

.PL DOMAIN NAME MARKET

NASK'S REPORT FOR THE FOURTH QUARTER OF 2011

Q4 2011

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All the information were prepared and compiled basing on data from
the .pl domain name registry system*

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table of contents

- 3 Introduction
- 4 Number of .pl domain names in DNS
- 5 Fourth quarter of 2011 - month by month
- 6 Monthly growth of the number of .pl domain names in 2011
- 7 Structure of .pl domain names
- 8 Number of new .pl domain name registrations
- 9 Number of new .pl domain name registrations, daily average
- 10 New registrations to Registrant's place of residence comparison
- 11 Comparison between second level, regional and functional domain name registrations
- 12 Renewal rate of .pl domain names
- 13 Transfers between Partners
- 14 Ranking of ccTLD's from the EU area at the end of Q4 2011
- 15 Changes in DNT registrations
- 16 Changes in the number of WLS registrations
- 17 Partners
- 18 Market share between Partners considering the place of residence
- 19 Market share between Partners considering .pl domain names
- 20 Market share between Partners considering .pl IDN service
- 21 Market share between Partners considering new registrations
- 22 Market share between Partners considering .pl IDN registrations
- 23 Market share between Partners considering Registrants
- 24 Market share between Partners considering DNT registrations
- 25 Market share between Partners considering WLS registrations

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introduction

Dear Readers,

Launch of the DNSSEC solution and switch of the electronic systems, which maintain names in .pl domain, to 64bit architecture, meant that NASK achieved an important stage in actions, aimed at technical stabilization of the .pl domain. Completing both tasks summed up another successful year for the .pl domain and also ensured easier predictability of the domain market in Poland, of which NASK is a serious participant.

Predictability and stabilization allowed our Partners to increase their activity, which resulted in a much higher number of new .pl domain name registrations. In 2011 we registered a record breaking number of **1 087 876** names.

In our quarterly reports the .pl domain name **renewal rate** usually is of high importance. We may say with satisfaction, that this rate grew throughout the entire year 2011 to achieve **59,72%** in the fourth quarter and by this, to come very close to result achieved in the third quarter of 2009. If we take into account the rate of .pl domain name renewals, Q4 2011 was the best out of the last nine quarters. The endurance of the bond between the Registrant and .pl domain name may mean a further reinforcement of .pl domain in Poland, which is very important, especially in challenge with new top-level domains, which will be released by ICANN organization.

Report for the last quarter of 2011 also includes new information, which were not published up until now. In our view, statistics concerning structure of .pl domain names deserve special attention. From the statistics it appears that 1 743 258 names consist of letters only, while 3075 consist entirely of digits. In the report we also enclosed another summation on the subject of .pl domain name length, which, among other things, states that there were **33 816** names which consisted from more than **30** characters.

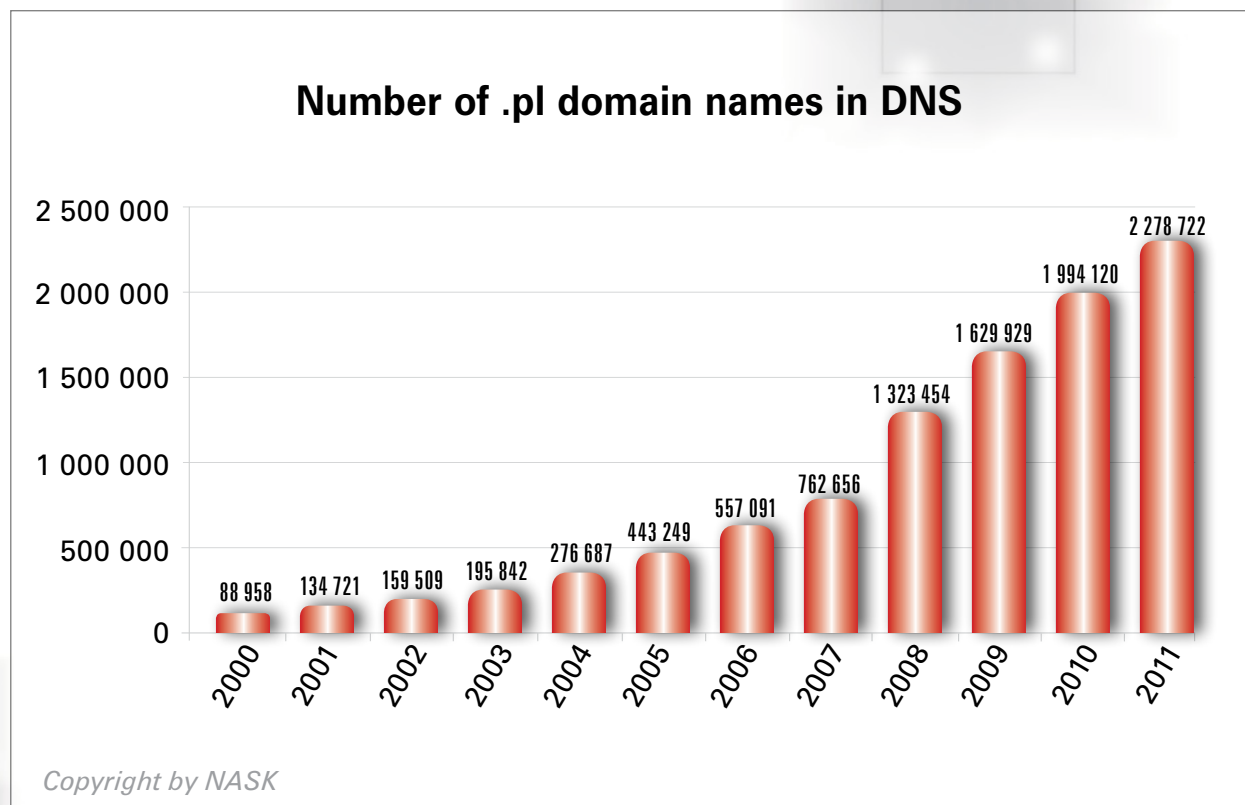
Definite boost in registrations in .pl domain caused the distance between .pl and the fourth domain in European Union, that is .it, to decrease dramatically. In 2010 and at the beginning of 2011 the difference was around 60-70 thousand names, while at the end of 2011 it decreased to 30-40 thousand. Results of the Polish registry allow us to think that in 2012 this distance will decrease even more.

Michał Chrzanowski
Director of NASK

Number of .pl domain names in DNS

Registry of .pl domain names accomplished year 2011 with **2 278 722** domain names active in DNS.

In last twelve months, during which a record breaking number of registrations and increase in renewals of domain names was noted, the registry grew by **284 602** .pl domain names.



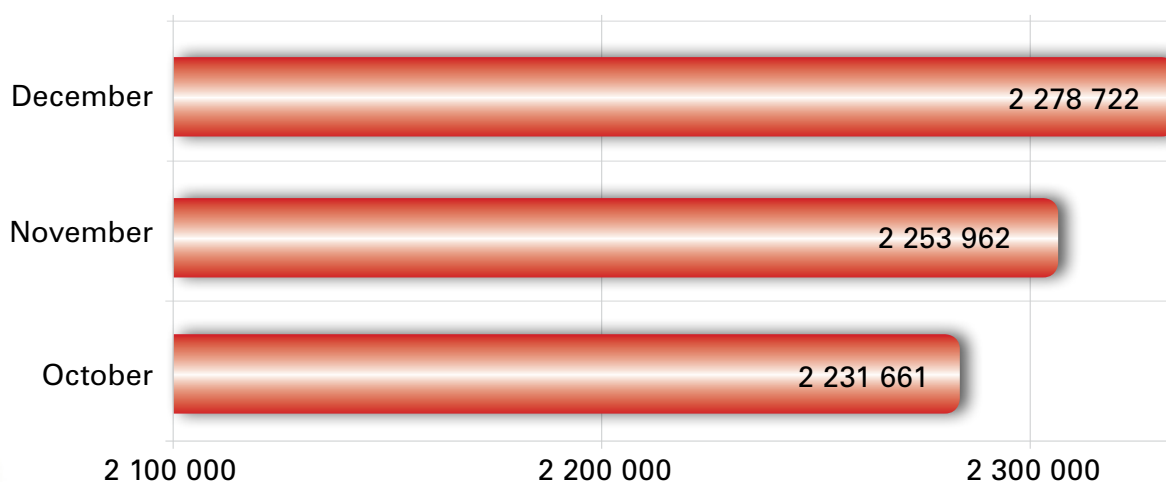
Fourth quarter of 2011

- month by month

Only in the fourth quarter of 2011 the number of active .pl domain names increased by **79 980**.

December was the month, during which the highest increase in the number of .pl domain names was noted in the fourth quarter of 2011, with the result of **24 760**. In the remaining months the results were: **23 919** in October and **22 301** in November.

Number of .pl domain names in DNS, month by month, Q4 2011



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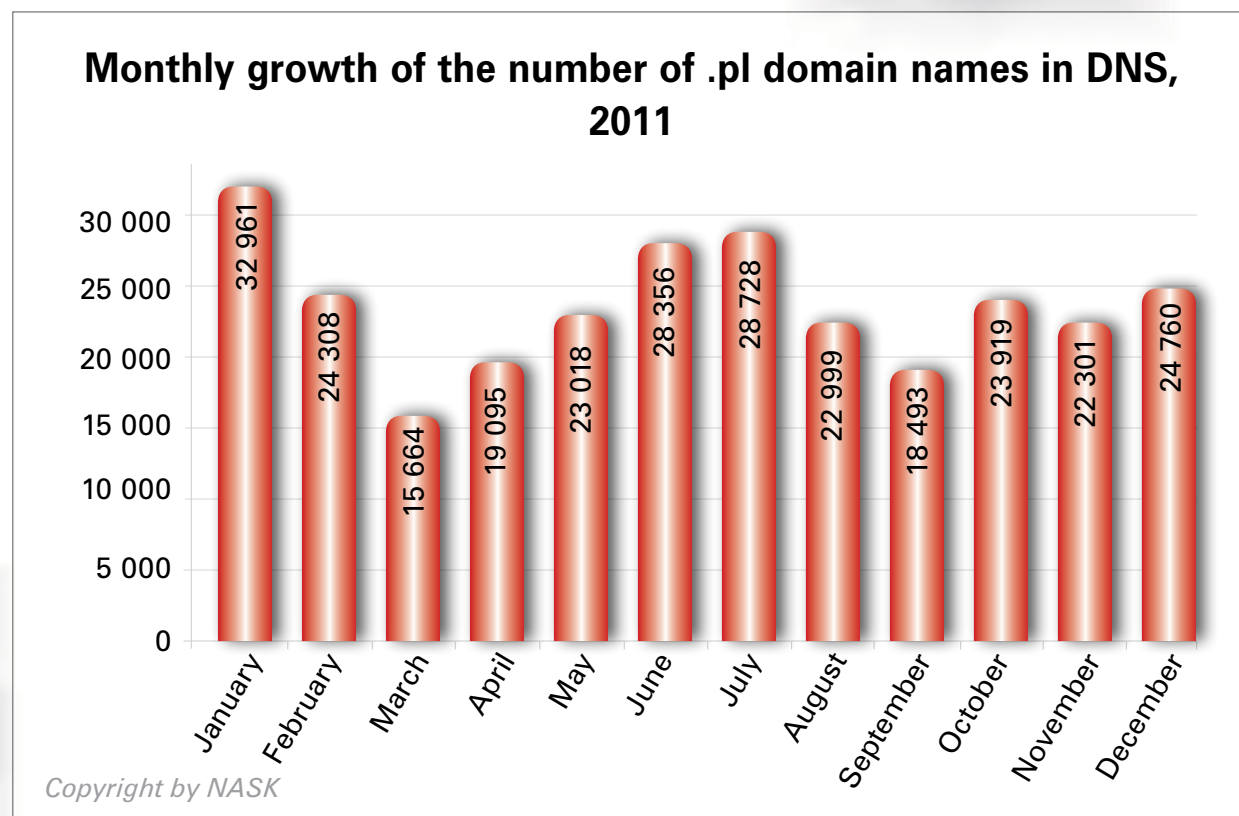
Monthly growth

of the number of .pl domain names in 2011

Year 2011, in comparison to previous years, characterized with smaller fluctuations in monthly increases of .pl domain names and a reverse of trends observed earlier.

In year 2009 the difference between months with the largest and the smallest monthly increase was equal to over **45 000**, in 2010, over **57 000** and in 2011 only slightly over **17 000**.

In year 2011, March and September were months with lowest increases. To compare, these exact months had the highest increase in the number of .pl domain names in 2009 and 2010.

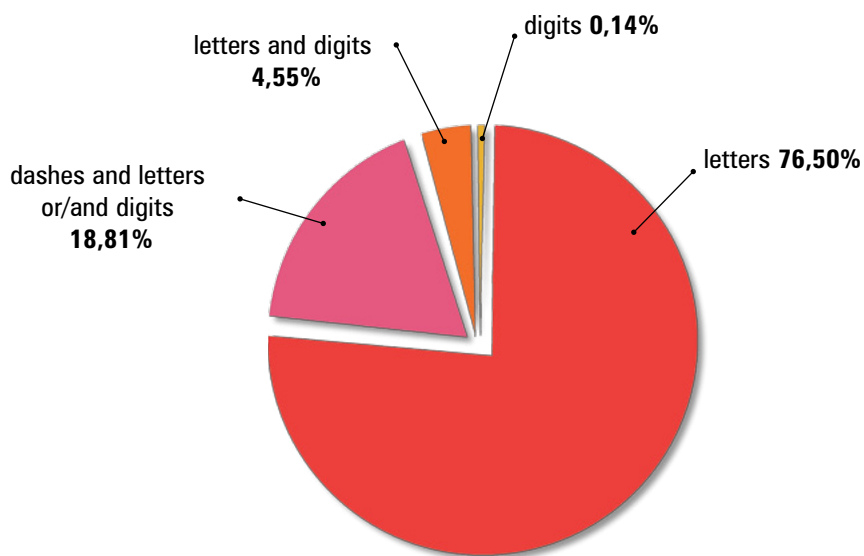


Structure of .pl domain names

Analysis of the structure of .pl domain names had shown, that at the end of 2011, **1 743 258** names active in DNS, consisted only of letters and **3 075** only of digits. Over **81%** of .pl domain names are single worded, without a dash (IDN were analyzed in Unicode). **17,31%** of names were two-worded, **1,39%** were three-worded. Maximum number of separate words, of which a single domain name was consisting, noted in 2011, was **15**.

The longest .pl domain name in DNS, at the end of 2011, had **74** characters (names along with the domain in which it was registered). **16,82%** of .pl domain names consisted of maximum 10 characters, **84,22%** of maximum 20 characters and **98,52%** of maximum 30 characters. Exactly **33 816** names, with the number of characters greater than **30**, existed in the registry.

**Characters in .pl domain names active in DNS,
Q4 2011**

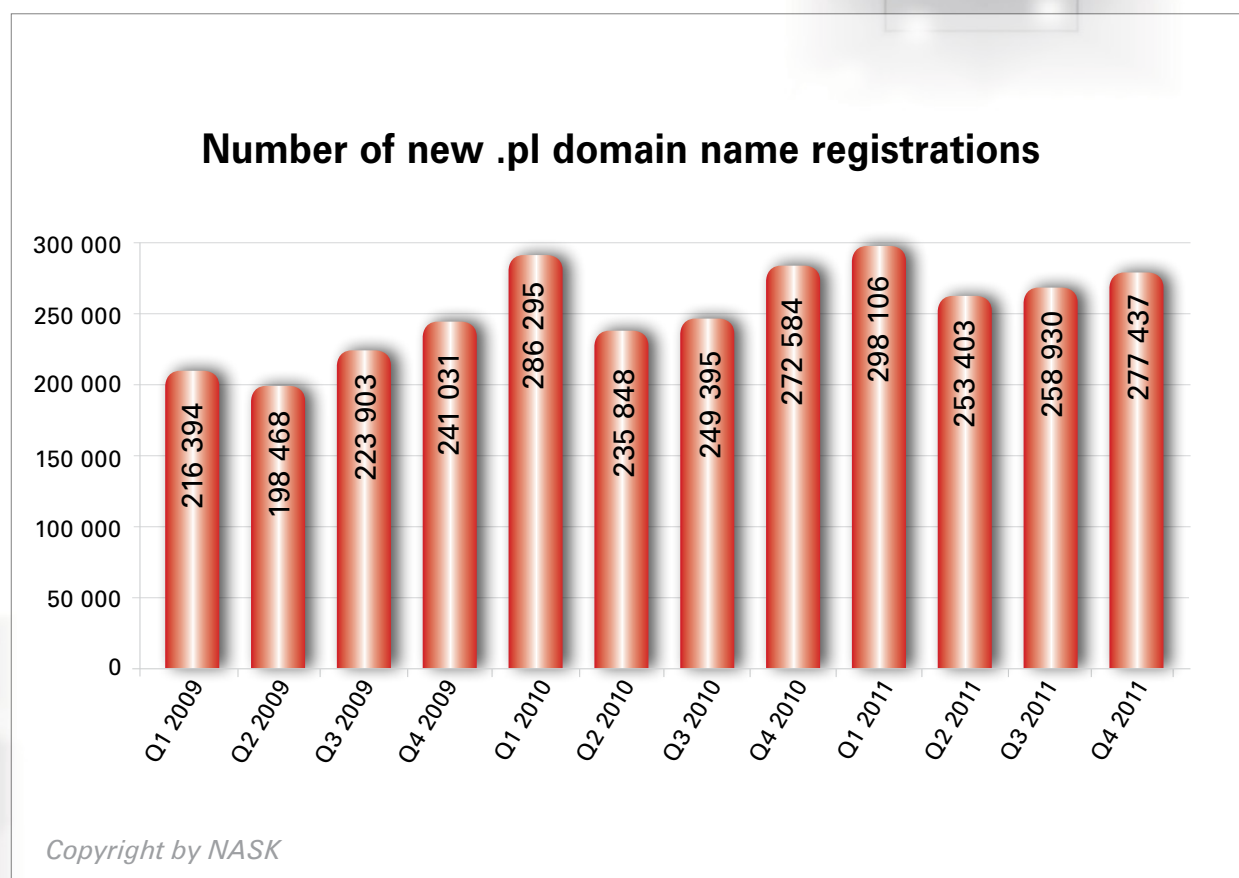


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Number of new .pl domain name registrations

In 2011, a record breaking number of new .pl domain names was recorded - **1 087 876**.

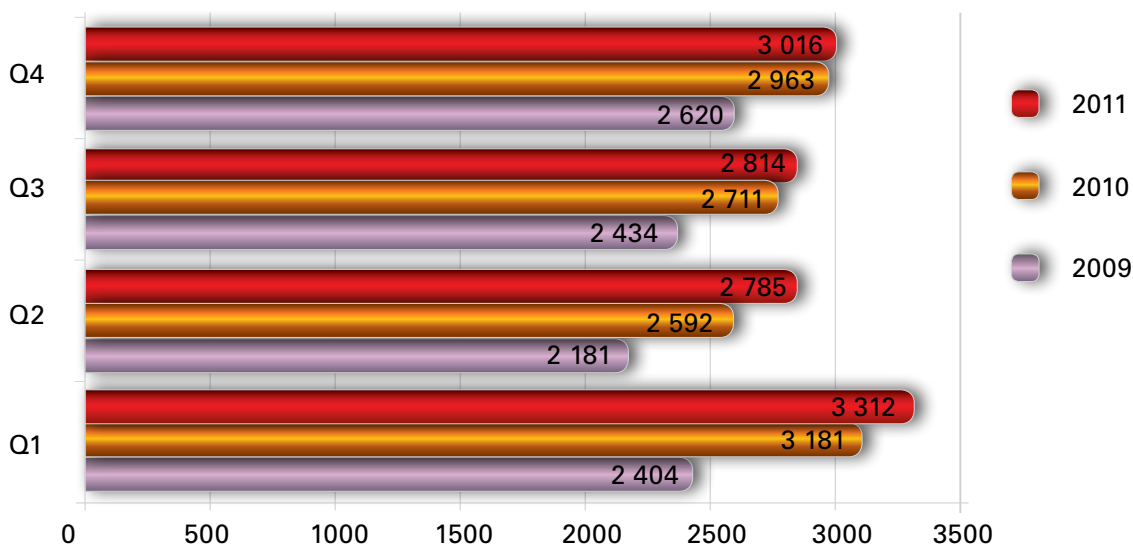
In the fourth quarter of 2011, **277 437** new .pl domain names were registered. Number of registrations in the corresponding months was equal to: in October - **96 808**, in November - **92 516**, in December - **88 113**.



Number of new .pl domain name registrations, daily average

Daily average number of registrations in the fourth quarter, as in the previous quarters of 2011, broke the records of previous years and was equal to **3 016**. In October, daily **3 123** .pl names were registered, in November - **3 084** and in December - **2 842**. Average daily number of new .pl name registrations for the whole 2011 was equal to **2 980**.

Number of new .pl domain name registrations, daily average

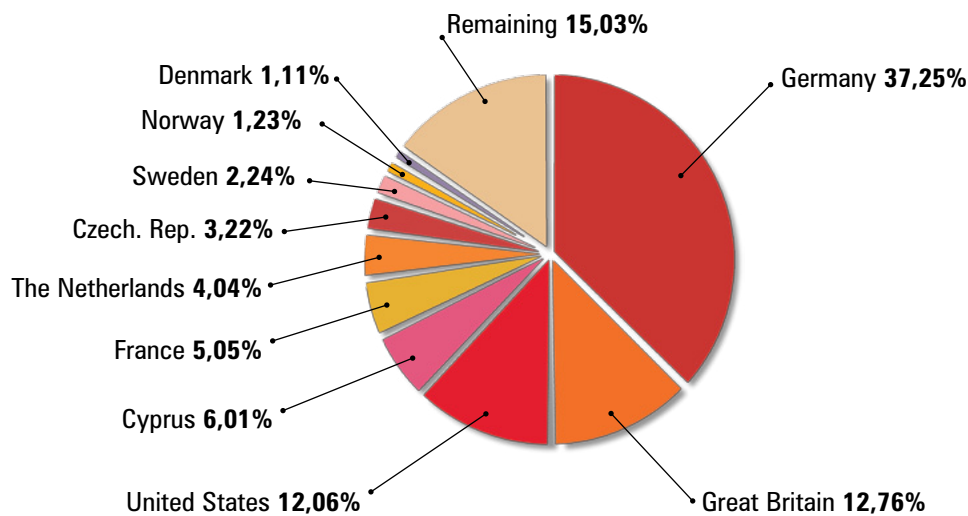


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New registrations to Registrant's place of residence comparison

In the fourth quarter of 2011, **95,96%** of new .pl domain names registrations were performed on behalf of the Registrants living in Poland. Remaining registrations of .pl domain names, in the amount of **11 199**, were performed for Registrants from over **80** other countries. Largest group of foreign Registrants are Germans - **37,25%**, USA citizens - **12,06%** and UK citizens - **12,76%**.

New .pl domain name registrations on behalf of Registrants residing outside Poland, Q4 2011

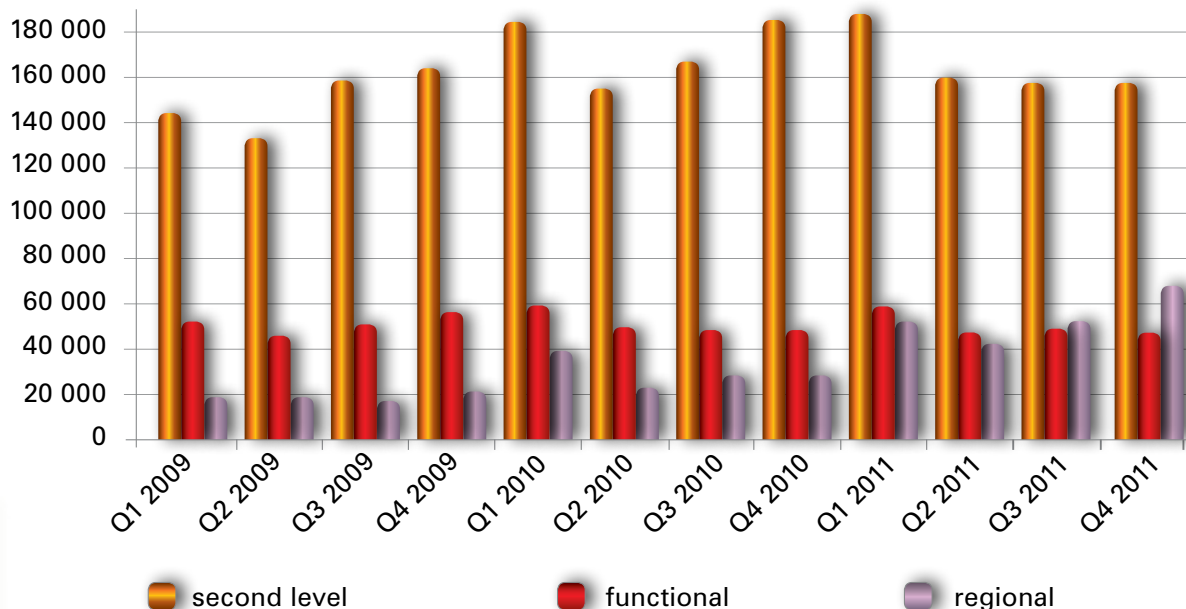


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Comparison between second level, regional and functional domain name registrations

Since many years, registrations of second level .pl domain names are the ones with highest popularity. In the last quarter of 2011 they accounted for **57,72%** of all registrations. Since the last quarter, regional .pl domain names are on the second place in regard to popularity. They accounted for **24,44%** of all registrations. Functional domain names, which lose on popularity, accounted for **17,84%** of all names, registered in .pl domain.

Comparison between second level, regional and functional domain name registrations

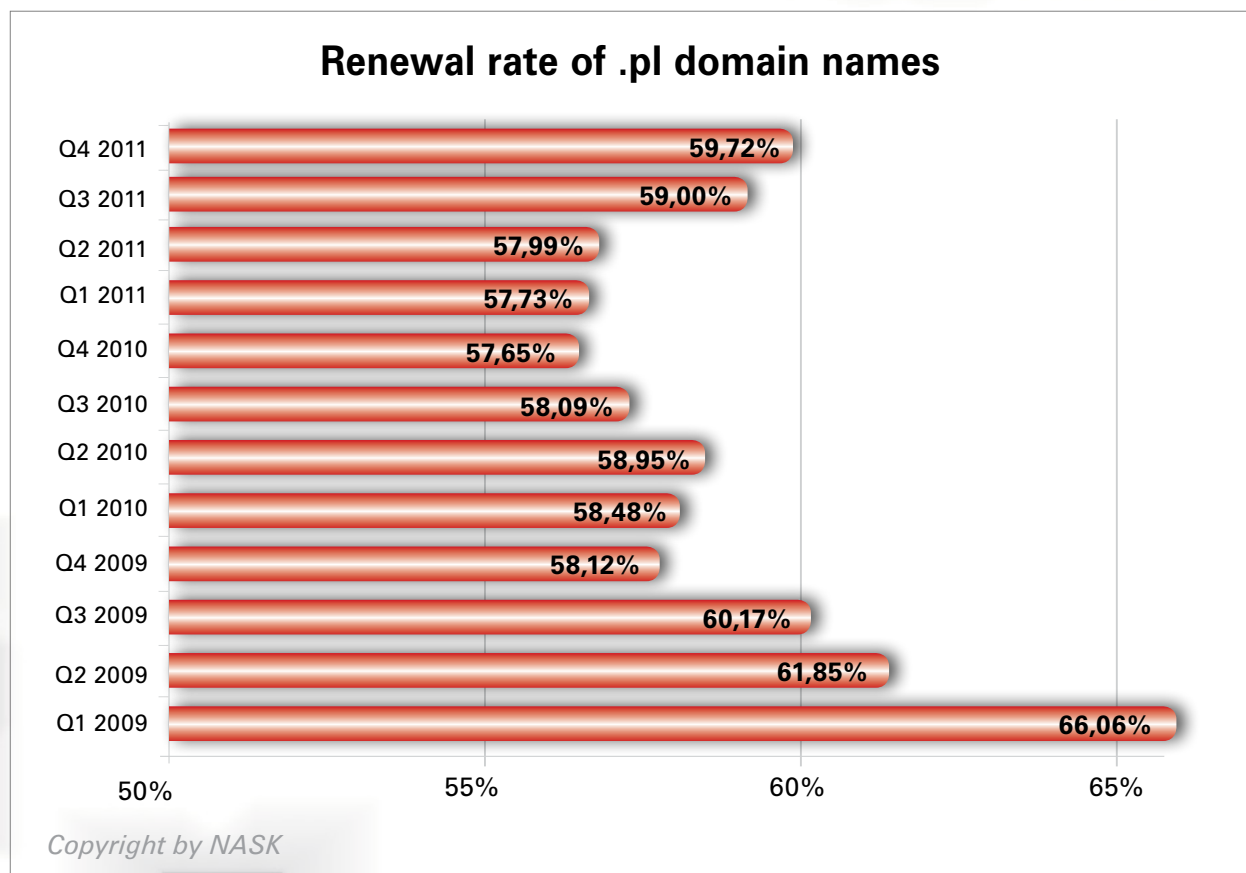


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Renewal rate of .pl domain names

Share of renewed names, in the amount of active .pl domain names, grows steadily and at the end of December 2011 was equal to **59,72%**.

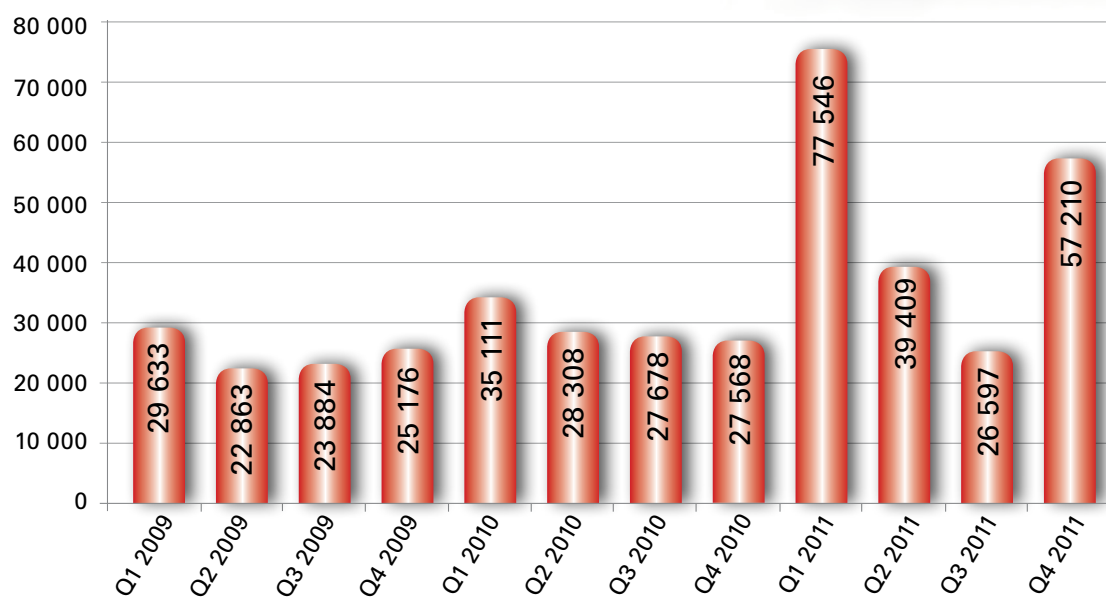
Since the beginning of October till the end of December 2011 almost **315 000** .pl domain names were renewed. Over **36%** of renewals, made during that time, concerned names registered in years 2011 and 2010. **18,77%** of renewals concerned names registered in 2009, further **12,12%** names registered in 2008, **8,30%** - in 2007, **7,16%** - in 2006 and **5,20%** - in 2005. Remaining **12,27%**, are renewals of .pl domain names registered in 2004 and earlier.



Transfers between Partners

Since October till December 2011 number of .pl domain name service transfers, between Partners of NASK, increased by over 50% in comparison to the previous quarter. During that time exactly **57 210** such operations were made, out of which **560** concerned transfers with renewals for the next billing period. **74%** of these 560 transfers concerned .pl domain names after finished billing period.

Number of .pl domain name transfers



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Ranking of ccTLD's from the EU area at the end of Q4 2011

In the ranking of 10 largest ccTLD countries of the European Union, .pl domain registry occupies fifth position, after Registries from Germany, Great Britain, the Netherlands and Italy.

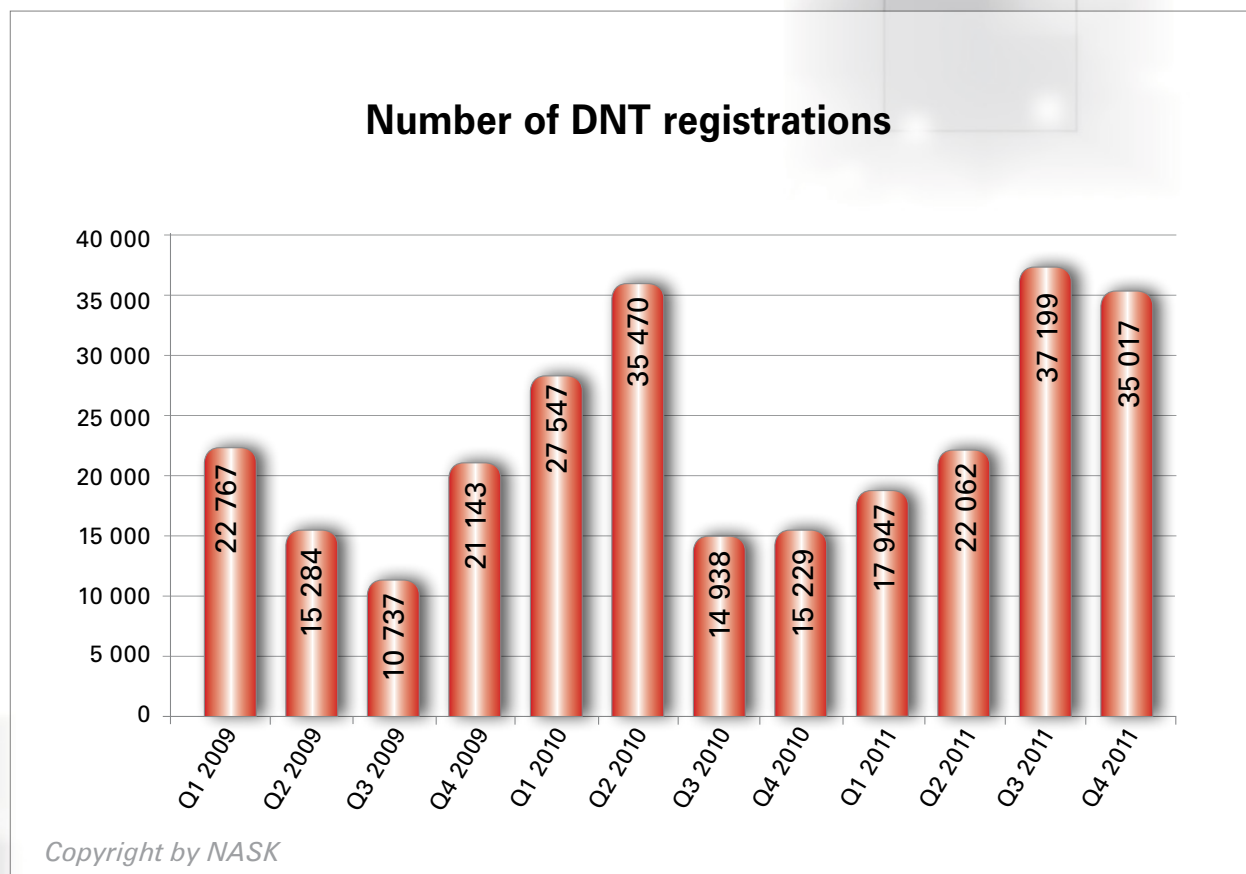
In the fourth quarter of 2011, change in the ranking was noted due to a dynamic expansion of the Swedish registry, which moved up by two positions.

Position	Registry	Number of domain names
1.	.de	14 740 329
2.	.uk	9 841 776
3.	.nl	4 799 349
4.	.it	2 314 358
5.	.pl	2 278 722
6.	.fr	2 190 214
7.	.es	1 458 371
8.	.se	1 224 391
9.	.be	1 219 941
10.	.dk	1 156 327

Table includes data from the period between the 1st and 3rd of January 2012.

Changes in DNT registrations

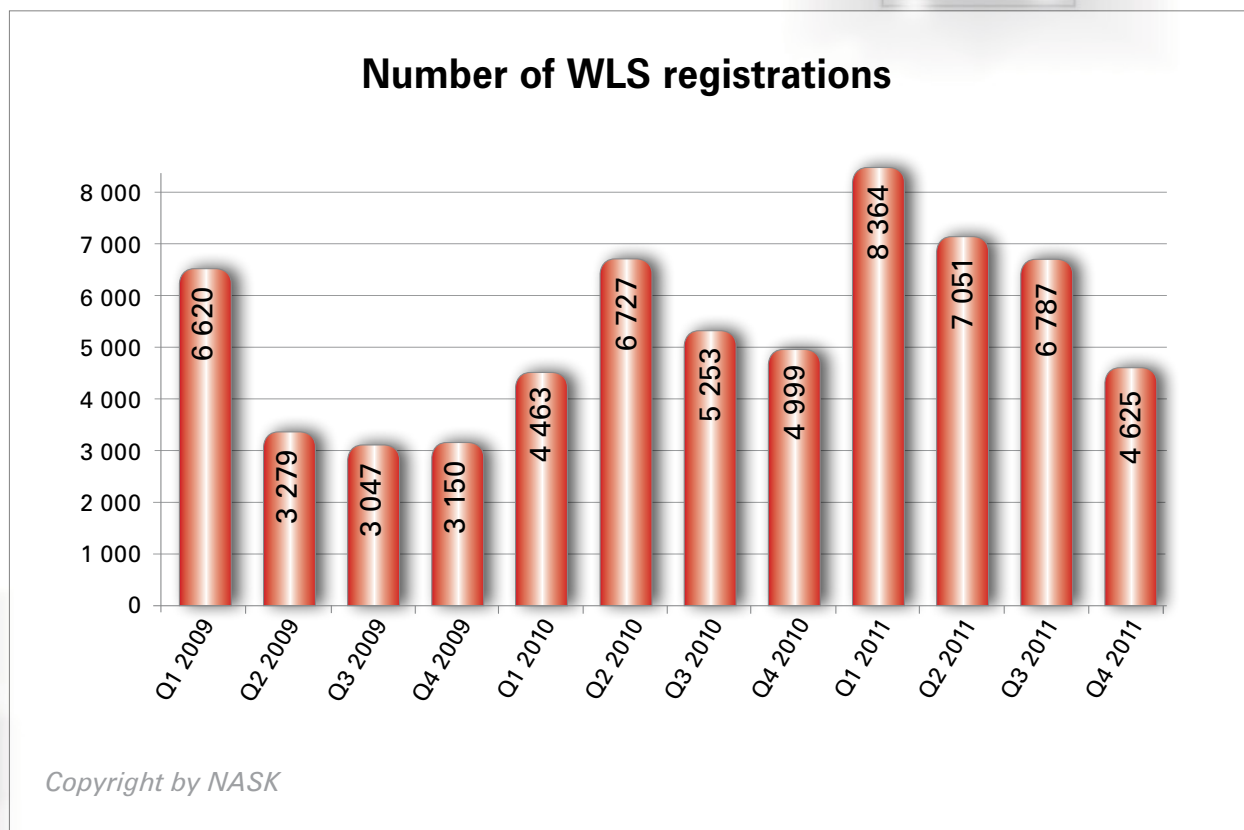
Number of DNT services, in the fourth quarter of 2011, was equal to **35 017**. Exactly **7,35%** tests ended with registration of the .pl domain name. In the year 2011 over **112 000** names were tested.



Changes in the number of WLS registrations

Since beginning of October till the end of December 2011 a number of **4 625** WLS (options for .pl domain name registrations) were made. During that time **2 362** options realized, **90%** of which were created not more than year ago. In **120** cases, after realization of the option, domain name was not registered.

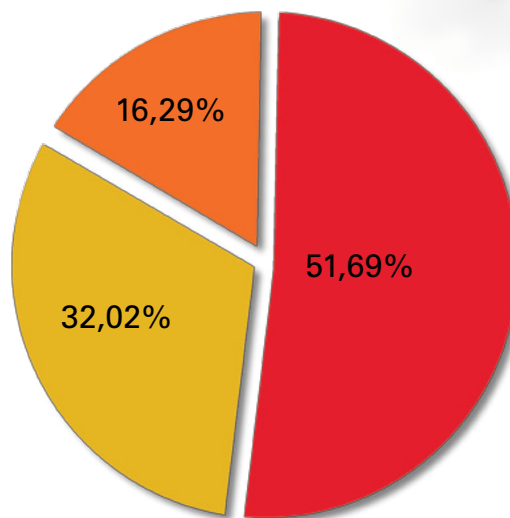
Since the moment, the service was introduced till the end of 2011, exactly **108 266** WLS were bought, out of which **44%** realized.



Partners

In 2011, 32 new Registrants joined the NASK Partner Programme. At the end of the year, **92** entities from Poland and **86** entities from other countries, which inclusively service **99%** of .pl domain names, took part in the Programme.

Partners of NASK, division by place of residence,
Q4 2011



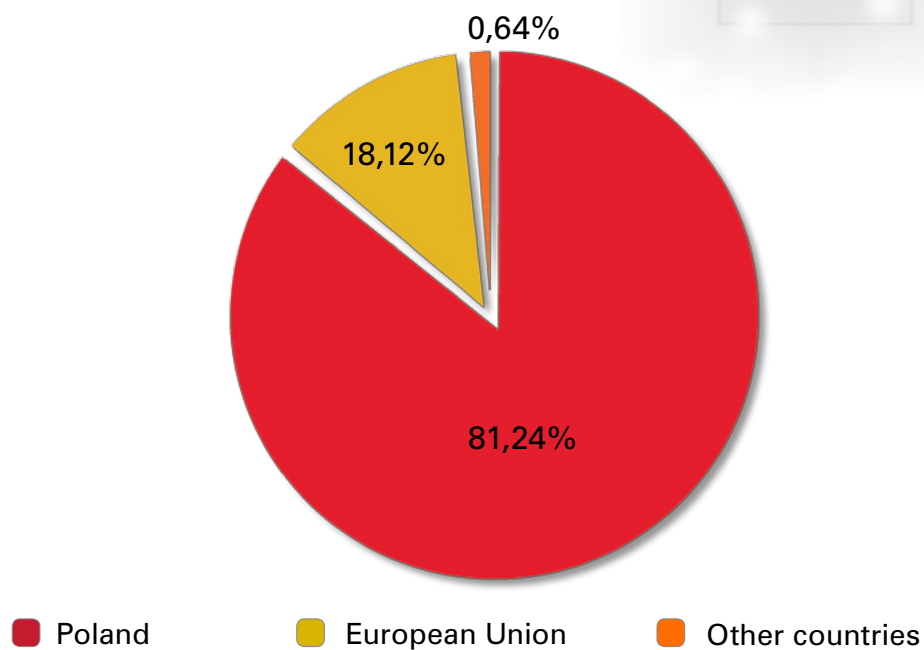
■ Poland ■ European Union ■ Other countries

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Market share between Partners considering the place of residence

At the end of 2011 over **81%** of names in .pl domain were serviced by Partners that have their place of residence in Poland, **18,12%** by Partners from countries of the European Union and **0,64%** by Partners outside the Union.

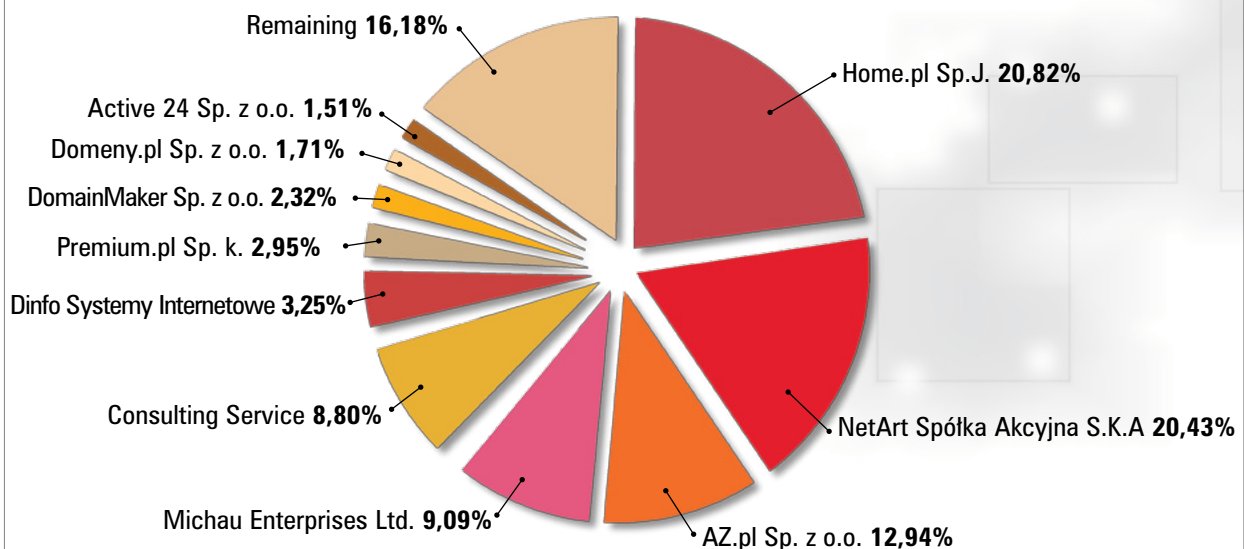
**.pl domain name market share between Partners
considering the place of residence, Q4 2011**



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Market share between Partners considering .pl domain names

Market share between Partners considering .pl domain names, Q4 2011*



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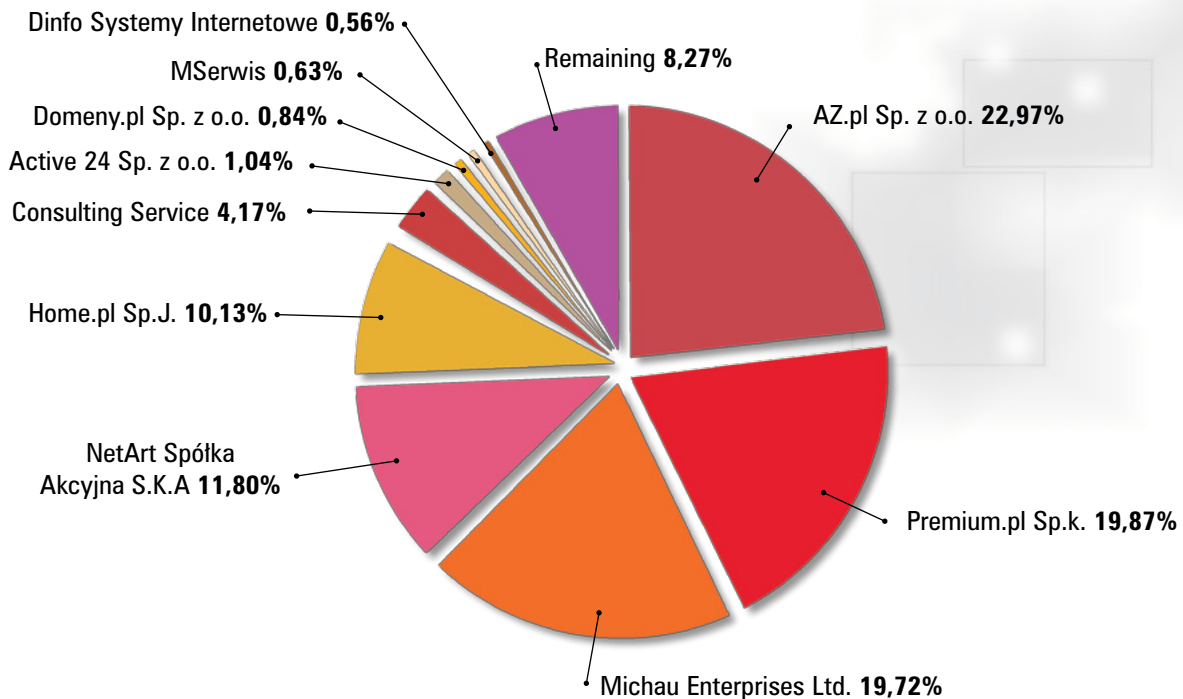
*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

In the fourth quarter of 2011 an increase in the share of .pl domain name service was noted by Partners: Az.pl Sp. z o.o., Consulting Service and Premium.pl Sp. k.

Home.pl Sp. j. with **20,82%** share and NetArt SA S.K.A. with **20,43%**, remained leaders. Third position is held by Az.pl Sp. z o.o. which achieved **12,94%** of market share. Other Partners, that were able to hold their positions are Michau Enterprises Ltd. with **9,09%** share, Consulting Service with **8,80%**, Dinfo Systemy Internetowe with **3,25%**, Domeny.pl Sp. z o.o. with **1,71%** and finally Active 24 Sp. z o.o. with **1,51%** share of the .pl domain name market share. Partner Premium.pl Sp. k. advanced one place up in the ranking and second time in a row achieved the highest dynamics (**70%**) in the serviced names in .pl domain.

Market share between Partners considering .pl IDN service

Market share between Partners considering .pl IDN service Q4 2011*



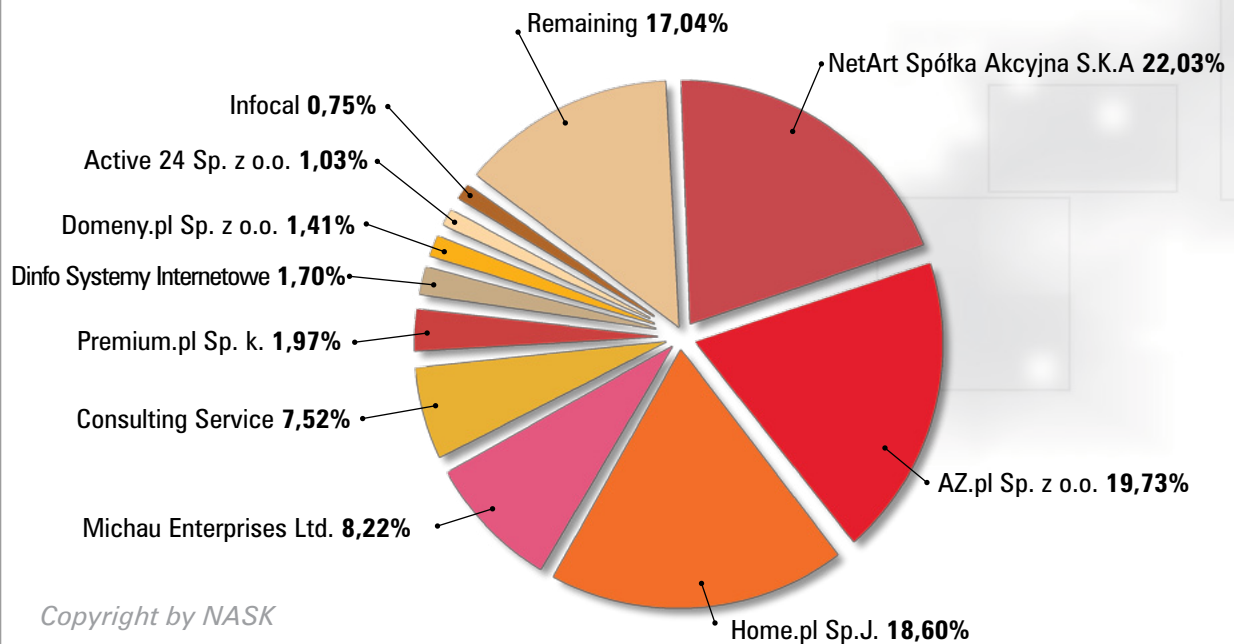
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*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

At the end of 2011, Az.pl Sp. z o.o. with almost **23%** market share, moved to the first position in the ranking of registrars, which service the largest number of .pl domain names with internationalized characters. Second place was occupied by Premium.pl Sp. k. with **19,87%** share, which achieved the highest dynamics, **40,74%**, in this field. Michau Enterprises Ltd., with **19,72%**, dropped from first to third position. Remaining Partners from the presented TOP 10 kept their positions in the ranking.

Market share between Partners new registrations

Market share between Partners considering new registrations Q4 2011*

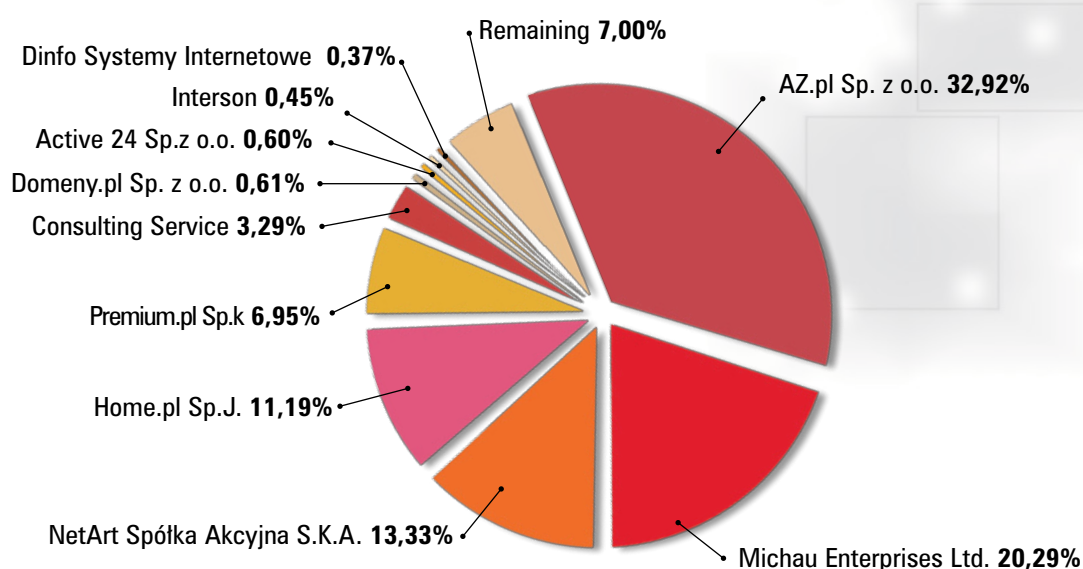


*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Fourth quarter of 2011 brought significant changes in the ranking of new .pl domain name registrations. Among presented Partners only four of them noted increase in this field, including a newcomer to the ranking - Info-Cal. Largest amount of names in .pl domain was registered via NetArt SA S.K.A., which achieved over **22%** market share. Az.pl Sp. z o.o. advanced to the second position with **19,73%** registrations. Third position was occupied by Home.pl Sp. j. with result of **18,60%**. Further positions were occupied by Registrars: Michau Enterprises Ltd. - **8,22%**, Consulting Service - **7,52%**, Premium.pl Sp. k. - **1,97%**, Dinfo Systemy Internetowe - **1,70%**, Domeny.pl Sp. z o.o. - **1,41%**, Active 24 Sp. z o.o. - **1,03%** and Info-Cal which appeared in the ranking for the first time, with **0,75%** share.

Market share between Partners considering .pl IDN registrations

Market share between Partners considering new .pl IDN registrations, Q4 2011*



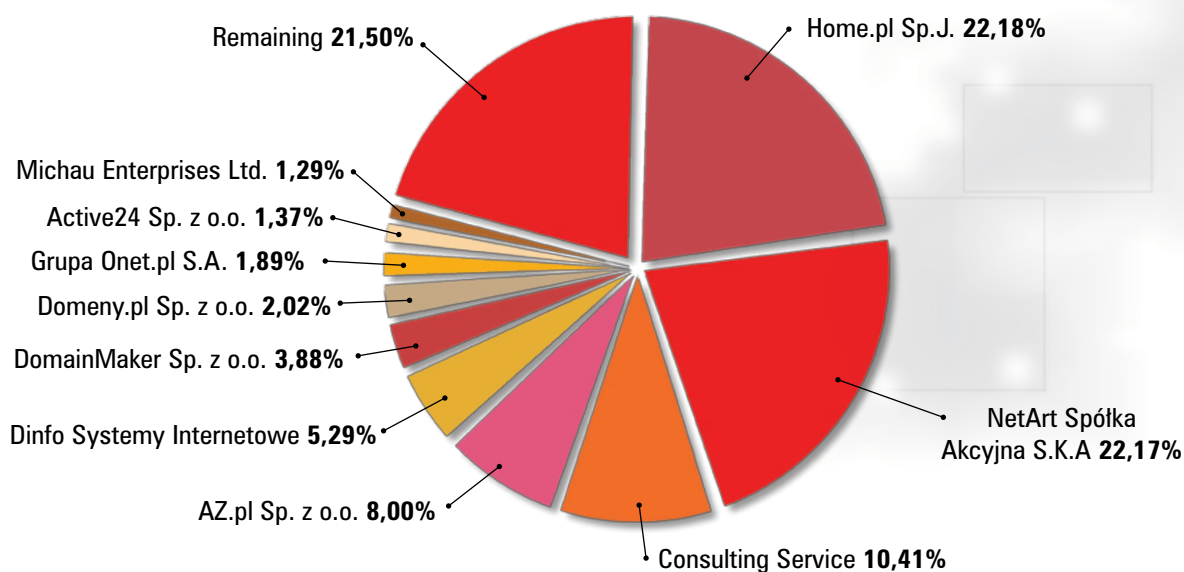
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*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Since beginning of October till the end of December 2011, most names with national characters were registered by Az.pl Sp. z o.o., increasing their share by **11,58p.p.** in comparison to the previous quarter. Michau Enterprises Ltd., achieving **20,29%**, occupied second position. NetArt SA S.K.A. with **13,33%**, advanced to the third place, while registrar Home.pl Sp. j., with **11,19%** share, advanced from position number five to four. Active 24 Sp. z o.o. also advanced to eighth position with **0,60%** share. Newcomer, registrar Interson, appeared in the ranking, with result of **0,45%** share.

Market share between Partners considering Registrants

Market share between Partners considering .pl domain name Registrants, Q4 2011*



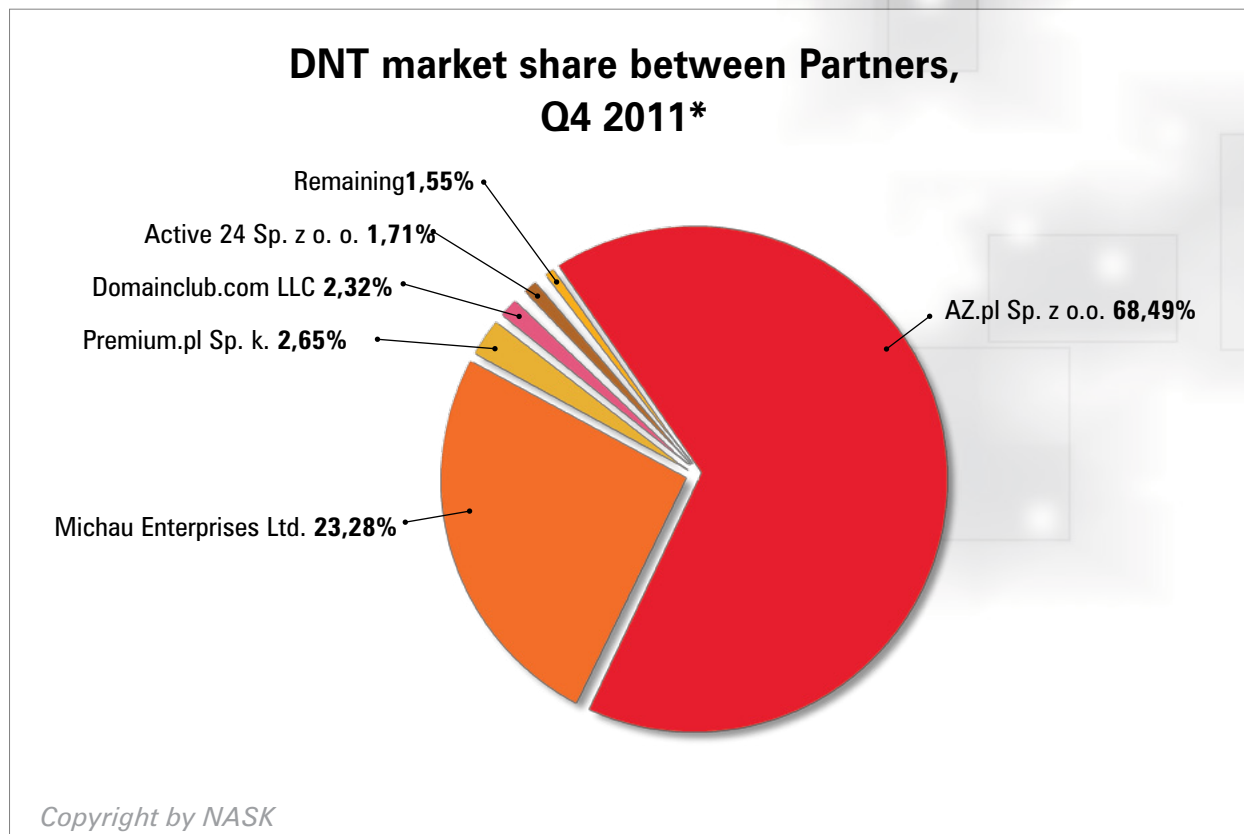
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*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public..

At the end of 2011, almost **830 000** unique entries, concerning Registrants of .pl domain names, existed in the registry. On average, one Registrant holds **2,75** .pl domain names.

Partners, which are presented in the TOP 10, serviced over **78%** of all .pl domain name Registrants. First place was occupied by registrar Home.pl Sp. j., which serviced **22,18%** of all .pl Registrants. NetArt SA S.K.A., with a slightly worse result of **22,17%** placed itself on the second position. Remaining Partners kept their positions in the ranking, when we compare them to the third quarter of 2011.

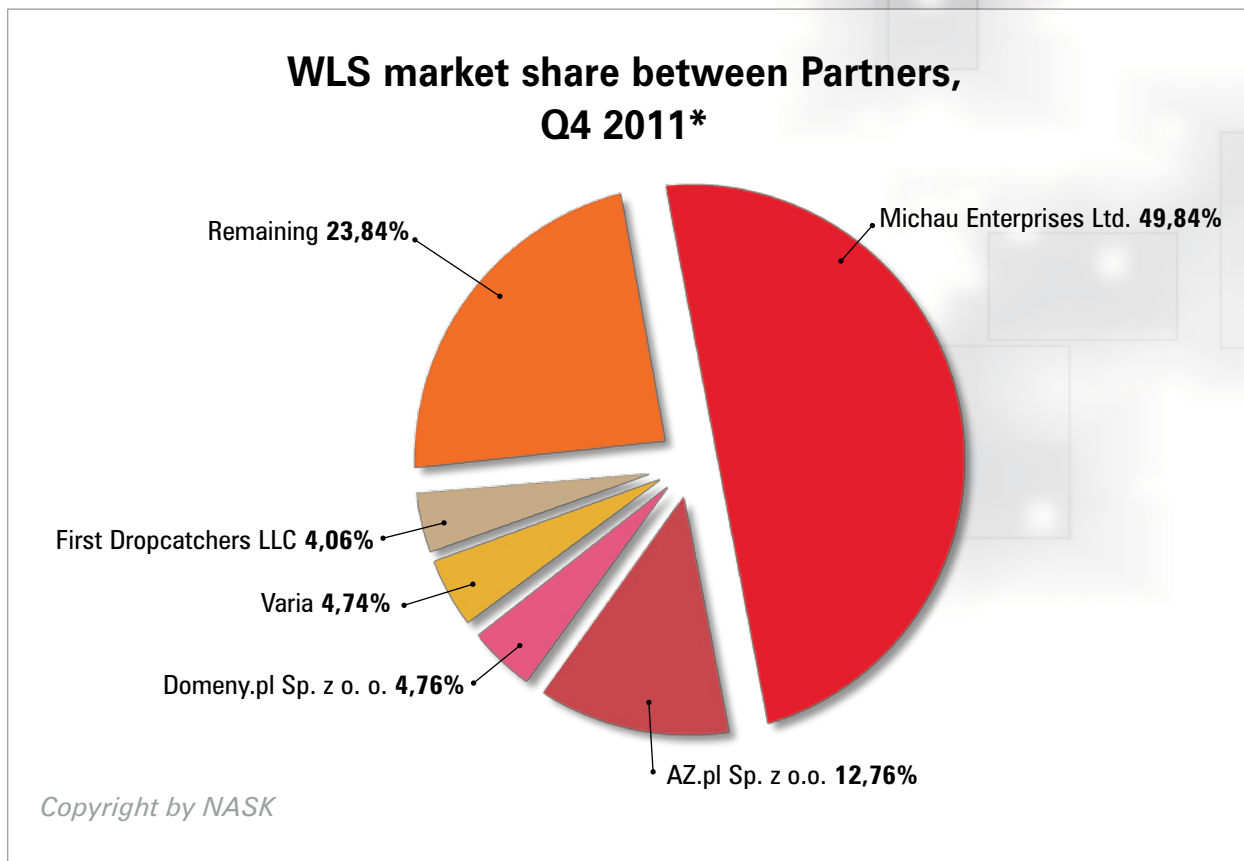
Market share between Partners considering DNT registrations



**The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.*

In the fourth quarter of 2011, significant changes regarding the TOP 5 Partners rendering DNT service were observed. Active 24 Sp. z o.o. with **1,71%** market share, appeared on the fifth position. Partner Az.pl Sp. z o.o. kept the leading position, registering **68,49%** DNT's. Second position, with **23,28%** share was still occupied by Michau Enterprises Ltd. Premium.pl Sp. k. advanced to the third place, increasing its share to **2,65%**. Partner Domainclub.com LLC fell to fourth position, with **2,32%** share in the DNT registrations.

Market share between Partners considering WLS registrations



**The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.*

Since beginning of October till end of December 2011, biggest share in the number of Waiting List Service orders belonged to Michau Enterprises Ltd. - **49,84%**, Az.pl Sp. z o.o. with **12,76%** kept second place. Partner Domy.pl Sp. z o.o. advanced from fifth to third position, with **4,76%** ordered options. Fourth position in the ranking was occupied by Varia, with result of **4,74%** and registrar First Dropcatchers LLC, with **4,06%** fell to fifth position.