Domain Name Marketplace
Domain name basics

• Registries operate TLD (.com, .org, .pt)

• Registrars obtain domain names from Registries, make them available

• Registrants

• Users
ICANN’s role in the market

- ICANN has agreements with registries, registrars
- Introduction of competition
- Addition of new TLDs
- Accreditation of registrars
- Contractual compliance
- Transfers, domain name disputes, coordination
The Internet in 1996

• 240,000 domain names
• .com, .net, .org, plus ccTLDs such as .pt
• Domain names cost $75 per year
• Only 1 registrar – Network Solutions
• No Google (not until 1998)
The Internet in 1996

- Slow Internet connections
- Increasing amount of information online, but tools for accessing information limited
- Early stages of adoption among business and users
Yahoo! in 1996

- **Arts** - Humanities, Photography, Architecture, ...
- **Business and Economy** [Xtra!] - Directory, Investments, Classifieds, ...
- **Computers and Internet** [Xtra!] - Internet, WWW, Software, Multimedia, ...
- **Education** - Universities, K-12, Courses, ...
- **Entertainment** [Xtra!] - TV, Movies, Music, Magazines, ...
- **Government** - Politics [Xtra!], Agencies, Law, Military, ...
- **Health** [Xtra!] - Medicine, Drugs, Diseases, Fitness, ...
- **News** [Xtra!] - World [Xtra!], Daily, Current Events, ...
- **Recreation and Sports** [Xtra!] - Sports, Games, Travel, Autos, Outdoors, ...
- **Reference** - Libraries, Dictionaries, Phone Numbers, ...
- **Regional** - Countries, Regions, U.S. States, ...
- **Science** - CS, Biology, Astronomy, Engineering, ...
- **Social Science** - Anthropology, Sociology, Economics, ...
- **Society and Culture** - People, Environment, Religion, ...
Growth of domain names

• January 1993 – 21,000
• January 1996 – 240,000
• January 1999 – 4.0 million
• January 2001 – 27.9 million
• January 2004 – 35.3 million
• Nov 2006 – 112 million +
• March 2007 – 128 million +
The Internet today

• 128 million + domain names
• 16 gTLDs plus ccTLDs = more choice for registrants
  • .aero, .asia, .biz, .cat, .coop, .info, .jobs, .mobi, .museum, .name, .pro, .tel, .travel
• 860+ registrars
• Domain names available for as low as $1 (most in the range of $5–15 per year)
Snapshot of the domain name marketplace

More than **128 million** domain names registered globally today

Source: VeriSign Domain Name Industry Brief, June 2007
The Internet in 2007

• Immense amount of data available
• Movies, live video, music, news, blogs
• More content available and options for users
• Internet now considered a critical infrastructure and vital commercial, cultural and educational medium
The Internet in 2007

Image of a webpage from 2007, showing a SAPO website homepage with various sections such as 'Mail', 'Messenger', 'Blogs', 'Jogos', 'Shopping', 'Telefones', 'Viagens', and 'Vídeos'. The page also features news headlines and advertisements.
Life-Cycle of a typical gTLD domain name

1. **Available**: Names deleted during Add-Grace become available for re-registration.
2. **Registered (1-10 year term)**: Domain is in the zone file.
3. **Expired**: Domain is no longer in the zone file (website and email no longer function).
4. **Auto-Renew Grace Period (0-45 days)**: Domain may be in the zone file; Renewal and transfer possible; Redemption possible.
5. **Redemption Grace Period (a.k.a. “Pending Delete – Restorable”) (30 days)**: Domain may be in the zone file; Redemption possible.
6. **Pending Delete (5 days)**: Domain no longer in the zone file (website and email no longer function).
7. **Released (Available)**: Name is available for re-registration.

**Pre-Drop Alternatives**
- **Domain Tasting Activity**
- **Drop Catch Activity**
Domain names sales

- Diamond.com $7.5 million
- Vodka.com $3 million
- Nav.no $717,900
- Chat.de $470,848
- Other examples across all price ranges
- Many domains sell in $100–500 range