

Domain registry on the rise

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Internet domain names may become as ubiquitous as Social Security numbers one day, according to Dotster Inc.

The Internet company says there are currently more than 70 million registered domain names worldwide.

"While more and more businesses are taking advantage of the innovation and power offered by the Internet by registering domains, an equal number of individual users are registering for domain names as well. In fact, with the Internet becoming such a ubiquitous part of everyday life and commerce, one can imagine a day when every individual and every corporation will have a domain name just as they do a Social Security number or corporate tax ID," said the domain name and hosting service company's Chairman Kevin Kilroy.

The growing number of domain name registry and online services has led to a rise in registering Web sites.

"It's still very much a buyer's market as far as online real estate goes. Years from now, those who have purchased and registered domain names today -- whether for business or personal use -- will look back at this time period as a golden opportunity to acquire the domain name of their choice and put their e-stake in the ground," Kilroy added.

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