

# ICANN Studienkreis 2007

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More Business Opportunities via new Emerging Services in the  
DNS Environment

### **The Secondary Domain market**

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## Who is Sedo?

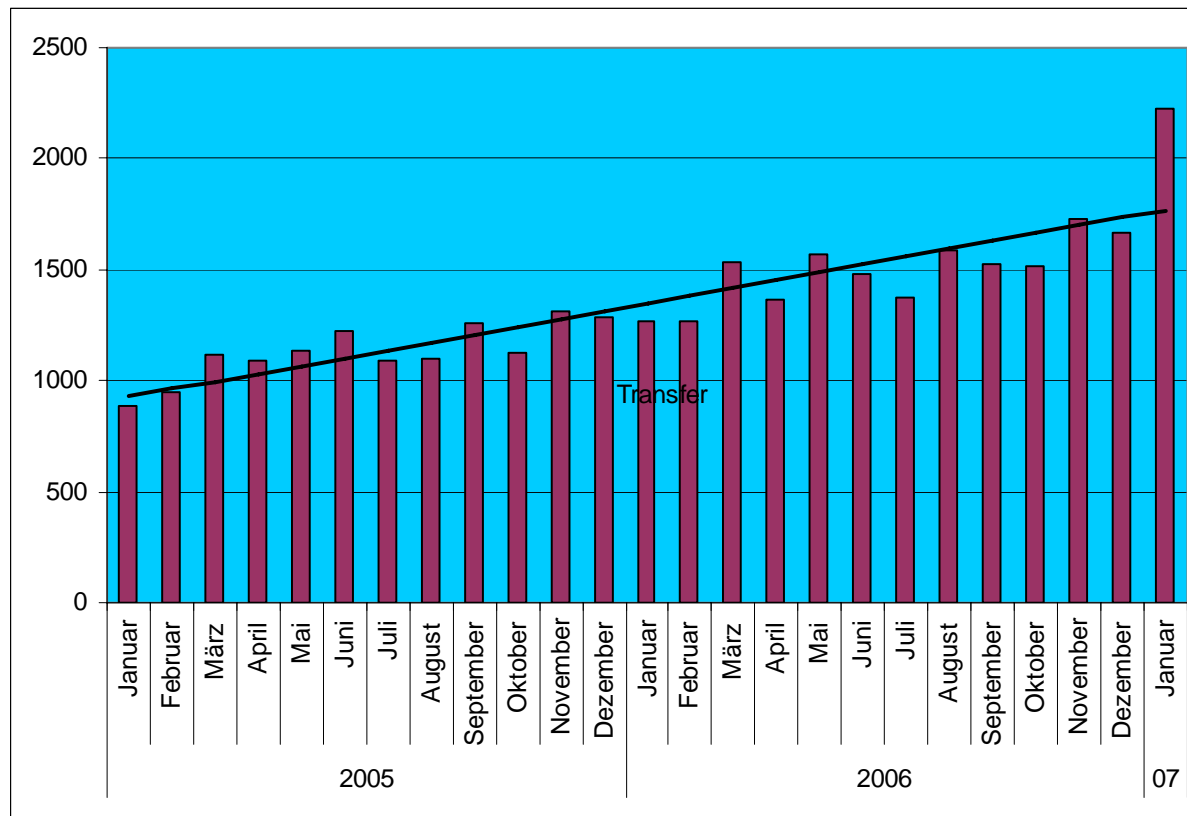


- Largest Domain Trading Marketplace with over 8 million Domains for sale
- Leading Domain-Parking Company
- Over 500.000 Customers worldwide
- Over 20.000 transactions per year with a value of over 40 million \$
- Almost 100% language coverage through Sedo GmbH and Sedo LLC
- 150 employees in our offices in Cologne, Germany (app. 110 people) and Boston, USA (app. 40 people)

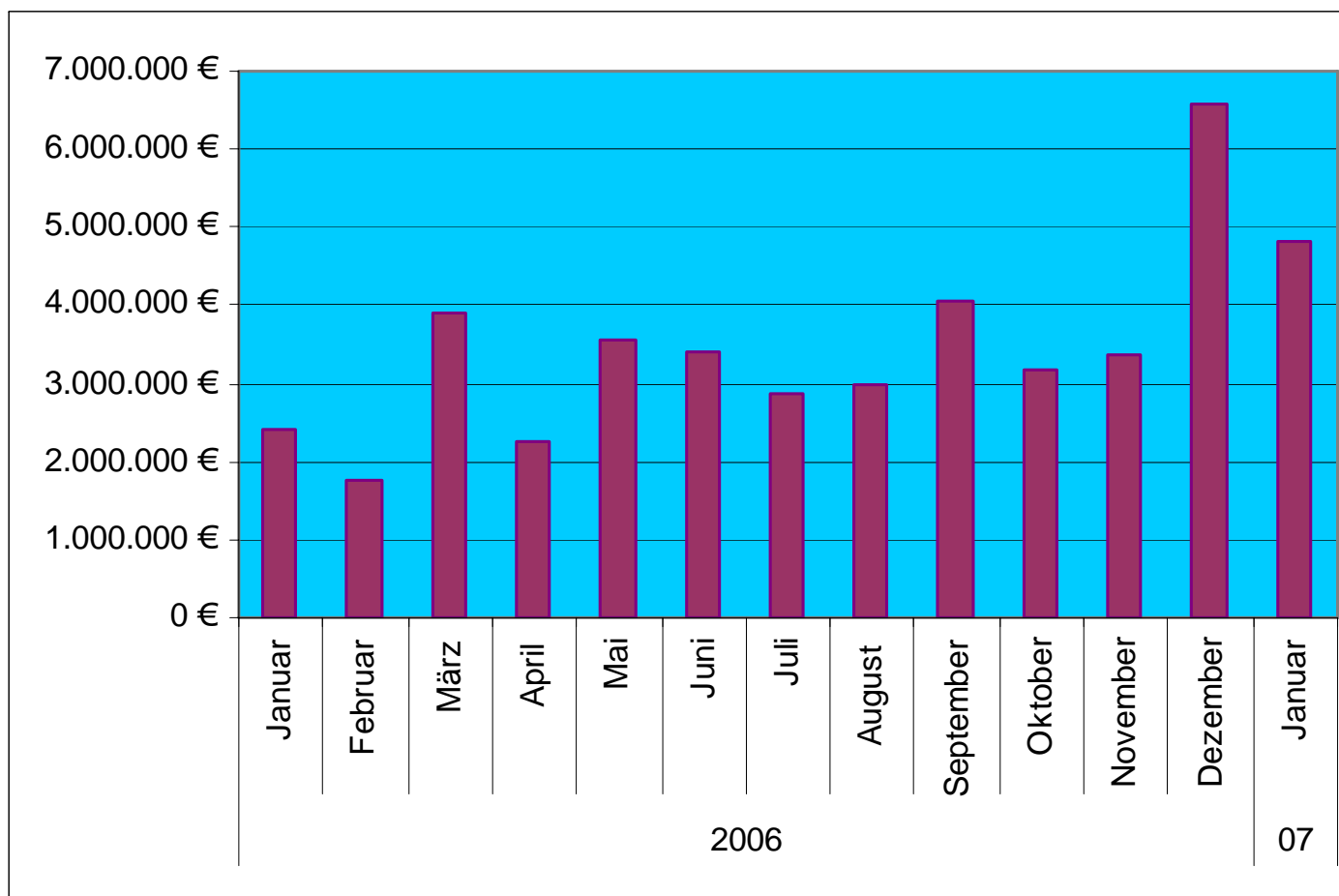
## What is the Secondary Domain market about?

- Domain trading (sales and acquisition)
- Portfolio Sales
- Expiring Domains
- Domain Parking
- Auctions (live and online)

# Amount of managed Domain sales on a monthly basis



## Volumen of sales



## Facts and Figures 2006



- Total Sales Volume: > 40 Mio. Euro
- Total Transfers: > 17.800
- Average Price: 2.221 Euro
- Average price .pl: 4.200 Euro
- Top Sale 2006: vodka.com 3 Mio. US\$
- Sales:
  - .com: 45,0%
  - .de: 20,6%
  - .ch: 1,6%
  - .at: 0,7%

## ccTLD Domain sales

- Chat.de 350.000 €
- Travel.tv 50.000 €
- Domain.co.uk 43.000 €
- Hotels.jp 30.000 €
- Blog.ca 15.700 €
- Food.us 15.000 €

## Speculation or Benefit?

- Sedo = Marketplace
- Acceptance Indicator: „increasing sales figures“
- stocks vs. Domains
- Reason for the existence of a Secondary market, availability of good domain names.
- Domain grabbing
- Online-Advertising

# Primary and Secondary Market are merging

→ Example: Whois-Integration



- Ancillary registrations and hosting
- Improves customer experience
- Creates customer loyalty
- Easy and quick implementation

**united domains**  
THE DOMAIN PEOPLE

Die ganze Welt der Domains.  
Home | Aktuelles | Über uns | Kontakt | Jobs | Presse  
/ Home / Suchen & Registrieren 07.02.2007

» VORTEILE » ANGEBOT » **SUCHEN & REGISTRIEREN** » DOMAIN BÖRSE » .EU ( dotEU ) » SERVICE & SUPPORT

**SUCHEN & REGISTRIEREN**

- » Domain-Suche
- » Standard-Suche
- » Europa-Suche
- » Stichwort-Suche
- » Multi-Suche
- » Alle-Suche
- » Umlaut-Domains
- » Domain-Umzug
- » Domain-Preisliste
- » .de für Ausländer
- » Partner-Programm
- » Partnershop (Lycos)
- » Reseller-Programm

### Domains suchen & registrieren

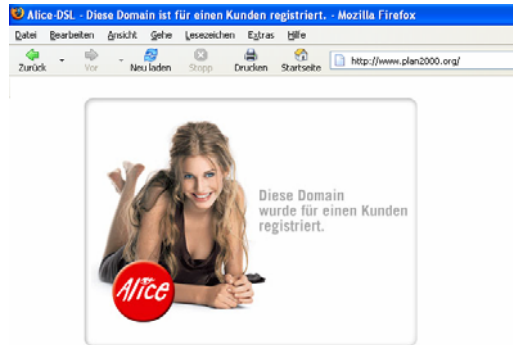
Standard-Suche

**2.** 2. Schritt: Auswahl Ihrer gewünschten Domains

Domain-Name	Status	€/Jahr	Land / Bezeichnung	Registrieren
<a href="#">techfonds.de</a>	for sale	Gebot	Deutschland	<a href="#">Gebot abgeben</a>
techfonds.eu	frei	29,-	Europa	<input type="checkbox"/>
<a href="#">techfonds.info</a>	belegt	-	Information	<a href="#">whois</a>
techfonds.at	frei	49,-	Österreich	<input type="checkbox"/>
techfonds.ch	frei	99,-	Schweiz	<input type="checkbox"/>
<a href="#">techfonds.com</a>	for sale	Gebot	Commercial (int.)	<a href="#">Gebot abgeben</a>
techfonds.net	frei	12,-	Network (int.)	<input type="checkbox"/>

# Primary and Secondary Market are merging

## → Example: Registrar Parking



UK REG london-hostels.com has been registered with UKreg  
Why is this page displayed?

Find your perfect domain  .co.uk Search >

**london-hostels.com**

**Generator Hostel London**  
Book online - prices from £10 pppn. Free "all you can eat" breakfast!  
[www.generatorhostels.com](http://www.generatorhostels.com)

**Hotel London**  
Einfach, Mittelklasse, Luxus - Das passende Angebot bei Hotels.com!  
[www.hotels.com/london](http://www.hotels.com/london)

**Jugendherbergen in London**  
Finden Sie die richtige Unterkunft für Ihren Aufenthalt in London.  
[www.london-discount-hotel.com](http://www.london-discount-hotel.com)

**Qualitätshotels in London**  
75% Rabatt in Londoner Hotels Buchen Sie jetzt online.  
[www.LondonTown.com](http://www.LondonTown.com)

**Book Hostels Online here**  
Largest Selection & Great Rates - Over 10,000 Hostels Worldwide  
[www.hostelworld.com](http://www.hostelworld.com)

**Luxushotels London**  
Premiumunterkünfte in London. Buchen Sie jetzt online.  
[www.grangehotels.com](http://www.grangehotels.com)

**Hotel London**  
Einfache Onlinebuchung. Stadtpläne, Fotos und Feedback der Hotelgäste.  
[www.venere.com](http://www.venere.com)

**Popular searches**

- > London hostels
- > Wellness
- > Sport
- > Shopping
- > Reisen
- > Musik
- > Jobs
- > Internet
- > Gesundheit
- > Games

Search the internet  Go >

**London Hotels Discounts**  
Get Low Prices on Hotels Plus Local Customer Support  
[HotelsEngland.com](http://HotelsEngland.com)

UKreg.com Instant domain registration Professional email Easy website creation

→ Content vom Registrar

→ Content von Sedo

→ Content vom Registrar

- Monetizing unused traffic
- Direct Navigation also leads to Website-Listings at search engines
- Additional revenue model for registrars

## Future of the market ?

- Domain unrelated industries will make acquisitions
- Level of quality of portfolios and single domains will rise
- Merge of Primary and Secondary Market
- Direct Navigation vs. Search Engines

## Conclusion



- Growing importance of the Secondary Market
- Additional alternative to new TLDs
- Merge of Primary and Secondary Market
- Chances for registrars
- Benefits outweighs the speculation

Thank you!

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