

.PL DOMAIN NAME MARKET

NASK'S REPORT FOR THE FOURTH QUARTER OF 2015

Q4 2015

Text and editing: Anna Gniadek, Katarzyna Sobczyk

Compilation of data gathered from the .pl domain
name Registry system: Izabela Domagała, Paweł T. Gołowski

English translation: Piotr Studziński-Raczyński

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The NASK logo is positioned in the bottom right corner of the page. It consists of the word "NASK" in a bold, white, sans-serif font. The background of the entire page is a dark blue color with a subtle grid pattern. A large, stylized line graph is overlaid on the right side of the page, showing an upward trend from the bottom left towards the top right. The graph is composed of two lines: a lighter blue line on top and a darker blue line on the bottom, both showing a similar upward trajectory.

TABLE OF CONTENTS

3	Introduction	13-16	Maintained .pl domain names vs. the Registrant's place of residence
4	Number of .pl domain names in DNS	17	New registrations of .pl domain names vs. place of residence
5	Structure of the .pl domain names	18	Ranking of ccTLDs
6	Number of new .pl domain name registrations	19	DNT
7	Number of new .pl domain name registrations, daily average	20	WLS
8	Number of new .pl domain name registrations as divided into the type of zone	21	NASK Partners
9	Renewal rate of .pl domain names	22	Market share between Partners considering .pl domain names
10	Transfers	23	Market share between Partners considering new registrations
11	DNSSEC in the .pl domain name	24	Market share between Partners considering Registrants
12	Registrants of .pl domain names	25	Market share between Partners considering WLS registrations

INTRODUCTION

Dear Readers,

In 2015 it was the sixth time when the number of new registrations in the .pl Registry exceeded one million, attaining a record level of 1 119 896 names.

The number of registrations, carried out in 2015, was by 91 thousand higher than in 2014 and by 32 thousand higher than in 2011 which until now was the best year ever in the number of new registration.

Within the last three months of the year the Registrants registered 268 016 new .pl domain names. Thus, the daily average number of registrations in the quarter equalled 2 913 and was lower than the average number accomplished during the entire year – 3 068 names. The first quarter in this respect was the best when 3 165 new names were registered daily average.

The .pl domain Registry ended 2015 with 2 681 752 active names. The annual growth dynamics for the end of December resulted with 6.23%, being the highest value for the last four years. At the same time the

number of Registrants in the Registry grew last year by 60 thousand, thus the barrier of one million Registrants has been exceeded – at the end of 2015 the number of Registrants amounted to 1 007 706. The average number of .pl domain names per one Registrant remained unchanged as compared to the previous year, i.e. 2.66.

It is worthwhile to note that during each successive quarter of 2015 the renewal rate of .pl domain names remained an ascending tendency. At the end of the year the rate attained the value of 61.87%, being the best result since the beginning of 2009.

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

Michał Chrzanowski, PhD

NASK Director

NUMBER OF .PL DOMAIN NAMES IN DNS

At the end of 2015 the total number of names, active in DNS in the .pl Registry, amounted to **2 681 752**. During the year the number increased by **157 214** names, thus the annual growth dynamics equalled **6.23%**.

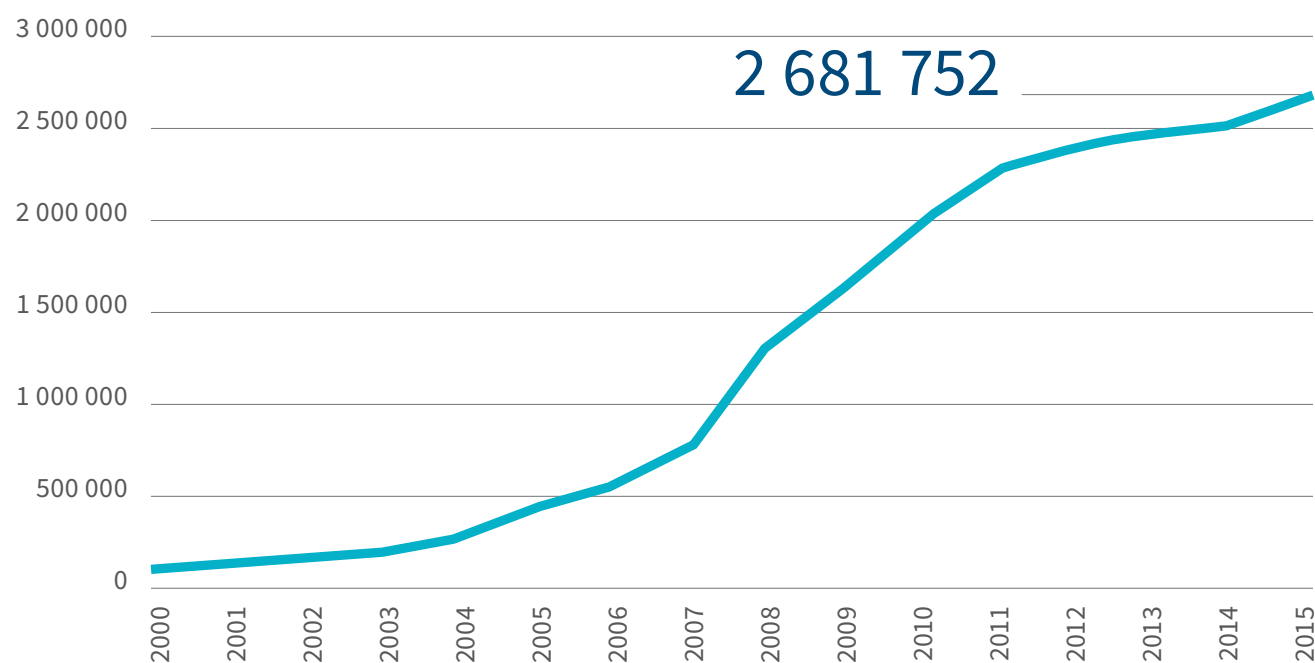
In the first quarter the Registry was enlarged by **15 424** names, in the second quarter the volume increased by **53 512**, in the third quarter **48 904** were added to the Registry, whereas during the last three months of 2015 the number of .pl domain names, delegated to DNS, grew by **39 374**.

At the end of December 2015 **72.77%** of names, active in DNS, were registered directly in the .pl domain, **22.10%** in functional domains and **5.13%** in regional domains.

The names with national diacritic signs (IDN) constituted **1.76%** of all active .pl domain names and their number, at the end of the fourth quarter of 2015, amounted to **47 071**.

Number of .pl domain names in DNS

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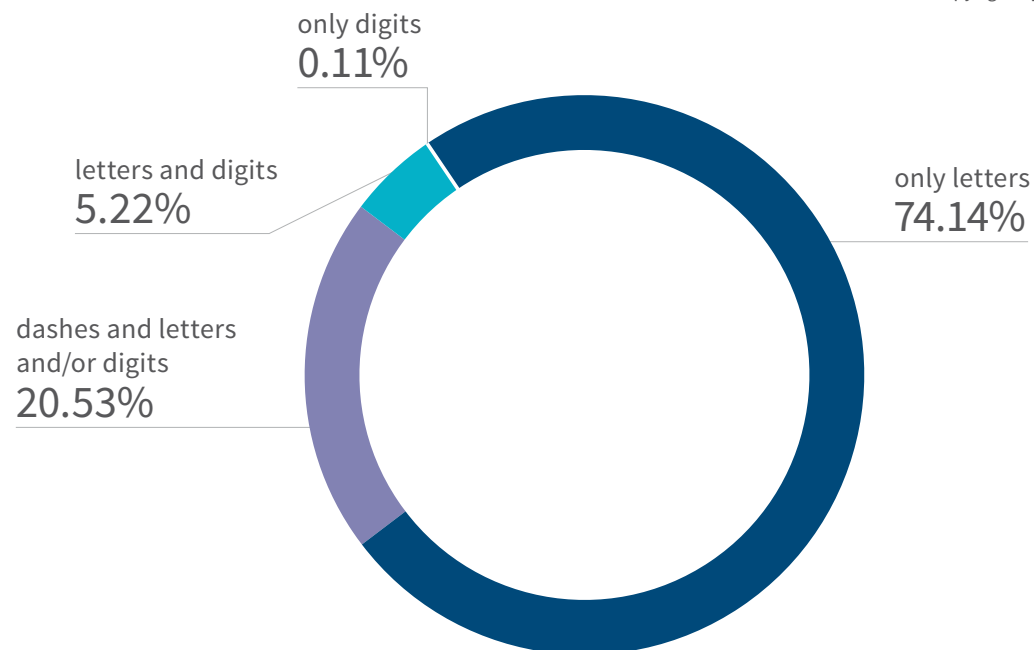
STRUCTURE OF THE .PL DOMAIN NAMES

At the end of December 2015 the average length of names in the .pl domain Registry equalled **11.18** signs. **50.86%** of names contained maximally ten signs. The most numerous group constituted 9-sign names with **8.82%** of all active .pl domain names. The maximal allowed length, i.e. **63** signs, held **17** names.

At the end of 2015 **74.14%** of names were composed of only letters, **20.53%** comprised, at the same time, digits and/or letters and dashes, **5.22%** constituted names built of digits and letters, whereas **0.11%** of names included only digits.

Structure of the .pl domain names in .pl domain names active in DNS, Q4 2015

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NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

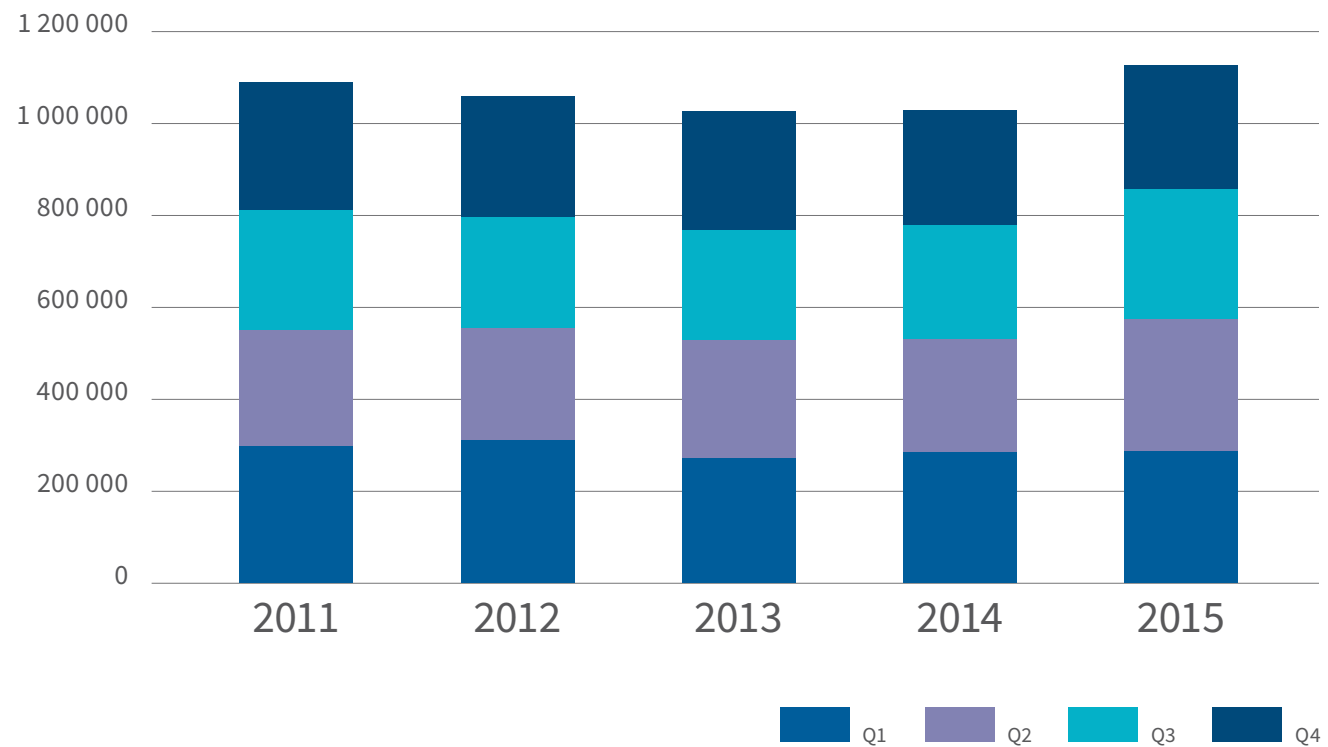
The number of .pl domain names, entered in the Registry in 2015, amounted to **1 119 896**, including **23 295** names which contained national diacritic signs. In comparison to 2014 the number of newly registered domain names was higher by **91 348**.

In particular quarters of 2015 the number of registrations amounted to **284 806** in the first quarter, **285 003** in the second quarter, **282 071** in the third quarter and **268 016** in the fourth quarter.

The number of registrations during particular months of the fourth quarter amounted to: **96 231** in October, **90 840** in November and **80 945** in December.

Number of .pl domain name registrations

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NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

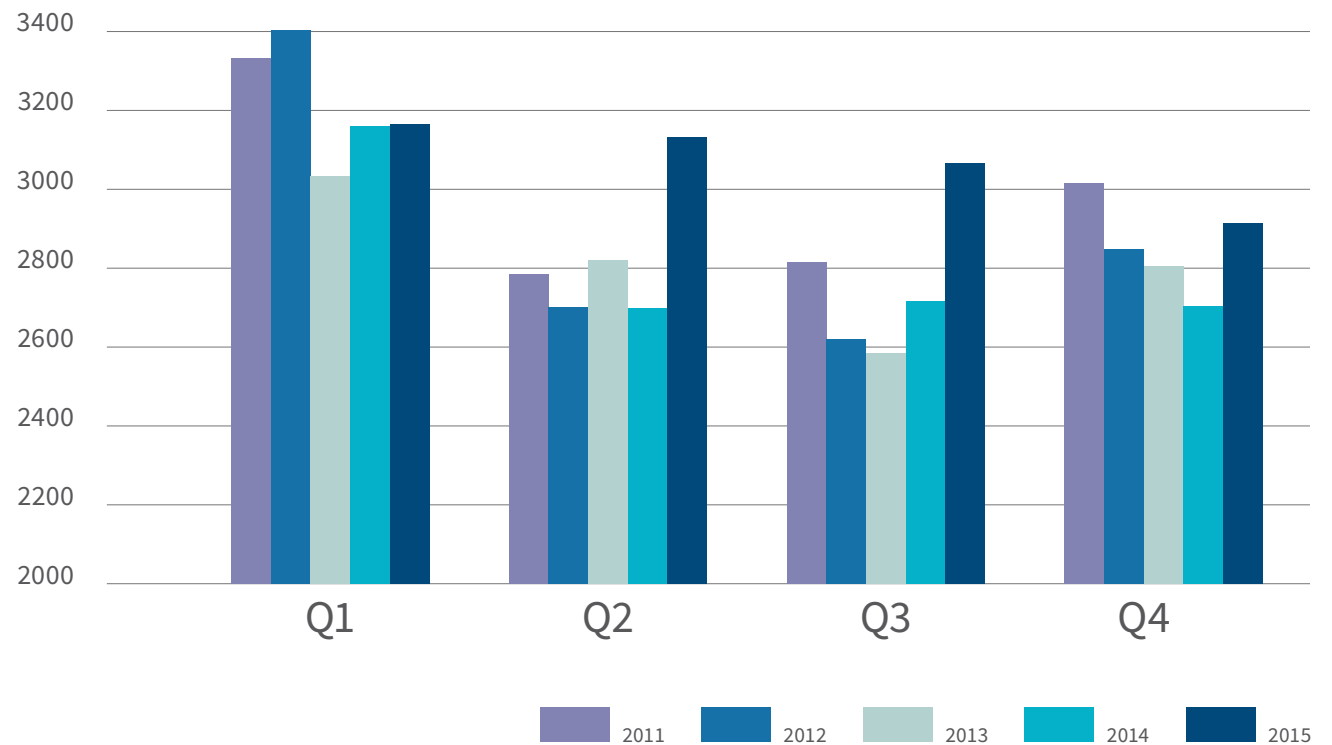
In 2015 daily average **3 068** names were entered in the .pl domain. On a year-to-year basis it is the best result ever.

Similarly as in the previous years, by account of the number of registrations the best was the first quarter of the year when daily average **3 165** new names were registered. The results attained during the consecutive quarters equalled: **3 132** in the second, **3 066** in the third and **2 913** in the fourth quarter.

During the particular months of the fourth quarter of 2015 the daily average number of registrations amounted to **3 104** in October, **3 028** in November and **2 611** in December.

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

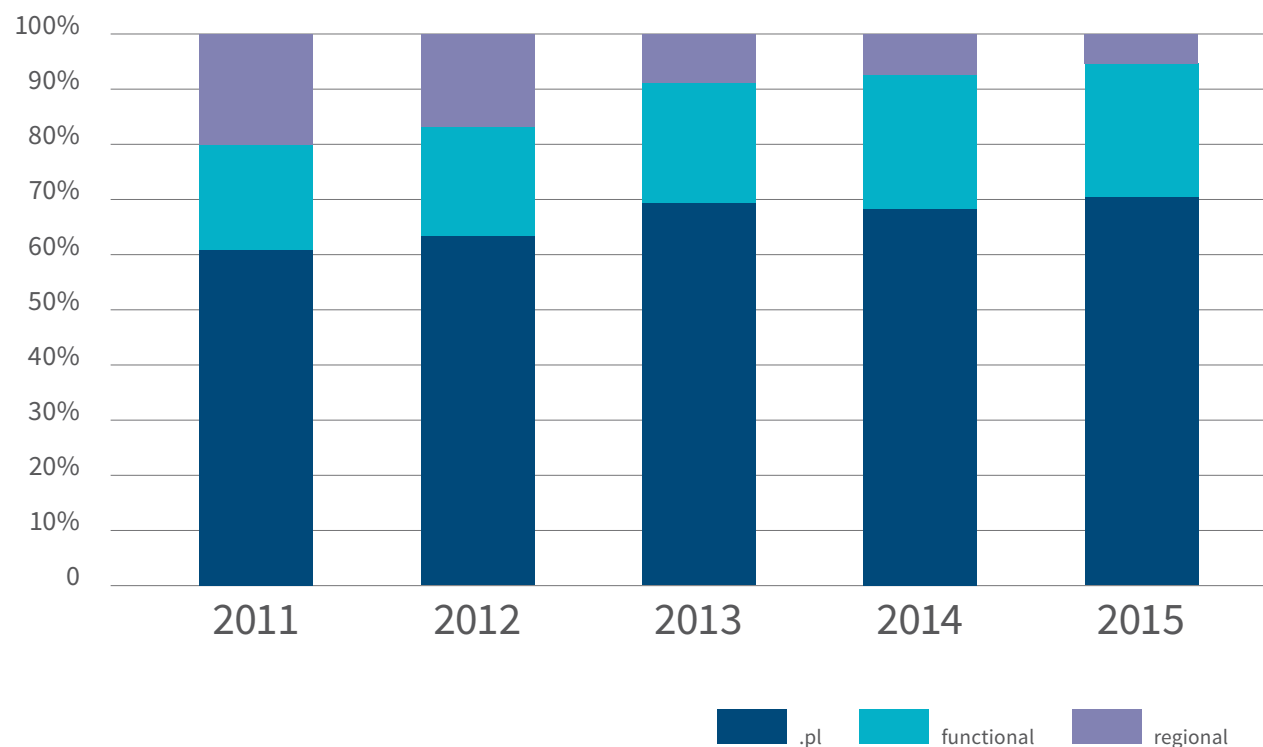
Out of all **1 119 896** new names, entered in the Registry in 2015, **70.52%** were registered directly in the .pl, **24.14%** constituted the names registered in the functional names zone (e.g. .com.pl, .biz.pl) and **5.34%** in the regional domains (e.g. .waw.pl, .wroclaw.pl) administered by NASK.

As compared to 2014 the share of second level names (i.e. registered directly in the .pl domain) in the total number of registrations increased by **2.17 p.p.** On the other hand, the share of names registered in the functional domains decreased by **0.23 p.p.** and regional domains by **1.93 p.p.**

During the fourth quarter of 2015 the share of particular types of domains in the total number of registrations was shaped as follows: **73.90%** of names were registered in the .pl domain, **20.08%** in functional domains, whereas **6.02%** in the regional domains administered by NASK.

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

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RENEWAL RATE OF .PL DOMAIN NAMES

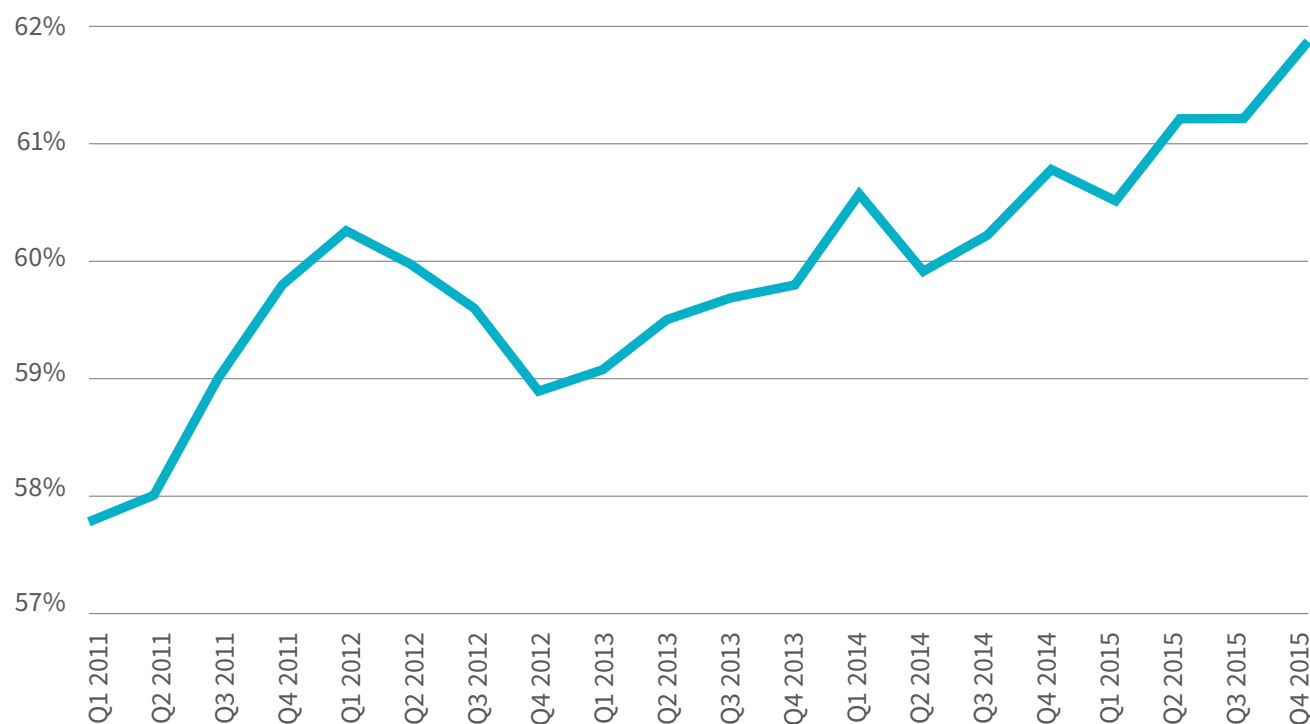
The renewal rate of the .pl domain names, at the end of 2015, amounted to **61.87%**. As compared to the end of the third quarter of 2015 the rate grew by **0.62 p.p.**, while comparing to the end of 2014 it increased by **1.09 p.p.**

For the end of December 2015 **74.39%** of renewed names constituted the second level .pl domain names, **20.67%** of names registered in the functional domains and **4.94%** in the regional domains.

79.11% of .pl domain names, renewed in 2015, were registered in 2013 and earlier while the registration of remaining **20.89%** followed during years 2014 and 2015.

Renewal rate of .pl domain names

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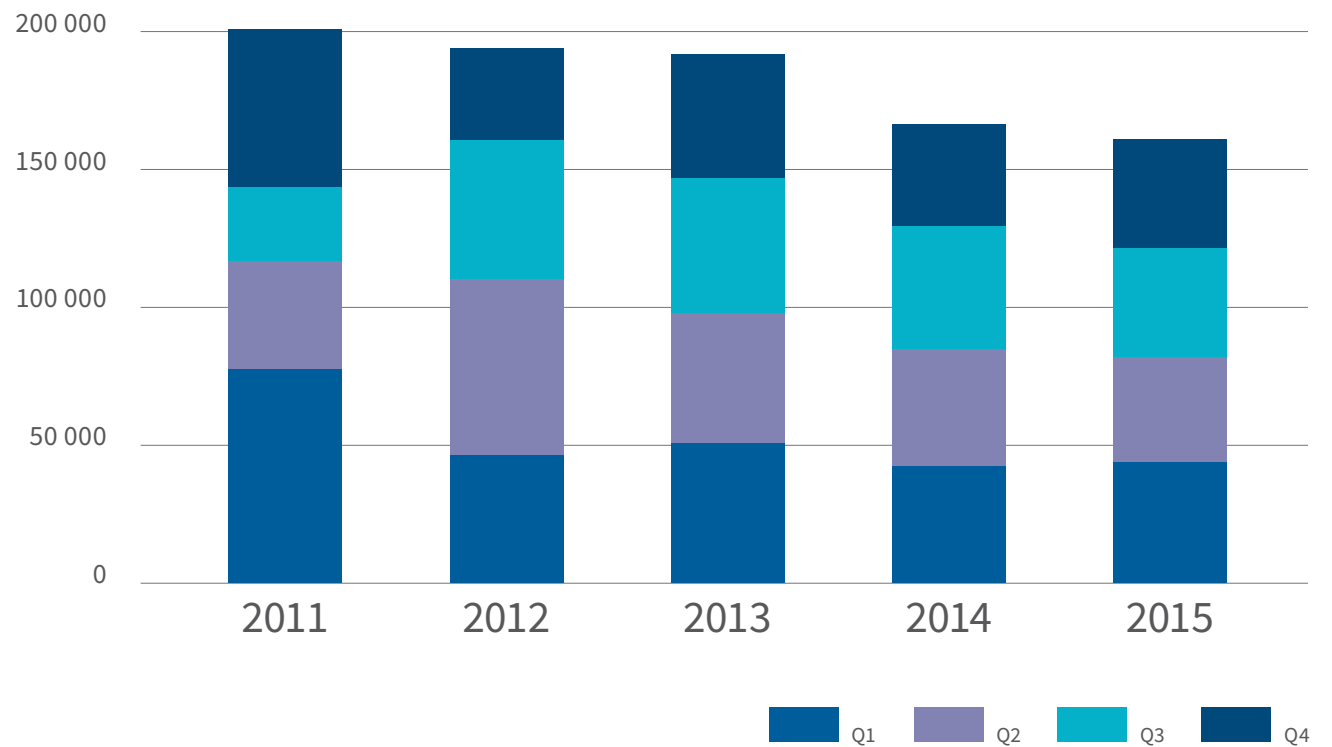
TRANSFERS

From the beginning of 2015 **161 470** changes of a Registrar servicing a .pl domain name were recorded. As compared to 2014 the number of executed transfers dropped by **4 784**.

During the fourth quarter of 2015, the number of transfers amounted to **39 688**. In **616** cases transfers were effected with the simultaneous renewal of the .pl domain name for a consecutive billing period, whereby **277** of them were the names holding the BLOCKED state, i.e. after the previous billing period had been completed.

Number of .pl domain name transfers

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DNSSEC IN THE .PL DOMAIN NAME

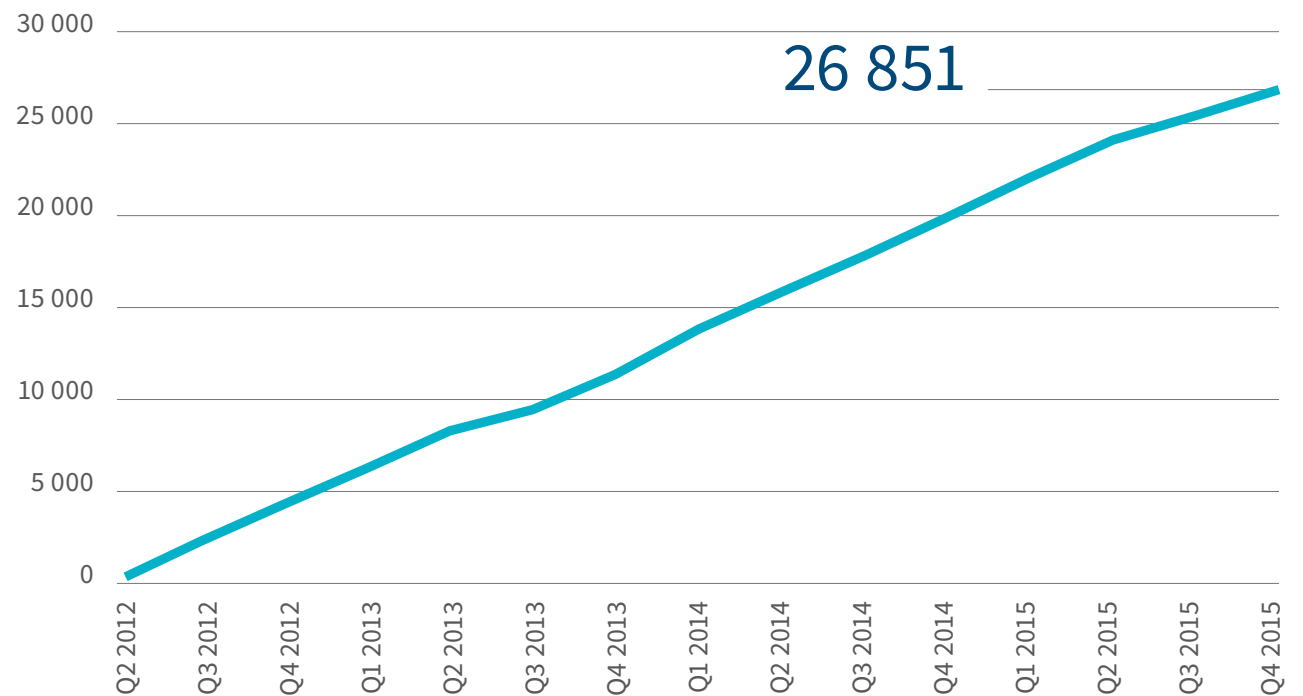
During 2015 the number of .pl domain names, signed with the application of DNSSEC, increased by **6 913**. For the end of December 2015 the number of names secured with the DNSSEC protocol, amounted to **26 851**.

From the beginning of 2015 daily average **18.94** names, secured with DNSSEC, were being added to the Registry.

In order to provide the Registrants with a wider range of tools for securing their domain names it is planned to extend the list of the DNSSEC keys algorithms, accepted by NASK, and in particular, to provide the Elliptic Curve Cryptography.

Number of the .pl domain names secured with DNSSEC

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REGISTRANTS OF .PL DOMAIN NAMES

At the end of 2015 the number of unique .pl domain name Registrants amounted to **1 007 706**. During the year the volume of the Registry was enlarged by **60 thousand** Registrants. The average number of .pl domain names per one Registrant remained at the same level as last year **2.66**.

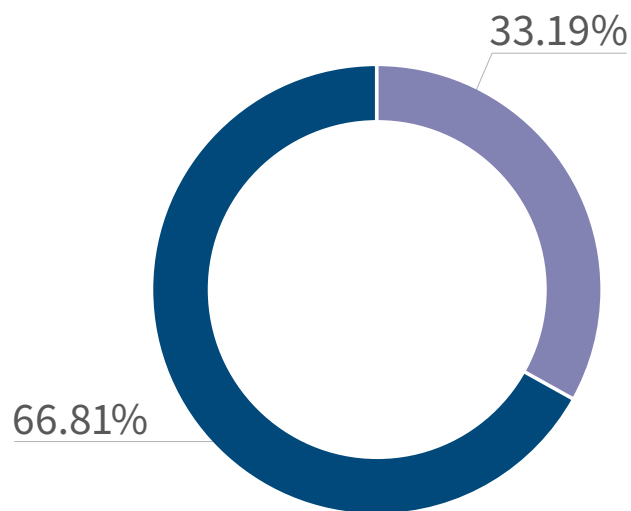
33.19% of Registrants constituted private persons and **66.81%** entrepreneurs and organizations. Division of .pl domain names by the type of a Registrants showed that **70.13%** of names were maintained for entrepreneurs and organizations, whereas **29.87%** for private persons. As compared to 2014, the share of .pl domain names, registered for entrepreneurs and organizations, increased by **3.43 p.p.**

At the end of 2015 one .pl domain name was registered for **63.83%** of Registrants, two .pl domain names for **14.58%**, three domains for **6.11%**. The share of Registrants for which there were registered from eleven to one hundred names amounted to **2.32%** and the share of Registrants of more than one hundred names equalled **0.09%**.

In 2015 in the Registry **132 109** changes of the Registrants of the .pl domain name were executed.

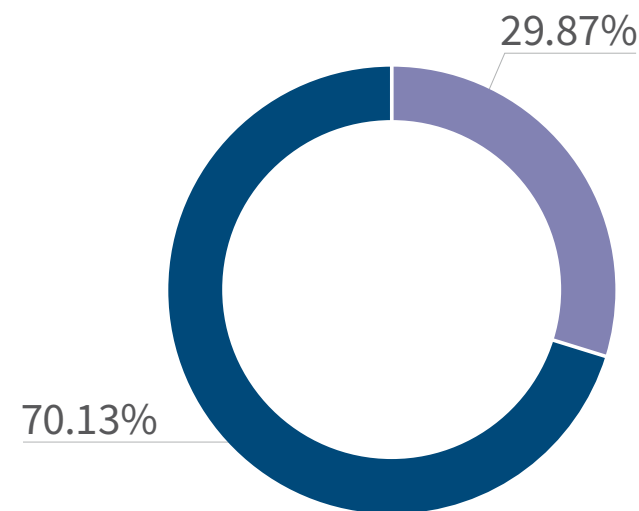
Division of Registrants of .pl domain names, Q4 2015

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Division of .pl domain names for Registrants, Q4 2015

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private persons entrepreneurs

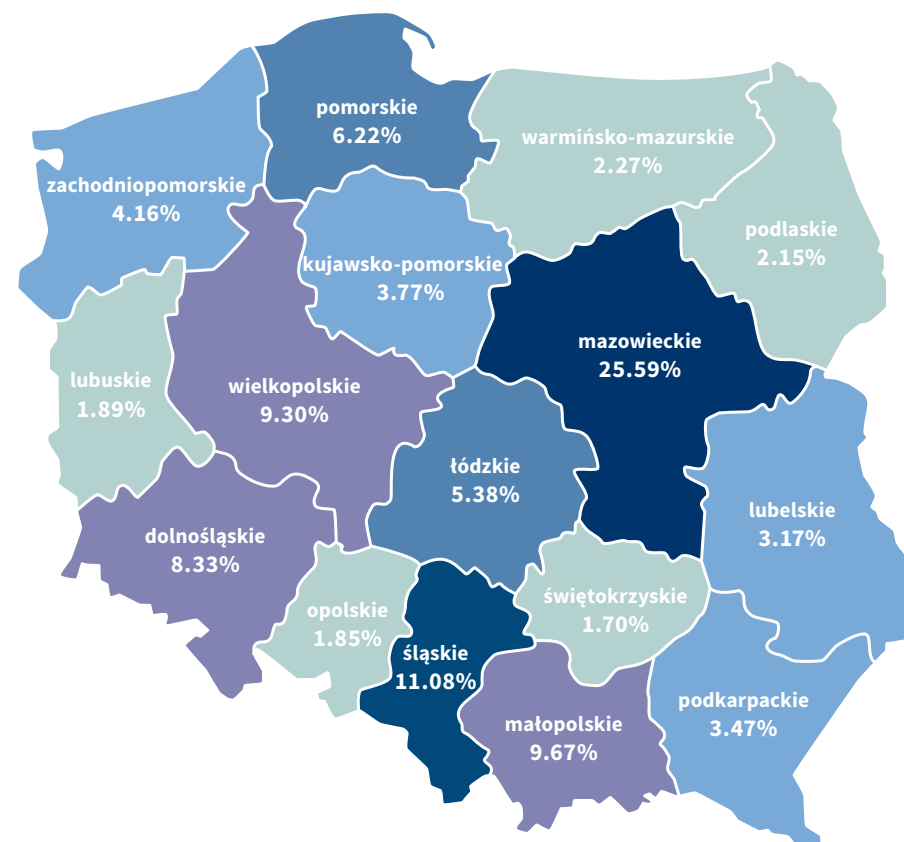
MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

At the end of 2015 **94.62%** of **2 681 752** domain names active in DNS were maintained for the Registrants situated in Poland.

The share of names registered for the subscribers, domiciled in the Mazowieckie Province, amounted to **25.59%** with **17.56%** of names with a postal code assigned to the capital city of Warsaw. The share of **11.08%** was recorded in the Śląskie Province, **9.67%** in Małopolskie, **9.30%** in Wielkopolskie, **8.33%** in Dolnośląskie, **6.22%** in Pomorskie and **5.38%** in Łódzkie. The share below **5%** in the number of .pl domain names, registered for the Registrants domiciled in Poland, was represented by Zachodniopomorskie **4.16%**, Kujawsko-pomorskie **3.77%**, Podkarpackie **3.47%**, Lubelskie **3.17%**, Warmińsko-mazurskie **2.27%**, Podlaskie **2.15%**, Lubuskie **1.89%**, Opolskie **1.85%** and Świętokrzyskie **1.70%**.

Division of .pl domain names by provinces, 2015*

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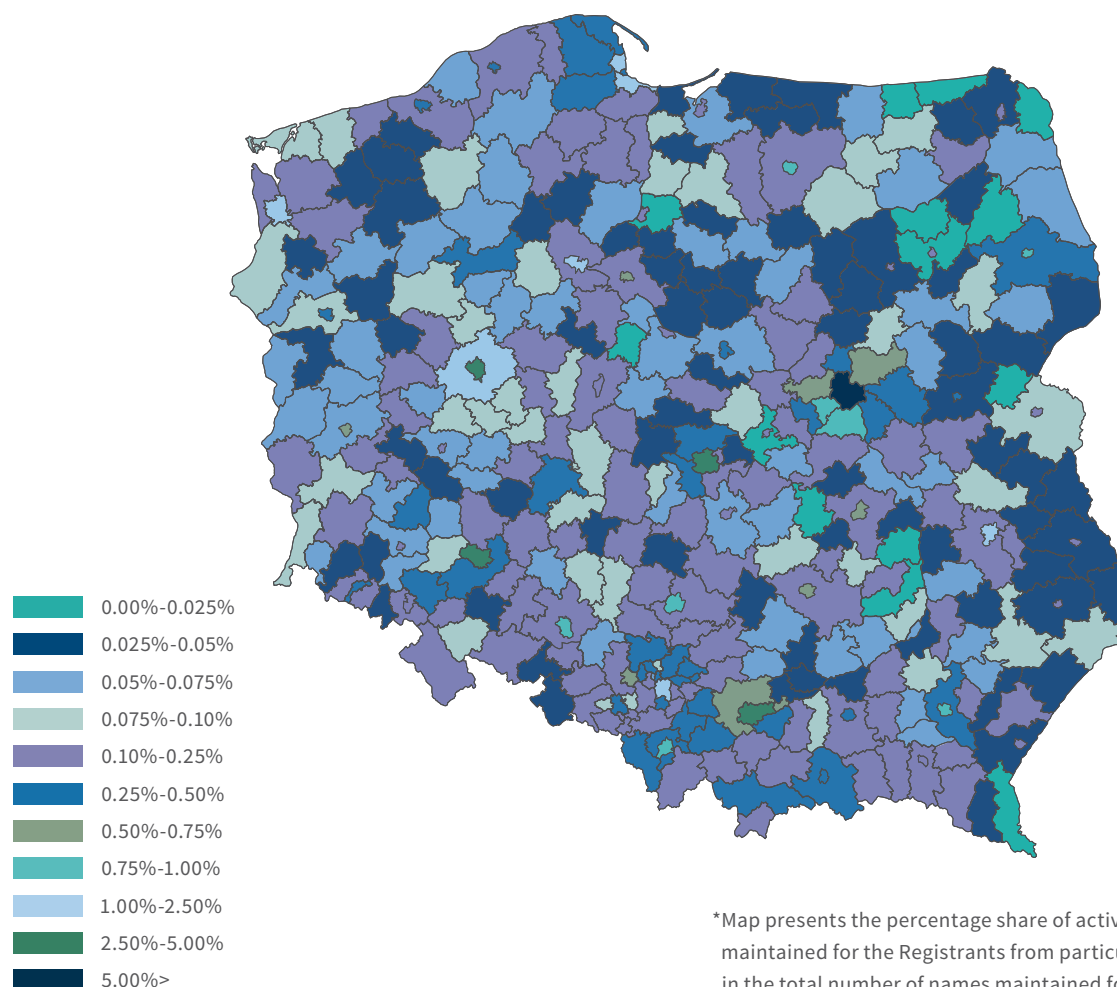
*Map presents the percentage share of active .pl domain names, maintained for the Registrants from particular provinces, in the total number of names maintained for Polish Registrants.

MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

In comparison to the end of 2014 the highest increase in the share of names was recorded in the following provinces: Mazowieckie by **0.75 p.p.**, Pomorskie by **0.22 p.p.**, Małopolskie by **0.20 p.p.**, Dolnośląskie by **0.18 p.p.** and Podkarpackie by **0.15 p.p.** The increase in the share below 0.1 percentage point was noted in the Lubuskie and Świętokszyskie Provinces. In the Opolskie Province the percentage share remained unchanged, however the remaining provinces recorded decrease in the number of maintained .pl domain names.

Division of .pl domain names by districts, 2015*

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*Map presents the percentage share of active .pl domain names maintained for the Registrants from particular districts in the total number of names maintained for Polish Registrants.

MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT'S PLACE OF RESIDENCE

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Province	Share	Province	Share
mazowieckie	25.59%	kujawsko-pomorskie	3.77%
including Warszawa	17.56%	including Bydgoszcz	1.43%
śląskie	11.08%	podkarpackie	3.47%
including Katowice	1.54%	including Rzeszów	0.92%
małopolskie	9.67%	lubelskie	3.17%
including Kraków	4.80%	including Lublin	1.37%
wielkopolskie	9.30%	warmińsko-mazurskie	2.27%
including Poznań	3.96%	including Olsztyn	0.76%
dolnośląskie	8.33%	podlaskie	2.15%
including Wrocław	4.33%	including Białystok	1.00%
pomorskie	6.22%	lubuskie	1.89%
including Gdańsk	2.11%	including Zielona Góra	0.70%
łódzkie	5.38%	opolskie	1.85%
including Łódź	2.77%	including Opole	0.75%
zachodniopomorskie	4.16%	świętokrzyskie	1.70%
including Szczecin	2.07%	including Kielce	0.67%

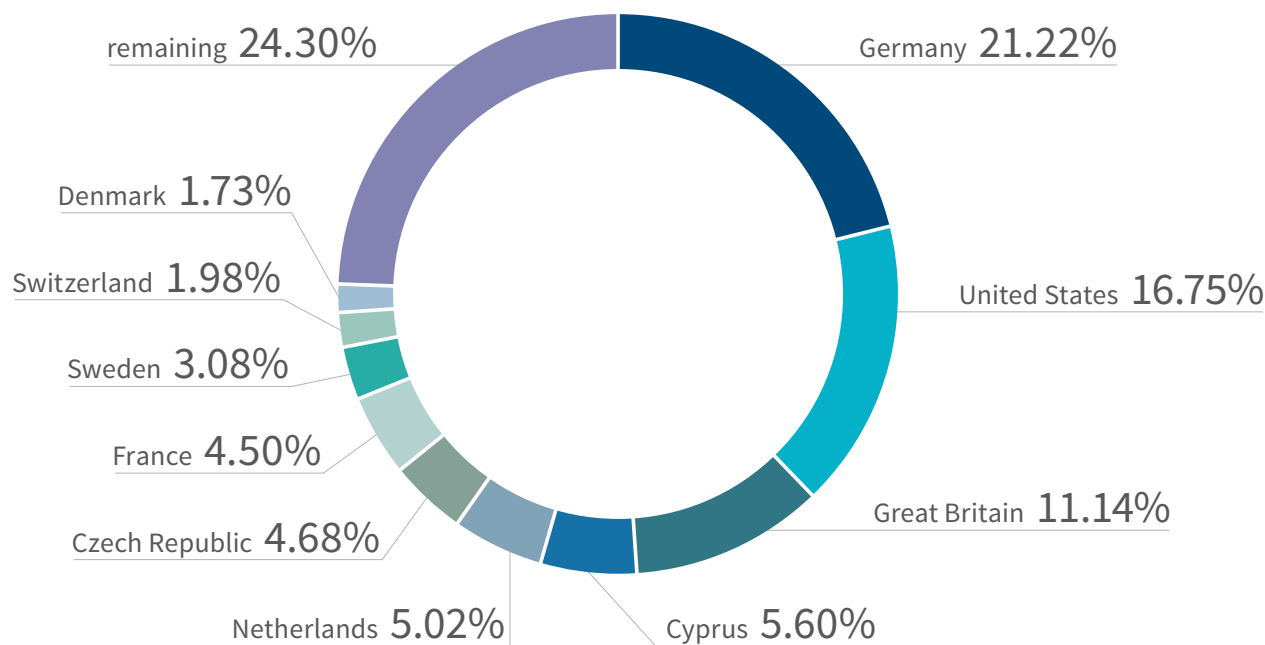
MAINTAINED .PL DOMAIN NAMES VS. THE REGISTRANT’S PLACE OF RESIDENCE

At the end of 2015 for the foreign Registrants the Registry was maintaining **5.38%** of .pl domain names. The largest number of names was maintained for clients domiciled in Germany – **21.22%**, in the United States – **16.75%** and Great Britain – **11.14%**. The remaining names were maintained for the Registrants seated in Cyprus – **5.60%**, in Netherlands – **5.02%**, in Czech Republic – **4.68%**, in France – **4.50%**, in Sweden – **3.08%**, in Switzerland – **1.98%**, in Denmark – **1.73%**.

As compared to the end of 2014 the share of domain names, maintained for the foreign Registrants, dropped by **0.12 p.p.**

Division of .pl domain name registrations for the registrants from beyond Poland, Q4 2015

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NEW REGISTRATIONS OF .PL DOMAIN NAMES VS. PLACE OF RESIDENCE

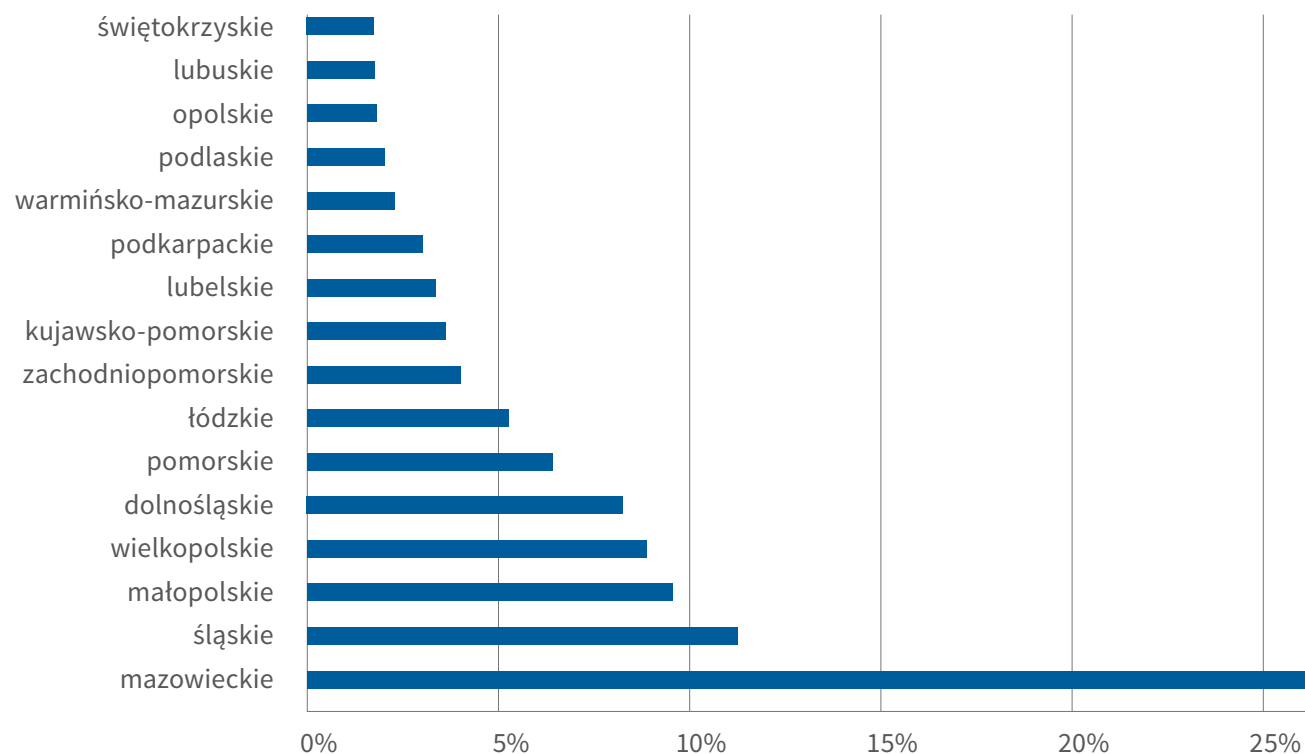
In 2015 out of **1 119 896** newly registered .pl domain names **93.64%** were registered for the Registrants from Poland.

The share of new registrations, effected in the last quarter of 2015 for the Registrants from Poland, by account of the province where they were domiciled or seated, indicates that, the most numerous group constituted the Registrants from the Mazowieckie Province – **26.46%**. For the Registrants from the Śląskie Province there were registered **11.24%** of names, from Małopolskie – **9.54%**, Wielkopolskie – **8.88%**, Dolnośląskie – **8.27%**, Pomorskie – **6.40%**, Łódzkie – **5.26%**, Zachodniopomorskie – **4.06%**, Kujawsko-pomorskie – **3.61%**, Lubelskie – **3.36%**, Podkarpackie – **3.13%**, Warmińsko-mazurskie – **2.27%** and Podlaskie – **2.17%**.

Similarly as in the previous year the lowest number of registrations was recorded by the Registrants from in the following provinces: Opolskie – **1.81%**, Lubuskie – **1.78%** and Świętokrzyskie – **1.76%**.

Number of new registrations as divided into provinces, Q4 2015

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RANKING OF CCTLDS

Pursuant to the data from the end of 2015, presented by CENTR (Council of European National Top Level Domain Registries), the .pl domain Registry, with **2.7 million** names, held the eleventh position among the biggest ccTLD registries in the world.

The first place was taken by the Tokelau Registry with the number of .tk domain names exceeding **28.6 million**. It is, however, the Registry offering open, free of charge domain name registration. The second biggest ccTLD Registry in the world was the Chinese Registry with the number of .cn domain names equalling **16.4 million**, while the third place, with **16.0 million** .de domain names was occupied by the German Registry.

Among the national registries of the European Union countries, the Polish Registry has been situated on the sixth position for the last three years by account of the number of maintained names. The higher positions were held by the Registries of Germany, Great Britain, Netherlands, France and Italy.

Position	National Registry	Number of domain names (in million)
1.	Tokelau (.tk)	28.6*
2.	China (.cn)	16.4
3.	Germany (.de)	16.0
4.	Great Britain (.uk)	10.7
5.	Netherlands (.nl)	5.6
6.	Russia (.ru)	5.0
7.	Brazil (.br)	3.7
8.	Australia (.au)	3.0
9.	France (.fr)	2.9
10.	Italy (.it)	2.9
11.	Poland (.pl)	2.7

*the .tk Registry, as the only one in the breakdown, offers open, free of charge domain name registration
The table contains the data taken from the CENTR publishing "DomainWire Global TLD Stat Report Q4 2015".

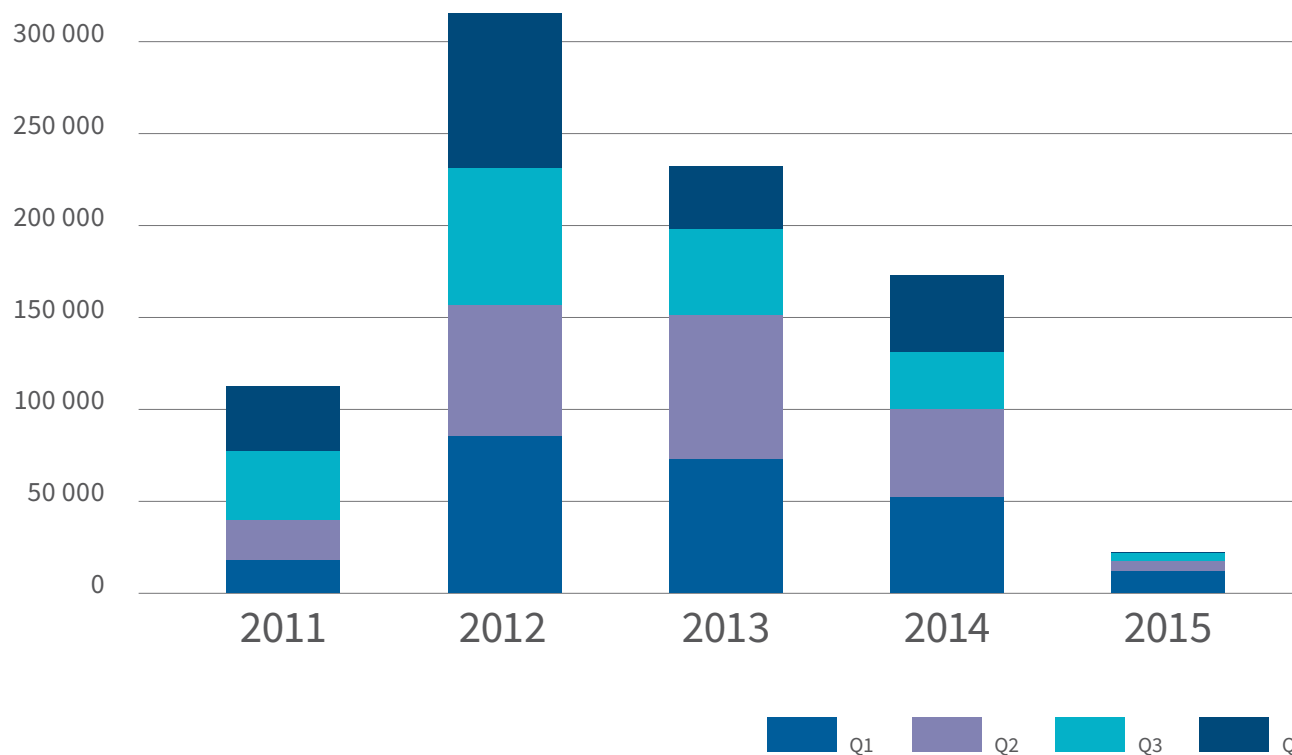
In accordance with the information as of June 2015, in December the DNT (Domain Name Tasting) service ceased to be offered. Closing the service of .pl domain name tests arose from the security reasons.

On the basis of the reports, compiled by CERT Polska, the DNT service was declared a growing problem of distributing malware software which threatened the ICT security of the Internet users.

The analysis of the Registry data confirmed the diminishing interest in domain testing as well as low efficiency of the DNT service pertaining to new registrations.

Number of DNT registrations

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In 2015 3-year options for registration of an existing .pl domain name were less popular than in the previous years. Totally **9 186** agreements on options were concluded, i.e. by **61%** less than in 2014.

The number of concluded agreements in 2015 in division for quarters amounted to: in the first quarter there were **2 757** agreements, in the second quarter **2 173**, in third quarter **1 989** and finally in the last quarter **2 267**.

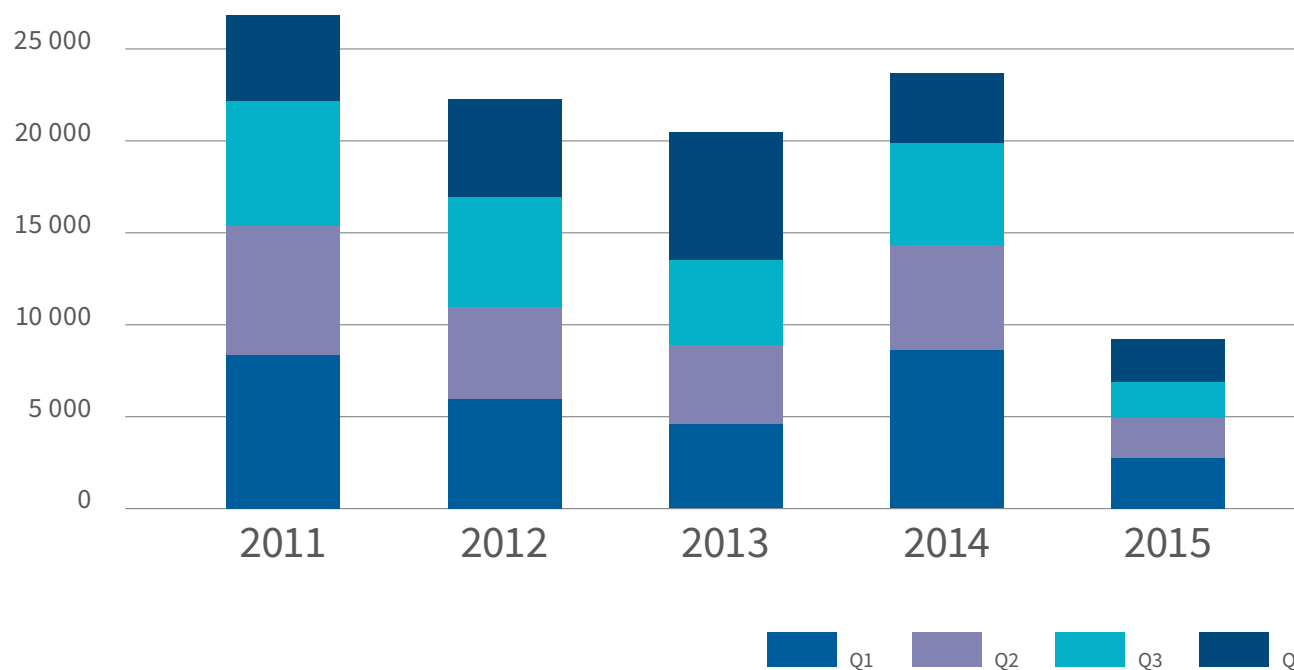
In 2015 totally **6 056** agreements on options were completed, i.e. ended with making a .pl domain name available for registration, with **1 429** thereof in the fourth quarter. **1 659** agreements on options were renewed for consecutive three years, with **281** thereof being renewed during the fourth quarter.

In 2015, the formal requirements were not met or the registration of a .pl domain name gained by option was cancelled in case of **423** cases. Therefore, in the fourth quarter **107** domain names were released to the group of names available for registration.

Since launching the service in June 2004 to the end of 2015, out of all the purchased options **44.89%** ended with providing a .pl domain name for registration for an option holder.

Number of WLS registrations

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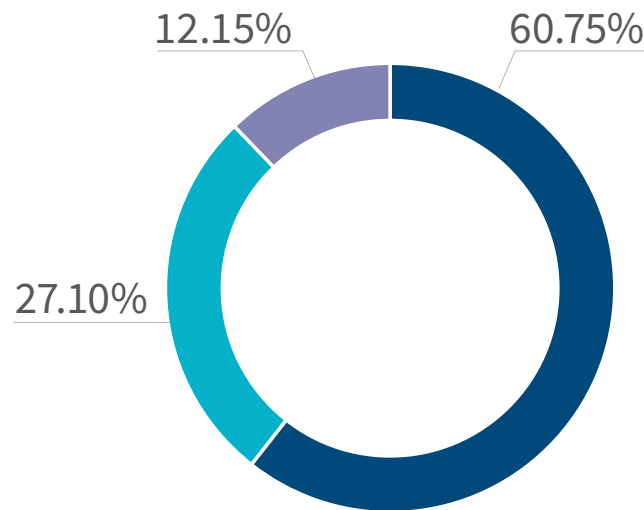
NASK PARTNERS

The total number of Registrars participating in the NASK Partner Programme, at the end of the fourth quarter of 2015, amounted to **214**. Among the NASK Partners there were **130** entities from Poland, which serviced **78.44%** of .pl domain names. **58** Partners with their registered offices in Europe were servicing **12.47%** of names, whereas **9.09%** of .pl domain names were managed by **26** Registrars from remaining countries.

During 2015 **25** new agreements concerning Partner cooperation with NASK were concluded, while **14** agreements were terminated.

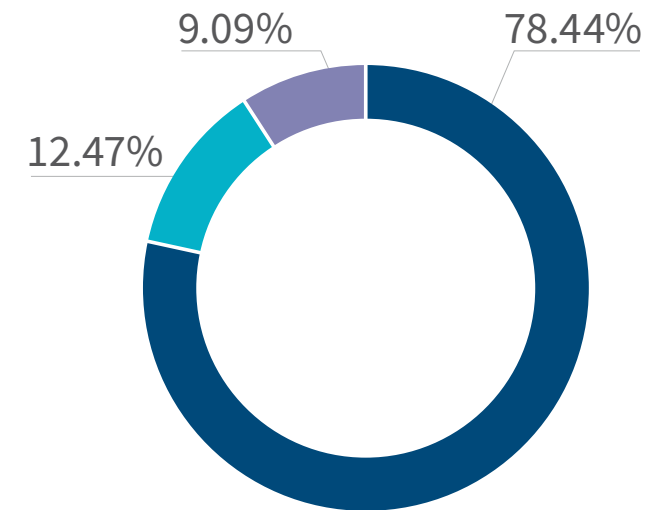
Partners of NASK, division by place of residence, Q4 2015

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.pl domain name market share between Partners considering the place of residence, Q4 2015

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Poland Europe other countries

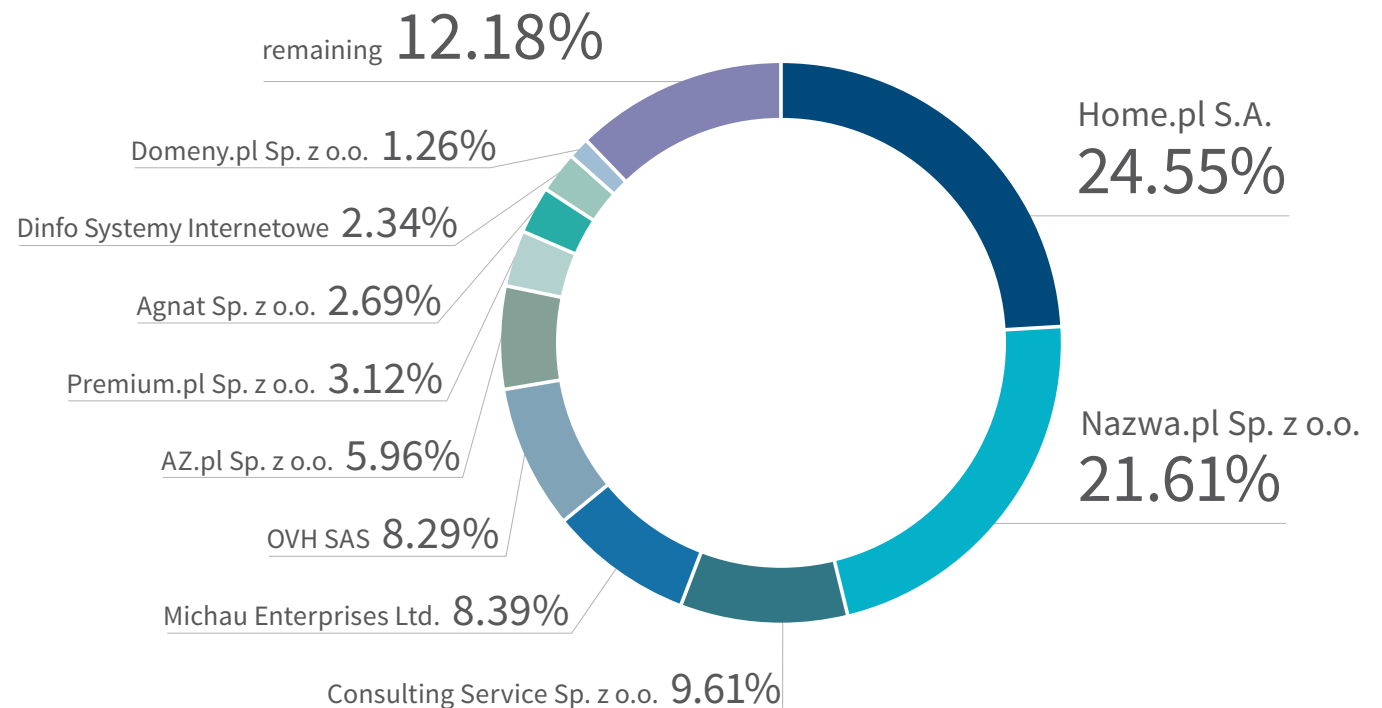
MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

In 2015 the positions of NASK's Partners in the breakdown of number of serviced .pl domain names remained unchanged.

Home.pl S.A. ended the year with the result of **24.55%**, Nazwa.pl Sp. z o.o. attained, during the discussed period, the outcome of **21.61%** and Consulting Service Sp. z o.o. participated in servicing **9.61%** of .pl domain names. The share of remaining Partners, as presented below, in the service of .pl domain names amounted to: Michau Enterprises Ltd. – **8.39%**, OVH SAS – **8.29%**, AZ.pl Sp. z o.o. – **5.96%**, Premium.pl Sp. z o.o. – **3.12%**, Agnat Sp. z o.o. – **2.69%**, Dinfo Systemy Internetowe – **2.34%**, and Domeny.pl Sp. z o.o. – **1.26%**.

Market share between Partners considering .pl domain names, Q4 2015

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MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW REGISTRATIONS

In 2015 NASK's Partners were participating in almost 100% of new registrations. Out of **1 119 896** .pl domain names only **52** were registered directly in NASK. Worthy of note is the fact that since 15 June 2015 the registration of .pl domain names has been allowed only through the NASK's Partners.

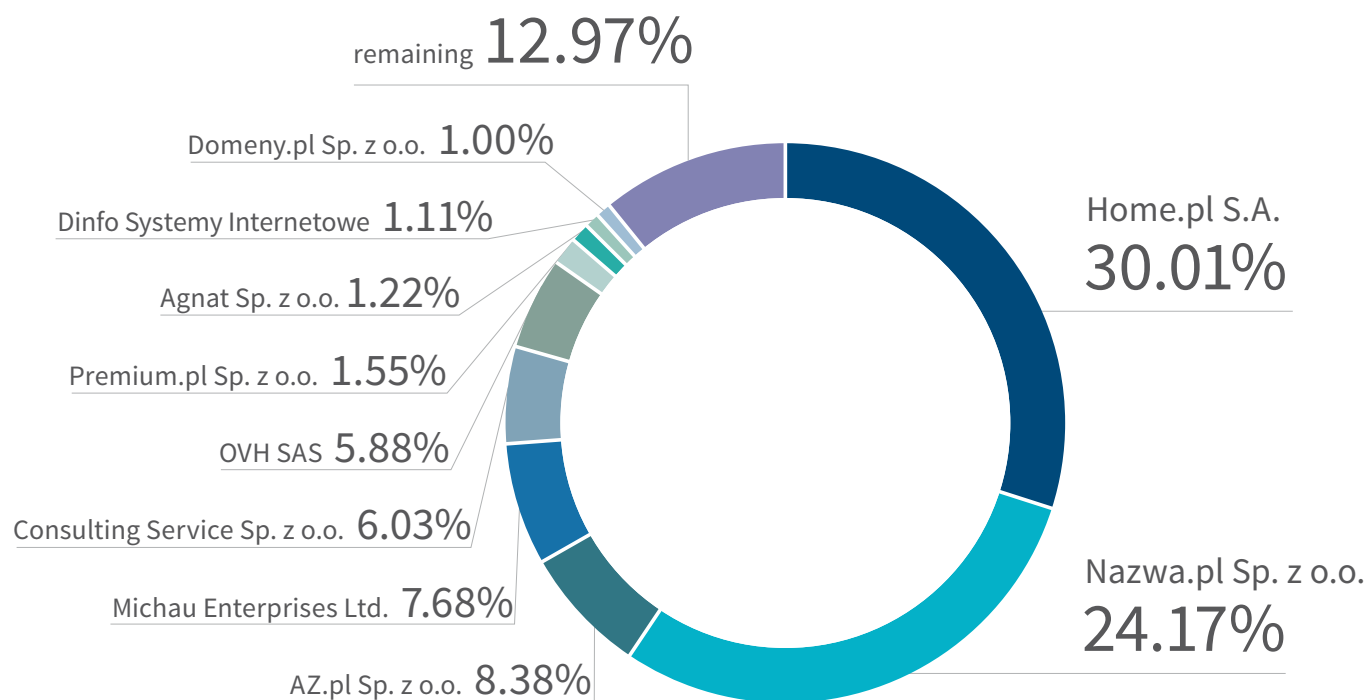
In 2015 the highest number of new registration of .pl domain names, nearly **57%**, was effected through 2 NASK's Partners: namely Nazwa.pl Sp. z o.o. (**28.54%**) and Home.pl S.A. (**28.36%**).

During the fourth quarter of 2015 the share of Partners in the registration of new .pl domain names was the following: Home.pl S.A. assisted in the registration of **30.01%**, Nazwa.pl Sp. z o.o. – **24.17%**, AZ.pl Sp. z o.o. – **8.38%**, Michau Enterprises Ltd. – **7.68%**, Consulting Service Sp. z o.o. – **6.03%**, OVH SAS – **5.88%**, Premium.pl Sp. z o.o. – **1.55%**, Agnat Sp. z o.o. – **1.22%**, Dinfo Systemy Internetowe – **1.11%** and Domeny.pl Sp. z o.o. – **1.00%**.

The Partners from beyond the presented TOP 10 participated in the fourth quarter of 2015 in entering in the Registry **12.97%** of new .pl domain names.

Market share between Partners considering new .pl domain name registrations, Q4 2015

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MARKET SHARE BETWEEN PARTNERS CONSIDERING REGISTRANTS

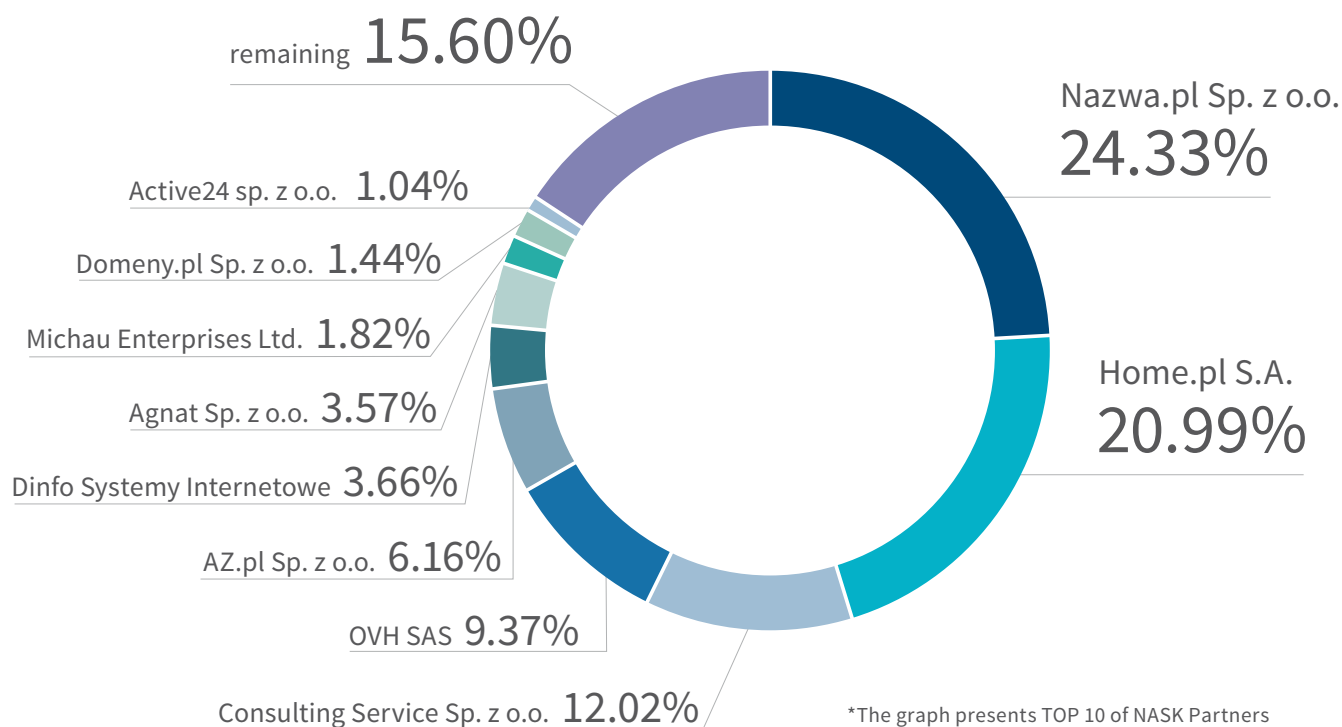
At the end of 2015, the total number of Registrants of the .pl domain names, serviced by NASK's Partners, amounted to **1 029 556**. The biggest number of Registrants was serviced by Nazwa.pl Sp. z o.o. the share of which, at the end of December, amounted to **24.33%**. A share of **20.99%** was recorded by Home.pl S.A., the third result, similarly as at the end of the previous year, was attained by Consulting Service Sp. z o.o. with the share of **12.02%**.

In the first ten, there were also: OVH SAS – **9.37%**, AZ.pl Sp. z o.o. – **6.16%**, Dinfo Systemy Internetowe – **3.66%**, Agnat Sp. z o.o. – **3.57%**, Michau Enterprises Ltd. – **1.82%**, Domeny.pl Sp. z o.o. – **1.44%** and Active 24 Sp. z o.o. – **1.04%**.

The share of the Partners, from beyond the TOP 10 presented in the report, in the number of Registrants of .pl domain names, amounted totally to **15.60%**.

Market share between Partners considering .pl domain name Registrants, Q4 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 WLS REGISTRATIONS

In 2015 the leader in the market of options for the registration of a .pl domain name was Michau Enterprises Ltd. which concluded more than **3.3 thousand** agreements on options, followed by Premium Sp. z o.o. with the result of **1.2 thousand** and AZ.pl Sp. z o. o. with the result of over **1 thousand** options.

During the fourth quarter Michau Enterprises Ltd. assisted in the conclusion of **33.83%** of agreements on options. The second most frequently chosen Registrar, AZ.pl Sp. z o.o., in the fourth quarter, assisted in the conclusion of **14.03%** of agreements. The remaining NASK's Partners, most frequently chosen by option buyers in the discussed period, were: Premium.pl Sp. z o.o. – **13.23%**, Domeny.pl Sp. z o.o. – **6.04%** and Varia – **4.85%**.

The Registrars from beyond the presented Top 5 serviced in total **28.02%** of new agreements on the options for registration of the .pl domain name.

WLS market share between Partners, Q4 2015

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