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

.PL DOMAIN NAME MARKET

**NASK'S RAPORT FOR THE THIRD QUARTER OF 2011
Q3 2011**

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.PL DOMAIN NAME MARKET

NASK'S RAPORT FOR THE THIRD QUARTER OF 2011

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.PL DOMAIN NAME MARKET

NASK'S RAPORT FOR THE THIRD QUARTER OF 2011

Introduction

Dear Readers,

Third quarter of 2011 was characterized by a steady growth of names in .pl domain. However this increase was comfortable enough to allow NASK to keep its leading position in respect to the growth dynamics among countries from the European Union.

The most significant change was a noticeable increase of .pl domain name renewals, equal to 59% and 1,01p.p. higher than in the previous quarter. The renewal percentage in the third quarter of 2011 was the highest noted in two years. Taking into account growths from both previous quarters, a sustained tendency can be noted in this regard, which is particularly important if we consider the fact that renewal rate is one of the most important indicators of growth and stabilization of the .pl domain market. About 35% of renewals concerned names registered in current or previous year and about 19% concerned names registered in 2009. Over 46% of all renewals concern .pl names registered before 2009.

Stable situation on our market is also confirmed by reduction of the number of transfers. Decrease in Registrants mobility in this regard may also mean that .pl domain name services, offered by our Partners, are tailored to the Registrants needs and that Registrants are wary while choosing their Registrar. It is also worth to mention that from the total number of 26 597 transfers only about 2% were transfers with renewals.

Among additional services, offered next to registrations and maintenance of .pl domain names, .pl DNT service reached a record breaking number of 37 199. This is the best result since this service was first introduced in September 2007. A total of 5,52% of tests resulted in registrations.

Looking at the results from the third quarter of 2011 one may presume that the following quarter will have an equally positive outcome, especially when we take into account intense marketing actions, which promote .pl domain name registrations, launched during the press conference organized by NASK for 20-year anniversary of Internet in Poland, nowadays continued by Partners.

Michał Chrzanowski
Director of NASK

Ranking of ccTLD's from the EU area at the end of Q3 2011

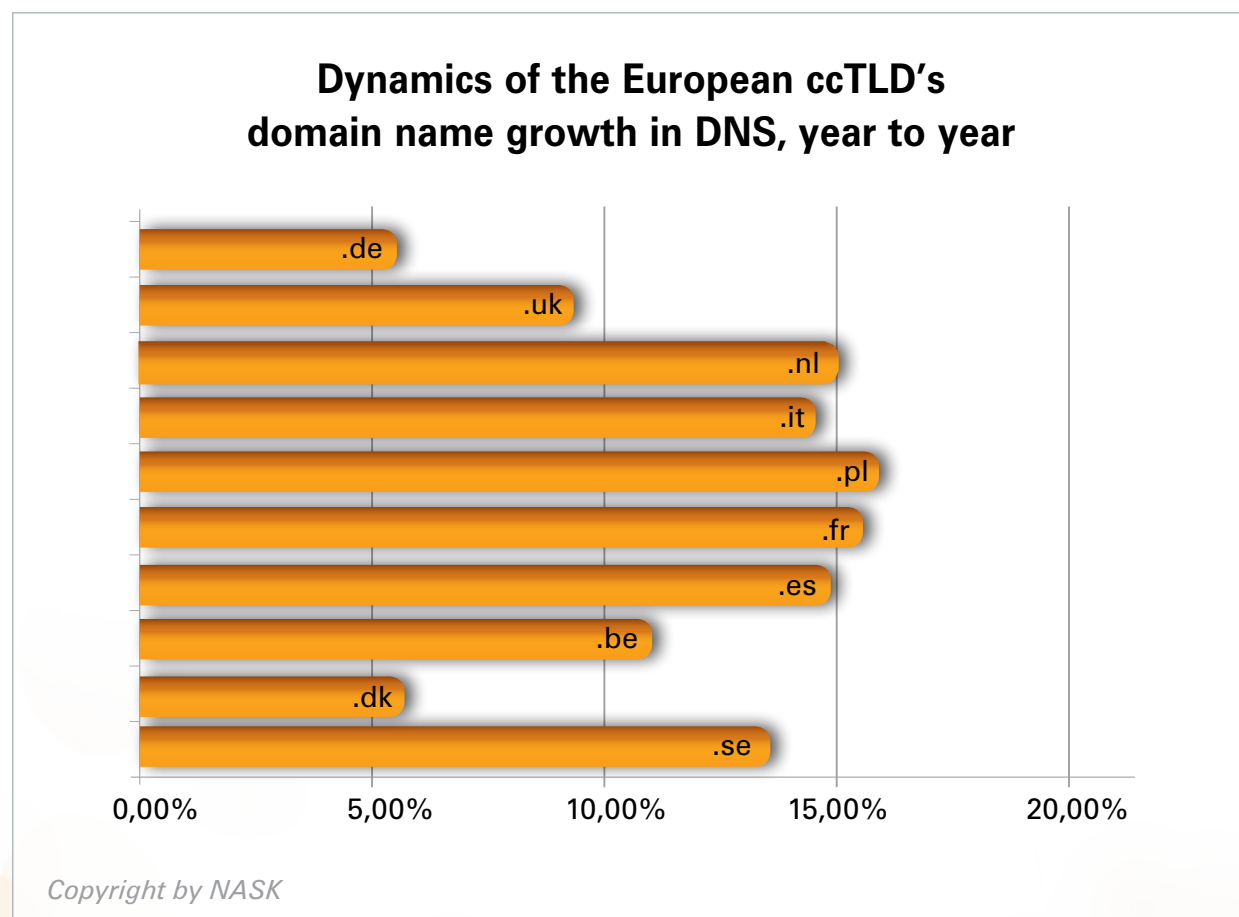
The order of the ccTLD registries in the TOP 10 did not change in the third quarter of 2011.

Position	Registry	Number of domain names
1.	.de	14 607 977
2.	.uk	9 627 873
3.	.nl	4 664 603
4.	.it	2 254 991
5.	.pl	2 207 742
6.	.fr	2 110 794
7.	.es	1 408 266
8.	.be	1 187 248
9.	.dk	1 141 803
10.	.se	1 127 775

Table includes data from the period between the 30th of September and 4th of October 2011.

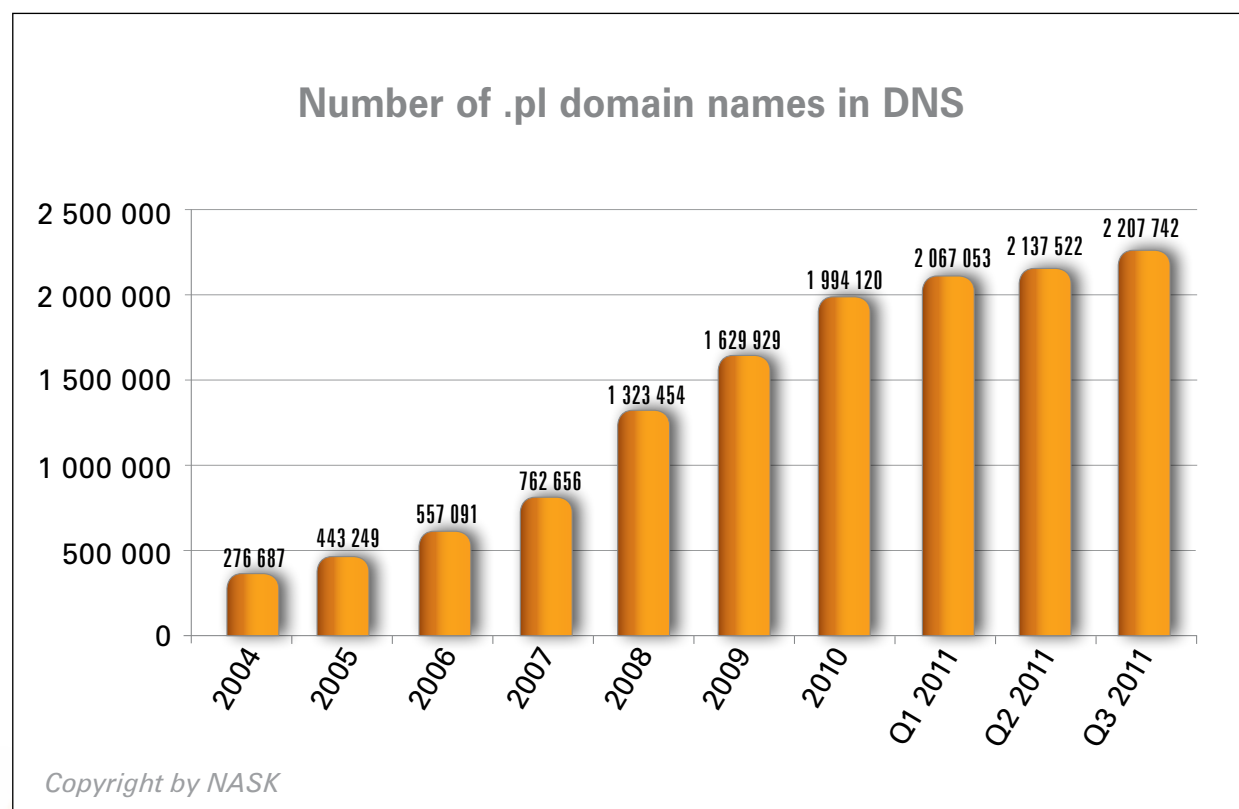
Dynamics of ccTLD's domain name growth in the EU area

Among the ten biggest ccTLD registries from the EU area, Polish Registry kept its most dynamic domain name growth. In a yearly scope, third quarter of 2011 brought a decline in the dynamics to five registries.



Number of .pl domain names in DNS

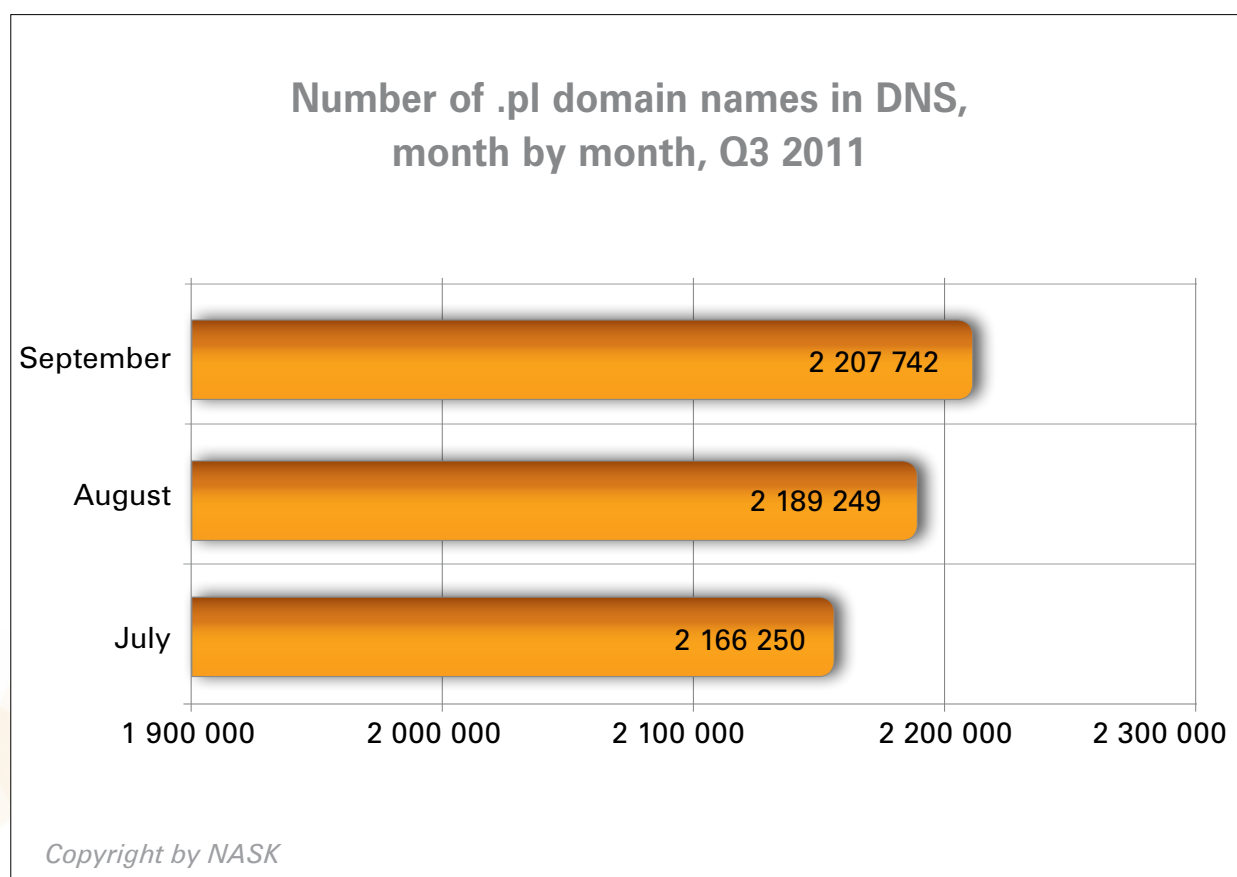
In the third quarter of 2011 the number of active .pl domain names increased by **70 220**, achieving **2 207 742** names at the end of September.



Third quarter of 2011

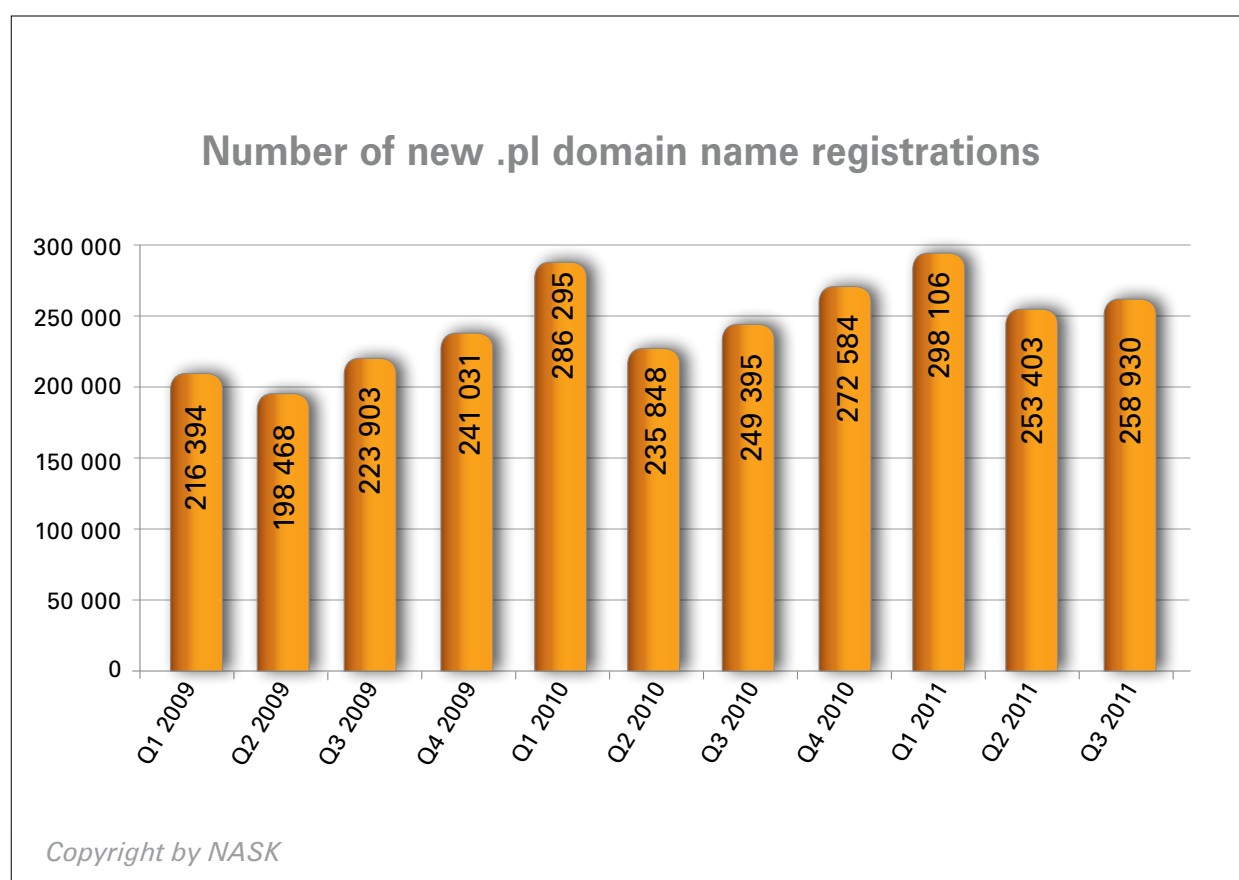
- month by month

July was the month during which the highest growth of names in .pl domain, with result of **28 728**, was noted. In months that followed this growth was equal to: **22 999** in August and **18 483** in September.



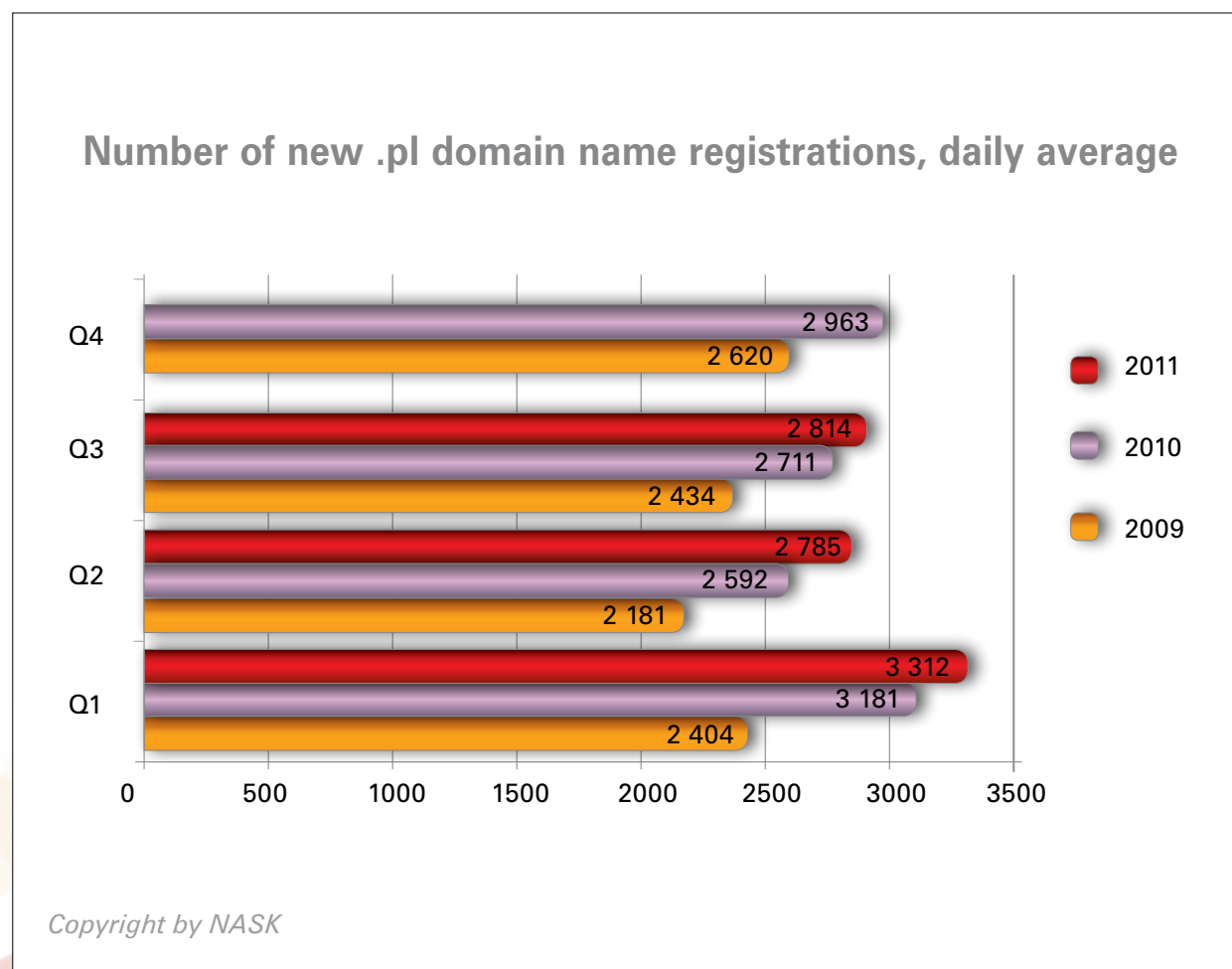
Number of new .pl domain name registrations

Number of new registrations in .pl domain, in the third quarter of 2011, amounted to **258 930**. This result was **2,18%** higher from the one achieved in the previous quarter.



Number of new .pl domain name registrations, daily average

Results in the third quarter of 2011 improved, when compared to the previous months, by increasing the average number of new registrations by **2814** per day. September turned out to be the best month with **2994** new names registered every day. In July, a total of **2685** and in August, **2771** new names were registered.

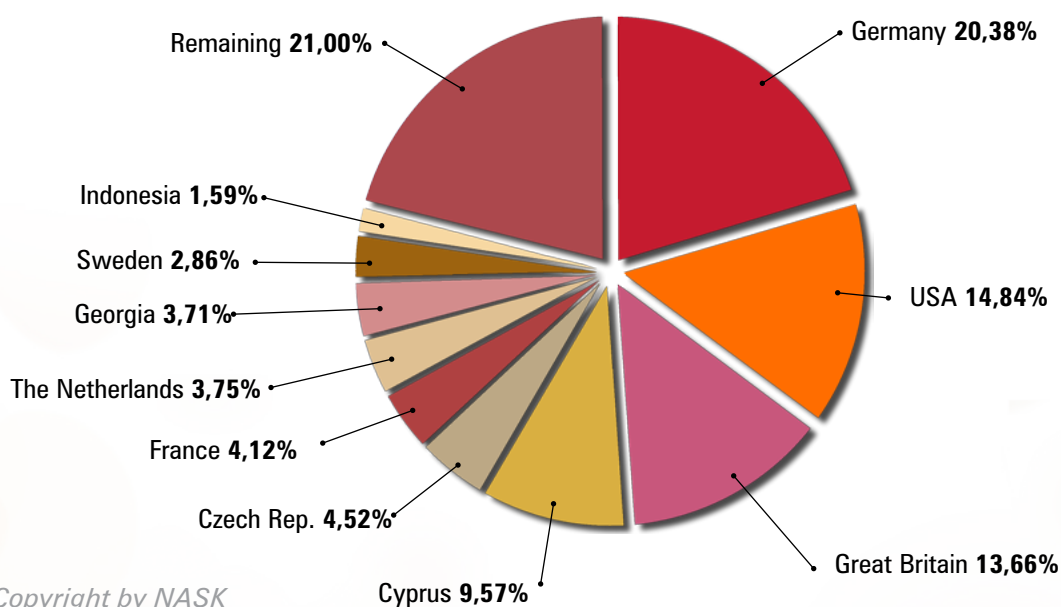


New registrations to Registrant's place of residence comparison

From the beginning of July until the end of September 2011 over **96%** of .pl domain name registrations were done by entities residing in Poland.

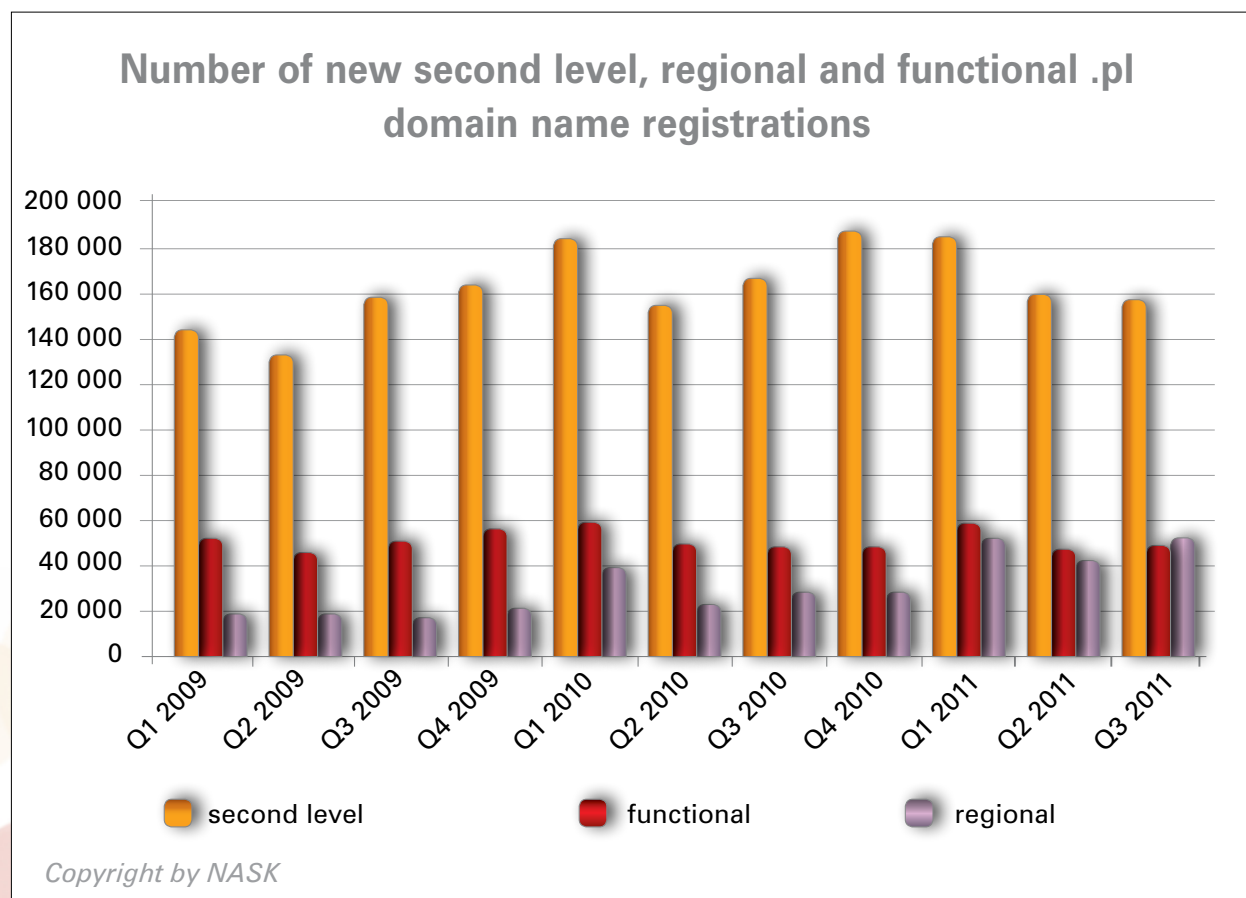
On behalf of Registrants outside of Poland the amount of **8890** .pl domain names were registered. From this, **1812** registrations were done for Registrars from Germany, **1319** from United States, **1214** from Great Britain, **851** from Cyprus and **402** from Czech Republic. **Over 300** registrations were done in France, the Netherlands and Georgia. Sweden and Indonesia close the list with **254** and **141** registrations respectively.

New .pl domain name registrations on behalf of Registrants residing outside Poland, Q3 2011



Comparison between second level, regional and functional domain name registrations

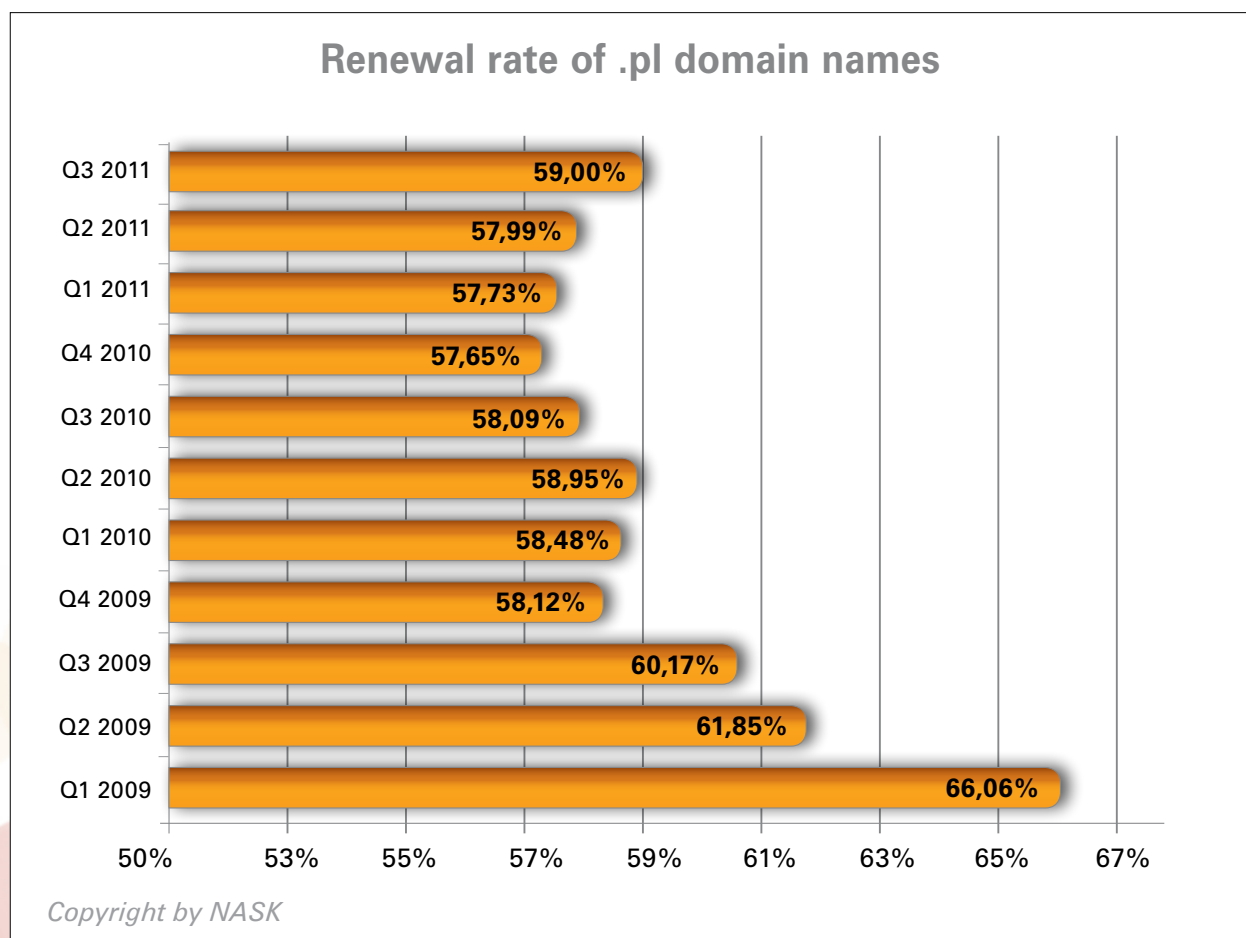
Small changes followed in the third quarter of 2011 in the structure of registered .pl domain names. Second level .pl domains are still the most popular choice and account for almost **60%** of all registrations. Share of names, registered in functional domains, increased by **0,26p.p.** and is equal to little over **19%**. Since the beginning of July until the end of September regional .pl domains noted a growth by **2,89p.p.** and increased their share to almost **21%**.



Renewal rate of .pl domain names

Since the beginning of the year the renewal rate of .pl domain names keeps a clear upturn and, at the end of the third quarter of 2011, was equal to **59%**, which is a result **1,01p.p.** better than the previous quarter.

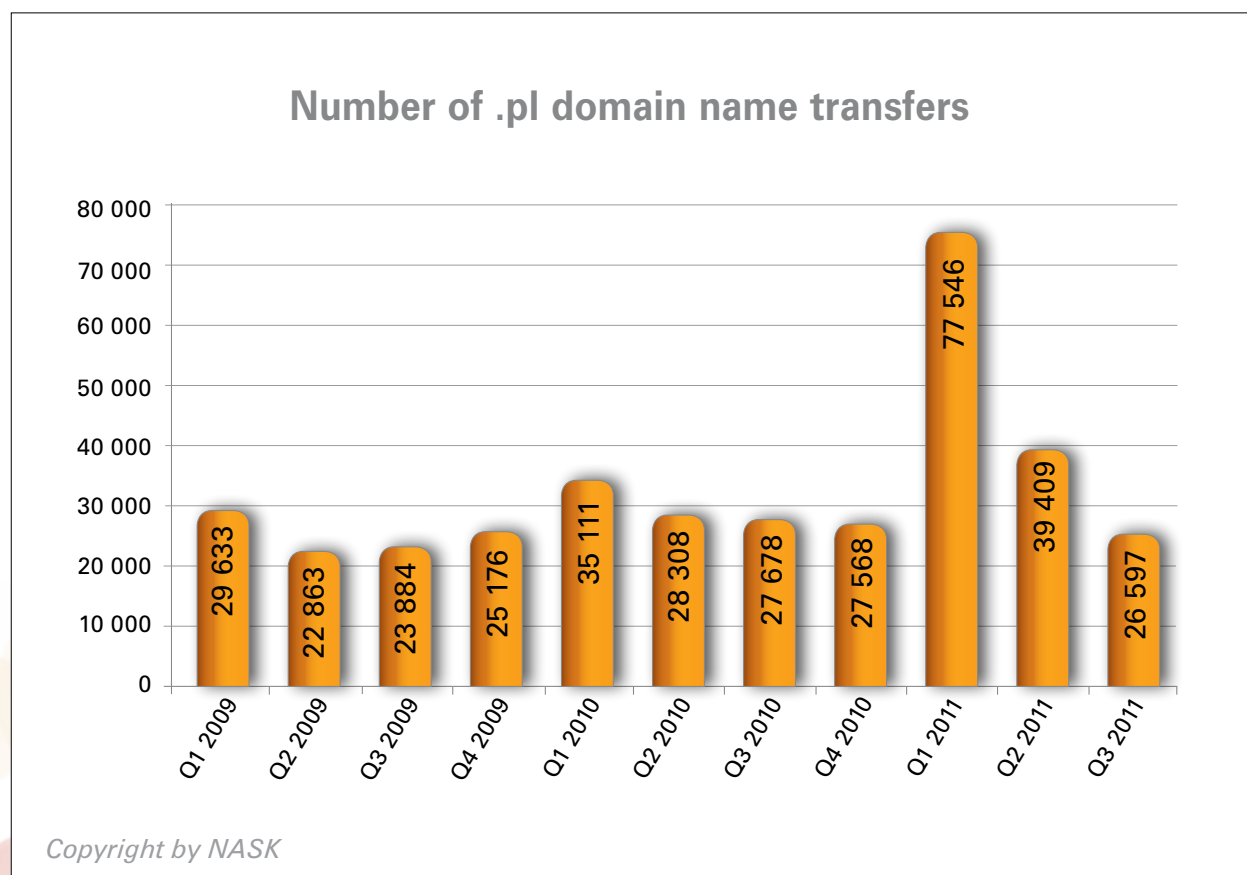
From the beginning of July until the end of September 2011 over **284 000** .pl domain name renewals were noted.



Transfers between Partners

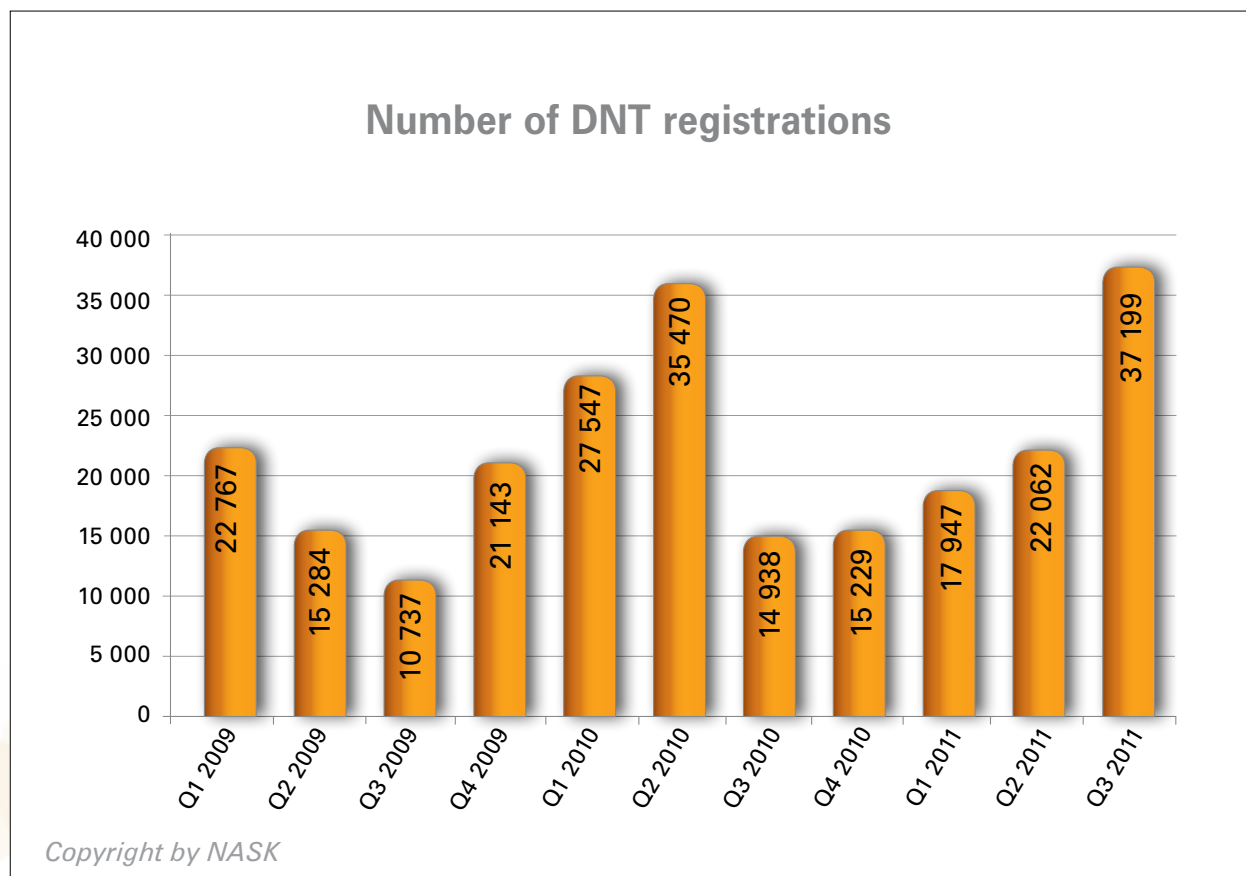
Since the beginning of July until the end of September 2011 the Registrants carried out **26 597** transfers of .pl domain names.

586 transfers of .pl domain name service (**2,20%**) were combined with simultaneous renewal for the next billing period, with **229 (0,86%)** of them concerning names with their billing period already expired.



Changes in DNT registrations

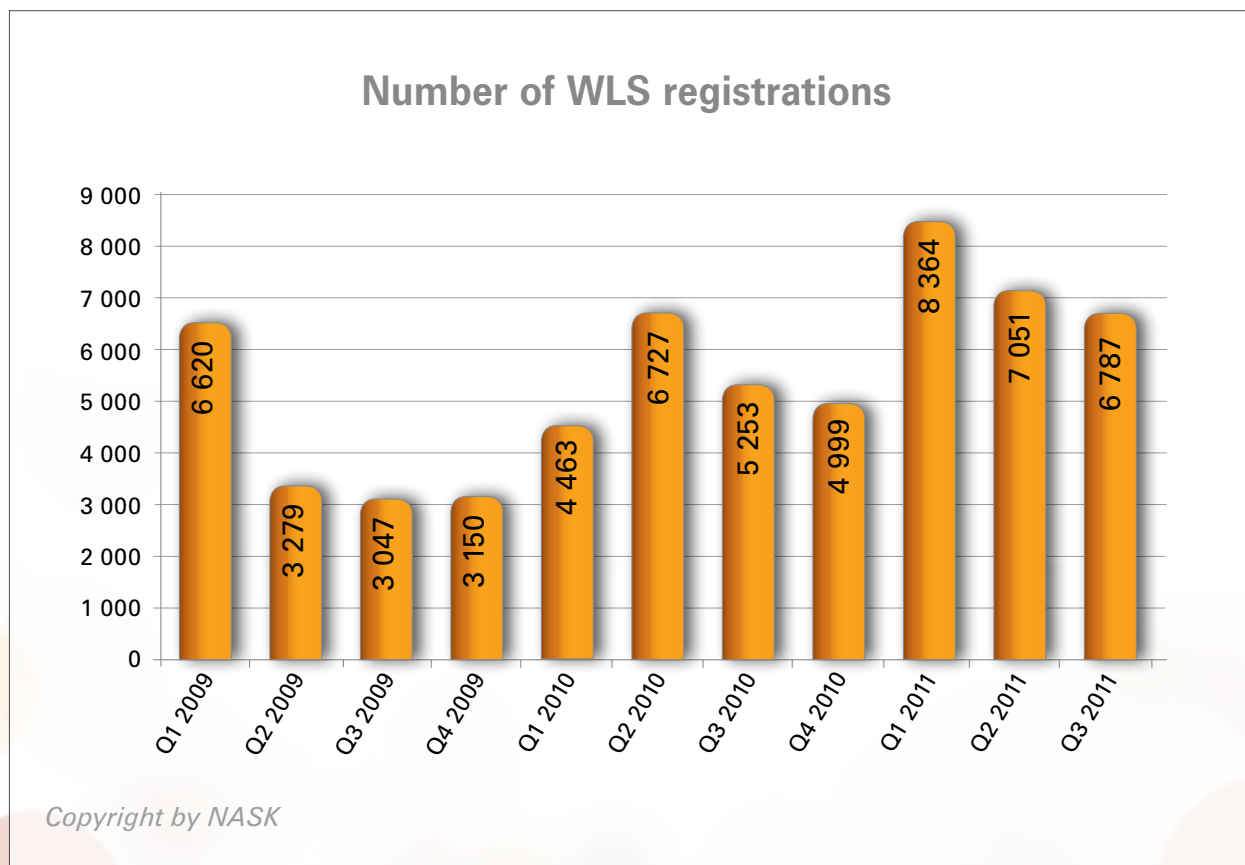
In the third quarter a total of **37 199** .pl domain names were tested. From the time the DNT service was first introduced until the end of September 2011 over **339 024** .pl names were tested, with over **10%** of them being registered as a result of that test.



Changes in the number of WLS registrations

In the third quarter of 2011 a total of **6 787** new WLS requests for .pl domain name registration were made. In the same time **2 714** options were realized, with **76%** of these options not waiting longer than a year. In **101** cases, after options were realized, the names were not registered.

Since the introduction of the service until the end of Q3 2011 a total of **103 641** WLS contracts were ordered. Out of these, a total of **45 020** options were realized.

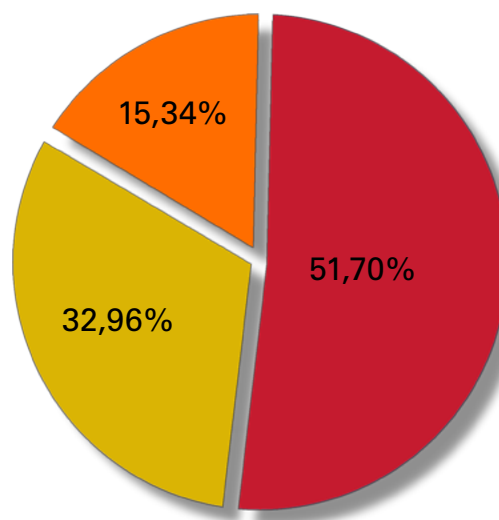


Partners

At the end of Q3 2011 a total of **176** entities, from Poland and abroad, took part in the Partner Programme. During the third quarter we welcomed **2** new Partners from Poland and **4** from abroad.

With the end of September 2011 our Partners inclusively serviced over **98%** of .pl domain names and **99,94%** of new registrations were made with Partners in the third quarter of this year.

Partners of NASK, division by place of residence, Q3 2011



■ Poland

■ Europe

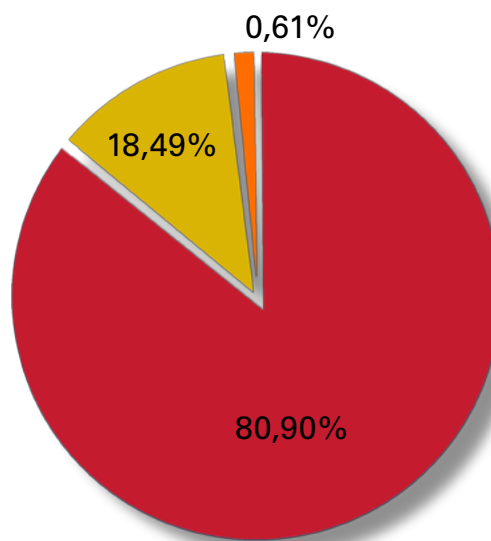
■ Other countries

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Market share between Partners considering the place of residence

Foreign registrars, by joining the Partner Programme, increased their share in the .pl domain name service, at the end of September 2011 they inclusively serviced **19,10%** of active .pl domain names. Share of the Polish registrars is still high and equal to **80,90%**.

.pl domain name market share between Partners considering the place of residence, Q3 2011



■ Poland

■ EU

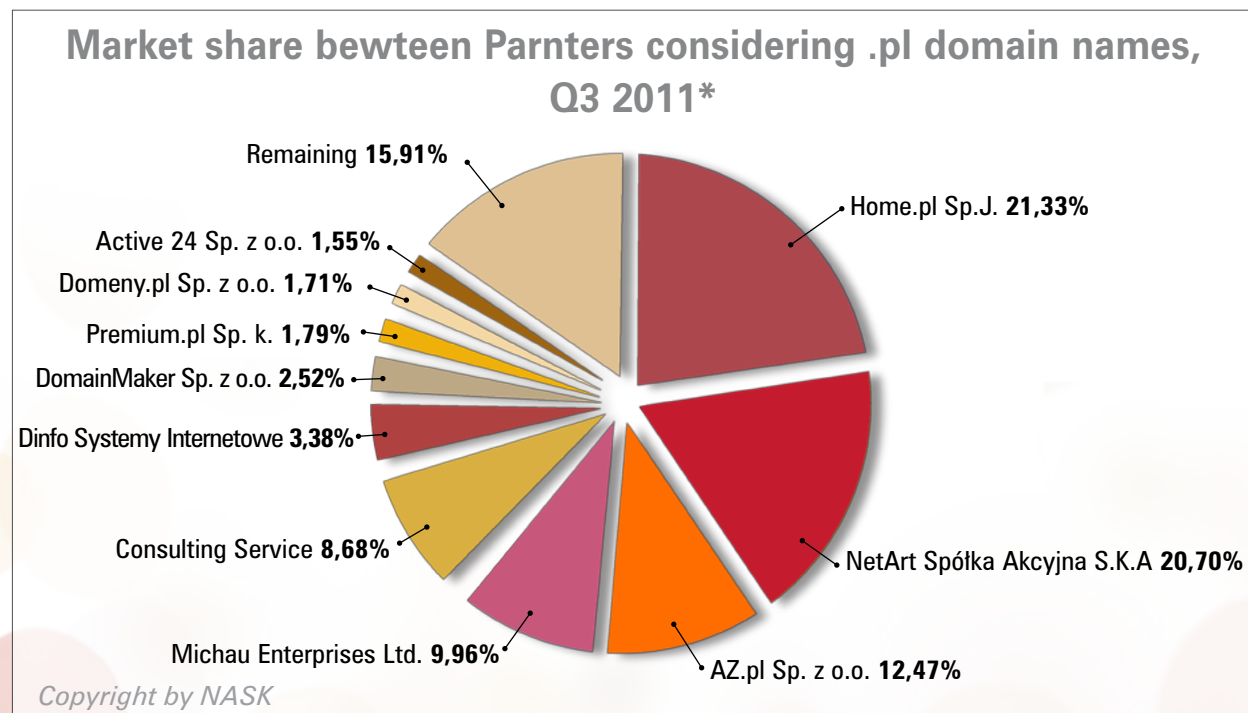
■ Other countries

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Market share between Partners considering .pl domain names

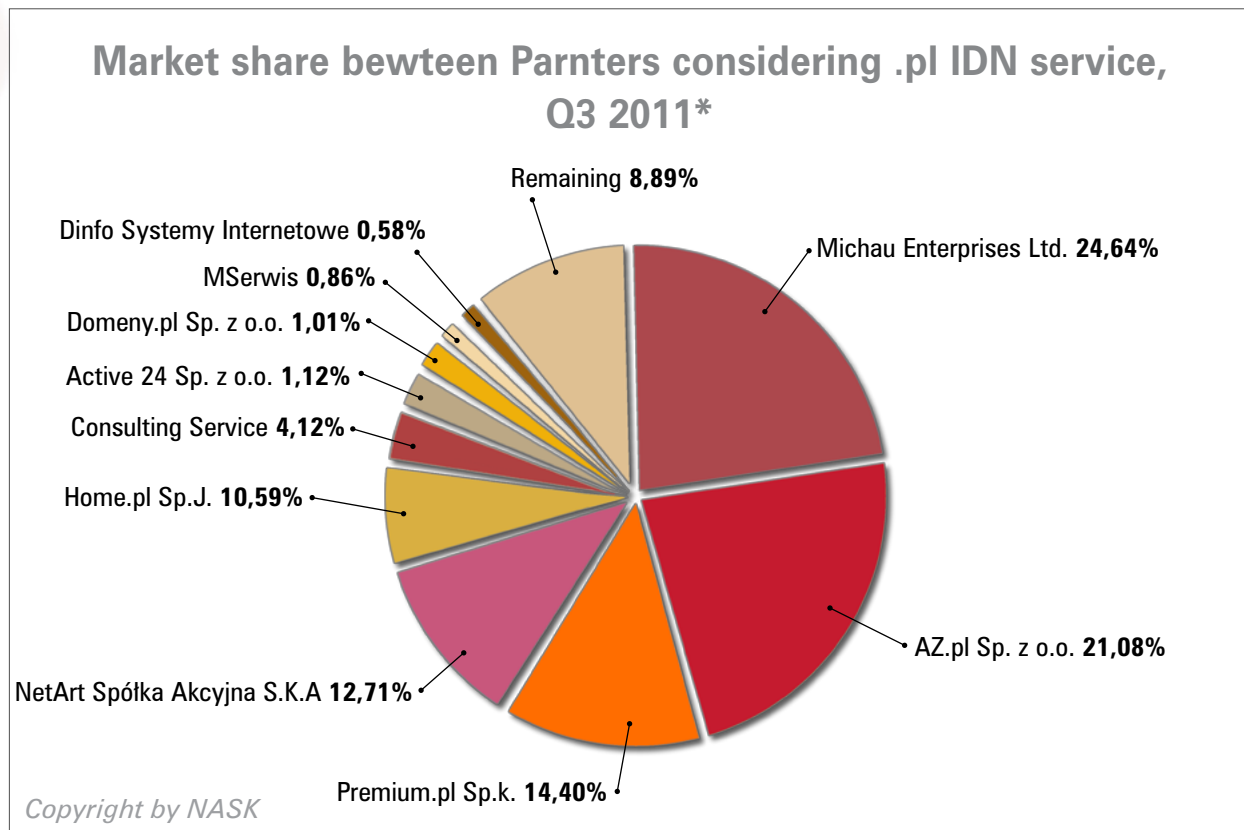
In the third quarter of 2011 the changes in the TOP 10 of the registrar ranking affected only last three positions. Registrar Premium.pl Sp. k. advanced by two positions in the ranking, achieving the highest dynamics of the growth of serviced .pl domain names - **18,31%**. Second, also high result of **7,48%** growth dynamics, was achieved by Michau Enterprises Ltd. which kept its fourth place among the largest .pl domain name registrars. Number of .pl domain names, serviced by registrar Consulting Service which closes the TOP 5, increased by **5,27%**. In case of remaining Partners from our ranking the dynamics did not exceed **5%** and four entities noted declines in the number of serviced .pl domain names.

Home.pl Sp.J. with **21,33%** share, NetArt Spółka Akcyjna S.K.A. with **20,70%** share and AZ.pl Sp. z o.o. with **12,47%** share remain leaders on the .pl domain name market.



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

Market share between Partners considering .pl IDN service



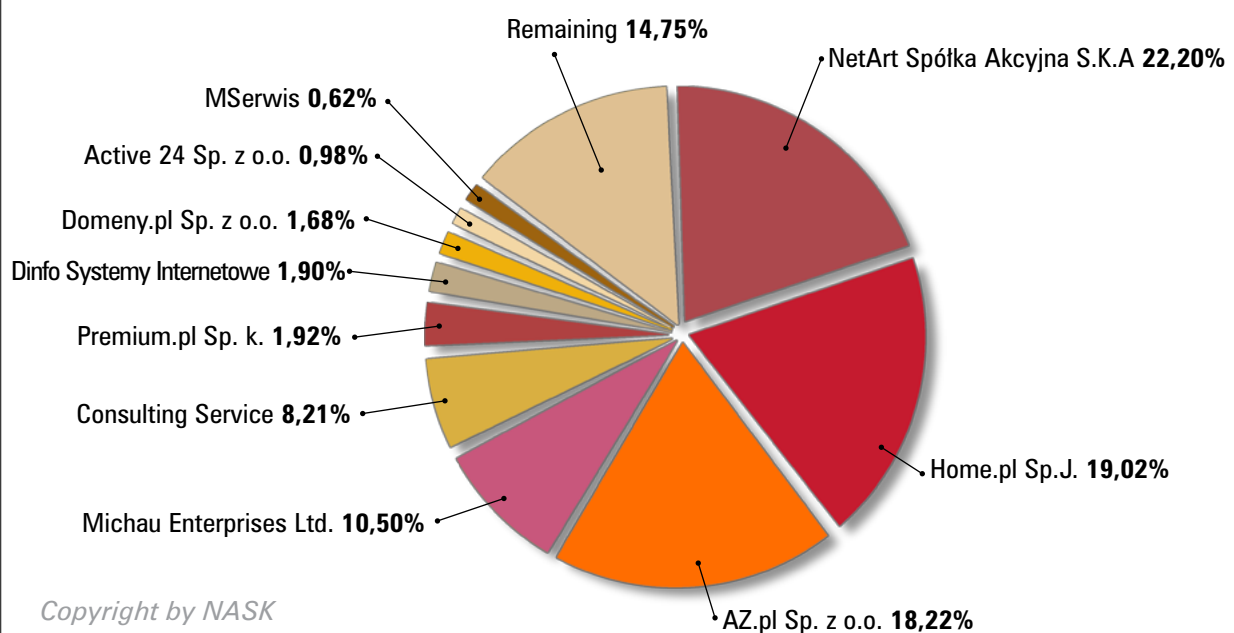
*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Michau Enterprises, Ltd. opens the TOP 10 of registrars, that service the largest number of internationalized .pl domain names with **24,64%** market share, at the end of Q3 2011. Second place is occupied by AZ.pl Sp. z o.o. with **21,08%**. Premium.pl Sp. k., with it's **14,40%** share, advanced from fourth to third position.

Since the beginning of July till the end of September 2011 the highest dynamics in the increase of serviced internationalized .pl domain names, **14,46%**, was noted by Consulting Service.

Market share between Partners considering new registrations

Market share between Partners considering new .pl domain name registrations, Q3 2011*

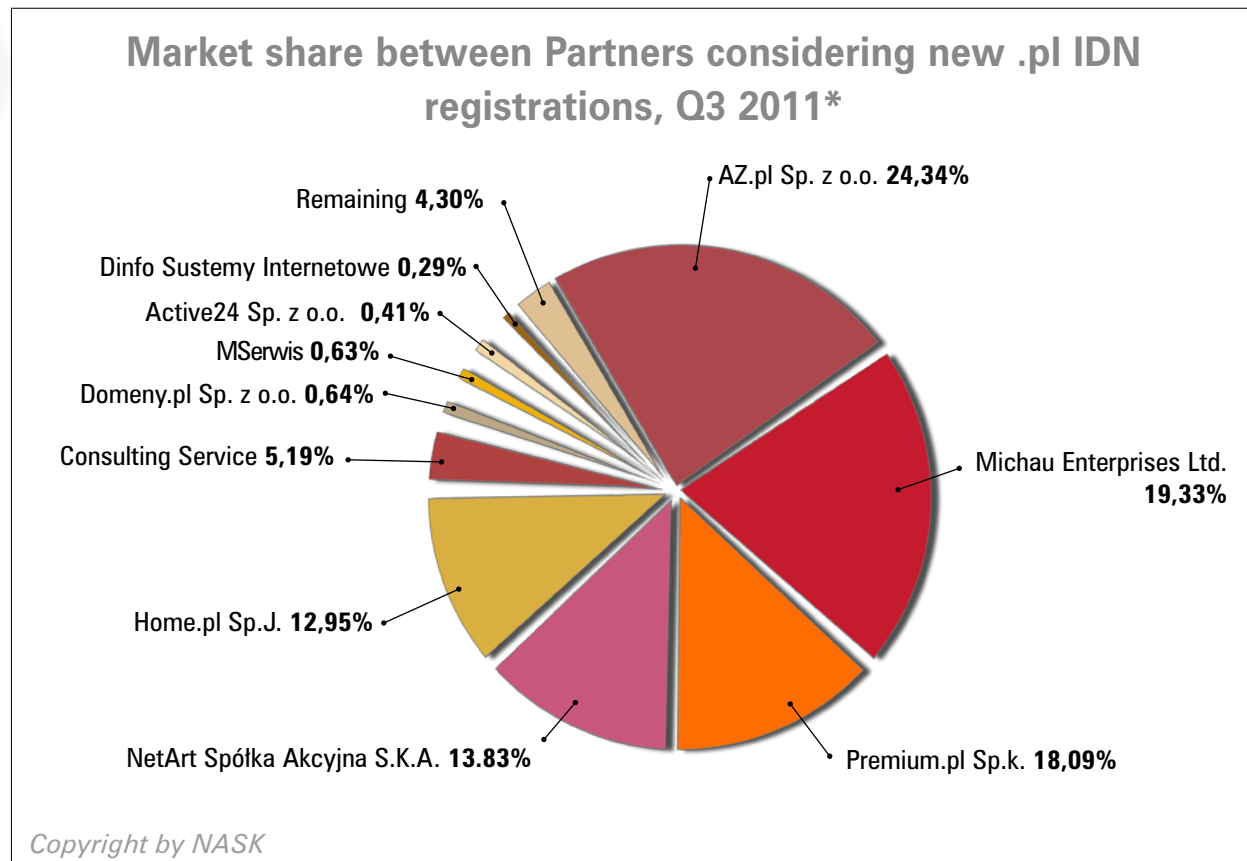


*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Since beginning of 2011, the highest number of .pl domain names was registered by NetArt Spółka Akcyjna S.K.A. At the end of third quarter 2011 the share of NetArt Spółka Akcyjna S.K.A. in new registrations amounted to **22,20%** and at the same time they were one of the three registrars who, during the three analyzed months, increased their share on the market. Remaining entities, who's market share also increased during that time, are AZ.pl Sp. z o.o. and Consulting Service.

In the third quarter of 2011 a new registrar, MSerwis, appeared in the ranking, with its **0,62%** share in the new registrations market.

Market share between Partners considering .pl IDN registrations

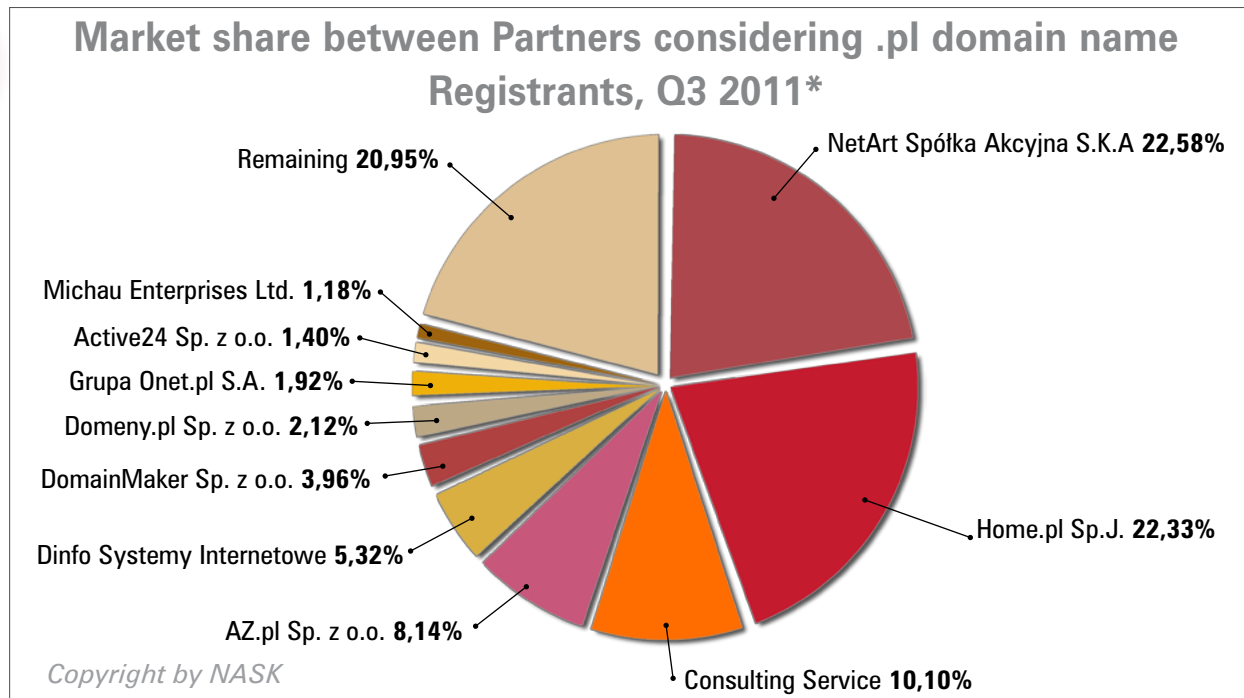


*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

As in the previous quarter, when it comes to the number of internationalized .pl domain name registrations, the leading position at the end of Q3 2011 was occupied by AZ.pl Sp. o.o. with **24,34%** share. Michau Enterprises Ltd., with **19,33%** share, took the second position and Premium.pl Sp. k., with share of **18,09%**, closes the TOP 3.

Overall, close to 9 thousand internationalized .pl domain names were registered in the third quarter of 2011.

Market share between Partners considering Registrants



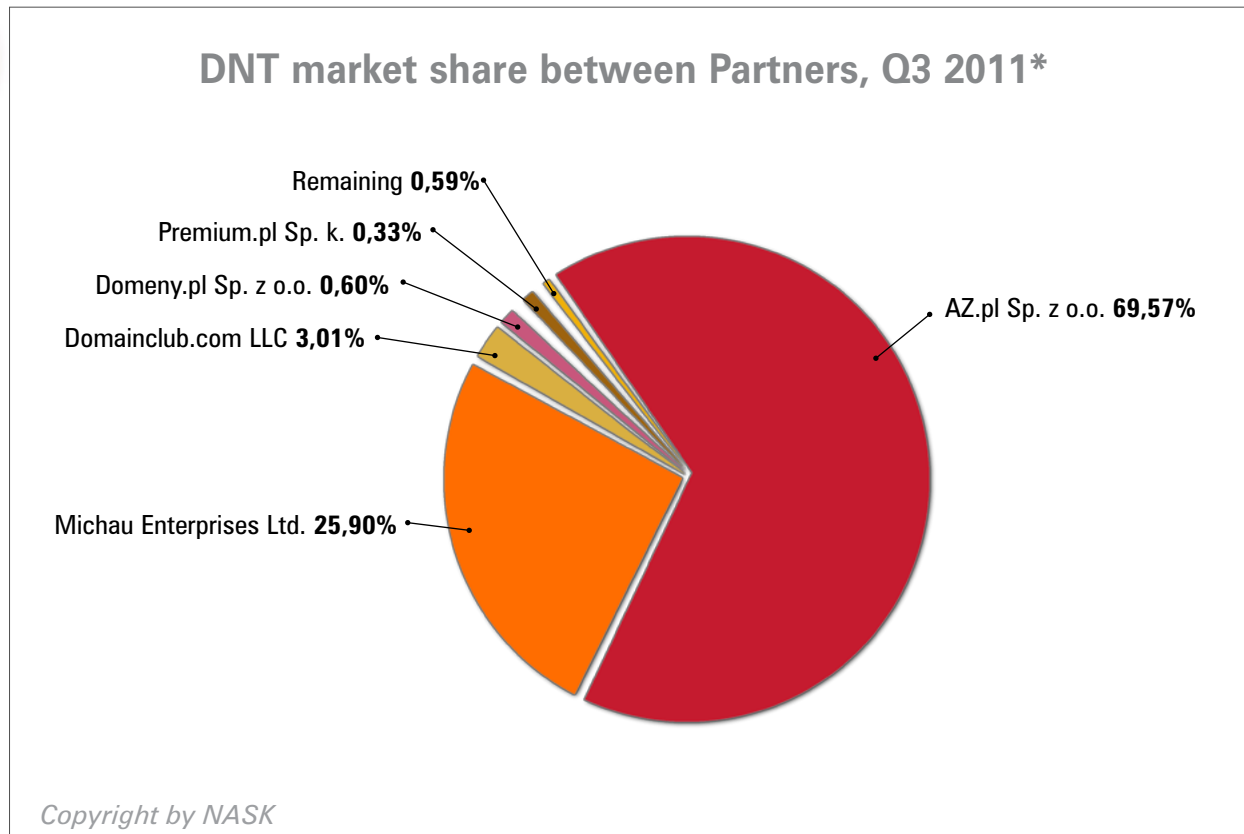
*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

With the end of September, 2011, almost **70%** of Registrants in the .pl domain name registry had only one domain name registered. Over **14%** of Registrants had two and **5%** three .pl domain names. About **8%** of Registrants had between four and nine .pl domain names registered and the remaining **3%** had over ten .pl domain names.

At the end of the third quarter 2011 only two Registrars, from the presented TOP 10, increased their share in the number of serviced .pl domain name Registrants: Michau Enterprises Ltd. and Consulting Service. Six Partners from the TOP 10 noted drops in both market share and the number of serviced Registrants.

Order in the ranking did not change since the beginning of 2011. NetArt Spółka Akcyjna S.K.A., which services **22,58%** of Registrants, is still the leader. Second place, with **22,33%** is occupied by Home.pl Sp.J. and the third place belongs to Consulting Service with **10,10%** of .pl domain name Registrants serviced.

Market share between Partners considering DNT registrations



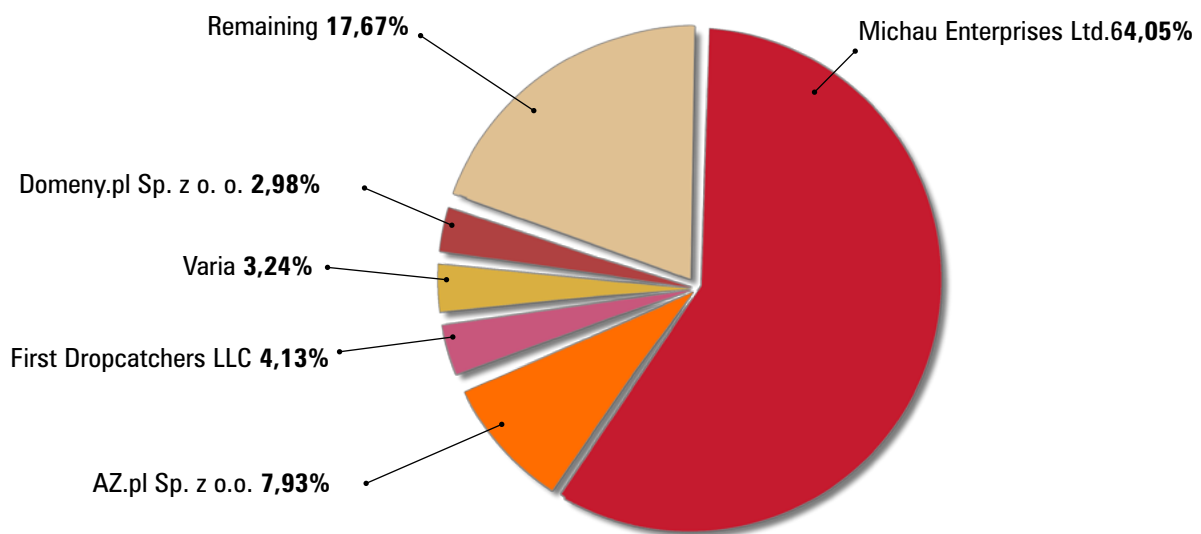
**The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.*

In the third quarter of 2011, a total of **37 199** .pl domain name DNT services were registered, over **95%** of which were done through two Registrars: AZ.pl Sp. z o.o. and Michau Enterprises Ltd.

Leaders in the DNT market kept their positions in the ranking despite the fact that AZ.pl Sp. z o.o. increased its share by **17p.p.**, and Michau Enterprises Ltd.'s share decreased by **17p.p.**

Market share between Partners considering WLS registrations

WLS market share between Partners, Q3 2011*



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

In the third quarter of 2011, **64,05%** of all options were purchased via Michau Enterprises Ltd. Next registrar in the ranking, AZ.pl Sp. z o.o., mediated in purchasing **7,93%** of options for .pl domain name.

Among the TOP 5 waiting list service Registrars, in the third quarter of 2011, we observe reappearance of Varia, with **3,24%** market share.