

UVhfrqgdu| P dunhwÈ
dgrwkhueeedh ruqhz lqyhwp hqw fœlvB

d#hj lwduœ shuvshfwlyh

e | Vhedwldq#Jlw}h

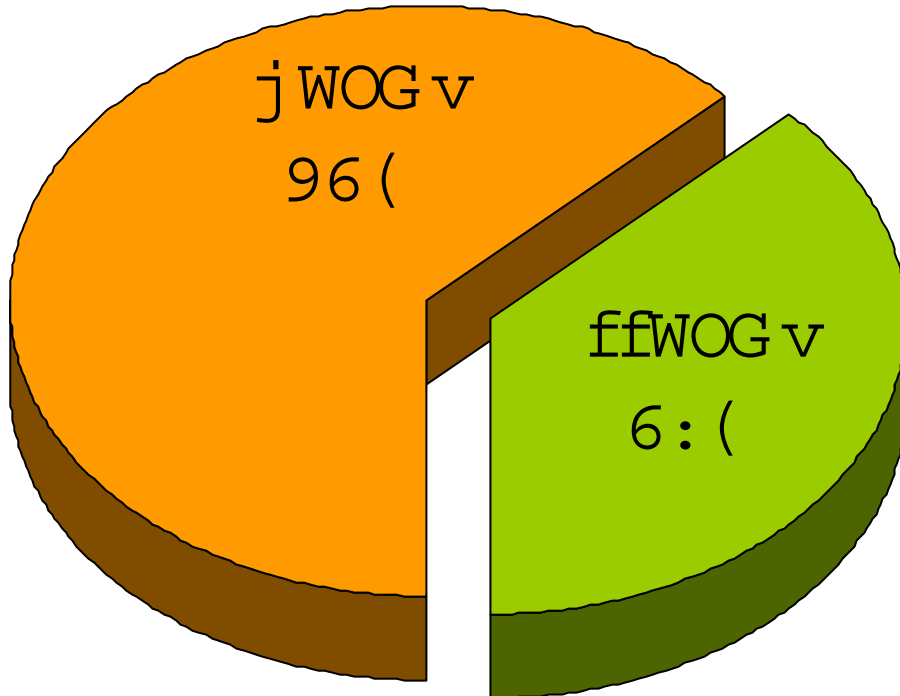
Icann-Studienkreis, Warsaw, 12 October 2007

D j h q g d

- **The Primary Domain Name Market**
- **Characterisation and development of the secondary Domain Name Market**
- **The value of domain names.**
- **Future development**

Fkdudfwhulvdwlrq dgg#Vwdwlvwlv r i#kh Sulp du|
Grp dlq#Qdp h#P dunhw

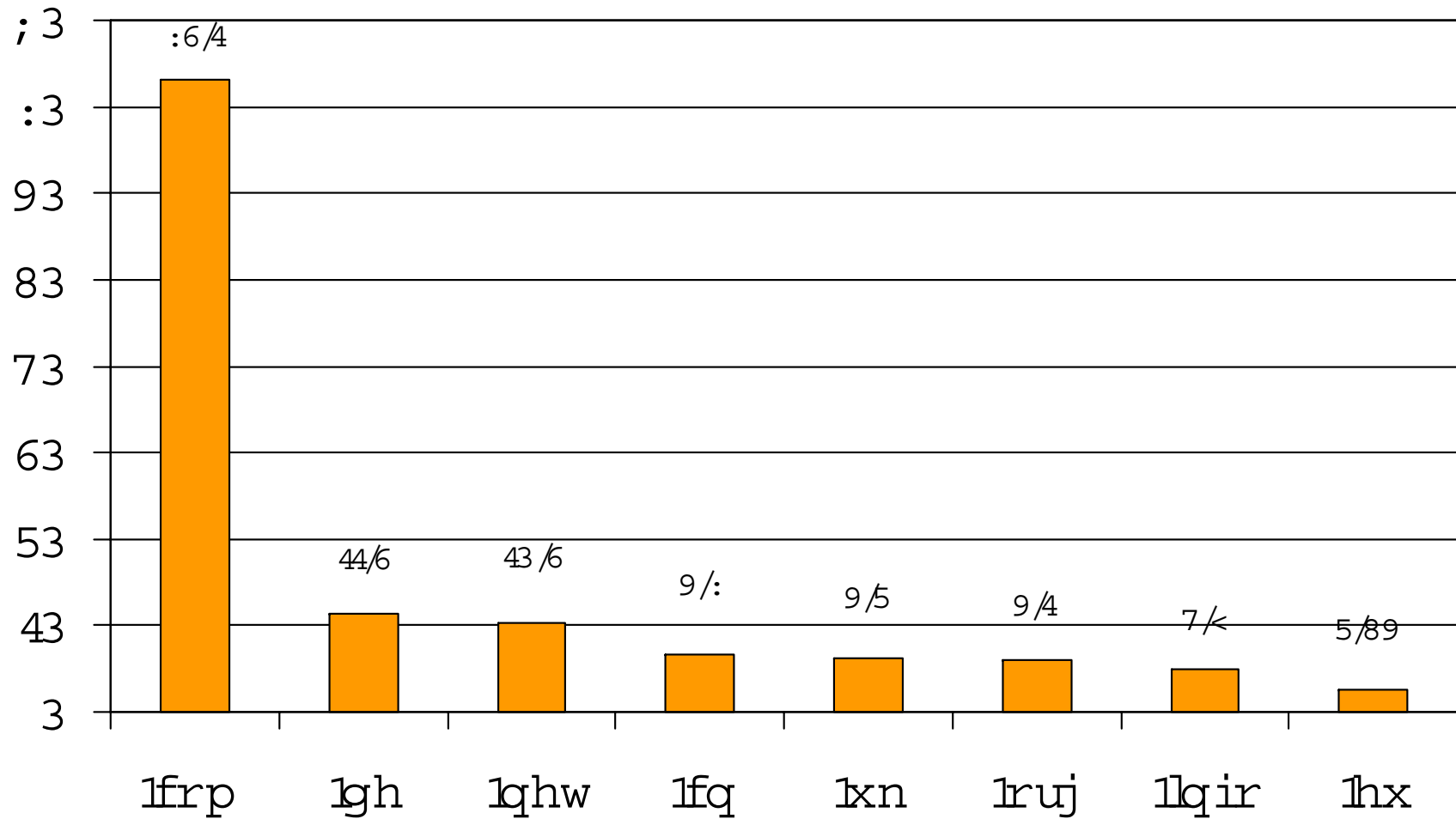
Global Domain Registrations



Worldwide 46 ; 13 33 13 33
Worldwide ; 233 :

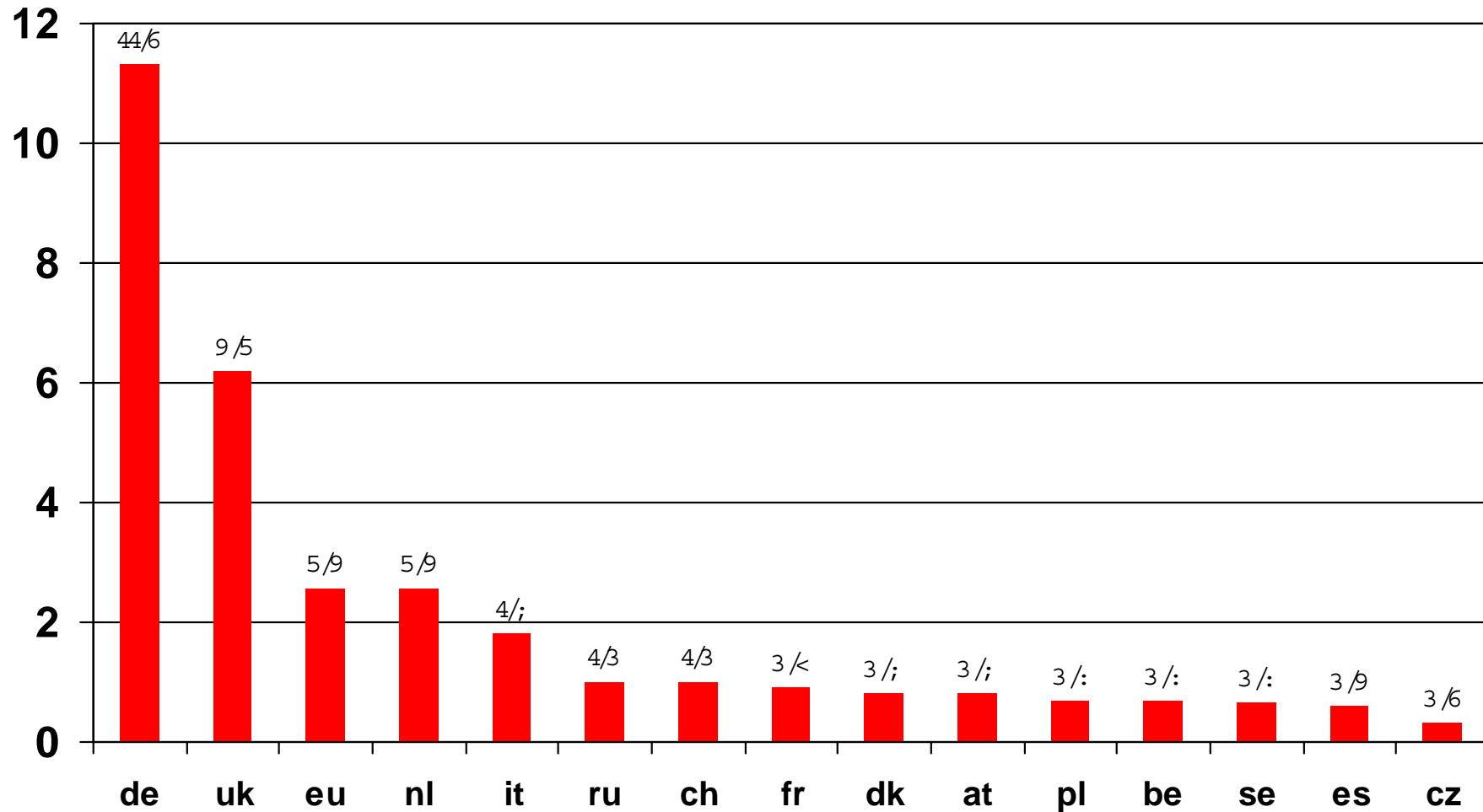
source: The VeriSign Domain Report – August 2007

Ukj kwudwlrq Vwdwkwlfv



Status: September 2007

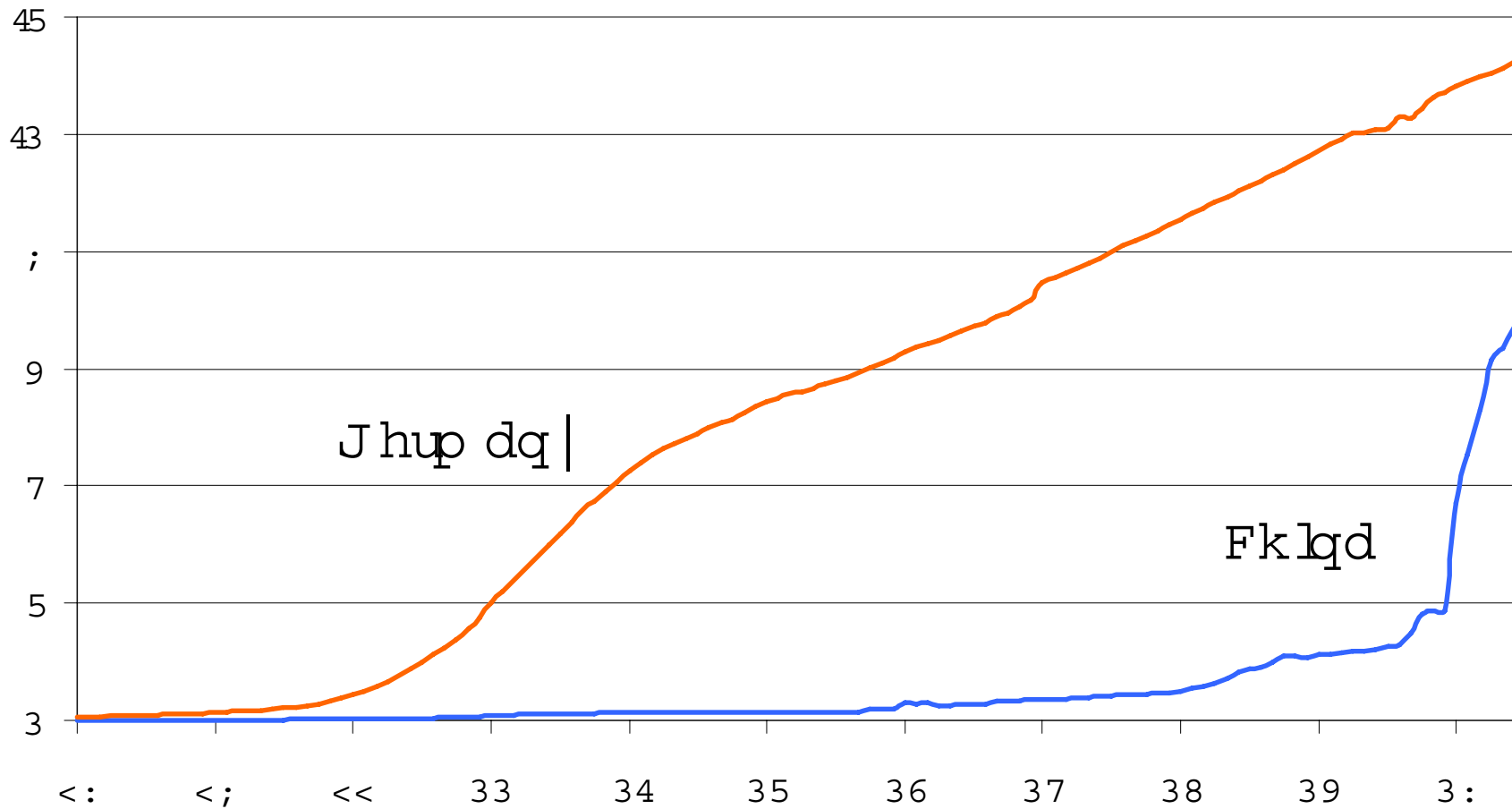
Hxurshdq#ffWOG v Uhj kwudwlrq Vwdwkwlfv



Status: September 2007

Ukj lwdwlrqv 4<< :#u 533 :#2#J hup dq | #dqg#Fk lqd

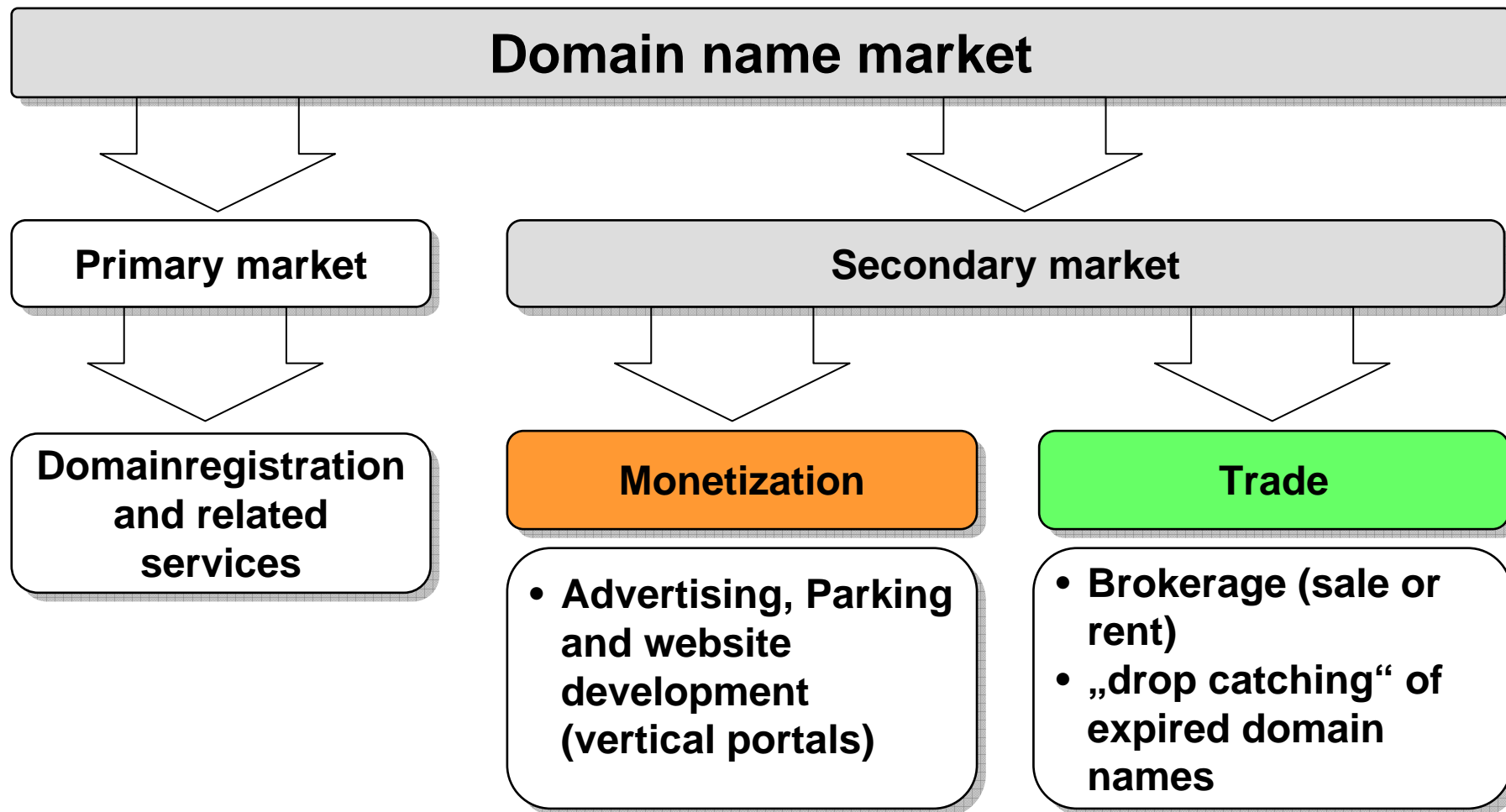
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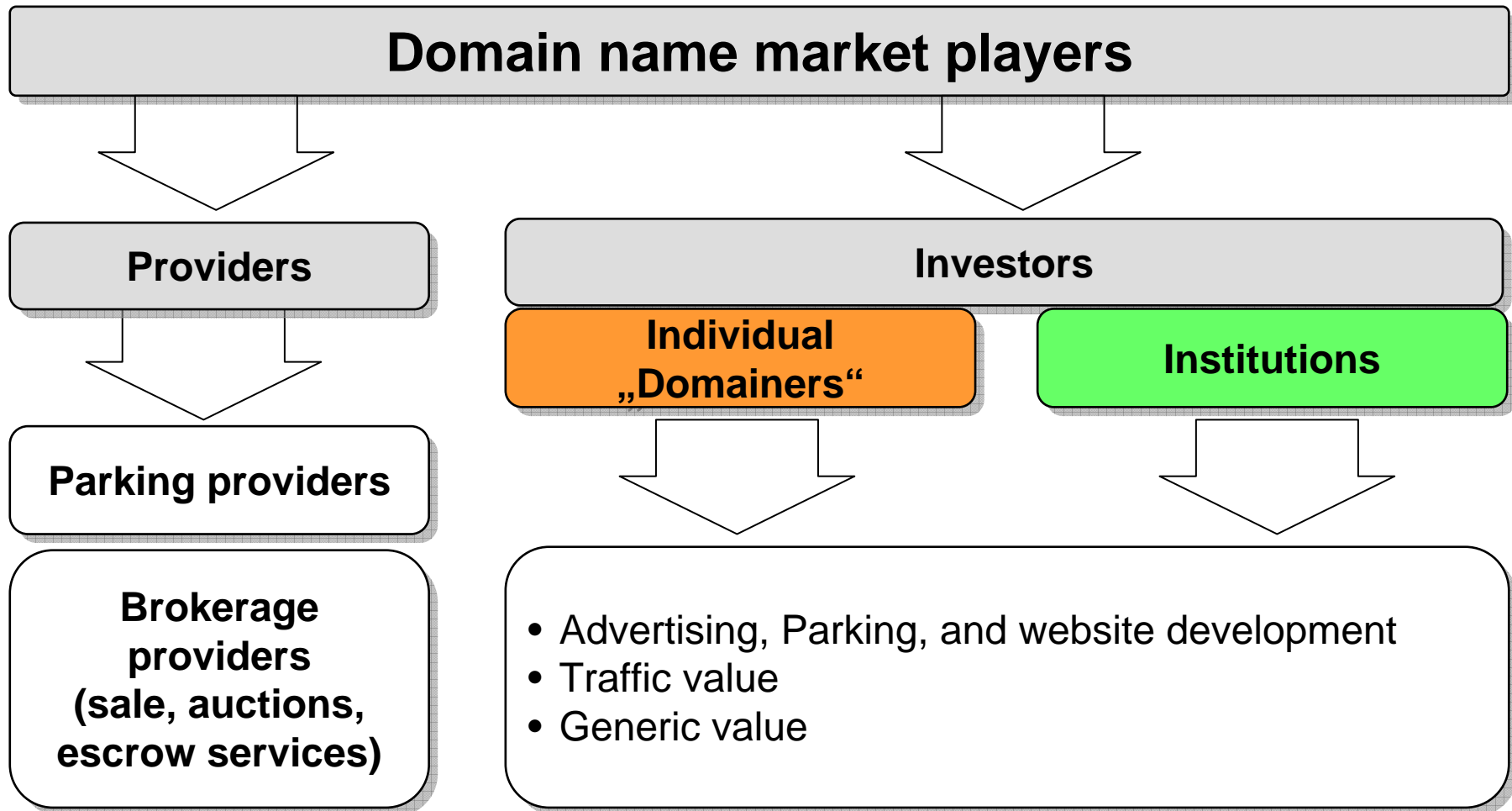
Status: September 2007

Fkdudfwhulvdwlrq dgg#Ghyhørsp hqwri#k h
Vhfrqgdu| Grp dlq#Qdp h#P dunhw

Domain name market



Sæl | huv lq#kh vhfrrgdu| p dunhw

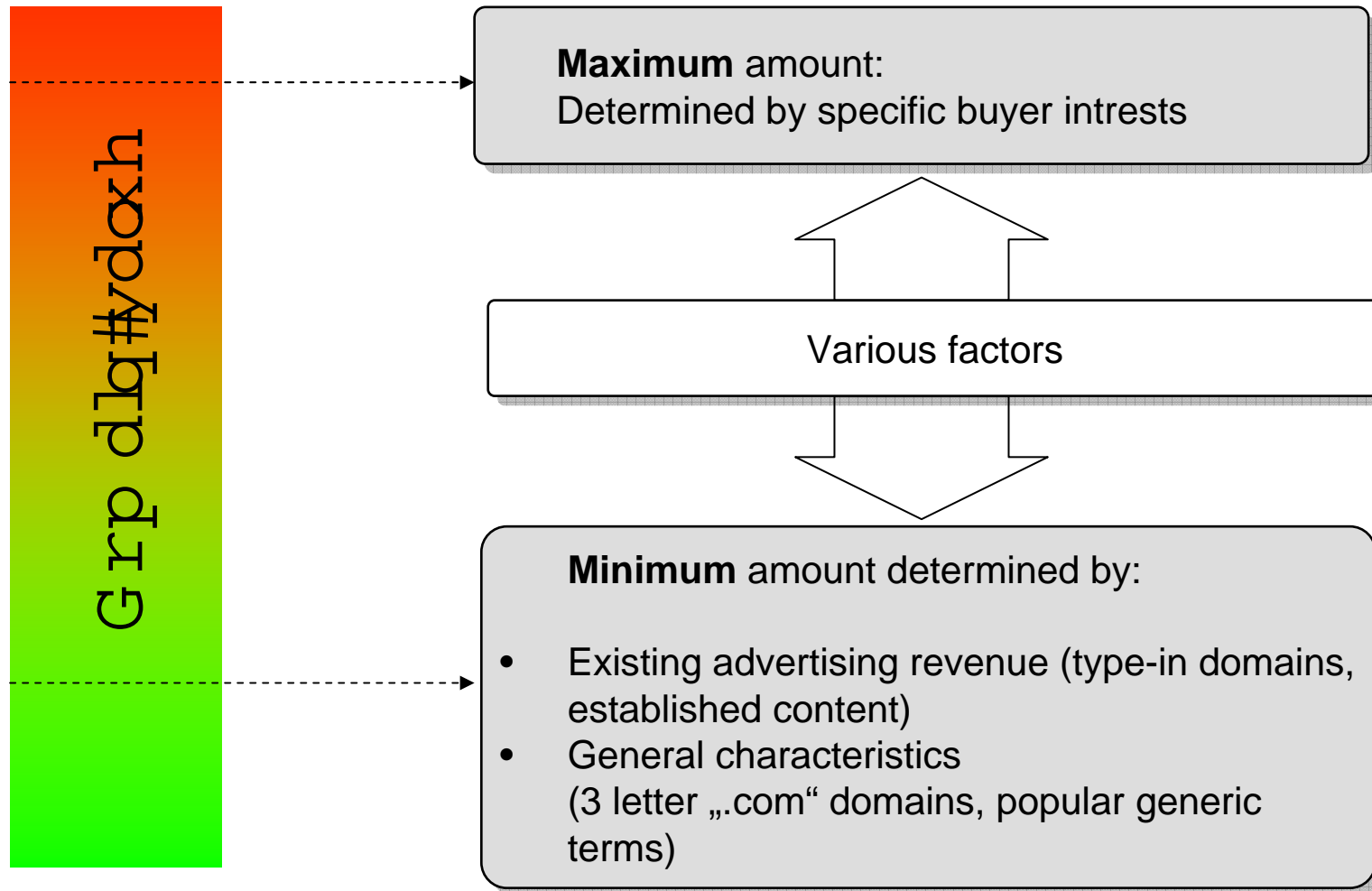


Frühjahr 2013: Die Entwicklung der Domainmärkte

US	Europe I	Europe II	Europe III
liberal, maturely developed market	liberal, strong developed market – e.g. UK and Germany	liberal, developing market – e.g. Poland (.pl)	restricted, inhibited markets – e.g. France and Italy
Huge and vivid „primary market“ – very strong public awareness of domains	Large and vivid „primary market“; ccTLDs and gTLDs are numerous and important	Considerable growth in registrations, ccTLD „gains ground“ towards gTLDs	Comparably weak growth in both TLDs, national TLDs and gTLDs! Still low public awareness
Differentiated developing secondary market (not yet sophisticated)	Developing secondary market	Considerable Potential	Low potential

Wkh Ydaxh ri#G rp dlq#Q dp hv

Wkh ydoxh ri grp dlq qdp hv +4,



Kræfðingunni er að byggja upp Yfirráðuneytið

- **Popularity of TLD** (.com is far better than .eu; ccTLD of a developed market is more valuable than a name under „exotic“ ccTLDs)
- **Focus on domain names with commercial relevancy**
 - Investigate whether this term/name is covered by paid ads
 - Focus on generic, descriptive names (computer, laptop, phone etc)
 - Avoid trademark infringements
- **Short, hyphen-free, number-free and easy to remember names**
- **Registrations under several other gTLDs or ccTLDs**
- **Advertising revenue (e.g. PPC) - temporary, developing or stable**
- **Expired domains: Age, previous page rank, content and inbound links**

Krz ydoedn duh grp dlq qdp hv B#5,

- **Ask for realistic prices**
(lunatic expectations damage your reputation)

- **On sale: Ask for a fixed price. Do not only invite offers/bids.**

Summary of trends in the market

- **We are going to see more live auctions in Europe.**
- **Professionalisation** will continue (more corporate players on the investors side).
- **Consolidation** has already started within the more sophisticated markets and will continue.
- **Business-models will be transferred** to other markets by means of trial and error
- **Probably no continuous growth** – backlashes are inevitable.

Development of trends in the market

- **Development of parking** („vertical portal“, „user generated content; development of the advertising-market) ?
- **Transferability of Business Models** (in particular the US model to Europe) ?
- **Growth of other identifiers in the internet** (Will there be a significant change as the internet goes more mobile ?)

Wkdqn | rx \$

Vhedwldq#Jlw}h#
+P dunxv#Hj j hqvshuj hu,

xqlwhg@grp dlqv#DJ
J dxwlqj hu#7w1#43
G 0; 564<#7wduqehuj

Who1# . 7<#3 ,#; 4#8426#9 ; #9 : 03
Id{ #. 7<#3 ,#; 4#8426#9 ; #9 : 0: : #

ulw}hC xqlwhg@grp dlqv1gh

Icann-Studienkreis, Warsaw, October, 12th 2007