

ccNSO, ICANN Mex, 2009

3rd level domains under .PL



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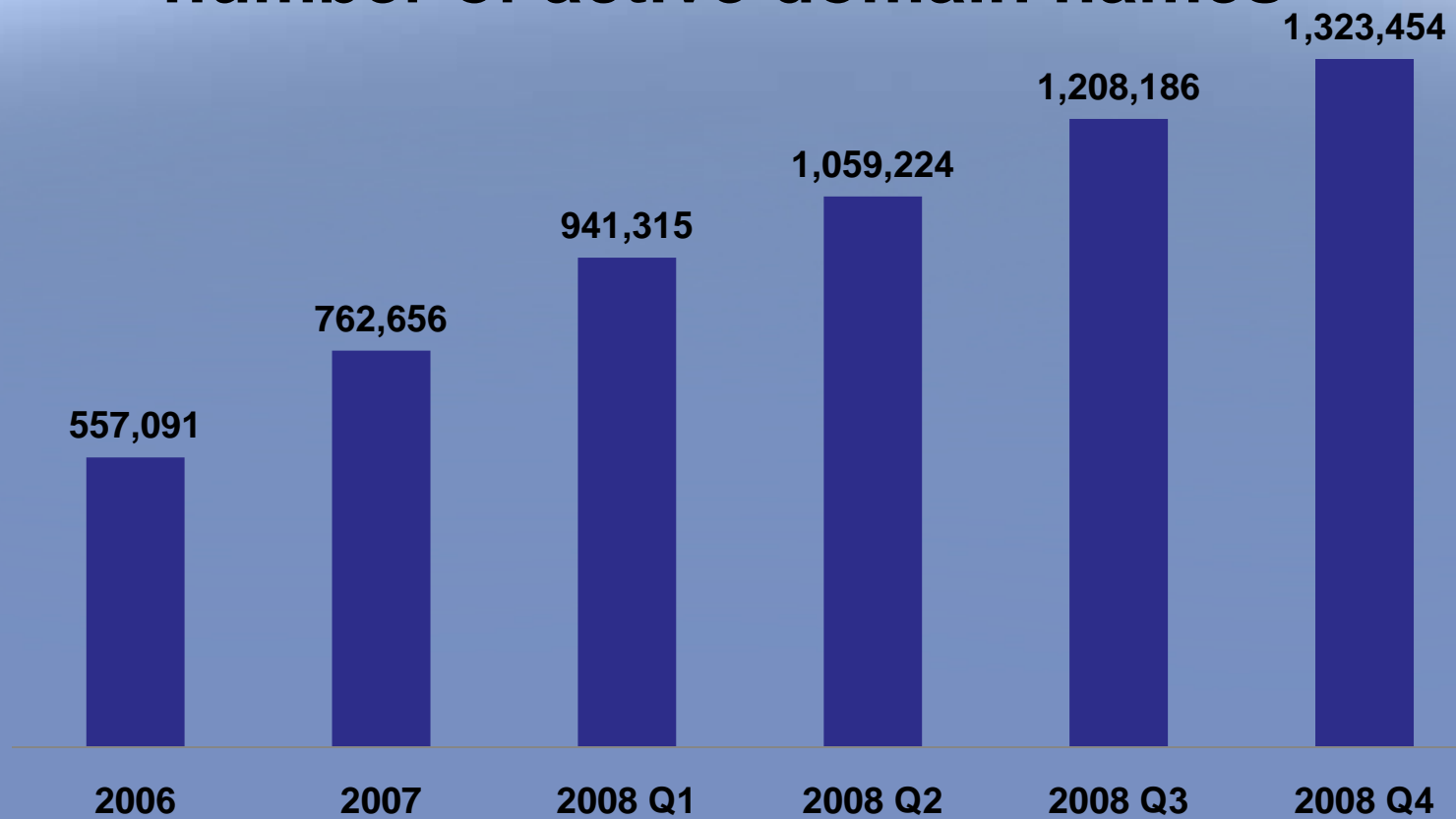
NASK overview



.pl in brief... 😊



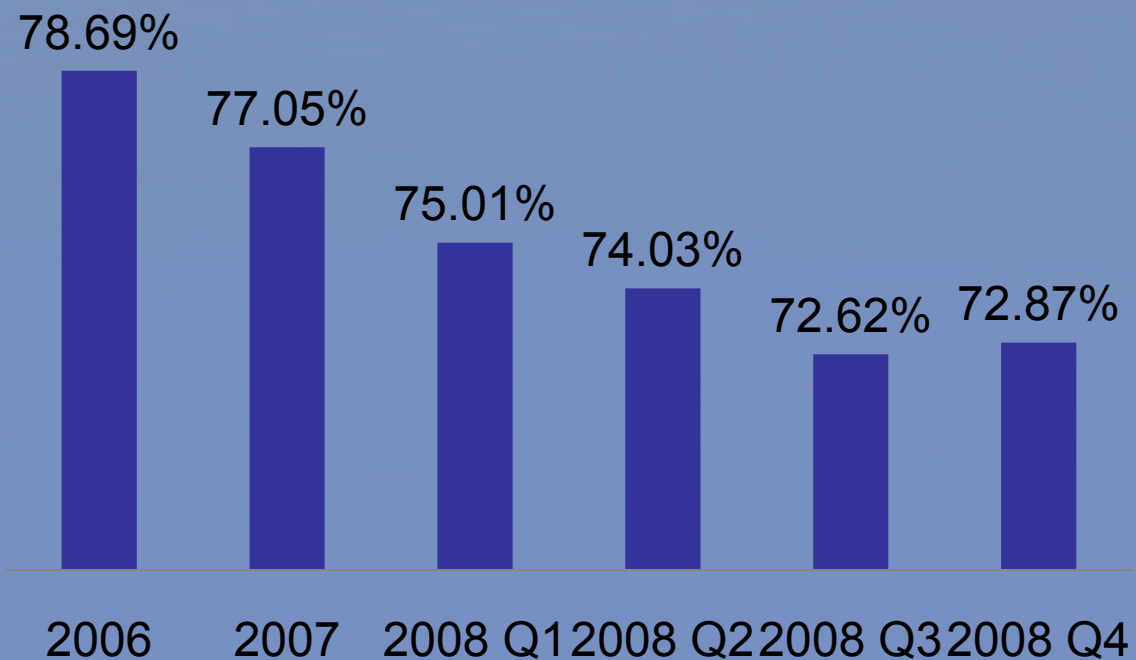
number of active domain names





renewal rates under .PL...

renewal rates





Wait List Service (WLS)

- main purpose: **to secure registration if domain name expires,**
- **valid for 3 years,**
- only 1 WLS for one domain name,
- available only through Partners,
- product is targeted to “domainers” to secure registration if domain name expires,
- service provided by the Registry – **100% guarantee to register domain name** if domain name expires,
- NASK decreased the price from 150 PLN (June 2004 – January 2008) to **30 PLN** (February 2008 – today); **30 PLN = 8 USD**



Domain Name Tasting

- main purpose: **traffic testing**,
- targeted (generally) to “domainers”,
- start: September 3rd, 2007,
- **14 days** for “tasting”,
- 1 zł = 0,26 U\$,
- **105 469** DNT registrations until February 2009.

3rd level domains

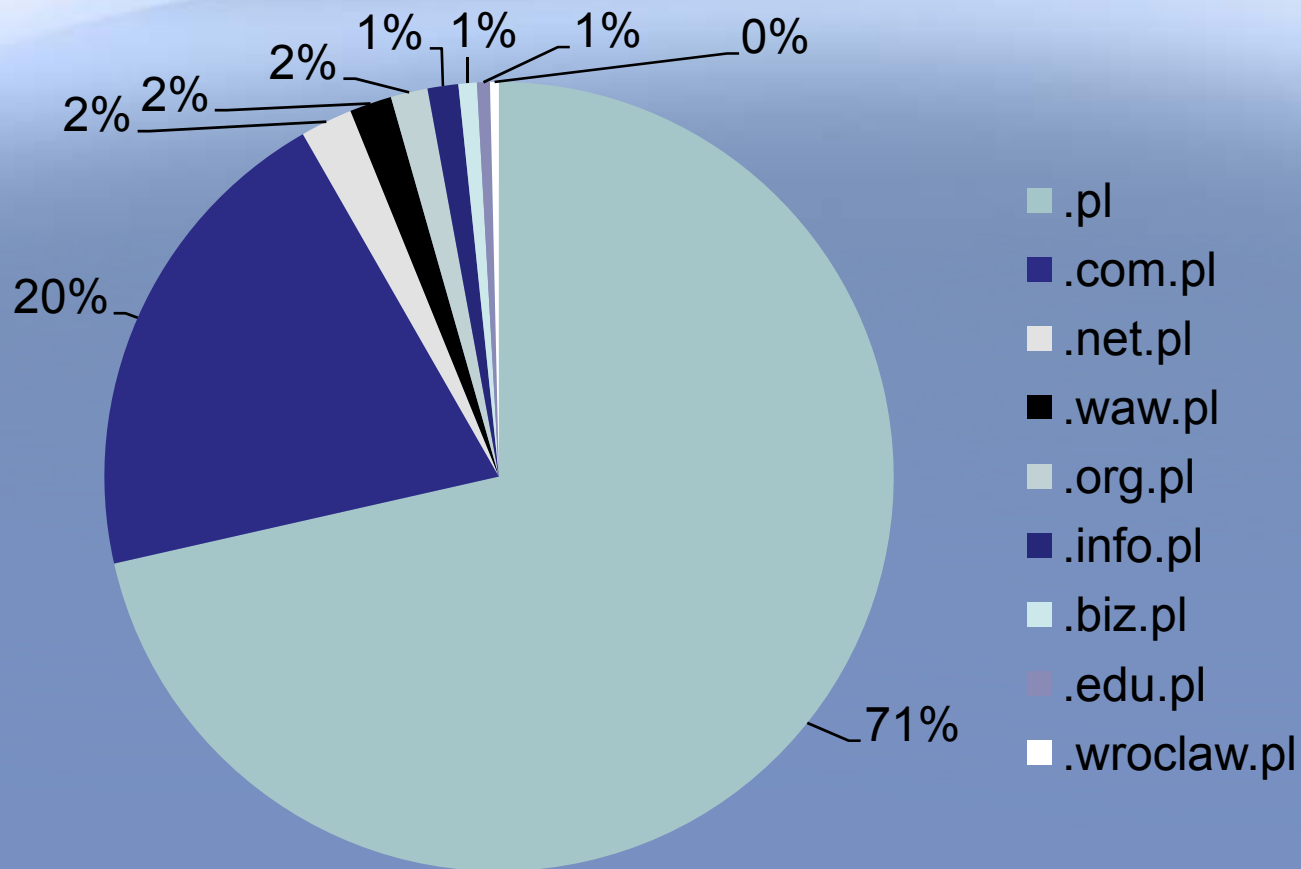




domain types

- NASK registers domain names under:
 - **.pl**
 - functional domains like **.com.pl** .org.pl .sex.pl
 - regional domains like .warszawa.pl
- **67%** of all domain names are registered under .pl
- **19%** of all domain names are registered under .com.pl

popularity ranking



why people choose 3rd level names?



- no restriction to register 2nd level domain names, so **why people choose 3rd level domain names?**
 - because of historical reasons .com.pl is perceived as **must have** equivalent to .pl,
 - if .pl is taken, 3rd level name is attractive for no-business entities,
 - 3rd level domains are cheaper...



price list

- registration:
 - .pl: 10 PLN = 2 EUR
 - **.com.pl** 7.50 PLN = **1.6 EUR**
 - “regional” 2.5 PLN = 0.50 EUR
- renewal:
 - .pl 40 PLN = 8.3 EUR
 - **.com.pl** 30 PLN = **6.25 EUR**
 - “regional” 10 PLN = 2 EUR



- it's perceived that .com.pl equivalent of .pl is “must have” for big companies & trademarks holders
- growth rate of .com.pl is similar to the growth rate of .pl
- other names are useless, except generic names under “regional” names