

# DOMAIN NAME MARKET IN POLAND

NASK'S DETAILED REPORT FOR THE FIRST QUARTER OF 2011

## Q1 2011

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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 year 2011 began with a very substantial event for the Polish Internet, mainly registration of the 2 000 000th .pl domain name. Achieving the first million of registered domain names took 17 years, this milestone was achieved exactly on the 6th of May 2008. The increase of maintained .pl domain names by another million took only another 2 years and 8 months, which is an amazing achievement indeed if we compare to other national registries.

The periodic increase of new .pl domain name registrations, which is usually noticeable at the beginning of every year, was much higher in the first quarter of 2011 than in the earlier years. The figure of 298 106 new registrations in the first quarter of 2011 means that it was the best quarter in the history of new .pl domain name registrations. Large number of new registrations contributed to maintain high dynamics of the .pl domain name growth. This allowed NASK to maintain leading position among the registries from the European Union area.

The DNT service also noted best results since two years. The number of options bought in the first quarter of 2011 totaled to 8 364 which proves the unflagging interest in this service, bound particularly with aftermarket and confirming its importance.

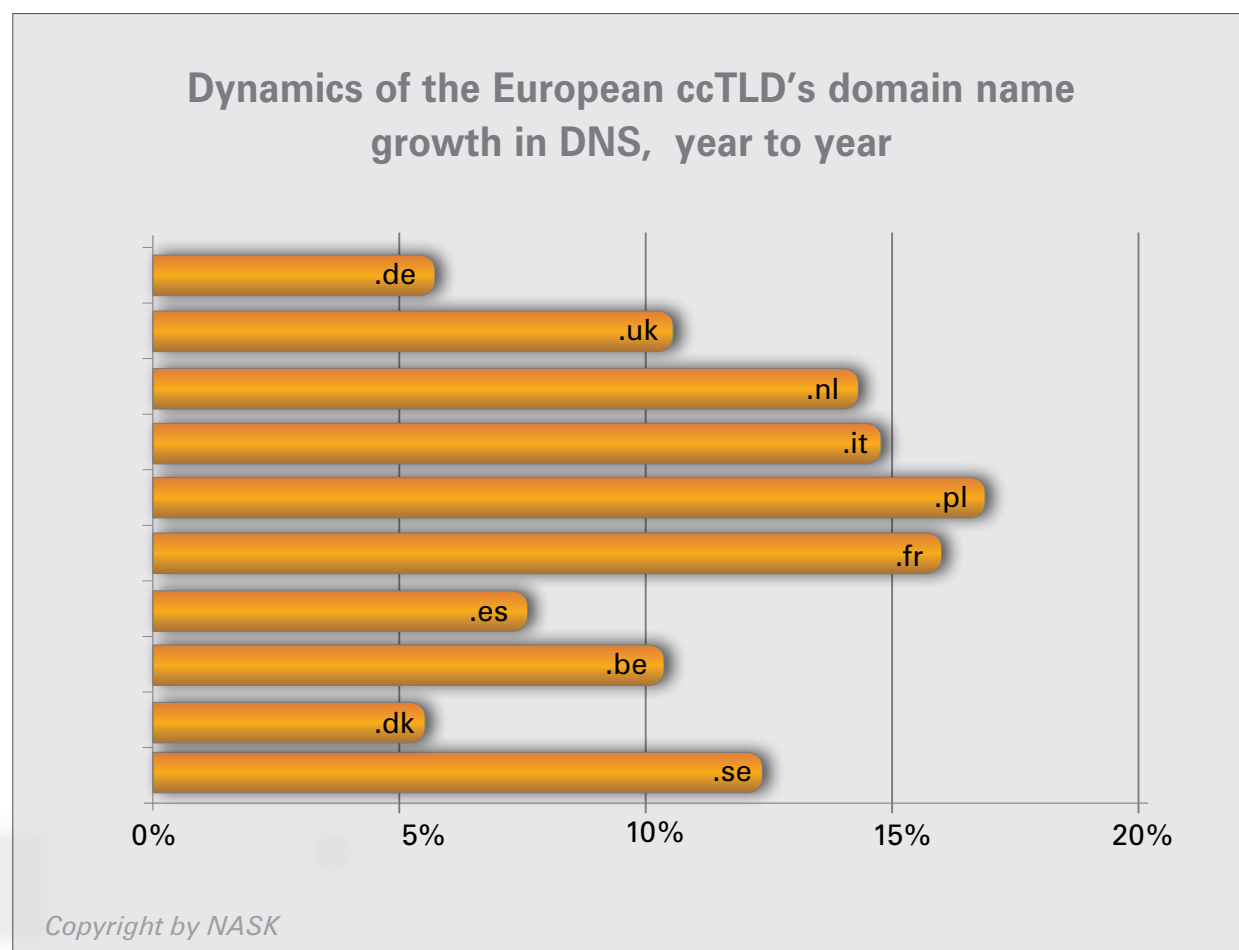
The indicator, behavior of which should be observed with most attention, is the percentage of renewed .pl domain names. After periods of downward trends the indicator started to rise, which gives us hope to reverse the downward trend and return to the 58% .pl domain name renewal rate observed in the past.

*Michał Chrzanowski*  
*NASK Director*

# Dynamics

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

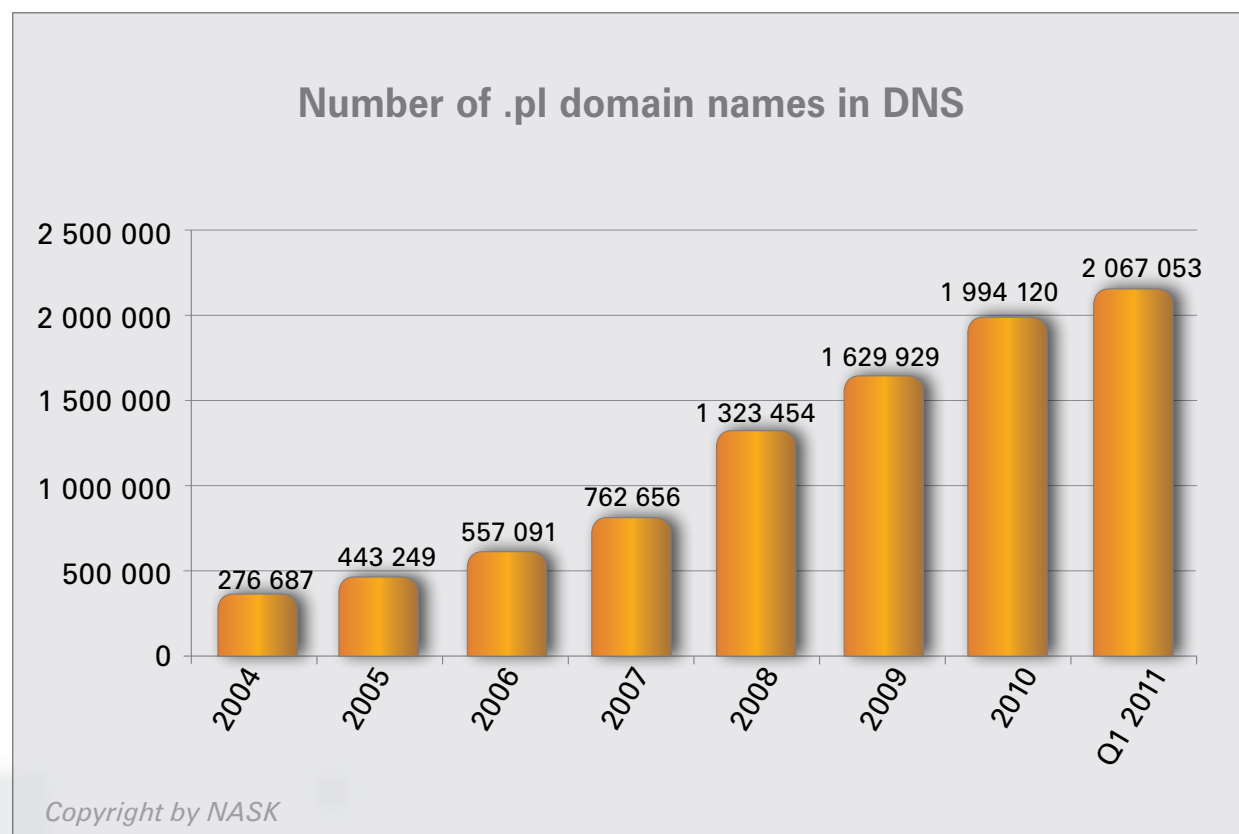
Polish Registry still spearheads among the European Countries when it comes to the growth dynamics, now equal to **18,02 %**. Second and third position are occupied by French (**17,15 %**) and Italian (**14,77 %**) Registries respectively.



# Number of .pl domain names in DNS

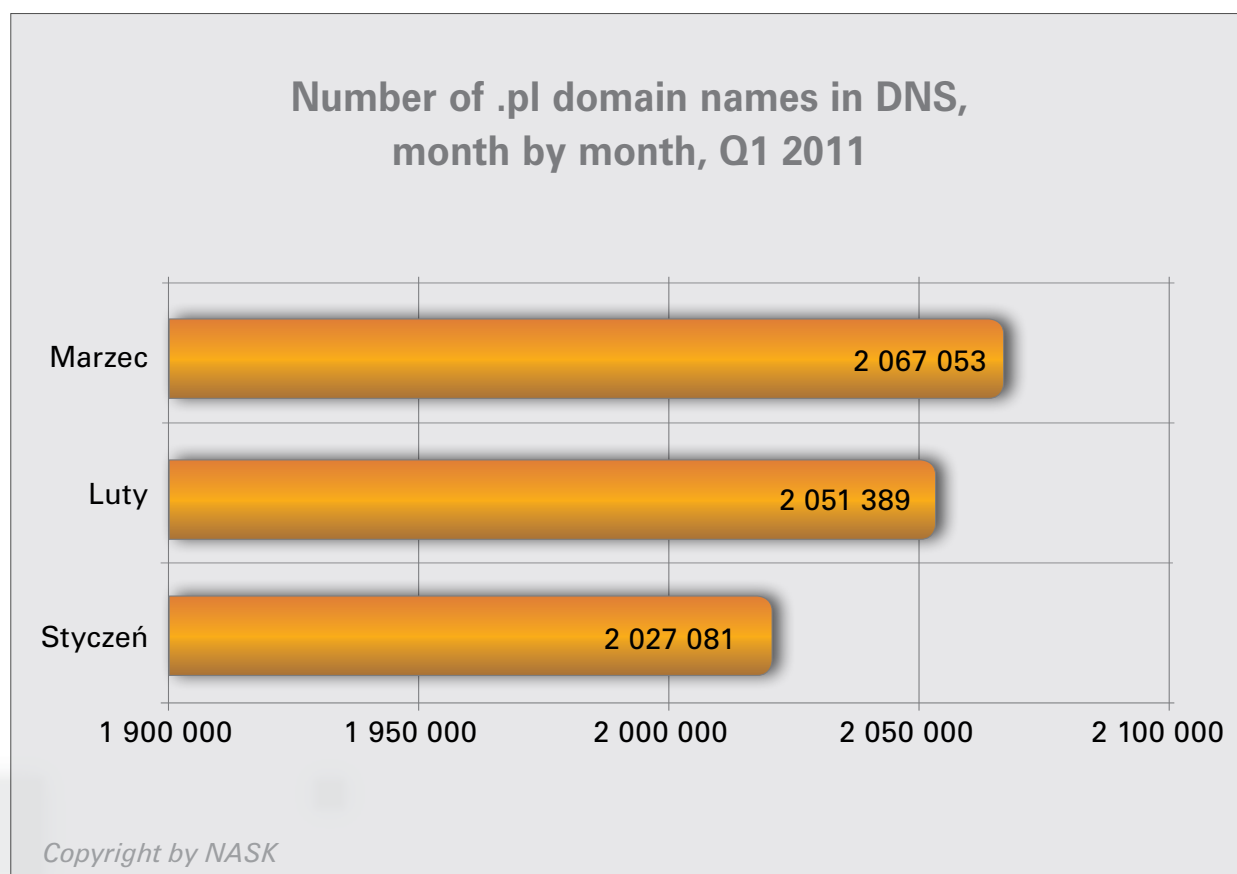
In the first quarter of 2011 the number of names, active in the .pl domain, surpassed **2 million**, with the exact number being **2 067 053** names.

Since beginning of January until the end of March 2011 the number of active .pl domain names increased by **72 933**.



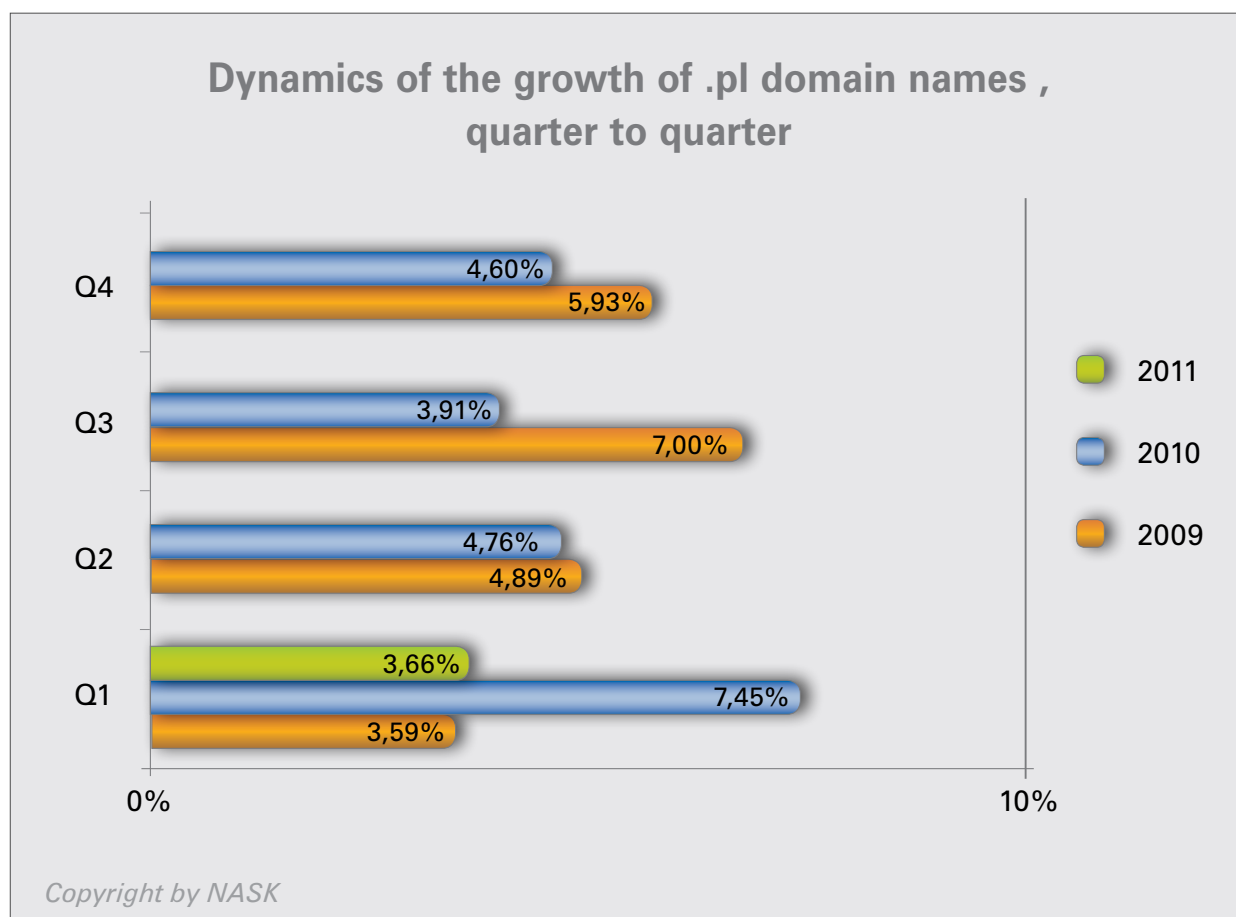
# First quarter of 2011 – month by month

January was the month, in which the biggest increase was noted – **1,65 %**. In following months this figure decreased to **1,2 %** in February and **0,76 %** in March.



# Dynamics

## of the growth of domain names active in DNS



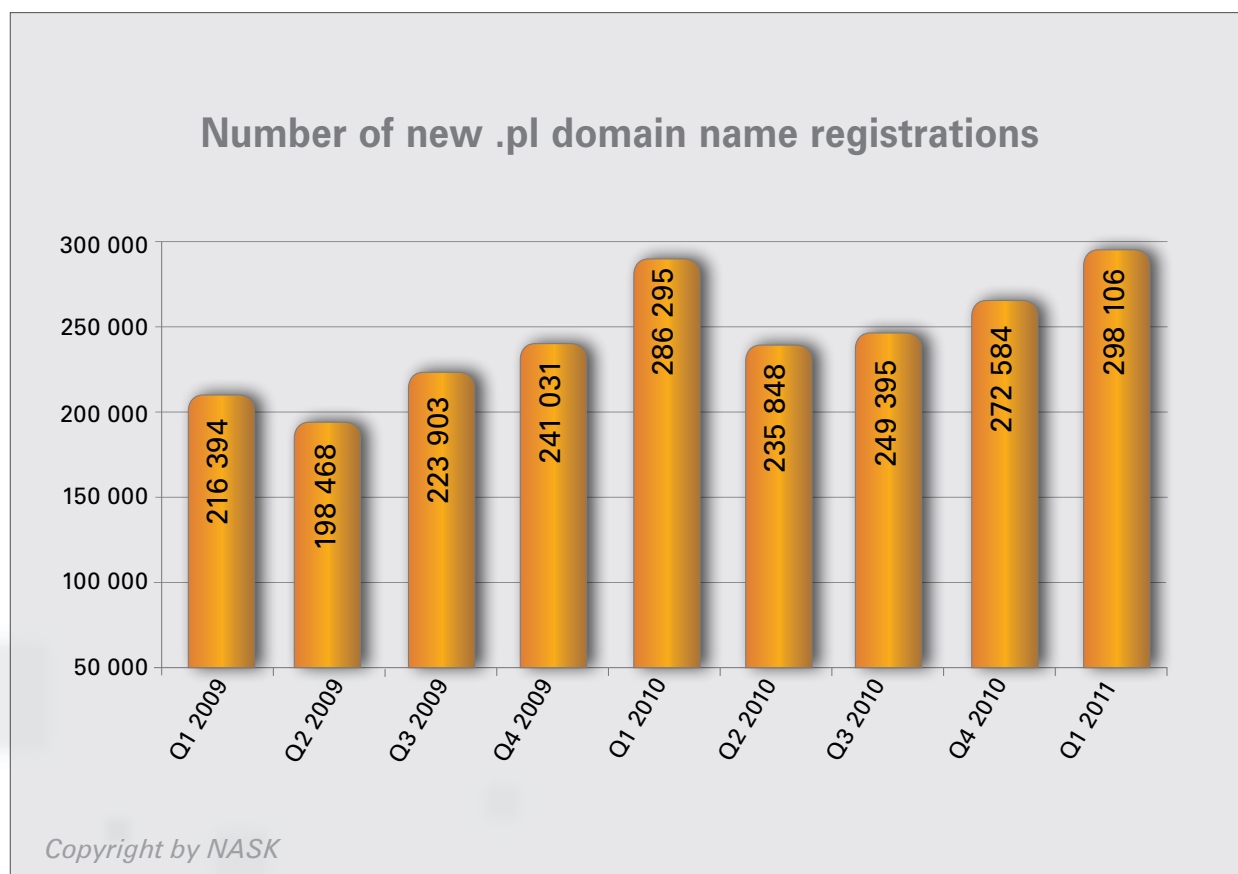
First three months of 2011 were characterized by dynamics of the growth of .pl domain names at the rate of **3,66 %**. The net increase in the amount of .pl domain names in DNS was smaller, when compared to the fourth quarter of 2010.



# Number of new .pl domain name registrations

First quarter of 2011, with its record breaking number of **298 106** new registrations, placed itself on the first position of the .pl domain name registration history, and by this, beat the already great result from the first quarter of 2010.

The number of .pl domain name registrations in respective months of the first quarter of 2011 was equal to: in January – **100 042**, February – **94 696**, March – **103 368**.

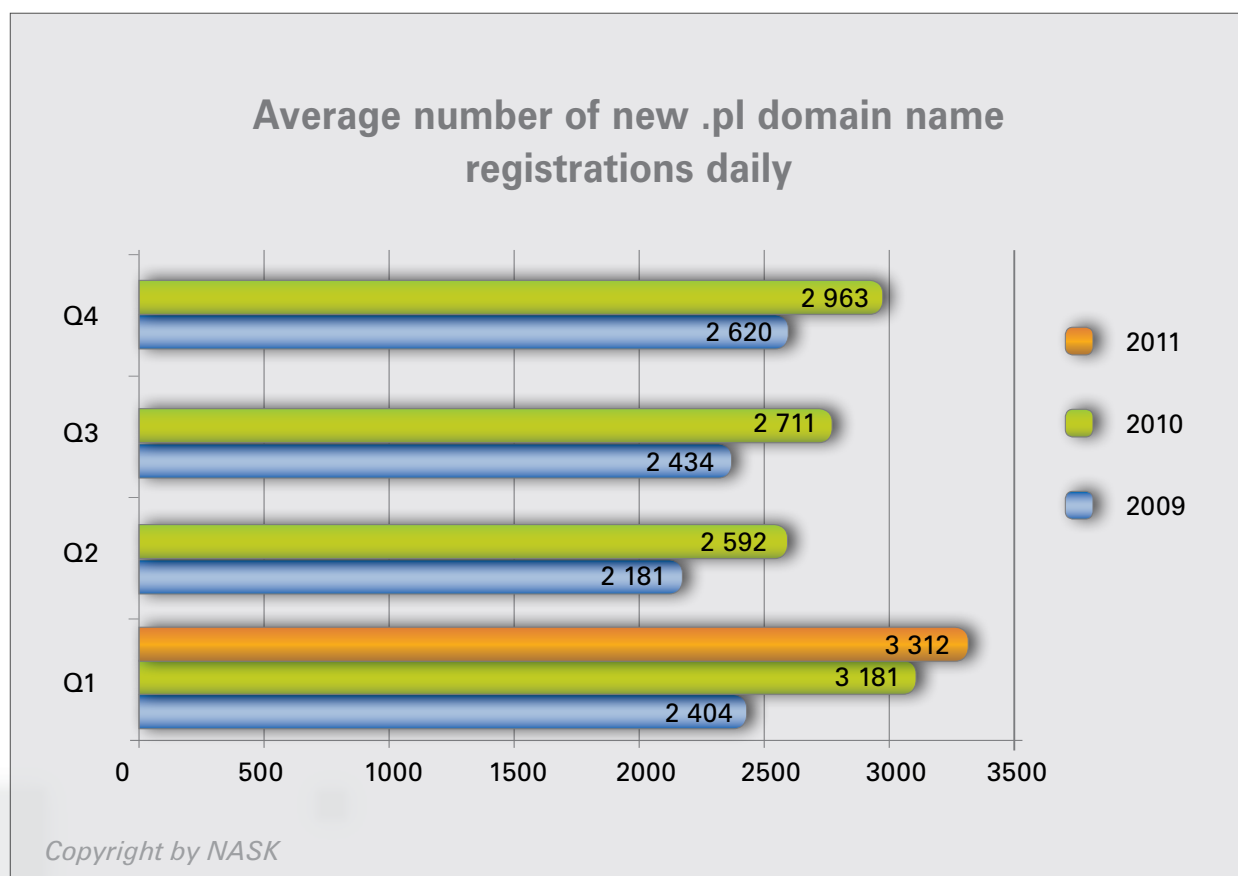




# Number of new .pl domain name registrations, daily average

First quarter of 2011, when compared to previous years, also turned out to be the best when it comes to the number of daily average .pl domain name registrations.

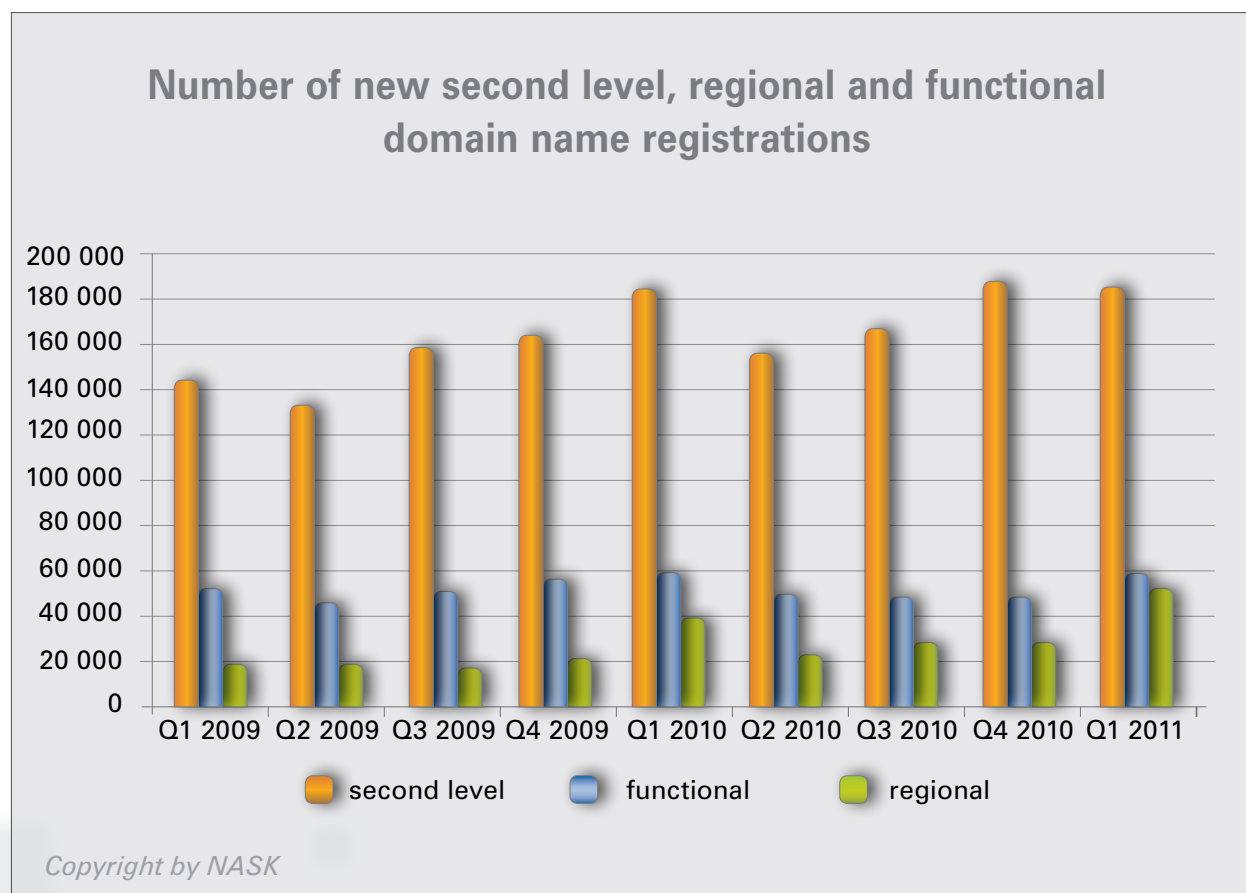
Figure of **3 312** new .pl domain names in DNS daily sets a new record.



February, with its **3 382** daily average registrations was the best month of the first quarter 2011, with March as second with **3 334** registrations and January third **3 227** registrations.

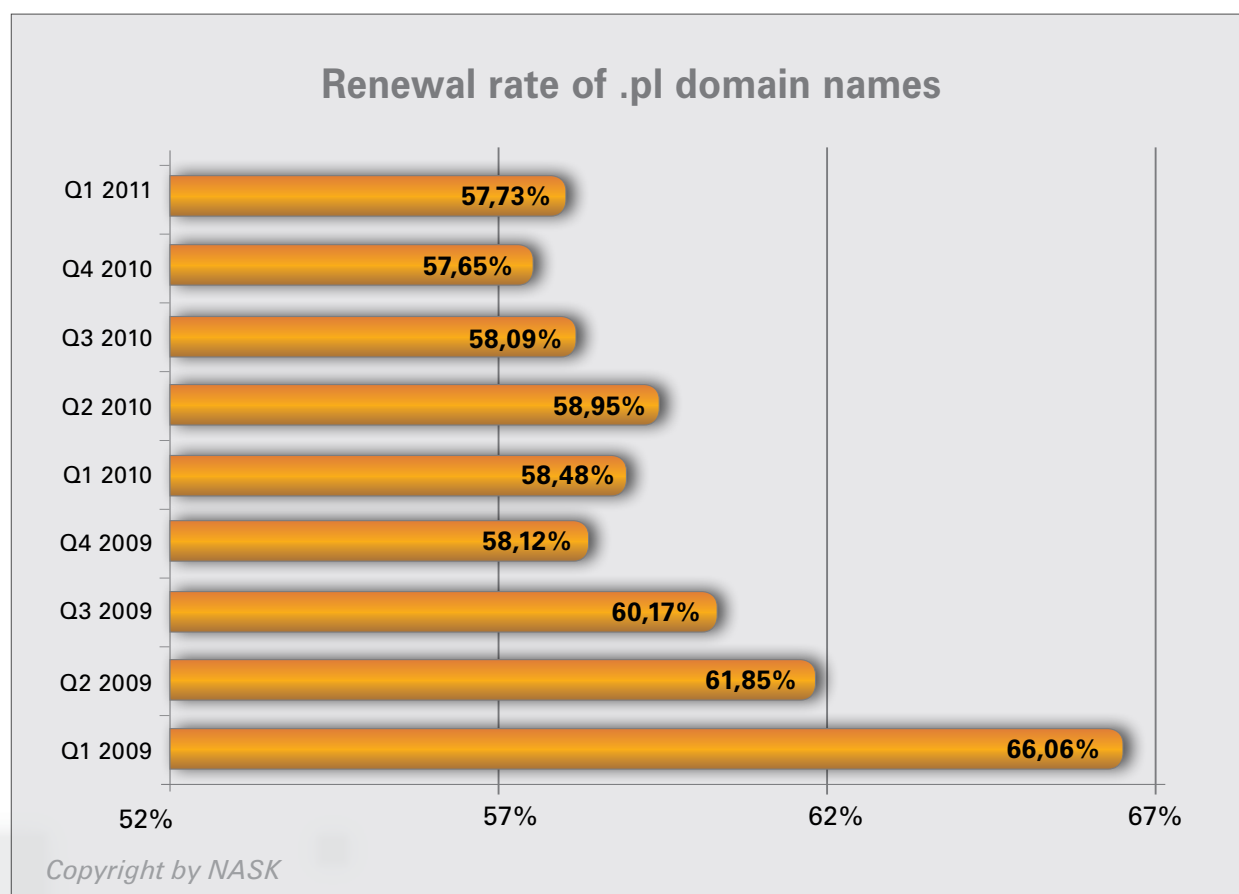
# Comparison between second level, regional and functional domain name registrations

In the period between 1st of January and 31st of March 2011, **187 583** second level, **58 472** functional and **52 051** regional .pl domain names were registered. The increase of the interest in regional domain names was even more noticeable now, than in the previous quarter.



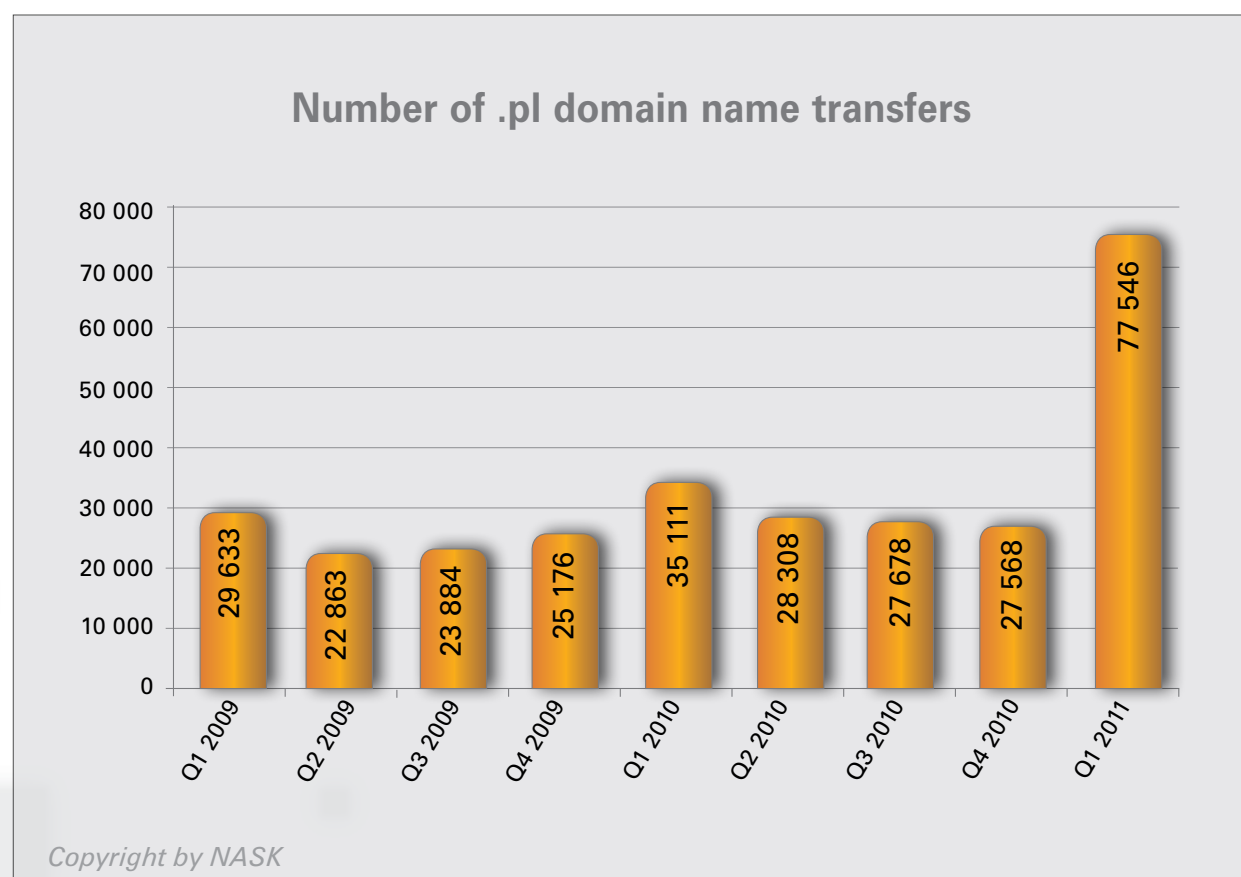
# Renewal rate of .pl domain names

Renewal rate in the first quarter of 2011 reached the level of **57,73 %** which means that after a downward trend in the last two quarters of 2010 finally we observed an increase by **0,08 p.p.**



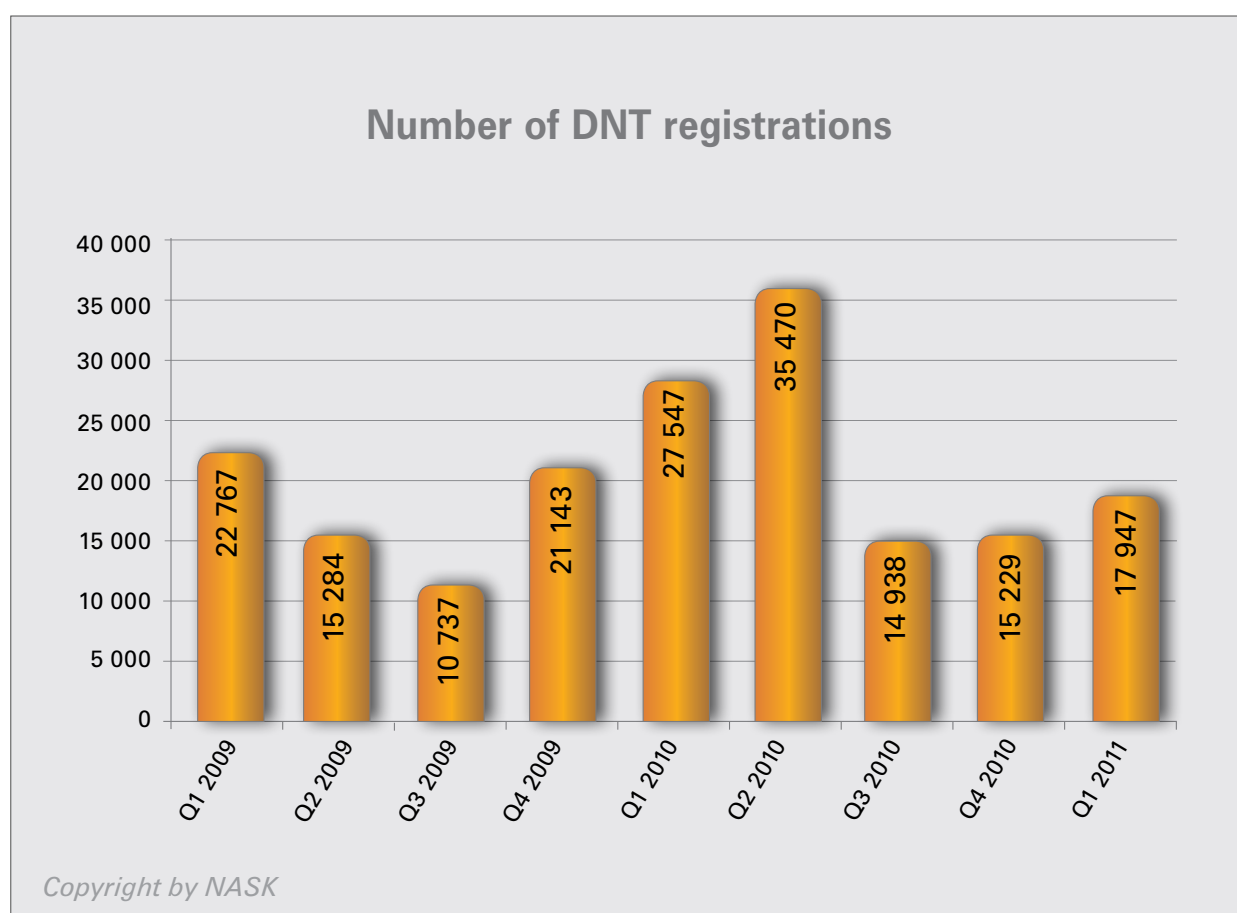
# Transfers between Partners

In the first three months of 2011 a record breaking amount of .pl domain name service transfers between Partners of NASK, were performed – **77 546**. This noticeable increase is caused by migrations of clients between three particular Registrars as well as by an appearance of new Partners, active on the secondary market.



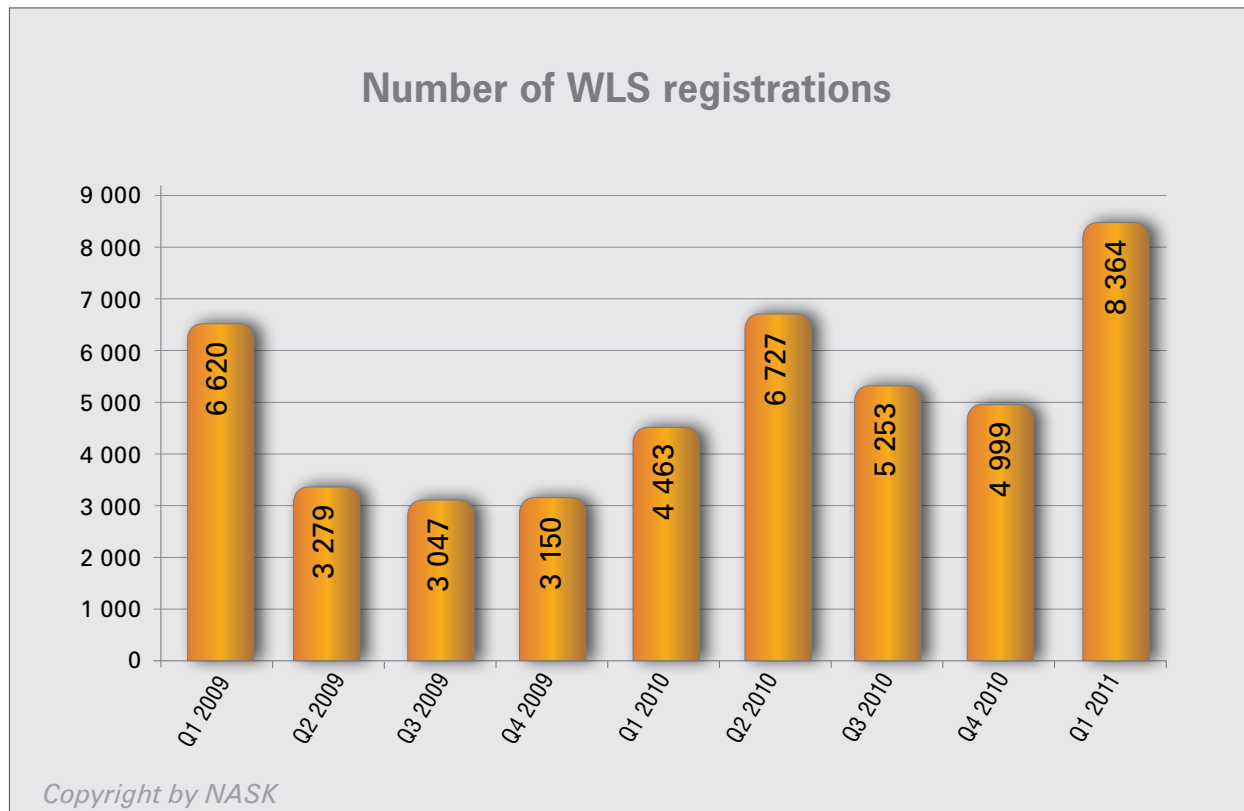
# Changes in DNT registrations

First three months of 2011 finished with a figure of **17 947** new DNT service registrations from which **8,84 %** resulted with .pl domain name registration.



Since the start of the DNT service until the end of the first quarter of 2011, **279 763** domain names were tested, out of which **29 968** .pl domain names were registered. It gives the efficiency of **10,71%**.

# Changes in the number of WLS registrations



The number of new WLS contracts in the first quarter of 2011 was equal to **8 364**. This is the best result in this area in the last two years. It was influenced by a large amount of WLS contracts bought at the beginning of 2008, when the price for WLS service dropped considerably from 150 to 30 PLN. After 3 years the option services ended their validity period and were rebought for another 3 years. Number of new WLS contracts would be much higher if NASK would not make the WLS contract renewals possible.

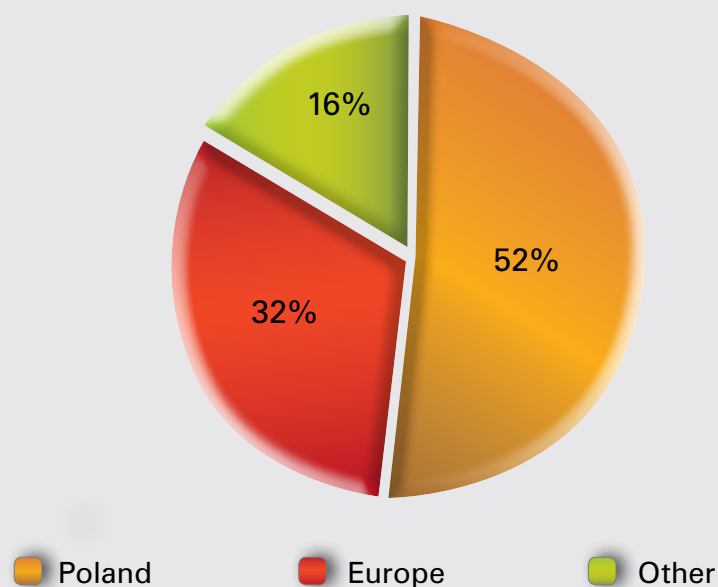
Since the introduction of the service until the end of the first quarter of 2011, **89 803** WLS contracts were made, out of which almost half were realized. Most of them (**90,52 %**) were realized in first 12 months since the service was bought.

# Partners

NASK Partner Programme is still very popular. At the end of the first quarter of 2011 a total of **160** entrepreneurs took part as Registrars. In the last three months alone we have welcomed **12** new members.

83 Partners of NASK are located in Poland, **51** in European countries outside Poland and the remaining **26** Partners on other continents.

Partners of NASK, division by place of residence



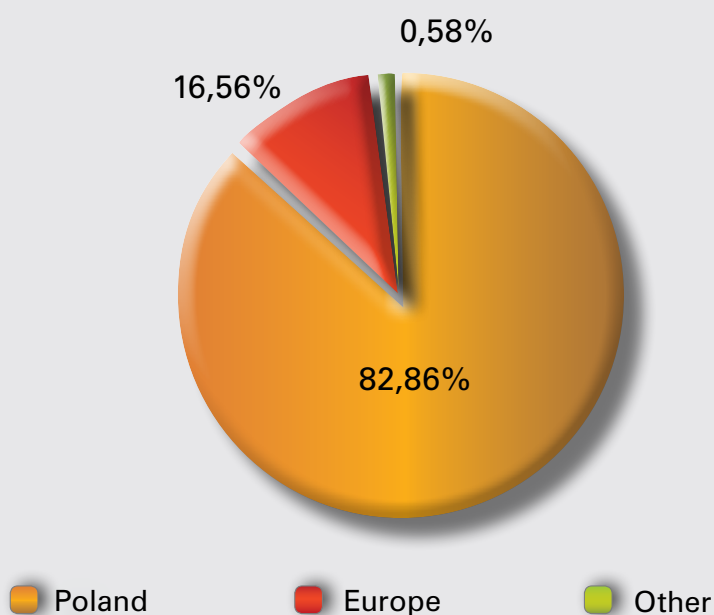
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# Market share between Partners, considering the place of residence

Almost **83 %** of .pl domain names are maintained by Partners, which have their place of residence in Poland. **16,56 %** are maintained by Partners from other European countries and the remaining **0,58 %** by Partners outside Europe.

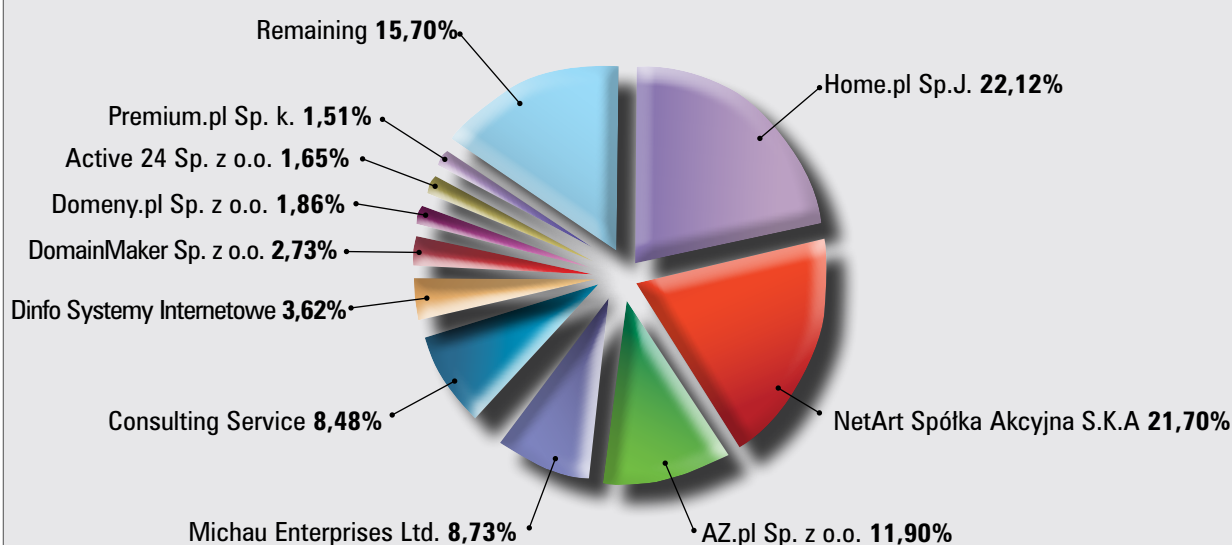
.pl domain name market share between Partners, considering the place of residence



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# Market share between Partners, considering .pl domain names

Market share between Partners, considering .pl domain names, Q1 2011\*



Copyright by NASK

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

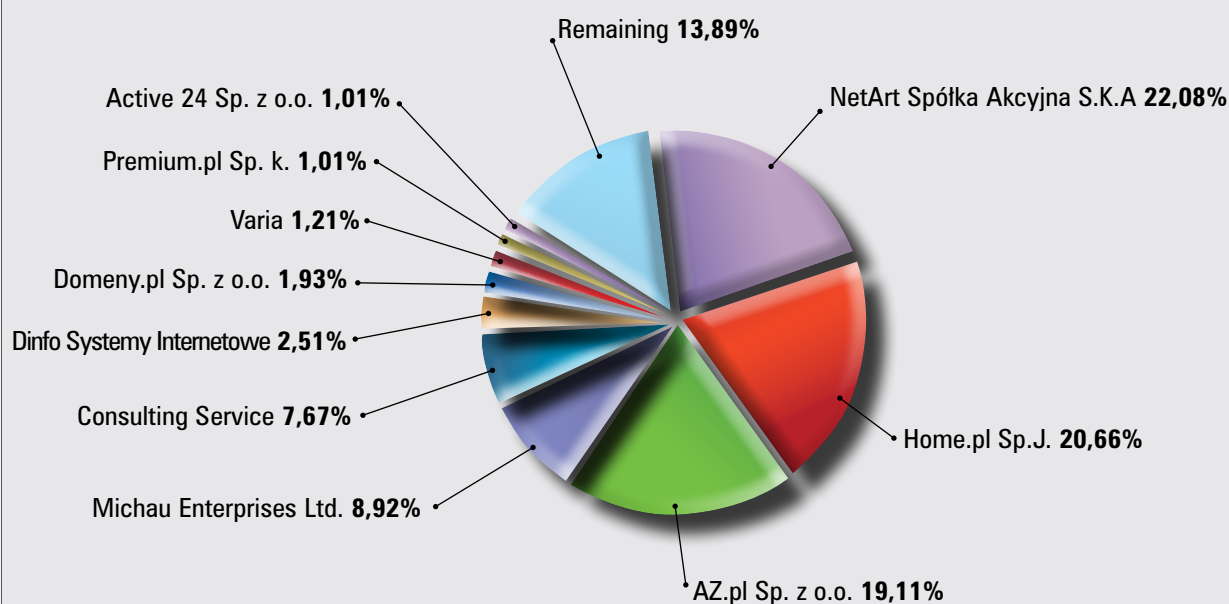
As during the previous quarters, the leader, when it comes to the number of maintained .pl domain names, at the end of March 2011 is still Home.pl Sp. j. with its share of **22,12 %**. The second place is occupied by NetArt SA S.K.A. with **21,70 %** and the third place belongs to Az.pl Sp. z o.o. with **11,90 %** share of the market.

In the first quarter of 2011 five Partners increased their shares in that regard: Az.pl Sp. z o.o., Michau Enterprises Ltd., Consulting Service, Domeny.pl Sp. z o.o., Premium.pl Sp. k.

For the first time a new Registrar, Premium.pl Sp. k. appeared on the ranking. It closes the TOP 10 with **1,51 %** of market share.

# Market share between Partners, considering new registrations

## Market share between Partners, considering new .pl domain registrations, Q1 2011\*



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

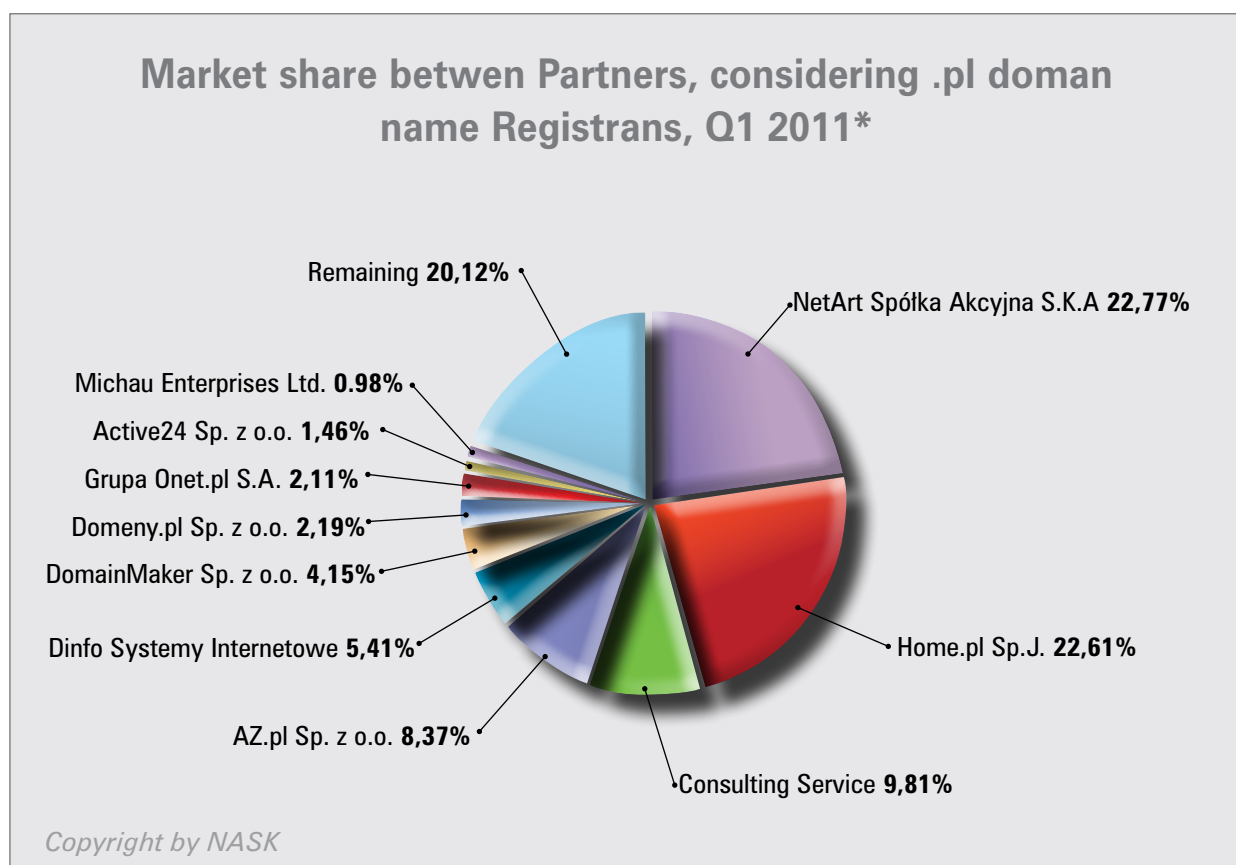
In the first quarter of 2011 we observed an increase in the amount of registered .pl domain names among eight Partners from the presented TOP 10. We had a change of leader here, NetArt SA S.K.A moved to the first position with **22,08 %** new .pl domain name registrations. Two Partners, Dinfo Systemy Internetowe and Domeny.pl Sp. z o.o jumped up two notches in the ladder. The biggest - **5 p.p.** increase in the new registration market share was noted by AZ.pl Sp. z o.o., which currently occupies third position in the ranking.

For the first time we see Premium.pl Sp. k. with its **1,01%** share.

# Market share between Partners, considering registrants

With the end of March 2011 the Registry contained **791 500** unique entries concerning .pl domain name Registrants.

On average one Registrant was in possession of **2,61** .pl names.

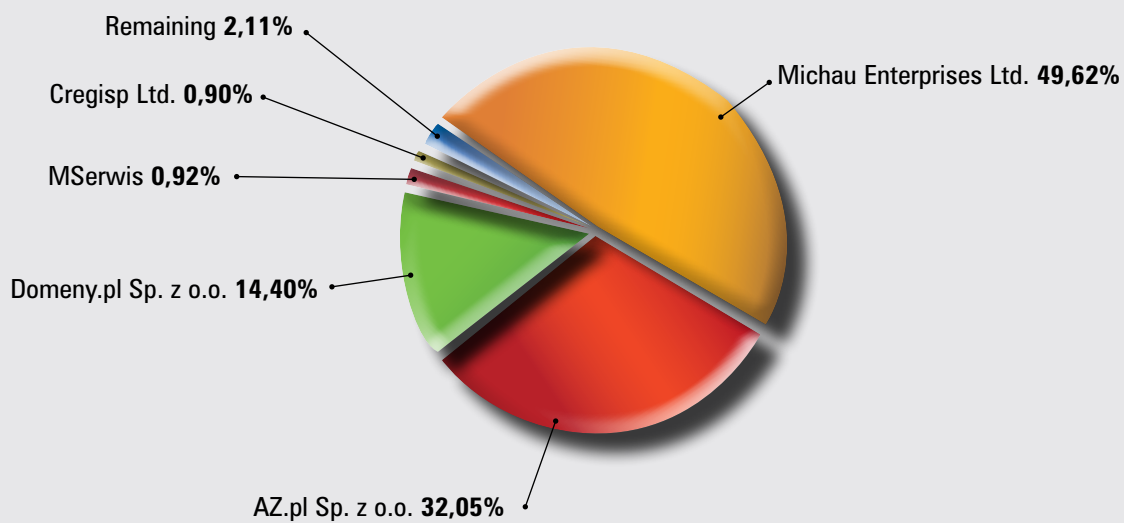


\* The graph presents TOP 10 of NASK Partners that agreed to make their market share data public..

Ten Partners of NASK maintain, almost **80 %** of all .pl domain name Registrants: NetArt SA S.K.A. - **22,77 %**, Home.pl Sp. j. - **22,61 %**, Consulting Service - **9,81 %**, AZ.pl Sp. z o.o. - **8,37 %**, Dinfo Systemy Internetowe - **5,43 %**, DomainMaker Sp. z o.o. - **4,15 %**, Domeny.pl Sp. z o.o. - **2,19 %**, Grupa Onet S.A. - **2,11 %**, Active 24 Sp. z o.o. - **1,46 %**, Michau Enterprises Ltd. - **0,98 %**.

# Market share between Partners, considering DNT registrations

DNT market share between Partners, Q1 2011\*



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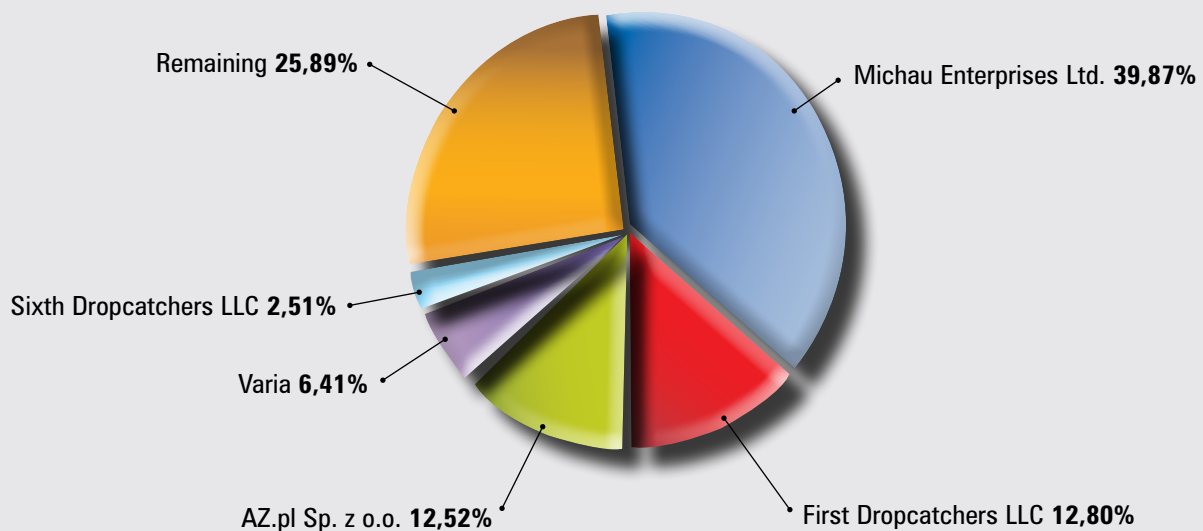
\* The graph presents TOP 5 of NASK Partners that agreed to make their market share data public.

During the first quarter of 2011 there were changes in the TOP 5 of DNT registering Partners. When compared to the previous quarter we have welcomed three new players: Domeny.pl Sp. z o.o. with **14,40 %** share, MSerwis with **0,91 %** i Cregisp Ltd. with **0,90 %** share of the market.

Michau Enterprises Ltd. and AZ.pl Sp. z o.o still remain leaders in the DNT registration field, even with the **13,13 p.p.** cumulative drop in the market share, by registering **81,67 %** of all DNTs since the beginning of January until the end of March 2011.

# Market share between Partners, considering WLS registrations

WLS market share between Partners, Q1 2011\*



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

Over **67 %** increase in the amount of WLS contracts bought, compared to the previous quarter, is related to the huge amount of expired previous WLS contracts (on the third anniversary since the price change), which brought changes in the share of the market between respective Partners.

In the first quarter of 2011 the share of the biggest WLS registrar, Michau Enterprises Ltd., dropped by over **27 p.p.** and is now equal to **39,87 %**. Second place is occupied by First Dropcatchers LLC with **12,80 %** share, other positions are occupied by Az.pl Sp. z o.o. with **12,52 %** share, Varia with **6,41 %** share and Sixth Dropcatchers LLC with **2,51 %** share on the market.