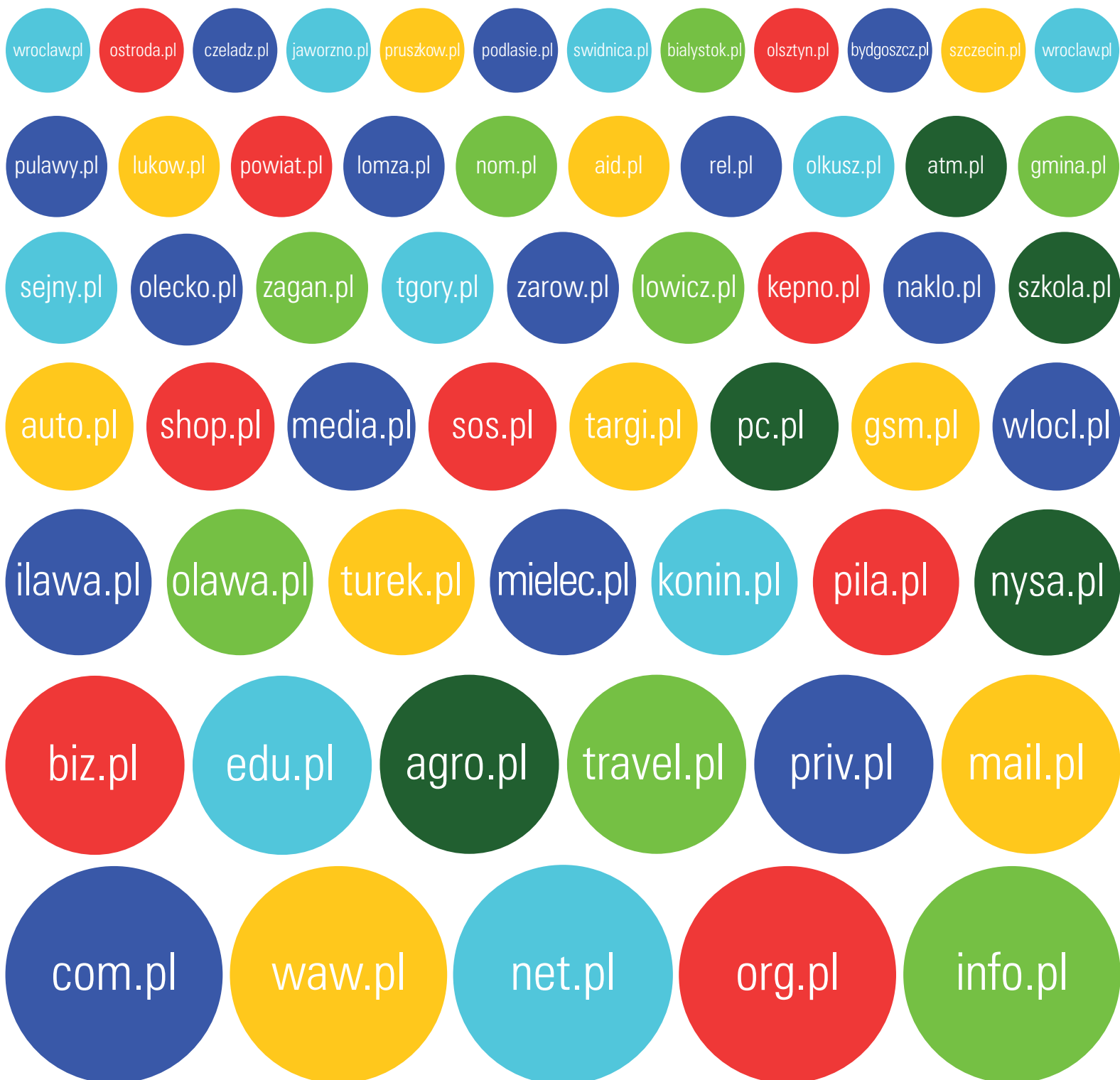


# .PL DOMAIN NAME MARKET

NASK'S REPORT FOR THE SECOND QUARTER OF 2012



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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

Dear Readers,

In the second quarter of 2012 the last implementation phase of the DNSSEC solution, designed to increase the security level of communication based on the domain name system, in the .pl registry was completed. Due to completion of the DNSSEC implementation, on 4 June NASK began to receive from the registrants of the .pl domain names cryptographic key shortcuts, securing the names registered in the .pl domain and second level domains administered by NASK. After 27 days, at the end of the quarter, almost 400 DS records were registered in the registry.

Furthermore, in April 2012 an entirely new service, enabling a registrant to modify the billing period term of a domain name, was launched by NASK. Since that moment the billing periods are not necessarily to be a multiple of a year, but they may amount to a specific number of days indicated by a registrant. Since the moment of launching the service as many as 12 Partners have started to offer it.

The second quarter of this year, similarly as in previous years, was characteristic of a lower number of registrations of new .pl domain names in comparison with the first three months of the year. Within the period from April to June 245 664 new names were entered to the .pl registry, whereas in the first half of the year the registry contained 2 373 155 active domain names in DNS.

It is worthwhile to note the increase in the rate of names registered directly in the top level domain and the fall of registration interest of regional and functional domain names. In the analyzed period the share of names registered directly in the .pl domain amounted to 64.19%, i.e. it was by 5.5 p.p. higher than the last quarter's result. 160 153 names were directly registered in the .pl domain.

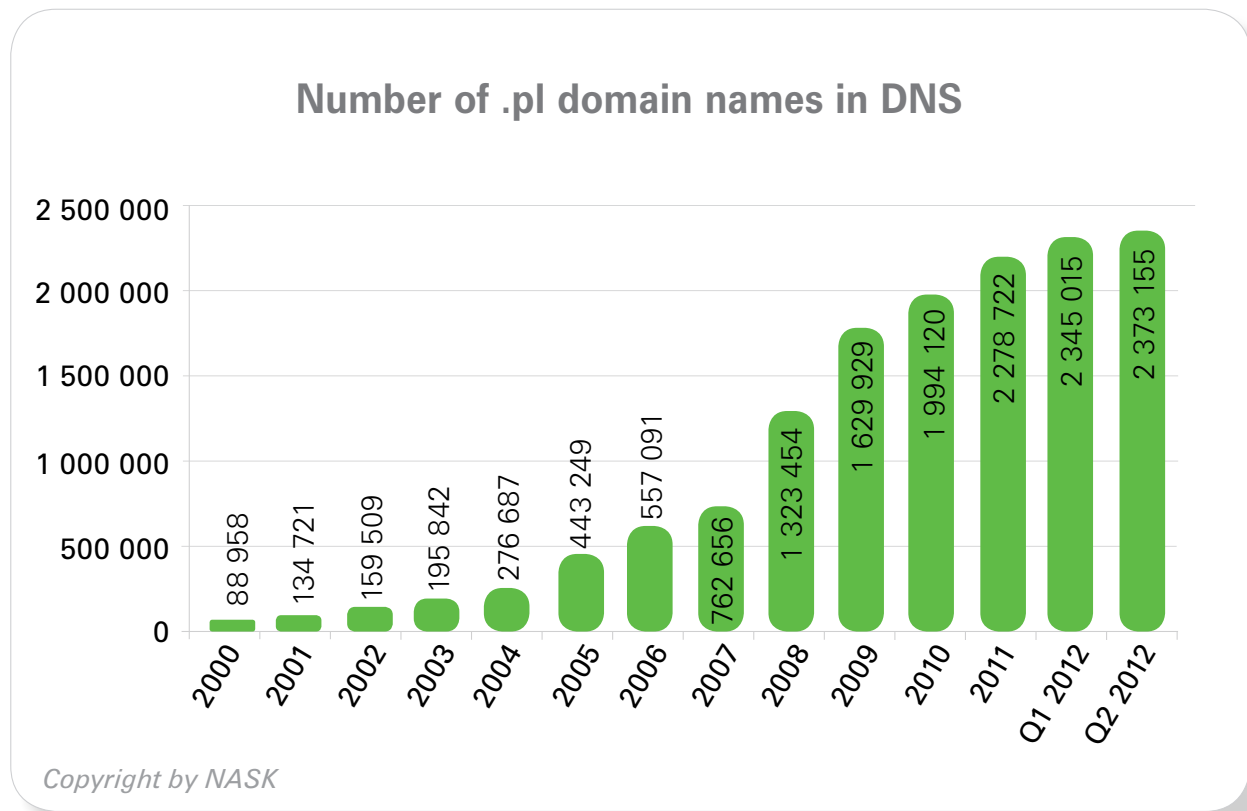
The Domain Name Tasting service of the .pl domain is still very popular. The result accomplished in the second quarter of this year is the second best in the history of the service, just next to the first quarter result.

The second quarter of 2012 confirms an annual tendency observed on the Polish market, after the periods of sudden increase, the quarters of stabilized increase follow.

*Michał Chrzanowski*  
*NASK Director*

# Number of .pl domain names in DNS

At the end of the second quarter of 2012 the pl. registry resulted with **2 373 155** active domain names in DNS. Only in 2012 this number increased by **94** thousand.



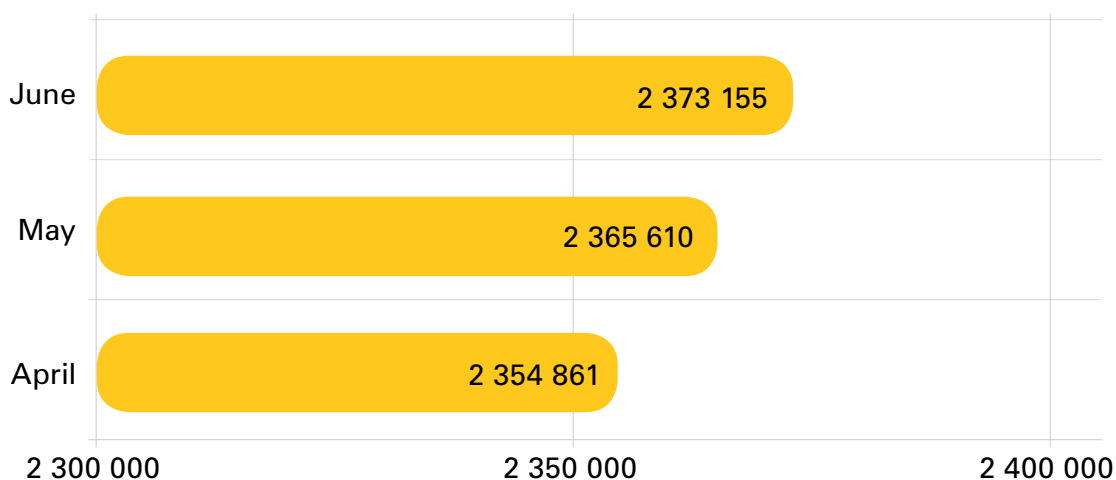
# Second quarter of 2012

– month by month

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Average monthly in the second quarter of 2012 the registry increased by **9 380** active .pl domain names. The peak was registered in May with **10 749** additional domain names, whereas the lowest level could be observed in June with **7 545** domain names. In April 2012 the registry increased by further **9 846** .pl domain names.

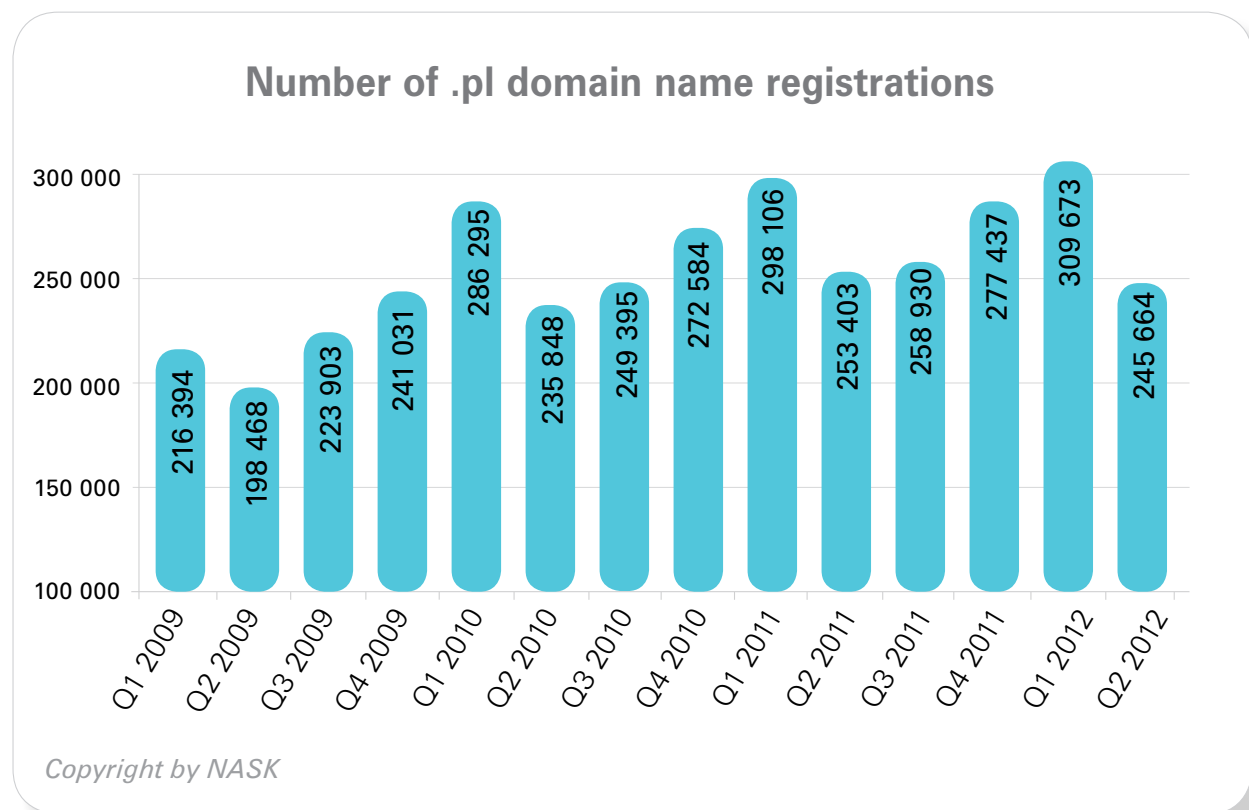
Number of .pl domain names in DNS,  
month by month, Q2 2012



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# Number of new .pl domain name registrations

Within the period from the beginning of April till the end of June 2012 **245 664** new .pl domain names were entered into the registry with the peak number in April - **86 517** new .pl domain name registrations. The number dropped by 6 thousand in May - **80 834**, and further decreased by 2.5 thousand in June - **78 313**.

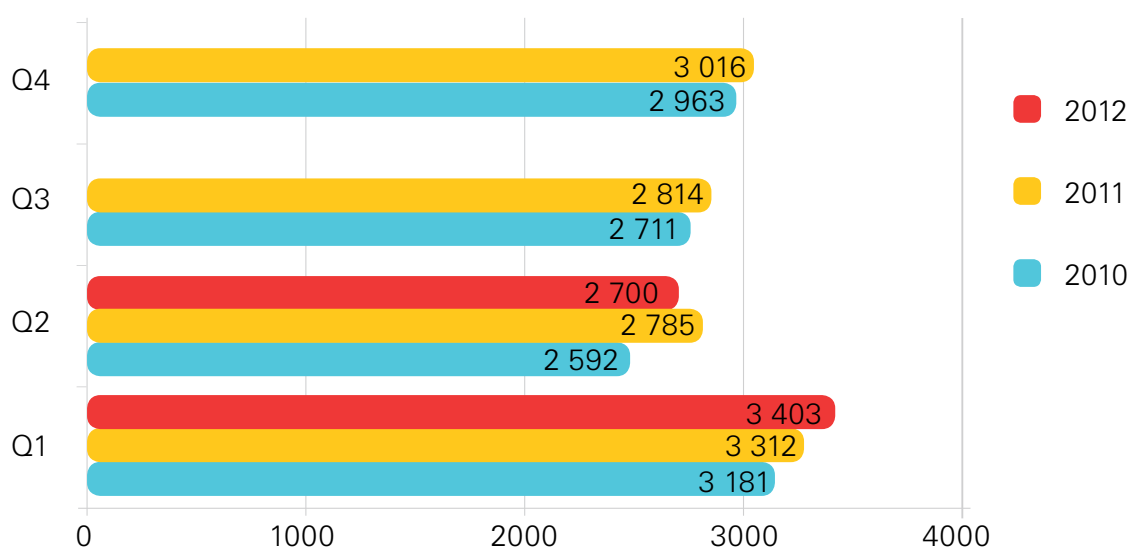


# Number of new .pl domain name registrations, daily average

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After the first quarter of 2012, which turned out to be the best in history, the daily average number of .pl domain name registrations returned to the value noted in previous years. In the second quarter of 2012 the daily average number of new .pl domain name registrations amounted to **2 700**.

Number of new .pl domain name registrations, daily average



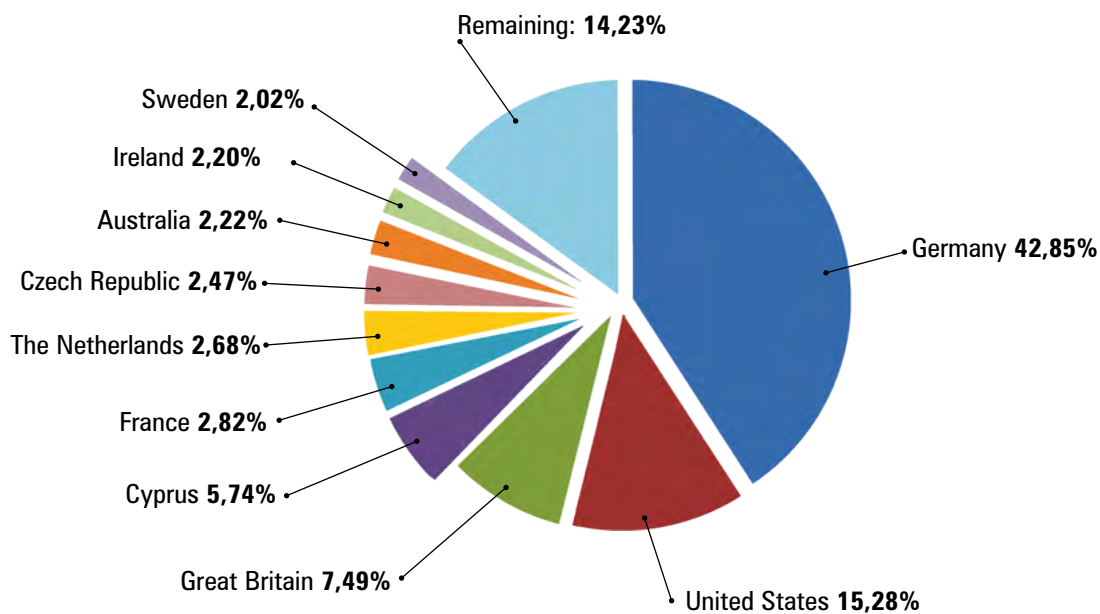
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# New registrations to Registrant's place of residence comparison

The .pl domain name registrations entered on behalf of Registrants with their place of residence outside Poland have remained for last few months at a comparable level. In the second quarter of 2012 the number of this type of registrations reached more than **13 thousand**. Similarly to the previous quarters, most numerous groups of foreign Registrants were persons and entities located in Germany - **43%**, Registrants from the United States – **15%** and Great Britain – **7,5%**.

Within the second quarter of 2012 the .pl domain name registrations were entered on behalf of Registrants with their place of residence in **85** different countries.

## New .pl domain name registrations on behalf of Registrants residing outside Poland, Q2 2012



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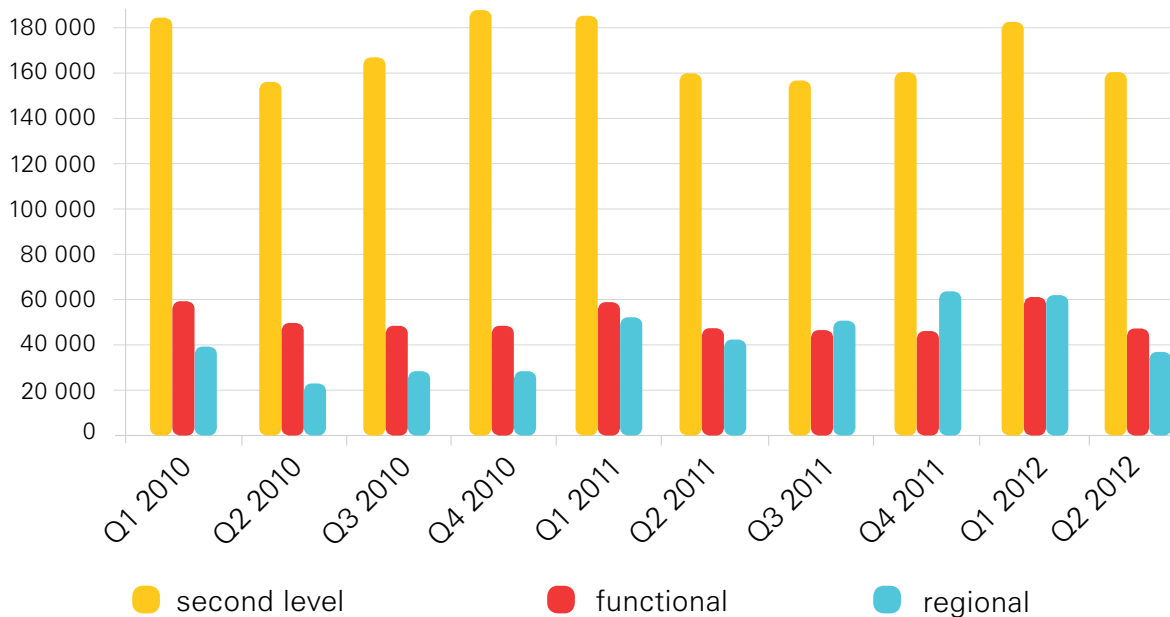


# Comparison between second level, regional and functional domain name registrations

The second quarter of 2012 was characteristic of decrease in interest in the regional and functional domain name registrations. On the other hand, the share in the domain names registered directly in the .pl domain within the analyzed period amounted to **64,19%**, i.e. **5.5 p.p.** higher than the result obtained in the previous quarter.

After three quarters the functional domain name registrations returned in the second quarter of 2012 to the second place, as the popularity is concerned, with the registration share amounting to **20,24%**. Falling to the third place, the regional domain name registrations accounted for **14,57%** of all registrations.

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



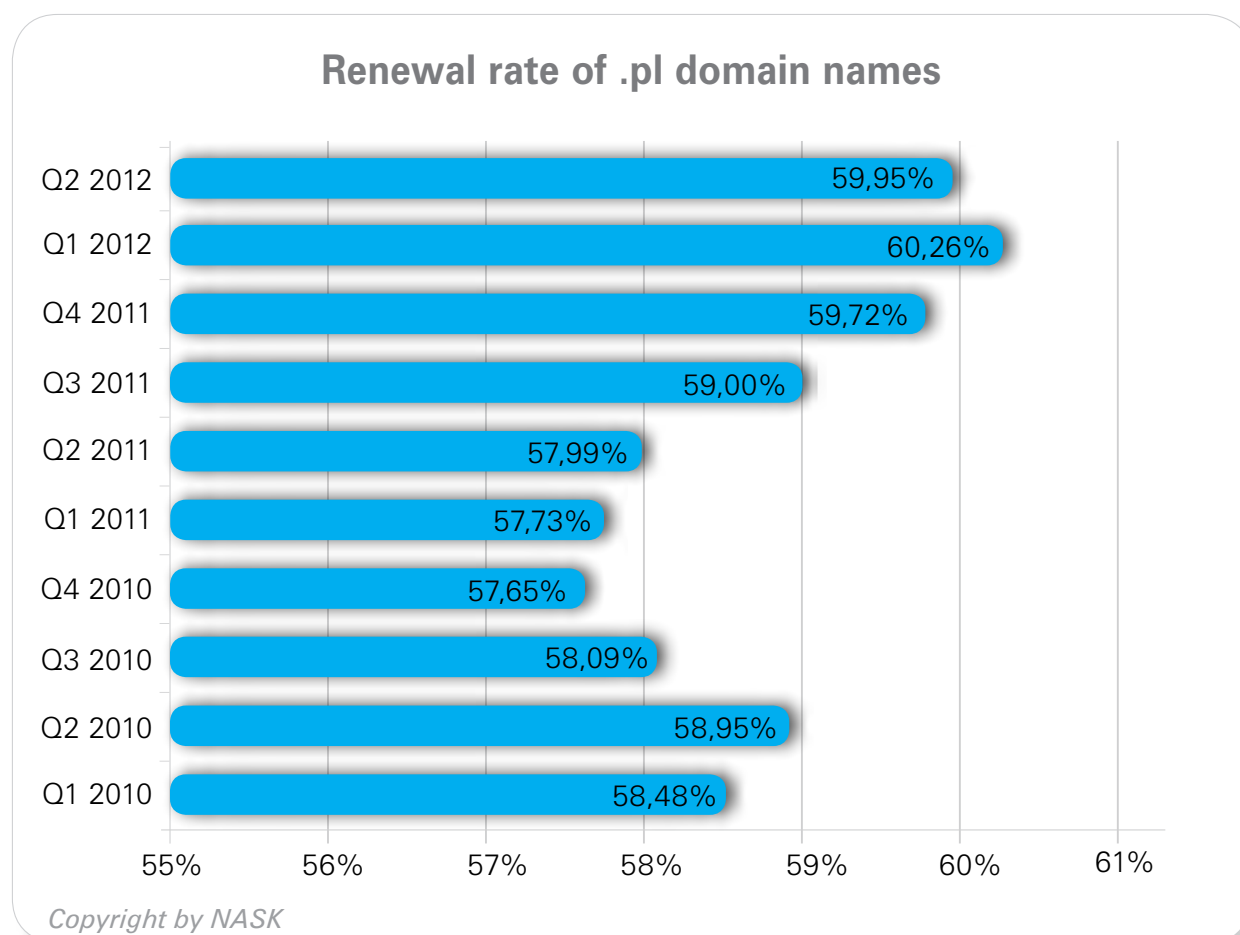
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# Renewal rate of .pl domain names

10

The renewal rate, depicting the loyalty of Registrants to registered domain names at the end of June 2012, indicated **59,95%**.

Only in the second quarter of 2012 more than **297 thousand** of the .pl domain names were renewed for a successive billing period. In **27,5%** those were the renewals of domains registered within last year.

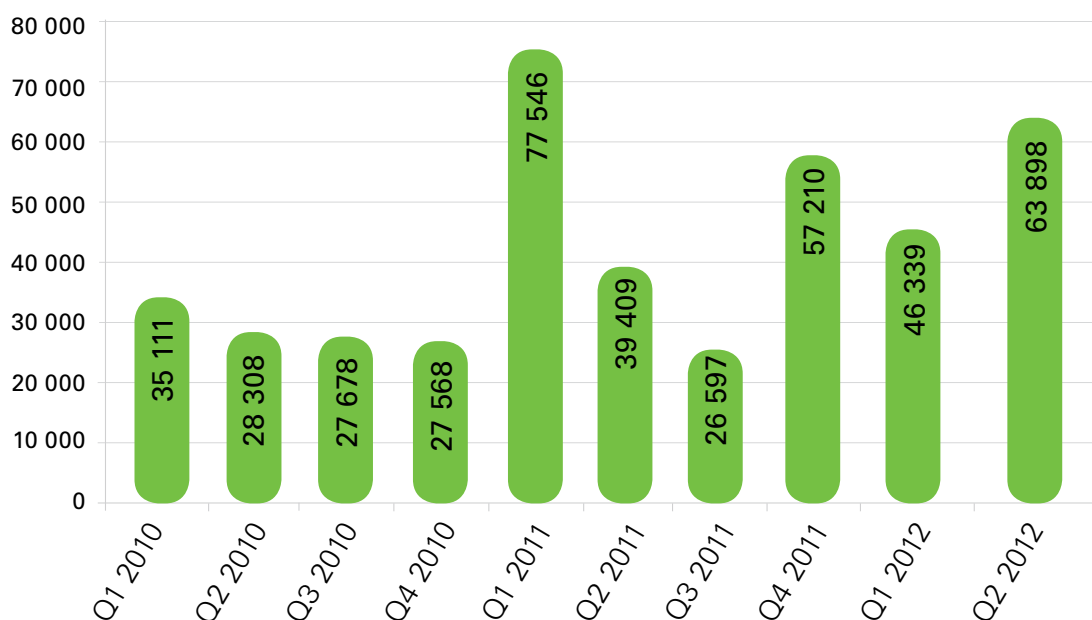


# Transfers between Partners

The number of the .pl domain names, which during the second quarter of 2012 changed a Partner entitled to service thereof, amounted to **63 898**.

The record number of transfers, **3 154**, as compared to the previous quarters, were carried out with simultaneous renewal of a domain name for a successive settlement period. Over **94%** of those domain names were transferred and renewed while expiring, i.e. after a completed and paid maintenance period.

Number of .pl domain name transfers



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# Ranking of ccTLD's from the EU area

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The ranking of the largest registries within the EU countries in the second quarter of 2012 remained unchanged. The German registry is still an unquestionable leader with **15 million** .de domain names.

In comparison with the previous quarters, the differences in the number of domains serviced in the Italian, Polish and French registries are becoming less and less significant.

Position	Registry	Number of domain names
1.	.de	15 091 938
2.	.uk	10 134 295
3.	.nl	4 970 993
4.	.it	2 411 492
5.	.pl	2 373 155
6.	.fr	2 366 128
7.	.es	1 563 449
8.	.be	1 302 201
9.	.se	1 224 089
10.	.dk	1 188 868

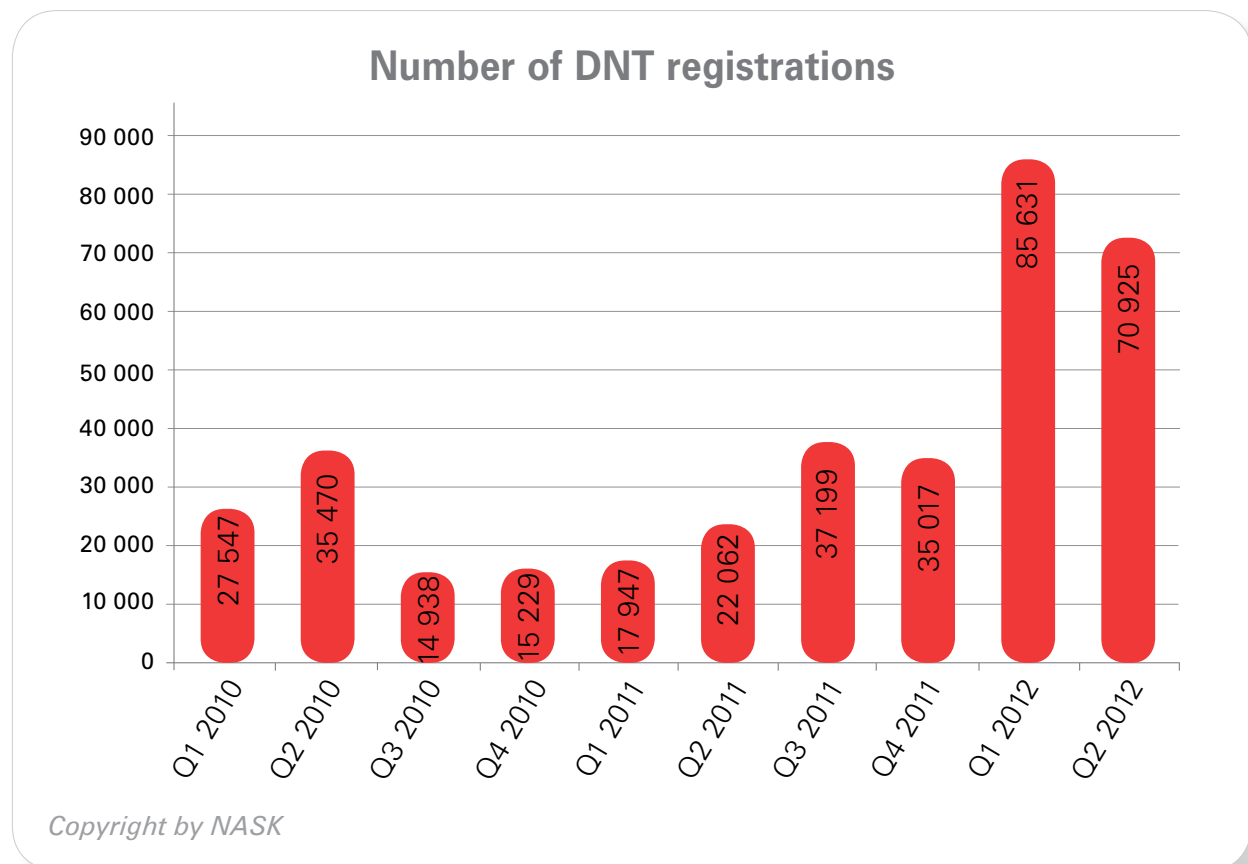
*Table includes data from the period between the 1st and 3rd of July 2012.*

# DNT

## registrations in Q2 2012

The data as of the end June 2012 confirms the maintenance of the increasing tendency of the .pl domain name tasting service, i.e. DNT, which was observed in the first months of the year. Almost **71 thousand** of the .pl domain names were tested within the second quarter. It is the second best result in the registry history. It was only the first quarter of 2012 when the DNT number was higher.

However, the test efficiency turned out to be slightly better than in the previous quarter. A record number of **3 435** tests was followed by domain name registration.



# WLS

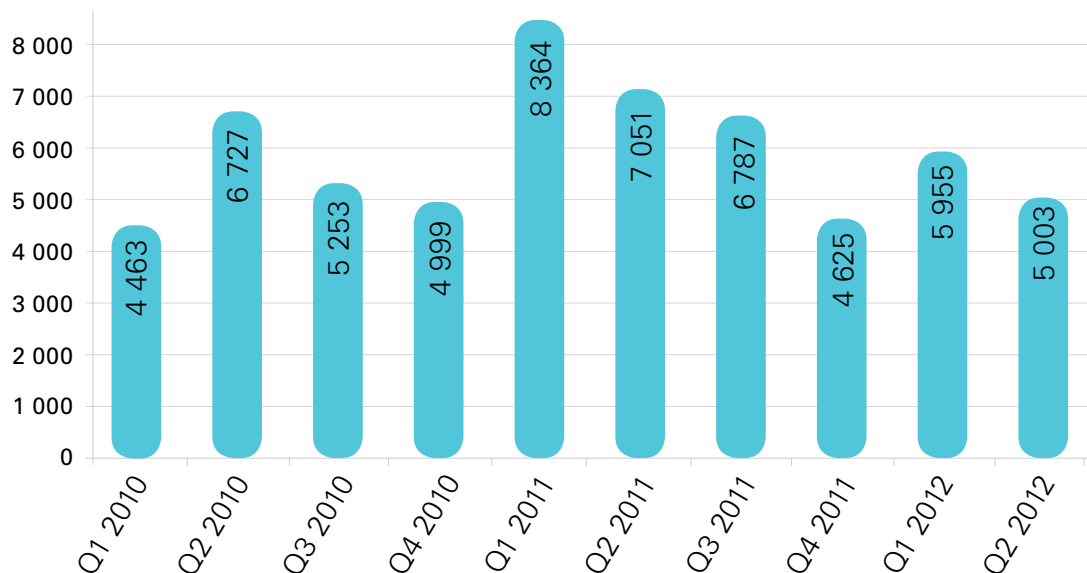
## registrations in Q2 2012

14

In the second quarter of 2012 more than **5 thousand** of the .pl domain name waiting list service purchases were made. In that time **2 686** options were realized. In **265** cases, after the option realization, the .pl domain name was not registered.

Since the moment the service was introduced, more than **44%** of WLS agreements were finalized with providing a domain name for registration.

### Number of WLS registrations



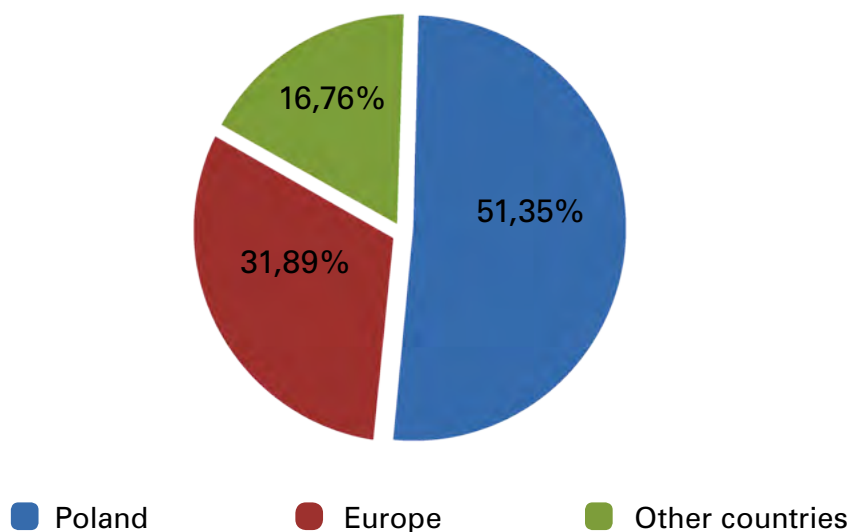
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# Partners

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At the end of June 2012, **185** Registrars took part in the NASK Partner Programme. **95** entities had their registered office in Poland, **59** in other European countries and remaining **31** were located outside of Europe.

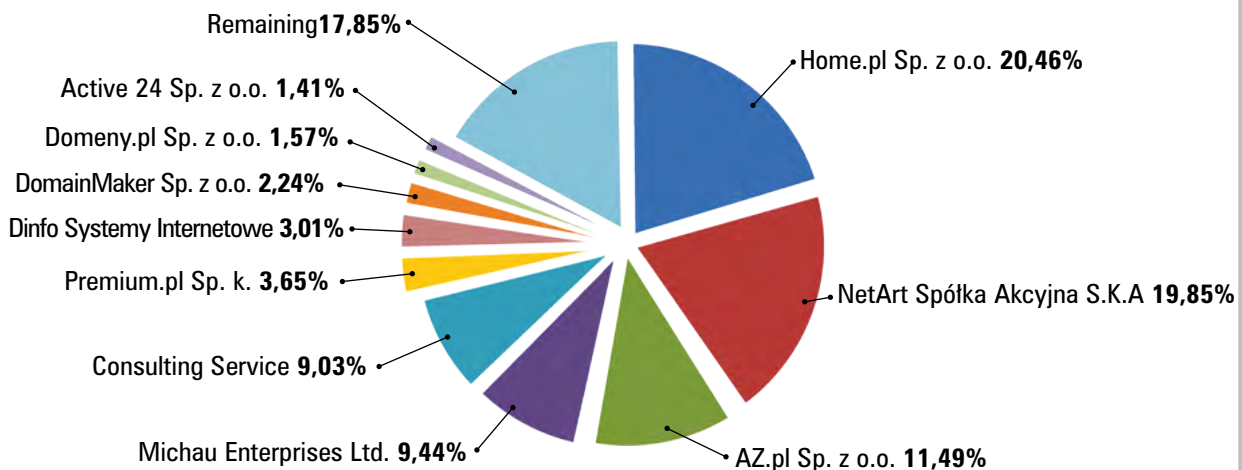
Partners of NASK, division by place of residence,  
Q2 2012



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# Market share between Partners considering .pl domain names

## Market share between Partners considering .pl domain names, Q2 2012\*



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

**98,78%** of active .pl domain names, in the second quarter of 2012, were serviced by Partners of NASK. Home.pl Sp. z o.o. maintained the highest number of active names with market share at the level of **20,46%**. NetArt Spółka Akcyjna S.K.A. with **19,85%** share was located in the second position. The list of Top 3 Partners, holding together over 50% market share, was completed by AZ.pl Sp. z o.o. with **11,49%** share.

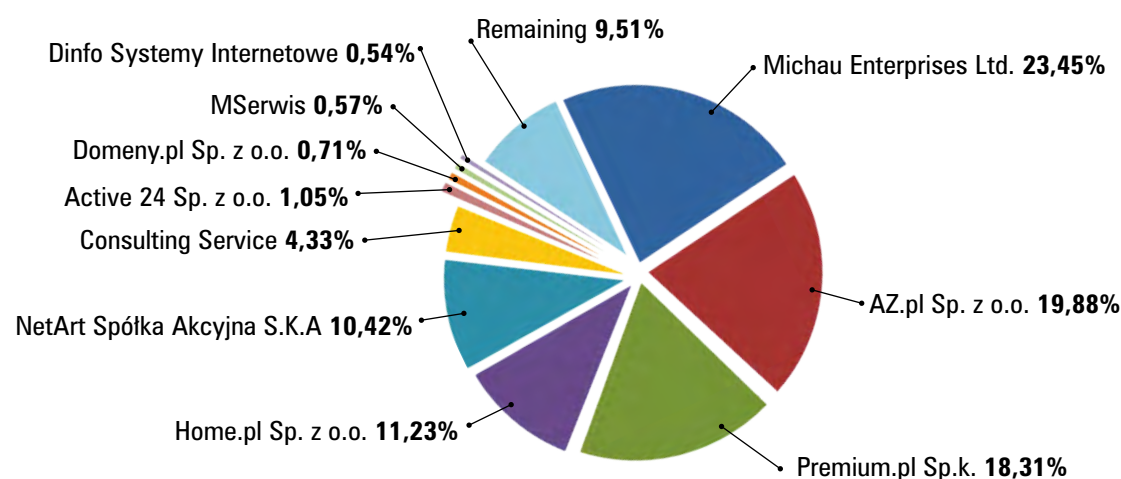
The remaining registrars also maintained their positions from the previous quarter with the following results: Michau Enterprises Ltd. – **9,44%**, Consulting Service – **9,03%**, Premium.pl Sp. k. – **3,65%**, Dinfo Systemy Internetowe – **3,01%**, DomainMaker Sp. z o.o. – **2,24%**, Domeny.pl Sp. z o.o. – **1,57%**, Active 24 Sp. z o.o. – **1,41%**.

The highest growth dynamics of serviced domain names, with the level exceeding **15%**, within the period from 1 April to 30 June 2012, was accomplished by Premium.pl Sp. k.



# Market share between Partners considering .pl IDN service

## Market share between Partners considering .pl IDN service, Q2 2012\*



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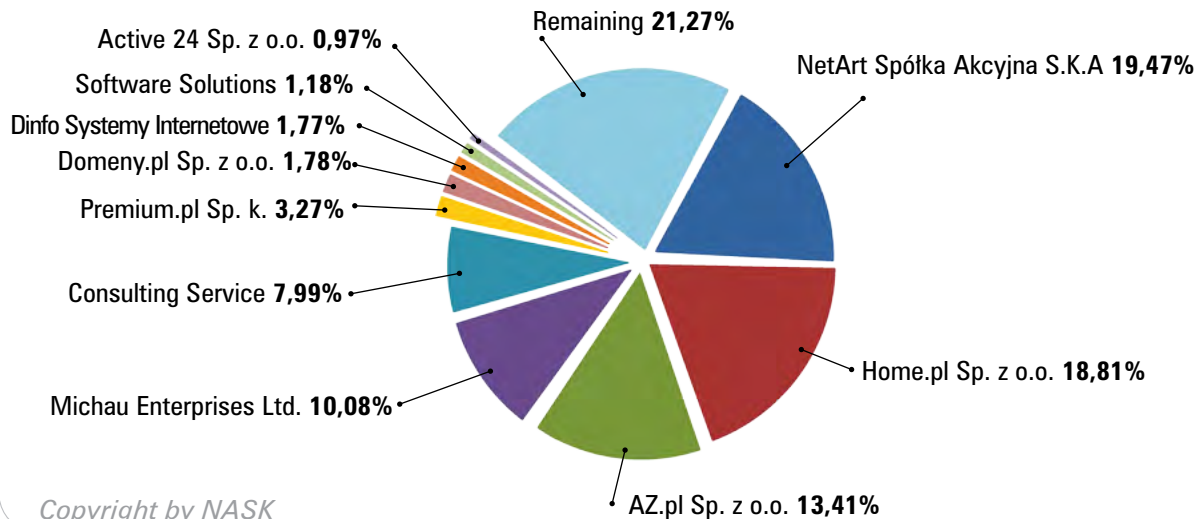
\*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Within the period from the beginning of April to the end of June 2012 the number of Internationalized Domain Names (IDN) serviced by the NASK Partners decreased by **4%**. Only two Partners from presented TOP 10 noted increases in the number of Internationalized Domain Names (IDN), whereas one Partner was able to maintain its number of serviced names from the first quarter of 2012.

The highest market share was maintained by Michau Enterprises Ltd., achieving at the end of the second quarter of 2012 the result of **23,45%**. The second place with **19,88%** was taken by Az.pl Sp. z o.o. and the third place once again belonged to Premium.pl Sp. k. with **18,31%** serviced IDNs. Home.pl Sp. z o.o. upgraded their market share to the fourth position, increasing it to **11,23%**. NetArt Spółka Akcyjna S.K.A., resulting **10,42%**, was located on the fifth place. The highest growth dynamics of serviced .pl Internationalized Domain Names at the level of **2,57%**, within the period from 1 April to 30 June 2012, was accomplished by Active 24 Sp. z o.o.

# Market share between Partners considering new registrations

## Market share between Partners considering new .pl domain name registrations, Q2 2012\*



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

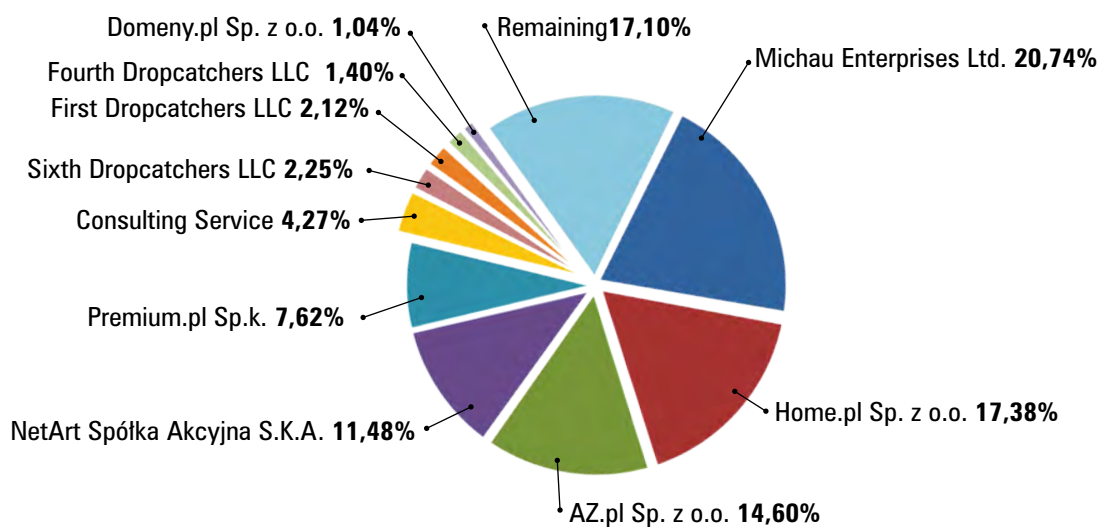
In the second quarter of 2012 significant changes occurred in the ranking of new .pl domain names registration.

Most registrations were made by NetArt Spółka Akcyjna S.K.A. which accomplished **19,47%** market share. The second position was taken by Home.pl Sp. z o.o. with **18,81%** share. **13,41%** of .pl domain names were registered by means of Az.pl Sp. z o.o. The fourth position maintained Michau Enterprises Ltd. with **10%** market share. Consulting Service and Premium.pl Sp. k. achieved **7,99%** and **3,27%** respectively. Domeny.pl Sp. z o.o. was up-graded to the seventh position, resulting **1,78%** and switching the positions with Dinfo Systemy Internetowe.

For the first time in the ranking appeared Partner Software Solutions, achieving **1,18%** share in the new registration market, which put him on the ninth position. The last position in the Top 10 of Partners registering the most .pl domain names belongs to Active 24 Sp. z o.o. with **0,97%**. It was only Premium.pl Sp. k., that among the Top 10 presented in the previous reports, noted the increase in the new registration market share, and it was the increase by as much as **30,55%**.

# Market share between Partners considering new .pl IDN registrations

## Market share between Partners considering new .pl IDN registrations, Q2 2012\*



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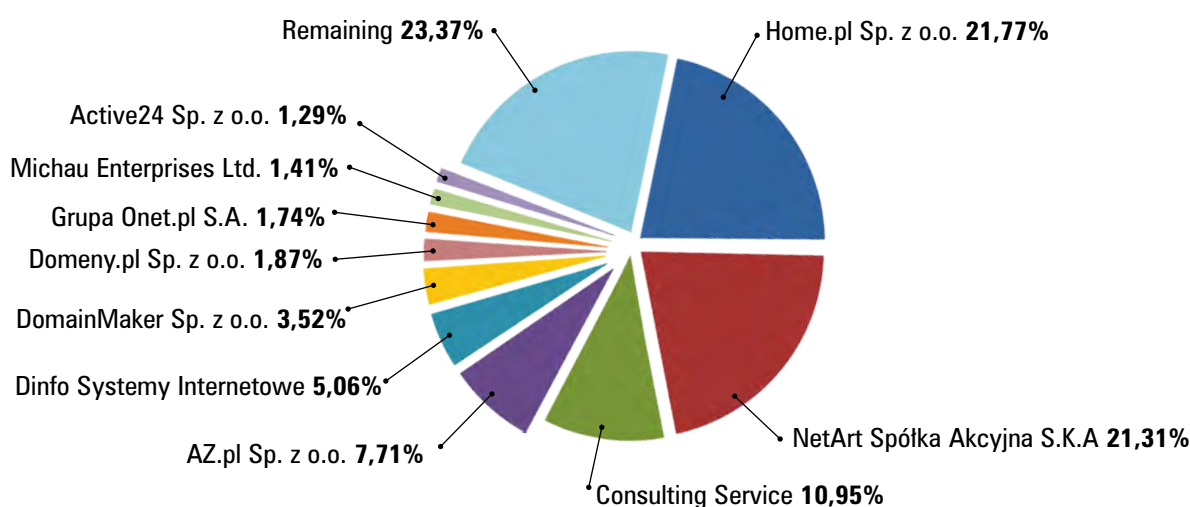
\*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public

Within the period from 1 April to 30 June 2012, almost every **40<sup>th</sup>** name registered in the .pl domain name registry was the one with national characters.

The biggest market share in the registration of new names with national characters in the .pl domain in the second quarter of 2012 belonged to Michau Enterprises Ltd. with **20,74%** share. Second place was occupied by Home.pl Sp. z o.o, with **17,38%** share. AZ.pl Sp. z o.o closed the TOP 3 with **14,60%** share. The remaining Partners represented the following results: NetArt Spółka Akcyjna S.K.A. – **11,48%**, Premium.pl Sp. k. – **7,62%**, Consulting Service – **4,27%**, Sixth Dropcatchers LLC – **2,25%**, First Dropcatchers LLC – **2,12%**, Fourth Dropcatchers LLC – **1,40%**. Domeny.pl Sp. z o.o. was located on the tenth place in the classification resulting **1,04%**.

# Market share between Partners considering Registrants

## Market share between Partners considering .pl domain name Registrants, Q2 2012\*



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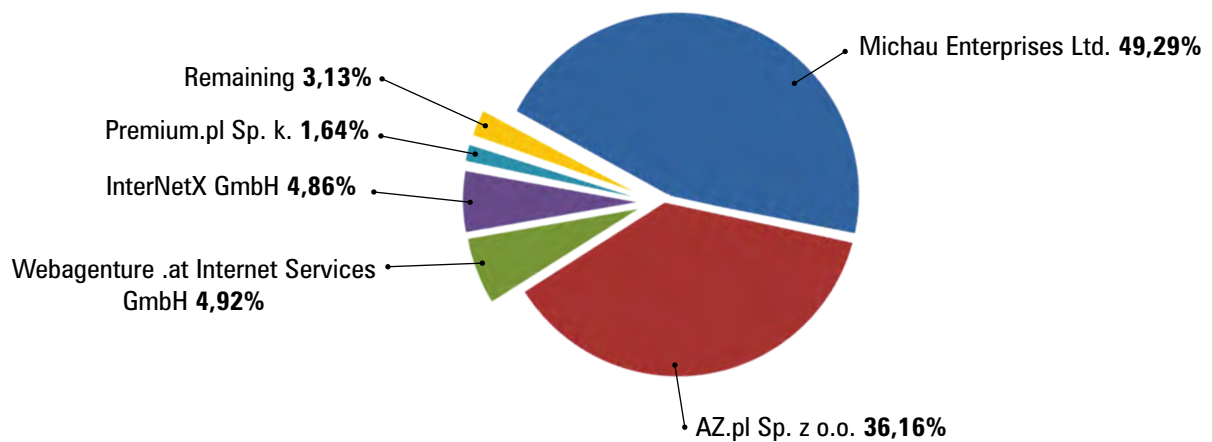
\*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

With the end of June 2012 almost **860 000** unique entries concerning the .pl domain name Registrants were present in the NASK registry. Averagely, **2,82** of the .pl domain names were assigned to one Registrant.

Partners from the presented Top 10 serviced over **76%** of all Registrants of the .pl domain names. The market leader is still Home.pl Sp. z o.o. – **21,77%**, the second position occupies NetArt Spółka Akcyjna S.K.A. – **21,31%** and Consulting Service located on the third place with **10,95%** share. On the further positions are: AZ.pl Sp. z o.o. – **7,71%**, Dinfo Systemy Internetowe – **5,06%**, DomainMaker Sp. z o.o. – **3,52%**, Domeny.pl Sp. z o.o. – **1,87%**, Grupa Onet.pl S.A. – **1,74%**, Michau Enterprises Ltd. – **1,41%** and Active 24 Sp. z o.o. closing the classification with **1,29%** of serviced Registrants of the .pl domain names.

# Market share between Partners considering DNT registrations

DNT market share between Partners, Q2 2012\*



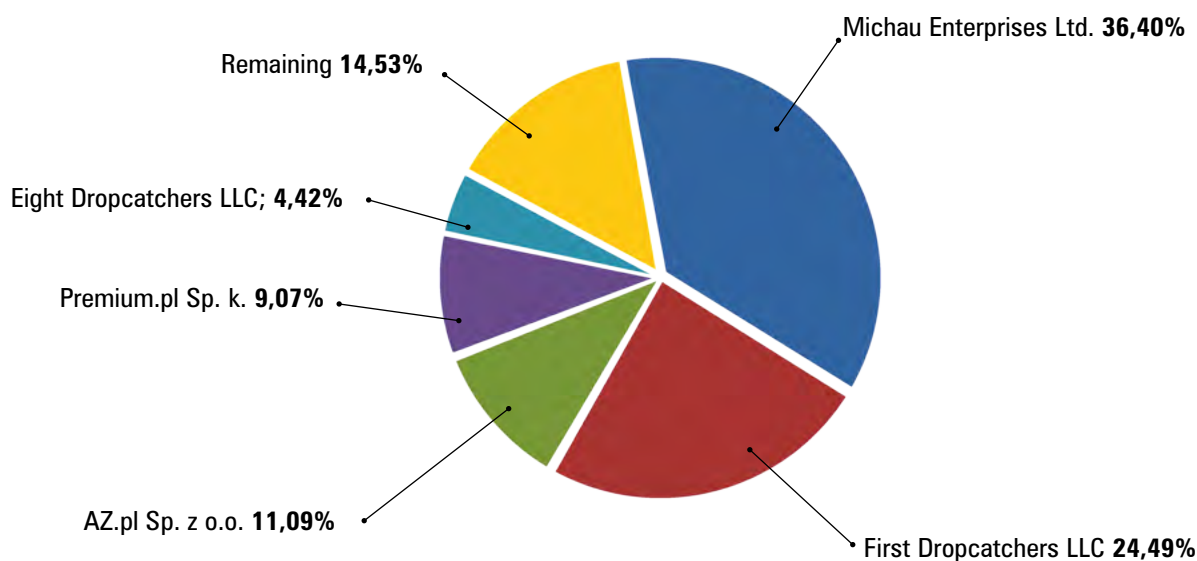
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\*The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.

In the second quarter of 2012 Michau Enterprises Ltd. was the leader of the classification with **49,29%** of the .pl domain name tastes registered. AZ.pl Sp. z o.o. was moved to the second position with **36,16%** market share. For the first time in the Top 5 classification, the third location occupied Webagentur.at Internet Services GmbH, resulting **4,92%**. Slightly lower result was noted by InterNetX GmbH which was positioned on the fourth place with **4,86%** share in the DNT registration market. Premium.pl Sp. k. is closing the classification with **1,64%** share.

# Market share between Partners considering WLS registrations

WLS market share between Partners, Q2 2012\*



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

Within the period from 1 April to 30 June 2012 the Partner by means of whom the most WLS registrations were made, i.e. **36,40%** of WLS registrations of the .pl domain names, was Michau Enterprises Ltd. First Dropcatchers LLC appeared on the second place, mediating in concluding **24,49%** of agreements. AZ.pl Sp. z o.o. moved to the third position resulting **11,09%**. The fourth position was occupied by Premium.pl Sp. k. mediating in concluding **9,07%** of agreements. The ranking is closed by Eight Dropcatchers LLC which mediated in conclusion of **4,42%** of WLS agreements.



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