

A large white 'Q' with a '3' to its right, set against a blue circular background with a white checkmark inside. The background features a pattern of horizontal blue bars of varying lengths and colors, transitioning from dark blue to light blue.

.pl domain name market

NASK's report for
the third quarter of 2019



NASK

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Director of NASK PIB

Introduction

Dear Readers,

The third quarter of 2019, when **170 754** .pl domain names were registered, is behind us. At the end of September, the registry maintained **2 553 759** domain names, active in DNS, for over **1.07 million** registrants.

In September, a new comprehensive solution for registrars, cooperating with NASK within the framework of the Partner Programme, was made available. Particular procedures of the solution operate under the names of automated transfer, i.e. bulk transfer, merger of accounts and assignment. Introduction of the procedures was aimed at strengthening the security of registrants and ensuring the continuity of service of .pl domain names.

NASK and the Ministry of Digital Affairs were the organizers of the **1st Cybersecurity Forum** during the 29th Economic Forum in Krynica Zdrój, which took place on 4–5 September 2019. Guests of the Forum had the opportunity to participate in discussion panels composed of the representatives of the public administration from Europe and the private sector and experts on the development of new technologies.

Worthy of note was also the increase in the number of activations of a new service, improving the security level of the Internet domain names – .pl Registry Lock. Emphasizing how important it is to be careful and take care of your safety in the Internet, I invite you to read the article on fake online shops in the chapter Internet 24/7.

I invite you to get acquainted with the report!

Facts and figures



Over

2.5 million

active
.pl domain names



Over

170 thousand

new
names



Almost

465 thousand

names secured
with DNSSEC



217
NASK Partners



30.3 thousand

transfers



65.68%

renewal rate



Over

1.07 million

registrants



1.8 thousand

names registered
daily average



65.02%
of registrants constitute
organizations, **34.98%**
natural persons



18

new agreements
on .pl Registry
Lock

.pl domain names active in DNS

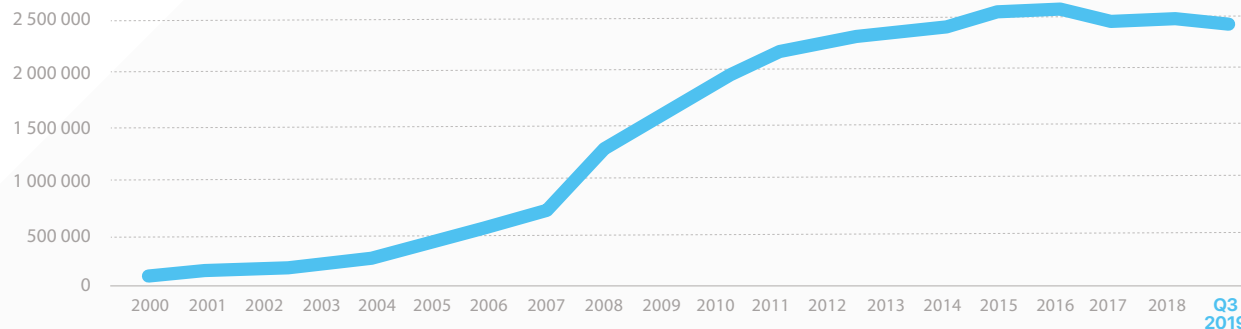
Domains in .pl domain registry

At the end of September 2019 in the .pl domain registry there were maintained **2 553 759** domain names active in DNS. As in the previous quarters, the largest group were the names registered directly in the .pl domain – **1 957 026** names. In the functional domains (e.g. .com.pl, .net.pl) there were registered **476 034** names, while in regional domains (e.g. .waw.pl, .wroclaw.pl) **120 699** names. During the third quarter of 2019 there followed a decrease by 1.90% in the number of domain names active in DNS.

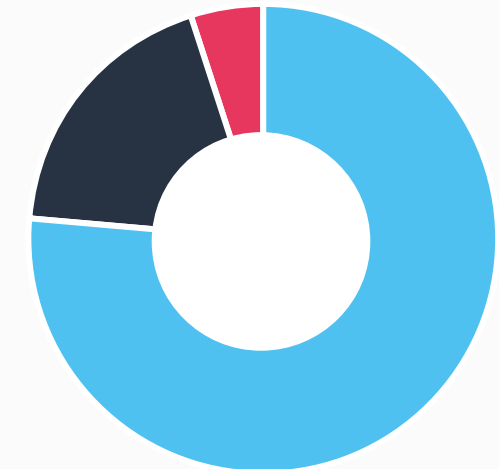
Registration year of .pl domain names active in DNS



Number of .pl domain names in DNS



Number of domain names active in DNS as divided into the type of zone, Q3 2019



76.63% second level domain names

18.64% functional

4.73% regional

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.pl domain names active in DNS

Transfers

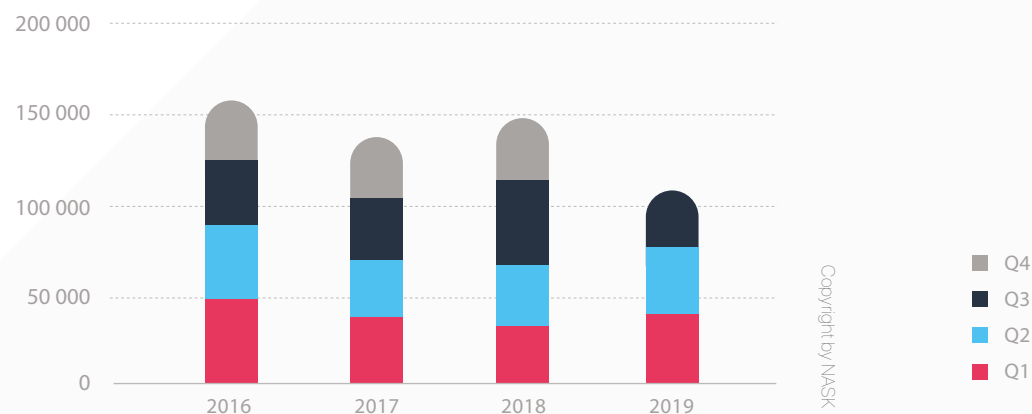
As in the previous, corresponding periods, in third quarter of 2019 registrants were changing registrars servicing .pl domain names maintained for them. During the discussed period the registrants transferred the service of .pl domain names **30 376** times.



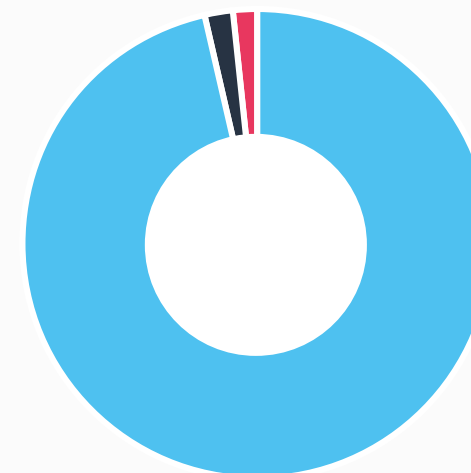
3.61%

of transfers were executed with a simultaneous renewal of a domain name for a consecutive billing period

Number of .pl domain name transfers



Division of transfers, Q3 2019



96.39% active domain names

2.08% active domain names with renewal

1.53% inactive domain names

.pl domain names active in DNS

Renewal of a domain name for a consecutive billing period

At the end of September 2019 the renewal rate in the .pl domain registry equalled **65.68%**, being lower by **0.26 p.p.** as compared to the result recorded at the end of the second quarter of 2019 and by **0.63 p.p.** higher than the outcome obtained last year at the end of September.



398 thousand

.pl domain names renewed from the beginning of July to the end of September 2019

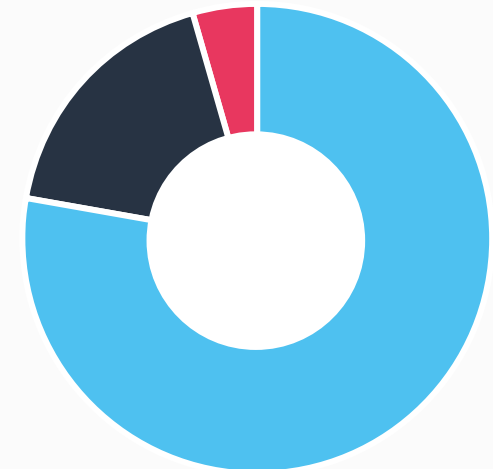


for

1.5 thousand

names the end date of a billing period was shifted by an individually defined number of days

Structure of renewed .pl domain names, Q3 2019



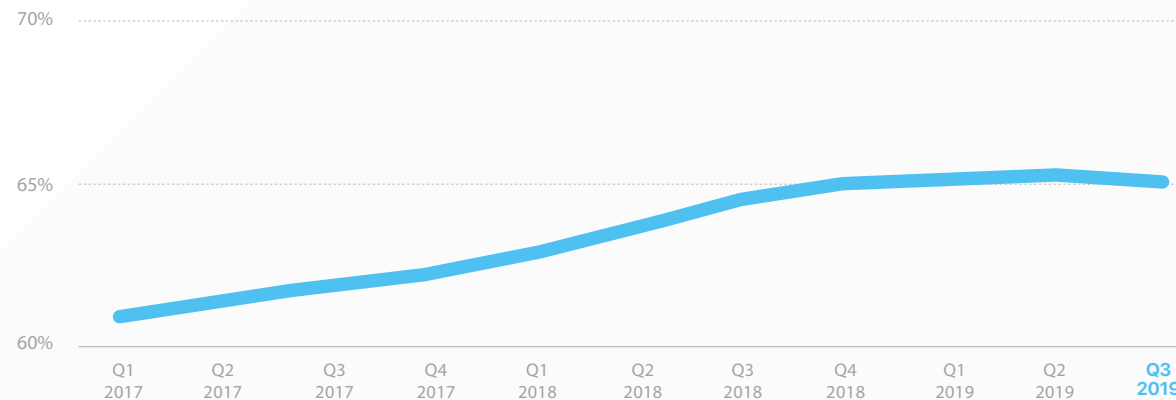
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77.98% second level domain names

17.62% functional

4.40% regional

Renewal rate of .pl domain names

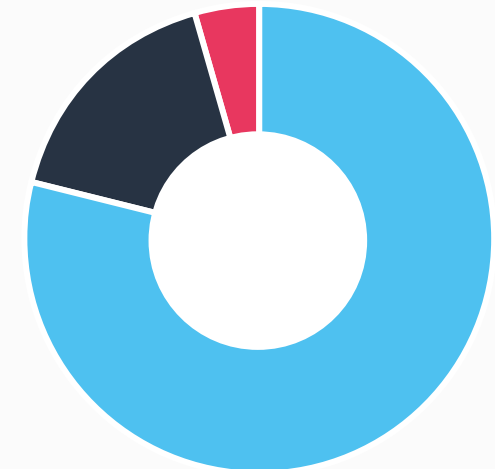


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New domain names in .pl domain registry

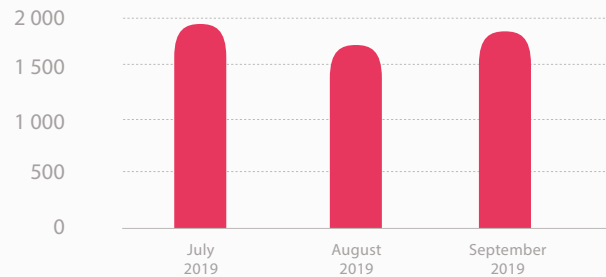
During the third quarter of 2019 **170 754** new domain names were entered in the .pl domain registry. The number of names registered in particular months amounted to **59 241** in July, **53 873** in August and **57 640** in September. The share of domain names, registered directly in the .pl domain, in the total number of registrations, effected during the quarter, was the highest ever recorded in the history of the registry and amounted to **78.97%**. Remaining **31.03%** constituted registrations of functional domains (e.g. .com.pl, .net.pl) and regional (e.g. .waw.pl, .wroclaw.pl).

.pl domain name registrations as divided into a type of zone, Q3 2019



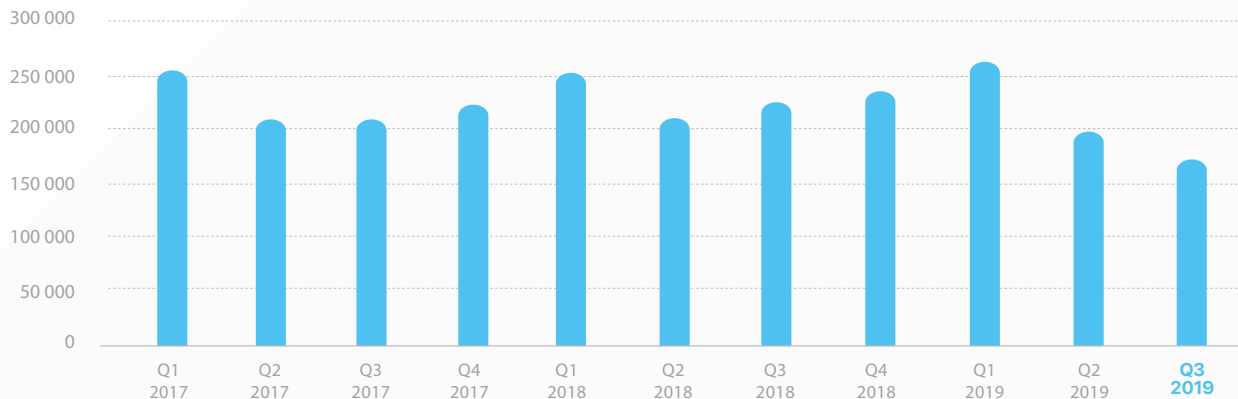
1 856

daily average number of registrations



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Number of .pl domain name registrations



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78.97% second level domain names

16.70% functional

4.33% regional

Registrants of .pl domain names

Registrants in the .pl domain registry

At the end of September 2019, in the .pl domain registry, there were **1 076 157** entries of unique data of .pl domain name registrants. The number was by **8 872** lower than at the end of the second quarter of 2019.

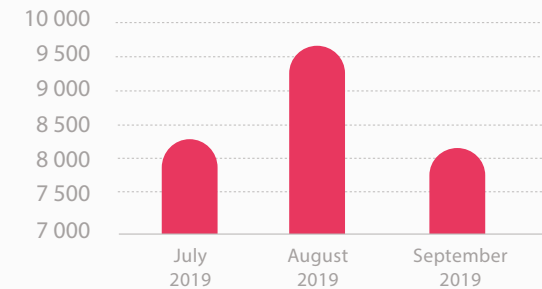


2.37 .pl domain names fell for one registrant on average



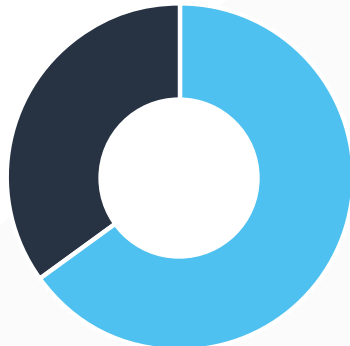
From the beginning of July to the end of September 2019 there were **26 005** changes of .pl domain names registrants

Number of changes of .pl domain name registrants



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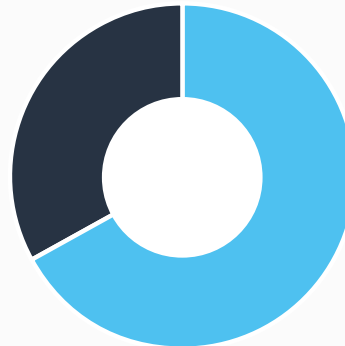
Division of Registrants of .pl domain names, Q3 2019



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65.02% organizations
34.98% natural persons

Division of .pl domain names, active in DNS, for the type of registrants, Q3 2019



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67.12% organizations
32.88% natural persons

Division of .pl domain name registrations for the type of registrants, Q3 2019



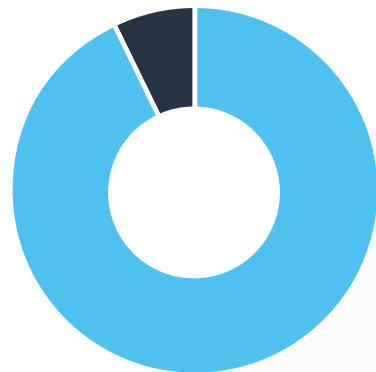
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58.30% organizations
41.70% natural persons

Registrants of .pl domain names

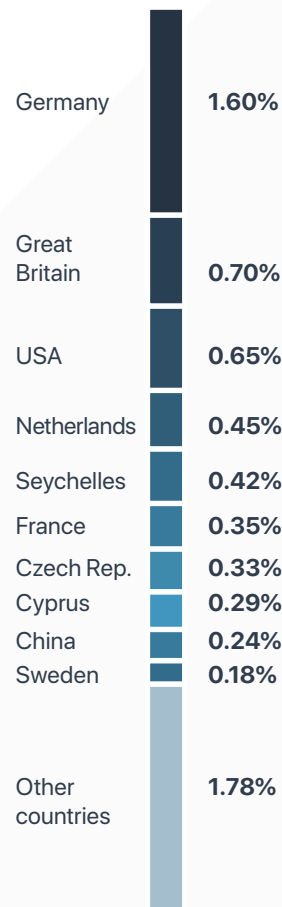
Place of residence of .pl domain name registrants

Division of .pl domain names, active in DNS, for registrant's country, Q3 2019

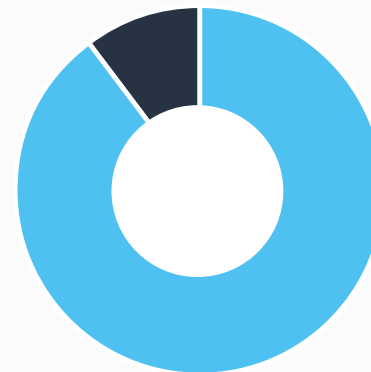


93.01% Poland
6.99% others

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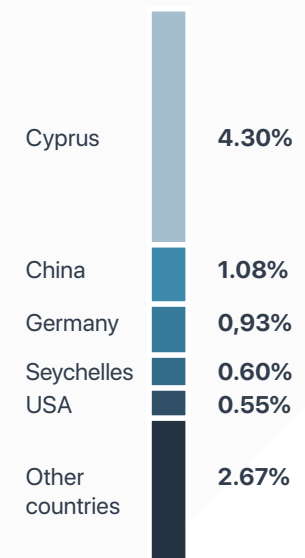


Division of .pl domain name registrations for a registrant's country, Q3 2019



89.87% Poland
10.13% others

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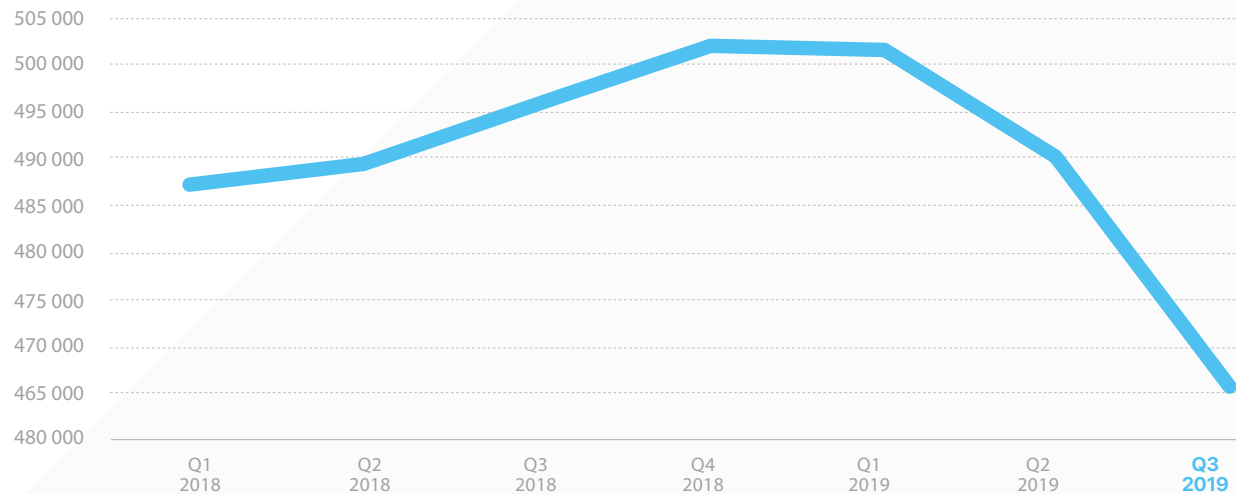


Additional services of .pl domain registry

DNSSEC

At the end of the third quarter of 2019 in the .pl domain registry, there were **465 631** names, secured with the DNSSEC protocol, which was by **9 669** names fewer than in the previous quarter.

Number of the .pl domain names secured with DNSSEC



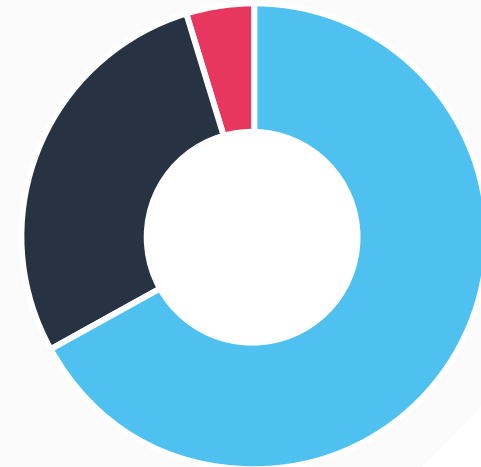
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.pl domain names secured with DNSSEC as divided into the type of a zone



67.09%

of secured names were registered directly in the .pl domain



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67.09% directly in the .pl domain

28.32% in the functional domains

4.59% in the regional domains

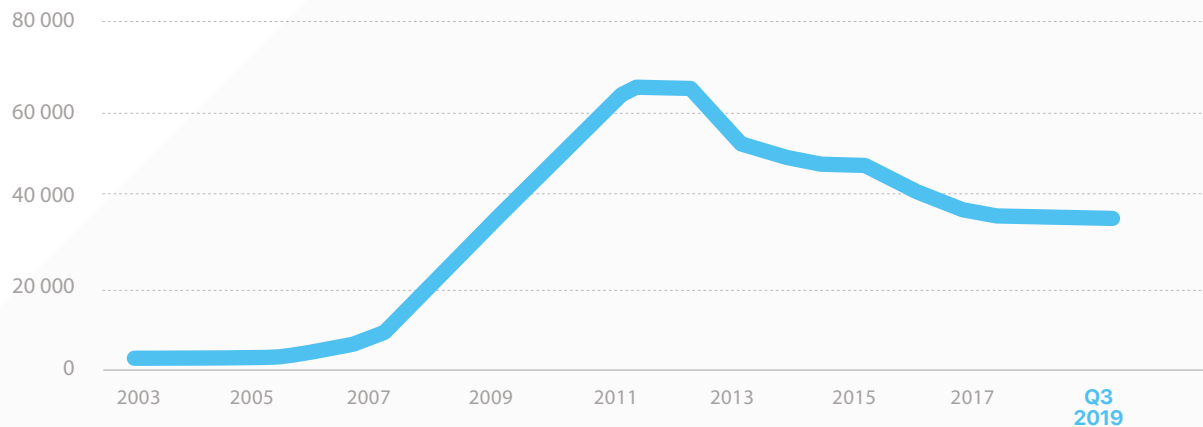
Additional services of .pl domain registry

IDN

At the end of September 2019, there were **35 650** .pl domain names with national diacritic signs (IDN), consisting **1.40%** of all names active in the registry.

From the beginning of July to the end of September 2019 **2 122** IDNs were registered, i.e. **1.24%** of all .pl domain names registered during the period under discussion.

Number of .pl IDNs active in DNS



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Number of registrations of .pl IDNs



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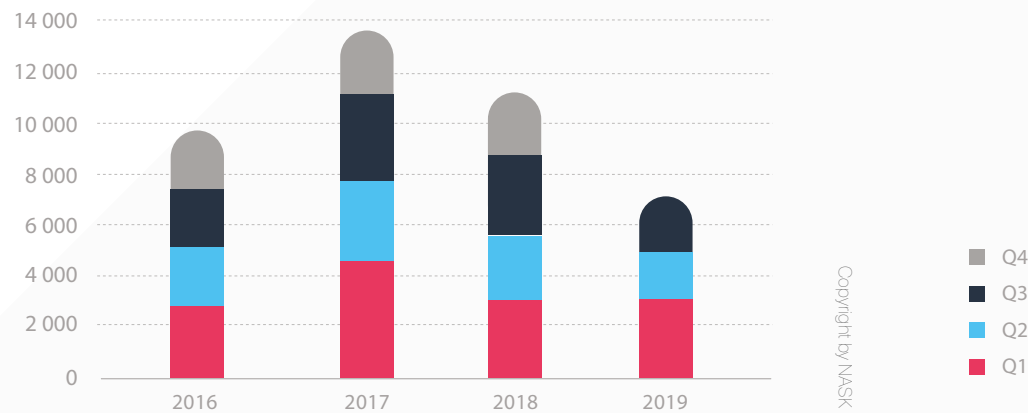
Additional services of .pl domain registry

Options

During the third quarter of 2019 **2 145** agreements on options for the registration of .pl domain names were concluded, while **400** existing agreements were renewed for a consecutive 3-year period.

970 existing agreements on options were executed with providing a domain name for registration. In **89** cases, registration failed for reasons attributed to an option holder, thus domain names in question being released for public registration.

Number of WLS registrations



since launching
the service
in June 2004



the .pl domain registry has
concluded **225 thousand**
agreements



45.20%
thereof being
completed with
providing a .pl domain
name for registration

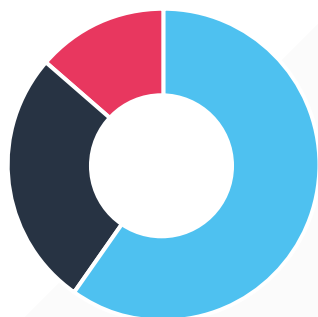
Registrars of .pl domain names

NASK Partner Programme

At the end of the third quarter of 2019, within the frames of the Partner Programme, the .pl domain registry was cooperating with **217** registrars from **26** countries.

130 registrars had their registered offices in Poland and were servicing in total **72.48%** of .pl domain names, **58** registrars, seated in other European countries, were servicing **16.85%** of .pl domain names, while **29** registrars, domiciled beyond Europe, were servicing **10.67%** of .pl domain names.

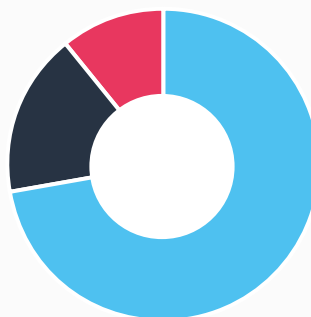
Partners of NASK, division by place of residence, Q3 2019



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59.91% Poland
26.73% Europe
13.36% other countries

.pl domain name market share between Partners considering the place of residence, Q3 2019



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72.48% Poland
16.85% Europe
10.67% other countries

217

Partners



26

countries

Internet 24/7

Fake shops – a growing threat

According to the Bisnode Polska report, in the middle of 2019 there were approximately 32 thousand online shops registered in Poland, and every year their number grows by almost 3 thousand. Among them there are also websites that only resemble shops, but in fact they are traps for Internet users.

Fake shops are becoming a serious threat. This type of fraud is increasing every year. According to the latest CERT Polska report, in 2018 there was a nearly threefold increase in incidents, related to fake shops, in comparison to the previous year. The increase in incidents, reported to CERT, is related not only to the intensification of the phenomenon, but also to the growing awareness of threats among Polish Internet users.

Unfortunately, each of us can fall victim to extortion in a fake shop. 62% of Poles already buy online, and one third of respondents declare that their spending on the Internet in the coming year will be higher (according to the Gemius report from 2019).

Some fake shops can be recognized at first glance. However, more and more of them are prepared to mislead even the most cautious buyers, e.g. by using authentic SSL certificates. In order to extort money, illegally obtain information and data, criminals are becoming more and more bold. They more often use certificates and sign their fake websites with them. It is no longer enough to be guided only by the so-called “green padlock” in the URL address of the shop and the HTTPS protocol. It is worth to click on this padlock and check for whom the certificate has been issued. However, you should remember that obtaining a certificate for a domain name does not guarantee the honesty of its registrant towards the users of the website.

In order not to become a victim of cybercriminals we should also look for opinions about a specific shop among friends. Opinions about suspicious shops, posted online, may be extreme, the enthusiastic ones often come from the fraudsters themselves and the negative ones from individuals, being the victims of a cybercrime.

What else should the Internet users pay attention to in order not to fall into the trap of criminals? Fraudsters most often tempt with heavily discounted prices. If you come across a “super sale”, it is worth to check the shop before you make a purchase, e.g. call the phone number, if provided on the website. Often, there is a typo in the address of a fake shop website pretending to be original, so it is recommended to pay special attention to the spelling.

Fake shops can use domain names that have been previously registered, but not renewed on time by registrants. In that scenario cybercriminals profit not only from the established opinion of the shop. Such a domain name has an added value for fraudsters because it has already a record and is better positioned by search engines.

It is important to remember to renew your domain names on time, and thus prevent the consequences not only of their recovery, but, above all, of the illegal use of expired domain names to set up fake shops.

Sources:

Report “E-commerce w Polsce 2019. Gemius dla e-Commerce Polska”
Annual report 2018 – CERT Polska
Bisnode Polska, 2019



dns.pl

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