

# The Next 5 Years: Where to Invest Now?

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CEO Sedo

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May 2009

# Domains vs. Old-Economy-Assets

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

# What we can learn from stocks (I)

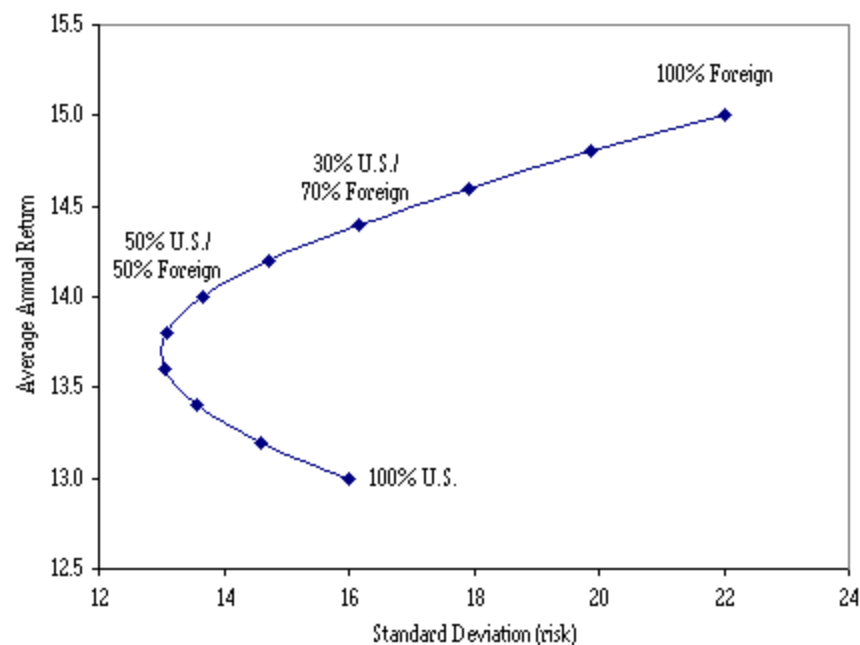


The right investment depends on your goals and investment horizon

# What we can learn from stocks (I)

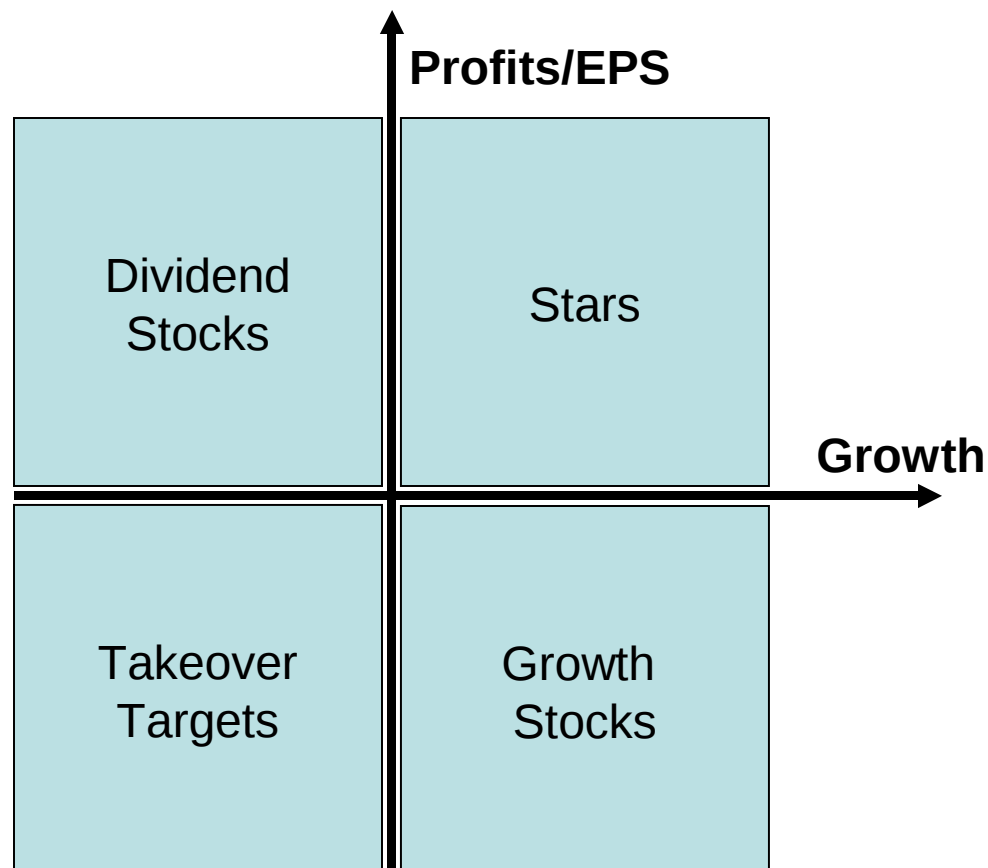


# What we can learn from stocks (II)

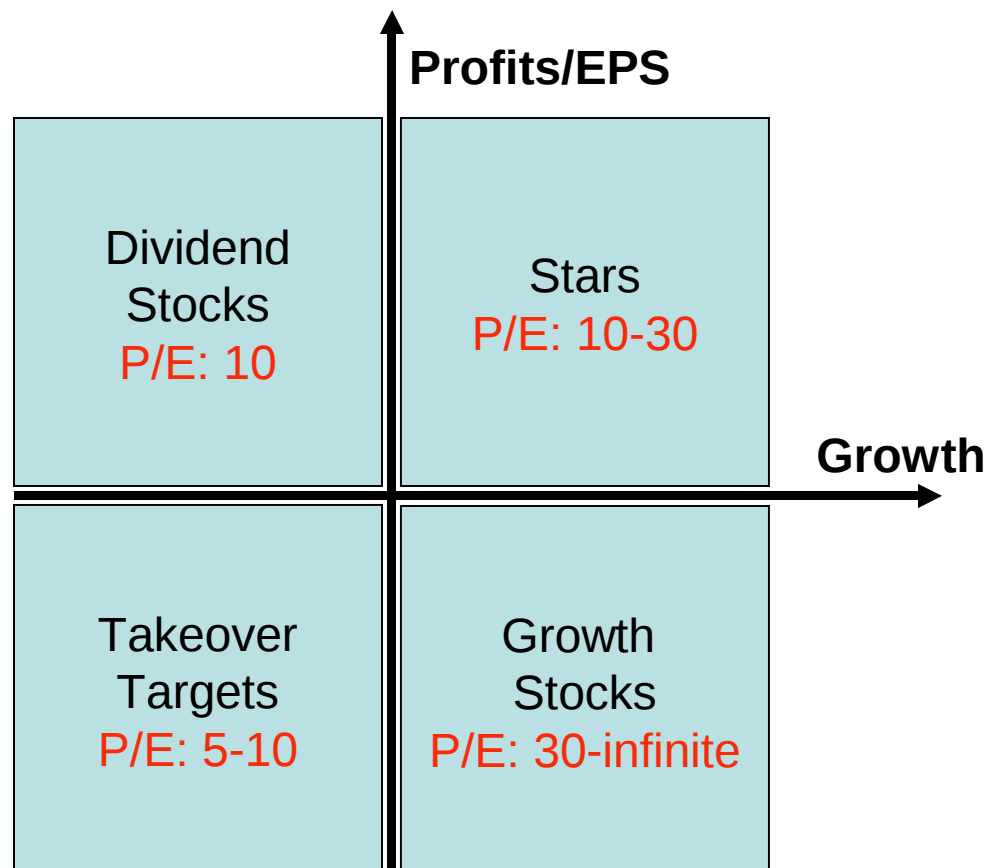


A good portfolio is diversified!

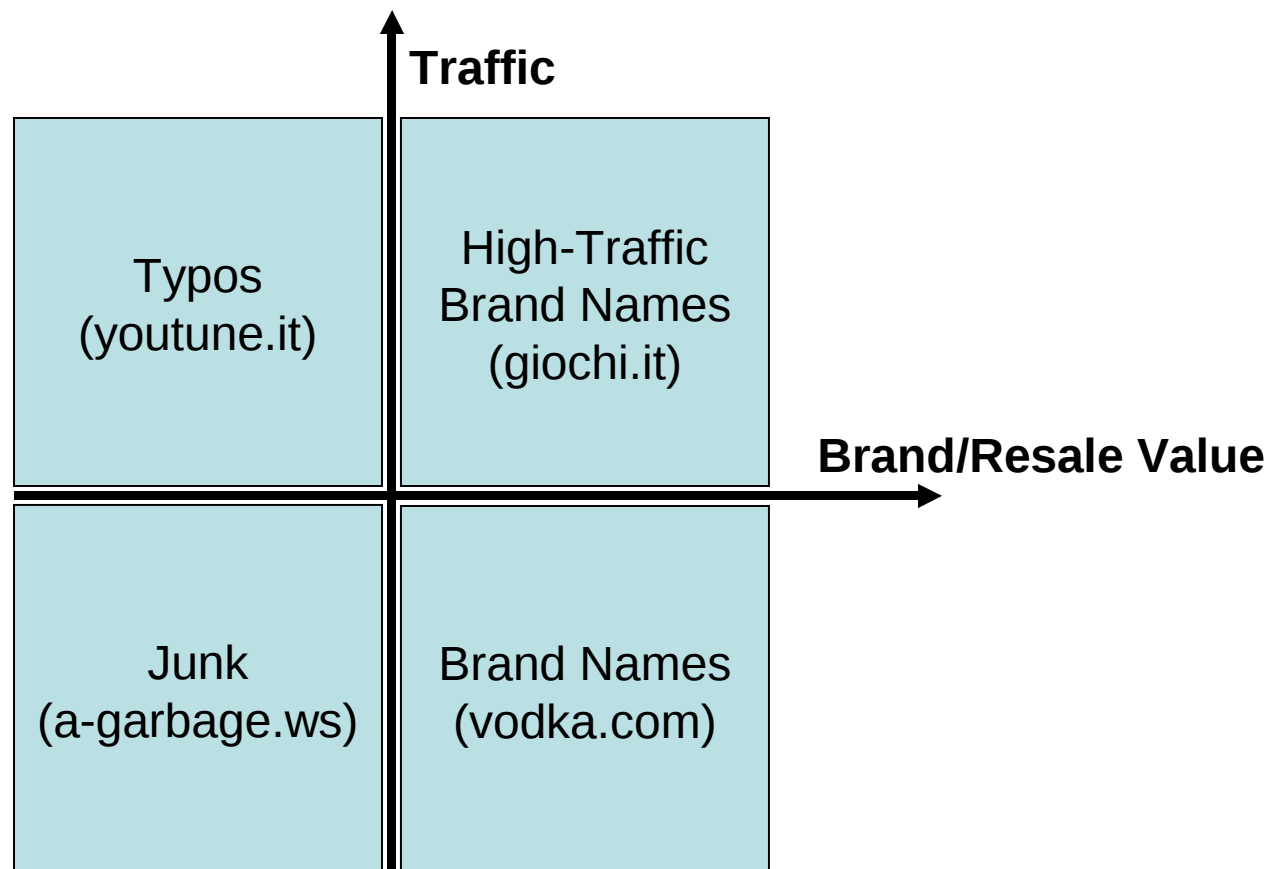
# What we can learn from stocks (III)



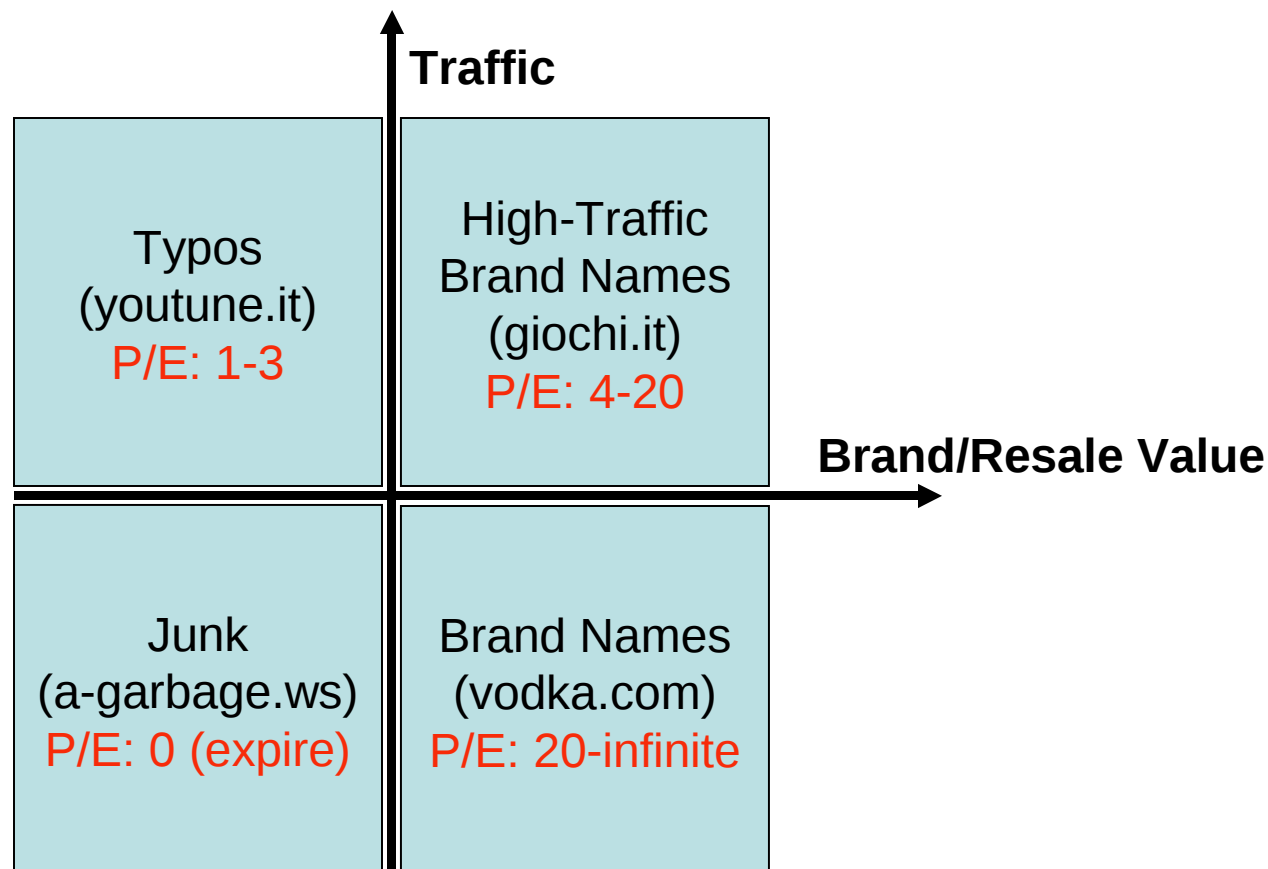
# What we can learn from stocks (III)



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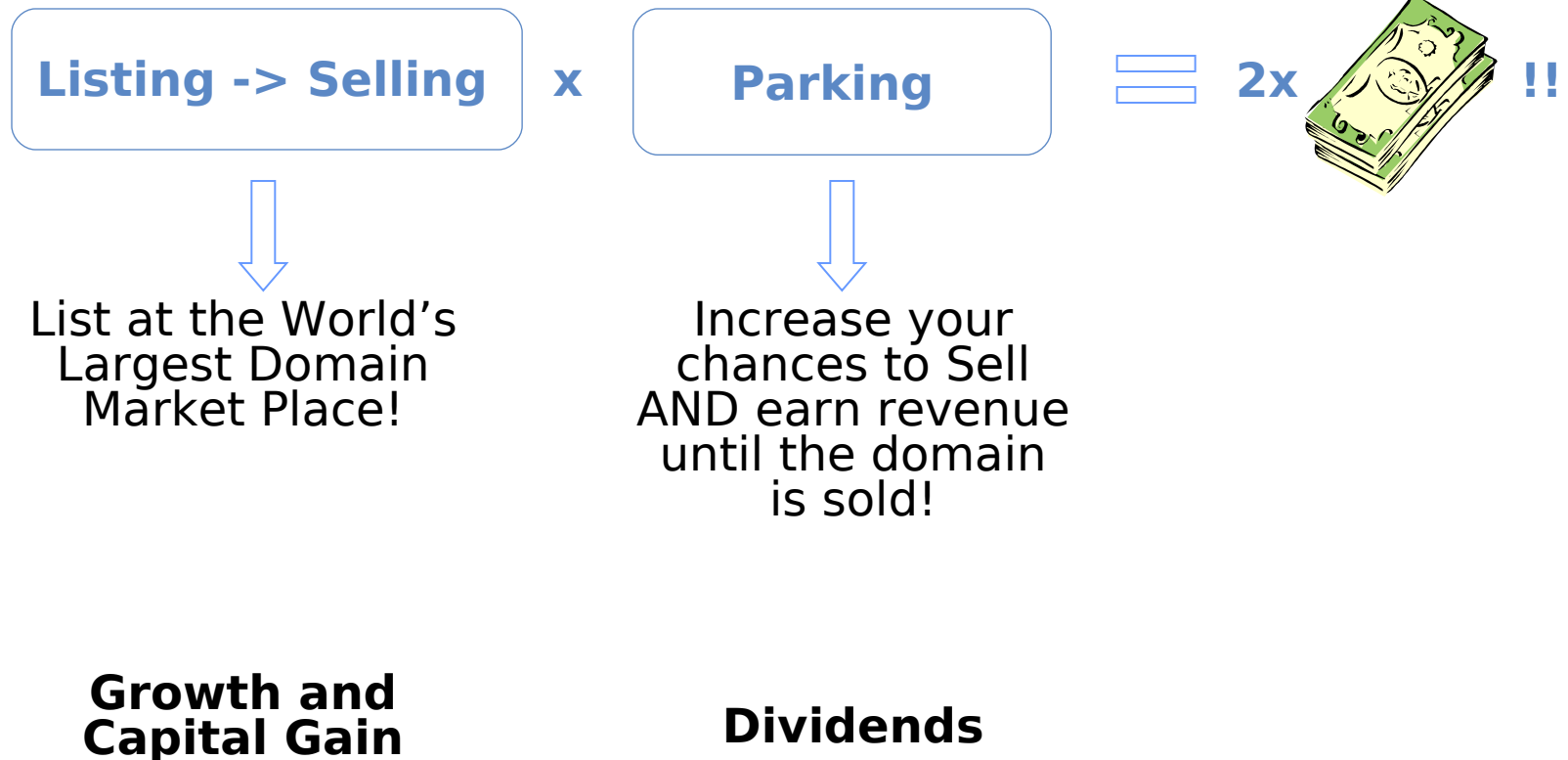
# What we can learn from stocks (III)



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

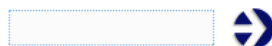
 easy DNS

# 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

## VINCI ALL'ASTA ONLINE

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

## VIAGGI IN GIAPPONE

Jtb il miglior operatore giapponese offre tours, Japan rail pass ecc.  
[www.jtbitaly.eu](#)

## VIAGGIO IN GIAPPONE

Volo+Alloggio+Treno+Assistenza Partenza Tour 8 agosto: a 2250€!  
[www.viaggigiovani.it](#)

## VOLI ECONOMICI GIAPPONE

Paragona i Prezzi di oltre 500 siti di Viaggio e Prenota il Tuo Volo!  
[www.momondo.com/Giappone](#)

## CHIAMA GIAPPONE GRATIS

Prova Gloobo ... è un'idea Geniale! Chiama l'Estero con un Nr Nazionale  
[Gloobo.it/chiamare\\_Giappone](#)

## HOTEL A GIAPPONE

Trova tutte le offerte di hotel a Giappone  
[Hotel-Giappone.Ask.com](#)

# Smart Selling and Parking

Take your earnings to the next level



**But where to get the domains from?**

# But where to get the domains from?



## (Evolutionary Theory of Domains)

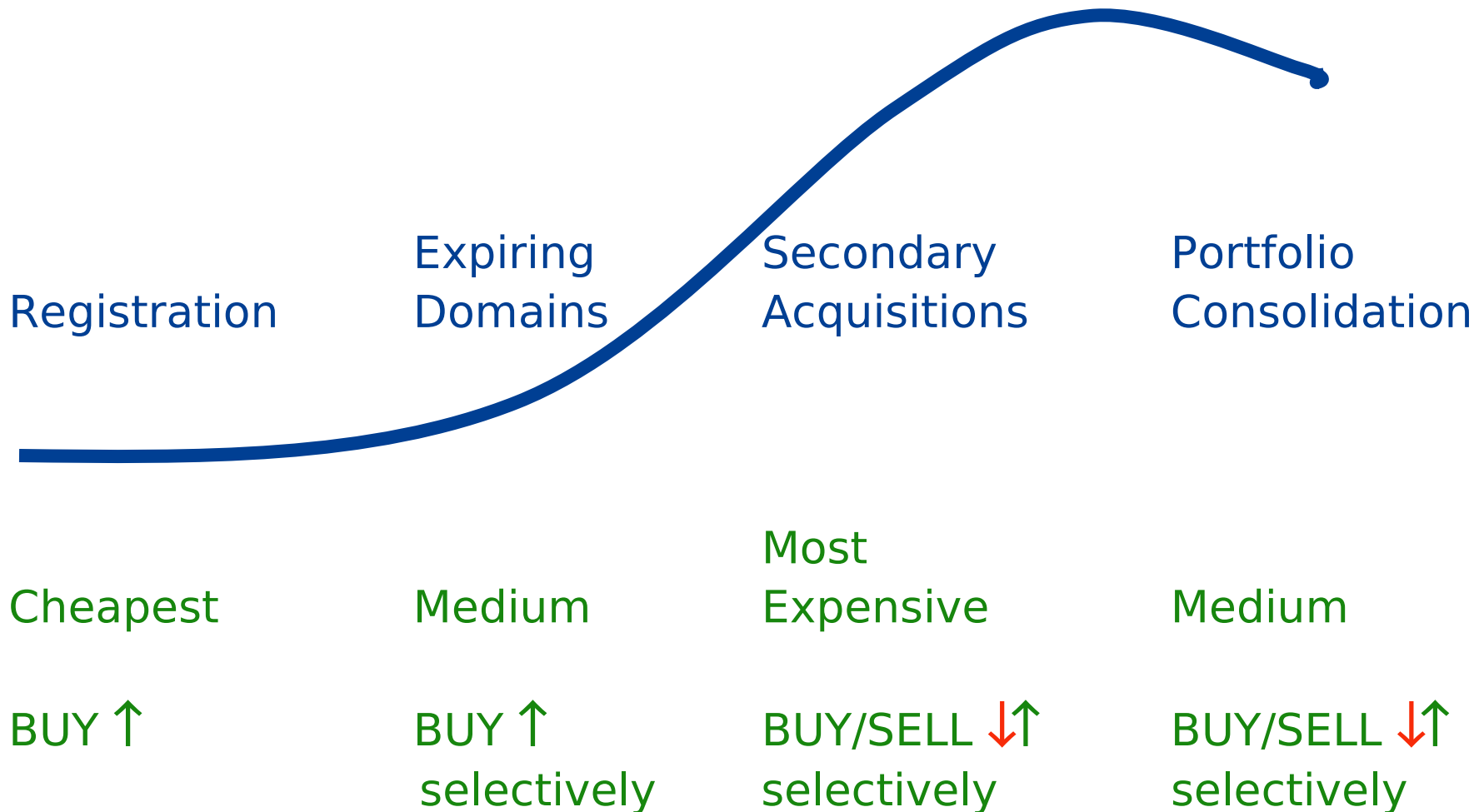
Foundation

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 !**