



DOMAINS VALUATION & SECONDARY MARKET ✨

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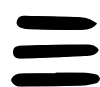
ABOUT ME



Nitish Reddy

- Started Domain Name Consulting at Early Age of 18.
- Handled 300+ domain transactions over past 9 years.
- Qualified CPA and Pursuing Majors in Law as well as Valuation of IP & Financial Instruments.





WHY SECONDARY MARKET?



CURRENT CHALLENGES



SOLUTION



**STANDARD VALUATION
MECHANISM**



OPEN DATABASE OF SALES



MAKING RDRS ACCESSIBLE



CONTENTS



? **WHY SECONDARY MARKET**

- ✓ 3 Domains Registered on an Avg Every Second with 1589 TLDs and more than 350 Million active domains. *
- ✓ Something of less use for one can be of great value for another.
- ✓ Promote faster adoption of TLDs other than .com by market forces.



CURRENT CHALLENGES

PROBLEM 1- LACK OF STANDARDISATION

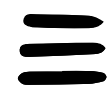
Different platforms use varying methodologies and Results can differ by orders of magnitude.

PROBLEM 2- BLACKBOX ALGORITHM

Major platforms use proprietary, opaque systems with limited transparency in valuation factors.

PROBLEM 3- MARKET VOLATILITY

Rapid changes in digital trends and New TLD introductions affecting the value of the domains.



✓ **STANDARDISED VALUATION MECHANISM**

An industry wide accepted and thoroughly validated algorithm.

✓ **OPEN DATABASE OF SALES**

Start openly publishing reports of the domain sales done on public auction platforms and registrar owned platforms

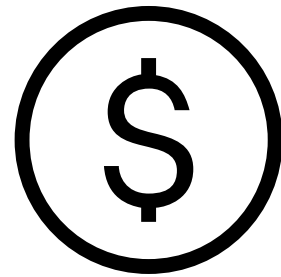
✓ **MAKING RDRS MORE ACCESSIBLE**

Quick and easily accessible RDRS Reports to be made available



SOLUTION

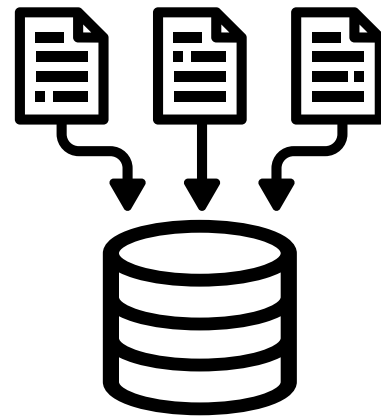




STANDARD VALUATION MECHANISM



- ✓ LENGTH OF THE DOMAIN
- ✓ MONTHLY KEYWORD TRENDS
- ✓ CURRENT TLD TRENDS
- ✓ VOWEL CONSONANT RATIO
- ✓ WIPO TRADEMARK DB MATCH WITH NEGATIVE SCORING SYSTEM



OPEN DATABASE OF SALES



✓ ICANN ACCREDITATION FOR MARKETPLACES

✓ REGULAR SUBMISSION OF SALES DATA TO ICANN

✓ PERIODICAL AUDIT OF THE SAMPLE DATA



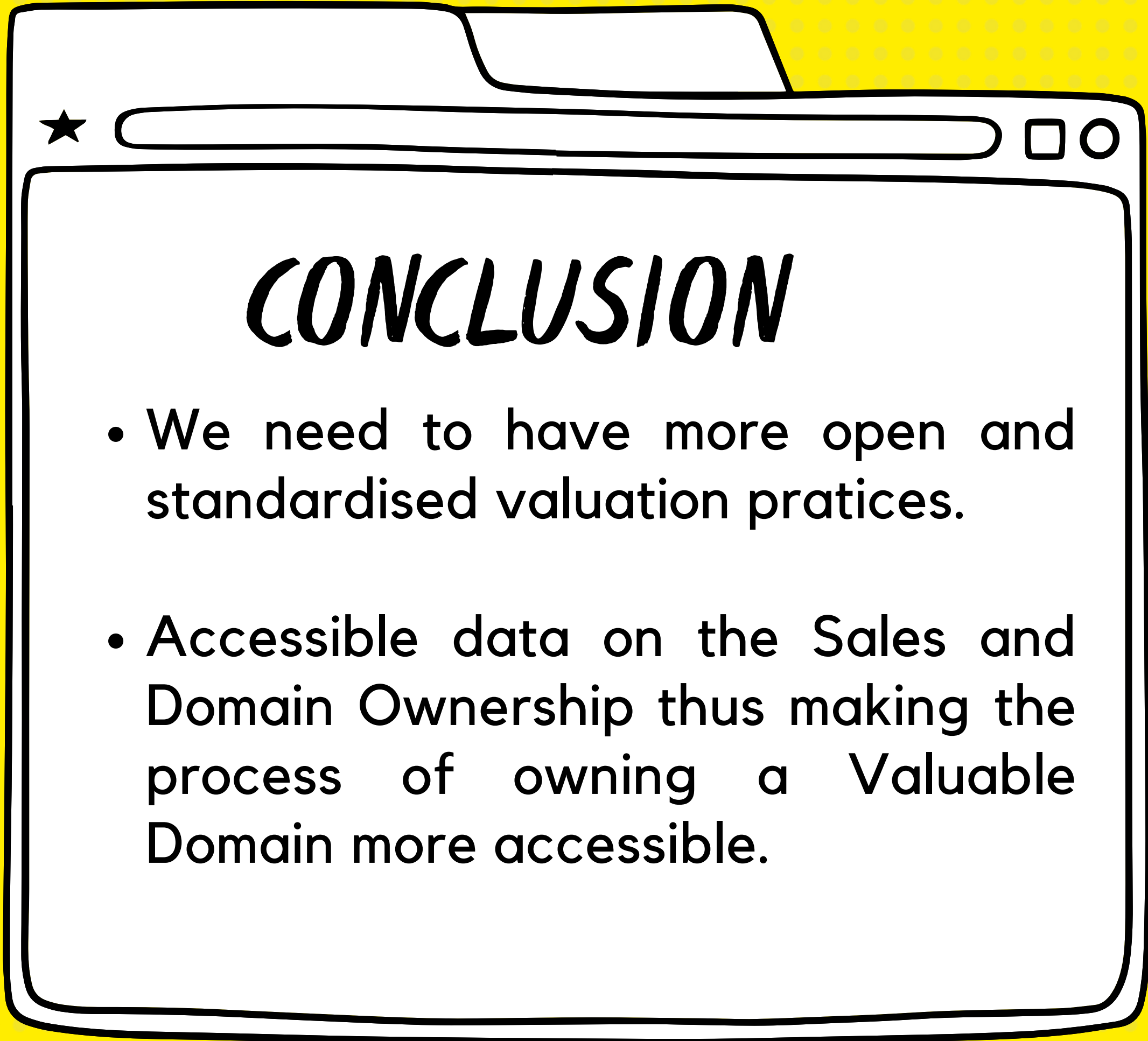
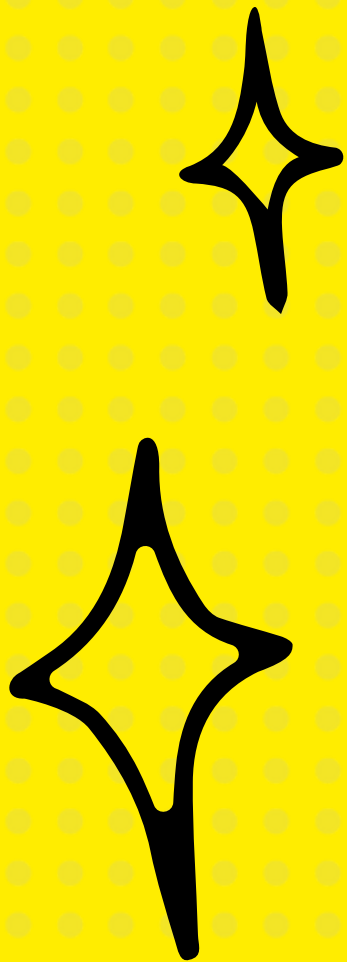
MAKING RDRS MORE ACCESSIBLE



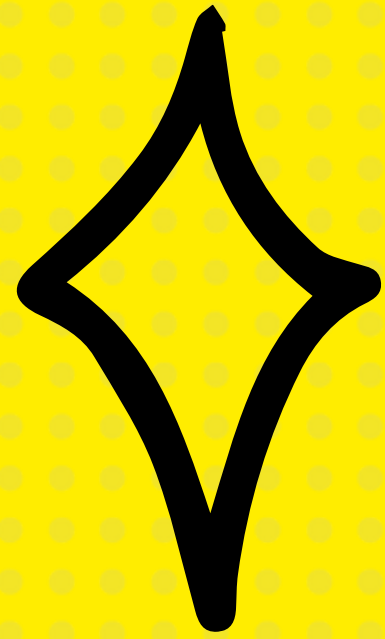
✓ FACILITATING TRANSPARENT TRANSACTIONS

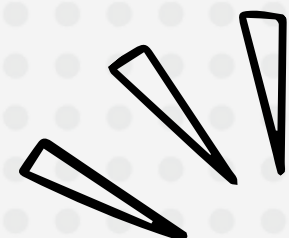
✓ ENABLING EFFICIENT MARKET PRICING

✓ LEVEL PLAYING FIELD TO MARKET
PARTICIPANTS OF DIFFERENT SIZES



CONCLUSION

- We need to have more open and standardised valuation practices.
 - Accessible data on the Sales and Domain Ownership thus making the process of owning a Valuable Domain more accessible.
- 



THANK YOU



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