



Value Premiums Among gTLDs

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Outline

- **Source of premium: signaling**
- **Methodology**
- **Data**
- **Results**
- **References**

Source of Premium: Signaling

- TLD brand¹
- Importance of local presence²

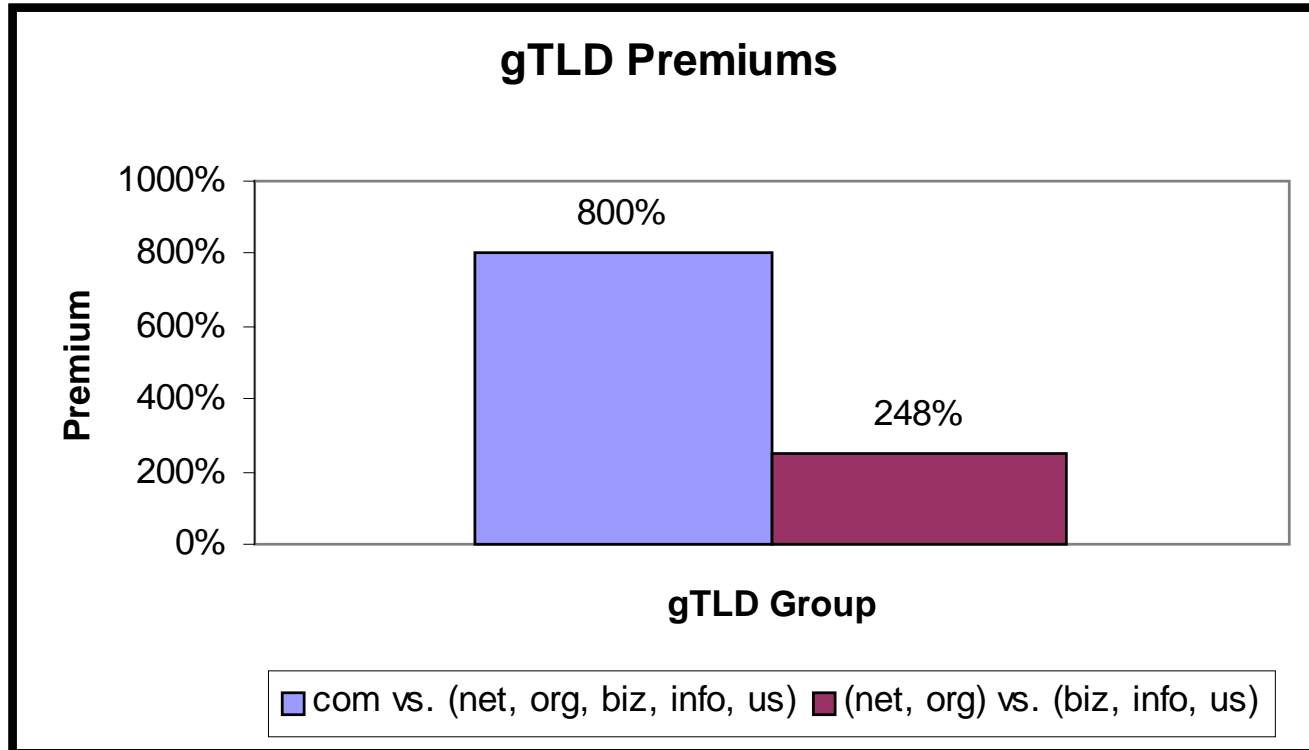
Methodology

- Classification into comparables
- Statistical: tree-regression

Data

- Sales data 2004-2005
- 1,079 observations

Results



References

1. [Branding Strategy: The TLD Dimension](#)
2. [Branding Hierarchy and Premiums Among gTLDs](#)



Thank You!