

# DOMAIN NAME MARKET IN POLAND Q3 2010

145 registrars from around the world joined NASK Partner Programme concerning internet domain names registration and maintenance.

**NASK'S DETAILED REPORT FOR THE THIRD QUARTER OF 2010**

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All the information were prepared and compiled based on actual data from the .pl domain name registry system.  
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# DOMAIN NAME MARKET IN POLAND

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# INTRODUCTION

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Dear Readers,

Preparations of the report for the Q3 of 2010 were intertwined with some concerns.

The concerns were caused by a slowdown in the increase of .pl domain names in June 2010, and that such situation would repeat in consecutive months. August and September had proven us wrong. We have noted a sudden jump in the number of domain name registration. September turned out to be one of the best months in the history when comes to new domain name registrations.

There are no concerns when it comes to the number of renewed domain names, when compared to the previous quarter, either. The increasing domain name renewal indicators were only temporarily disturbed by incidents caused by actions of some of our Partners, which resulted in expiration of many .pl domain names.

The state of new .pl domain name registrations in July and partially in August had its reflection in a moderate interest in additional services, related to .pl domain names. The number of WLS's as well as DNT's did not reach any noteworthy jumps, it is however too soon to state that we deal with any kind of tendency.

For the first time the report includes information about the amount of .pl domain names per one registrant. On average, the registrant has 2,62 .pl domain names registered. Another interesting statistics shows that 63,2% out of 728 000 unique registrants are companies. It confirms that the interest of private persons in the domain name registration is still small and leaves NASK and its Partners with a wide field of educational actions aimed directly at private persons, to present them the benefits of being the .pl domain name user.

*Michał Chrzanowski*  
NASK Director



# EU AREA AT THE END OF Q3 2010

Position	Registry	No. of domain names
1.	.de	13 844 542
2.	.uk	8 802 095
3.	.nl	4 054 148
4.	.it	1 968 392
5.	.pl	1 906 431
6.	.fr	1 830 347
7.	.es	1 230 251
8.	.dk	1 081 005

Table contains data from the time period between 30<sup>th</sup> of September and 5<sup>th</sup> of October, 2010

**Domain name market in Poland**

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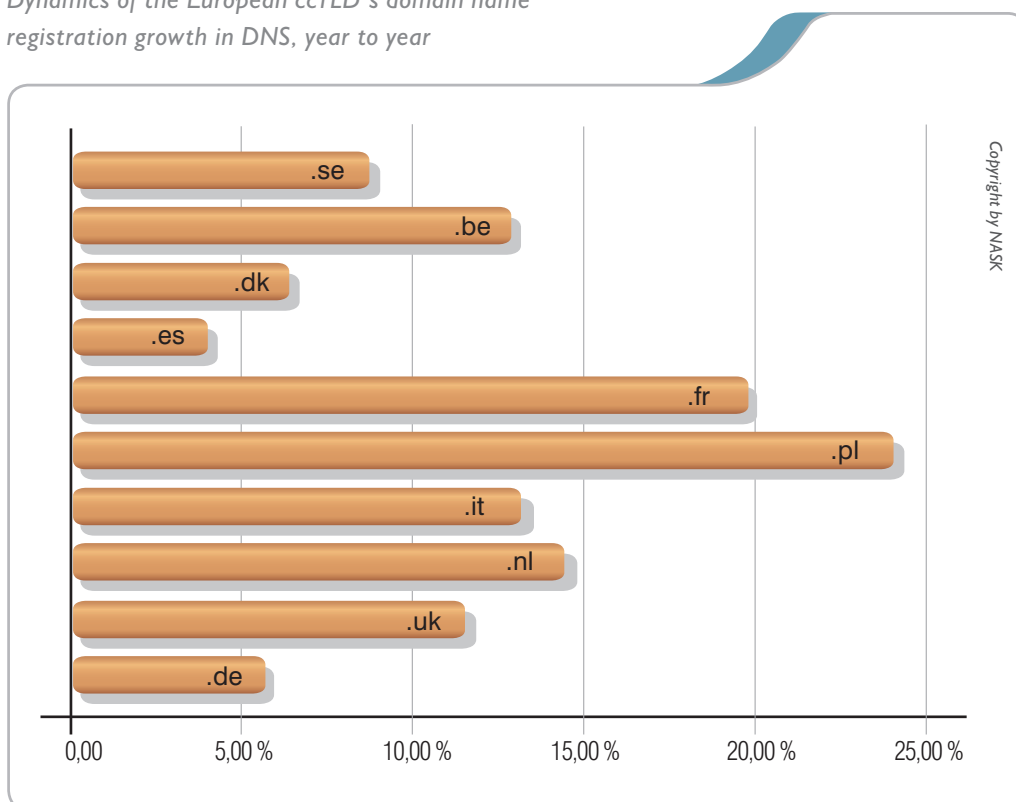


# DYNAMICS OF ccTLD'S REGISTRATION GROWTH IN THE EU AREA

Comparison of the yearly dynamics of the domain name increase in the ten biggest ccTLD registries from the EU shows that Polish registry has the best results in this area.

Third quarter caused this dynamics to drop in a yearly scope in six registries, including Polish, but in a quarterly scope it was the Polish registry, that noted the highest increase - **3,91%**, .fr was - **3,54%** and .nl was - **2,99%**.

*Dynamics of the European ccTLD's domain name registration growth in DNS, year to year*



**Domain name market in Poland**

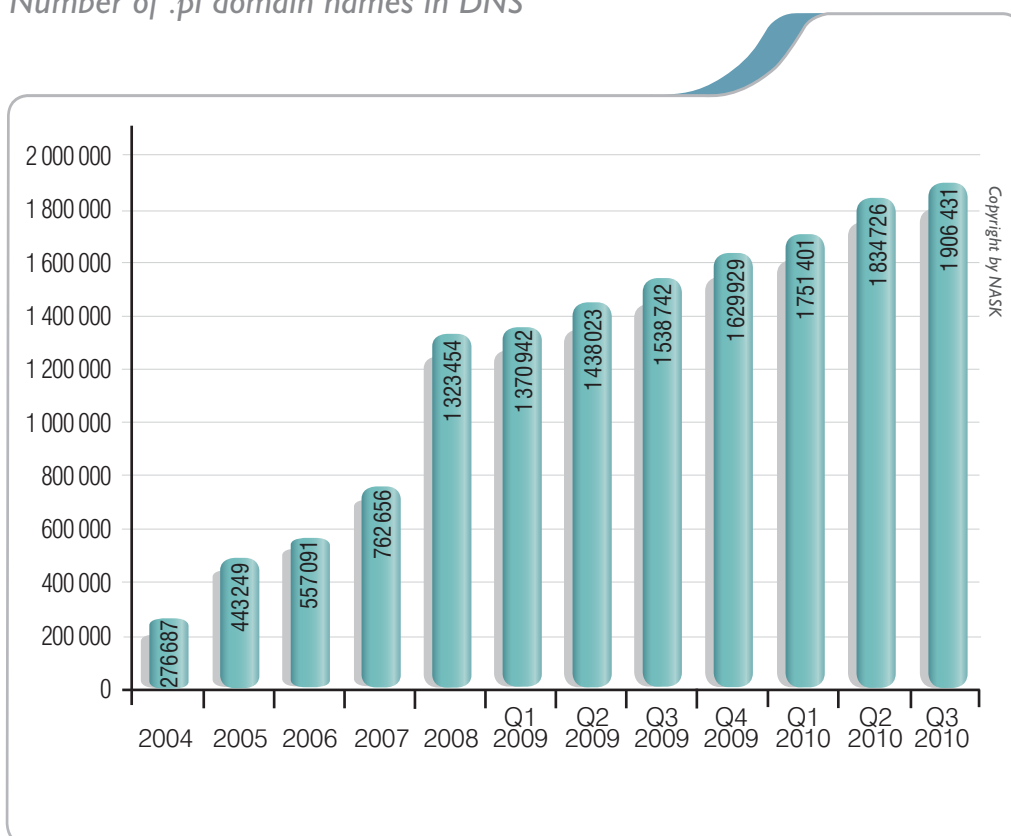
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# NUMBER OF .PL DOMAIN NAMES IN DNS

Third quarter of 2010 was finished with the result of **1 906 431** .pl domain names in DNS. In the last three months the number of .pl domain names increased by **71 705**.

Number of .pl domain names in DNS



Domain name market in Poland

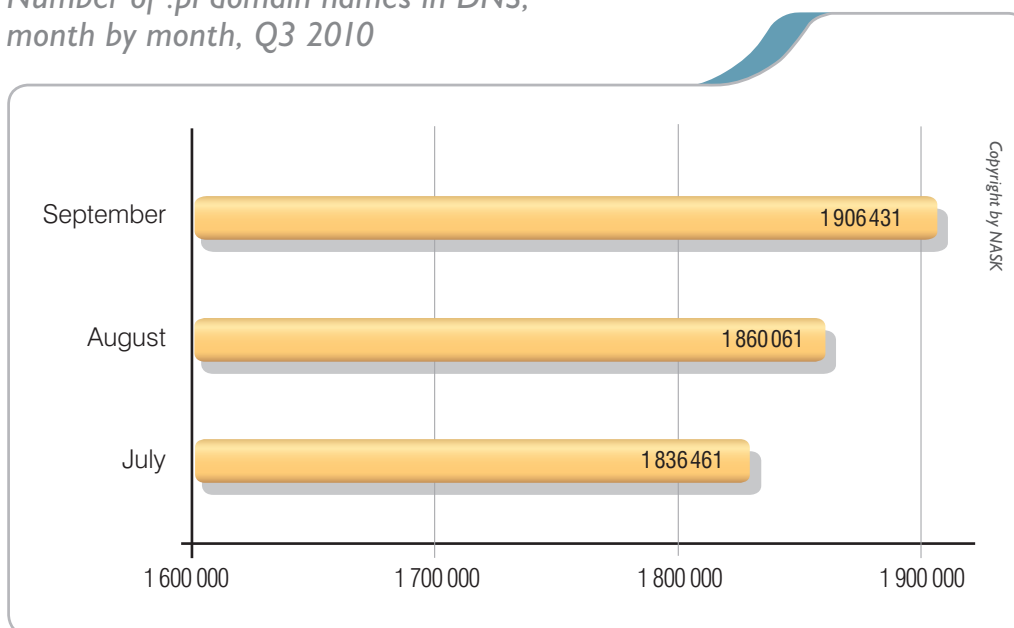
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# THIRD QUARTER OF 2010 – MONTH BY MONTH

In the third quarter of 2010 we have noted a reversal of tendency observed since April 2010. After a very high (**3,47%**) increase of .pl domain names in DNS in March 2010, it started to decrease gradually to reach **0,09%** in July. August 2010 was the decisive month as the number of .pl domain names in DNS increased by **1,29%**. This number was almost doubled (**2,49%**) in September.

Number of .pl domain names in DNS,  
month by month, Q3 2010

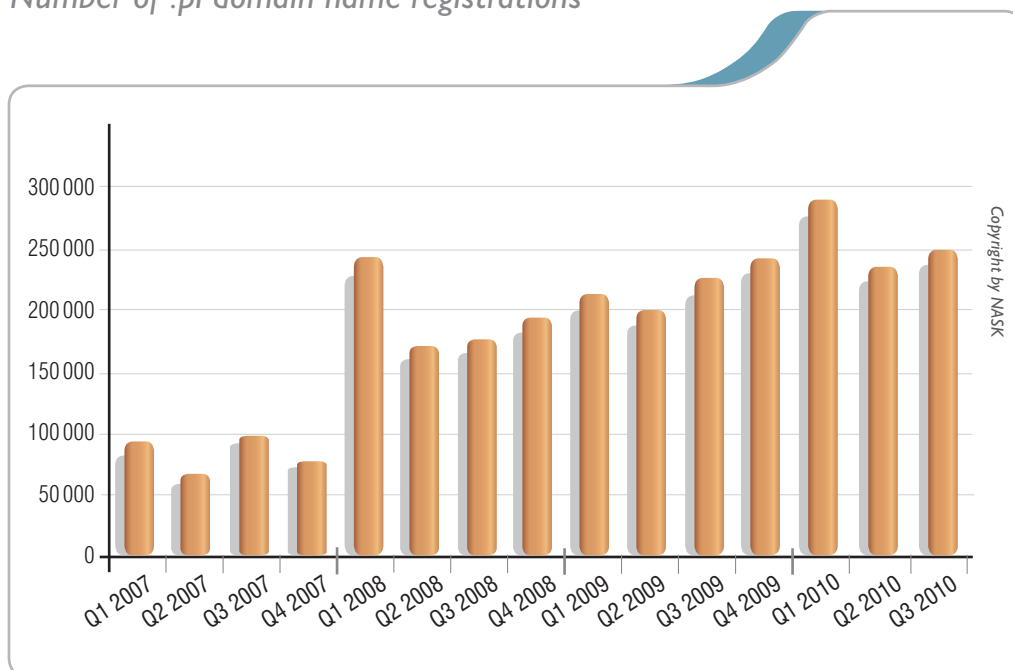


# NUMBER OF **NEW** .PL DOMAIN NAME REGISTRATIONS, QUARTERLY

The third quarter of 2010 turned out to be the second best quarter in the history of .pl domain name registration. Exactly **249 395** new domain names appeared in the Registry.

Number of .pl domain name registrations in the consecutive months of the third quarter of 2010 totaled to: **69 882** in July, **81 674** in August and **97 839** in September.

Number of .pl domain name registrations



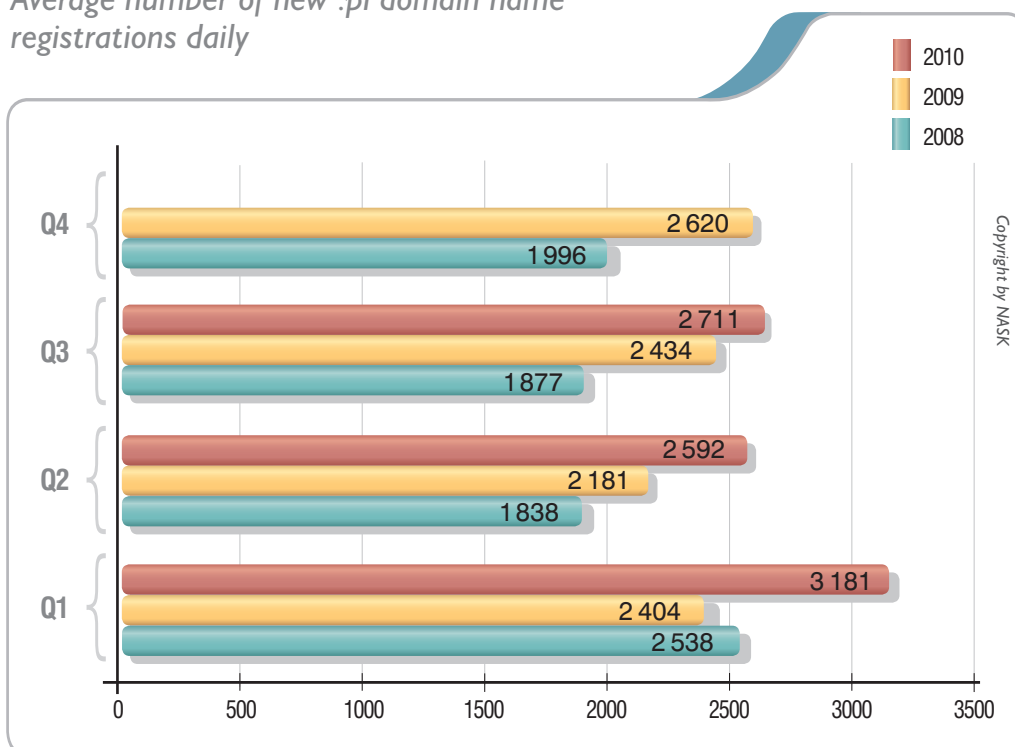


# NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

Average daily number of new .pl domain name registrations in the third quarter of 2010 was **2711**. In the recent years there was only one quarter with a better result noted (Q1 of 2010).

If we consider the daily average domain name registration in Q3 of 2010, September was the best month with **3261** domains being registered per day. July averaged with **2254** and August with **2635** domain names registered daily.

*Average number of new .pl domain name registrations daily*

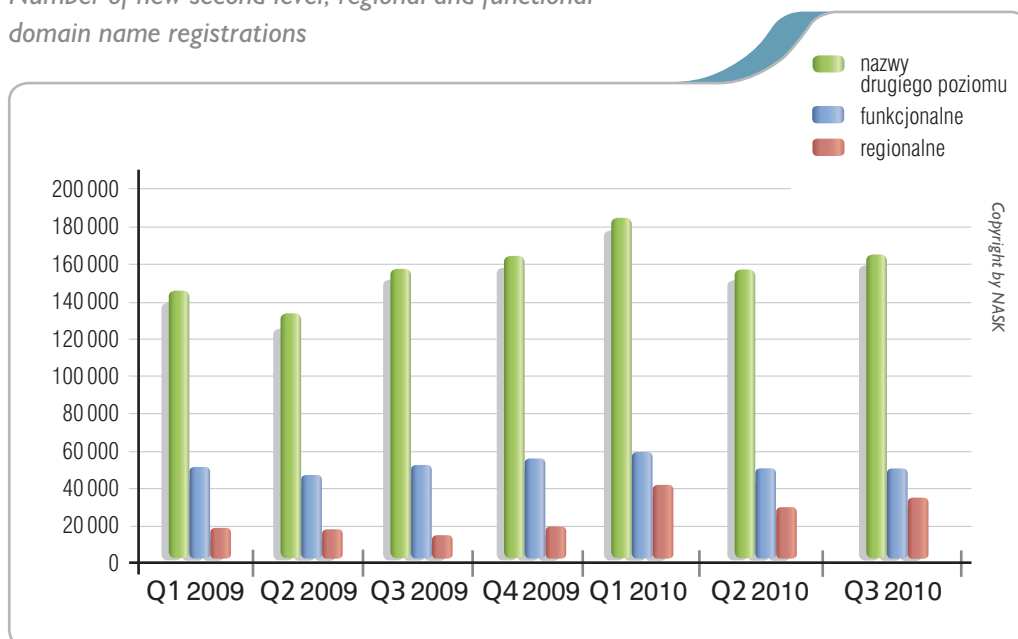


# COMPAIRSON OF SECOND LEVEL, REGIONAL AND FUNCTIONAL DOMAIN NAMES

Little changes took place in the .pl domain name registration structure between 1st of July 2010 and 30th of September 2010.

Second level .pl domain names were still the most popular ones, covering **66,58 %** of all registrations. The share of names registered in functional domains dropped by **1,22 p.p.** and was equal to **20,02 %**. At the same time the share of names registered in regional domains increased by **0,73 p.p.** and was equal to **13,40 %**.

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

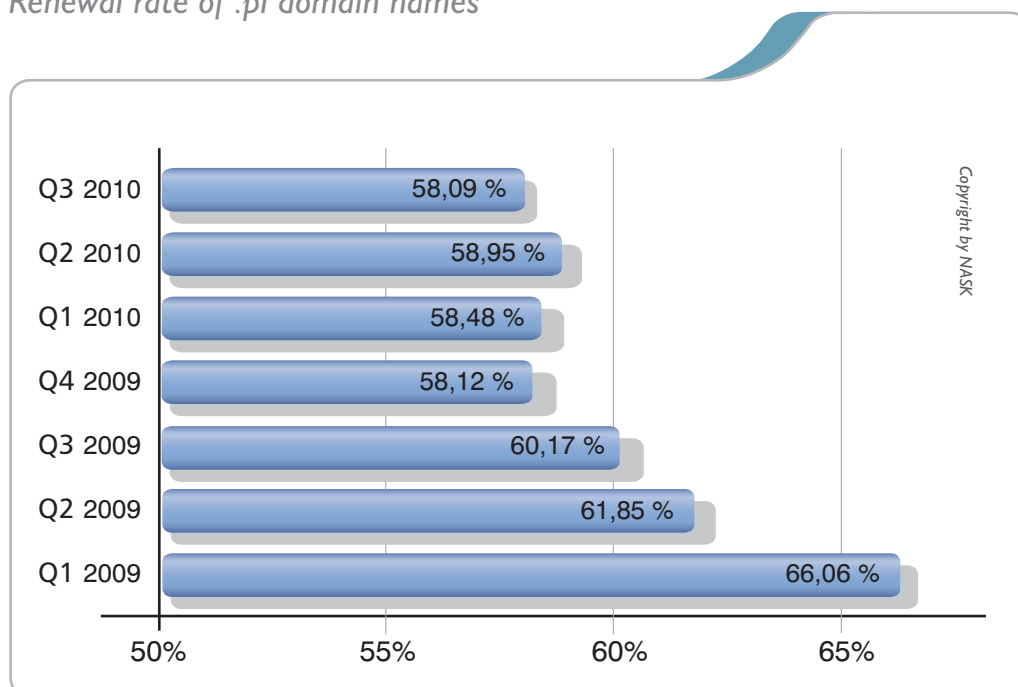


In the third quarter of 2010, **166 051** second level .pl domain name registrations were noted. At the same time **49 933** functional and **33 411** regional .pl names were registered.

# RENEWAL RATE OF .PL DOMAIN NAMES

In the third quarter of 2010 the renewal rate of .pl domain names was equal to **58,09 %**.

*Renewal rate of .pl domain names*

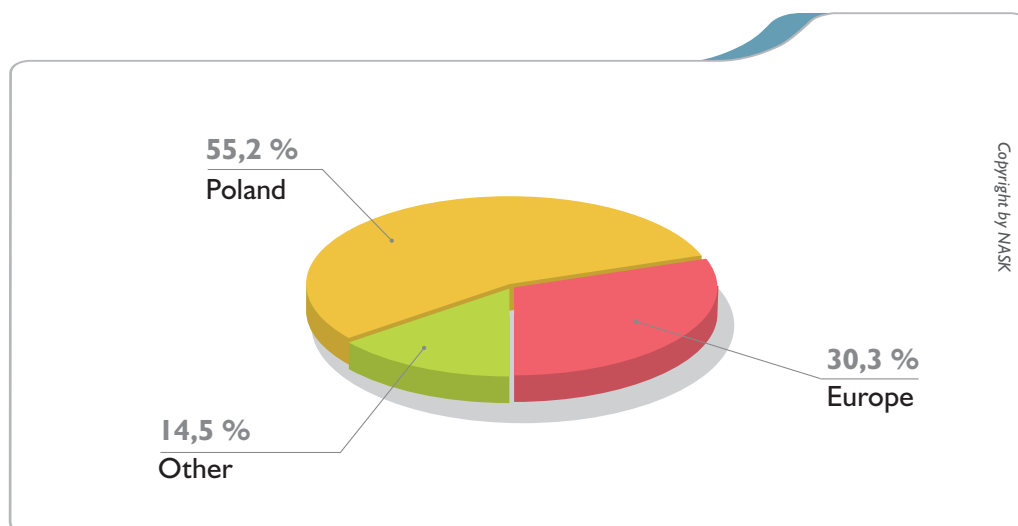


# PARTNERS

At the end of September 2010, **145** companies from the entire globe were members of our NASK Partner Programme concerning domain names registration and maintenance.

**80** Partners reside in Poland, **44** in Europe and the remaining **21** in other parts of the world.

*NASK Partners, division by place of residence*



**Domain name market in Poland**

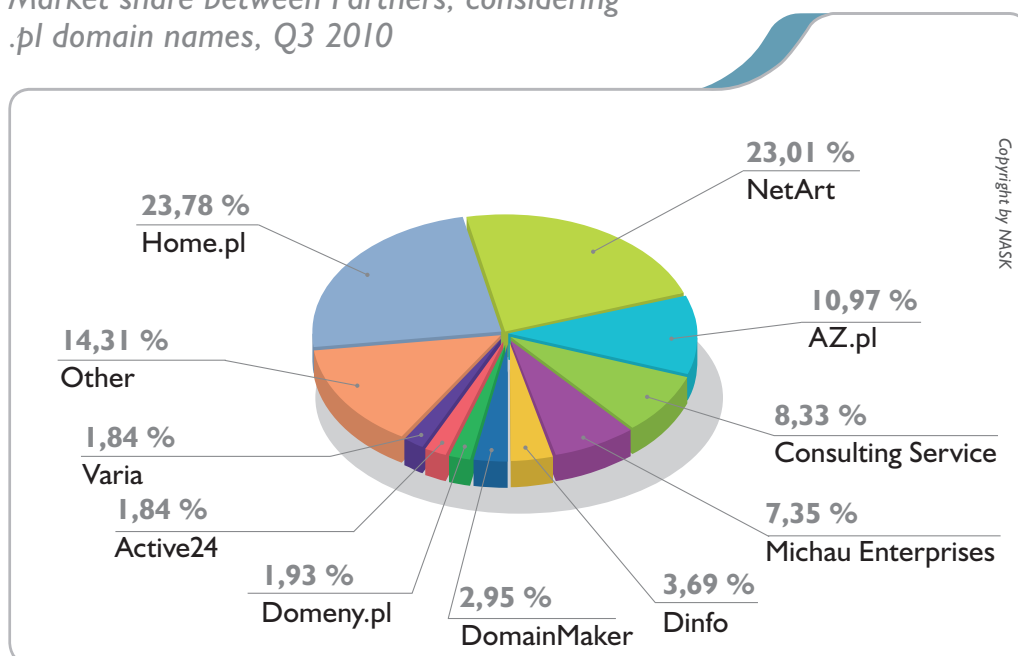
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# MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

In the third quarter of 2010 the share in the number of maintained domain names among Partners increased by **0,12 p.p.** and reached **98,15 %**.

Market share between Partners, considering  
.pl domain names, Q3 2010



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

Registrar Home.pl sp.j. is still the leader in this area, with **23,78 %** of the market. NetArt SA S.K.A came as second, having **23,01%**. Total market share of both those registrars combined dropped by **1,66 p.p.** when compared to Q2 2010. Four other Partners from TOP 10 increased their cumulative market share by **1 p.p.**

Domain name market in Poland

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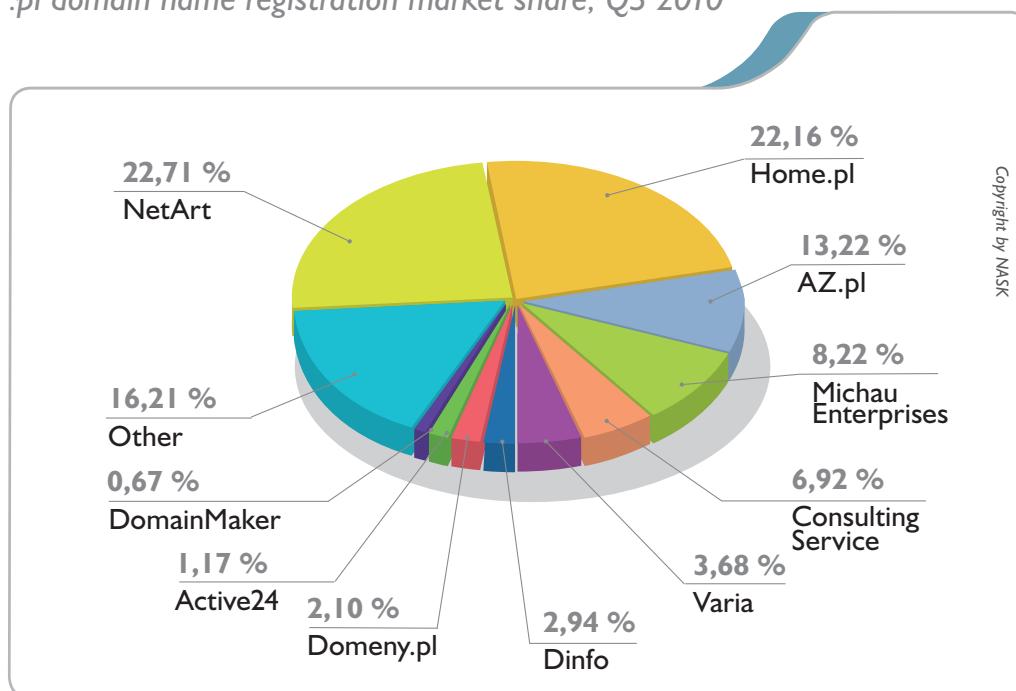


# MARKET SHARE BETWEEN PARTNERS CONSIDERING **NEW** REGISTRATIONS

Q3 2010 is a consecutive quarter, during which we observe a considerable increase of the amount of new .pl domain name registrations by Partners outside of presented TOP 10.

Most of presented Registrars noted drops in this market segment. Increases were visible only in case of three registrars: Varia - **1,04 p.p.**, Dinfo Systemy Internetowe - **0,26 p.p.** and AZ.pl Sp. z o.o.- **0,01 p.p.** NetArt SA S.K.A. still remains the leader in this area.

*.pl domain name registration market share, Q3 2010*



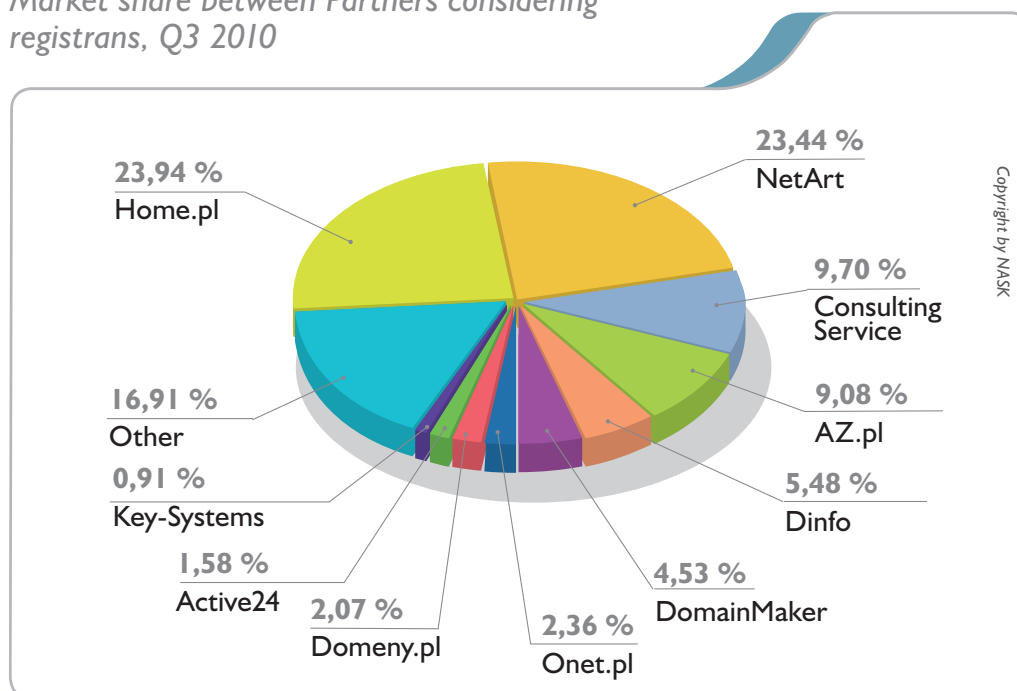
*The graph presents TOP 10 of NASK Partners, that agreed to make their market share data public.*

# MARKET SHARE BETWEEN PARTNERS CONSIDERING REGISTRARS

At the end of September 2010 over **728 000** unique registrant contacts were being held in the .pl Registry with **63,20 %** of them being business contacts.

On average, one registrant had **2,62** .pl domain names.

Market share between Partners considering registrars, Q3 2010



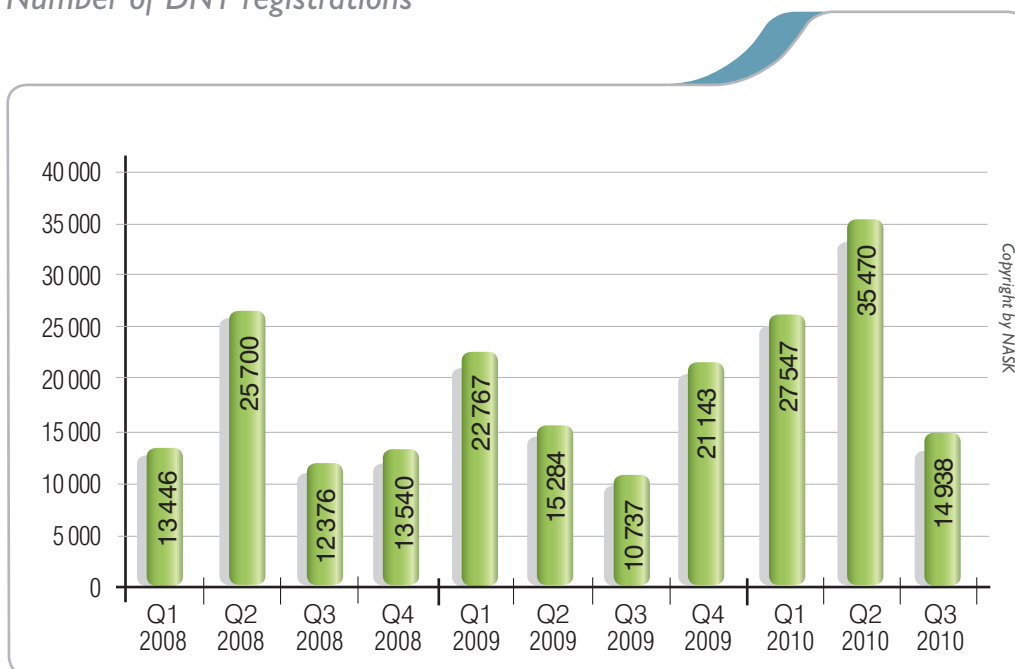
The graph presents TOP 10 of NASK Partners, that agreed to make their market share data public.

# CHANGES IN THE DNT REGISTRATION

Compared to record-breaking Q2 2010 the last three months were not as good for DNT service.

In the third quarter of 2010, **14 938** domain names were tested out of which **2 586** were registered.

Number of DNT registrations

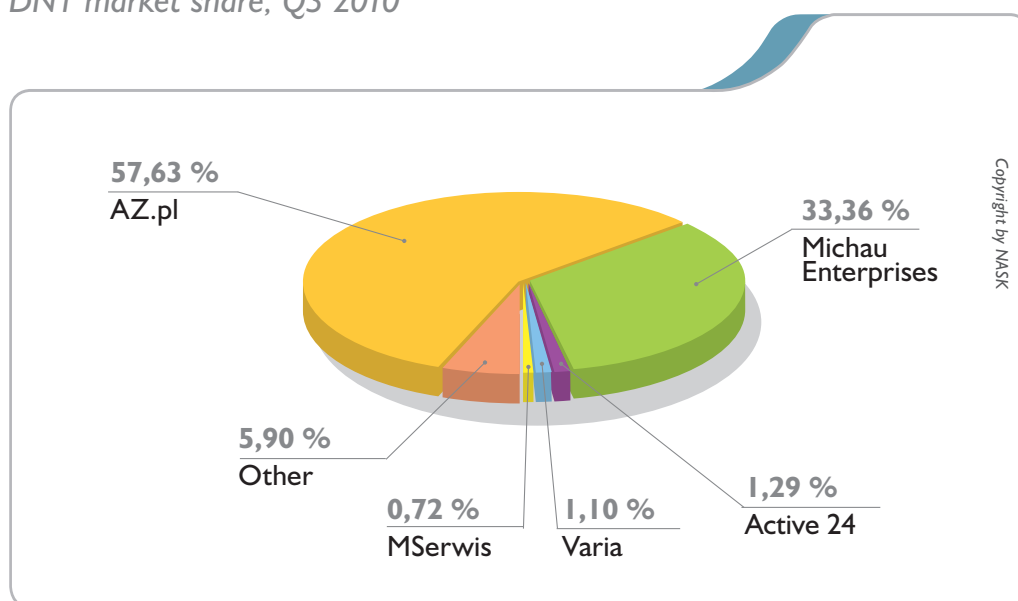


Since the introduction of the service till the end of the third quarter of 2010, **246 587** .pl domain names were tested with **10,65%** of them being registered as a result.



# MARKET SHARE BETWEEN PARTNERS CONSIDERING DNT REGISTRATIONS

DNT market share, Q3 2010



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

Az.pl Sp. z o.o. still holds the top position as the DNT service provider with a market share of **57,63 %**. Second place is occupied by Michau Enterprises Ltd, that by registering **33,36 %** of tests, increased its share by **15,28 p.p.**

Other Partners, that managed to get into our WLS TOP5, were:  
Active 24 Sp. z o.o. – **1,29 %**, Varia – **1,10 %** oraz MSerwis – **0,72 %**.

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# CHANGES IN THE QUANTITY OF WLS REGISTRATIONS

Number of WLS registrations

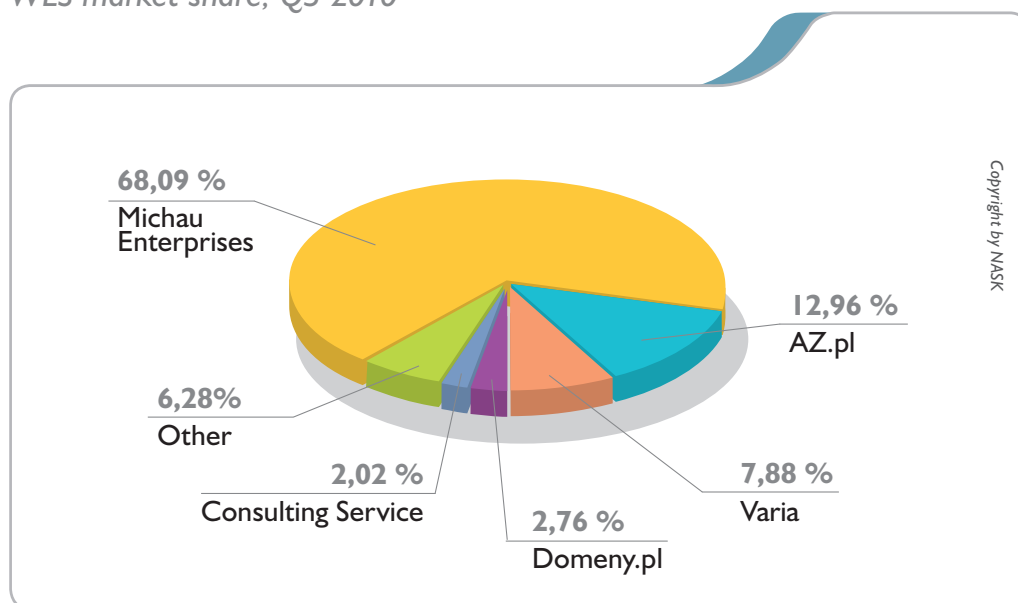


Since the introduction of the service in June 2004 till the end of the third quarter 2010, **76 438** WLS contracts were made, out of which **35 186** were realized. Most of them (**91%**) were realized in first 12 months since the service was bought.

In the third quarter of 2010, **5 253** new contracts were made, **2 863** options realized during that three-month period.

# MARKET SHARE BETWEEN PARTNERS CONSIDERING **WLS** REGISTRATIONS

WLS market share, Q3 2010

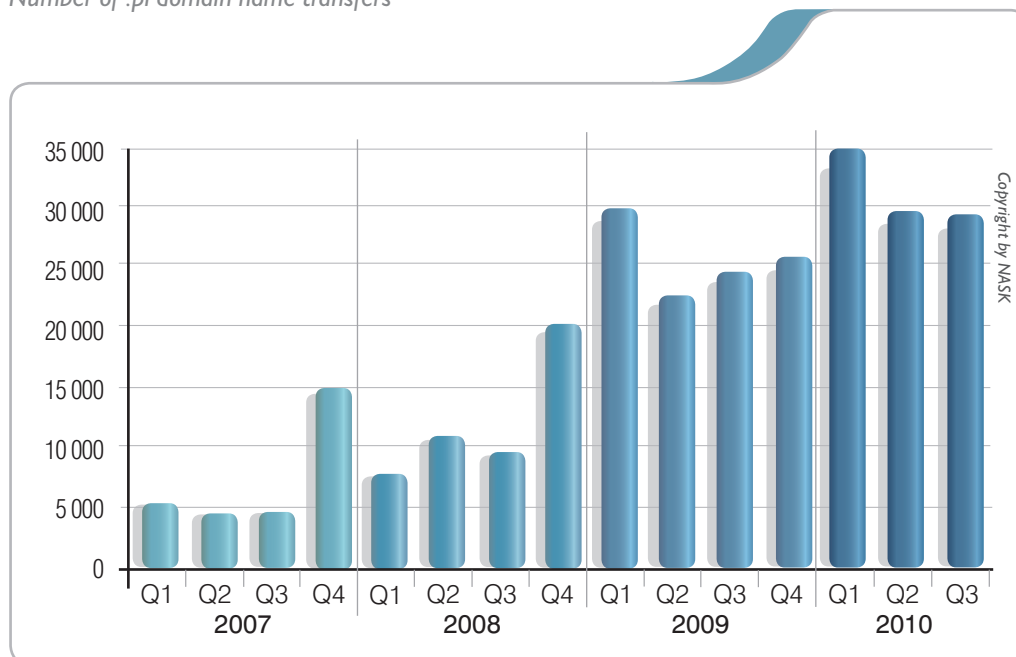


Third quarter did not bring any significant changes to the WLS market. Michau Enterprises Ltd. company is still the leader covering **68,09 %**. Second position is occupied by Az.pl Sp. z o.o., showing a **4,33 p.p.** increase compared to the previous quarter. Remaining Partners from TOP5 had also increased their share on the market by cumulative **1,7 p.p.**

# TRANSFERS BETWEEN PARTNERS

Number of .pl domain name transfers between Partners dropped by **2,23%** in the third quarter of 2010 compared to the second quarter and was equal to **27 678**.

Number of .pl domain name transfers



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# TRANSFER ANALYSIS

Third quarter of 2010, shows the increasing attachment of the domain name owners to Registrars. The longer the owner is being serviced by a particular Registrar the rarer is the situation when he resigns from those services and chooses another Registrar. Almost **40%** of all the transfers are performed in the first four months since the moment of registration or previous transfer of the .pl domain name. Only **19%** of transfers regarded .pl domain names maintained by a chosen Registrar for more than two years.

Transfer period*	Percentage of transferred domain names
<b>1<sup>st</sup> year</b>	<b>68,18 %</b>
– 1 quarter	39,26 %
– 2 quarter	10,41 %
– 3 quarter	10,03 %
– 4 quarter	8,49 %
<b>2<sup>nd</sup> year</b>	<b>13,04 %</b>
<b>3<sup>rd</sup> year</b>	<b>6,77 %</b>
<b>4<sup>th</sup> year</b>	<b>4,05 %</b>
<b>5<sup>th</sup> year</b>	<b>2,75 %</b>
<b>6<sup>th</sup> year</b>	<b>2,43 %</b>
<b>in 7<sup>th</sup> year or later</b>	<b>2,77 %</b>

\*Transfer period, counted from the date of the registration or previous transfer operation

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