



**NASK**

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# **.PL DOMAIN NAME MARKET**

**|** NASK's Report for the fourth quarter of 2016

**Q4** 2016

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# INTRODUCTION

Dear Readers,

In 2016 on average every 30 seconds a new name appeared in the .pl domain. From January to December last year 1 055 971 names were registered. Similarly as in the previous years, the most numerous registrations took place in the first quarter when daily average 3 193 names were registered. In the .pl registry, at the end of 2016, 2 703 165 active names were maintained for 1 025 472 registrants.

The .pl domain strengthened its 6<sup>th</sup> position in the breakdown of most popular country code domains amongst tens of other top level extensions in the ccTLD market of the EU countries. It is worthwhile to note that the share of the .pl domain in Poland, as compared to other domains, is the largest and

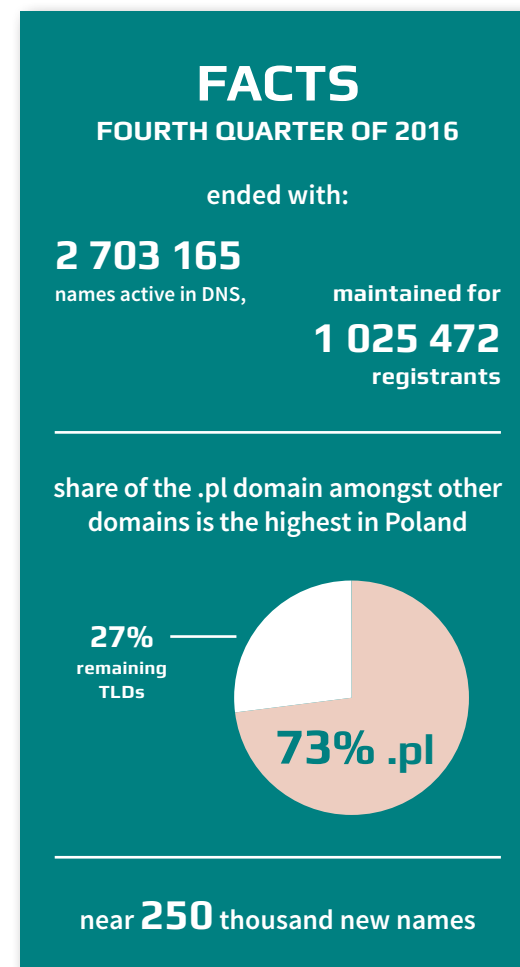
constitutes currently ca. 73%. Remaining ca. 27% represent generic domains (e.g. .com, .net, .info) and other country code domains. In comparison with other countries, the share of local domains, such as .de in Germany, .fr in France or .it in Italy, does not exceed 65%.

During the fourth quarter of 2016 247 605 new names were registered in total, while the daily average number of registrations amounted to 2 691 names with the renewal rate equaling 61.42%

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



**Wojciech Kamieniecki**  
NASK Director



# NUMBER OF .PL DOMAIN NAMES IN DNS

The .pl registry ended 2016 with the number of **2 703 165** names active in DNS. Since the beginning of the year that number increased by **21 413** names. In the particular quarters of 2016 the numbers were shaped in the following way: in the first and second quarter the volume increased by **30 448** and **1 145** respectively, while during the third and fourth quarter the amount of .pl domain names dropped by **6 265** and **3 915** respectively.

which constituted

**1.48%**

of all active .pl domain names.

The number of names with diacritic national signs, IDNs, at the end of 2016, amounted to **40 116 ...**

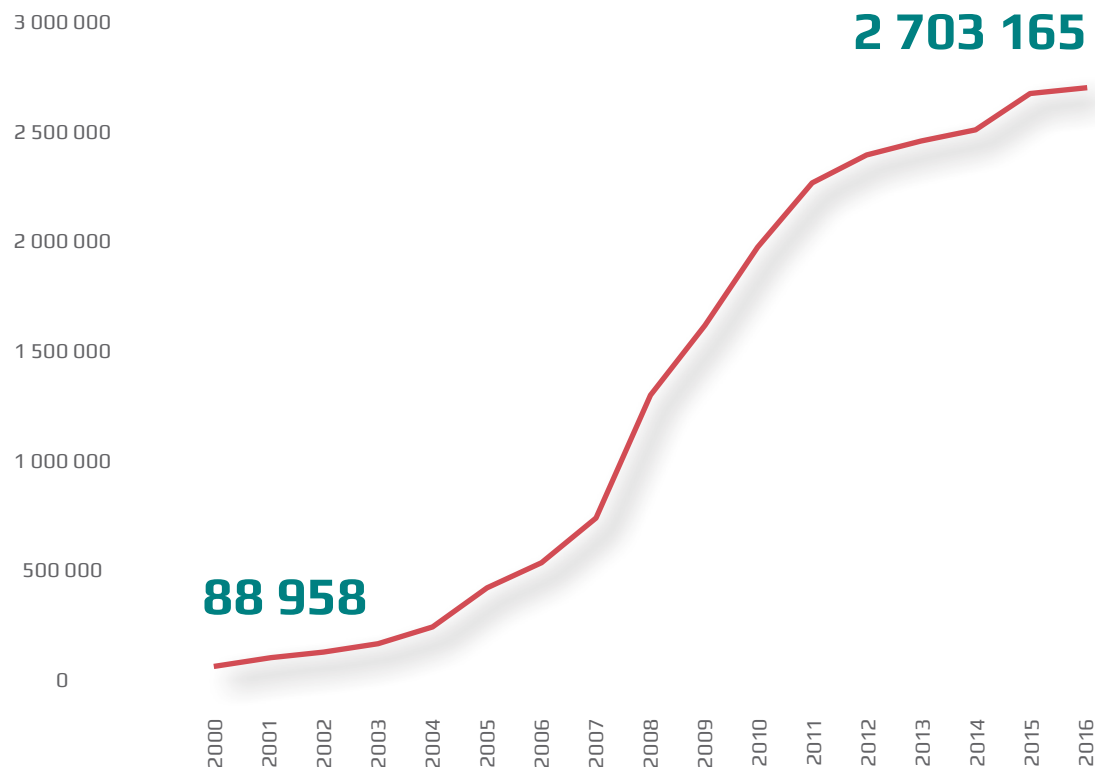
At the end of December 2016 **75.22%** of names, active in DNS, were registered directly in the .pl domain, **19.88%** in functional domains and **4.90%** in regional domains.

Out of all the names active in DNS

**39.02%**

are the names registered in 2016,

... **38.39%** are the names registered between 2011 and 2015, **16.34%** pertain to names registered from 2006 to 2010, whereas **6.25%** of active names were entered to the registry between 1994 and 2005.



Number of .pl domain names in DNS

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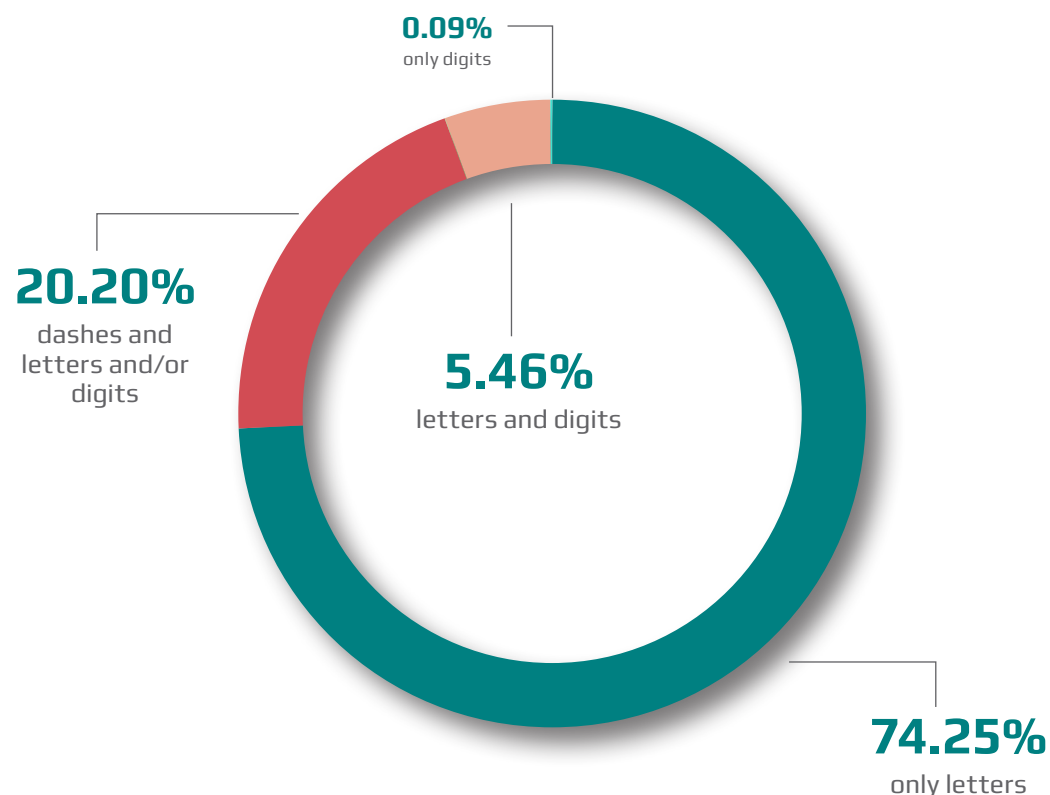
# STRUCTURE OF THE .PL DOMAIN NAMES

In 2016 the average length of names in the .pl registry equalled **11.10** signs. The maximal allowed length, i.e. 63 signs, held **10** names. Over a half of .pl domain names (**51.18%**) contained from one to ten signs with the most numerous group (**8.86%**) constituting 9-sign names.

The longest name in the .pl registry, at the end of 2016, had **82** signs including the name of a domain type where the name was registered, i.e. a regional domain .kazimierz-dolny.pl.

At the end of 2016 **74.25%** of names active in the registry were composed of only letters, **0.09%** of names included only digits, **5.46%** contained both letters and digits, whereas **20.20%** of names included besides letters and/or digits also dashes.

**18.51%** of .pl domain names contained one dash, **1.72%** of names (excluding IDNs) were made of at least two dashes.



Signs in .pl domain names active in DNS, Q4 2016

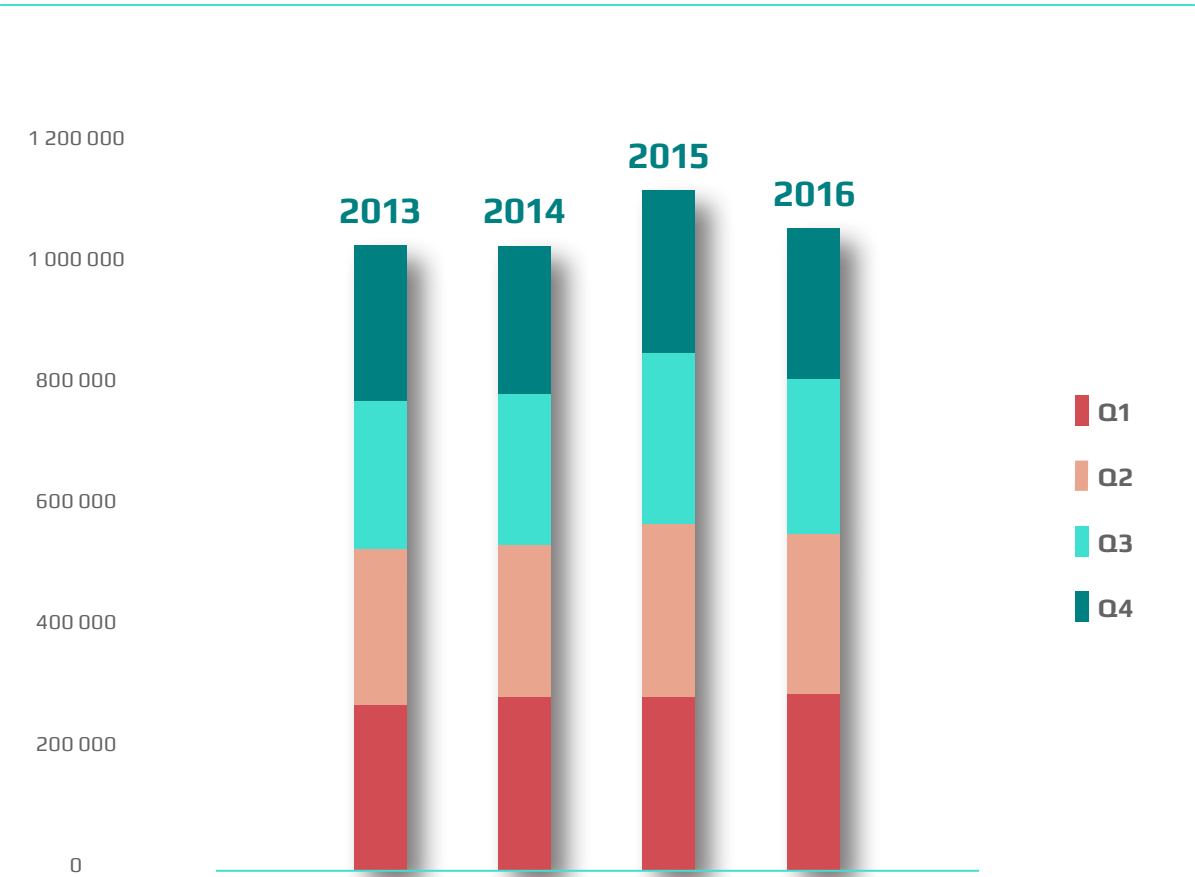
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# NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

In 2016 **1 055 971** .pl domain names were entered in the registry with **14 274** names containing national diacritic signs. The number of new registrations, in comparison to 2015, decreased by **63 925** names.

The number of names, registered in particular quarters of 2016, amounted to **290 530** in the first quarter, **261 843** in the second quarter, **255 993** in the third quarter and **247 605** in the fourth quarter.

The number of registrations during particular months of the fourth quarter of 2016 amounted to:



Number of .pl domain name registrations

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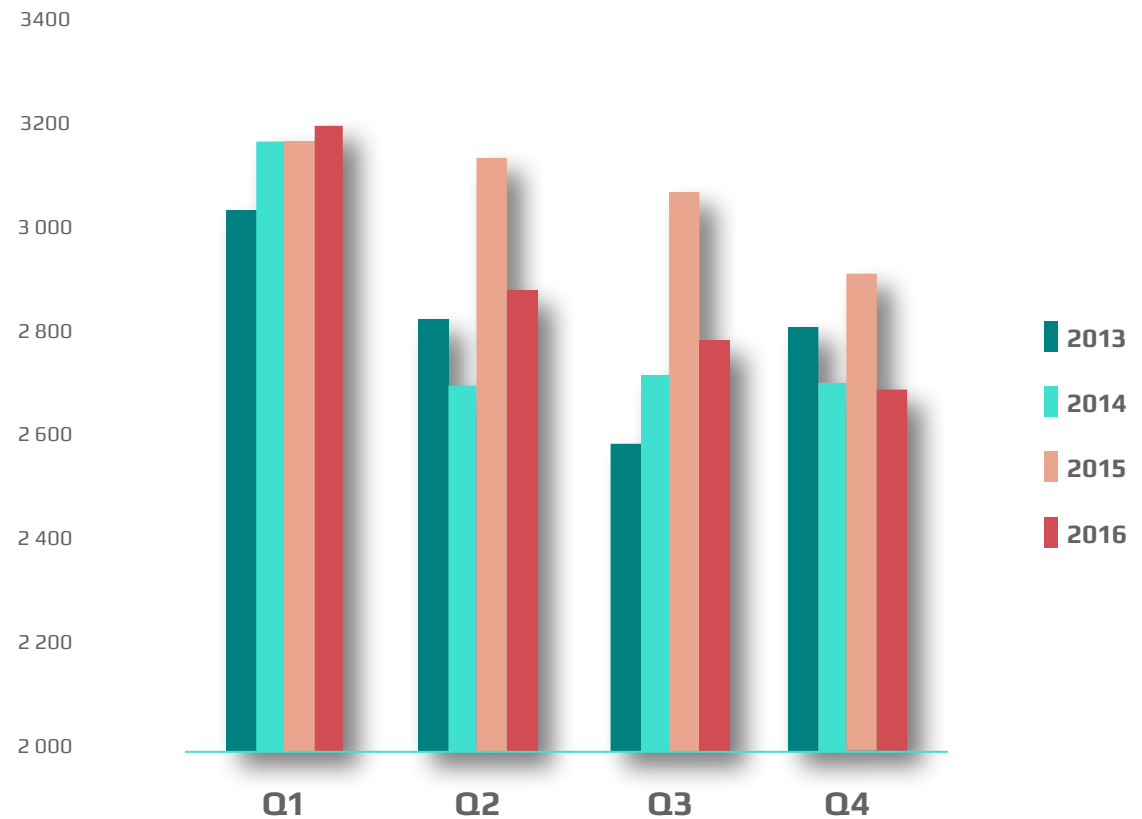
# NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

In 2016 daily average **2 885** .pl domain names were being registered.



The highest number of registrations was recorded in the first quarter of 2016 when daily average **3 193** new names were entered in the .pl registry. In the consecutive quarters of 2016 the daily average number of registrations was decreasing and equalled: **2 877** in the second, **2 783** in the third and **2 691** in the fourth quarter.

During the particular months of the fourth quarter of 2016 the daily average number of registrations amounted to **2 963** in October, **2 849** in November and **2 268** in December.



Daily average number of .pl domain name registrations

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

In 2016 out of all new names, entered in the .pl registry, **75.38%** constituted the second level domain names, i.e. registered directly in the .pl, **19.46%** constituted the names registered in the functional domains, administered by NASK (e.g. .com.pl, .biz.pl) while remaining **5.16%** in the regional domains (e.g. .waw.pl, .wroclaw.pl).

The share of particular types of domains in the fourth quarter of 2016 was the following: **74.95%** of names were registered in the .pl domain, **20.61%** in functional domains, whereas **4.44%** in the regional domains administered by NASK.



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

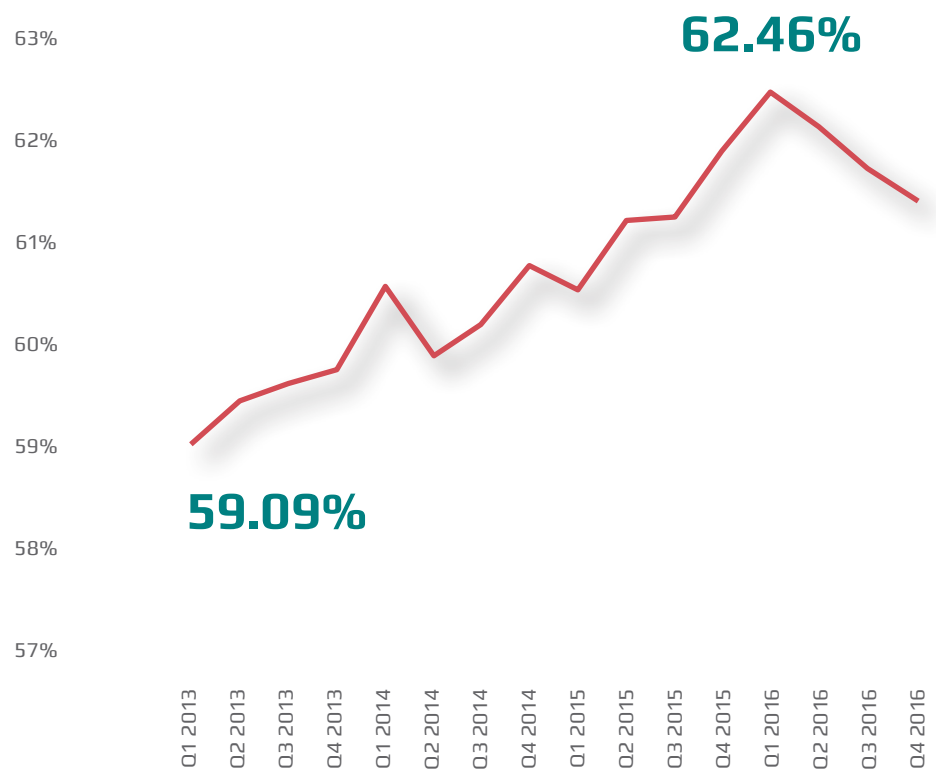
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# RENEWAL RATE OF .PL DOMAIN NAMES

The renewal rate of the .pl domain names, at the end of 2016, amounted to **61.42%**. From the beginning of January to the end of December 2016 **1 633 774** names were renewed with **75.28%** thereof constituting the second level .pl domain names, **20.05%** the functional domains and **4.67%** constituted the names registered in the regional domains.

In the fourth quarter over **406 thousand** .pl domain names were renewed whereas in case of **1 507** names the end-date of the billing period was shifted by individually defined number of days. The structure of names renewed within the period under discussion was the following: **75.88%** of renewals pertained to the names maintained directly in the .pl domain, **19.50%** in the functional domains and the remaining **4.62%** in the regional domains.



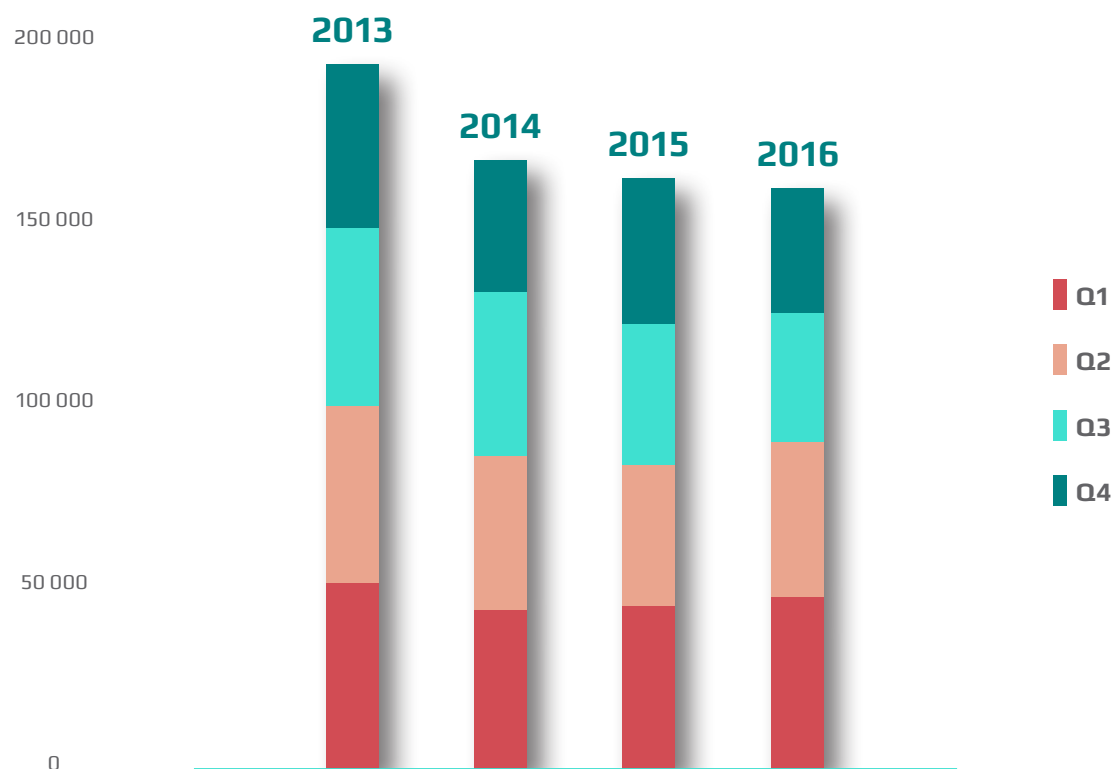
Renewal rate of .pl domain names

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# TRANSFERS

In 2016 registrants **157 938** times changed a registrar servicing a maintained .pl domain name. In **4 704** cases, transfers were effected with the simultaneous renewal of the .pl domain name for a consecutive billing period, with **3 197** thereof after the previous billing period had been completed.

From the beginning of October to the end of December 2016, there were **33 691** changes of a registrar servicing a .pl domain name. **1 040** changes were executed with the simultaneous renewal of the .pl domain name for a consecutive billing period, with **602** thereof being made after the previous billing period had been completed.



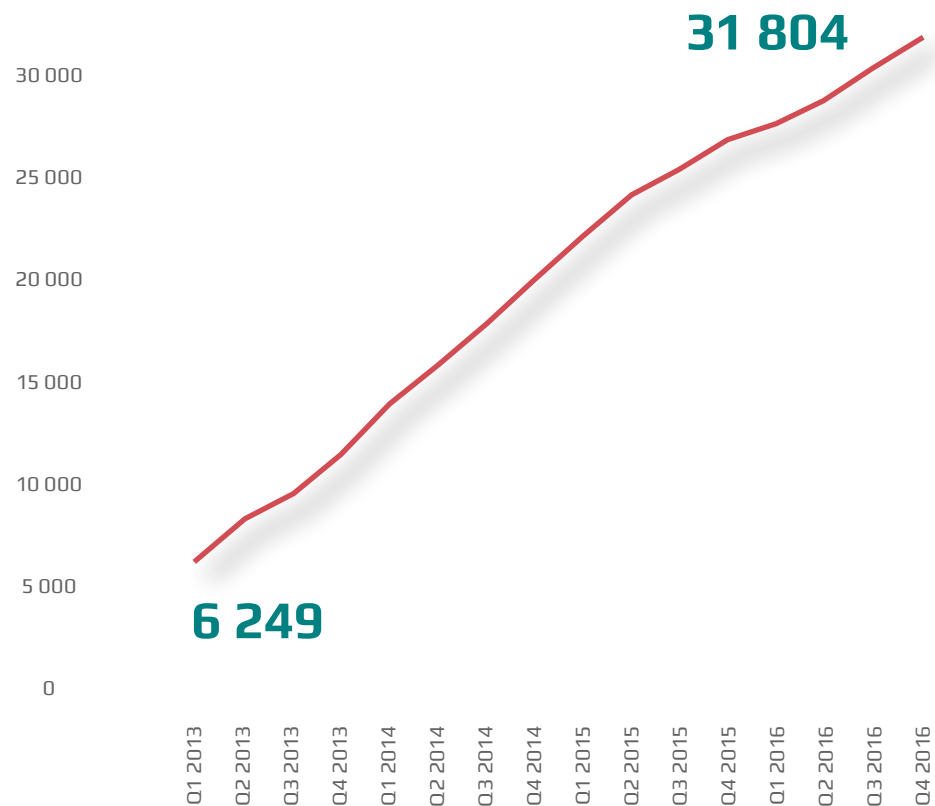
Number of .pl domain name transfers

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# DNSSEC IN THE .PL DOMAIN NAME

In the .pl registry at the end of December 2016 there were **31 804** names secured with DNSSEC. In 2016 the number of secured names increased by almost **5 thousand** which is by **18.45%** more than in 2015. Daily average **13.52** names, secured with DNSSEC, were being added to the Registry.

During the last quarter of 2016 the volume increased by **1 426** secured names, which daily average equaled **15.5** domain names.



Number of the .pl domain names secured with DNSSEC

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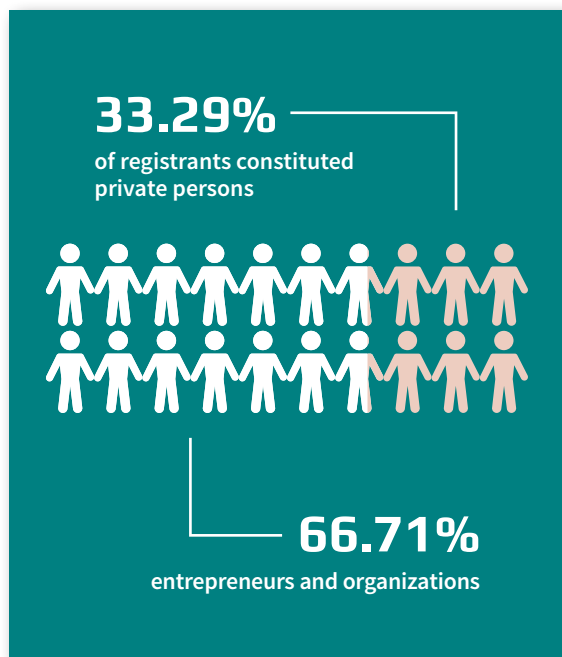
# REGISTRANTS OF .PL DOMAIN NAMES

At the end of 2016 there were **1 025 472** entries of .pl domain name registrants. In 2016 the volume of the registry was enlarged by **17.8 thousand** registrants. On average **2.64** pl. domain names fell for one registrant.

Out of **2 703 165** .pl domain names, active in DNS, **70.14%** were maintained for entrepreneurs and organizations, whereas **29.86%** for private persons. As to the registrants of newly registered names in 2016, **68.46%** of registrations were effected for entrepreneurs and organizations and **31.54%** for private persons.

At the end of 2016 one .pl domain name was registered for **64.52%** of registrants, two .pl domain names for **14.55%**, three domains for **5.50%**, four names for **4.14%** and five names for **3.80%**. For **5.12%** of registrants there were maintained six to ten names while for **2.28%** of registrants from eleven to one hundred names. Almost **one thousand** clients of the registry, i.e. **0.10%**, were the registrants of more than one hundred names.

From the beginning of January to the end of December 2016 **128 606** changes of the registrants of the .pl domain name were executed in the Registry.



**Division of Registrants of .pl domain names, Q4 2016**

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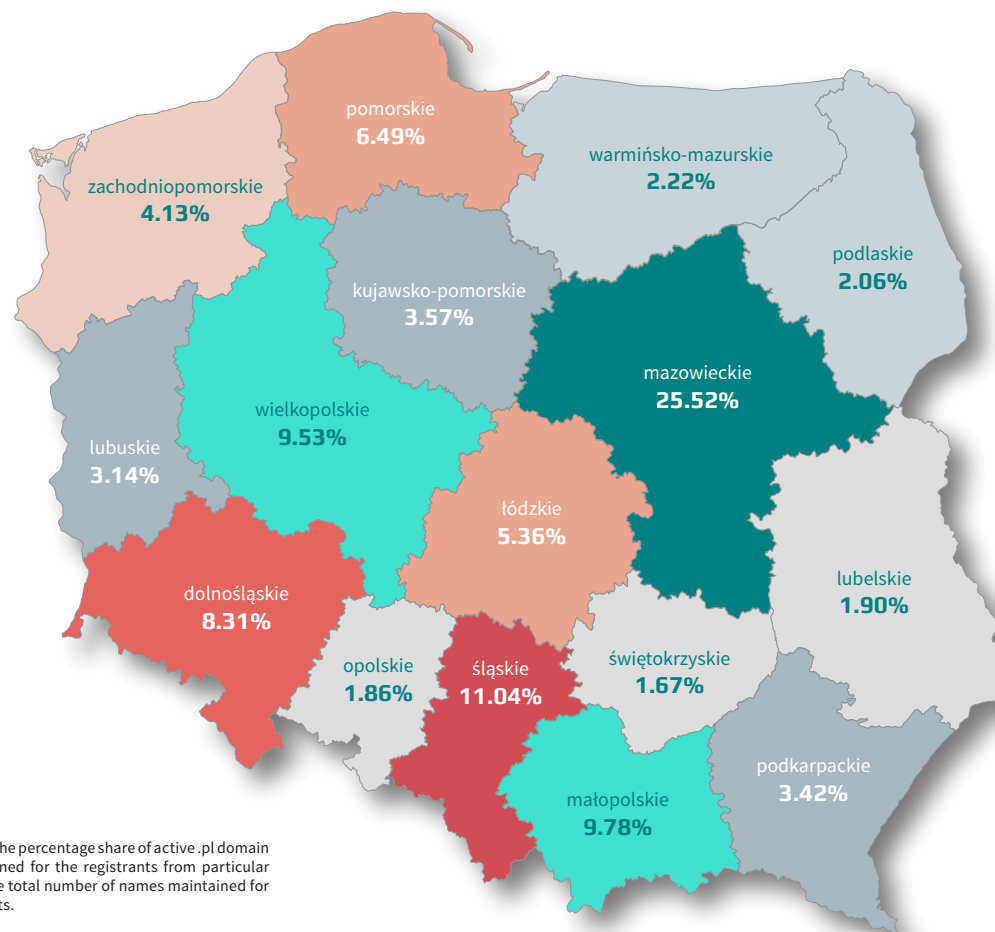
**Division of .pl domain names for Registrants, Q4 2016**

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

At the end of December 2016 **94.54%** of **2 703 165** .pl domain names, active in DNS, were maintained for the registrants situated in Poland.

The highest share in the number of maintained names, **25.52%**, was represented by entrepreneurs, organizations and private persons from the Mazowieckie Province, followed by the registrants domiciled in the Śląskie Province (**11.04%**), in Małopolskie (**9.78%**), in Wielkopolskie (**9.53%**), in Dolnośląskie (**8.31%**), in Pomorskie (**6.49%**) and in Łódzkie (**5.36%**). The share below **5%** in the number of maintained names, was represented by the registrants from the following provinces: Zachodniopomorskie **4.13%**, Kujawsko-pomorskie **3.57%**, Podkarpackie **3.42%**, Lubuskie **3.14%**, Warmińsko-mazurskie **2.22%**, Podlaskie **2.06%**, Lubuskie **1.90%**, Opolskie **1.86%** and Świętokrzyskie **1.67%**.



\* Map presents the percentage share of active .pl domain names, maintained for the registrants from particular provinces, in the total number of names maintained for Polish registrants.

**Division of .pl domain names by provinces, 2016\***

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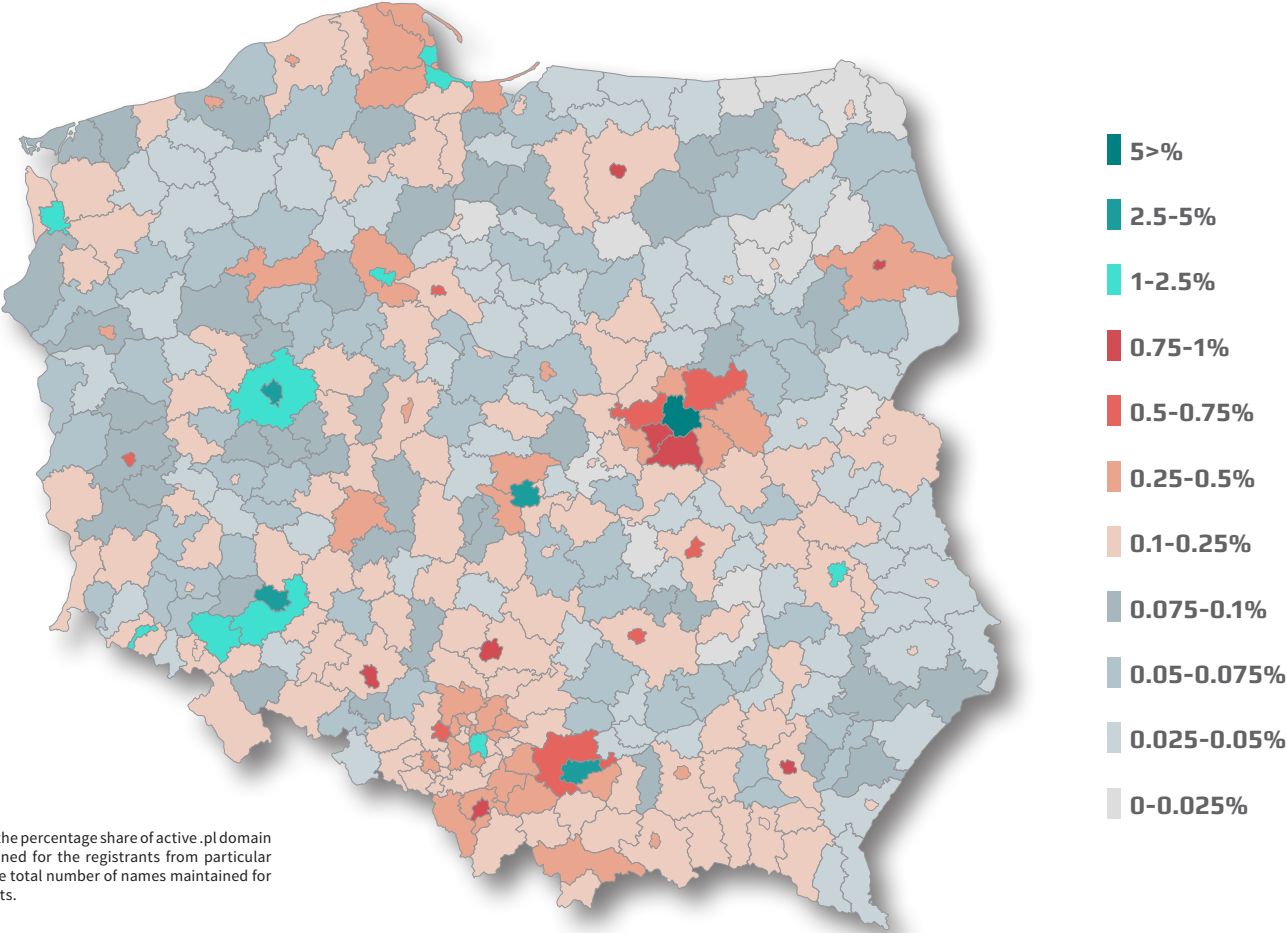
# MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

Province	Share	Including	Share
mazowieckie	25.52%	Warszawa	17.46%
śląskie	11.04%	Katowice	1.57%
małopolskie	9.78%	Kraków	4.88%
wielkopolskie	9.53%	Poznań	4.14%
dolnośląskie	8.31%	Wrocław	4.34%
pomorskie	6.49%	Gdańsk	2.11%
łódzkie	5.36%	Łódź	2.73%
zachodniopomorskie	4.13%	Szczecin	2.05%
kujawsko-pomorskie	3.57%	Bydgoszcz	1.26%
podkarpackie	3.42%	Rzeszów	0.91%
lubelskie	3.14%	Lublin	1.33%
warmińsko-mazurskie	2.22%	Olsztyn	0.76%
podlaskie	2.06%	Białystok	0.98%
lubuskie	1.90%	Zielona Góra	0.70%
opolskie	1.86%	Opole	0.77%
świętokrzyskie	1.67%	Kielce	0.66%

Maintained .pl domain names vs. the Registrant's place of residence

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



\* Map presents the percentage share of active .pl domain names, maintained for the registrants from particular provinces, in the total number of names maintained for Polish registrants.

Division of .pl domain names by districts, 2016\*

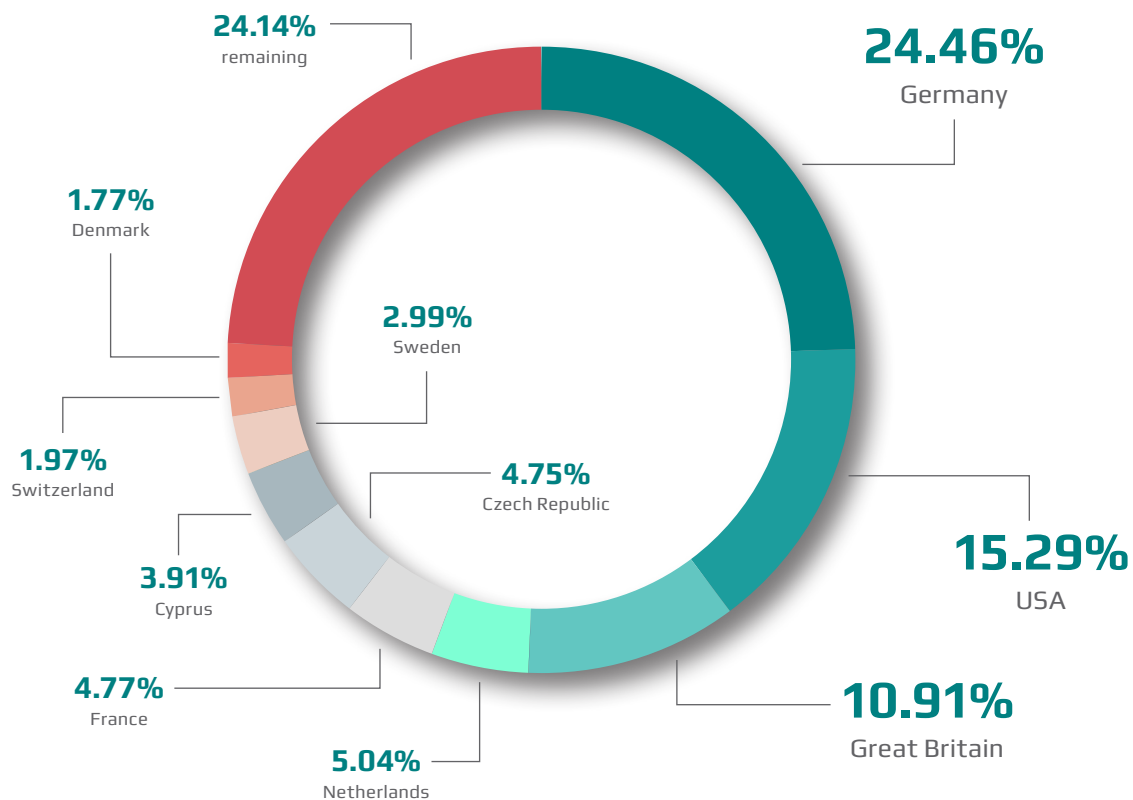
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# MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

At the end of 2016 out of **5.46%** of .pl domain names maintained for the registrants from 183 countries, more than a half constituted names registered for registrants from Germany – **36 thousand**, United States – **22.5 thousand** and Great Britain – **16 thousand**.

The remaining names were maintained, among others, for the registrants domiciled in the Netherlands – **7.4 thousand**, in France – **7 thousand**, in Czech Republic – **7 thousand**, in Cyprus – **5.77 thousand**, in Sweden – **4.47 thousand**, in Switzerland – **2.9 thousand** and Denmark – **2.6 thousand**.



**Division of .pl domain names maintained for the registrants from beyond Poland, 2016**

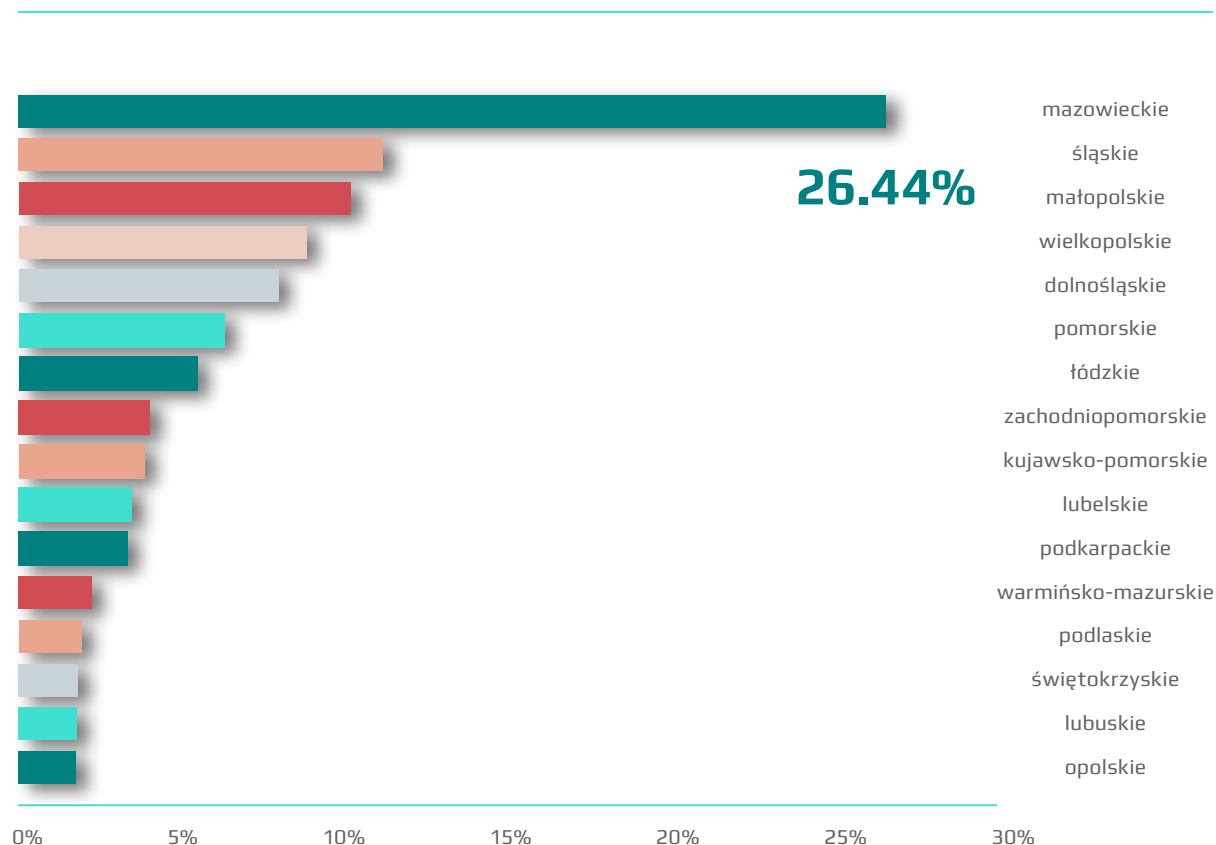
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# NEW REGISTRATIONS OF .PL DOMAIN NAMES VS. PLACE OF RESIDENCE

In 2016 out of **1 055 971** new registrations, almost **984 thousand** .pl domain names were registered for the registrants from Poland. Out of all the registrations carried out for persons and entities domiciled abroad more than **35 thousand** fell for the registrants from Cyprus, **9.3 thousand** for the registrants from Germany, **5.5 thousand** for the registrants from Great Britain, **4.4 thousand** for the registrants from the United States and **2 thousand** for the registrants from Czech Republic.

During the fourth quarter of 2016 out of all the newly registered names **92.94%** were effected for the Registrants from Poland. Similarly as in the previous years the most numerous group constituted the Registrants from the Mazowieckie Province – **26.44%**. For the Registrants from the Śląskie Province there were registered **11.09%** of names, from Małopolskie – **10.10%**, Wielkopolskie – **8.75%**, Dolnośląskie – **7.91%**, Pomorskie – **6.26%**, Łódzkie – **5.43%**, Zachodniopomorskie – **4.01%**, Kujawsko-pomorskie – **3.81%**, Lubelskie – **3.45%**, Podkarpackie – **3.31%**, Warmińsko-mazurskie – **2.21%** and Podlaskie – **1.91%**.

The lowest number of registrations was recorded by the registrants from in the following provinces: Świętokrzyskie – **1.81%**, Lubuskie – **1.77%** and Opolskie – **1.74%**.



Number of new registrations as divided into provinces, Q4 2016

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# RANKING OF ccTLDs

In accordance with the report, published in January 2017 by CENTR (Council of European National Top Level Domain Registries), the size of the European ccTLD market is estimated for ca. **69.6 million** domain names (55 top level extensions). In the fourth quarter of 2016 the market grew by **167 thousand** names.

The .pl registry, at the end of 2016, held the sixth position out of all the largest ccTLD registries from the EU area. The first five positions were held by the registries of Germany, Great Britain, Netherlands, France and Italy. In the presented breakdown the Polish registry was followed by: Spanish, Belgian, Swedish and Danish.

Position	ccTLD registry	Number of .pl domain names (in million)
1.	.de	16.1
2.	.uk	10.6
3.	.nl	5.6
4.	.fr	3.0
5.	.it	3.0
<b>6.</b>	<b>.pl</b>	<b>2.7</b>
7.	.es	1.8
8.	.be	1.5
9.	.se	1.4
10.	.dk	1.3

\* The table contains the data updated between 2 and 4 January 2017.

**Ranking rejestrów ccTLD z obszaru UE\***

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# WLS

From the beginning of January to the end of December 2016 **9 672** agreements on options for the registration of a domain name were concluded. The number of registered options increased by **5%** as compared to 2015.

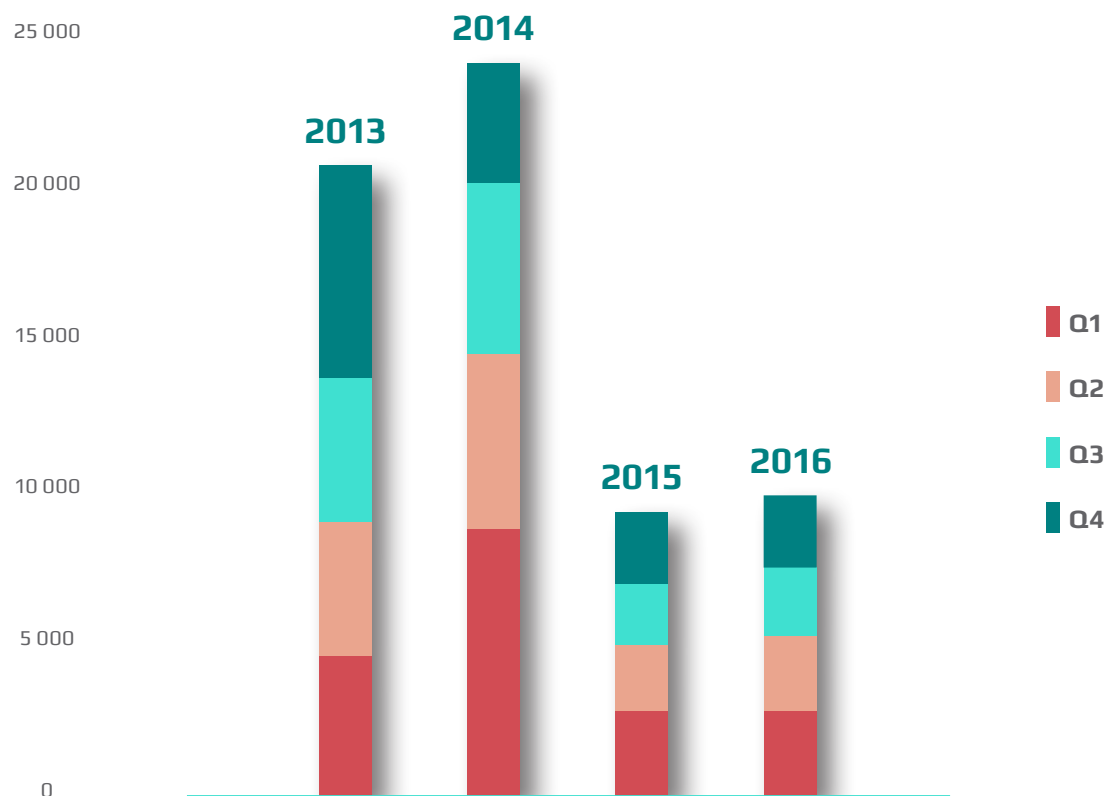
In 2016 out of all active agreements on options **1 290** were renewed for consecutive three years, whereas **5 400** agreements ended with making a .pl domain name available for registration. In case of **399** names, made available, the registration thereof was not competed since the formal requirements had not been met or due to the resignation of an option holder.

During the last quarter of 2016 new **2 295** agreements on options were concluded with **405** thereof being renewed for consecutive three years. In case of **1 151** active agreements, a .pl domain name was made available for registration, however in **123** cases the formal requirements were not met or the registration cancelled, and domain names were released to the group of names available for registration.

Since launching the service in June 2004 to the end of December 2016, out of all the purchased options

## 45.44%

ended with providing a .pl domain name for registration for an option holder.



Number of WLS registrations

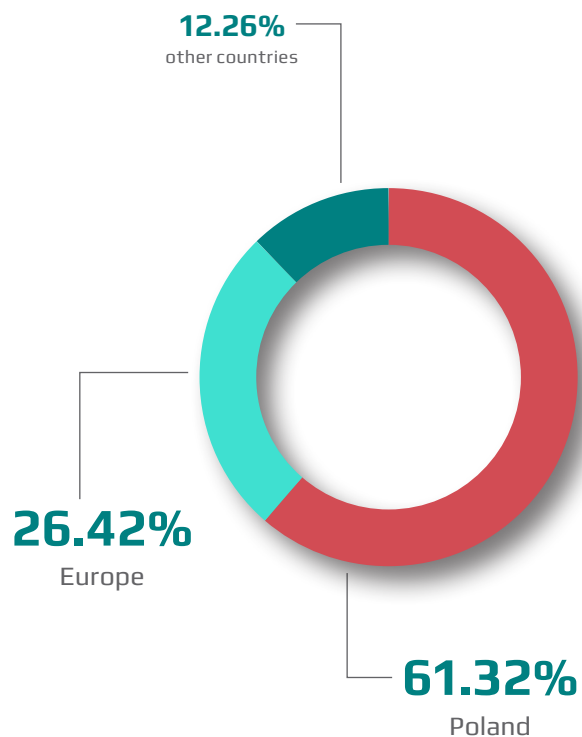
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# NASK PARTNERS

At the end of December 2016 **212** registrars from 26 countries participated in the NASK Partner Programme.

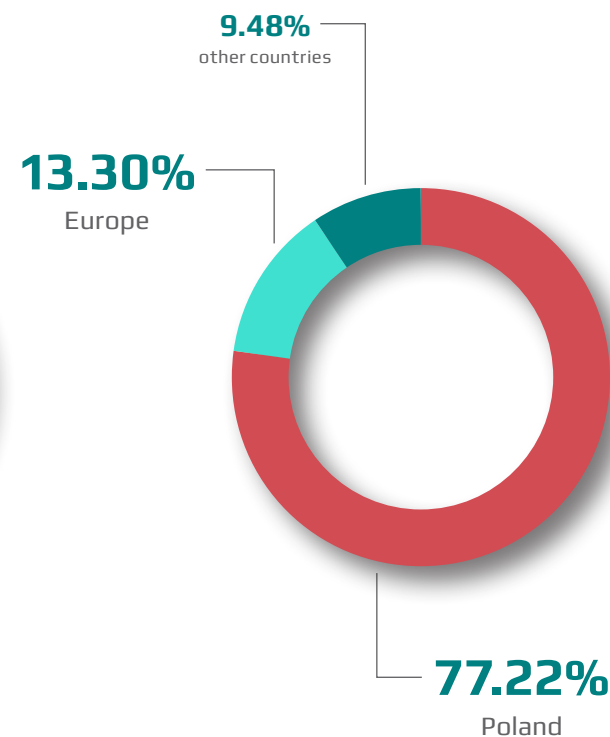
**130** entities servicing totally **77.22%** of names had their registered offices in Poland, **56** registrars, with their registered offices in other European countries, were servicing **13.30%** of .pl domain names, while **26** registrars, based beyond Europe, were managing **9.48%** of .pl domain names.

In 2016 **8** new entities joined the NASK Partner Programme whereas **10** agreements were terminated with a part of them due to the takeover or fusion of enterprises. Cooperation with one of the registrars was discontinued by NASK due to the infringement of obligations resulting out of the Agreement. Two entities ended the cooperation being still in the phase of technical adaptation of their systems.



**Partners of NASK, division by place of residence, Q4 2016**

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**.pl domain name market share between Partners considering the place of residence, Q4 2016**

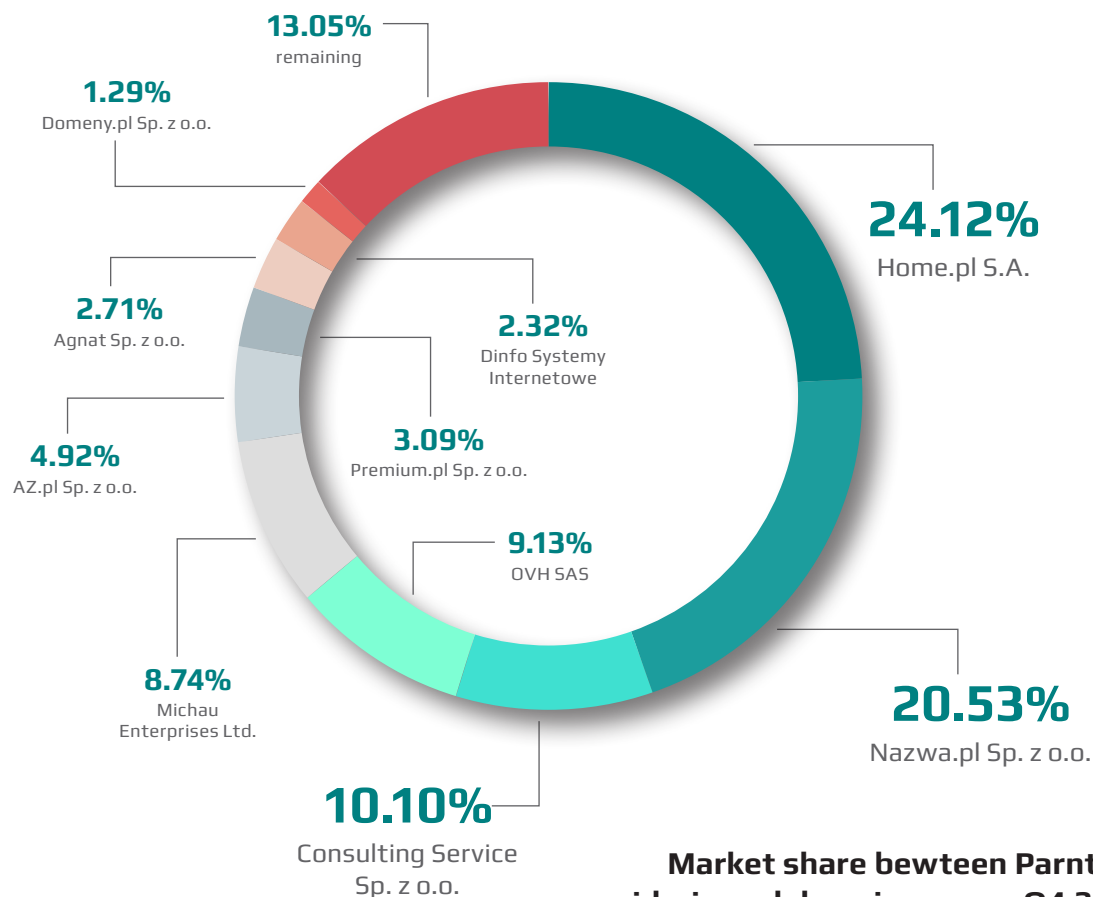
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# MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

At the end of 2016 NASK's Partners, in the presented TOP 10, were servicing in total **86.95%** of .pl domain names active in DNS.

The biggest share in the service of .pl domain names was represented by the following NASK's Partners: Home.pl S.A. (**24.12%**), Nazwa.pl Sp. z o.o. (**20.53%**) and Consulting Service Sp. z o.o. (**10.10%**). Consecutive positions in the breakdown were taken by: OVH SAS (**9.13%**), Michau Enterprises Ltd. (**8.74%**), AZ.pl Sp. z o.o. (**4.92%**), Premium.pl Sp. z o.o. (**3.09%**), Agnat Sp. z o.o. (**2.71%**), Dinfo Systemy Internetowe (**2.32%**), Domeny.pl Sp. z o.o. (**1.29%**).

The highest growth dynamics of the number of serviced names, in the fourth quarter of 2016, was recorded by the following Partners: OVH SAS, Nazwa.pl Sp. z o.o. and Consulting Service Sp. z o.o. in case of which the number of serviced .pl domain names increased by **3.74%**, **2.57%** and **1.06%** respectively, as compared to the previous quarter.



**Market share between Partners considering .pl domain names, Q4 2016**

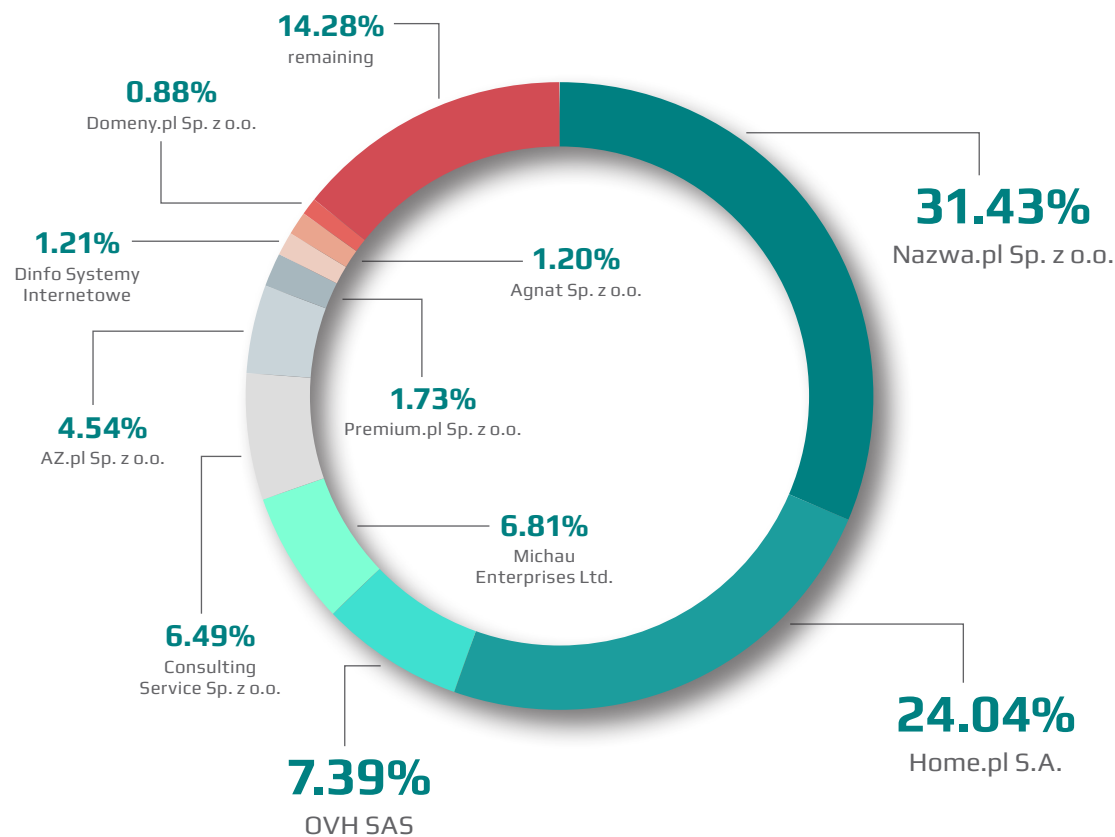
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# MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW REGISTRATIONS

Since mid-June 2015 the registration of a .pl domain name has been available only through NASK's Partners.

In 2016 the most frequently chosen registrar in the registration of new .pl domain names was Home.pl S.A. (**29.43%** of share). The second most frequently chosen NASK's Partner was Nazwa.pl Sp. z o.o. participating in **26.04%** of agreements for the registration and maintenance of a .pl domain name. On the consecutive positions, the first five most frequently chosen registrars with the result over **5%** of share were: Michau Enterprises Ltd. (**6.96%**), Consulting Service Sp. z o.o. (**6.49%**), AZ.pl Sp. z o.o. (**5.46%**).

In the fourth quarter of 2016 the highest share in the new registrations of .pl domain names belonged to Nazwa.pl Sp. z o.o. which serviced **31.43%** of agreements for the registration and maintenance of a .pl domain name, increasing its share by **6.53 p.p.** as compared to the previous quarter. The second place was taken by Home.pl S.A. with the share of **24.04%**. Consecutive NASK's Partners, most frequently chosen in the registration of new .pl domain names, were the following: OVH SAS (**7.39%**), Michau Enterprises Ltd. (**6.81%**), Consulting Service Sp. z o.o. (**6.49%**), AZ.pl Sp. z o.o. (**4.54%**), Premium.pl Sp. z o.o. (**1.73%**), Dinfo Systemy Internetowe (**1.21%**), Agnat Sp. z o.o. (**1.20%**), Domeny.pl Sp. z o.o. (**0.88%**).



Market share between Partners considering new .pl domain name registrations, Q4 2016

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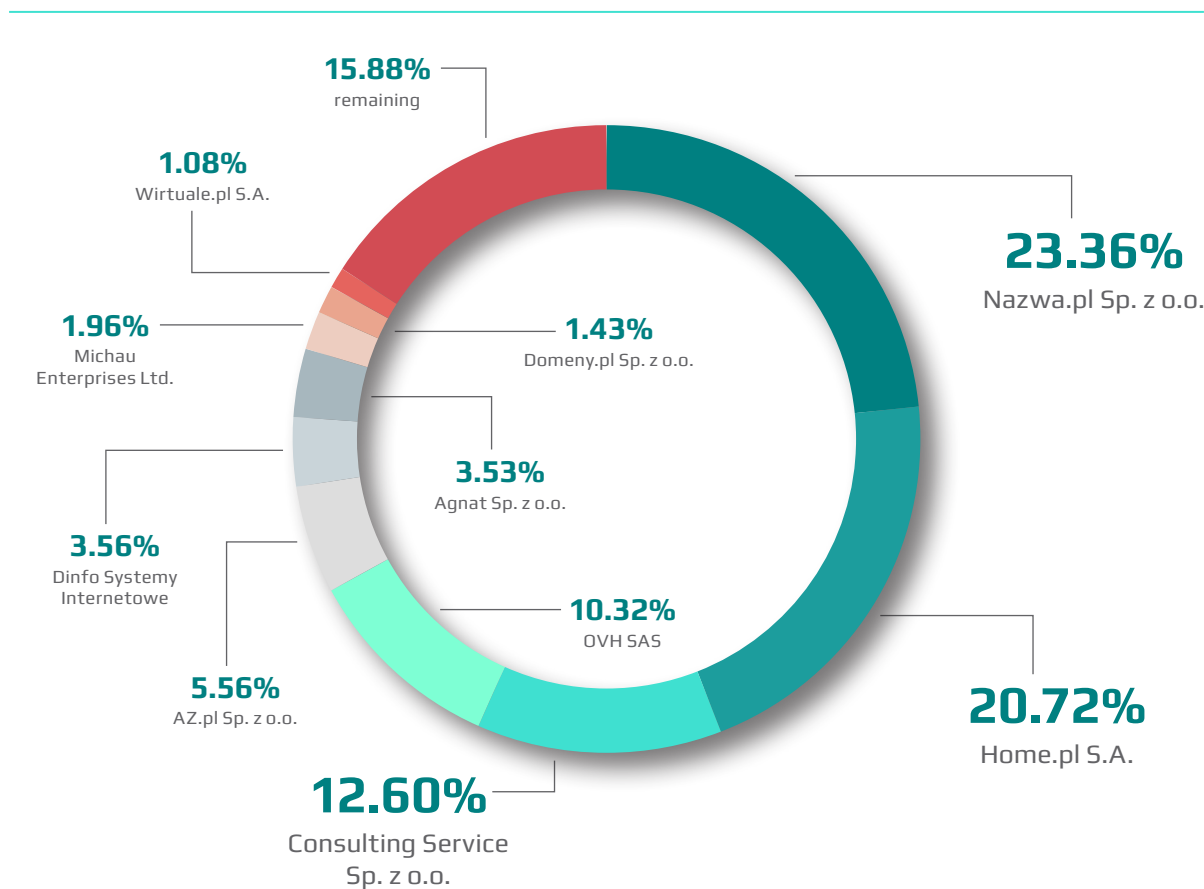


# MARKET SHARE BETWEEN PARTNERS CONSIDERING REGISTRANTS

At the end of 2016, the registrars, presented in the breakdown, were servicing in total almost **886 thousand** registrants of .pl domain names.

The most numerous group, **23.36%** of registrants, was serviced by Nazwa.pl S.A., the second place, with the result of **20.72%**, was taken by Home.pl S.A. In turn, the third result, **12.60%**, belonged to Consulting Service Sp. z o.o. The fourth position was attained by OVH SAS with the share of **10.32%**. Consecutive positions, representing below 10% of share, were occupied by: AZ.pl Sp. z o.o. – **5.56%**, Dinfo Systemy Internetowe – **3.56%**, Agnat Sp. z o.o. – **3.53%**, Michau Enterprises Ltd. – **1.96%**, Domeny.pl Sp. z o.o. – **1.43%** and Wirtuale.pl S.A. – **1.08%**.

The Partners, from beyond the TOP 10 presented in the report, were servicing in total **15.88%** of the registrants of .pl domain names.



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

**Market share between Partners considering .pl domain name Registrants, Q4 2016\***

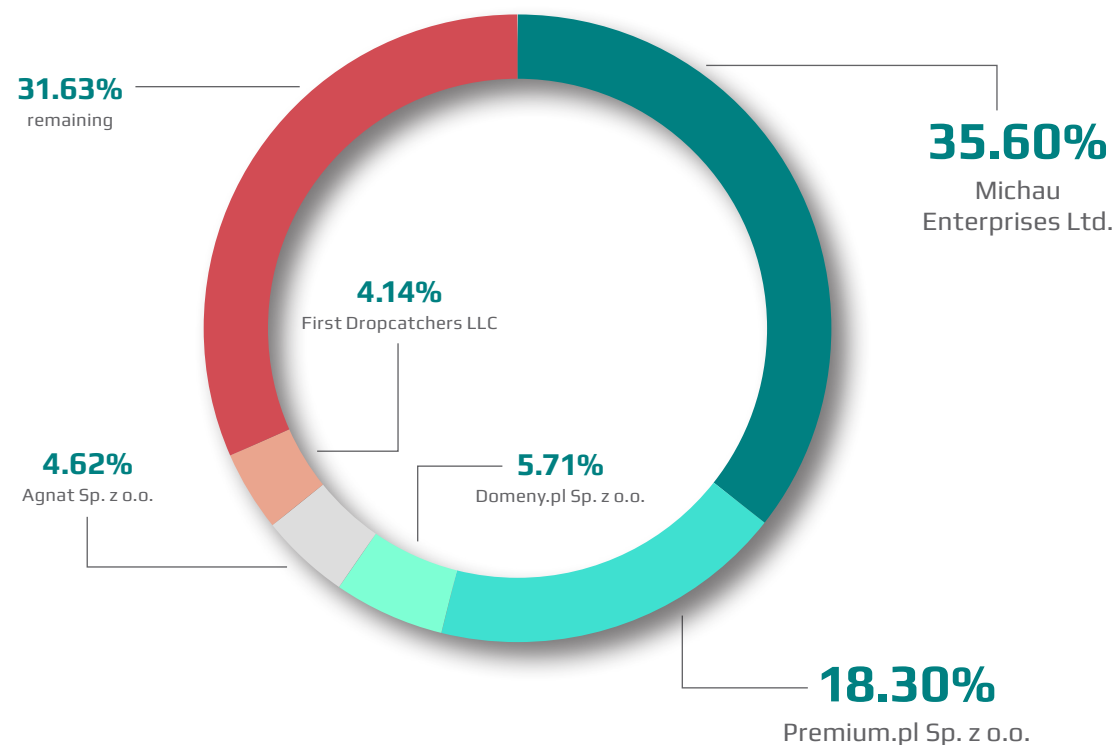
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# MARKET SHARE BETWEEN PARTNERS CONSIDERING WLS REGISTRATIONS

In 2016 41 NASK's Partners assisted in the conclusion of agreements on options. Out of all **9 672** agreements on options for the registration of a .pl domain name **41.49%** were serviced by Michau Enterprises Ltd. **15.66%** of agreements were concluded via Premium Sp. z o.o., **6.17%** with assistance of Domeny.pl Sp. z o.o., **4.64%** were serviced by Agnat Sp. z o.o and Varia assisted in the conclusion of **3.88%** of agreements.

With the assistance of remaining **36** registrars **28.16%** of agreements on options were concluded.

During the fourth quarter of 2016 out of all **2 295** agreements on options, signed within that period, **35.60%** were concluded via Michau Enterprises Ltd., **18.30%** of options were set by assistance of Premium.pl Sp. z o.o, **5.71%** were serviced through Domeny.pl Sp. z o.o.



WLS market share between Partners, Q4 2016

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