

Domain appraisal digitallifestyle.eu



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Author: Tobias Eichner | **Date:** 2. June 2018

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General statistical details

Domain	digitallifestyle.eu
Type of top level domain	.eu (European Union, country-specific top-level domain)
Current contents (web) Query date: 1. September 2017	German web magazine DigitalLifestyle; marketed as "DigitalLifestyle Our Magazine For Your Digital Lifestyle !". The magazine is covering multiple topics on current affairs, living and science by publishing easy-to-read articles ("infotainment").

Owner according domain registry or voluntary disclosure

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Determined market value

20.000 € - 25.000 €

Summary of value-determining factors

The domain name is based on two internationally used terms borrowed from the English language ("digital", "lifestyle"), which are very well suited for marketing and also offer a high recognition effect.

The top-level domain .eu covers the European Economic Area and vast parts of the European continent.

The current owner registered digitallifestyle.eu in the year 2006; since then it has been in his possession continuously. According to self-disclosure, the domain was first used commercially in 2017.

The present use as main domain of a web magazine will assure its long-term reputation.

A broad spectrum of other different types of use is possible; in particular because of the generic terms and their relevance to the current zeitgeist.

Notes about this appraisal report

This appraisal has been created according to the current state of scientific and technical knowledge. All statements have been made by carefully analyzing and interpreting any information made available to us.

This appraisal reflects our personal opinion only; determined market values may vary from the actual revenue that can be achieved due to unpredictable factors (like market fluctuations, legal position).

Detailed domain analysis

[Domain status]

digitallifestyle.eu was first registered by the current owner in the year 2006 and since then it has been continuously owned by him (according to self-disclosure and WHOIS query via the EURid registration office).

Right now (mid of 2017) the domain is being used for a German-language web magazine, which is published under the title "DigitalLifestyle | Our Magazine For Your Digital Lifestyle !".

The web magazine is divided into different subject areas; primarily covering current affairs, living and science. It combines informative and entertaining elements ("infotainment").

Illegal or ethically problematic contents are not part of the current web presence.

[Linguistic assessment]

The domain is composed of two generic terms of the simple English language:

"digital" (German: "digital" - adjective)

"lifestyle" (German: "Lebensstil", "Lebensart" - noun)

Both words represent internationalisms (or loan words in the narrower sense) and have a similar meaning in other languages, including German.

The associations of both terms are positive; misinterpretations or double meanings are unknown.

[Technical criteria]

The domain is 16 characters long and contains only letters from the Latin alphabet, which are part of the ASCII character set (very high compatibility with common keyboard layouts).

The domain is connected and currently in use. As nameserver entries dns1.starenterprise.com (primary) and dns2.starenterprise.com (secondary) are registered.

The top-level domain .eu (country-specific top-level domain for the territory of the European Union) was first introduced to the broad public by the end of the year 2005.

As of September 2017, more than 3,74 million .eu domain names were actively registered. This means that .eu just barely missed its way into the top-10 of the most frequently used top-level domains.

[Future use scenarios, prospects]

As an electronic magazine, news portal or entertaining weblog covering current topics like technology and living, hobby but also adult education.

In the area of e-commerce as a shop for electronic products, furniture and decoration, in a broader sense health and wellness. Mainly in the retail sector and as a private customer business (B2C).

The target group can be characterized with the attributes technophile, open-minded, enthusiastic, hedonistic, technocratic-liberal, modern.

[Suitability as marketing instrument]

The domain is catchy, easy to understand in pronunciation and of acceptable length. It's suited for advertising campaigns promoting a business as a whole or to establish an independent brand.

Detailed domain analysis

[Suitability as marketing instrument] (continued...)

The keywords "digital" and "lifestyle" correspond to the current zeitgeist and can be marketed universally due to their wide scope of meaning.

The domain is suited for various search engine optimization measures (SEO) but can be also used as an additional domain for an established project.

The top-level domain .eu covers the European Economic Area, which has a high purchasing power:

The European Union currently counts more than half a billion inhabitants, with 28 member states. The EU's internal market is the second largest economic area in the world.

Finally, the top-level domain .eu is known a trusted brand in business enjoying an excellent reputation internationally. Its level of awareness is above the average of other country-specific top-level domains.

[Analysis of trends]

Digital technologies are increasingly finding their way into all areas of life. As a result, public interest in these and associated themes will also grow in the near future.

Rapidly advancing technical development combined with an ongoing pressure to be innovative lead to a sustainable social and economic change. In addition, the so-called "digital natives" are becoming increasingly important to the economy as high-income target group.

The domain digitallifestyle.eu greatly benefits from these developments and offers good opportunities for increasing value growth in the current and medium term.

Space for your own notes

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