



NASK'S REPORT FOR THE THIRD QUARTER OF 2013

.PL DOMAIN NAME MARKET



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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,

At the end of the third quarter of 2013, the volume of the .pl domain registry amounted to 2, 456, 292 domain names active in DNS. The number of .pl domain names in the last 3 months increased by 11.2 thousand, with the total number of new names equalled to 237 688.

It is worthwhile to observe that with the growth rate of the entire registry at the level of 0.46%, the number of .pl domain names, serviced by foreign registrars in the third quarter, increased the most significantly. The highest percentage growth of the number of serviced names, by 6.56%, was reached by the registrars outside Europe. The European registrars also recorded increase, by 1.68%. In contrary, the registrars from Poland, at the end of the third quarter, serviced by 0.47% fewer domain names as compared with the previous quarter.

Worthy of notice was also the fact that in the third quarter of this year the registration of new regional names was the least popular within the last four years, attaining the level as low as 7%. Almost 10-fold higher, i.e. nearly 70%, was the percentage rate of domain names registered directly in the .pl domain.

As indicated in the report, the renewal rate maintained the tendency of stable growth, observed from the beginning of 2013, and reached the level of 59.68%.

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

Michał Chrzanowski
NASK Director

Number of .pl domain names in DNS

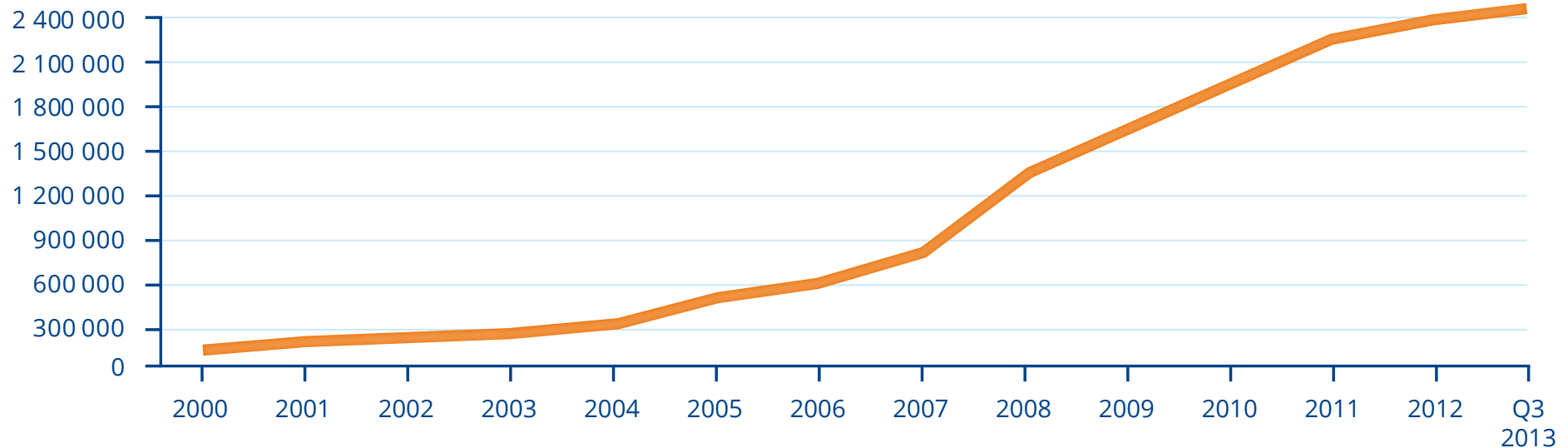
In the third quarter of 2013 the number of domain names active in DNS increased by **11.2 thousand**, attaining at the end of September the amount of **2 456 292** domain names.

Over **71%** of all the domain names, active in DNS and maintained during that time, were the names registered directly in the .pl domain, **21.48%** in functional domains (i.a. .com.pl, .org.pl) and **7.5%** in regional domains (i.a. .waw.pl, .tychy.pl).

The number of Registrants of .pl domain names, at the end of September 2013, exceeded **908 thousand**. In the third quarter, the share of entrepreneurs and organizations in the number of Registrants increased to **64.14%**, while the share of private persons decreased to **35.84%**. On average, **2.70** of .pl domain names fell for one Registrant.

Number of .pl domain names in DNS

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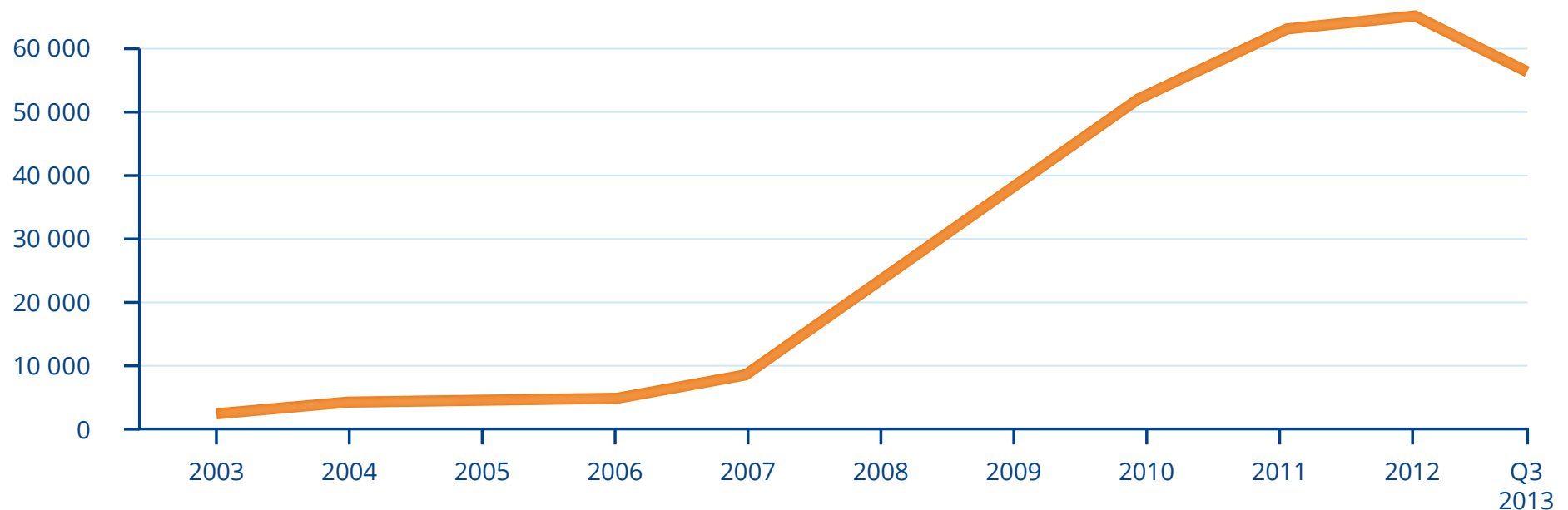
Number of .pl IDN domain names

At the end of September 2013, in the .pl registry the number of IDN domain names amounted to **57 220**. As compared to the previous quarter of 2013, this number decreased by **8.45%**.

The names with diacritic signs, at the end of the third quarter of 2013, constituted **2.33%** of all .pl domain names active in DNS.

Number of .pl IDN domain names active in DNS

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Number of new .pl domain name registrations

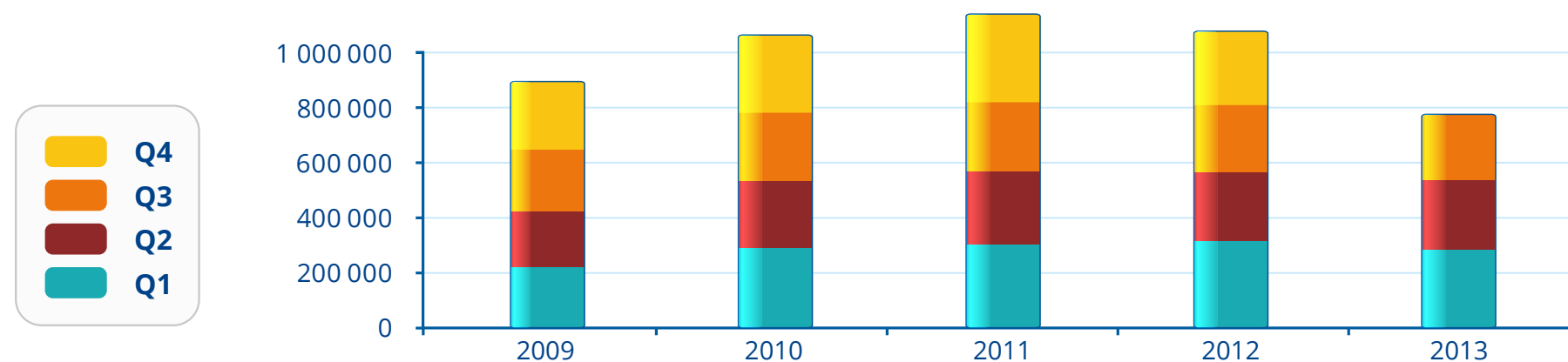
From the beginning of July to the end of September 2013 **237 688** new .pl domain names were registered. The number of registrations in particular months was as follows: **83 287** in July, **73 652** in August and **80 749** in September. Among all the newly registered .pl domain names, **5 461** were the names with diacritic signs.

In the third quarter of 2013, **93.48%** of .pl domain names registrations were carried out for the Registrants seated in Poland. Among

the Registrants located outside Poland, the most active were the Registrants domiciled in Cyprus (**1.82%** of .pl domain name registrations) and in the United States (**1.73%**). The further Registrants, worthy of note as far as their registration shares were concerned, were the Registrants situated in Germany and Great Britain for whom **0.98%** and **0.49%** of new registrations were effected respectively. For the Registrants from the remaining countries totally **1.5%** of .pl domain name registrations were executed.

Number of .pl domain name registrations

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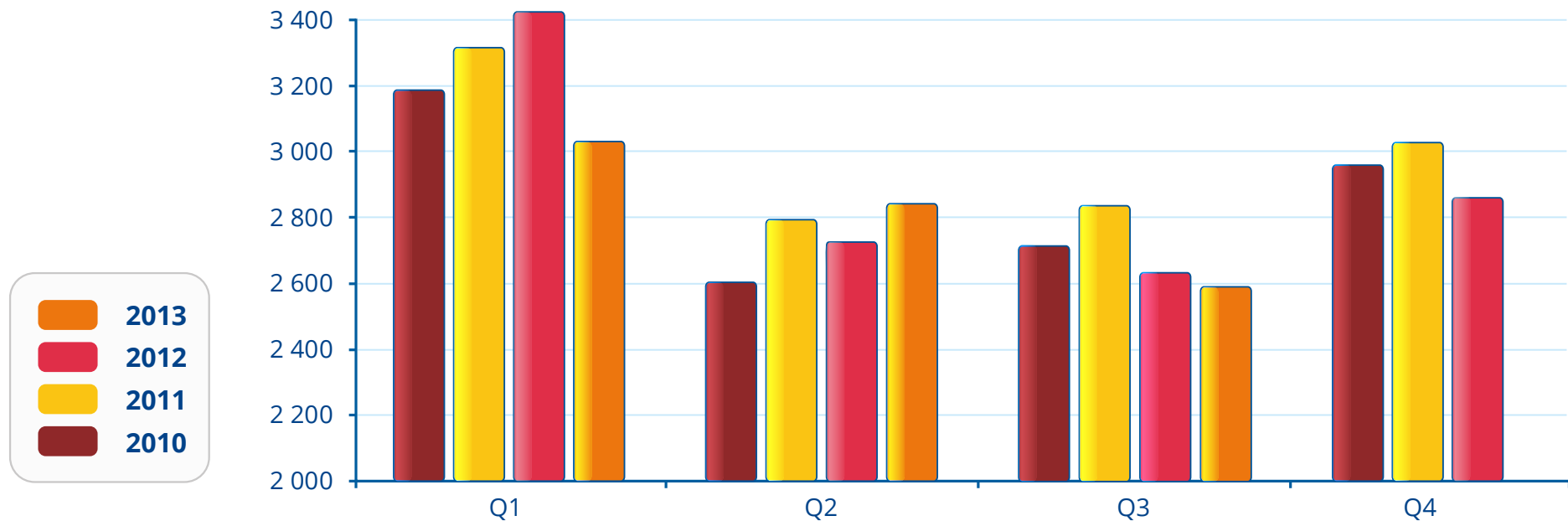
Number of new .pl domain name registrations, daily average

The daily average number of new .pl registrations in the third quarter of 2013 amounted to **2 584**. Most of the domain names were registered in September when daily average **2 692** new

domain names were registered. In July, daily average **2 687** and in August **2 376** .pl domain names were entered in the registry.

Number of .pl domain name registrations, daily average

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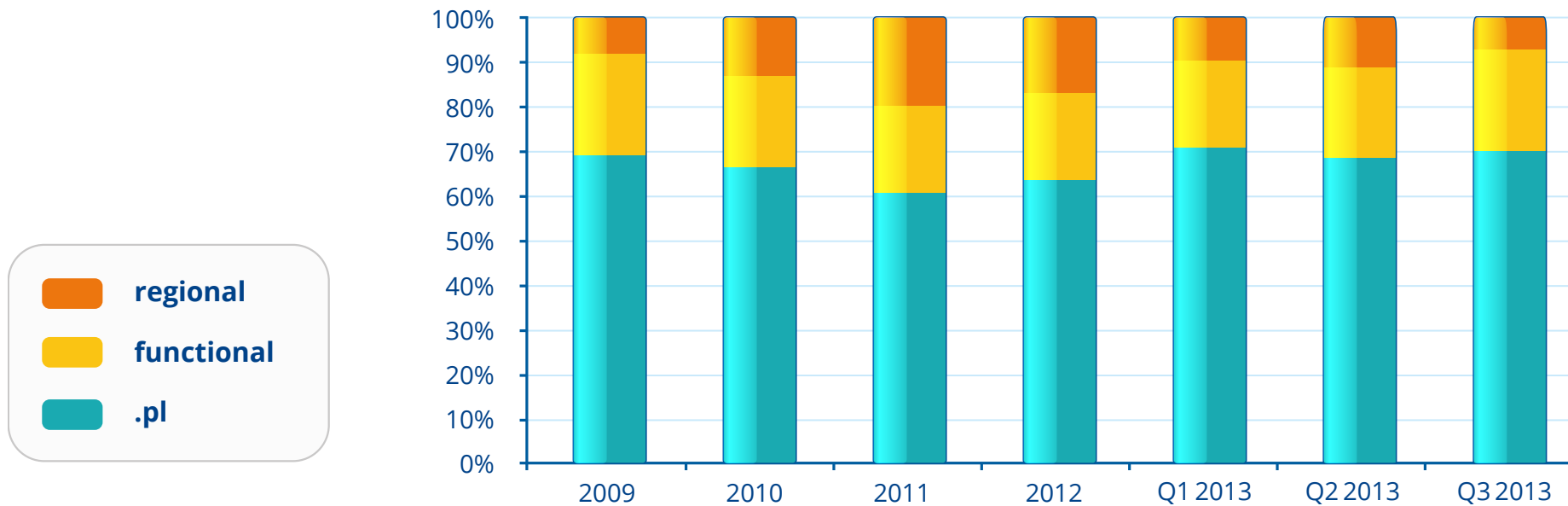
Number of new .pl domain name registrations with the division into the type of zone

In the third quarter of 2013, the number of registration of second level .pl domain names amounted to **165 805**, which constituted **69.76%** of the total number of registrations, almost by **2 p.p.** more than in the previous quarter. There were registered **55 207**

functional domains, **23.23%** of all registrations. The least popular was the registration of regional domain names, which attained the worst result during the last four years, namely **7.01%**.

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

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Renewal rate of .pl domain names

Since the beginning of July to the end of September 2013 in the .pl registry over **330 thousand** domain names were renewed for a consecutive maintenance period.

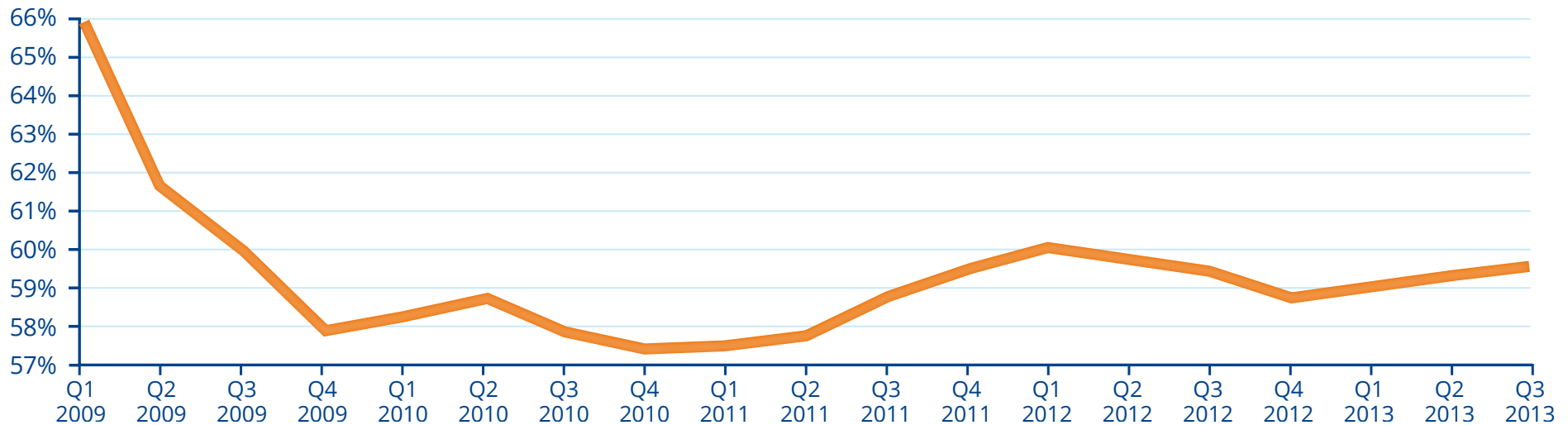
The renewal rate of .pl domain names remained the tendency of stable growth observed since the beginning of 2013. At the end of September this year the renewal rate attained the level of

59.68%, which gave the result by **0.17 p.p.** better than in the previous quarter.

Out of all the renewed domain names **75.1%** were registered before 2012, **24.75%** of names in 2012, whereas the remaining **0.15%** in 2013.

Renewal rate of .pl domain names

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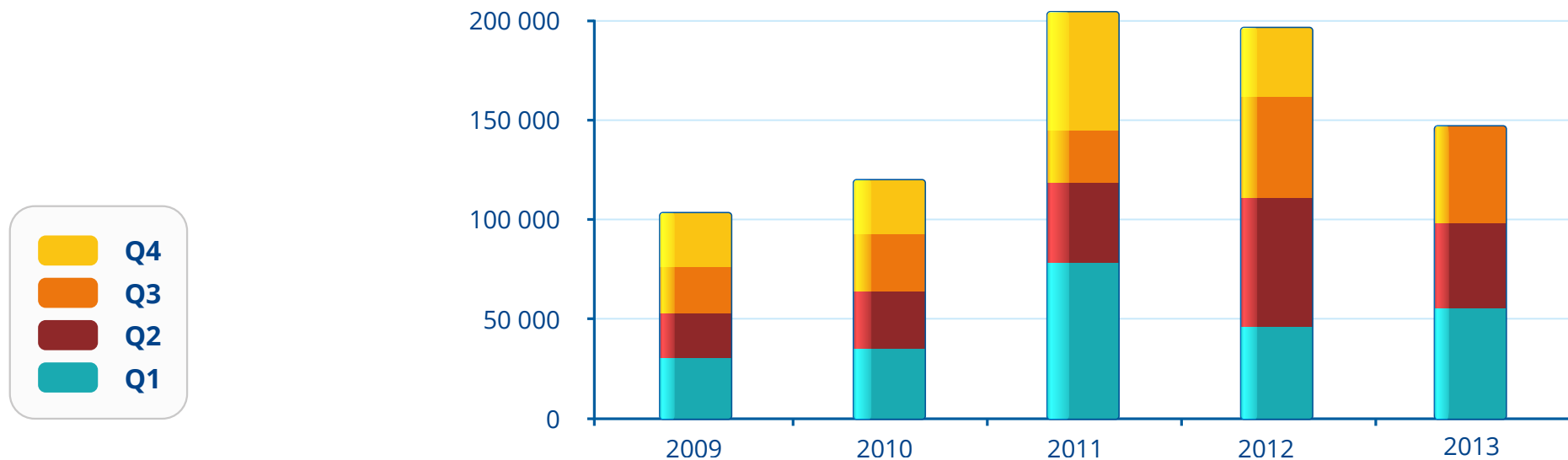
Transfers between Partners

Within the third quarter of 2013, the Registrants of the .pl domain names **48 623** times changed the Registrars servicing the domain names maintained for them. **695** domain name service transfers were performed with the simultaneous renewal of the .pl domain name for a consecutive billing period, whereby **428** of them were made just after the previous billing period had been completed.

Since the beginning of 2013 Registrants changed a NASK's Partner, authorized to service the .pl domain name, almost **147 thousand** times.

Number of .pl domain name transfers

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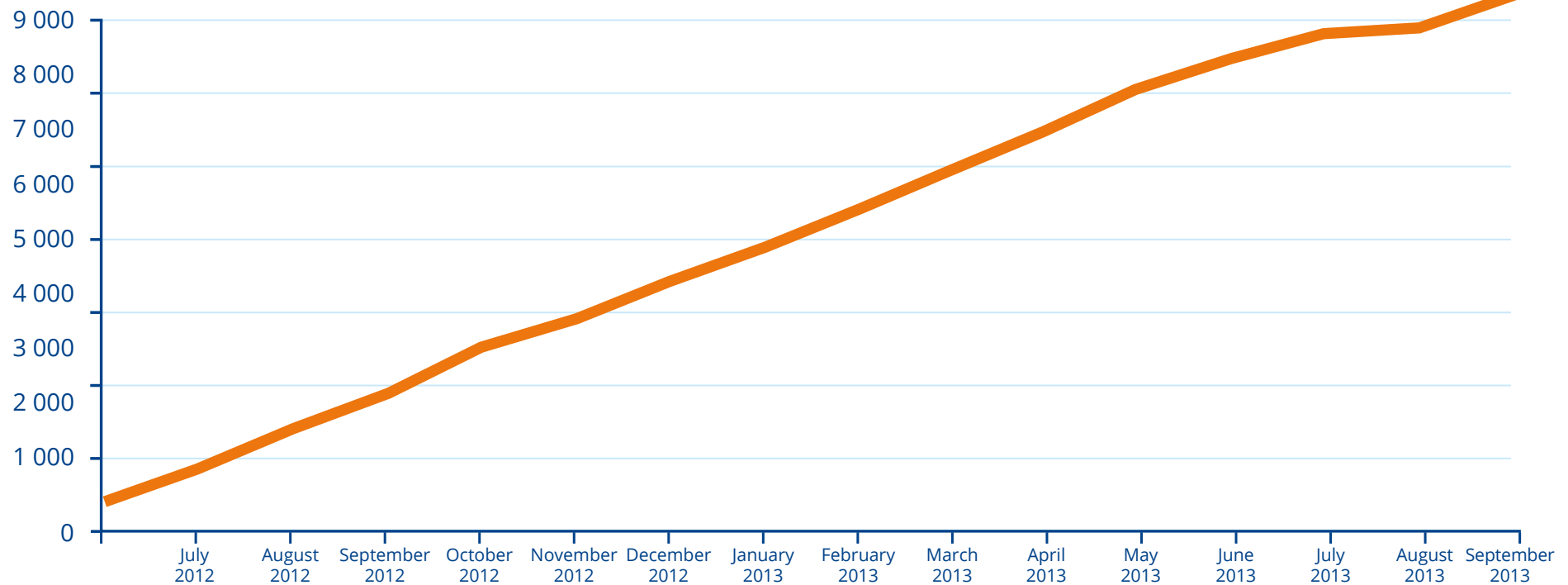
DNSSEC in the .pl domain name

At the end of the third quarter of 2013, in the .pl registry **9 436** domain names, active in DNS, were denoted as secured with the DNSSEC protocol. **81.84%** of secured names were registered directly in the .pl domain, **14.23%** in the functional domains and the remaining **3.93%** in the regional domains.

At the end of September 2013, eight NASK's Partners declared assistance in conveying to the .pl domain registry the security data, with one of them servicing **94.26%** of domain names secured with the DNSSEC protocol.

Number of the .pl domain names secured with DNSSEC

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Ranking of ccTLDs from the EU area

As compared to the previous quarter, the ranking of the biggest ccTLD of the European Union countries remained unchanged in the third quarter of 2013. The presented registries have remained their positions in the ranking for a year. In the forefront were present the following registries: German, British, Dutch, French and Italian. The Polish registry held the sixth position, followed by Spanish, Belgian, Swedish and Danish registry. The highest annual growth dynamics was recorded by French, Belgian and Swedish registry, attaining **9.48%**, **7.11%** and **6.50%** respectively.

Table includes data updated between the 1st and 5th of October 2013.

Position	Registry	Number of domain names
1.	.de	15 535 816
2.	.uk	10 581 773
3.	.nl	5 311 557
4.	.fr	2 673 236
5.	.it	2 601 715
6.	.pl	2 456 292
7.	.es	1 691 030
8.	.be	1 412 353
9.	.se	1 314 347
10.	.dk	1 239 920

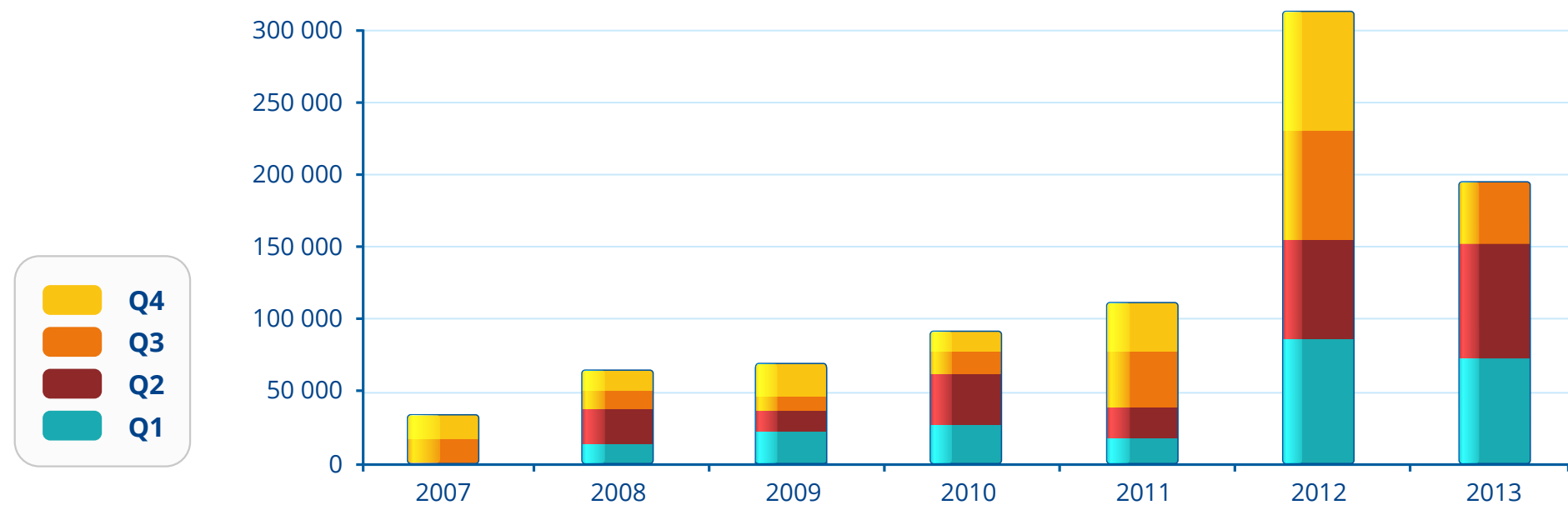
DNT

From the beginning of July to the end of September 2013 the DNT service (i.e. a 14-day .pl domain name test) was used **46 600** times. **2.34%** of the tested domain names were registered for a tester.

Since launching the service in September 2007 over **888 thousand** tests of .pl domain names were effected, with **6.23%** thereof being completed with the registration of a domain name.

Number of DNT registrations

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WLS

In the third quarter of 2013, **4 621** new agreements on the options for registration of the .pl domain name were concluded, and only **70** of existing agreements were renewed for consecutive 3 years.

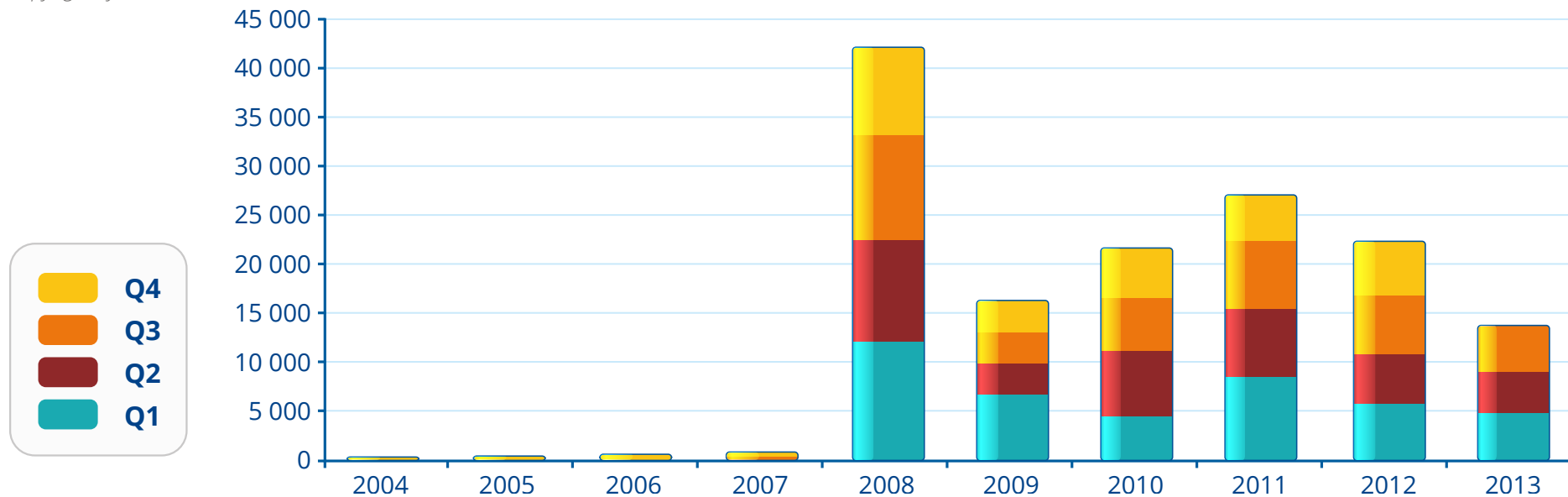
During that period, in case of **2 147** agreements, .pl domain names were made available for registration, and in case of **133** domain names made available, the formal requirements were not met or the domain registration was cancelled which resulted in the

domain names being released to the group of names available for registration.

Since the moment of making the option service available, in June 2004, the .pl domain registry concluded over **144 thousand** agreements, and in case of **44.72%** thereof, the option holder was provided with the .pl domain name for registration.

Number of WLS registrations

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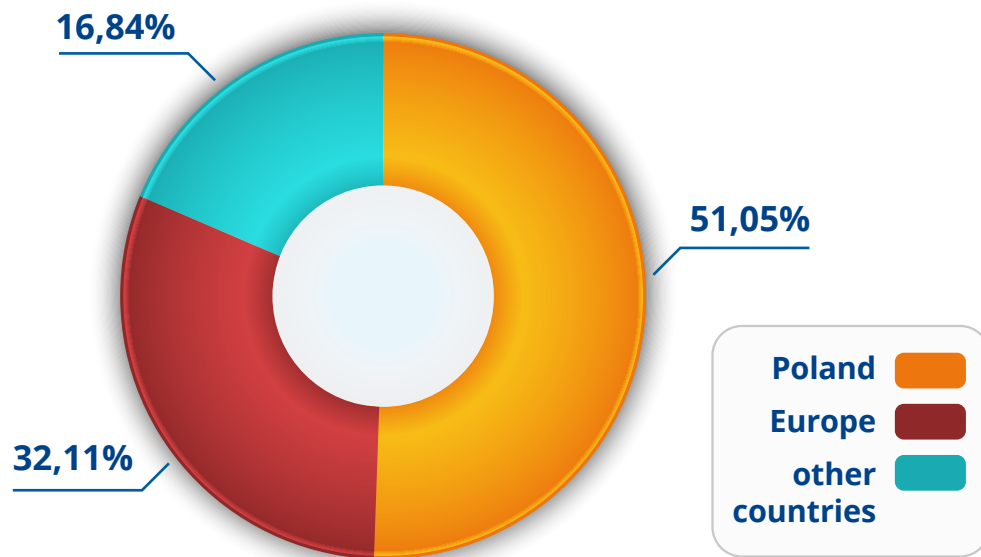
NASK Partners

With the end of the third quarter of 2013, the .pl domain Registry was cooperating with **190** Registrars from all over the world. **97** of them, servicing totally **76.77%** of domain names, were located in Poland. **61** Registrars, seated in other European countries, were servicing **13.12%** of domain names, and 32 Registrars from the remaining countries of the world were servicing totally **10.11%** of active .pl domain names.

During the third quarter of 2013 the number of active .pl domain names increased by **0.46%**. The highest domain name growth dynamics, **6.56%**, was recorded by the Registrars located outside Europe. The Registrars from Poland, at the end of the quarter, were servicing by **0.47%** fewer names, whereas the Registrars from the remaining European countries by **1.68%** more .pl domain names.

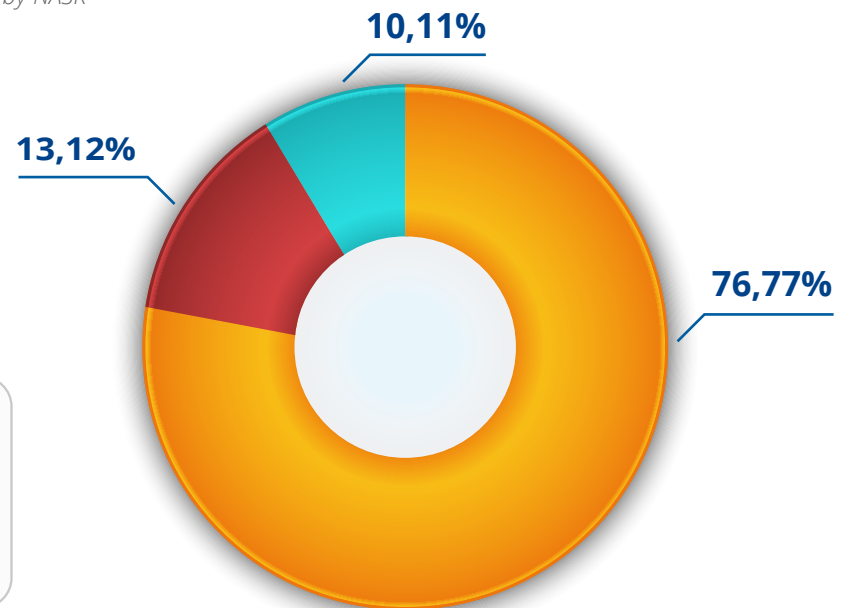
Partners of NASK, division by place of residence, Q3 2013

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.pl domain name market share between Partners considering the place of residence, Q3 2013

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Market share between Partners considering .pl domain names

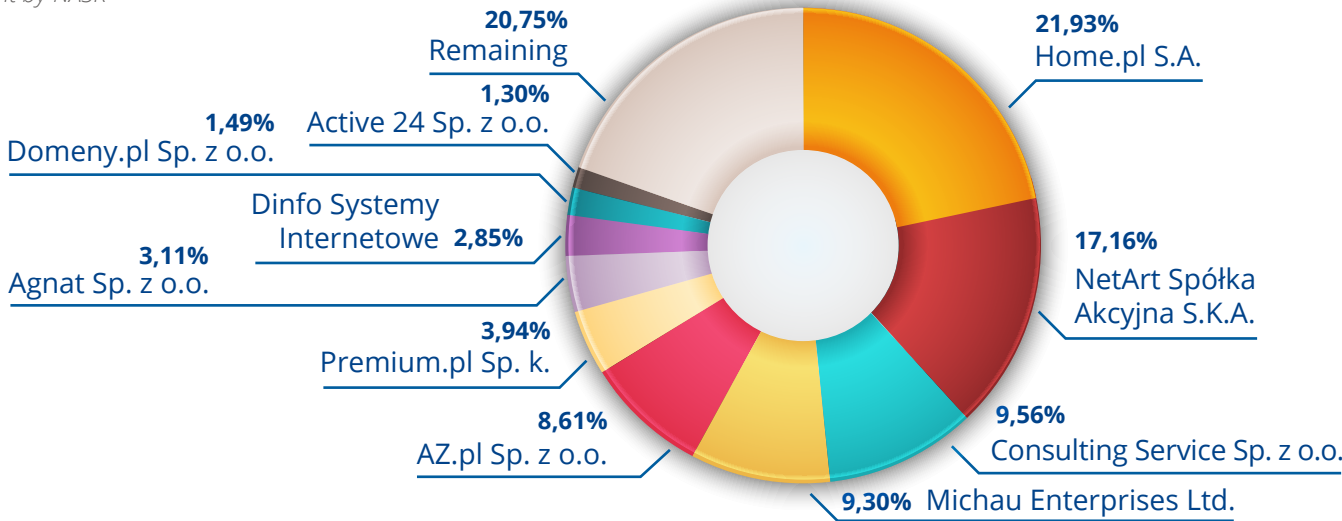
The TOP 10 NASK's Partners, at the end of September 2013, serviced totally **79.25%** of .pl domain names active in DNS.

The highest absolute growth of the number of domain names, within the beginning of July and the end of September 2013, was retained by the market leader, Home.pl S.A., which at the end of September was servicing **21.93%** of active .pl domain names. However, the highest growth dynamics of the number of serviced domain

names during the third quarter of 2013, at the level of **6.97%**, recorded Michau Enterprises Ltd, the market share of which finally amounted to **9.30%**. The biggest Registrars, other than Home.pl S.A. and Michau Enterprises Ltd. mentioned above, were: NetArt Spółka Akcyjna S.K.A. with **17.16%** share, Consulting Service with **9.56%** share, AZ.pl Sp. z o.o. with **8.61%**, Premium.pl Sp. k. with **3.94%**, Agnat Sp. z o.o. with **3.11%**, and with the share below **3%** were: Dinfo Systemy Internetowe, Domeny.pl Sp. z o.o. and Active 24 Sp. z o.o.

Market share between Partners considering .pl domain names, Q3 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

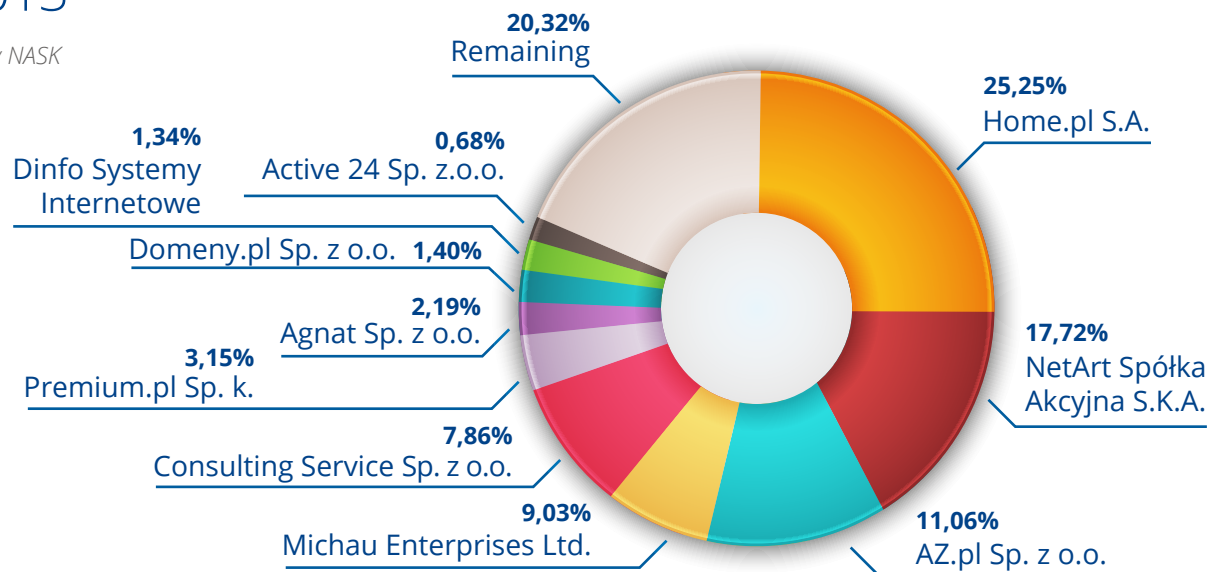
In the third quarter of 2013, **99.98%** of .pl domain names were registered by NASK's Partners. As much as **25.25%** of .pl domain names were registered by Home.pl S.A, **17.72%** by NetArt Spółka Akcyjna S.K.A and **11.06%** by AZ.pl Sp. z o.o., holding the third place on the list of TOP 10 NASK's Partners most frequently assisting in registration of the .pl domain names. On the further positions, with the share less than **10%**, were located: Michau Enterprises Ltd.,

Consulting Service, Premium.pl Sp. k., Agnat Sp. z o.o., Domeny.pl Sp. z o.o., Dinfol Systemy Internetowe and Active 24 Sp. z o.o.

The remaining NASK' Partners, in the third quarter of 2013, assisted in concluding **20.32%** of agreements on the .pl domain names maintenance.

Market share between Partners considering new .pl domain name registrations, Q3 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

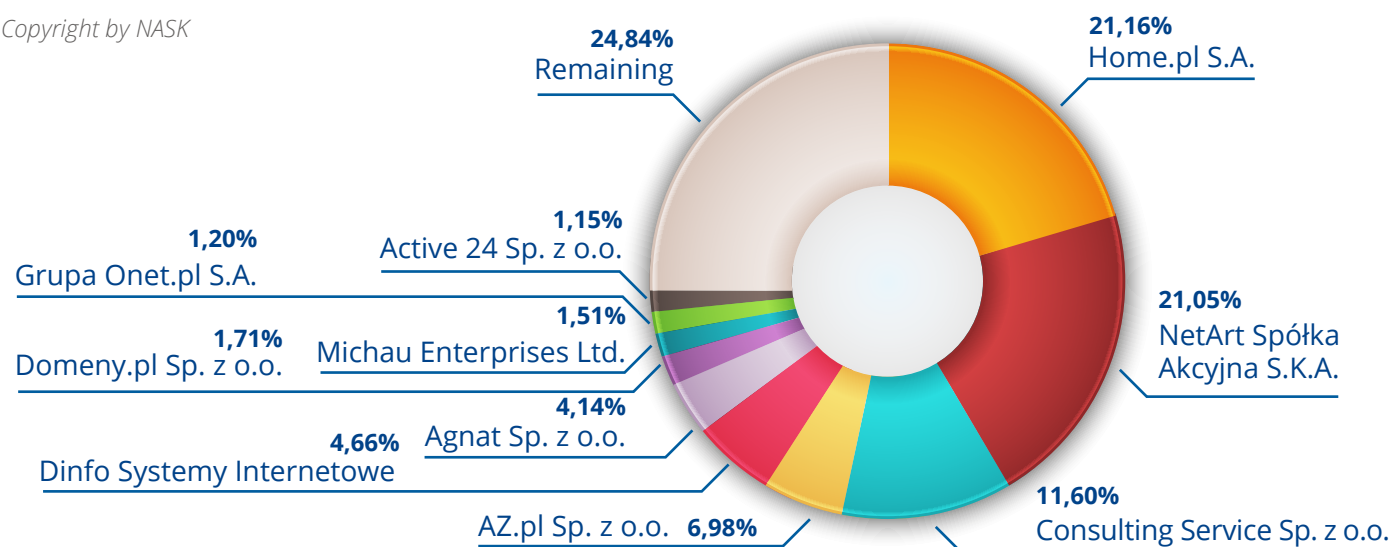
With the end of the third quarter of 2013, the NASK's Partners were servicing **98.12%** of the Registrants of the .pl domain names. The biggest market share was noted by two Registrars: Home.pl S.A. and NetArt Spółka Akcyjna S.K.A., each of them servicing over **21%** of Registrants. Consecutive most popular NASK's Partners among the Registrants were: Consulting Service Sp. z o.o. with the share at the level of **11.60%**, AZ.pl Sp. z o.o. with the share of **6.98%**,

whereas the Partners with the market share below **5%** were: Dinfo Systemy Internetowe, Agnat Sp. z o.o., Domeny.pl Sp. z o.o., Michau Enterprises Ltd., Grupa Onet.pl S.A. and Active 24 Sp. z o.o.

The Partners beyond the presented TOP 10 were servicing, at the end of September 2013, **24.84%** of .pl domain name Registrants.

Market share between Partners considering .pl domain name Registrants, Q3 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

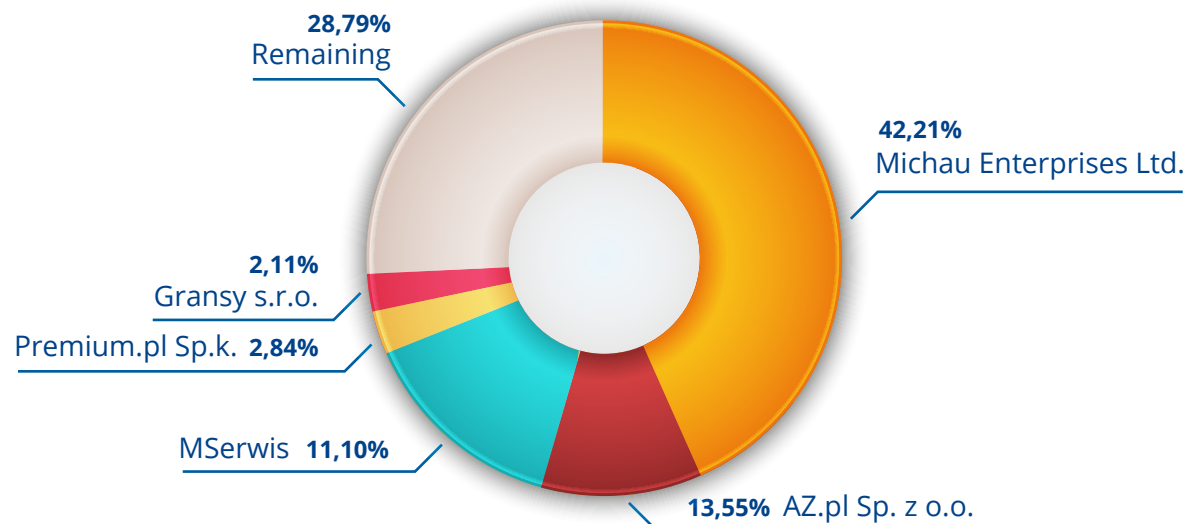
The registrations of .pl domain names for a 14-day test period, so called DNT, are carried out only through the NASK's Partners. During the third quarter of 2013, the unquestionable leader of the DNT market was Michau Enterprises Ltd. which assisted in concluding **42.21%** of DNT contracts. The successive place was taken by AZ.pl Sp. z o.o. with **13.55%** market share. The third position

was occupied by MSerwis with **11.10%** share. Among the distinctive Registrars during this quarter in the DNT market were also: Premium.pl Sp. k. and Gransy s.r.o.

The NASK's Partners, beyond the presented TOP 5, were servicing **28.78%** of the .pl domain name tests.

DNT market share between Partners, Q3 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

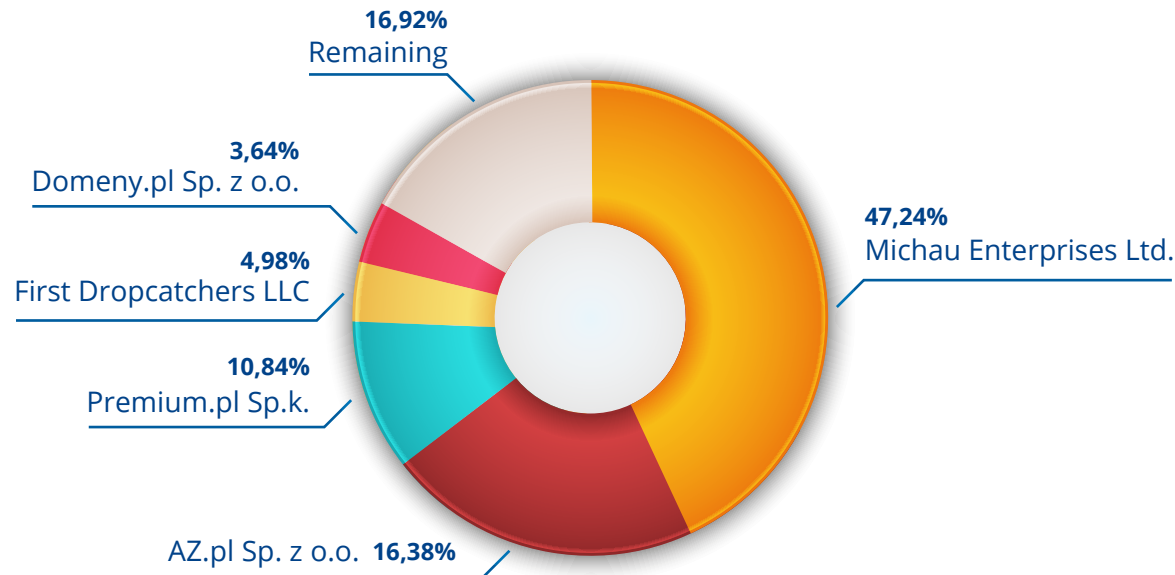
Concluding of the agreement on options for registration of the .pl domain name, similar as DNT, may be executed only by NASK's Partners. During the third quarter of 2013 options for registration of the .pl domain names were most frequently realised through Michau Enterprises Ltd, which assisted in concluding **47.24%** of agreements. Further Partners, most frequently chosen by option

buyers within this period, were: AZ.pl Sp. z o.o. – **16.38%**, Premium.pl Sp. k. – **10.84%**, First Dropcatchers LLC – **4.98%** and Domeny.pl Sp. z o.o. – **3.64%**.

The Partners beyond the Top 5 serviced **16.92%** of new agreements on the options for registration of the .pl domain name.

WLS market share between Partners, Q3 2013*

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