



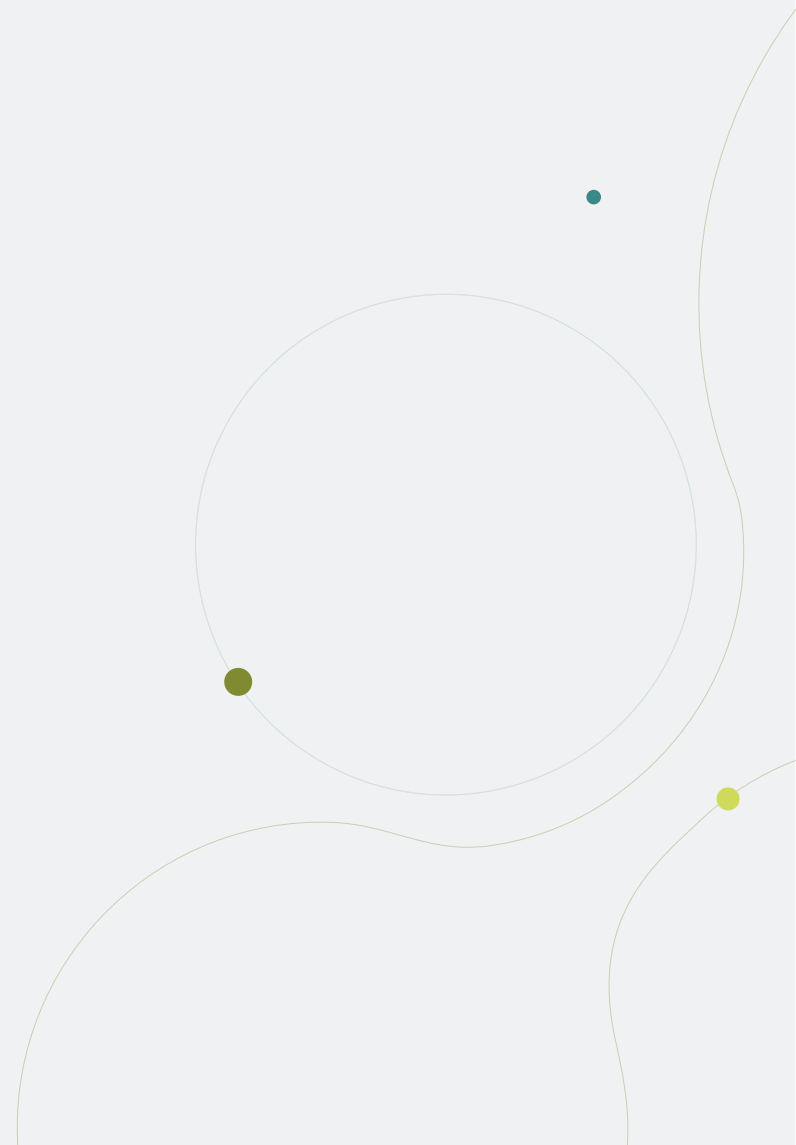
.pl domain name market

NASK'S REPORT

Q2 2025

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Introduction

The second quarter of 2025, consistent with trends observed in previous years, was characterized by a lower number of new .pl domain name registrations compared to the first three months of the year. As of the end of June, there were **2 569 407** domain names, active in the DNS, representing a decrease of **9 607** compared to the previous quarter. The number of new registrations reached **168 248**, which corresponds to an average of **1 849** registrations per day. The renewal rate remained stable at **71.21%**, with a total of **419 713** domain names renewed, marking an increase of **1 428** compared to the same period of the previous year.

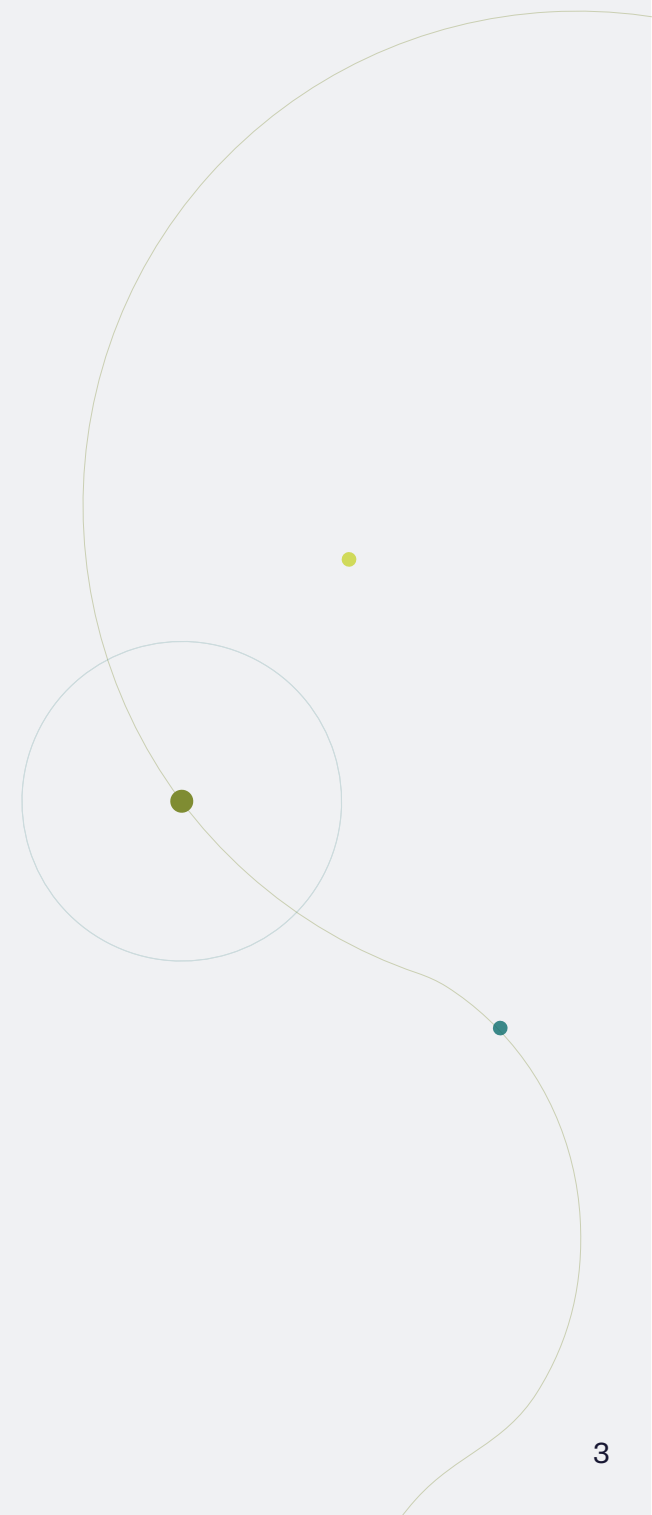
In the second quarter of this year, the number of registrants in the Registry increased — compared to the end of March, their number grew by **9 191** over the following three months, reaching a total of **1 155 806**. This means that, on average, each registrant held **2.22** .pl domain names. From April to June, **31 529** domain transfers were completed, of which **1 255** were accompanied by a simultaneous renewal, and **576** were carried out after the billing period had ended.

The number of domain names secured with the DNSSEC protocol amounted to **487 651**, representing a decrease of **5 708** compared to the first quarter. During the reporting period, **743** option agreements resulted in the release of domain names for registration, while **454** option agreements were extended for another three years.

As of the end of June 2025, **192** registrars from **22** countries participated in the NASK Partner Program, the majority of which were based in Poland.

Further data on the .pl domain market can be found in the report.

We invite you to read it!



Facts and figures

Nearly **2.6 m** active .pl domain names

•

Nearly **168 k** new names

•

Over **488 k** names secured with DNSSEC

•

192 NASK Partners

•

Over **32 k** transfers

•

71.21% renewal rate

•

Over **1.1 m** registrants

•

743 realised options

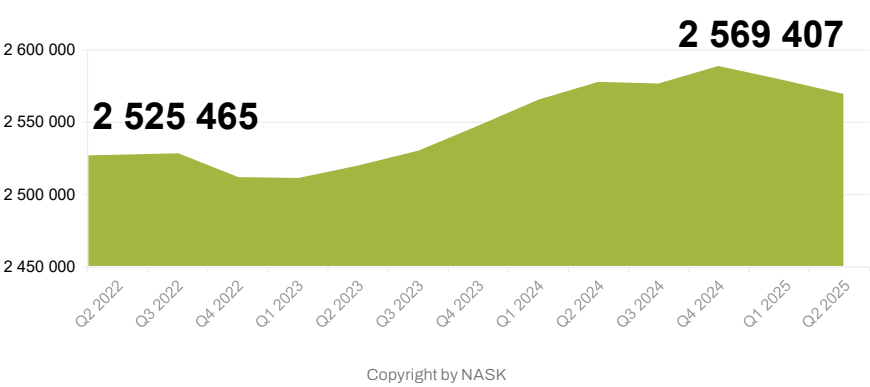
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454 renewed options

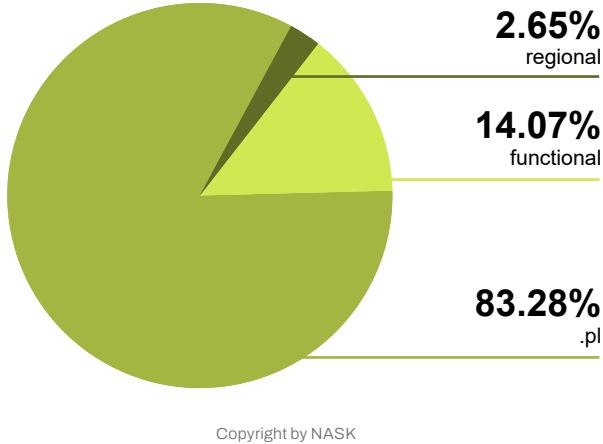
.pl domain names active in DNS

Domains in .pl domain registry

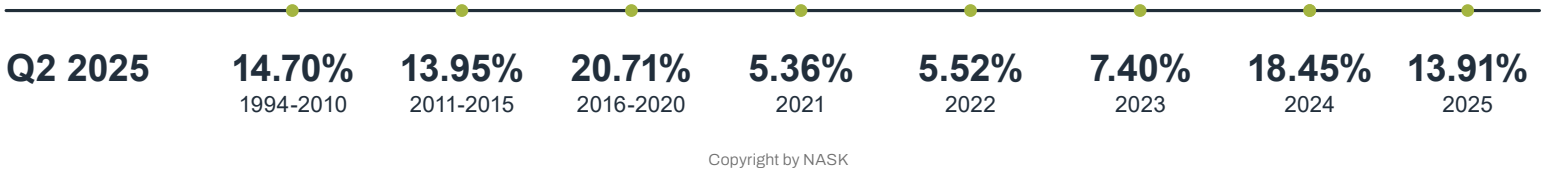
Number of .pl domain names in DNS



Number of domain names active in DNS as divided into the type of zone, Q2 2025



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



At the end of the second quarter of 2025, the .pl domain Registry contained **2 569 407** names active in the DNS, representing a decrease of **9 607** names compared to the previous quarter.



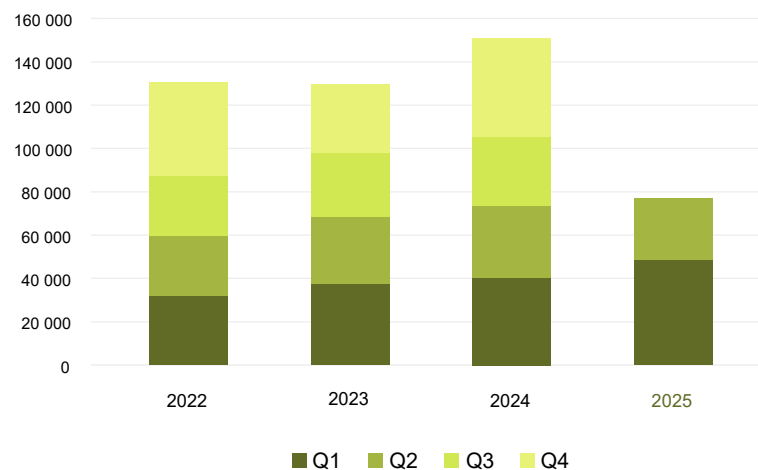
The number of domain names active in the DNS and maintained directly within the .pl domain amounted to **2 139 790**

The number of names registered under functional domains totaled **361 596**, while those under regional domains reached **68 021**

.pl domain names active in DNS

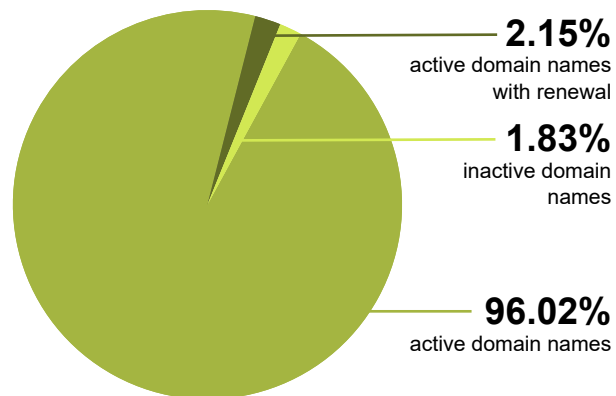
Transfers

Number of .pl domain name transfers



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Division of transfers, Q2 2025



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From the beginning of April to the end of June 2025, a total of **31 529** .pl domain name service transfers were completed. On average, **346** names were transferred per day, which is **156** fewer than in the previous quarter.



In Q2 2025, **1 255** transfers were carried out with renewal, of which **576** took place after the billing period had ended

.pl domain names active in DNS

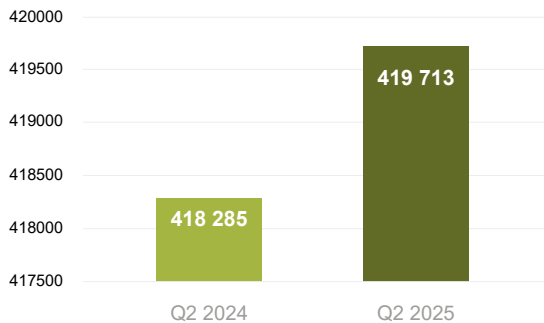
Renewal of a domain name for a consecutive billing period

Number of renewed .pl domain names



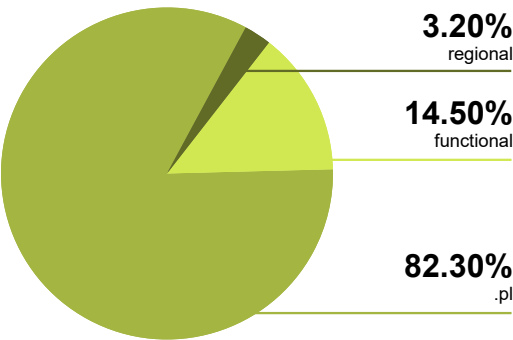
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Number of renewed .pl domain names (year-on-year)



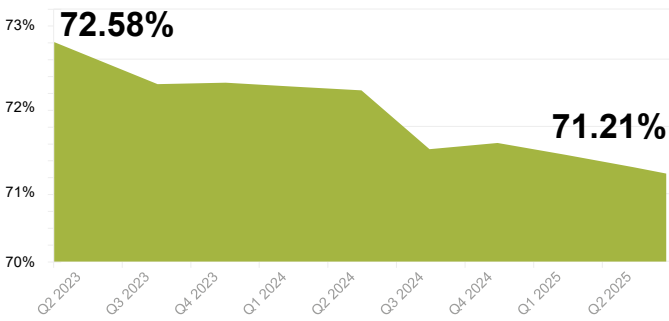
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Structure of renewed .pl domain names, Q2 2025



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Renewal rate of .pl domain names



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At the end of June 2025, the renewal rate stood at **71.21%**.



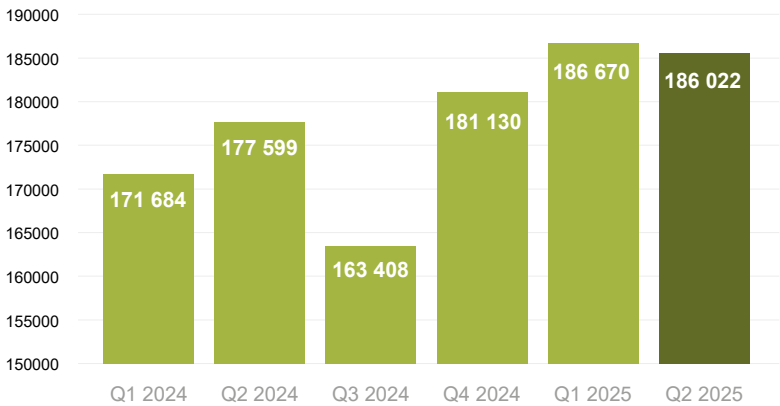
In Q2 2025, a total of **419 713** domain names were renewed

For **3 731** names, the end of the billing period was extended by an individually defined number of days

In Q2 2025, **1 428** more domain names were renewed than in Q2 2024

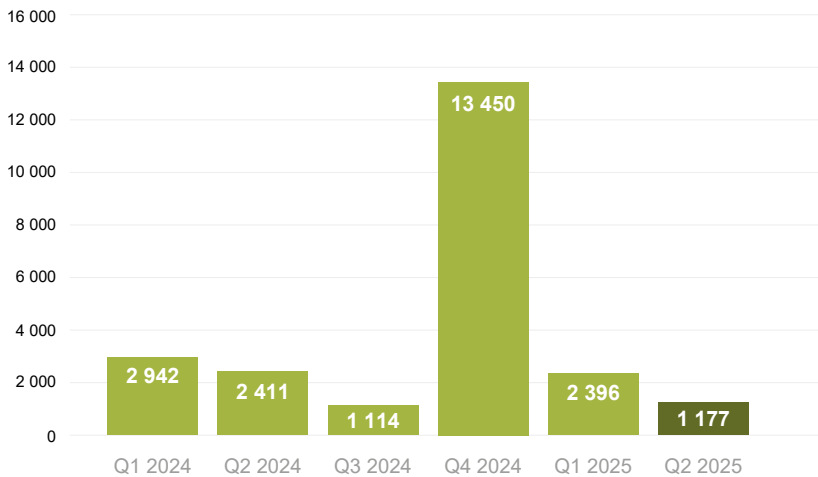
Domain names released from the .pl domain registry

Number of .pl domain names released due to lack of renewal



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Number of .pl domain names released after previous deletion



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186 022 domain names were released as a result of non-renewal

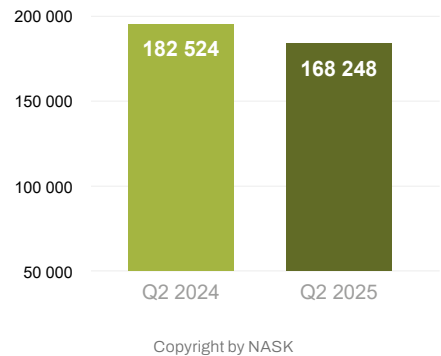
1 177 domain names were released following prior deletion

New names in the .pl domain registry

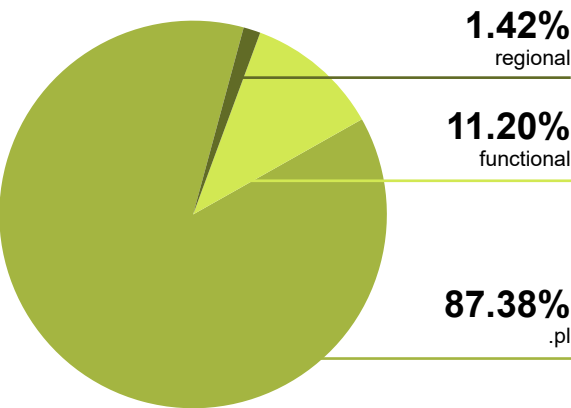
Number of .pl domain name registrations



Number of .pl domain name registrations (year-on-year)



.pl domain name registrations as divided into a type of zone, Q2 2025



In the second quarter of 2025, **168 248** .pl domain names were registered – nearly **26 thousand** fewer than in the previous quarter. Compared to the second quarter of 2024, the number of registrations was over **14 thousand** lower.



The average daily number of .pl domain name registrations was **1 849**

In Q2 2025, **7.82%** fewer names were registered compared to Q2 2024

Registrants of .pl domain names

Registrants in the .pl domain registry

Division of .pl domain name registrations for the type of a registrant, Q2 2025



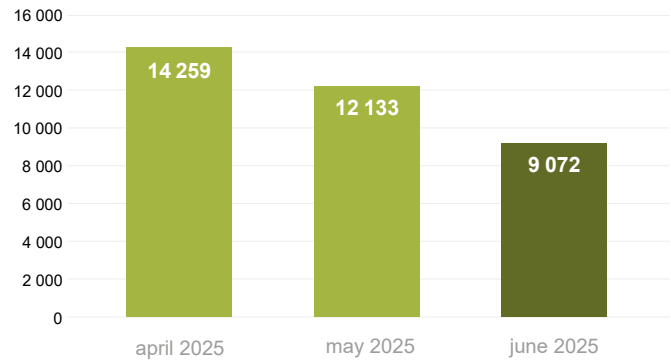
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.pl domain names, active in DNS, as divided into the type of a registrant, Q2 2025



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Number of changes of .pl domain name registrants, Q2 2025



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At the end of the second quarter of 2025, the .pl domain registry had **1 155 806** unique registrants, over **9 thousand** more than in the previous quarter.



An average of **2.22** .pl domain names per registrant

35 464 changes of .pl domain name registrants were made

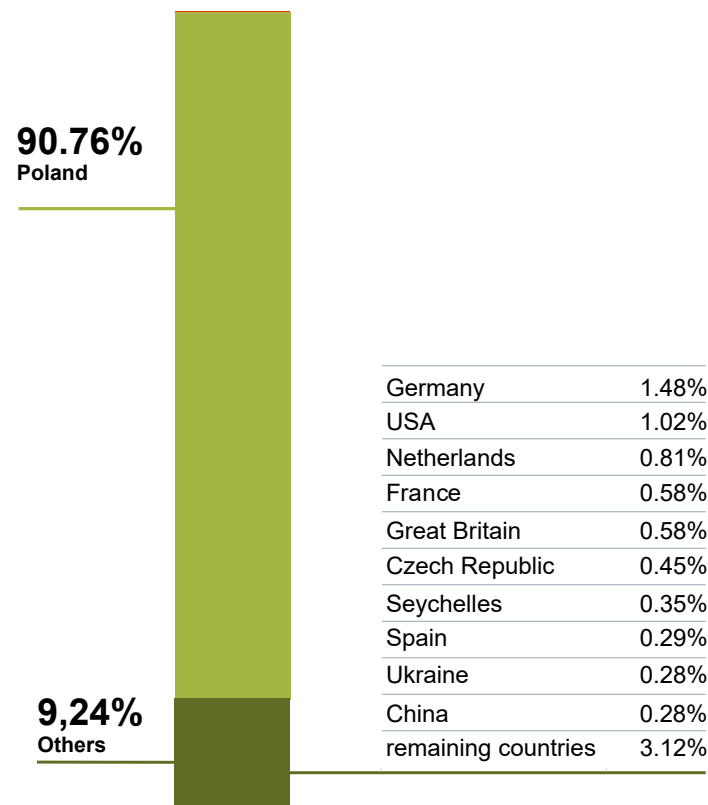
64.46% of registrants are organizations

35.54% of registrants are individuals

Registrants of .pl domain names

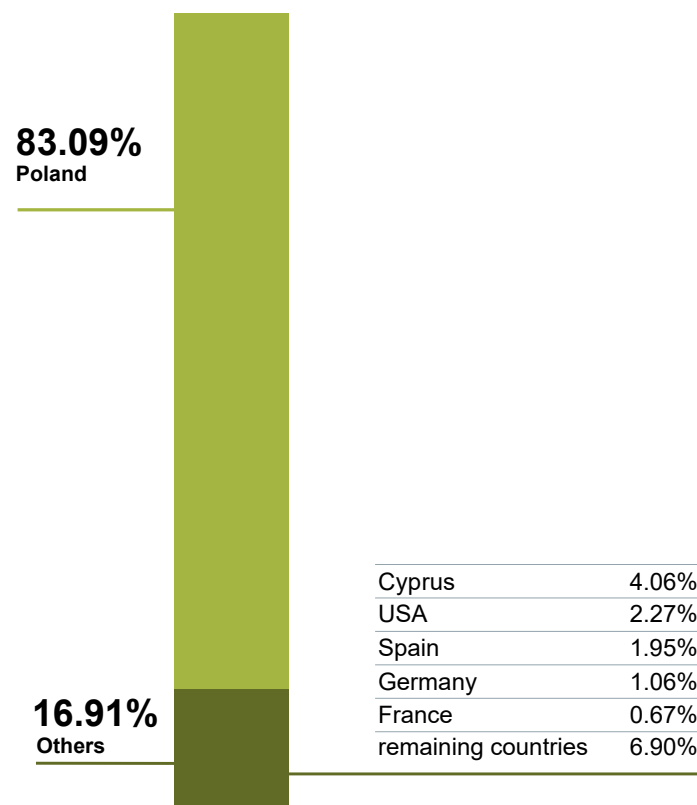
Place of residence of .pl domain name registrants

Division of .pl domain names active in DNS for registrant's country, Q2 2025



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Division of .pl domain name registrations for a registrant's country, Q2 2025

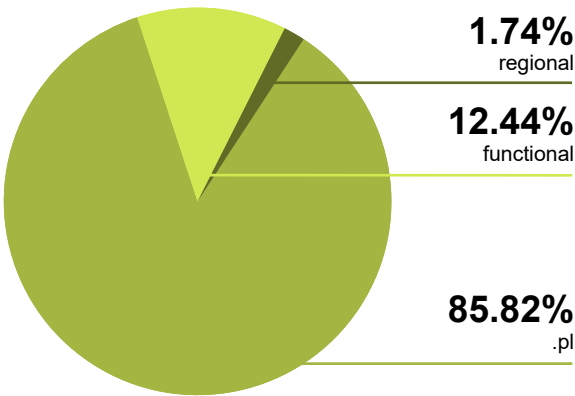


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Additional services of .pl domain registry

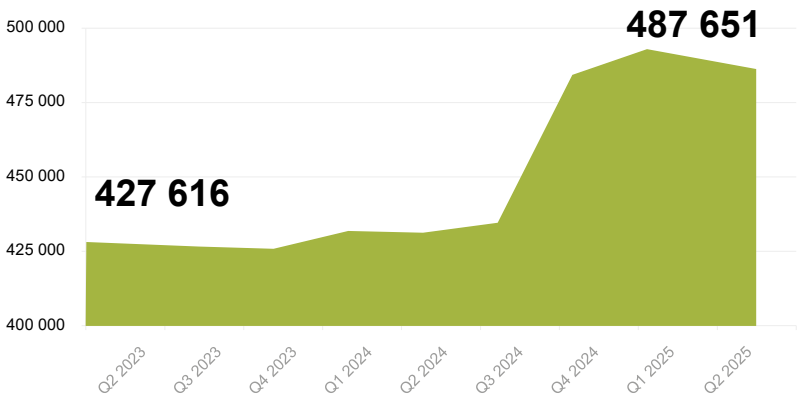
DNSSEC

.pl domain names secured with DNSSEC as divided into a type of zone, Q2 2025



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Number of the .pl domain names secured with DNSSEC



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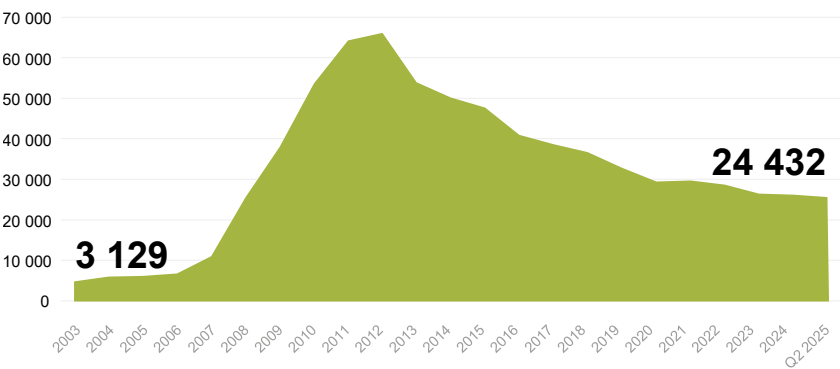
In Q2 2025, **487 651** names were secured with the DNSSEC protocol

At the end of the first quarter of 2025, the Registry maintained **487 651** names secured with the DNSSEC protocol. Almost **419 thousand** of them were registered directly under the .pl domain, nearly **61 thousand** under functional domains, and over **8 thousand** under regional domains.

Additional services of .pl domain registry

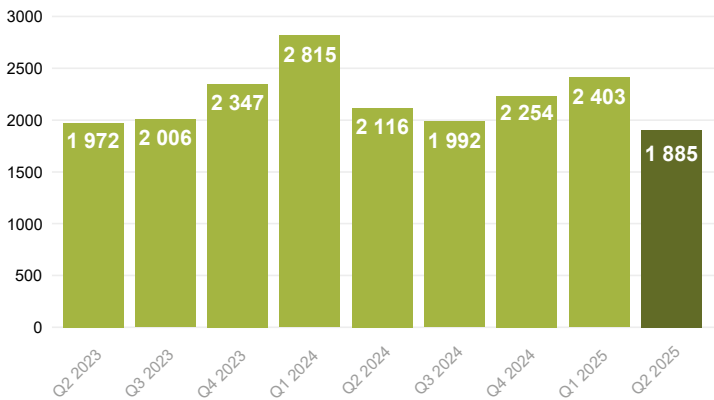
IDN

Number of .pl IDNs active in DNS



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Number of registrations of .pl IDNs



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At the end of June 2025, the .pl domain Registry contained **24 432** names with national diacritical characters (so-called IDN domains), which accounted for **0.95%** of all names active in DNS.

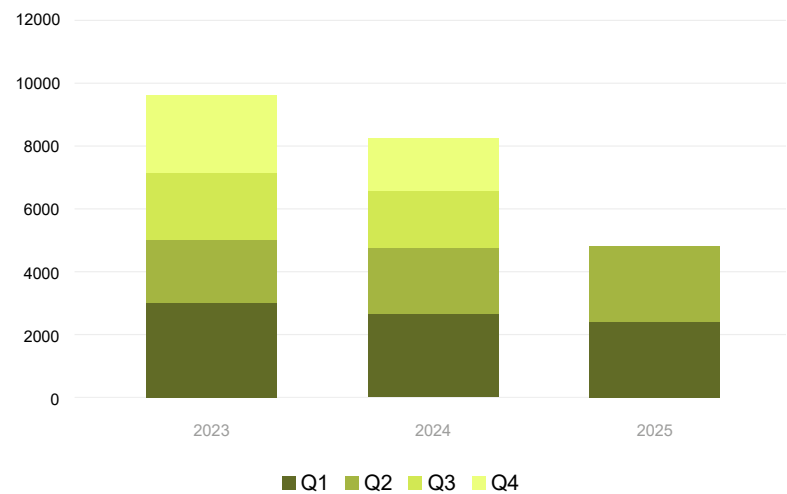


In Q2 2025, **1 885** IDNs were registered

Additional services of .pl domain registry

Options

Number of WLS registrations



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In the second quarter of 2025, **2 392** option agreements for the registration of a .pl domain name were concluded, and **454** were renewed for another three years.

Since the launch of the service, over **296 thousand** option agreements have been concluded, **42.43%** of which resulted in the domain name being made available for registration.

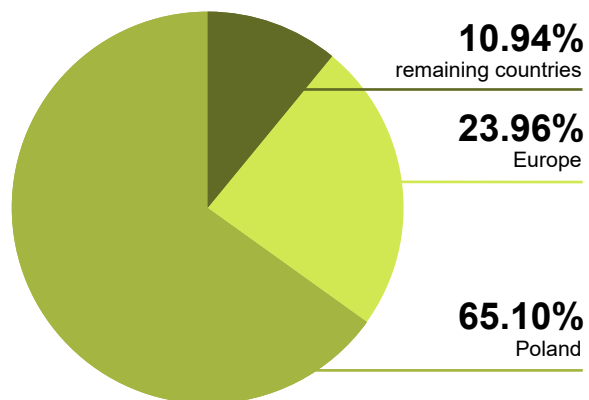


743 option agreements resulted in the domain name being made available for registration

Registrars of .pl domain names

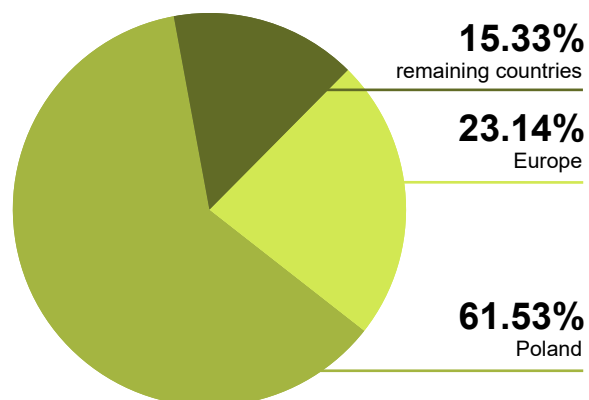
NASK Partner Programme

Division of Partners for their place of residence, Q2 2025



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Division of .pl domain names for Partner's registered office, Q2 2025



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In Poland, **125** registrars were based, serving a total of almost **1.6 million** .pl domain names. In other European countries, **46** registrars were based, handling over **594 thousand** .pl domain names. Outside Europe, **21** registrars were based, and they managed nearly **394 thousand** .pl domain names.



At the end of June 2025, **192** registrars from **22** countries participated in the NASK Partner Program



TEXT AND CORRECTION:

Editorial staff

COMPILATION AND DESCRIPTION OF DATA GATHERED FROM THE .PL DOMAIN

NAME REGISTRY SYSTEM:

Alina Wiśniewska-Skura

DESIGN:

Alicja Kaim

dns.pl

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