

**Q3 2009**

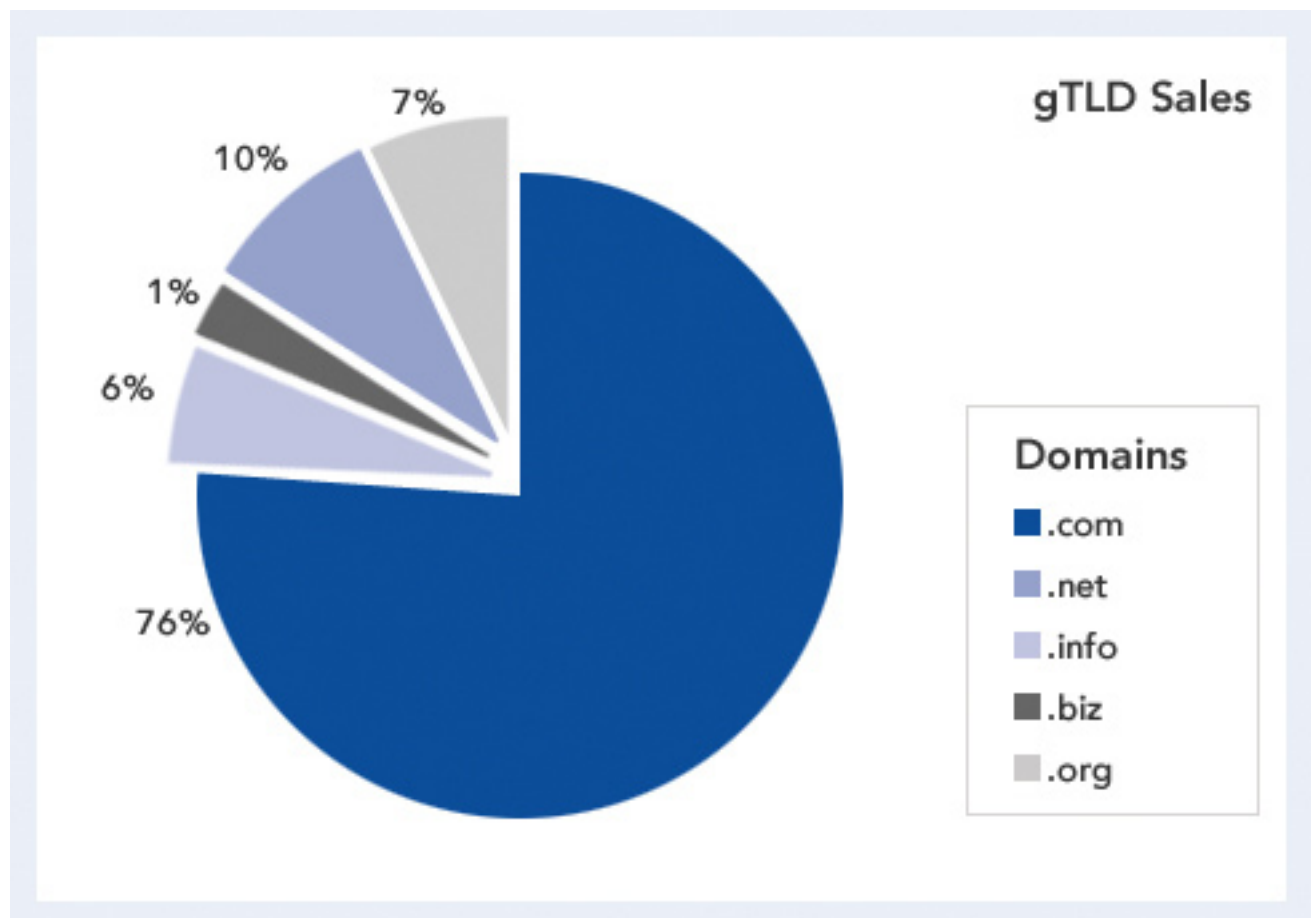
**Sedo's Domain Market Study**

**The domain market** saw strong growth in Q3 2009. Sedo, a major player in the market, saw a 5.5% increase in the number of sales this quarter compared with Q2 2009. 9,928 domains changed hands for more than \$22,998,679. Despite the continued growth of the domain market, the average sales price remains consistent at approximately \$1,629.

This study will continue to review trends and changes on the domain market in Q3 2009, as represented by the Sedo Marketplace.

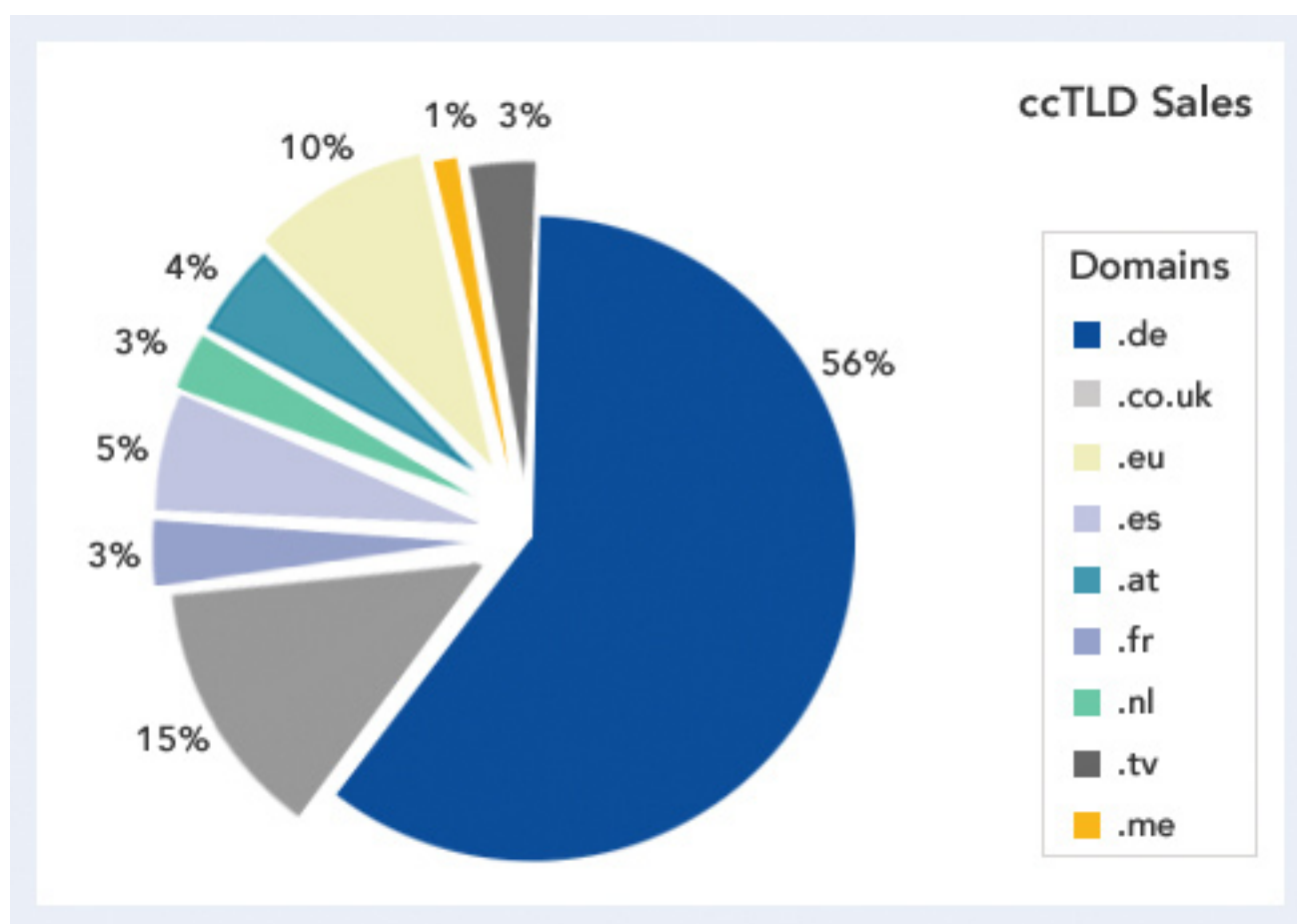
## 1. Division of Generic Top-Level Domain (gTLD) Sales

Despite the introduction of new extensions, the .com extension remains the most popular top-level domain, accounting for more than 45% of all sales on the Sedo marketplace and approximately 80% of all gTLD sales.



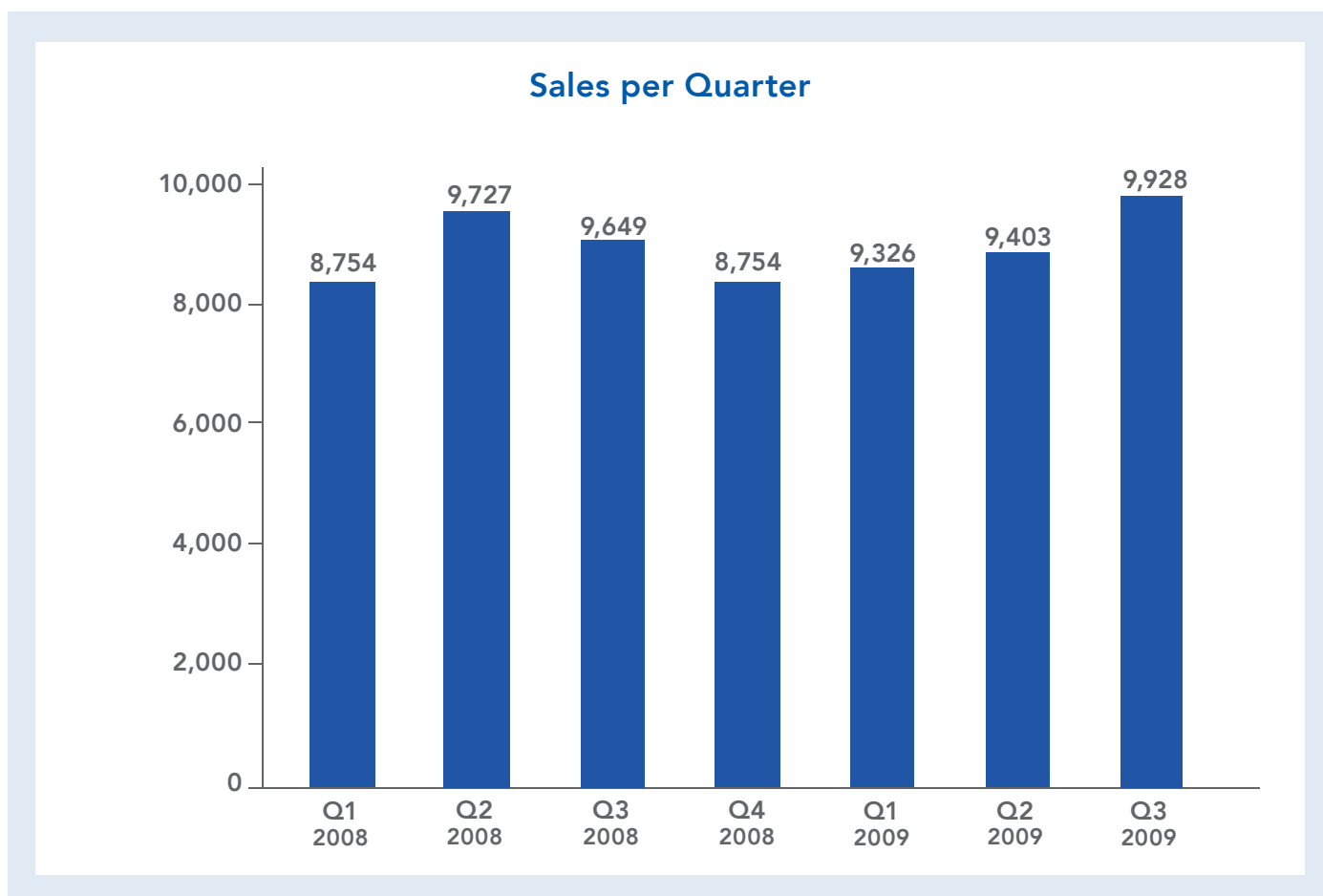
## 2. Division of Country Code Top-Level Domain (ccTLD) Sales

The .de and .co.uk extensions remain the most popular ccTLDs at Sedo. While there was little change in the percentages of ccTLD sales compared with Q1 and Q2 2009, there was a slight 3% increase of .co.uk domain sales, along with a 4% decrease in .de domain sales in Q3 2009. Despite the decrease in quarter over quarter sales, .de retains its clear lead with 56% of sales within ccTLDs purchased through Sedo.



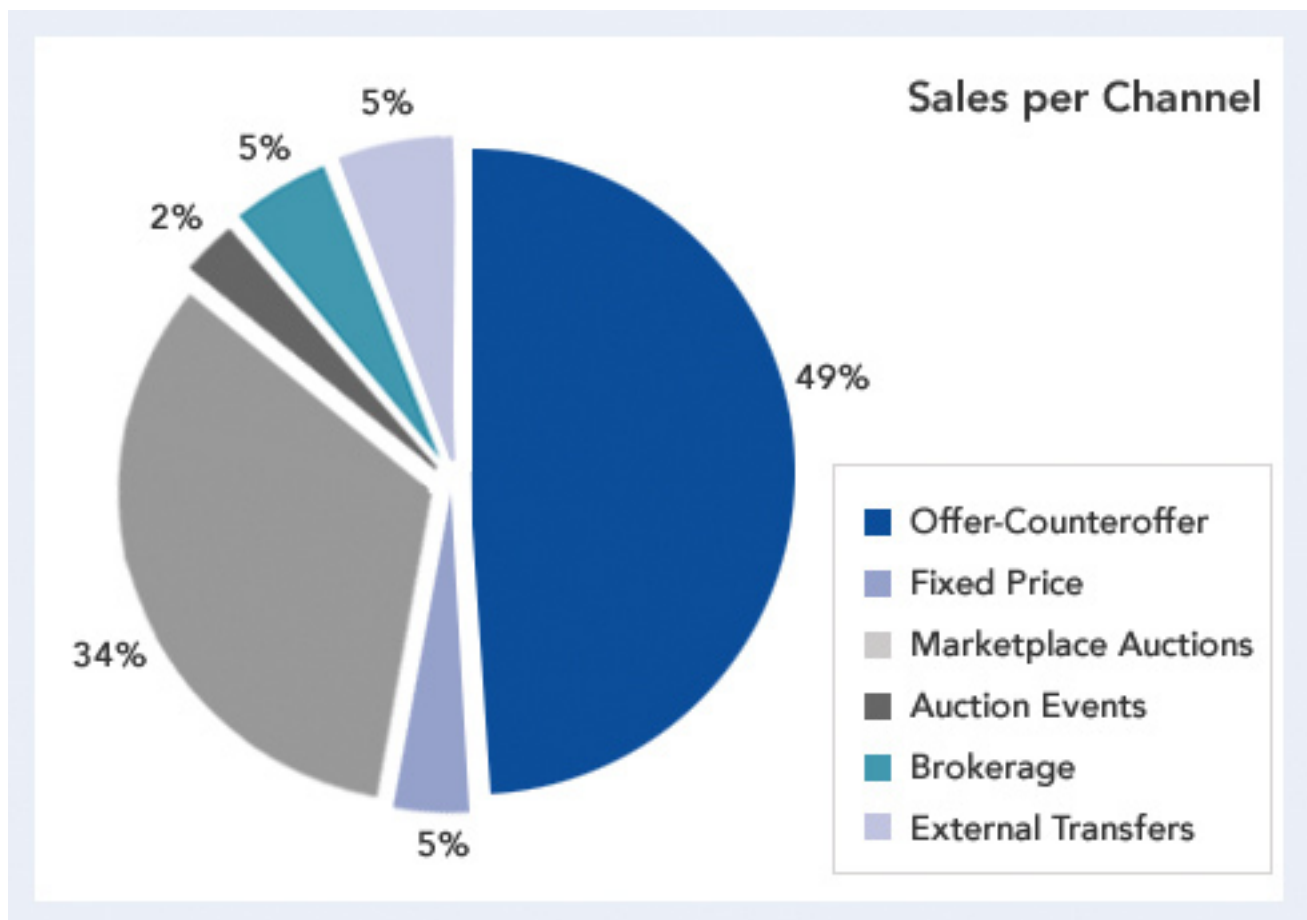
### 3. Division of Sales per Quarter

The domain market continues to see a steady upward trend, compared to the second half of 2008, which saw a dramatic decrease in sales quarter over quarter. Q3 also witnessed a significant 5.5% increase in the number of domains changing hands on the Sedo marketplace this quarter as compared to Q2 2009.



## 4. Division of Sales Type

Below is a breakdown of the ways in which domains were sold on the Sedo marketplace in Q3 2009. Offer-Counteroffer sales remain the most prominent sales type followed by marketplace auctions. There was a slight 1% increase in the number of domains being sold at a fixed price in comparison to the first half of 2009. We expect this trend to continue to grow in the future as buyers, especially first time buyers, tend to prefer fixed price domains.



## 5. Number and Price Comparison (gTLDs)

The average sales price for all gTLD domains sold in Q3 2009 was \$1,474, up slightly from \$1,467 last quarter. The average sales price for .com names increased by \$1,533, making Q3 the .com extension's highest average sales price thus far in 2009. The average price of the .org extension also saw a \$495 increase, while the .net and .biz gTLDs saw lower average sales prices in Q3, as compared to Q2 2009.

TLD	Average Sales Price Q1 2009 in \$	Average Sales Price Q2 2009 in \$	Average Sales Price Q3 2009 in \$
.com	2,527	1,768	3,301
.net	1,307	1,775	1,314
.org	978	1,016	1,511
.biz	571	591	566
.info	598	592	681

## 6. Number and Price Comparison (ccTLD)

While the average sales price for .co.uk and .at extensions have dropped, other ccTLD extensions like the .de, .fr, .es and .eu have seen significant increases in their average sales prices. In fact, the average sales price for the .de extension is up \$753 from Q2 and .fr is just shy of doubling its Q2 average sales price.

TLD	Average Sales Price Q1 2009 in \$	Average Sales Price Q2 2009 in \$	Average Sales Price Q3 2009 in \$
.co.uk	1,444	2,556	2,122
.de	1,175	897	1,650
.fr	4,247	2,227	4,368
.es	1,899	1,115	2,161
.eu	1,168	834	1,329
.at	721	1,427	958

## 7. Median Sales Prices

While the average sales price may vary as a result of a few large figure sales, the median sales price remains more consistent and serves as an indicator of the sales price for the majority of domain sales. Below is a review of the median sales price for gTLDs.

<b>gTLD</b>	<b>Median Sales Price Q2 2009 in \$</b>	<b>Median Sales Price Q3 2009 in \$</b>
<b>.com</b>	<b>410</b>	<b>490</b>
<b>.net</b>	<b>520</b>	<b>501</b>
<b>.org</b>	<b>377</b>	<b>496</b>
<b>.biz</b>	<b>272</b>	<b>301</b>
<b>.info</b>	<b>219</b>	<b>291</b>

## 8. Division of Categories

With Sedo's new auto categorization tool, there are now many more categories within the Sedo database. As a result we saw a variety of new popular categories on the Sedo marketplace this quarter. Below is a list of the most popular categories this quarter.





## 9. Top Sales

Below is a list of the top 20 public domain sales on the Sedo Marketplace. Of the top overall Q3 domain sales, industry-wide, Sedo represented 70% of all public sales with 14 of the top 20 domains. The industry total for the top 20 domain sales in Q3 2009 was \$6,501,547 with Sedo representing 75% of the total sales value at \$22,998,679.

### Sedo's Top 20 Public Domain Sales: Q3 2009

	Domain	Sales Price in \$
1	*Call.com	\$1,100,000.00
2	*Server.com	\$770,000.00
3	*Christian.com	\$600,000.00
4	*Brazil.com	\$500,000.00
5	*Jets.com	\$375,000.00
6	*Payment.com	\$250,000.00
7	*Editor.com	\$225,000.00
8	*Hotel-Reservation.com	\$211,800.41
9	*NewBrand.de	\$177,600.00
10	*Payments.com	\$150,000.00
11	*Hardware.de	\$148,274.00
12	*TradeTracker.com	\$148,000.00
13	61.com	\$148,334.72
14	*Mouse.com	\$125,000.00
15	*Jesus.net	\$124,337.00
16	WoodPellets.com	\$115,000.00
17	Rent.co.uk	\$104,000.00
18	Keyboard.com	\$100,000.00
19	XP.com	\$99,000.00
20	SexTV.com	\$97,500.00

\*Also part of the top 20 domain sales publically sold, industry-wide, in Q3 2009.

## 10. Looking Forward

Moving into Q4, a historically strong quarter, we expect to see a rise in the number of domains changing hands. After seeing a 6% growth in the number of buyers on the Sedo marketplace this past quarter, we predict that this trend will carry into 2010. While gTLDs remain steady in the market, ccTLDs have continued to gain momentum throughout the past three quarters, as business owners and developers continue to invest in localized domain extensions to attract targeted visitors.

Reference Link: [Sedo's Q2 Market Study](#)