

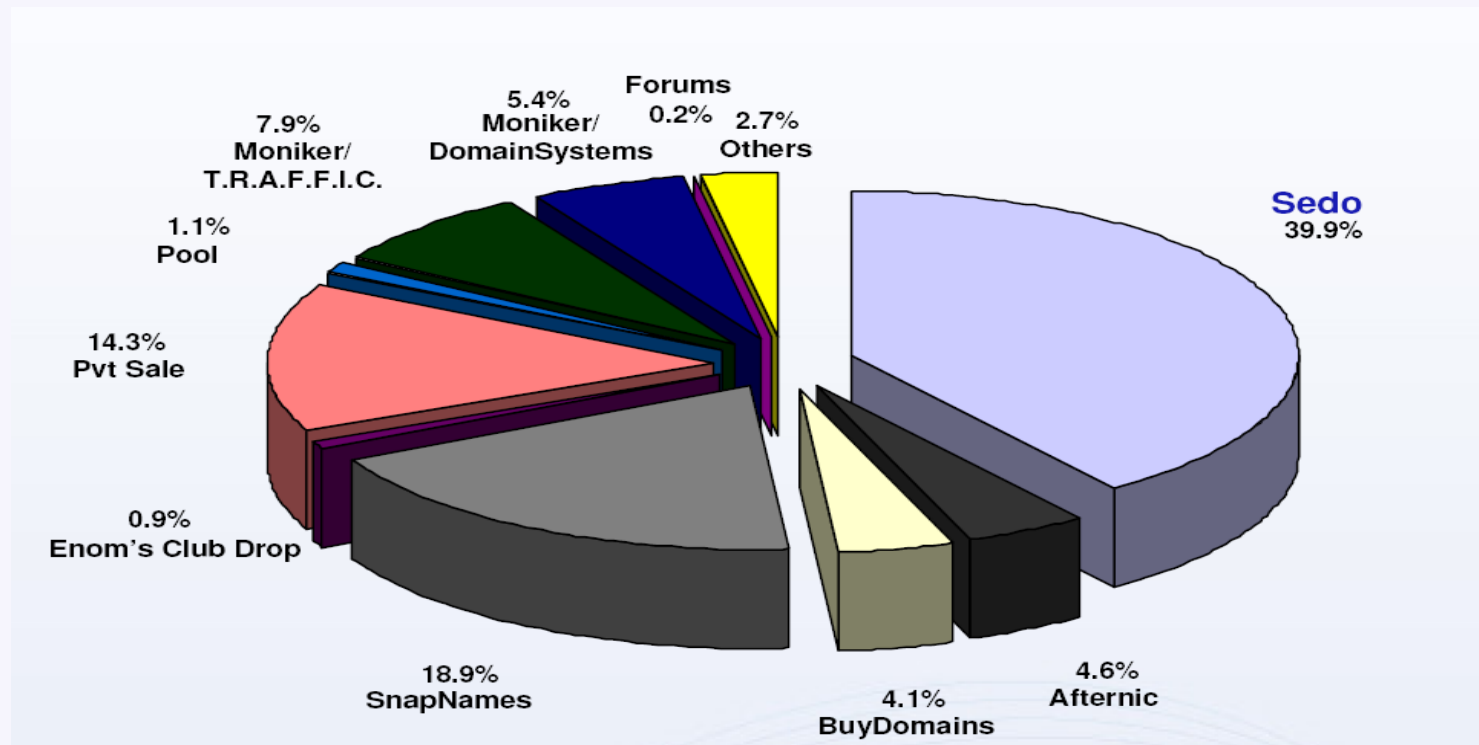
# **Buying and Selling Domains Through Sedo – an overview of the Italian and Global Markets.**

- **By Shaun Wilkinson – UK Manager, Domain Transfers.**
- **Rome, November 9th, 2007.**

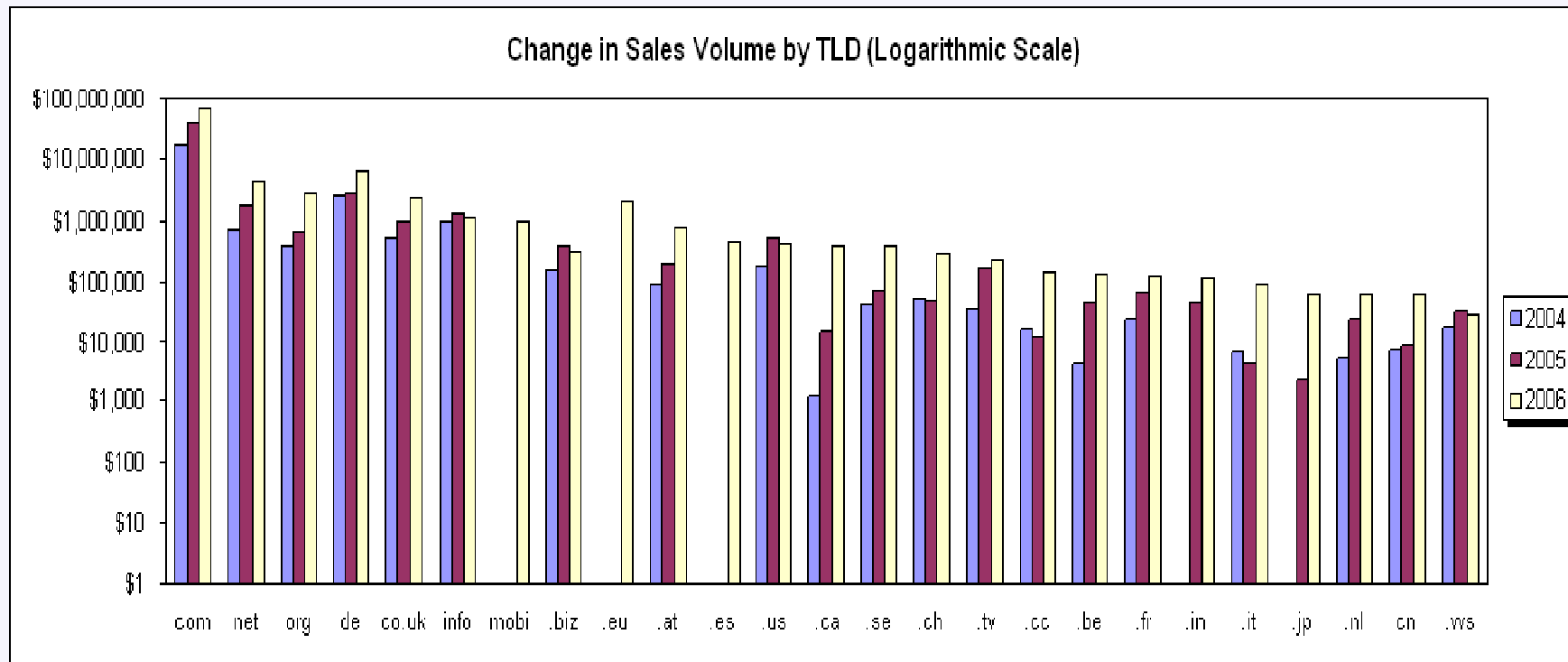
- **An overview of the secondary market in general, and Sedo's position within it.**
- **The rise of buying and selling domains through Sedo.**
- **Different ways of buying and selling on Sedo.**
- **A closer look at the Italian market.**

## 2006 Facts and Figures

- Average transaction value as reported at DNJ: **€5362**



## Change in Sales Volume by TLD – 2004 to 2006



## Concrete examples of domain usage.

### TRAFFIC



Books.com → B&N

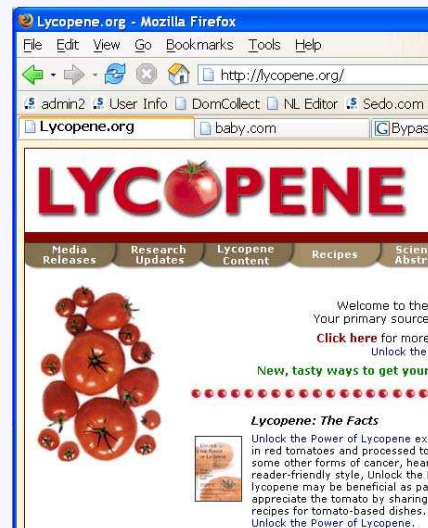
PC.com → Intel

Loans.com → B of A

RentalCar.com →

Enterprise

### VERTICAL



Lycopene.org →

Heinz Ketchup

Baby.com → P&G

Style.com → Vogue

### BRAND



Shopping.com ←

DealTime & Epinions

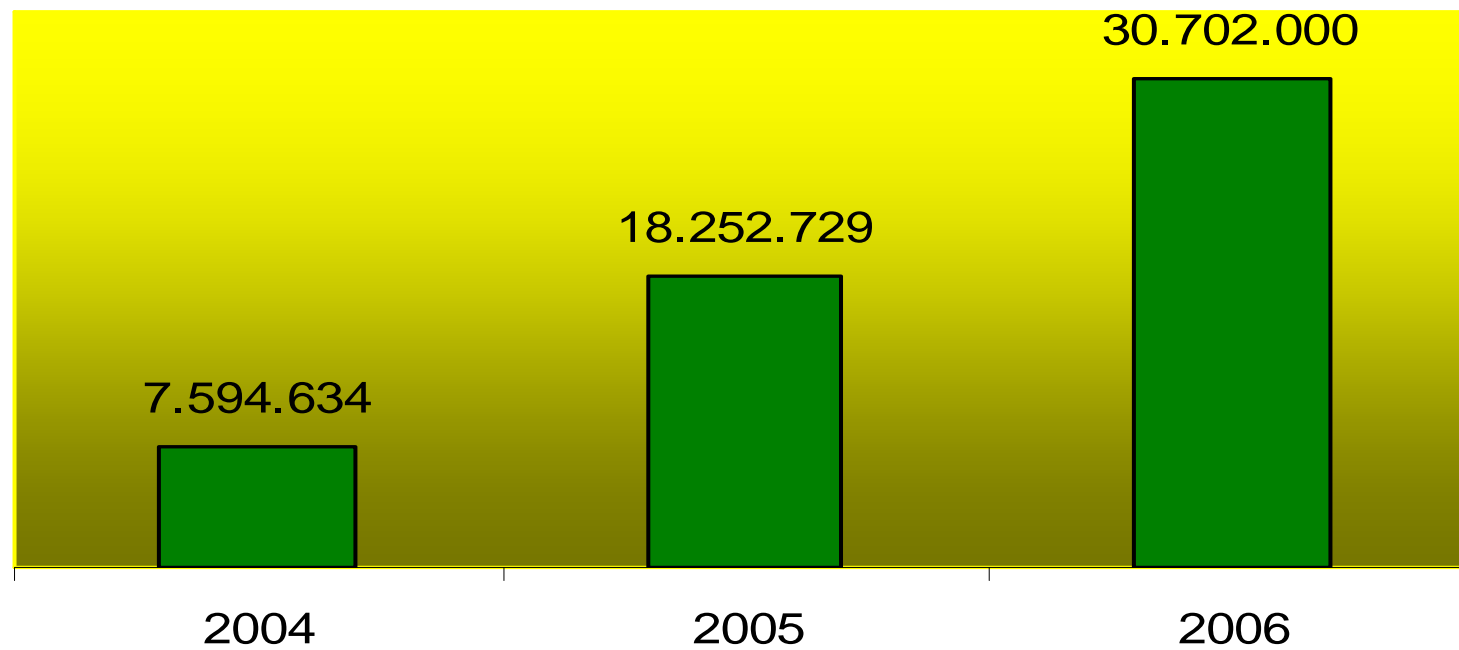
Diamond.com ←

Ice.com

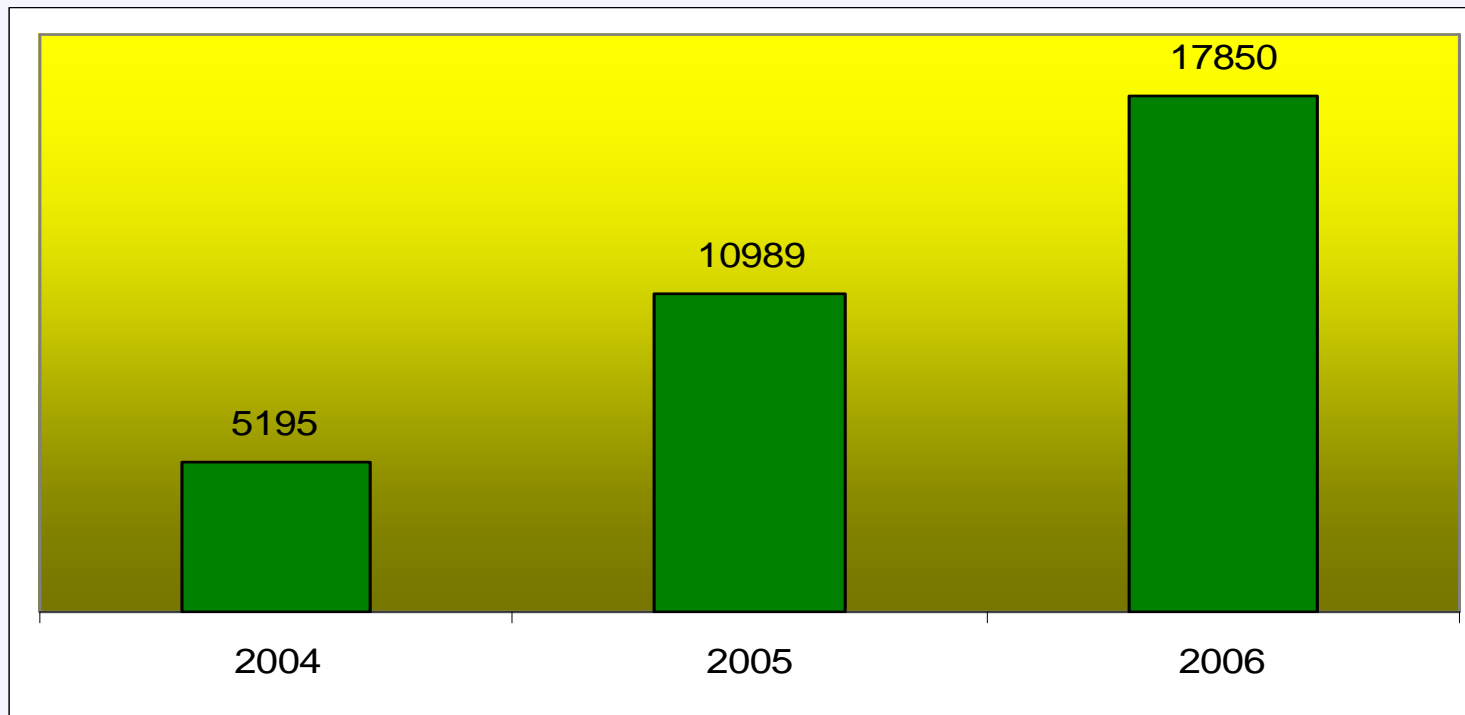
Sedo.com ← Sedo.us

## A Rapid Increase.

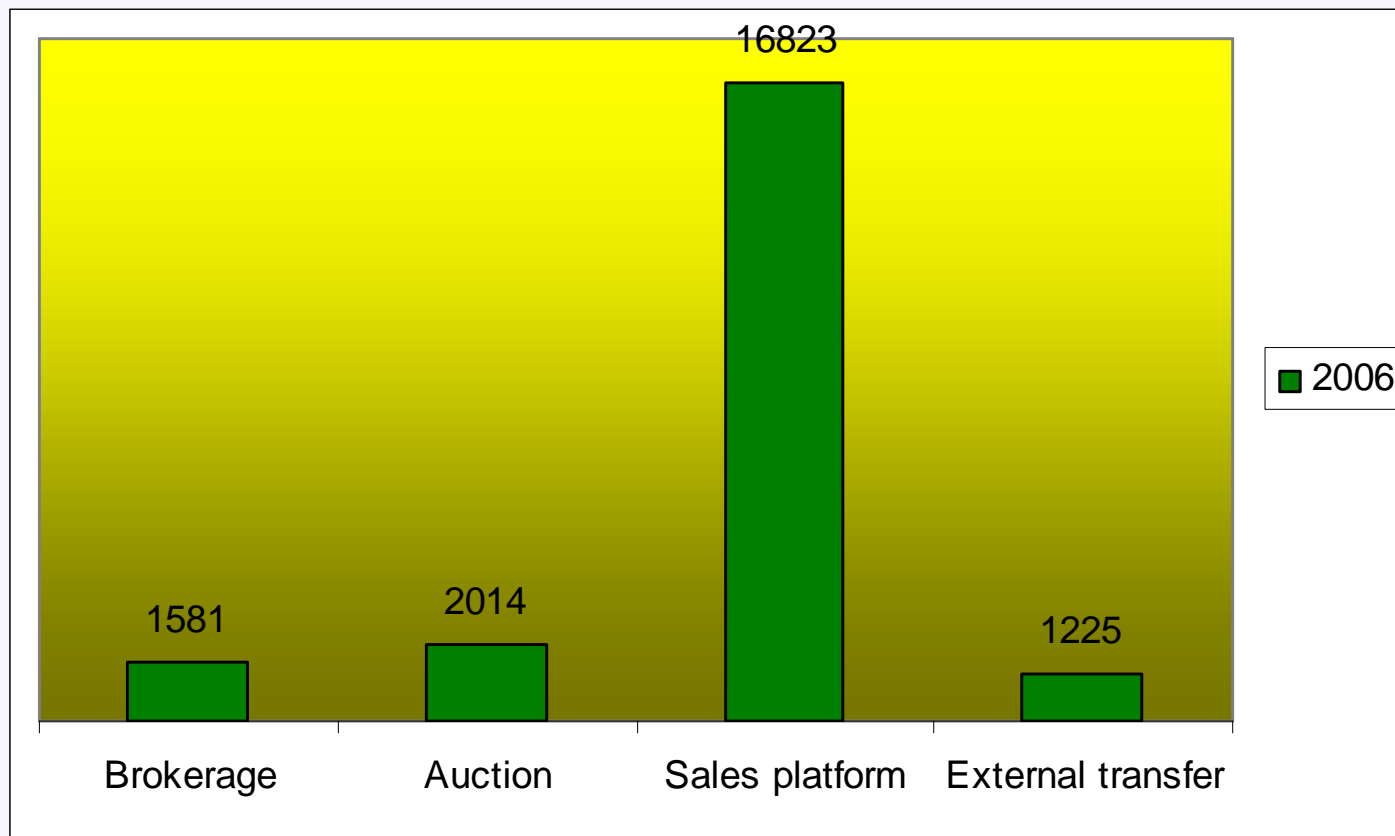
Transaction volume of Domains sold through Sedo  
(€)



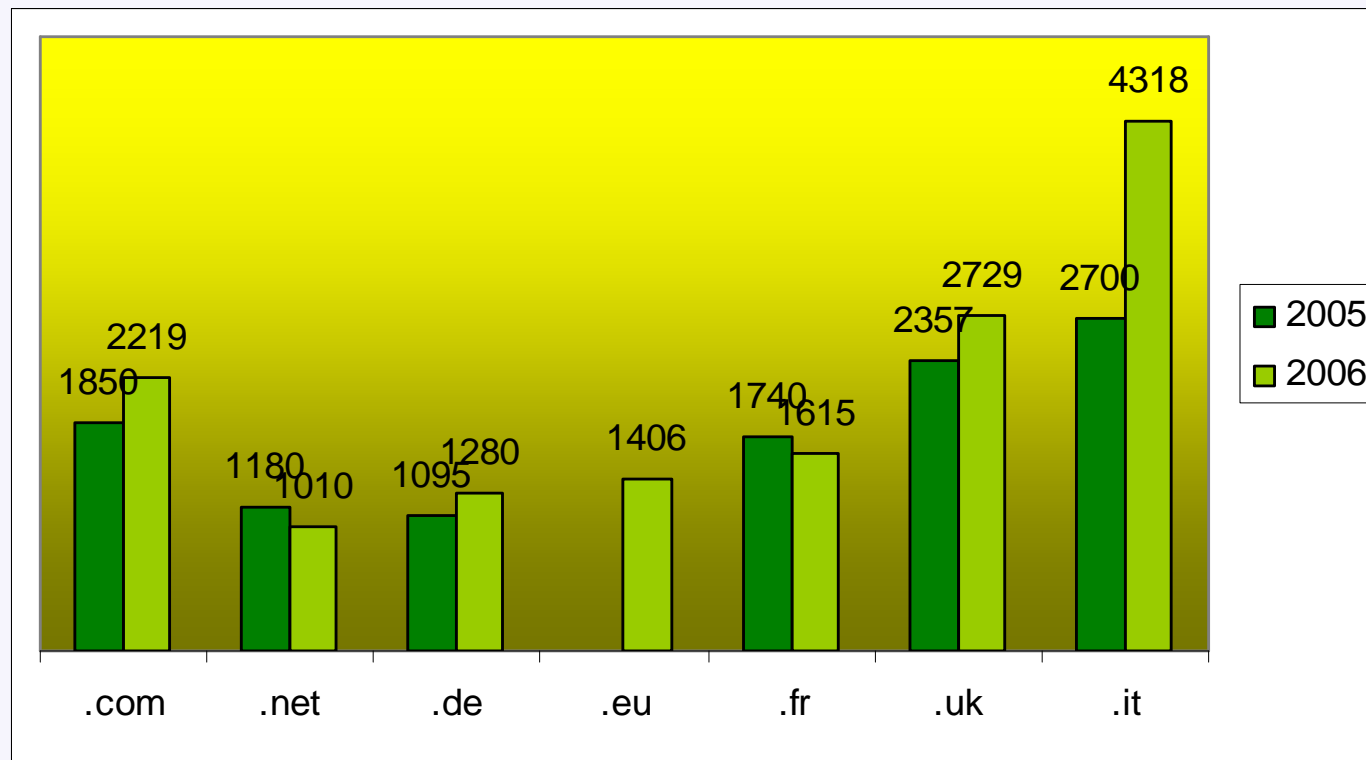
## Number of transactions conducted through Sedo.



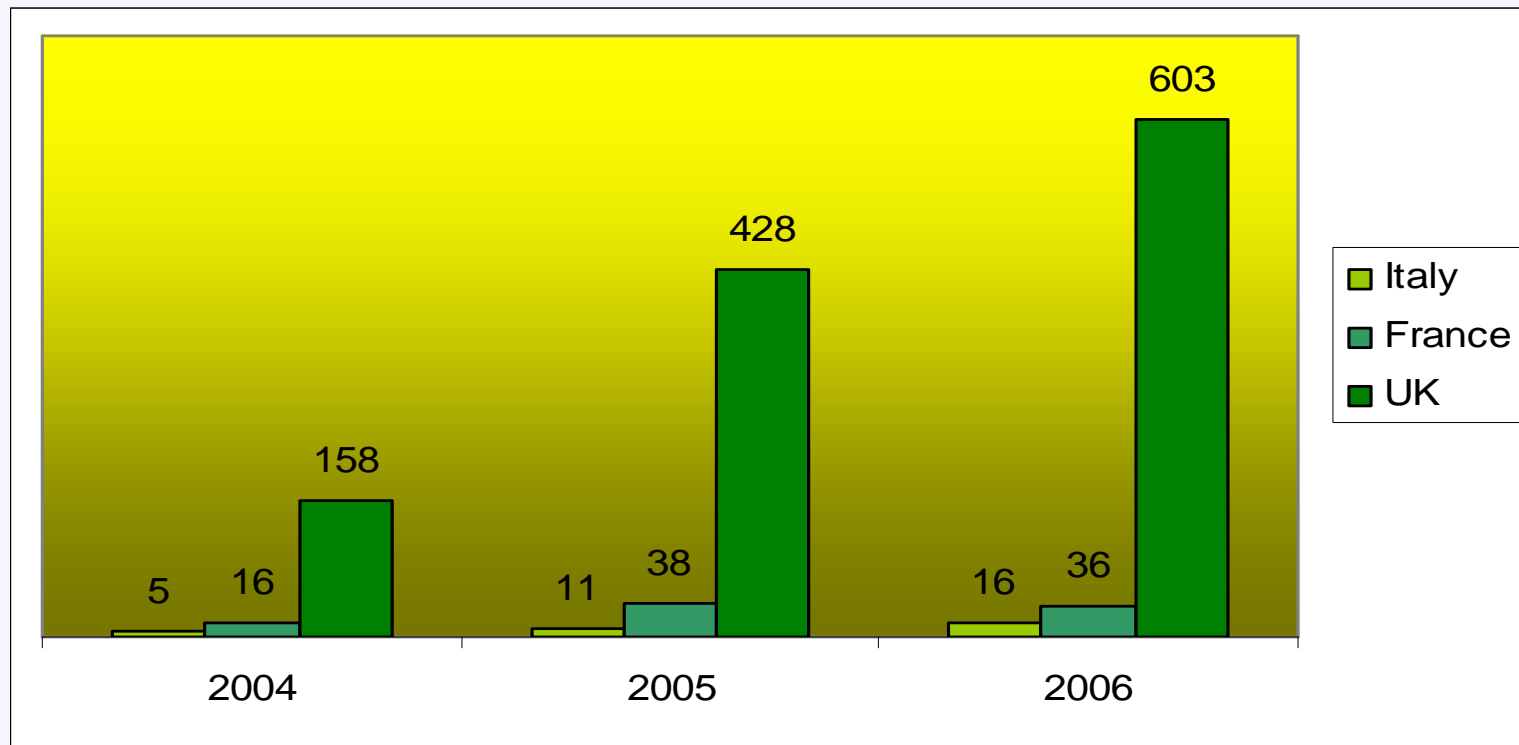
## The different ways of buying and selling through Sedo.



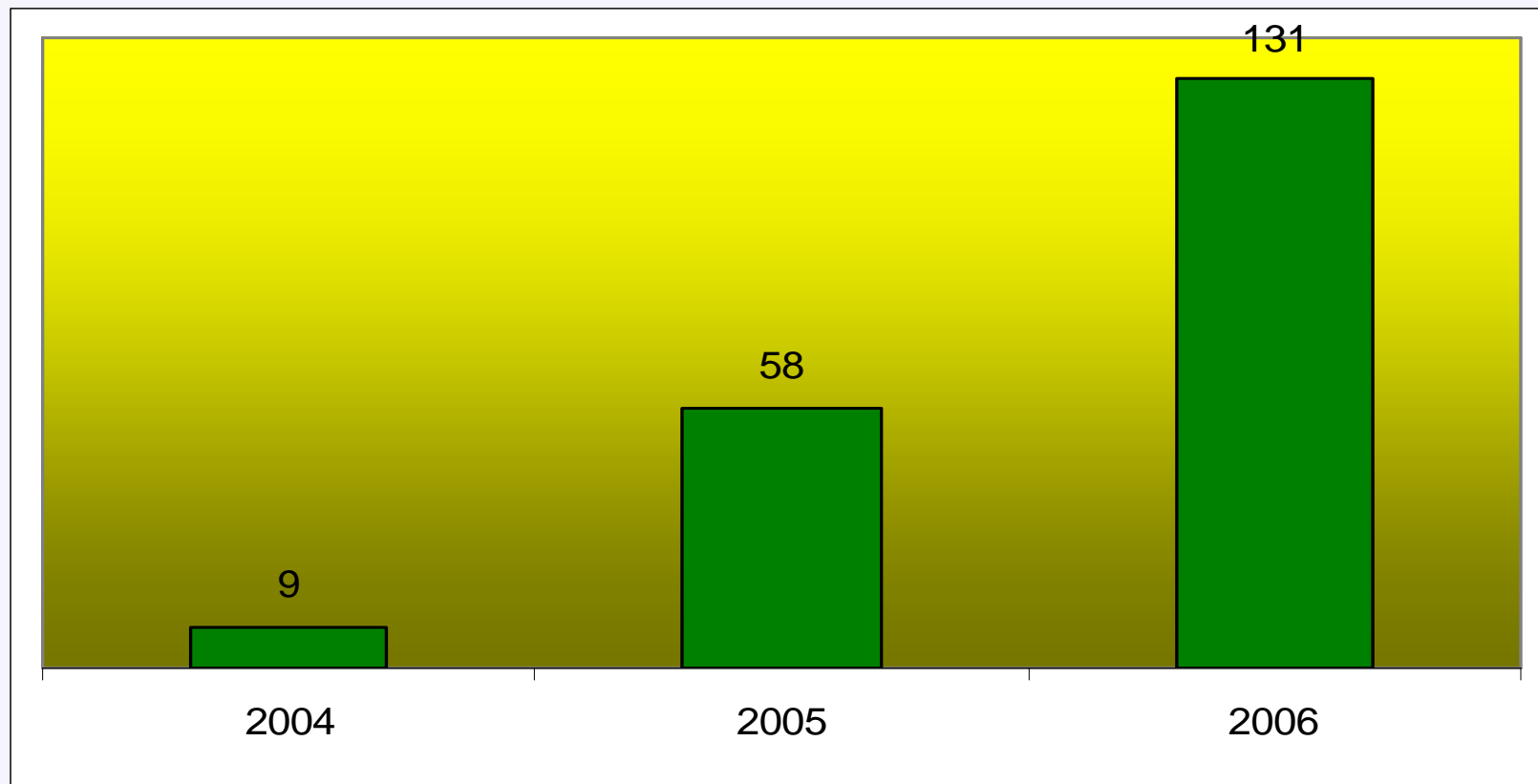
## Average purchase price of various tld's (€).



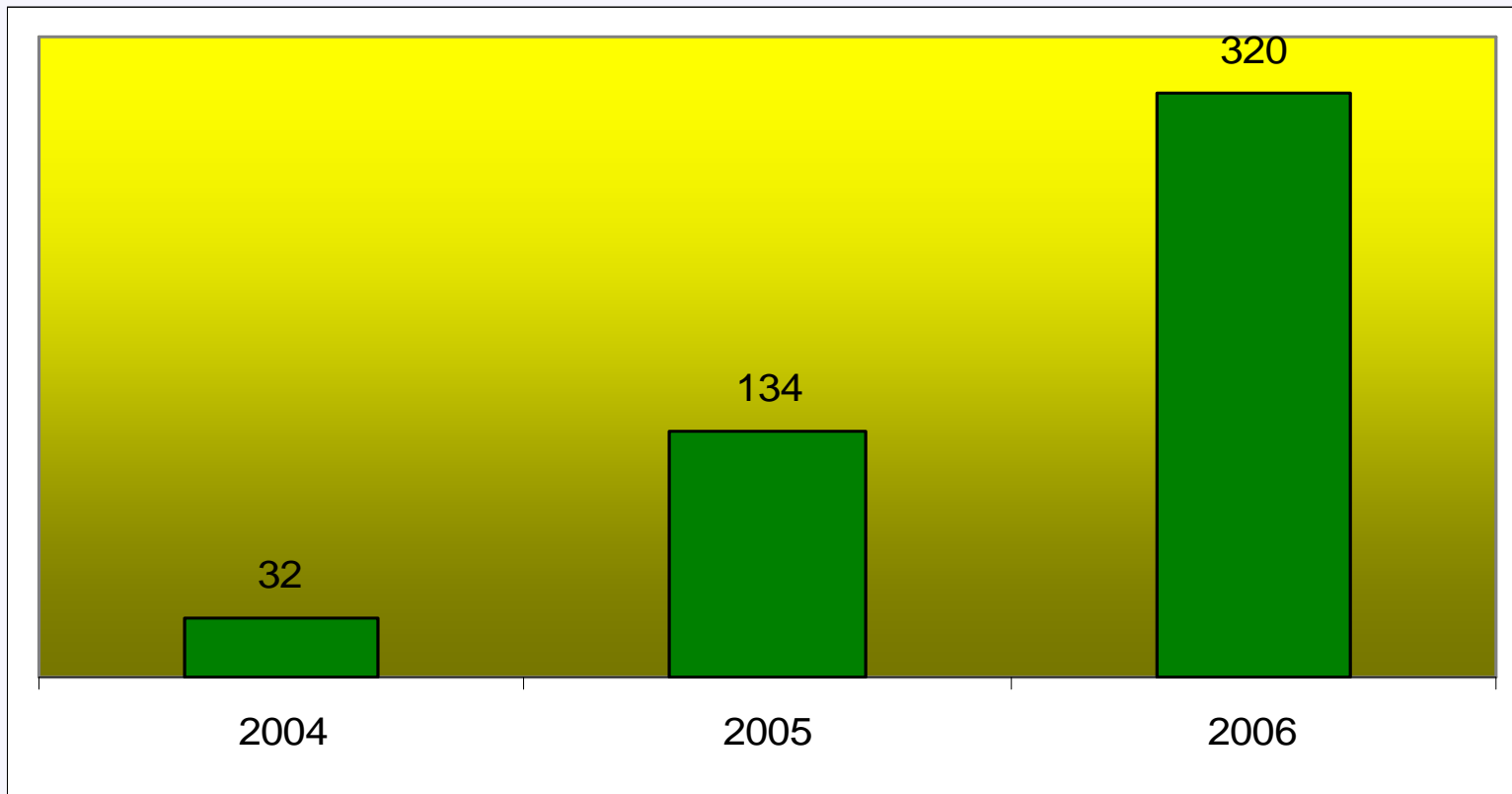
## Transactions of .it domains – a comparison.



## Transactions involving Italian sellers.



## Transactions involving Italian buyers.



## Domains sold on Sedo

- **VODKA.COM - \$3,000,000**
- **CHINESE.COM - \$1,100,000**
- **GAYS.COM - \$500,000**
- **BIKE.COM - \$500,000**
- **BLUE.COM - \$500,000**
- **LI.COM - \$500,000**
- **GIBRALTAR.COM - \$360,000**
- **SAUDIARABIA.COM - \$330,000**

## Large sales of other .tld`s.

- **chat.de - €350,000**
- **mobile.co.uk - 120,000 GBP**
- **chinese.net - \$180,000**
- **wi.fi - \$37,500**
- **apartamentos.es - €30,000**
- **telmex.tv - \$25,000**
- **hotel.pk - €25,000**
- **bingo.it - €19,000**
- **restaurants.it - €10,000**

## **Issues facing the Italian market.**

- Simplification of the .it transfer process.
- Channels for buying and selling – amount of private sales compared to other markets.
- Easier access to information, leading to growth and acceptance of the domain industry.

**THANK YOU FOR YOUR ATTENTION!!!**

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