

SnapNames[®]
Secure Your Domain[™]

Deleting Name Auctions

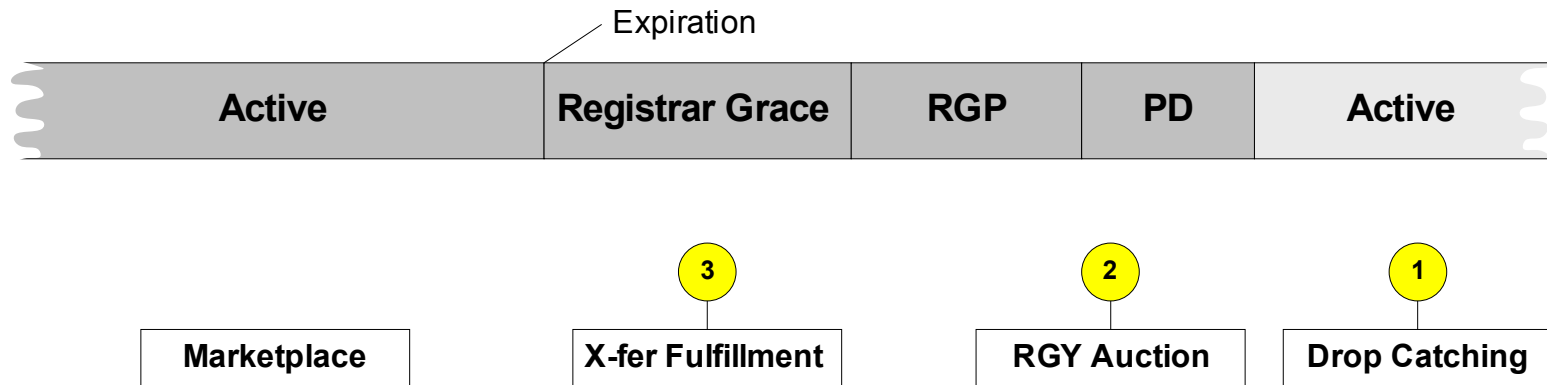
ICANN / Mar Del Plata

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This discussion

- Share industry experience and learnings
- Overview the various auction models
- Contribute to the industry discussion on reaching a more stable platform

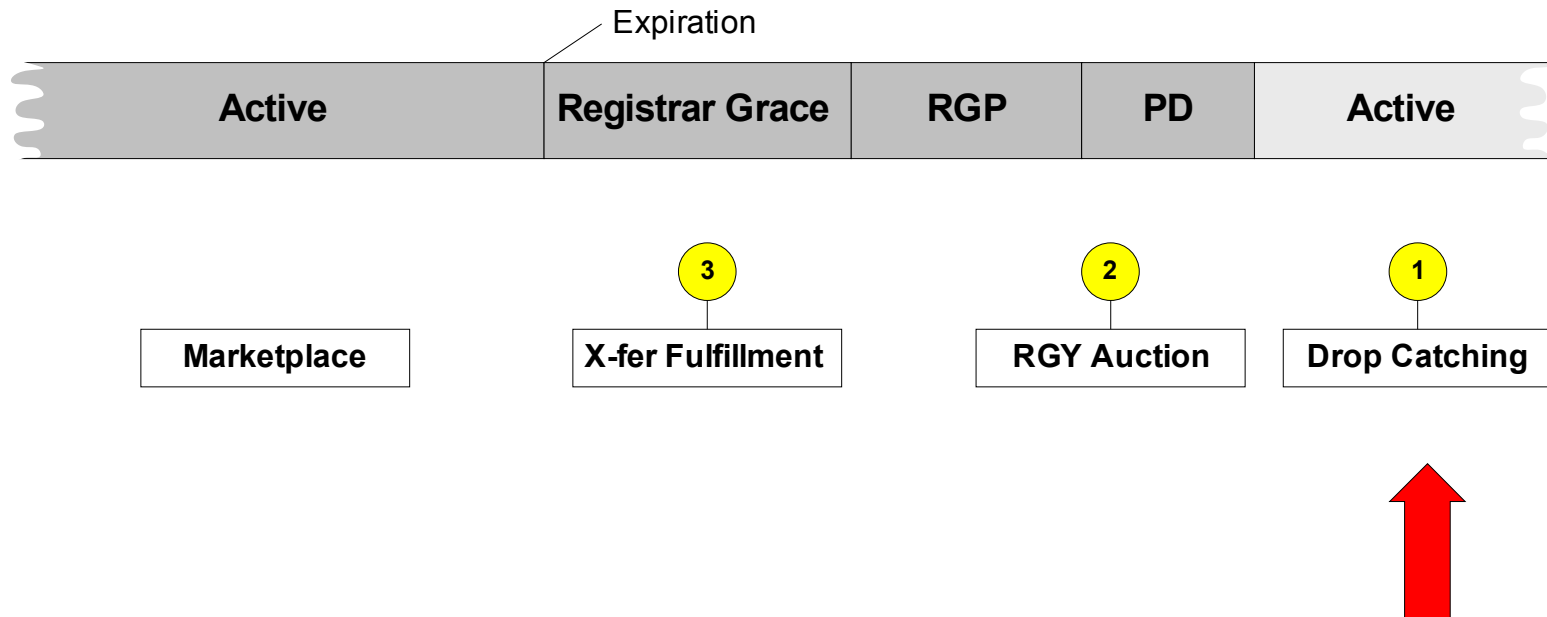
4 Secondary Market Auction Models



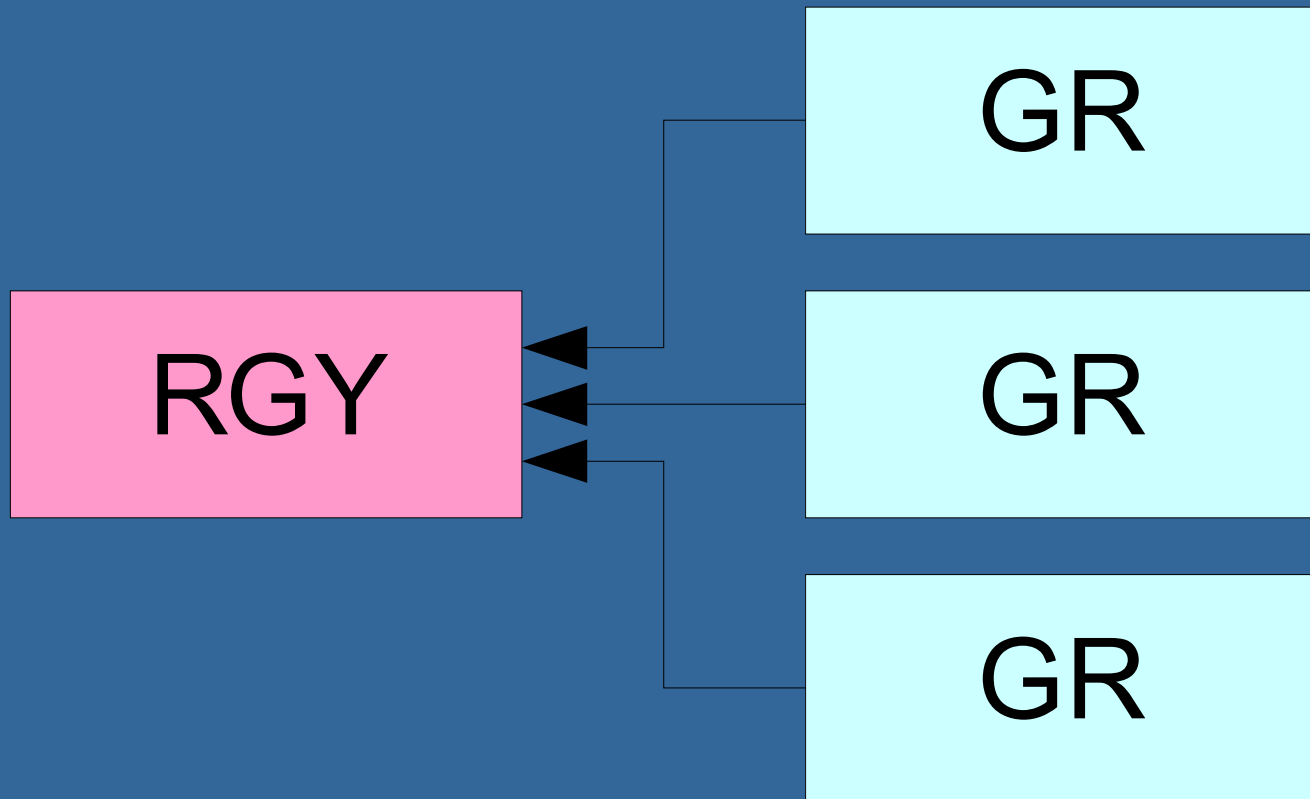
Secondary Market Needs

- One System
 - All names in one place
 - All bidders in one place
- Consistency increases participation
 - Single set of auction rules
- Reputation System
 - Give users a sense of who they're bidding against
- Trust
 - Transparency
- To be avoided
 - Gaming

Drop Catching



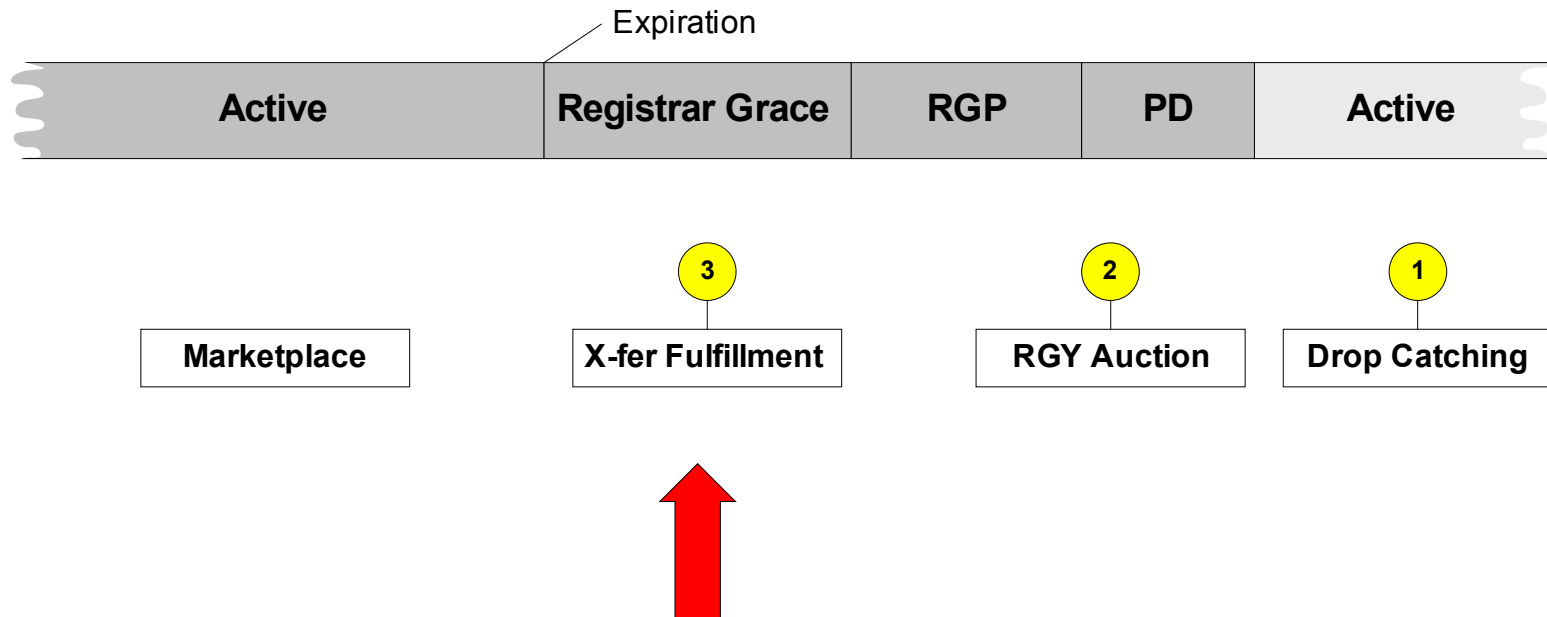
Drop Catching



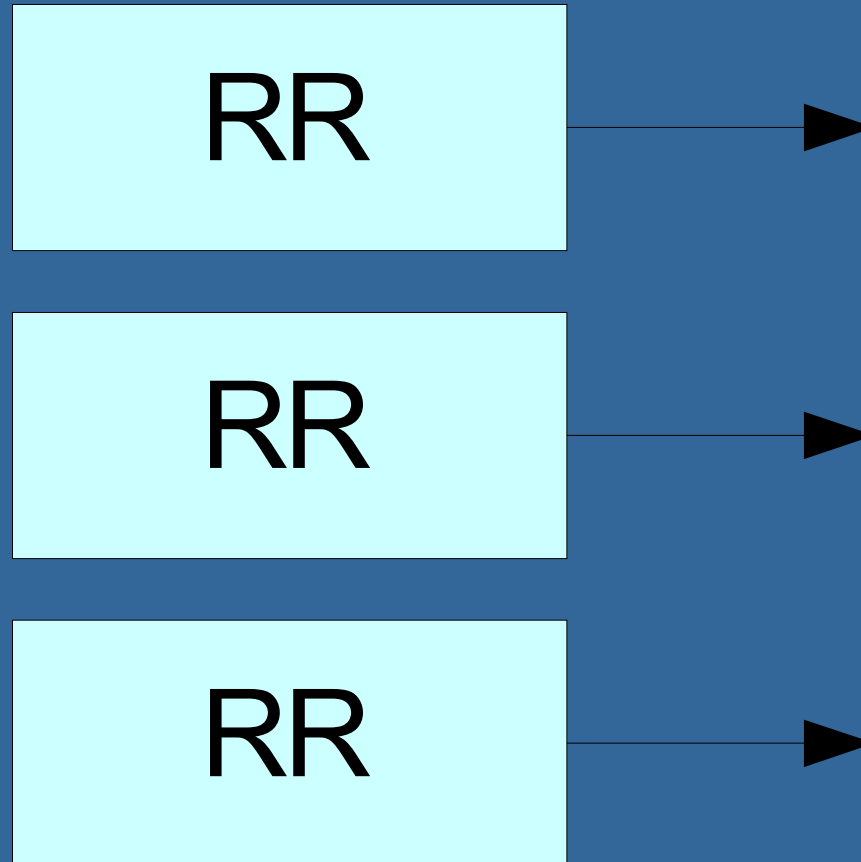
Massive Shell Accreditations

- Not good for the industry as a whole
- Risk that some of these accreditations may be dropped once the thread value does not equate to the fees required to upkeep the accreditation
- Registry is unnecessarily exercised
- Users must express interest at multiple locations

Transfer Fulfillment



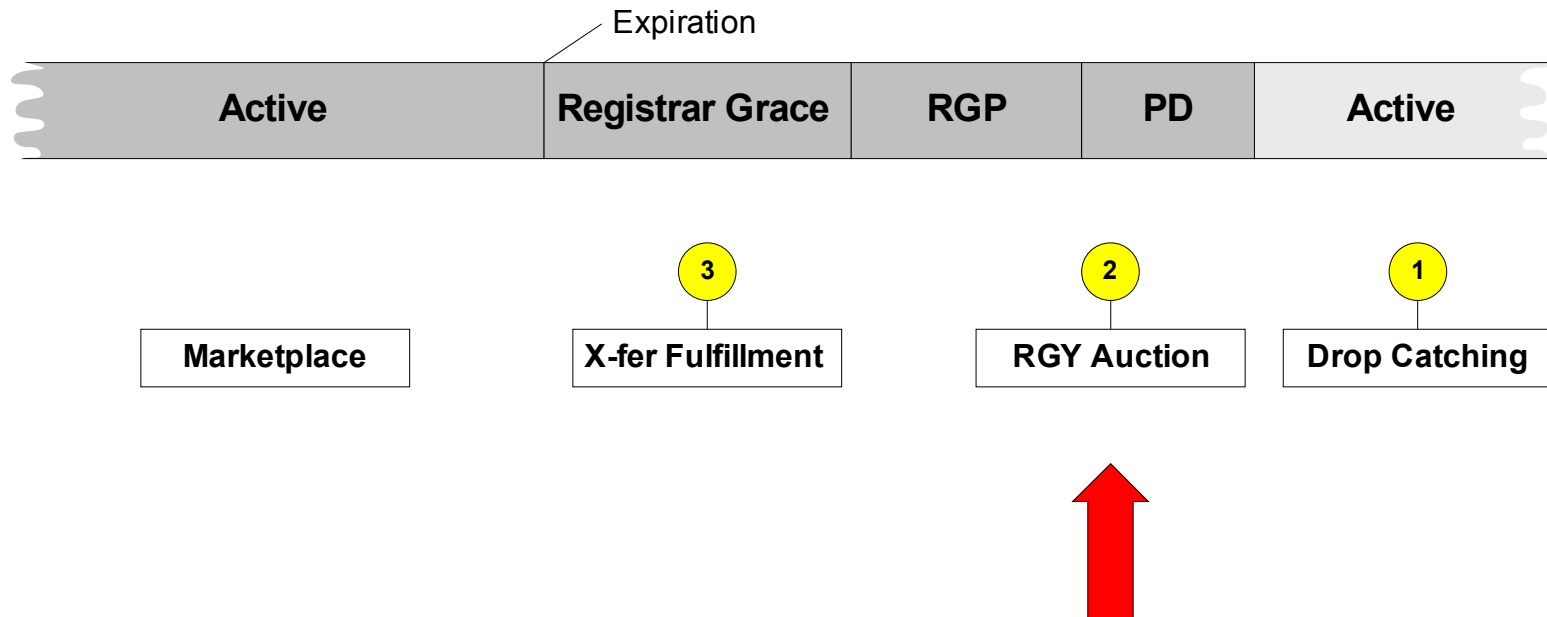
Transfer Fulfillment



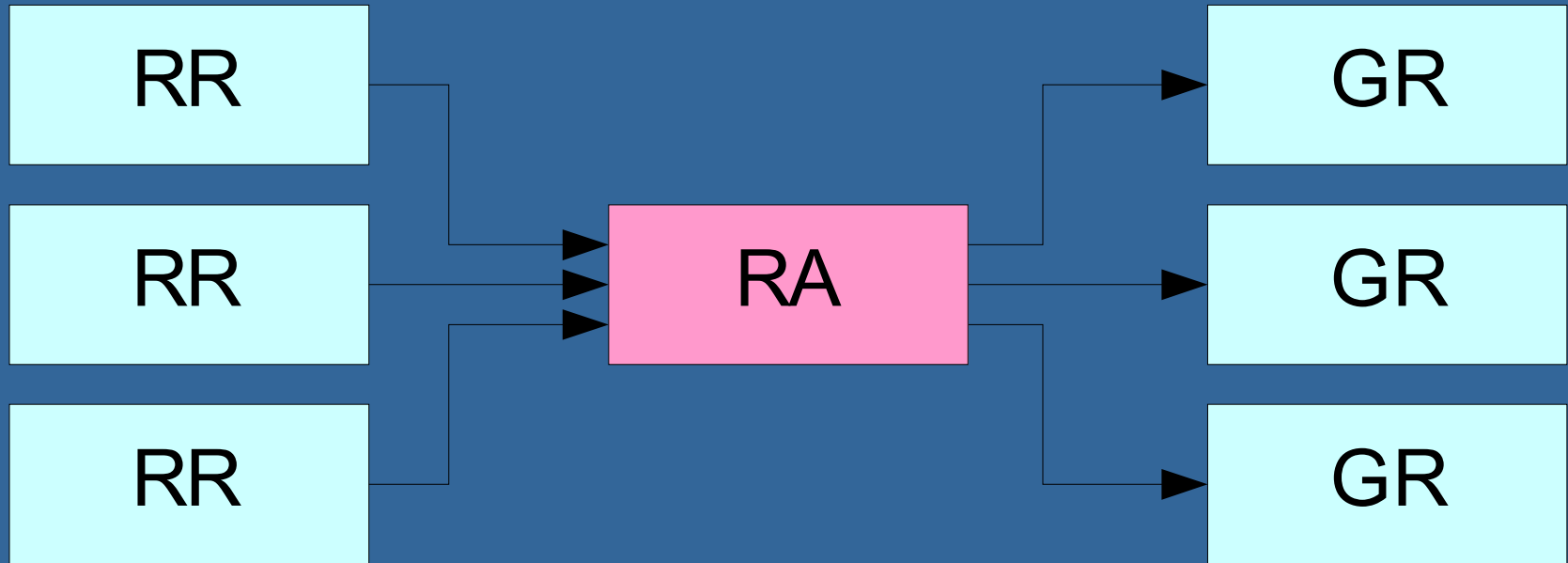
Transfer Fulfillment

- Solves the multiple accreditation problem
- Shifts revenue from shell accreditation owners to registrars with real clients
- Allows registrar of record to maintain the registration
- Proven to be a successful model

Registry Auction



Registry Auction



Registry functions

- Registry is a logical place for a centralized listing service
 - Brings people together
 - Provides a consistent interface for all Registrars;
 - Settlement of funds between parties
 - Trusted central entity

Summary

- Transfer fulfillment and Centralization offer an improved user experience
- These models can co-exist
- Moving towards models that don't encourage shell accreditations helps the stability of the industry
- Transfer fulfillment and the new registry offering bring more order to the secondary market and hence serve customers better