

Domain Names Secondary Market in Poland

The Secondary Market and how it can enrich your business

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Who is Sedo?

- Largest Domain Trading Marketplace with over 10 million Domains for sale
- Leading Domain-Parking Company
- Over 600.000 Customers worldwide
- 2007 domain transactions with a value of over €49 million
- Almost 100% language coverage through Sedo GmbH and Sedo LLC and Sedo UK
- 150 employees in our offices in Cologne, Germany (app. 110 people) and Boston, USA (app. 40 people)

How can the Secondary Domain market enrich your business?

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

Unused domains

Error 404 pages

Under construction pages

Wildcard pages

- Dynamic Content (Auctions, Top Domains, Recent Sales)

Facts and Figures 2007



- Total Sales Volume: > 49 Mio. Euro
- Total Transfers: > 27.000
- Average Price: 1.800 Euro
- Average price .pl: 4.200 Euro
- Top Sale 2007: chinese.com 1.1Mio.US\$
- Sales:
 - .com: 47 %
 - .de: 18 %
 - .eu: 6 %
 - .net: 5 %

Availability of good domain names

- Enhanced WhoIS integration = revenue potential
- Increased Original Registrations & renewals

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
- » Partnership (Lycos)
- » Reseller-Programm

Domains suchen & registrieren

Standard-Suche

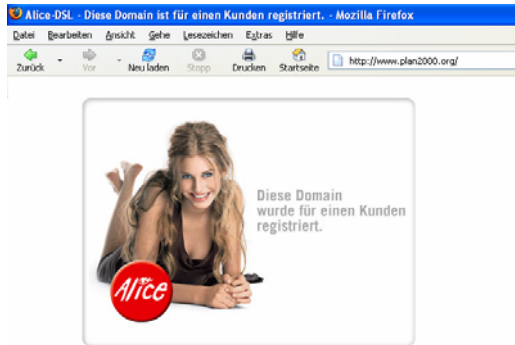
2.

2. Schritt: Auswahl Ihrer gewünschten Domains

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

Primary and Secondary Market are merging

→ Example: Registrar Parking



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

Find your perfect domain

london-hostels.com

Generator Hostel London
Book online - prices from £10 pppn. Free "all you can eat" breakfast!
www.generatorhostels.com

Hotel London
Einfach, Mittelklasse, Luxus - Das passende Angebot bei Hotels.com!
www.hotels.com/london

Jugendherbergen in London
Finden Sie die richtige Unterkunft für Ihren Aufenthalt in London.
www.london-discount-hotel.com

Qualitätshotels in London
75% Rabatt in Londoner Hotels Buchen Sie jetzt online.
www.LondonTown.com

Book Hostels Online here
Largest Selection & Great Rates - Over 10,000 Hostels Worldwide.
www.hostelworld.com

Luxushotels London
Premiumunterkünfte in London. Buchen Sie jetzt online.
www.grangehotels.com

Hotel London
Einfache Onlinebuchung, Stadtpläne, Fotos und Feedback der Hotelgäste.
www.venera.com

London Hotels Discounts
Get Low Prices on Hotels Plus Local Customer support
HotelsEurope.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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