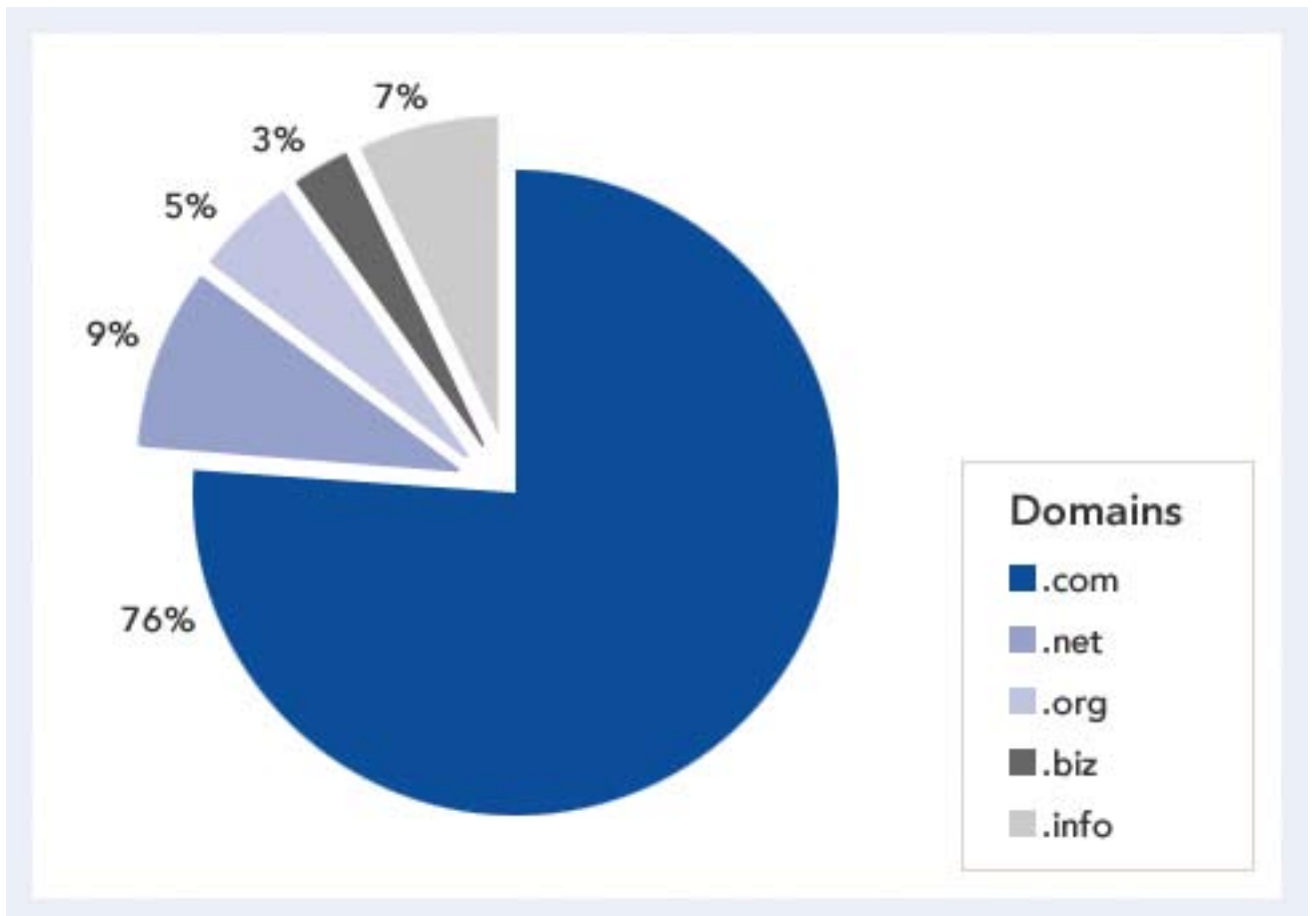


2008

Secondary Domain Market Study

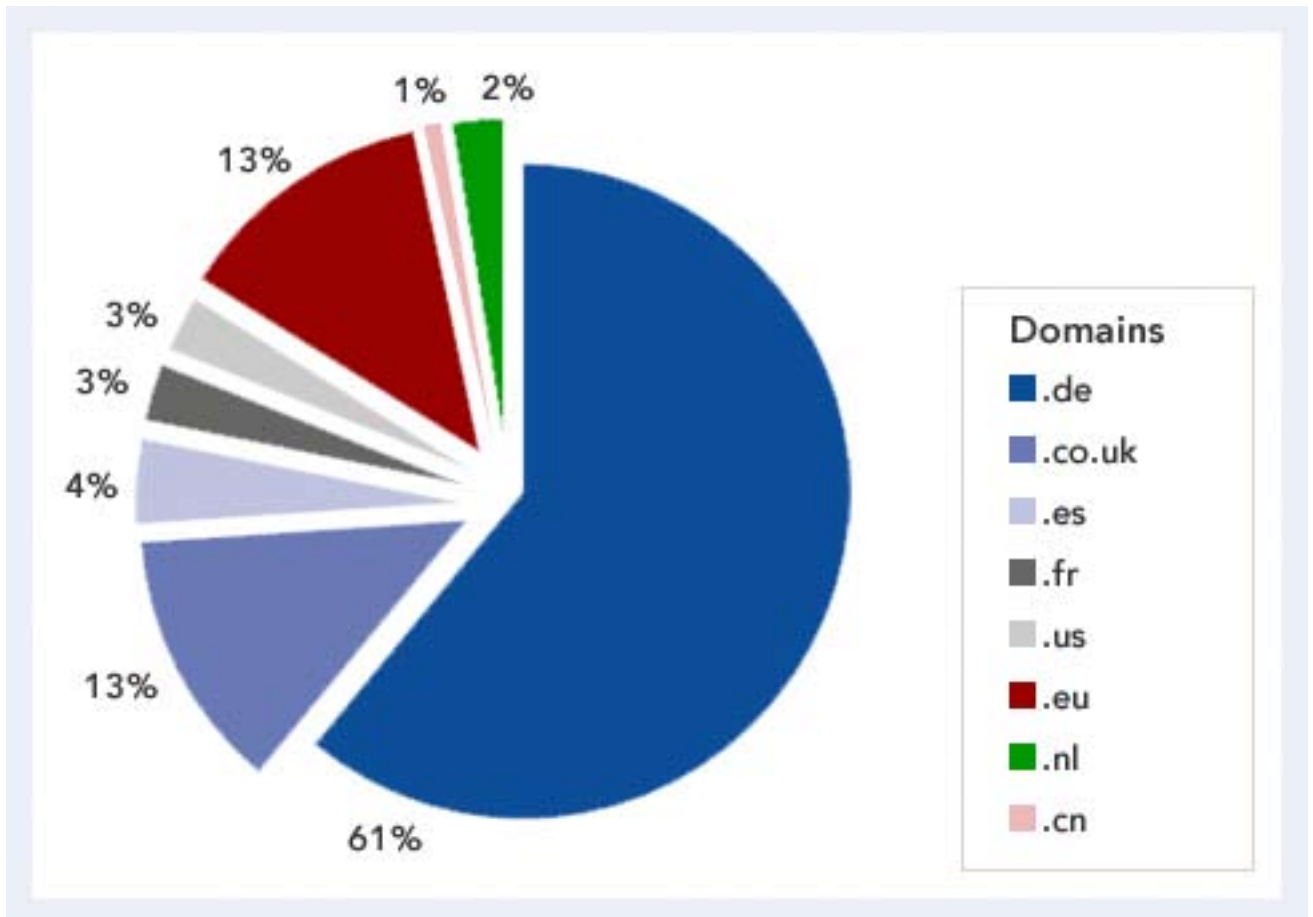
1. Division of Generic Top Level Domain (gTLD) sales

The .com ending remains the most frequently sold global TLD at Sedo – with over 76% of all sales being .com domains. Next to follow is the .net with a 9% share and .info with 7%. This remained consistent with the generic top-level domain shares we saw in 2007.



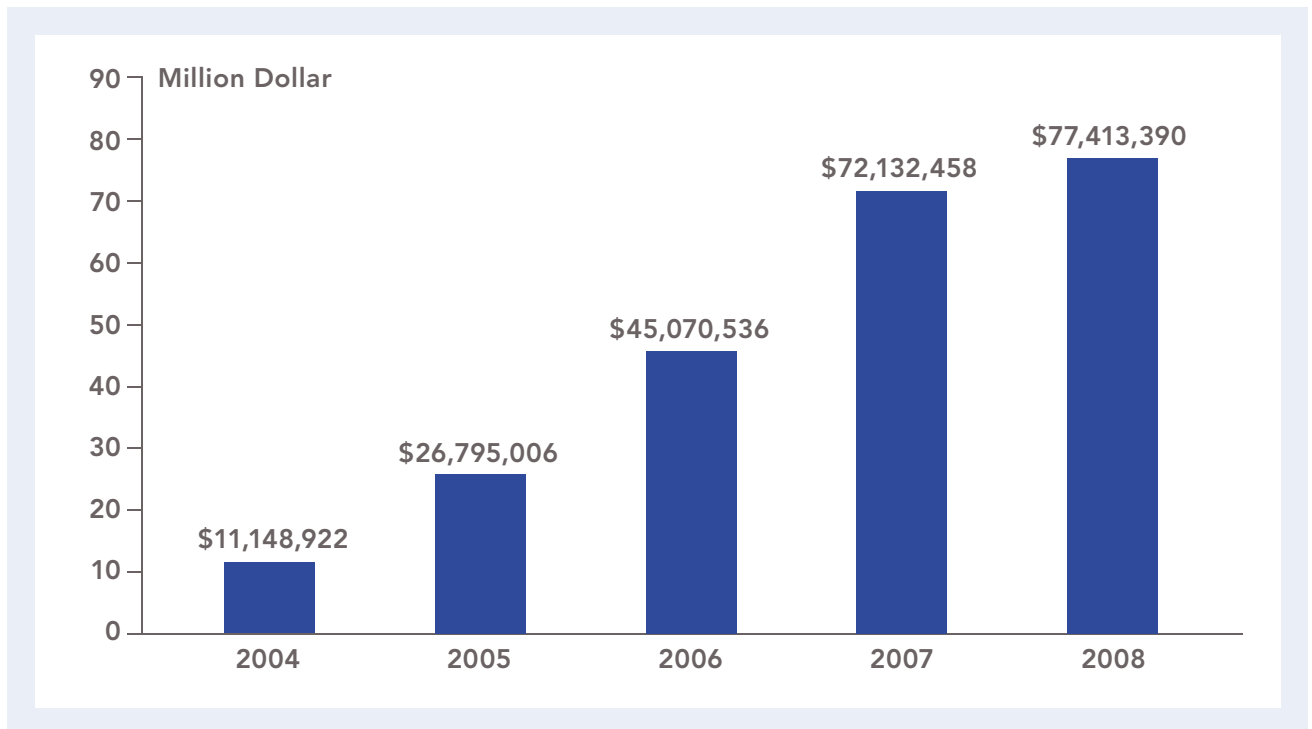
2. Division of Country Specific Top-Level Domain (ccTLD) sales

The German .de country code proved to be the strongest selling ccTLD of 2008 with 6,159 sales. Sales of the .us TLD grew significantly in 2008 with 12% more sold domains and 40% growth in sales volume than the previous year.



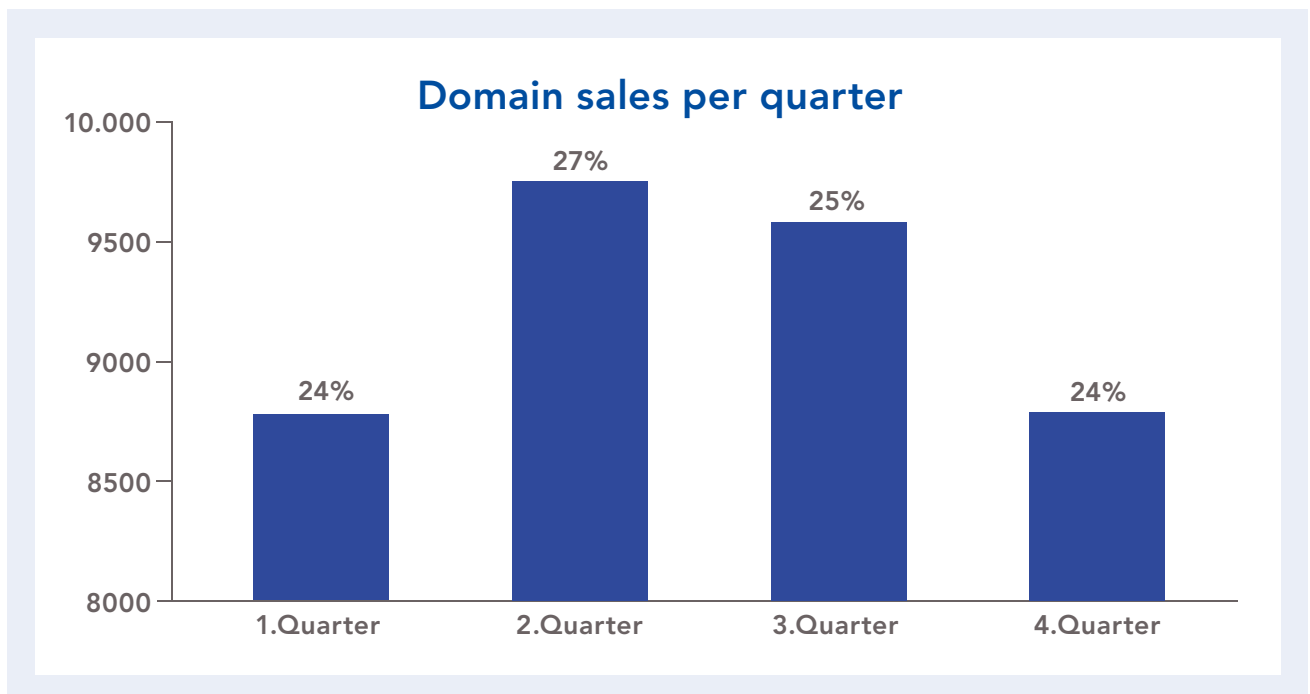
3. Total Domain Sale Revenues from 2004 to 2008

In 2008 domains amounting to a total of \$77,413,390 were sold and transferred via the Sedo marketplace resulting in an 8% sales growth.



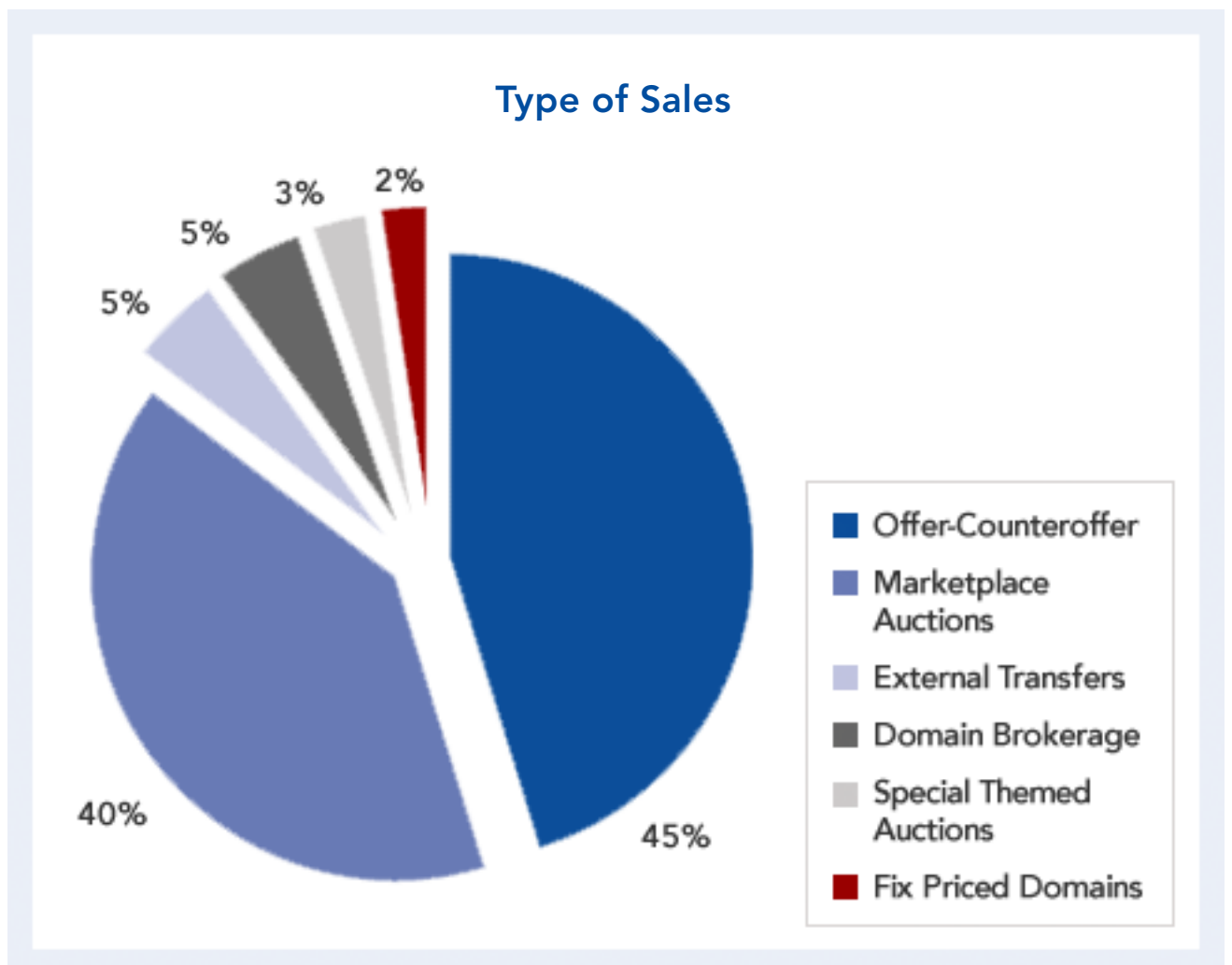
4. Division of Sales in Each Quarter of 2008

As a result of the credit crunch, which had a significant impact at the close of 2008, we saw fewer sales in Q4 with 8,754 domains being sold. The strongest quarter was Q2 with 9,727 sales.



5. Division of Sales Type

There are several options for buying and selling a domain through Sedo: a) Via our offer-counteroffer method, b) as an external transfer, c) through a marketplace auction, which a seller can initiate after negotiating with a buyer on the marketplace, d) via a Premium, GreatDomains or special auction format e) through a domain brokerage agreement and finally f) domains which are sold on the marketplace at a fixed price.



6. Number and Price Comparison (gTLDs)

Nearly all gTLD's saw an increase in the number of domains sold with the exception of the .biz which saw a decline of 22% in the number of domains sold in 2008 compared to 2007. However, the average sales price has decreased for nearly all gTLD's in 2008, starting with .com (-50%), .net (-18%), .org (-36%), .biz (-30%) and .info (-23%).

TLD	Sold Domains 2007	Sold Domains 2008	Total Sales Revenue 2007 in \$	Total Sales Revenue 2008 in \$	Average Sales Price 2007 in \$	Average Sales Price 2008 in \$
.com	12,417	17,643	62,286,440	44,078,322	5,016	2,512
.net	1,484	2,080	3,017,362	3,490,519	2,033	1,670
.org	815	1,301	1,582,586	1,610,945	1,942	1,244
.biz	469	368	528,417	289,988	1,126	790
.info	1,111	1,599	1,212,035	1,340,219	1,091	841

7. Number and Price Comparison (ccTLDs)

The .co.uk was the most popular ccTLD after the .de with 1,305 domains sold and a sales volume of \$4,222,184. The average sales prices for the .de, .at, .fr and .us have increased while the average sales prices of the .es, .co.uk and .eu have decreased. The .fr had the strongest average sales value at \$4,184, followed by the .co.uk with an average sales price of \$3,256.

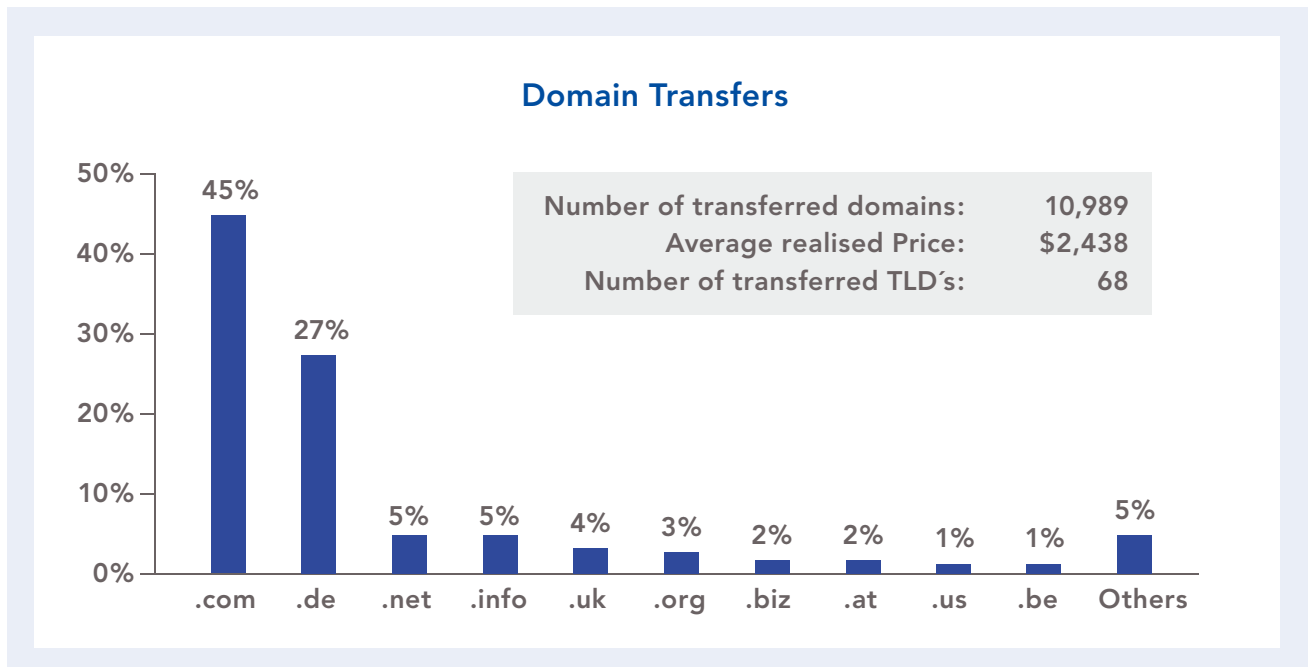
TLD	Sold Domains 2007	Sold Domains 2008	Total Sales Revenue 2007 in \$	Total Sales Revenue 2008 in \$	Average Sales Price 2007 in \$	Average Sales Price 2008 in \$
.co.uk	832	1,305	5,643,861	4,222,184	6,775	3,256
.at	356	346	405,362	550,549	1,139	1,585
.us	264	296	173,780	244,003	658	823
.es	323	427	1,493,987	1,082,161	4,626	2,548
.de	4,954	6,159	7,392,998	10,594,493	1,493	1,719
.fr	149	290	379,560	1,213,293	2,547	4,184
.eu	1,598	1,303	2,264,480	1,673,814	1,417	1,291

8. Top Sales in 2008

This is the first time that a ccTLD wins the first place in our annual Top 10 domain sales. Kredit.de, the german word for credit, sold for \$1.176.672 and is the highest public domain sale via Sedo in 2008. Nearly 58 % of all sales through Sedo are publicised, while 42% of sales are kept confidential by either the buyer or seller. This is a significant change from 2007 when only 32 % Sedo's sales were publicized, as allowed by the Sedo member. This can be attributed to the growth in the public auction format at Sedo.

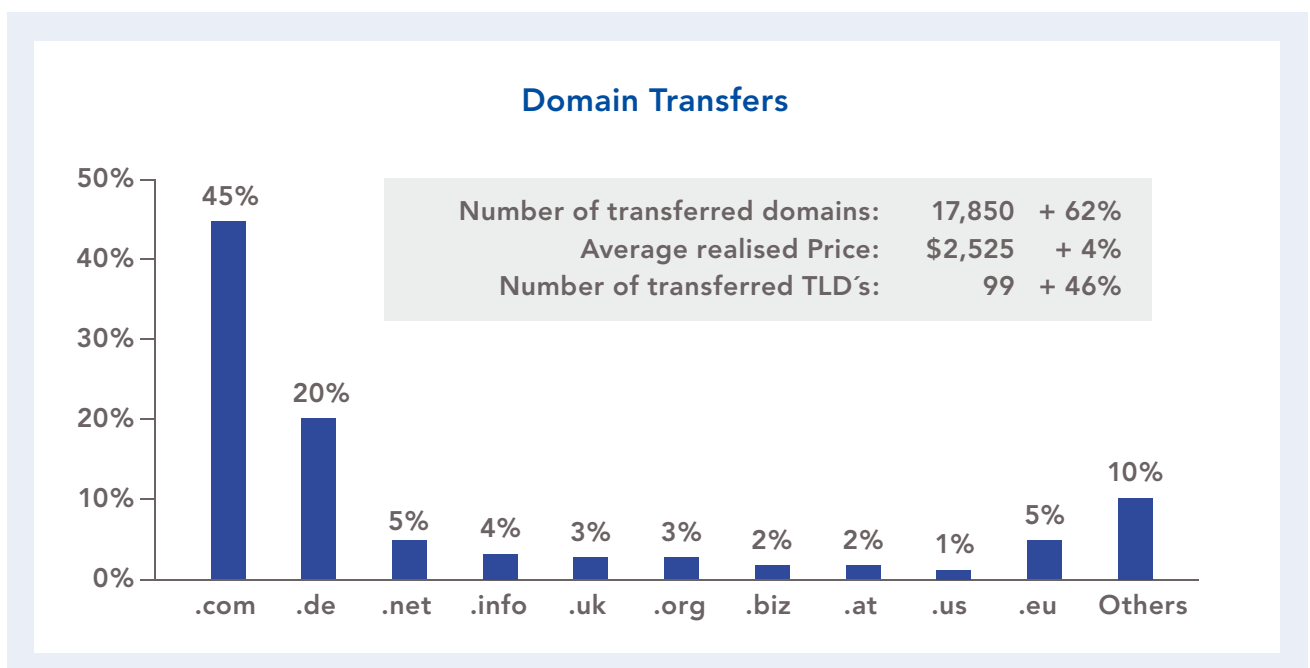
Domains 2007		Domains 2008	
Domain	Price	Domain	Price
chinese.com	\$1,100,000	kredit.de	\$1,176,672
li.com	\$500,000	invest.com	\$1,015,000
gibraltar.com	\$360,000	printer.com	\$650,000
team.com	\$300,000	villas.com	\$478,149
ahl.com	\$207,500	tell.com	\$400,000
masculin.com	\$201,540	lowfare.com	\$365,000
chinese.net	\$180,000	banners.com	\$360,000
zimbabwe.com	\$130,000	770.com	\$350,000
supernatural.com	\$125,000	sc.com	\$300,000
vn.com	\$100,000	triplecreditreport.com	\$260,000

9. Domain Transfers according to TLD – 2005 (via Sedo)



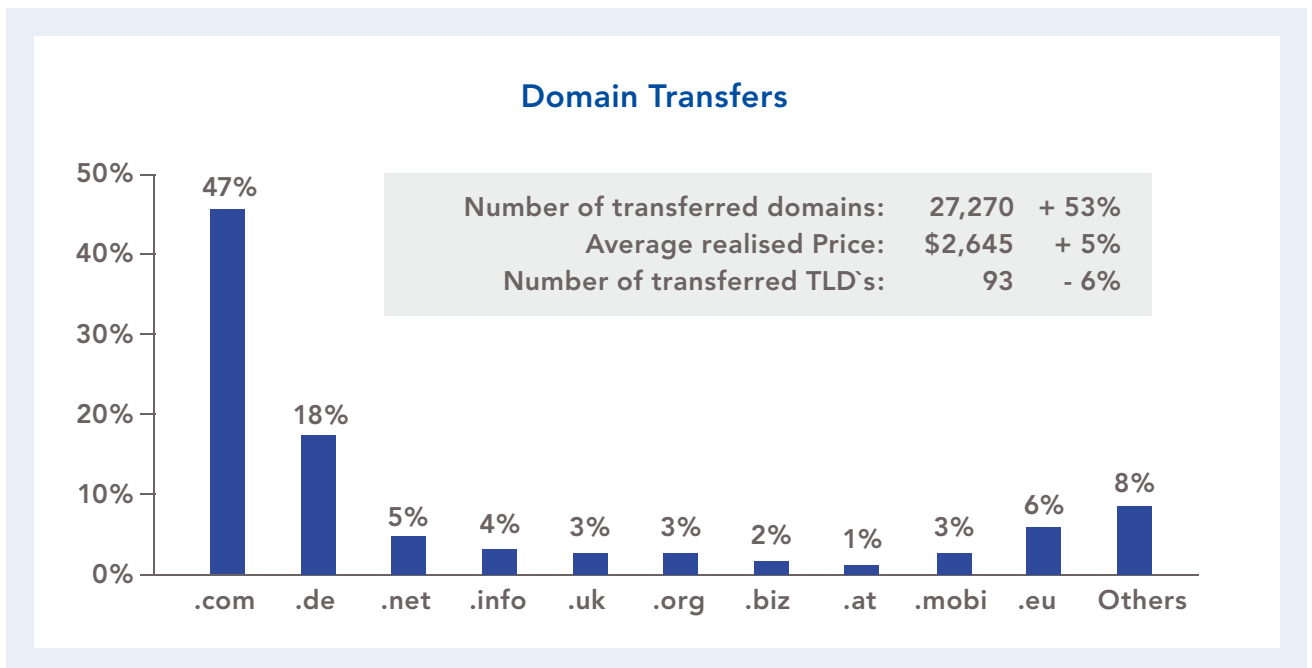
10. Domain Transfers according to TLD – 2006 (via Sedo)

The number of transfers increased by 62% in 2006. The average value of a transferred domain name grew by 4%. Notable is the increased number of TLD's (+46%) that were transferred. This could be due to the fact that many countries have relaxed their registration and transfer restrictions. In addition many new TLD's have been recently approved and made available.



11. Domain Transfers according to TLD – 2007 (via Sedo)

In comparison to the previous year, the transfer volume in 2007 registered a comparable growth to the amount of 53%. The average transfer value has increased by 5%. Surprisingly the number of TLD's that were transferred decreased by 6%. This can be attributed to a greater general focus in 2007 on particular TLD's.



12. Domain Transfers According to TLD – 2008 (via Sedo)

While the .com remains king, the .uk domain proved to be a strong global contender in 2008, holding second place for the most popular ccTLD and 4th most popular TLD overall, alongside of the .info.

