

2008 Domain Name Wire Survey

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Overview

- 3rd Annual Survey
- 841 responses
- Non-scientific
- Questions responses randomly ordered
- Results at domainnamewire.com/survey

Previously Announced

Best Registrar	 
Best Parking	 
Best Online Sales	   
Expired Domains	

See more at domainnamewire.com/survey

Most Important News Story of 2007

1. Domain values continue to rise
2. Attacks on legitimate domain owners
3. RegisterFly
4. .Mobi values and controversy
5. Registry price increases

Still Bullish on Values

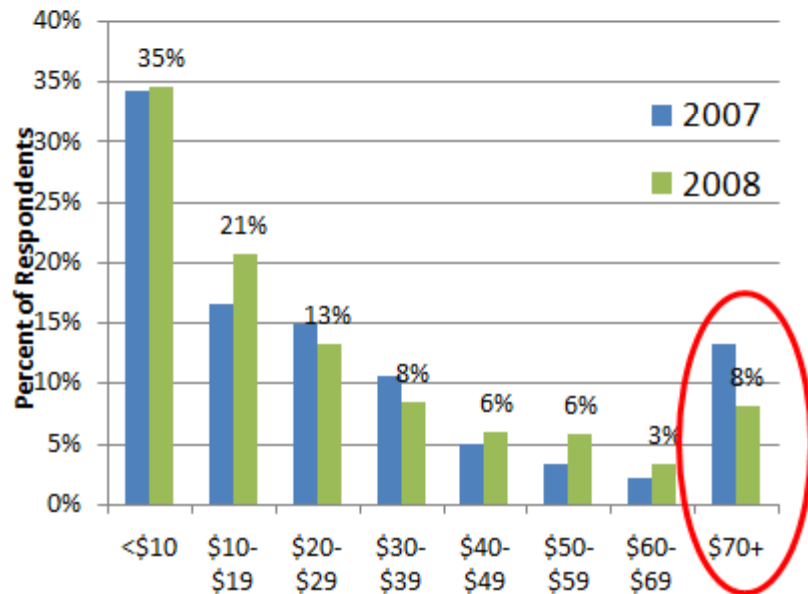
- 75% think domain values will go higher in 2008
- 18% think they'll be the same
- 7% think they'll be lower

Domain Parking RPM

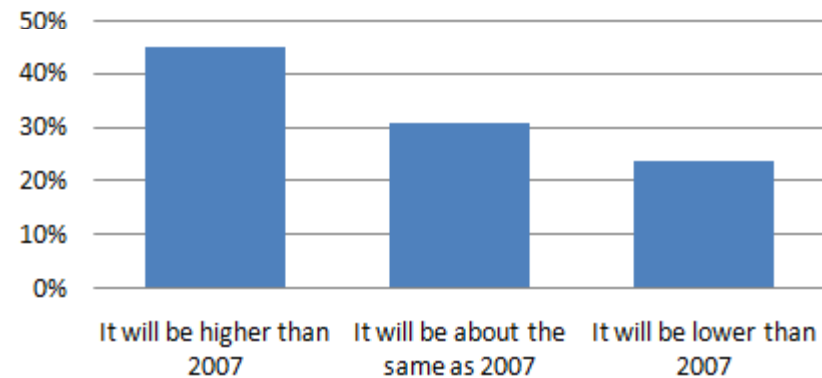
Domain Parking Revenue is Falling...

...but Domainers are Still Optimistic

Revenue Per Thousand Views

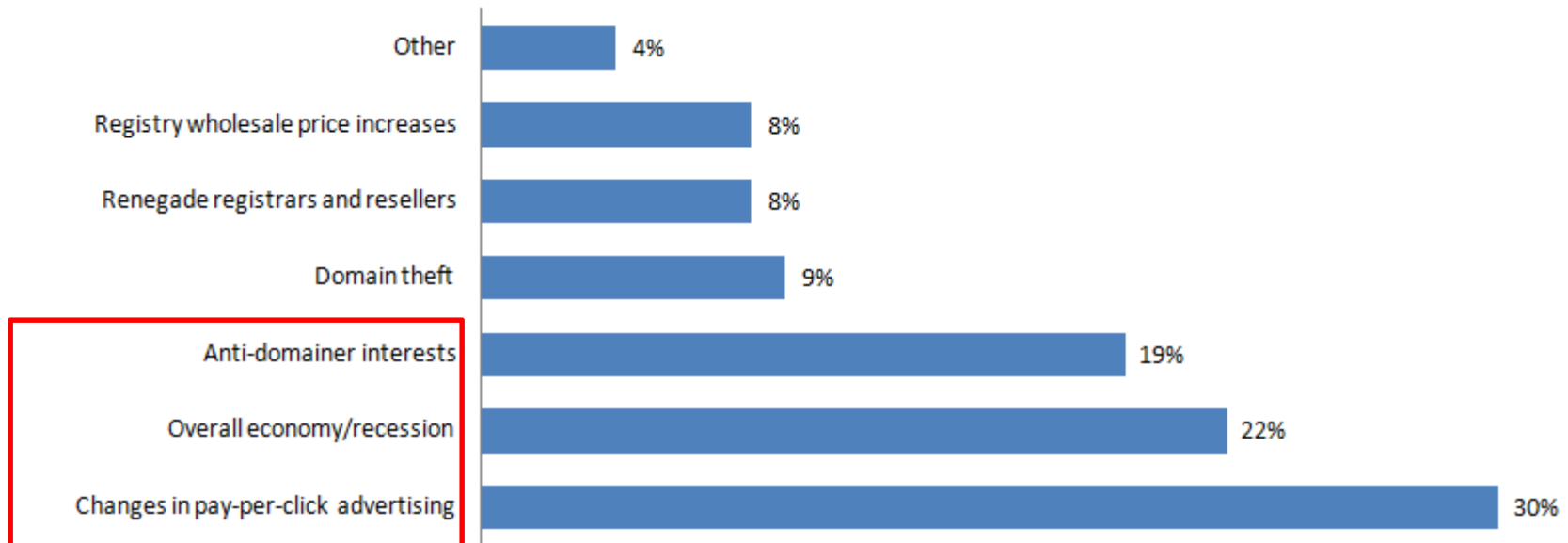


What will happen to your RPM in 2008?



Threats to Industry

2008 Threats to Domain Industry



Most Influence on Domain Industry



Rick Schwartz 27%



Frank Schilling 19%

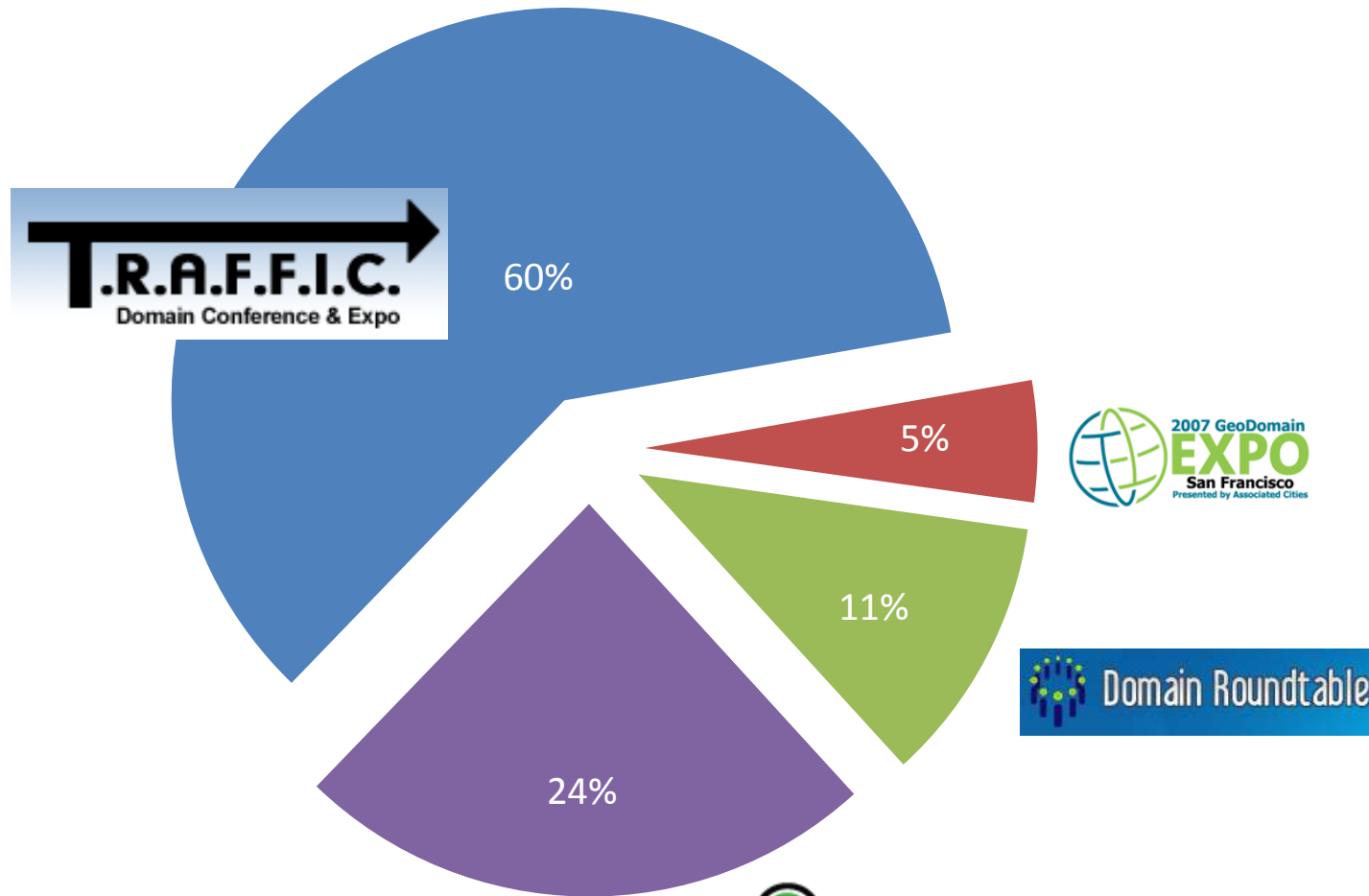


Bob Parsons 17%



Ron Jackson 10%

Best Domain Conference



Other Results

Best Forum 50% prefer DNForum

ICANN 20% of respondents are satisfied with ICANN, although only 25% are unsatisfied

New TLDs 57% do not want to see new TLDs added

Alternative TLDs .Net preferred, .Org/.Info second, .Biz last

See more

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

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