A theory on the decline of domain name growth

Jay Daley, APTLD, 2016
Where does speculation start?

Number of registrants by portfolio size

Portfolio size

Number of registrants
A theory

• Three years ago – only a few choices
  Perceived scarcity
• Had a good idea, had to act – FOMO
  Purchases brought forward
  Purchases made before need established
• A chance to invest
  Low cost with possibility of selling high
• But now that has all gone
  Plenty of choice for chosen “left of dot”
  New gTLDs shut out investors with launch pricing
• Speculative cash has left market entirely
Thanks

Any questions?

Contact:  jay@nzrs.net.nz  @jay_daley  
www.nzrs.net.nz