

# DN Journal

The Domain Industry News Magazine



Here's the **The Lowdown** from **DNJournal.com!** **Updated daily** to fill you in on the latest buzz going around the domain name industry!

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**The Mercanti Group, an investment bank** based in Minneapolis, has issued a **[new report](#)** that is very enthusiastic about the prospects for the domain business. The opening paragraph of the report states "Just as open land led settlers expanding westward in great numbers, "virtual land" on the Internet continues to proliferate and increase in value as consumers and businesses embrace the medium and transfer more of their daily activities online...Forward-thinking investors and companies that analyze this shift in behavior and emerging landscape and develop competencies as brokers, owners and marketers of virtual land will be handsomely rewarded." **Posted Dec. 28, 2006**