

# Social network X is about to launch a marketplace for trading inactive usernames, prices can go up to millions of dollars

Social network X (Twitter) is about to launch a marketplace that will allow Premium users to buy or claim inactive usernames. Some rare names are worth more than \$1 million.

Social media platform X (formerly Twitter) is preparing to launch a 'trading market' for inactive accounts, allowing Premium users to claim or buy the handles they desire. According to X, rare names can be valued from \$2,500 to more than \$1 million, depending on the 'hotness' of the name.

## Two forms: Free and paid

The marketplace will offer two ways to request or buy handles: free and paid.

Names classified as 'Priority' — typically full names, multi-letter phrases, or special character strings — will be free to request for Premium+ and Premium Business subscribers.

If the request is approved, X will transfer ownership of the handle to the free user. However, if that person cancels or downgrades their subscription, their old name will automatically return to the account after 30 days.

Some examples of 'Priority' handles include: @GabrielJones, @PizzaEater, @ParadoxAI

## Increase revenue from Premium users

According to X, the launch of this trading marketplace is not only to increase direct revenue, but also to help attract more Premium users, in the context that the platform's advertising revenue is still struggling.

Not all requests are approved — X says each request will be reviewed within three business days. When a request is approved, the user's old name will be retained to prevent it from being taken over by someone else.



## The name 'Rare' - super rare goods, prices can reach millions of dollars

In addition to the Priority group, there's also the 'Rare' group — which includes names that are short, popular, or have special cultural value.

These handles can't be claimed in the usual way, but will be available for sale in two ways:

1. Public drops: Multiple people can sign up to buy. X will select people based on their contribution, influence, and usage on the platform.
2. Direct purchase: Users are invited to purchase at a fixed price, determined based on the name's popularity, length, and cultural value.

Once purchased, users will retain this name forever, even if they stop using the Premium plan.

Examples of 'Rare' handles include: @Pizza, @Tom, @One

## Anti-spam and bot hijacking solution

As explained on the support page, X claims that they do not open up inactive names because this can easily lead to bot spam or mass hijacking.

Instead, the marketplace will make name distribution more controlled, transparent, and secure.

If a user wants to pre-register a particular name that is not yet available on the market, they can add it to the 'Watchlist'. When the name becomes available for sale, X will send a direct notification.

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