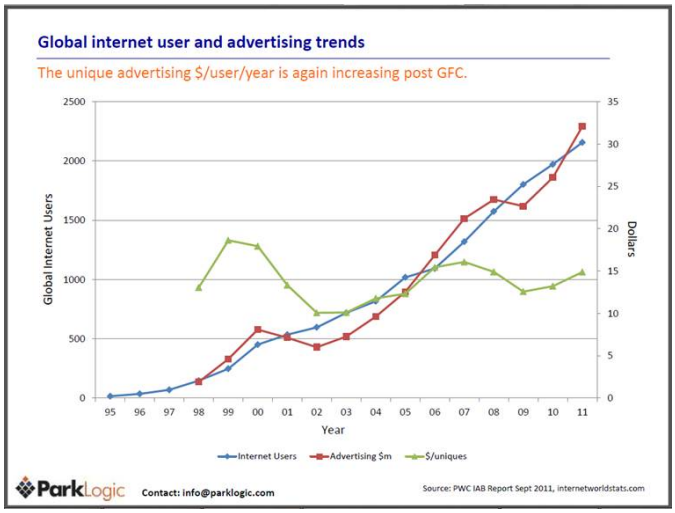

We recently gave away a free Domain Industry Report at the T.R.A.F.F.I.C. conference in October at Fort Lauderdale, and we thought we would share some of it's findings with you. When producing things like that it makes you happy to be in the industry we are in - especially when you look at graphs that are on the "up".

This graph here shows three particular items - the blue line is Internet Users, the red line is Advertising $m, and the green line is $/uniques. So as you can see each of the lines on the graphs are clearly going up, which for the Domain Industry is a good thing.Simply speaking the number of Internet users are growing from strength to strength and anyone who forecasts anything different would have to be a little crazy. The internet is no fad that is going to die out or be replaced any time soon, that's for sure.

Yes, the number of advertising dollars being spent online did take a drop during the 2009 but since then has grown significantly as more businesses realise not only it's potential but also effectiveness. One thing that we often hear though is that there is a decline in dollars to uniques. This is evident on the graph but the trend of that turning around is now looking like a promising one.

There are rises and falls within every industry and market changes can affect the numerous variables that go into all the different aspects that make up the numbers that make a diference. However, the good news is that there does seem to be a growing light at the end of the tunnel for the Domain Industry as it is turning around out of the "hit" that it has taken during the Global Financial Crisis.

We will be going through more of the report in the future so make sure you keep an eye out for these new articles too.