

Domain Name Marketplace



Patrick Jones
Registry Liaison Manager

29 March 2007

Domain name basics

- Registries operate TLD (.com, .org, .pt)
- Registrars obtain domain names from Registries, make them available
- Registrants
- Users

ICANN's role in the market

- ICANN has agreements with registries, registrars
- Introduction of competition
- Addition of new TLDs
- Accreditation of registrars
- Contractual compliance
- Transfers, domain name disputes, coordination

The Internet in 1996

- 240,000 domain names
- .com, .net, .org, plus ccTLDs such as .pt
- Domain names cost \$75 per year
- Only 1 registrar – Network Solutions
- No Google (not until 1998)

The Internet in 1996

- Slow Internet connections
- Increasing amount of information online, but tools for accessing information limited
- Early stages of adoption among business and users

Yahoo! in 1996



- ♦ [Arts](#) - - *Humanities, Photography, Architecture, ...*
- ♦ [Business and Economy \[Xtra!\]](#) - - *Directory, Investments, Classifieds, ...*
- ♦ [Computers and Internet \[Xtra!\]](#) - - *Internet, WWW, Software, Multimedia, ...*
- ♦ [Education](#) - - *Universities, K-12, Courses, ...*
- ♦ [Entertainment \[Xtra!\]](#) - - *TV, Movies, Music, Magazines, ...*
- ♦ [Government](#) - - *Politics [Xtra!], Agencies, Law, Military, ...*
- ♦ [Health \[Xtra!\]](#) - - *Medicine, Drugs, Diseases, Fitness, ...*
- ♦ [News \[Xtra!\]](#) - - *World [Xtra!], Daily, Current Events, ...*
- ♦ [Recreation and Sports \[Xtra!\]](#) - - *Sports, Games, Travel, Autos, Outdoors, ...*
- ♦ [Reference](#) - - *Libraries, Dictionaries, Phone Numbers, ...*
- ♦ [Regional](#) - - *Countries, Regions, U.S. States, ...*
- ♦ [Science](#) - - *CS, Biology, Astronomy, Engineering, ...*
- ♦ [Social Science](#) - - *Anthropology, Sociology, Economics, ...*
- ♦ [Society and Culture](#) - - *People, Environment, Religion, ...*

Growth of domain names

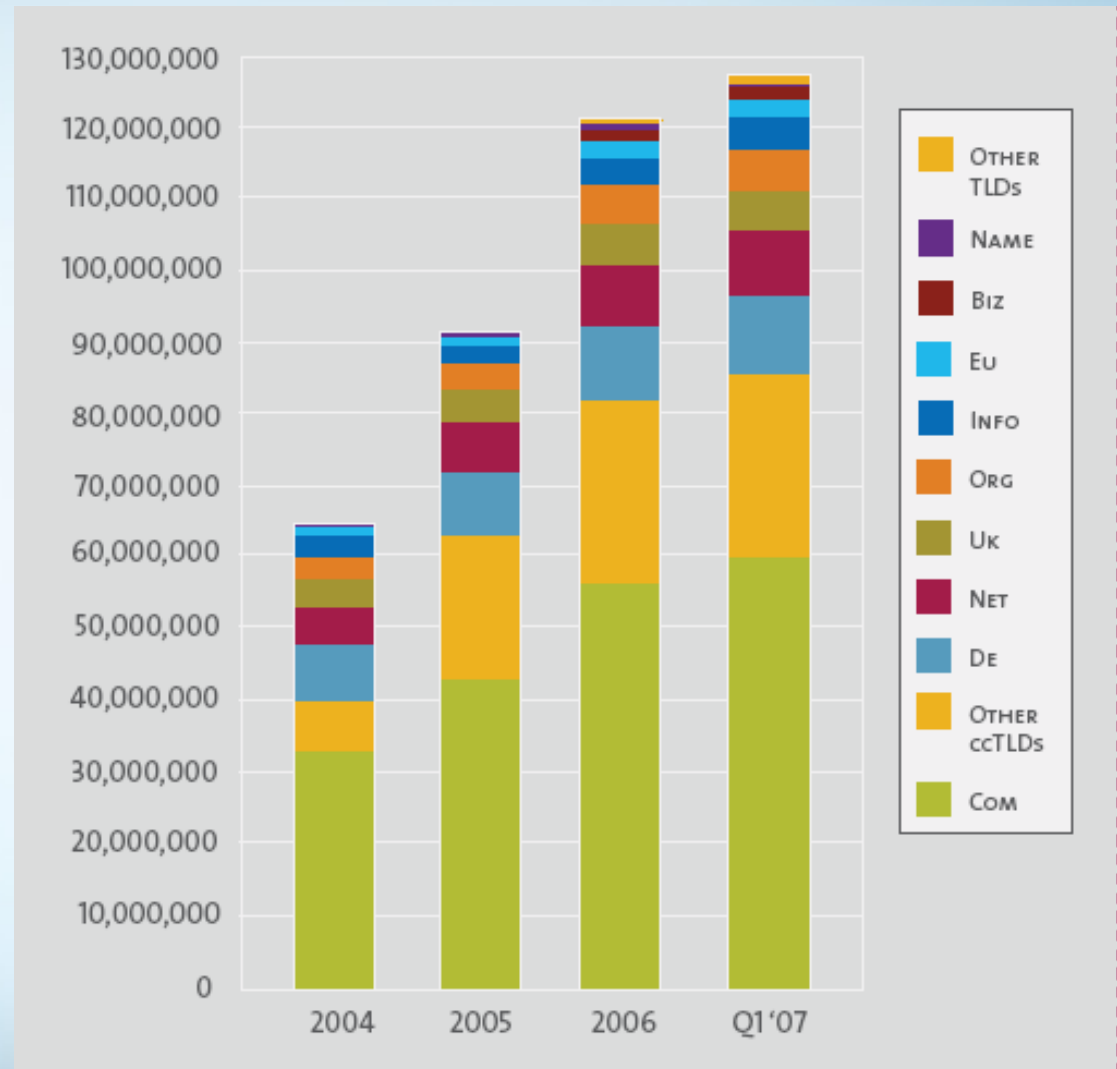
- January 1993 – 21,000
- January 1996 – 240,000
- January 1999 – 4.0 million
- January 2001 – 27.9 million
- January 2004 – 35.3 million
- Nov 2006 – 112 million +
- March 2007 – 128 million +

The Internet today

- **128 million + domain names**
- 16 gTLDs plus ccTLDs = more choice for registrants
- .aero, .asia, .biz, .cat, .coop, .info, .jobs, .mobi, .museum, .name, .pro, .tel, .travel
- 860+ registrars
- Domain names available for as low as \$1 (most in the range of \$5–15 per year)

Snapshot of the domain name marketplace

More than **128 million** domain names registered globally today



Source: VeriSign Domain Name Industry Brief, June 2007

The Internet in 2007

- Immense amount of data available
- Movies, live video, music, news, blogs
- More content available and options for users
- Internet now considered a critical infrastructure and vital commercial, cultural and educational medium

Yahoo! March 2007



[Web](#) | [Images](#) | [Video](#) | [Local](#) | [Shopping](#) | [more](#)

Search: Web Search

[Y! Answers: Ask a question](#) | [Answer questions](#)

[My Yahoo!](#)
[My Mail](#)
Page Options

- Autos
- Finance
- Fntsy Sports
- Games
- GeoCities
- Groups
- HotJobs UPDATED!
- Maps
- Movies
- Music
- Personals
- Photos
- Real Estate
- Shopping
- Sports UPDATED!
- Tech
- Travel
- TV
- Yellow Pages
- Y! Telemundo NEW!

More Yahoo! Services

Small Business

- [Get a Web Site](#)
- [Domain Names](#)
- [Sell Online](#)
- [Search Ads](#)

Featured Services

- [Downloads](#)
- [Health](#)
- [Kids](#)
- [Mobile](#)
- [Voice](#)
- [Mail Plus](#)
- [Y! International](#)

Featured
Entertainment
Sports
Life

Mar 20, 2007



'Pirates' hidden trailer

See the exclusive, action-packed trailer of "Pirates of the Caribbean: At World's End." » [Watch it in HD](#)

See photos • [Buy 'Pirates' DVDs](#)
• [More on the film](#) • [Other HD trailers](#)

Watch the exclusive 'Pirates' trailer

Missing Boy Scout is found alive

Cars cost more than homes in Detroit

Massive mathematic calculation achieved

» [More Featured](#)

In the News
World
Local
Video

As of 11:33 a.m. PDT


- [Senate limits Gonzales' hiring authority](#) | [Key documents](#)
- [Lawmakers threaten FBI spy powers over abuses](#) | [Probe](#)
- [Militant, tribesman battle in Pakistan kills at least 46](#)
- [Iraq vets struggle with long-term brain injuries](#) | [Soldier's story](#)
- [Britain says schools have right to ban Muslim veils](#)
- [Scientists may have developed malaria-resistant mosquito](#)
- [Eleven professional wrestlers reportedly linked to steroid ring](#)

» More: [News](#) | [Popular](#) | [Business](#)

Markets: **Dow: +0.3%** **Nasdaq: +0.4%** Sponsored by: **Scottrade**

Stock Quotes: Go

Marketplace



GEICO Car Insurance

New customers report average annual savings over \$500. Get an instant rate quote.

What's your credit score 560? 678? 720? The average U.S. credit score is 675. See yours for \$0. By Experian.

\$425,000 loan for only \$1,417/month. Refi and save \$400/mo. Bad credit options. Refinance your home.

Can't afford to quit your job? - Earn your AS, BS, or MS degree online in 1 year - Start now.

Inside Yahoo! Small Business



Get a domain for \$1.99/1st yr

Search for your domain name

www. Go

» [Find out more](#)

Pulse - What Yahoos Are Into



Most Popular Concept Cars

- [Jaguar C-XF](#)
- [Chevy Camaro Convertible](#)
- [Toyota FT-HS](#)
- [Smart Fortwo](#)
- [Ford Interceptor](#)
- [Lexus IS-F](#)

» [More Cars](#)

Popular Searches: Today's Overall Movers

<ol style="list-style-type: none"> 1 Bob Woolmer 2 Indiana Jones 3 HGTV Dream Home 4 Shia Labeouf 	<ol style="list-style-type: none"> 5 Gerard Butler 6 American Beauty 7 The Amazing Race 8 Three's Company
---	---

» [More Yahoo! Searches](#)

Hi, Patrick Sign Out

Mail

Messenger

Radio

Weather
62°F

Local

Horoscopes



The new CitibankSM

ultimate savings account

No checking required

4.65% APY*

\$50
SIGN UP BONUS**

[GET DETAILS >](#)

\$50 Sign up bonus** - Ad Feedback

The Internet in 2007

Faça do SAPO a sua Homepage. Área do Cliente SAPO ADSL

Mail Messenger Blogs Jogos  Shopping Bilhetes Viagens Vídeos

Português Mundial Notícias/Blogs Imagens Produtos Directório

Pesquisar em Português: **Pesquisar** Registe o seu site
Anuncie na Pesquisa

Marque já um Test-Drive no novo Honda CIVIC

SAPO ADSL **Telefone TV Cabo**

SAPO ADSL **Telefone TV Cabo**

Queres acelerar na Internet e não tens linha telefónica?
Kit SAPO ADSL Net + Linha = €0
Clica para saber mais.

Navega na Internet sem limites. Agora a partir de €9,99 / mês!

TEM MAIS DE 60 ANOS? QUER IR AO CINEMA SEM PAGAR?
Millennium
bcp

Acesso à internet

- SAPO
- NETCABO
- Wi-Fi
- Banda Larga TMN
- Exclusivos

Destaques

- Acessibilidade
- Bwin
- Jogos grátis
- Trânsito

Classificados

- Automóveis
- Emprego
- Imóveis
- Leilões
- Motos
- Pequenos Anúncios

Comunicação

- Chats
- Fóruns
- Fotografias
- Páginas Pessoais
- Podcasting
- Postais
- SMS e MMS
- Telegramas
- Toques e Logos

Notícias

- Diário Digital
- Diário Económico
- Diário de Notícias

Notícias Quarta-feira, 28 de Março

» DD » DE » DN » JN » SIC » SOL » Tek » TSF

«Nascer Cidadão»

Bebés já podem ser registados nos hospitais (DD)

- **CDS-PP** - Pires de Lima manifesta tristeza pela saída de Nogueira Pinto (Lusa)
- **Universidade Independente** - Quebrado acordo entre as facções dirigentes (SIC)

DESPORTO » mais

- **À atenção de Portugal** - Sérvios acreditam na vitória

ECONOMIA » mais

- **Mercados** - Monetário fecha estável, Bernanke sem surpresas (Reuters)

Hoje no SAPO

» Tempo » Bolsa » Horóscopos » TV » Passatempos

Os Robinsons

Se pensas que a tua família é diferente... vem conhecer a família mais hilariante do futuro. Estreia amanhã.

- **Foto do dia** - Rally de Portugal
- **Toxicoddependência** - faça as suas perguntas
- **Monopoly High-tech** - descarrega aqui as músicas
- **Antivírus** - proteja-se antes que seja tarde!

ROWAN ATKINSON
MR. BEAN **NOS CINEMAS**
EM FÉRIAS **29 DE MARÇO**

Alta definição.

Mais informações sobre a PS3 em eu.playstation.com/ps3

PLAYSTATION 3

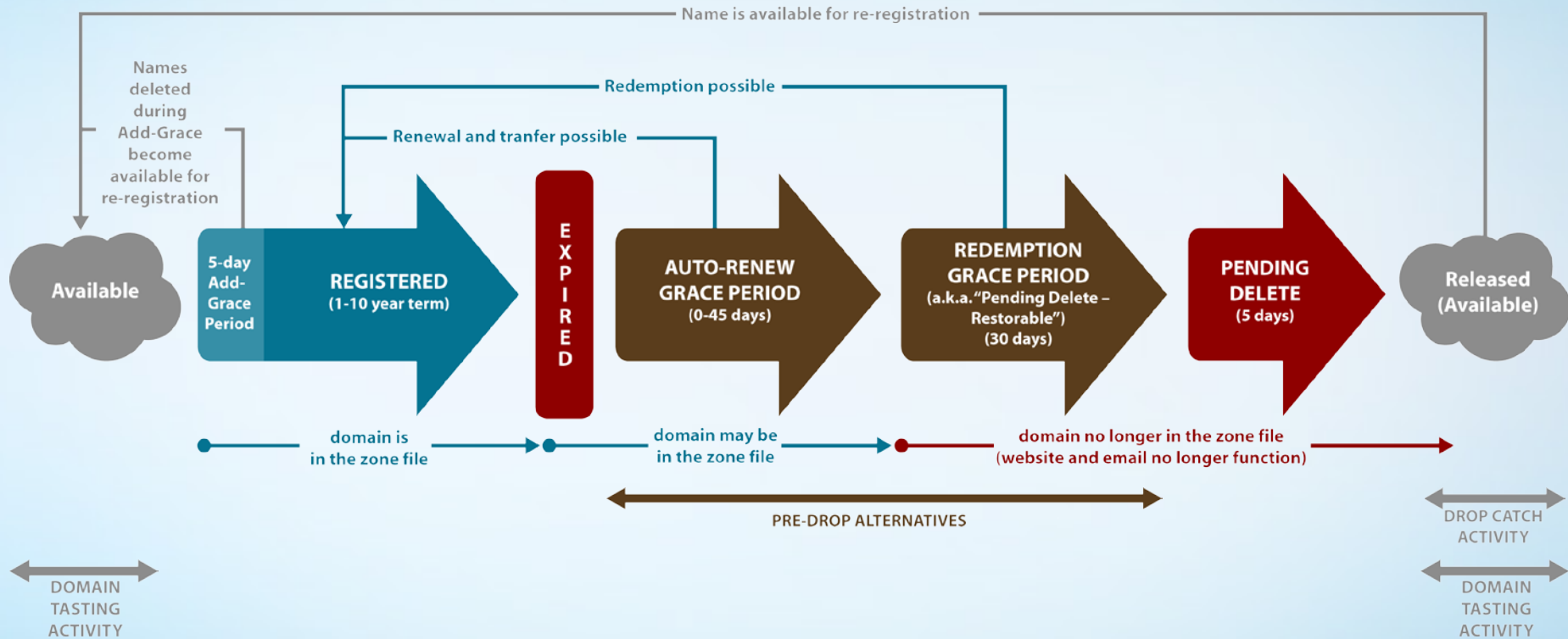
Shopping **Leilões** **Viagens**

» Entrar no Shopping » Kit SAPO ADSL » Segurança

citibank
TEM UMA OFERTA ESPECIAL PARA SI!
ADIRA JÁ

LACOMAC
Desde **6.900 €**

Life-Cycle of a typical gTLD domain name



Welcome!

Sedo is the leading marketplace for buying and selling domain names and websites

Learn more:

- [Buy Domains](#)
- [Sell Domains](#)
- [Park Domains](#)

Domain Catalog

- [Adult](#)
- [Business/Law](#)
- [Careers/Education](#)
- [Consumer Goods](#)
- [Health](#)
- [Internet](#)
- [Leisure/Culture](#)
- [Nature](#)
- [Science](#)
- [Society](#)
- [Sports](#)
- [Technology](#)
- [Travel/Traffic](#)
- [Other](#)
- [High Traffic](#)
- [Most Wanted](#)
- [Bargain Domains \(under \\$300\)](#)
- [Bargain Domains \\$300 - \\$1000](#)

Search over 6 million Domains for Sale:

[→ Advanced search](#)

Hire a Domain Broker:

Let Sedo help you get the domain you really want



Featured Domains

investinthefuture.com	2,500 \$US
720.am	199 \$US
dopeboy.com	Make Offer
entersolar.com	Make Offer
24horas.tv	Make Offer
allrightsreserved.info	Make Offer
proinvestor.com	Make Offer
greenbuildproducts.com	Make Offer
investmenttips.com	Make Offer
dauphinriver.com	Make Offer
moviecreation.com	Make Offer
ind.com	9,999 \$US
reeld.com	Make Offer

Top Domains

folk.com	Make Offer
videoshop.com	Make Offer
georgewashington.com	Make Offer
wba.org	Make Offer
antibioticdrugs.com	Make Offer
astronaut.com	Make Offer

Domain Owners: Get Started here

Create a free Sedo member account to:

- [Sell](#) your domain names
- [Earn](#) money with domain parking
- [Manage](#) negotiations online

[Learn more about selling domain names](#)



Auction Listings

buq.com	6d 0h	5,001 \$US
wky.com	6d 4h	4,100 \$US
032.com	1d 7h	4,100 \$US
paperclickadvertising...	0h 14m	60 \$US
vuelosincreibles.com	0h 19m	60 EUR
chomino.com	0h 19m	90 EUR
yourobjects.com	0h 19m	60 \$US
dvbfans.com	0h 19m	60 \$US
factsblog.com	1h 8m	100 \$US
shiningvoice.com	1h 8m	60 \$US
mywebshop.com	1h 38m	7,010 \$US
outofthecommon.com	3h 23m	200 \$US
revenuealabs.com	3h 56m	500 \$US

Recent Sales

myuv.com	2,000 \$US
chinesevoice.com	1,000 \$US
gamerock.com	2,088 \$US
spinningrods.com	1,500 \$US
thesmiledesigners.com	500 \$US
northweststrategy.com	500 \$US

Username

Password

Login

- [Register](#)
- [Lost Password?](#)
- [SSL Login](#)
- [Security Advise](#)



Reserve Met for Most Auctions!

Domain News

20/03/2007: The Sky's the Limit? Not Anymore... [more](#)

26/02/2007: Domain Scams and How to Avoid Them [more](#)

07/02/2007: .CO.UK Comes Out to Play [more](#)

Newsletter

Monthly domain news and advice!

Name

Email

Click to read

Domain names sales

- Diamond.com \$7.5 million
- Vodka.com \$3 million
- Nav.no \$717,900
- Chat.de \$470,848
- Other examples across all price ranges
- Many domains sell in \$100–500 range