

# Domain Name Secondary Market

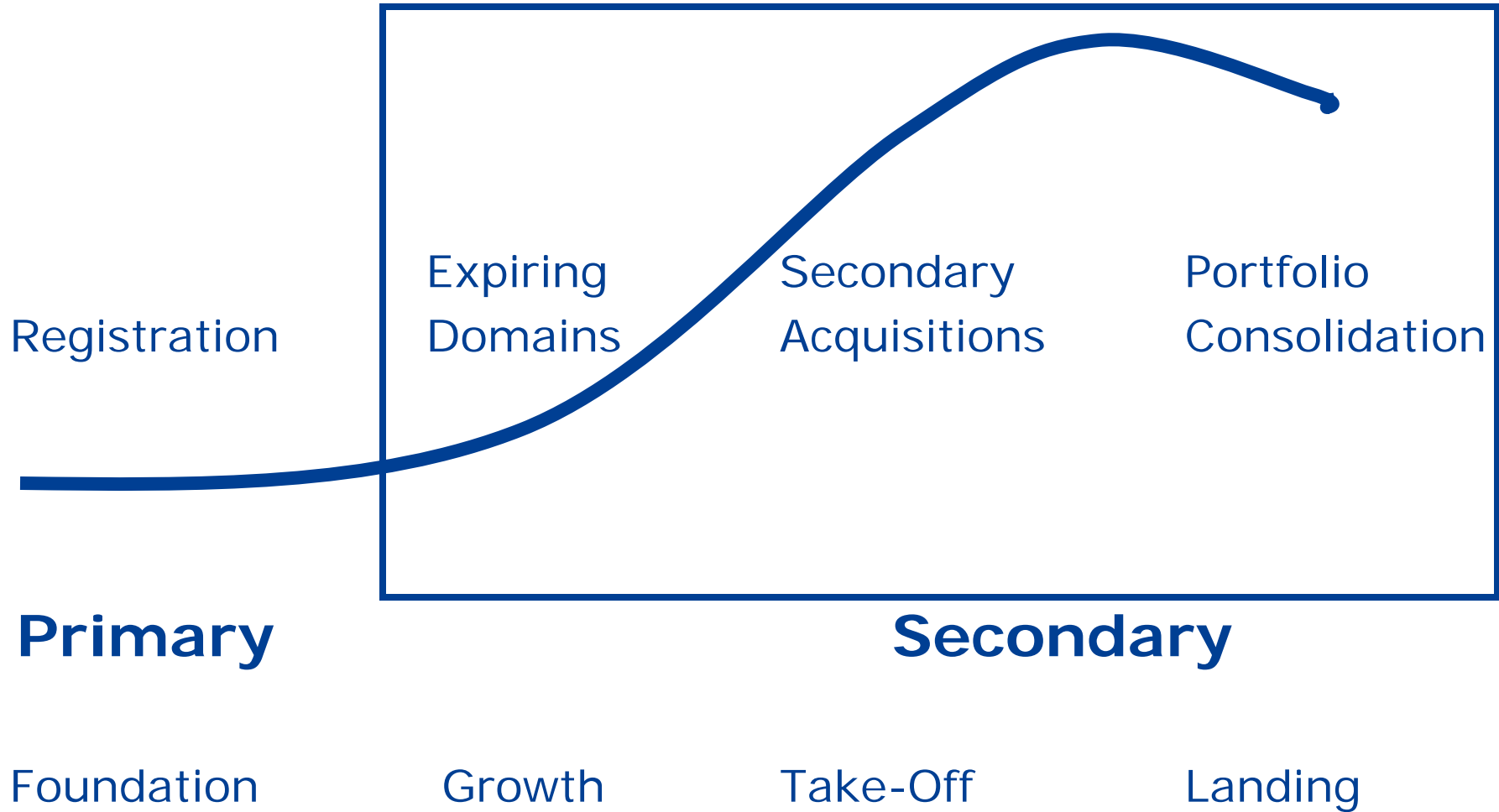
Tim Schumacher  
CEO Sedo

ICANN, Lisboa 2007

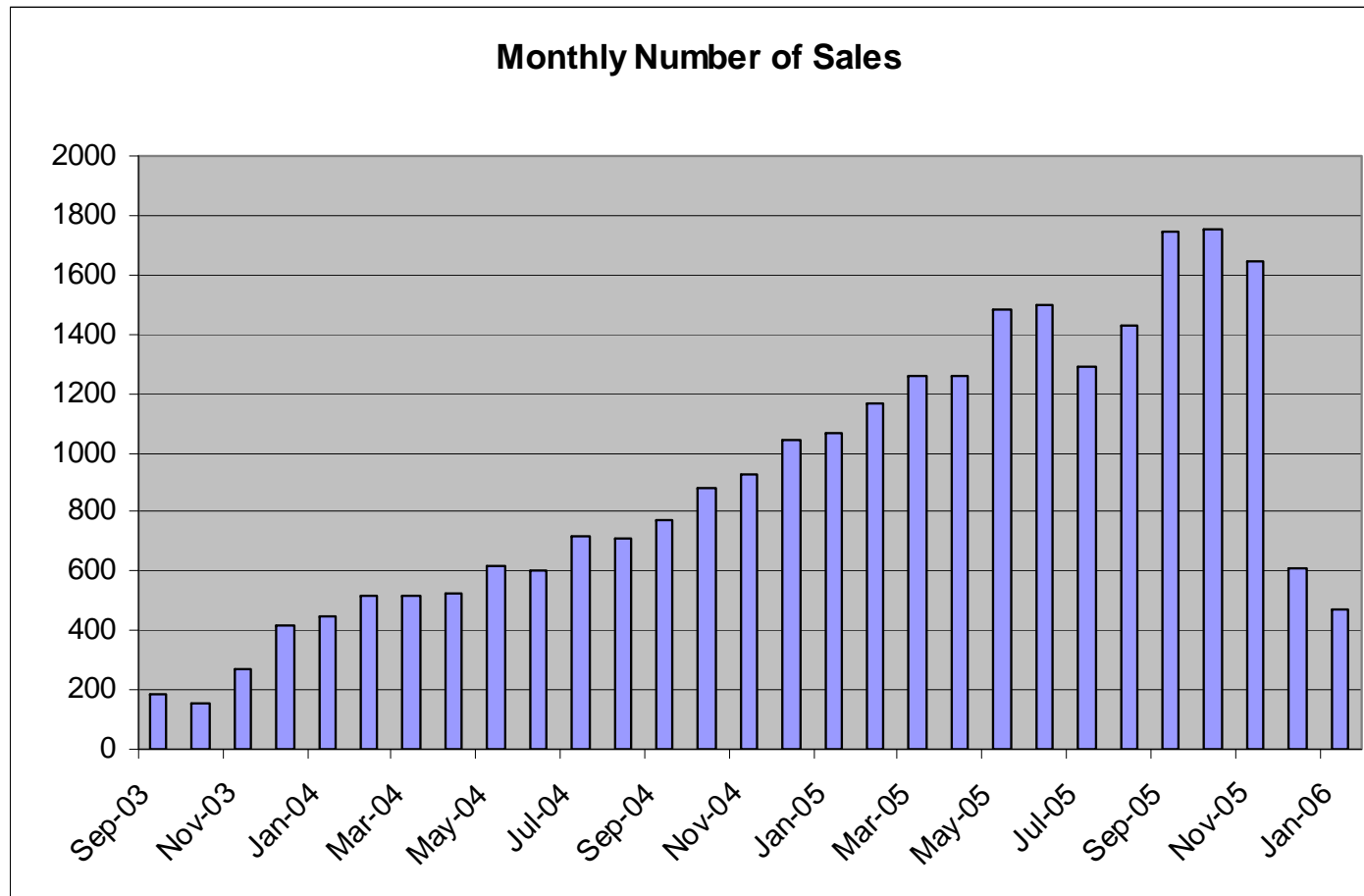
## What is the Domain Secondary Market?

- Registered Domains
- Expired Domains
- Domains for resale
- Portfolio sales
- Domain Parking

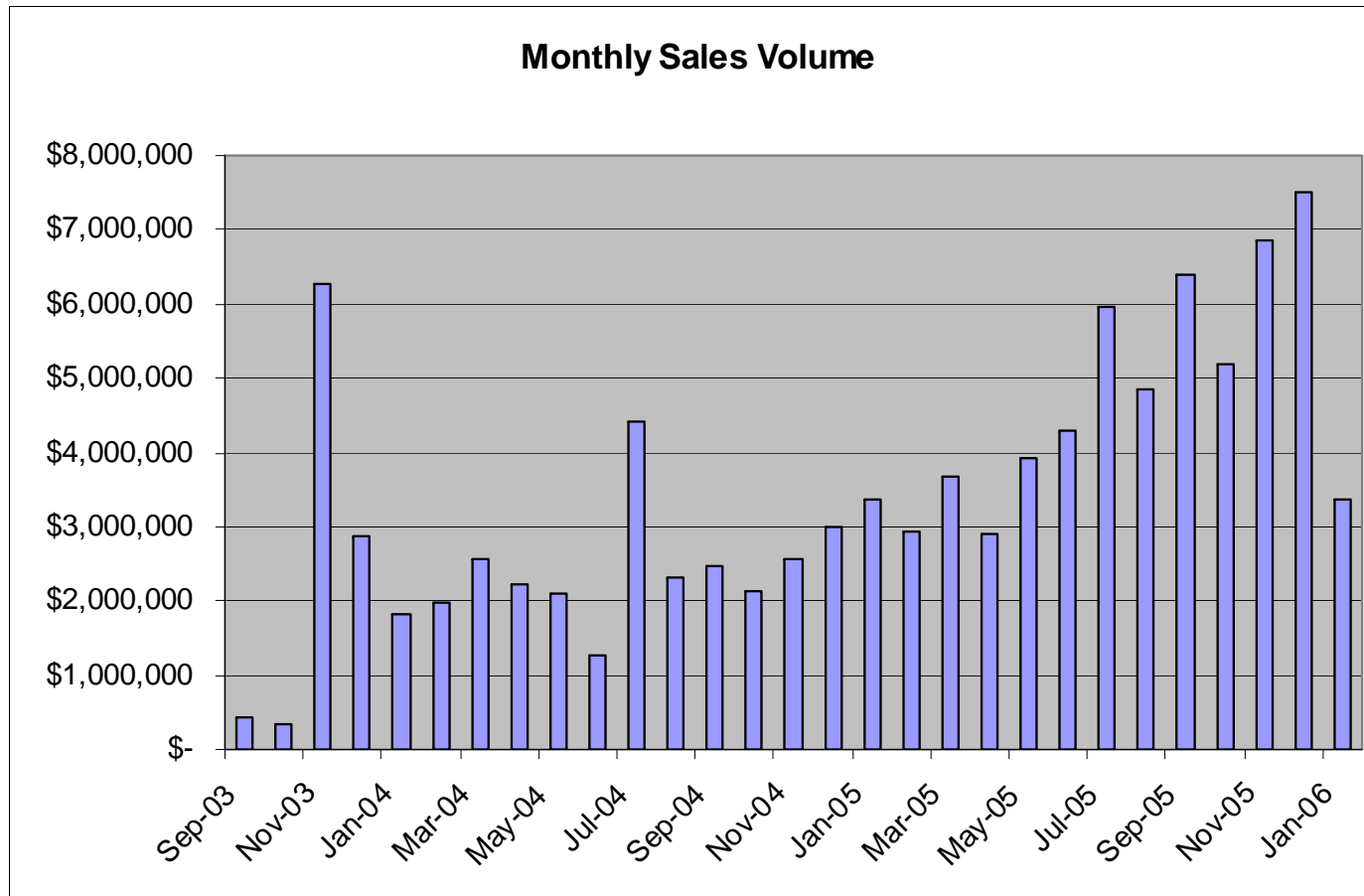
# Evolutionary Theory of Domains



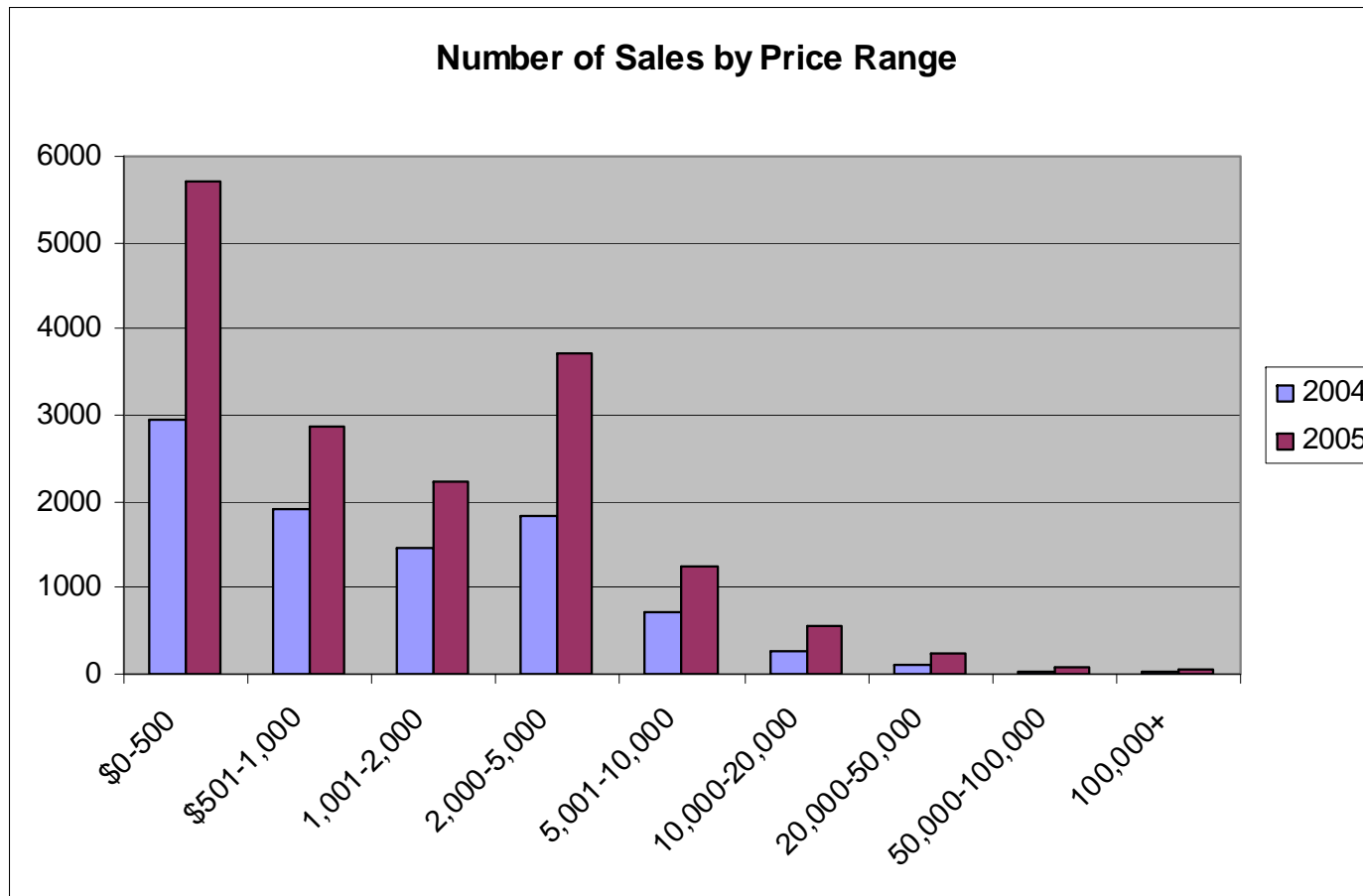
# Are Sales Values Increasing? Volume of Sales



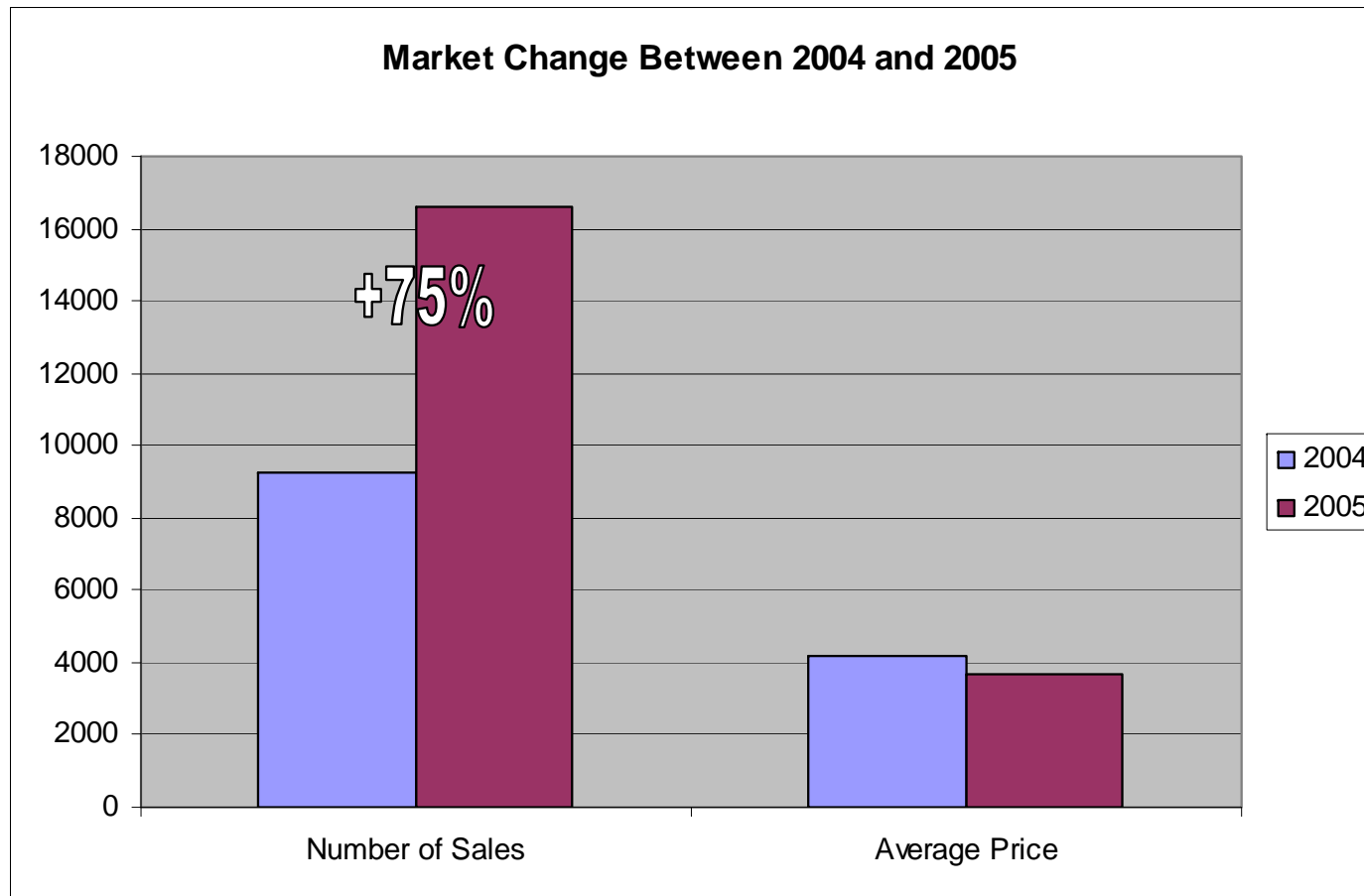
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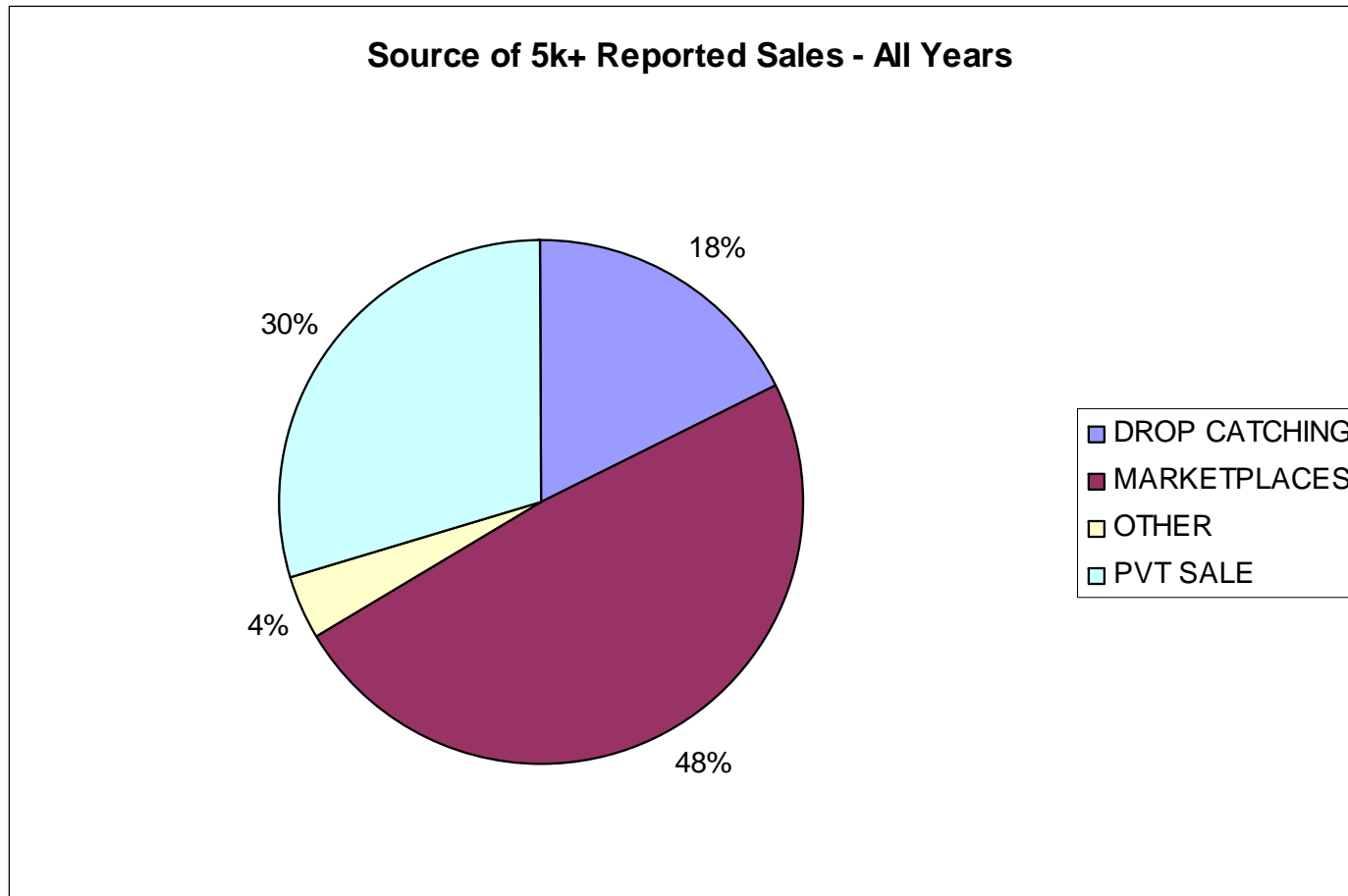
# Are Sales Values Increasing? Sales by Price Range



# Are Sales Values Increasing? Market Changes

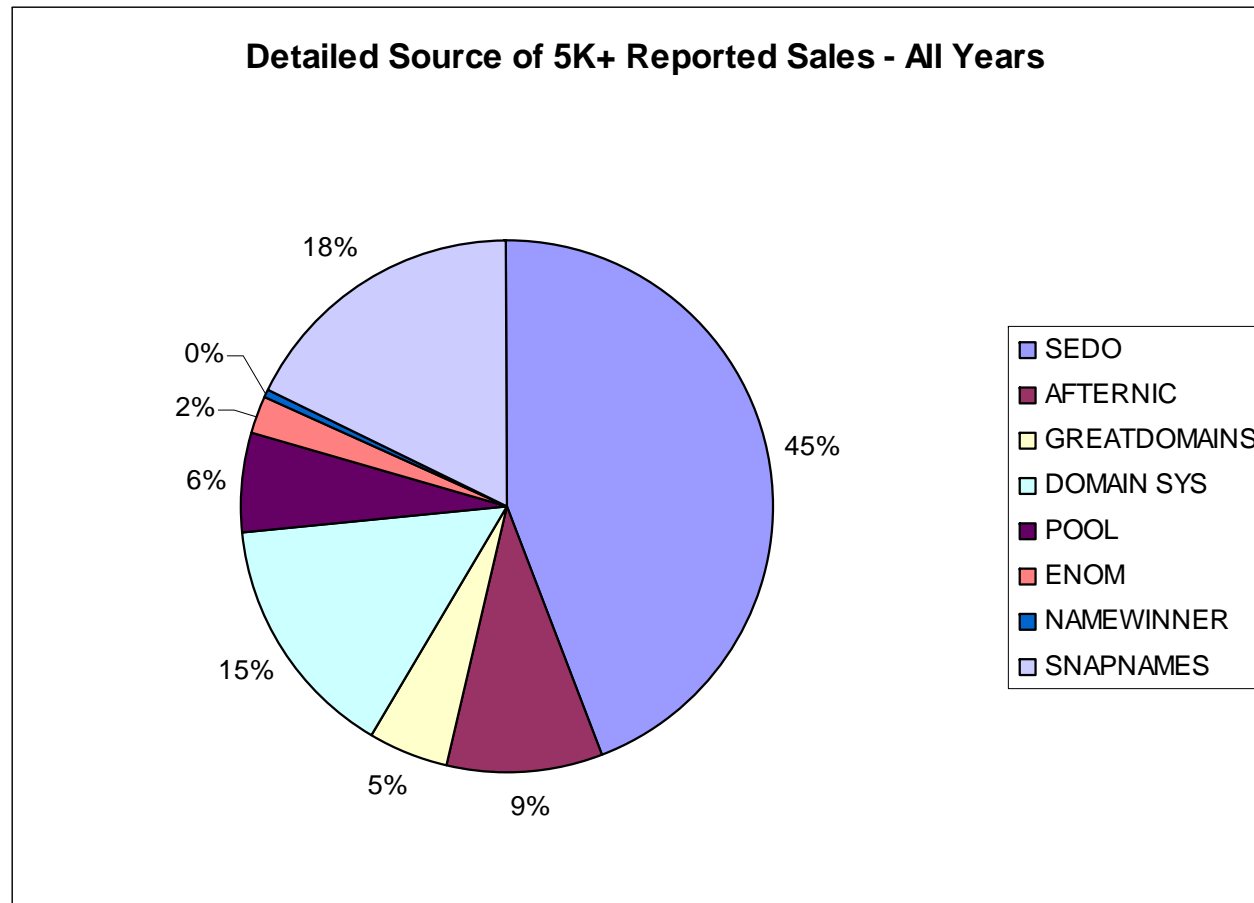


# Where are Sales Coming From? By Volume





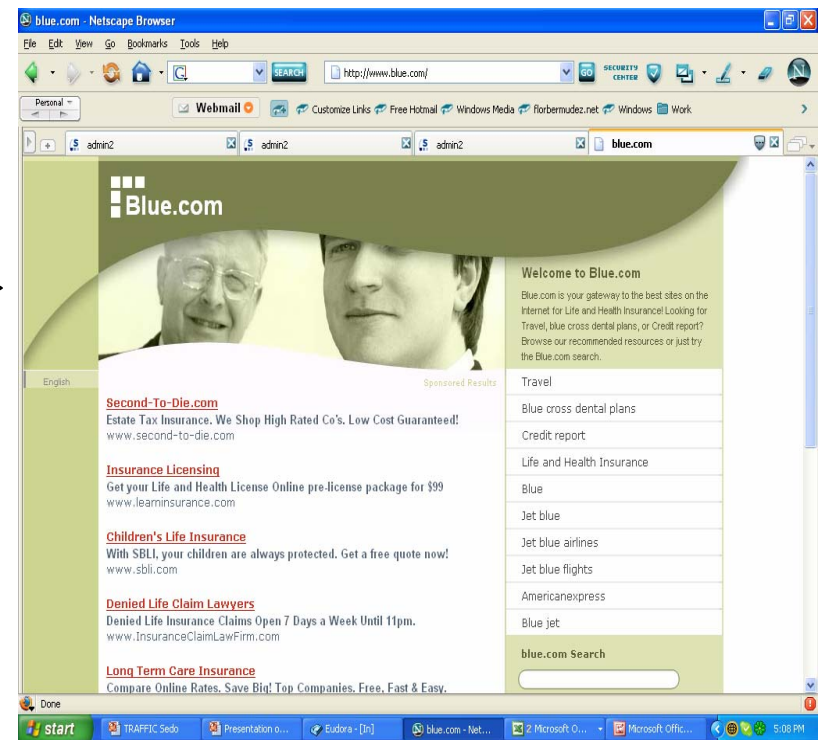
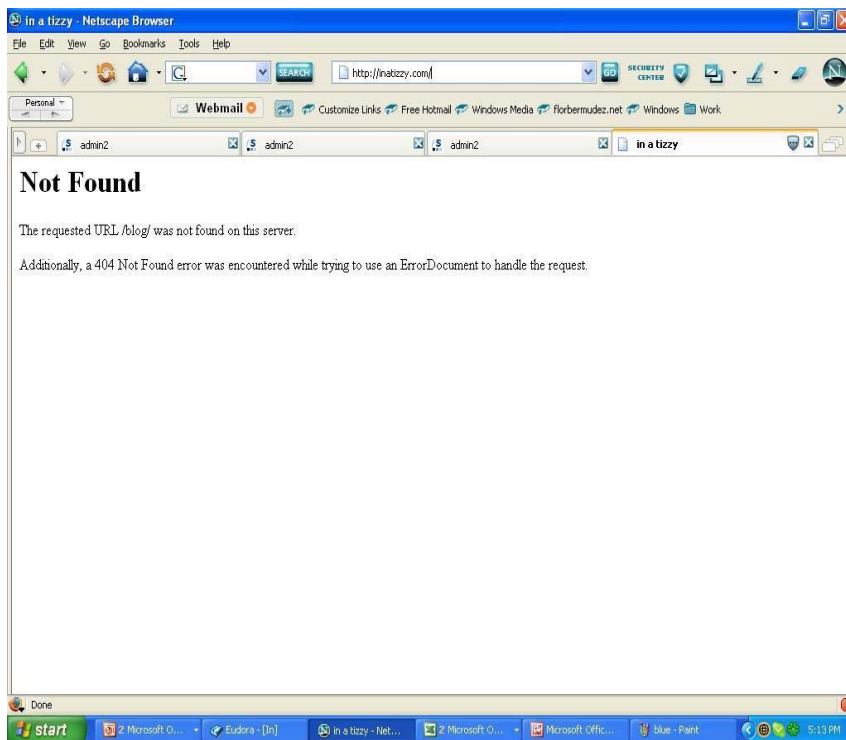
# Where are Sales Coming From? Detailed View



## ccTLD Domain Sales

- Chat.de \$470,848
- Travel.tv \$65,000
- Domain.co.uk \$55,783
- Hotels.jp \$40,000
- Blog.ca \$20,201
- Food.us \$20,000

# What is Domain Parking?

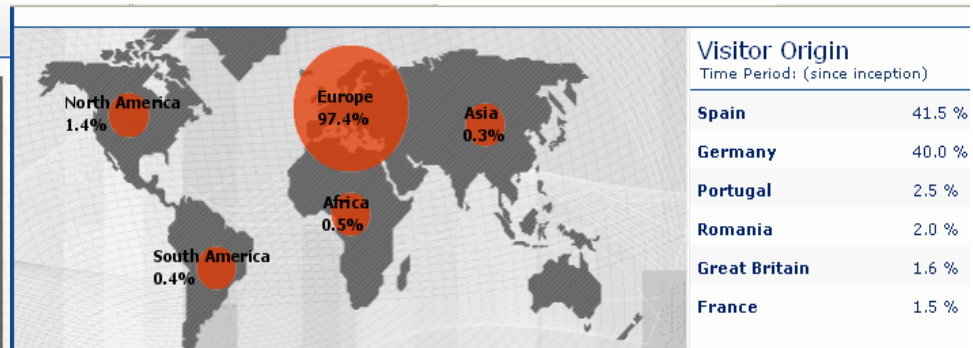
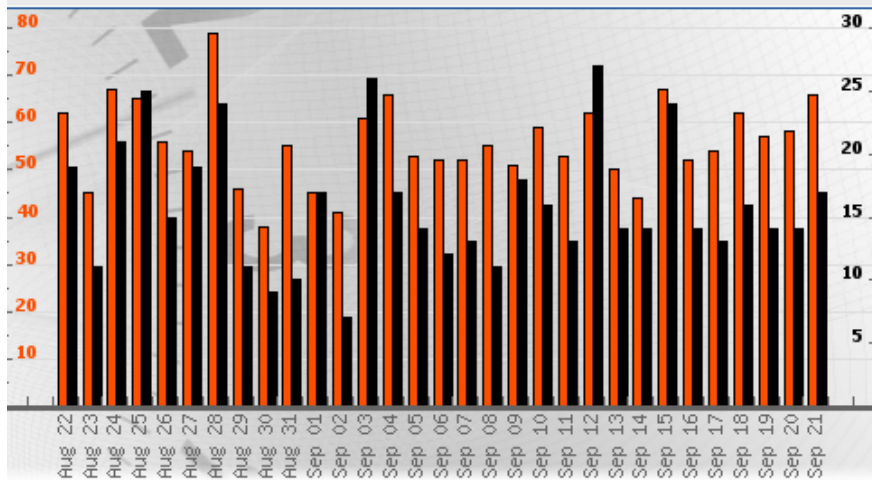


## What is Domain Parking

- Monetize unused domains' traffic through advertisements
  - Newly registered domains
  - Expiring Domains
  - Domains without hosting

# Parking Analytics

Detail page - Auto.es



Time Period: (since inception)	
Spain	41.5 %
Germany	40.0 %
Portugal	2.5 %
Romania	2.0 %
Great Britain	1.6 %
France	1.5 %

Keyword Details  
Time Period: (since inception)

Optimized Keyword	Language	Queries	Clicks	CTR	EPC	RPM	Earnings
Coches		1,258	623	49.52 %	0.08 €	37.42 €	47.08 €

Top Searched Queries	Language	Queries	Clicks	CTR	EPC	RPM	Earnings
Auto	de	3,292	19	0.58 %	0.08 €	0.45 €	1.50 €
Auto	es	1,765	869	49.24 %	0.05 €	25.04 €	44.19 €
Coches	es	843	449	53.26 %	0.09 €	45.35 €	38.23 €
Auto	unknown	155	8	5.16 %	0.03 €	1.35 €	0.21 €
Auto	ru	116	45	38.79 %	0.03 €	13.45 €	1.56 €

## Primary and Secondary Market are Merging

- Ancillary registrations and hosting
- Improves customer experience
- Creates customer loyalty



The screenshot shows the name.com website interface. At the top, there are navigation links: Home, Whois, Help, Shopping Cart, and My Account. Below these are links for 'Our Guarantee', 'Register Your Domain', 'Choose a Hosting Package', 'Email', and 'Renew'. The main content area is titled 'Domain Availability' and features a search bar with a 'Search again' button and a link for 'All TLDs'. A table lists domain names, their prices per year, and their availability status. The 'jacket.com' and 'jacket.net' domains are highlighted with a 'sedo Make Offer!' button, indicating they are in the secondary market. Other domains like 'jacket.org', 'jacket.in', and 'jacket.eu' are marked as 'Taken', while 'jacket.am', 'jacket.fm', 'jacket.ac', 'jacket.io', 'jacket.sh', and 'jacket.gs' are marked as 'Available'. An 'Add To Cart!' button is visible at the bottom of the table.

Domain Name	Price Per Year	Availability
<input type="checkbox"/> jacket.com	\$7.99	sedo Make Offer!
<input type="checkbox"/> jacket.net	\$7.99	sedo Make Offer!
<input type="checkbox"/> jacket.org	\$7.99	Taken
<input type="checkbox"/> jacket.in	\$13.99	Taken
<input type="checkbox"/> jacket.eu	\$19	Taken
<input type="checkbox"/> jacket.am	\$99	Available
<input type="checkbox"/> jacket.fm	\$99	Available
<input type="checkbox"/> jacket.ac	\$99	Available
<input type="checkbox"/> jacket.io	\$99	Available
<input type="checkbox"/> jacket.sh	\$99	Available
<input type="checkbox"/> jacket.gs	\$55	Available

## Registry Benefits

- Domain investing benefits registries
- Maintain profitability into the future
- Ensure success of the TLD
- Secure market efficiency

**THANK YOU !**



# Following: Domain Valuation

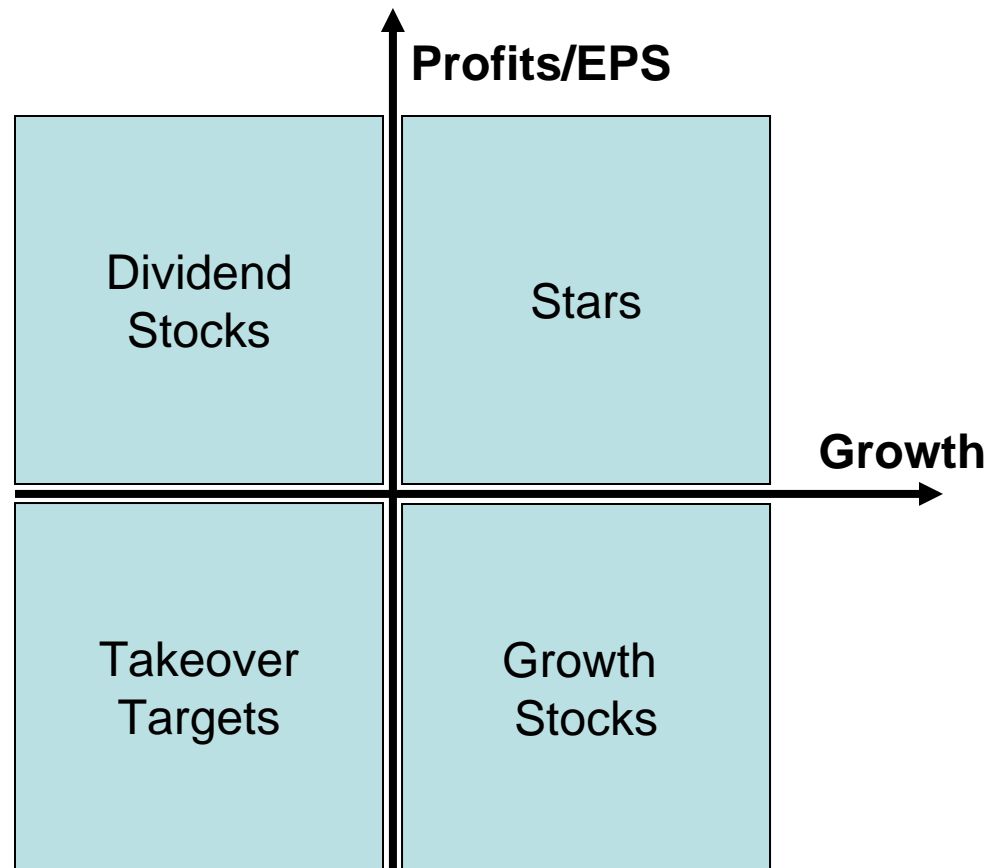
## Valuation Factors

- TLD
- Length
- Traffic / Visitor Numbers
- PPC Earnings
- Internet affinity
- Easyness to remember
- Comparable domain names
- Typing error sensitivity
- Advertising and branding potential
- Trademarks
- Search engine friendliness
- Potential
- Trends
- Trademarks
- Motivation of Buyer / Seller

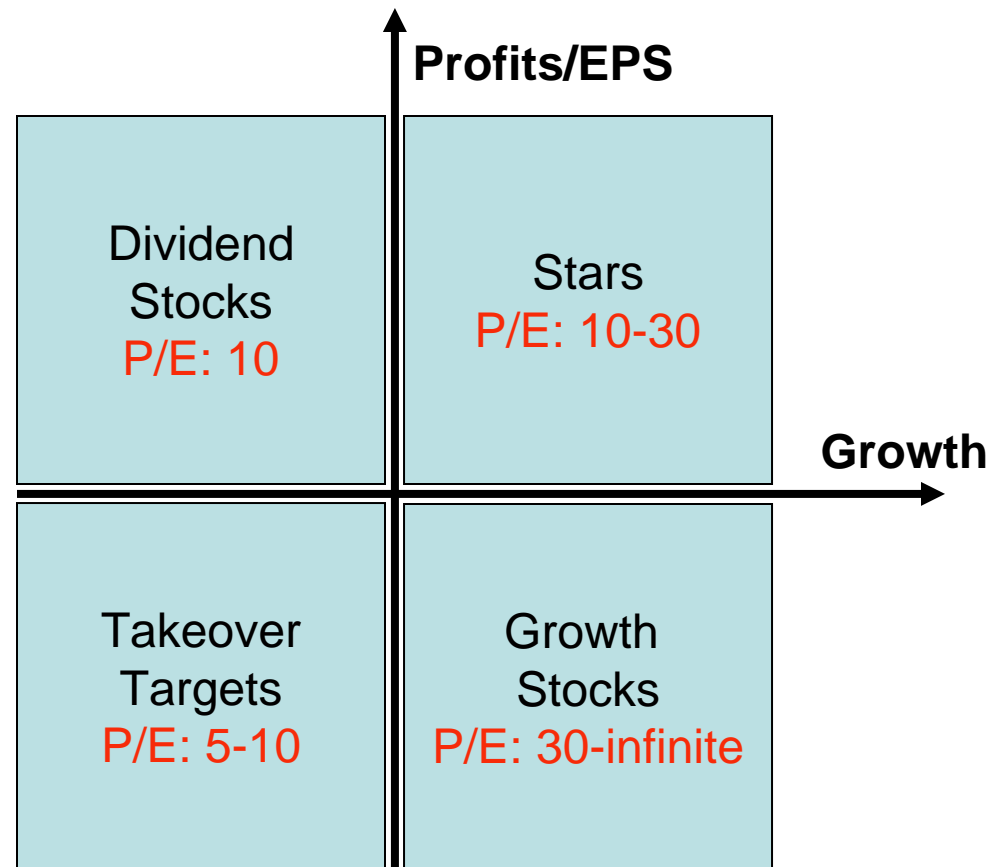
## Domains vs. Old-Economy-Assets

- Real estate
- Stocks
- Billboards
- Radio frequencies
- Telephone numbers
- License plates

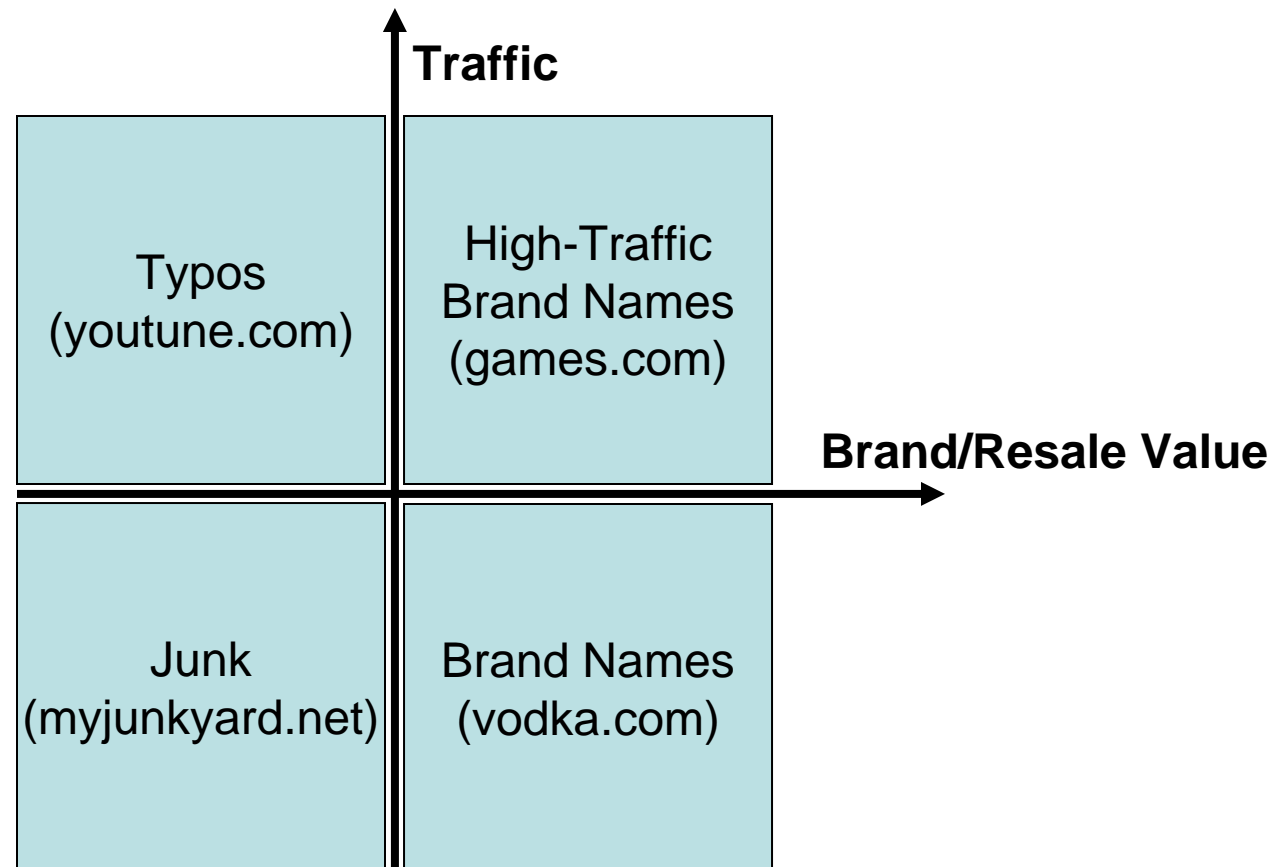
## What we can learn from stocks (III)



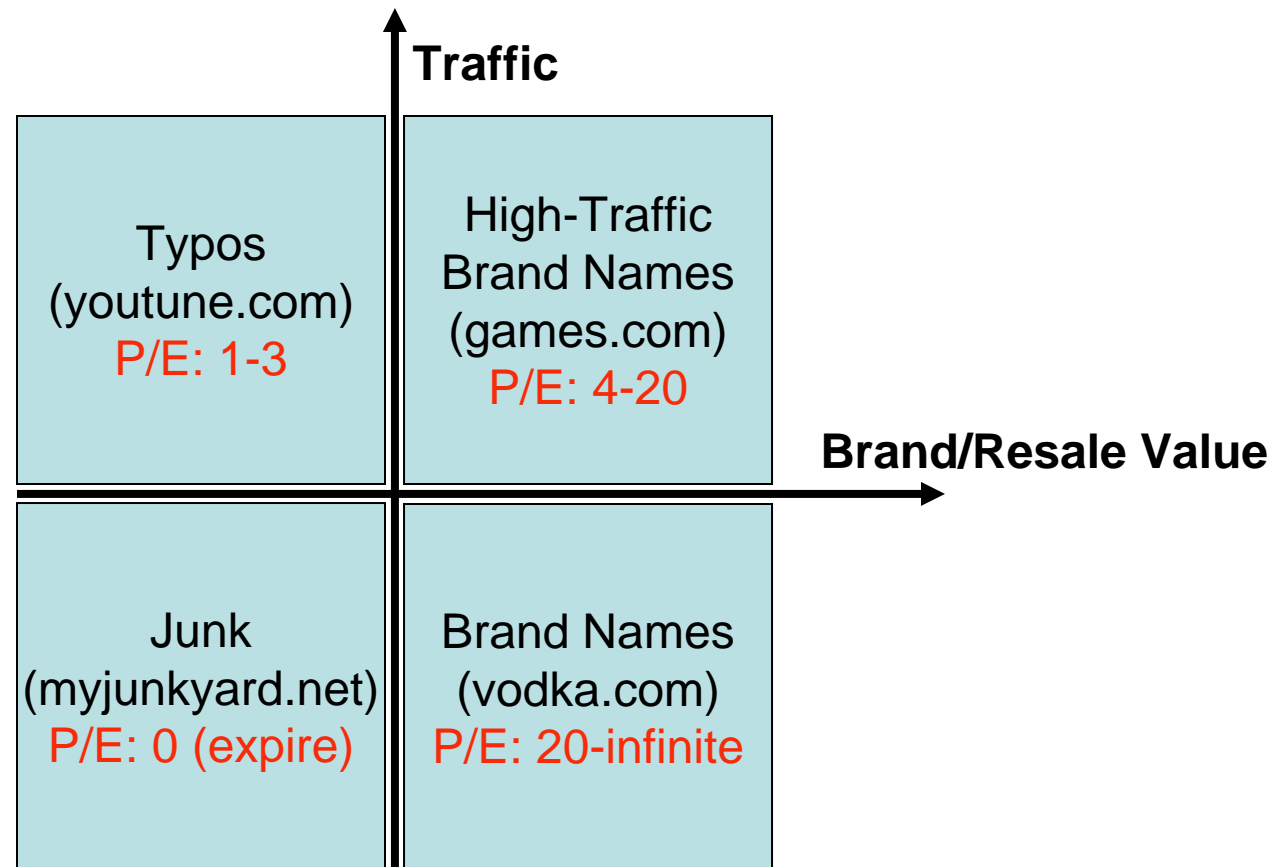
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## What we can learn from stocks (III)



Selling Domains is part of every strategy!

## New gTLDs / Quasi-gTLDs / ccTLDs

### Buy ↑

- .info
- .us
- IDNs
- ccTLDs  
(like .de)

### Hold ↔

- .eu  
(down-  
graded!)
- .com,  
.net

### Sell ↓

- .biz
- .cc
- .ws
- .tv



## Future Trends in the Secondary Market

- Diversification
- Internationalization
- Lower Transaction Costs
- Higher Sophistication

**THANK YOU !**