

2015 REALTOR® BROKER SUMMIT



CHARLOTTE, NORTH CAROLINA
SEPTEMBER 24-25





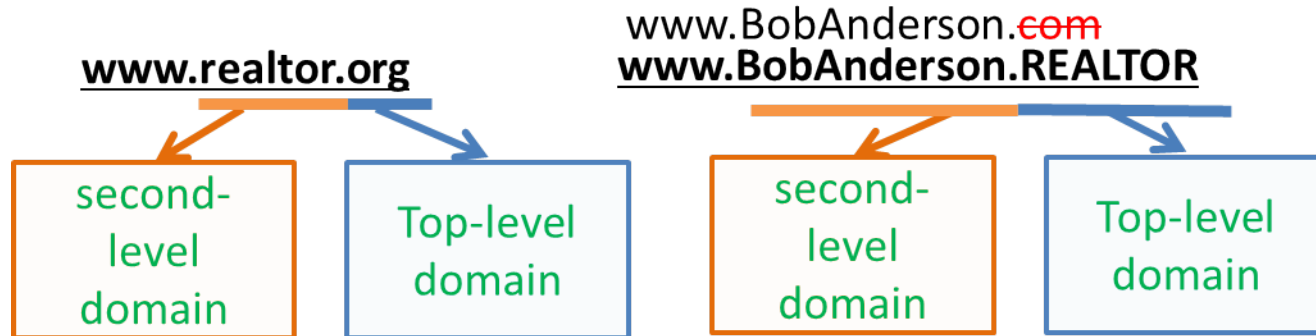
The New Internet: What You Need to Know

Matthew Embrescia, President &
CEO, Real Estate Domains (RED)



What are new top-level domains?

Let's start here:



Part of a web address

Domain name = web address



Top Level Domain Name History

1985 - 5 tlds (.com, .net, .org, .edu, .gov)

1994 - Yahoo is born ~ 2,738 websites

1998 - Google was born ~ 2.5 million websites

2005 - 13 more tlds added including .jobs ~ 65 million websites

The Tidal Wave of New gTLDs*

*gTLDs are generic top level domains such as .com, .net and .org

22

**gTLDs LAUNCHED
FROM 1985 TO 2012**

617

**617 NEW gTLDs TO BE
LAUNCHED IN 2013 TO 2015**

639



www.blog.europeandomaincentre.com/infographics-launch-dates-for-the-617-new-gtlds

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How will they impact my business?

Think about how technology already has.

- MLS books -> computers and MLS online
- desk phone -> Mobile phone
- desktop -> tablet
- Your contacts -> social networks
- Online marketing -> your brand, your website



Just six years ago...

Twitter was a sound

The cloud was in the sky

4G was a parking place

Linked in was a prison

Applications were something you sent to a college

And skype for most people was a typo

Thomas Friedman



ICANN's Goal for new TLDs*

Internet Integrity

"When I see something on the internet written about me ... How do you know it is a high integrity item? How do you know this is the truth?"

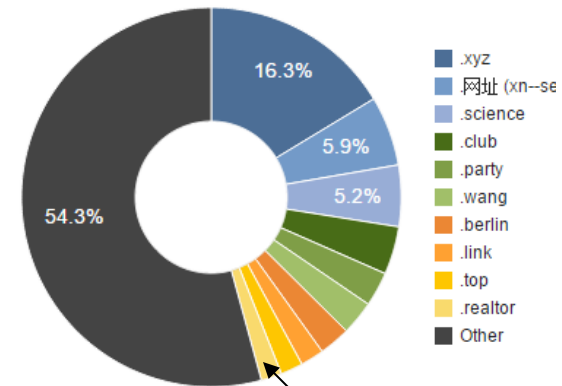
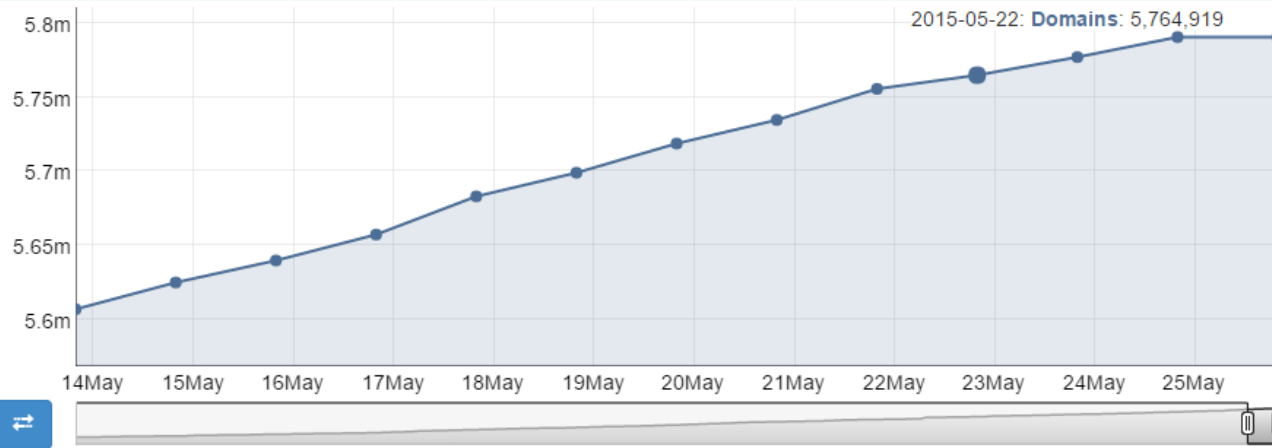
Fadi Chehadé, CEO, ICANN

<http://finance.yahoo.com/news/people-control-internet-got-together-185313073.html>

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new gTLD Domains

New gTLD Market Share



TLD Breakdown

New gTLD	Registry	Backend	Registrars	Domains	Market Share
1. .xyz	XYZ.COM LLC	CentralNic	217	946,353	16.34%
2. .网址 (xn--ses554g)	KNET Co., Ltd.	ZDNS	0	343,961	5.94%
3. .science	dot Science Limited	Neustar Inc.	779	302,697	5.23%
4. .club	.CLUB DOMAINS, LLC	Neustar Inc.	698	236,984	4.09%
5. .party	Blue Sky Registry Limited	Neustar Inc.	78	170,110	2.94%
6. .wang	Zodiac Registry Limited	ZDNS	0	167,576	2.89%
7. .berlin	dotBERLIN GmbH & Co. KG	TLD-BOX Registrydienstleistungen G...	11	154,336	2.66%
8. .link	Uniregistry, Corp.	Uniregistry Inc.	174	116,229	2.01%
9. .top	Jiangsu Bangning Science & Technol...	Jiangsu Bangning Science & technol...	0	109,904	1.90%
10. .realtor	Real Estate Domains LLC	Verisign, Inc.	427	101,848	1.76%

.realtor
101,848 (1.8%)



Questions?

Contact Information

Matthew Embrescia

Real Estate Domains
(RED)

fme@secondgen.com

216-361-1000

