

Domain Name Marketplace



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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



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Growth of Domain Names

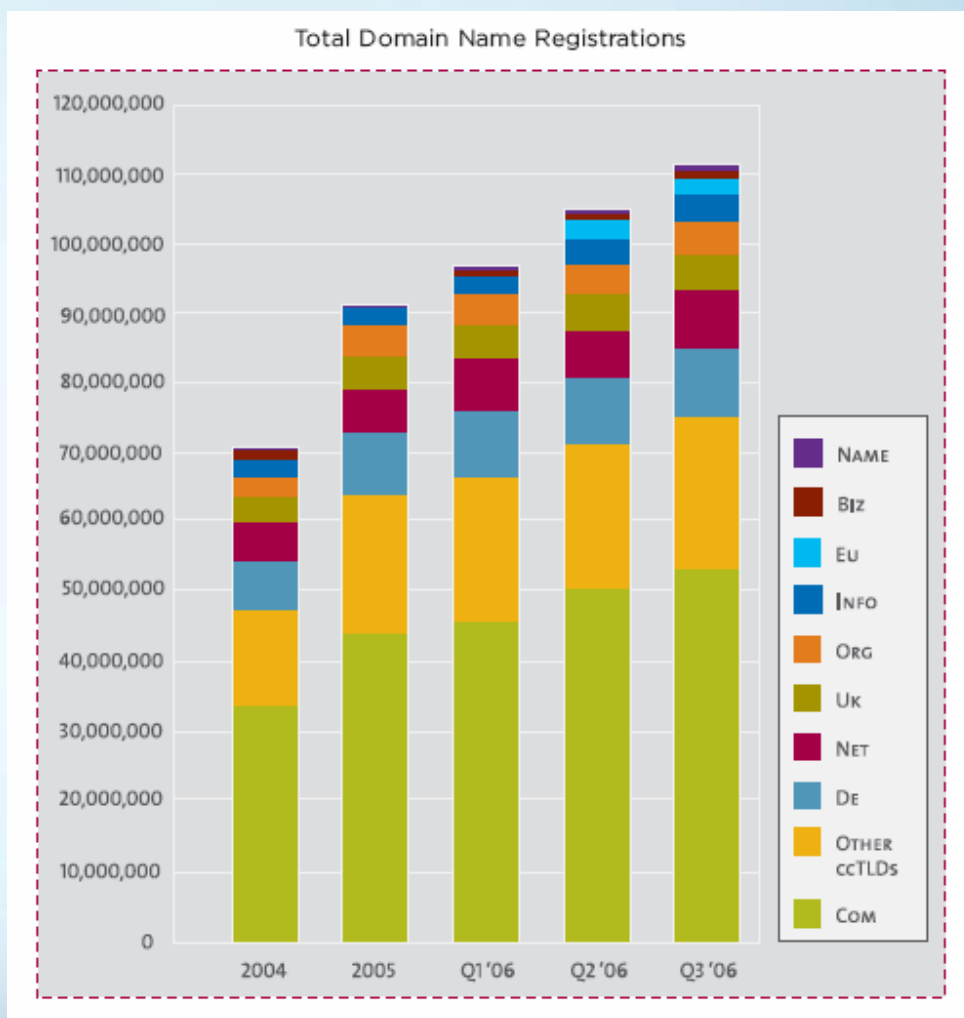
- January 1993 – 21,000
- January 1996 – 240,000
- January 1999 – 4.0 million
- January 2001 – 27.9 million
- January 2004 – 35.3 million
- Nov 2006 – 112 million + (most recent data available)

The Internet Today

- **120 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 domain name marketplace

112 million+
domain names
registered globally
today



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

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Entertainment
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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](#)

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Watch the exclusive 'Pirates' trailer

Cars cost more than homes in Detroit

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As of 11:33 a.m. PDT

- Senate limits Gonzales' hiring authority | [Key documents](#)
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Markets: **Dow: +0.3%** **Nasdaq: +0.4%** Sponsored by: **Scottrade**

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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.

Hi, Patrick Sign Out

Mail

Messenger

Radio

Weather
62°F

Local

Horoscopes

The new Citibank®

ultimate

savings account

4.65% APY*

\$50
SIGN UP
BONUS**

GET DETAILS >

*No checking required

\$50 Sign up bonus** - Ad Feedback

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

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Popular Searches: Today's Overall Movers

1 Bob Woolmer	5 Gerard Butler
2 Indiana Jones	6 American Beauty
3 HGTV Dream Home	7 The Amazing Race
4 Shia Labeouf	8 Three's Company

» More Yahoo! Searches



The Internet in 2007



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

Mail Messenger Blogs Jogos **sapo.pt** 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 LOGIN SAPO

SAPO ADSL **Telefone TV Cabo**

24Mb **€0**

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

SAPO ADSL **Telefone TV Cabo**

24Mb

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
- **Toxicod dependência** - faça as suas perguntas
- **Monopoly High-tech** - descarrega aqui as músicas
- **Antivirus** - proteja-se antes que seja tarde!

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

Alta definição.

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

PLAYSTATION 3

Shopping **Leilões** **Viagens**

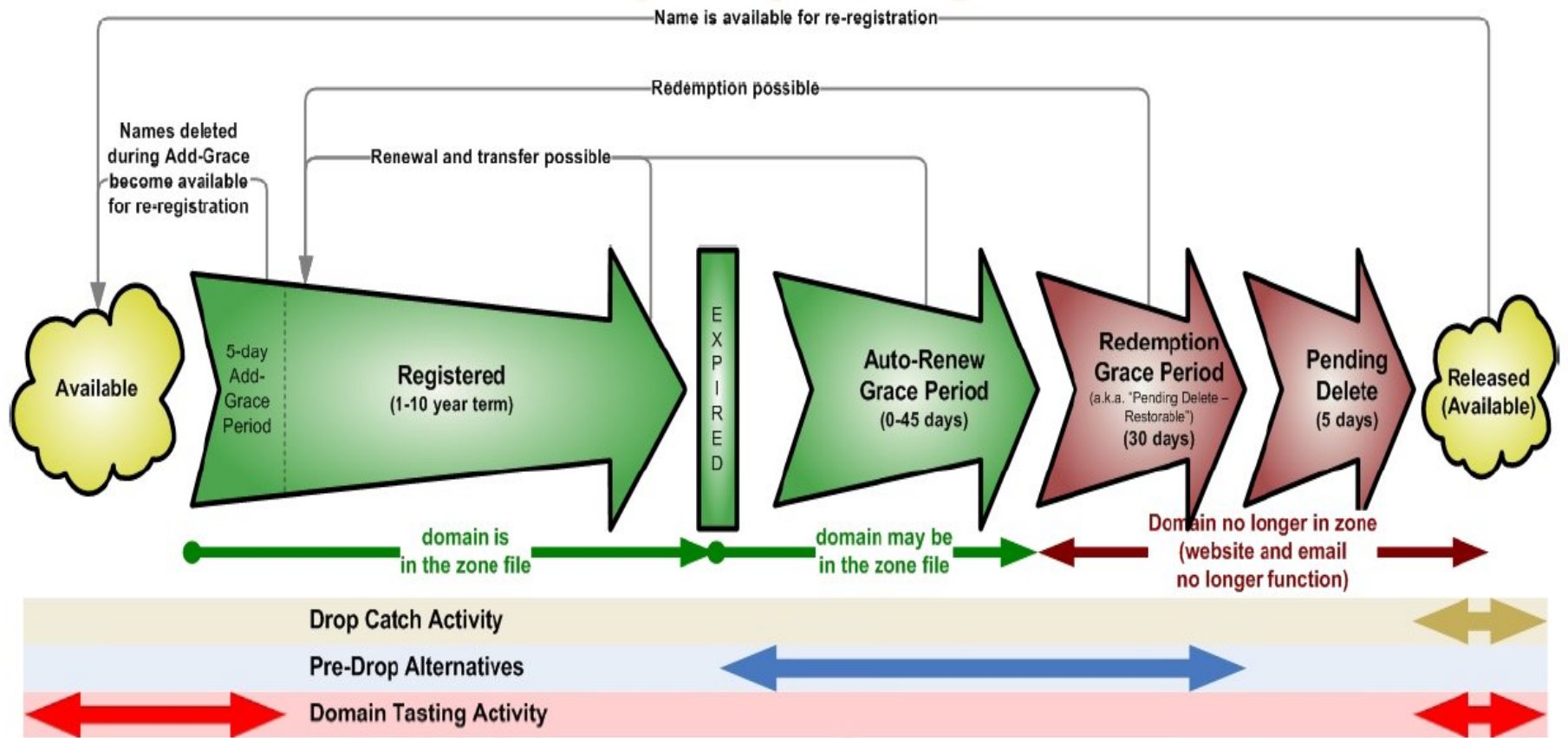
» Entrar no Shopping » Kit SAPO ADSL » Segurança

citibank
TEM UMA OFERTA ESPECIAL PARA SI!
ADIRA JÁ

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Desde **6.990 €**



Domain Lifecycle



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- [Internet](#)
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- [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

[Enter Domain](#) [more](#)

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

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Create a free Sedo member account to:

- Sell your domain names
- Earn money with domain parking
- Manage negotiations online

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[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
youobjects.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
revenue labs.com	3h 56m	500 \$US

[Enter Domain](#) [more](#)

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

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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](#)

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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