

.PL DOMAIN NAME MARKET

Q2 2015



NASK'S REPORT FOR THE SECOND QUARTER OF 2015

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All the information were prepared
and compiled basing on data
from the .pl domain name Registry system.

TABLE OF CONTENTS

3	Introduction	12	Ranking of the ccTLD registries in the EU zone
4	Number of .pl domain names in DNS	13	Registrants of .pl domain names
5	Number of new .pl domain name registrations	14	DNT
6	Number of new .pl domain name registrations as divided into Provinces	15	WLS
7	Number of new .pl domain name registrations, daily average	16	NASK Partners
8	Number of new .pl domain name registrations as divided into the type of zone	17	Market share between Partners considering .pl domain names
9	Renewal rate of .pl domain names	18	Market share between Partners considering new registrations
10	Transfers	19	Market share between Partners considering Registrants
11	DNSSEC in the .pl domain name	20	Market share between Partners considering DNT registrations
		21	Market share between Partners considering WLS registrations

INTRODUCTION

Dear Readers,

Handing you over a consecutive report, containing data from the .pl domain Registry, I may proudly notice that it presents one of the best quarters in recent years.

At the end of the first half of 2015 the volume of the .pl domain Registry comprised 2 593 474 domain names active in DNS, maintained for more than 976 thousand Registrants. The Registry, in the second quarter, was enlarged by 53 512 names, which means that the quarter growth dynamics exceeded 2%, thus being the highest value since 2012. In annual view the growth amounted to more than 4%.

From April to June 2015 the Registrants registered daily average 3132 new .pl domain names, therefore the number of new registrations equaled 285 003 – nearly by 40 thousand more than in the corresponding period last year. In this respect, it was the best second quarter

in the history of the .pl domain Registry. A higher number of registrations was last time recorded in the first quarter of 2012. Worthy of note is the fact that it is the first time in last ten years when the number of names registered in the second quarter has exceeded the number recorded in the first quarter of a particular year. As it results from the data presented in the report, the renewal level at the end of the first half of the year amounted to 61.22%, thus being the best result attained for last 6 years.

I invite you to get acquainted with the newest report, presenting the data from the .pl domain Registry for the second quarter of 2015.

Michał Chrzanowski

NASK Director

NUMBER OF .PL DOMAIN NAMES IN DNS

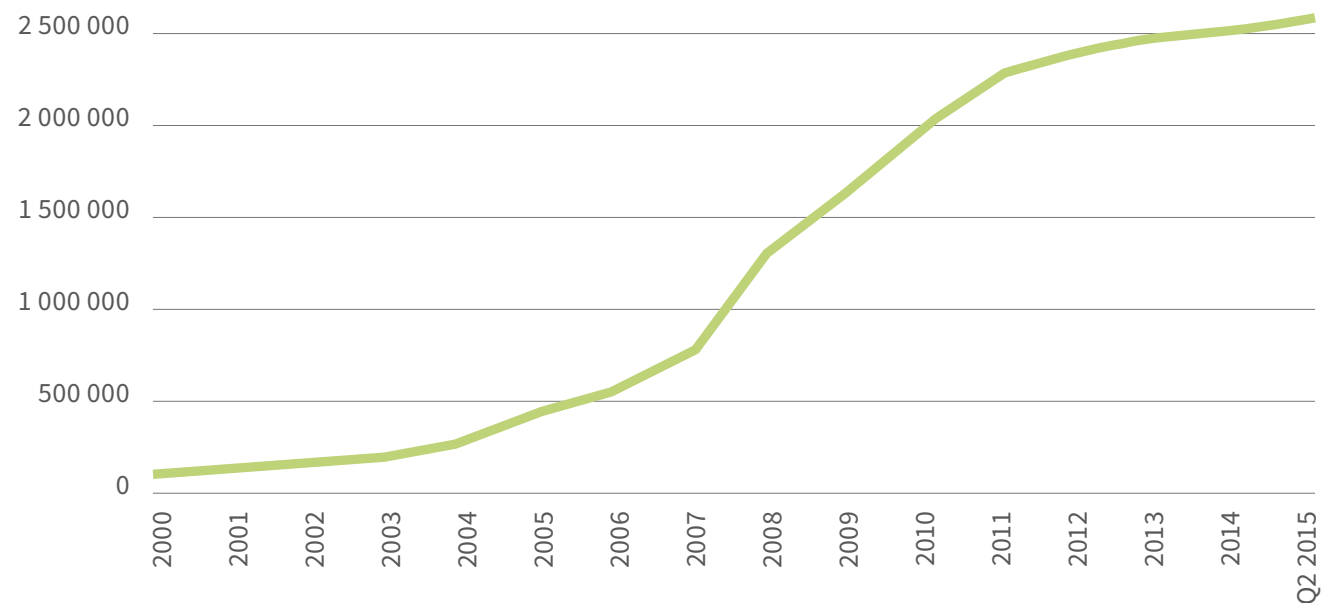
The first half of 2015 was accomplished by the .pl domain Registry with the volume of **2 593 474** active names in DNS. During the second quarter **53 512** .pl domain names were added to the Registry. Annual growth dynamics of the number of names contained in the Registry amounted to **4.10%**.

At the end of June 2015 **72.35%** of all names, maintained in the Registry, were registered directly in the .pl domain, **22.44%** in the functional domains managed by NASK (e.g. .com.pl, .net.pl) and **5.21%** in the regional domains (e.g. .waw.pl, .wroclaw.pl).

The names, containing national diacritic signs (the so called IDNs) constituted **1.73%** of all the active .pl domain names, and their number, at the end of the second quarter, equalled **44 764**.

Number of .pl domain names in DNS

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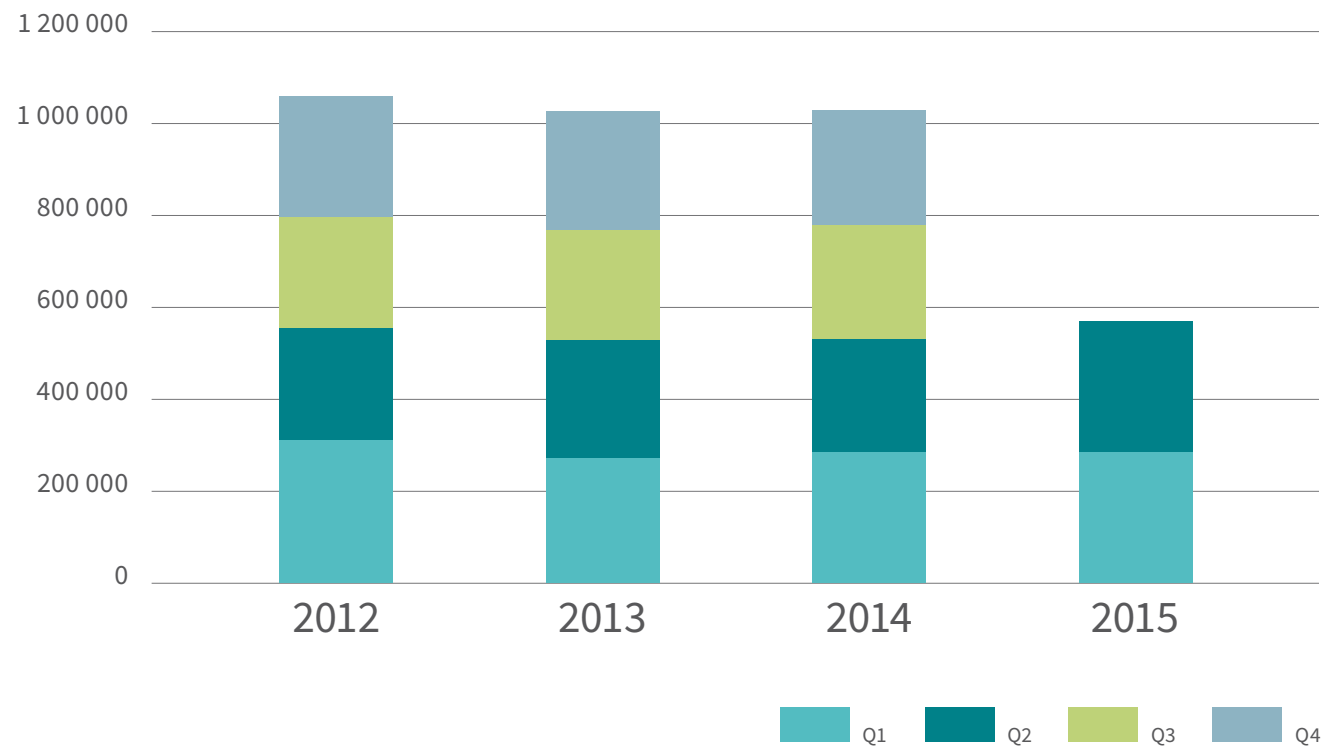


NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

In the second quarter of 2015 **285 003** new .pl domain names were registered, which is by **39 503** names more than in the corresponding period in the previous year. It is the highest number of registrations carried out during a three month period, starting from the second quarter of 2012. The number of registrations in particular months amounted to: **96 136** in April, **95 768** in May and **93 099** in June. **5 471** .pl names, out of all the names registered in the second quarter of 2015, contained diacritic signs.

Number of .pl domain name registrations

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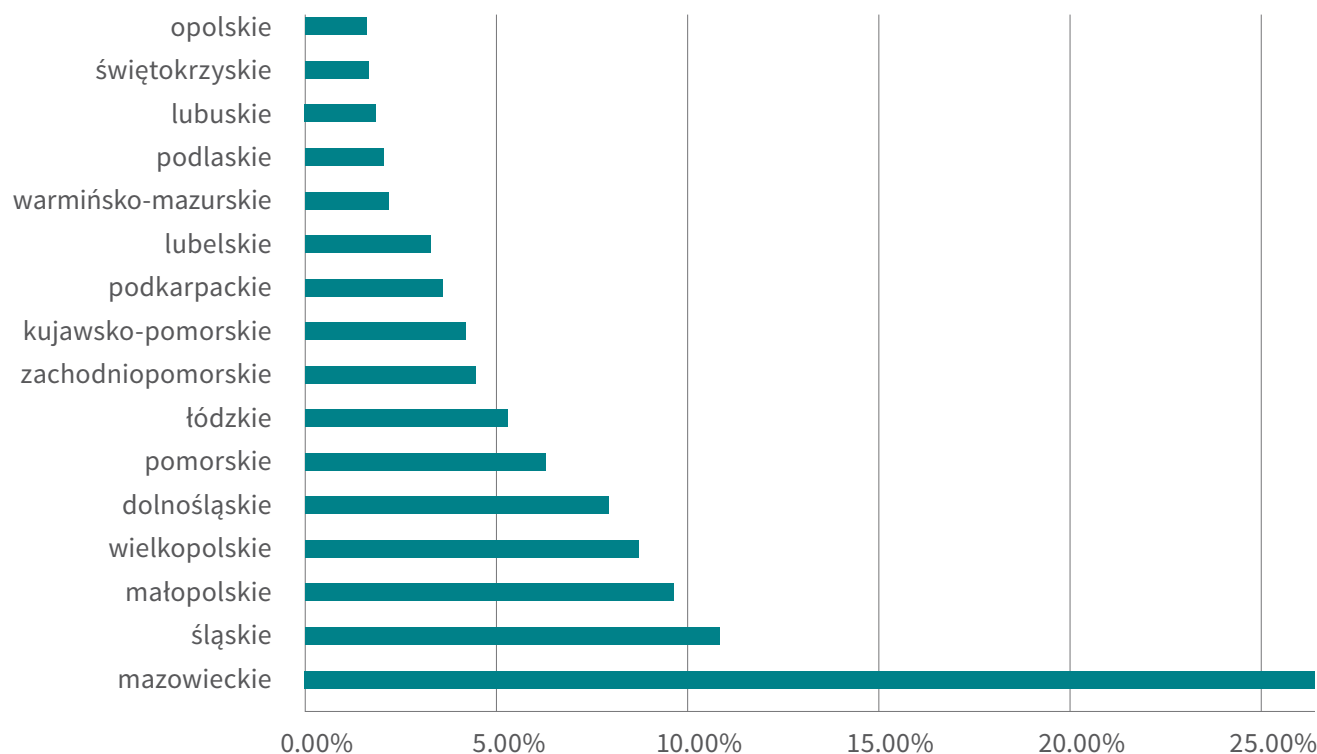
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS AS DIVIDED INTO PROVINCES

Among the .pl domain name registrations in the second quarter of 2015 for the Registrants from Poland the most numerous group constituted the registrations for entities and individuals registered in the Mazowieckie Province – **26.40%**, Śląskie Province – **10.83%**, Małopolskie Province – **9.64%**, Wielkopolskie – **8.71%** and Dolnośląskie Province – **7.93%**.

The lowest number of names, **below 3%**, was registered for Registrants domiciled in the following Provinces: Warmińsko-mazurskie, Podlaskie, Lubuskie, Świętokrzyskie and Opolskie.

Number of new registrations as divided into provinces, Q2 2015

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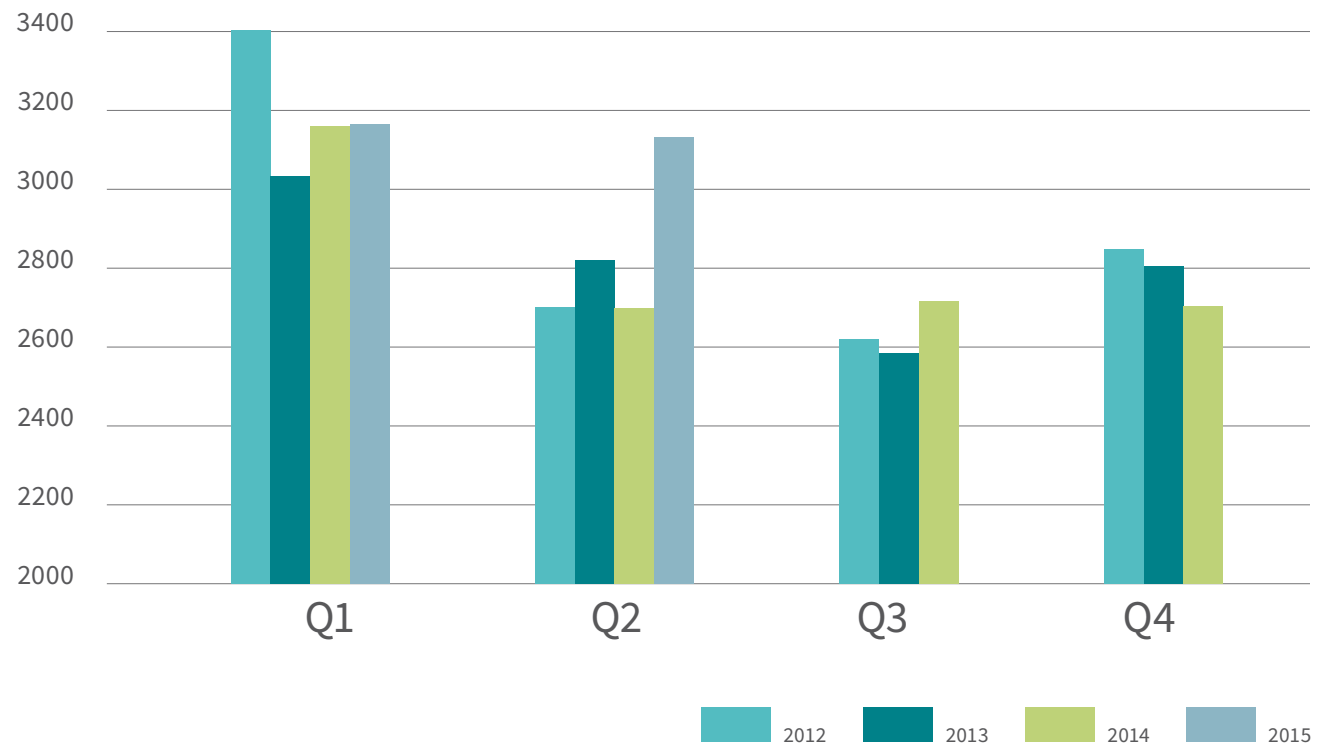
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

The daily average number of new .pl domain name registrations, in the second quarter of 2015, amounted to **3 132**, being the best result accomplished by the Registry in the second quarter of a year.

In particular months of the second quarter the daily average number of new .pl domain name registrations amounted to **3 205** in April, **3 089** in May and **3 103** in June.

Number of .pl domain name registrations, daily average

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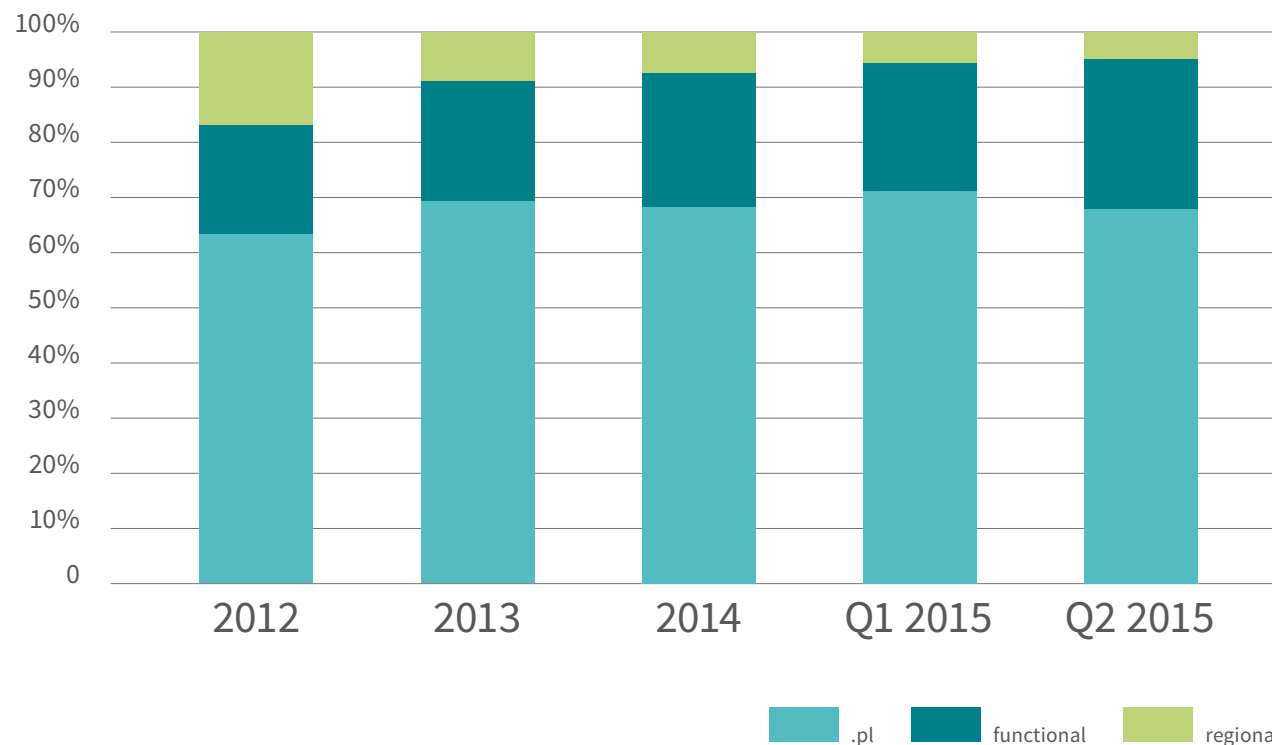
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS AS DIVIDED INTO THE TYPE OF ZONE

From the beginning of April to the end of June 2015, out of all the names entered into the .pl domain Registry **67.99%** constituted the second level .pl domain names, i.e. registered directly in the .pl domain, **27.21%** constituted new registrations in functional domains (e.g. com.pl or info.pl) and **4.80%** in the regional domains (e.g. waw.pl or szczecin.pl)

As compared to the previous quarter, the share of names, registered directly in the .pl domain, increased by **4.00p.p.**, whereas the share of registrations directly in the .pl domain and regional domains, dropped by **3.25 p.p.** and **0.75 p.p.** respectively.

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

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RENEWAL RATE OF .PL DOMAIN NAMES

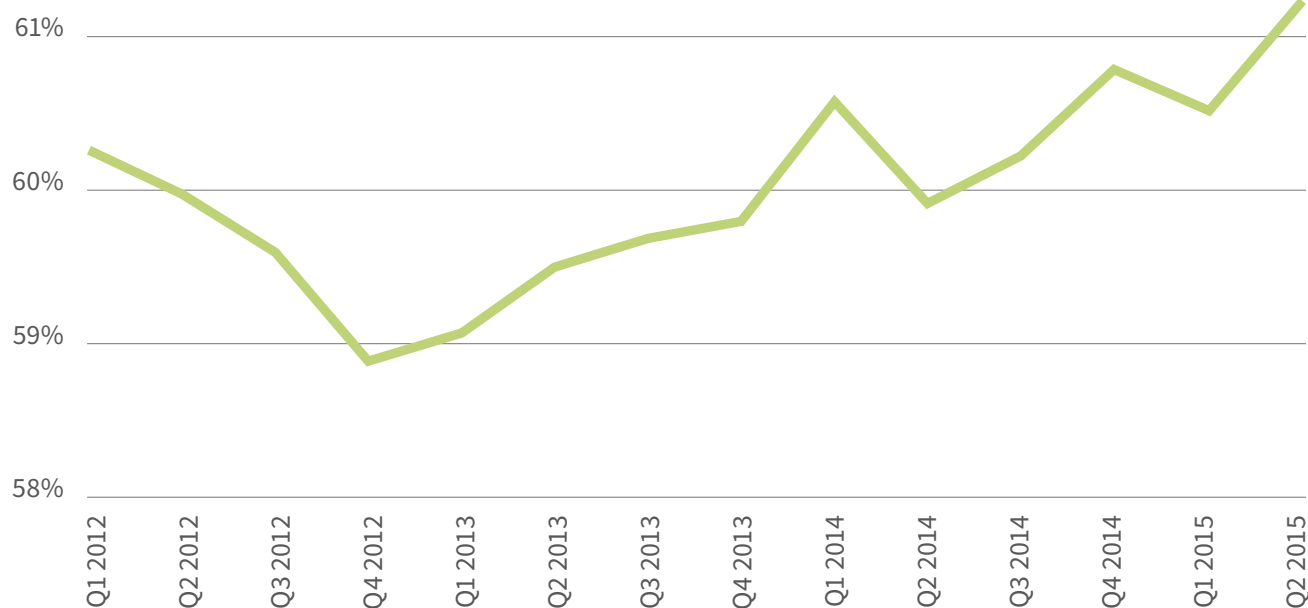
At the end of the first half of 2015 the level of renewed names in the .pl domain amounted to **61.22%**. During the second quarter almost **356 thousand** .pl domain names were renewed.

The structure of renewed names was shaped as follows: **74.39%** constituted the names, maintained directly in the .pl domain, **20.66%** in the functional domains and remaining **4.95%** in the regional domains.

79.04% of .pl domain names, renewed in the second quarter of 2015, were registered before 2014, **20.88%** in 2014 and remaining **0.08%** of names were registered in 2015.

Renewal rate of .pl domain names

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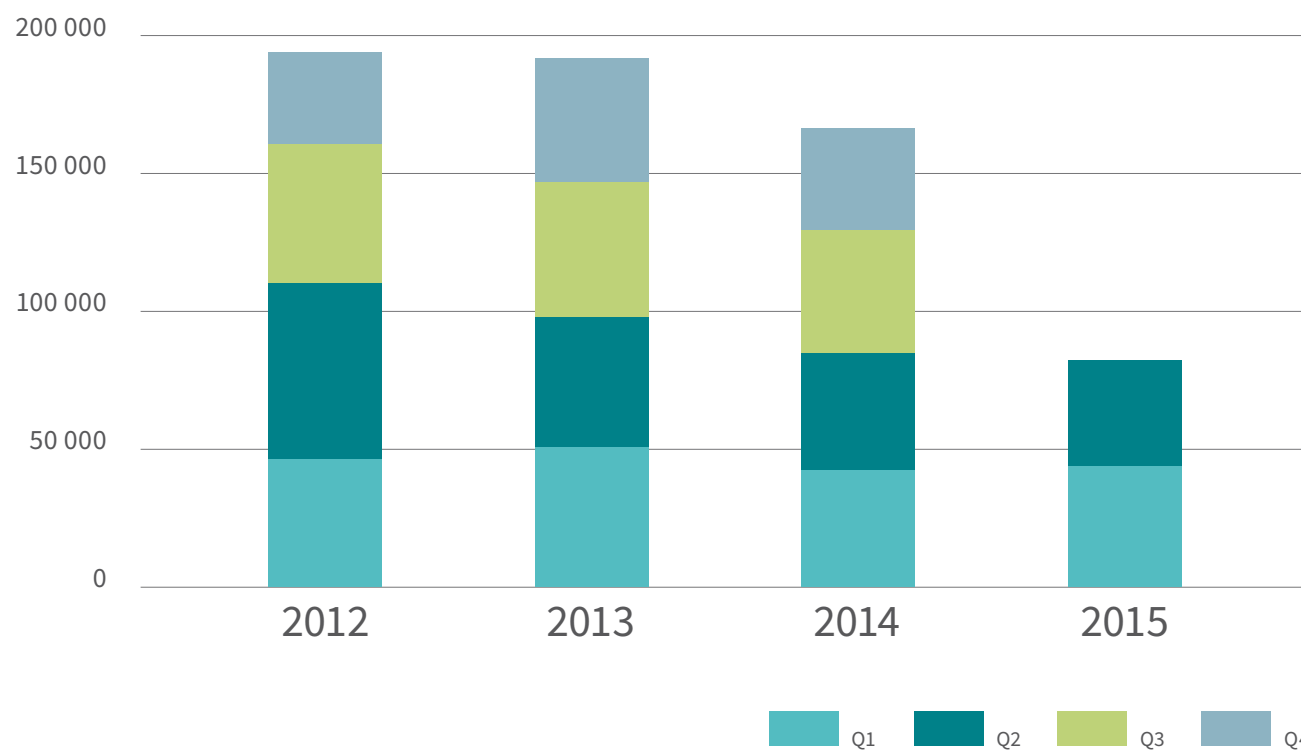
TRANSFERS

During three months, namely, from 1 April to 30 June 2015, the Registrants changed their Registrars, servicing .pl domain names maintained for them, **38 102** times.

In **533** cases the transfer of service was bound with the simultaneous renewal of the .pl domain name for a consecutive billing period, whereby **355** of them were made after the previous billing period had been completed.

Number of .pl domain name transfers

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DNSSEC IN THE .PL DOMAIN NAME

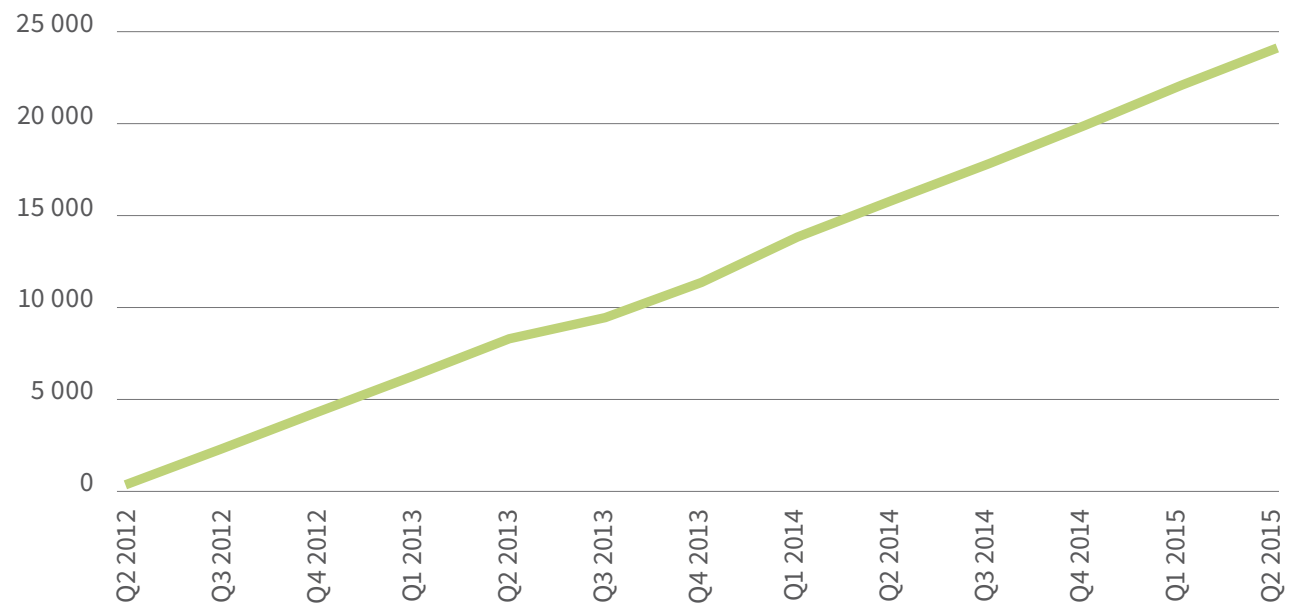
The number of .pl domain names, secured with the DNSSEC protocol at the end of June 2015, amounted to **24 128** names.

During the second quarter of 2015 the Registry was enlarged by **2 003** names secured with the DNSSEC protocol. Daily average **22** secured .pl domain names were added to the Registry. Similarly as in the previous quarters, the interest of the service remained at an unchanged level.

Registrants have been using the DNSSEC protocol for securing their .pl domain names since 4 June 2012.

Number of the .pl domain names secured with DNSSEC

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RANKING OF THE CCTLD REGISTRIES IN THE EU ZONE

Any position of a particular Registry has not been changed since the end of 2012 in the ranking of the TOP 10 ccTLD registries in the countries of the European Union.

At the end of the second quarter of 2015 the Polish Registry was on the sixth position.

The ranking presents the following registries enumerated consecutively: German, British, Dutch, French, Italian, Polish, Spanish, Belgian, Swedish and Danish.

Position	Registry	Number of domain names
1.	.de	15 944 050
2.	.uk	10 639 054
3.	.nl	5 573 396
4.	.fr	2 905 430
5.	.it	2 810 520
6.	.pl	2 593 474
7.	.es	1 776 908
8.	.be	1 512 155
9.	.se	1 363 172
10.	.dk	1 295 533

*The table was composed on the basis of the data published at the websites of the above listed registries between 1 and 2 July 2015.

REGISTRANTS OF .PL DOMAIN NAMES

In the second quarter of 2015 the Registry was enlarged by 16 022 unique Registrants and at the end of June 2015 the number of Registrants in the .pl domain Registry exceeded **976 thousand**.

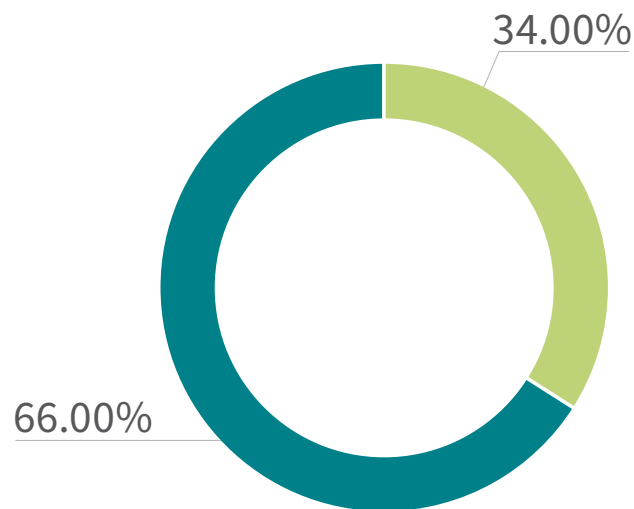
On the basis of the declared registration data, **66%** of Registrants were entrepreneurs and the remaining **34%** private persons.

At the end of the second quarter of 2015 NASK was maintaining one .pl domain name for **64.72%** of Registrants, two domain names for **14.54%** and three .pl domain names for **6.45%** of Registrants.

On average **2.66** .pl domain names fell for one Registrant.

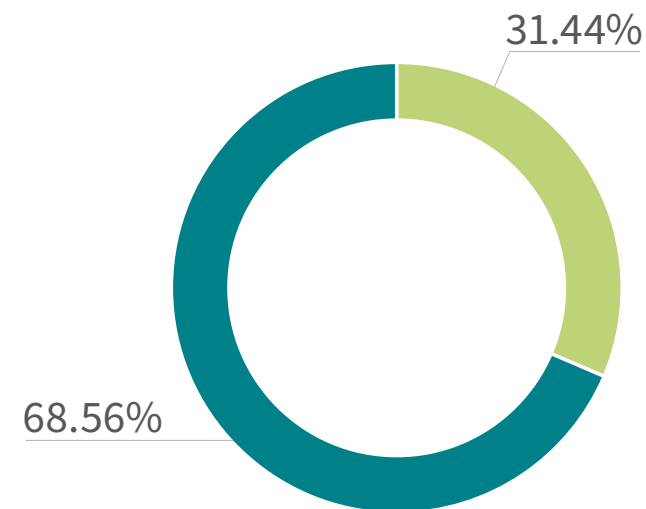
Division of Registrants of .pl domain names, Q2 2015

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Division of .pl domain names for Registrants, Q2 2015

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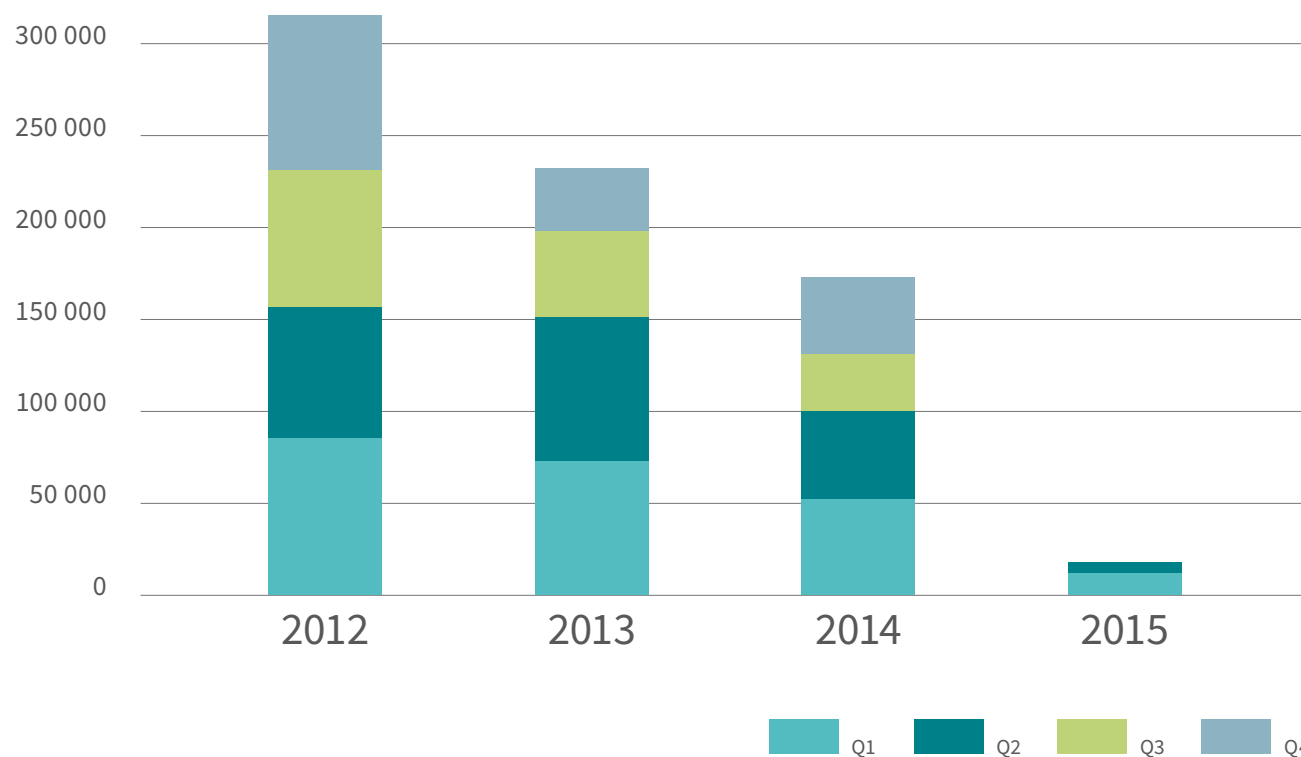
private persons entrepreneurs

Since the beginning of 2015 the interest of a 14-day .pl domain name testing has been decreasing. During the period from the beginning of April to the end of June 2015 **5 803** agreements on .pl domain name tests were concluded, with **9.82%** of tests being completed with registration of a .pl domain name.

Since the service was launched in 2007 over **1.11 million** of tests have been carried out with **5.68%** thereof ended with a domain registration. NASK is planning to close the service of .pl domain name tests (DNT) by the end of December 2015.

Number of DNT registrations

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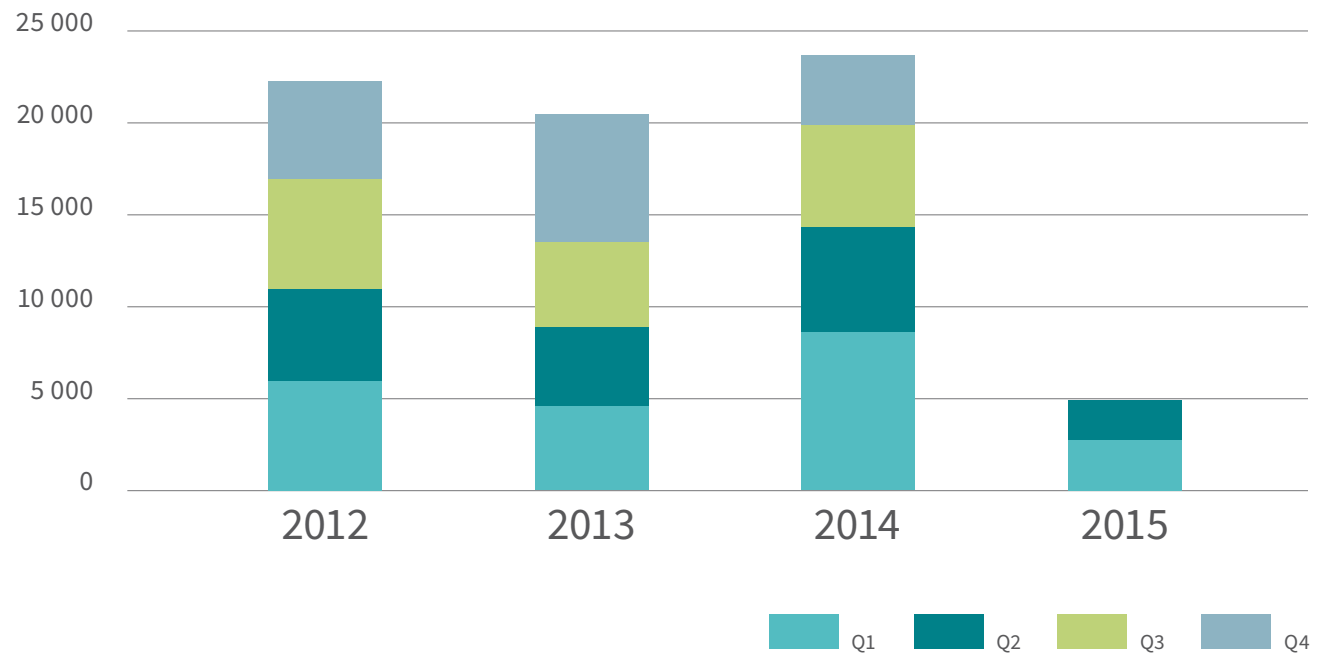
During the second quarter of 2015 **2 173** agreements on options for registration of the .pl domain names were concluded and **554** of existing agreements were prolonged for consecutive three years.

Within the period under discussion, **1 684** agreements on options ended with making a .pl domain name available for registration. In **128** cases the formal requirements were not met or the registration was cancelled, which resulted in the .pl domain names being released to the group of names available for registration.

Since launching the service of options for registration of a .pl domain name (in June 2004) the .pl domain Registry has concluded **179 600** agreements with **44.49%** thereof providing a .pl domain name for registration.

Number of WLS registrations

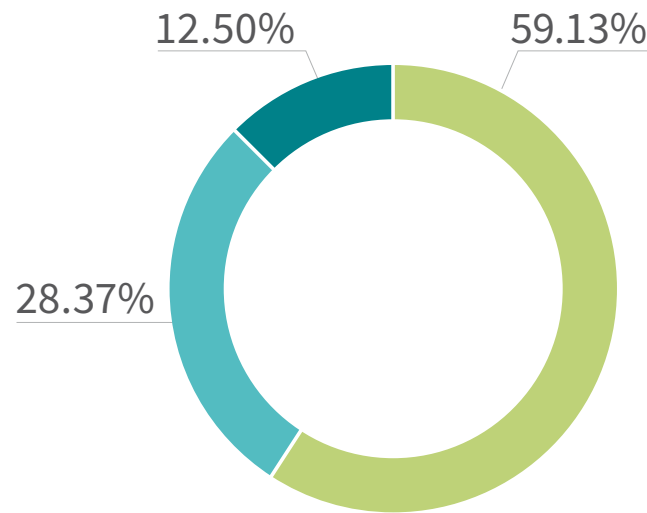
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At the end of the second quarter of 2015 **208** Registrars participated in the Partner Programme of the .pl domain Registry. **123** Registrars had their registered offices in Poland, servicing **77.76%** of .pl domain names, **59** Registrars were seated in other European countries and were servicing **12.69%** of .pl domain names, while **26** remaining Registrars, domiciled beyond Europe, were servicing **9.55%** of .pl domain names.

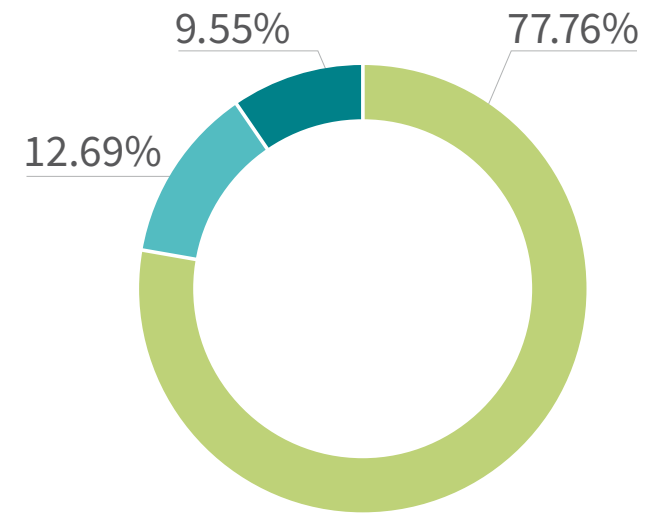
Partners of NASK, division by place of residence, Q2 2015

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.pl domain name market share between Partners considering the place of residence, Q2 2015

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Poland
 Europe
 other countries

MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

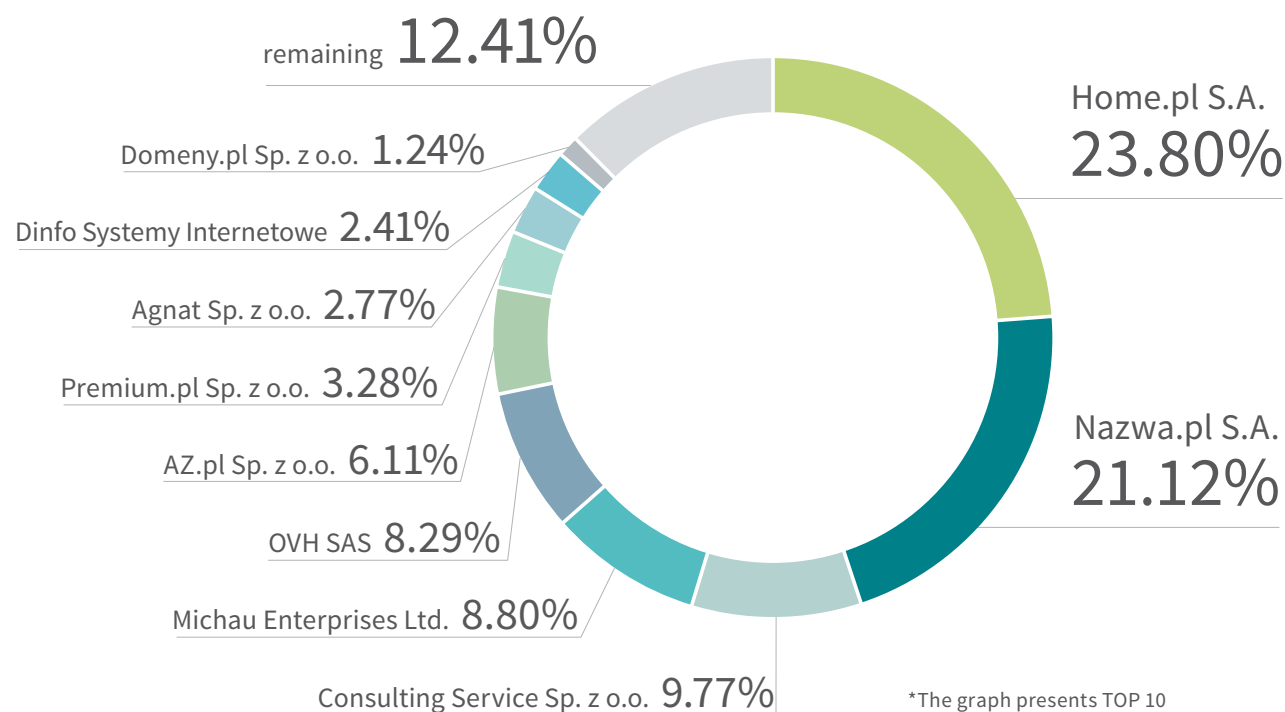
At the end of June 2015 NASK Partners were servicing totally **99.23%** of all .pl domain names active in DNS. The remaining **0.77%** were the names serviced directly by NASK.

The presented TOP 10 was servicing, at the end of the first half of 2015, totally over **87.59%** of market. The share of Home.pl S.A. amounted to **23.80%**. Nazwa.pl S.A., during the discussed period, attained the result of **21.12%**, while Consulting Service Sp. z o.o. was servicing **9.77%** of active .pl domain names. The successive places in the ranking were taken by the following Registrars: Michau Enterprises Ltd. – **8.80%**, OVH SAS – **8.29%**, AZ.pl Sp. z o.o. – **6.11%**, Premium.pl Sp. z o.o. – **3.28%**, Agnat Sp. z o.o. – **2.77%**, Dinfo Systemy Internetowe – **2.41%** and Domeny.pl Sp. z o.o. – **1.24%**.

In the second quarter of 2015 the highest growth of the number of serviced domain names was accomplished by Nazwa.pl S.A, attaining the increase in the market share by **1.46 p.p.**

Market share between Partners
considering .pl domain names, Q2 2015*

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

MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW REGISTRATIONS

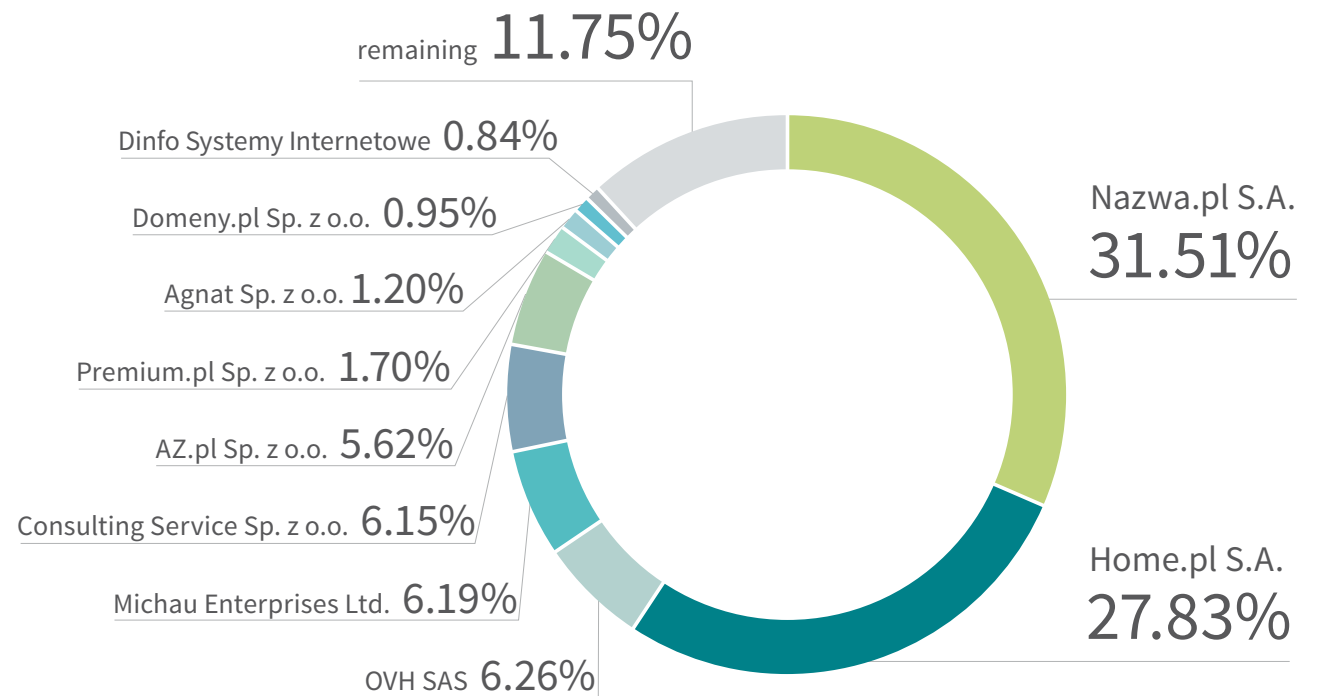
In the second quarter of 2015 out of all **285 003** new .pl domain names as many as **284 985** were registered by assistance of NASK Partners, with **88.25%** of names being registered via those presented in TOP 10.

The highest market share was recorded by Nazwa.pl S.A., which assisted in registration of **31.51%** of names. The second position was held by Home.pl S.A. with **27.83%** share. The remaining Partners most frequently chosen by the Registrants registering .pl domain names were: OVH SAS – **6.26%**, Michau Enterprises Ltd. – **6.19%**, Consulting Service Sp. z o.o. – **6.15%**, AZ.pl Sp. z o.o. – **5.62%**, Premium.pl Sp. z o.o. – **1.70%**, Agnat Sp. z o.o. – **1.20%**, Domeny.pl Sp. z o.o. – **0.95%** and Dinfo Systemy Internetowe – **0.84%**.

The highest increase in the number of .pl domain names registered quarterly, as compared to the previous quarter of 2015, was attained by Nazwa.pl S.A. and Home.pl S.A., accomplishing the growth dynamics of **9.62%** and **8.21%** respectively.

Market share between Partners considering new .pl domain name registrations, Q2 2015*

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

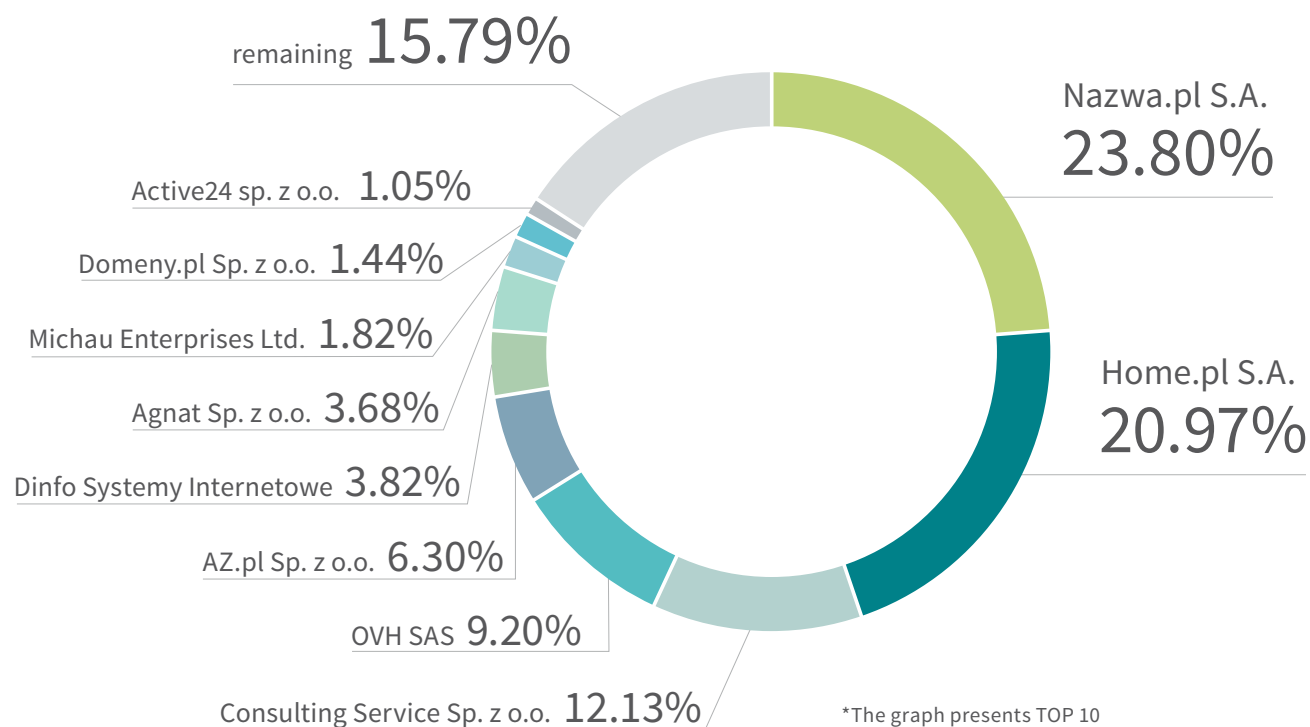
MARKET SHARE BETWEEN PARTNERS CONSIDERING REGISTRANTS

At the end of June 2015 NASK Partners were servicing more than **98.58%** of all .pl domain name Registrants, with **56.90%** thereof being serviced by three Partners: Nazwa.pl S.A. – **23.80%**, Home.pl S.A. – **20.97%**, and Consulting Service Sp. z o.o. – **12.13%**.

The successive positions in the ranking of presented Registrars were occupied by: OVH SAS – **9.20%**, AZ.pl Sp. z o.o. – **6.30%**, Dinfo Systemy Internetowe – **3.82%**, Agnat Sp. z o.o. – **3.68%**, Michau Enterprises Ltd. – **1.82%**, Domeny.pl Sp. z o.o. – **1.44%** and Active 24 Sp. z o.o. – **1.05%**.

Market share between Partners considering .pl domain name Registrants, Q2 2015*

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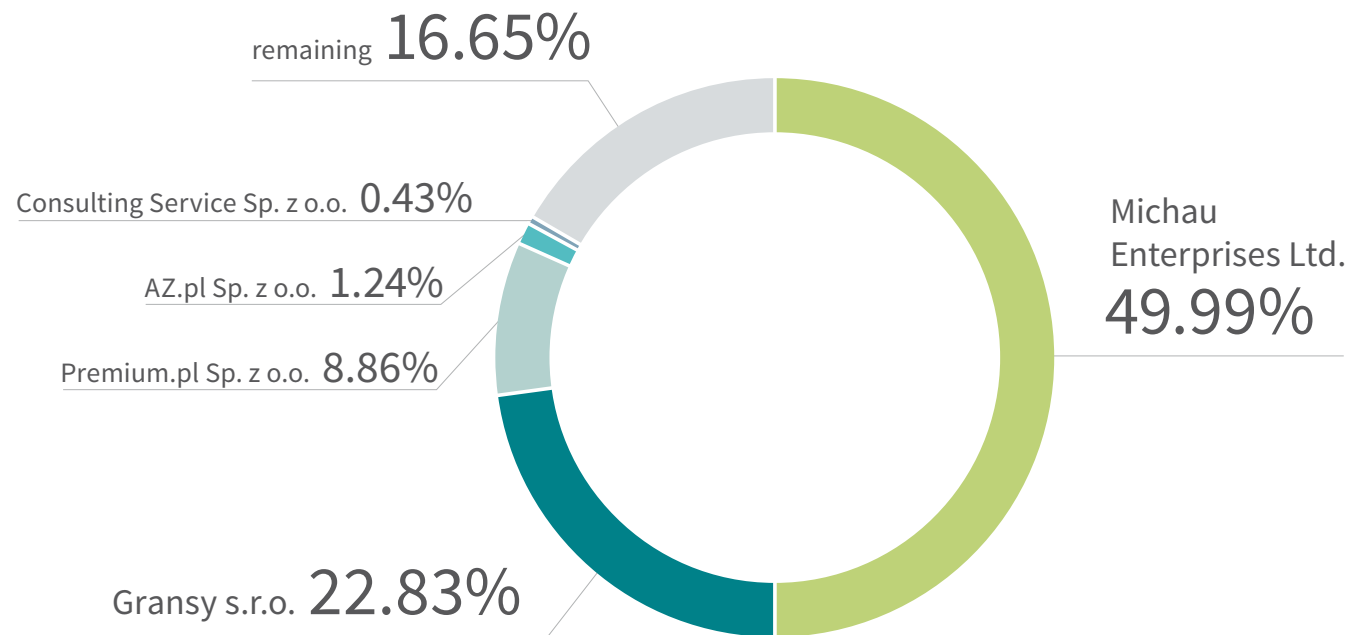
*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

MARKET SHARE BETWEEN PARTNERS CONSIDERING DNT REGISTRATIONS

In the second quarter of 2015, similarly as in previous quarters, the DNT market was dominated by Michau Enterprises Ltd., assisting in conclusion of **49.99%** of agreements on .pl domain name tests. The second most frequently chosen Registrar was Gransy s.r.o. with **22.83%** share. The successive Registrars, which agreed to published their results in the DNT market share, were: Premium.pl Sp. z o.o. – **8.86%**, Az.pl Sp. z o.o. – **1.24%** and Consulting Service Sp. z o.o. – **0.43%**.

DNT market share between Partners, Q2 2015*

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

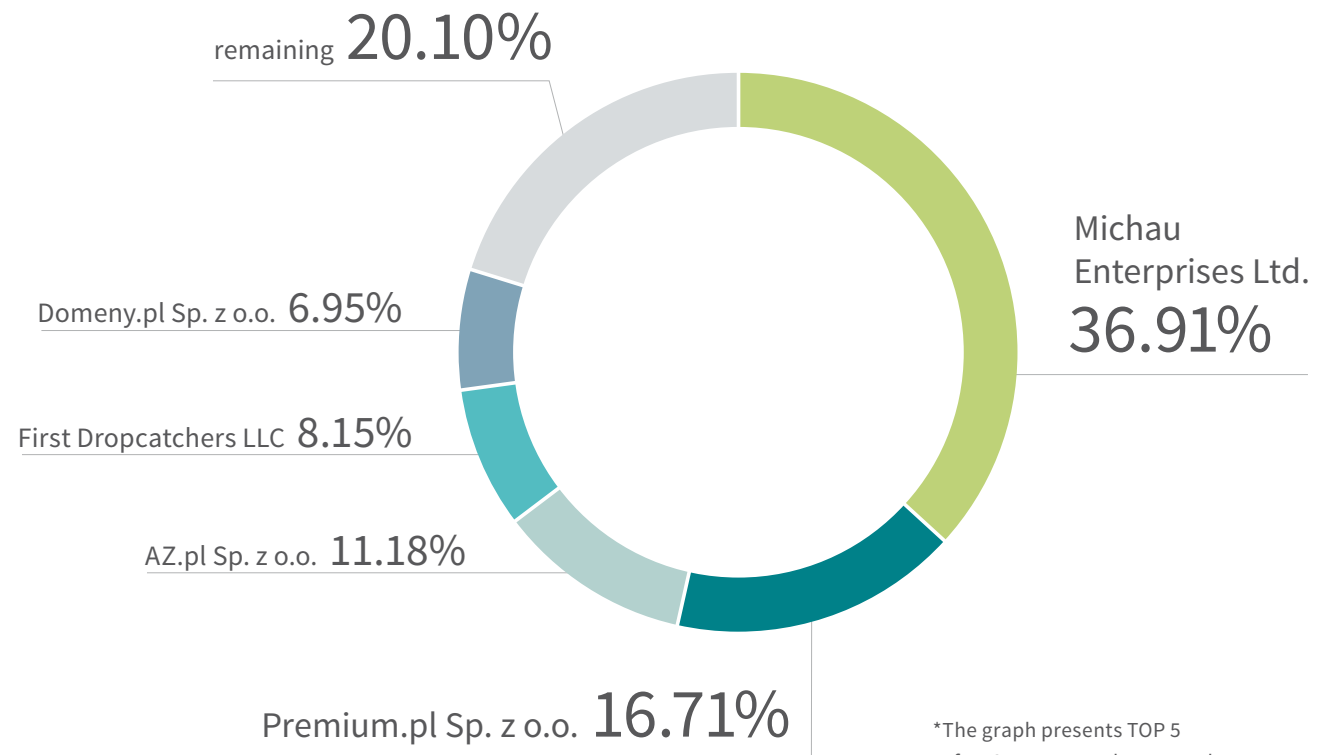
MARKET SHARE BETWEEN PARTNERS CONSIDERING WLS REGISTRATIONS

From the beginning of April to the end of June 2015 options were most frequently put via Michau Enterprises Ltd., which assisted in conclusion **36.91%** of agreements. The consecutive Registrars most frequently chosen by Registrants were: Premium.pl Sp. z o.o. – **16.71%**, AZ.pl Sp. z o.o. – **11.18%**, First Dropcatchers LLC – **8.15%** and Domeny.pl Sp. z o.o. – **6.95%**.

The Partners, from beyond the presented Top 5, serviced in total **437** new agreements on the options for registration of the .pl domain name.

WLS market share between Partners, Q2 2015*

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