

Once-in-a-lifetime gold rush for .AU domain names starts soon

New .AU domain names are a potential gold rush for Australian “Internet real estate” investors, individuals and businesses.

Melbourne, Australia, September 29, 2022 - Drop.com.au, Australian domain name registrar and unique domain name ‘drop catching’ service provider, announced today that businesses, individuals and investors across Australia have a unique opportunity to acquire new Internet real estate through their service.

Drop.com.au’s unique “drop catching” service has a pre-launch ‘Special Drop’ auction running for new .AU domains.

Bidding for new .AU domain names through the ‘Special Drop’ auction ends at 1 PM on October 3, 2022 (AEDT). Bulk bidding is available.

To take part in the .AU pre-launch ‘Special Drop’ auction visit Drop.com.au. Registration is for Drop.com.au free. An active Australian ABN/ACN is required. Individual auction bids start at \$10 inc. GST and are capped at \$50,000 per domain name.

The changes to .AU on October 4, 2022 marks the biggest change in Australian domain names since their launch in 1986. This is a huge opportunity for Australians to secure, or insure, their place in Australian Internet real estate.

Existing domain name holders have been able to reserve the new .AU variation of their domain name, but this leaves new and unused and previously restricted .AU domain name variations available to register.

By joining the Drop.com.au ‘Special Drop’ auction, you are positioning yourself with the best opportunity to secure new Australian Internet real estate.

- The first .AU Australian domain name was registered on March 5, 1986.

- The auDA reports there are over 3.4 Million registered .AU domain names in Australia.
- The top 5 most valuable public domain name sales include:
 - CarInsurance.com: USD\$49.7 Million
 - Insurance.com: USD\$35.6 Million
 - VacationRentals.com: USD\$35 Million
 - PrivateJet.com: USD\$30.18 Million
 - Voice.com: USD\$30 million
- Since 2008 Drop.com.au has helped Australians register over 100,000 hard-to-get and desirable AU domain names.
- Drop.com.au launched the .AU Backorder 'Special Drop' auction on September 27, 2022. This auction is now active and receiving bids.
- Drop.com.au 'Special Drop' auction ends at 1 PM October 3, 2022 (AEDT).
- New .AU domain name registrations begin October 4, 2022 (AEDT).

auDA CEO Rosemary Sinclair AM: “[people] recognise the benefit of shorter, simpler .au direct domain names that help unlock new online opportunities for Australian businesses, organisations and individuals.

“auDA is delighted by the strong response to .au direct... We received more than 35,000 registrations in the first 24 hours, nearly 80,000 registrations in the first week and over 500,000 registrations to date.”

Drop.com.au CEO David Warmuz, said, “This is a unique opportunity to secure extremely valuable domain names that are likely to continue to increase in value year on year. This is like the original .com.au gold rush of domain name registrations where top generic domain names were registered at wholesale prices.”

This really is a once-in-a-lifetime opportunity for those interested in securing new .AU domain names. Register for free today at Drop.com.au and get your bids in for new .AU domain names before 1 PM October 3, 2022 (AEDT).

More information: <https://www.drop.com.au/au-backorders.html>

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