



# So you're going to be a domain registry. Here are four important things you need to do:

## 1 Identify your most valuable names

**Challenge:** How do I know what my most valuable domain names are?

**Solution:** Sedo's proprietary data and methods create the most valuable premium list.

## 2 Bring in revenue and build leads with launch auctions

**Challenge:** How do I start earning revenue from the get-go?

**Solution:** Sedo actively promotes your sunrise and landrush phases, resulting in more conflict auctions and more revenue.

## 3 Educate and promote to the right people

**Challenge:** How do I market to the right audience?

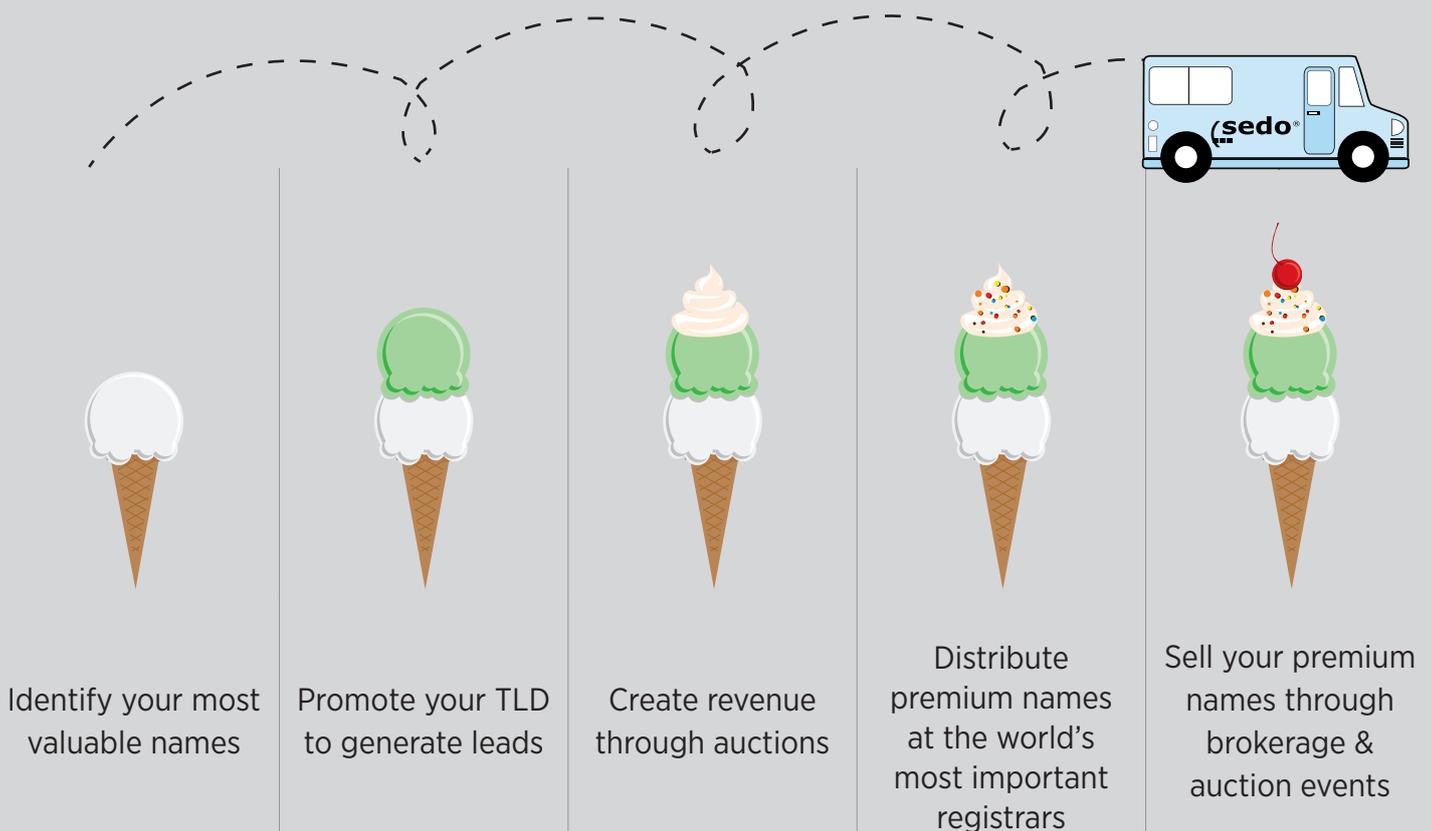
**Solution:** Sedo's custom promo-sites educate, promote registrations, and generate premium sales leads.

## 4 Distribute your premium domains

**Challenge:** How do I get the most buyers to see my premium names?

**Solution:** Sedo's marketplace and global network promote your names to millions of buyers.

## Sedo: A Sweet Deal for your New gTLD



# THE POWER OF SEDO:

**2 Million** Clients  
**150** Buyer Countries  
**140** TLDs Sold  
**1.5 Million USD** in  
Domain Sales per Week  
**40** Account Managers  
**23** Languages

**12 Years** of Experience  
**Over 95%** Auction  
Closure Rate  
Customer Support in  
**15** Languages

**65%** Market Share  
**650** Global Sales  
Partners  
**35 Million** Unique  
Users per Month  
Over **4,000** Affiliate  
Partners

## Prelaunch—Marketing & Lead Generation

We begin marketing your gTLD and generate interest during the prelaunch phase.

1. **Custom promo-sites** are your chance to speak directly to the millions of potential buyers who come to Sedo every week.
2. **Dedicated emails** promoting your TLD to prospective buyers.
3. **Marketing through our affiliate network** of over 4,000 participants.

## Sunrise & Landrush—Generate Revenue

We don't just run your sunrise and landrush auctions—we drive applications, which increases the number of auctions.

1. **Coordinated marketing with your registrars** to increase applications.
2. **Conflict auctions** for duplicate applications equal more revenue.
3. **We educate bidders** using auction guides, tutorials, and live support, so they bid in your auctions.

## General Availability—Reaching Buyers

Reaching the right buyers is vital. We'll help your TLD stand out, and put your names in the right place at the right time.

1. **Sedo's marketplace** & premium distribution network put your domains in front of millions.
2. **Auction events** and other sales initiatives target specific verticals.
3. **Our sales team** finds the right buyers for your premium domains.

# Why choose Sedo?

Our approach to New gTLDs is unique. We're the only partner to offer:

- **Custom solutions:** Each TLD is different. We provide sales and marketing solutions tailored to your extension.
- **A global outlook:** New gTLDs are making the internet even more global, and only Sedo has multilingual marketing and customer support to fulfil clients' needs worldwide.
- **Premium domain expertise:** Our domain value experts identify your premium names using a unique combination of scientific methodology and manual review.
- **SedoMLS:** Our premium distribution network offers your premium names to buyers worldwide.
- **Exclusive Registrar Access:** Enjoy prioritized and preferred access to partnerships with registrars in the United Internet Group, benefiting from the world's second largest registrar network.
- **Multilingual support:** 18 country managers and customer support in 15 languages.
- **An industry-leading reputation:** We're a publicly traded company, and part of the United Internet Group. NPR, TechCrunch and Bloomberg come to us for industry expertise. Businesses like Ford and Microsoft buy names from us. Verisign, Neustar and Afiliacs choose us as their partner. And we're a Guinness World Record holder for the highest domain sale.

## About Sedo

Sedo, an acronym for "Search Engine for Domain Offers," is the leading auction platform and marketplace for premium domains. Headquartered in Cologne, Germany and with offices in London, England and Boston, USA, Sedo has assembled the world's largest database of domain names for sale, with more than 16 million listings and over a million members. Sedo provides a full suite of services for new gTLD applicants, including premium auctions and marketing support, and reaches domain buyers globally in over 140 countries.

We have 18 dedicated native-speaking country managers (Austria, Belgium, Brazil, Bulgaria, China, France, Germany, Italy, Latin America, Netherlands, Poland, Portugal, Russia, South Korea, Spain, Switzerland, UK, USA).

We speak 23 languages natively (Arabic, Bulgarian, English, Danish, Dutch, Farsi, French, German, Greek, Hindi, Hungarian, Italian, Japanese, Korean, Lithuanian, Mandarin Chinese, Polish, Portuguese, Russian, Serbian, Spanish, Turkish, Vietnamese).

We have Regional Head Offices in Cologne (Germany), Boston (USA) and London (England).

We have traded premium domains in 145 countries and territories (Afghanistan, Albania, Algeria, Andorra, Anguilla, Antigua and Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Barbados, Belarus, Belgium, Belize, Bolivia, Bosnia and Herzegovina, Brazil, British Indian Ocean, Brunei, Bulgaria, Cambodia, Cameroon, Canada, Cape Verde, Cayman Islands, Channel Islands Guernsey, Channel Islands Jersey, Chile, China, Colombia, Cook Islands, Costa Rica, Cote d'Ivoire, Croatia, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, French Guiana, Georgia, Germany, Ghana, Gibraltar, Greece, Guadeloupe, Guatemala, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Iraq, Ireland, Isle of Man, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kosovo, Kuwait, Latvia, Lebanon, Libya, Liechtenstein, Lithuania, Luxembourg, Macao, Malaysia, Malta, Mauritius, Mexico, Moldova, Monaco, Montenegro, Morocco, Nepal, Netherlands, Netherlands Antilles, New Zealand, Nigeria, Norway, Oman, Pakistan, Palestine, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Saint Kitts and Nevis, San Marino, Saudi Arabia, Serbia and Montenegro, Seychelles, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Syria, Taiwan, Thailand, Trinidad and Tobago, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, United States Minor Outlying Islands, Uruguay, Uzbekistan, Venezuela, Vietnam, Virgin Islands (British), Virgin Islands (US), Yemen, Zimbabwe).

**Sedo is the truly global sales platform for your new gTLD.**



### Contact

Kathy Nielsen  
Matthias Meyer-Schoenherr  
Anne-Laure Leobold

[tld@sedo.com](mailto:tld@sedo.com)

Phone (USA): (+1) 617-499-7200

Phone (Europe): (+49) (0)221 34030 480

[www.sedo.com](http://www.sedo.com)