



# Q4 2014

## **.PL DOMAIN NAME MARKET**

**NASK'S REPORT FOR THE FOURTH QUARTER OF 2014**

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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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## INTRODUCTION

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Dear Readers,

2014 is the fifth year when the number of new registrations in the .pl registry exceeded one million, attaining this time the level of 1 028 548 names, which was by 3 thousand more than in 2013. In the last three months of the year the number of new registrations amounted to 248 744. Thus, the daily average number of registrations of the .pl domain names, within the period under discussion, equalled 2 704 and was slightly lower than the average number accomplished during the entire year, i.e. 2818 names. Likewise the previous years, the first quarter was the best with 3 161 new names being registered daily average.

The .pl domain registry ended 2014 with the total number of 2 524 538 active names, maintained for more than 947 thousand Registrants, whereas the annual growth dynamics for the end of December resulted with 2.56%. During last year the number of Registrants in the Registry grew by 33 thousand and the average number of .pl domain names

per one Registrant marginally decreased from 2.69 to 2.66. Among the largest ccTLD Registries, the .pl domain Registry holds currently the 11th position globally and the 6th position in Registries of the European Union.

As presented in the report, the renewal rate at the end of 2014 attained 60.78%, being the best result recorded in this respect since the second half of 2009.

At the end of 2014 the number of NASK's Partners, in registering and maintaining .pl domain names, amounted to 203. All the Partners were servicing totally over 99% of active .pl domain names, whereas the three biggest Partners totally nearly 53%.

I invite you to get acquainted with the newest report, presenting the data from the .pl domain registry for the fourth quarter of 2014.

*Michał Chrzanowski*  
NASK Director

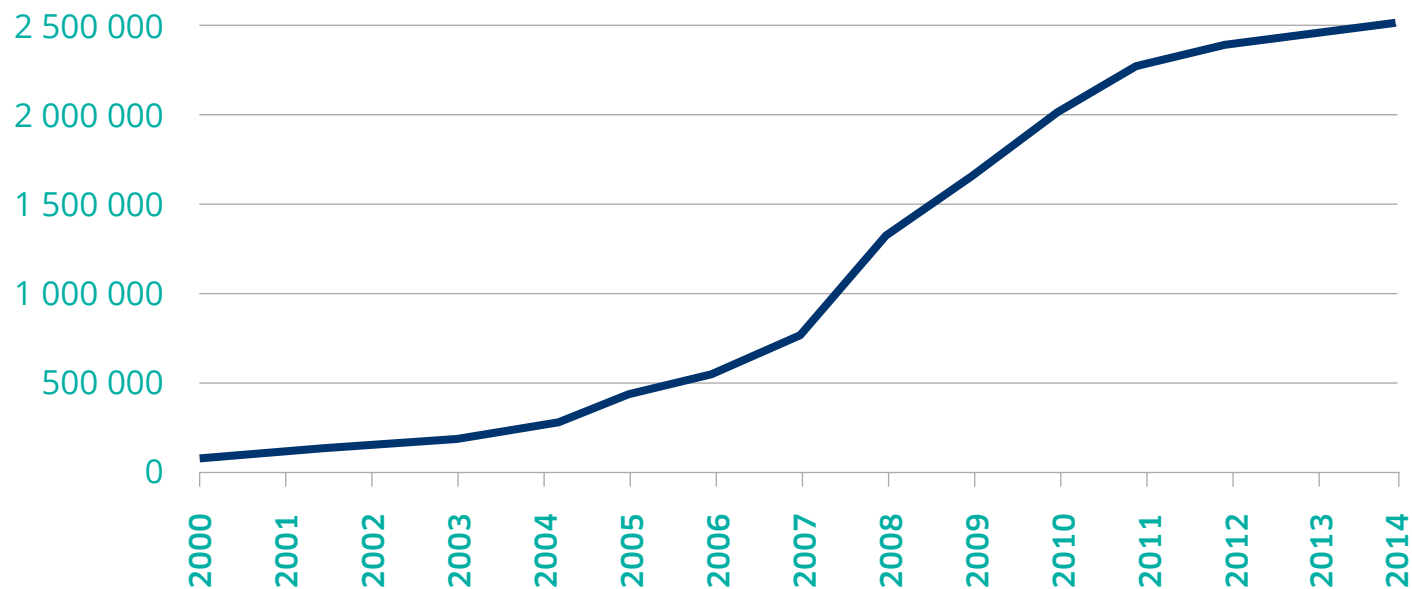
## NUMBER OF .PL DOMAIN NAMES IN DNS

The .pl domain registry ended 2014 with the total number of **2 524 538** names active in DNS. During the last twelve months that number increased by **63 039** names. In particular quarters of 2014 the results were the following: in the first quarter the Registry was enlarged by **34 206** names, in the second quarter the volume decreased by **4 429**, whereas in the third and fourth quarters **26 014** and **7 248** .pl domain names were added to the Registry respectively.

The number of domain names with diacritic signs, the so called IDNs, maintained in the Registry at the end of 2014, amounted to **49 610**, constituting **1.97%** of all the active .pl domain names. At the end of December 2014 **71.55%** of names, active in DNS, were registered directly in the .pl domain, **22.33%** in the functional domains and **6.12%** in the regional domains. The annual growth dynamics of the number of names in the Registry in 2014 equalled **2.56%**.

### NUMBER OF .PL DOMAIN NAMES IN DNS

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## STRUCTURE OF THE .PL DOMAIN NAMES

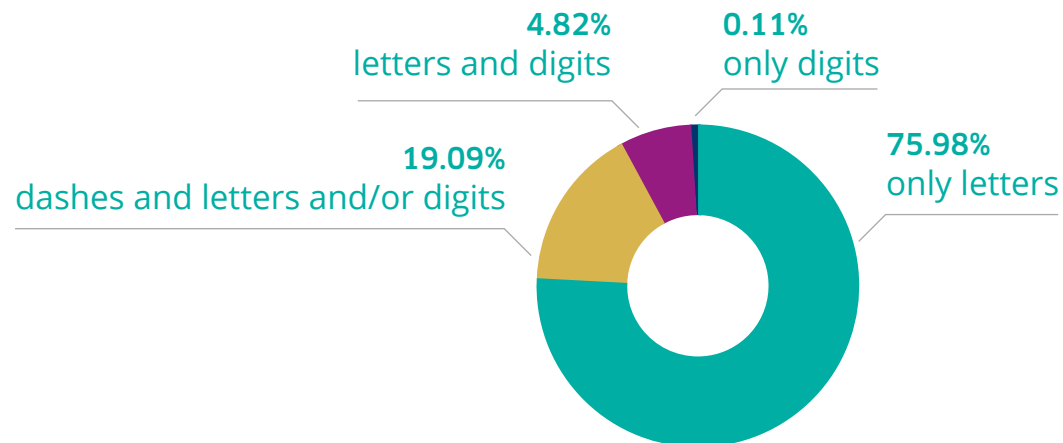
The average length of names in the .pl domain Registry at the end of December 2014 equalled **10.93** signs. The maximal length of **63** signs held **15** names. The most numerous group, **8.94%**, constituted 9-sign names. More than half of .pl domain names, **52.78%**, held from 1 to 10 signs.

Taking into account the length of a name, including the domain extension, the longest name in the .pl registry, at the end of 2014, consisted of **82** signs.

At the end of 2014 **75.98%** of names, active in the Registry, were composed of only letters, **0.11%** contained only digits, **4.82%** comprised, at the same time, digits and letters, whereas **19.09%** of names included also dashes.

### SIGNS IN .PL DOMAIN NAMES ACTIVE IN DNS, FOURTH QUARTER 2014

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## NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

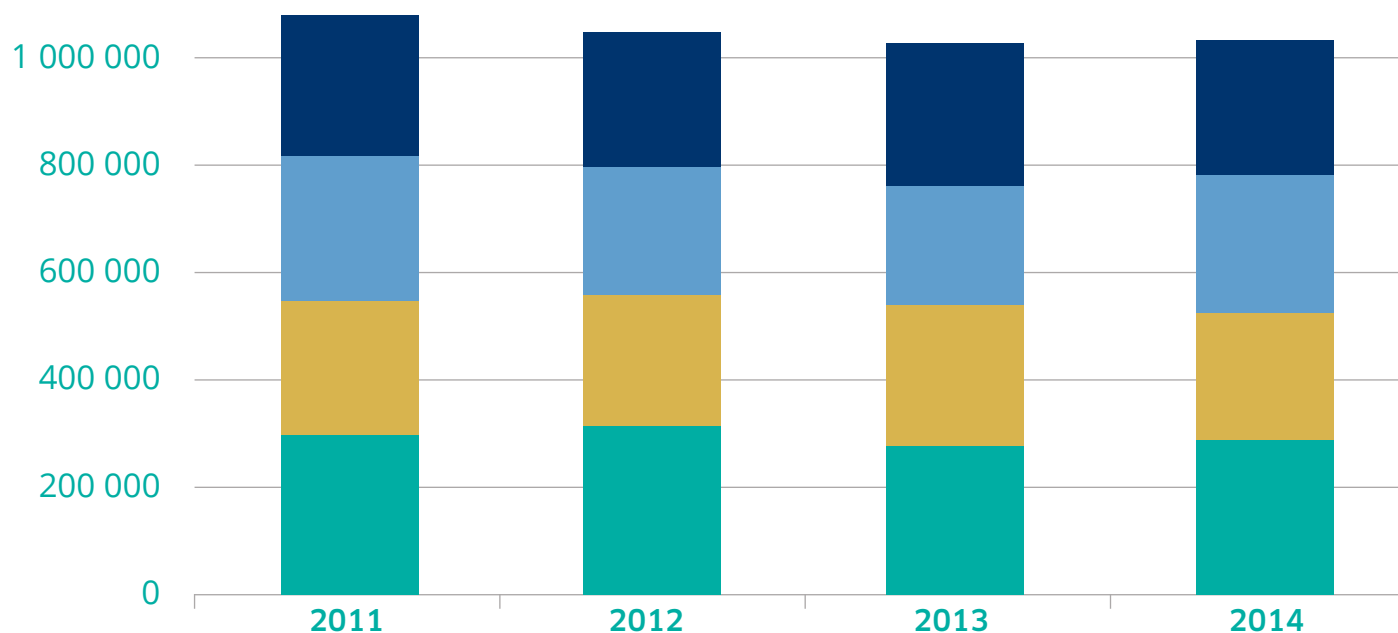
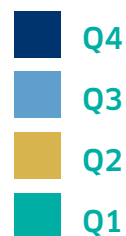
In 2014 **1 028 548** .pl domain names were entered in the Registry, by **3 040** more than in the previous year. In the specified number of new registrations **24 119** names contained national diacritic signs.

The number of names registered in particular quarters of 2014 amounted to **284 480** in the first quarter, **245 500** in the second quarter, **249 824** in the third quarter and **248 744** in the fourth quarter.

The number of registrations during particular months of the fourth quarter of 2014 amounted to: **91 289** in October, **78 646** in November and **78 809** in December.

### NUMBER OF .PL DOMAIN NAME REGISTRATIONS

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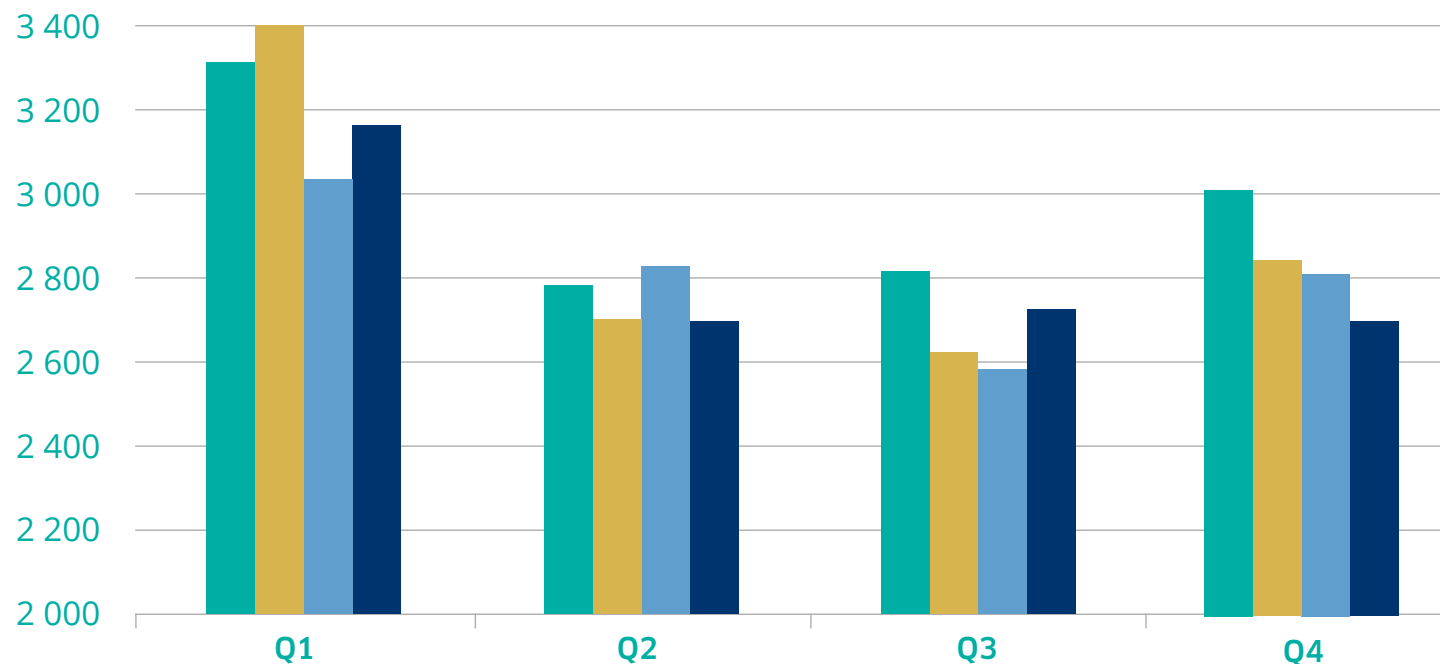
## NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

In 2014 daily average **2 818** names were entered in the Registry. The daily average number of .pl domain name registrations in the particular quarters of 2014 amounted to **3 161** in the first quarter, **2 698** in the second quarter, **2 715** in the third quarter and **2 704** in the fourth quarter.

In turn, the daily average number of .pl domain names registered in particular months of the fourth quarter of 2014 amounted to: **2 945** in October, **2 622** in November and **2 542** in December.

### NUMBER OF .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

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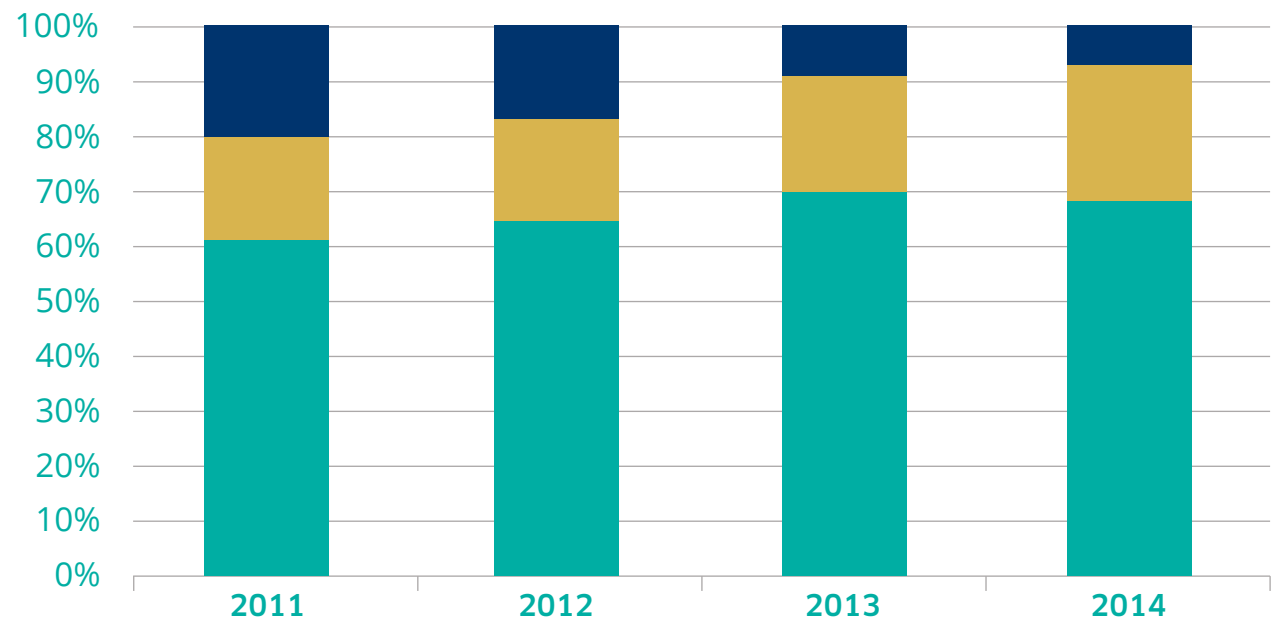
## NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS AS DIVIDED INTO THE TYPE OF ZONE

In 2014 **68.35%** out of **1 028 548** newly registered names were the second level .pl domain names, i.e. registered directly in the .pl, **24.38%** were registered in functional domains and **7.27%** in the regional domains administered by NASK.

The structure of the names registered in the last quarter of 2014 was shaped in the following way: **69.63%** of names registered in the .pl domain, **25.34%** in the functional domains and **5.03%** in the regional domains. What may be observed is lower interest in the regional names.

### NUMBER OF NEW SECOND LEVEL, REGIONAL AND FUNCTIONAL .PL DOMAIN NAME REGISTRATIONS

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## RENEWAL RATE OF .PL DOMAIN NAMES

The renewal rate of the .pl domain names at the end of 2014 amounted to **60.78%**. Within a year the rate grew by **1 p.p.** and during the last two years by **1.82 p.p.**

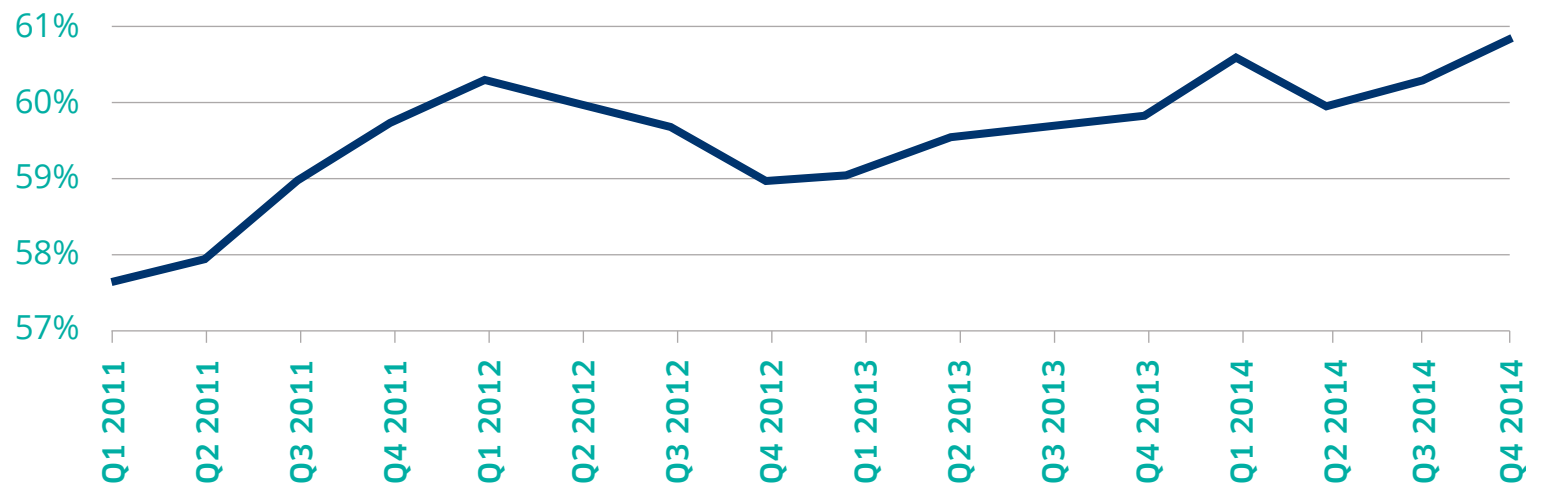
In 2014 the Registrants renewed in the Registry nearly **1.5 million** names. **73.91%** of the renewed names constituted the second level .pl domain names, **20.92%** of the renewed names were registered in the functional domains and **5.17%** in the regional domains. In 2014 the share of the names, maintained directly in the .pl domain, increased by **1.23 p.p.** That increase occurred at the expense of the names renewed

in the functional and regional domains, which fell by **0.91 p.p.** and **0.23 p.p.** respectively.

During the fourth quarter alone, more than **370 thousand** .pl domain names were renewed and in case of **894** names the end date of the billing period was shifted by individually defined number of days. The structure of the domain names, renewed in the last quarter of 2014, was shaped as follows: **74.44%** constituted the names maintained directly in the .pl domain, **20.70%** in the functional domains and the remaining **4.86%** in the regional domains.

### RENEWAL RATE OF .PL DOMAIN NAMES

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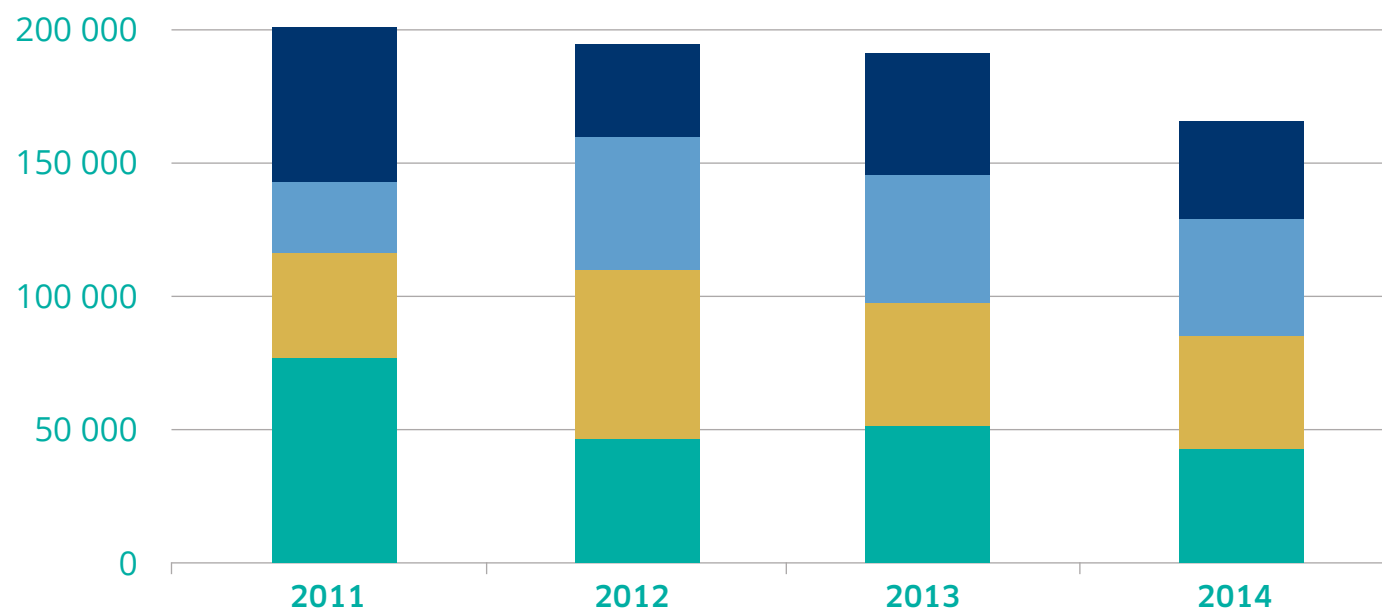
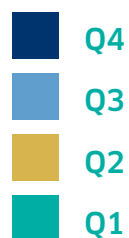
## TRANSFERS

In 2014 the Registrants **166 254** times changed a Registrar, servicing maintained .pl domain names. In **2 480** cases the service transfer was performed with the simultaneous renewal of the .pl domain name for a consecutive billing period. The number of domain names, transferred among the Registrars, has been gradually dropping since 2011. In 2014 the number of executed transfers decreased by more than **25 thousand** as compared to the previous year.

During the fourth quarter of 2014, the service of **36 731** .pl domain names was transferred among the NASK's Partners. **525** transfers were effected with the simultaneous renewal of the .pl domain name for a consecutive billing period, whereby **315** of them were made after the previous billing period had been completed.

### NUMBER OF .PL DOMAIN NAME TRANSFERS

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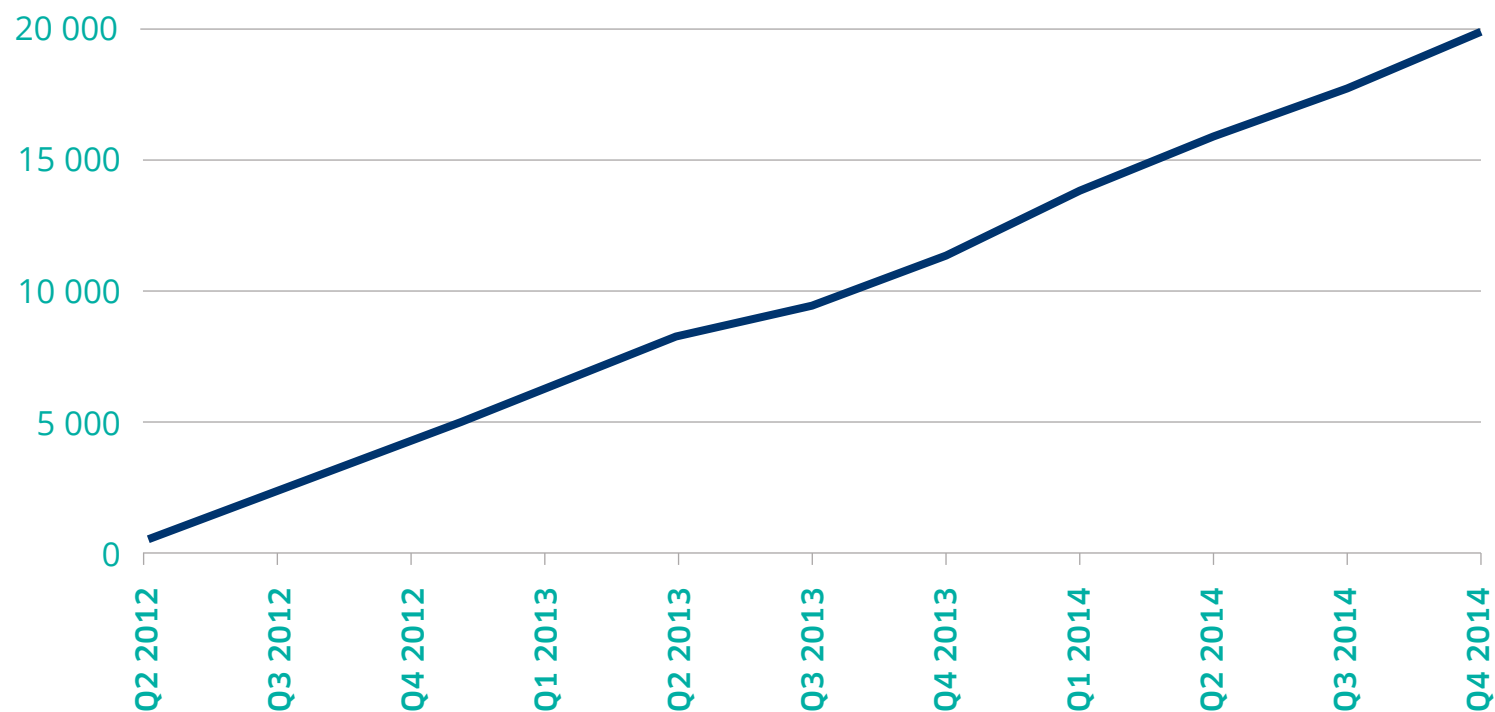
## DNSSEC IN THE .PL DOMAIN

At the end of December 2014 **19 938** .pl domain names were secured with the DNSSEC protocol. During 2014 the number of secured names increased by **8 587**. Daily average **23.53** of secured names were added to the registry.

During particular quarters of 2014 the growth of the number of secured names may be presented in the following way: **2 484** in the first quarter, **2 016** in the second quarter, **1 996** in the third quarter and **2 091** in the fourth quarter.

### NUMBER OF THE .PL DOMAIN NAMES SECURED WITH DNSSEC

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## REGISTRANTS OF .PL DOMAIN NAMES

At the end of 2014 the .pl domain Registry comprised more than **947 thousand** Registrants. During the last year the volume of the Registry was enlarged by **33 thousand** Registrants with a simultaneous slight fall of the average number of .pl domain names per one Registrant from **2.69** to **2.66**. With the end of December 2014 **34.59%** of Registrants constituted private persons and **65.41%** entrepreneurs and different types of organizations. Out of **2 524 538** .pl domain names, active in DNS, **66.70%** were maintained for entrepreneurs and organizations and **33.30%** for private persons.

### DIVISION OF REGISTRANTS OF .PL DOMAIN NAMES, Q4 2014

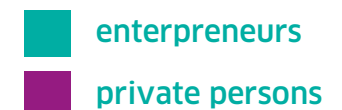
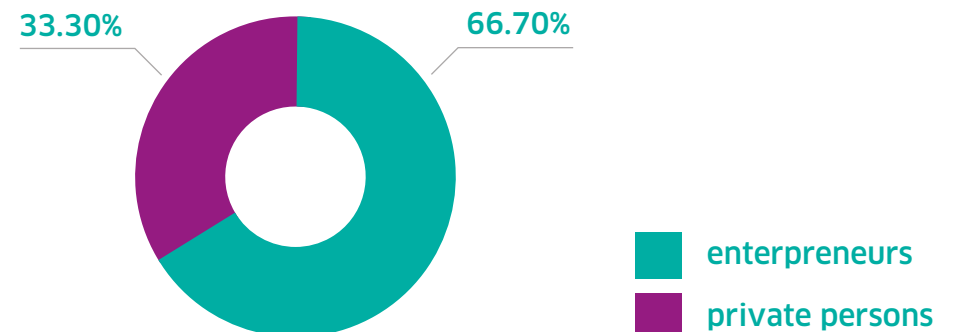
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At the end of 2014 NASK was maintaining one .pl domain name for **66.24%** of Registrants, two .pl domain names for **14.45%**, three domains for **5.90%**, four domains for **3.48%** and five names for **2.69%**. From six to ten names were being maintained for **4.73%** of Registrants, whereas from eleven to one hundred names for **2.41%** of Registrants. Almost **1 thousand** customers of the Registry, i.e. **0.10%** were the Registrants of more than one hundred names. In 2014 in the Registry **149 850** changes of the Registrants of the .pl domain name were executed.

### DIVISION OF .PL DOMAIN NAMES FOR REGISTRANTS, Q4 2014

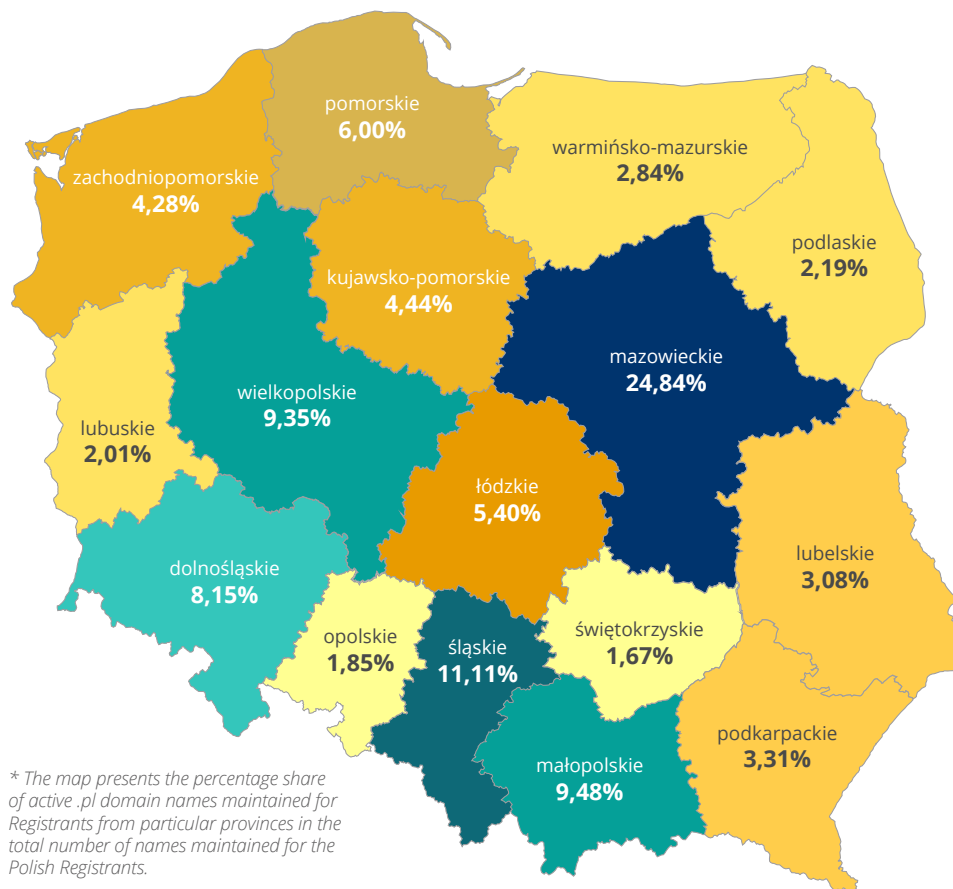
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## MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

### NUMBER OF .PL DOMAIN NAMES AS DIVIDED INTO THE PROVINCES, 2014 \*

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\* The map presents the percentage share of active .pl domain names maintained for Registrants from particular provinces in the total number of names maintained for the Polish Registrants.

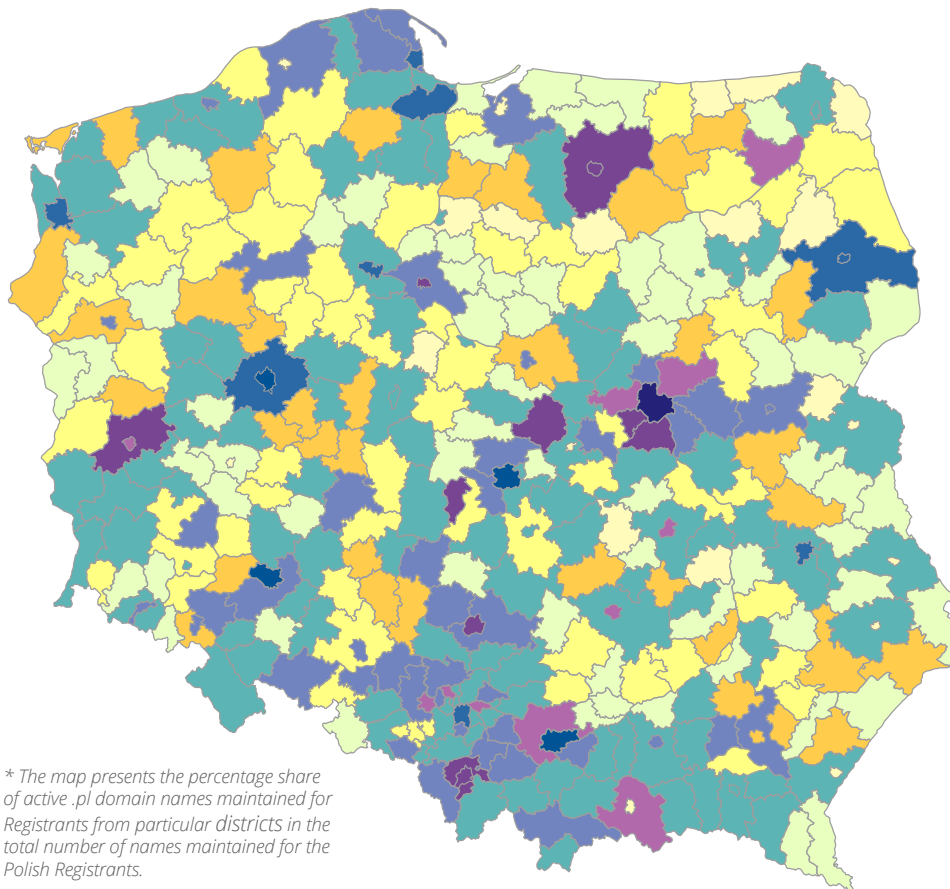
At the end of 2014 for **2 524 538** .pl domain names active in DNS **94.50%** were maintained for the Registrants situated in Poland. Among the .pl domain names registered for foreign Registrants that constituted **5.50%** of names in the Registry, the most numerous group was represented by the customers domiciled in Germany – **22.35%**, the successive most numerous groups constituted the names maintained for the Registrants located in the United States – **14.97%** and Great Britain – **11.38%**.

The analysis of the names registered for the Registrants, situated in Poland, confirms the tendency observed in the preceding years. The leading province is the mazowieckie province, **24.84%** of names maintained for the Registrants from Poland with the capital city of Warsaw which is present in the address of Registrants of **16.97%** of names. On the successive place, with almost two times lower share, **11.11%**, was the śląskie province, followed by małopolskie **9.48%**, wielkopolskie **9.35%**, dolnośląskie **8.15%**, pomorskie **6.00%** and łódzkie **5.40%**. The share below **5%** in the number of .pl domain names, registered for the Registrants domiciled in Poland, was represented by kujawsko-pomorskie **4.44%**, zachodniopomorskie **4.28%**, podkarpackie **3.31%**, lubelskie **3.08%**, warmińsko-mazurskie **2.84%**, podlaskie **2.19%**, lubuskie **2.01%**, opolskie **1.85%** and świętokrzyskie **1.67%**.

## MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

### NUMBER OF .PL DOMAIN NAMES AS DIVIDED INTO THE DISTRICTS, 2014\*

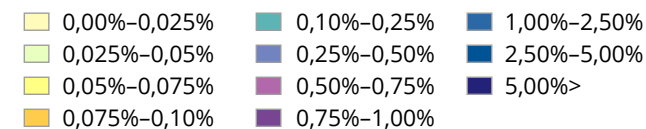
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\* The map presents the percentage share of active .pl domain names maintained for Registrants from particular districts in the total number of names maintained for the Polish Registrants.

By account of the growth dynamics of the number of maintained names the warmińsko-mazurskie province was on the leading position – in 2014 **18.98%** of .pl domain names were there registered. The successive places were taken by kujawsko-pomorskie **6.66%**, łódzkie **6.14%**, wielkopolskie **6.01%**, opolskie **5.64%**, dolnośląskie **3.14%**, mazowieckie **3.03%**, lubelskie **2.74%**, śląskie **1.93%**, lubuskie **0.52%** and małopolskie **0.17%**. The following provinces recorded negative growth dynamics of the number of names: świętokrzyskie **-6.61%**, podlaskie **-1.56%**, zachodniopomorskie **-1.40%**, podkarpackie **-0.63%** and pomorskie **-0.44%**.

On the other hand among the biggest capital cities the highest growth dynamics of the number of names was recorded in Zielona Góra – **55.67%**. The second best result was noted by Bydgoszcz, growth by **16.19%**. The successive values were much lower: Kraków **5.42%**, Łódź **4.33%**, Gdańsk **3.91%**, Lublin **3.73%**, Opole **3.59%**, Poznań **3.34%**, Warszawa **2.67%**, Szczecin **1.95%** and Wrocław **1.72%**. The cities with negative dynamics were the following: Kielce **-12.54%**, Białystok **-1.13%**, Olsztyn **-0.84%**, Katowice **-0.39%** and Rzeszów **-0.01%**.



## MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

Province	Share		Share
mazowieckie	24.84%	zachodniopomorskie	4.28%
<i>including Warszawa</i>	16.97%	<i>including Szczecin</i>	2.13%
śląskie	11.11%	podkarpackie	3.31%
<i>including Katowice</i>	1.53%	<i>including Rzeszów</i>	0.89%
małopolskie	9.48%	lubelskie	3.08%
<i>including Kraków</i>	4.70%	<i>including Lublin</i>	1.40%
wielkopolskie	9.35%	warmińsko-mazurskie	2.84%
<i>including Poznań</i>	4.02%	<i>including Olsztyn</i>	0.84%
dolnośląskie	8.15%	podlaskie	2.19%
<i>including Wrocław</i>	4.20%	<i>including Białystok</i>	1.02%
pomorskie	6.00%	lubuskie	2.01%
<i>including Gdańsk</i>	2.02%	<i>including Zielona Góra</i>	0.76%
łódzkie	5.40%	opolskie	1.85%
<i>including Łódź</i>	2.81%	<i>including Opole</i>	0.75%
kujawsko-pomorskie	4.44%	świętokrzyskie	1.67%
<i>including Bydgoszcz</i>	1.87%	<i>including Kielce</i>	0.63%

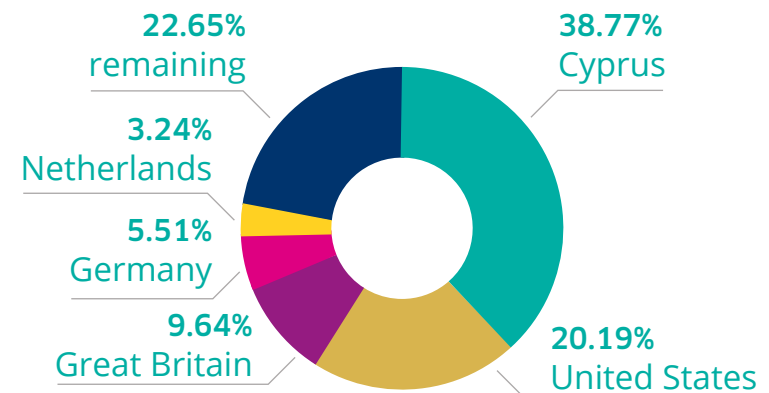
## NEW REGISTRATIONS OF .PL DOMAIN NAMES VS. PLACE OF RESIDENCE

Out of **1 028 548** .pl domain names registered in 2014 **93.33%** were registered for the Registrants from Poland. Among all the registrations carried out for the foreign persons and entities, **38.22%** were represented by the Registrants from Cyprus, **19.67%** from the United States, **17.96%** from Great Britain, **5.33%** from Germany and **3.05%** from the Netherlands.

In the fourth quarter of 2014, the outcome of the share of newly registered names, by account of the Registrants' place of residence, slightly departs from the annual result. Out of **248 744** registered names **92.77%** were registered for the Registrants from Poland. **7.23%** of names registered for foreign Registrants constituted the registrations effected by the Registrants domiciled in **107** different countries, whereby TOP 5 included: Cyprus **38.77%**, United States **20.19%**, Great Britain **9.64%**, Germany **5.51%** and Netherlands **3.24%**.

### NEW .PL DOMAIN NAME REGISTRATIONS FOR THE REGISTRANTS FROM BEYOND POLAND, Q4 2014

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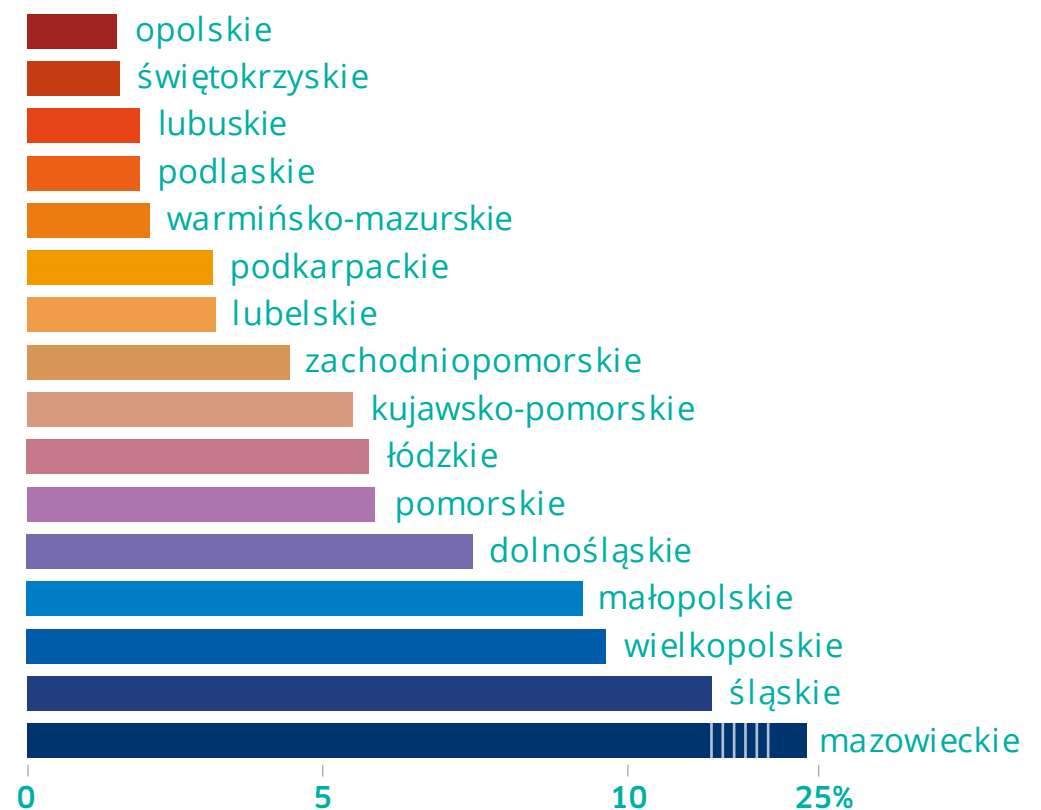
## NEW REGISTRATIONS OF .PL DOMAIN NAMES VS. PLACE OF RESIDENCE

The share of new registrations, effected in the last quarter of 2014 for the Registrants from Poland, by account of the province where they were domiciled, confirms that, similarly as in the previous quarters, the most numerous group constituted the Registrants from the mazowieckie province – **24.69%**. There were registered **11.38%** of names for the Registrants from the śląskie province, from wielkopolskie **9.65%**, małopolskie **9.29%**, dolnośląskie **7.46%**, pomorskie **5.89%**, łódzkie **5.79%**, kujawsko-pomorskie **5.47%**, zachodniopomorskie **4.49%**, lubelskie **3.24%**, podkarpackie **3.23%**, warmińsko-mazurskie **2.16%**, and podlaskie **2.01%**.

The lowest number of registrations in Poland was recorded by the Registrants situated in the following provinces: lubuskie **1.99%**, świętokrzyskie **1.67%** and opolskie **1.60%**.

### NUMBER OF NEW REGISTRATIONS AS DIVIDED INTO PROVINCES, Q4 2014

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## RANKING OF THE NATIONAL REGISTRIES

The .pl domain registry held, in the last quarter of 2014, the eleventh position among the biggest national registries in the world. The first place was taken by the Tokelau registry with the number of .tk domain names exceeding **27.8 million**. The second biggest national registry in the world is the German registry with the number of .de domain names exceeding **15.8 million**, and the third place, with **11.3 million**

names in the cn. domain, is occupied by the Chinese registry. Among the national registries of the European Union countries, by account of the number of maintained names, the Polish registry has been located on the sixth position for last two years. The higher positions hold the registries of Germany, Great Britain, Netherlands, France and Italy.

Position	National registry	Number of domain names (in million)
1.	Tokelau (.tk)	27.8*
2.	Germany (.de)	15.8
3.	China (.cn)	11.3
4.	Great Britain (.uk)	10.5
5.	Netherlands (.nl)	5.5
6.	Russia (.ru)	4.9
7.	Brazil (.br)	3.5
8.	Australia (.au)	2.9
9.	France (.fr)	2.8

10.	Italy (.it)	2.7
11.	Poland (.pl)	2.5
12.	Canada (.ca)	2.3
13.	Switzerland (.ch)	1.9
14.	United States (.us)	1.8
15.	Spain (.es)	1.8
16.	Columbia (.co)	1.7
17.	India (.in)	1.5
18.	Argentina (.ar)	1.5
19.	Belgium (.be)	1.5

\* the .tk registry, as the only one in the breakdown, offers open, free of charge domain name registration

The table contains the data taken from the CENTR publishing "DomainWire Stat Report 2014/4".  
Marking of the source: ZookNIC (Nov 2014).

## DNT

The descending tendency of interest in the 14-day tests of the .pl domain names, the so called DNT, which had been observed since 2013, remained also in 2014. In result, in 2014 in the .pl domain registry **172 866** names were tested with **3.19%** thereof ended with their registration.

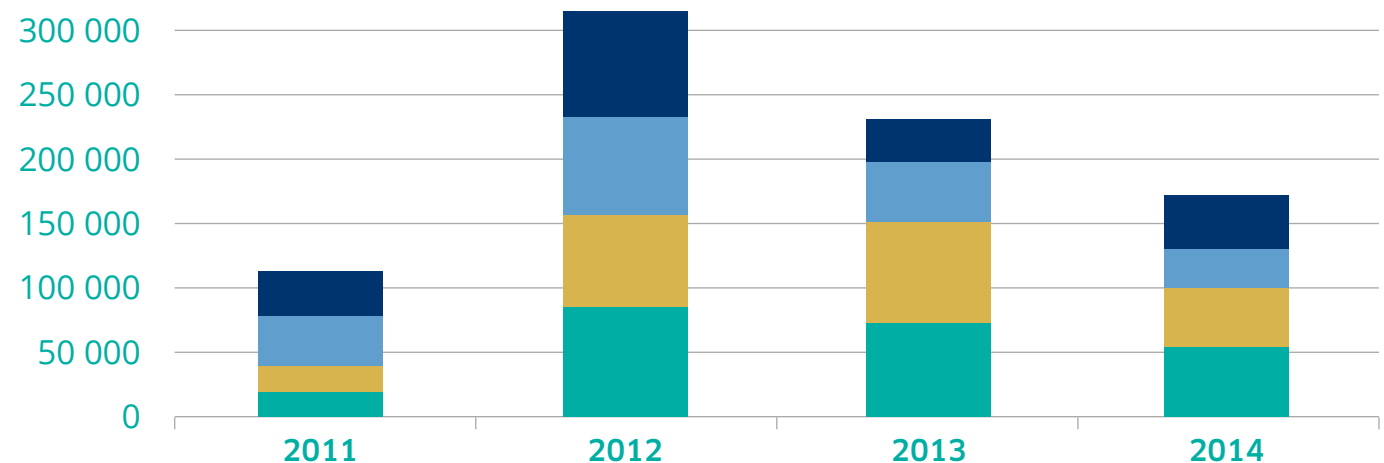
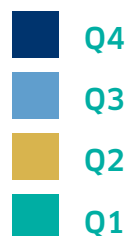
In the particular quarters the number of tested names and the effectiveness of tests were shaped as follows: in the first quarter **52 681**

names were tested with the effectiveness of **2.68%**, in the second quarter **47 477** names with the effectiveness of **3.37%**, in the third quarter **31 284** names with the effectiveness of **3.47%** and in the fourth quarter **41 424** names with the effectiveness of **3.42%**.

The number of tested names during the successive months of the fourth quarter of 2014 amounted to: **13 965** in October, **13 708** in November and **13 751** in December.

### NUMBER OF DNT REGISTRATIONS

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## WLS

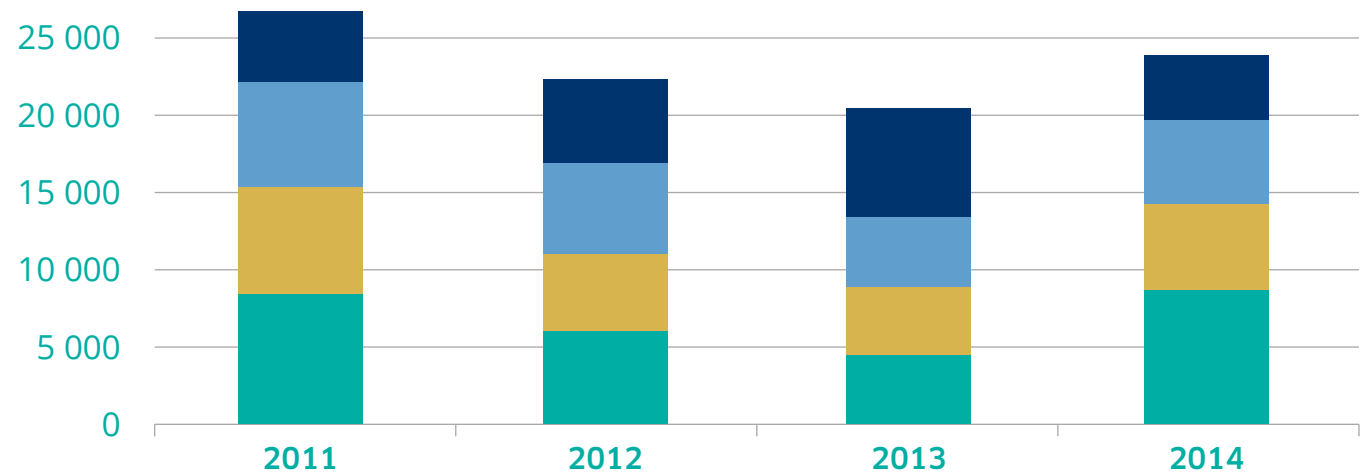
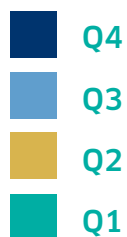
In 2014 3-year options for registration of an existing .pl domain name, Waiting List Service, were more popular than in the previous years. Totally **23 692** agreements on options for registration of the .pl domain names were concluded, i.e. by **15.85%** more than in 2013 and **6.43%** more than in 2012. In 2014 with each consecutive quarter the number of concluded agreements was dropping, in the first quarter there were **8 644** agreements, in the second quarter **5 706**, in third quarter **5 547** and finally in the last quarter **3 795**. The result attained in the fourth quarter was the lowest quarter result since the beginning of 2010. The number of concluded agreements in the particular months of the fourth quarter of 2014 amounted to: **1 669** in October, **932** in November and **1 194** in December.

Out of all the agreements on options, existing in the fourth quarter of 2014, **345** were renewed for consecutive three years, whereas **2 345** agreements ended with making a .pl domain name available for registration, however in case of **102** domain names made available, the formal requirements were not met or the registration was cancelled, which resulted in the domain names being released to the group of names available for registration.

Since launching the service in June 2004 to the end of 2014, out of all the purchased options **43.79%** ended with providing a .pl domain name for registration for an option holder.

### NUMBER OF WLS REGISTRATIONS

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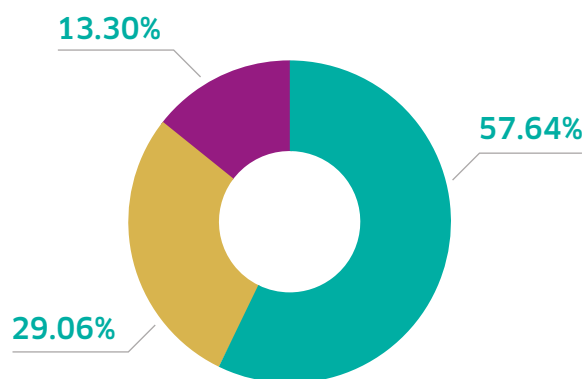
## NASK PARTNERS

The total number of participants of the NASK Partner Programme, at the end of the fourth quarter of 2014, amounted to **203**. Among the NASK Partners there were **117** entities from Poland, which serviced **77.40%** of .pl domain names, whereas **12.64%** remained under supervision of **59** Partners with their registered offices in Europe. **9.96%** .pl domain names were managed by **27** registrars from remaining countries.

Within the last three months of the last year **5** new agreements, concerning Partner cooperation with NASK, were concluded and one had been terminated before the technical preparation of the Partner was completed.

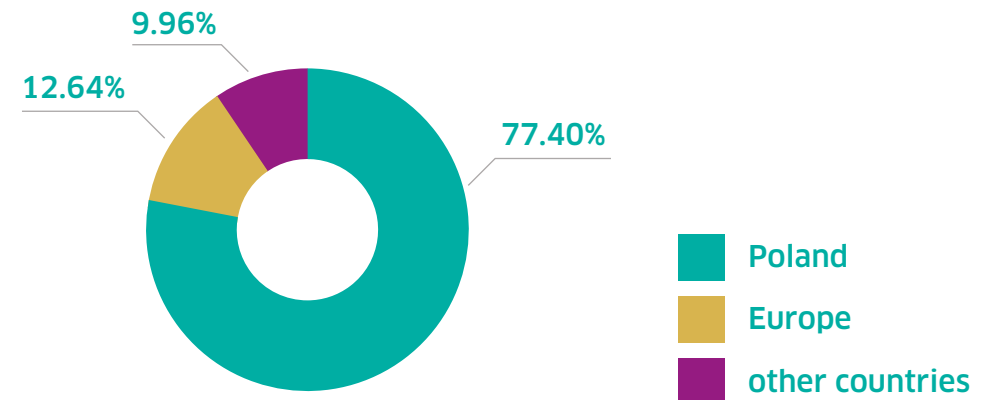
### PARTNERS OF NASK, DIVISION BY PLACE OF RESIDENCE, Q4 2014

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### .PL DOMAIN NAME MARKET SHARE BETWEEN PARTNERS CONSIDERING THE PLACE OF RESIDENCE, Q4 2014

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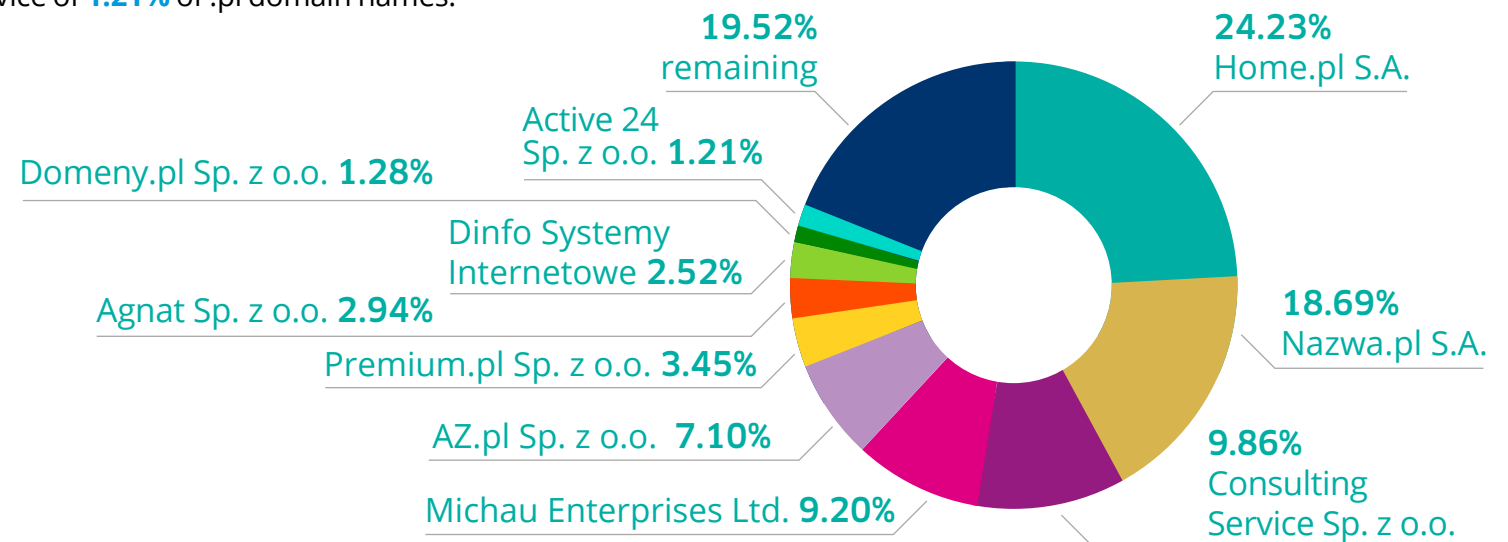
## MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

In 2014 four fifth of active .pl domain names were serviced by ten NASK's Registrars. Home.pl S.A. ended the year with the result of **24.23%**, Nazwa.pl S.A. attained, during the discussed period, the outcome of **18.69%** and Consulting Service Sp. z o.o. participated in servicing **9.86%** of .pl domain names. The consecutive Partners were: Michau Enterprises Ltd. with **9.20%** share, AZ.pl Sp. z o.o. with **7.10%**, Premium.pl Sp. z o.o. with **3.45%** share in servicing .pl domain names. Agnat Sp. z o.o. serviced **2.94%**, while for Dinfo Systemy Internetowe the last quarter of 2014 ended with **2.52%** of share in .pl domain names. The breakdown of the presented TOP 10 is closed by Domeny.pl Sp. z o.o., servicing **1.28%** and Active 24 Sp. z o.o. assisting in the service of **1.21%** of .pl domain names.

In comparison with the results attained in 2013, at the end of 2014 the NASK's Partners remained on their positions in the breakdown presenting the number of serviced .pl domain names, whereas the difference might have been observed in the outcome of the annual growth dynamics of the number of .pl domain names serviced by particular Partners. **11.53%** of annual dynamics in servicing .pl domain names was reached by Nazwa.pl S.A., the dynamics of Home.pl S.A. resulted with **10.34%** and Consulting Service Sp. z o.o. attained the result at the level of **5.31%**. The annual dynamics of the share in the service of .pl domain names for the remaining NASK's Partners was negative.

### MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES, Q4 2014\*

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

## MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW REGISTRATIONS

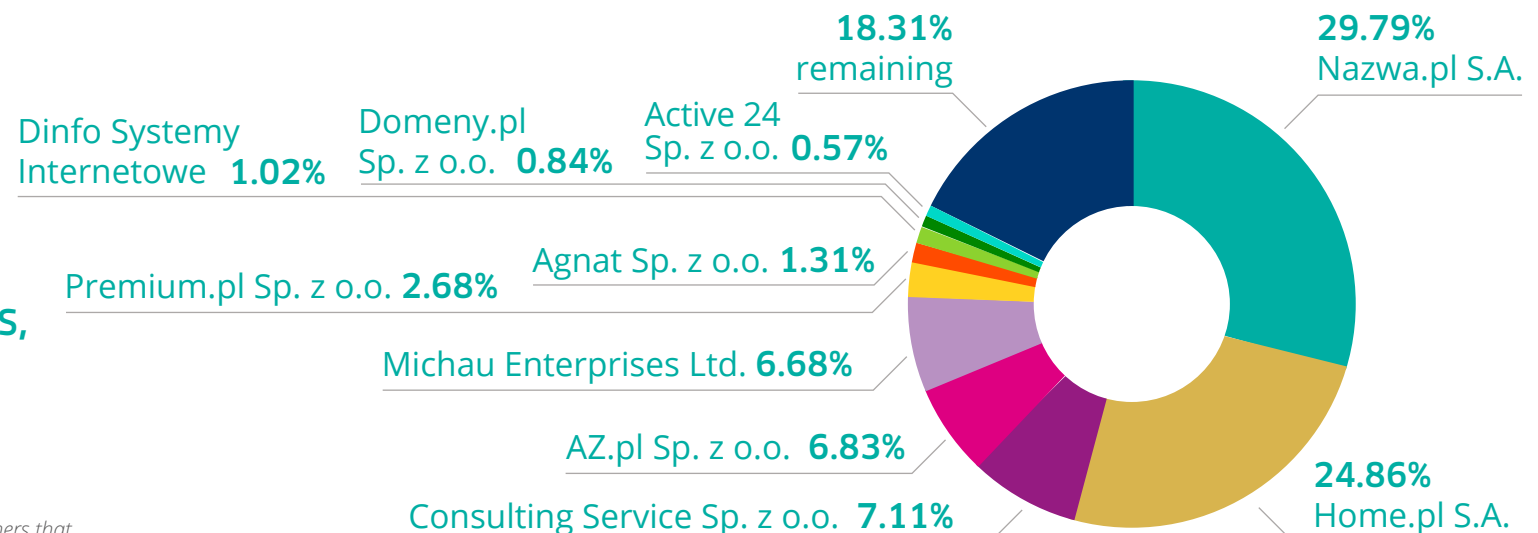
The NASK's Partners in the fourth quarter of 2014 serviced **99.98%** out of **248 744** newly registered .pl domain names. Two of them took part in concluding nearly **55%** of new agreements: Nazwa.pl S.A. assisted in the registration of **29.79%** of names, while Home.pl S.A. in **24.86%**. The remaining Partners from the group of the ten most frequently chosen by the Registrants for the purpose of registration of a new .pl domain name were: Consulting Service Sp. z o.o. (**7.11%**), AZ.pl Sp. z o.o.

(**6.83%**), Michau Enterprises Ltd. (**6.68%**), Premium.pl Sp. z o.o. (**2.68%**), Agnat Sp. z o.o. (**1.31%**), Dinfo Systemy Internetowe (**1.02%**), Domeny.pl Sp. z o.o. (**0.84%**) and Active24 sp. z o.o. (**0.57%**).

The Partners from beyond the presented TOP 10 participated in the fourth quarter of 2014 in entering in the registry **18.31%** of new .pl domain names.

### MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW .PL DOMAIN NAME REGISTRATIONS, Q4 2014\*

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

## MARKET SHARE BETWEEN PARTNERS CONSIDERING REGISTRANTS

At the end of 2014, the total number of Registrants of the .pl domain names, serviced by NASK's Partners, amounted to **968 thousand**. Most of the Registry's customers were serviced by Nazwa.pl S.A. the share of which, at the end of December, amounted to **22.89%**. A slightly lower share, **21.45%**, was represented by Home.pl S.A., in turn, the third result, **12.05%**, belonged to Consulting Service Sp. z o.o.

The group of the first ten Partners, with the share below **7%**, included: AZ.pl Sp. z o.o. (**6.62%**), Dinfo Systemy Internetowe (**4.03%**), Agnat Sp. z o.o. (**3.87%**), Michau Enterprises Ltd. (**1.77%**), Domeny.pl Sp. z o.o. (**1.47%**), Active 24 Sp. z o.o. (**1.08%**) and Premium.pl Sp. z o.o. (**0.91%**).

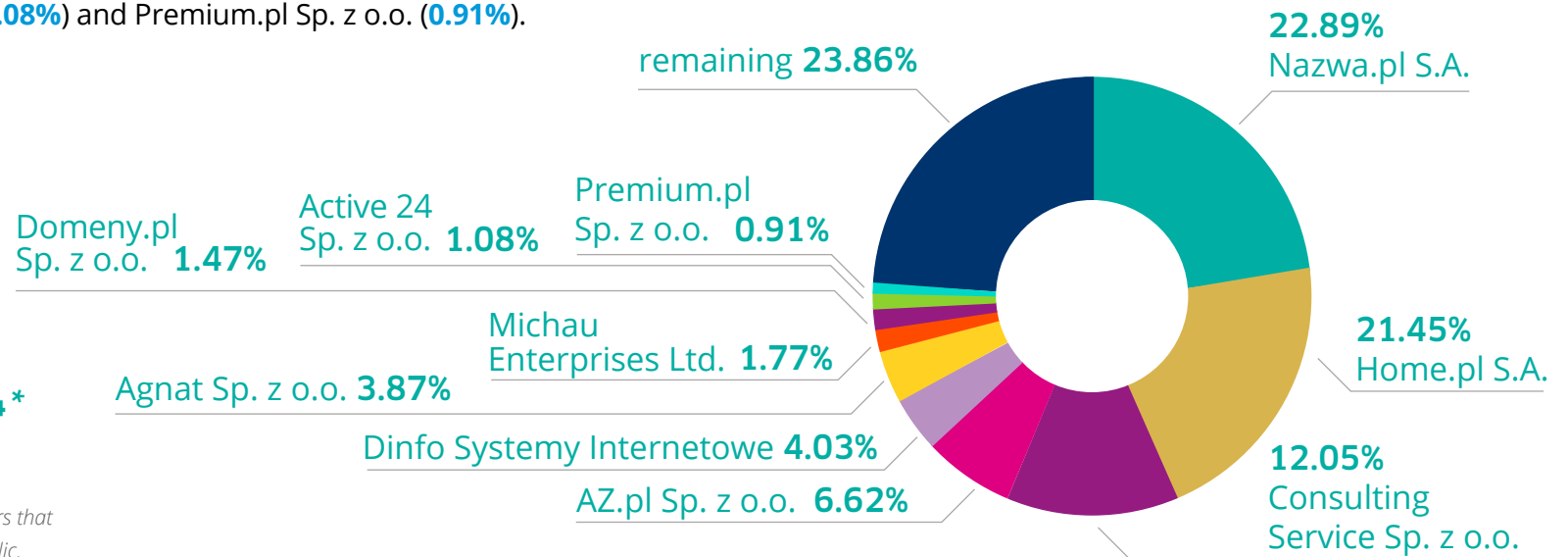
At the end of 2014, the share of the Registrars, from beyond the TOP 10, presented in the report, in the total number of Registrants of .pl domain names, serviced by NASK's Partners, amounted totally to **23.86%**.

The highest annual growth dynamics of the number of Registrants, serviced at the end of December, attained: Michau Enterprises Ltd. (**16.28%**), Nazwa.pl S.A. (**9.56%**) and Premium.pl Sp. z o.o. (**8.02%**).

### MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAME REGISTRANTS, Q4 2014\*

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





## MARKET SHARE BETWEEN PARTNERS CONSIDERING DNT REGISTRATIONS

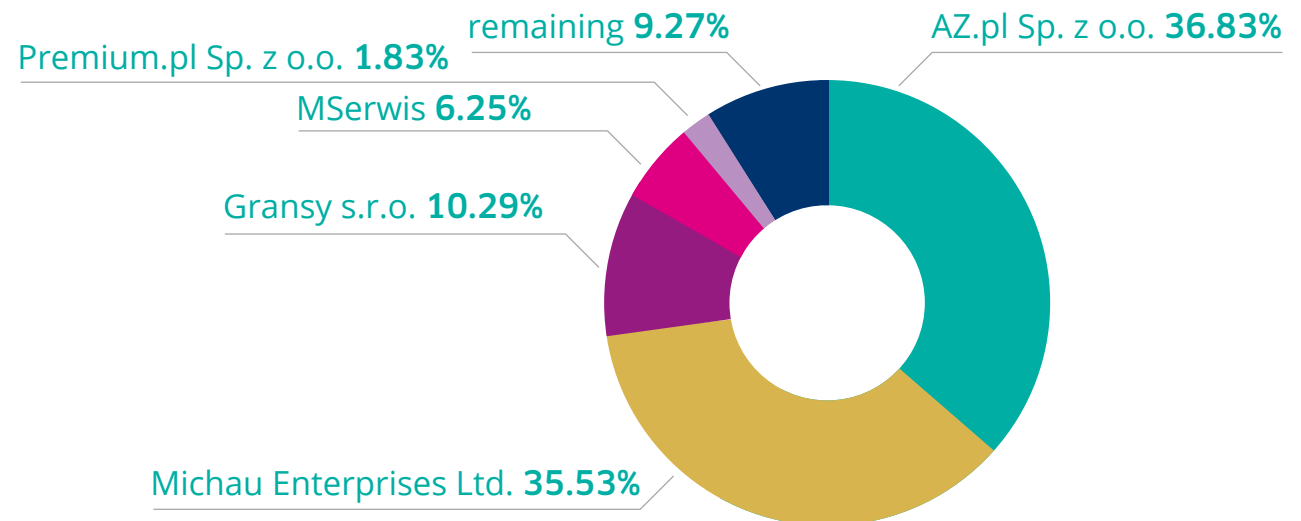
The biggest number of agreements on .pl domain name tests in the fourth quarter of 2014, similarly as in the previous quarter, was concluded by AZ.pl Sp. z o. o. The assistance of the company was used in conclusion of **36.83%** of agreements. Michau Enterprises Ltd. assisted slightly more rarely, reaching the level of **35.53%** of tested names.

Among the five most popular Registrars in the DNT market, in the fourth quarter of 2014, there were also: Gransy s.r.o. with the share of **10.29%**, MSerwis with **6.25%** and Premium.pl Sp. z o.o. with **1.83%**.

The NASK's Partners, from beyond the presented TOP 5, serviced totally **9.27%** of .pl domain name tests.

### DNT MARKET SHARE BETWEEN PARTNERS, Q4 2014\*

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

## MARKET SHARE BETWEEN PARTNERS CONSIDERING WLS REGISTRATIONS

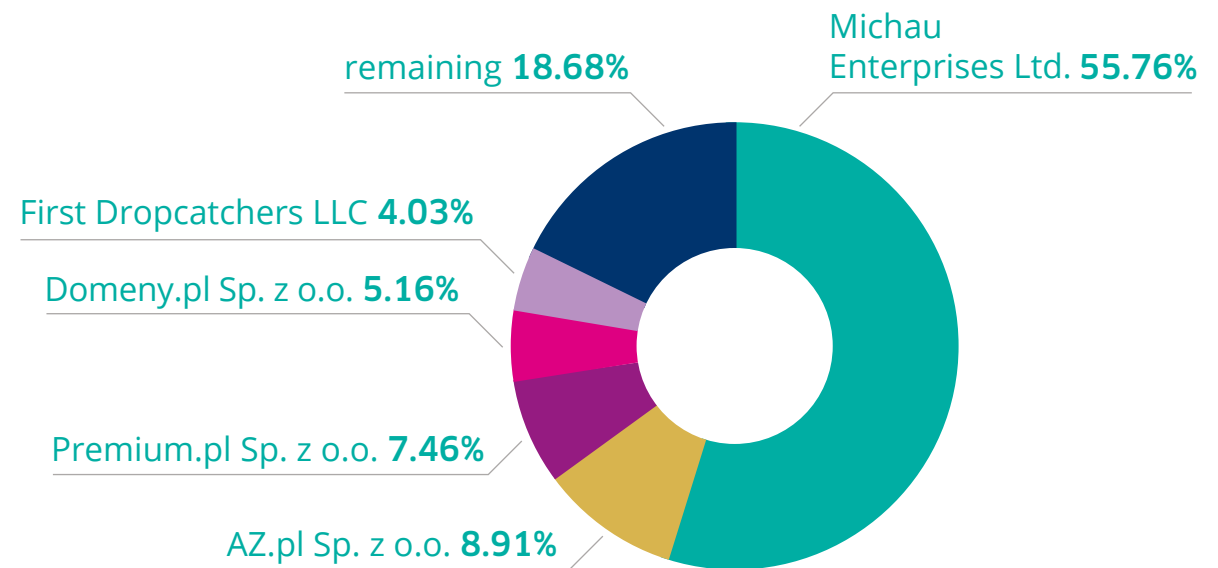
Within the last three months of 2014 the leader in the market of options for .pl domain name registration, as in the previous months of that year, was Michau Enterprises Ltd., which assisted in the conclusion of **55.76%** of agreements on options. The second most frequently chosen Registrar, AZ.pl Sp. z o. o., assisted in the conclusion of **8.91%** of agreements. The remaining NASK's Partners, most frequently chosen by option buy-

ers in the discussed period, were: Premium.pl Sp. z o.o. (**7.46%**), Domeny.pl Sp. z o.o. (**5.16%**) and First Dropcatchers LLC (**4.03%**).

The Registrars from beyond the presented Top 5, serviced in total **18.68%** of agreements on the options for registration of the .pl domain name.

### WLS MARKET SHARE BETWEEN PARTNERS, Q4 2014\*

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