

# .pl domain name market

NASK's report for the fourth quarter of 2020



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# Roman Malinowski

Director  
of .pl Domain Registry

## Introduction

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Dear Readers,

The last quarter of 2020 is behind us, in which **179 103** new names were registered, i.e. over 5 thousand more than in the previous quarter. At the end of the quarter there were **2 473 487** active names in the .pl domain registry. The renewal rate reached again the record result, amounting to **68.82%** and was by **1.69 p.p.** higher than in the previous quarter.

In the discussed period the number of registrants increased by over 6 thousand in comparison with the data of the end of the third quarter and amounted to **1 095 122**. On average, there were **2.26** domain names per one registrant.

In the fourth quarter of 2020, the number of regional domain names decreased by 4.12% as compared to the third quarter. You can read about regional domains, their strengths and potential in an article from the [Internet 24/7](#) series.

At the end of December, the .pl domain registry published on its website [dns.pl](#) four new statistics: number of .pl domain names released after previous deletion, number of .pl domain names released due to non-renewal, number of .pl domain name subscriber changes, number of renewed .pl domain names. This report includes those statistics, you will find them [here](#) and [here](#).

In accordance with the provisions of the .pl Domain Name Regulations and the Anti-abuse Policy, in the fourth quarter of 2020, the Registry blocked **28** domain names, with as many as **19** in December.

Due to the phenomenon of illegal or fraudulent online practices, involving the use of false or stolen data, which is becoming more and more frequent, the .pl domain registry is taking actions to improve the quality of registrants' data. In autumn 2020, among the entities cooperating with the Registry within the frames of the DNS Partner Programme, a survey was conducted concerning the area of registrants' data management in the process of registration and handling of domain names. After the analysis of the answers, given by the respondents, it can be concluded that they show understanding for the need to implement actions aimed at improving data quality. I would like to thank our Partners for their participation in the survey and for their engagement in improving standards in the area of data management.

I invite you to read the report

# Facts and figures

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Over

**2.47 M**

active .pl domain  
names



Over

**179 K**

new names



Over

**405 K**

names secured with  
DNSSEC



**215**

NASK Partners



Over

**31 K**

transfers



**68.82%**

renewal rate



Over

**1.09 M**

registrants



**1 947**

registrations daily  
average



**64.54%**

of registrants  
constitute  
organizations



**35.46%**

natural persons



**42**

domain names  
with active  
.pl Registry Lock service

# .pl domain names active in DNS

## Domains in .pl domain registry

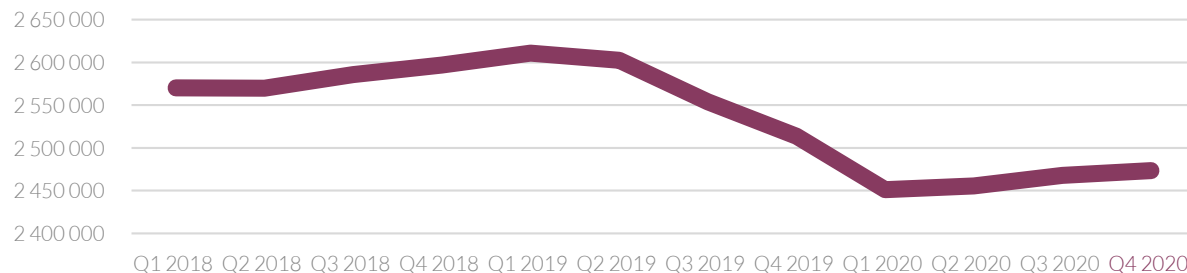
At the end of the fourth quarter of 2020, in the .pl domain registry, there were **2 473 487** domain names active in DNS, by **5 636** more than at the end of the third quarter.

Out of all the domain names active in DNS, **1 979 068** were being maintained directly in the .pl domain. Their number, as compared to the previous quarter, increased by **1.08%**. In functional domains (e.g.: .net.pl, .edu.pl) there were **394 713** names being maintained, whereas in regional (e.g.: .waw.pl, .katowice.pl) **99 706** names. Their number decreased by **2.79%** and **4.12%** respectively as compared to the third quarter.

### Year of registration of .pl domain names active in DNS



### Number of .pl domain names in DNS



Number of domain names active in DNS as divided into the type of zone, Q4 2020



**80.01%** second level domain names

**15.96%** functional

**4.03%** regional

# .pl domain names active in DNS

## Transfers

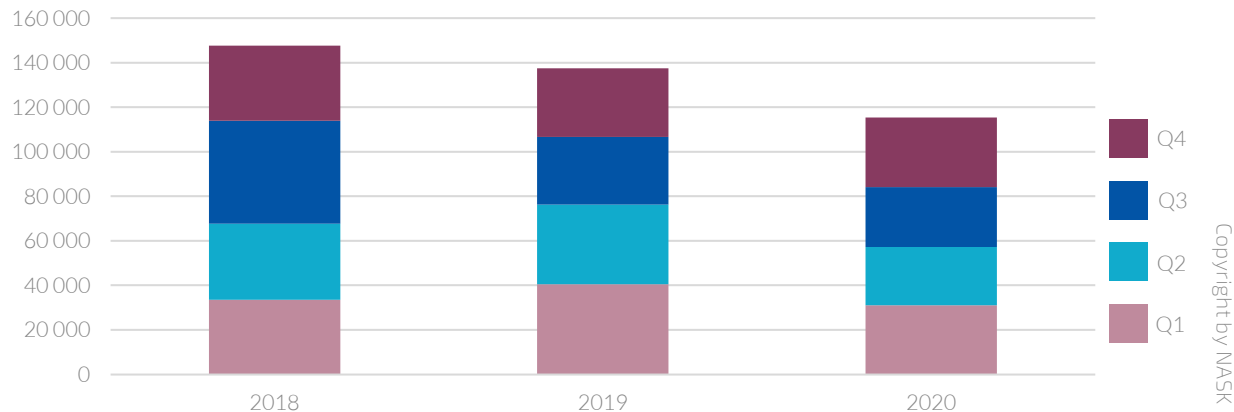
From the beginning of October to the end of December 2020 there were **31 323** transfers of the service of the .pl domain names, i.e. 340 daily average.

For **1 049** .pl domain names, transfer of service was executed with a simultaneous renewal for a consecutive billing period, whereby in **456** cases it pertained to the names already not active in DNS.

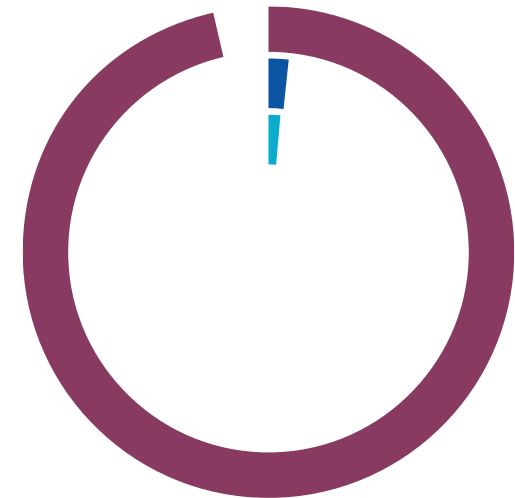


**1 049** transfers with renewal in Q4 2020

Number of .pl domain name transfers



Division of transfers, Q4 2020



**96.65%** active domain names  
**1.89%** active domain names with renewal  
**1.46%** inactive domain names

# .pl domain names active in DNS

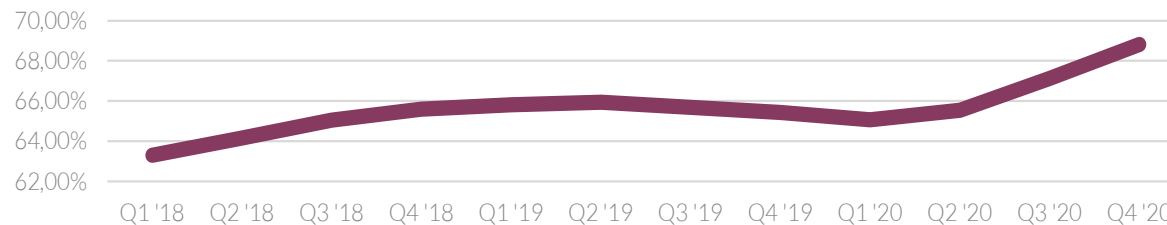
## Renewal of a domain name for a consecutive billing period

In the fourth quarter of 2020 the renewal rate in the .pl domain registry increased by **1.69 p.p.**, reaching at the end of December the level of **68.82%**.

During the discussed period, **425 660** names were renewed, while in **1 466** cases together with the renewal the end of the billing period was shifted by an individually defined number of days.

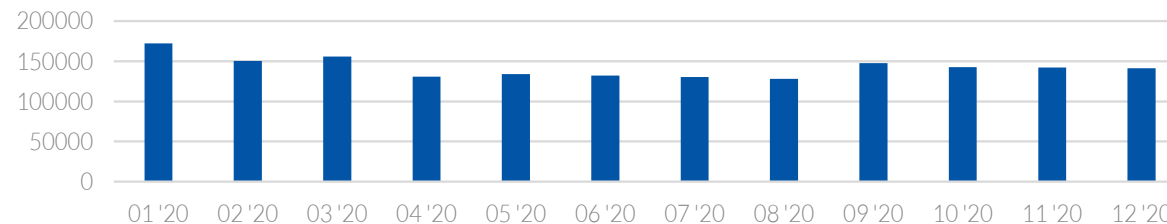
**82.36%** of names, renewed between 1 October and 31 December 2020, had been registered before 2019, **15.39%** in 2019 and remaining **2.25%** in 2020.

### Renewal rate of .pl domain names



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### Number of renewed .pl domain names



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# 406 247

renewals in Q4 2020

Structure of renewed .pl domain names, Q4 2020



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**78.72%** second level domain names

**17.26%** functional

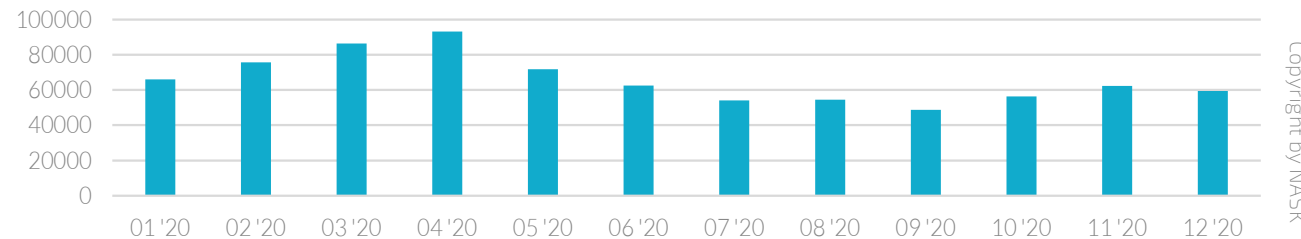
**4.02%** regional

# Domain names released from the .pl domain registry

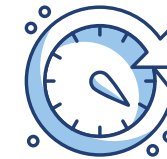
## .pl domain names released due to non-renewal

In the fourth quarter of 2020, due to lack of renewal for a consecutive billing period, there were released **177 912** names from the .pl domain registry.

Number of .pl domain names released due to non-renewal



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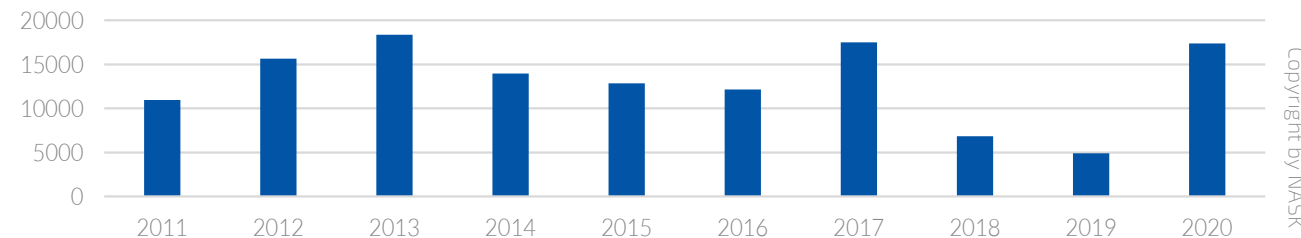
**177 912**

.pl domain names released due to non-renewal

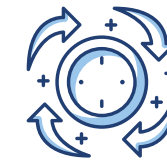
## .pl domain names released after previous deletion

In the discussed period, **14 071** names were deliberately deleted from the registry by the EPP request. During the entire 2020 **17 380** names were deleted manually, i.e. by the EPP request.

Number of .pl domain names released after previous deletion



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**14 071**

.pl domain names released after previous deletion



# New names in the .pl domain registry

In the period from 1 October to 31 December 2020, **179 103** new names were registered, with **150 676** directly in the .pl domain, **22 151** in functional domains and **6 276** in regional domains.

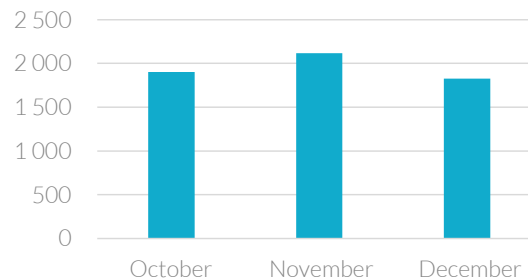
The number of registrations in particular months amounted to **59 013** in October, **63 520** in November and **56 568** in December.



**1 947**

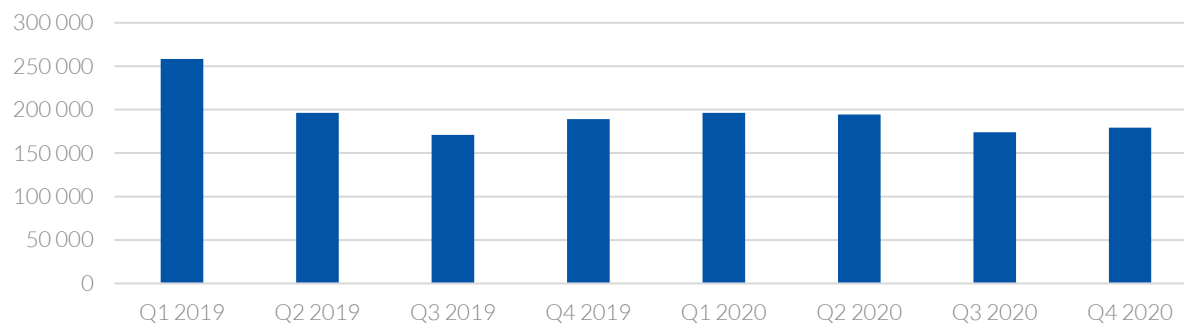
.pl domain name registrations, daily average

Number of .pl domain name registrations, daily average, Q4 2020



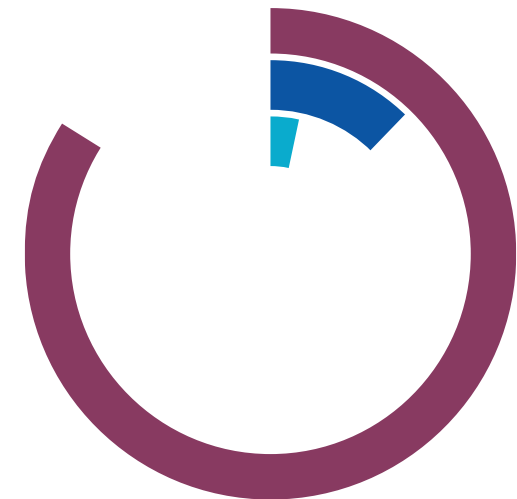
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Number of .pl domain name registrations



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.pl domain name registrations as divided into a type of zone, Q4 2020



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**84.13%** second level domain names

**12.37%** functional

**3.50%** regional

# Registrants of .pl domain names

## Registrants in the .pl domain registry

In the .pl domain registry at the end of the fourth quarter of 2020, there were **1 095 122** unique registrants, with **35.46%** being natural persons and **64.54%** organizations. As compared to the third quarter of 2020, the number of registrants increased by **6 069**.

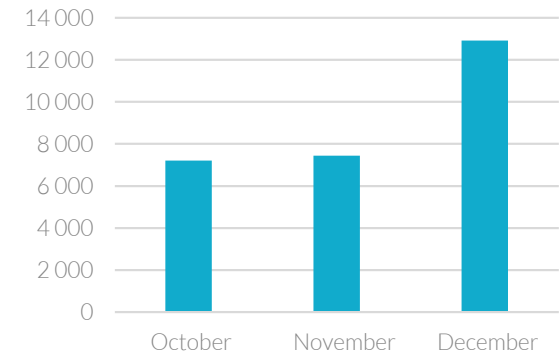


**2.26** .pl domain names fell for one registrant on average



there were **27 572** changes of .pl domain names registrants

Number of changes of .pl domain name registrants



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Division of registrants of .pl domain names, Q4 2020



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**64.54%** organizations

**35.46%** natural persons

Division of .pl domain names for registrants, Q4 2020



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**65.53%** organizations

**34.47%** natural persons

Division of .pl domain name registrations for the type of registrant, Q4 2020



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**55.63%** organizations

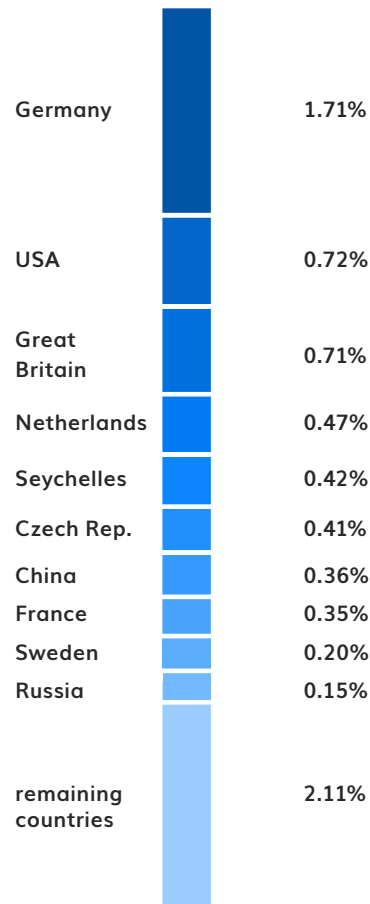
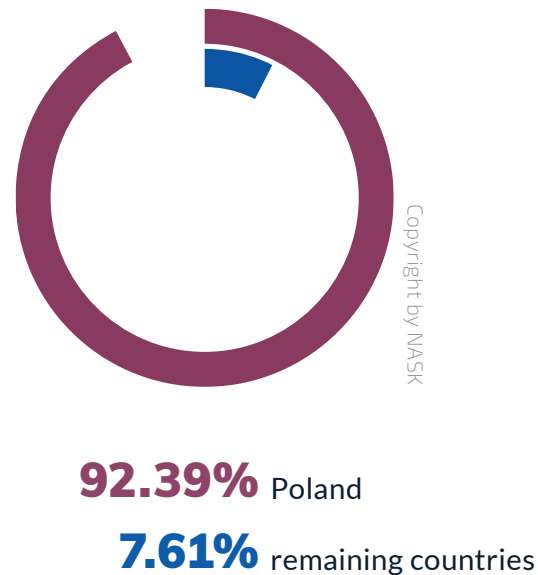
**44.37%** natural persons

# Registrants of .pl domain names

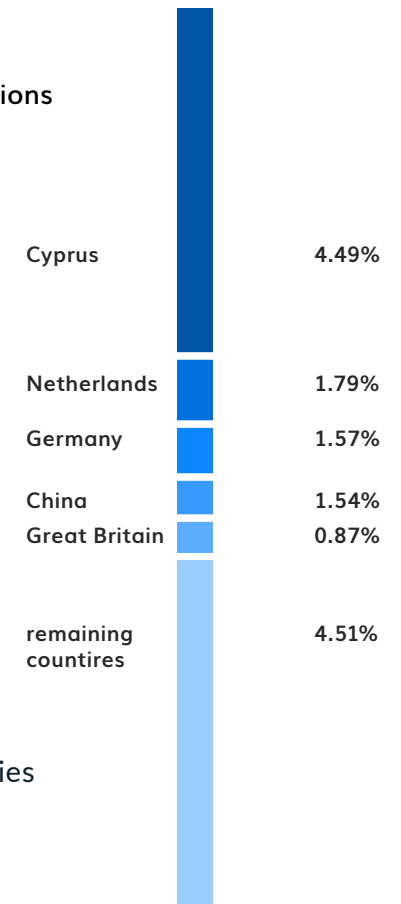
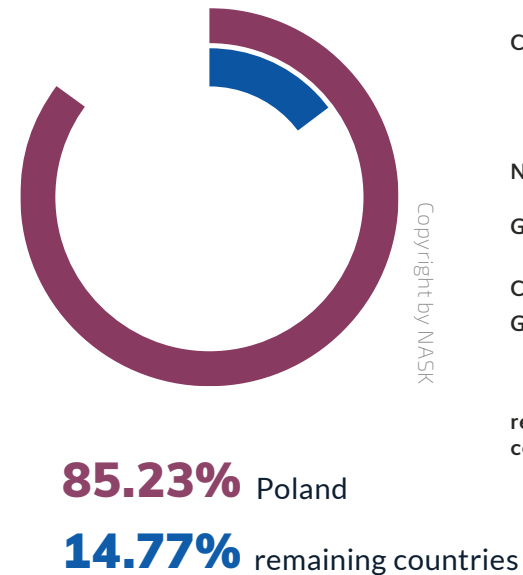


## Place of residence of .pl domain name registrants

Division of .pl domain names active in DNS for registrant's country, Q4 2020



Division of .pl domain name registrations for a registrant's country, Q4 2020



# Additional services of .pl domain registry

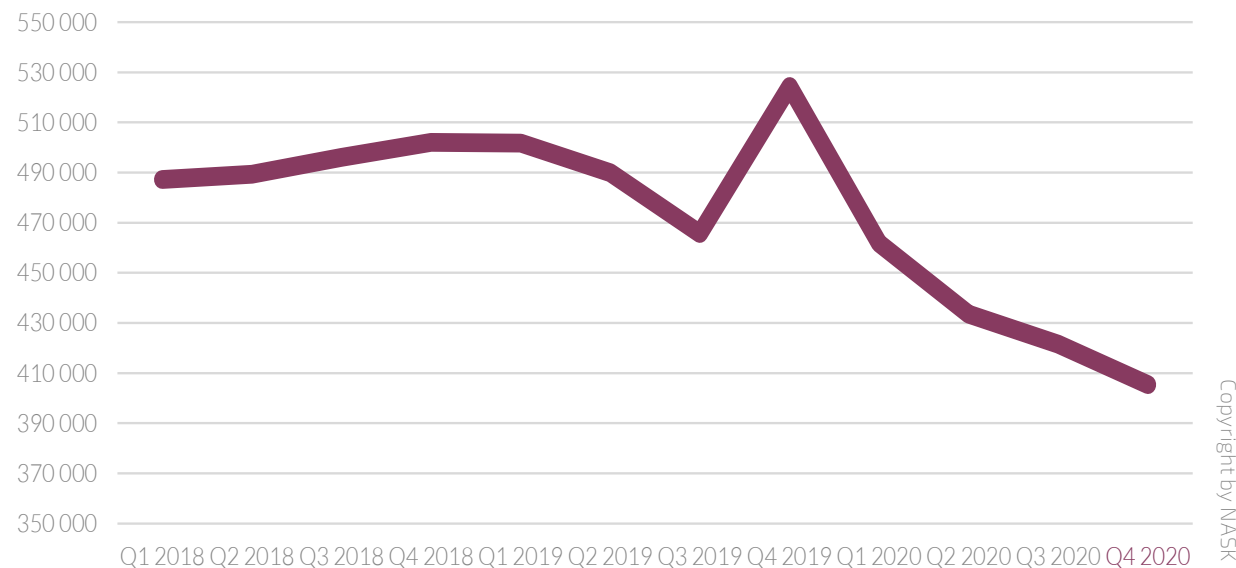
## DNSSEC

At the end of December 2020 in the .pl domain registry, there were **405 361** names secured with the DNSSEC protocol, with **47.25%** thereof being registered before 2018, **8.03%** in 2018, **11.21%** in 2019, while remaining **33.51%** in 2020.



**405 361** names secured with the DNSSEC protocol

Number of the .pl domain names secured with DNSSEC



.pl domain names secured with DNSSEC as divided into a type of zone, Q4 2020



**79.57%** second level domain names

**17.57%** functional

**2.86%** regional

# Additional services of .pl domain registry

## IDN

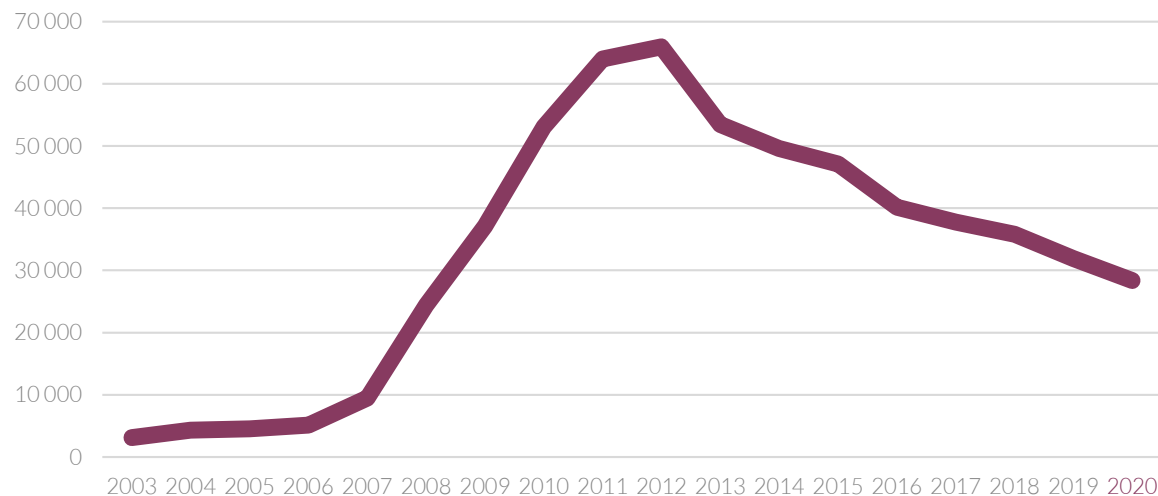
In the .pl domain registry, at the end of the fourth quarter of 2020, there were **28 377** names, active in DNS, with national diacritic signs (IDN). As compared to the third quarter of 2020 their number decreased by **1.97%**. IDNs constituted **1.15%** of all active .pl domain names.

From 1 October to 31 December 2020 **2 196** IDNs were registered. They constituted **1.23%** of all .pl domain names registered during the period under discussion.



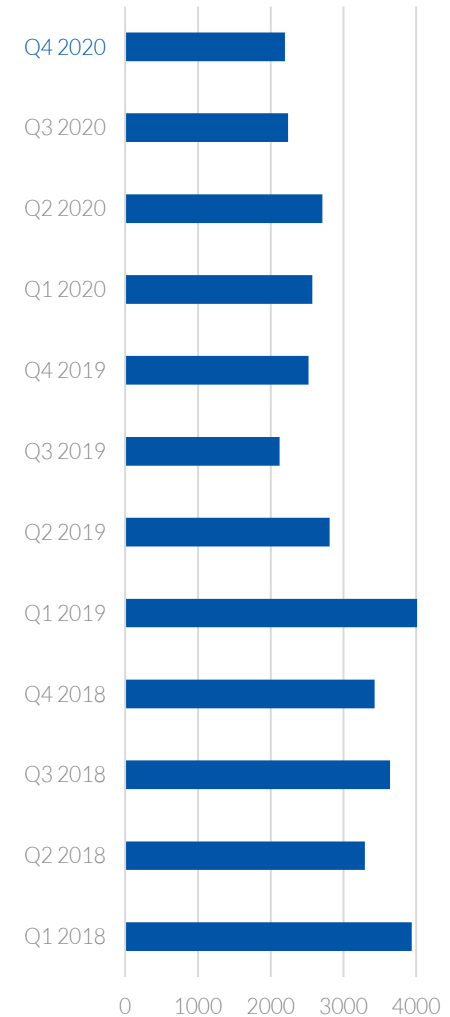
**2 196** IDNs registered in Q4 2020

Number of .pl IDNs active in DNS



Copyright by NASK

Number of registrations of .pl IDNs



Copyright by NASK

# Additional services of .pl domain registry

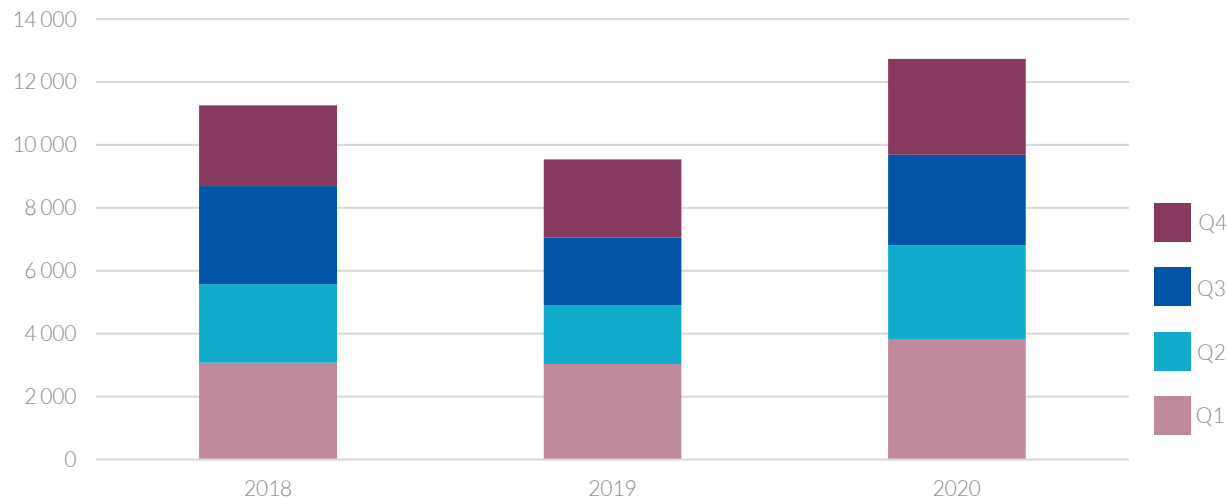
## Options

In the fourth quarter of 2020, **3 045** agreements on options for the registration of .pl domain names were concluded and **599** agreements were renewed for a consecutive 3-year period.

The number of agreements, concluded in particular months, amounted to: **929** in October, **1056** in November and **1060** in December.

In the discussed quarter **1298** existing agreements on options were executed with providing a domain name for registration. In **75** cases registration failed for reasons attributed to an option holder, thus domain names in question being released for public registration.

### Number of WLS registrations



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Since the launching of the service of option for registration in 2004



the .pl domain registry has concluded nearly 241 thousand agreements



**45.01%**

thereof being completed with provision of a .pl domain name for registration

# Registrars of .pl domain names



## NASK Partner Programme

At the end of December 2020, in the NASK Partner Programme, there were participating **215** registrars from **25** countries.

**131** registrars, servicing totally **67.59%** of names, had their registered offices in Poland, **54** registrars, seated in other European countries, were handling in total **20.48%** of .pl domain names, while **30** registrars, domiciled beyond Europe, were providing service of **11.93%** of .pl domain names.

Partners of NASK, division by place of residence, Q4 2020



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**60.93%** Poland  
**25.12%** Europe  
**13.95%** remaining countries

.pl domain name market share between Partners considering the place of residence, Q4 2020



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**67.59%** Poland  
**20.48%** Europe  
**11.93%** remaining countries

**215**  
Partners



**25**  
countries



# Internet 24 / 7

## How to benefit from geographical proximity, that is, about regional domains in the .pl domain registry.

NASK allows the registration of names in more than 100 regional domains, serviced by them. These are domains containing names of towns (e.g. .pisz.pl, .lezajsk.pl) and geographic regions (e.g. .kaszuby.pl, .mazury.pl). The full list of regional domains is available on the website: [https://www.dns.pl/en/list\\_of\\_regional\\_domain\\_names](https://www.dns.pl/en/list_of_regional_domain_names). Both in the last quarter and in the entire 2020 we noted a lower number of new registrations and renewals in domains of this type, which indicates a decrease in their popularity. It is therefore worth recalling the advantages of regional domains.

The price of registering a name in a regional domain is four times lower than in a .pl domain and three times lower than in a functional domain. The fees for their renewal for another billing period are also lower. An attractive Internet domain price is especially important from the perspective of smaller or postponed online ventures.

A regional domain makes it possible to emphasise the local nature of an offer created with a specific group of recipients in mind, e.g. people from the neighbourhood, a given town or region. A specific range of activities may also be important in larger online undertakings, where the recipients' attention is to be explicitly directed to a specific location, e.g. Białowieża, Podhale, Masuria. Regional domains may be easily and clearly associated on the Internet

as a distinctive sign and brand of a city or a geographic region. Therefore, it is worth taking them into consideration when choosing a domain name.

Another advantage worth paying attention to is the variety of regional domains, and what comes with it, a greater availability of free names than e.g. the .pl domain. However, this should not be the main reason why you should be interested in these domains.

The need to have an Internet address associated also geographically becomes obvious in the case of promoting new services locally or undertaking actions connected e.g. with a specific town. The value of a domain name is its uniqueness, which gives the registrant a tool of digital identification with a specific city or region. Internet users, looking for products and services such as: „reliable plumber Katowice”, „good vegan restaurant Suwalki”, will be interested in the offer of companies operating locally, geographically close, that is, in this case with an address in the domain katowice.pl or suwalki.pl. In a similar way, i.e. searching locally, clients will find regional products e.g. from Podhale or Kaszuby, if local craftsmen use the registration in domains podhale.pl or kaszuby.pl.

By offering online, using address in the regional domain, traditional handicrafts or gastronomic products, characteristic and available



# Internet 24 / 7

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only in a given region, one may emphasize identification with a given place on the map of Poland. Similarly, in the case of promoting a given area, e.g. in the tourist industry or for social activity purposes. Regional domains allow to maintain the element of identification of the registrant with the real place and may constitute an impulse for enhancing image communication. Registration of a name in a regional domain offers the opportunity to transfer the real, geographical diversity of towns and regions into the digital world.

When acting locally, offering services or local products, it is worth remembering that a regional domain, as a digital identification tool, may also influence the increase of trust and credibility of activity in a specific place. Thanks to the registration of the name in the regional domain, the image of local companies or regional undertakings gains by strengthening the message with an element of authenticity, emphasizing the fact that being geographically close, they will respond to specific needs related to a given city or commune. Indicating through a domain the local character of activities is a good choice, e.g. for journalists and bloggers dealing with local issues of a given community.

Finally, a regional domain can be treated as an investment in the digital future. When planning to launch an online shop or other enterprise, it is worthwhile, at an early stage, to devote attention to prepare a list of domain names that will be the registrant's online business cards. Similarly, aiming to protect your brand on the Inter-

net, among other steps to prevent possible troubles on the grounds of unfair competition, it is worth registering important domain names also in regional domains. Even from the perspective of an already running e-business or other online activity, it is never too late to check the availability of regional domain names and register those that customers best associate with your business.

Due to the ongoing pandemic, it has become more important than ever since the spread of the Internet to be able to use its potential as a tool to communicate with customers and to present and develop offers. Many companies have maintained or even expanded their existing businesses online thanks to that ability. It is worth thinking about registering names in regional domains, as an opportunity to gain the attention of customers who are close by, „within reach”, especially in the era of limited opportunities to enter new markets and difficulties in establishing and strengthening relations with new customers.





**Text:**

Anna Gniadek, Agata Leszczyńska,  
Katarzyna Nitychoruk, Weronika Rakowska

**Compilation and description of data gathered  
from the .pl domain name registry system:**

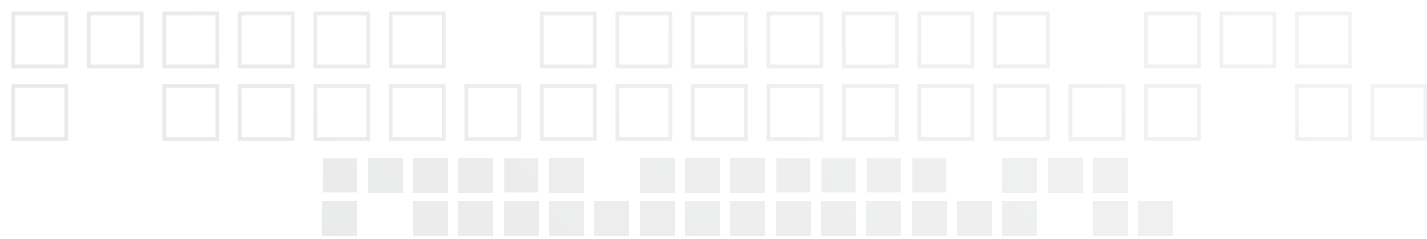
Alina Wiśniewska-Skura

**Translation:**

Piotr Studziński-Raczyński

**Design:**

Tomasz Szladowski



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