



The Leader in Domain Monetization

Secondary Sales in the Domain Marketplace

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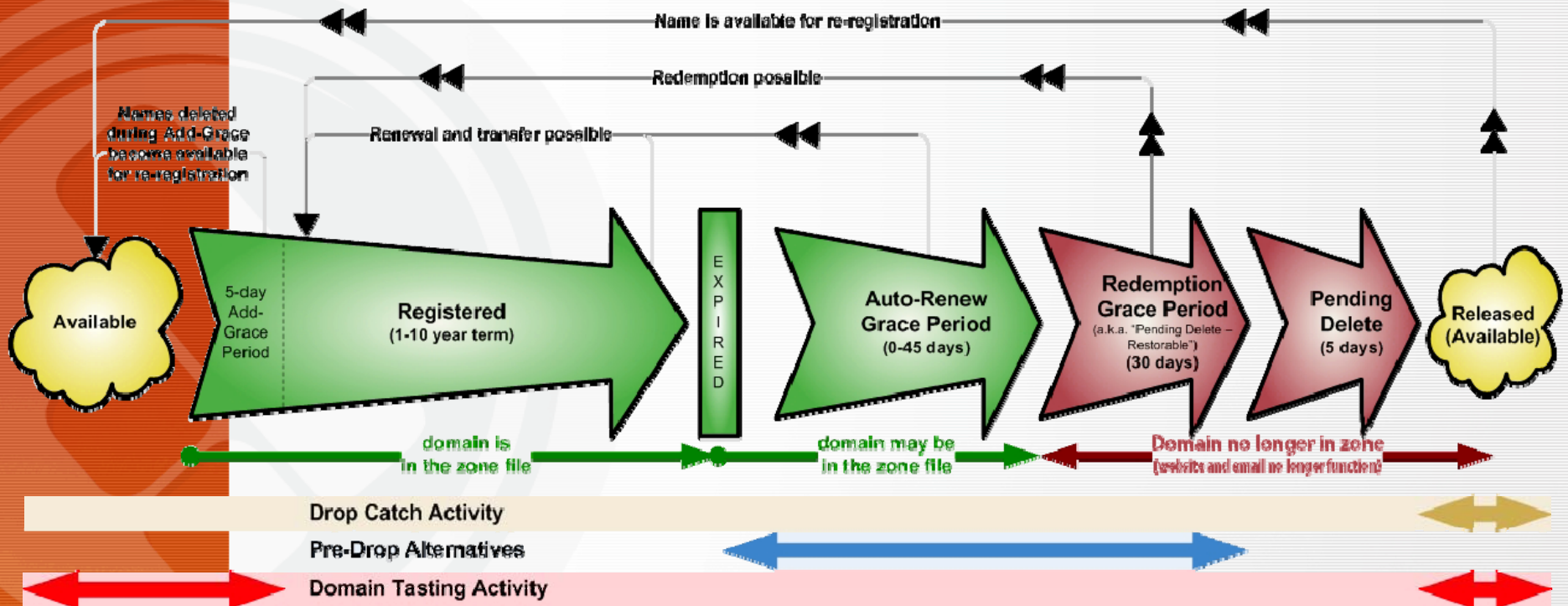
What we'll be talking about today

- **“Secondary Marketplace”**
 - The active marketplace for Domain Names that are re-sold by the registrant during their active registration term.
- **“Valuation / Appraisal”**
 - A quantitative or qualitative approach to assigning a value beyond the registrars initial registration or renewal price. Can be based upon TLD, length of string, number of words, category of domain, multiples of revenue, etc.
- **“Domain Marketplace Analysis”**
 - Analysis of domain name sales >\$10,000. USD, as reported by DNJournal.com, have been analyzed for presentation today.

What we'll be talking about today

- **Moderation and Commentary**
 - Jothan Frakes, DomainSponsor
- **Secondary Marketplace**
 - Mason Cole, Snapnames
- **Domain Name Valuation / Appraisal**
 - Tim Schumacher, Sedo
- **Registrar Marketplace**
 - Tom Murphy, Name Media
- **Domain Marketplace Analysis**
 - Emiliano Pasqualetti, DomainsBot

Life-Cycle of a Typical gTLD Domain Name



Life-Cycle of a Typical gTLD Domain Name

This is what we're discussing today.

