

NASK

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registry system.

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Q2
2013

april

may

june

NASK'S REPORT FOR THE SECOND QUARTER OF 2013

.PL DOMAIN NAME MARKET

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Introduction

Dear Readers,

At the end of the first half of 2013, the volume of the .pl domain registry amounted to 2,445,114 domain names active in DNS, which were maintained for near 900 thousand Registrants. The second quarter of this year, with the registration number of 256 847 new names, i.e. more than 11 thousand higher than in a corresponding period in 2012, is the best second quarter of the .pl domain registry ever.

It is worthwhile to note that for a consecutive quarter the .pl domain renewal rate remained an ascending tendency. At the end of the first half of 2013 the rate equalled to 59.51%, i.e. by 0.55 p.p. higher than at the end of 2012.

A very good result in the number of new registrations, accomplished in the second quarter of 2013 as well as increase in the renewal rate, as compared to the first three months of this year, allowed to register the best growth dynamics of the number of .pl domains since the beginning of last year and simultaneously stopped the descending tendency in this respect. In comparison with the previous quarter, the increase was sevenfold higher.

In June 2013, it was one year since the accomplishment of the DNSSEC implementation in the .pl domain registry and the commencement of receiving by NASK cryptographic keys digests from the Registrants of .pl domain names. In the second quarter, the registry grew by 2037 new domain names, secured with DNSSEC, amounting at the end of the first half of 2013 totally to 8286 secured domain names.

It is a pleasure also to inform you that the third quarter of 2013 began with another important event – on 1 July 2013 NASK commenced servicing the .gov.pl domain.

I invite you to get acquainted with the newest report, presenting the data from the .pl domain registry for the second quarter of 2013.

Michał Chrzanowski
NASK Director

Number of .pl domain names in DNS

The first half of 2013 ended with **2 445 114** .pl domain names active in DNS. During the second quarter the number of the .pl domain names increased by **37 727** with the registry growth rate of **1.57%**.

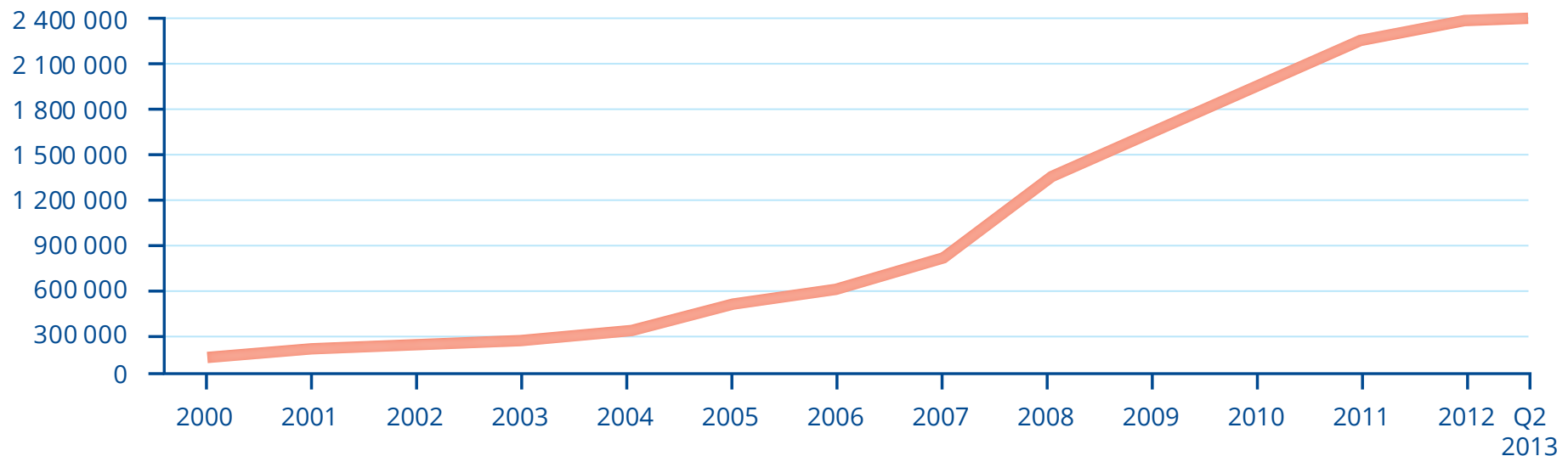
With the end of June 2013, **70.05%** of domain names maintained in the registry were the names registered directly in the .pl domain,

21.17% in functional domains managed by NASK (i.a. .com.pl, .net.pl) and **8.78%** in regional domains (i.a. .waw.pl, .wroclaw.pl).

With the end of June 2013, the total number of Registrants of the .pl domain names equalled to **899 thousand**. Private persons constituted **36.08%**, while entrepreneurs and organizations made **63.92%**. There are averagely **2.72** .pl domain names per a Registrant.

Number of .pl domain names in DNS

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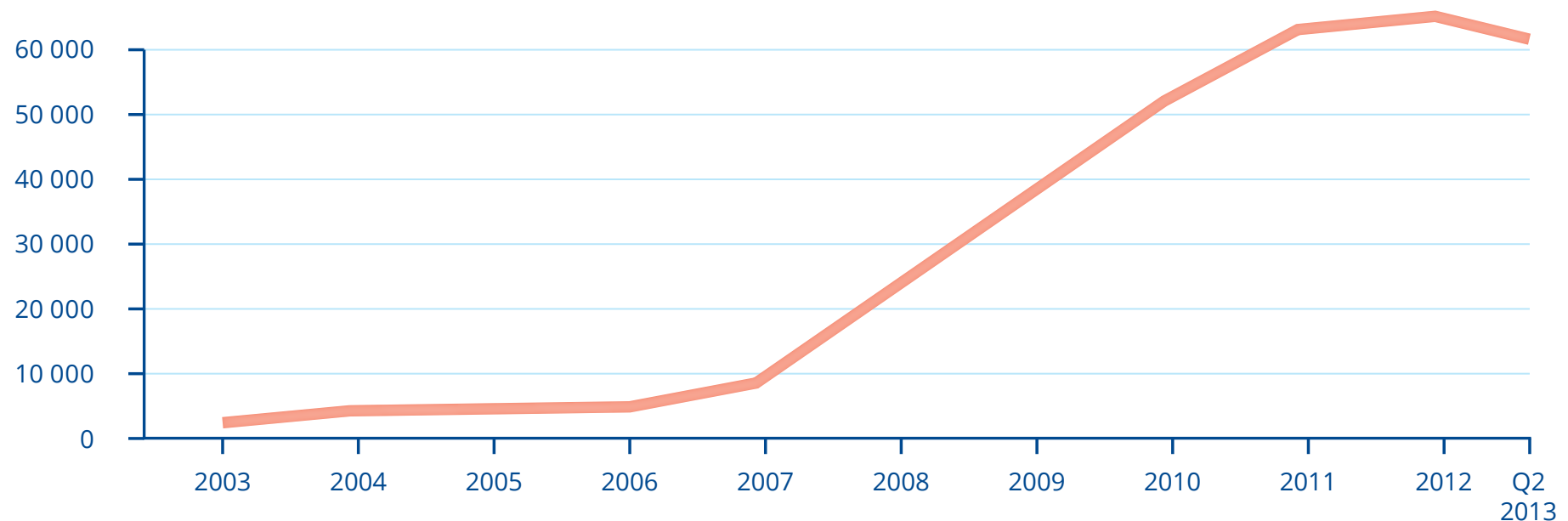
Number of .pl IDN domain names

In the second quarter of 2013, the number of .pl IDN domain names increased by **0.61%** and amounted to **62 501**. During consecutive months, as a result of effected registrations and deletions, the registry grew respectively: in April – **15**, in May – **127** and in June – **240** .pl IDN domain names.

In the second quarter of 2013, the descending tendency, observed in the first three months of the year when the .pl registry contained **3 823** names with diacritic signs, was impeded.

Number of .pl IDN domain names active in DNS

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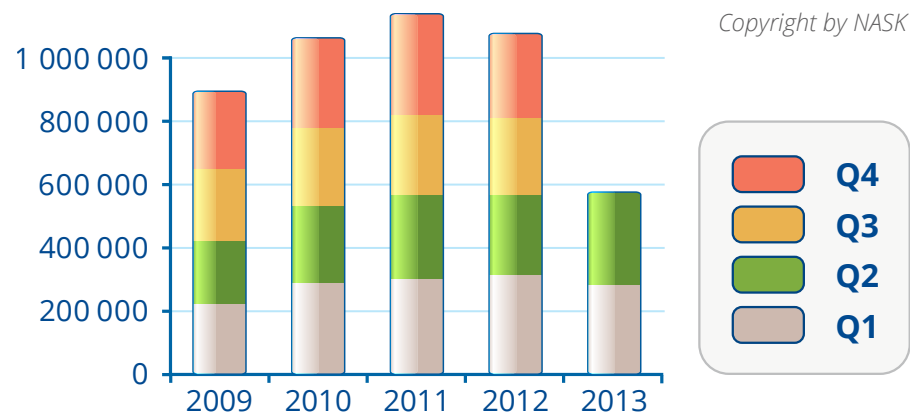
Number of new .pl domain name registrations

In the second quarter of 2013, **256 847** new .pl domain names were entered in the registry, i.e. **11 thousand** more than in a corresponding period in the previous year. The number of registrations in particular months was as follows: **90 670** in April, **83 453** in May and **82 724** in June. Among all the .pl domain names registered in the second quarter, **6 296** were the names with diacritic signs. In the second quarter of 2013, **94.59%** of .pl domain names were registered for entities and persons situated in Poland, **1.39%** for entities and persons situated in the United States and **0.74%** in Russia. On further places, among the Registrants of .pl domain names with share between **0.59%** and **0.47%**, there were located entities and persons from such countries as Germany, United Kingdom and Cyprus.

40.80% of names, registered in the second quarter of 2013, were maintained for private persons and remaining **59.20%** for entrepreneurs and organizations. In case of the .pl domain names registered for the Registrants situated in Poland, the largest group of entities and individuals constituted the Registrants from the Mazowieckie Province – **25.26%**, Śląskie Province – **10.80%** and the Małopolskie Province **9.91%**. The lowest number of registrations, below **3%**, was effected by the Registrants from the following provinces: podlaskie, lubuskie, opolskie and świętokrzyskie.

Number of new domain names to Registrant's place of residence comparison according to provinces, Q2 2013

Number of .pl domain name registrations



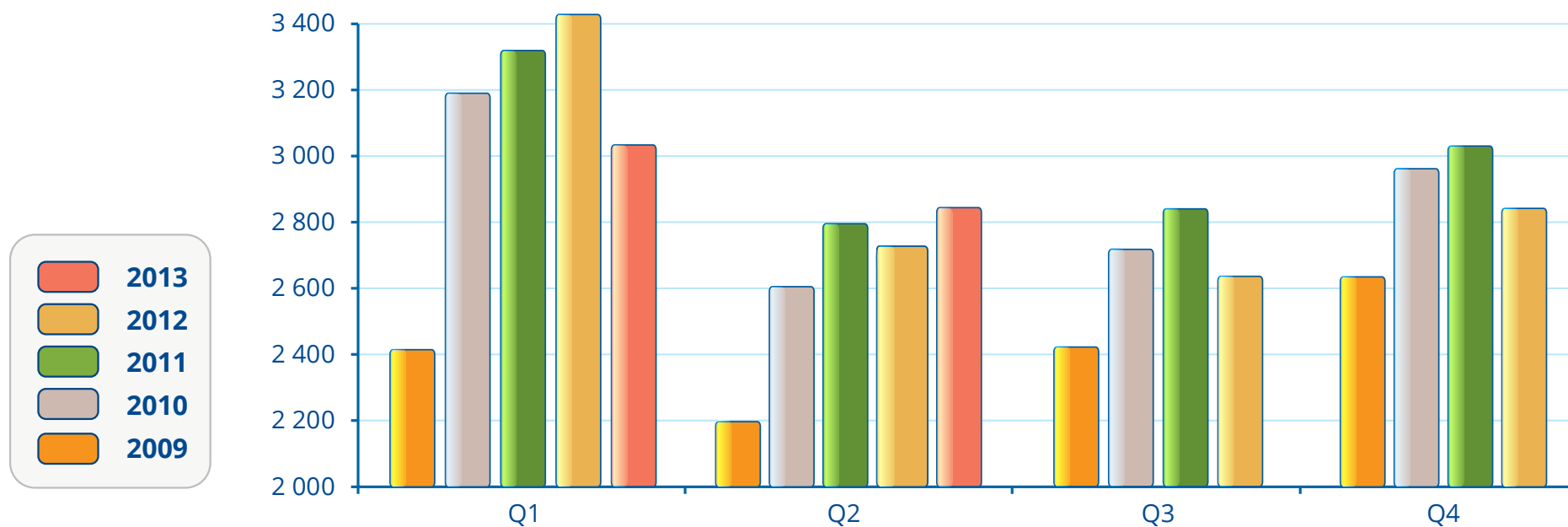
Number of new .pl domain name registrations, daily average

The daily average number of new registrations in the second quarter of 2013 amounted to **2 822**, being the best result accomplished by a registry in the second quarter.

In the respective months of the second quarter, daily average **3 022** .pl domain names were registered in April, **2 692** in May and **2 757** in June.

Number of .pl domain name registrations, daily average

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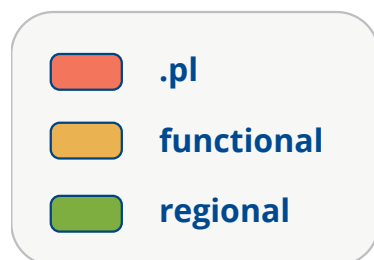
New registrations divided into the type of zone

From the division of new registrations into the type of zone, where a name was entered in the .pl domain registry within the period from 1 April to 30 June 2013, the following picture emerges: **67.84%** of names were registered directly in the .pl domain, **21.46%** in the functional domains and the remaining **10.70%** in

the regional domains. The registration structure changed insignificantly as compared with the previous quarter. The share of names registered in the functional domains increased by **2.19 p.p.** and in the regional domains by **0.92 p.p.**, while the share of registrations effected directly in the .pl domain decreased by **3.11 p.p.**

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

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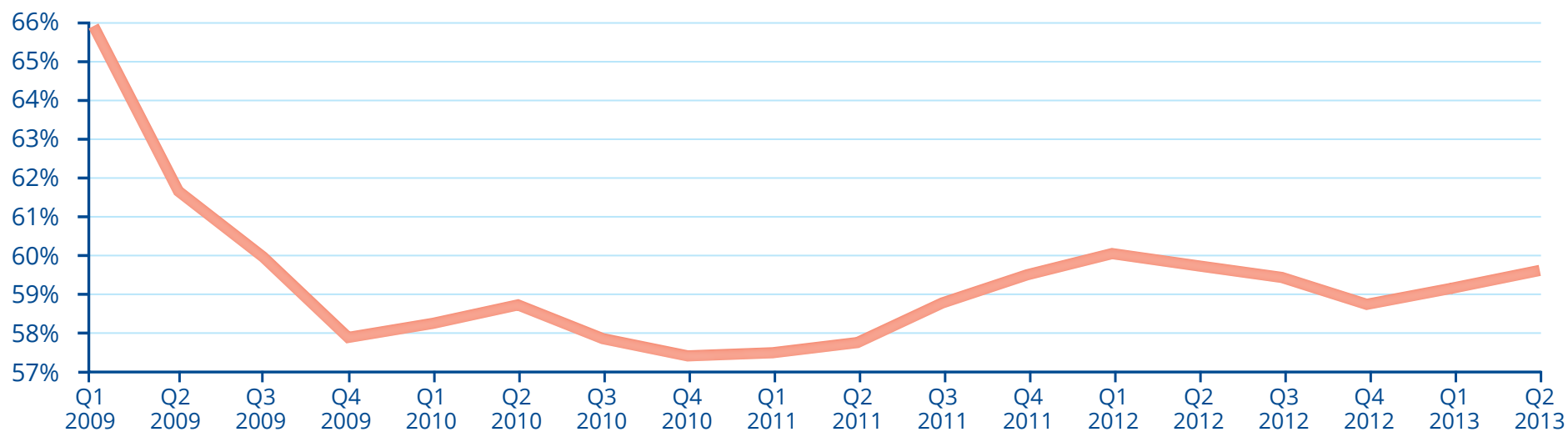
Renewal rate of .pl domain names

At the end of the first half of 2013 the renewal rate of .pl domain names amounted to **59.51%**. In the second quarter almost **333 thousand** .pl domain names were renewed. The structure of renewed names was formed in the following way: **72.31%** - names maintained directly in the .pl domain, **21.92%** - in the functional domains and remaining **5.77%** - in the regional domains.

74.55% of the renewed .pl domain names, in the second quarter of 2013, were registered before 2012, **25.33%** in 2012 and remaining **0.12%** in 2013.

Renewal rate of .pl domain names

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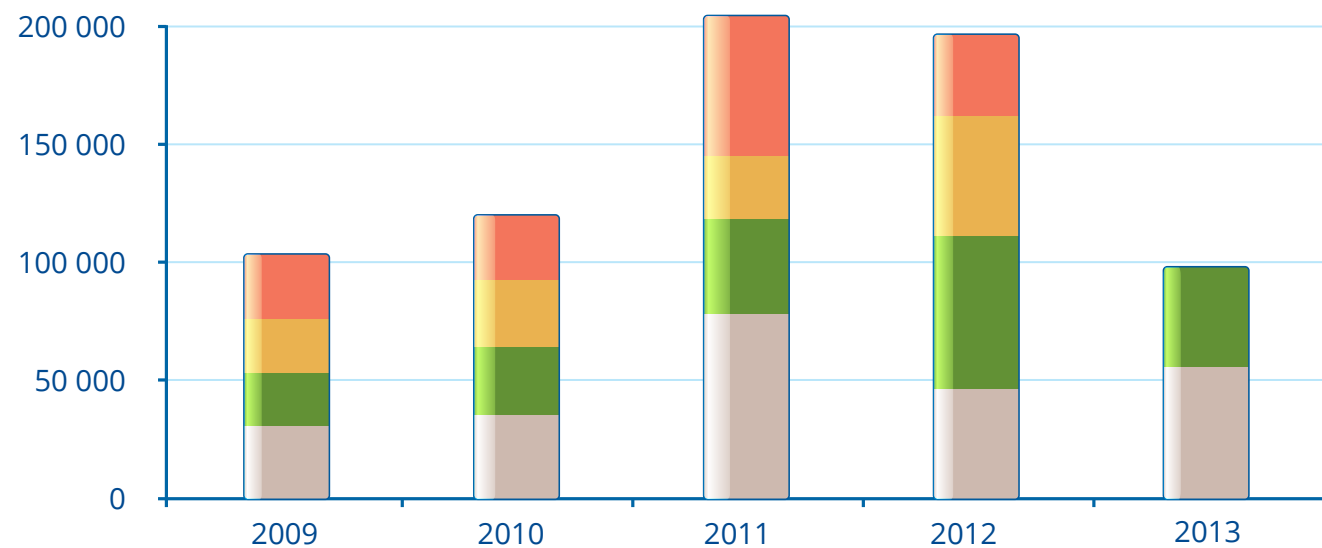
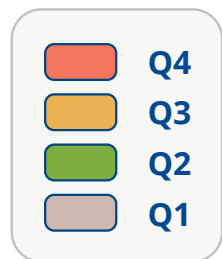
Transfers between Partners

Within the period from 1 April to 30 June 2013, the Registrants **47 327** times changed a Registrar servicing a maintained .pl domain name. **869** domain name service transfers were performed

with the simultaneous renewal of the .pl domain name for a consecutive billing period, whereby **621** of them were made just after the previous billing period had been completed.

Number of .pl domain name transfers

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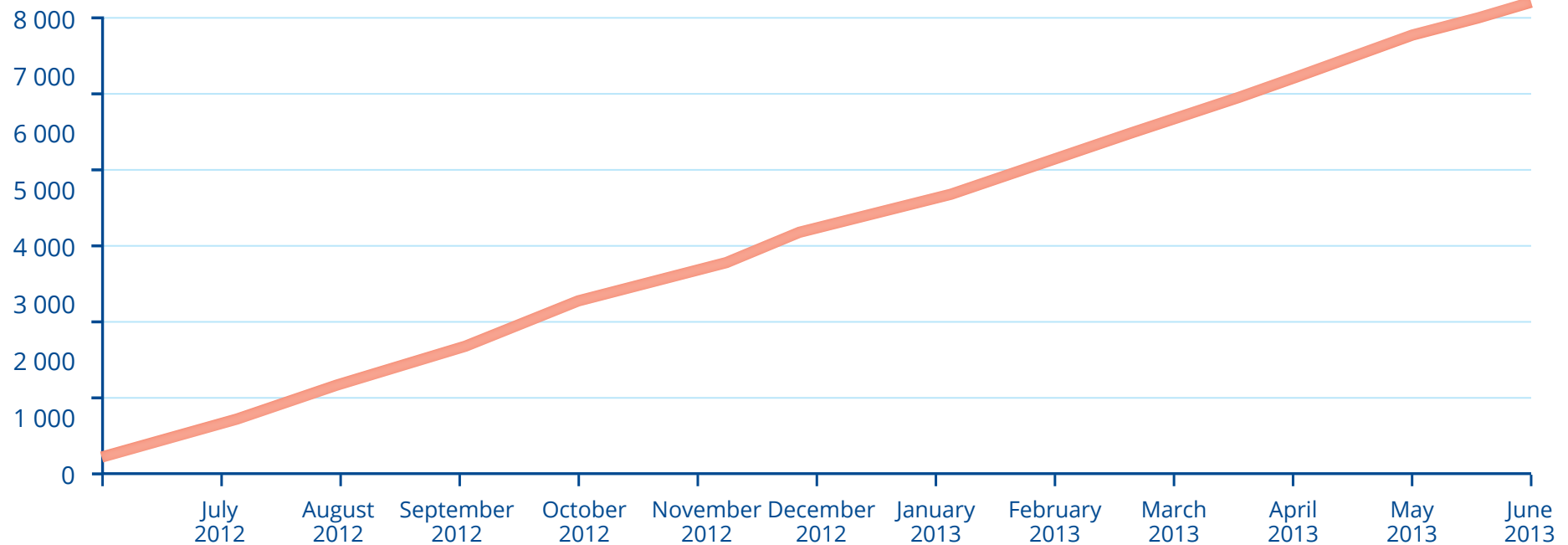
DNSSEC in the .pl domain name

In the second quarter of 2013 the volume of the registry increased by **2 037** names secured with the DNSSEC protocol. The interest of the service remains unchanged, as compared with the previous quarters, and daily average the number of secured .pl domain

names increased by **22.38** items. At the end of June, one year after launching the service, the registry contained **8 286** secured .pl domain names.

Number of the .pl domain names secured with DNSSEC

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Ranking of ccTLDs from the EU area

The ranking of the 10 biggest ccTLDs of the European Union countries remained unchanged within the second quarter of 2013. In the TOP 5 the following registries were still present: German, British, Dutch, French and Italian. The Polish registry held the sixth position, followed by Spanish, Belgian, Swedish and Danish registries.

Position	Registry	Number of domain names
1.	.de	15 490 655
2.	.uk	10 508 592
3.	.nl	5 264 228
4.	.fr	2 639 325
5.	.it	2 575 338
6.	.pl	2 445 114
7.	.es	1 668 703
8.	.be	1 391 970
9.	.se	1 289 530
10.	.dk	1 233 578

Table includes data updated between the 1st and 3rd of July 2013.

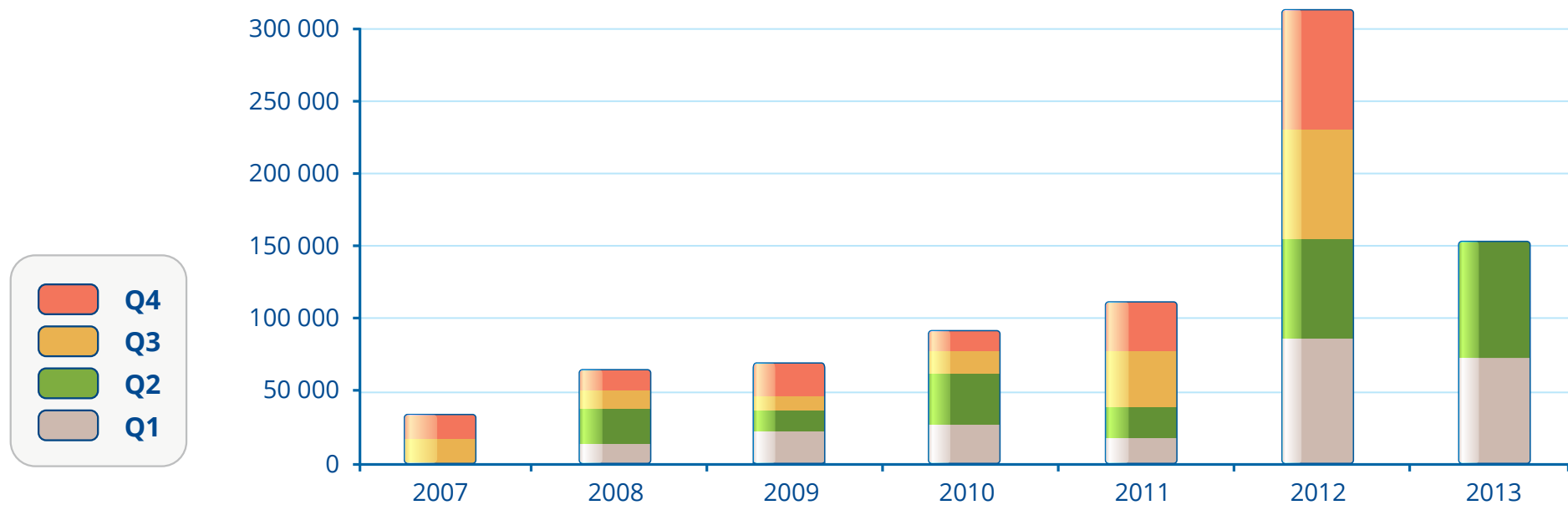
DNT

From the beginning of April to the end of June 2013 **78 731** agreements for 14-day .pl domain name tests were concluded. Near **3%** of the tests, carried out under the agreements mentioned above, resulted with the registration of the .pl domain name.

Since launching the service in September 2007 **841 thousand** tests of .pl domain names have been effected with **6.44%** thereof being completed with the registration of the .pl domain name.

Number of DNT registrations

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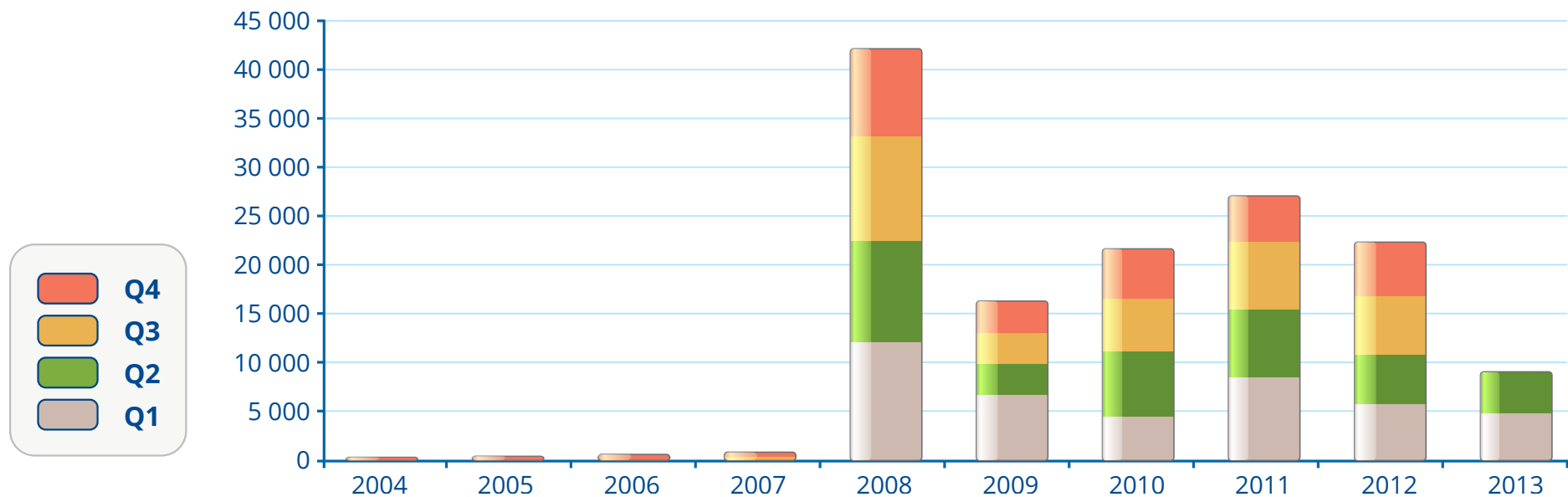
WLS

In the second quarter of 2013, **4 268** agreements on the options for registration of the .pl domain name were concluded, and **402** existing agreements were renewed for consecutive 3 years. During that period, in case of **2 282** agreements, domain names were made available for registration, and in case of **171** domain names made available, the registration did not effect for reasons not dependant on the registry.

Since the moment of making the option service available, in June 2004, the .pl domain registry has concluded over **139 thousand** agreements, and in case of **44.66%** of the agreements, the registry has provided the .pl domain name for registration.

Number of WLS registrations

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NASK Partners

In the .pl domain registry the entries are made by NASK as well as by the NASK's Partners, acting on behalf of Registrants. With the end of the second quarter of 2013, **193** Registrars participated in the Registrar Programme of the .pl domain registry. **99** of them,

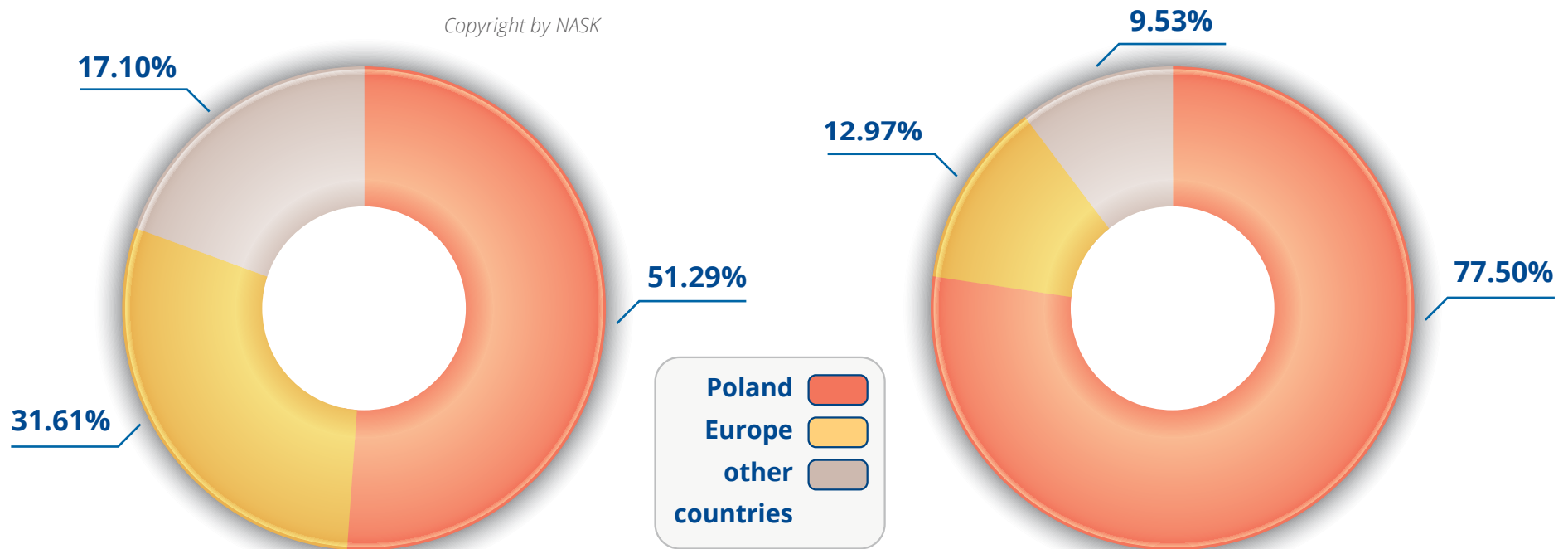
servicing totally **77.50%** of .pl domain names, were seated in Poland, **61** in other European countries, and the remaining **33** entities were located outside Europe.

.pl domain name market share between Partners considering the place of residence, Q2 2013

Partners of NASK, division by place of residence, Q2 2013

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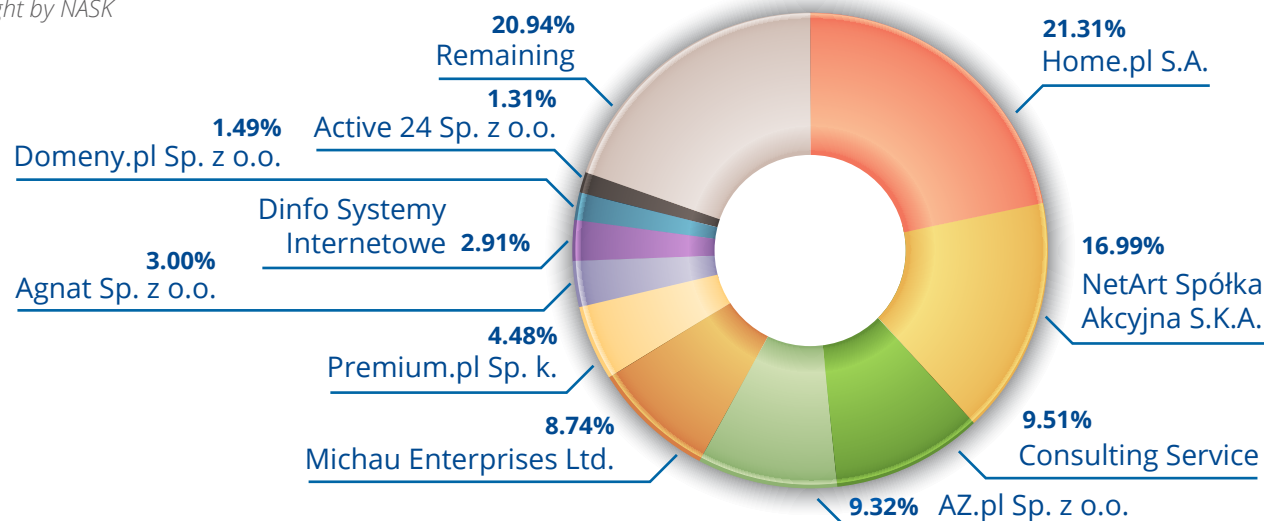
Market share between Partners considering .pl domain names

With the end of June 2013, the NASK's Partners serviced totally **98.94%** of all .pl domain names active in DNS, whereby the remaining **1.06%** constituted the domain names serviced directly by NASK. The presented ten Registrars serviced at the end of the first half of 2013 totally over **79%** of the market. In the second quarter, for the first time since NASK started publishing reports, i.e. since 2008, the members of the TOP 3 NASK Partners, by account of the market share in the .pl domain name service, changed. The highest number of active .pl domain names, **21.31%**, was serviced by Home.pl S.A., NetArt Spółka Akcyjna S.K.A., resulting **16.99%**, was located on the second position. Moving from the fourth to the

third place, Consulting Service serviced **9.51%** of active .pl domain names. Further locations were occupied by: AZ.pl Sp. z o.o., - **9.32%**, Michau Enterprises Ltd., - **8.74%**, Premium.pl Sp. k., - **4.48%**, Agnat Sp. z o.o. - **3.00%**, Dinfo Systemy Internetowe - **2.91%**, Domeny.pl Sp. z o.o. - **1.49%** and Active 24 Sp. z o.o. - **1.31%**. In the second quarter of 2013, the highest growth tendency of the number of serviced domain names was registered by Agnat Sp. z o.o., resulting with **5.78%**. The second highest result was accomplished by Premium.pl Sp. k. with **3.99%** growth tendency. The third best result was noted by Home.pl S.A. with the number of serviced domain names increasing by **3.86%**, as compared to the previous quarter.

Market share between Partners considering .pl domain names, Q2 2013*

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

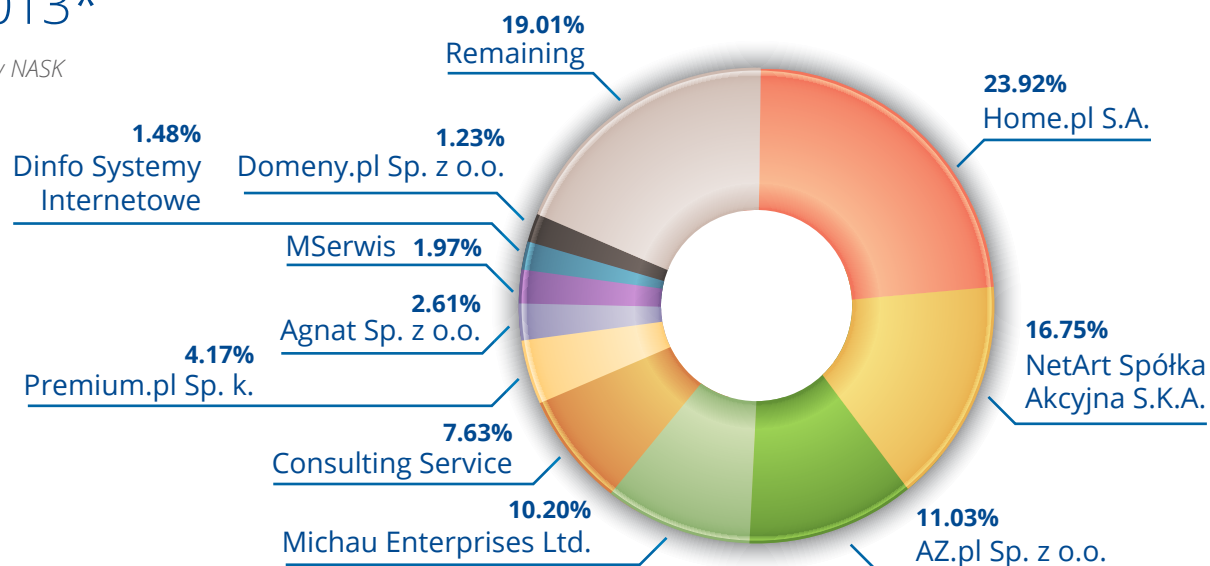
Market share between Partners considering new registrations

In the second quarter of 2013, **99.98%** out of **256 847** new .pl domain names were registered by NASK's Partners, whereby the presented TOP 10 Registrars registered **80.99%** of names. The biggest market share in .pl domain registration belonged to Home.pl S.A., which serviced **23.92%** of all registrations. The second place was taken by NetArt Spółka Akcyjna S.K.A with **16.75%** share. The Top 3 is closed by AZ.pl Sp. z o.o., resulting **11.03%** market share. Similar as in the previous quarter, further most frequently chosen NASK's

Partners by .pl domain names Registrants were: Michau Enterprises Ltd., Consulting Service, Premium.pl Sp. k., Agnat Sp. z o.o., MSerwis, Dinfo Systemy Internetowe and Domeny.pl Sp. z o.o. The Partners beyond the Top 10 serviced **19.01%** of new names. The highest growth of the number of registered .pl domain names, as compared to the previous quarter of 2013, was recorded by Premium.pl Sp. k. and Michau Enterprises Ltd, accomplishing growth tendency at the level of **9.43%** and **8.62%** respectively.

Market share between Partners considering new .pl domain name registrations, Q2 2013*

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

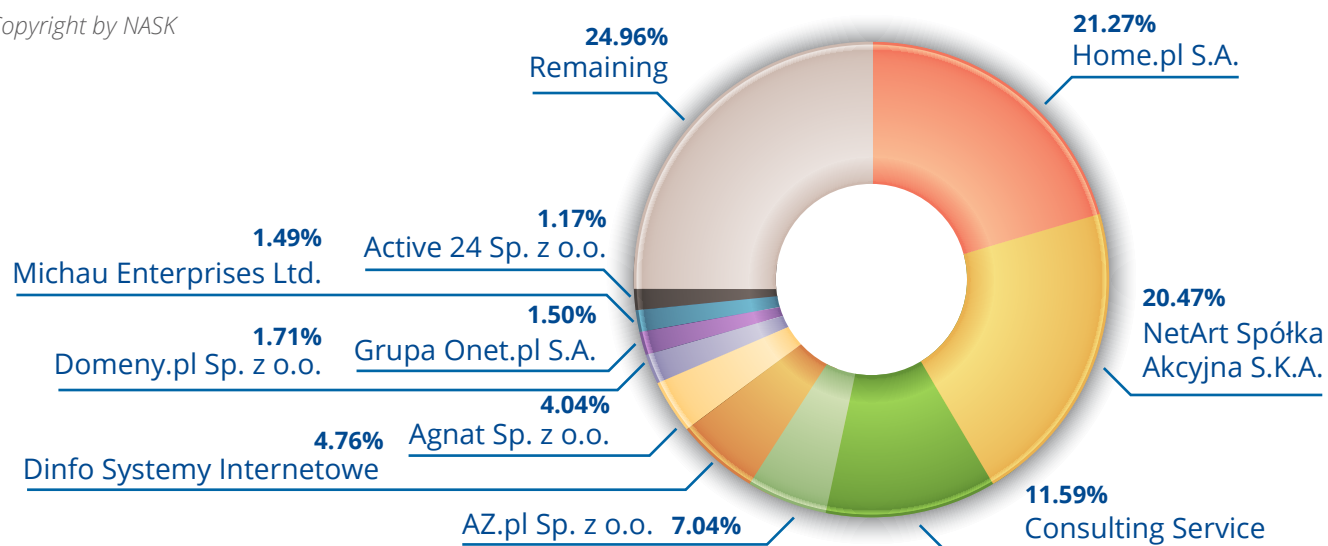
Market share between Partners considering Registrants

With the end of June 2013, the TOP 10 Partners were servicing more than **75%** of all Registrants of the .pl domain names, with **53%** thereof being serviced by three Partners: Home.pl S.A. – **21.27%**, NetArt Spółka Akcyjna S.K.A. – **20.47%** and Consulting Service – **11.59%**. Consecutive positions in the ranking, with the

share in the number of serviced Registrants, similar to the previous quarter, were held by: AZ.pl Sp. z o.o. – **7.04%**, Dinfo Systemy Internetowe – **4.76%**, Agnat Sp. z o.o. – **4.04%**, Domeny.pl Sp. z o.o. – **1.71%**, Grupa Onet.pl S.A. – **1.50%**, Michau Enterprises Ltd. – **1.49%** and Active 24 Sp. z o.o. – **1.17%**.

Market share between Partners considering .pl domain name Registrants, Q2 2013*

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

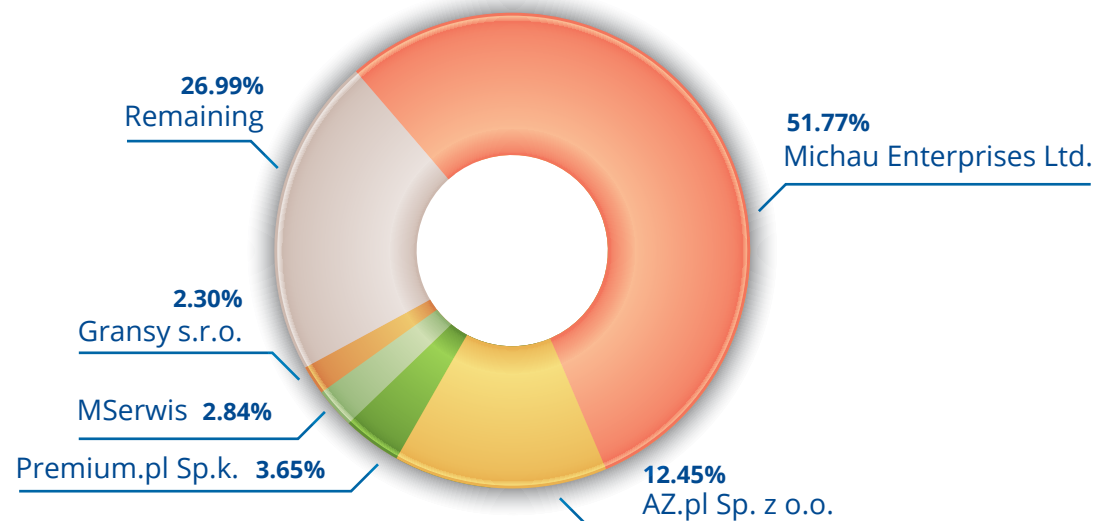
Market share between Partners considering DNT registrations

The registrations of .pl domain names for a 14-day test period, so called DNT, are carried out only through the NASK's Partners. During the second quarter of 2013, the DNT market was dominated by Michau Enterprises Ltd. which mediated in concluding **51.77%** of DNT contracts. The second place was taken by AZ.pl Sp. z o.o.

with **12.45%** market share. The remaining players with distinctive positions during this quarter in the DNT market were: Premium.pl Sp. k. with **3.65%** share, MSerwis with **2.84%** share and, for the first time on the list, Gransy s.r.o. with **2.30%** market share.

DNT market share between Partners, Q2 2013*

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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

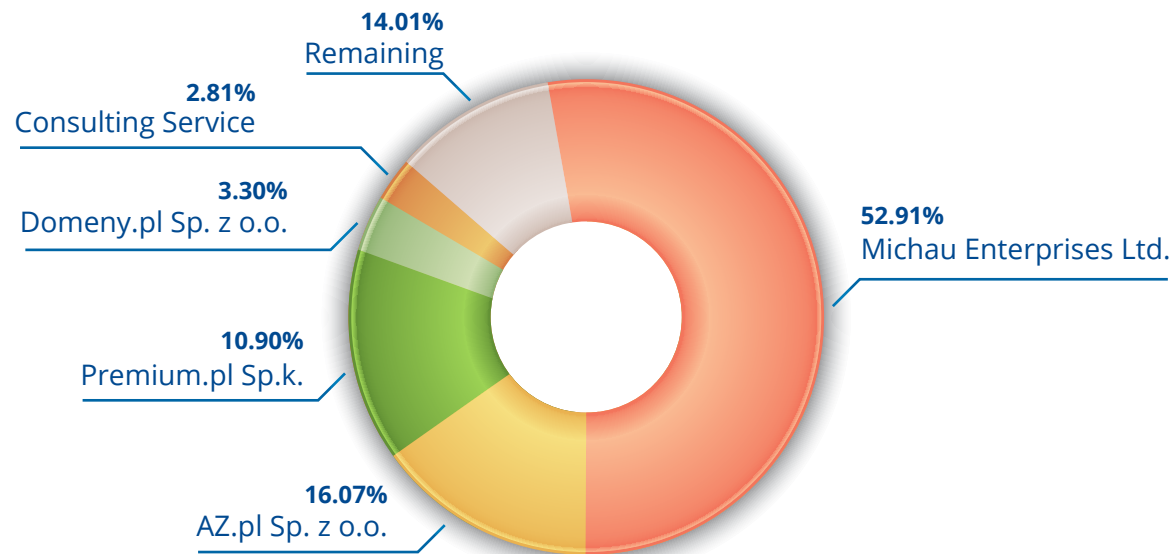
An option for registration of the .pl domain name (WLS) may be purchased only by NASK's Partners. From the beginning of April to the end of June 2013 options were most frequently realised through Michau Enterprises Ltd, which mediated in concluding **52.91%** of contracts. Over **16%** of contracts were concluded through Premium.pl Sp. k. Other Partners, most frequently

chosen by option buyers, were: AZ.pl Sp. z o.o. – **10.90%**, Domeny.pl Sp. z o.o. – **3.30%** and First Dropcatchers LLC – **2.81%**.

The Partners beyond the Top 5 serviced **598** new agreements on the options for registration of the .pl domain name.

WLS market share between Partners, Q2 2013*

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