# 2010 Overview with Q4 Highlights

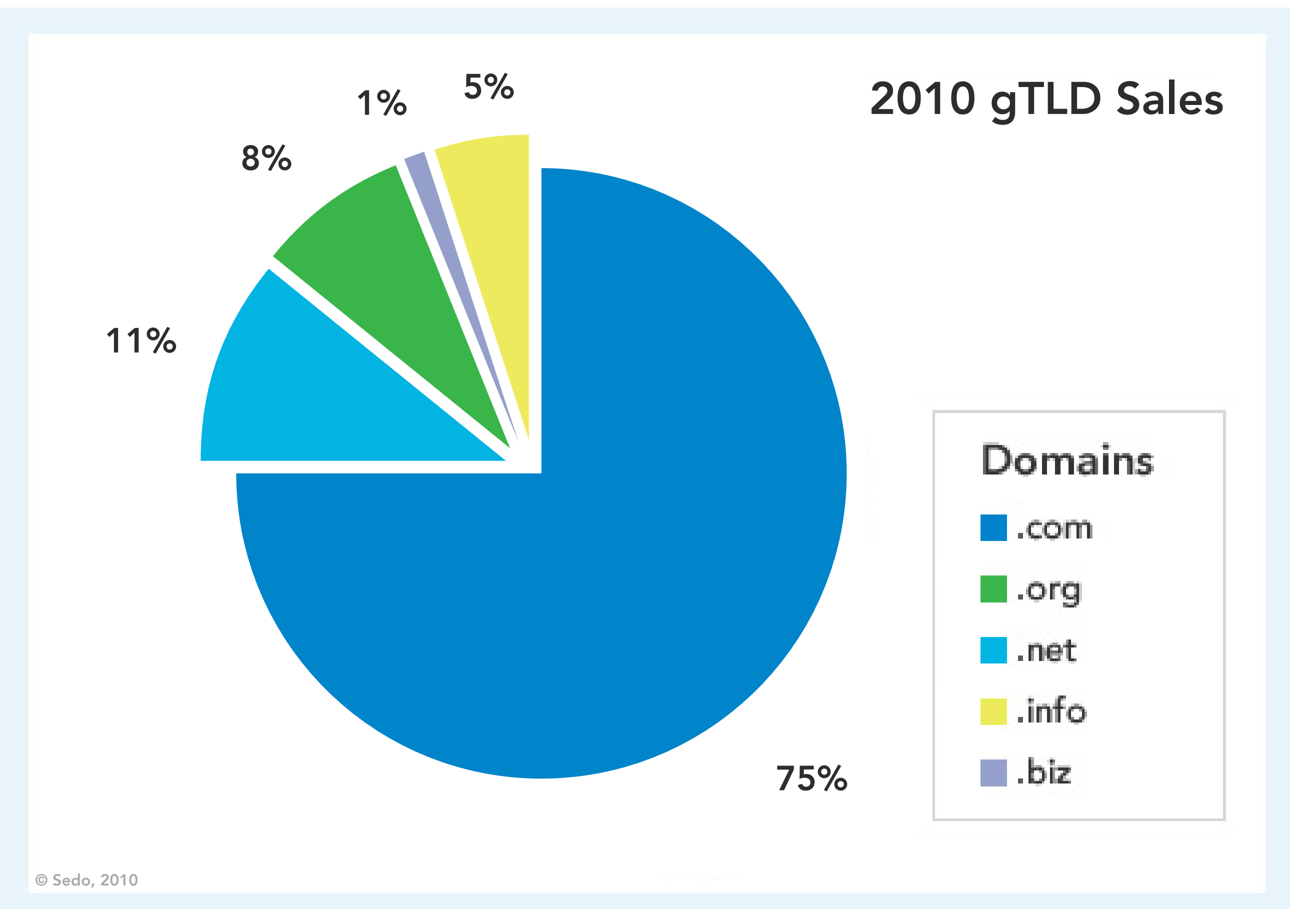
## Sedo's Domain Market Study

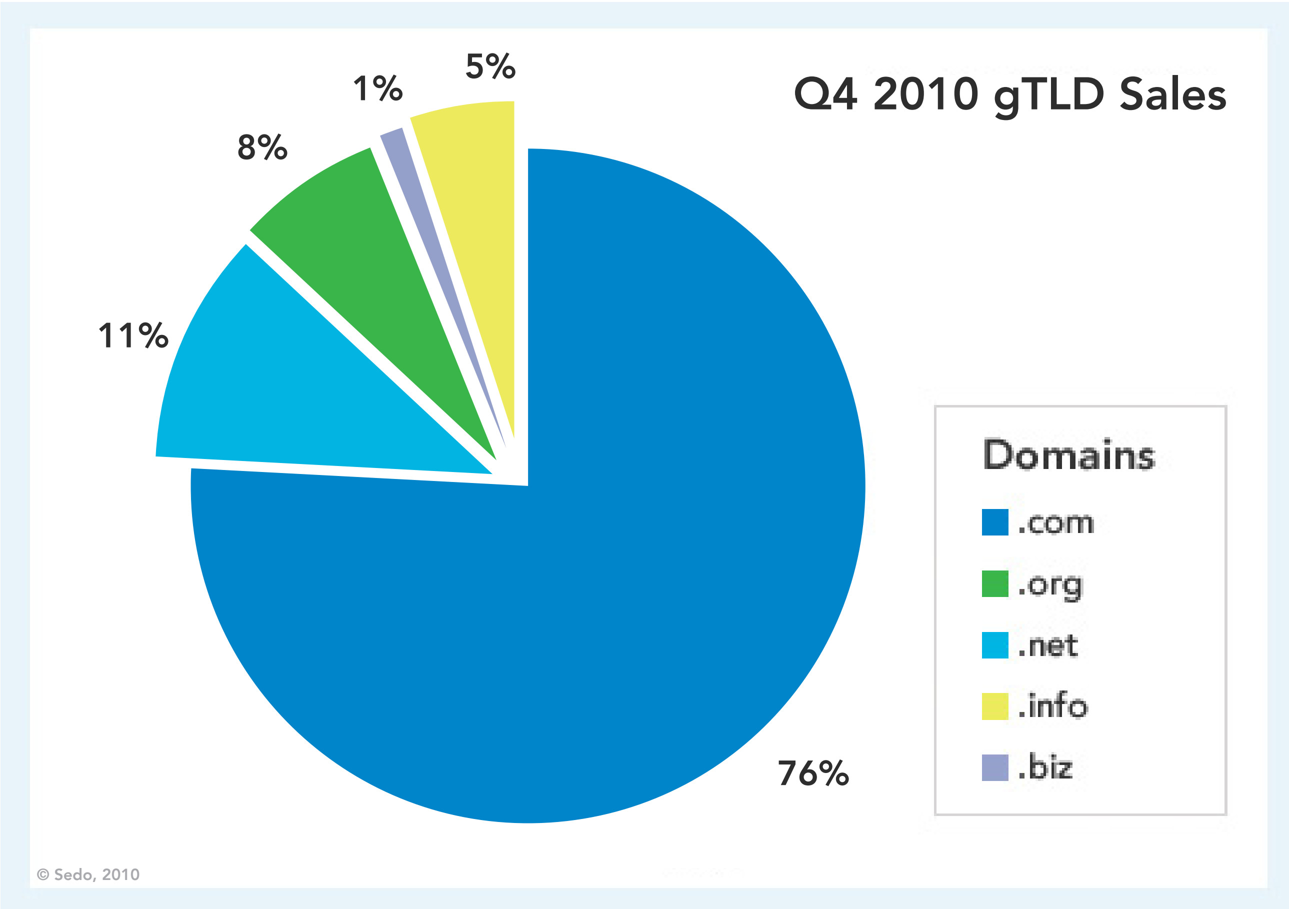
**As of the end of Q4 2010,** Sedo's global marketplace now hosts over 18 million domain names. 2010 overall brought in $101,438,953 in total annual sales. The total annual sale are up over $2.5 million since 2009, which is the largest sales growth on the Sedo marketpalce to date. The growth in Sedo's marketplace has been consistently on the upswing as more businesses are seeing the value in domain names. Included in this study are the numbers that show the increases in the average sales price for 4 out of the 5 top gTLDs, the Q4 increase of 4 out of the 5 top ccTLDs and the increase in all median prices for all gTLDs for 2010. With demonstrated growth across most categories in our marketplace, it's clear that the market for domain names is not only stable, but growing.

These milestones occurred only months before Sedo's 10th year in business. This market study is a reflection of the yearly progress and overall activity on Sedo's marketplace with Q4 2010 highlights. We'd like to thank you and the rest of our Sedo community for taking an interest in our annual marketplace trends.

## 1. Division of Generic Top-Level Domains (gTLD) Sales for 2010/Q4 2010

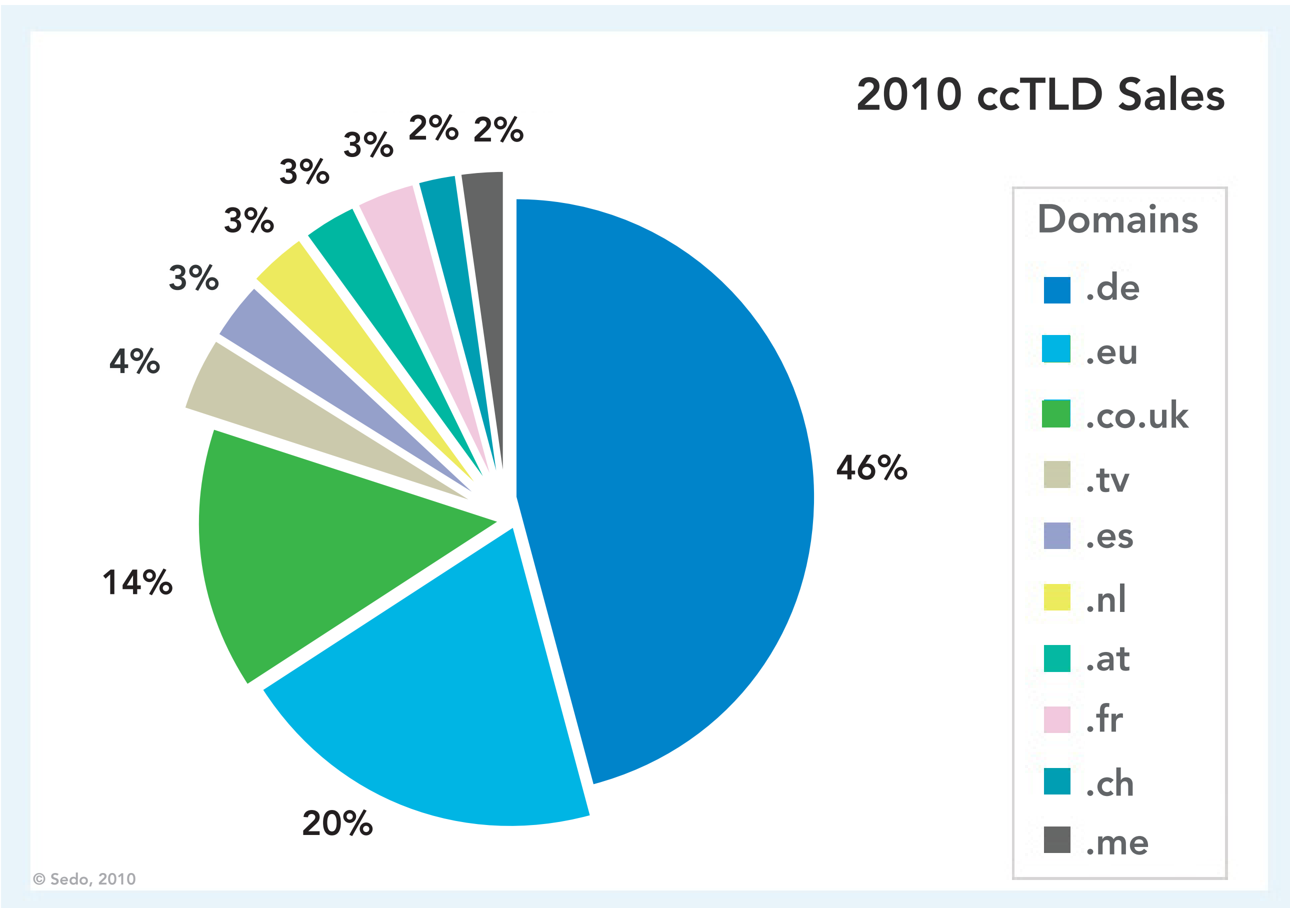
In looking at the .com extension's place among other gTLD's, it remains on top accounting for 76% of all Q4 gTLD sales and 75% of all 2010 gTLD sales. The .net comes in a distant 2 with 11% of the market share, further proving the continued investment strength of the .com extension.

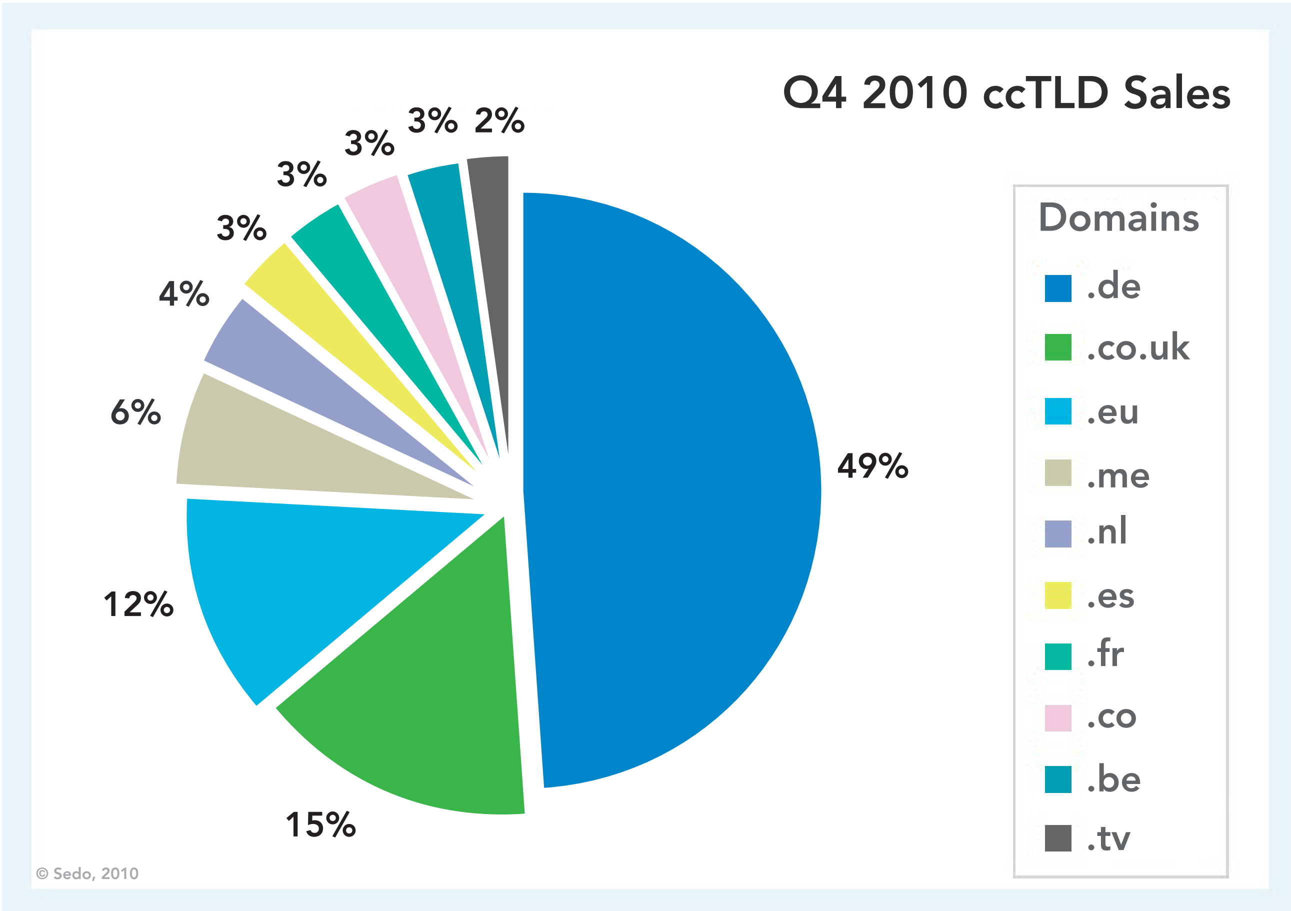



Q4 2010 gTLD Sales
5%
1%
8%
11%
76%
Domains
.com
.org
.net
.info
.biz
© Sedo, 2010

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

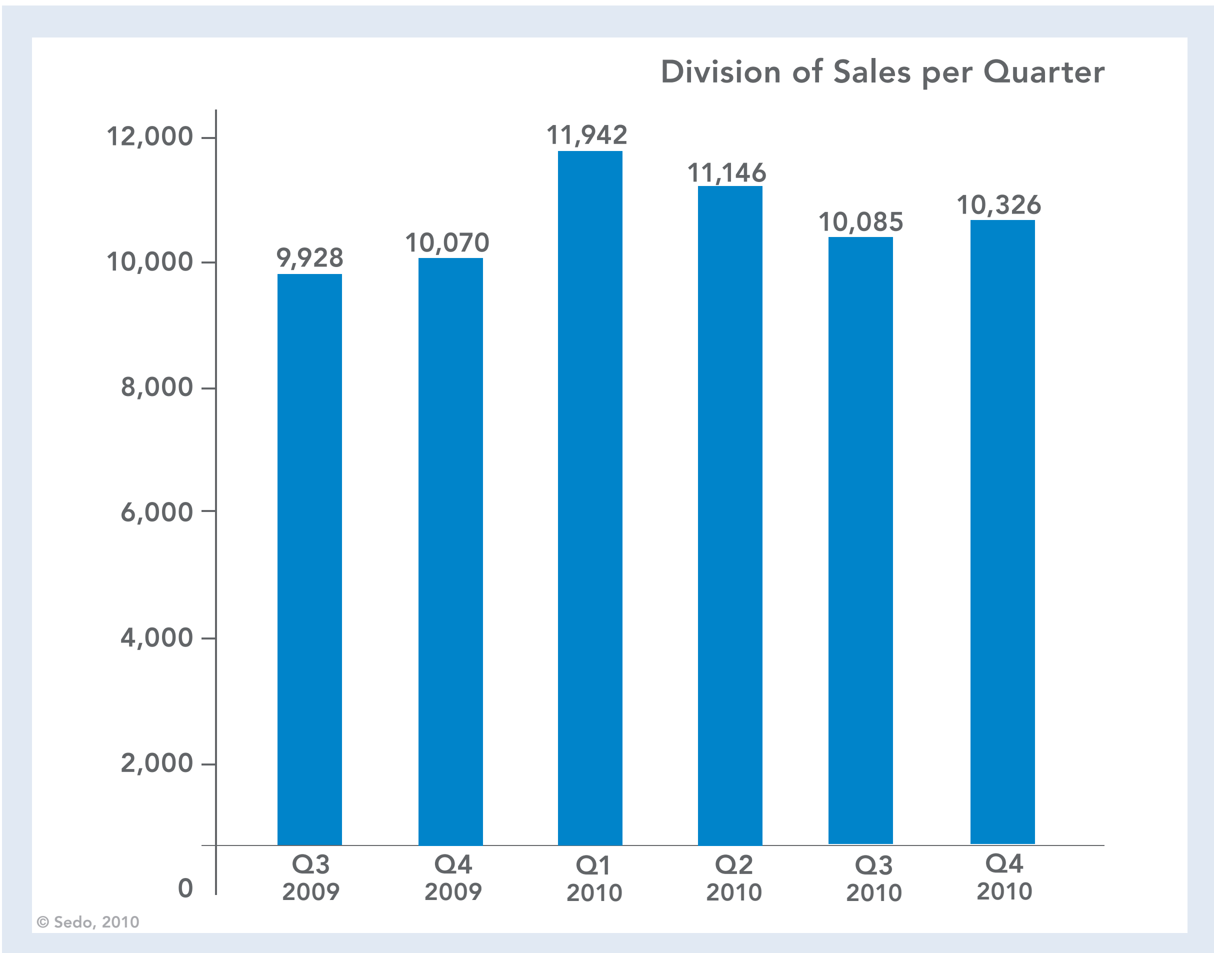
Overall in 2010, the .de extension remains the most commonly sold ccTLD domain extension on the Sedo marketplace followed by the .eu, which pushed ahead of the .co.uk extension in 2010 for the first time since being introduced to the market in 2005. As for Q4 2010 specifically, the .co.uk came out ahead of the .eu extension with 15% of Q4 sales as compared with 12% for .eu during the quarter. The graphs below show the shares of the 10 most popular ccTLDs on the Sedo marketplace in Q4 2010 and in 2010 overall.

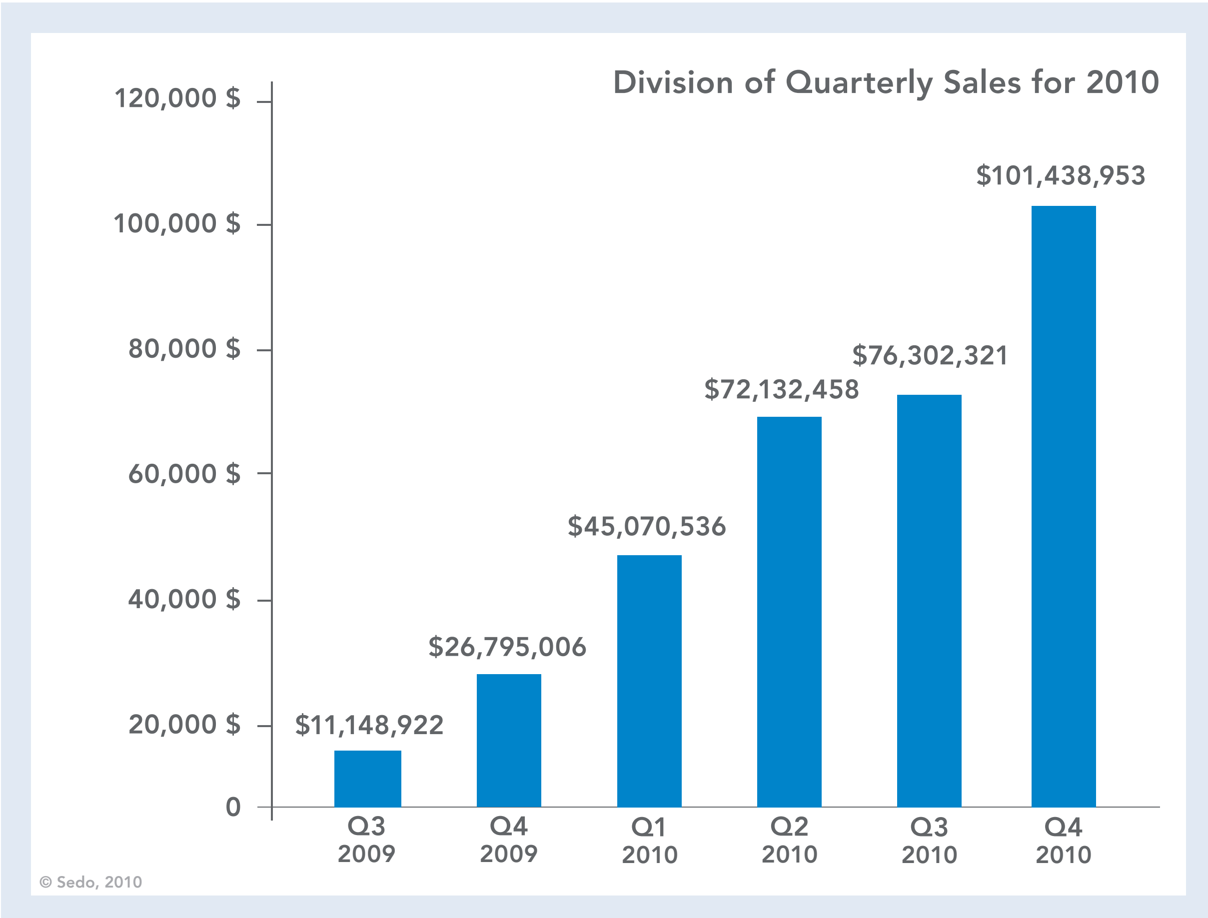



Q4 2010 ccTLD Sales
49%
15%
12%
6%
4%
3%
3%
3%
3%
2%
Domains
.de
.co.uk
.eu
.me
.nl
.es
.fr
.co
.be
.tv
© Sedo, 2010

## 3. Sales Revenue Growth

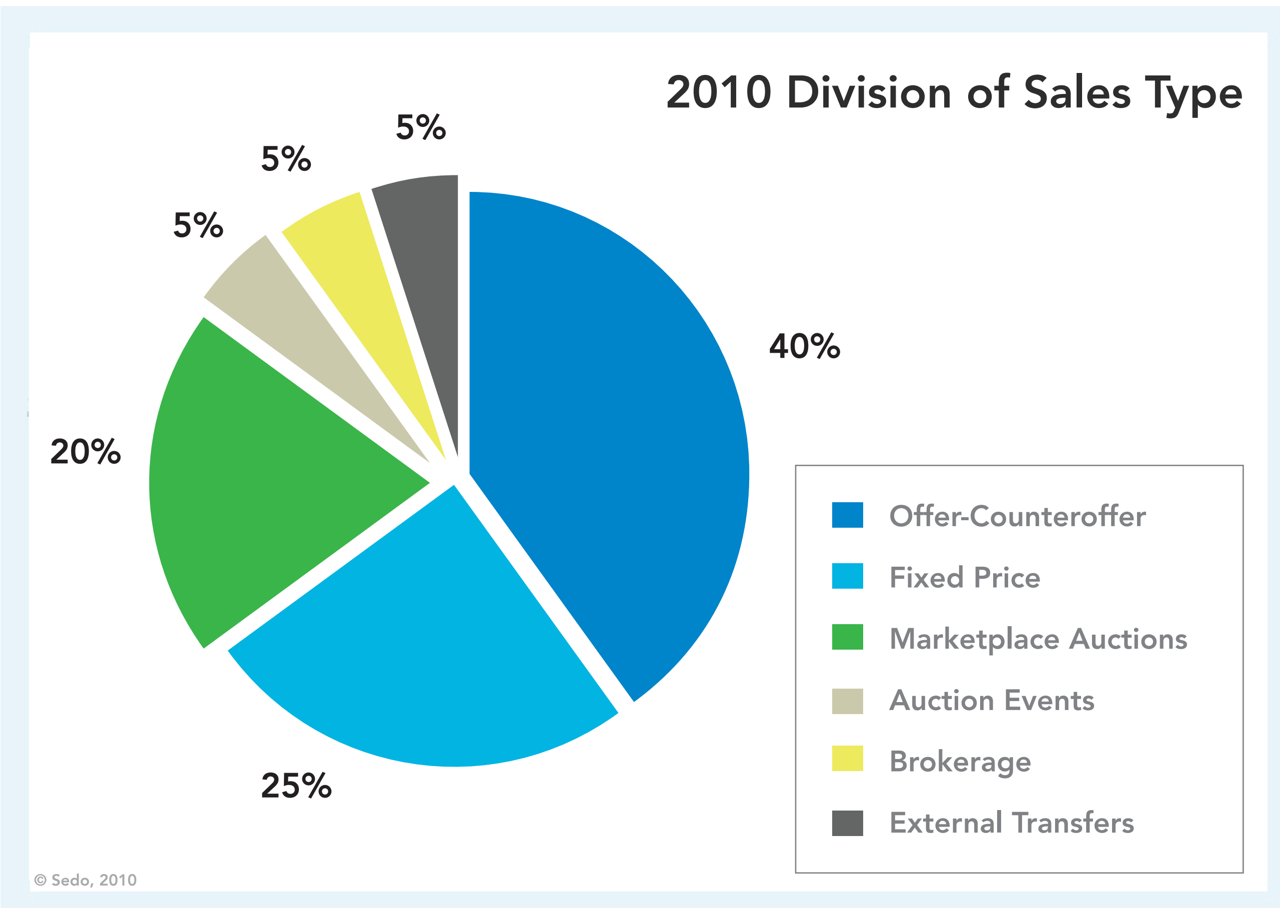
The domain market, as represented by the Sedo marketplace, has seen notable growth in the volume of domains changing hands this year in comparison to 2009. Below is a graph of the growth in sales volume per quarter. As seen in previous year over year comparisons, the first two quarters of 2010 produced more sales than the second half of the year with Q4 showing slightly higher sales volume than Q3.

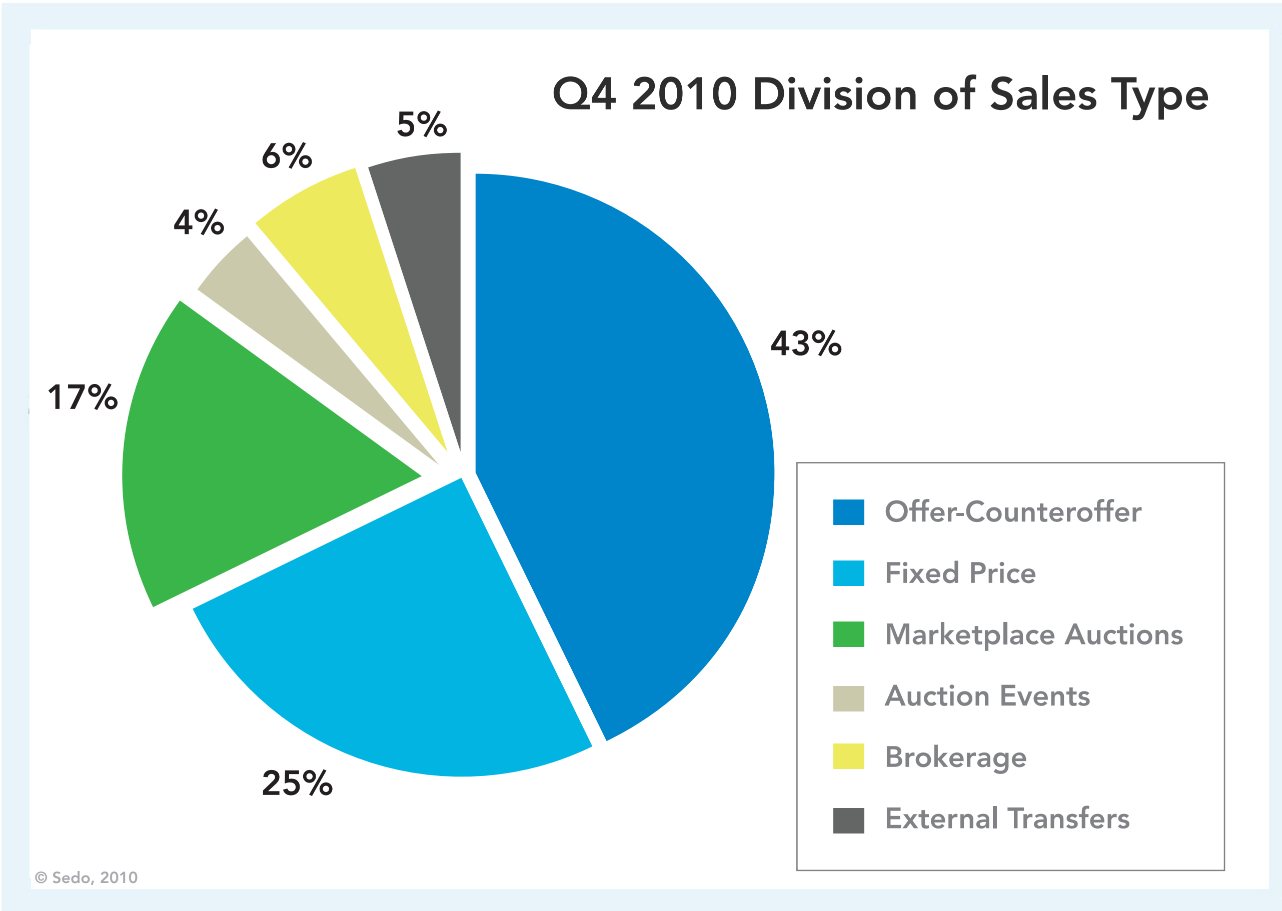



Division of Quarterly Sales for 2010
120,000 $
100,000 $
80,000 $
60,000 $
40,000 $
20,000 $
0
$11,148,922
$26,795,006
$45,070,536
$72,132,458
$76,302,321
$101,438,953
Q3 2009
Q4 2009
Q1 2010
Q2 2010
Q3 2010
Q4 2010
© Sedo, 2010

## 4. Division of Sales Type

Below are the graphs that show the method in which domains are traded through the Sedo Marketplace in Q4 2010 and 2010 overall. Offer-Counteroffer remains the most popular sales type throughout 2010, accounting for 40% of all sales. There was a significant growth in the number of fixed price domains changing hands in 2010 as compared with 2009. Fixed price domains made up 25% of all sales on the Sedo marketplace in 2010, making them the second most popular sales type in Sedo's marketplace. Marketplace auctions, which used to hold the second most popular spot, was behind fixed price sales by at least 5% for all 2010.




Q4 2010 Division of Sales Type
5%
6%
4%
43%
17%
25%
Offer-Counteroffer
Fixed Price
Marketplace Auctions
Auction Events
Brokerage
External Transfers
© Sedo, 2010

## 5. Number and Price Comparison (gTLDs)

The average price of the .com extension is up $3,242 in Q4 2010 as compared with Q3, which we suspect to be partly due to large sales that went through in Q4, including Sex.com.

The overall comparison of 2010 to 2009 shows a notable decrease in .biz sale prices while the other gTLDs saw growth year over year. With the majority of the gTLDs increasing in average sales price year over year, domain sales continue to show stability and further prove the strength and demand of these assets.

| TLD | Average Sales Price Q1 2010 in $ | Average Sales Price Q2 2010 in $ | Average Sales Price Q3 2010 in $ | Average Sales Price Q4 2010 in $ |
|---|---|---|---|---|
| .com | 2,373 | 2,401 | 2,511 | 5,753 |
| .net | 1,175 | 1,673 | 1,675 | 1,856 |
| .org | 3,376 | 1,135 | 2,736 | 1,552 |
| .biz | 1,224 | 694 | 1,054 | 582 |
| .info | 877 | 638 | 926 | 765 |



| TLD | Average Price 2009 in $ | Average Price 2010 in $ |
|---|---|---|
| .com | 1,829 | 3,185 |
| .net | 1,367 | 1,599 |
| .org | 1,338 | 2,217 |
| .biz | 1,373 | 879 |
| .info | 624 | 795 |

## 6. Number and Price Comparison (ccTLDs)

The average price of the .de extension remained stable from Q3 to Q4 2010. The largest increase throughout the market study was seen in the average sales price for the .fr extension. The average sales price for the .fr extension nearly doubled from Q3 to Q4. Besides the .at extension, there was an increase in average sales prices for the top ccTLDs globally in Q4 2010.

As compared with 2009, the average sales prices for 2010 overall have remained fairly consistent. The largest year over year drop in average sales price was for the .co.uk, which still totaled over $1,400. Again, the .fr extension saw the greatest growth, with a slightly higher average sales price than in 2009 overall.

| TLD | Average Sales Price Q1 2010 in $ | Average Sales Price Q2 2010 in $ | Average Sales Price Q3 2010 in $ | Average Sales Price Q4 2010 in $ |
|---|---|---|---|---|
| .de | 2,283 | 1,999 | 1,449 | 1,519 |
| .at | 1,693 | 1,383 | 1,057 | 760 |
| .fr | 11,382 | 2,466 | 4,819 | 8,182 |
| .es | 1,360 | 1,725 | 1,093 | 1,502 |
| .co.uk | 523 | 909 | 1,532 | 2,030 |



| TLD | Average Price 2009 in $ | Average Price 2010 in $ |
|---|---|---|
| .de | 1,383 | 1,133 |
| .at | 1,010 | 758 |
| .fr | 4,267 | 4,886 |
| .es | 1,666 | 1,050 |
| .co.uk | 2,489 | 1,466 |

## 7. Median Sales Prices

The median sales prices for gTLDs remained fairly consistent quarter to quarter; however there is a noteworthy increase in median sales price in Q4 for the .com, .net and .org extensions, making them the highest median prices in 2010 for each of these respective extensions. In 2010, across the board, each of the top gTLDs saw an increase in the median price as compared with 2009.

| TLD | Median Sales Price Q1 2010 in $ | Median Sales Price Q2 2010 in $ | Median Sales Price Q3 2010 in $ | Median Sales Price Q4 2010 in $ |
|---|---|---|---|---|
| .com | 510 | 510 | 522 | 650 |
| .net | 521 | 581 | 588 | 686 |
| .org | 550 | 530 | 589 | 697 |
| .biz | 537 | 380 | 500 | 317 |
| .info | 418 | 402 | 431 | 420 |



| TLD | Average Price 2009 in $ | Average Price 2010 in $ |
|---|---|---|
| .com | 500 | 550 |
| .net | 516 | 590 |
| .org | 461 | 591 |
| .biz | 351 | 407 |
| .info | 263 | 416 |

## 8. Top Sales

Public Top Sales 2010

| | | |
|---|---|---|
| 1 | Sex.com | 13,000,000 USD |
| 2 | poker.org | 1,000,000 USD |
| 3 | credit.fr | 587,500 EUR |
| 4 | ringtones.com | 750,000 USD |
| 5 | files.com | 720,000 USD |
| 6 | jerusalem.com | 510,000 USD |
| 7 | logo.com | 500,000 USD |
| 8 | cgm.com | 365,000 USD |
| 9 | software.de | 238,000 EUR |
| 10 | pilot.com | 300,000 USD |



Q4 Top 10 Public Sales

| | | |
|---|---|---|
| 1 | Sex.com | 13.000,000$ |
| 2 | Ringtones.com | 750,000$ |
| 3 | Logo.com | 500,000$ |
| 4 | Lawfirm.com | 233,501$ |
| 5 | Cursos.com | 150,000$ |
| 6 | Kf.com | 123,504$ |
| 7 | Jf.com | 101,000$ |
| 8 | Blackfridaysales.com | 90,000$ |
| 9 | Visitstockholm.com | 70,000$ |
| 10 | Whreviews.com | 70,000$ |

## 9. Top Categories

### Top categories Q4 2010

| | |
|---|---|
| 1 | Software |
| 2 | Consulting |
| 3 | Domain Industry |
| 4 | Religion and Spirituality |
| 5 | Regions, Country, Cities |
| 6 | Insurance |
| 7 | Employment |
| 8 | Hardware |
| 9 | News and Media |
| 10 | Jewelry |



### Top categories 2010

| | |
|---|---|
| 1 | Software |
| 2 | Tobacco |
| 3 | Regions, Country, Cities |
| 4 | Religion and Spirituality |
| 5 | Domain Industry |
| 6 | Employment |
| 7 | Consulting |
| 8 | Hardware |
| 9 | Humor |
| 10 | Insurance |

## 10. Conclusion

In 2010, Sedo's marketplace experienced several high priced sales that provided an increase in our overall numbers. As Sedo enters its 10th year in business, the marketplace is already witnessing significant growth from year over year members and overall sales numbers. Based on 2010 sales in Sedo's marketplace, we are confident that 2011 will provide a diverse group of buyers and sellers, as more end users are exposed to the value of domain names. With the impressive increase in average sales prices and median prices, it is clear that the demand for domains is on the upswing and investors should take note of the increasing value of premium and global domains.