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Domain name valuation: Typology and verification of research hypotheses

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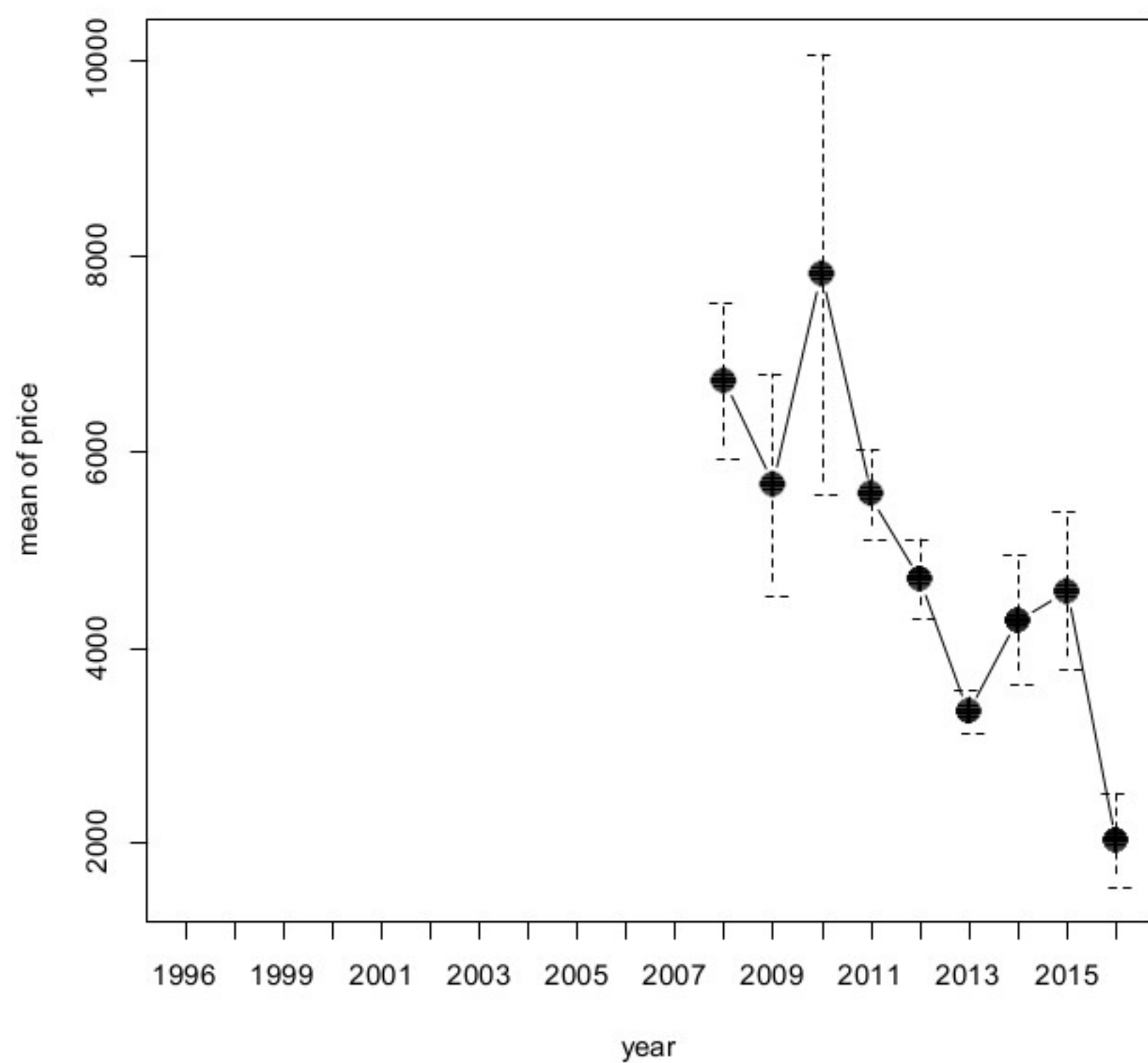
Domain name valuation: Typology and verification of research hypotheses

Domain names are digital tools that make it easy to locate on the Internet. Only, speculation and gain applause have prompted the registries managing the first-level extensions to liberalize hierarchical levels. So, while yesterday the .FR zone was working with .AEROPORT.FR, .ASSO.FR or TM.FR, today, anyone can record anything. The *identification-trust link* is thus lost [Genty et al., 2016].

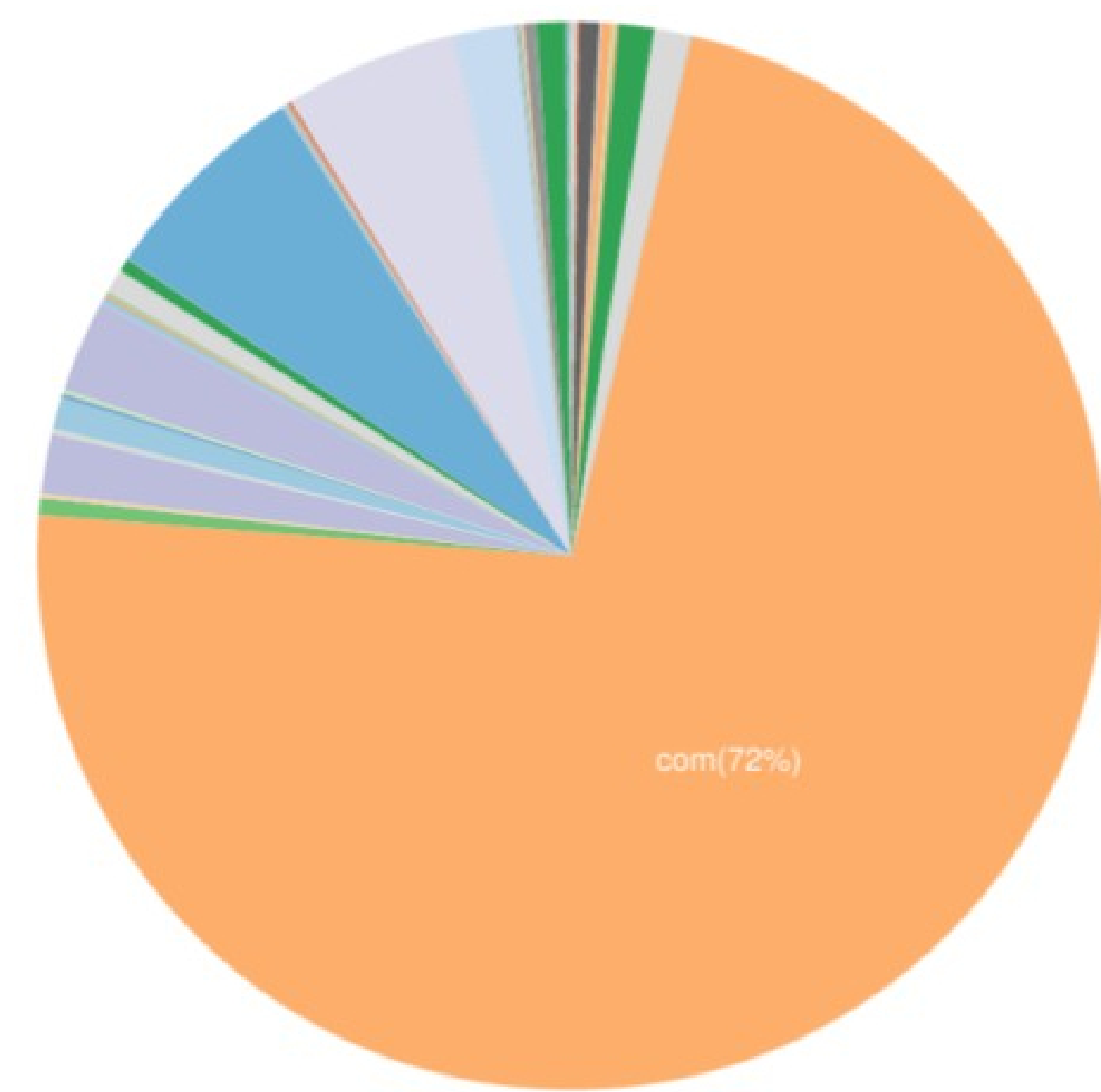
To enhance the value of domain names as intangible assets, and in order to give them a status similar to that of trademarks or patents, the sales made on the second market should be carried out by reverse engineering. In this study, we will carry out different *Principal Component Analysis* on **dnpric.es** database in order to determine what parameters are influencing the value of a domain name, and what their weight is.

A domain name is historically valued according to the value it can hold according to its *semantic composition*. However, the development of associated services allows a valuation higher than that of simple semantics. If one understands that *sex.com* is valued according to its semantics, *google.com* will be it through its *associated services*: its traffic, its ranking, its links, etc. Another valuation method is *valuation by loss*. Thus, *diplomatie.gouv.fr* contains all the Email addresses of the French diplomacy. If tomorrow his domain name falls, it's a whole zone of influence that will also fall. Highlighted in 2017 [GENTY et al., 2017], this type of valuation remains to be studied.

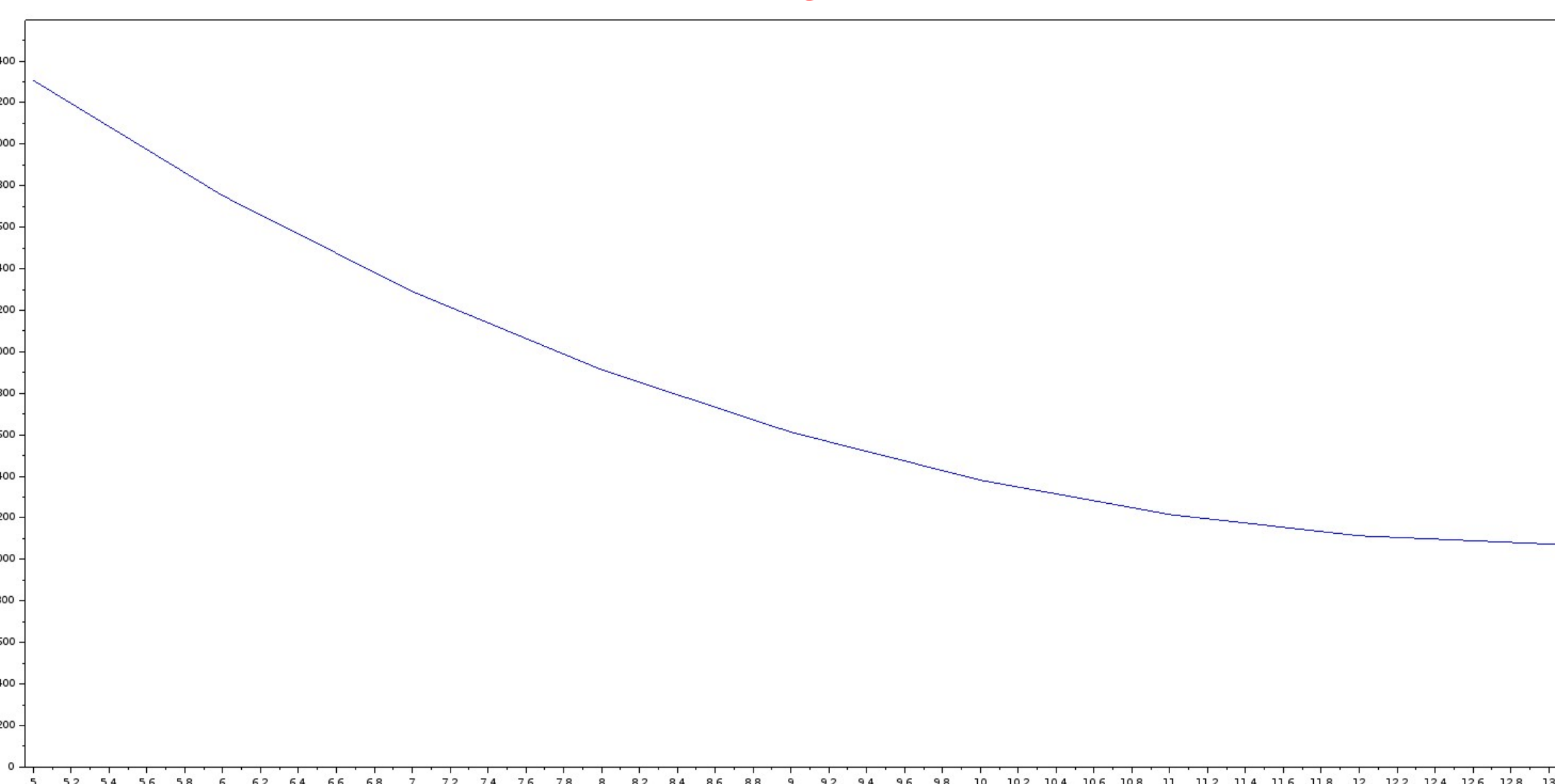
Research hypothesis H1 - The value is linked to a set of objective and subjective criteria linked to the semantic function of the domain name



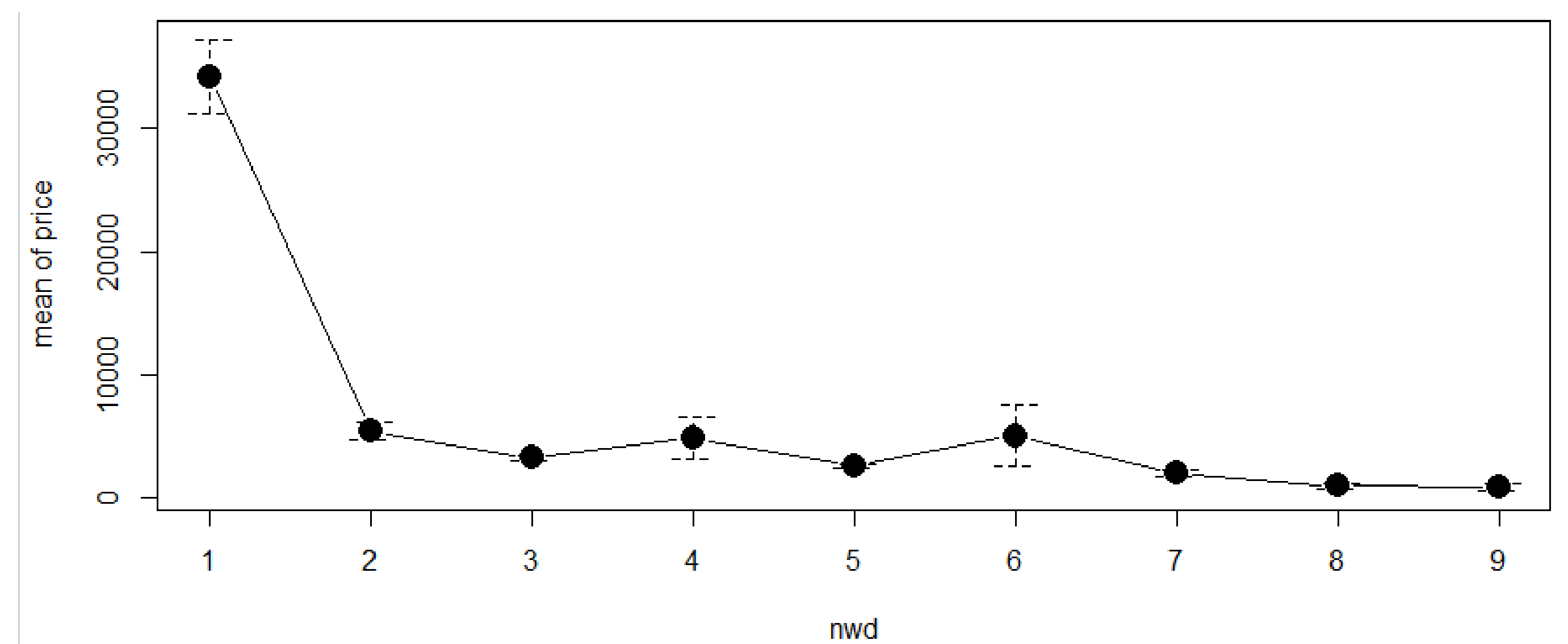
✘ Year of registration ?



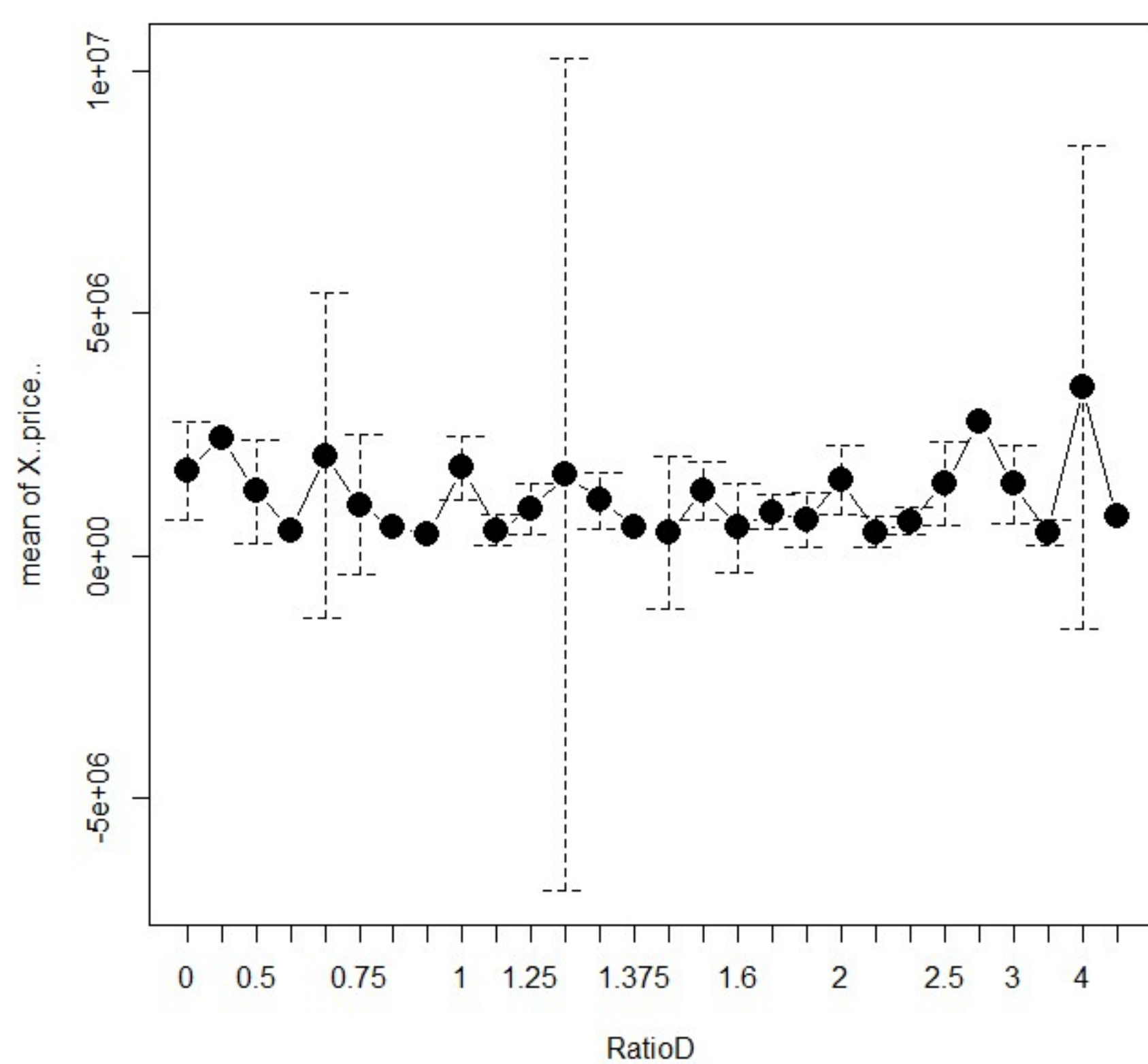
✔ Top Level Domain ?



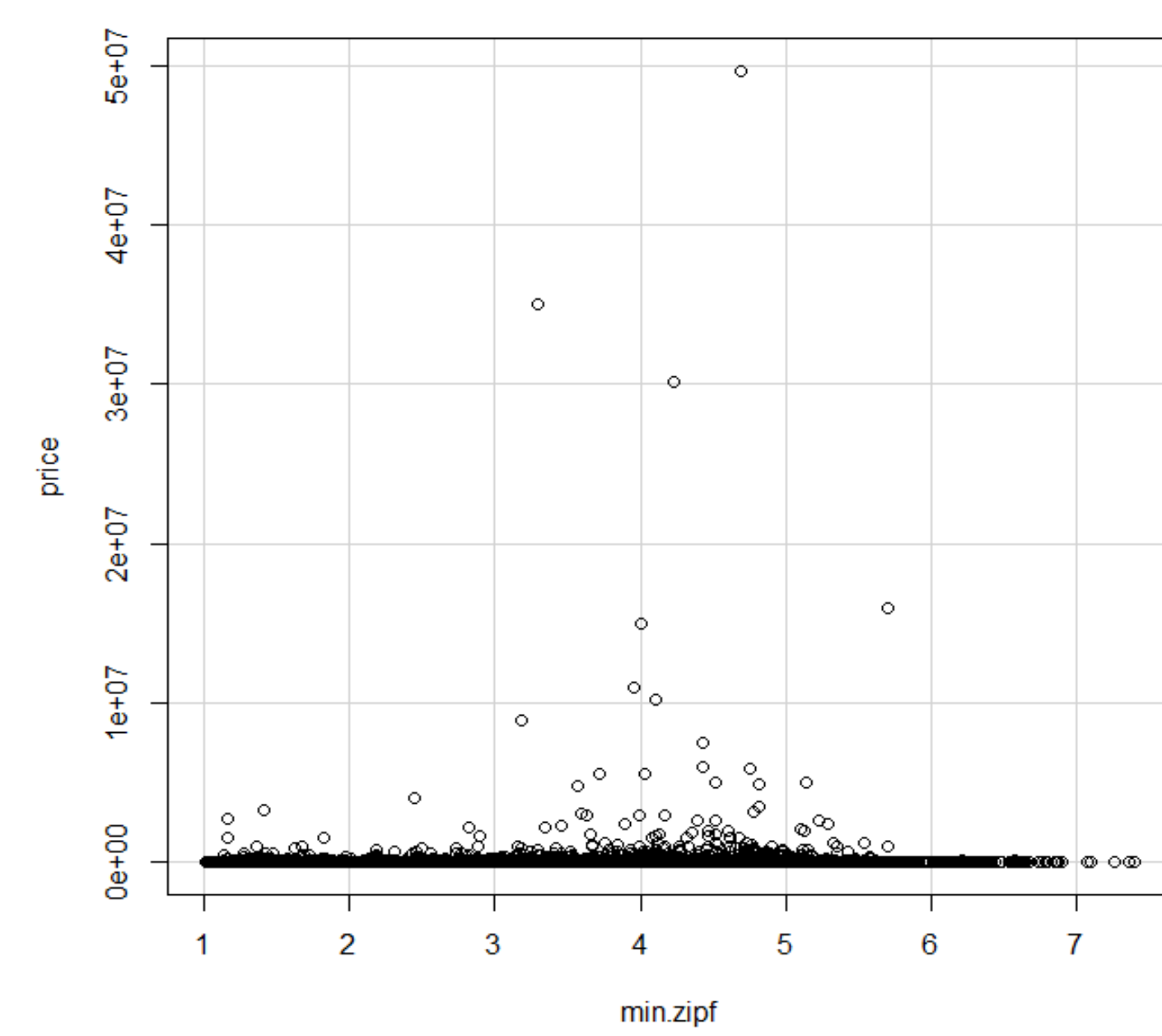
✔ Length ?



✔ Number of words ?



✘ Alternating consonant vowels ?

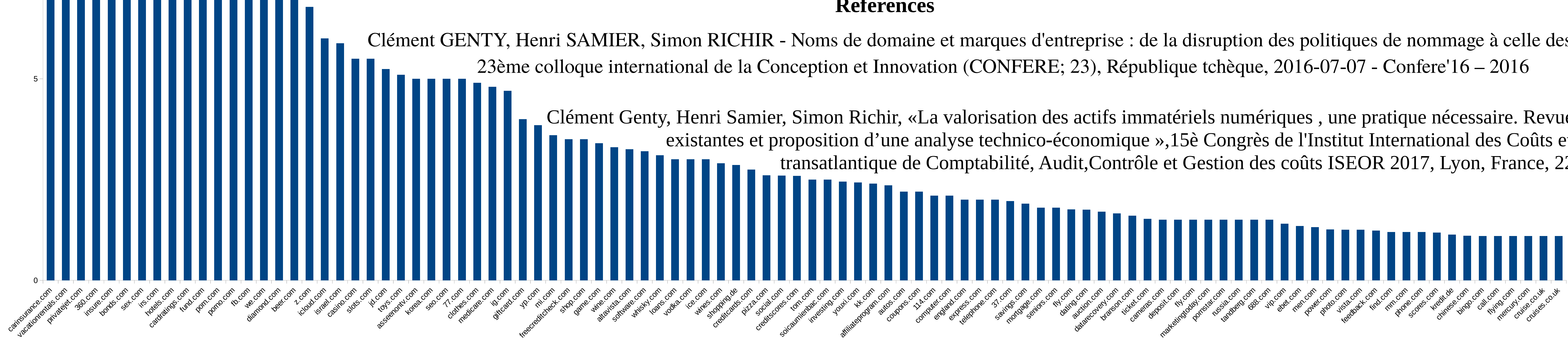


✘ Frequency of occurrence of words ?

References

Clément GENTY, Henri SAMIER, Simon RICHIR - Noms de domaine et marques d'entreprise : de la disruption des politiques de nommage à celle des usages – In: 23ème colloque international de la Conception et Innovation (CONFERE; 23), République tchèque, 2016-07-07 - Confere'16 – 2016

Clément Genty, Henri Samier, Simon Richir, «La valorisation des actifs immatériels numériques , une pratique nécessaire. Revue des méthodes existantes et proposition d'une analyse technico-économique », 15è Congrès de l'Institut International des Coûts et 4è Congrès transatlantique de Comptabilité, Audit, Contrôle et Gestion des coûts ISEOR 2017, Lyon, France, 22-23 June 2017



TOP50 of reported Domain Name Sales (dnpric.es)