



A New Land of Domain Opportunity

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Since mid-2008, the .au Domain Administration (auDA) has endorsed secondary market sales and monetisation for com.au and .net.au domains. This has created a dynamic and viable investment opportunity for domain professionals. Whilst still in its infancy, this emerging market is set to become one of the most lucrative ccTLDs for the following reasons:

- Untapped potential (only 1.5 million registrations)
- Quality names available (new registrations and drops)
- Low bid competition in the drop market
- Policy deregulation allowing the monetization and selling of .au's
- Online advertising continually growing (Q3 2009: totaling \$466M*)
- Online advertising exceeded \$1.8B for FY 08/09*
- Locally, .au is the most trusted extension

*Source: www.iabaustralia.com.au

Market Comparison

Subject Descriptor	Units	Australia		United States	
		Scale	2008	Scale	2008
GDP per capita, current prices	U.S. dollars	Units	46,824.09	Units	47,439.93
Population	Persons	Millions	21.644	Millions	304.415

Source: www.imf.org

Corporate Australia sees the value in Premium .au domains

Major Australian corporations adopted premium .au domains very early on, using them in advertising campaigns, as well as for their corporate websites.

Domain	Owner
mortgage.com.au	ING Bank (Australia) Limited
milk.com.au	National Foods Milk Limited
beer.com.au	Carlton and United Beverages Limited
tennis.com.au	Tennis Australia
honey.com.au	Honey Corp of Australia
rum.com.au	Guinness United Distillers and Vintners Australia Ltd
ITJobs.com.au	Fairfax Digital Australia & NZ Pty Ltd

Source: www.thedomains.com

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Top 20 .au (reported) domain sales

From June 1, 2008, auDA allowed .au domain names to be marketed and sold to eligible third parties. Whilst there are still a number of restrictions, the .au aftermarket has been a hive of activity, with at least 3 six-figure sales being reported.

Domain	Sale Price
Jobs.com.au	\$300,000
Flowers.com.au	\$153,000
Cars.com.au	\$141,000
SexToys.com.au	\$25,500
FreeStuff.com.au	\$18,700
Merimbula.com.au/net.au	\$15,000
Jeweller.com.au	\$14,767
Reid.com.au	\$14,300
Stay.com.au	\$14,000
History.com.au	\$13,644
Mortgage.net.au	\$13,500
StockExchange.com.au	\$12,039
JobSeeker.com.au	\$11,500
Forster.com.au	\$11,000
PWC.com.au	\$10,450
TrinityBeach.com.au	\$10,000
WebDesign.net.au	\$10,000
Tuncurry.com.au	\$9,900
Snowboards.com.au	\$9,631
TouchPoint.com.au	\$8,250

Sample of .au domains sold via the drops

Drop-catch services have produced some very valuable domain assets in the past 6-months, including printing.com.au and many other premium domain names being "caught" for as low as a single dollar (plus registration costs).

Domain	Sale Price
Printing.com.au	\$9,221.00
Motorsport.com.au	\$2,531.00
v8.com.au	\$1,002.00
PoolSupplies.com.au	\$853.00
Budgeting.com.au	\$606.00
Tunes.com.au	\$592.00
Convertible.com.au	\$488.00
Racer.com.au	\$409.00
BeachResorts.com.au	\$301.00
Bags.net.au	\$209.00
Paternity.com.au	\$112.00
AirlineTickets.net.au	\$109.00
Perfumes.net.au	\$89.00
Honeymoons.com.au	\$56.00
MoviesOnline.com.au	\$46.00
CarAudio.com.au	\$24.00
Arthritis.net.au	\$9.00
RacingParts.com.au	\$2.00
FreeCreditScore.com.au	\$1.00
SchoolBooks.net.au	\$1.00

Source: Drop.com.au

* Note: All domains caught by Drop.com.au

The .au space represents a good opportunity. Australia is similar to the US, with a high online population as well as a strong economy. Already I have completed a number of highly successful deals and there is certainly room for significant upside in this market.

Dean Shannon (Fabulous.com founder)

For more information or to open a Drop.com.au account, please contact Mike Robertson at mike@drop.com.au.

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