



# ICANN New gTLD Contention Set Resolution Auction

## Final Results for SHOP

### Winner:

String Won	Applicant	Application ID	Winning Price	Date of Auction
SHOP	GMO Registry, Inc.	1-890-65213	\$41,501,000	27-Jan-2016

### Applicants:

Applicant	Application ID	Submitted Deposit (Participated in Auction)
Amazon EU S.à r.l.	1-1317-37897	Yes
BEIJING JINGDONG 360 DU E-COMMERCE LTD	1-889-24496	Yes
Charleston Road Registry Inc.	1-1138-5993	Yes
Commercial Connect LLC	1-1830-1672	No
Dot Shop Limited	1-1176-45062	Yes
DotShop Inc.	1-1051-32260	Yes
GMO Registry, Inc.	1-890-65213	Yes
GMO Registry, Inc.	1-890-52063	No
Sugar Maple, LLC	1-1632-57390	Yes

### Round Information:

Round #	Start of Round Price	End of Round Price	Number of Eligible Bidders	Aggregate Demand
1	\$1	\$1,000,000	7	6
2	\$1,000,000	\$2,000,000	6	4
3	\$2,000,000	\$3,000,000	4	4
4	\$3,000,000	\$4,000,000	4	4
5	\$4,000,000	\$5,400,000	4	4
6	\$5,400,000	\$7,200,000	4	4
7	\$7,200,000	\$9,600,000	4	3
8	\$9,600,000	\$12,000,000	3	3
9	\$12,000,000	\$15,000,000	3	2
10	\$15,000,000	\$18,800,000	2	2
11	\$18,800,000	\$23,500,000	2	2
12	\$23,500,000	\$29,400,000	2	2
13	\$29,400,000	\$36,800,000	2	2
14	\$36,800,000	\$46,000,000	2	*

**Notes:**

- Aggregate Demand: The number of Bids placed at the End of Round Price. The Aggregate Demand is available for all Rounds except the final Round.
- All prices are displayed in United States Dollars (USD) with a comma denoting the thousands separator.
- The results shown reflect the outcome of the Auction conducted on 27-Jan-2016 and do not necessarily reflect the final resolution of the Contention Set. Being declared the ultimate winner of the Contention String is contingent upon timely payment of the Winning Price per the Auction Rules and eligibility to sign a Registry Agreement as determined by ICANN.
- The outcome of the Auction does not guarantee that a Registry Agreement will be signed or that the TLD will be delegated. These results do not constitute a waiver or amendment of any provision of the Applicant Guidebook, the Registry Agreement, the Bidder Agreement or the Auction Rules.