registrars or platform

What it did do

Recognised that demand for its two letters had changed
Priced the namespace to that demand instead of to habit
Treated renewals, not new registrations, as the asset

The transferable lesson: the constraint was never technical. It was commercial, and it was under the registry's own control.

Two Small Namespaces, Two Different Routes

.tv

Licensing the String Itself

Tuvalu never tried to operate a commercial registry. It licensed .tv to an operator and took a royalty, first Verisign under a US$50M, 12-year agreement signed in 2000, then GoDaddy Registry from 2022.

8.4%

of Tuvalu's government revenue came from .tv royalties by 2019

~1/12

of national income, from a population under 12,000

Lower ceiling, near-zero operating risk.

.io

Owning the Demand Curve

The opposite strategy. A commercially operated registry that priced for a specific, high-value audience, technology companies and startups, and grew with it rather than chasing volume.

US$42.4M

registry revenue in 2024 (£31.6M), up 93% since 2021

1.6M+

domains under management, from roughly 660,000 in 2021

Higher ceiling, and the registry keeps the upside.

Sources: Economy of Tuvalu, .tv public records; Internet Computer Bureau 2024 filed accounts as reported by industry press. Both routes are legitimate, the choice is a policy decision, not a technical one.

The Most Expensive Line Item Is the Contract

Colombia's .co is one of the most commercially successful ccTLDs in the world. For most of the last decade, the country captured very little of that success, not because the namespace underperformed, but because of how the operating agreement was written.

6-7%

share of registry profits to the Colombian government, original agreement

81%

share of registry profits to the Colombian government, 2020 renewal

What changed

Nothing about the technology, nothing about the demand, only the commercial terms.

Over five years the government reported receipts above US$125M.

If you have not reviewed your registry economics recently, this is the single highest-value hour a registry board can spend.

Sources: Colombian government .CO contract disclosures and contemporaneous industry reporting (2020 renewal; 2025 award to the Team Internet / CCI consortium).

Six Places Revenue Leaves an Operating Registry

None of these show up in an SLA report. All of them show up in the annual accounts.

1. One price for every name

A single flat tier means the most valuable strings in your zone sell for the same as the least valuable.

2. No premium or reserved inventory

Names with obvious commercial value are released at base price, once, permanently.

3. Expiring names dumped back at base

High-demand deletions re-register at the floor price instead of going to auction.

4. Renewal rate not managed as a target

Retention is reported after the fact rather than owned by someone with a budget.

5. A registrar channel with no incentive

Accredited registrars integrate your TLD and then never actively sell it.

6. Nothing sold beyond the name

No registry lock, no managed DNS, no data services, all margin left uncollected.

Most established registries we look at are losing money in four of these six at once, and none of them are visible from the technical dashboard.

Eight Levers, in the Order We Would Pull Them

1. Renewal rate

The compounding variable. A five-point improvement usually outperforms every other item on this list.

2. Price architecture

Tiering the zone instead of running one flat price for two million different strings.

3. Premium inventory

Reserved names priced to value, released deliberately rather than accidentally.

4. Premium renewals

The structurally better version, an annuity rather than a one-time sale.

5. Aftermarket and auctions

Expiring high-demand names routed to auction. No new infrastructure required.

6. Registry services

Registry lock, managed DNS, DNSSEC signing, security monitoring. High margin.

7. Channel and partnerships

Registrar incentives, hosting bundles, government and enterprise adoption programs.

8. Data and ecosystem

APIs, brand protection, and adjacent products that turn a name into a subscription.

Order matters. Registries that start at lever three without fixing levers one and two typically sell a few premium names and see no change in annual revenue.

What We Would Go Through With You in Bali

Forty-five minutes, no presentation. We look at your numbers and tell you where the growth is. You keep the analysis whether or not anything follows.

What to bring

Domains under management, last 5 years
Renewal rate by registration cohort
Revenue split by registrar
Your current price list, all tiers
Your operating or RSP agreement, if outsourced

If you can only bring one, bring the renewal cohorts.

You leave with

1. Where your zone is leaking

Which of the six leak points apply to you, sized in annual revenue.

2. A price architecture sketch

What a tiered structure would look like on your actual zone file.

3. A renewal recovery estimate

What a realistic retention improvement is worth to you per year.

4. A contract read

If you outsource operations, an honest view of how your terms compare.

PT ADG, rsp.id

An ICANN-evaluated Registry Service Provider, and a subsidiary of PANDI, the registry operator for Indonesia's .id. We work on the commercial side of registry operations as well as the technical one, because that is the side our own namespace was built on.

1,431,960	Largest	1.5M
registered .id domains at December 2025	ccTLD in Southeast Asia by domains under management	PANDI's registered-domain target for 2026

Indonesia's .id growth is the work of many parties over many years, PANDI as registry, the registrar channel, regulators, and the wider community. Our credibility comes from having worked inside that story, not from claiming it.

We don't just operate TLDs. We help registries grow them.

Source: PANDI, January 2026.

Are You Sending Anyone to ICANN87 in Bali?

If your registry is sending a delegation, or even one person, we would like to book forty-five minutes while you are there. Reply to the email this deck came with and tell us who is attending. We will work around your schedule.

Meeting
ICANN87 Annual General Meeting

Dates
17-22 October 2026

Venue
Bali International Convention Centre, Nusa Dua, Indonesia

Format
45 minutes, in person, no presentation

Registry Growth Partner. We build and grow TLDs.

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