

pl domain name market

ANNUAL REPORT 2018



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DIRECTOR OF NASK

Dear readers

2018 was a particular year for NASK PIB because of a jubilee of 25 years. It was an important occasion for the institution and people related thereto but also an essential event as viewed from the perspective of the Internet and IT development in Poland and in particular in the field of cybersecurity.

In 1992 NASK, at that time NASK Coordination Team, operating within the Warsaw University, was entrusted with the service of the .pl domain, created two years earlier as a country code domain for Poland. Running the .pl domain registry, where at the end of 2018, nearly 2.6 million domain names were being maintained for over one million registrants, has always been a crucial part of the Institute's activity. Responsibility, related to that activity, pertains to provide continuity and stability of services. That subject was discussed in the occasional article #25latNASK where you will find interesting information on the beginnings of the .pl domain.

First and foremost the annual report contains a variety of exclusive information and data for 2018 regarding the .pl domain registry. I kindly recommend you the article, devoted to the DNSSEC service, since it raises the issue of increasing security standards in the Internet, important for every Internet user. At the end of the previous year the number of names, secured with DNSSEC in the .pl domain, amounted to 502 083, denoting a twelve-fold increase as compared to the number at the end of 2017 when, in the Polish registry, 40 679 domain names were secured with that method. This release includes also the article presenting a new security raising service, .pl Registry Lock. In the article, closing annual Report 2018, you will find the answer for the question on how to prevent domain name hijacking.

I encourage you to get acquainted with the annual Report 2018.

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2018

in .pl domain registry -facts and figures



Over **72%**

share of the .pl domain in Poland vs. other extensions



216

Partners of the .pl domain registry



Over **0.5** million

names secured with DNSSEC



Nearly 2.5 thousand

new registrations daily



Over **1.65** million

renewed names



Nearly 148 thousand

transfers

Over

26
million
active
.pl domain names



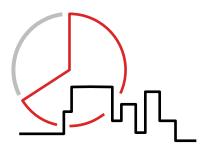


Over

907 thousand new names

66%

of registrants are organizations



34%

of registrants are natural persons





Over

1.07 million

registrants



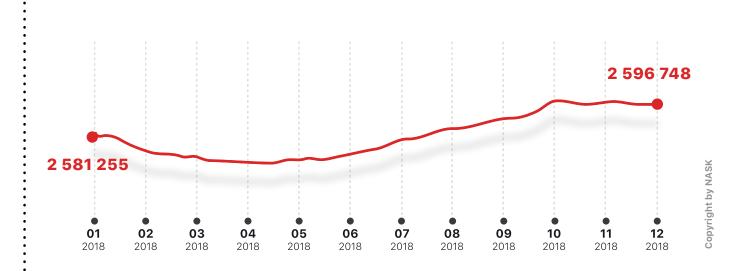
Nearly

2.5 domain names

fall for one registrant

Number of maintained .pl domain names

Number of .pl domain names in DNS





The .pl domain registry ended 2018 with

names active in DNS

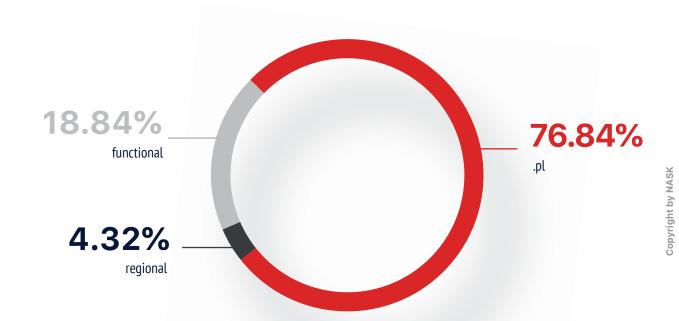
2 596 748



From the beginning of January to the end of December 2018 the volume of the .pl registry increased by over

20 thousand names

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





At the end of December 2018



functional



regional

76.84%

of names, active in DNS, were registered directly in the .pl domain 18.84%

in functional domains (e.g. .com.pl, .net.pl)

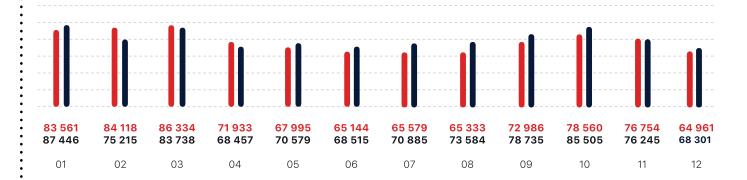
4.32%

in regional domains (e.g. .podhale.pl, .elblag.pl)

Number of .pl domain name registrations

2017

2018





In 2018

907 205

names were entered to the .pl domain registry.

i.e. by 24 thousand more than in the previous year.

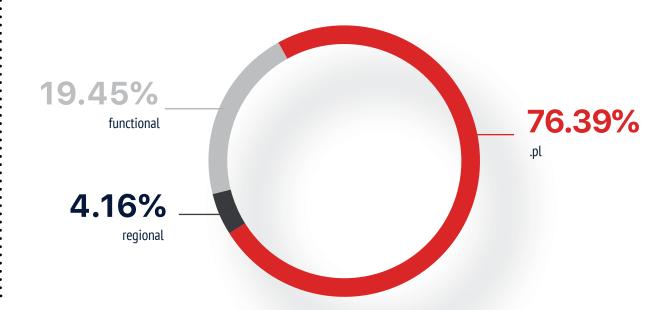




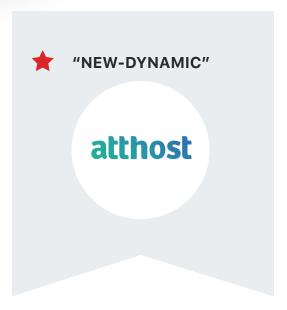
A daily average number of .pl domain names, being registered in 2018, amounted to

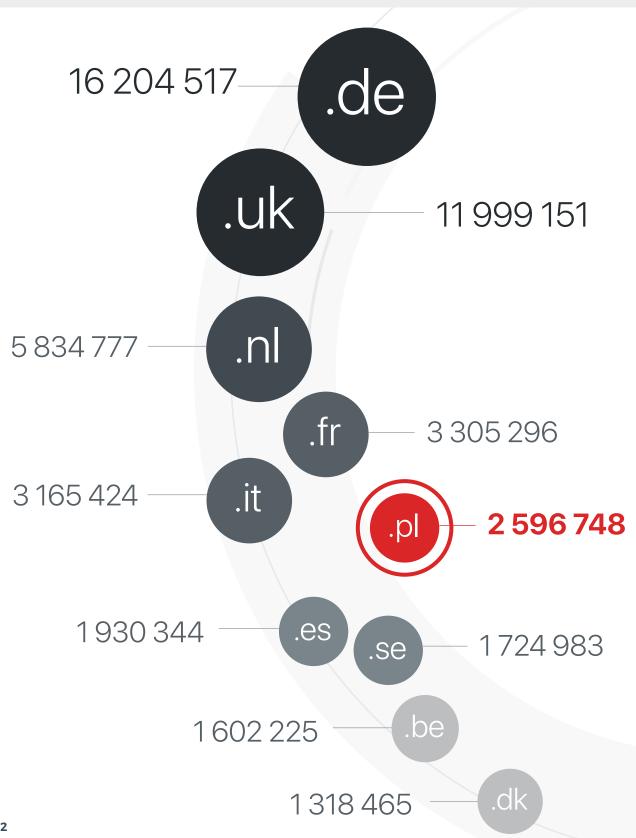
2485





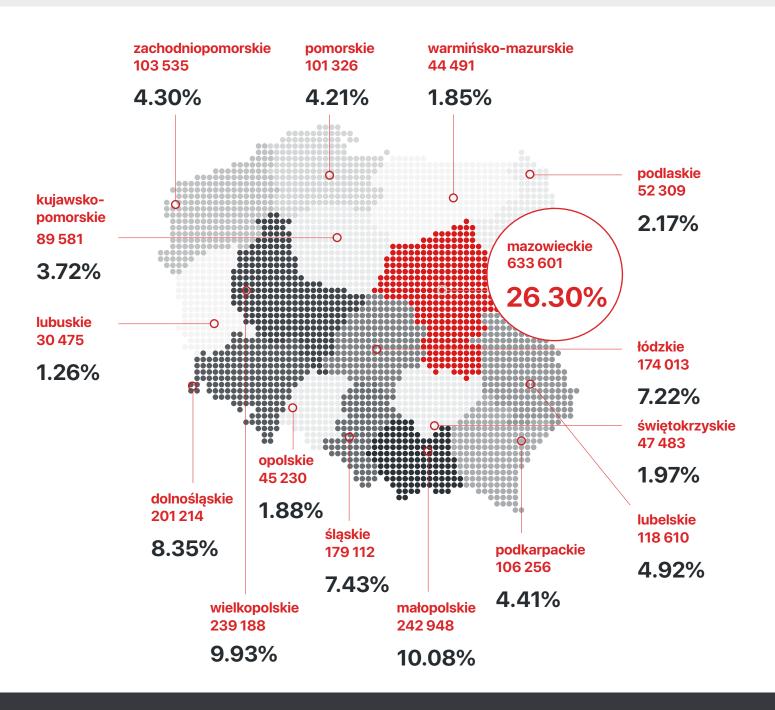
In 2018 the .pl domain registry distinguished registrar AttHost.pl sp. z o.o. for the best result amongst new Partners.





Number of registrants: Division of registrants natural persons entrepreneurs 66.03% Division of .pl domain names for registrants **68.32**% 31.68% Division of .pl domain name registrations for the type of registrant 38.57%

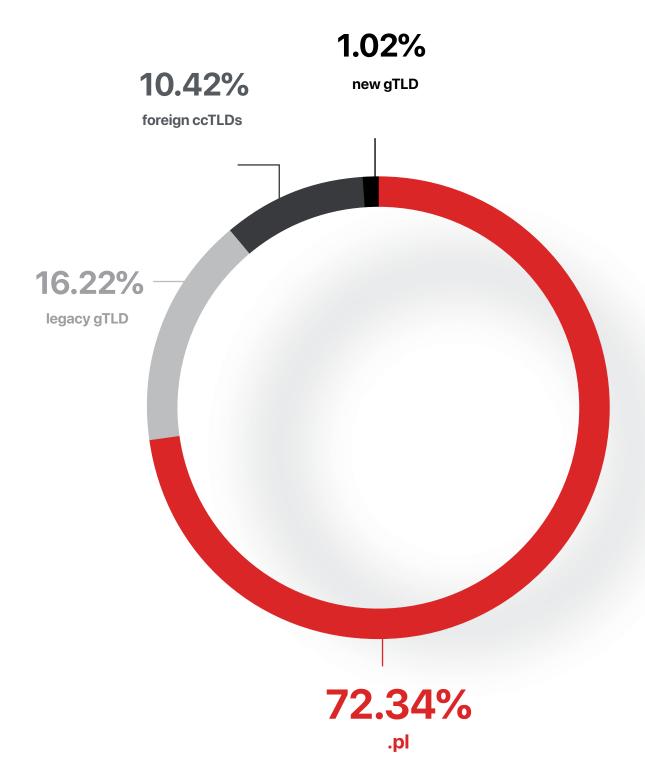
Location of registrants

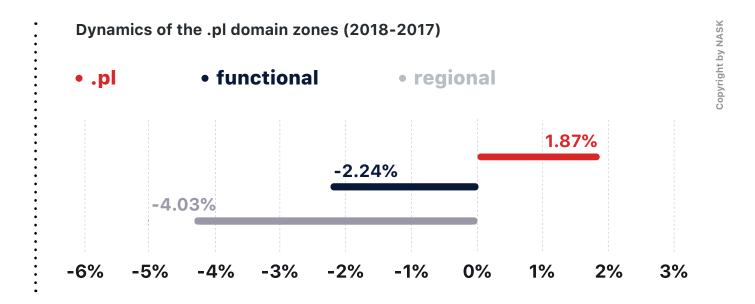


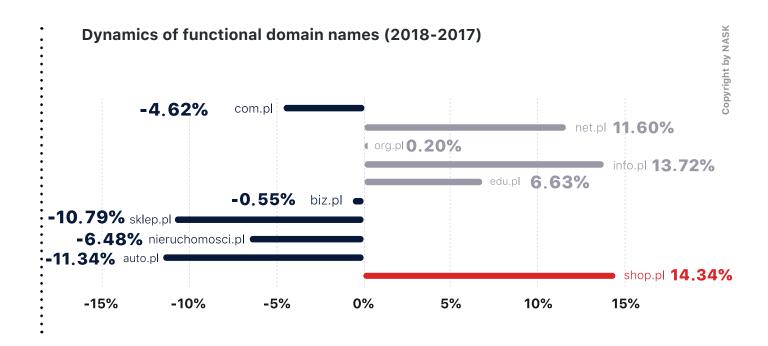




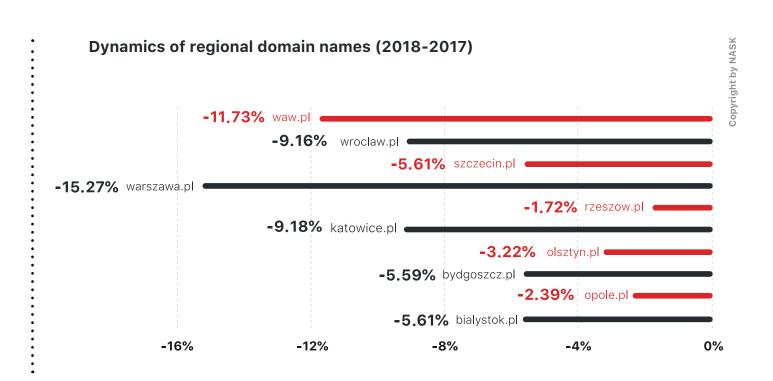
6.46% abroad

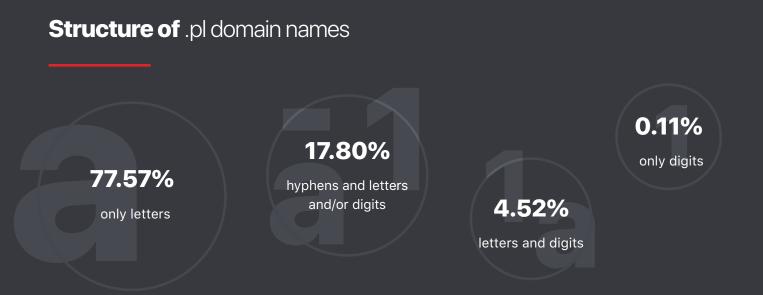


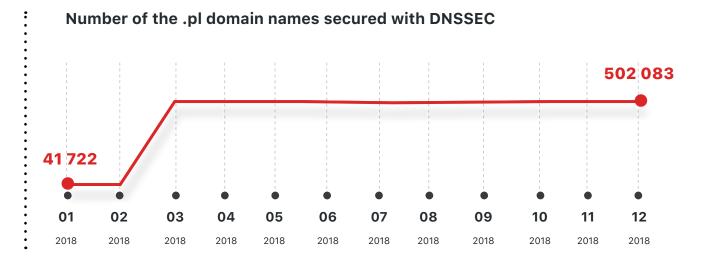




Dynamics of the .pl domain zones







DNSSEC (Domain Name System Security Extensions) is a set of extensions of the DNS protocol, providing creditability and integrity of responses received from the Internet by means of asymmetric cryptography and digital signatures. In case of DNS query secured with DNSSEC authentication verification mechanism in the cryptographic signatures system authorizes the responses of each zone in the DNS hierarchy. The authentication process is based on a so called "chain of trust". As a result, so as the mechanism operates properly it is necessary that each level of DNS is signed.

The .pl domain registry published NASK's zones, secured with the DNSSEC protocol, as early as at the end of 2011, then in the beginning of 2018 inserted a DS record of the .pl domain in the root server, while in the mid 2012 started to provide the registrants with DNSSEC.

DNSSEC is designed to increase the security of using the Internet at the DNS level. Therefore, the user may determine whether the information obtained from DNS is true, e.g. whether the visited website in fact represents the site of a bank, shop or a public office or misrepresents those sites (phishing).

DNSSEC completes other technologies of the Internet security area, such as Transport Layer Security (most frequently applied in HTTPS), protecting communication between the end user and a domain name.

Although DNSSEC cannot resolve all problems pertaining to attacks on DNS, when applied, it may detect unauthorized modifications of DNS, thus protect the users and domain names from false rerouting.

DNSSEC - number of secured .pl domain names

DNSSEC is a perfect solution for institutions and corporate business operating in the Internet and carrying for security of their customers and provided services.

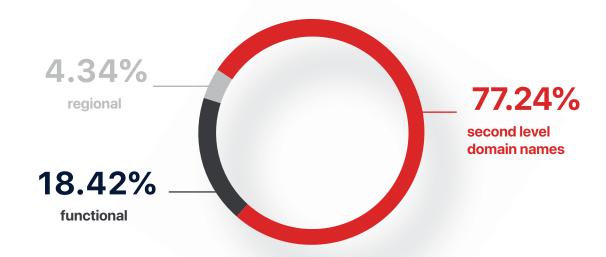
Currently ca. 500 thousand domain names are secured with DNSSEC in the .pl domain registry. As compared to European ccTLD registries, the .pl domain takes the fourth place.

The .pl domain registry distinguished three entities with the largest number of domain names signed with DNSSEC in 2018: AlphaNet Sp. z o.o., nazwa. pl sp. z o.o. and OVH SAS for active increasing the security level of the .pl domain. The registry encourages all Partners to cooperate within the scope of DNSSEC and other services ensuring .pl domain users a higher security standard.

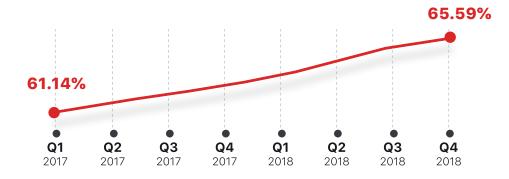


^{*} in alphabetical order

Structure of renewed .pl domain names



Renewal rate of .pl domain names



Domain names renewed for a consecutive billing period

In 2018, registrants renewed over



77.24%

second level domain names

4.34%

regional domain names

18.42%

functional domain names

The renewal rate increased from

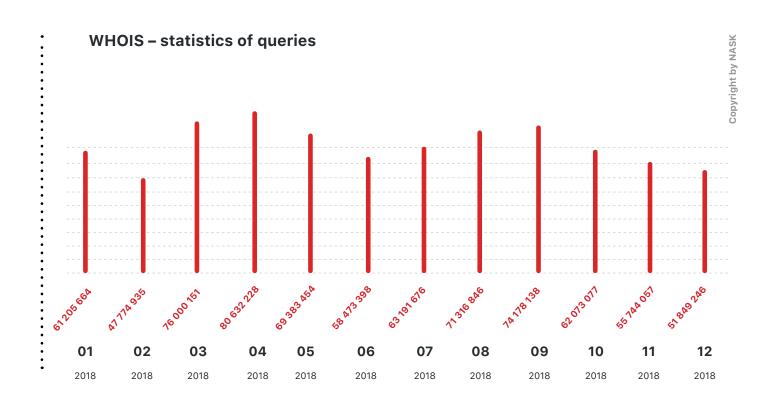
to **65.59%** 62.62% —

at the end of the fourth quarter of 2018.

From the beginning of January to the end of December 2018 the end date of a billing period was shifted

times by an individually defined number of days

defined number of days.

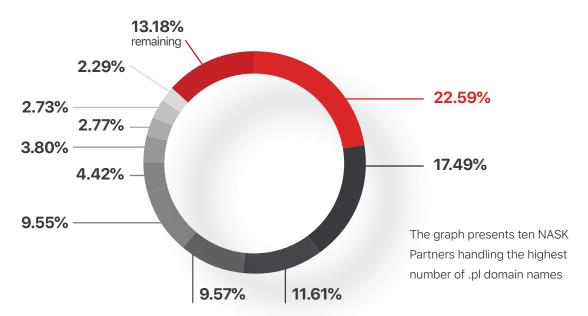


Whois database contains, among others, information on a state of a domain name, creation date, expiry date, address and contact information of a domain name's registrant as well as information on a registrar.

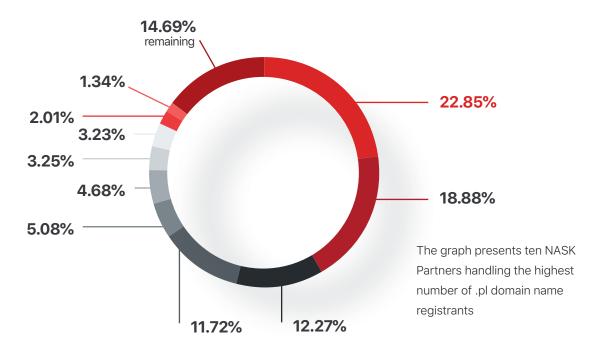
Whois database of the .pl domain registry provides information on names registered in the .pl and .gov.pl domains.

Those data are published to ensure due respect of the Internet users rights, trademarks holders, owners of copyrights and other values protected by the law. In accordance with the provisions of the Personal Data Protection Act, the data of registrants, being natural persons, are not published.

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



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



Timeline

February

5-6.02

59 CENTR General Assembly, Zurich, Switzerland

7-8.02

25 CENTR Marketing workshop, Leiden, Netherlands

21.02

43 CENTR Administrative workshop, Munich, Germany

May

22.05

Release of the Annual Report 2018

30-31.05

CENTR Jamboree (38 Technical, 12 R&D, 56 Legal & Regulatory, 44 Administrative, 26 Marketing workshop), Moscow, Russia

June

1.06

CENTR Jamboree (38 Technical, 12 R&D, 56 Legal & Regulatory, 44 Administrative, 26 Marketing workshop), Moscow, Russia

7.06

Open Day of the .pl domain registry, NASK's office, Warsaw, Poland

March

6.03

EPP workshops for DNS Partners, NASK's office, Warsaw, Poland

15.03

Domain Name Day, events at NASK's office and in the city of Warsaw

31.03

Over 487 thousand .pl domain names signed with the DNSSEC protocol in the .pl domain registry TOP 5 Partners which signed so far the largest number of .pl domain names with the DNSSEC protocol: nazwa.pl sp. z o.o., OVH SAS, Domeneshop AS, Key-Systems GmbH, Hosting Concepts B.V.

July

30.07

28th anniversary of the .pl domain, on 30 July 1990 IANA, an organization, managing at that time top level domains, made a notation of ".pl" ccTLD assigned administratively to Poland

30.07

Premiere of new website dns.pl

Timeline

September

14.09

Webinar "Domain name as a tool of modern marketing communication" in cooperation with partner Home.pl S.A.

20-21.09

45 CENTR Administrative workshop, Riga, Latvia

23-24.09

PLNOG 23 (Polish Network Operators Group) 19th edition, industry conference for the representatives of telecoms and ICT sector, Krakow, Poland

25-26.09

E-commerce Standard, 13th edition, conference on selling goods and services in the Internet, Warsaw, Poland

October

9.10

CENTR Registrar Day, Brussels, Belgium

10.10

60 CENTR General Assembly, Brussels, Belgium

13-14.10

OARC DNS workshop (The DNS Operations, Analysis, and Research Center), workshops for DNS operators, Amsterdam, Netherlands

15-19.10

RIPE 77, Amsterdam, Netherlands

17-18.10

27 CENTR Marketing workshop, Warsaw, Poland

20-26.10

63 ICANN meeting, Barcelona, Spain

November

21.11

Meeting with Partners of the .pl domain registry, Ujazdowsk Castle, Warsaw, Poland

29.11

Open Day of the .pl domain registry, NASK's office, Warsaw, Poland

December

13.12

IGF Poland, Internet Governance Forum, Copernicus Science Centre, Warsaw, Poland

13.12

Gala of the 25th Anniversary of NASK, Copernicus Science Centre, Warsaw, Poland





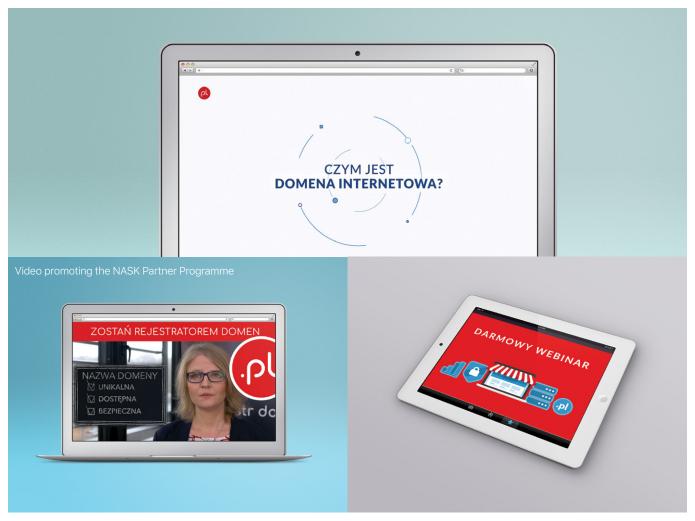
In 2018 the .pl domain registry continued the adopted marketing communication strategy. Marketing activities included both internal and external Internet channels as well as advertising in traditional media, e.g. press and outdoor.



Within the frames of .pl domain promotion activities amongst potential registrants there were prepared animations "What is an Internet domain and what are the benefits of its registration?" and "How to register a domain name?" also as a support for registrars.

Another film was "How to become a NASK Partner?" where organizations, interested in commencing cooperation on .pl domain name registration, may get acquainted with the details. The .pl domain registry, in cooperation with IT Szkoła, made an e-learning video curse "Domain Studio" targeted at pupils of high schools.





Two editions of Open Day of the .pl domain registry were organized at NASK for organizations interested in joining the Partner Programme and extending their portfolio by .pl domain name registration. NASK participated also in external events addressed to business and potential registrants where information and education activities on a commercial application of the Internet were conducted. While promoting the .pl domain externally, NASK presented also benefits of registering .pl domain names.

As it concerns NASK's activities on promoting the country code domain, the .pl domain registry was a guest in February and a host in October of the Marketing Workshop organized on a regular basis by CENTR. During a two-day meeting in Warsaw the registry hosted 23 representatives of ccTLD registries from Europe, Japan and Canada.

The .pl domain registry remained also active within public relations informing on new services, data and statistics of the .pl domain name market, published in quarter reports and the annual report.

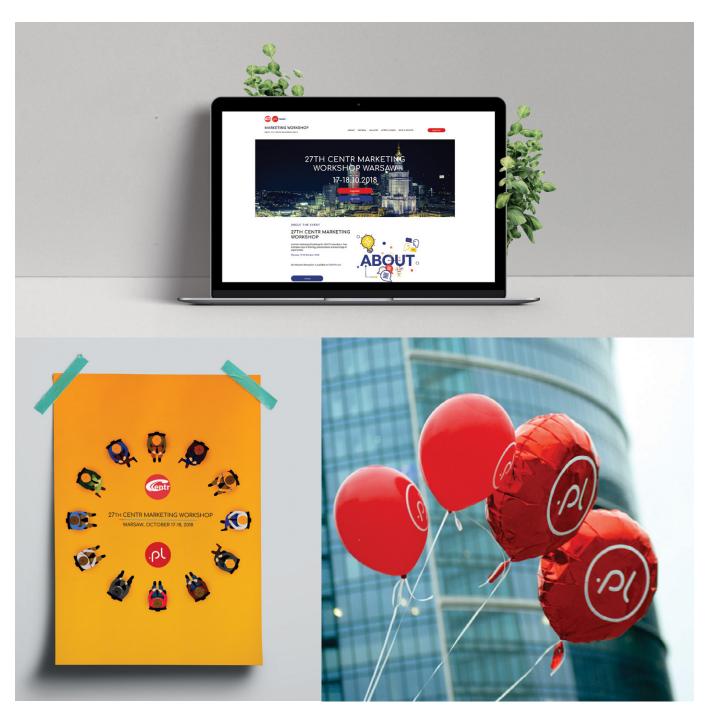
Majority of marketing activities was aimed at the Polish market, however part of them was designed for foreign recipients, potentially interested in registering and using .pl domain for the purpose of promoting their business in Poland.



Open Day of the .pl domain registry, June 2018



27 CENTR Marketing Workshop in Warsaw, October 2018



Poster promoting 27 CENTR Marketing Workshop in Warsaw, October 2018

Domain Name Day, 15 March 2018



Meeting with Partners, November 2018



CENTR Registrar Day, October 2018

In 2018 the .pl domain registry distinguished registrars: Agnat Sp. z o.o., Grupa DKS Sp. z o.o., Home.pl S.A., LH.pl Sp. z o.o. and nazwa.pl sp. z o.o. for active marketing cooperation. We invite all Partners to cooperate with NASK within the scope of promoting .pl domain.



^{*} in alphabetical order

Insight into .pl domain registry – overview

In 2018 we invited our readers to read a column and a series of interviews "Insight into .pl domain registry" conducted with NASK's experts. Our professionals were sharing their knowledge and opinions on new services and other key topics on the domain names market.

Q1

Got it. Overview of GDPR implemented in the .pl Registry

- Text prepared in cooperation with the team implementing GDPR in the Domain Department at NASK.

"(...) a necessity to properly adapt current conditions to challenges, brought by implemented regulations, has come to the fore. As a result of that course of action regarding Whois database, from 25 May 2018 the .pl registry ceased to publish data of registrants defined in the database as natural persons. Among other changes implemented together with GDPR and pertaining to the cooperation with the Partners of the .pl registry worthy of note is the fact that NASK, ensuring conformity with principles, specified in GDPR provisions, including the principle of data minimization, verified and constrained appropriately the scope of personal data processed by the .pl registry and the Partners cooperating with NASK."

"Respecting the right to privacy is of paramount importance for the .pl domain Registry and helps us maintain the trust in both the services provided by the .pl domain Registry and by Naukowa i Akademicka Sieć Komputerowa – Państwowy Instytut Badawczy in Warsaw (NASK)."

"The .pl domain Registry follows transparent rules regarding its privacy policy; this includes informing you why and how your personal data are processed, how long they are stored and who is it made available to."

Q2

What is anycast?



Interview with Krzysztof Olesik, DNS
 Technical Team Manager NASK PIB

"In straight words anycast may be described as a method of transmitting data in the network to a "nearest" host (computer or other device connected to a network) from a group of many hosts having the same IP address."

"(...) anycast is an example of "one-to-one-of-many" communication scheme. Anycast model is applied, among others, to scale and increase accessibility and security of the DNS service. Thanks to anycast only one IP address is enough to launch an unlimited number of geographically scattered DNS servers located in different segments of the global network."

"(...) the anycast technology allows the service to be geographically scattered and situated as close to the receiver as possible. Such an approach is reflected in faster operation of the service. The proximity of the service facilita-tes its accessibility since there are fewer network elements, engaged in the communication, being exposed to any malfunction or failure. Combination of the features of the service with the potential of dynamic routing protocols (data transmission routing) even better translates into the accessibility of the service."

Insight into .pl domain registry – overview

Q3

New complex solution – bulk transfer, assignment and merger of accounts



Interview with
 Piotr Studziński-Raczyński,
 Senior DNS Specialist at NASK PIB

"Currently in the domain name market we may observe a consolidation trend resulting in numerous mergers and acquisitions of enterprises. Those sort of actions, besides obvious formal and legal regulations, entail the necessity to develop appropriate technical and procedural solutions, therefore in response to a growing interest in a bulk transfer service and clear signals from the market we have developed a complex solution consisting of three separate procedures."

"Except the Assignment procedure, which has been designed also for external entities, the remaining services are addressed to registrars of .pl domain names participating in the NASK Partner Programme."

"To my knowledge, currently most of entity changes in the Partner Programme are related to the transfer of rights and obligations from one company or partnership to another, thus it might be assumed that it is the Assignment Procedure that will be a most frequently applied solution out of all three services implemented by the Registry."

"The services have been designed as a global solution primarily applied as a system and operational reflection of a legal situation which may occur in the partner channel. I am thinking here of the Assignment procedure and the Merger of Accounts. In case of the Bulk Transfer, in the Registry there has been a need for a solution that would serve as a backup remedy in the event of an unexpected situation the scale of which would require an immediate response of the Registry as an authority providing security and continuity of DNS services."

Q4

Rights of registrants



Interview with Konrad Marzęcki,
 Legal counsel at NASK PIB,
 .pl domain registry

"A registrant is granted with entitle-ments arising out of relevant con-tracts the execution of which might be petitioned by the registrant. The registrant is bound by an agree--ment both with the registry and a registrar, an entity independent from NASK, providing registrants with administrative, technical and billing service."

"Each and every registrant is entitled to select a registrar and to change it, if necessary. As far as the latter procedure is concerned, it is worthwhile to note that a variety of customer identification methods (more or less formal) are applied.

A registrant should not ignore that aspect while selecting a registrar – depending on whether, in respect to own data, they pay more attention to flexibility and short reaction time or to, e.g. stability and precise procedures."

"Identity in the Internet is one of those issues that seem not to lose its meaning. It is worth to check at your registrar or e.g. in the Whois database, whether our data have been entered properly."

In December 2018 NASK PIB celebrated 25th anniversary of activity.

In December 2018 NASK celebrated a jubilee of 25 years of its establishment as an autonomous research and development unit. Formerly it had been operating within the frames of the IT Centre of the Warsaw University, as the NASK Coordination Team, already acting as the .pl domain registry.



Maria Ziółkowska, Esq. LEGAL COUNSEL AT NASK FOR 25 YEARS

Before the date of formal establishment, NASK as the Coordination Team
of the Warsaw University was conducting activity consisting substantially in
building and launching Warsaw academic metropolitan network WARMAN
which, at that time, was dedicated to service scientific units.

At that time – even before the formal establishment of the Research and Development Unit – NASK, as authorized to the .pl domain, registered and was handling ca. 60 .pl domain names – mainly at the disposal of academic entities. We did not have yet any regulations on registration and maintenance of domain names. We were occupied, at that time, with the WARMAN network and did not have heart, time and money for a totally unpopular service of domain name maintenance, which did not seem to be attractive anyway.

NASK, at that time, was carrying out a particularly awkward substantial verification of a request, checking the reliance of a domain name, submitted for registration, on the registrant's activity, its name or surname. The registration process was long, at first we undertook to complete it with 21 days from the date of proper submission of a request. At that time the registry in France, servicing the .fr domain, was carrying out the registration procedure in 3 months while the Swiss registry 7 days.

The time of registration procedure was substantially reduced in 2000 when we ceased to verify entitlements to domain names and when we introduced an electronic registration form.

25 years of NASK

One of NASK's priorities has always been security. On the initiative of Krzysztof Silicki, on 10 January 1995, a coordination team, effecting the NASK's policy on network security, called "Special Team of Risk Evaluation (STER)", was established as first in Poland. One year later, CERT Poland, responding to computer security incidents, cooperating with the international society of cybersecurity analysts (Forum of Incident Response Team "FIRST"), was founded.

Since the beginning of its activity NASK has been running the registry of .pl domain names, caring for modern management and proper protection of the country code top level domain.

By virtue of the agreement, concluded between the Polish Chamber of Information Technology and Telecommunications (PIIT) and NASK on 22 March 2002 the Court of Arbitration for the Internet Domain Names, attached to PIIT, was established. The court continues uninterruptedly to operate up till now. It settles disputes which may arise between registrants of .pl domain names and third parties claiming their rights, infringed as a result of registration or using those domain names. Until now more than 1100 cases in total have been filed to the court for settlement.

Another arbitration court, authorized to settle domain name disputes, is the Court of Arbitration at the Polish Chamber of Commerce.

At the end of 2002 NASK launched the Partner Programme, enabling external entities, which join

the Programme, to cooperate within the scope of registration and service of .pl domain names. Currently there are more than 200 registrars from all over the world in the Programme.

In 2003 NASK, as one of the first registries, provided a fully automatic Registry system, based on a modified EPP protocol which allows self-registration and service of .pl domain names. In March 2004, as a first ccTLD registry worldwide, NASK obtained a certificate of conformity of the quality management system to the requirements of ISO 9001 standard.

In 2012 NASK provided the registrants with the facility of protecting their .pl domain names with the DNSSEC protocol, increasing the security of using DNS by the Internet users.

Soon after Poland's accession to the European Union, NASK became a Polish Safer Internet Centre, a European programme aimed at raising awareness amongst the youngest Internet's users, their parents, teachers and law enforcement officers involved in the Internet threats amongst children. Since that moment thousands of different activities have been taken by NASK and institutions cooperating therewith.

NASK has always paid significant attention to its educational mission which currently realized through NASK Academy and e-learning portal, IT Szkoła.

25 years of NASK



Paweł T. Goławski
DNS PROJECT
MANAGEMENT AND
BUSINESS ANALYSIS
TEAM LEADER IN THE
DOMAIN DEPARTMENT,
NASK PIB'S QUALITY
ASSURANCE MANAGER,
WITH NASK FOR 22 YEARS

The .pl domain registry is constantly changing and developing but from the perspective of 22 years of my work for the registry I must admit that since the beginning of the 21st century, two events, I believe, have been a real breakthrough.

It was the implementation of a quality management system in accordance with the requirements of the international standard ISO 9001, approved by an appropriate certificate, and launching a Partner Programme together with a modern Registry system, based on the EPP protocol.

Since that particular moment a dynamic development of the registry commenced and thus, in large measure, we could then implement new services and continually improve the existing solutions.

Currently, NASK holds a status of a National Research Institute and cooperates with state institutions from all sectors. Using its knowledge and experience, NASK implements modern, digital administrative solutions and supports the work of services and institutions responsible for the security as well as executes strategic projects in building e-państwo [digital country]. It actively participates in the workings of many organizations in field of IT, telecommunication, cybersecurity and digital education.

NASK, as the .pl domain registry, is an active member of the CENTR (Council of European National Top-Level Domain Registries) organization as well as closely cooperates with the organizations coordinating the operation of global Internet (Internet Corporation for Assigned Names and Numbers) and ccNSO (the country code Names Supporting Organisation), associating ccTLD registries within the frames of ICANN.

.pl Registry Lock

Domain hijacking – a scenario that can be changed



Piotr Studziński-Raczyński SENIOR DNS SPECIALIST AT NASK PIB

Basically, domain "hijacking" consists in changing the delegation of a particular domain name, that is manipulating its name server entries so as the users are rerouted to unwanted websites containing e.g. malicious software or distributing "phishing" data.

As we are in the centre of DNS, I mean registries, registrars, ISPs, having access to name server records, we tend to be exposed to a threat posed by organized cybercriminal groups. A specific example of those well organized and prepared actions are e.g. DDoS attacks.

But, if only professionally prepared criminal campaigns should be considered as a threat?

We already know that the answer is NO. For an offender it is far more easier to seize credentials to a client panel than to attack a datacentre. There are more and more cases when the offender is not a typical hacker but a would-be attacker whose aim is to wreak havoc in the Internet by targeting the weakest link in the chain, e.g. by coming into possession of credentials allowing to login to a web client portal and change domain name delegation or transfer a name to other registrar.

Registries have already developed some unique solutions designed to provide an extra layer of security, e.g. DNSSEC, name servers in Anycast technology and Registry Lock.

"Access to the name server records for domains makes registrars and registries an attractive target. Once manipulated, you can reroute domains and all the visitors to that particular domain.",

Michael Hausding,

MICHAEL HAUSDING, SECURITY ENGINEER AT SWITCH, THE SWISS DOMAIN REGISTRY.

Let me now briefly present the latter one which is already offered by NASK, the .pl domain registry.

.pl Registry Lock is a service within the scope of broadly defined Internet safety, based on locking certain administration facilities of domain names in the .pl domain Registry, that is at the heart of Polish domain names. The .pl Registry Lock service is provided through the partner channel to registrars which in turn offer it to end-clients.

The solution is targeted at those subscribers of .pl domain names, who particularly value the highest possible protection of authenticity and continuity of the services associated with the domain names – their websites, stores or Internet platforms, as well as business email addresses. It can in particular appeal to those who want to limit the risk of unauthorized or surprising changes regarding their domain names, e.g. change of domain delegation, transfer of service or deletion from DNS.

Prospects of the .pl domain registry for 2019



In 2018 the .pl domain registry attained stabilization of the volume fluctuations which could be observed in 2017. During consecutive quarters the registry recorded a stable growing trend both in respects of the number of domain names and registrants.

High macroeconomic indicators of the economic growth in Poland as well as the development of Industry 4.0 may forecast the maintenance of further volume growth of the registry in upcoming years. A significant share of the .pl domain, as compared to the results attained by European registries, in the domestic domain market will trigger further growing competition of the registries of new generic top level domains, social media platforms and portals as well as development of the mobile Internet and 5G technology. An enduring interest of the European domain .eu, offered by EURID, should not remain unnoticed. It is probably a result of growing expansion of Polish entrepreneurs on the EU market.

A particular care for increasing the security and stability of the .pl domain registry – stability of the Internet in our zone – will remain an important area of activity.

In near future new services in the area of bulk transfer, merger of accounts and domain name security, including the .pl Registry Lock service, will be launched. Stability of services, offered by a ccTLD registry, as well as security of data processing remain a main goal the accomplishment of which is a guarantee of keeping a high trust rate of the Internet users to the .pl domain and NASK.

Furthermore, there followed approval decisions on launching not only new projects on modernization of the ICT registry systems but also successive development of the infrastructure of own anycast systems and further implementation of the DNSSEC technology.

NASK will still be participating in the workings of the Steering Committee of the Internet Governance Forum (IGF) as well as in organization of the conference. The engagement of the .pl domain registry in the particular working groups of CENTR, associating country code domain registries from Europe, Japan and Canada, will also successively increase. NASK's communication will also be targeted directly at .pl domain name registrants and the Internet users in care for their security.

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