



Q3

.pl domain name market

NASK's report for the third quarter of 2020



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Roman Malinowski

Director
of .pl Domain Registry

Introduction

Dear Readers,

at the end of the third quarter of 2020, the .pl domain registry contained 2 467 851 active names, that was over 12 thousand more than in the previous one. The renewal rate maintained the upward trend, observed in the previous quarter, and amounted to 67.13% in the third quarter (increase of 1.6 p.p. compared to the previous one). This is the highest result since 2008.

In the discussed period, in the .pl domain registry, there were entries of 1 089 053 registrants. Their number increased by almost 11.5 thousand, compared to the previous quarter. On average, there were 2.27 .pl domain names per one registrant.

What deserved a particular distinction was the 30th anniversary of establishing the national .pl domain. On 30 July 1990, IANA (Internet Assigned Numbers Authority), the organisation managing the top-level domains at that time, made an entry of the .pl designation for the national domain assigned administratively to Poland. Currently, the .pl domain has the largest market share of the domains in Poland, where 7 out of 10 names are registered in precisely this domain.

In the [Internet 24/7](#) chapter we present the history of IDN (Internationalized Domain Names), i.e. Internet domain names where diacritical national characters are applied. NASK is the first registry in Europe to allow registrants to register such domain names as early as in 2003.

In the third quarter, the activities of the .pl domain registry, resulting from the Declaration on the Stability and Security of .pl domain names, contained in the *Anti-abuse Policy* were continued. During the discussed period, 22 domain names were blocked in regard to the violation of the provisions of the *.pl Domain Name Regulations* and the aforementioned Policy. The infringements noted concerned the use of domain names for phishing, i.e. scams aimed at fraudulent use of confidential data, by impersonating criminals as other persons, companies or institutions.

I invite you to get acquainted with the report.

Facts and figures



2.47 M

active .pl domain
names



174 K

new names



422 K

names secured
with DNSSEC



214

NASK
Partners



27 K

transfers



67.13%

renewal rate



1.09 M

registrants



1 891

registrations
daily average



64.76%

of registrants
constitute
organizations



35.24%

natural persons

.pl domain names active in DNS

Domains in .pl domain registry

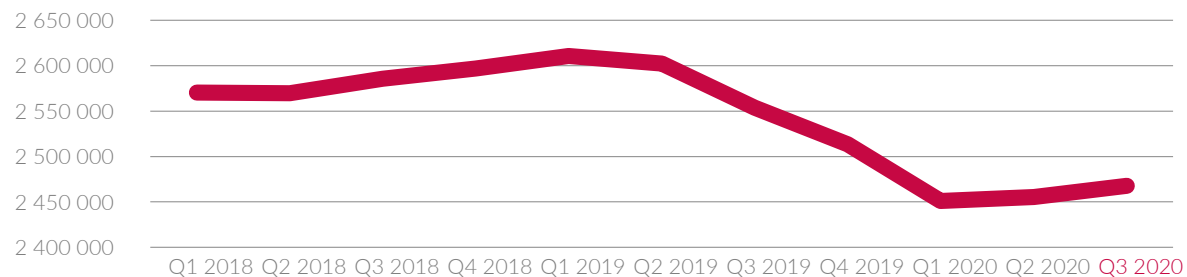
At the end of September 2020 in the .pl domain registry there were **2 467 851** domain names active in DNS. From the beginning of July to the end of September 2020, the volume of the registry increased by **12 290** names.

In the analysed period, the number of names, active in the DNS, directly held in the .pl domain, increased by **18 089** and, at the end of the quarter, amounted to **1 957 839**, while the share of names in functional and regional domains decreased by 5 659 and 140 names respectively, reaching, at the end of the quarter, **406 027** names for functional domains and **103 985** names for regional domains.

Year of registration of .pl domain names active in DNS



Number of .pl domain names in DNS



Number of domain names active in DNS as divided into the type of zone, Q3 2020



79.34% second level domain names

16.45% functional

4.21% regional

.pl domain names active in DNS

Transfers

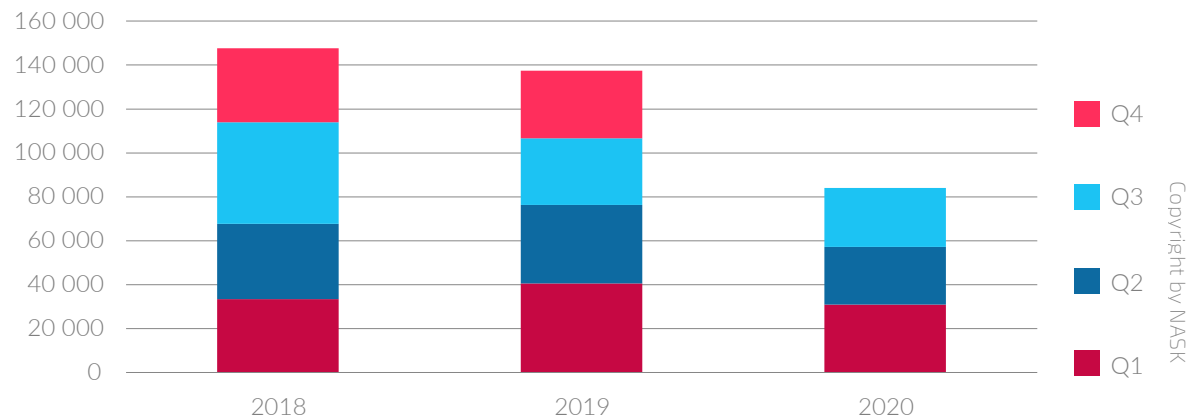
During the third quarter of 2020 registrants **26 835** times changed a registrar servicing their .pl domain names, **292** transfers of domain service daily average.

In **1 026** cases, transfer of service was executed with a simultaneous renewal of a domain name for a consecutive billing period, whereby **437** transfers were effected after the previous billing period had been completed.

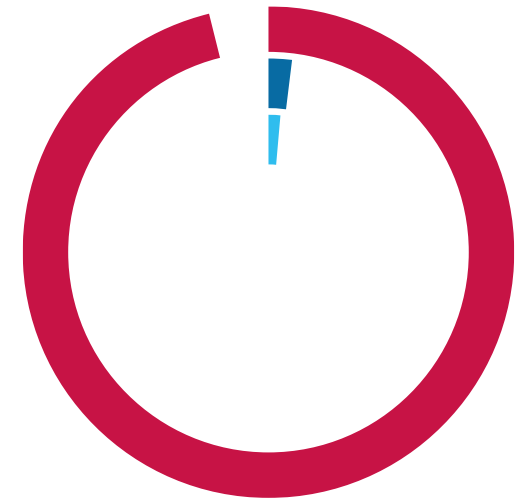


1 026 transfers with renewal in Q3 2020

Number of .pl domain name transfers



Division of transfers, Q3 2020



96.18% active domain names
2.19% active domain names with renewal
1.63% inactive domain names

.pl domain names active in DNS

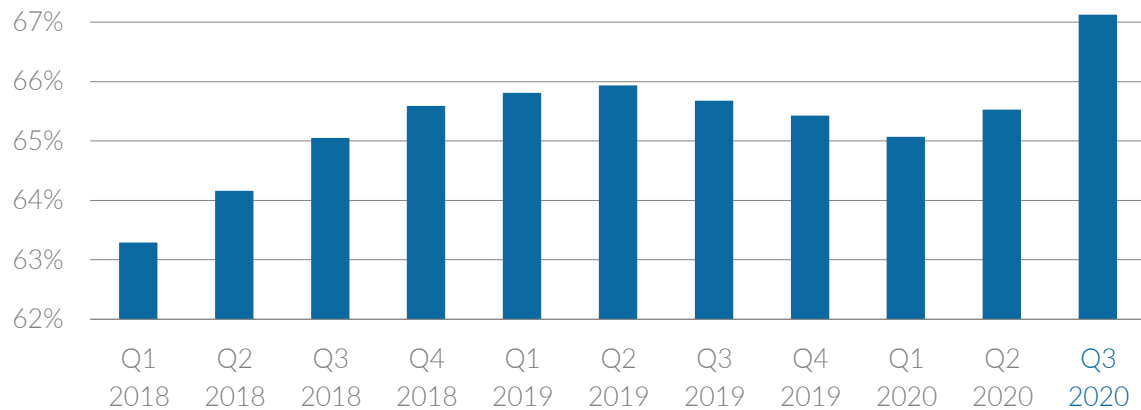
Renewal of a domain name for a consecutive billing period

Since the beginning of the year, the renewal rate has been on an upward trend. At the end of September 2020, it reached its highest level in 12 years, namely **67.13%**.

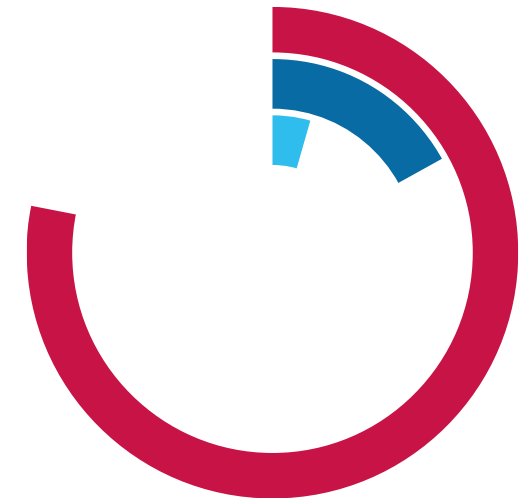
From the beginning of July to the end of September 2020, **406 247** .pl domain names were renewed, while in **1 875** cases the end of the billing period was shifted by an individually defined number of days.



Renewal rate of .pl domain names



Structure of renewed .pl domain names, Q3 2020



78.31% second level domain names

17.11% functional

4.58% regional

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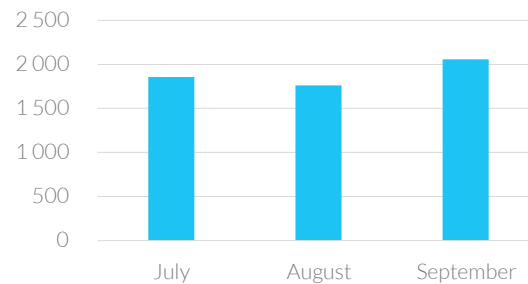
New names in the .pl domain registry

In the third quarter of 2020, **173 956** names were registered, with **142 548** directly in the .pl domain, **24 510** in functional domains and **6 898** in regional domains.

The average daily number of new .pl domain name registrations was **1 891**.

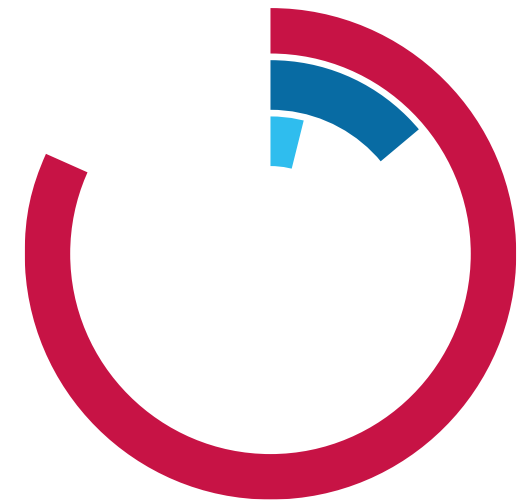
 **1 891**
daily average number
of registrations

Daily average number of registrations, Q3 2020



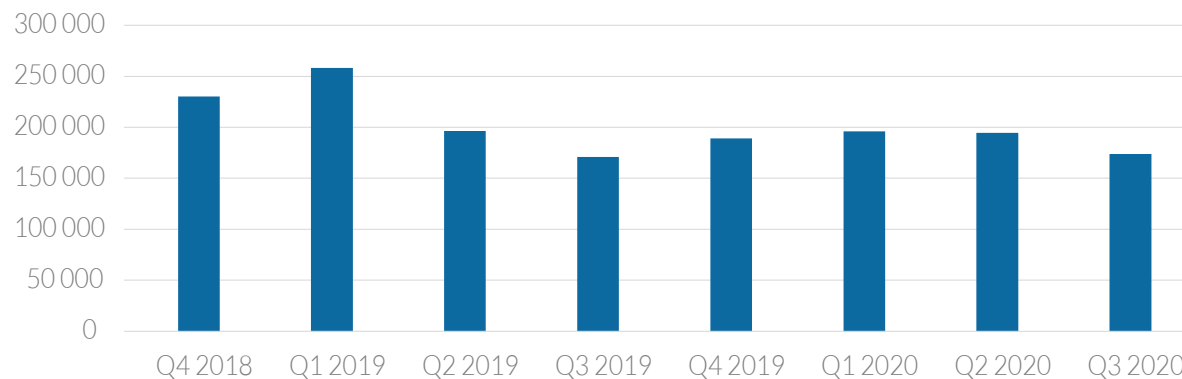
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.pl domain name registrations as divided into a type of zone, Q3 2020



Copyright by NASK

Number of .pl domain name registrations



Copyright by NASK

81.94% second level
domain names

14.09% functional

3.97% regional

Registrants of .pl domain names

Registrants in the .pl domain registry

In the .pl domain registry at the end of the third quarter of 2020, there were **1 089 053** entries of unique data of .pl domain name registrants, by **11 492** more than in the preceding quarter.

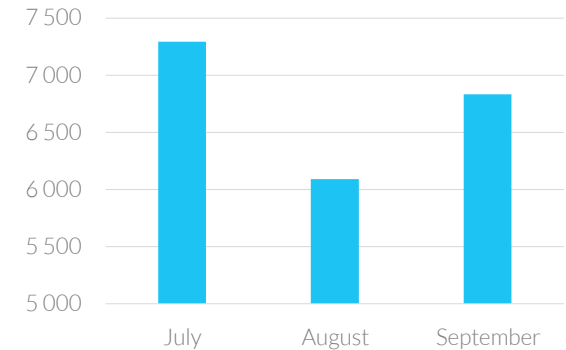


2.27 .pl domain names fell for one registrant on average



there were **20 221 changes** of .pl domain names registrants

Number of changes of .pl domain name registrants



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Division of registrants of .pl domain names, Q3 2020



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64.76% organizations

35.24% natural persons

Division of .pl domain names for registrants, Q3 2020



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65.83% organizations

34.17% natural persons

Division of .pl domain name registrations for the type of registrant, Q3 2020



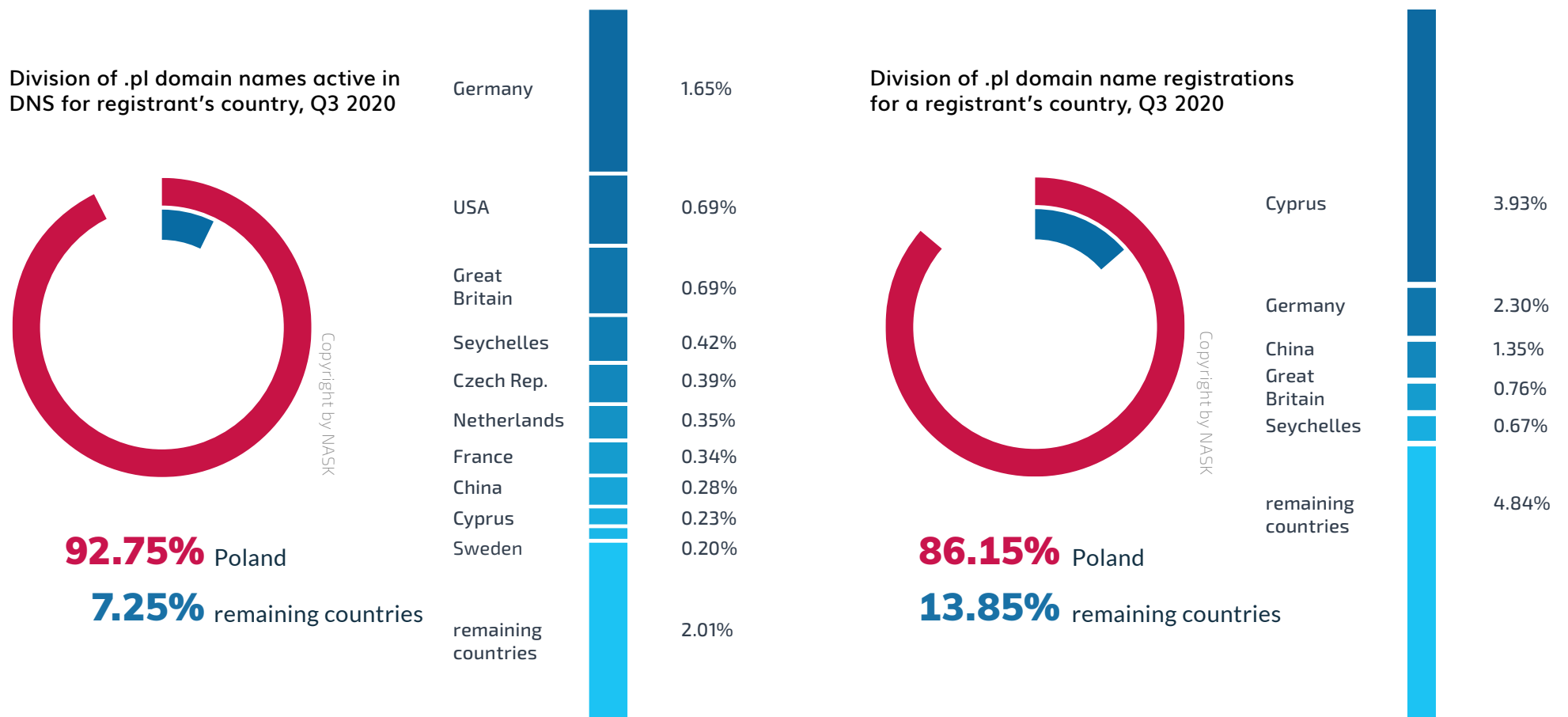
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53.60% organizations

46.40% natural persons

Registrants of .pl domain names

Place of residence of .pl domain name registrants



Additional services of .pl domain registry

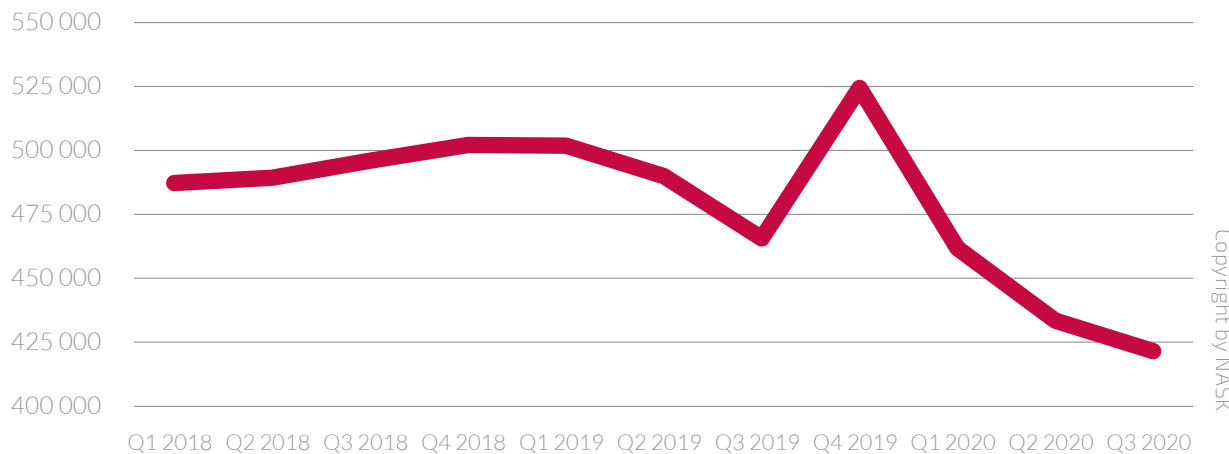
DNSSEC

In the .pl domain registry, at the end of September 2020, there were **421 534** names secured with the DNSSEC protocol, with **23.52%** thereof being registered in 2020, **20.75%** in 2019, **21.75%** between 2016 and 2018, **22.09%** between 2010 and 2015, while remaining **11.89%** between 1994 and 2009.



421 534 names secured with the DNSSEC protocol

Number of the .pl domain names secured with DNSSEC



.pl domain names secured with DNSSEC as divided into a type of zone



76.78% second level domain names

19.45% functional

3.77% regional

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Additional services of .pl domain registry

IDN

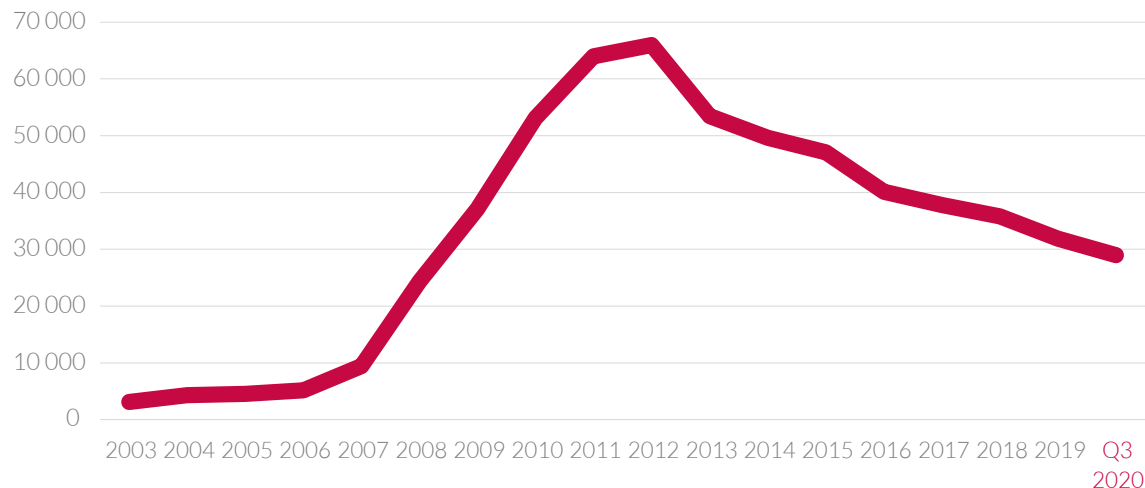
At the end of the third quarter of 2020, in the .pl domain registry there were **28 946** names, active in DNS, with national diacritic signs (IDN), consisting **1.17%** of all active .pl domain names.

From the beginning of July to the end of September 2020 **2 239** IDNs were registered, i.e. **1.29%** of all .pl domain names registered during the period under discussion.



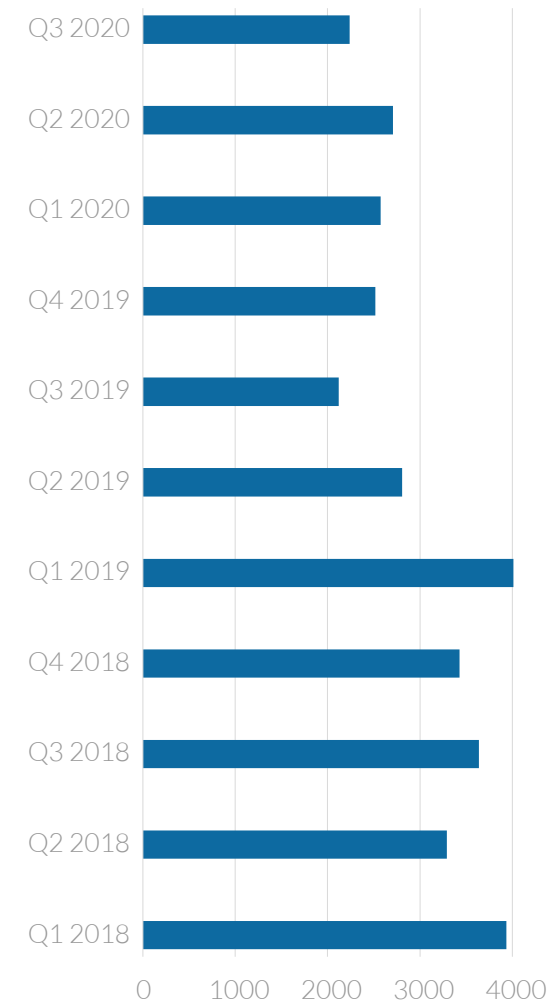
2 239 IDNs registered in Q3 2020

Number of .pl IDNs active in DNS



Copyright by NASK

Number of registrations of .pl IDNs



Copyright by NASK

Additional services of .pl domain registry

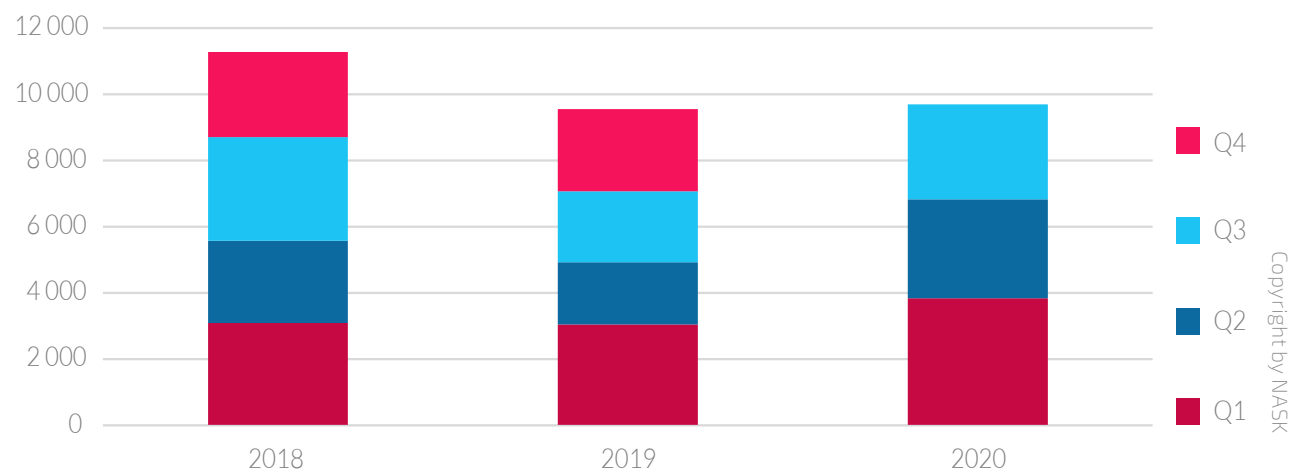
Options

From the beginning of July to the end of September 2020 **2 874** agreements on options for the registration of .pl domain names were concluded and **612** agreements were renewed for a consecutive 3-year period.

The number of agreements, concluded in particular months of the third quarter of 2020, amounted to: **881** in July, **893** in August and **1100** in September.

966 existing agreements on options were executed with providing a domain name for registration, while in **73** cases, registration failed for reasons attributed to an option holder, thus domain names in question being released for public registration.

Number of WLS registrations



Since the launching of the service of option for registration in 2004



the .pl domain registry has concluded over 238 thousand agreements



44.64%
being completed with provision of a .pl domain name for registration

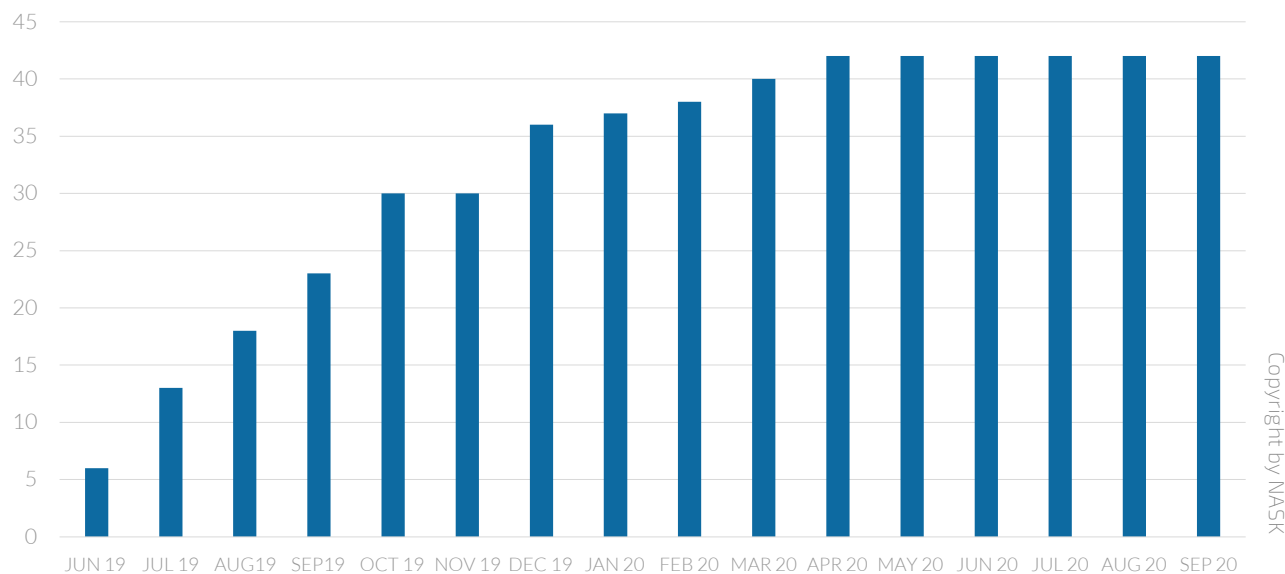
Additional services of .pl domain registry

.pl Registry Lock

The .pl Registry Lock service, offered by the .pl domain registry, allows to block current data of the domain name. Activation of the .pl Registry Lock prevents, among others, from deleting the domain name, changing the registrant or the domain name delegation.

In the third quarter of 2020 **42** domain names had active the .pl Registry Lock service, allowing to block current data of a domain name.

Number of domain names with active .pl Registry Lock service*



* during the presented period 3 deactivations of the service occurred

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27

Number of registrars providing .pl Registry Lock



42

Number of domain names with active .pl Registry Lock

Registrars of .pl domain names

NASK Partner Programme

The .pl domain registry, at the end of the third quarter of 2020, was cooperating, within the frames of the Partner Programme, with **214** registrars from **25** countries. During the third quarter two new entities joined the Partner Programme, and two agreements were terminated in the testing phase. From among **2 467 851** domain names, active in DNS, at the end of September 2020 **68.53%** were being serviced by **130** NASK's Partners with their registered offices in Poland. **19.90%** of names were being serviced by **55** registrars seated in other European countries, while **11.57%** of names by **29** registrars domiciled beyond Europe.

Partners of NASK, division by place of residence, Q3 2020



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60.75% Poland
25.70% Europe
13.55% remaining countries

.pl domain name market share among Partners considering the place of residence, Q3 2020



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68.53% Poland
19.90% Europe
11.57% remaining countries

214
Partners



25
countries

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Domain names "with tails"

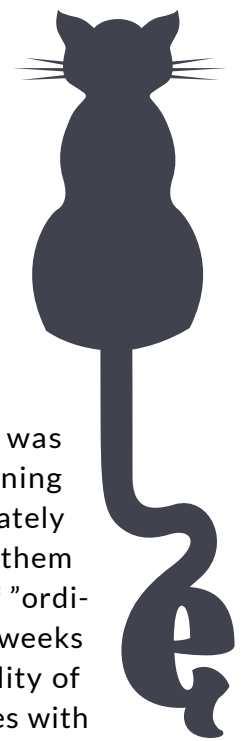
The day 11 September may be associated with various events, but in the history of the .pl domain registry it is inseparably linked to... domain names. This year we celebrated the 17th anniversary of the introduction of the service of registering .pl domain names containing national characters, the so-called IDNs. This abbreviation is derived from the English words "Internationalized Domain Name".

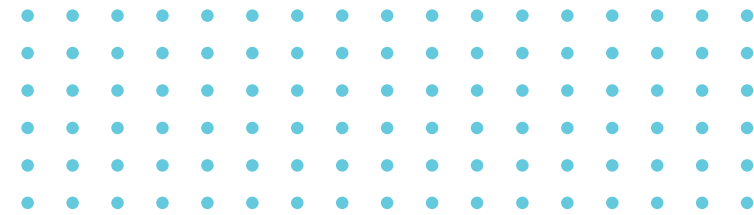
It is worthy of note here that the .pl domain registry, run by NASK, was the first registry in Europe to implement such a functionality. This was possible thanks to the great involvement of NASK's Domain Department employees in the work on the registration standard of IDNs and its implementation, and also thanks to the launch of the Registry system in March 2003, i.e. the system of automatic registration and maintenance of names in the .pl domain, using the EPP protocol.

Initially, IDNs were treated only as a latest technological trend, not necessarily applicable in practice, e.g. due to the incompatibility of Internet browsers and mail clients, to which appropriate plugins had to be installed at that time. Such domain names were therefore not very popular, and the range of their application was limited, which does not mean, however, that there was no interest in registering. It is worth adding that all new web browsers, as well as mail software, now support IDNs as standard.

On 11 September 2003 at 6:00 a.m. the service was launched, and the first names in the .pl zone, containing Polish diacritics (i.e.: *ą, ć, ę, ł, ń, ó, ś, ź, ż*), were immediately registered. After 30 minutes there were over 300 of them in the registry. At the same time only a dozen or so of "ordinary" domain names were registered. In the following weeks NASK was gradually extending the offered functionality of IDNs. First, it enabled the registration of domain names with Polish characters in the second level domains it was operating (e.g.: *.com.pl, .org.pl, .waw.pl*), then domains with diacritic characters of other countries (Germany, France, Spain, the Czech Republic and others), and finally also containing Greek and Hebrew alphabet characters and Cyrillic characters. Currently, there are almost 30 thousand IDNs in the .pl domain registry, which constitutes about 1.2% of the registered names.

It is safe to say that making it possible to register names with diacritical characters was a breakthrough in the perception of the Internet, which could have been looked at more locally from now on, given the multilingualism of its users. Until now, the whole world has been "condemned", when registering domain names, to ASCII characters, i.e. Latin letters A-Z, numbers and a hyphen, which were the only ones allowed in a domain name. From a technical point of view, IDNs also consist of ASCII characters only, but the diacritics are properly coded in them, compliant with the common standard. By entering





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the address `dyżurnet.pl` in the browser, for example, this name will be internally coded to a string of characters understandable for DNS, i.e. `xn--dyurnet-xwb.pl`, which will display the content of the desired page. The IDN de facto exists in two forms: real, encoded with a special algorithm and registered in the registry of the `.pl` domain, thus recognized by DNS name servers, and a form with diacritical marks - friendly and readable for the user. The use of IDNs allows to keep the original form and meaning of words.

Often in radio advertisements you can hear an invitation to visit the website of a given advertiser. When the advertised slogan contains Polish characters (let's assume that it will be e.g. `żółtodziób` [a rookie word]), and the corresponding domain name is registered by the advertiser only in the classic form (`zoltodziob.pl`), either a rather bizarre-sounding but real name of the page in a distorted form, or a linguistically correct one, falls on the air. However, when an Internet user enters the name in the language correct version in the browser, in the best case they will not see anything, and in the worst case they may see... the website of another entity that has registered the relevant IDN (here: `xn--todzib-9waf91e8r.pl`, coded by the system just into `żółtodziób.pl`). Registration of both domain names by the registrant gives them the advantage that Internet users have easier access to the resources made available by them (e.g. on the website). They can enter both the original-sounding name (`żółtodziób.pl`) and the name without diacritical characters (`zoltodziob.pl`) in the browser, and in both cases they will find the same place. It should be remembered,

however, that such a combination is not always possible, as the name in both forms may have a completely different meaning in Polish, e.g. `sąd` [court] and `sad` [orchard], `kał` [angle] and `kat` [executioner], `żądanie` [request] and `zadanie` [task]. In such cases, the advantage of registering the IDN lies in the possibility of using the unambiguous and original wording of the name in the Internet address which without "Polish tails" has a completely different meaning.

Currently, the `.pl` domain registry allows the registration of IDNs containing characters from sets: Latin, Greek, Cyrillic and Hebrew, with the reservation that characters from different sets cannot be combined in one name. A tool for converting domain names from diacritical characters to ASCII characters and vice versa is available on the registry's website at <https://dns.pl/en/IDN>. Registration of IDNs is possible through NASK Partners, a list of which can be found at https://www.dns.pl/en/list_of_registrars.

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dns.pl