

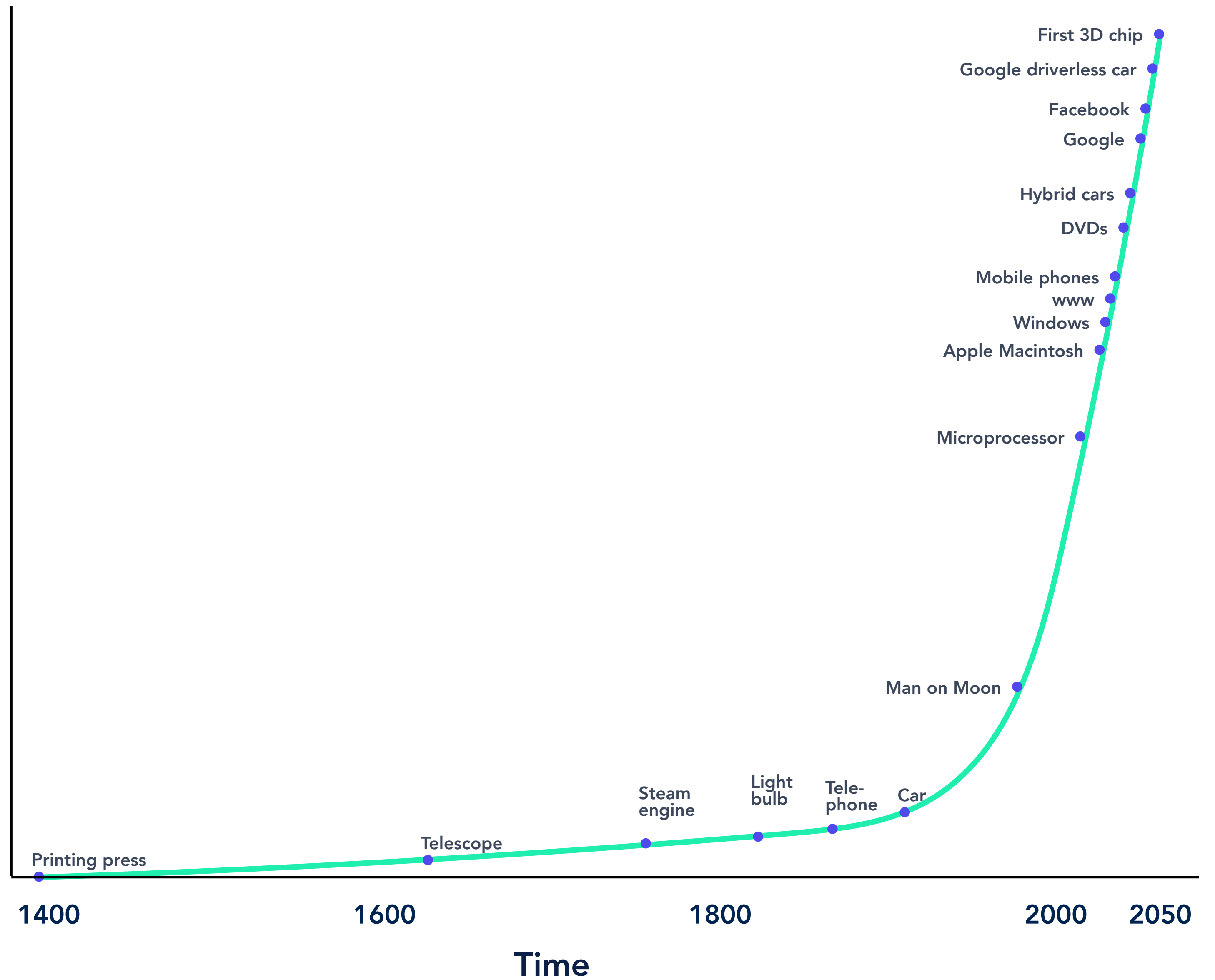
**BLACKROCK, DECODING THE FUTURE SYMPOSIUM, 2017**

—  
Antony Catalano  
CEO, Domain Group

# Mastering the Digital Domain



# Accelerating rate of technology progress







DOMAIN'S EVOLUTION

1997

The Sydney Morning Herald and The Age go online

The Sydney Morning Herald **ONLINE**



 <p><b>LET'S PARTY</b></p>	<p><b>DAILY NEWS</b> - January 1, 1997</p> <p><b>COMPUTERS</b> New Year Revolutions</p> <p><b>METRO</b> The guide to music, film and Sydney events ... and the Sitings column.</p>  <p><b>SUMMER CRICKET</b> <i>AUSTRALIA VS WEST INDIES</i> - and including the Triangular Series with Pakistan</p> <p><b>SYDNEY TO HOBART SITE</b> - Provisional placings</p>	 <p><b>TOP CAT</b></p>
<p><b>1996</b> Year in review</p>		<p><b>52</b> Weekends Away</p> <p><b>TOWARDS 2000</b></p>

**DRIVE**  
In recess until January 10

**EMPLOYMENT • REAL ESTATE •**

[ [Subscribe](#) | [FAQ](#) | [Advertising](#) | [Feedback](#) | [Links](#) | [Atlanta](#) | [Budget '96](#) | [AFR](#) | [The Age](#) ]

## DOMAIN'S EVOLUTION

# 1999

Domain.com.au  
launched as real estate  
classified website

The screenshot shows the domain.com.au website interface. At the top, it features the 'f2)network' logo and the tagline 'Property from every angle'. The main header includes the 'domain.com.au' logo and a navigation menu with links for 'home', 'agent admin', 'member services', 'help', and 'contact us'. A secondary navigation bar lists 'Home Alert', 'My Shortlist', and 'Members'. The left sidebar contains several utility links: 'Find a Home Loan', 'Insurance Centre', 'Insurance Estimate', and 'Shopping'. The main content area is divided into three primary sections: 'Buy', 'Sell', and 'Rent'. Each section provides links for various Australian states (ACT, NSW, NT, QLD, SA, TAS, VIC, WA) and lists related services like 'Find a property', 'Suburb Details', 'Tips for buyers', 'Find an Agent', 'Price your Home', 'Tips for sellers', 'Search Rentals', 'Search Share', and 'Holiday Rentals'. Below these are sections for 'New Apartments and Developments' (with a 'Select State' dropdown and a 'go' button), an 'Interest Rate Comparison Tool' (with a magnifying glass icon and a 'Compare now' link), and a 'Golden Rules of Property Investment' video (with a 'View Video | Help' link). The right sidebar features an 'ASK AN EXPERT' section with a 'CLICK HERE FOR FREE EXPERT ADVICE' button and a 'HOME ALERT' section with a 'CLICK HERE' button. At the bottom right, there is an 'f2 search' box with a search input field, radio buttons for 'Australian Web Sites', 'All Web Sites', 'News Library', and 'CitySearch Directories', and a 'Go!' button. The footer contains a 'Privacy Policy' link and a copyright notice: 'Copyright 2001. Any unauthorised use or copying prohibited.'

## DOMAIN'S EVOLUTION

# 2002-12

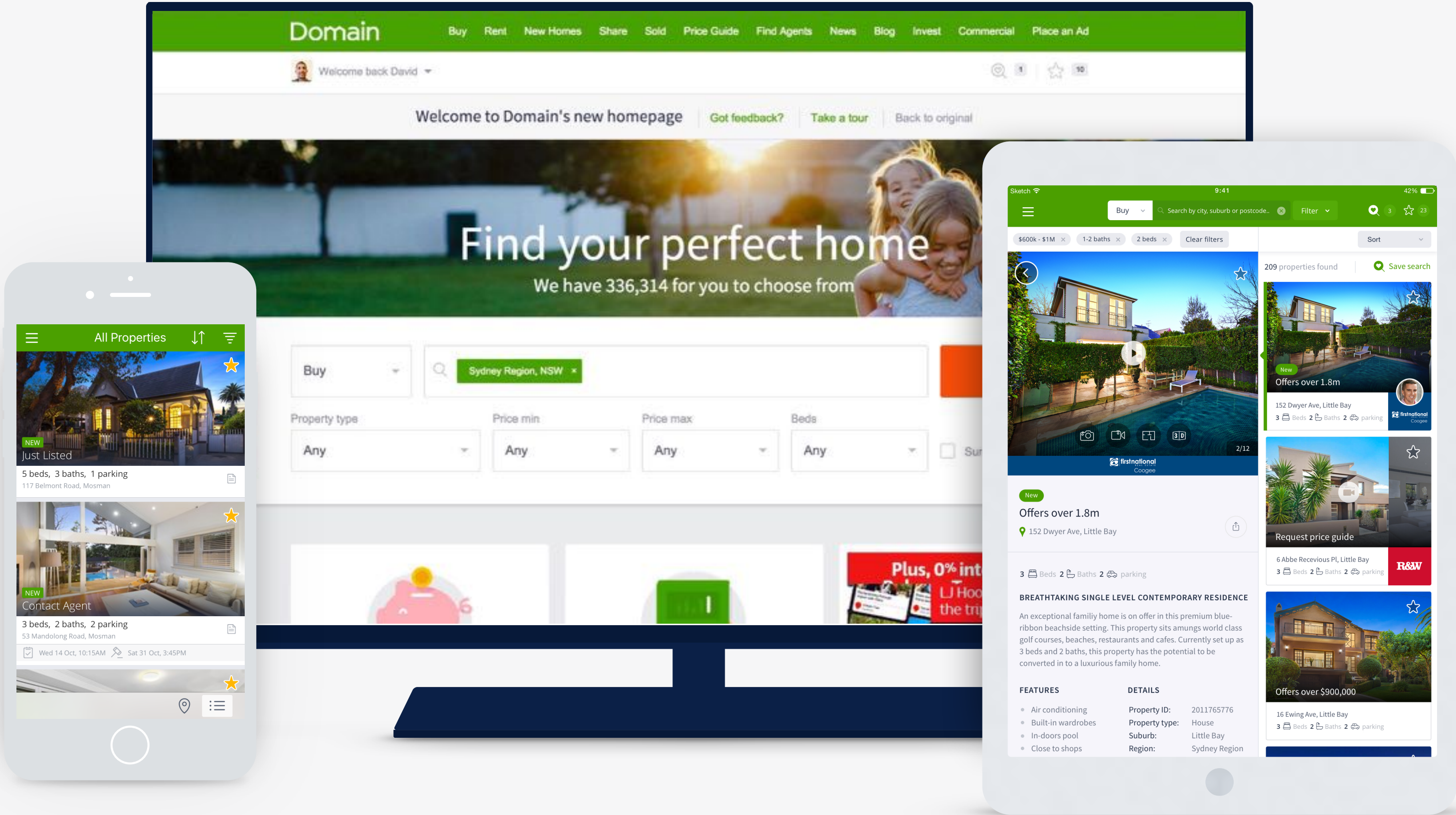
Domain improves its user experience and functionality

The screenshot displays the Domain website interface from December 2002. At the top, the 'Fairfax Media Network' logo is visible on the left, and 'Place an Ad' and 'Log in' links are on the right. The main 'Domain' logo is centered. A green navigation bar contains links for 'Buy', 'Rent', 'New Homes', 'Share', 'Sold', 'Price Guide', 'Find an Agent', 'News & Advice', 'Invest', and 'My Domain'. A left sidebar lists navigation options: Home, Buy, Rent, Sell, News, Finance, Home Im, Hot Prop, Place yo, and Hor. The main content area features a 'Search to buy' section with an input field for 'Enter suburb(s), postcode or property ID' and a 'GIVE FEEDBACK' button. Below this is a 'Price Range' filter table, a 'Search with radar' section with 'Close to...' and 'Stay away from...' options, and a 'Search' button. To the right is a map of Australia with state abbreviations (WA, NT, QLD, SA, NSW, VIC, ACT, TAS) and a 'You wish...' banner for a property in Churchlands, WA. The 'My Domain' section includes 'Saved searches', 'Radar Search', and 'Latest Search' options. Below this are 'Have you considered...' property listings for Pyrmont and a 'Domain.tv' video player with a 'PLAY' button and the text 'Is this the perfect Sydney house? 170-441'.

DOMAIN'S EVOLUTION

2013

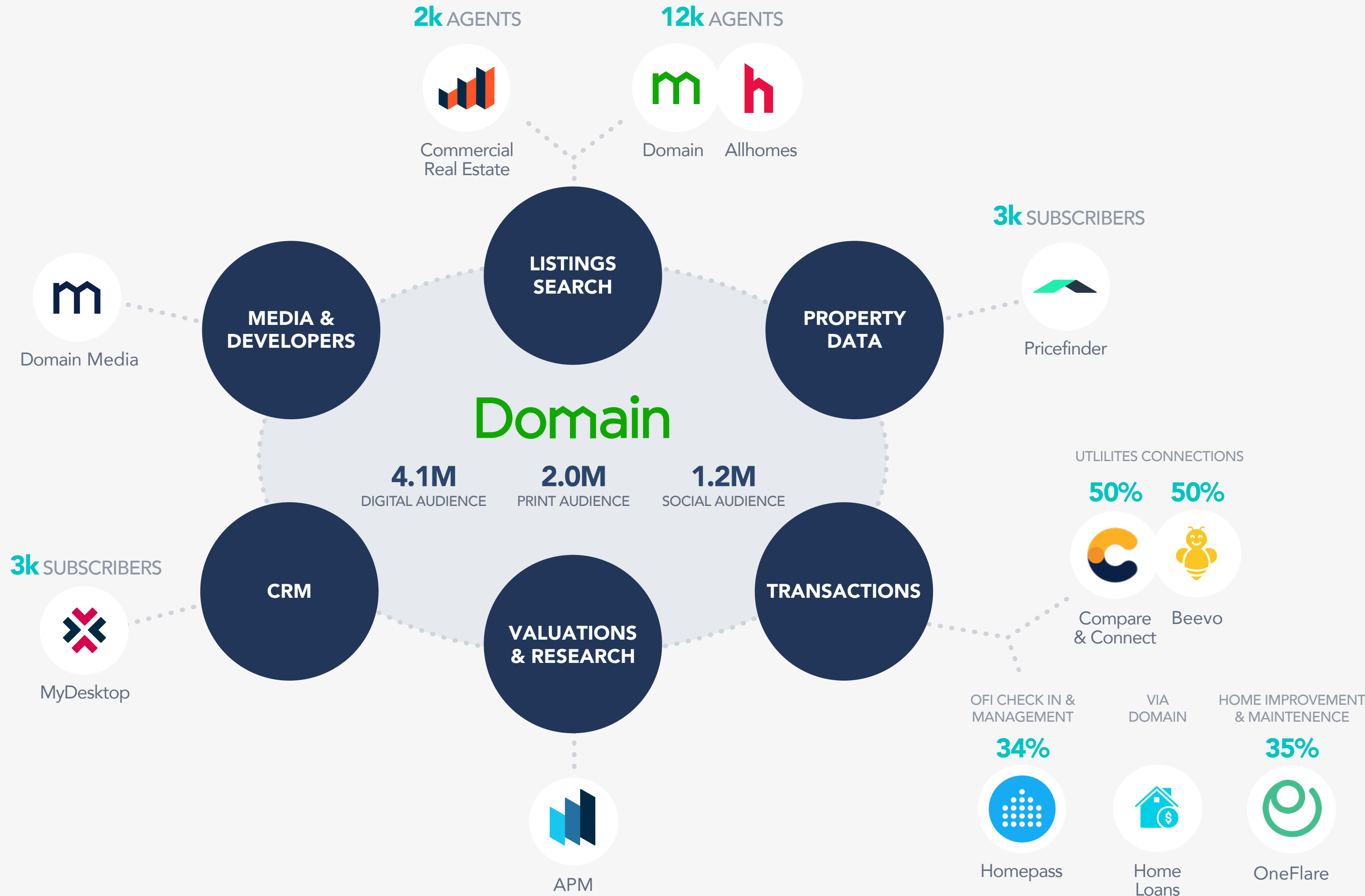
Domain becomes standalone business with strategy to rapidly grow and become a genuine competitor



**DOMAIN'S EVOLUTION**

# 2017

Domain established as a leading real estate media and services platform







**Building the  
Domain  
real estate,  
media & services  
powerhouse**

**Acquired agents and listings**

**Differentiated our consumer experience**

**Grew audience and leads**

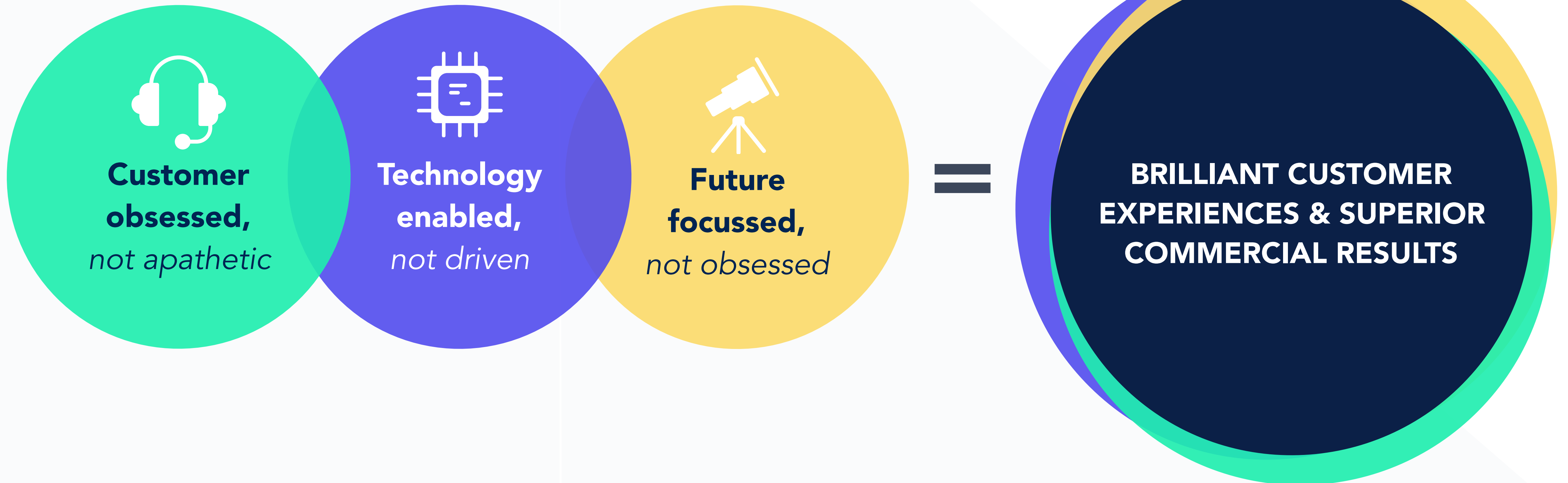
**Partnered with agents**

**Pursued new revenue**

**Expanded into complementary businesses**

**Delivered a great employee experience**

# Mastering a digital domain



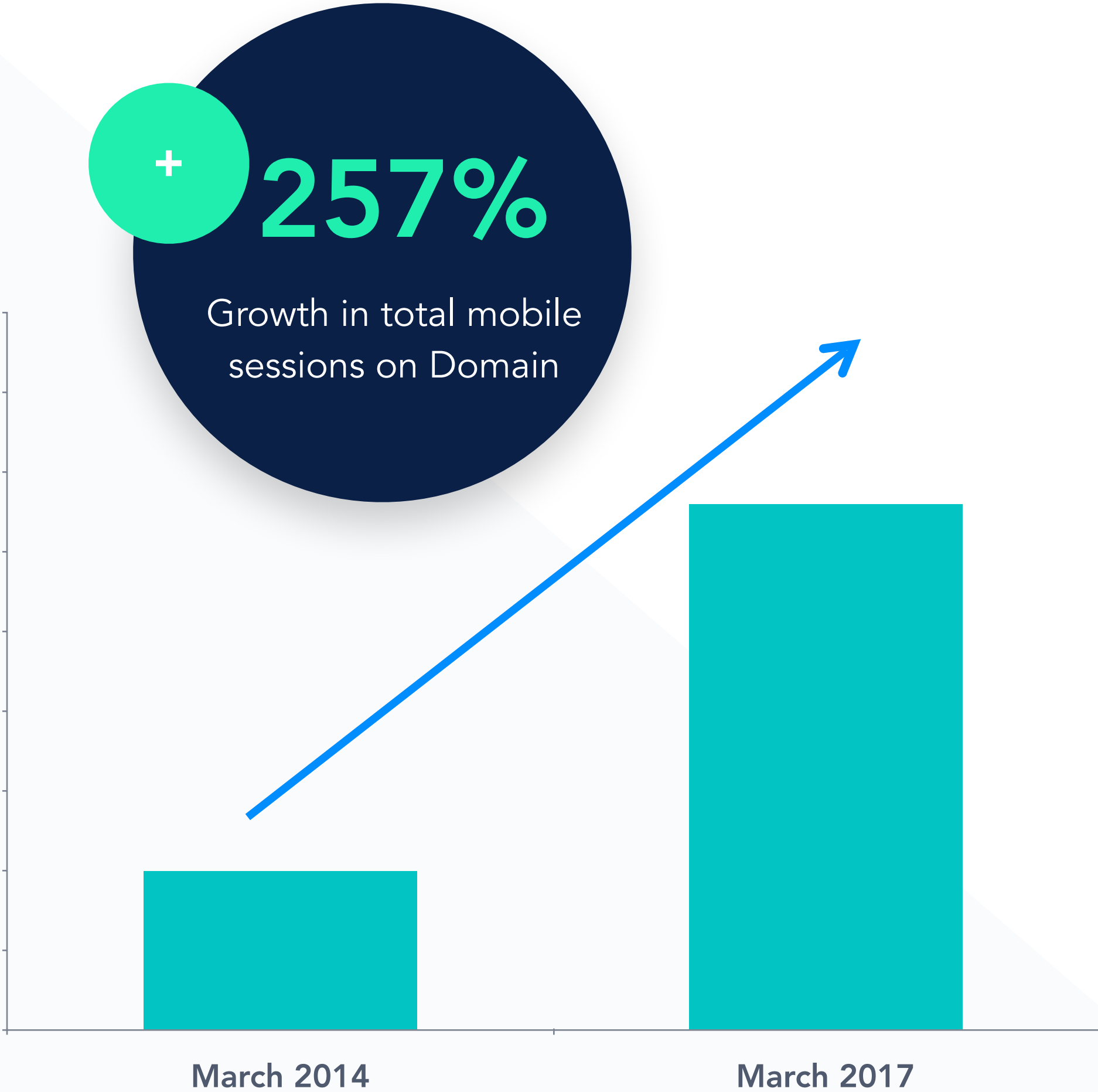


# Customer obsession

CUSTOMER OBSESSION

# Mobile growth

Domain anticipated the consumer shift to mobile and adopted a **mobile-first approach** to product development



## CUSTOMER OBSESSION

# Notifications

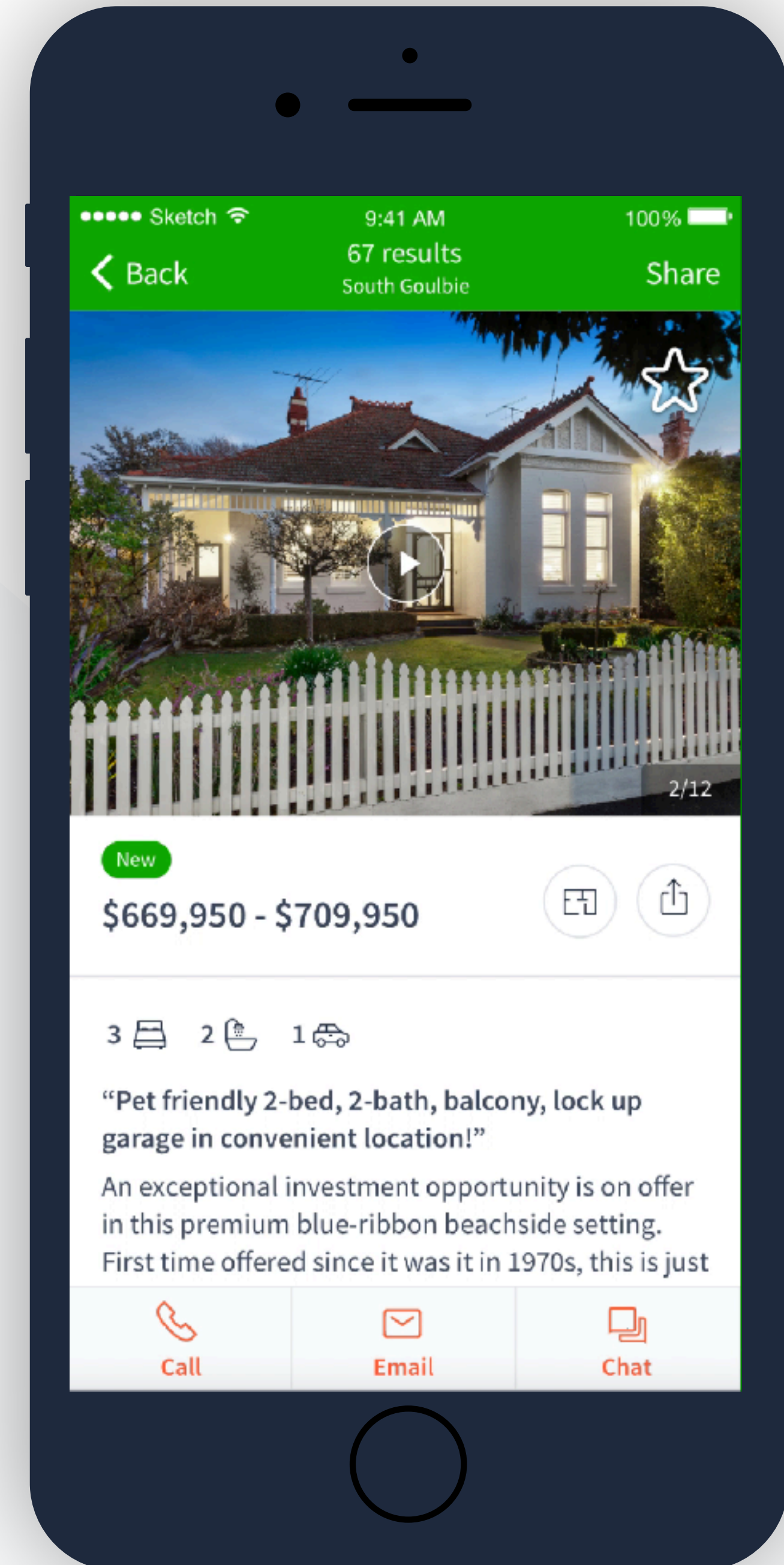
Domain recognises consumers' requirement for **immediacy** of access to and delivery of information and content



## CUSTOMER OBSESSION

# Agent chat

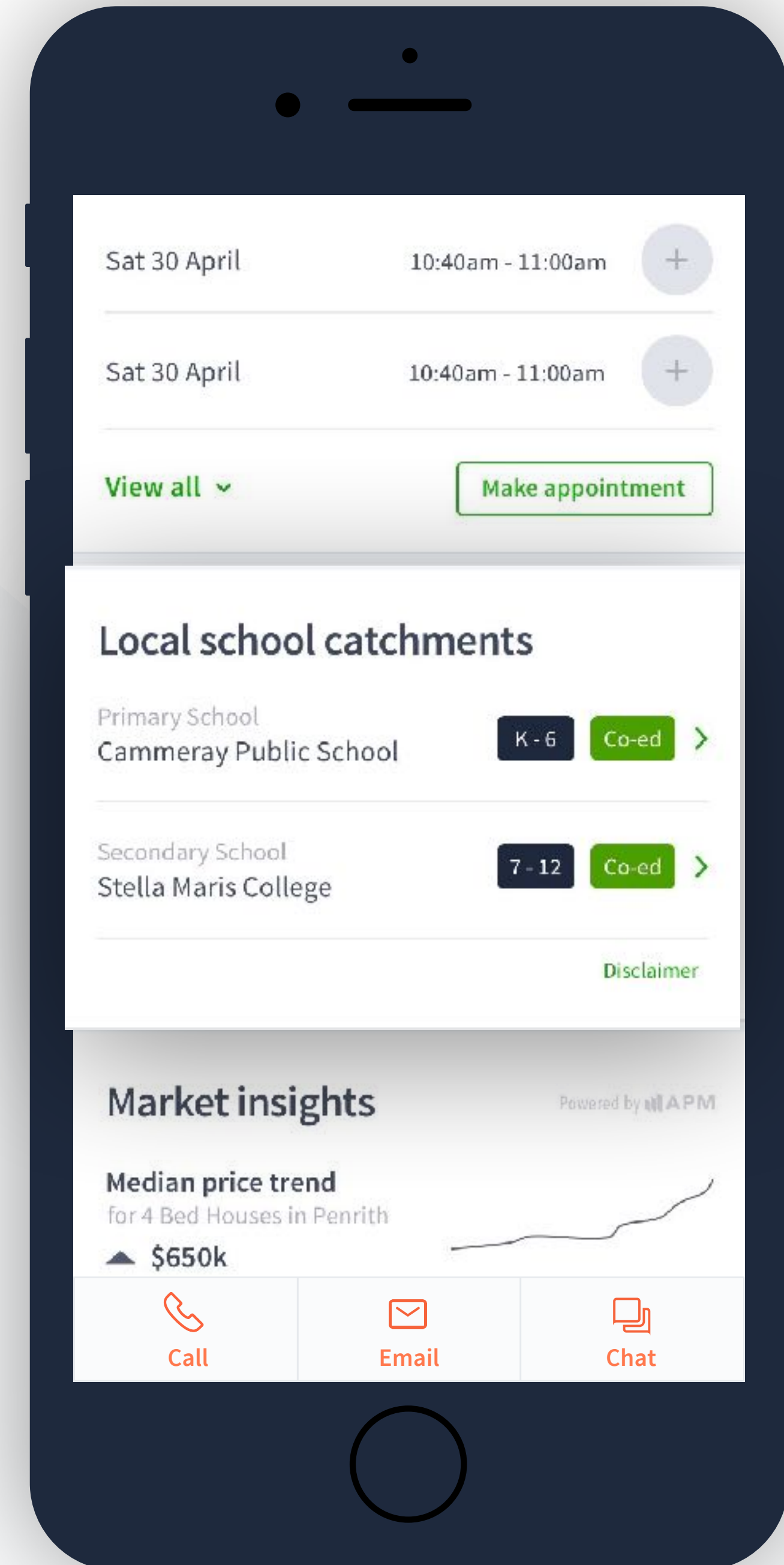
Domain recognises consumers' requirement for **immediacy** of access to and delivery of information and content



## CUSTOMER OBSESSION

# School catchments

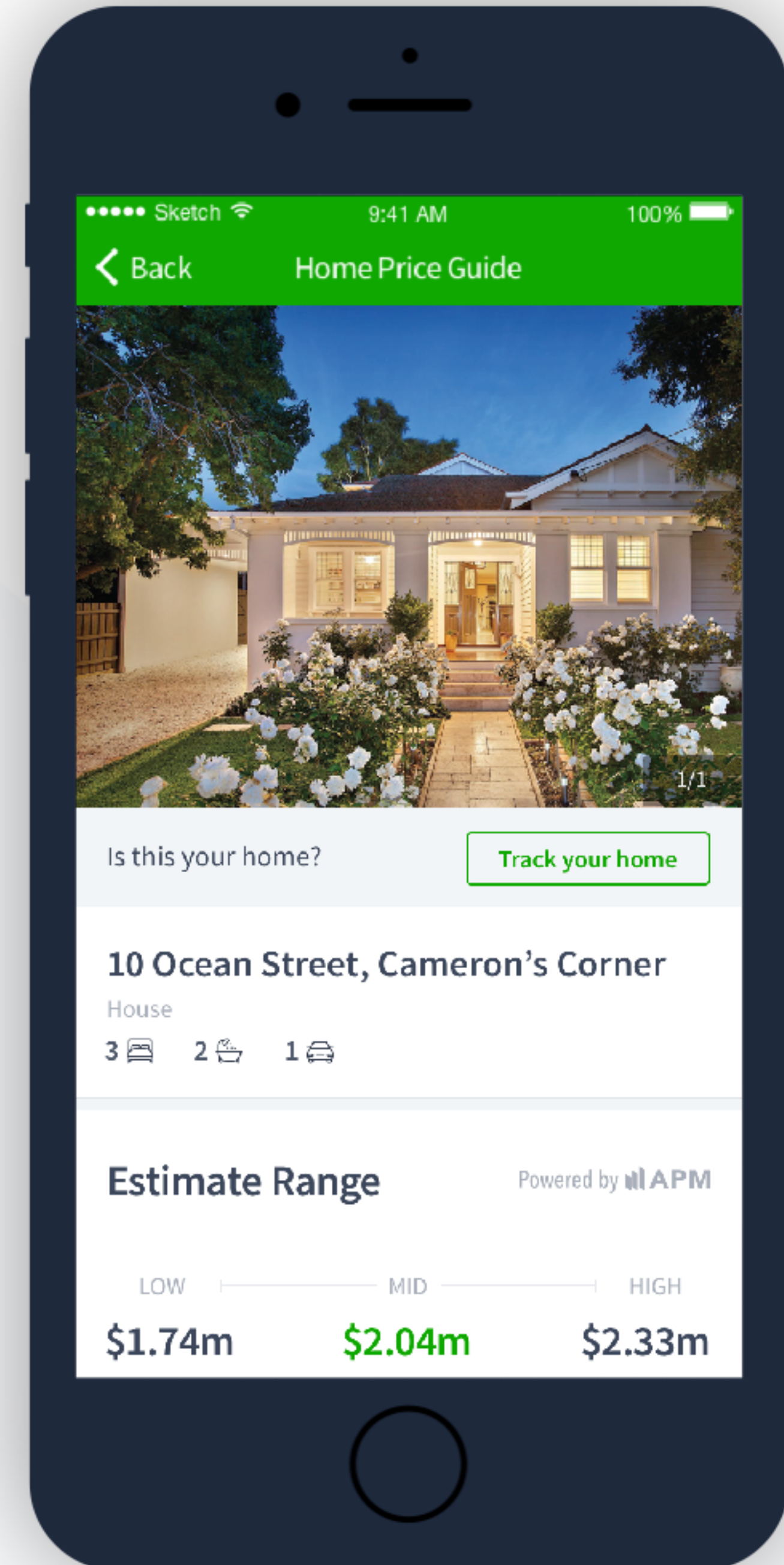
Domain **empowers users** with valuable data to help them make informed decisions



## CUSTOMER OBSESSION

# Home Price Guide

Domain **creates transparency** of property market data for consumers by providing valuable industry intelligence





CUSTOMER OBSESSION

# Trusted & independent editorial

Domain informs and educates consumers as the **trusted voice** through its quality editorial with actionable insights



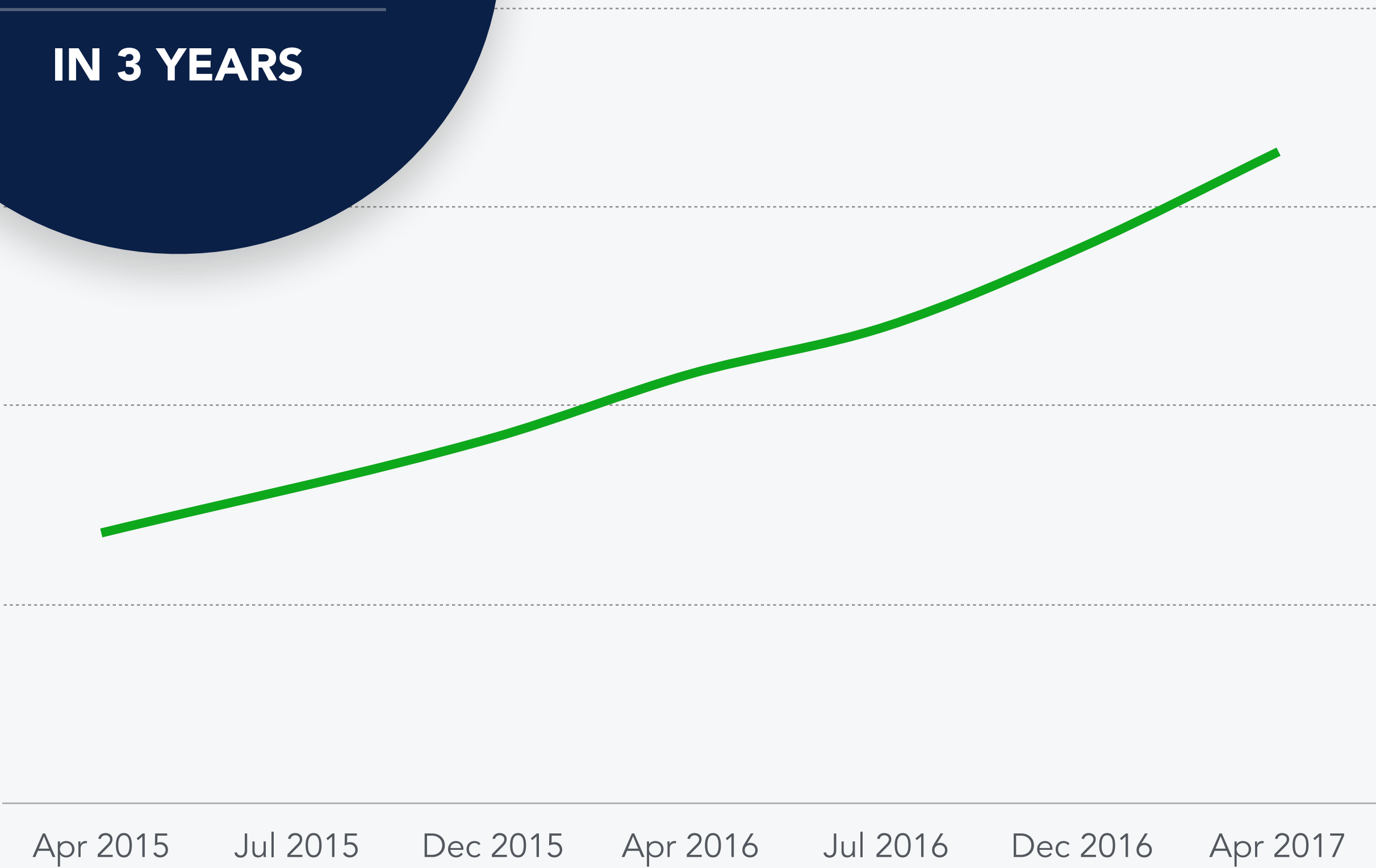
# CUSTOMER OBSESSION

Domain attracts a total audience of 5.3m a month across its highly-popular app, website, newspaper inserts and magazines



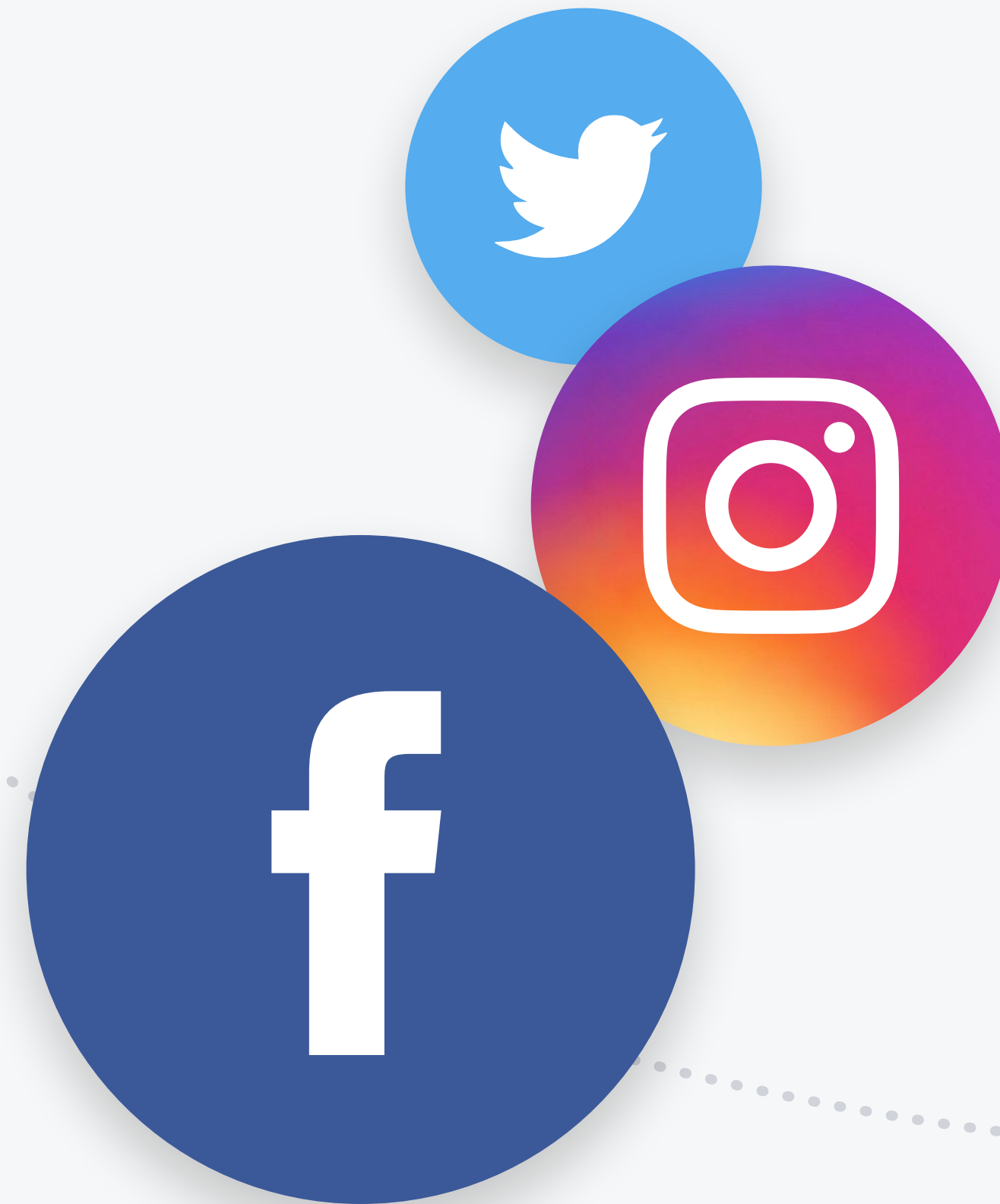
**CUSTOMER OBSESSION**

Domain listings and highly-engaging content attracts **41m monthly visits**



## CUSTOMER OBSESSION

Domain has a highly-engaged **social media audience of 1.2m** across Facebook, Twitter and Instagram

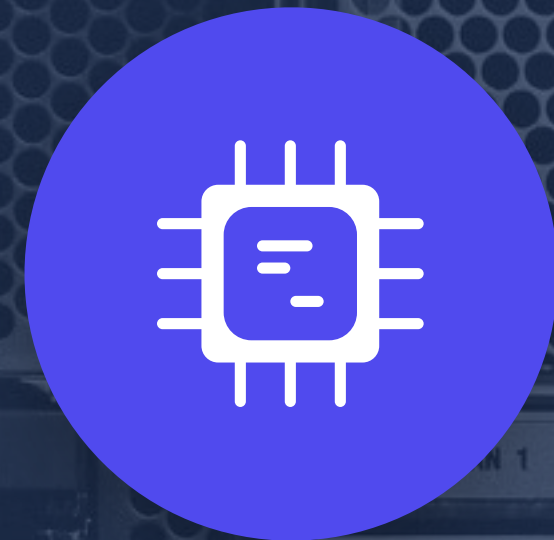


# Domain

## CUSTOMER OBSESSION

Domain is the **highest rated consumer app** for iOS and Android in the Property category





# Technology enablers

# The industry recognises Domain's use of technology to enable innovation and deliver engaging consumer experiences

---



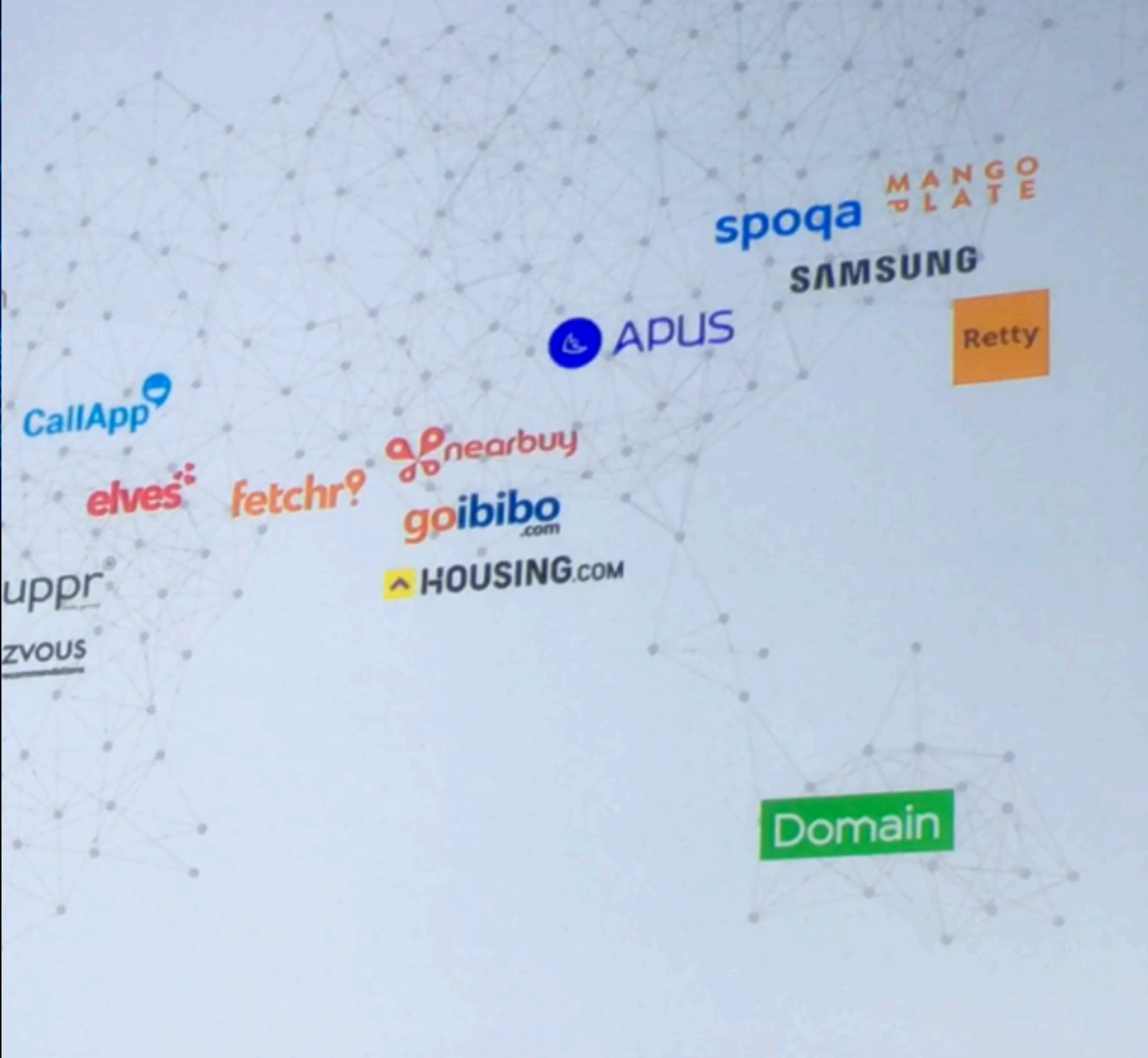
2016 Design  
Champion Award



2016 Google's Best  
Local Apps



2017 Glomo Awards Best Mobile  
App for the Connected Lifestyle

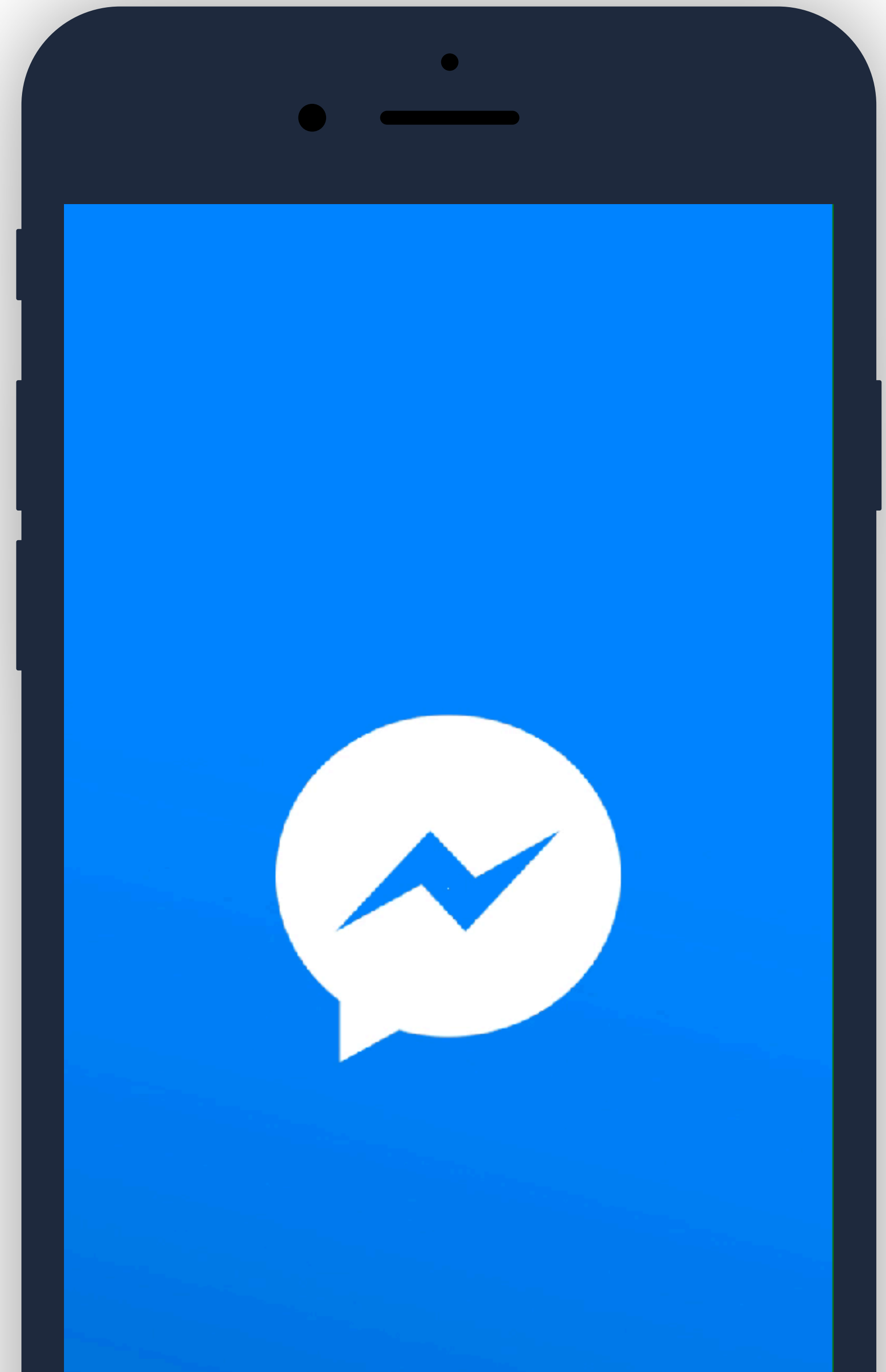




ENABLED BY TECHNOLOGY

# Facebook Messenger bot

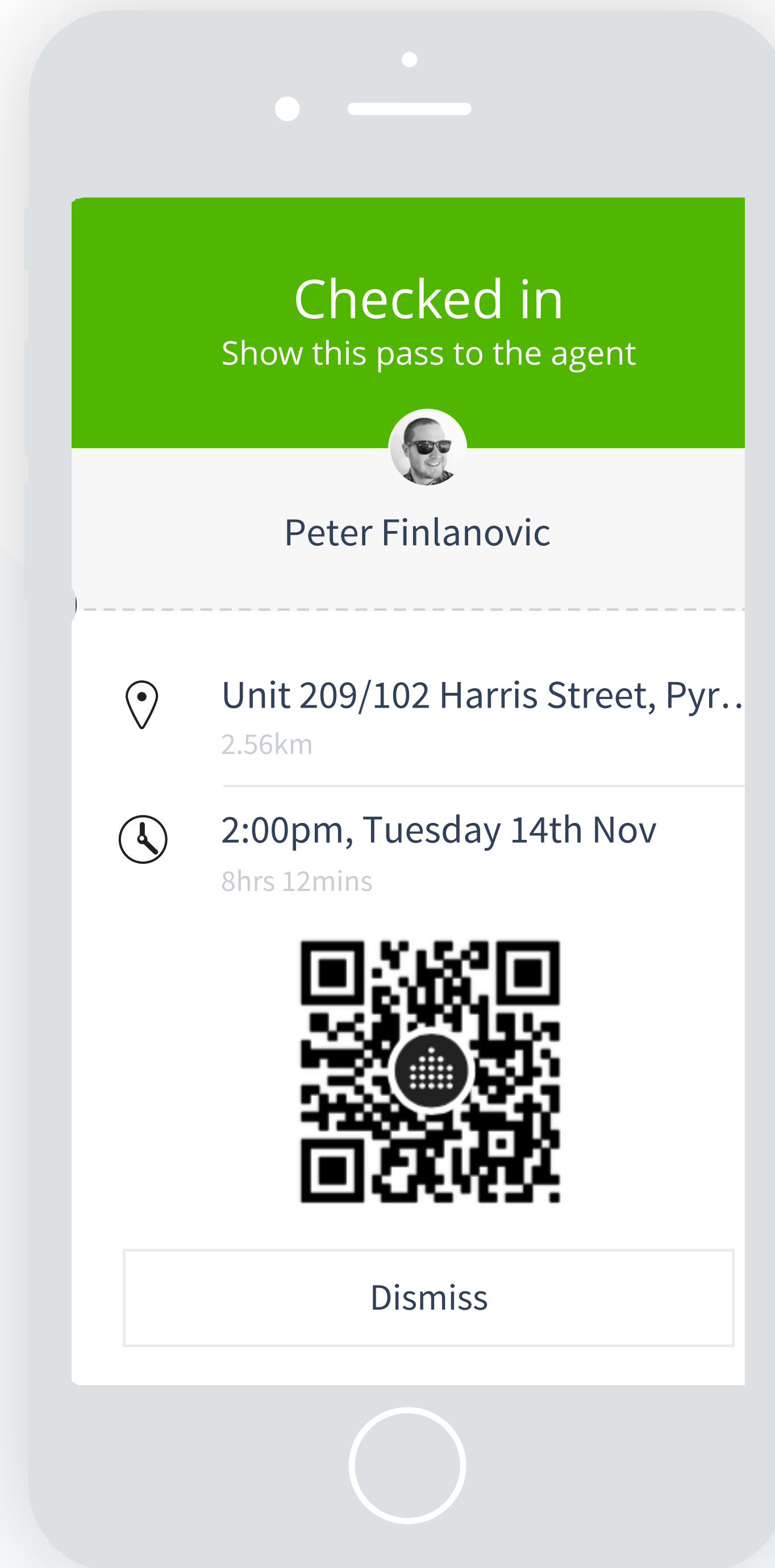
Domain was first in Australia to launch the **Facebook Messenger bot** facilitating enquiries on properties for sale nearby and providing instant valuations



ENABLED BY TECHNOLOGY

# Homepass

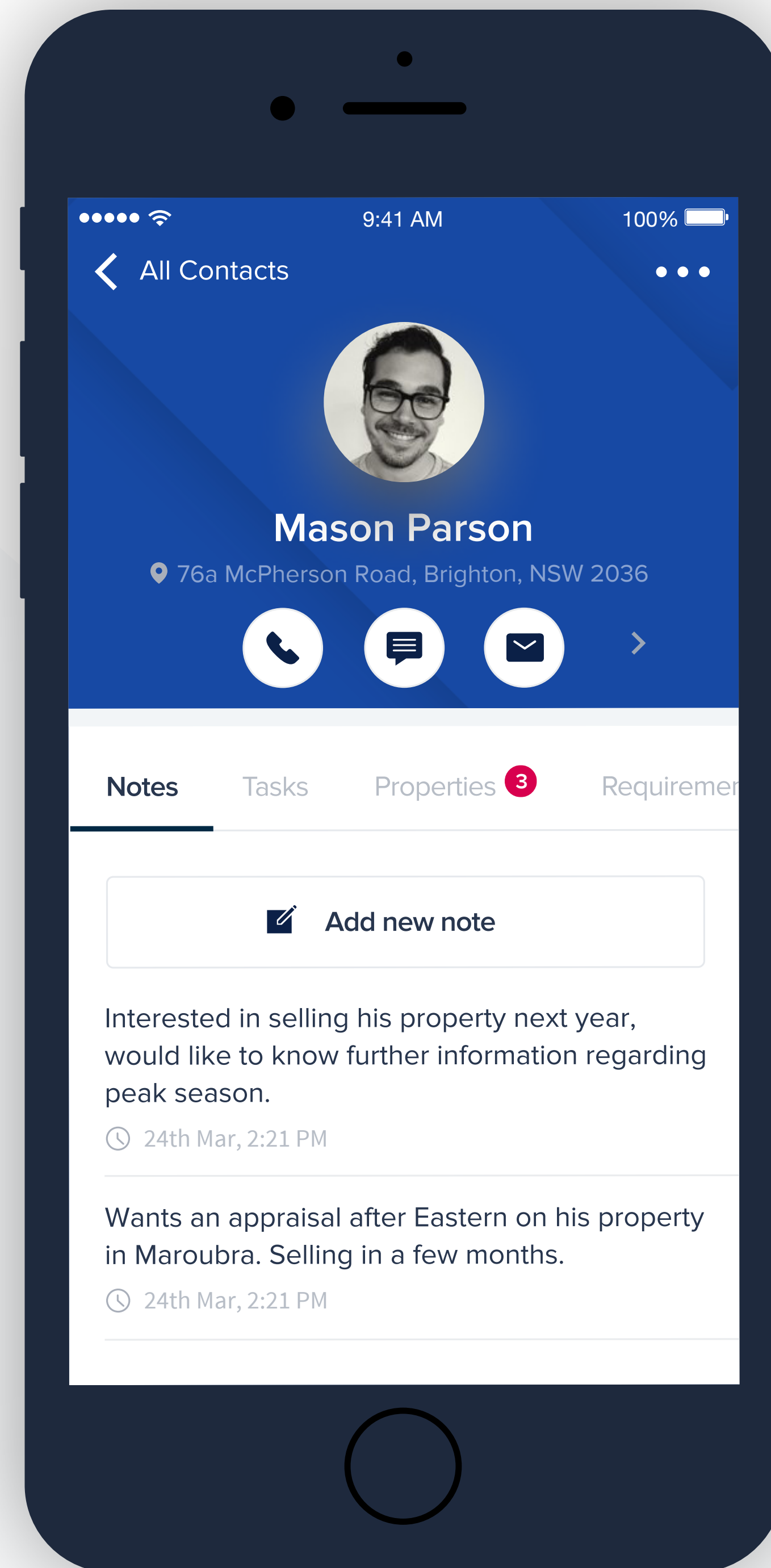
Homepass **enhances consumer and agent experience** and automates data capture process for open for inspections



ENABLED BY TECHNOLOGY

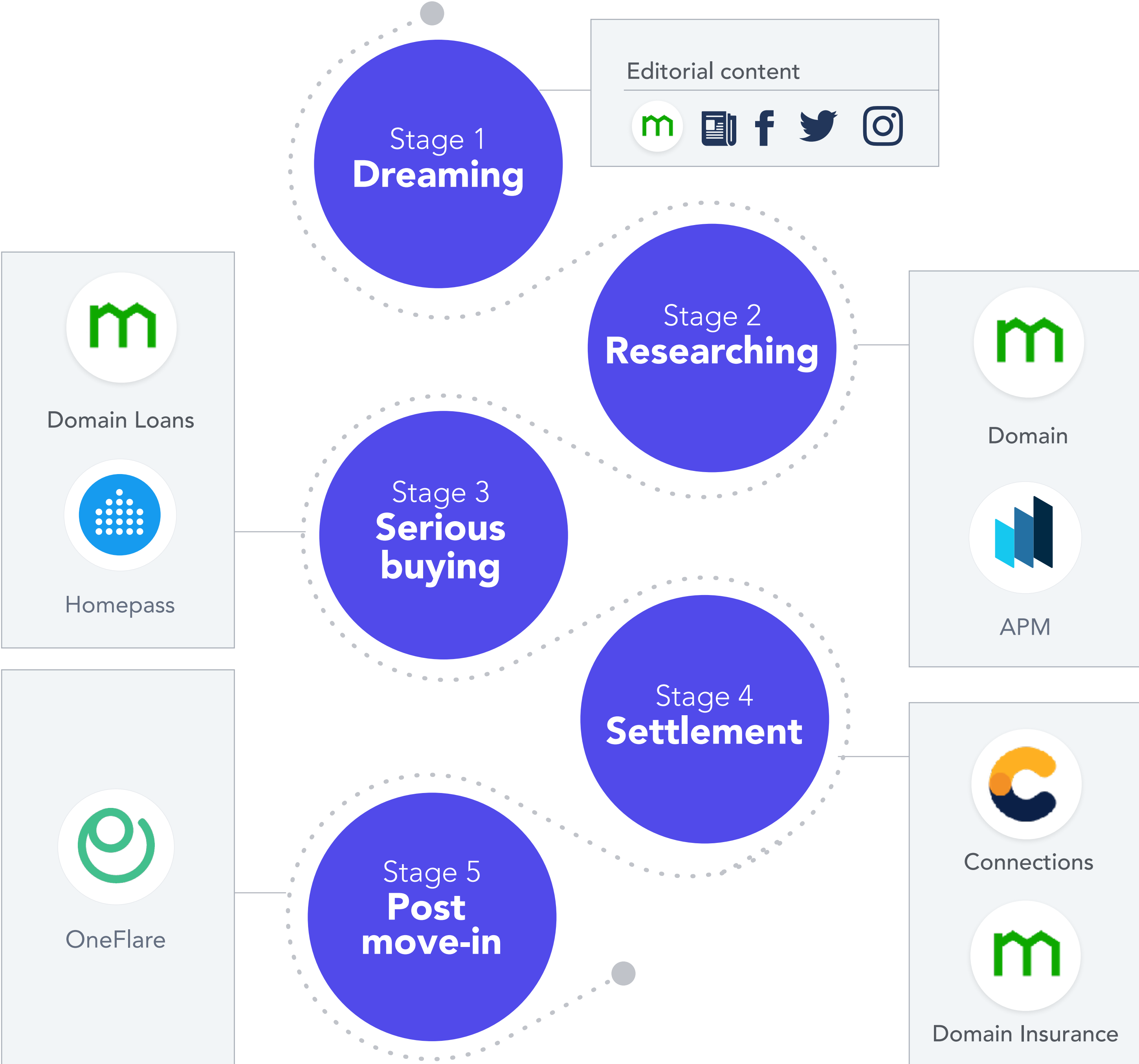
# MyDesktop

Domain's **market-leading CRM platform** MyDesktop is supported by a market leading mobile application



**ENABLED BY TECHNOLOGY**

Domain's products help consumers through every stage of their property journey





# Future focus

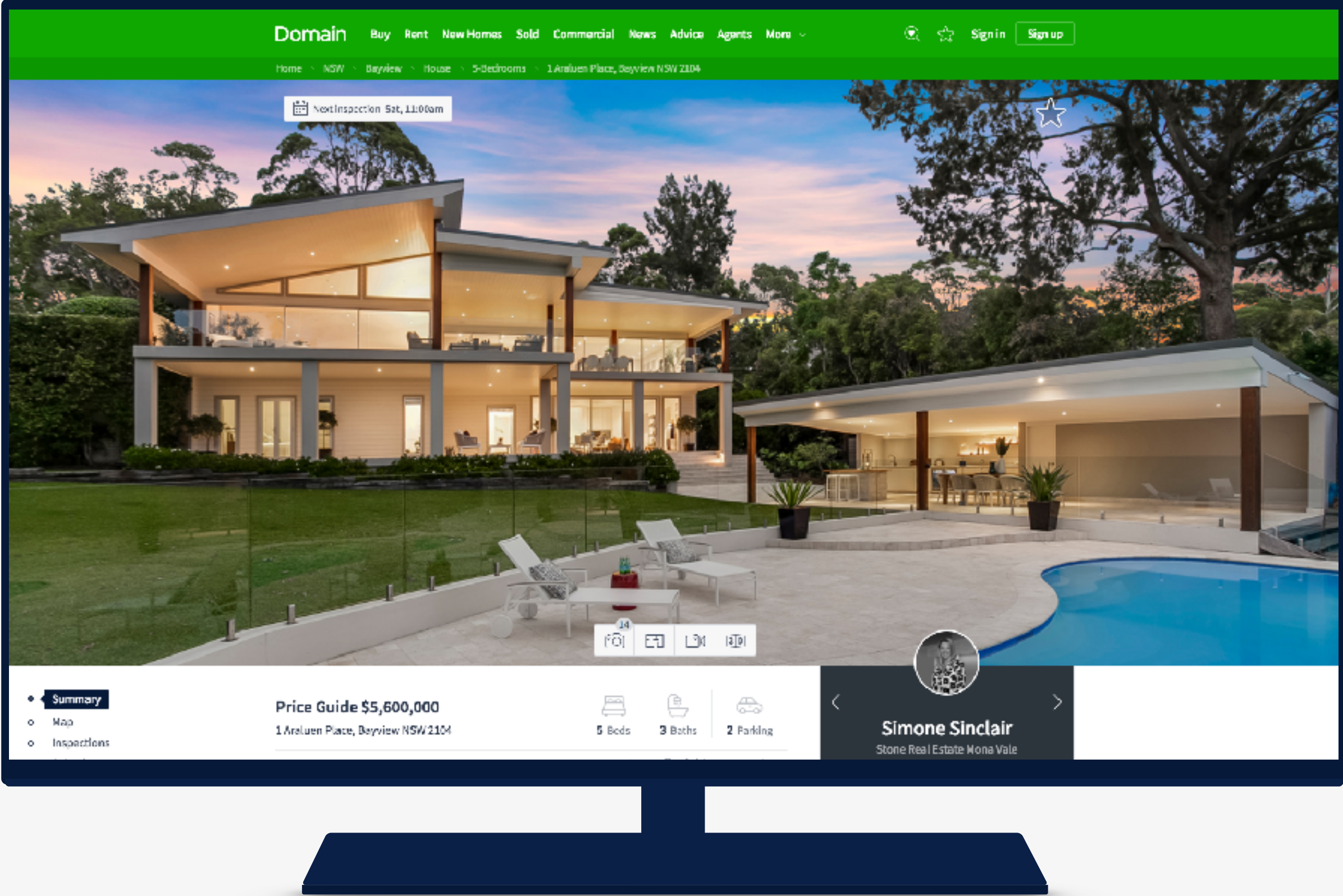
**FAST-TRACKING TODAY,  
PREPARING FOR TOMORROW**

Domain provides staff training and support to foster a **data-driven culture** which informs decisions from sales through to product



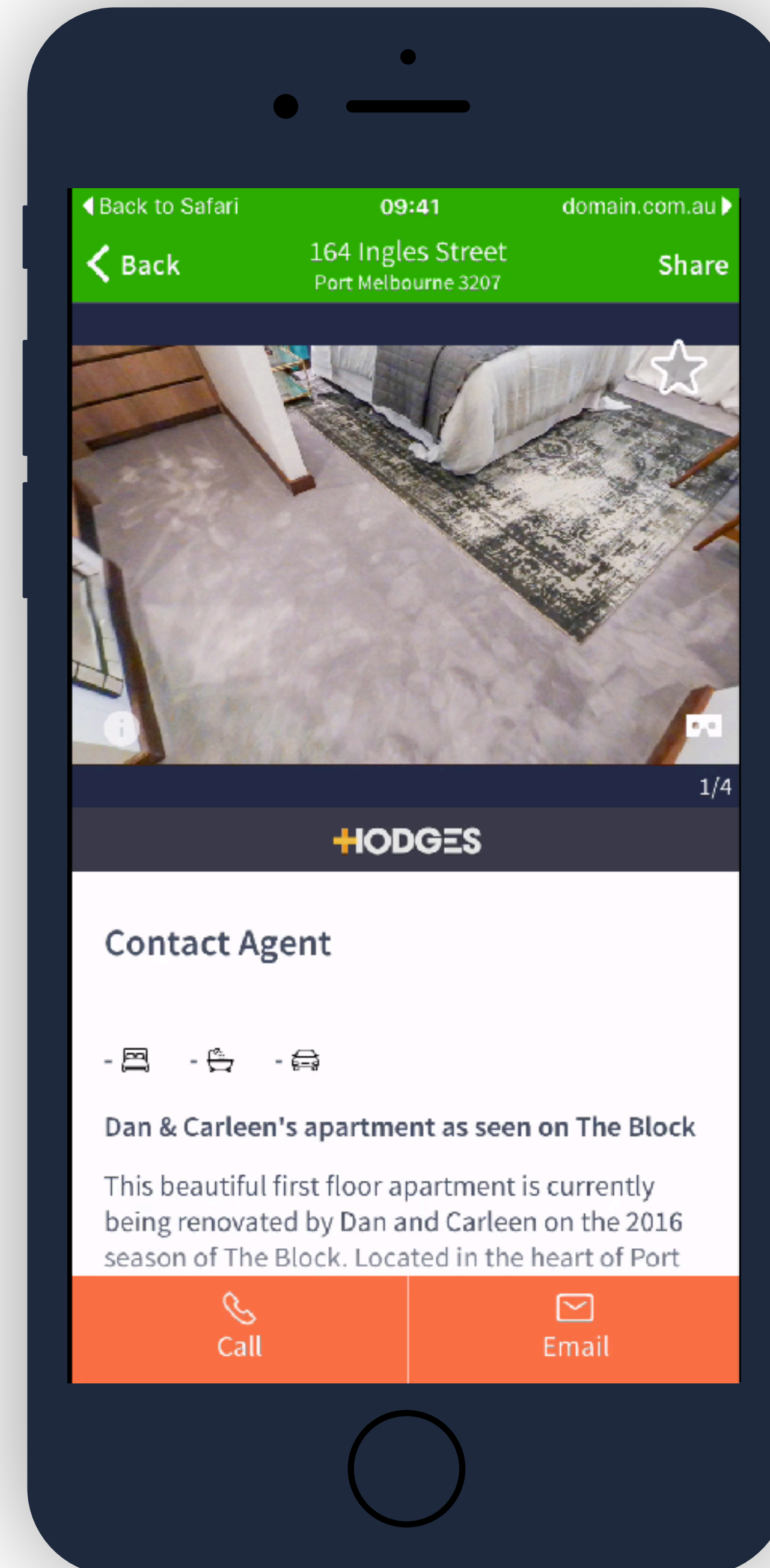
**FAST-TRACKING TODAY,  
PREPARING FOR TOMORROW**

Aggregating data to create **complete picture** of Australian property consumers to generate sales leads



## FAST-TRACKING TODAY, PREPARING FOR TOMORROW

Enhancing user  
experience and  
**consumer 'value add'**  
using new technologies,  
eg. 360-degree video





**FAST-TRACKING TODAY,  
PREPARING FOR TOMORROW**

Utilising data and audience insights to provide **highly personalised and targeted** consumer experiences, eg. recommendation engine

The screenshot shows a real estate website interface. At the top, there is a 'Recommended' section with four property cards. Each card displays a price, address, and basic details. The main focus is a detailed view of a property at 535 New South Head Road, Double Bay NSW 2028, priced at \$1,690,000. The property features 3 bedrooms, 2 bathrooms, and 3 car spaces. It is described as 'Luxury living and a harbourfront lifestyle within easy reach.' The page also shows 'TRENDING' status with five red dots, '2728 VIEWS', and '326 ENQUIRIES'. Navigation buttons for 'View detail' and 'Add to shortlist' are visible. At the bottom, there are tabs for 'DETAILS', 'GALLERY', 'SUBURB STATS', and 'PROPERTIES LIKE THIS'.

This screenshot displays 'Suburb statistics' for Double Bay NSW. It features three circular progress indicators showing the following percentages: 68% for Purchasing, 36% for Renting, and 22% for Families. To the right, there is a 'Buying Trends' area with a line graph showing fluctuations in buying activity over time. The graph has a teal-colored area under the line, indicating the volume of buying trends.

**FAST-TRACKING TODAY,  
PREPARING FOR TOMORROW**

Growing and monetising Domain's property ecosystem by **creating complementary new revenue streams** in insurance, mortgages, utilities, etc

Domain

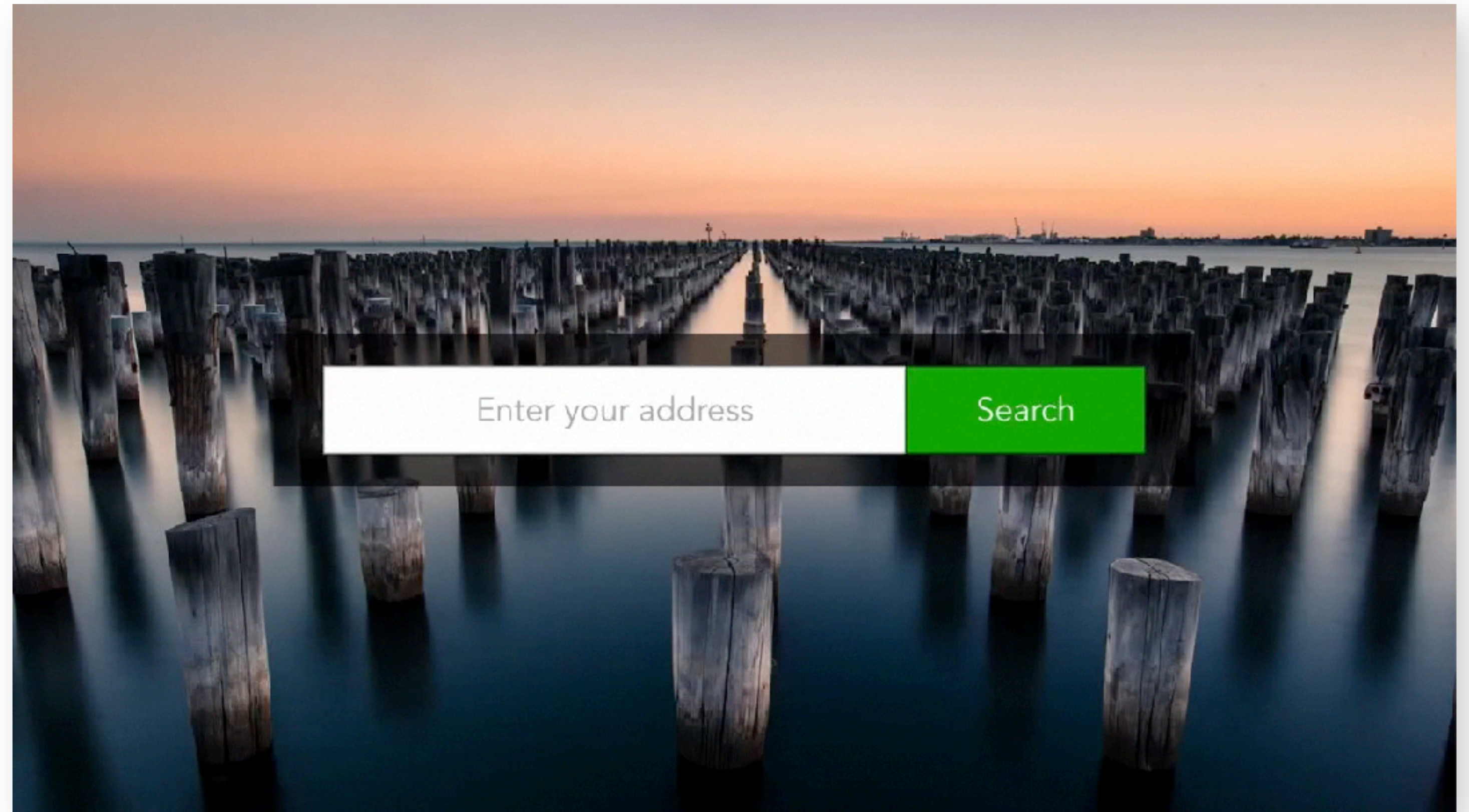
**Beevo** We Bundle

 **Connections**

 **Domain Loans**

**FAST-TRACKING TODAY,  
PREPARING FOR TOMORROW**

Using computational power to **generate actionable insights** for consumers, eg. modelling cost/savings on solar panel installation

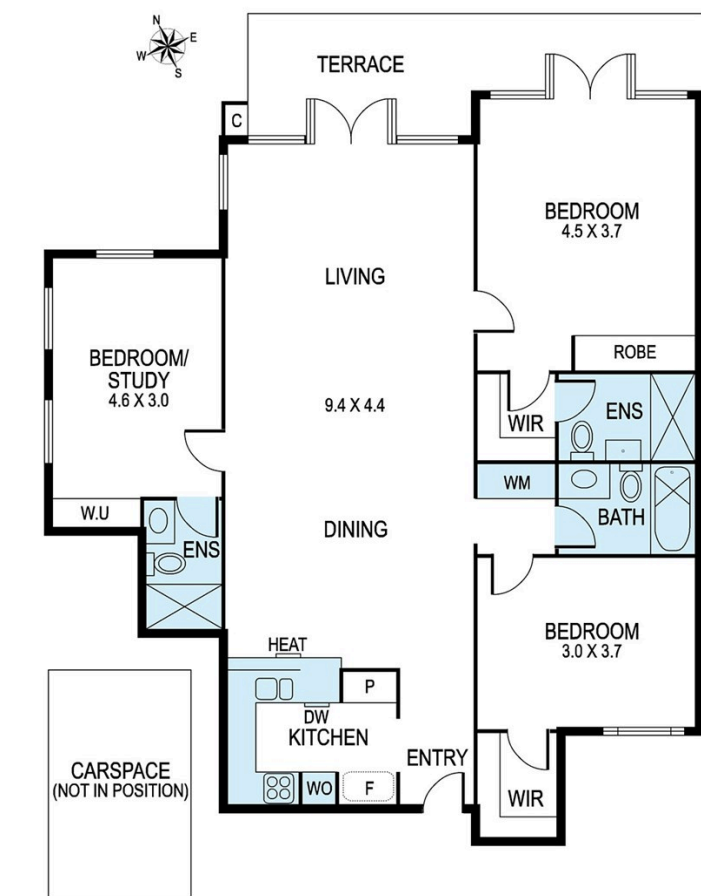


# On the move

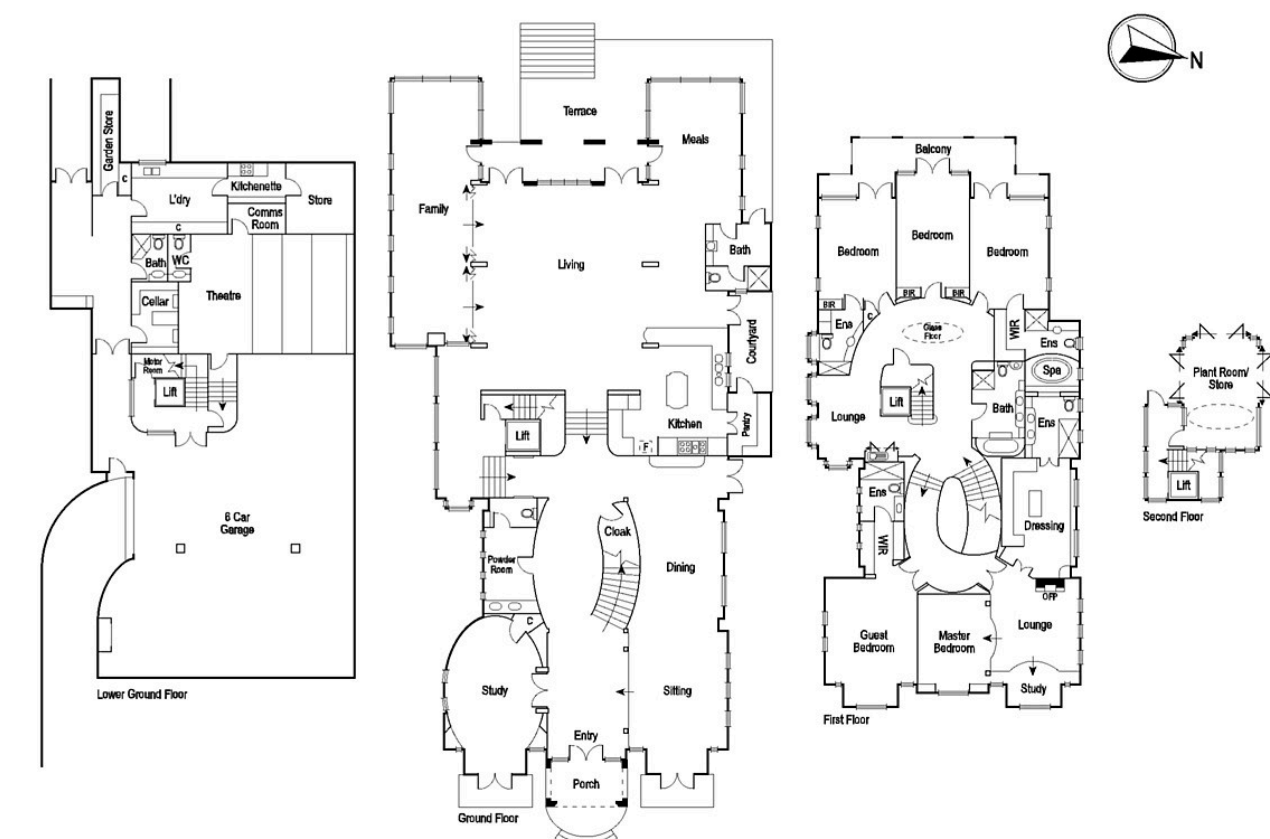
**FAST-TRACKING TODAY,  
PREPARING FOR TOMORROW**

Using image recognition and AI to analyse images and floor plans to create inventories and drive lead generation, eg. retail, insurance, etc

**FROM 3 BEDROOM IN SOUTH YARRA**



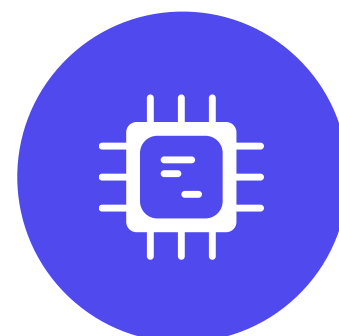
**TO 5 BEDROOM IN TOORAK**



# Mastering the Digital Domain



Customer obsessed



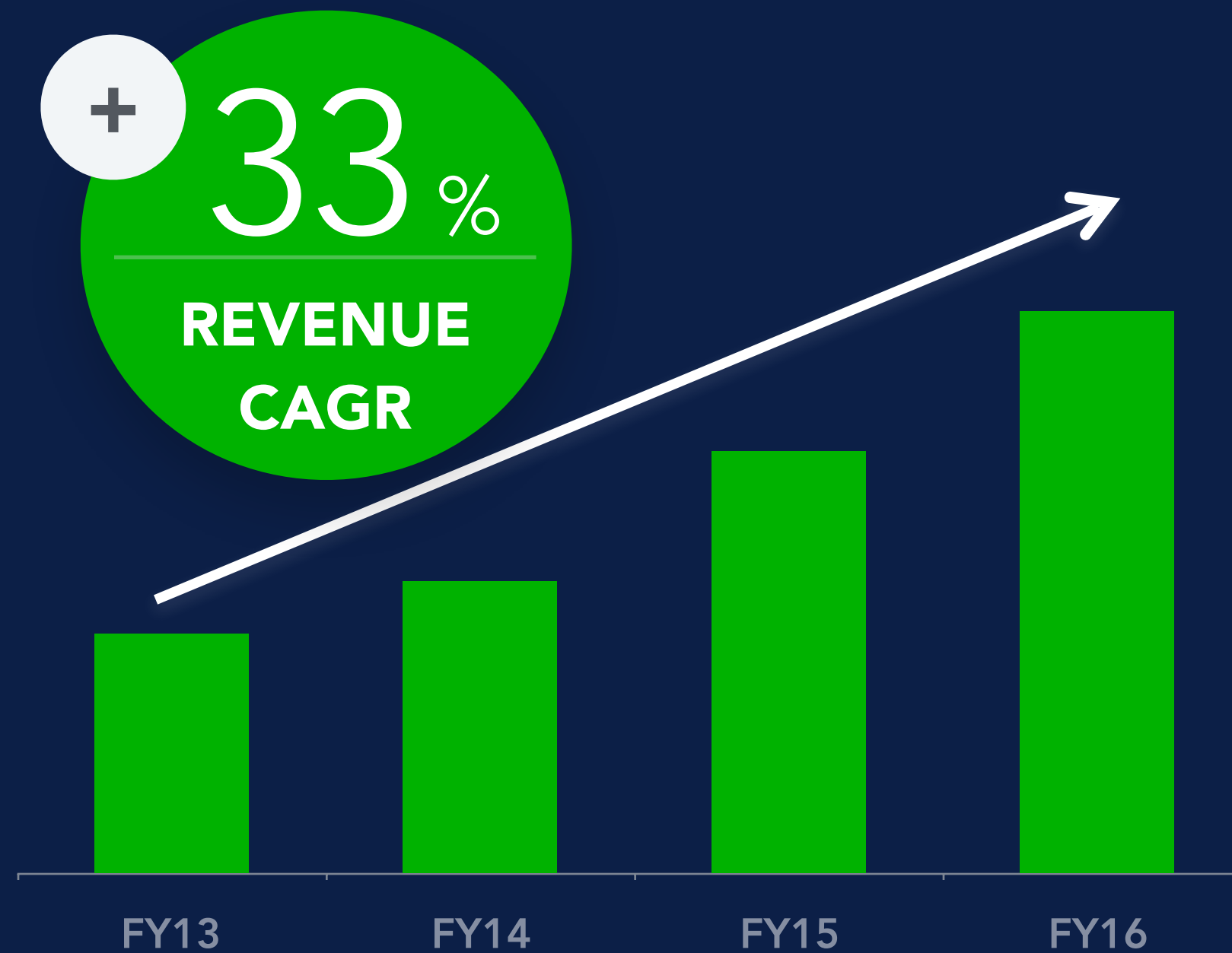
Technology enabled



Future focussed

=

Brilliant customer experiences  
& superior commercial results



# Thank you

---



Domain group