Q3
2017

.pl domain name market

NASK'S REPORT FOR THE THIRD QUARTER OF 2017

NASK

.pl Domain Name Registry

Table of contents

Introduction

Wojciech Kamieniecki
NASK Director

Dear Readers,

Behind us is the third quarter of 2017, the overview of which, containing detailed data on the .pl domain market in Poland, is presented in this report. We publish the quarterly journal in a new graphic design with a new logo as well as elements of modern visual identity of the .pl registry.

At the end of September 2017 the number of active .pl domain names amounted to nearly 2.6 million. Temporary slowdown of the dynamics of the .pl domain market, observed from the beginning of the year – decrease in the number of new registrations – should be perceived in the light of extending the selection of attractive names as well as a growing number of new generic domains and increase in competition in the global domain market.
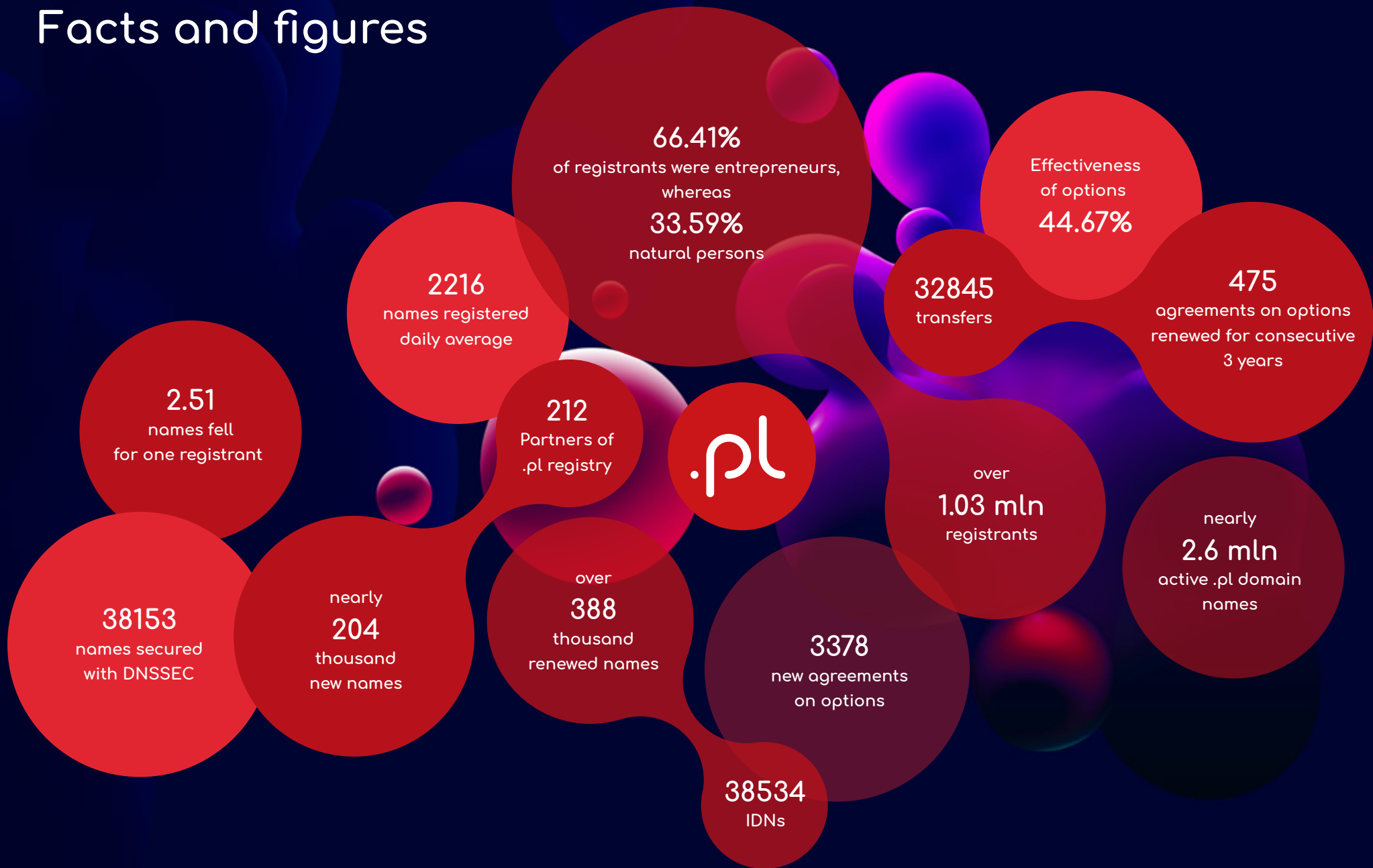
At the same time we are glad to observe that the number of .pl domain registrants is constantly growing – during the third quarter the number grew by over 5.5 thousand. Worthy of note is also the fact that the renewal rate of .pl domain names, in the third quarter, attained the level of 62.22%, improving the last quarter's result by 0.54 p.p. During the discussed period the number of .pl domain names, secured with a modern DNSSEC protocol, increased by almost 2 thousand. This type of names constitutes currently ca. 1.5% of all registered .pl domain names. We are observing a growing registrars' interest in the DNSSEC protocol and provision of .pl domain security in the Internet which, in turn, fills with hope that this number will increase significantly soon.

In chapter "Insight into .pl registry" you will find an interview with Martyna Różycka, leader of the Illegal Content in the Internet Response Team – Dyżurnet.pl. During the interview there was raised a question of service administrators' responsibility to respond to reported cases of publishing illegal content in the Internet.

We are very pleased that the NASK Registrar Programme is still developing. At the end of September we had great pleasure to meet our registrars during the Open Day at the .pl registry. A new formula of the event was welcomed very positively by participants. During the meeting there were discussed, among others, issues related to disputes on .pl domain names, bulk transfer and implementation of GDPR as one of most important elements of the policy of managing both the network and information security.

I wish you pleasant reading of the report on Q3 2017.

.pl Domain Name Registry

Facts and figures

66.41% of registrants were entrepreneurs, whereas **33.59%** natural persons

Effectiveness of options **44.67%**

2216 names registered daily average

32845 transfers

475 agreements on options renewed for consecutive 3 years

2.51 names fell for one registrant

212 Partners of .pl registry

.pl

over **1.03 mln** registrants

nearly **2.6 mln** active .pl domain names

38153 names secured with DNSSEC

nearly **204** thousand new names

over **388** thousand renewed names

3378 new agreements on options

**38534** IDNs

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.pl domain names active in DNS

Domains in .pl registry

At the end of September 2017, in the .pl registry there were **2 592 014** domain names active in DNS with **75.81%** thereof registered directly in the .pl domain (second level domain names), **19.66%** in functional domains (e.g.: .com.pl, .info.pl) and **4.53%** in regional domains (e.g. .warsza-wa.pl, .wrocław.pl).

Out of all .pl domain names, active in DNS, **25.52%** were registered in 2017, **18.42%** in 2016, **33.73%** of names were registered between 2011 and 2015, **15.98%** between 2006 and 2010, while remaining **6.35%** of names were entered in the registry in years 1994-2005.

Number of domain names active in DNS as divided into the type of zone, Q3 2017
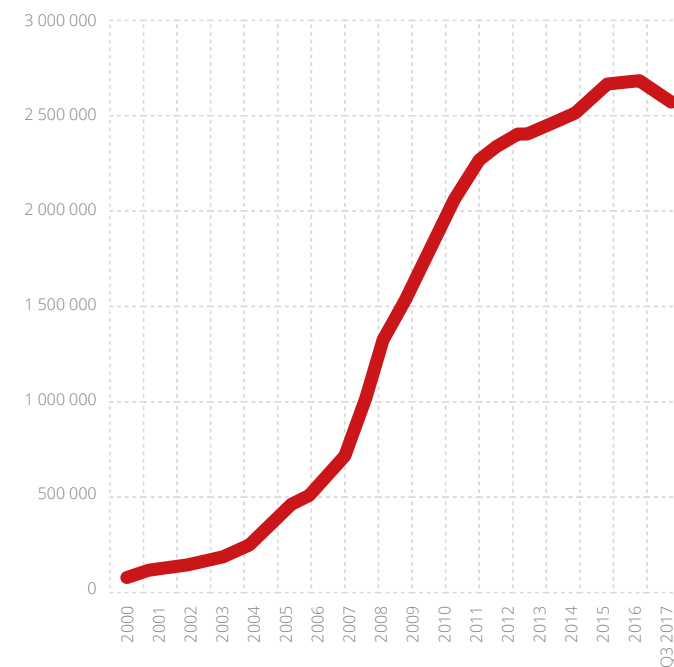

Second level domain names
75.81%

Regional
4.53%

Functional
19.66%
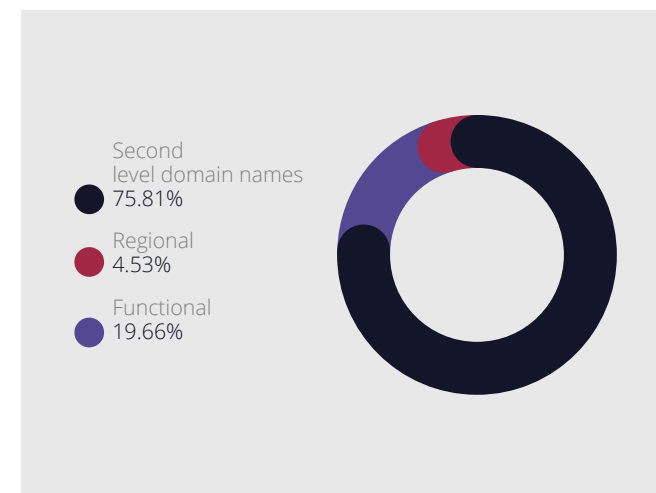
Copyright by NASK

Number of domain names active in DNS as divided into the year of registration, Q3 2017
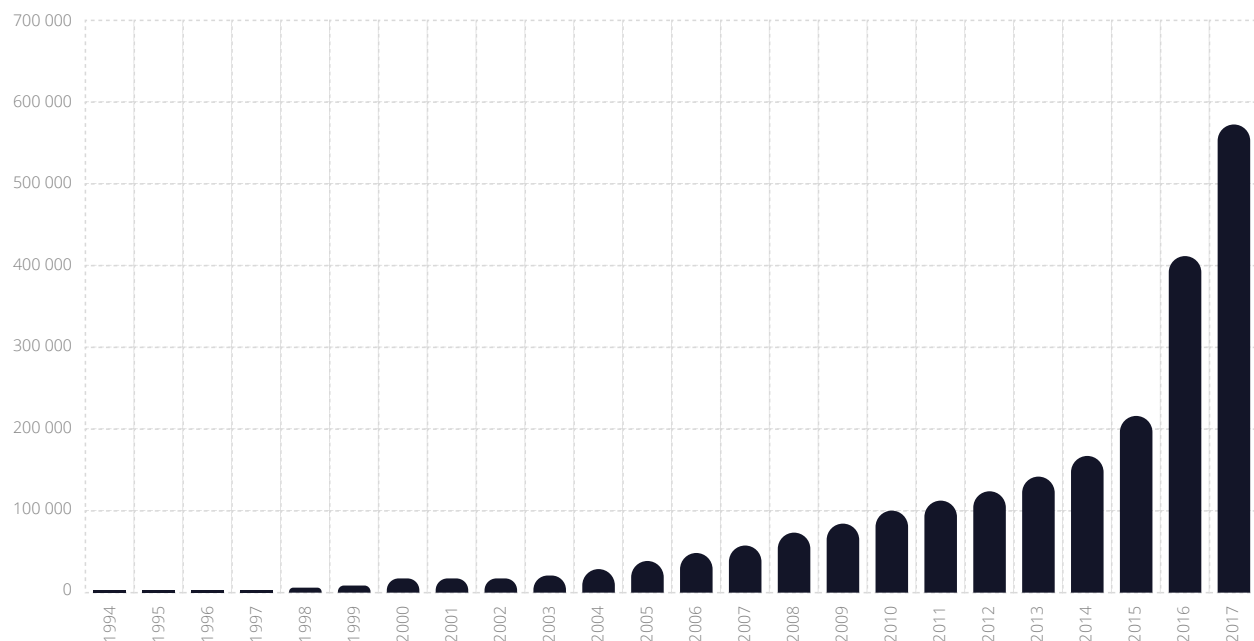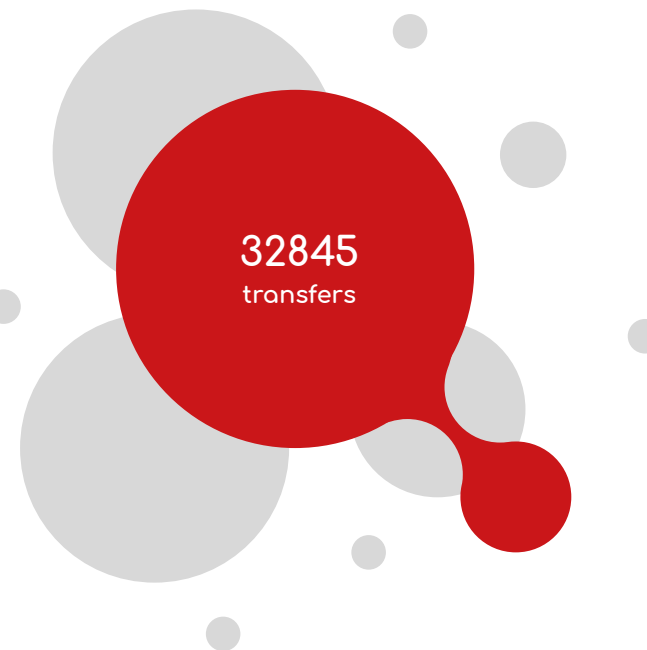

Copyright by NASK

Number of .pl domain names in DNS

Copyright by NASK

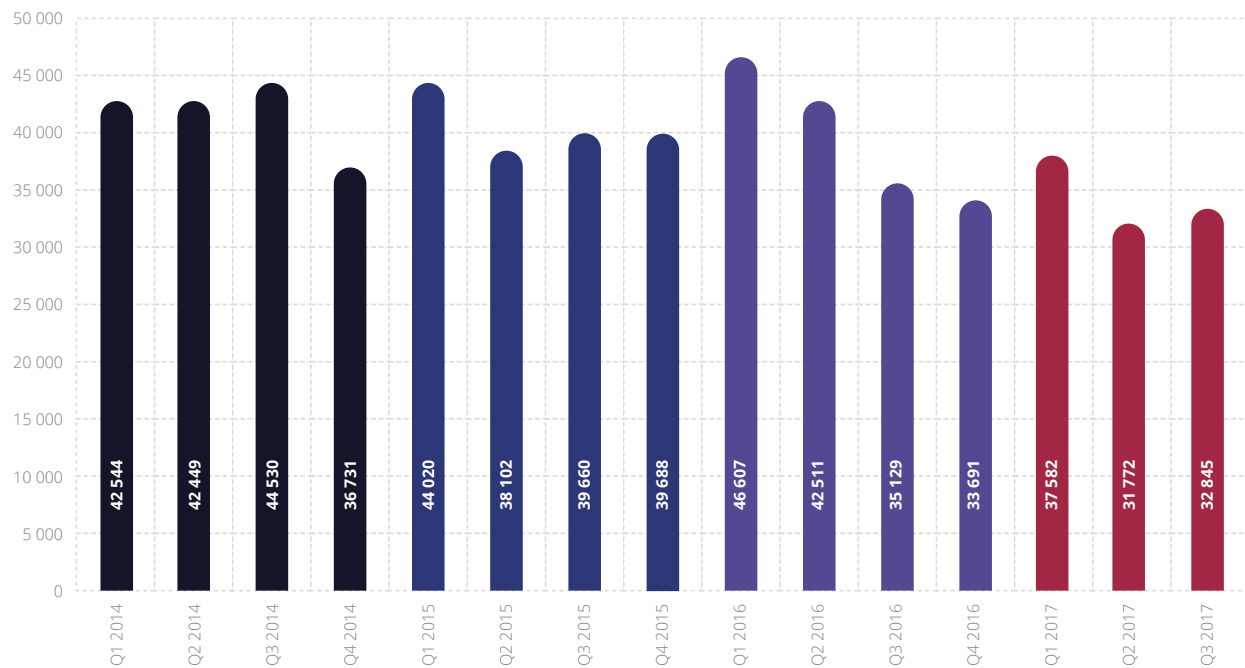NASK'S report for the third quarter of 2017
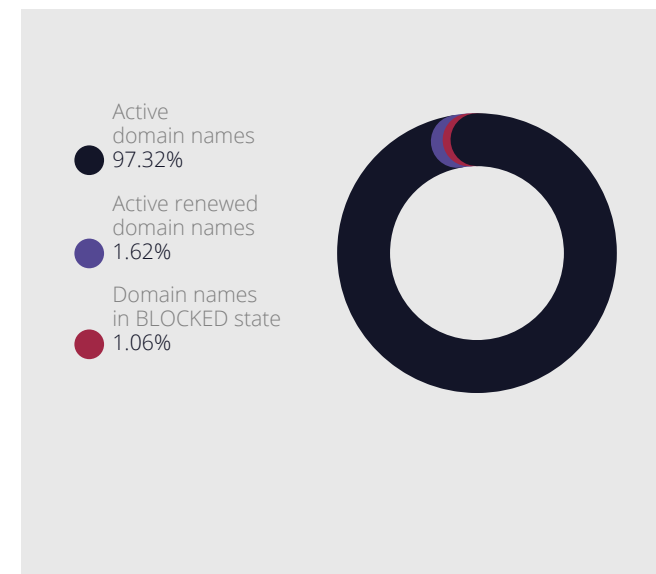
.pl domain names active in DNS

Transfers

From the beginning of July to the end of September 2017 .pl domain registrants **32 845** times changed a registrar servicing their .pl domain names. In **880** cases the transfer was executed with a simultaneous renewal of a domain name for a consecutive billing period while **347** of them being effected after the previous billing period had been completed.

32845
transfers

Number of .pl domain name transfers

Quarter	Value
Q1 2014	42 544
Q2 2014	42 449
Q3 2014	44 530
Q4 2014	36 731
Q1 2015	44 020
Q2 2015	38 102
Q3 2015	39 660
Q4 2015	39 688
Q1 2016	46 607
Q2 2016	42 511
Q3 2016	35 129
Q4 2016	33 691
Q1 2017	37 582
Q2 2017	31 772
Q3 2017	32 845

Division of transfers, Q3 2017

Active domain names
97.32%

Active renewed domain names
1.62%

Domain names in BLOCKED state
1.06%

NASK'S report for the third quarter of 2017

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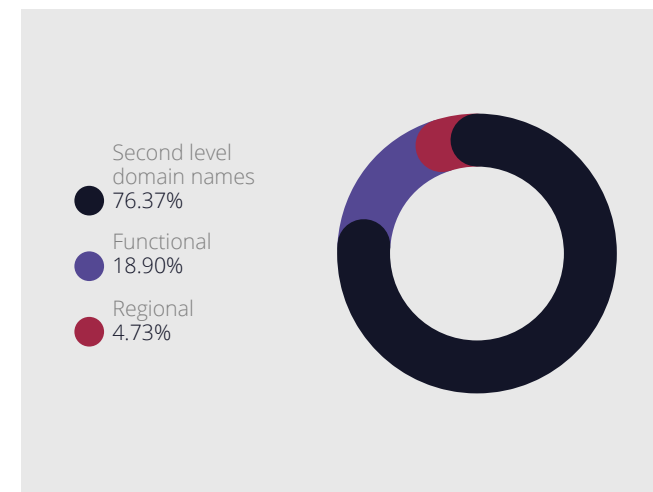
.pl domain names active in DNS

Renewal of a domain name for a consecutive billing period

The renewal rate, at the end of September 2017, amounted to **62.22%**. In the third quarter of 2017 over **388 thousand** names were renewed, with second level domain names constituting **76.37%**, functional domain names **18.90%** and regional domain names **4.73%.**

81.74% of .pl domain names, renewed between 1 July and 30 September 2017, were registered before 2016, **18.16%** in 2016, while remaining **0.10%** in 2017.
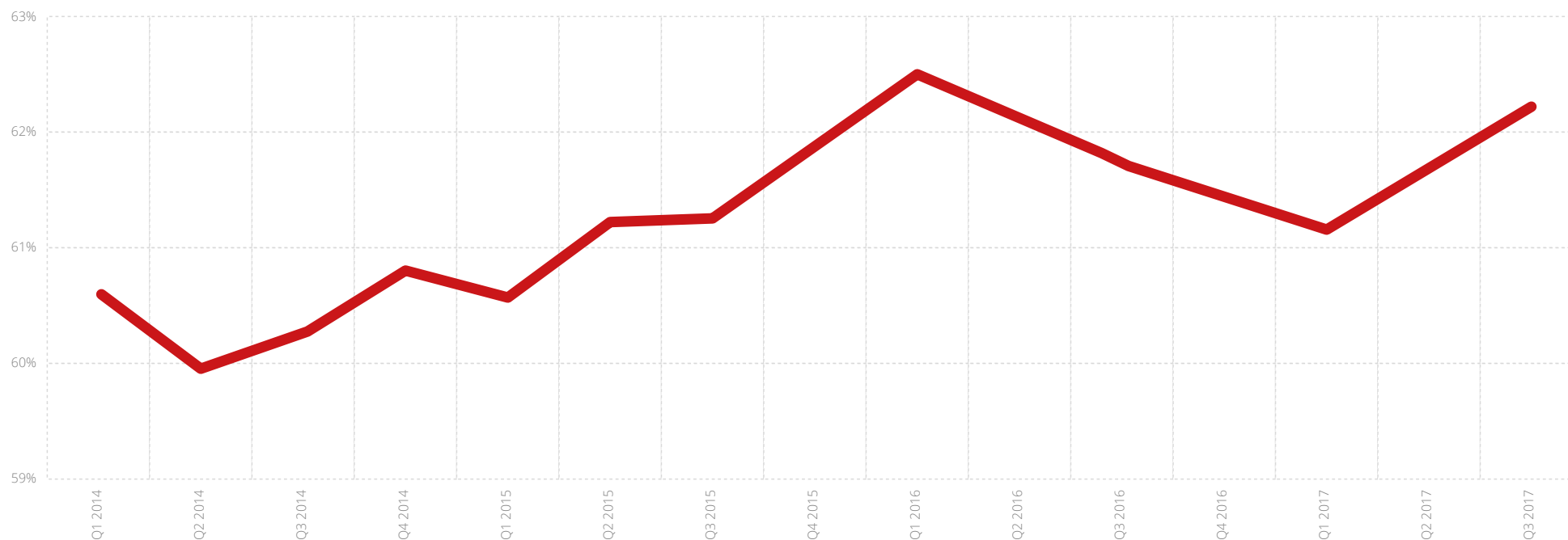
In case of **1731** names the last day of a billing period was shifted by an individually defined number of days.

Structure of renewed .pl domain names, Q3 2017

Second level domain names
76.37%

Functional
18.90%

Regional
4.73%

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Renewal rate of .pl domain names

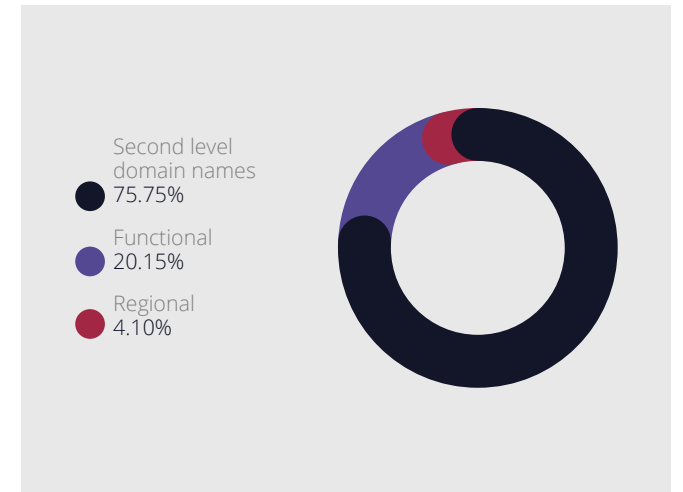|														
Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017

New domain names in .pl registry

During the third quarter of 2017 **203 898** .pl domain names were registered. In July the number of registrations amounted to **65 578**. In August **65 332** new names were registered. The highest number of names, **72 985**, were registered in September.

A daily average number of registered .pl domain names, during the quarter under discussion, amounted to **2 216**. In particular months the amount of daily registrations equalled on average **2 115** in July, **2 108** in August and **2 433** in September.
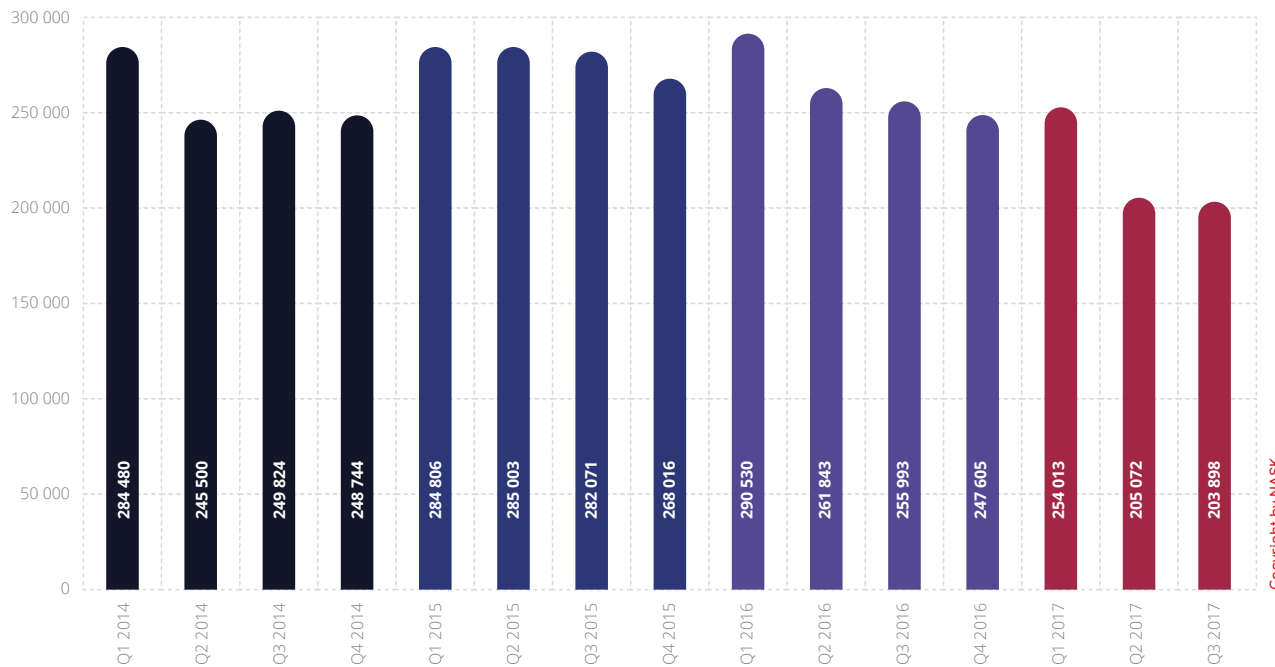
From the beginning of July to the end of September 2017 **75.75%** of registrations were effected directly in the .pl domain (second level domain names), **20.15%** in functional domains, whereas remaining **4.10%** in regional domains.

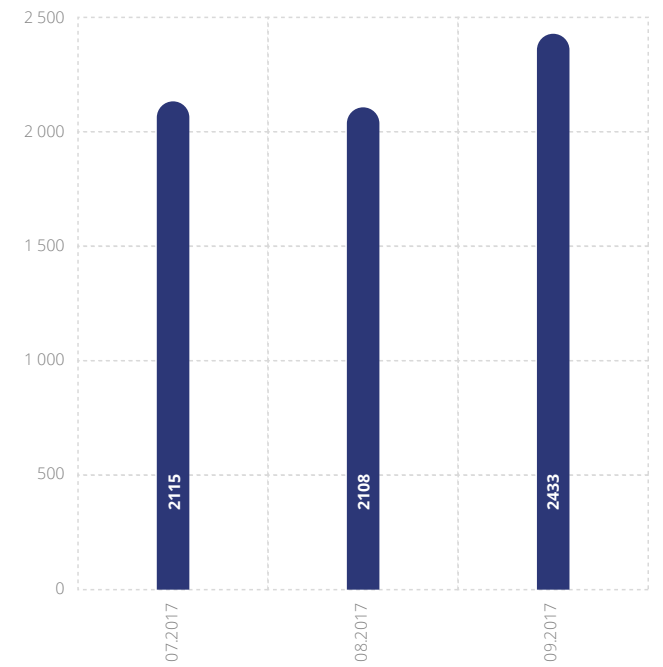**.pl domain name registrations as divided into a type of zone, Q3 2017**

Second level domain names
75.75%

Functional
20.15%

Regional
4.10%

Copyright by NASK

Number of .pl domain name registrations

Quarter	Value
Q1 2014	284 480
Q2 2014	245 500
Q3 2014	249 824
Q4 2014	248 744
Q1 2015	284 806
Q2 2015	285 003
Q3 2015	282 071
Q4 2015	268 016
Q1 2016	290 530
Q2 2016	261 843
Q3 2016	255 993
Q4 2016	247 605
Q1 2017	254 013
Q2 2017	205 072
Q3 2017	203 898

Copyright by NASK

Number of .pl domain name registrations, daily average, Q3 2017

Month	Value
07.2017	2115
08.2017	2108
09.2017	2433

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Registrants of .pl domain names

Registrants in the .p registry

At the end of the third quarter of 2017 in the .pl registry, there were **1 035 681** unique entries of .pl domain name registrants. It is **5 565** registrants more than at the end of the second quarter of 2017. **2.51** .pl domain names fell for one registrant on average. Entrepreneurs constituted **66.41%** and natural persons **33.59%** of all registrants.

Place of residence of .pl domain name registrants

At the end of September 2017, from amongst all the domain names, active in DNS, **93.96%** were being maintained for the registrants domiciled in Poland and only **6.04%** of names for registrants from abroad. In this group the numerous registrants were from Germany (**1.47%**), Great Britain (**0.67%**) and United States (**0.60%**).

Out of all new .pl domain names registrations, effected in the third quarter of 2017, **91.05%** were realized for registrants from Poland, while remaining **8.95%** of names for foreign registrants, amongst whom predominant were registrants from Cyprus (**4.20%**), Germany (**0.94%**) and Great Britain (**0.76%**).
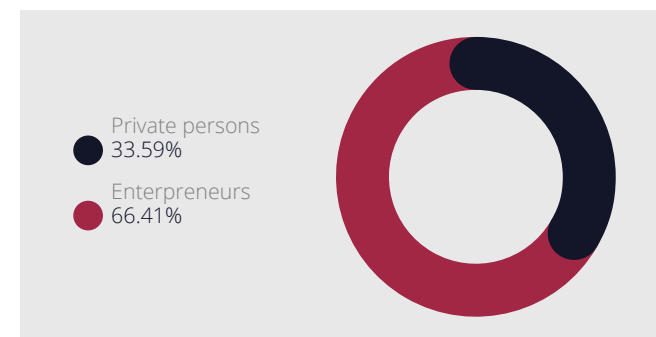
Registrants vs .pl domain names

With the end of the third quarter of 2017 for entrepreneurs and organizations there were being maintained in the registry **68.61%** of names, active in DNS, whereas remaining **31.39%** for natural persons. For entrepreneurs and organizations **61.74%** of new registrations were executed, while for natural persons **38.26%**. At the end of September 2017 the .pl registry was maintaining one domain name for **66.06%** of registrants, two domain names for **15.65%**, three domain names for **5.78%**, and 10 and more .pl domain names were held by **2.73%** of registrants.
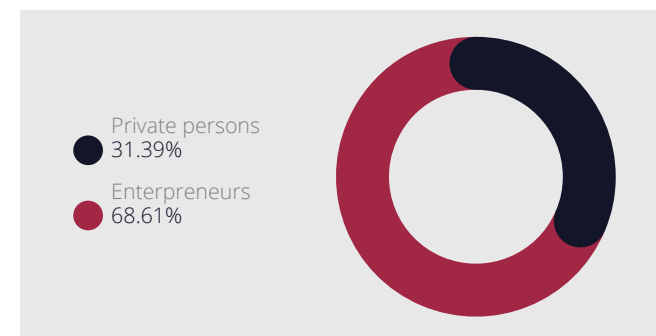
Assignments

In the third quarter of 2017 there were **28 240** changes of .pl domain names registrants.

Division of Registrants of .pl domain names, Q3 2017

Private persons
33.59%

Enterpreneurs
66.41%

Division of .pl domain names for Registrants, Q3 2017

Private persons
31.39%

Enterpreneurs
68.61%

Division of .pl domain name registrations for the type of registrant, Q3 2017

Private persons
38.26%

Enterpreneurs
61.74%
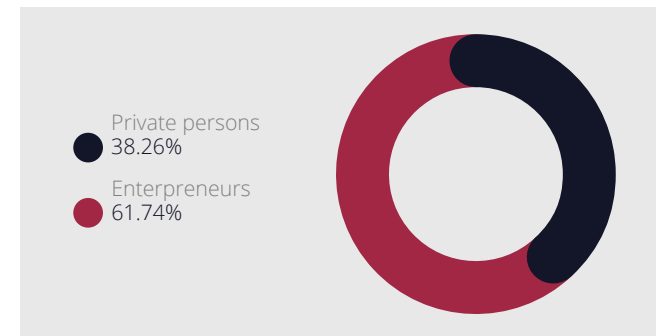
Division of .pl domain names active in DNS for registrant's country, Q3 2017

Poland 93.96%
Others 6.04%

Germany 1.47%
Great Britain 0.67%
USA 0.60%
Seychelles 0.33%
Holland 0.30%

France 0.28%
Czech Republic 0.28%
Cyprus 0.24%
Sweden 0.17%
Switzerland 0.12%
Others 1.58%

Copyright by NASK
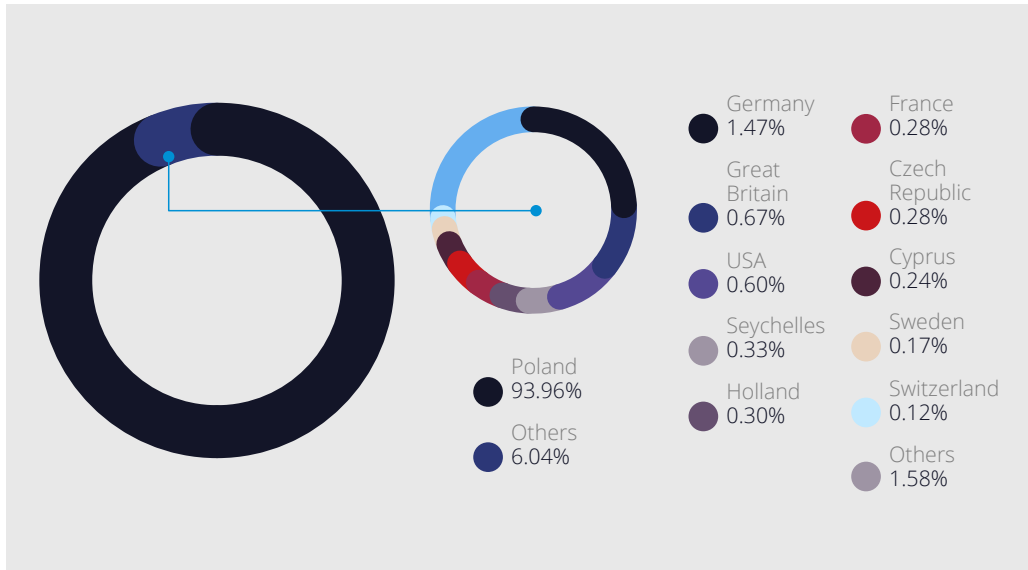
Division of .pl domain name registrations for a registrant's country, Q3 2017

Poland 91.05%
Others 8.95%

Cyprus 4.20%
Germany 0.94%
Great Britain 0.76%
Malta 0.47%
Seychelles 0.36%
Others 2.22%

Copyright by NASK
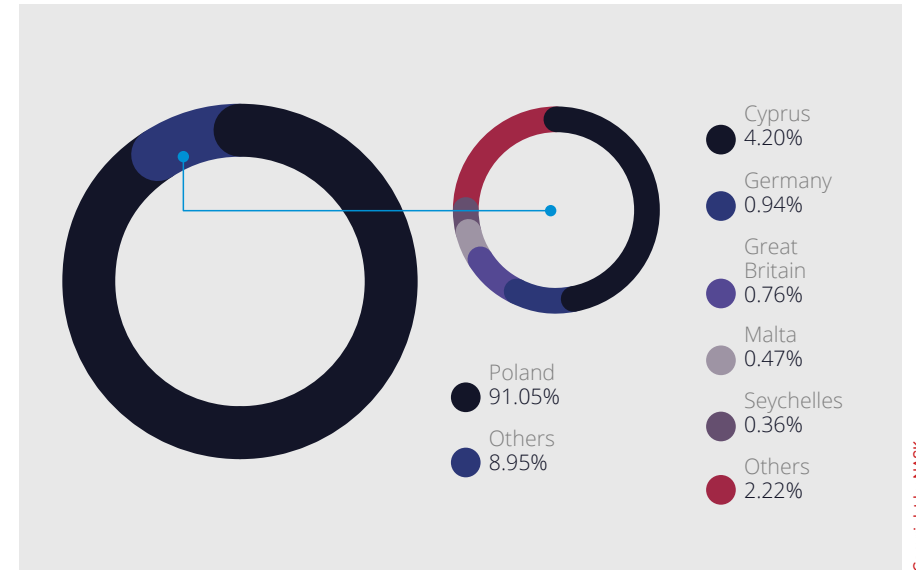
Division of registrants by account of the number od maintained .pl domain names, Q3 2017

One name 66.06%
Two names 15.65%
Three names 5.78%
Four names 3.68%
Five names 2.45%

Six names 1.53%
Seven names 0.92%
Eight names 0.70%
Nine names 0.50%
Ten names and more 2.73%

Copyright by NASK
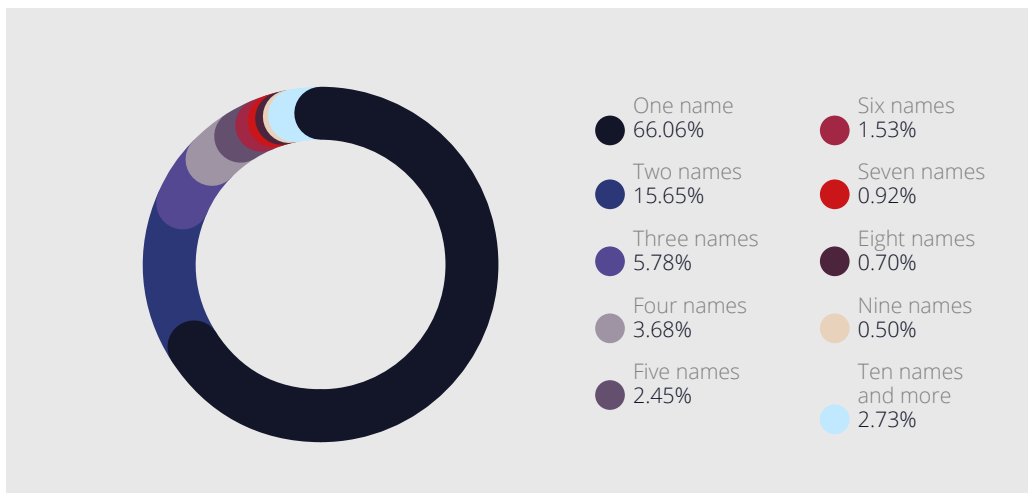
Number of changes of .pl domain name registrants, Q3 2017

10 200

5 200

200

July   August   September

Copyright by NASK
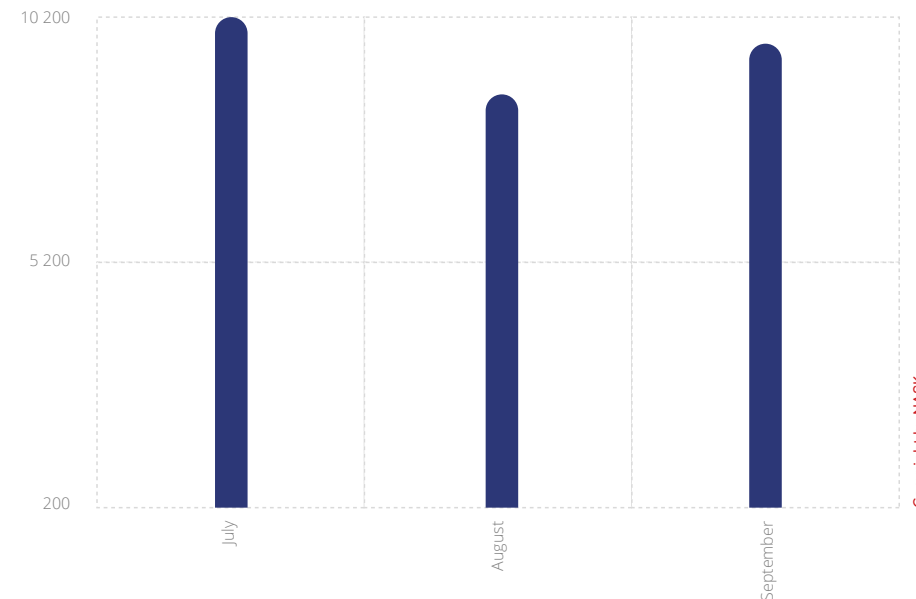
Additional services of .pl registry

IDNs

The .pl registry, at the end of the third quarter of 2017, contained **38 534** names, active in DNS, with national diacritic signs (IDNs), constituting **1.48%** of all active .pl domain names.
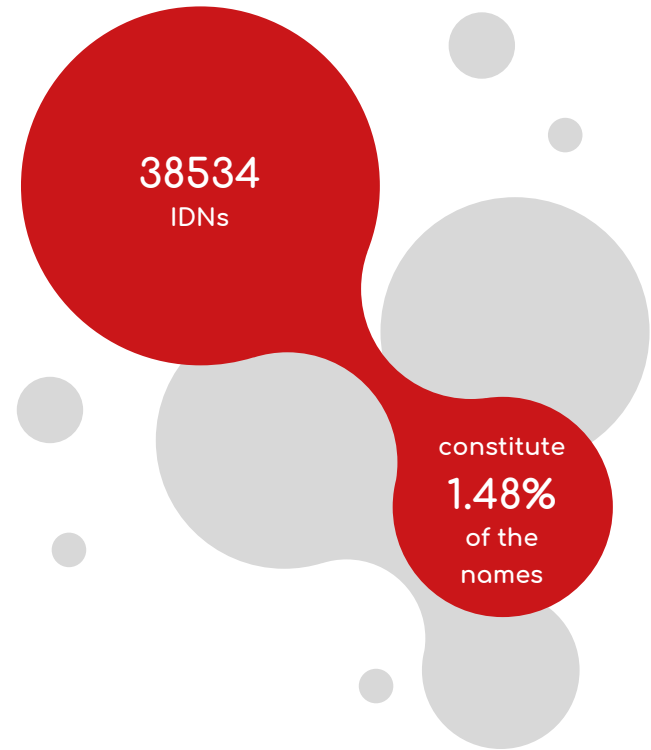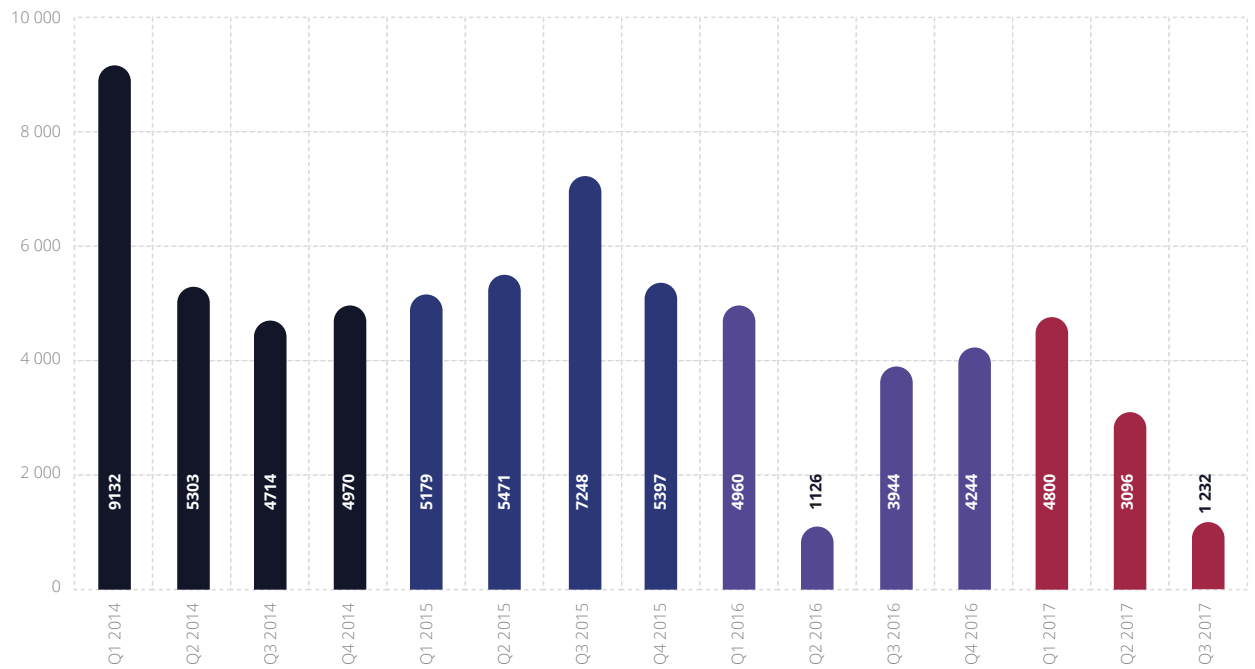
From the beginning of July to the end of September 2017 **1 232** IDNs were registered, i.e. **0.60%** of all .pl domain names registered during that period.

38534
IDNs

constitute
1.48%
of the names

Number of .pl IDNs registrations

Quarter	Value
Q1 2014	9132
Q2 2014	5303
Q3 2014	4714
Q4 2014	4970
Q1 2015	5179
Q2 2015	5471
Q3 2015	7248
Q4 2015	5397
Q1 2016	4960
Q2 2016	1126
Q3 2016	3944
Q4 2016	4244
Q1 2017	4800
Q2 2017	3096
Q3 2017	1 232

Number of .pl IDNs active in DNS

Copyright by NASK
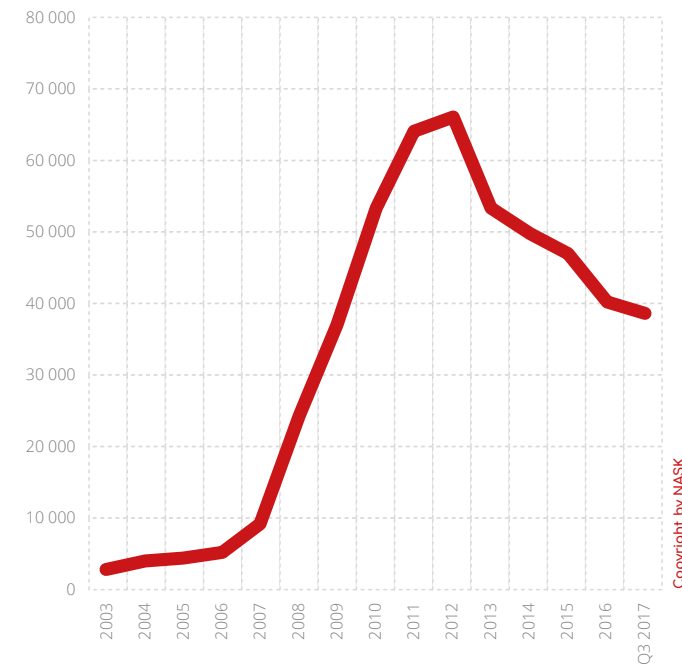
Additional services of .pl registry

DNSSEC

At the end of the third quarter of 2017 there were **38 153** names secured with DNSSEC protocol. During the third quarter the number of secured .pl domain names increased by **1 967**. Daily average, **21** secured domain names, were added to the .pl registry.

In the third quarter of 2017 **0.96%** of newly registered names were signed with the DNSSEC protocol.

86.85% of secured names were registered directly in the .pl domain, **10.08%** in the functional domains, whereas **3.07%** in the regional domains.

38153
names secured
with DNSSEC

Number of .pl domain names secured with DNSSEC

NASK'S report for the third quarter of 2017

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12

Additional services of .pl registry

Options
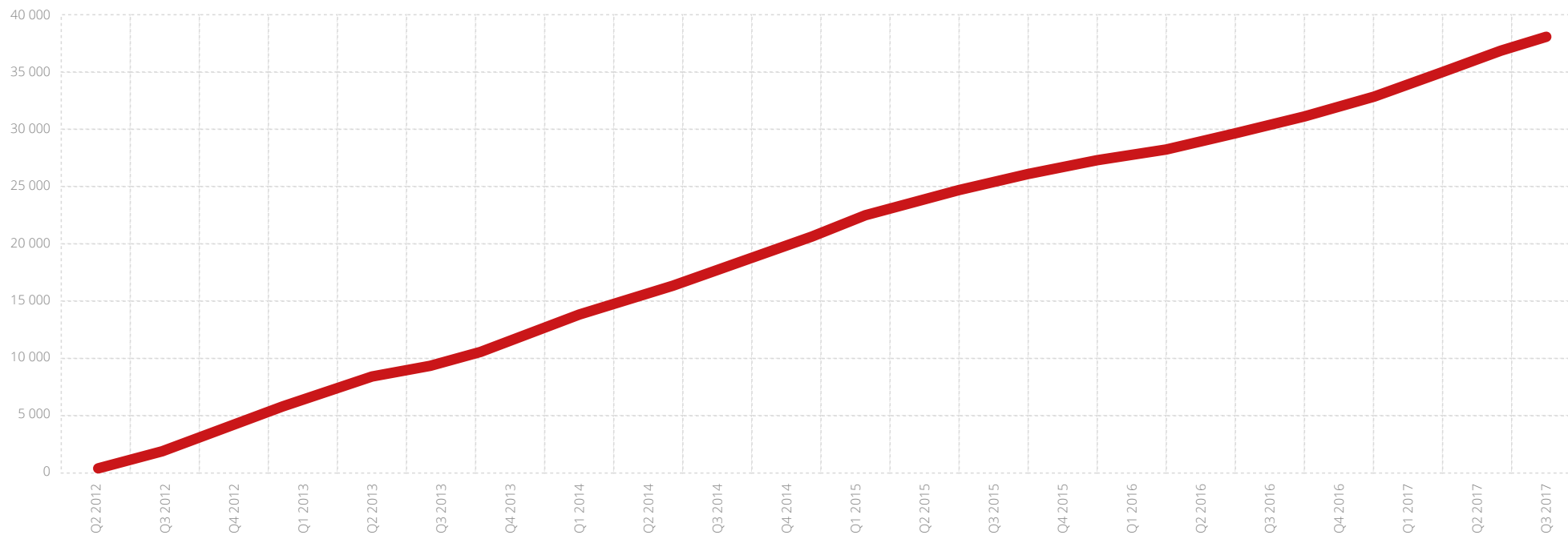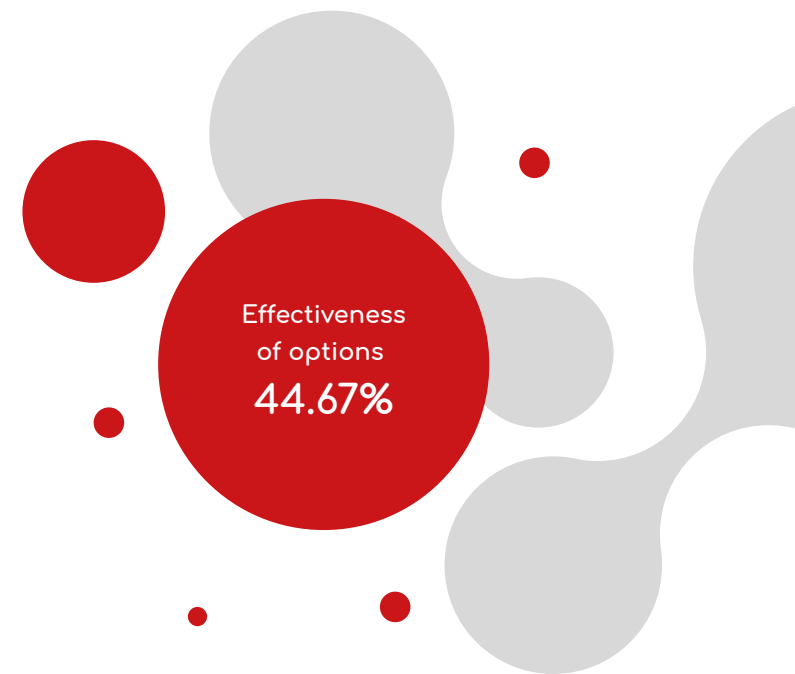
From the beginning of July to the end of September 2017 **3 378** agreements on options for the registration of .pl domain names were concluded, whereas **475** existing agreements were renewed for consecutive three years.

1 193 agreements on options ended with providing a domain name for registration, whereas in **78** cases the registration procedure was not completed due to reasons attributable to an option holder, which resulted in the domain names being released to the group of names available for registration.

Since launching the service of option for registration of a domain name in June 2004, the .pl registry has concluded more than **205 thousand** agreements, with **44.67%** thereof providing .pl domain names for registration.

Effectiveness of options
44.67%

Number of WLS registrations

| Quarter	Value
Q1 2014	8644
Q2 2014	5706
Q3 2014	5547
Q4 2014	3795
Q1 2015	2757
Q2 2015	2173
Q3 2015	1989
Q4 2015	2267
Q1 2016	2801
Q2 2016	2346
Q3 2016	2230
Q4 2016	2295
Q1 2017	4623
Q2 2017	3182
Q3 2017	3378

Registrars of .pl domain names

.pl Registry Partner Programme

The .pl registry, at the end of the third quarter of 2017, was cooperating with **212** registrars from **24** countries. **132** registrars had their registered offices in Poland and were servicing in total **75.33%** of .pl domain names, **55** registrars, seated in other European countries, were servicing **14.40%** of .pl domain names, while **25** registrars, domiciled beyond Europe, were servicing **10.27%** of .pl domain names.

212
Partners of
.pl registry
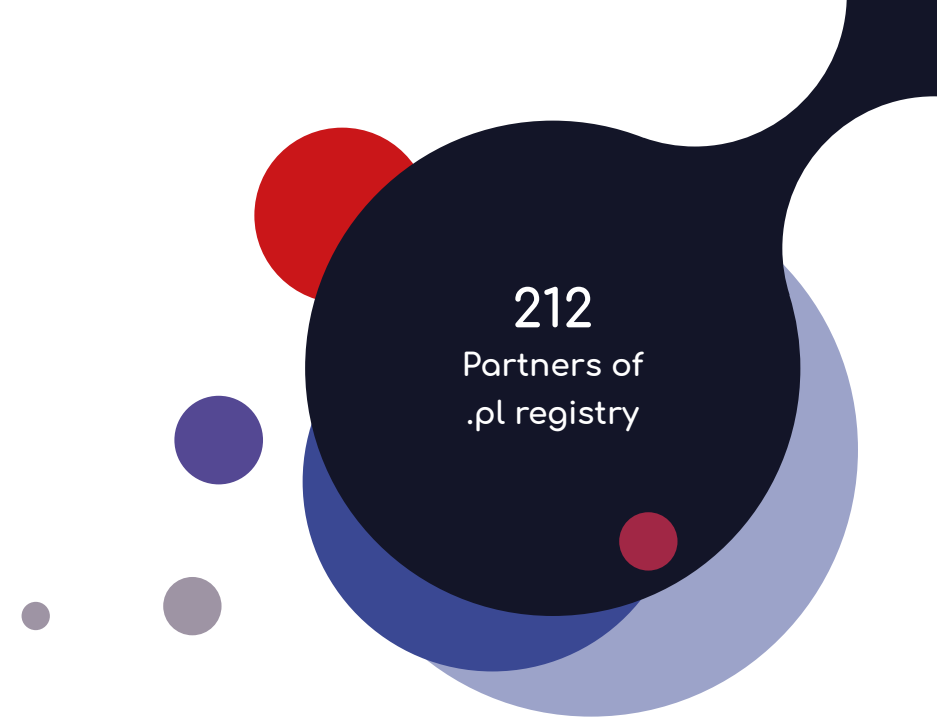
Partners of NASK, division by place of residence, Q3 2017

Poland
62.26%

Europe
25.94%

Other countries
11.80%

.pl domain name market share between Partners considering the place of residence, Q3 2017

Poland
75.33%

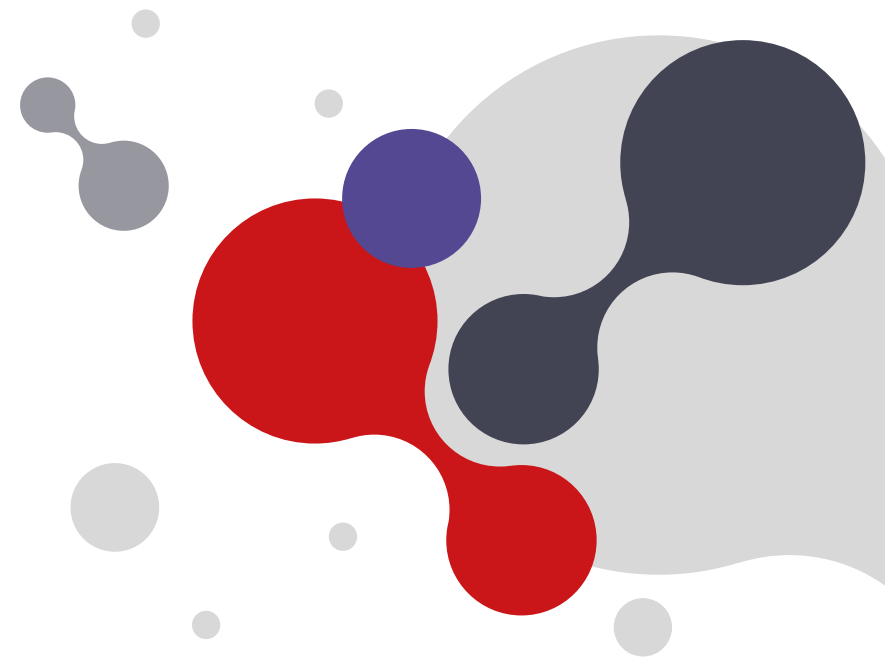Europe
14.40%

Other countries
10.27%

Registrars of .pl domain names
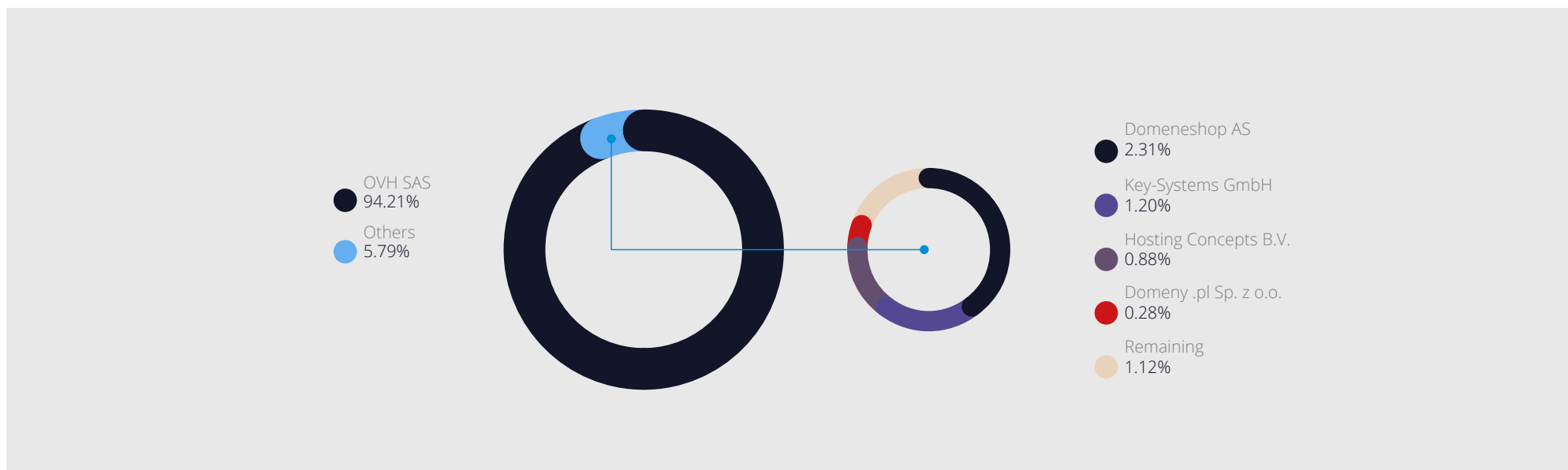
Division of .pl domain name market

In the third quarter of 2017, Nazwa.pl Sp. z o.o. dominated the .pl domain name market both in respect of the number of serviced domain names and registrants and new registrations, attaining the results of **22.35%**, **23.23%** and **33.93%** respectively.

More than a half of options were set through Michau Enterprises Ltd., assisting in conclusion of **50.21%** of agreements on options.

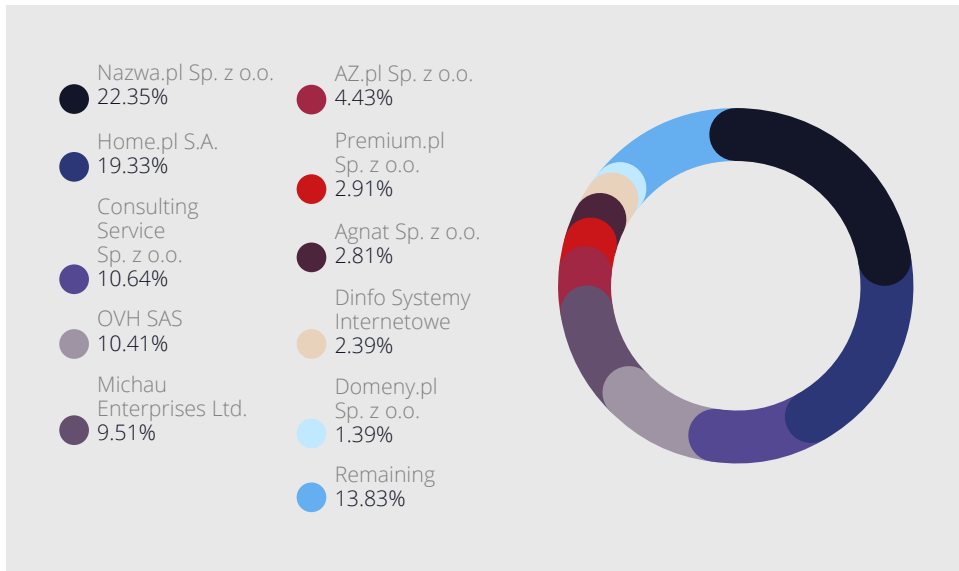The highest number of domain names, secured with the DNSSEC protocol, was being serviced consistently by OVH SAS which, in the third quarter of 2017, was servicing **94.21%** of secured names.
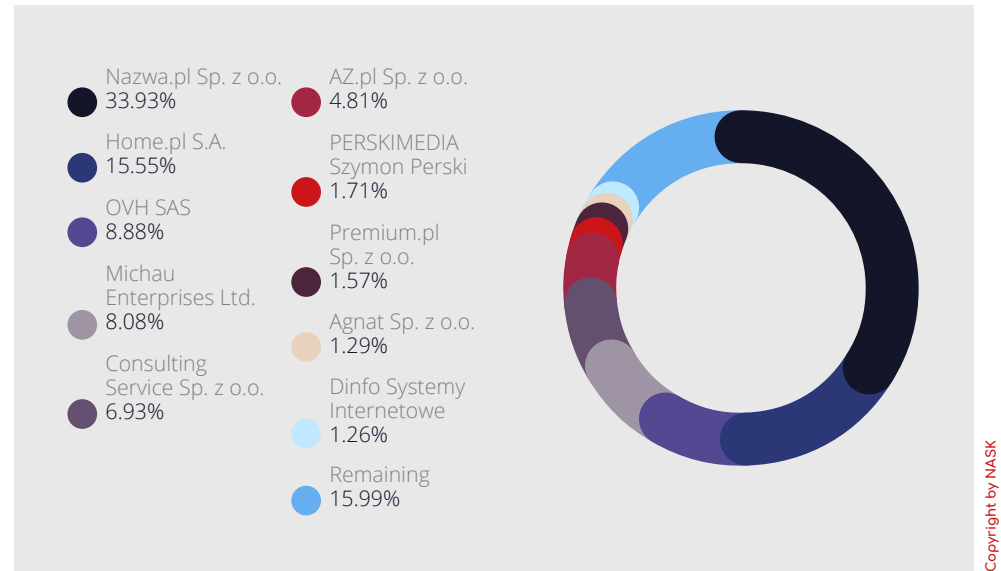
Partner's market share in the service of .pl domain names secured with DNSSEC, Q3 2017
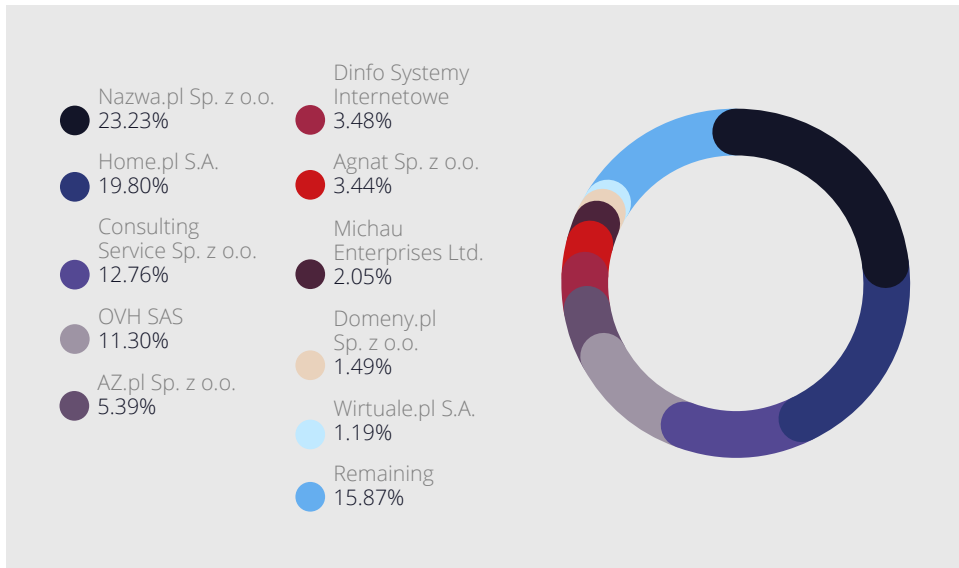
OVH SAS
94.21%

Others
5.79%

Domeneshop AS
2.31%

Key-Systems GmbH
1.20%

Hosting Concepts B.V.
0.88%

Domeny .pl Sp. z o.o.
0.28%

Remaining
1.12%

Partner's market share in the service of .pl domain names, Q3 2017

Nazwa.pl Sp. z o.o.
22.35%

Home.pl S.A.
19.33%

Consulting Service Sp. z o.o.
10.64%

OVH SAS
10.41%

Michau Enterprises Ltd.
9.51%

AZ.pl Sp. z o.o.
4.43%

Premium.pl Sp. z o.o.
2.91%

Agnat Sp. z o.o.
2.81%

Dinfo Systemy Internetowe
2.39%

Domeny.pl Sp. z o.o.
1.39%

Remaining
13.83%

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Partner's market share in registration of new .pl domain names, Q3 2017

Nazwa.pl Sp. z o.o.
33.93%

Home.pl S.A.
15.55%

OVH SAS
8.88%

Michau Enterprises Ltd.
8.08%

Consulting Service Sp. z o.o.
6.93%

AZ.pl Sp. z o.o.
4.81%

PERSKIMEDIA Szymon Perski
1.71%

Premium.pl Sp. z o.o.
1.57%

Agnat Sp. z o.o.
1.29%

Dinfo Systemy Internetowe
1.26%

Remaining
15.99%

Copyright by NASK

Partner's market share in the service of registrants of .pl domain names, Q3 2017

Nazwa.pl Sp. z o.o.
23.23%

Home.pl S.A.
19.80%

Consulting Service Sp. z o.o.
12.76%

OVH SAS
11.30%

AZ.pl Sp. z o.o.
5.39%

Dinfo Systemy Internetowe
3.48%

Agnat Sp. z o.o.
3.44%

Michau Enterprises Ltd.
2.05%

Domeny.pl Sp. z o.o.
1.49%

Wirtuale.pl S.A.
1.19%

Remaining
15.87%

Copyright by NASK

Partner's share in the WLS market, Q3 2017

Michau Enterprises Ltd.
50.21%

Premium.pl Sp. z o.o.
13.38%

First Dropcatchers LLC
4.23%

Domeny.pl Sp. z o.o.
4.06%

Agnat Sp. z o.o.
3.46%

Remaining
24.66%

Copyright by NASK
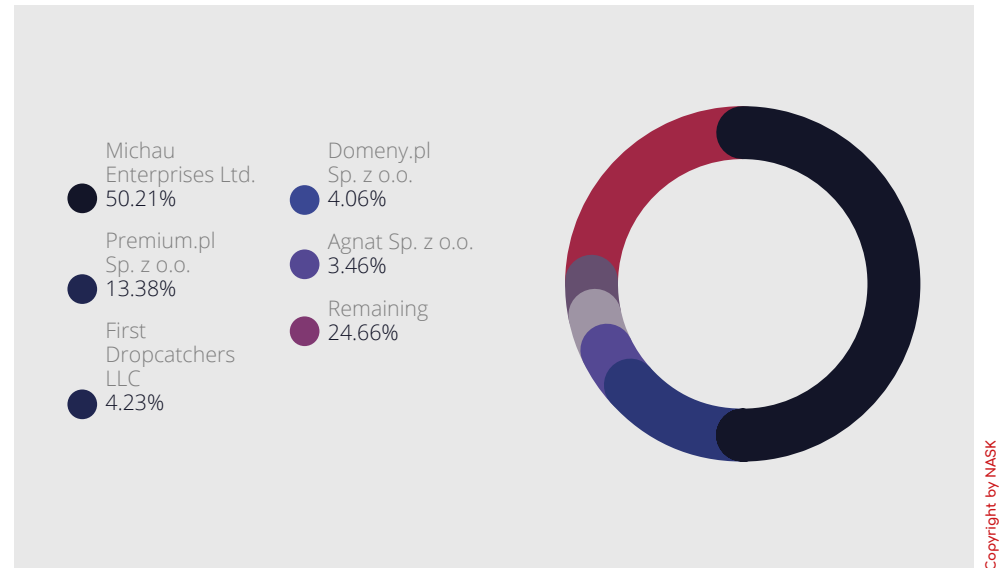
Insight into .pl registry

How should the administrator respond and why their response is vital?

Interview with **Martyna Różycka**, leader of the Illegal Content in the Internet Response Team – Dyżurnet.pl, NASK's expert on creating secure Internet and an author of educational materials and publications.

A starting question: Who is authorized to remove content from the Internet?

It is a multidimensional question. Content may be always removed by a person who has uploaded it, however, if we talk about adverse content, such as illegal content, it is the administrators, owners of service, portal or server, that are engaged in moderation. In such a case it is advised to block the access, i.e. content is no longer available for users while the administrator keeps all technical information which may turn out to be helpful in a pending proceeding. Worthy of note is the fact that **it is necessary to moderate adverse content if we want to shape the community of our clients and users.**
The Dyżurnet.pl team is obliged to respond to reported cases of publishing in the Internet illegal content, in particular regarding sexual abuse of children. We frequently turn to administrators, drawing their attention to harmful content, legal or illegal, and ask them to remove it, change the category or insert a warning. When the contents are illegal we inform the Police first, then we ask service owners to take action.

How do you assess the effectiveness level of those actions? Do service owners respond properly to reports filed by Dyżurnet.pl?
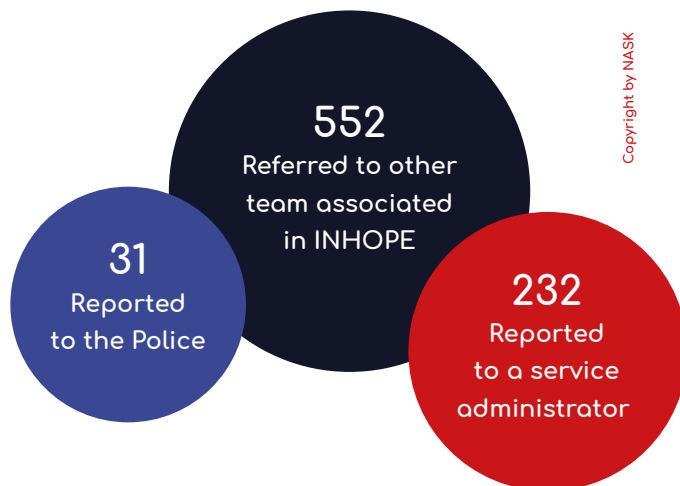
I think it is not bad, but it always can be better. Big and liable entities have task-dedicated persons as well as contact information to responsible teams published at their websites, therefore we do not have to wait long for a response. The matter gets more complicated in case of smaller entities and niche services – it is difficult to find a proper contact channel, and in particular the one that works! The effectiveness depends on administrator's response time, i.e. the faster response the shorter adverse content is accessible online and the more limited is its further distribution. By taking actions against the contents, presenting sexual abuse of children, we monitor the time of content availability from the moment of taking intervention and report it to our INHOPE association as well as to the European Commission due to the fact that our activity is co-financed from the EU measures.

Insight into .pl registry

At the meeting with NASK's Partners in 2016, you presented interesting data on actions taken by the Dyżurnet.pl team, including the number of issues reported by Dyżurnet.pl to a service administrator or moderator. How those date look like currently? What actions do you expect the administrator to take?

From time to time we ask a service owner for moderation consisting in e.g. moving materials not suitable for children, but legal, to other category, and what the owner does is the entire deletion of all reported contents. It is not always the case to take drastic steps.

Actions taken by the Dyżurnet.pl team against illegal and harmful contents in Q3 2017

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552
Referred to other team associated in INHOPE

31
Reported to the Police

232
Reported to a service administrator

Within last three months we have contacted administrators 232 times while, at the same time, we reported 31 cases to the Police and 552 cases to our INHOPE association. It shows how important effective cooperation is.

How the activities of points of contact, such as Dyżurnet.pl, are carried out in Europe and in the world?

Allocation of such teams like ours, hotline teams responding to the contents presenting sexual abuse of children, in different institutions illustrates in a very interesting way how it looks like in particular countries. In most cases those institutions are the organizations for children, e.g. Save the Children in Sweden, ECPAT in Taiwan – foundations acting for the security of children in the Internet or associations such as Stopline in Austria and ISPAI in Ireland, established by administrators and representing their interests. **It illustrates that our activities are very important for entities operating in the Internet sector.**

What educational activities of the Dyżurnet.pl team are aimed at children and youth? Where can we find information on that?

Dyżurnet.pl acts for creating secure Internet, therefore it is essential to promote knowledge on that subject among the youngest users. At our website https://dyzurnet.pl/ we publish articles on current issues such as internet blackmail against children and youth. There are also available multimedia publications and materials on running campaigns, including project Safer Internet and educational materials Kursor, Plik i Folder. Together with experts of NASK Academy we also hold meeting and classes for pupils and teachers. We really intent to cooperate with individuals, organizations and entities which are willing to raise security level in the Internet and conduct educational activities aimed, in particular, at the youngest users.

Thank you for conversation.

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