

Q3 2014

.PL DOMAIN NAME MARKET

NASK'S REPORT FOR THE THIRD QUARTER OF 2014

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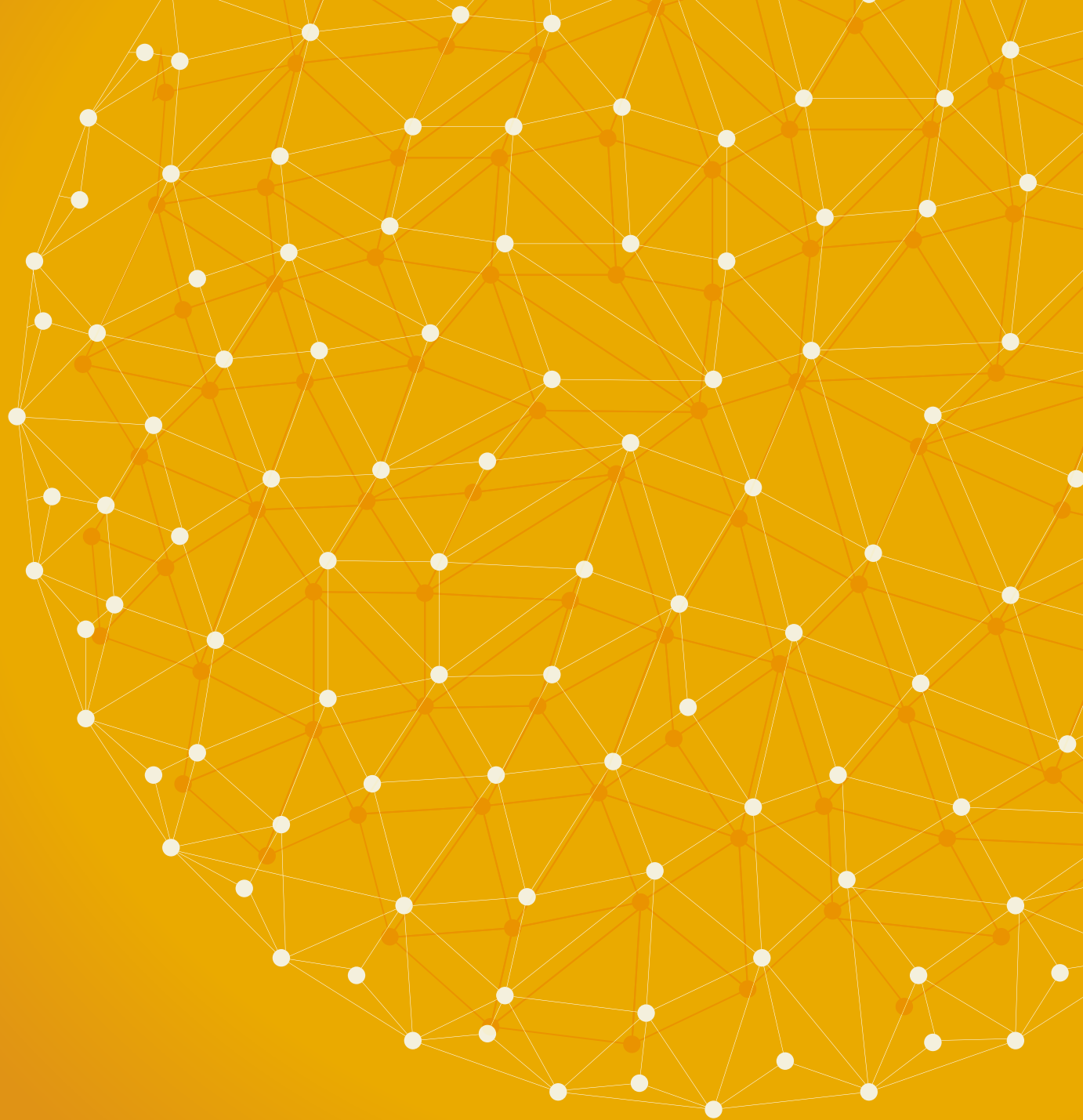
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Piotr Studziński-Raczyński

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

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INTRODUCTION

Dear Readers,

In the third quarter of 2014 the volume of the .pl domain Registry exceeded 2.5 million and for the end of September reached the level of 2 517 290 names active in DNS. Since the end of the first half of the year more than 26 thousand names were added to the Registry, thus at quarterly rate the growth dynamics amounted to 1.04%, whereas on a year-to-year basis attained 2.48%.

During the period from July to September nearly 250 thousand new names were registered – by over 12 thousand more than in the corresponding period in last year. Daily average in the third quarter 2 715 names were registered.

The renewal rate of .pl domain name registration during the last three months attained the level of 60.23%, improving the result of the previous quarter by 0.3p.p.

At the end of the third quarter of 2014 more than 942 thousand Registrants were registered in the .pl domain Registry. As it results from the data presented in the report, almost 67% of Registrants held one domain name in the Registry and over 14% subscribed two names. On the other hand, near 1 100 clients were the Registrants of more than one hundred names, with 61 of them being the Registrants of more than one thousand names.

I invite you to get acquainted with the newest report, presenting the data from the .pl domain registry for the third quarter of 2014.

Michał Chrzanowski
NASK Director

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NUMBER OF .PL DOMAIN NAMES IN DNS

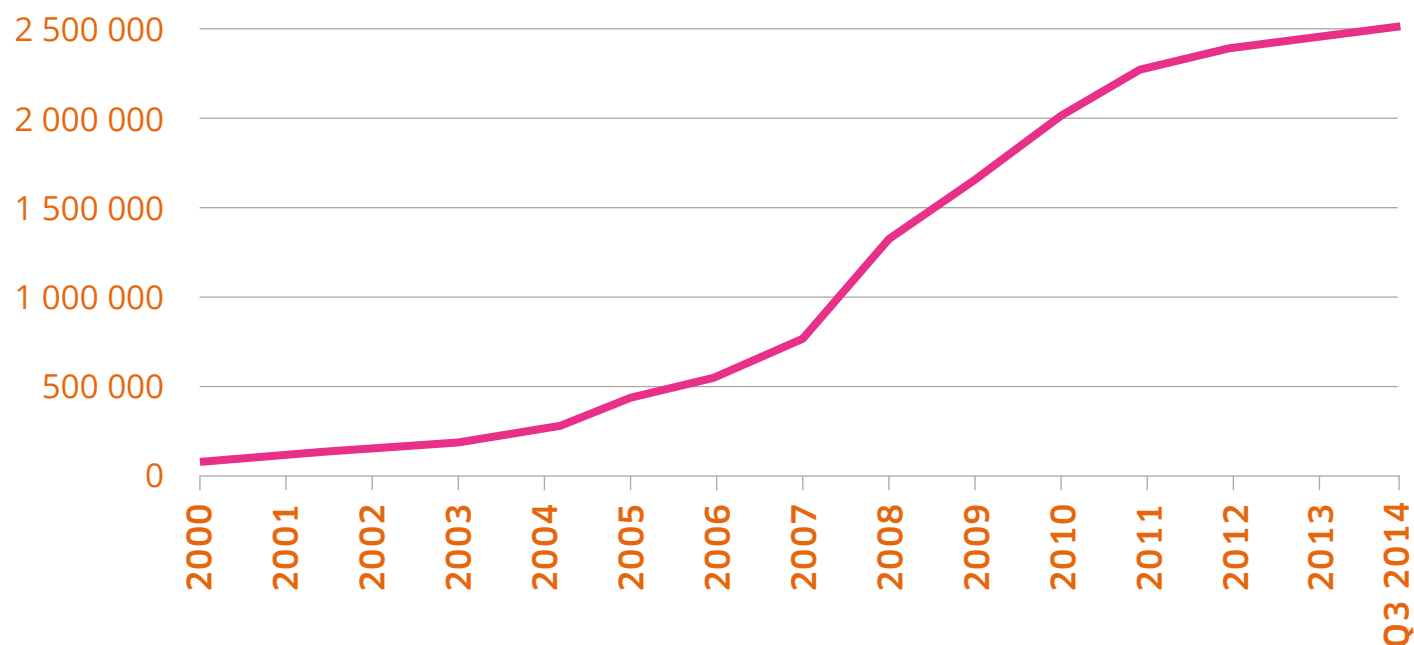
At the end of the third quarter of 2014 there were **2 517 290** domain names active in DNS. From the beginning of July to the end of September 2014 the registry volume increased by more than **26 thousand** names, resulting with the growth dynamics at the level of **1.04%**.

From among all the domain names active in that time, **71.34%** were the names registered directly in the .pl domain, **22.22%** in the functional domains and only **6.44%** in the regional domains.

The domain names with diacritic signs (the so called IDNs) constituted **2.09%** of all the active .pl domain names and their number at the end of the third quarter equalled **52 592**.

NUMBER OF .PL DOMAIN NAMES IN DNS

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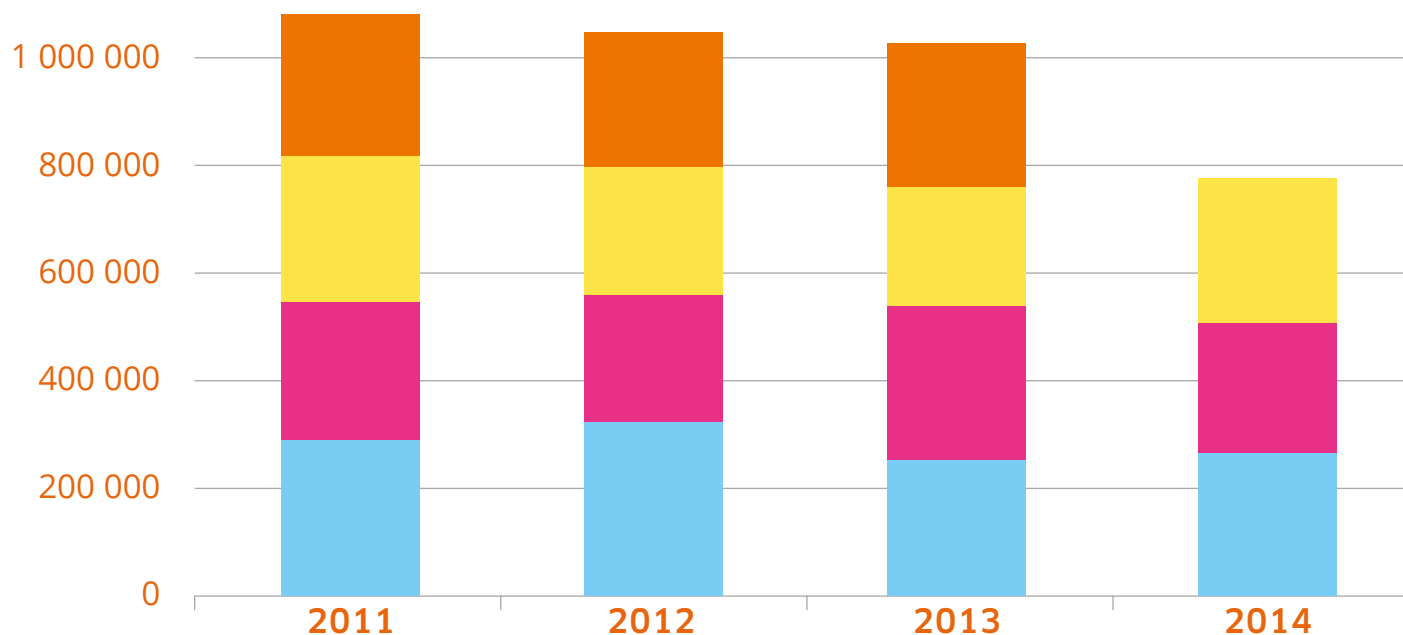
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS

From the beginning of July to the end of September 2014 **249 824** new .pl domain names were registered, which is by over **12 thousand** more than in the corresponding period in last year. The number of new registrations in particular months amounted to: in July **82 761**, in August **83 895** and in September **83 168**.

Out of the number of new domain names registered in the third quarter of 2014 **1.89%** contained diacritic signs.

NUMBER OF .PL DOMAIN NAME REGISTRATIONS

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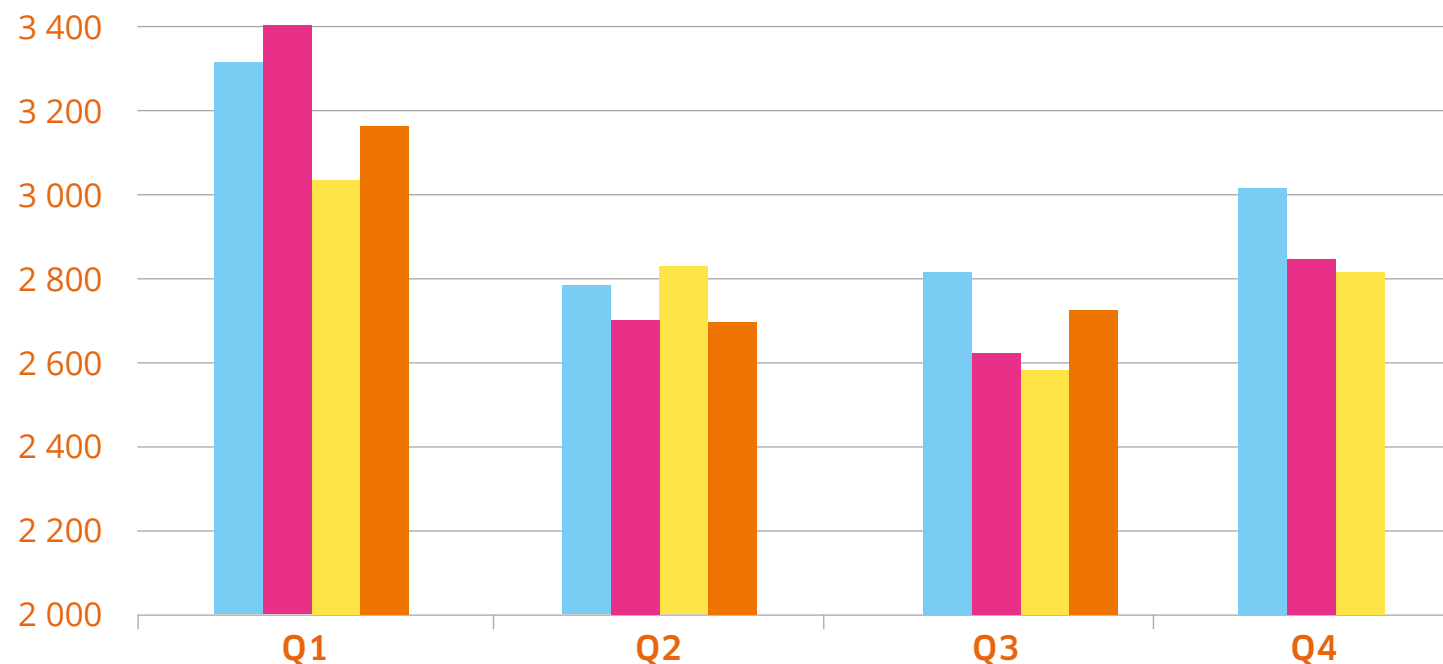
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

In the third quarter of 2014 the daily average number of new .pl domain name registrations amounted to **2 715** and increased by **18** new names daily as compared to the previous quarter.

In the particular months of the third quarter the following numbers of .pl domain names were registered: **2 670** in July, **2 706** in August and **2 772** in September.

NUMBER OF .PL DOMAIN NAME REGISTRATIONS, DAILY AVERAGE

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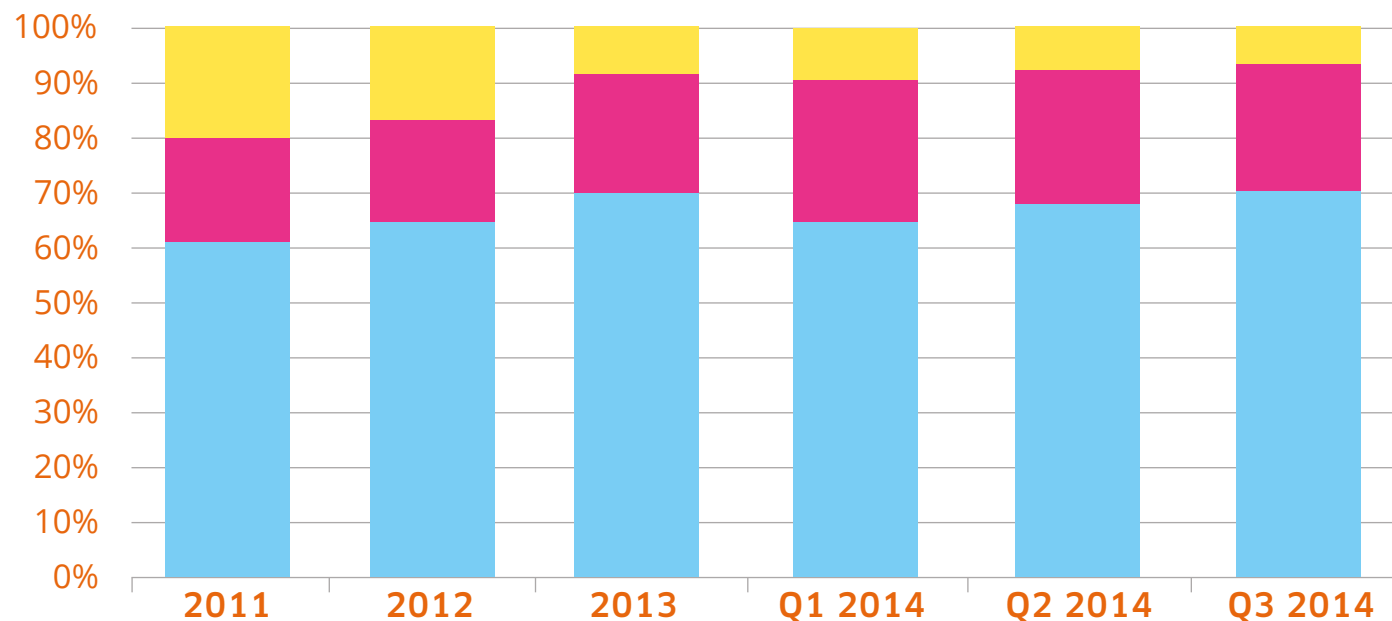
NUMBER OF NEW .PL DOMAIN NAME REGISTRATIONS AS DIVIDED INTO THE TYPE OF ZONE

In the third quarter of 2014 the share of the second level .pl domain names in the number of registrations amounted to **70.39%**, being the best result since the first quarter of 2013. The names registered in functional domains (e.g. com.pl or net.pl), administered by NASK,

constituted **23.09%** of effected registrations. The least popular were the names registered in the regional domains (e.g. waw.pl or opole.pl), reaching **6.52%** share.

NUMBER OF NEW SECOND LEVEL, REGIONAL AND FUNCTIONAL .PL DOMAIN NAME REGISTRATIONS

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RENEWAL RATE OF .PL DOMAIN NAMES

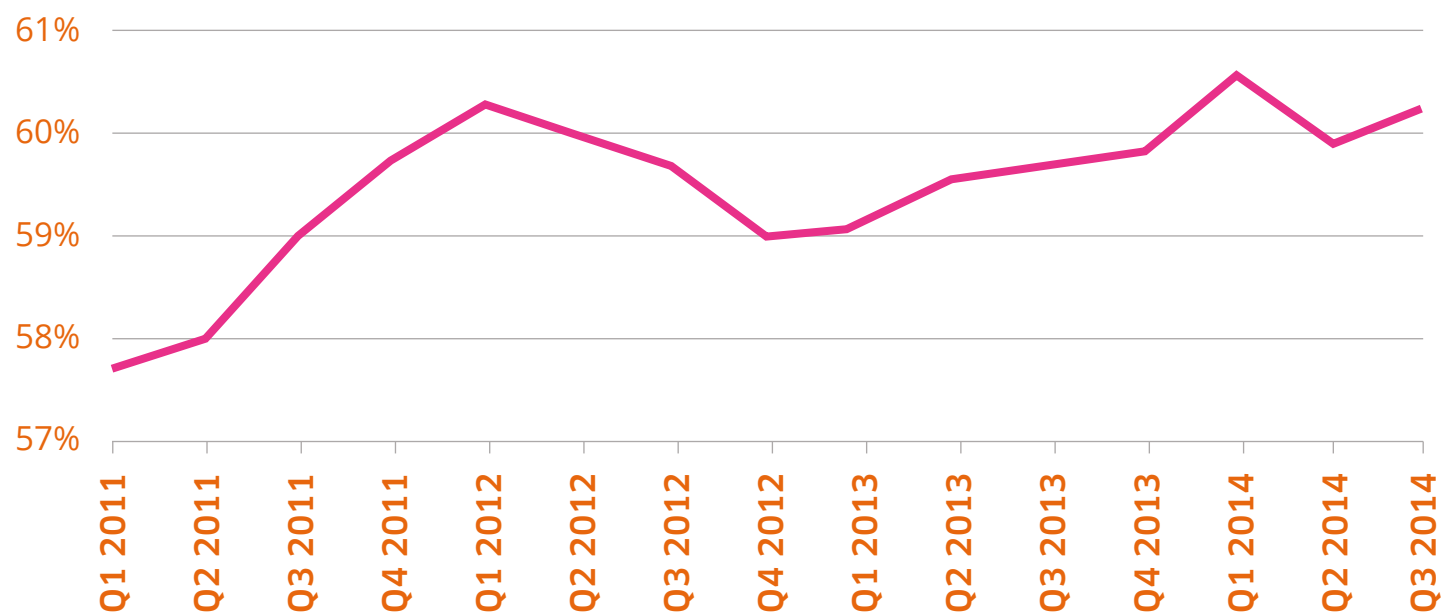
The level of renewed names in the .pl registry in the end of the third quarter of 2014 amounted to **60.23%**, giving **0.30 p.p.** increase as compared to the previous quarter.

From the beginning of July to the end of September 2014 almost **350 thousand** .pl domain names were renewed and in case of **682** names the end date of the billing period was shifted by individually defined number of days.

Out of all the domain names renewed in the third quarter **74.12%** were registered directly in the .pl domain, **20.59%** in the functional domains and the remaining **5.29%** in the regional domains serviced by the .pl registry.

RENEWAL RATE OF .PL DOMAIN NAMES

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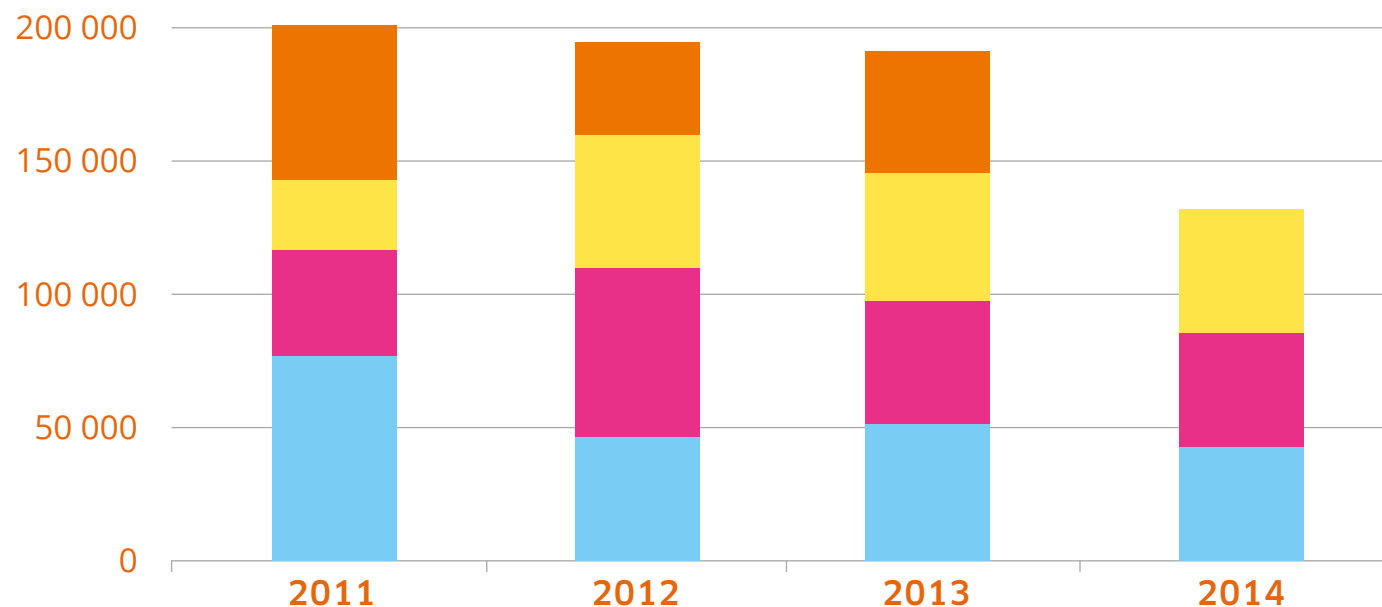
TRANSFERS

During the third quarter of 2014 the Registrants **44 530** times changed the Registrar servicing maintained .pl domain names. In **535** cases the service transfer was performed with the simultaneous renewal of the .pl domain name for a consecutive billing period, whereby **340** of them were made after the previous billing period had been completed.

From the beginning of July to the end of September 2014 **484** transfers of .pl domain names were daily average carried out among the Registrars.

NUMBER OF .PL DOMAIN NAME TRANSFERS

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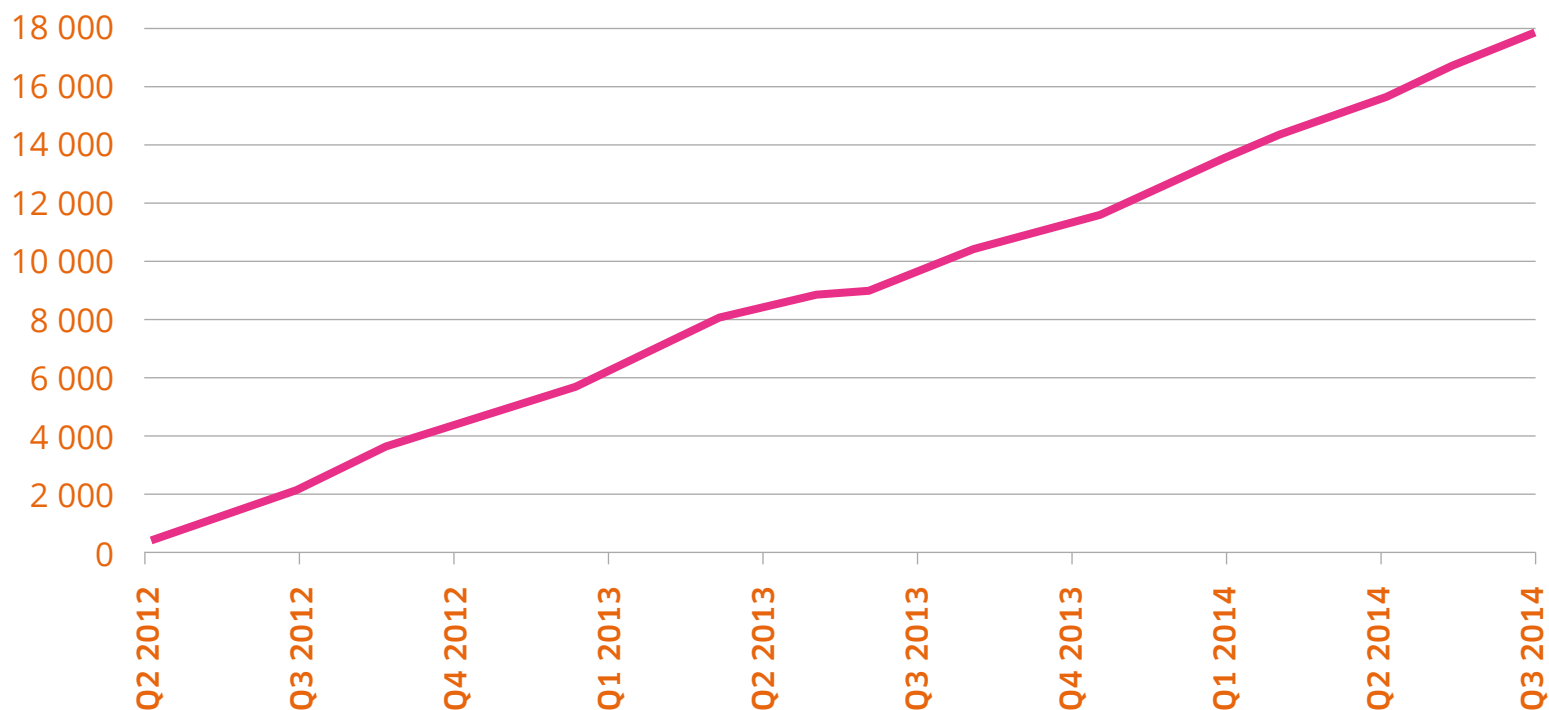
DNSSEC IN THE .PL DOMAIN NAME

With the end of September 2014 the .pl domain registry contained **17 847** .pl domain names secured with the DNSSEC protocol. The number of secured names increased by **1 996** as compared to the previous quarter. Daily average **21.70** of the names secured with DNSSEC were added to the registry.

In the third quarter of 2014, **twenty six** NASK Registrars assisted in registering .pl domain names, holding the records confirming a proper DNSSEC security.

NUMBER OF THE .PL DOMAIN NAMES SECURED WITH DNSSEC

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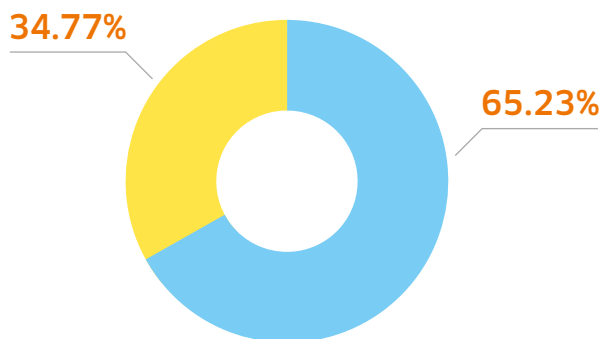
REGISTRANTS OF .PL DOMAIN NAMES

At the end of the third quarter of 2014 the .pl Registry contained **942 thousand** unique Registrants. **65.23%** of all the Registrants were entrepreneurs and the remaining **34.77%** natural persons.

94.45% of .pl domain names were maintained for the Registrants seated in Poland. The largest number of foreign Registrants was represented by Germany (**1.31%**), the United States (**0.89%**) and Great Britain (**0.61%**).

DIVISION OF REGISTRANTS OF .PL DOMAIN NAMES, Q3 2014

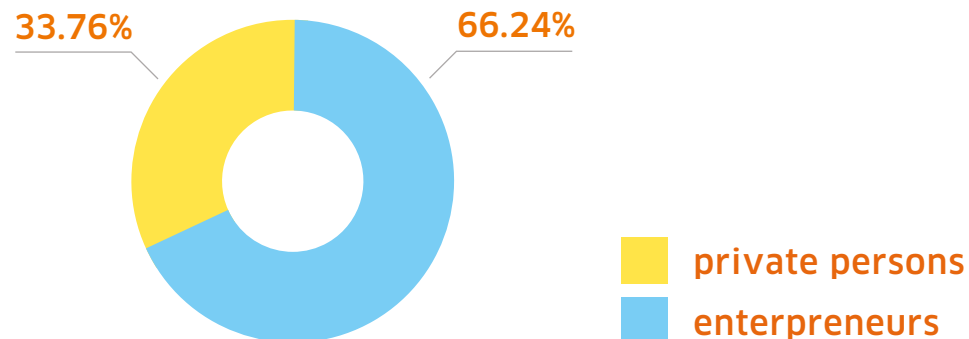
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During the period under discussion **66.75%** of Registrants maintained one .pl domain name, **14.48%** two .pl domain names. **1079** NASK's clients (i.e. **0.11%**) were the subscribers of more than **100** .pl domain names with **61** clients being the subscribers of more than **1 thousand** names.

On average, **2.67** of .pl domain names fell for one Registrant.

DIVISION OF .PL DOMAIN NAMES FOR REGISTRANTS, Q3 2014



DNT

In the third quarter of 2014, **31 284** 14-day .pl domain name tests, the so called DNTs, were carried out. The number of tested names in particular months was shaped as follows: in July **12 574**, in August **9 821**, and in September **8 889**.

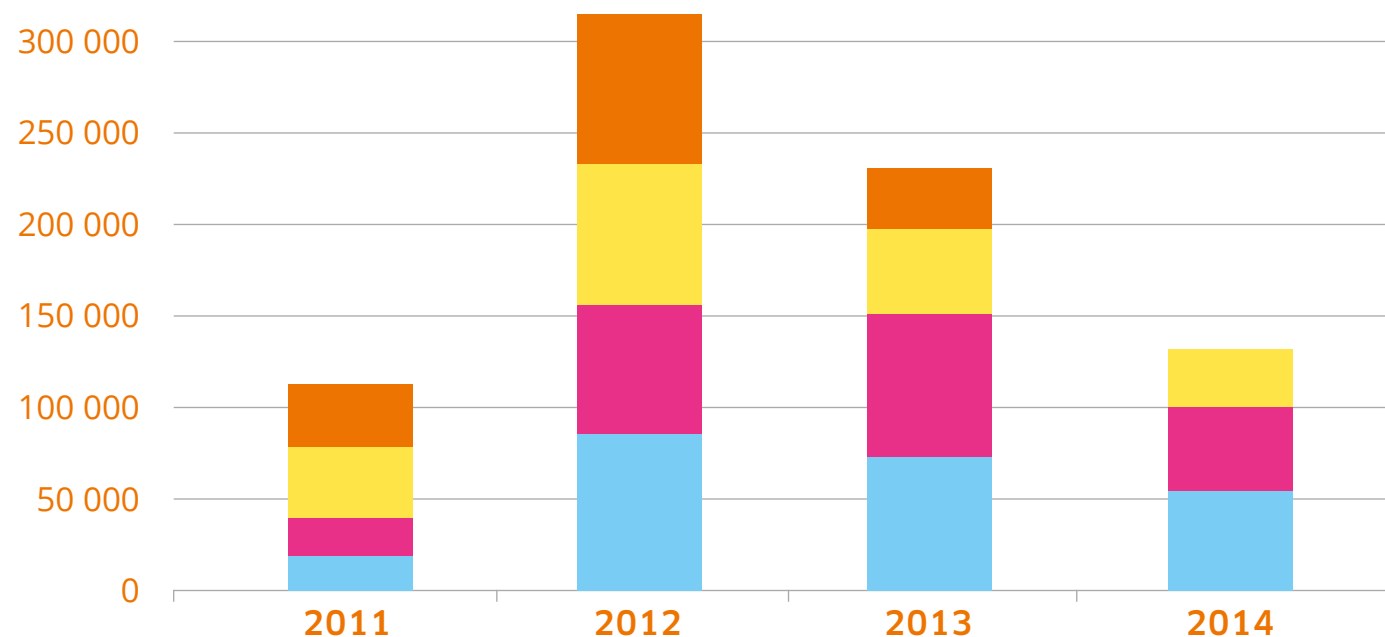
Out of the total of 31 284 **3.47%** of tested names were ended with registration.

In comparison to the corresponding period in 2013 the number of tested names was lower by **32.87%**.

Since launching the service in September 2007, totally **1 053 thousand** .pl domain names were tested, with **5.75%** thereof ended with their registration.

NUMBER OF DNT REGISTRATIONS

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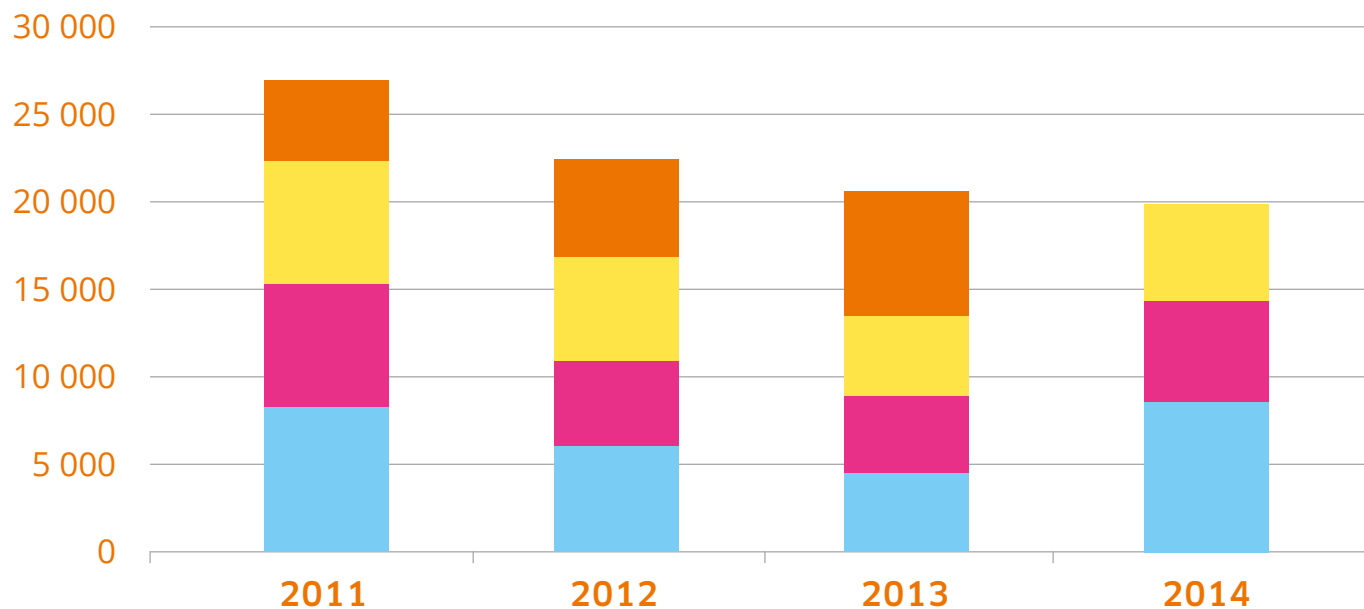


From the beginning of July to the end of September 2014 **5 547** agreements on options for registration of the .pl domain names, the so called WLS, were concluded, whereas **438** were renewed for consecutive three years. In this period **2 300** names, covered with the agreements on options, were made available for registration by option holders, and in case of **112** domain names made available, the formal requirements were not met which resulted in the domain names being released to the group of names available for registration.

Since launching the service in June 2004 over **170 thousand** agreements on options were concluded. The effectiveness of those agreements, calculated on the basis of the number of .pl domain names provided for registration, amounted to **43.39%** for the end of the third quarter of 2014.

NUMBER OF WLS REGISTRATIONS

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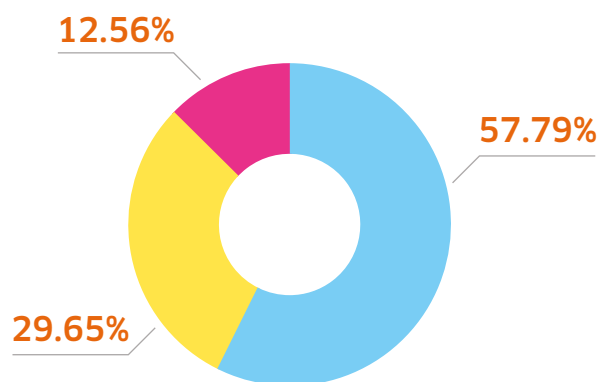
NASK PARTNERS

Within the frames of the Partner Programme, the .pl domain registry, at the end of the third quarter of 2014, cooperated with **199** domain name Registrars - NASK Partners. That number was composed of **115** entities registered in Poland, **59** seated in European countries and **25**

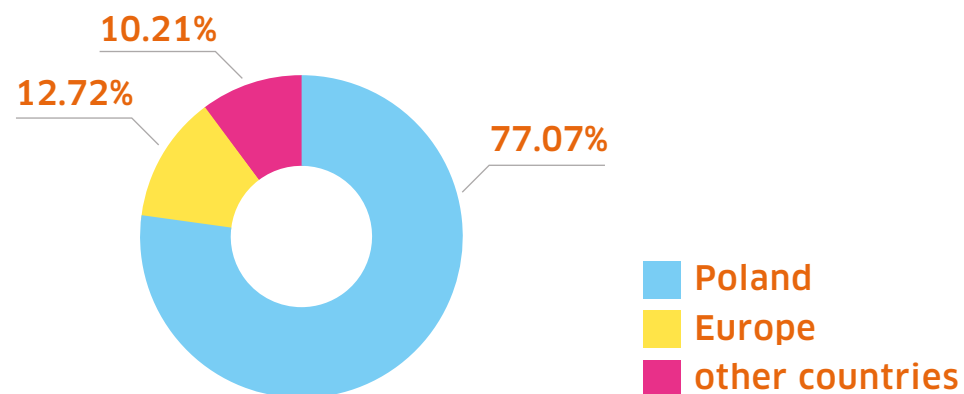
beyond Europe. Registrars from Poland serviced **77.07%** of names active in DNS. **12.72%** of names were serviced by the Registrars from other European countries and **10.21%** by the Registrars from remaining countries.

PARTNERS OF NASK, DIVISION BY PLACE OF RESIDENCE, Q3 2014

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.PL DOMAIN NAME MARKET SHARE BETWEEN PARTNERS CONSIDERING THE PLACE OF RESIDENCE, Q3 2014



MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES

The NASK's Partners at the end of the third quarter of 2014 serviced totally **99.13%** of .pl domain names. More than **50%** of names were serviced by three Registrars: Home.pl S.A., Nazwa.pl S.A. and Consulting Service Sp. z o.o. Those three entities and Michau Enterprises Ltd. recorded in the third quarter the highest growth of the number of serviced domain names, more than **2%** each.

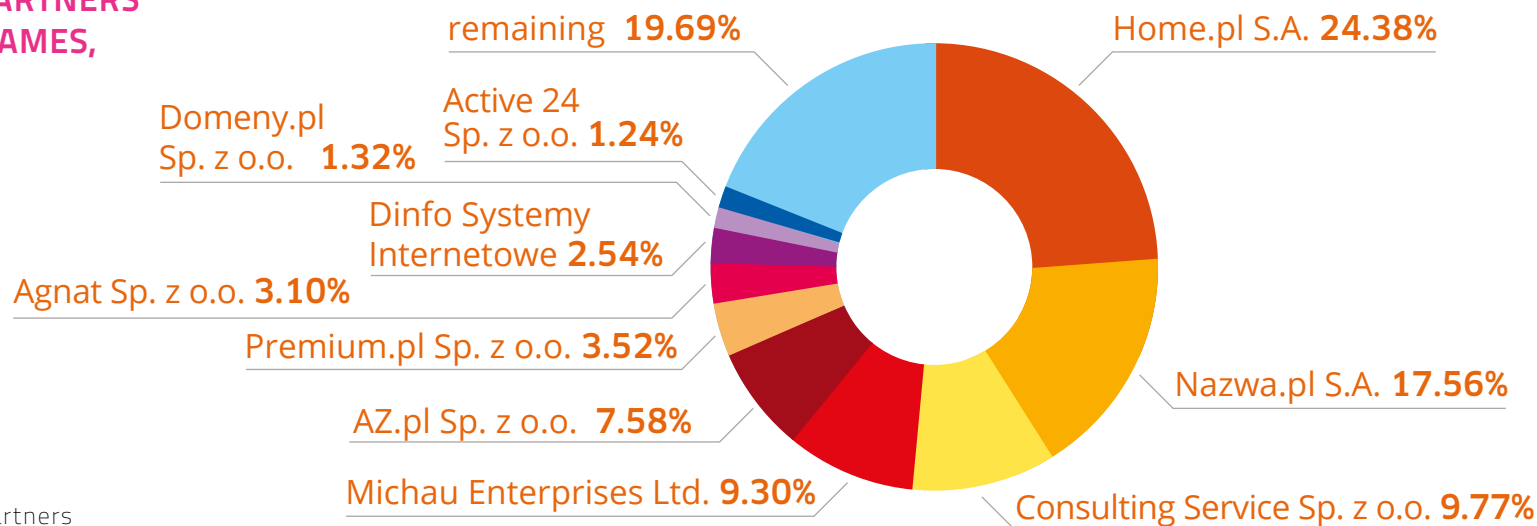
For the end of September the highest share in servicing .pl domain names was noted by Home.pl S.A. – **24.38%** of .pl domain names active in DNS. The remaining large .pl domain Registrars were positioned

as follows: Nazwa.pl S.A., with share of **17.56%**, Consulting Service Sp. z o.o. – **9.77%**, Michau Enterprises Ltd. – **9.30%**, AZ.pl Sp. z o.o. – **7.58%**, Premium.pl Sp. z o.o. – **3.52%**, Agnat Sp. z o.o. – **3.10%**, Dinfo Systemy Internetowe – **2.54%**, Domeny.pl Sp. z o.o. – **1.32%** and Active 24 Sp. z o.o. – **1.24%**.

The Registrars from beyond the presented TOP 10, serviced **19.69%** of .pl domain names, and their share in the market, during the third quarter of 2014, decreased by **0.33 p.p.**

MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAMES, Q3 2014*

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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 NEW REGISTRATIONS

During the third quarter of 2014 **99.99%** of new .pl domain names were registered via the NASK's Partners.

Two Registrars assisted in concluding nearly **50%** of agreements on registration and maintenance of .pl domain names: Home.pl S.A. and Nazwa.pl S.A., servicing **29.04%** and **20.04%** respectively.

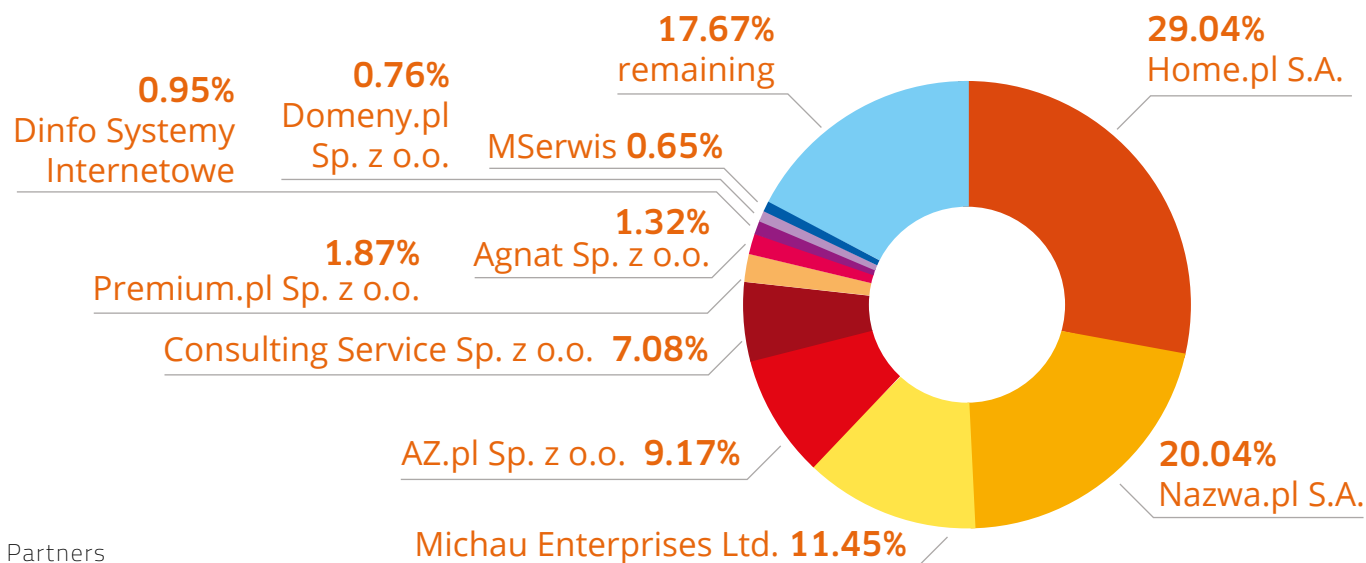
The consecutive positions on the list of most frequently chosen NASK's Partners, as far as the .pl domain was concerned, were occupied by:

Michau Enterprises Ltd. – **11.45%**, AZ.pl Sp. z o.o. – **9.17%**, Consulting Service Sp. z o.o. – **7.08%**, Premium.pl Sp. z o.o. – **1.87%**, Agnat Sp. z o.o. – **1.32%**, Dinfo Systemy Internetowe – **0.95%**, Domeny.pl Sp. z o.o. – **0.76%** and MSerwis – **0.65%**.

The Partners from beyond the presented TOP 10 serviced **17.67%** of .pl domain name registrations, which was by **2.95p.p.** fewer than in the previous quarter.

MARKET SHARE BETWEEN PARTNERS CONSIDERING NEW .PL DOMAIN NAME REGISTRATIONS, Q3 2014 *

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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

At the end of September 2014, the .pl domain Registry contained **more than 942 thousand** Registrants. Since a part of them was being serviced simultaneously by different Registrars due to holding a larger number of domain names, the total number of Registrants serviced by particular Registrars amounted to **over 964 thousand**.

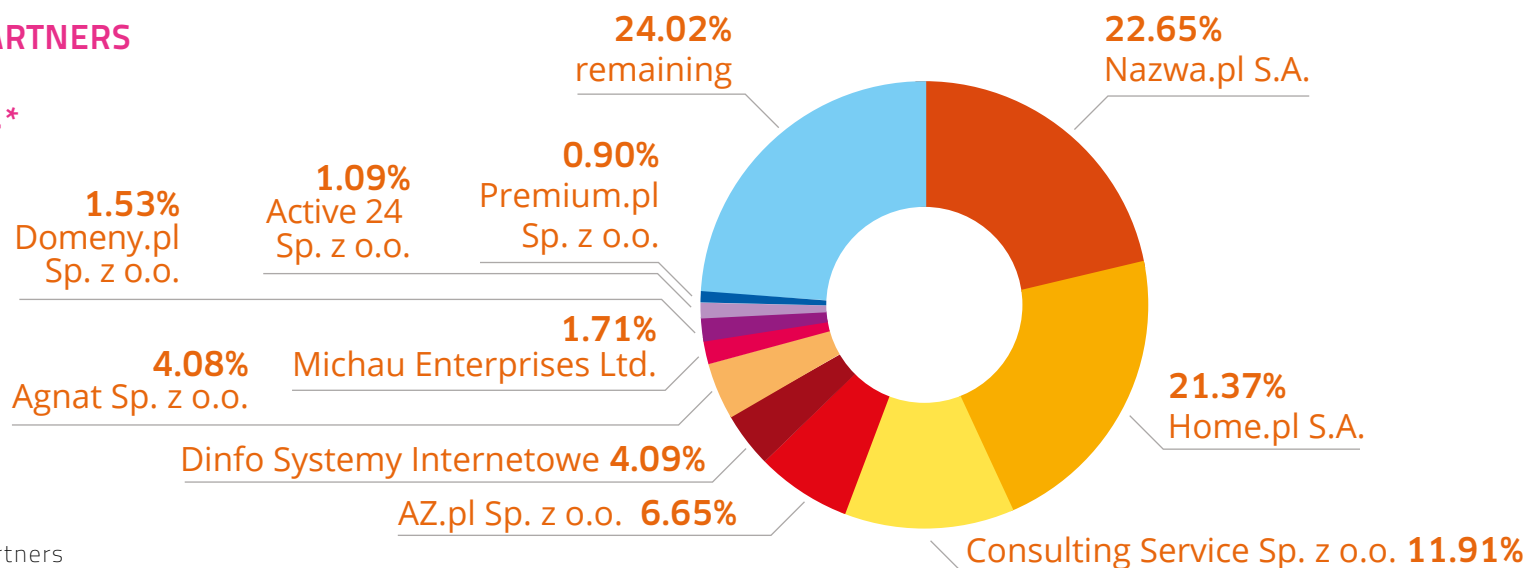
For the end of the third quarter of 2014 the largest number of .pl domain name Registrants in the Polish Registry was serviced by Nazwa.pl S.A. with the share in the number of Registrants serviced by particular Registrars amounting to **22.65%**. The second NASK's Partner, by account of the number of serviced Registrants, was Home.pl S.A.

with the share of **21,37%**. In the first ten Registrars with the largest number of serviced .pl domain names were also: Consulting Service Sp. z o.o. – **11.91%**, AZ.pl Sp. z o.o. – **6.65%**, Dinfo Systemy Internetowe – **4.09%**, Agnat Sp. z o.o. – **4.08%**, Michau Enterprises Ltd. – **1.71%**, Domeny.pl Sp. z o.o. – **1.53%**, Active 24 Sp. z o.o. – **1.09%** and Premium.pl Sp. z o.o. – **0.90%**.

At the end of the third quarter of 2014 the Registrars from beyond the TOP 10, presented in the report, were servicing **24.02%** of .pl domain name Registrants.

MARKET SHARE BETWEEN PARTNERS CONSIDERING .PL DOMAIN NAME REGISTRANTS, Q3 2014*

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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

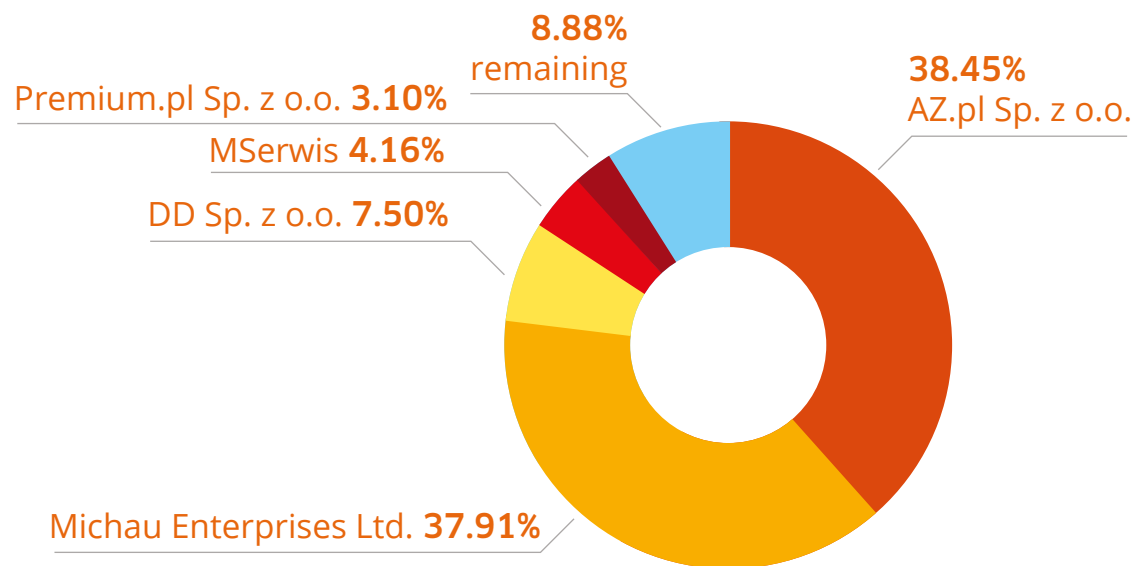
In the third quarter of 2014 fourteen NASK's Partners assisted in concluding agreements on .pl domain name tests, the so called DNTs. With **38.45%** of tests, AZ.pl Sp. z o. o. was the most frequently chosen Registrar in the discussed period. The second most popular Registrar was Michau Enterprises Ltd. which serviced **37.91%** of tests. Among the TOP 5, presented in the report, there were also: DD Sp. z o.o., MSerwis

and Premium.pl Sp. z o.o. with the share in servicing the .pl domain name tests: **7.50%**, **4.16%** and **3.10%** respectively.

The remaining NASK's Partners serviced totally **8.88%** out of **31 284** .pl domain name tests carried out from the beginning of July to the end of September 2014.

DNT MARKET SHARE BETWEEN PARTNERS, Q3 2014*

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

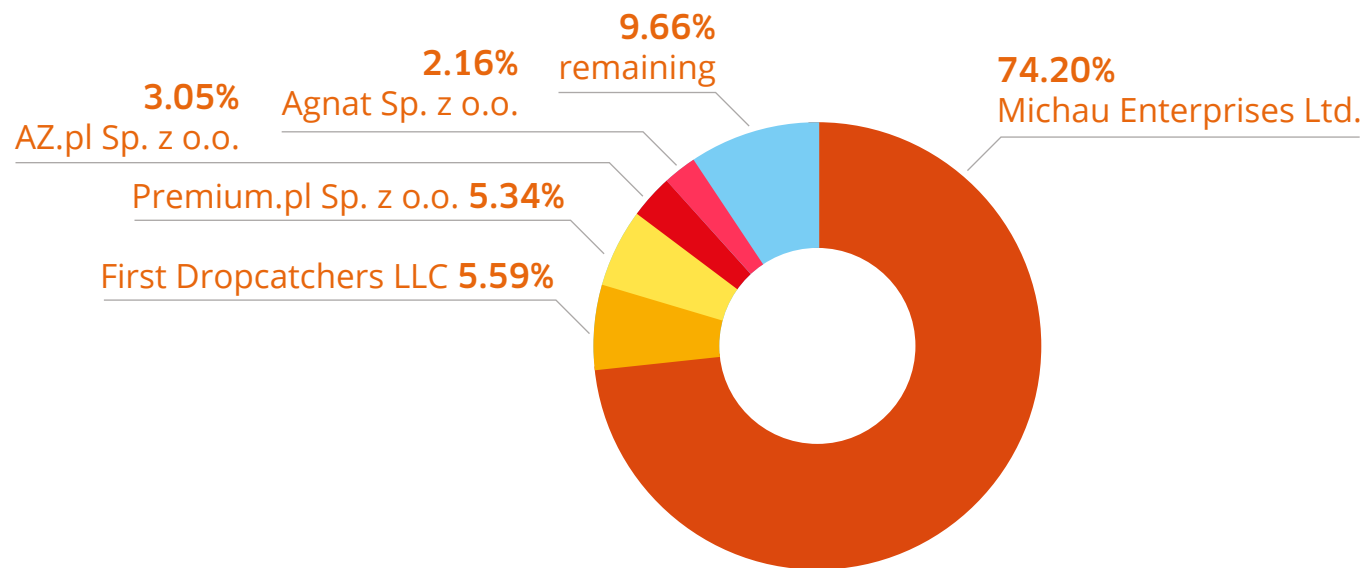
MARKET SHARE BETWEEN PARTNERS CONSIDERING WLS REGISTRATIONS

In the third quarter of 2014 out of all the **5 547** agreements on options for .pl domain name registration **74.20%** were concluded via Michau Enterprises Ltd. Further NASK's Partners, most frequently chosen by option buyers in the discussed period, were: First Dropcatchers LLC with **5.59%** share in the option market, Premium.pl Sp. k. – with **5.34%** share, AZ.pl Sp. z o. o. with the share at the level of **3.05%** and Agnat Sp. z o.o. with **2.16%** share in the option market.

The NASK's Partners, from beyond the presented Top 5, serviced in the third quarter of 2014 **9.66%** of agreements on the options for registration of the .pl domain name.

WLS MARKET SHARE BETWEEN PARTNERS, Q3 2014*

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