



## Domain Name Appraisal and DNI Score

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**Domain Name:** publishing.com

**Domain Name Index (DNI) Score:** 96

**Domain Name's Appraisal Value:** \$500,000

**Date:** 07/07/2011

### Appraisal and DNI Score Analysis

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Every domain name is unique. While the ultimate value of a domain is determined by the final price that a buyer and seller agree upon, many people wish to obtain a greater understanding of a particular domain's inherent value.

With this in mind, Afternic and BuyDomains have partnered to create an unparalleled and proprietary Domain Name Index Scoring & Monetary Valuation System. This appraisal includes both an Index Score and Monetary Valuation. No other company matches Afternic and BuyDomains' combined 17 years of experience in buying and selling domain names. Together we manage the largest domain valuation data archive in the industry and are pleased to share this experience base with our valued customers.

The domain name you have submitted for appraisal has been reviewed, measured and ranked across multiple criteria. With each appraisal metric we benchmark using similar domain sales and current listing prices. Each domain is categorized and measured versus the known valuation of other similar domains and given a Domain Name Index Score (DNI) and monetary appraisal value.

The DNI score is comprised of the following value metrics: the Domain Attributes Value, the Market Value and the Commercial Value. These metrics are described in detail below:

#### **Domain Attributes Value**

- **TLD.** TLD is short for "Top Level Domain", and refers to the extension found at the end of a domain. Com, Net, Mobi, and EU are all examples of TLDs. Certain TLDs have higher intrinsic market demand than others, and therefore the extension of a particular domain is a driver of a domain's value.
- **Domain Length.** Generally speaking, the fewer the number of characters in a domain, the higher the value. The reason for this is that short domains are usually easier to remember for the visitors of a particular website. In most cases, if a domain name is of a memorable nature it will have a higher value than a longer or less memorable name.
- **Alphabetic vs. Non-Alphabetic Characters.** Domain Names that contain solely letters are in greater demand than domain names, which contain numbers or hyphens.

## **Market Value**

- **Market Demand.** This metric measures the volume of potential buyers for a specific domain name. Measurements include number of registered alternative TLDs for the name, the number of Internet Advertisers for a specific term, and other Market Demand sources.
- **Search Engine Term Popularity.** Certain terms are more commonly used within leading Internet search engines. Commonly used terms are indicators of domain demand and value.

## **Commercial Value**

- **Commercial Value or “Brandability”.** Branding potential for a domain name is a key driver of domain name. One word memorable domains (i.e. Photography.com, Decide .com) or fun sounding names (i.e. Bullhead.com) often have higher inherent demand and value than less intuitively memorable names.
- **Language.** The more widely spoken the domain language, the greater opportunity for Commercial Application for a specific domain.
- **Other.** There are many other domain characteristics that influence domain valuation, either positively or negatively. Examples include domain subject matter, current events, seasonality, pop culture or any other of a number of comparatively minor value drivers.

## **Domain Name Index (DNI) Scoring**

The DNI Score is the sum of the individual scores a domain receives for the attribute values described above (Domain Attributes, Market and Commercial). It is based on a 1-100 scale with 1 being the lowest and 100 the highest. Appraisal values are primarily determined based on this score. They do not take into consideration unknown factors such as traffic volume, parking revenue and other forms of monetization.

	<u>Domain Score</u>	<u>Maximum Score</u>
<b>Domain Attributes Value:</b>	<b>37</b>	<b>40</b>
<b>Market Value:</b>	<b>24</b>	<b>25</b>
<b>Commercial Value:</b>	<b>35</b>	<b>35</b>
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<b>DNI SCORE:</b>	<b>96</b>	<b>100</b>
 <b>APPRAISAL VALUE:</b>	 <b>\$500,000</b>	

***For information on how to most effectively purchase, sell or earn domain parking revenues for this domain, please refer to the cover email sent with this Appraisal.***