

# Sedo

Secondary Market 2009

## **Developments in the Secondary Domain Name Market**

Kamila Sękiewicz – Sedo Europe

## Sedo – Company facts

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- Established in 2001 in Cologne, Germany
- Offices in Cambridge, Massachusetts; Cologne, Germany and London, England
- Over 200 employees from over 25 different countries speaking over 20 languages.
- Regular and stable growth (Average 60% year over year) since founding of Sedo (2008: over €60 Million in domain sales revenue)

## Sedo – Key Facts and Figures

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- World's largest Secondary Domain Marketplace with **15 million domains** listed for sale
- **6 million domains** are parked with Sedo
- Nearly **1 million clients** worldwide
- Sedo website in English (US and UK), Spanish, French and German languages and Geo-targeted landing pages in over 20 languages for domain parking

## Introduction

- What is the secondary market
  - Sedo statistics
  - World, Europe, Eastern Europe
- General domain market trends
  - Increased focus on Europe
  - Domain portfolios becoming more selective in light of economic events
  - Shift to end user sales as opposed to domainer to domainer sales
  - Increase in mid range sales, decrease in top end sales
- Sedo's involvement in the European secondary market
  - Closing the gap between primary and secondary domain name market
  - Increased cooperation with registrars to make the secondary market more mainstream (ex. Whois integration)
- Future

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## What is the Secondary Market?

- Registered domains
  - Domain trade (aftermarket)
  - Domain monetization (parking)
  
- **15 million** domains for sale at Sedo
- **6 million** domains parked
- **37000** domain transactions last year
- **€18m** in transaction value in 2005
- **€31m** in transaction value in 2006
- **€50m** in transaction value in 2007
- **€60m** in transaction value in 2008



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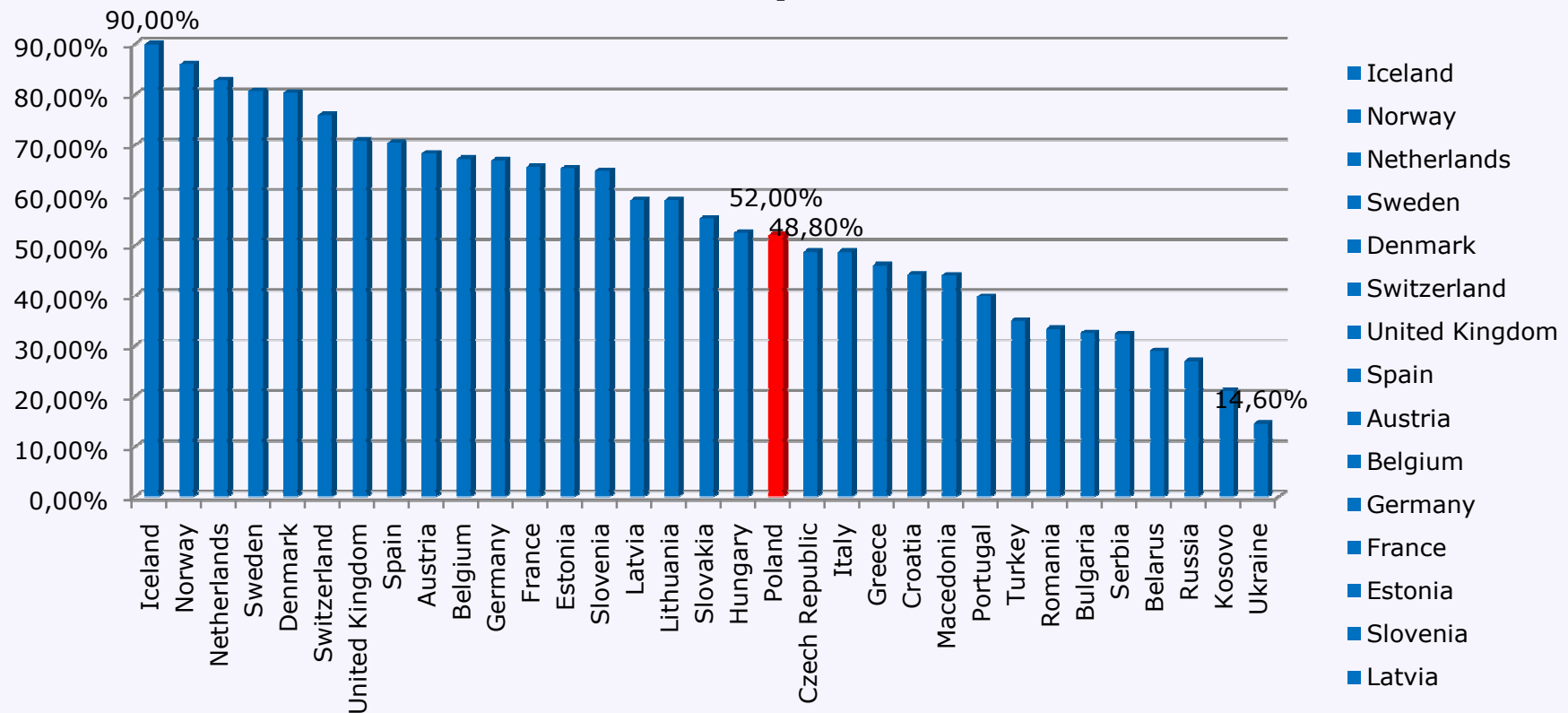
- **General domain market trends**
  - Increased focus on the European market
  - Increase in mid range sales
  - Shift to end users as opposed to domainer to domainer sales
  - Domain portfolios becoming more selective in light of economic difficulties

## Increased focus on the European market



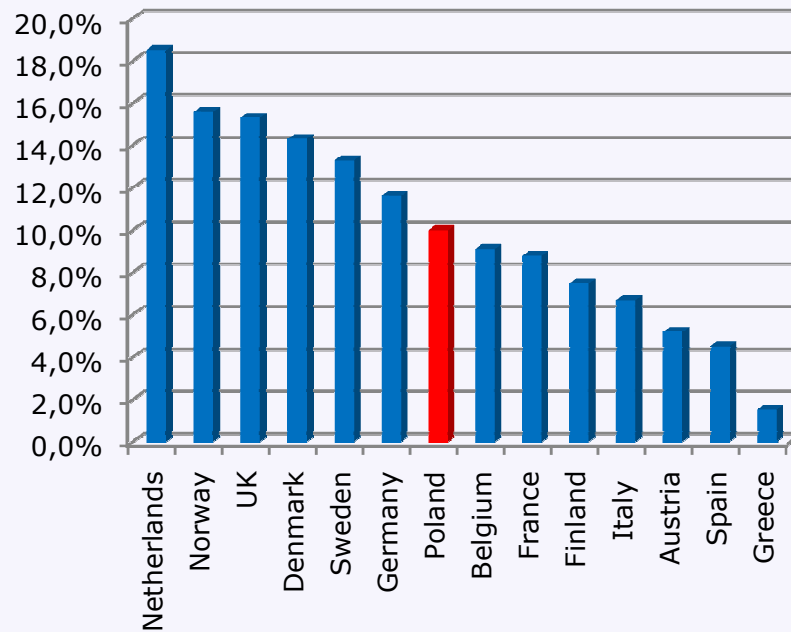
## Internet Penetration in Europe

### % internet penetration

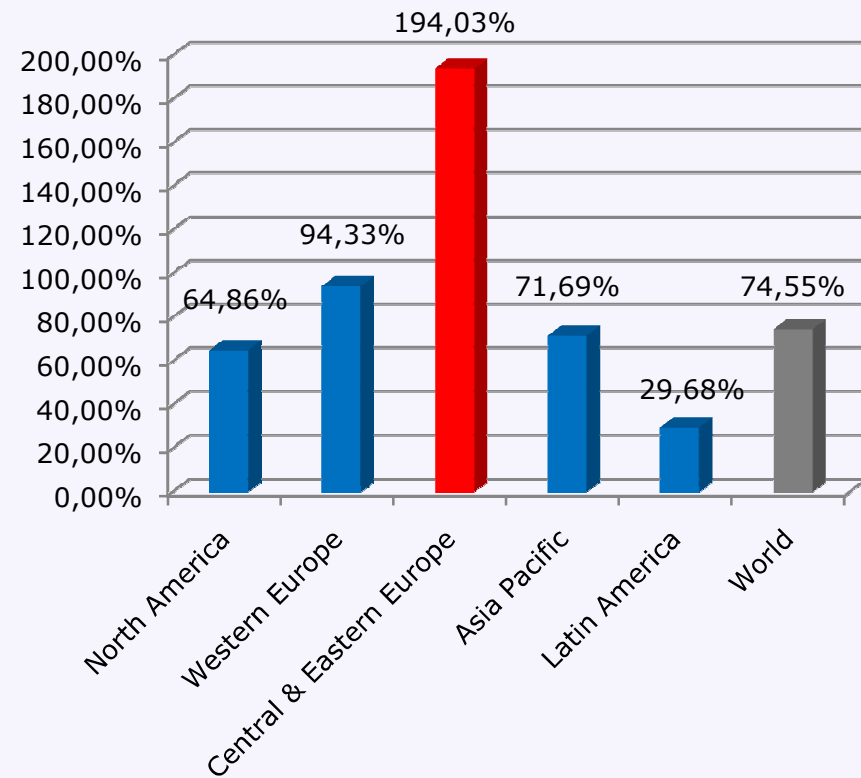


## Online Ad Spending Trends

Online advertising spend as a % of total advertising spend per market



Online Ad Spending Growth Rate 2006 - 2009



Source: Zenith Optimdeia

## Comparison of various TLD Performance 07-08

TLD	# of Sales 2007	# of Sales 2008	change	% change	Average Price 2007 (€)	Average Price 2008 (€)	change	% change
all	28000	37000	9000	32%	2100	1620	-480	-23%
.com	12862	17735	4873	38%	2851	1946	-905	-32%
.de	5162	6190	1028	20%	1076	1241	165	15%
.eu	1657	1307	-350	-21%	1059	1006	-53	-5%
.pl	50	86	36	72%	3780	2856	-924	-24%
.it	26	65	39	150%	1711	2490	779	46%
.fr	157	292	135	86%	2036	2833	797	39%
.cz	6	11	5	83%	1107	2061	954	86%
.ru	13	21	8	62%	5010	8899	3889	78%

- General domain market trends
  - Increase in mid range sales
  - Domain portfolios becoming more selective

## Top sales in 2009

Top 2009 sales	USD	broker
Toys.com	5100000	Auction
Fly.com	1760000	Sedo
Auction.com	1700000	Pvt Sale
Top.com	464750	Sedo
Body.com	400000	Pvt Sale

Source: DNJournal

- General domain market trends
  - Shift to end user sales as opposed to domainer to domainer sales

## Top ccTLDs sales on Sedo

Top .pl sales	Price	Currency
ss.pl	25000	EUR
e-friends.pl	25000	EUR
work.pl	25000	EUR
deser.pl	22000	EUR
minigry.pl	18000	EUR

Top .de sales	Price	Currency
kredit.de	892500	EUR
arbeitsmarkt.de	200000	EUR
shopping.de	100079	EUR
suchmaschinenoptimierung.de	84000	EUR
gmbh.de	73185	EUR

Top .cz sales <small>(08/09)</small>	Price	Currency
Confidential	14000	EUR
automobile.cz	5560	EUR
Confidential	3000	EUR
burgit.cz	2655	USD
tacky.cz	2000	EUR

Top .fr sales	Price	Currency
auto.fr	100000	EUR
voitures.fr	50000	EUR
comparer.fr	30000	EUR
annonces.fr	30000	EUR
sonnerie.fr	18500	EUR

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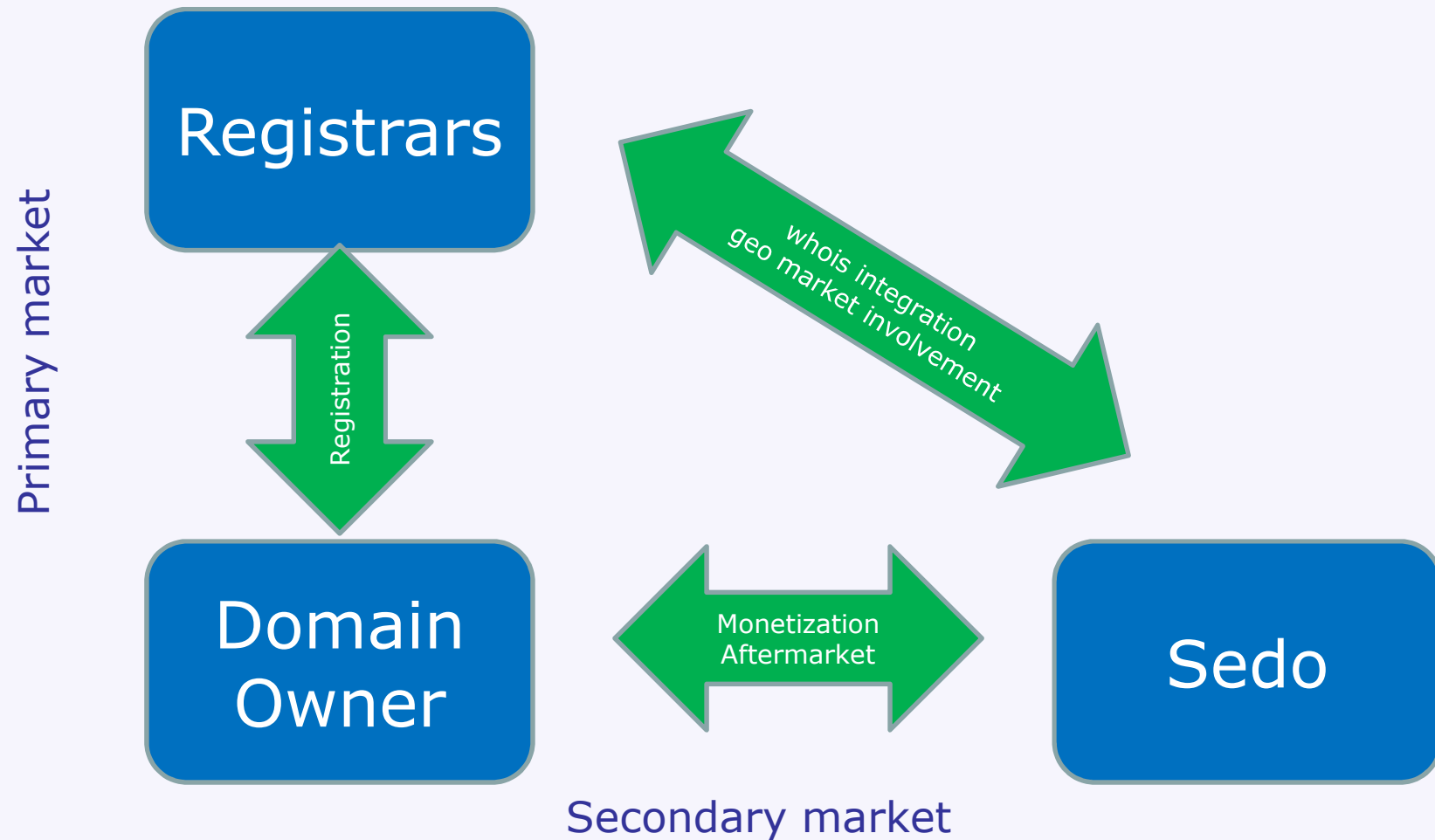
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## Sedo's involvement in individual markets

- Partnerships with regional registrars and registries
  - Connecting primary and secondary markets
- Many countries managed by native speakers
  - 23 languages
- Forum involvement
- Localized SedoPro Events
  - Korea, Holland, Germany, Poland, UK, etc
- Regional auctions:
  - .me .nl .co.uk .de .at .es .nu



## Primary and Secondary Domain Name Market



## What else is the Secondary Market for Registrars or Registries?

- **Registrar Parking**
  - new registrations
  - expired domains
  - „404 Error“-pages
- **Whois Integration:**
  - Integrating Sedo 's Inventory of over 15 million domains that are for sale at Sedo in the domain search of the registrar
- **Brokerage service**
  - Help from dedicated broker to sell or buy specific domainnames or portfolios
- **Auctions for Registries**

## Future

- Continued role as a „bridge“ between the primary and secondary markets
- Increased communication with registrars to improve the speed of transfer and market knowledge
- Continued focus on geo markets

## Dziękuję

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