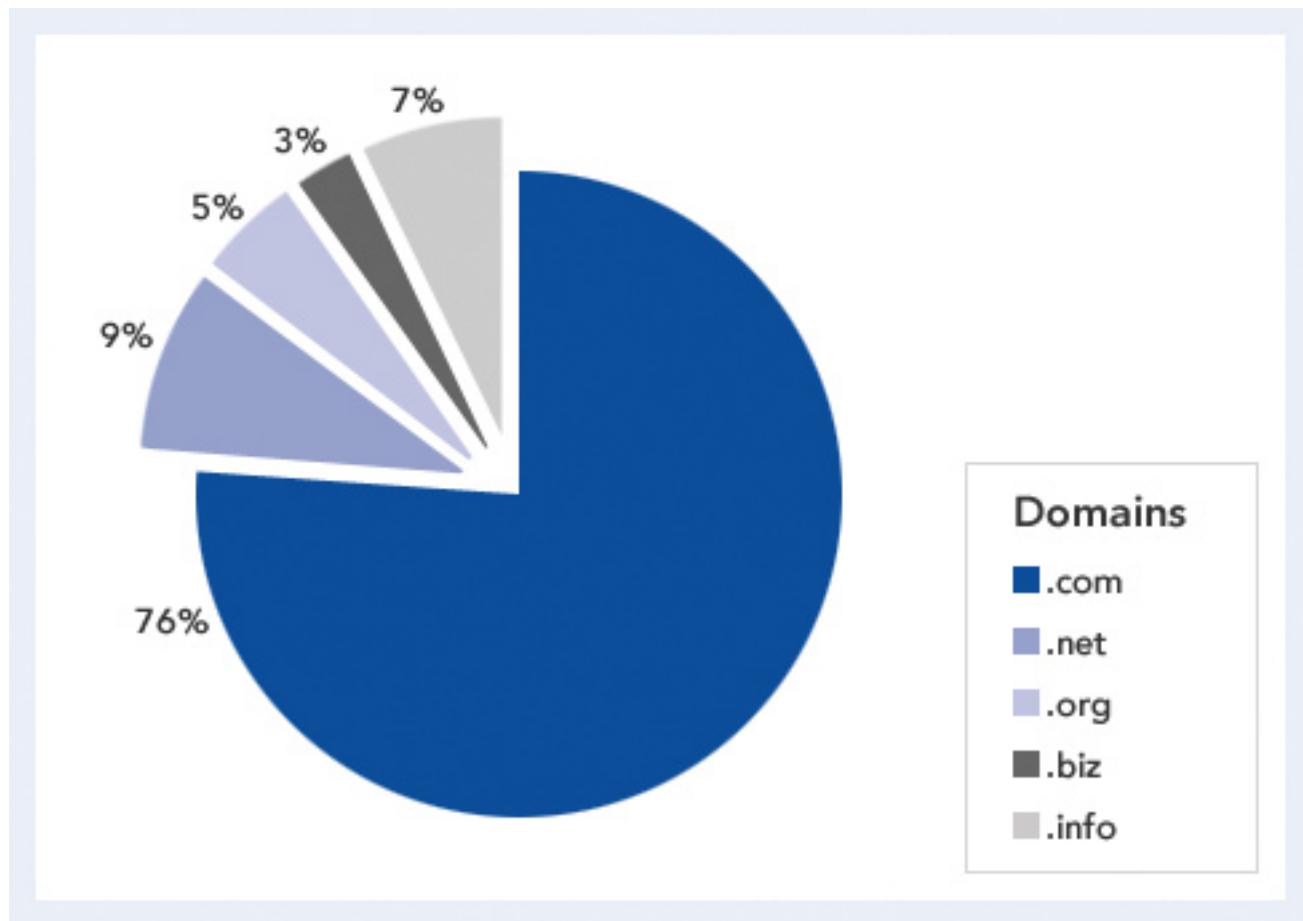


**2007**

**Secondary Domain Market Study**

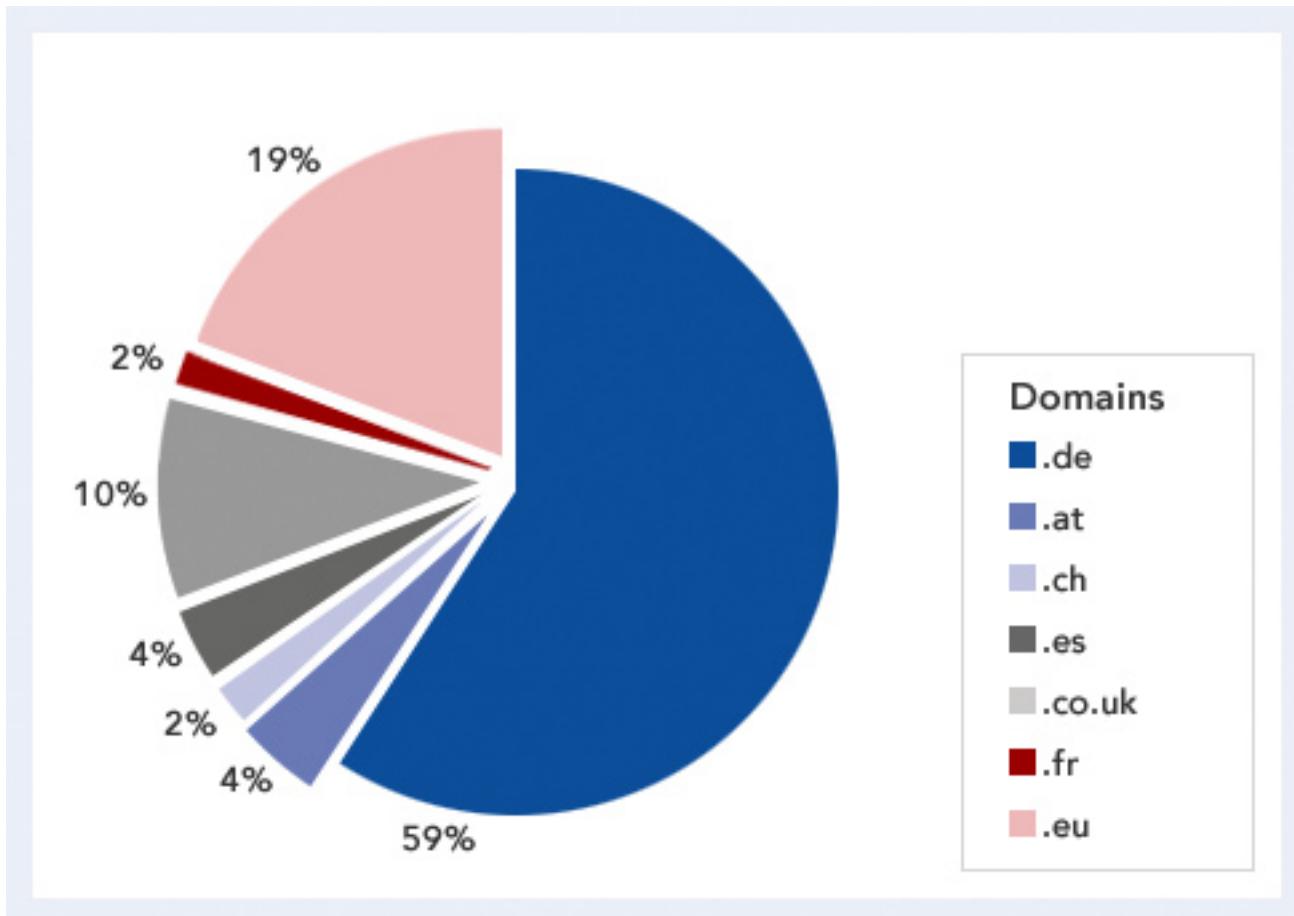
## 1. Division of Global Top Level Domain (TLD) Sales

The .com extension remains the most frequently sold global TLD over Sedo with over 76% of all sales being .com domain names. Next to follow is the .net TLD with a 9% share and .info with 7%.



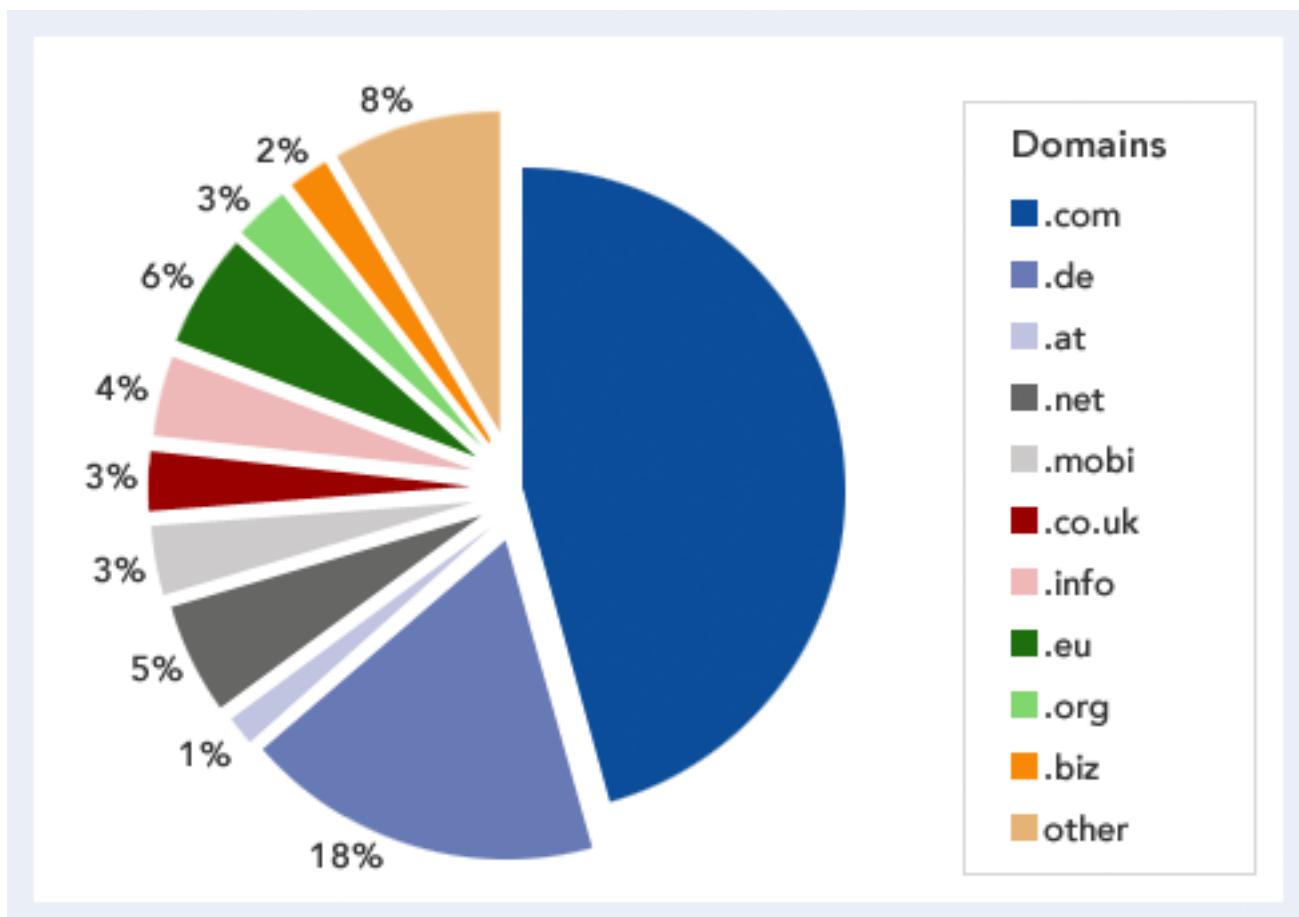
## 2. Division of Country Code Top Level Domain (ccTLD) Sales

The German .de country code proved to be the strongest selling ccTLD of 2007 with 4,954 sales. Sales of the British .co.uk TLD grew significantly: in 2007 .co.uk domain names sold for values of up to 150% more than the previous year.



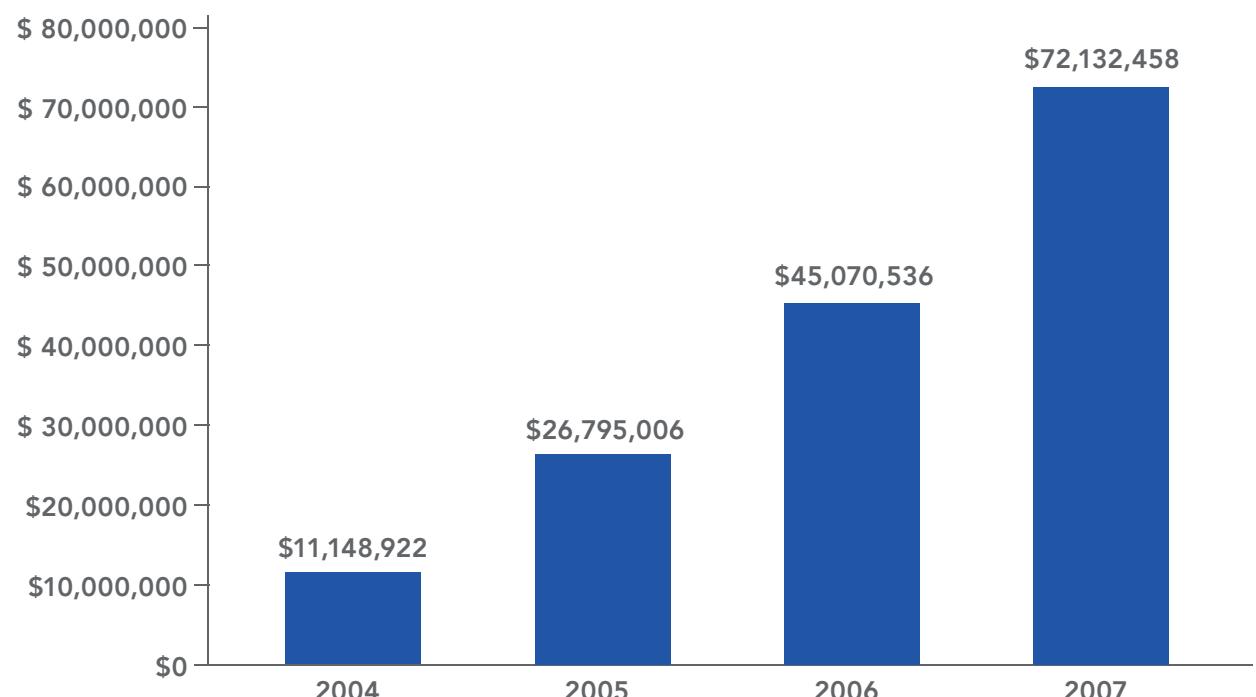
### 3. Total Division of Top Level Domain Sales

The .com extension stands out as the most popular TLD to be sold in 2007—12,417 .com domain names were sold in this year. Following this, was the .de extension with 4,954 domains sold and .eu with 1,598 domains sold. Taking the 4th position was .net (1,484 sales) followed by .info (1,111 sales). Surprising the recently introduced .mobi TLD managed more sales than the well established .org extension (930 compared to 815 .org sales).



## 4. Total Domain Sale Revenues 2004 to 2007

In 2007 domains amounting to a total of \$72,230,731 were sold and transferred via the Sedo marketplace. This is a 60% increase of the same figure from 2006.



## 5. Number and Price Comparison (gTLDs)

In 2007 there was an increase in both the number of domain names sold through Sedo and also in the values for which the domains were sold. The average price rose by the following amounts: .com (+54%), .net (+37%), .org (+27%) and .biz (+27%). However the average price of .info domain names decreased by 20%. This can be attributed to an overabundance of this TLD in the market.

TLD	Domains Sold 2006	Domains Sold 2007	Total Sales Revenue 2006 in \$	Total Sales Revenue 2007 in \$	Average Sales Price 2006 in \$	Average Sales Price 2007 in \$
.com	8,109	12,417	26,418,358	62,286,440	3,257	5,016
.net	948	1,484	1,405,139	3,017,362	1,483	2,033
.org	529	815	811,120	1,582,586	1,534	1,942
.biz	303	469	269,202	528,417	888	1,126
.info	691	1,111	946,462	1,212,035	1,370	1,091

## 6. Number and Price Comparison (ccTLDs)

Ranked second to the .de extension, the .eu TLD recorded 1,598 sales amounting to a value of \$2,267,565. The British TLD .co.uk enjoyed the highest average selling price \$6,784, compared to .es (Spain) \$6,809.04 and .fr (France) \$2,550. The .at (Austria) extension suffered the highest decrease in overall sales value - approximately 60% to \$1,140.72

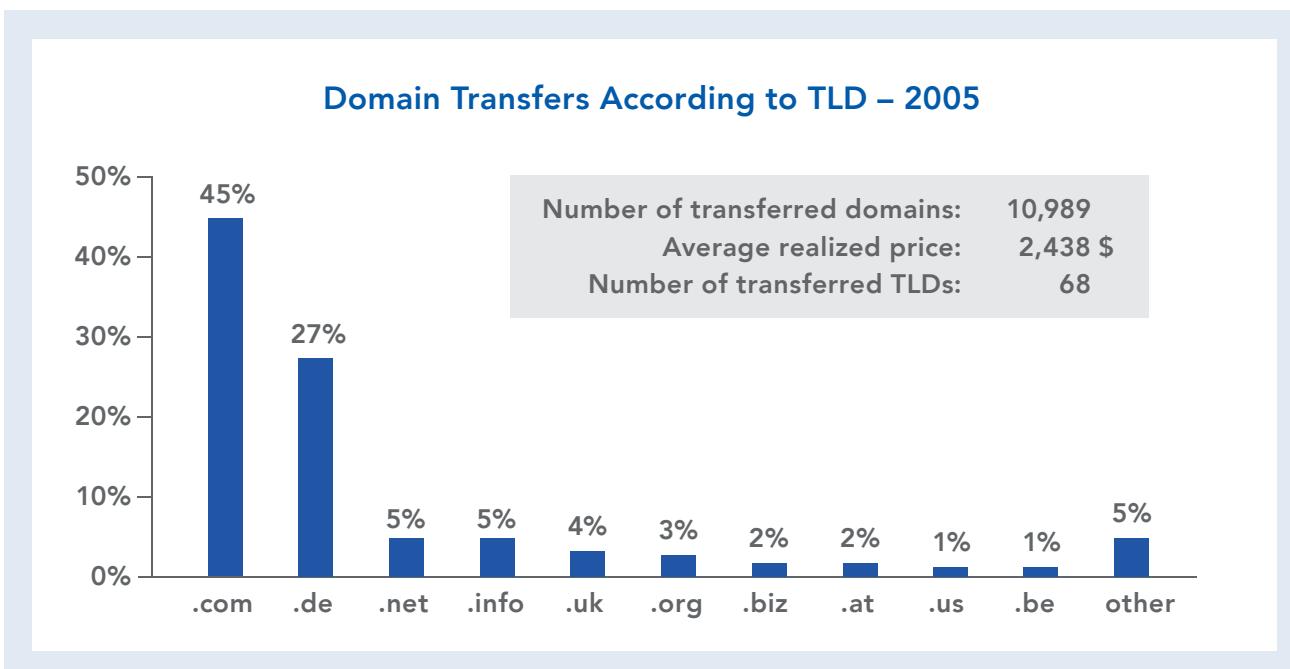
TLD	Domains Sold 2006	Domains Sold 2007	Total Sales Revenue 2006 in \$	Total Sales Revenue 2007 in \$	Average Sales Price 2006 in \$	Average Sales Price 2007 in \$
.de	3,653	4,954	6,866,635	7,392,998	1,879	1,493
.at	306	356	832,180	405,362	2,720	1,139
.ch	129	160	310,097	291,402	2,349	1,822
.es	130	323	492,187	1,493,987	3,619	4,626
.co.uk	603	832	2,287,617	5,636,182	4,006	6,775
.fr	36	149	111,568	379,560	2,371	2,547
.eu	1,125	1,598	2,322,330	2,264,480	2,064	1,417

## 7. Top Sales of 2007

Approximately 32% of all sales over Sedo were publicized, while 68% were kept confidential. The percentage of confidential sales was highest among European domain sales. About 88% of all .de domain sales were not publicized due to confidentiality agreements. As a general rule of thumb, the higher the sales price, the more likely that the sale will remain undisclosed.

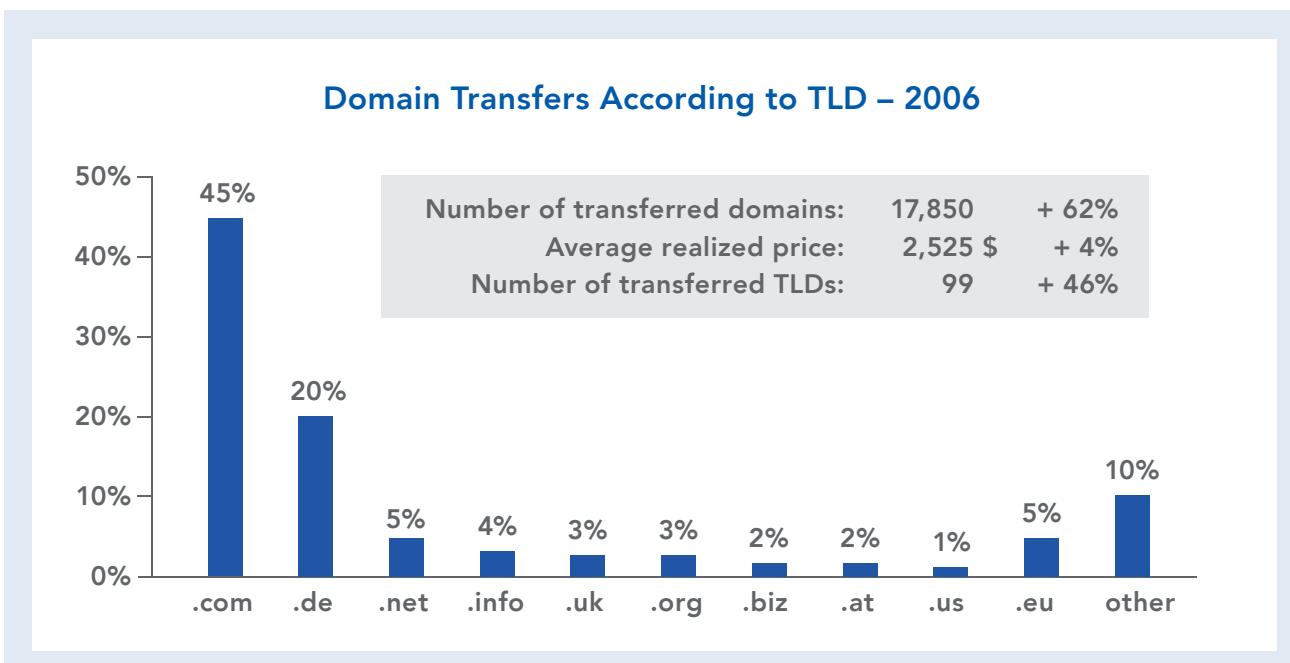
Domain	Price
Chinese.com	1,100,000 \$
Li.com	500,000 \$
Gibraltar.com	360,000 \$
Team.com	300,000 \$
Ahl.com	207,500 \$
Chinese.net	180,000 \$
Masculin.com	150,000 €
Zimbabwe.com	130,000 \$
Supernatural.com	125,000 \$
Vn.com	100,000 \$

## 8. Domain Transfers According to TLD – 2005 (via Sedo)



## 9. Domain Transfers According to TLD – 2006 (via Sedo)

The number of transfers increased by 62% in 2006. The average value of a transferred domain name grew by 4%. Notable is the increased number of TLDs (+46%) that were transferred. This could be due to the fact that many countries have relaxed their registration and transfer restrictions. In addition many new TLDs have been recently approved and made available.



## 10. Domain Transfers According to TLD – 2007 (via Sedo)

In comparison to the previous year, the transfer volume in 2007 registered a comparable growth to the amount of 53%. The average transfer value has increased by 5%. Surprisingly the number of TLDs that were transferred decreased by 6%. This can be attributed to a greater general focus in 2007 on particular TLDs.

