

2009 Domain Name Wire Survey

Andrew Allemann
Domainer Mardi Gras
February 20, 2009



Overview

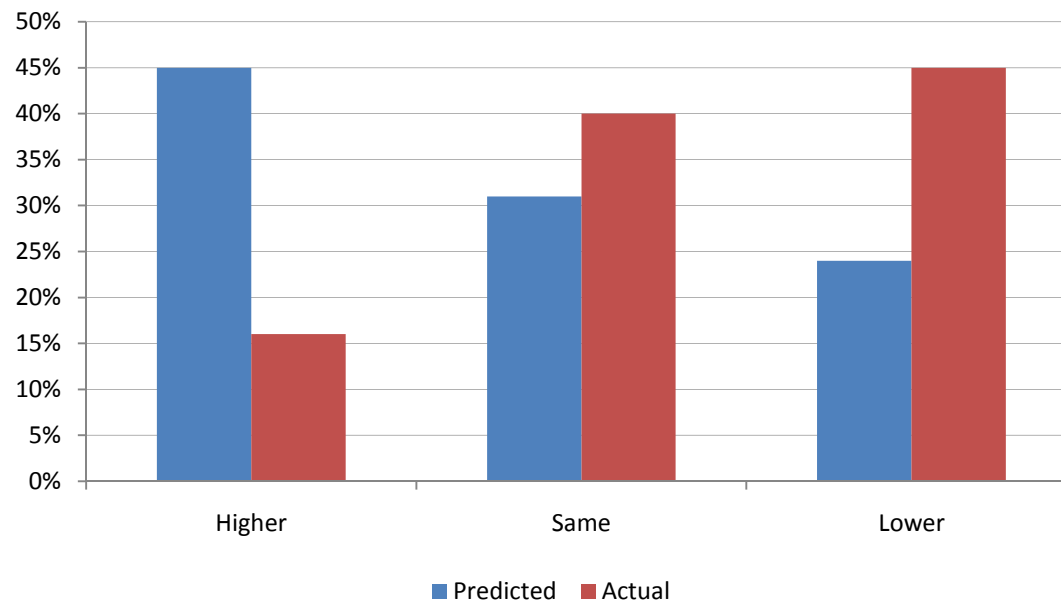
- 4th Annual Survey
- 401 responses
- Non-scientific
- Questions randomly ordered
- Results at domainnamewire.com/survey

Most Important Registrar Features

1. Security
2. Price
3. Customer Service
4. Account Management Tools
5. Ease of Internal Transfers
6. Value Added Services
7. Expired Domain Handling

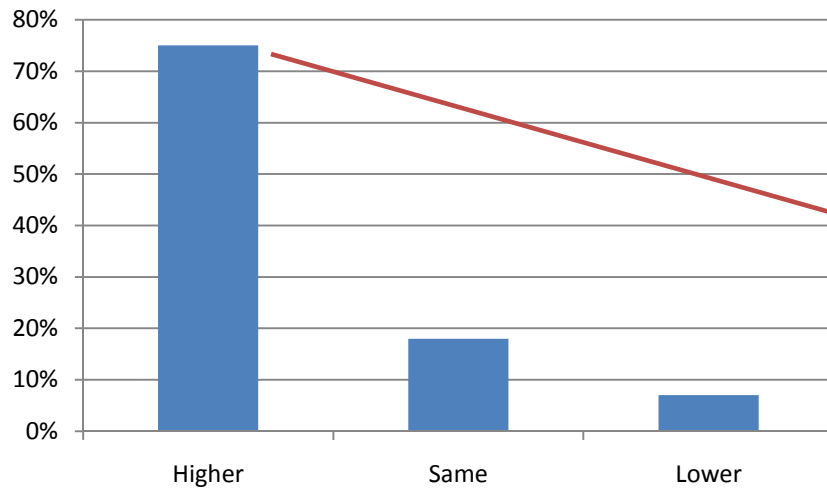
Domain Parking

What domainers predicted would happen to their earnings (blue) in 2008 vs. what happened (red)

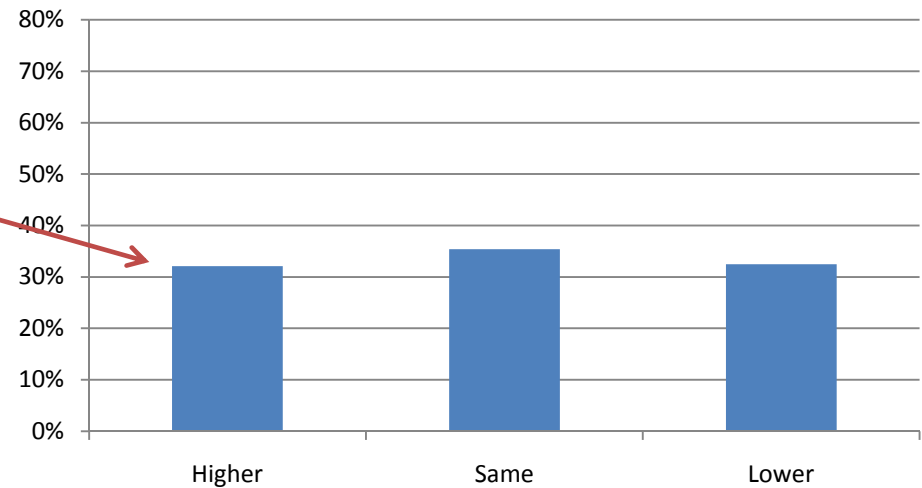


Domain Values

Predicted Change in Domain Values in 2008

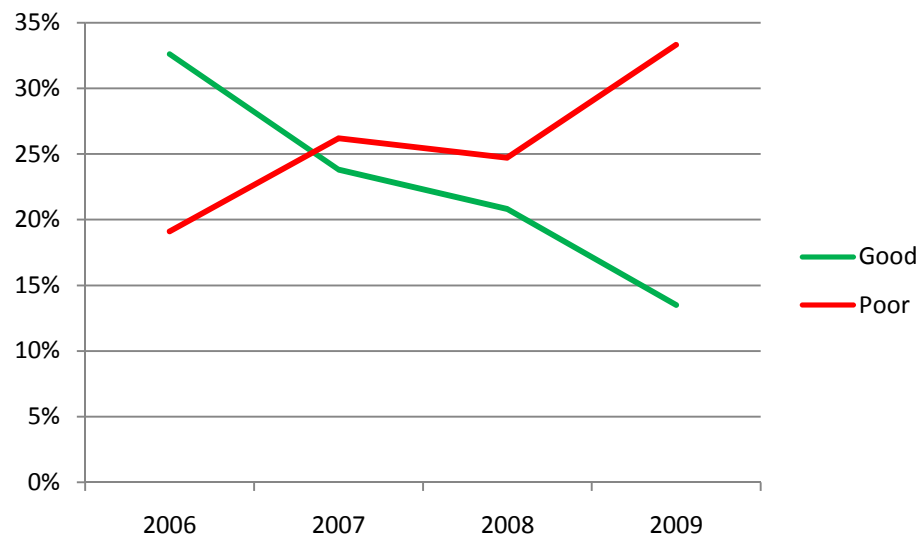


Predicted Change in Domain Values in 2009

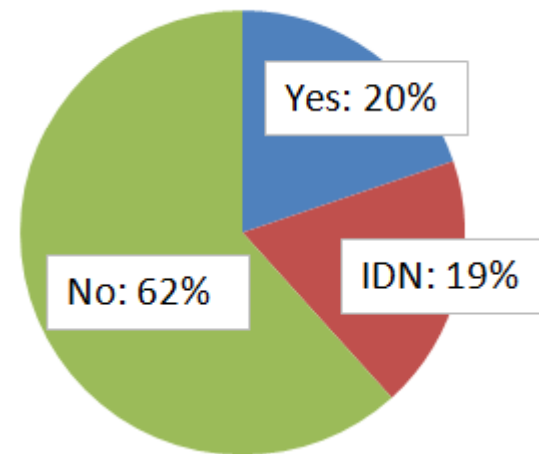


ICANN & New TLDs

ICANN Satisfaction Waning...



...new TLDs to Blame?



Most Important News Story of 2008

1. Domain Parking Turmoil
2. New TLDs
3. Domain Values vs. Stocks, Real Estate
4. Kentucky Domain Seizure

Biggest Issues of 2009

1. Overall Economy
2. Changes in Parking
3. ICANN Policy Decisions
4. Anti-Domainer Interests

See more

Visit DomainNameWire.com/survey for four years' of survey results

editor@domainnamewire.com
512.797.0839

