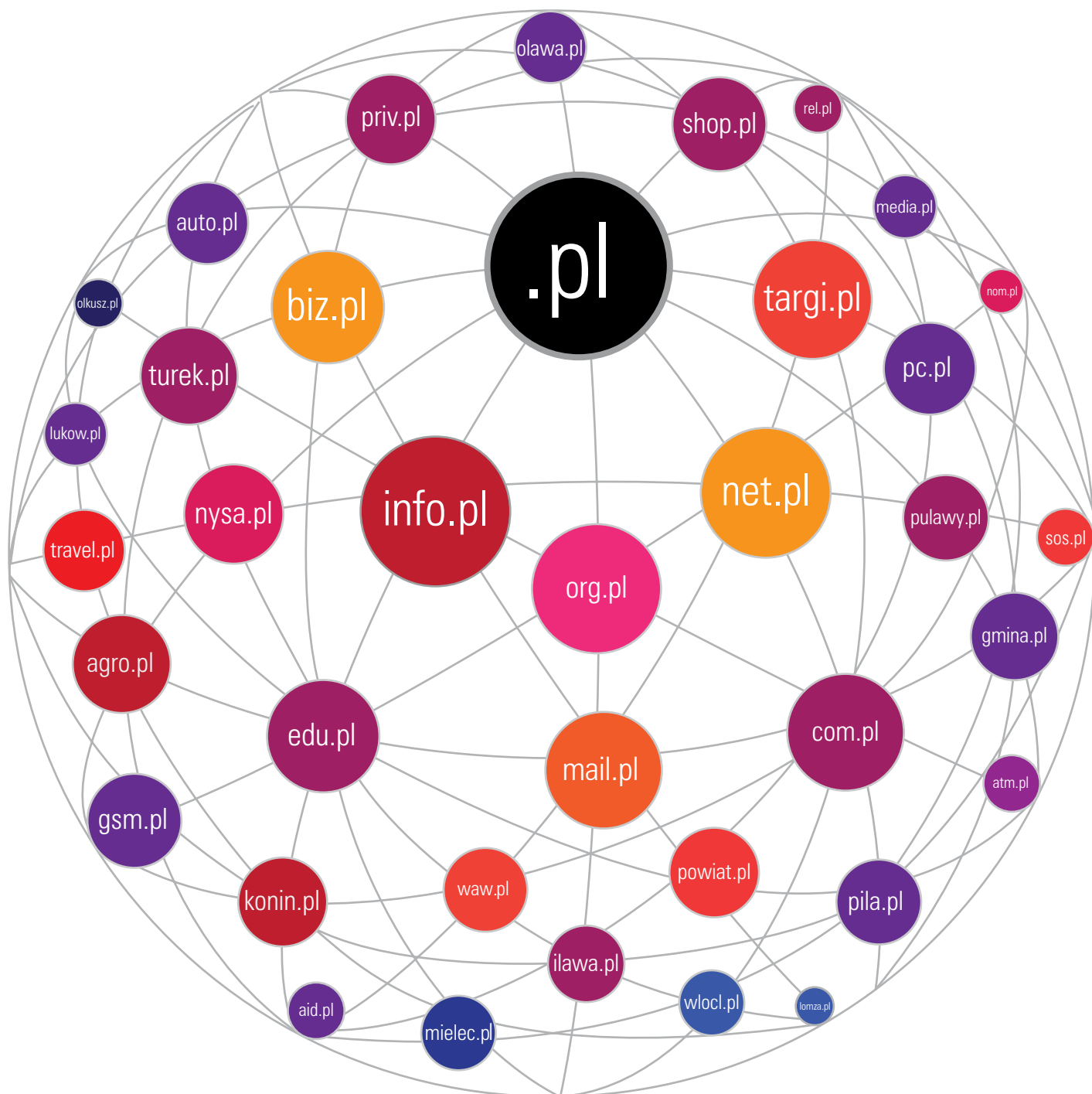


.PL DOMAIN NAME MARKET

NASK'S REPORT FOR THE THIRD QUARTER OF 2012



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



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Introduction

Dear Readers,

The third quarter of 2012 may be rated as the period of stability and balanced development with respect to the number of registrations, the .pl domain name renewals, as well as WLS and DNT registrations. The quarter resulted with 2 390 730 active .pl domain names, maintained for 852 thousand registrants. The number of new registrations reached to near 241 thousand which means that in the discussed period 2620 domain names were registered daily average.

The .pl registry, having for three years the fifth position in the EU by account of the number of maintained domain names, in the third quarter of 2012, switched the positions with the French registry. The .fr registry regained the position, lost in 2009, thanks to rendering domain name registration services to the entities from the majority of European countries as well as enabling registration of domain names with diacritic signs. However, it should be noted that in this respect, the .pl registry is one of the pioneers, since it was the first European registry that enabled the registration of domain names with national signs as early as in 2003, while the registration of .pl domain names by foreign entities started in the nineties of last century.

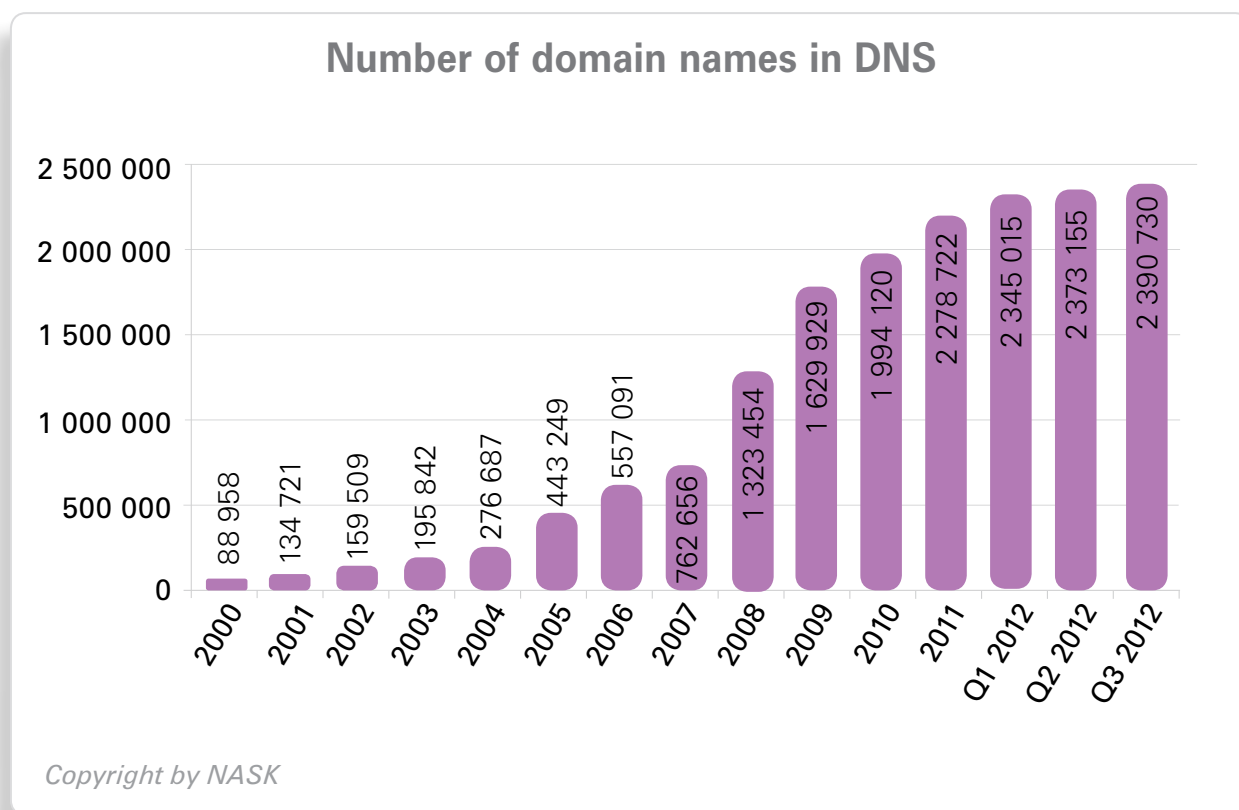
In the second quarter of this year, NASK began to receive from the .pl domain name Registrants the DS records, i.e. the cryptographic keys digests, securing domain names, and provided the registrants with the functionality of modification of the domain names billing period end date. Therefore, the report for the third quarter of 2012 was extended by two statistical sections, showing the interest in new services on the market.

The interest of the Partner Programme is still of interest - in the third quarter of this year, four new Partners joined to the Programme and their total number increased to 188. Almost a half of the number of Partners is located abroad, which confirms openness of the Polish registry and its high position in the world.

Michał Chrzanowski
NASK Director

Number of .pl domain names in DNS

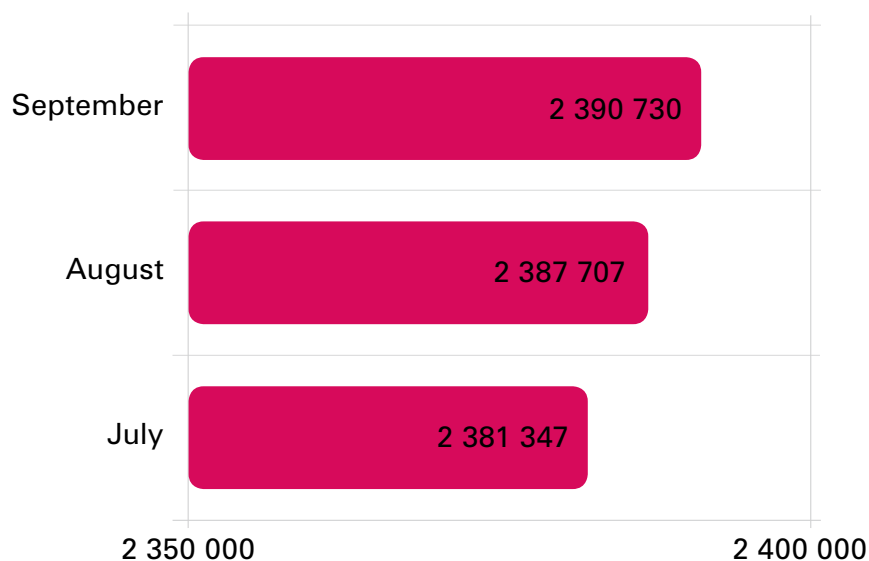
The third quarter of 2012 resulted with **2 390 730** active domain names in DNS, with **64 080** domain names containing national diacritic signs, the so called IDN. Within last 3 months the number of the .pl domain names increased by over **17.5** thousand.



Third quarter of 2012 – month by month

Average monthly, in the third quarter of 2012, the registry increased by **5 858** active .pl domain names. The peak was registered in July with **8 192** domain names, in August the registry increased by **6 360** entries, and in September by further **3 023** .pl domain names.

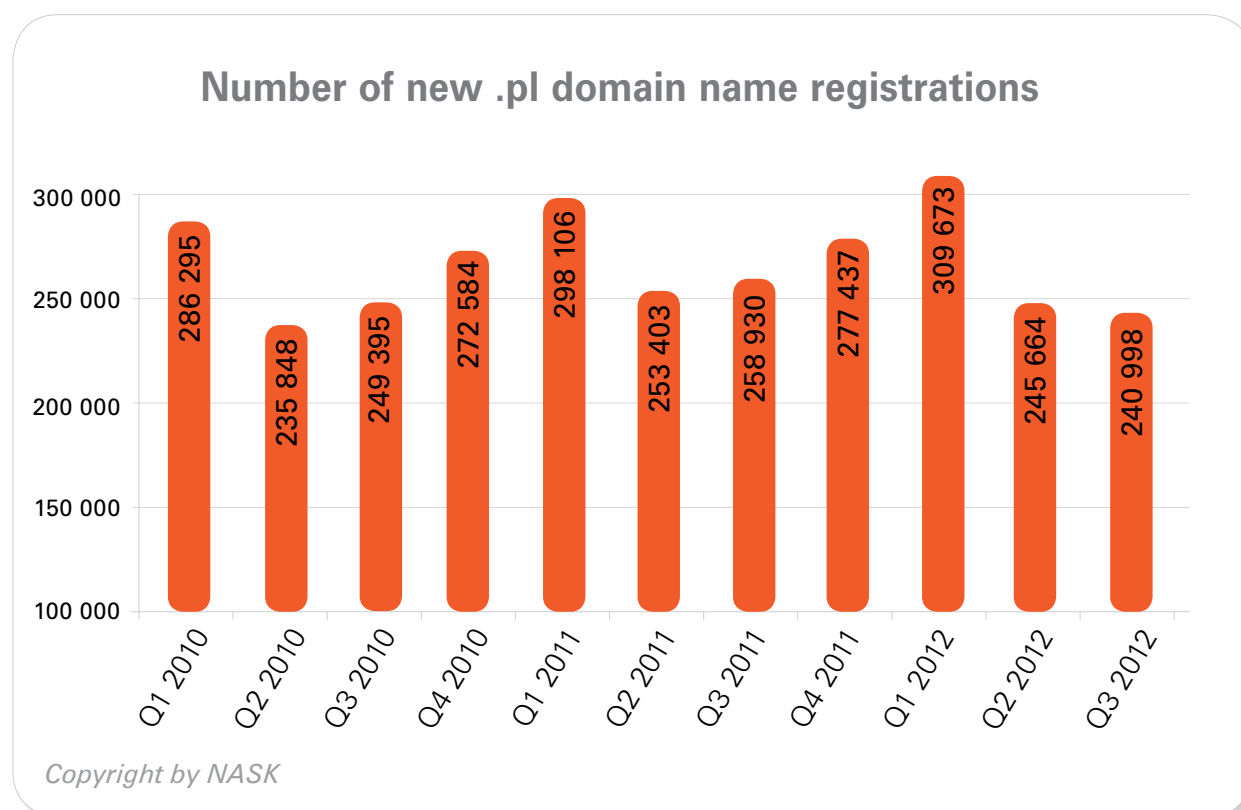
Number of .pl domain names in DNS in division by monts,
Q3 2012



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Number of new .pl domain name registrations

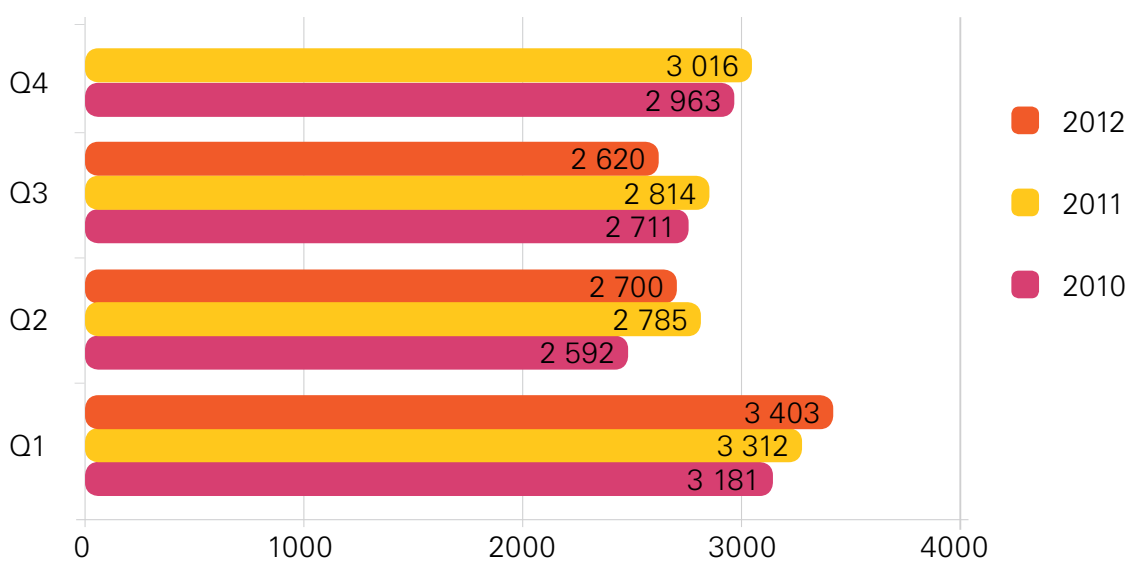
240 998 new .pl domain names were entered into the registry within the period from the beginning of July till the end of September 2012. IDN domain names constitute **11 057** out of all the registered .pl domain names.



Number of new .pl domain name registrations, daily average

In the third quarter of 2012 the daily average number of new .pl domain name registrations amounted to **2 620**. In July **2 580** new .pl domain names were daily registered, in August **2 457** and in September **2 829**.

Number of new .pl domain name registrations, daily average

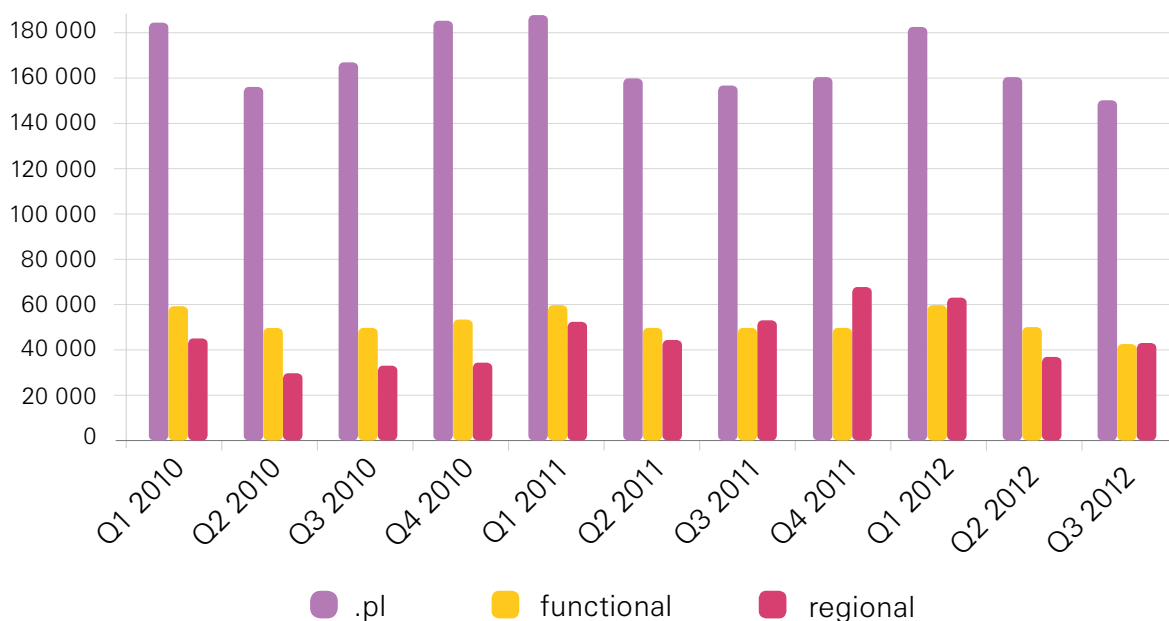


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Comparison between second level, regional and functional domain name registrations

In the third quarter of 2012, the share of the new second level domain names, registered directly in the .pl domain, constituted **62.75%** of all the registrations. With **18.67%** share, the regional domain name registrations returned to the second place, as the popularity is concerned, increasing their share by **4 p.p.** in comparison with the previous quarter of 2012, whereas the functional domain registration share fell by **1.65 p.p.**, accounting for **18.58%** at the end of September.

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

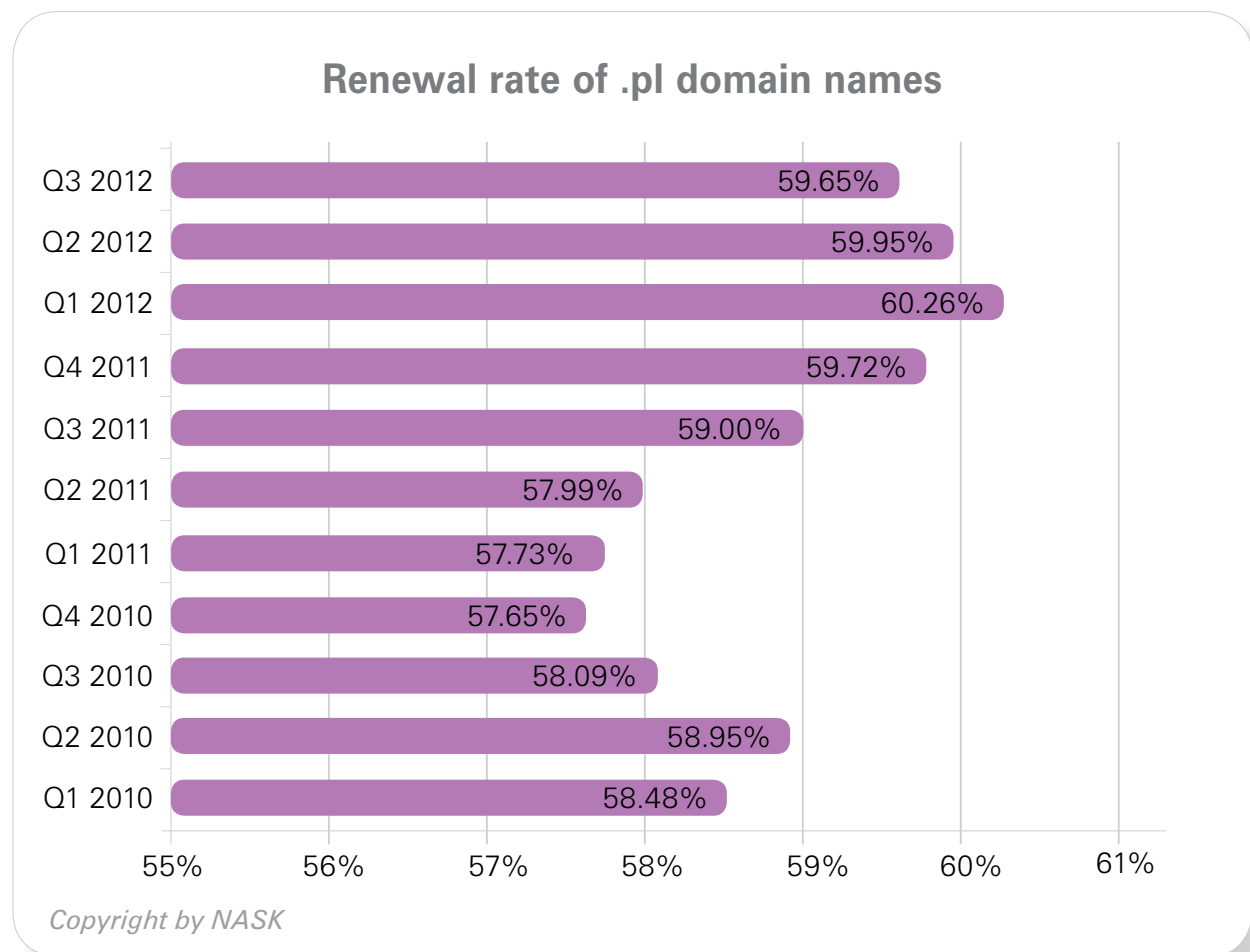


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Renewal rate of .pl domain names

The renewal rate of the .pl domain name for a successive billing period indicated **59.65%** at the end of the third quarter of 2012.

From the beginning of July to the end of September **311 thousand** domain names were renewed. **44.77%** of renewals regarded the domain names registered in the current and previous year, **16.04%** regarded the names registered in 2010, **11.82%** in 2009 and **8.72%** in 2008. The remaining **23.33%** is the percentage rate of renewals of the .pl domain names registered before 2008. Out of all the renewals, **630** domain names were renewed on the occasion of transferring service to other registrar.

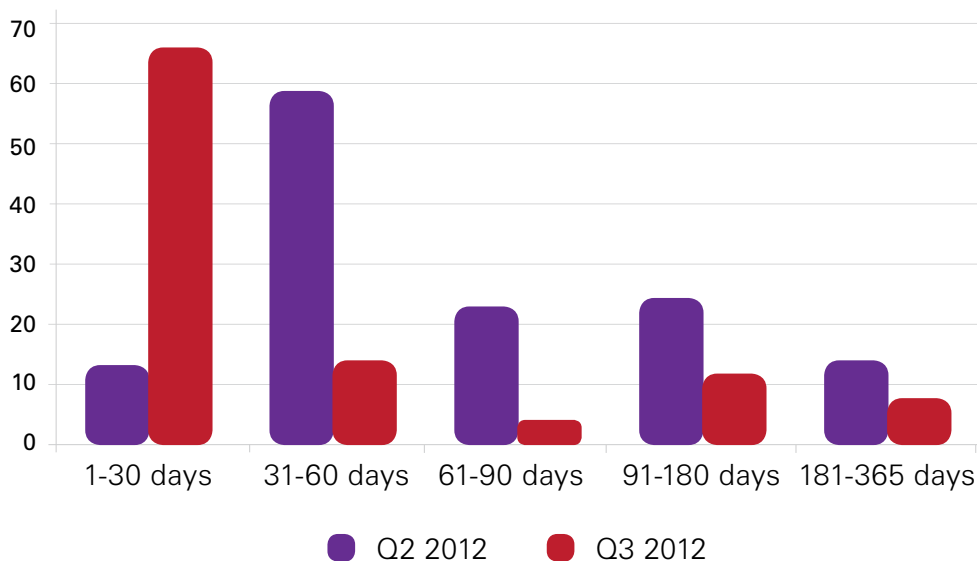


Modification of billing period

By means of NASK's Partners in April 2012 a new service was rendered accessible consisting in shifting the end date of the .pl domain name billing period. This service allows to renew domain names for periods counted in days, contrary to annual periods as it had been practiced until April. This possibility enables the Registrants to equal payment dates of several services, ex. several domain names or domain names and hosting services. Currently, 17 NASK Partners provide this kind of service.

At the end of the second quarter of 2012, in case of **235** .pl domain names, the billing period was shifted in total by **18 238** days. More than **53%** of billing period end date shifts, realized in the second quarter of 2012, took place within **1** to **60** days, however in the following three months of 2012 as many as **78%** of billing period end date shifts occurred in the corresponding shift length span.

Number of billing period end date modifications of the .pl domain name as divided into the shift length span



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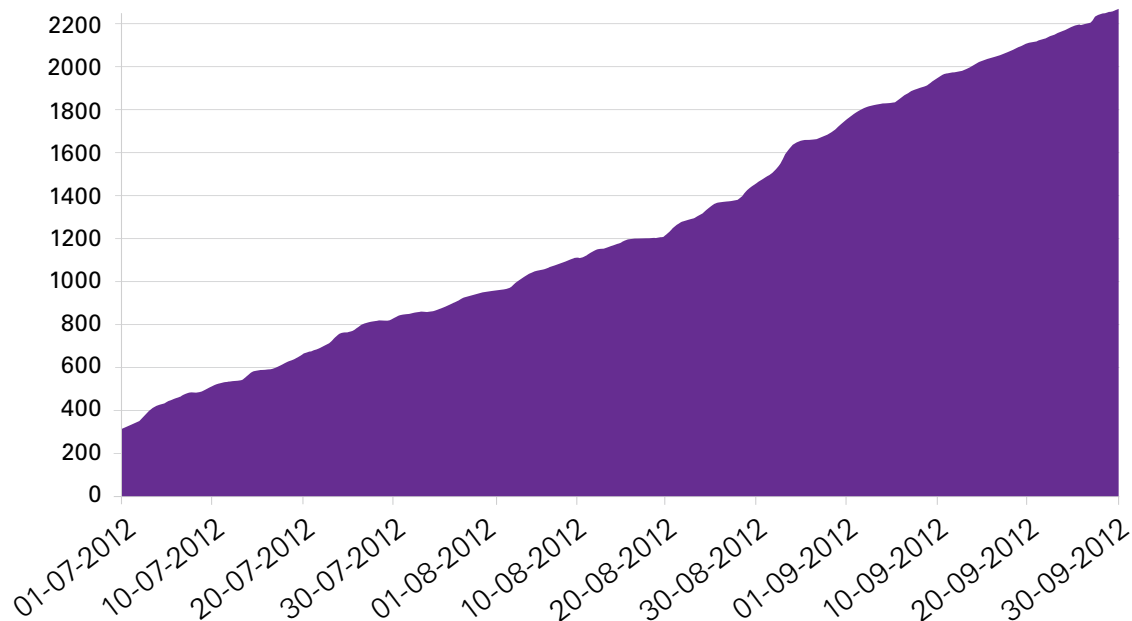
DNSSEC in the .pl domain name

On 4 June 2012 NASK provided the Registrants of the .pl domain name with the functionality of full validation of the zones secured with the DNSSEC protocol.

With the beginning of the third quarter of 2012, in the .pl domain registry the DNSSEC protocol security entries were marked at **315** domain names active in DNS. Within the following three months, the registry achieved a daily average secured domain name growth at the level of **21** entries. The third quarter of 2012 ended with **2 263** .pl domain names possessing DS (delegation signer) records certifying their proper security with the DNSSEC protocol.

At the end of September 2012, five registrars mediated in entering DS records into the .pl registry, with one registrar servicing as many as **99.6%** of names secured with the DNSSEC protocol.

Number of the .pl domain names secured with
DNSSEC, Q3 2012



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Ranking of ccTLD's from the EU area

At the end of the third quarter of 2012, the Polish registry was on the sixth position in the ranking of the ten largest ccTLD registries within the EU countries. It is 51 thousand domain names that separate the .pl domain and the French registry, occupying the fifth place. The leaders remain unchanged, and these are the following registries: German, British, Dutch and Italian.

Position	Registry	Number of domain names
1.	.de	15 201 215
2.	.uk	10 200 916
3.	.nl	5 039 517
4.	.it	2 448 147
5.	.fr	2 441 663
6.	.pl	2 390 730
7.	.es	1 596 547
8.	.be	1 318 645
9.	.se	1 234 167
10.	.dk	1 195 946

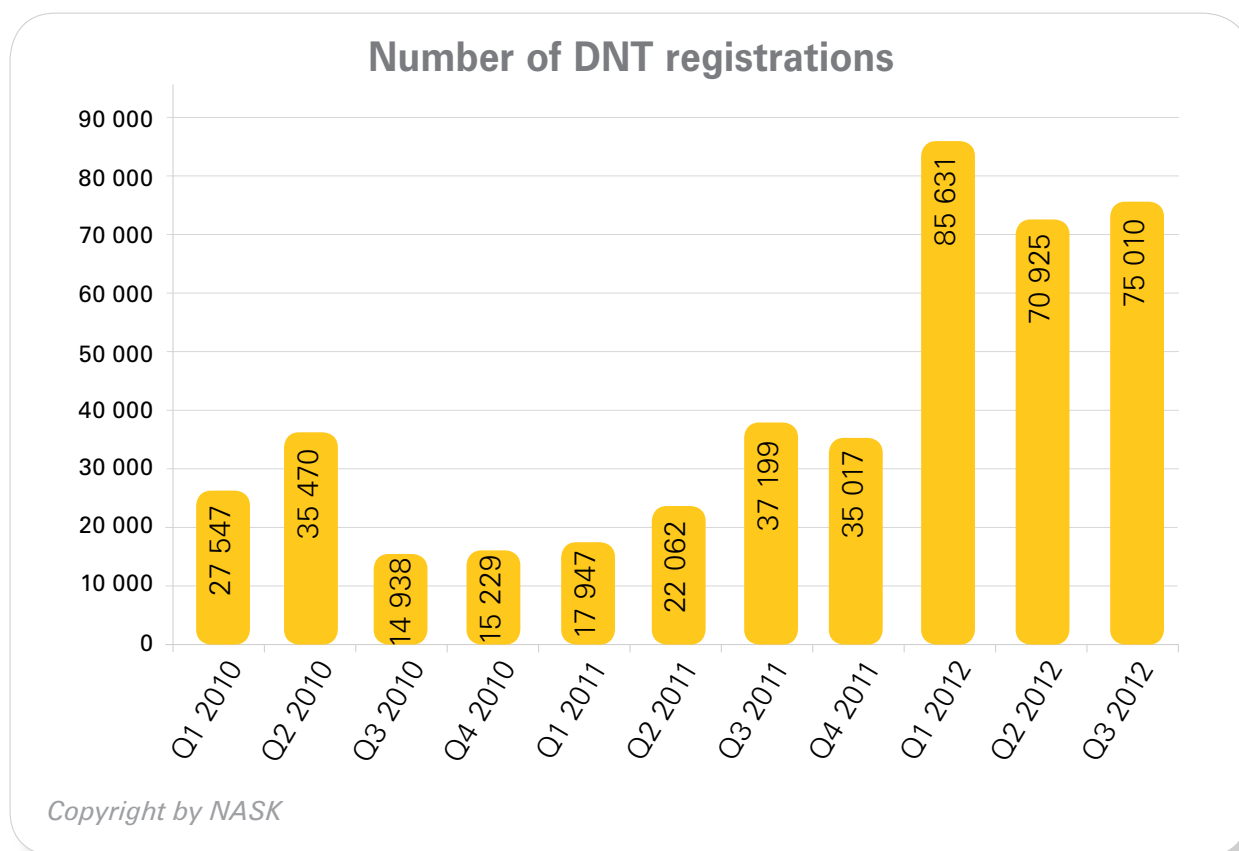
Table includes data updated between the 1st and 3rd of October 2012.

DNT

The results from the third quarter of 2012 confirm the significant increase in the popularity of the 14-day testing period of the .pl domain names, the so called DNT, before their possible registration.

Over **75 thousand** .pl domain names were tested from the beginning of July to the end of September and it is the second best result in the DNT history. **4%** of the tests, completed in the period mentioned above, ended with the registration of the .pl domain name.

Since the moment of launching the service till the end of September 2012, **605 607** .pl domain names were tested with **7.5%** thereof being registered.

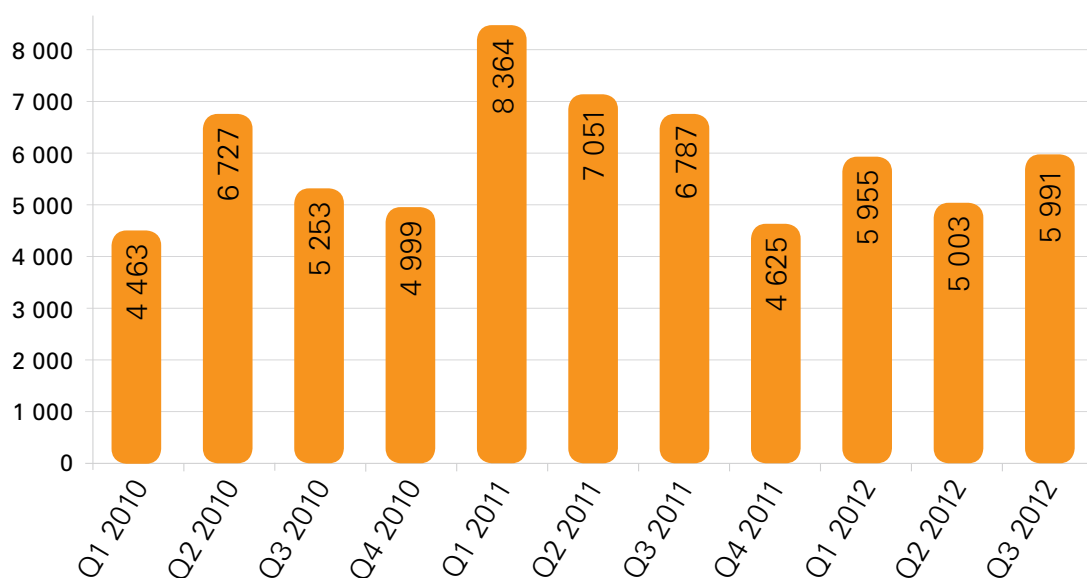


In the third quarter, **5 991** agreements on WLS (option) in the .pl domain name were concluded.

In that time **2 599** options were realized. In **125** cases, after the option realization, the .pl domain name was not registered.

Since the moment the service was launched till the end of September 2012, **125 215** WLS agreements were concluded with **55 099** thereof enabling the .pl domain name for registration.

Number of WLS registrations



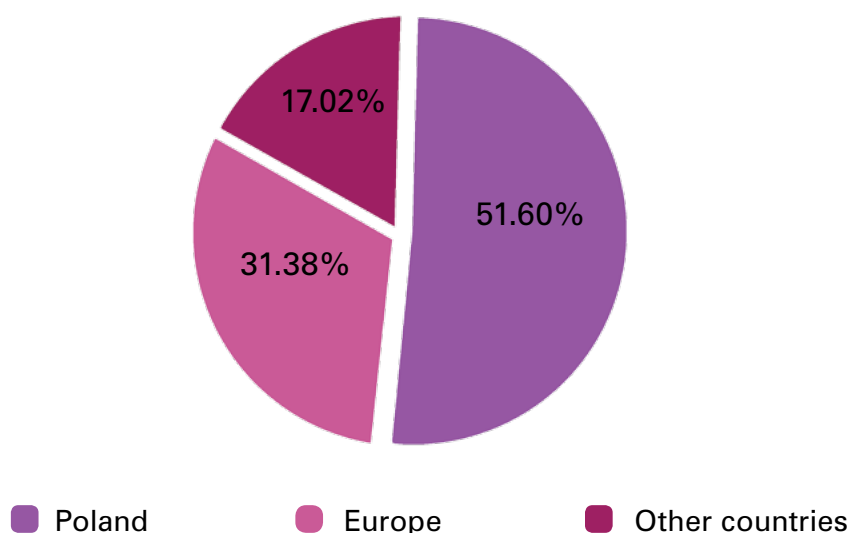
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Partners

At the end of September 2012, **188** entrepreneurs took part in the .pl registry Partner Programme. In the third quarter of this year, four new entities joined to the Programme, whereas one company terminated the agreement at the phase of technical preparation of the system.

Within the frames of the NASK Partner Programme, registrars from all over the world take part in the registration and service of the .pl domain name. At the end of the third quarter of 2012, **97** entities had their registered office in Poland, **59** in other European countries and **32** were located outside of Europe.

Partners of NASK, divided by place of residence,
Q3 2012



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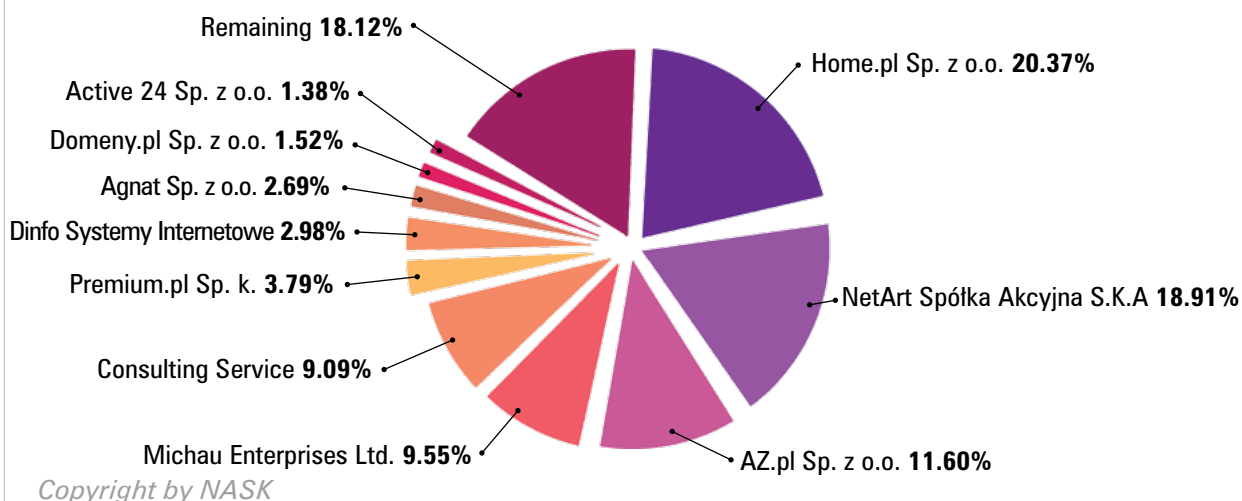
Market share between Partners considering .pl domain names

Partners of NASK at the end of third quarter of 2012 serviced **98.82%** of the .pl domain names active in DNS.

The TOP 3 registrars of the .pl domain serviced totally at the end of September 2012 almost **51%** of market. The first, Home.pl Sp. z o.o. serviced **20.37%** of active .pl domain names and NetArt Spółka Akcyjna S.K.A. operated **18.91%** of active .pl domain names. The list of Top 3 Partners was completed by AZ.pl Sp. z o.o. with **11.60%** share.

The remaining registrars from the TOP 10 with the market share less than **10%** are: Michau Enterprises Ltd., Consulting Service, Premium.pl, Dinfo Systemy Internetowe, Agnat Sp. z o.o., Domeny.pl Sp. z o.o. and Active 24 Sp. z o.o. Within the last twelve months, the share of Partners, outside the TOP 10 registrars operating the .pl domain name, increased by **2.21 pp.**

Market share between Partners considering .pl domain names Q3 2012*

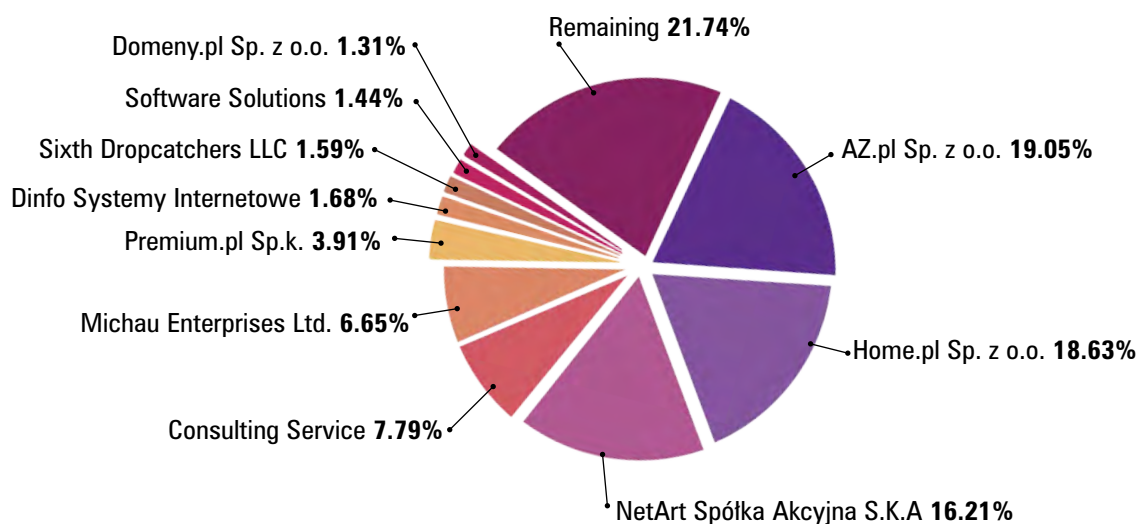


* The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Market share between Partners considering new registrations

240 933 out of **240 998** new names in the .pl domain name registry were registered in the third quarter of 2012 by NASK's Partners. Three registrars, with the biggest market share, mediated in **54%** of new registrations. The Partner holding in the third quarter the first position by account of the number of serviced .pl domain name registrations, AZ.pl Sp. z o.o., accomplished market share at the level of **19.05%**, the second position was taken by Home.pl Sp. z o.o. with **18.63%** and on the third place NetArt Spółka Akcyjna S.K.A., resulting **16.21%**.

Market share between Partners considering new .pl domain name registrations, Q3 2012*



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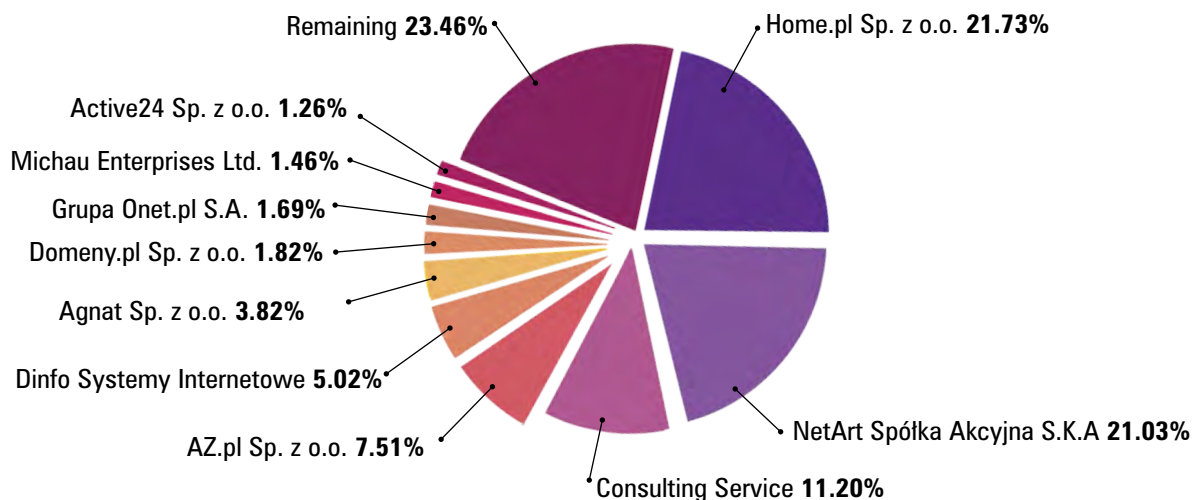
*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Market share between Partners considering Registrants

With the end of September 2012 there were almost **870 thousand** Registrants of the .pl domain names, operated by particular registrars and NASK. Among others, due to the fact that the part of Registrants were serviced by several Registrars at the same time, (i.e. Registrants registered at least two domain names by means of at least two Registrars) the number of Registrants in the whole registry was appropriately lower and amounted to **852 thousand**.

Almost **54%** of Registrants, at the end of the third quarter of 2012, were serviced by three entities: Home.pl Sp. z o.o., NetArt Spółka Akcyjna S.K.A. and Consulting Service.

Market share between Partners considering .pl domain name Registrants, Q3 2012*



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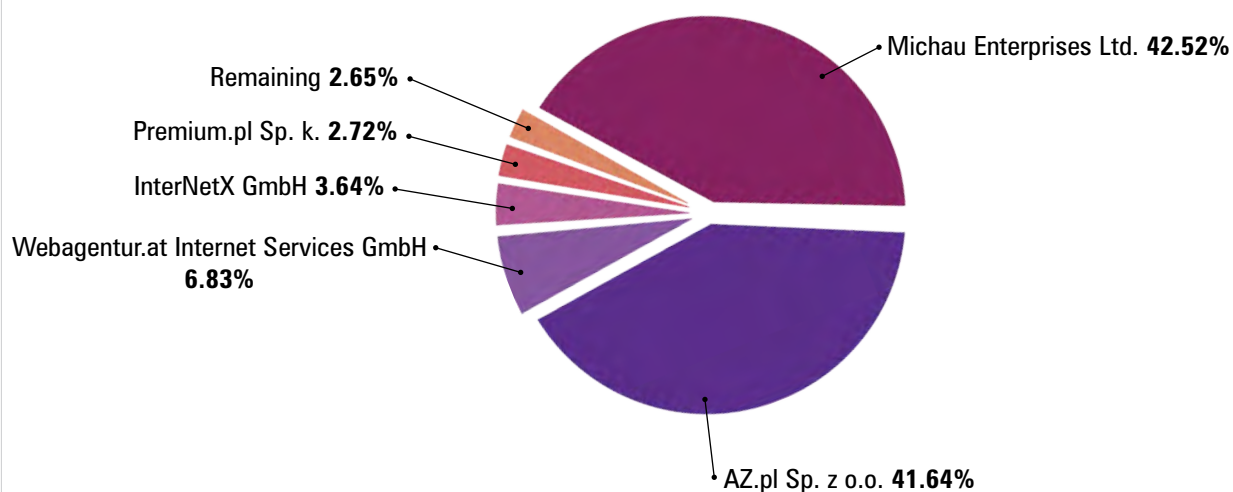
*The graph presents TOP 10 of NASK Partners that agreed to make their market share data public.

Market share between Partners considering DNT registrations

The .pl domain name registration market of the 14-day testing period, the so called DNT, in the third quarter of 2012 was dominated by two entities: Michau Enterprises Ltd., mediating in the registration of **42.52%** of all DNT and AZ.pl Sp. z o.o., mediating in the conclusion of **41.64%** of contracts.

The remaining highly rated players in this quarter in the DNT market are: Webagentur.at Internet Services GmbH, InterNetX GmbH and Premium.pl Sp. k.

DNT market share between Partners,
Q3 2012*



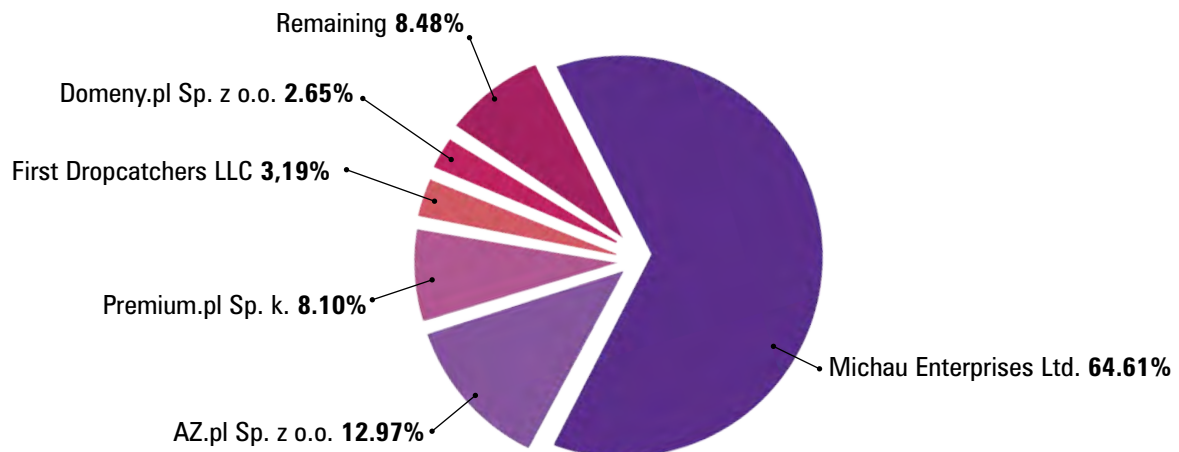
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*The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.

Market share between Partners considering WLS registrations

In the third quarter of 2012, in the mediating market of WLS registrations of the .pl domain names, the main player was Michau Enterprises Ltd., by means of whom **64.61%** of all WLS registrations were made. Other Partners frequently chosen by Customers are: AZ.pl Sp. z o.o. with WLS market share at the level of **12.97%**, Premium.pl Sp. k. with **8.10%** share, First Dropcatchers LLC with the share at the level of **3.19%** and Domeny.pl Sp. z o.o. with **2.65%** WLS share.

WLS market share between Partners,
Q3 2012*



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



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