

## Expire Auction Program: Additional Opportunity of Monetizing Domains

(Stand: 14-07-08)

This renewal mode EXPIREAUCTION is recommended for domain names that registrants do not wish to re-new. If this renewal mode is set for a domain name, it will be advertised and auctioned through our partner company SnapNames.

If the domain name is auctioned successfully, a revenue share will be paid. This share depends on the sale price that was achieved during the SnapNames auction. The revenue share is 50 % of the auction commission received by Key-Systems. If the auction fails the domain name will be deleted. The service itself is free of charge. The revenue shares of successful domain auctions will be calculated at the end of each month and the amount will be accounted to the respective RRPproxy account.

To benefit from this additional way of monetizing domains please activate this new renewal mode and agree to the respective terms and conditions (Account -> Zones & Prices -> Services -> Other -> Auction).

### The renewal mode EXPIREAUCTION is available for the following TLDs:

.COM, .NET, .ORG, .INFO, .BIZ, .TV, .MOBI, .ME

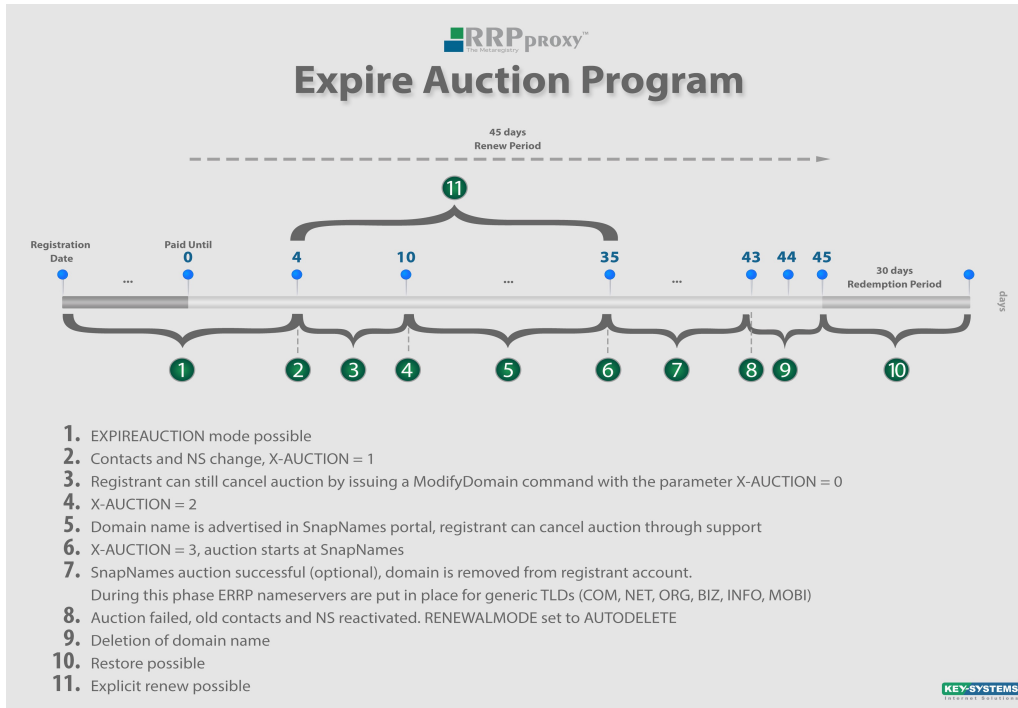
### Some Details About the Process

- The renewal mode can be set any time to EXPIREAUCTION but the latest until the 4th day after expiration of a domain name at the latest. Then, the domain receives the extension X-AUCTION = 1, is locked for further modification and nameservers are exchanged and contact handles replaced with whois privacy.
- Until the 10th after expiration the domain name can be reactivated and the decision to auction the domain name can be canceled. For doing so, please use the MODIFYDOMAIN command with X-AUCTION = 0. The renewal mode of the domain is set to DEFAULT.
- On day 10 after expiration the domain name will be set to X-AUCTION = 2 and SnapNames will start to promote the domain name on their website.
- On day 35 after expiration the domain will be queued up for auction on SnapNames and will be set to X-AUCTION = 3. Explicit renewals are no longer possible.
- If the auction was successful, the domain will be allocated to the new owner.
- If the auction has failed after day 43, the domain name will be deleted at the registry.
- Until day 35 after expiration or unless X-AUCTION = 3 is set the domain is still renewable through an explicit renew domain API call. In this case the renewal mode changes to DEFAULT.

For more information please visit our domain wiki:

[https://wiki.rpproxy.net/Renewal\\_System#Life\\_cycle\\_of\\_an\\_auction\\_domain](https://wiki.rpproxy.net/Renewal_System#Life_cycle_of_an_auction_domain)

## Expire Auction Process for .COM, .NET, .ORG, .INFO, .BIZ, .MOBI, .TV and .ME



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### Web

[www.RRPproxy.net](http://www.RRPproxy.net)

RRPproxy™ is a business area of the Key-Systems™ GmbH ([www.key-systems.net](http://www.key-systems.net)), which administers more than 3 million domains for more than 70,000 retail and corporate customers and 1,800 resellers worldwide. The company with more than 70 employees is the second largest ICANN registrar in Europe and one of the 15 largest worldwide – in relation to the number of managed gTLD domain names (Source: [webhosting.info](http://webhosting.info)). Further business areas of Key-Systems are a domain portal for end customers (domaindiscount24™) as well as the corporate domain portal BrandShelter™, the TIER III SKYWAY DataCenter, a service for registry operation (KSregistry) and the domainer software DNWorker.