

The Next 5 Years: Where to Invest Now?

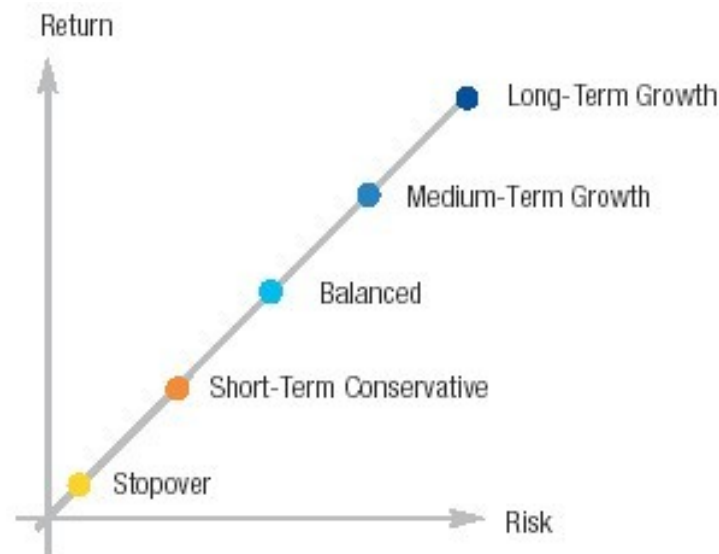
Tim Schumacher
CEO Sedo

Roma
May 2009

Domains vs. Old-Economy-Assets

- Real estate
- Stocks
- Billboards
- Radio frequencies
- Telephone numbers
- License plates

What we can learn from stocks (I)

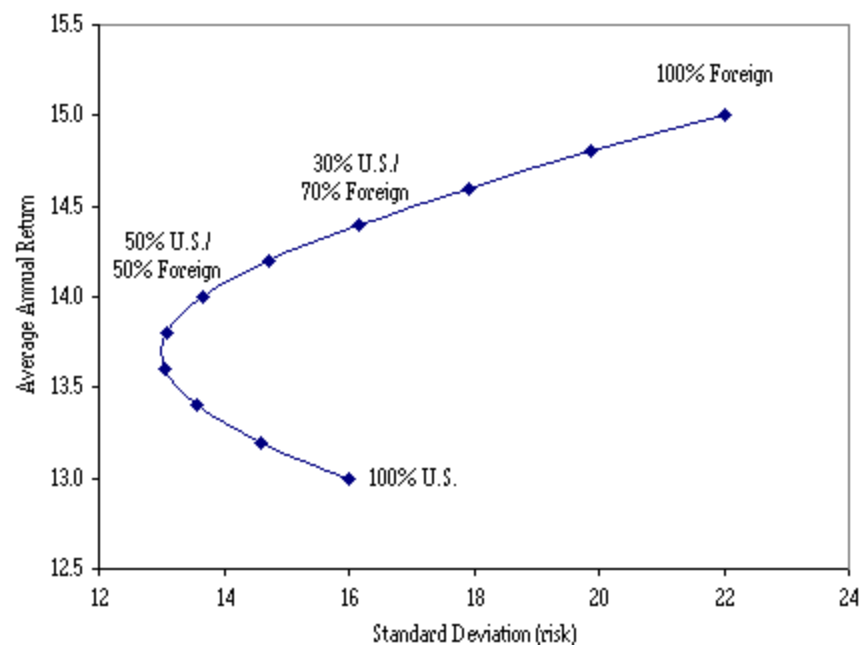


The right investment depends on your goals and investment horizon

What we can learn from stocks (I)

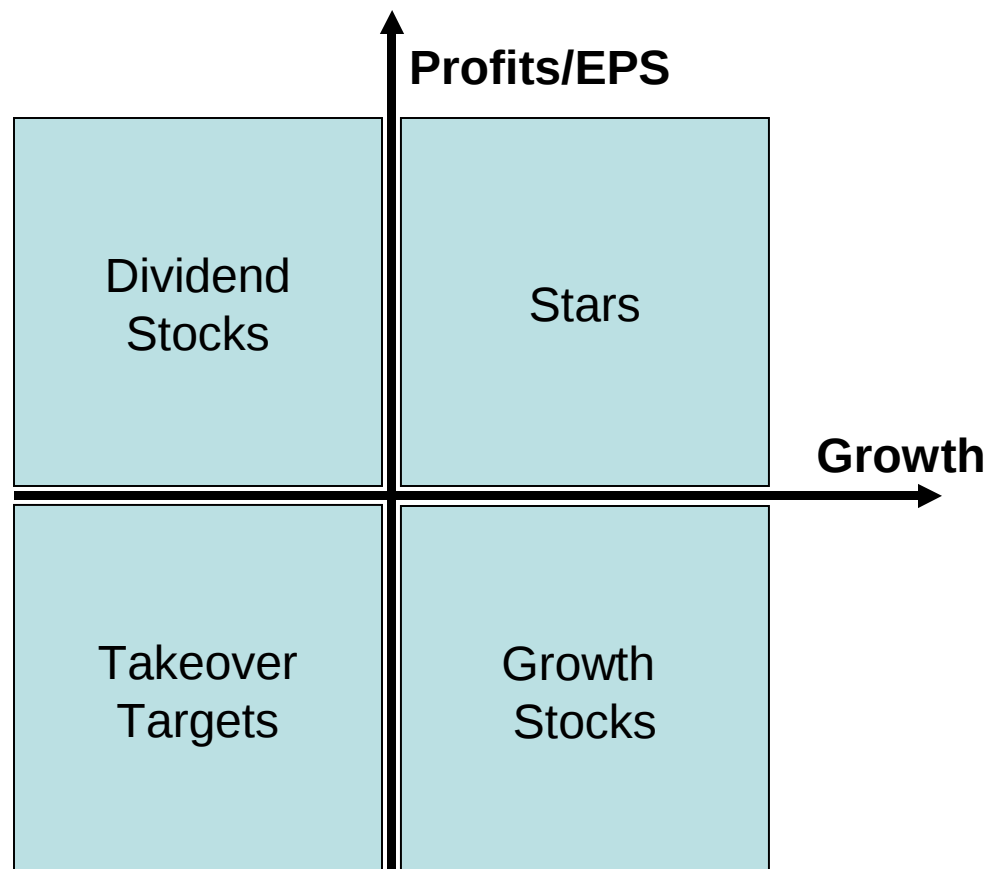


What we can learn from stocks (II)

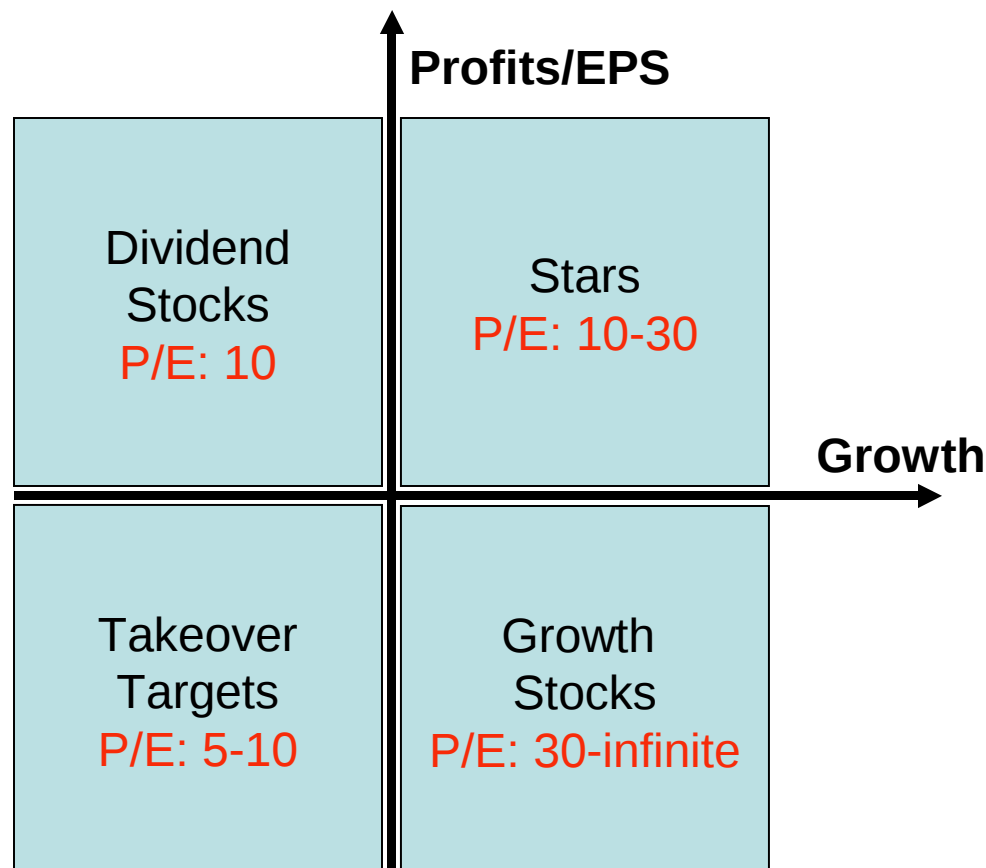


A good portfolio is diversified!

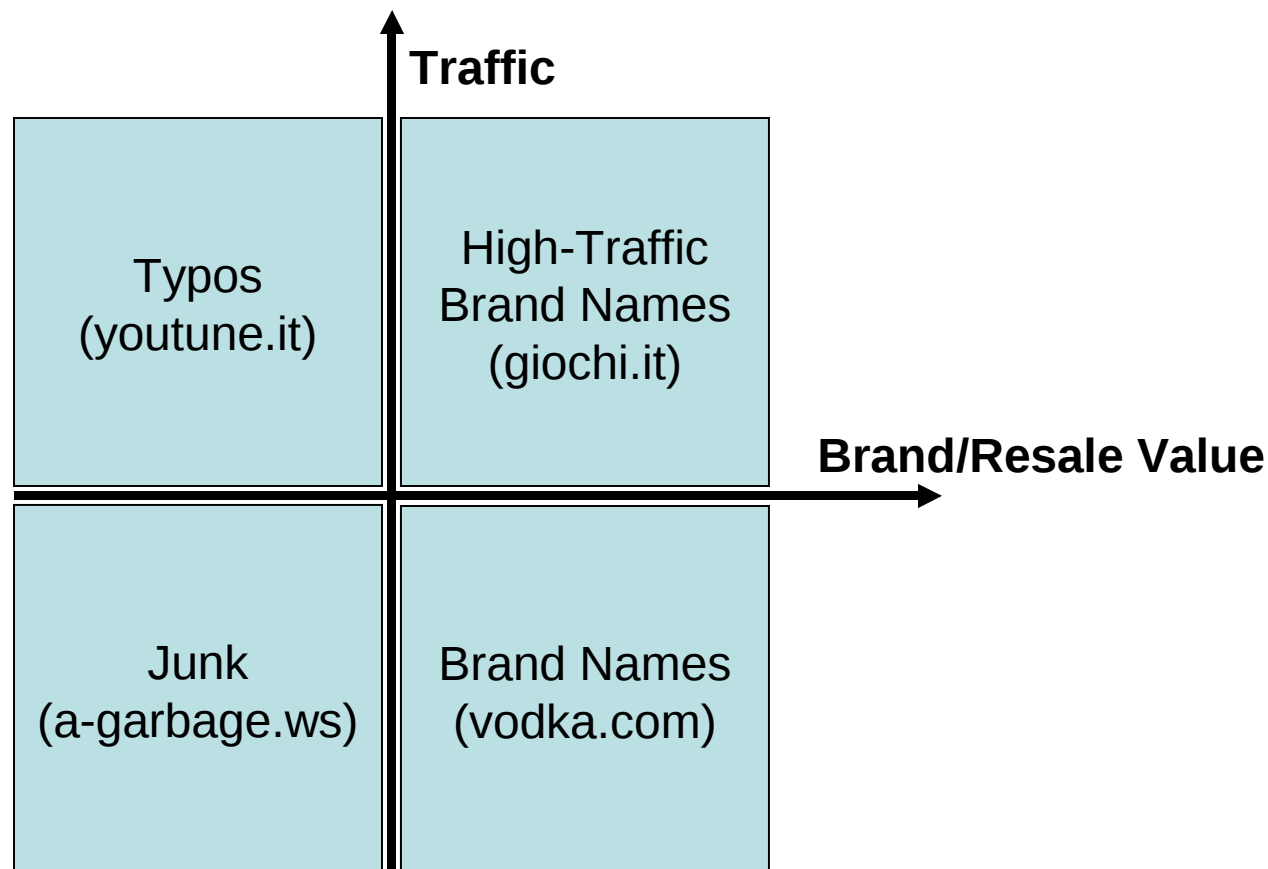
What we can learn from stocks (III)



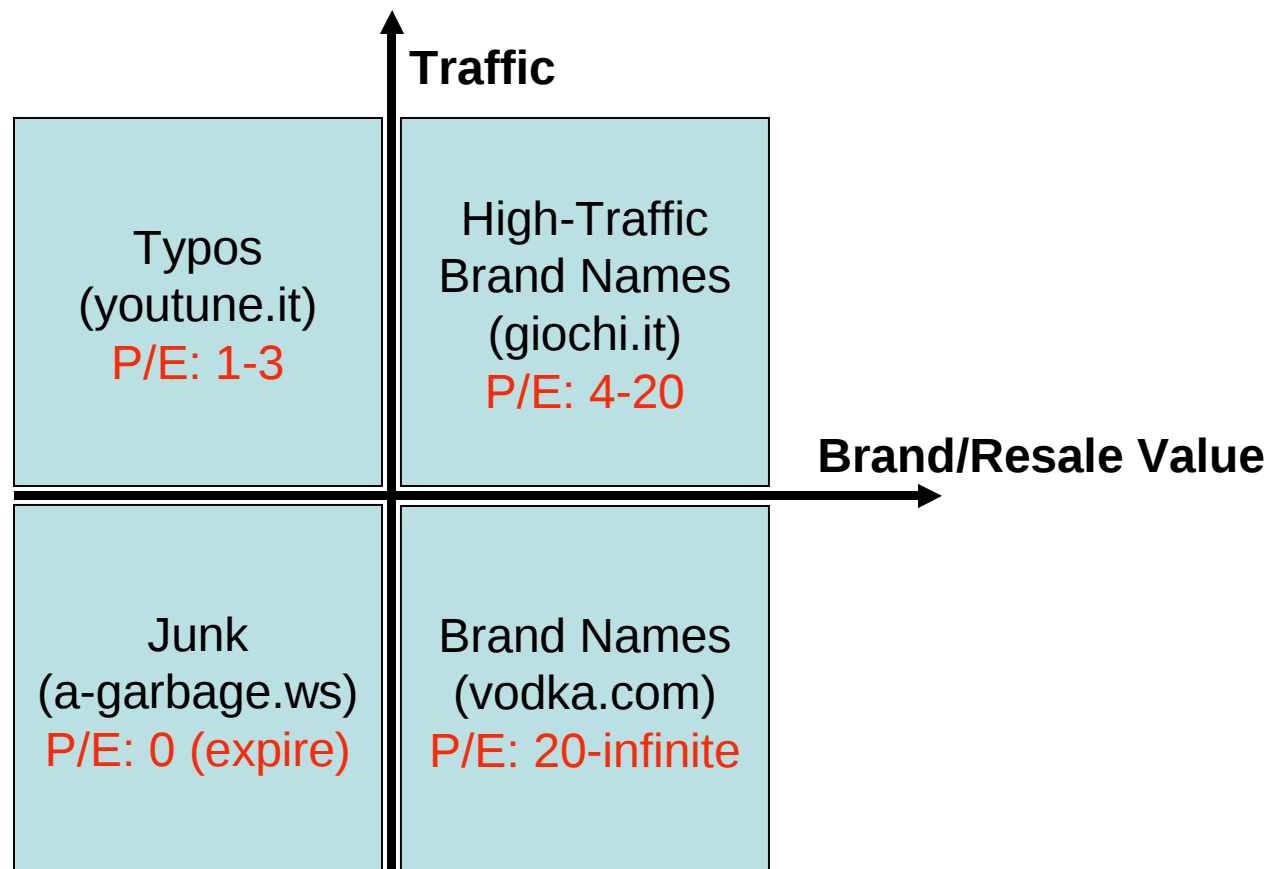
What we can learn from stocks (III)



What we can learn from stocks (III)



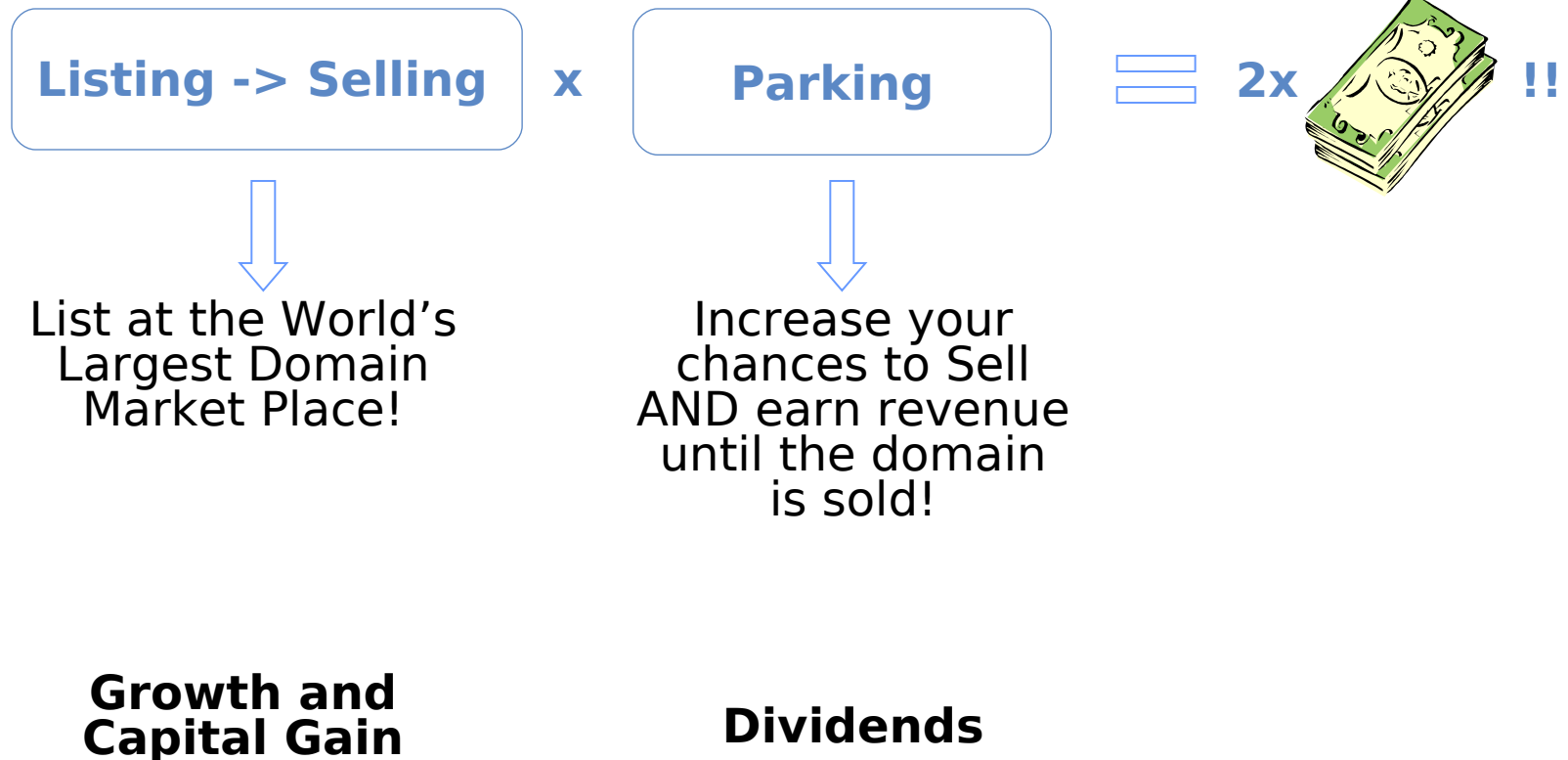
What we can learn from stocks (III)



Selling Domains is part of every strategy!

Putting this into practice...

Smart Selling and Parking



Smart Selling and Parking



World's Largest Registrar Network

name.com

 CentralNic

WHOIS

 1&1

Register.it
A DADA COMPANY

united-domains
THE DOMAIN PEOPLE

SnapNames®
Secure Your Domain™

 amen
IN WEB WE TRUST

 domain
discount 24

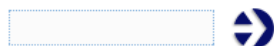
 easy DNS

Smart Selling and Parking

giappone.it



CERCA



LINK SUGGERITI

[Cartina Giappone](#) | [Giappone dominio](#) | [Letto giapponese](#) | [Viaggio Giappone](#) | [DVD cinema giapponese](#) | [Cultura giapponese](#) | [Accommodation in Tokyo](#) | [Guest houses Tokyo](#) | [Monthly Apartment Tokyo](#) | [Kyoto Apartment](#)

COMPRA QUESTO DOMINIO

Il dominio [giappone.it](#) è in vendita!
[Altri dettagli...](#)



Italiano

[Link suggeriti: Cartina Giappone](#) | [Giappone dominio](#) | [Letto giapponese](#) | [Viaggio Giappone](#) | [DVD cinema giapponese](#) | [Cultura giapponese](#) | [Accommodation in Tokyo](#) | [Guest houses Tokyo](#) | [Monthly Apartment Tokyo](#) | [Kyoto Apartment](#)

Collegamenti sponsorizzati

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Registrati e Fai la Tua Offerta per Aggiudicarti Prodotti a Pochi Cent
[www.BidForFree.it](#)

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VIAGGIO IN GIAPPONE

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Smart Selling and Parking



But where to get the domains from?

But where to get the domains from?



(Evolutionary Theory of Domains)

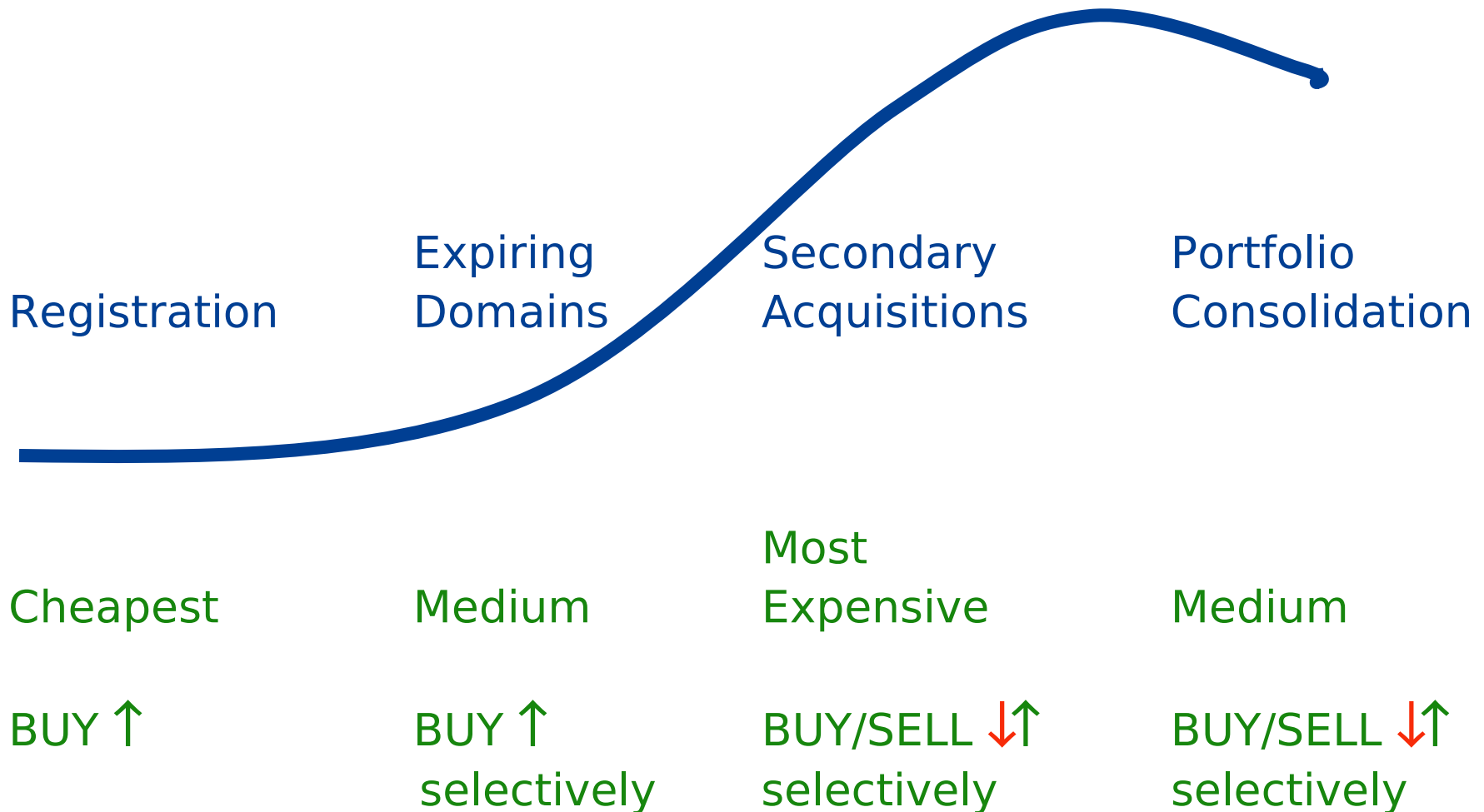
Foundation

Growth

Take-Off

Landing

All sources are important, prices differ



IDNs

Huge growth opportunity (70% of users don't speak English!):

- Ganz-Natürlich.de (a “natural thing”) in all European languages.
- Italian example: pubblicità.com
- Technical adoption necessary
- IDN.IDN ultimately necessary

New gTLDs / Quasi-gTLDs / ccTLDs

Buy ↑

- .info
- .us
- IDNs
- ccTLDs
(.it, .de)

Hold ↔

- .eu
(down-
graded!)
- .com, .net
- .mobi

Sell ↓

- .biz
- .cc
- .ws
- .tv

THANK YOU !