Secondary Sales in the Domain Marketplace

March 25, 2007

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What we’ll be talking about today

• “Secondary Marketplace”
  – The active marketplace for Domain Names that are re-sold by the registrant during their active registration term.

• “Valuation / Appraisal”
  – A quantitative or qualitative approach to assigning a value beyond the registrar’s initial registration or renewal price. Can be based upon TLD, length of string, number of words, category of domain, multiples of revenue, etc.

• “Domain Marketplace Analysis”
  – Analysis of domain name sales >$10,000. USD, as reported by DNJournal.com, have been analyzed for presentation today.
What we’ll be talking about today

- **Moderation and Commentary**
  - Jothan Frakes, DomainSponsor

- **Secondary Marketplace**
  - Mason Cole, Snapnames

- **Domain Name Valuation / Appraisal**
  - Tim Schumacher, Sedo

- **Registrar Marketplace**
  - Tom Murphy, Name Media

- **Domain Marketplace Analysis**
  - Emiliano Pasqualetti, DomainsBot
Life-Cycle of a Typical gTLD Domain Name

This is what we’re discussing today.