



# internet news and notes



## A Place on the Internet to Call Your Very Own

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(NAPSA)—Imagine having your own Internet domain—your very own [www.yournamehere.com](http://www.yournamehere.com). Think that's too "techie" for the average person? Think again, because it's just about as easy as buying a book online.

Recent industry research shows that new registrations for domain names are rapidly increasing as more and more individuals and businesses are tapping into the power of the Internet to socialize, sell and communicate.

During the first three months of this year, 4.7 million new domain names were registered—a 21 percent increase over the same time period last year—and the highest quarterly figure in the history of the Internet. In total, there are 63 million registered domain names.

With 50,000 domain names selling every day, now is the time to grab one for your personal use, or to help launch a new small business or extend an existing one. Today, it is easier and more affordable than ever for anyone to stake a claim to a piece of the Internet. In fact, registering a domain name for a whole year can cost about the same price of one movie ticket.

In addition to the domain, Web site hosting services also are very inexpensive and offer consumers a comprehensive, user-friendly personal Internet experience for less money.

And with free programs like Yahoo! SiteBuilder, anyone can



**The "deed" to your own Internet domain can be easier to get than many people know.**

create his or her own Web site in a matter of hours, without having specialized technical skills.

Taking advantage of the ever-improving ease of use, reduced cost and the availability of enhanced services, small businesses are opening online storefronts and seeing dramatic positive results. For individuals, acquiring a domain enables the creation of a unique Web presence that offers new opportunities to share information such as:

- Moving a hobby online (like nature photography, coin collecting, etc.);
- Establishing a domain for children (particularly newborns) to use in the future;
- Sharing information and photos from major family events such as weddings, vacations, graduations;
- Showcasing professional talent to potential employers by creating a Web site with a resume and professional capabilities;
- Launching a new small business.

Customer research by Yahoo! found that price and strong customer support from a trusted, established provider are important factors in a consumer's decision to purchase a domain name.

Fortunately, the industry's leaders are addressing these concerns with competitively priced solutions that simplify the process of creating and managing a Web site. Specifically, Yahoo! recently launched a new domains product that costs less than ten dollars a year (<http://domains.yahoo.com>), with enhanced ease of use, functionality, and customer care.

The explosive growth of domain name registration is clearly driving the Internet industry to develop and offer a wide range of interesting and flexible choices. That means you can expect a rich and rewarding experience when you decide to become the master of your very own Internet domain.

• *Rich Riley is the vice president and general manager of Yahoo! Small Business. Yahoo! Small Business (<http://smallbusiness.yahoo.com>) is a leading provider of services enabling small businesses to be successful online. In a powerful one-stop shop, Yahoo! Small Business provides a comprehensive, easy-to-use suite of services that enable small businesses to get online, sell online and market online. Yahoo! Small Business provides services such as Yahoo! Web Hosting, Yahoo! Merchant Solutions, Yahoo! Domains and Yahoo! Business Mail.*