

Harnessing the Value of Domain Aftermarkets for Registries and Registrars

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afternic

A NAMEMEDIA COMPANY

Internet Drives Success for Small Businesses Around the World

Gary Vaynerchuk

- Born 1978 in Babruysk, BEL
- Owner of family-run liquor store *Wine Library* in New Jersey
- Star of video blog about wine
- CEO of VaynerMedia agency
- Author of 2 books, both on the New York Times Bestseller list



WineLibrary.com + WineLibrary.TV

↑ 50x volume through online sales

SMBs Need Premium Domains To Be Successful Online

Online Presence

99% of all European businesses are SMBs

<50% Of SMBs in Europe have an online presence

39% of SMBs in key European markets use social media

Growth

SMBs with a strong web presence report:

2x Growth rate

2x Revenue increase

2x Hiring

Scarcity

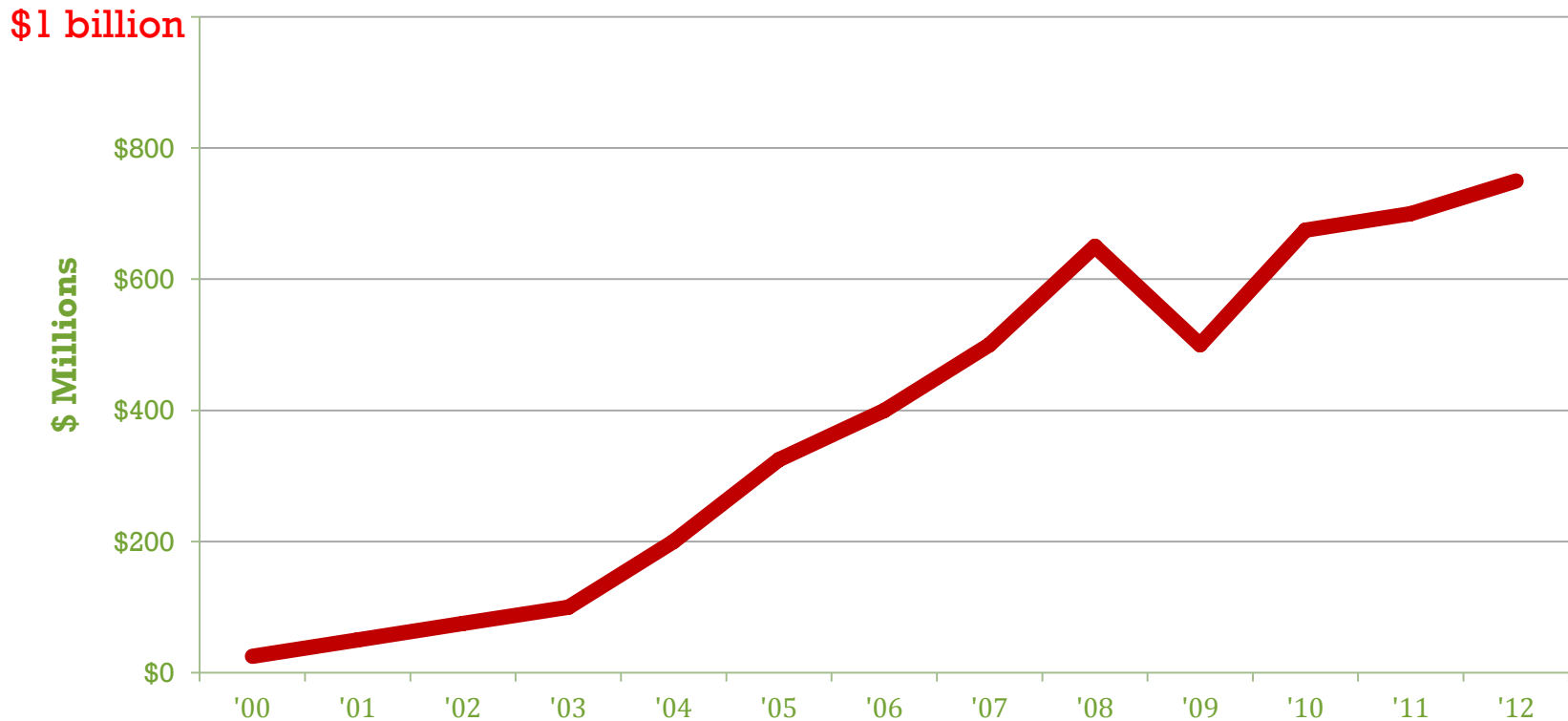
250+ Million domains registered

11% Annual growth rate across all TLDs

8x Increase in sales volume on Afternic since '07

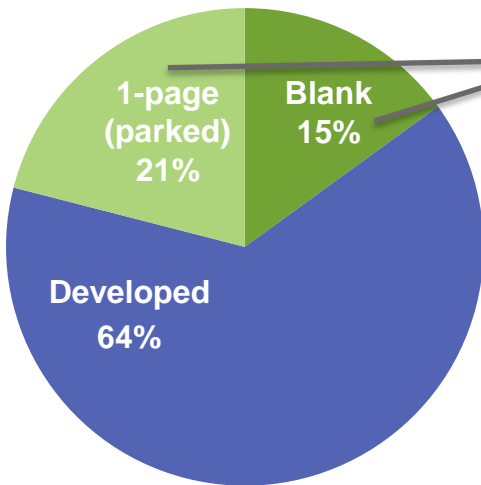
The Aftermarket Represents A Significant Revenue Opportunity.

Value of Global Aftermarket Domain Sales



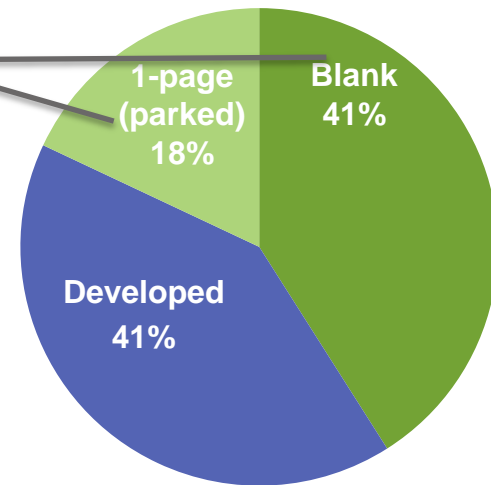
Parked and Undeveloped Domains Represent Huge Aftermarket Potential

In .COM



Targets

In .RU



Where are Premium Domains Bought Today?



RU-CENTER Develops Afternic Premium Domains Partnership

The screenshot displays the RU-Center website interface, specifically the domain selection section. The top navigation bar includes links for Domains, Mail, DNS-hosting, SSL-certificates, and a site builder. A user login area is present in the top right corner.

The main content area is titled "Сервис подбора доменных имен" (Domain Name Selection Service). It features a search bar where "etoy.org" has been entered. Below the search bar, there are filters for "3-х символьные" (3-character), "Генератор" (Generator), "Опечатки" (Typos), and "Премиум домены" (Premium domains). The "Премиум домены" filter is selected.

The search results show a list of domains with their prices and availability status. The domains listed are etoy.org, toyn.org, toys.pro, cstoy.com, dctoy.com, djtoy.com, and e-toy.biz. The prices range from 11,930 rubles to 58,400 rubles. The status for all listed domains is "купить" (buy) and "whois".

On the right side of the interface, there is a section titled "Сервис подбора доменов" (Domain Selection Service) which lists various domain extensions and their prices. The extensions listed are .ru, .spb.ru, .msk.ru, .com, .net, and .tel. The prices range from 450 rubles to 690 rubles. The status for .ru, .com, .net, and .tel is "занят" (occupied), while .spb.ru and .msk.ru are available for purchase.

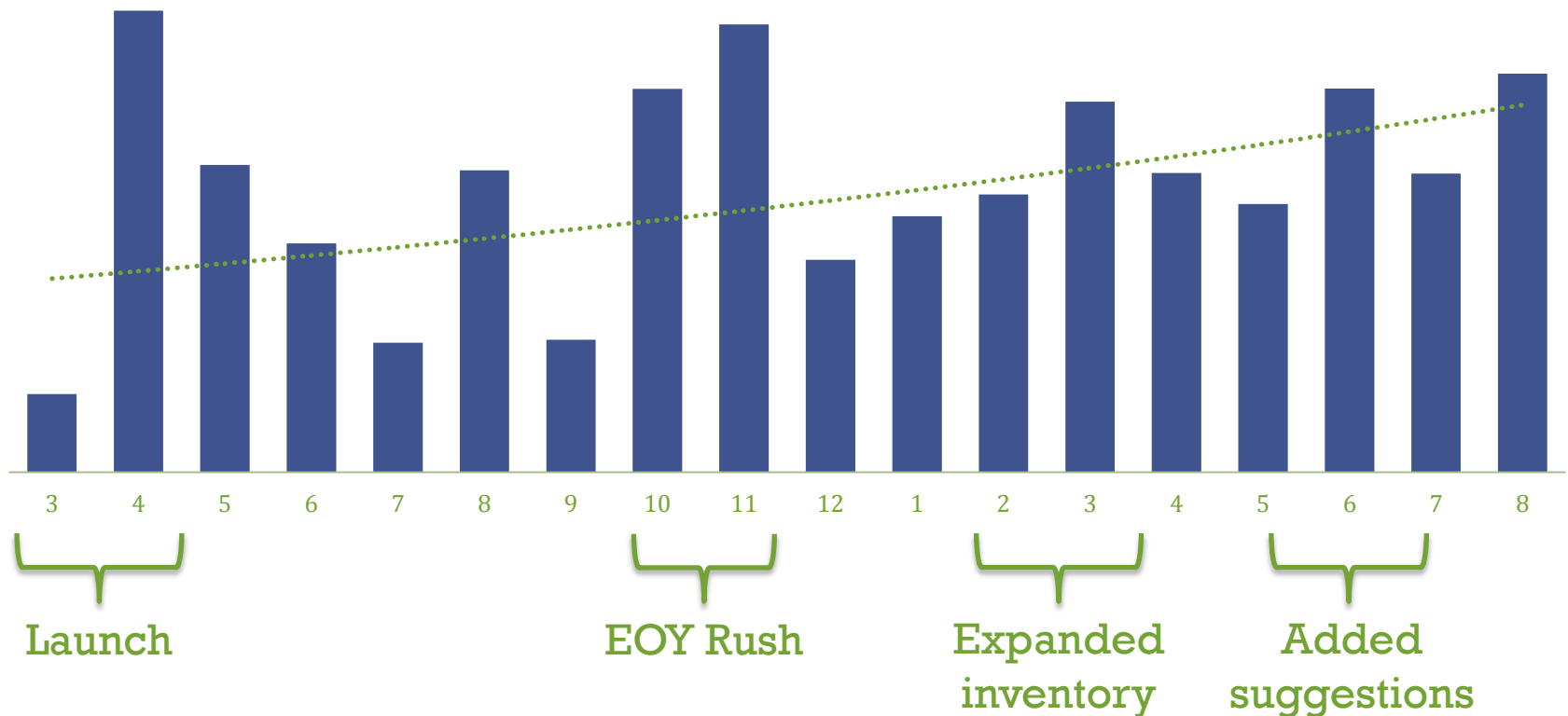
Below the domain selection interface, there is a section titled "Whois-сервис" (Whois Service) which provides information about the domain etoy.org. It states that the domain is occupied and provides a link to the full list of premium domains.

Домен	Цена	Статус	whois
etoy.org	58 400 руб.	купить →	whois
toyn.org	11 930 руб.	купить →	whois
toys.pro	137 360 руб.	купить →	whois
cstoy.com	74 370 руб.	купить →	whois
dctoy.com	325 740 руб.	купить →	whois
djtoy.com	94 190 руб.	купить →	whois
e-toy.biz	98 120 руб.	купить →	whois

Домен	Цена	Статус
.ru	занят	занят
.spb.ru	450 руб.	5 510 руб.
.msk.ru	450 руб.	59 620 руб.
.com	занят	занят
.net	занят	занят
.tel	690 руб.	занят

RU-CENTER Stabilizes and Increases Premium Domain Sales

Rucenter premium sales revenue, 2012-2013, by month



RU-CENTER Premium Domain Sales Case Study

- 2013 Stats:
 - 20% increase in volume of sales
 - 15% increase in revenue
 - ASP \$1,615
- Sold domains include English and Russian transliterated strings

Top 5 Most Expensive Domain Sales:

Xsoft.net \$8,288

NCSP.com \$6,400

ProSoftSystems.com \$4,988

Slata.com \$4,588

Seabike.com \$4,488



In summary, internet users are recognizing the value of domain names, while their registrars and hosting providers are embedding premium domains into their offerings in order to fulfil customer needs and increase margins.

WHAT HAPPENS NEXT?

New TLDs will Create Huge New Domain Opportunity.

Today		Very Soon	In 2-3 Years	
18	gTLD extensions in active use	In the next few months, new TLDs are launching: .сайт شبكة 网址	66	New gTLD internationalized extensions
23	Internationalized county-code extensions		900	Global brands launch their own extensions
250	Traditional country-code extensions		500+	New open gTLD extensions available

3 Predictions about the Domain Aftermarket in New gTLD World

Trusted TLDs will remain valuable.

Consider the overall impact on regional and global .com market value from recent gTLD launches like .me / .tel / .pw, etc.

Domain quality will increase.

Consider lower-end sales and speculative registrations we observe today compared to large numbers of unregistered or premium new gTLD domains coming soon.

Premium domain sales will continue growing.

Consider the importance of premium domains for new gTLD launch strategies, and the marketing effort applied to promoting them.

Million-dollar Question: Which Domains are Premium in New gTLDs?

Define

Value

Market

.Now .Dating .Group
.Mobile .Law .APP
.Family .Pass.vip .ars
.Sale .Services.vip .Tech
.Blog .Your.vip .e
.A .Ultra.vip .e
.News .Eat .AAA
.Career .Bid .Map
.Country .City
.AARP .Bar
.Global .Shop

Pass.vip
Services.vip
Your.vip
Ultra.vip
Tickets.vip
...

High
Medium
Low

protect.vip

\$4,599

The screenshot displays the Afternic website interface. At the top, the Afternic logo is visible. Below it, the heading "BEYOND dotCOM" is present. The main content area features three prominent domain listings: ".vip" with a price of \$49,999, ".hotel" with a price of \$89,999, and ".singles" with a price of \$99,999. Each listing includes a small image and a brief description. To the right of these listings, there is a section titled "Laptops.net" which provides a detailed market analysis, including a graph showing the "Percentage of Households With At Least One Computer" over time. The bottom of the page includes a "Call for more information!" section with contact details for Brian Kline.

Thank you!



What Makes a Premium Domain Valuable?

1. Legitimacy	Rosbank.biz, Ros-bank.com	Rosbank.ru
2. Discoverability	fcdynamo.kiev.ua	Dynamo.ua
3. ROI	IPDomain.net	Strategy.gr
4. Traffic	Diapers.com	
5. SEO	ChineseTeachers.com	

These Resources Can Provide More Education on Premium Domains.

www.DNJournal.com (sales data over many years, domain trends, etc...)

www.DNSaleprice.com (comparable sales by keyword)

www.Namebio.com (domain comparables and resources)

www.Archive.org (domain history)

www.Valuate.com (rough domain appraisals – use when helpful)

www.Domaintools.com (Whois/is name for sale/archive records)

www.NameFind.com (name suggestion engine)

www.NameBee.com (Domain Name Industry blog aggregator)