

Sex.com domain name on sale

July 1 2010



The world's "most valuable" Internet domain name, sex.com, went up for grabs on Thursday having fetched 12 million dollars in 2006, a German firm handling the sale said

The world's "most valuable" Internet domain name, sex.com, went up for grabs on Thursday having fetched 12 million dollars in 2006, a German firm handling the sale said Thursday.

"It happens very rarely that an [Internet address](#) of this calibre goes on sale," Cologne-based Sedo said. "(The) sale of sex.com offers the new owner a unique opportunity to become market leader."

Sedo, which said it is the world's biggest trading platform for [domain names](#), is selling sex.com on behalf of US firm Escom after creditors filed for insolvency protection, a joint statement said.

Other domain names have also changed hands for huge sums in the past, with vodka.com selling for three million dollars, kredit.de for 892,500

euros (1.1 million dollars) and poker.org for one million dollars, Sedo said.

"Owners of domains like this have a clear competitive advantage. Visitors land automatically on the websites of the owners just by entering what they are looking for. The listing in search machines is also improved," it added.

(c) 2010 AFP

Citation: Sex.com domain name on sale (2010, July 1) retrieved 20 April 2024 from <https://phys.org/news/2010-07-sexcom-domain-sale.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.