



NASK

Text:

Anna Gniadek, Marzena Pastuszka

Compilation of data gathered from the .pl domain name registry system:

Izabela Domagała, Paweł T. Gołowski

English translation:

Piotr Studziński-Raczyński

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.PL DOMAIN NAME MARKET

| NASK's Report for the first quarter of 2016

Q1 2016

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INTRODUCTION

Dear Readers,

After the completion of 2015 with a very good outcome, the first three months of 2016 brought successive excellent results for the .pl domain registry. By account of new names, which amounted to 290 530, it was the third best result in the history of the registry – a higher quarter number of registrations was last time recorded four years ago. The best month of the quarter was March when more than 100 thousand names were registered. During the period from January to March, daily average 3 193 names were registered, whereby, in February so many as 3 389 – being the best February and, at the same time, the fourth monthly result ever.

Among other events of the first quarter of 2016, worthy of note is the allocation of new registrations in particular types of zones – registrations directly in the .pl domain attained the best share in all registrations in the history of the registry, exceeding the level of 75%. Registrations in the functional and regional domains were far less popular, attaining 19% and 5.9% respectively.

At the end of the first quarter of 2016 the volume of the .pl domain registry equaled 2 712 200 names active in DNS, maintained for almost 1 016 thousand registrants. It denotes that the registry grew in the first quarter by 30 448 names, thanks to which the annual dynamics, increasing the fourth quarter in the row, reached the level of 6.78% - a higher result was last time attained in the third quarter of 2012.

It is worthwhile to note that in the first quarter of 2016 the ascending tendency of renewing maintained .pl domain names was remained. The renewal rate, in the first three months of the year, amounted to 62.46%. It is the fourth successive quarter when the renewal rate has increased, attaining, at the same time, the highest level since the beginning of 2009.

I invite you to get acquainted with the newest report, presenting the data from the .pl domain registry for the first quarter of 2016.

Wojciech Kamieniecki
NASK Director

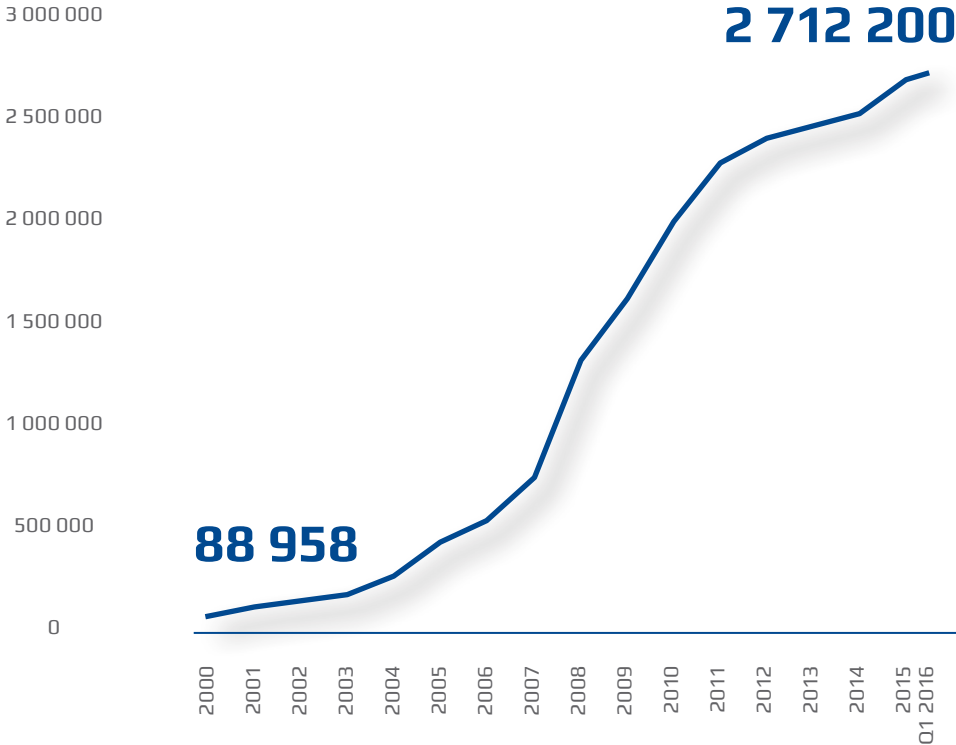
NUMBER OF .PL DOMAIN NAMES IN DNS

At the end of the first quarter of 2016 the .pl domain registry contained **2 712 200** names active in DNS. During the first three months of 2016 the number grew by **30 448** names, with **9 181** names added to the registry in January, **16 192** in February and **5 075** in March.

Out of all domain names active in DNS, at the end of March 2016, **73.30%** constituted the names maintained directly in the .pl domain, **21.55%** in the functional domains and **5.15%** of names were maintained in the regional domains.

Out of all names maintained in the .pl registry, at the end of the first quarter of 2016, **47 013** names contained national diacritic signs (IDN), i.e. their share in all the .pl domain names, active in DNS, constituted **1.73%**.

The annual growth dynamics of the .pl domain names, at the end of March 2016, amounted to **6.78%**.



Number of .pl domain names in DNS

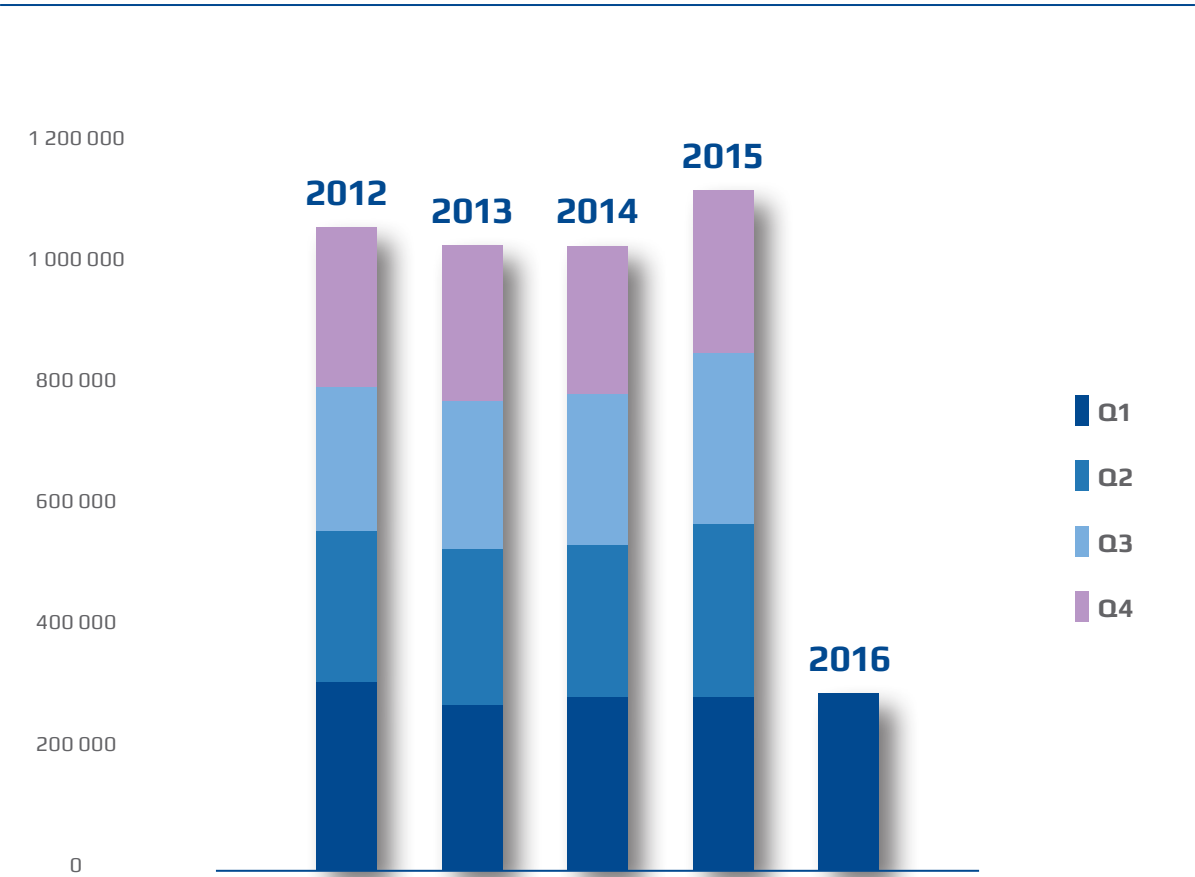
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NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

Within the first three months of 2016 **290 530** new .pl domain names were registered, i.e. almost **6 thousand** more than during the first quarter of 2015. The number of new registrations in January 2016 amounted to **91 929** and in successive months: **98 272** in February and **100 329** in March.

The number of **290 530** .pl domain names, attained at the end of the first quarter, has been the third quarter result for four years. The highest quarter result, **309 673**, was recorded at the end of March 2012, whereas the second result, **298 106**, was attained in the corresponding period in 2011.

From the beginning of January to the end of March 2016 **4 960** new names, containing diacritic signs, were registered.

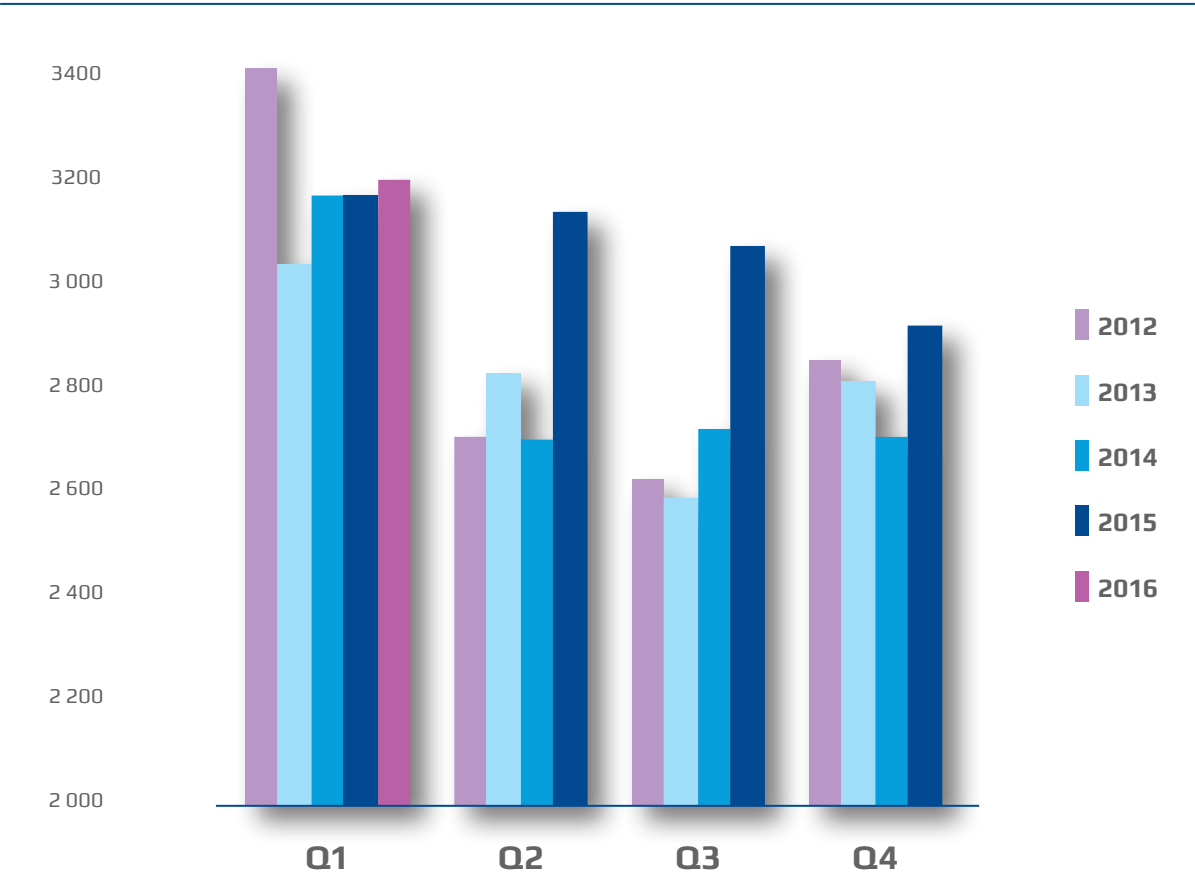


Number of .pl domain name registrations

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NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

In the first quarter of 2016 daily average **3 193** new names were registered. The daily average number of registrations in particular months was the following: in January **2 965**, in February **3 389** names and in March on average **3 236** names were being added to the registry each day. Such a high daily average number of registration of new names, as it occurred in February 2016, has not been attained since March 2015, when daily average **3 407** new .pl domain names were being registered.



Number of .pl domain name registrations, daily average

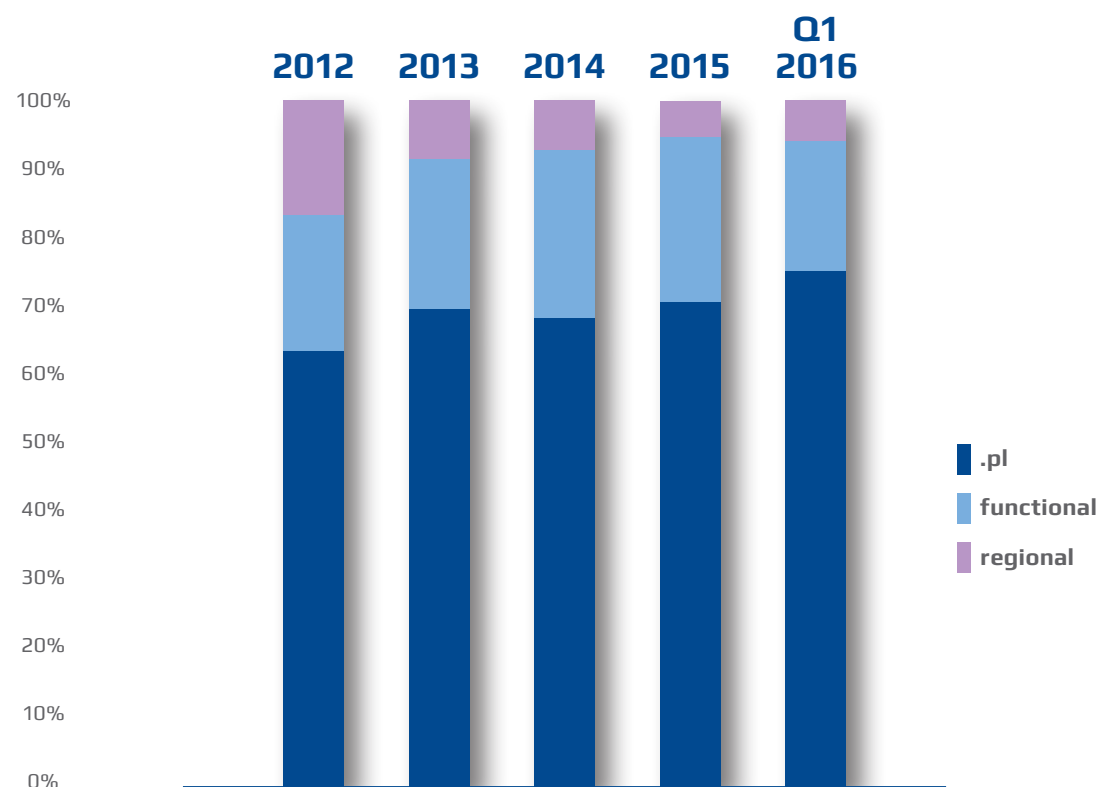
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NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS AS DIVIDED INTO THE TYPE OF ZONE

The share of registrations, effected directly in the .pl domain, in the total number of names, registered during the first three months of 2016, amounted to **75.10%**, and in comparison to the share of those registrations, recorded in the last quarter of 2015, it grew by **1.20 p.p.**

Registration of names with functional extension, e.g. .com.pl, info.pl constituted **19.00%** of the total number of newly registered names carried out in the first quarter of 2016 and their share in the number of registrations has fallen by **1.08 p.p.** since the end of December 2015.

The number of registrations of regional domain names, such as .augustow.pl, .waw.pl, decreased, as compared to the previous quarter, by **0.12 p.p.** The share of registrations, effected directly in regional domain names constituted **5.90%** of all the registrations made in the .pl domain registry within the period from the beginning of January to the end of March 2016.



Number of new second level, regional and functional .pl domain name registrations

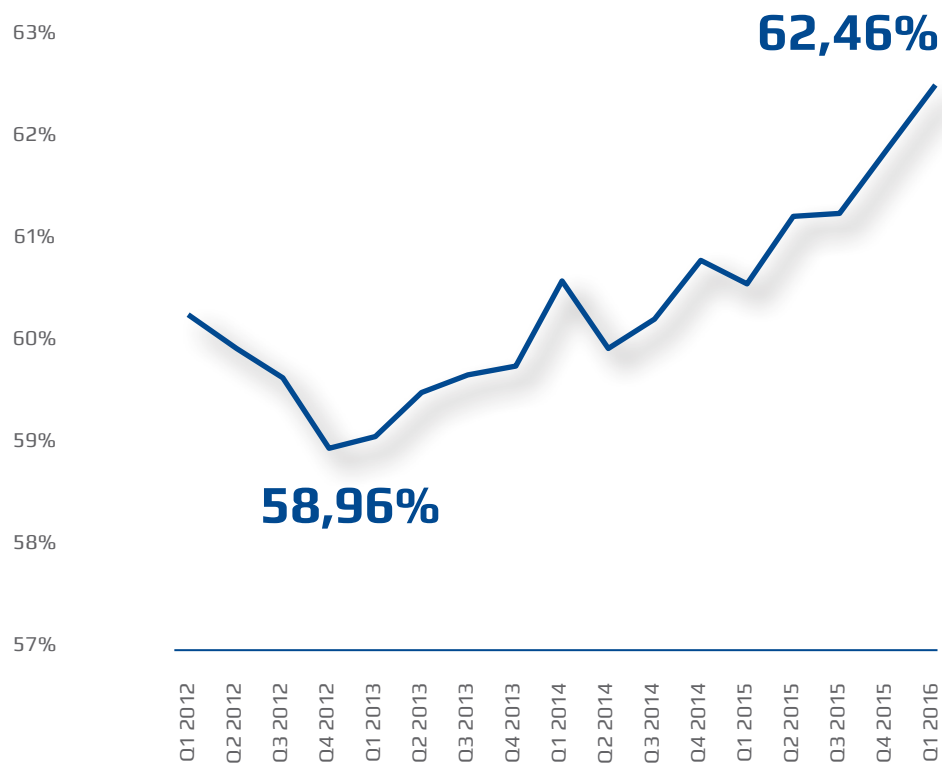
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RENEWAL RATE OF .PL DOMAIN NAMES

During the first quarter of 2016 more than **460 thousand** .pl domain names were renewed for the successive billing period. The renewal rate, at the end of March 2016, amounted to **62.46%**, being by **0.59 p.p.** higher than the result attained at the end of December 2015. Therefore, slight increase in the renewal level of .pl domain names has remained since the end of 2012.

Out of the names renewed in the first quarter of 2016 **19.35%** of names were registered in 2015, **14.21%** in 2014, and **11.12%** in 2013. The registration of remaining names, renewed within the period from the beginning of January to the end of March 2016, fell on 2012 (**9.94%**) and earlier (**45.34%**).

Similarly as in previous quarters, the service of billing period end-date modification was not losing interest. The end date of the billing period was shifted by an individually defined number of days for **1 275** .pl domain names.



Renewal rate of .pl domain names

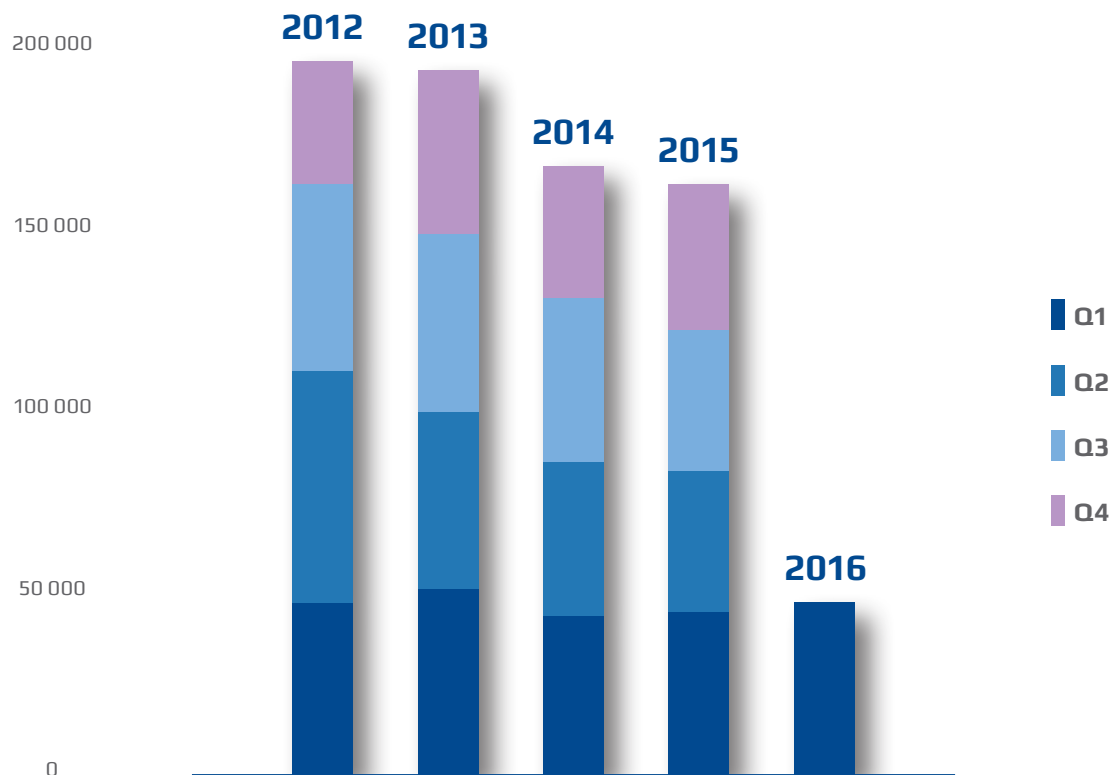
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TRANSFERS

During the first three months of 2016 **46 607** .pl domain names were transferred to a new registrar. Transfers of domain names active in DNS constituted the majority, **98.28%** of transferred names, and as few as **1.72%** of transferred names held the BLOCKED state, i.e. after the previous billing period had been completed.

The number of transfers effected, in the first quarter of 2016, with the simultaneous renewal of the .pl domain name for a consecutive billing period amounted to **1 132**.

In the first quarter of 2016, the change of a registrar servicing a .pl domain name was effected **512** times daily average, which was **23** more than during the first quarter of the previous year.



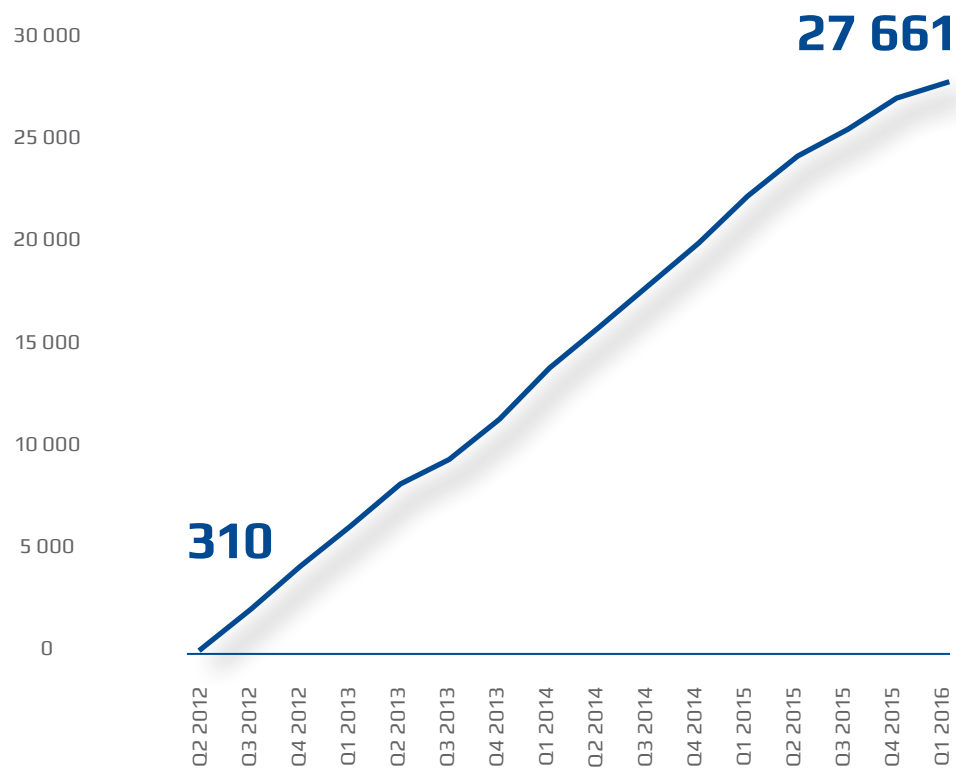
Number of .pl domain name transfers

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DNSSEC IN THE .PL DOMAIN NAME

At the end of the first quarter of 2016 in the .pl domain registry there were **27 661** names, secured with the DNSSEC protocol, thanks to which the users of the Internet are able to confirm the correctness of the information transmitted to them by DNS. Within last twelve months **5 536** secured names were added to the registry, with **810** thereof being added during the first three months of 2016.

In the first quarter of 2016 daily average **8.9** .pl domain names, with entries confirming a proper security with the DNSSEC protocol, were added in DNS.



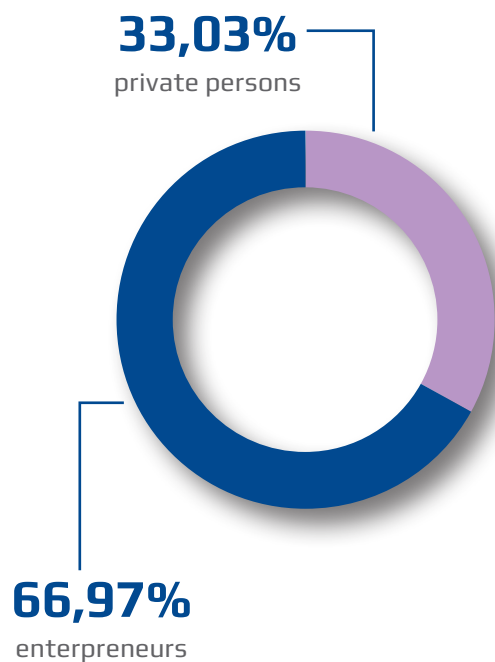
Number of the .pl domain names secured with DNSSEC

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REGISTRANTS OF .PL DOMAIN NAMES

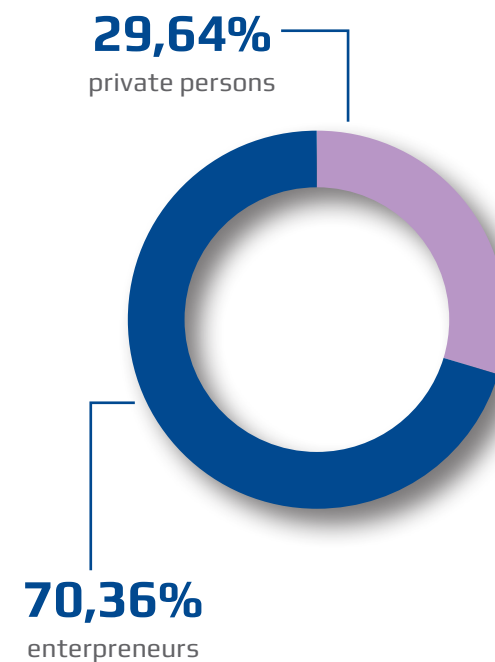
In the .pl domain registry, at the end of March 2016, there were maintained **2 712 200** names for **1 015 987** registrants. During the first quarter of 2016 the registry was enlarged by **8 281** registrants with **63.78%** holding one domain name, **14.44%** two domain names, **5.94%** three domain names, **4.40%** four domain names and **3.88%** five .pl domain names. From six to nine names were held by **4.72%** of registrants, while more than ten names were subscribed by **2.84%** of registry's clients.

In accordance with the declared registration data **66.97%** of registrants constituted entrepreneurs and organizations of different type, whereas the remaining **33.03%** of registrants were private persons.



Division of Registrants of .pl domain names, Q1 2016

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Division of .pl domain names for Registrants, Q1 2016

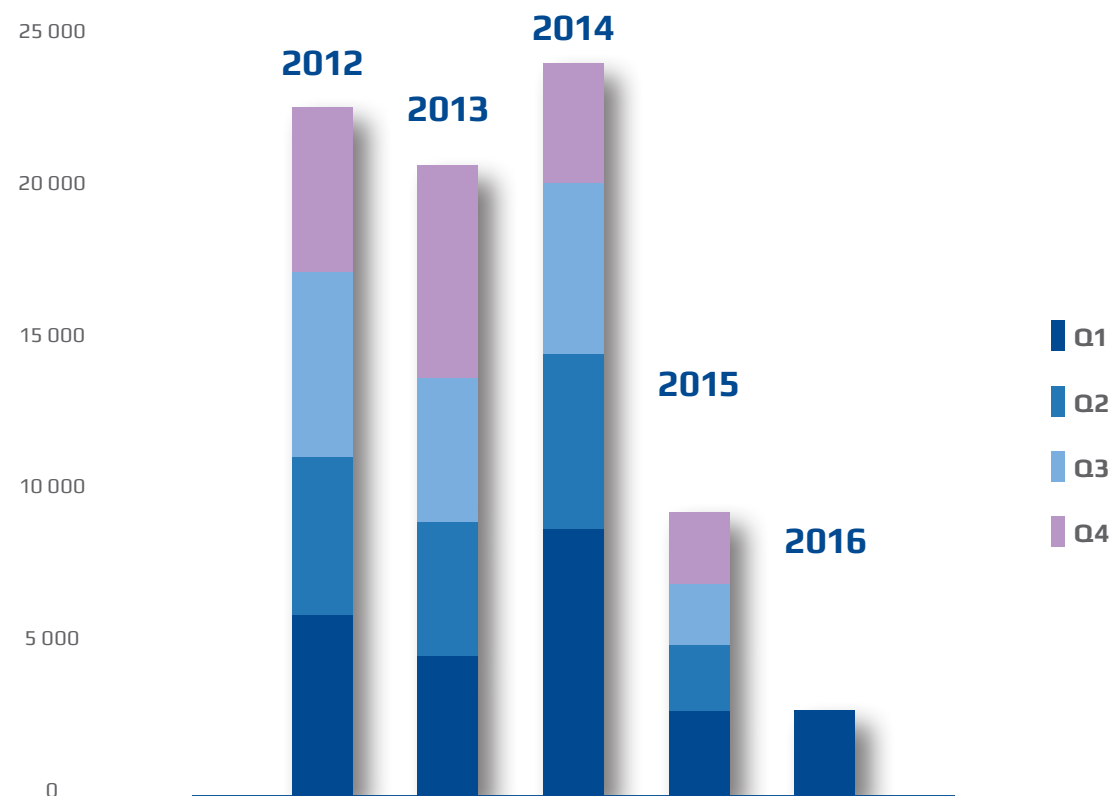
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WLS

From the beginning of January to the end of March 2016 **2 801** agreements on options for registration of the .pl domain names were concluded. The number of agreements in particular months of the first quarter of 2016 amounted to: **1 094** in January, **902** in February and **805** in March.

1 501 agreements on options ended in the first quarter of 2016 with the provision of .pl domain names for registration, whereas in **88** cases the registration procedure was not completed by an option holder, which resulted in the domain names being released to the group of names available for registration.

Since launching the service in 2004 to the end of the first quarter of 2016 the effectiveness of providing .pl domain names for registration, under agreements on options, amounted to **45.02%**.



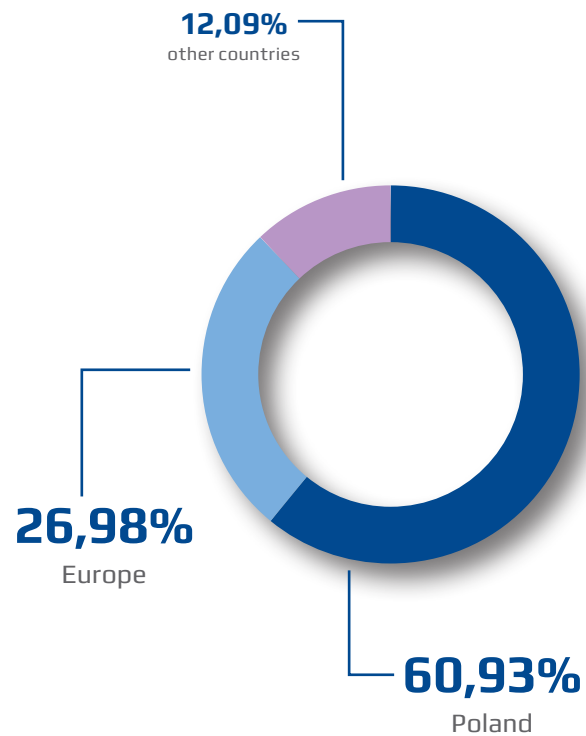
Number of WLS registrations

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NASK PARTNERS

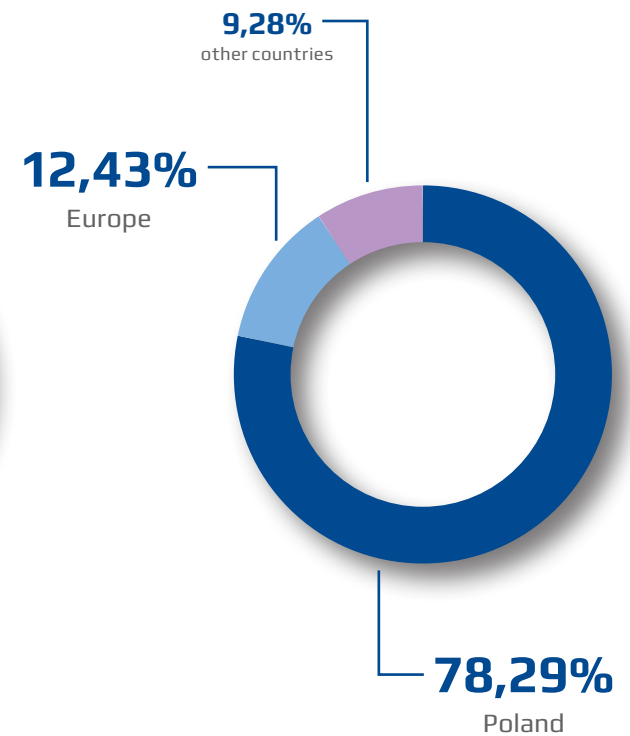
Within the frames of the Partner Programme of the .pl domain registry, at the end of March 2016, NASK was cooperating with **215** registrars from all over the world, **131** Partners had their registered office in Poland, **58** entities in other European countries and **26** beyond Europe.

Out of **2.7 million** .pl domain names active in DNS so much as **78.29%** were being serviced by registrars from Poland, **12.43%** by other European registrars and **9.28%** by registrars from other countries.



Partners of NASK, division by place of residence, Q1 2016

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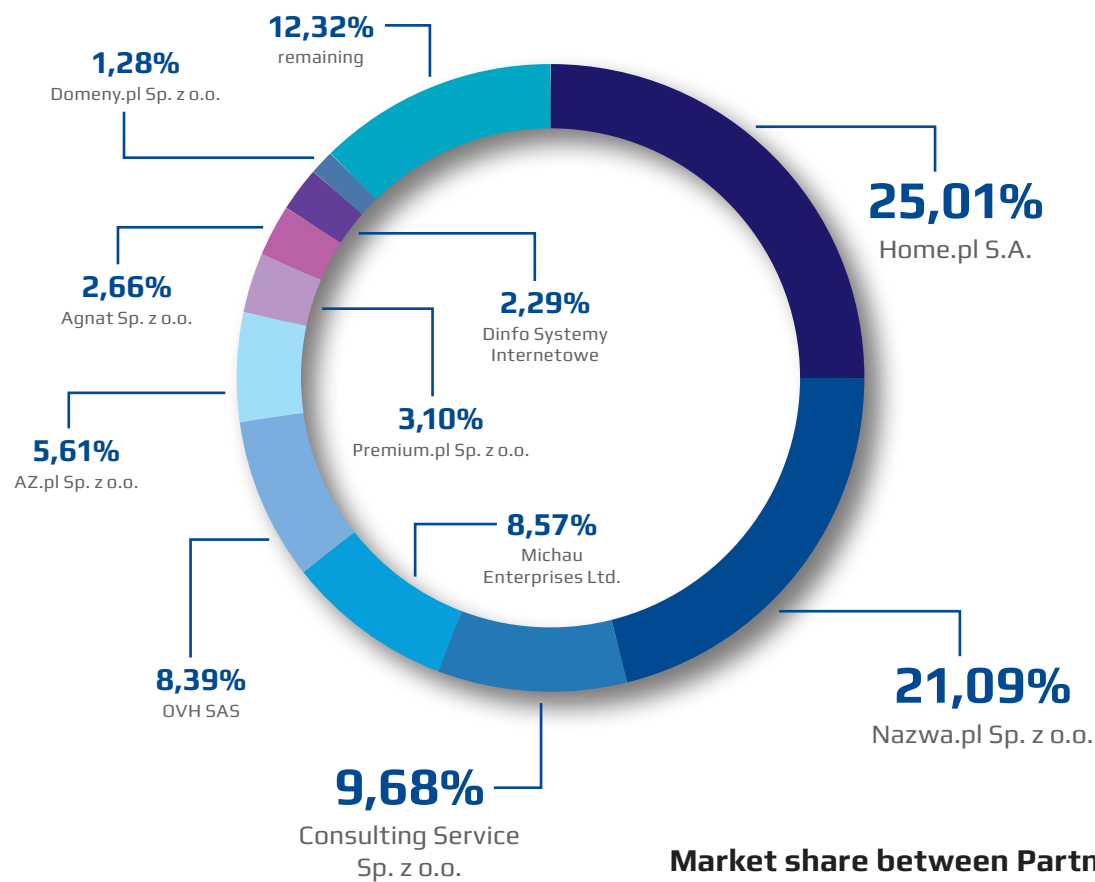
.pl domain name market share between Partners considering the place of residence, Q1 2016

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MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

Out of **2 712 200** .pl domain names active in DNS, at the end of March 2016, **87.68%** were being serviced by the TOP 10 registrars presented in the report. The largest share in servicing .pl domain names had Home.pl S.A. (**25.01%**). The successive positions were taken by the following registrars: Nazwa.pl Sp. z o.o. (**21.09%**), Consulting Service Sp. z o.o. (**9.68%**), Michau Enterprises Ltd. (**8.57%**), OVH SAS (**8.39%**), AZ.pl Sp. z o.o. (**5.61%**), Premium.pl Sp. z o.o. (**3.10%**), Agnat Sp. z o.o. (**2.66%**), Dinfo Systemy Internetowe (**2.29%**) and Domeny.pl Sp. z o.o. (**1.28%**).

The registrars, from beyond the presented TOP ten, at the end of the first quarter of 2016, were servicing **12.32%** of .pl domain names.



Market share between Partners considering .pl domain names, Q1 2016

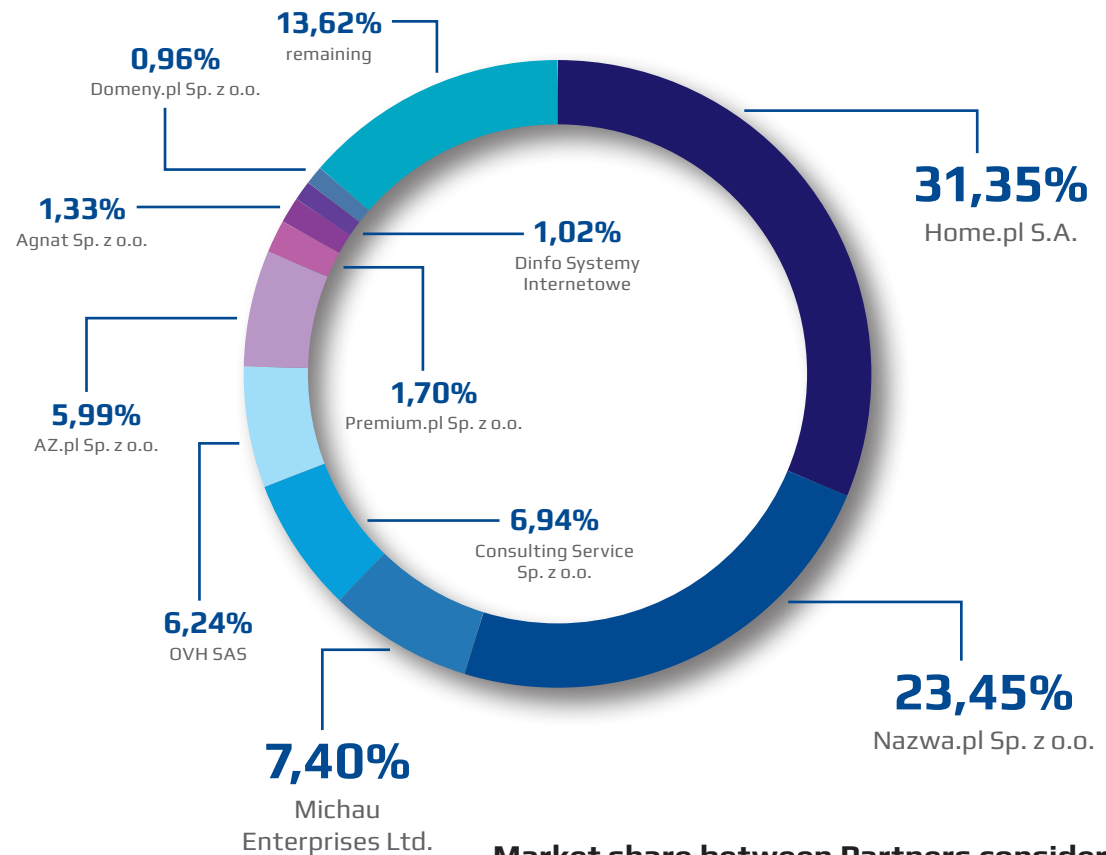
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MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW REGISTRATIONS

The most frequently chosen NASK's Partners in registration of new .pl domain names, in the first quarter of 2016, were: Home.pl S.A. with the share in the total number of new registrations, amounting to **31.35%** and Nazwa.pl Sp. z o.o. which serviced **23.45%** of new registrations.

The share of successive registrars, presented in the chart, was shaped as follows: Michau Enterprises Ltd. (**7.40%**), Consulting Service Sp. z o.o. (**6.94%**), OVH SAS (**6.24%**), AZ.pl Sp. z o.o. (**5.99%**), Premium.pl Sp. z o.o. (**1.70%**), Agnat Sp. z o.o. (**1.33%**), Dinfo Systemy Internetowe (**1.02%**) and Domeny.pl Sp. z o.o. (**0.96%**).

NASK's Partners, beyond the presented TOP 10, effected **13.62%** of new .pl domain name registrations.



Market share between Partners considering new .pl domain name registrations, Q1 2016*

* The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

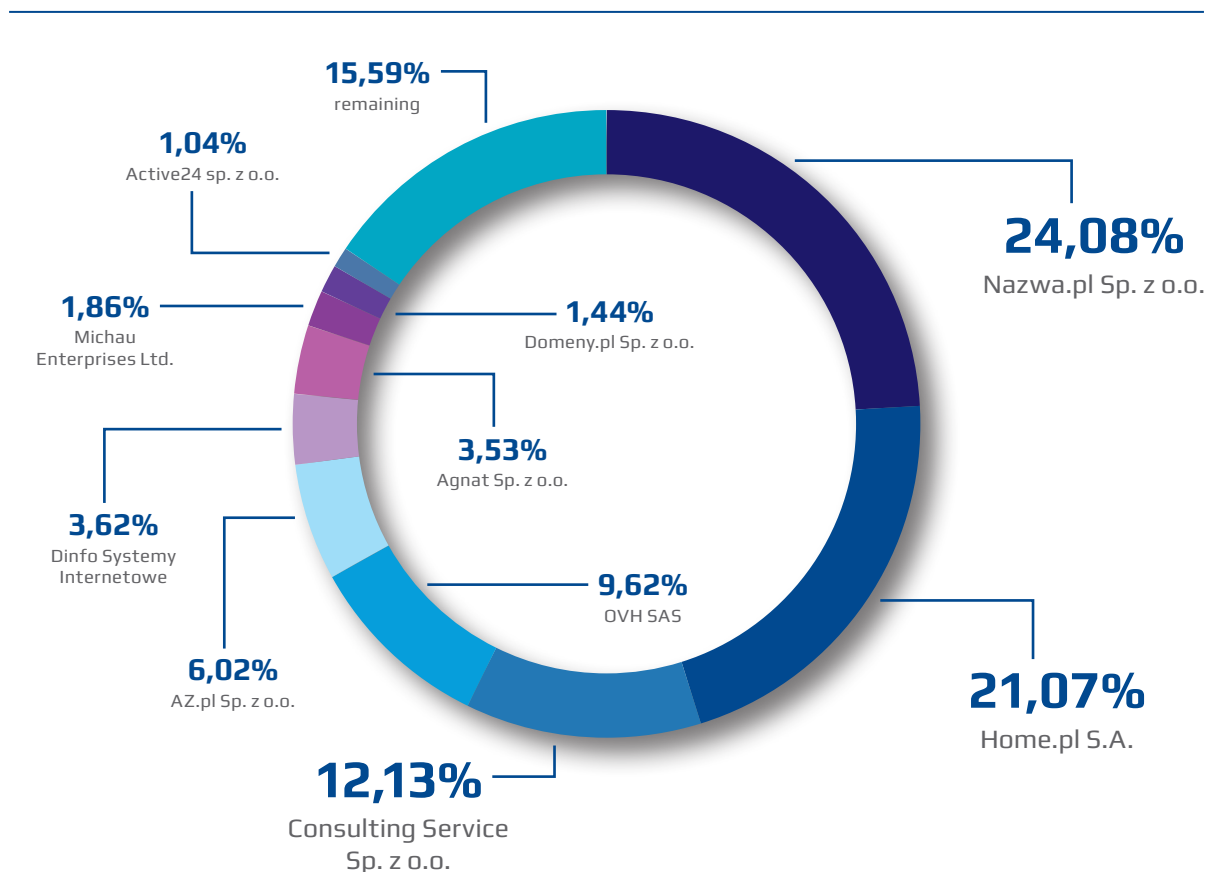
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MARKET SHARE BETWEEN PARTNERS CONSIDERING REGISTRANTS

At the end of the first quarter of 2016, the total number of .pl domain name registrants, serviced by all the NASK's Partners, amounted to **1 038 040** registrants.

The largest share in the service of registrants was represented by the following registrars: Nazwa.pl Sp. z o.o. (**24.08%**), Home.pl S.A. (**21.07%**) and Consulting Service Sp. z o.o. (**12.13%**). In the first ten registrars, servicing the largest number of .pl domain name registrants, were also: OVH SAS (**9.62%**), AZ.pl Sp. z o.o. (**6.02%**), Dinfo Systemy Internetowe (**3.62%**), Agnat Sp. z o.o. (**3.53%**), Michau Enterprises Ltd. (**1.86%**), Domeny.pl Sp. z o.o. (**1.44%**) and Active 24 Sp. z o.o. (**1.04%**).

NASK's registrars, from beyond the TOP 10, presented in the report, at the end of March 2016, were servicing in total **15.59%** of registrants.



Market share between Partners considering .pl domain name Registrants, Q1 2016*

* The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

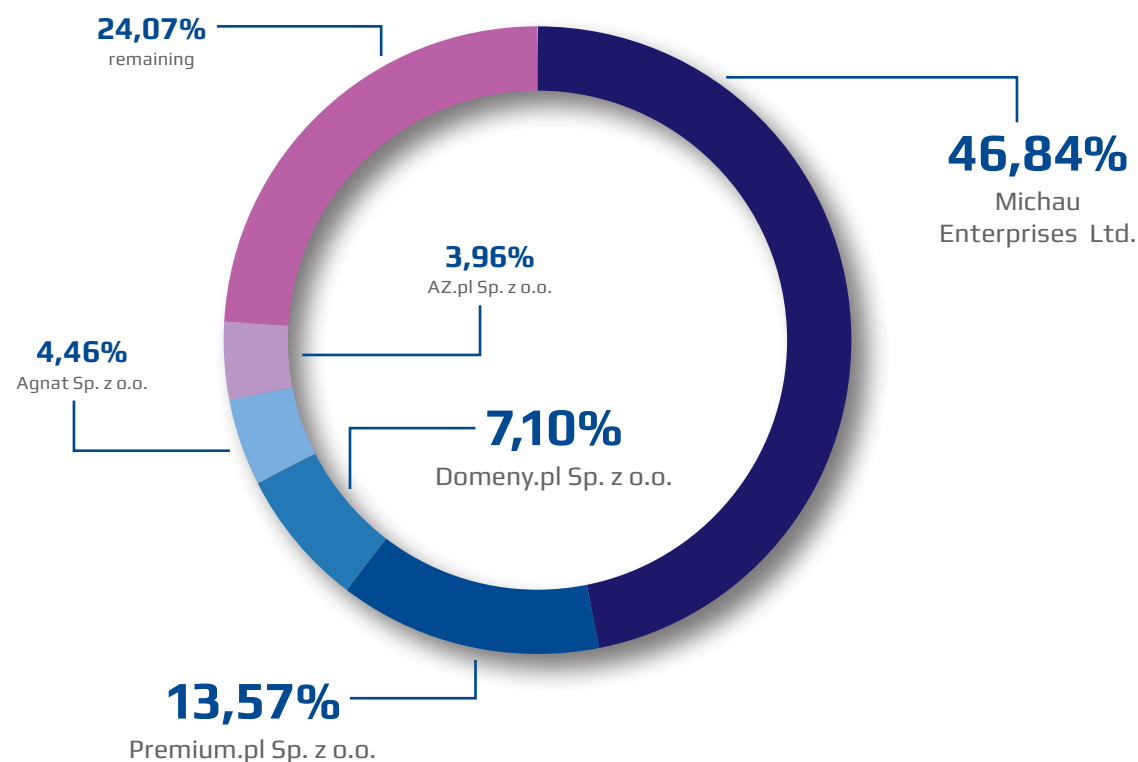
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MARKET SHARE BETWEEN PARTNERS CONSIDERING WLS REGISTRATIONS

Five registrars, presented in the report, serviced in total **75.93%** out of **2 801** agreements on options for the registration of a .pl domain name, concluded in the first quarter of 2016. During that three months **37** registrars were assisting in conclusion of the agreements on options.

With the assistance of Michau Enterprises Ltd, there were concluded **46.84%** of agreements on options. The second most frequently chosen registrar in the option market was Premium.pl Sp. z o.o. which assisted in the conclusion of **13.57%** of agreements. The consecutive registrars in the TOP 5 in the option market were: Domeny.pl Sp. z o.o. (**7.10%**), Agnat Sp. z o.o. (**4.46%**) and AZ.pl Sp. z o.o. (**3.96%**).

The registrars from beyond the presented five serviced in total **674** new agreements on options for the registration of a .pl domain name.



WLS market share between Partners, Q1 2016

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