

Future Business Trends in the Domain Industry

SecondaryMarket2009.pl

A close-up photograph of a hand with a yellow-gold ring on the ring finger, pointing towards a globe. The globe is partially visible on the left side of the frame, showing the Americas. The background is a soft, out-of-focus blue and white.

Andrzej Bartosiewicz, NASK

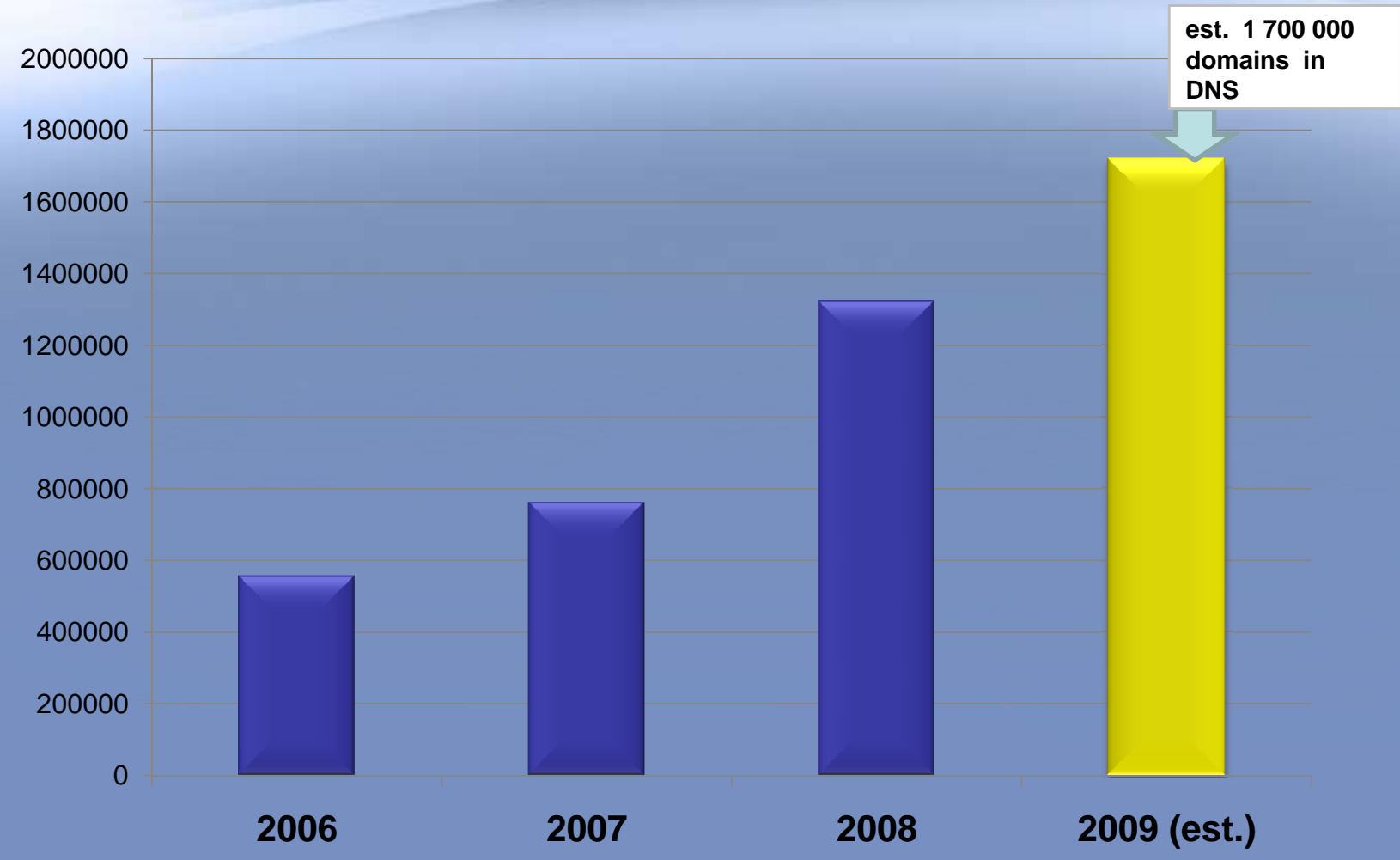
.pl domain market in 2008



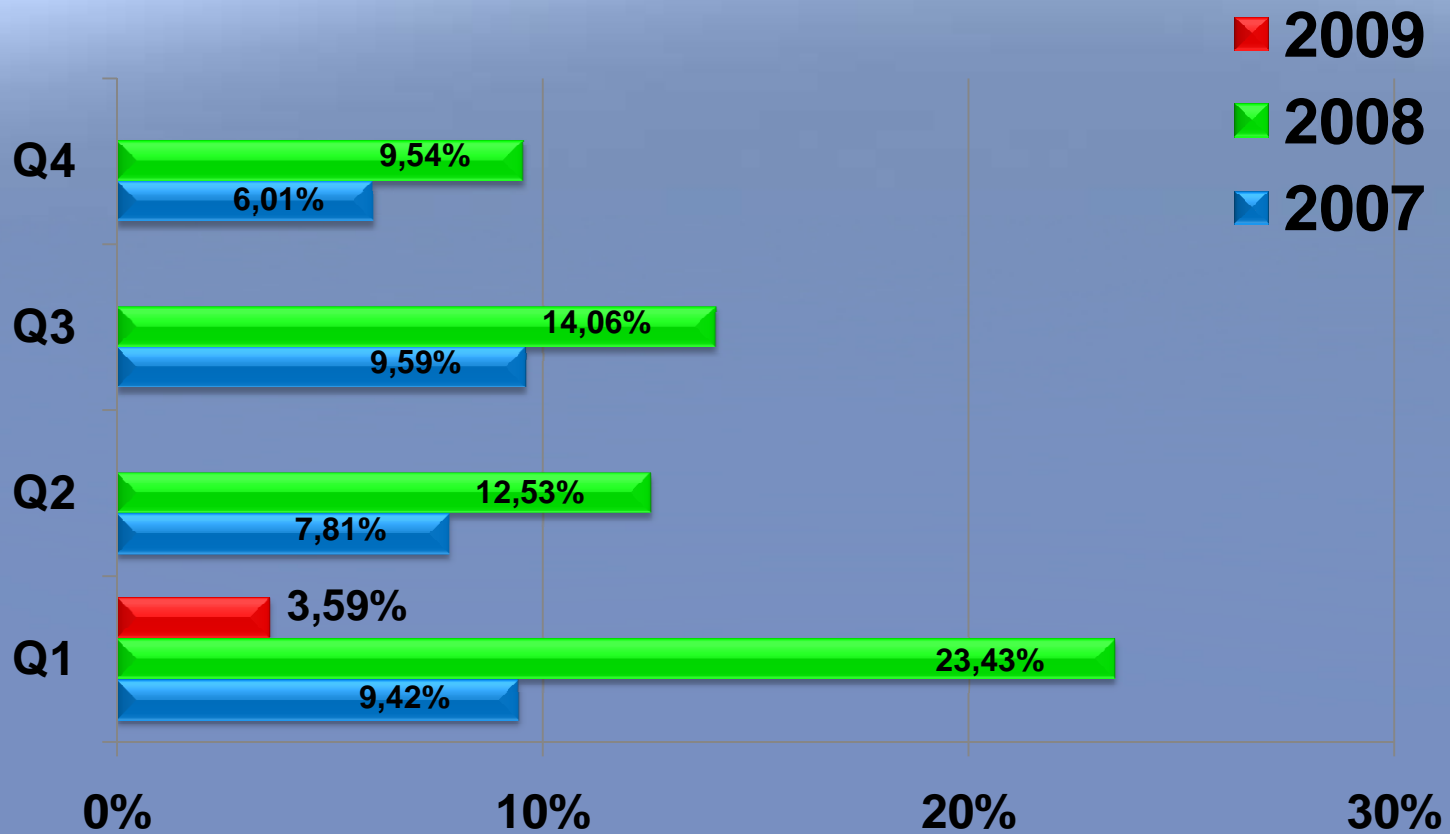
total number of the active domain names @ NASK



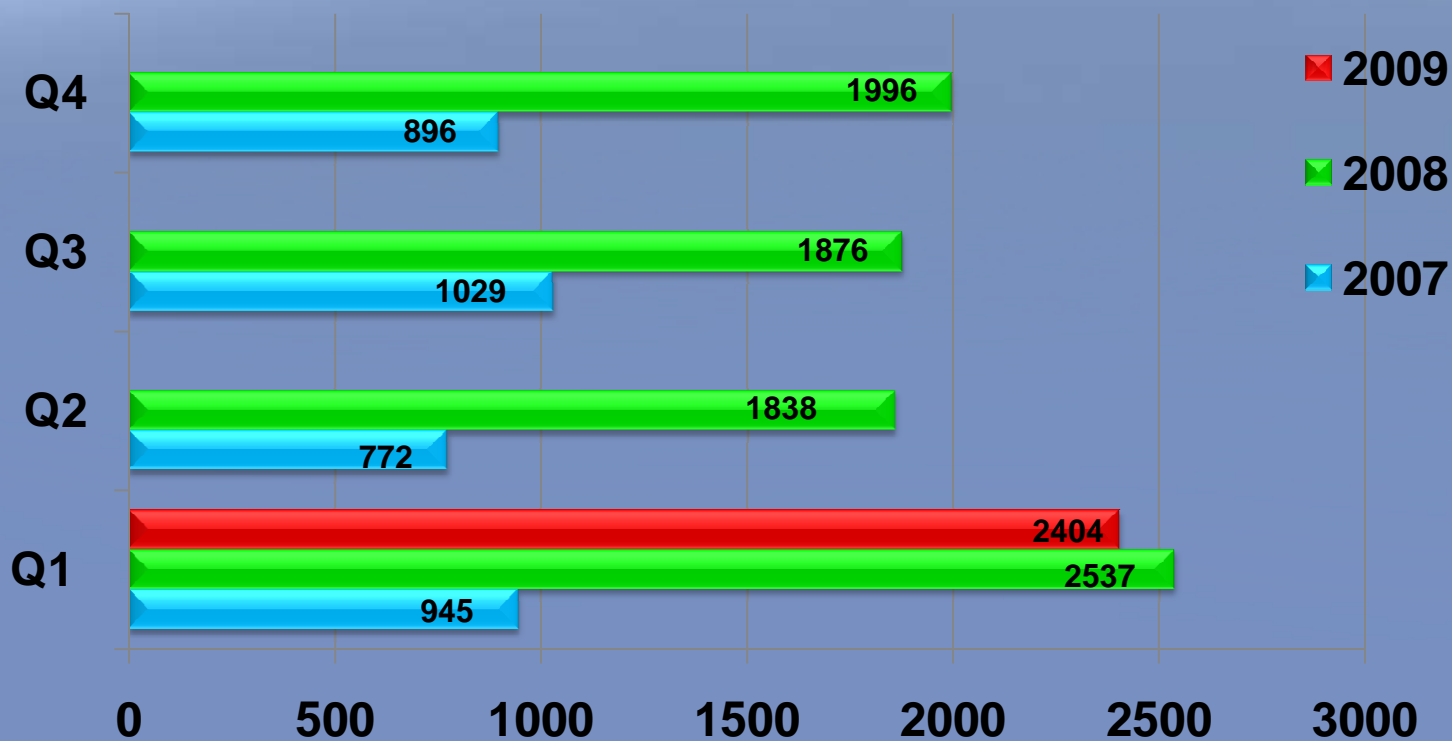
registrations, 2009 (est.)



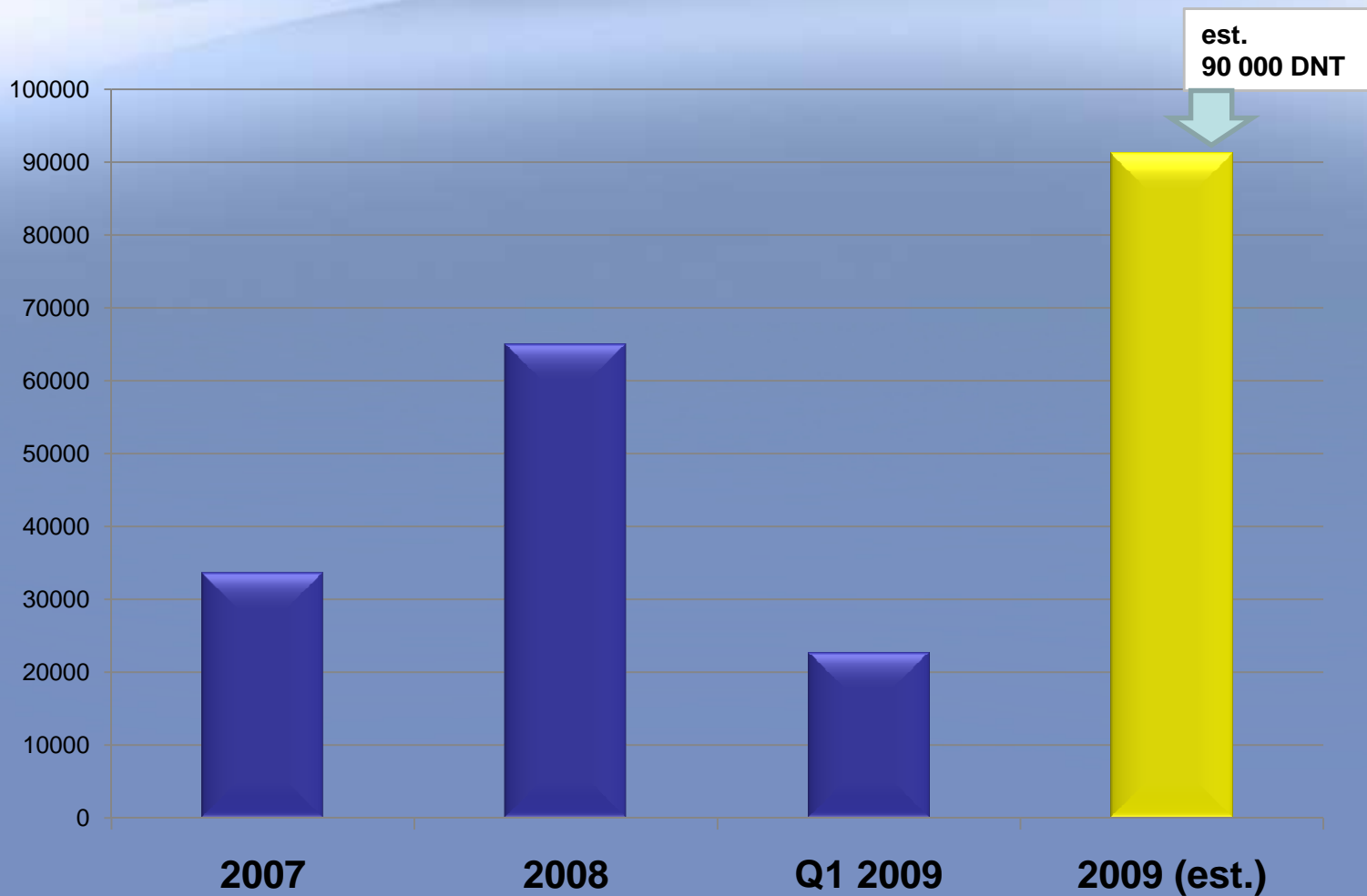
of domain names growth, Q2Q



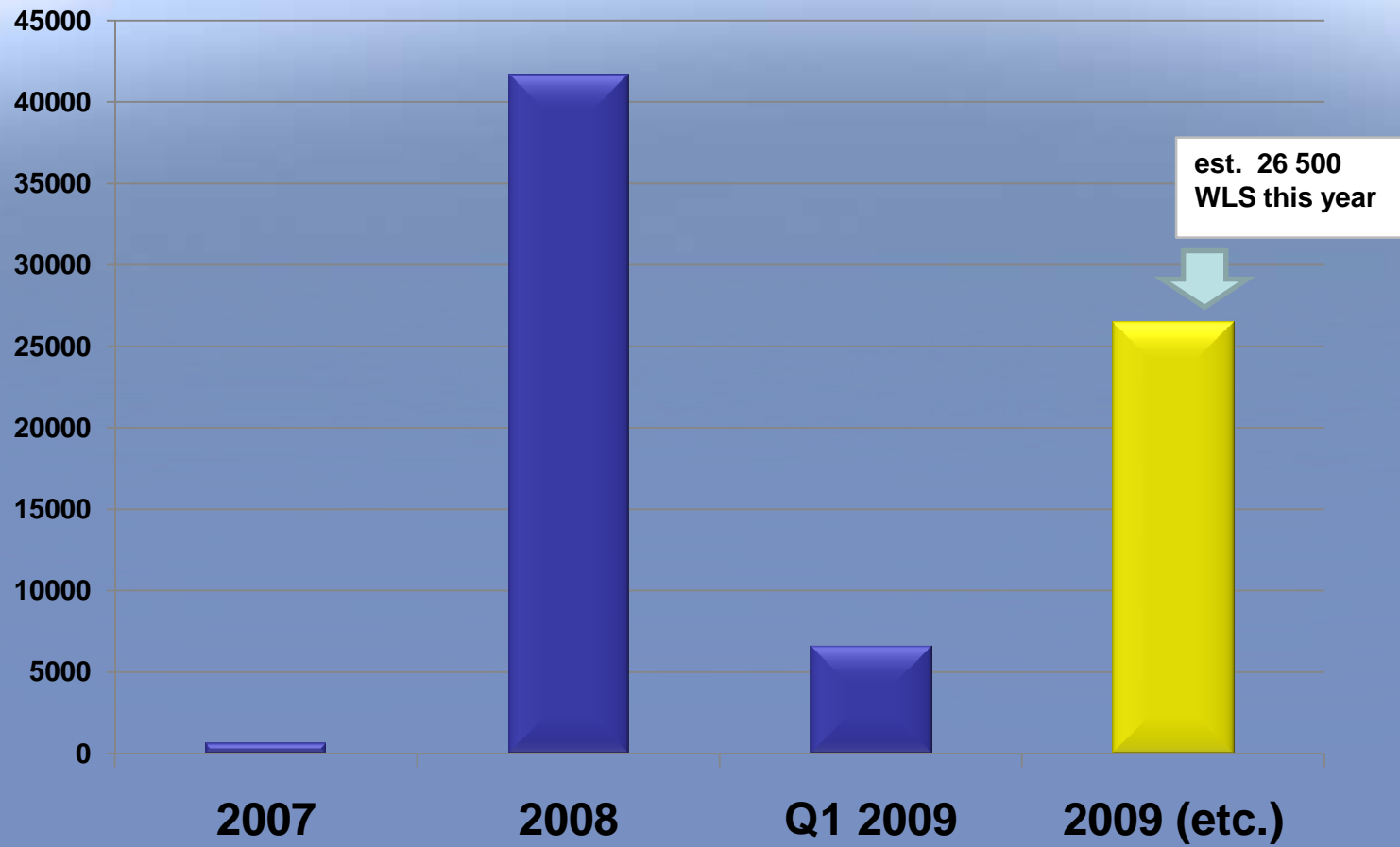
new registrations, daily average



DNT registrations



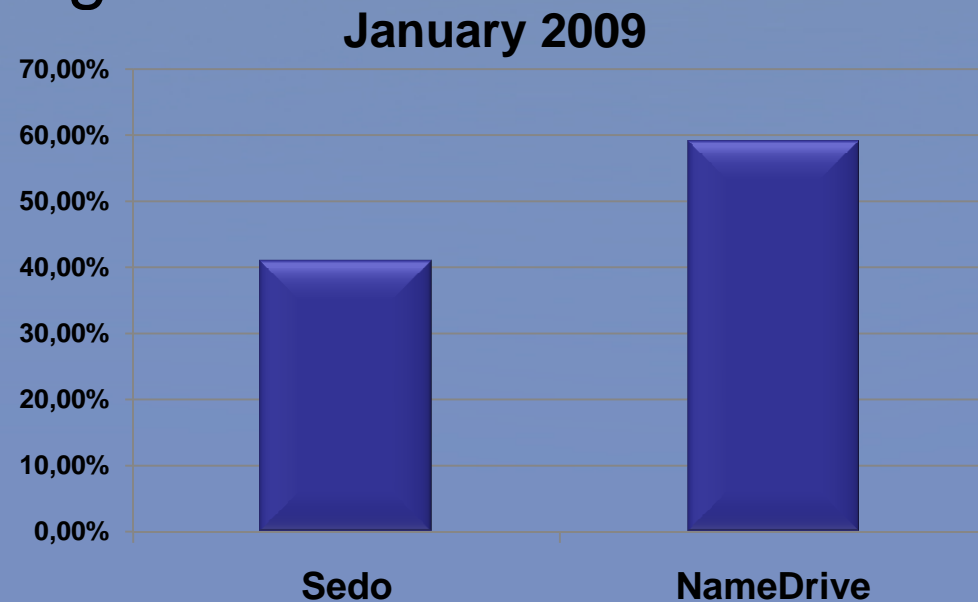
WLS registrations



aftermarket in brief



- parking market size is **6%**
- (only) two big players: Sedo and NameDrive
- parked.com just starting...



changes before 2009



how we started with aftermarket support / business development



- in 2007 NASK decided to invest in the aftermarket growth and intensified efforts to deliver new services to the market,
- it's important to have healthy balance between primary and secondary market,
- decision to support aftermarket using the “business tools” only: **new services** + more information in WHOIS/clear procedures

new services dedicated to the
aftermarket



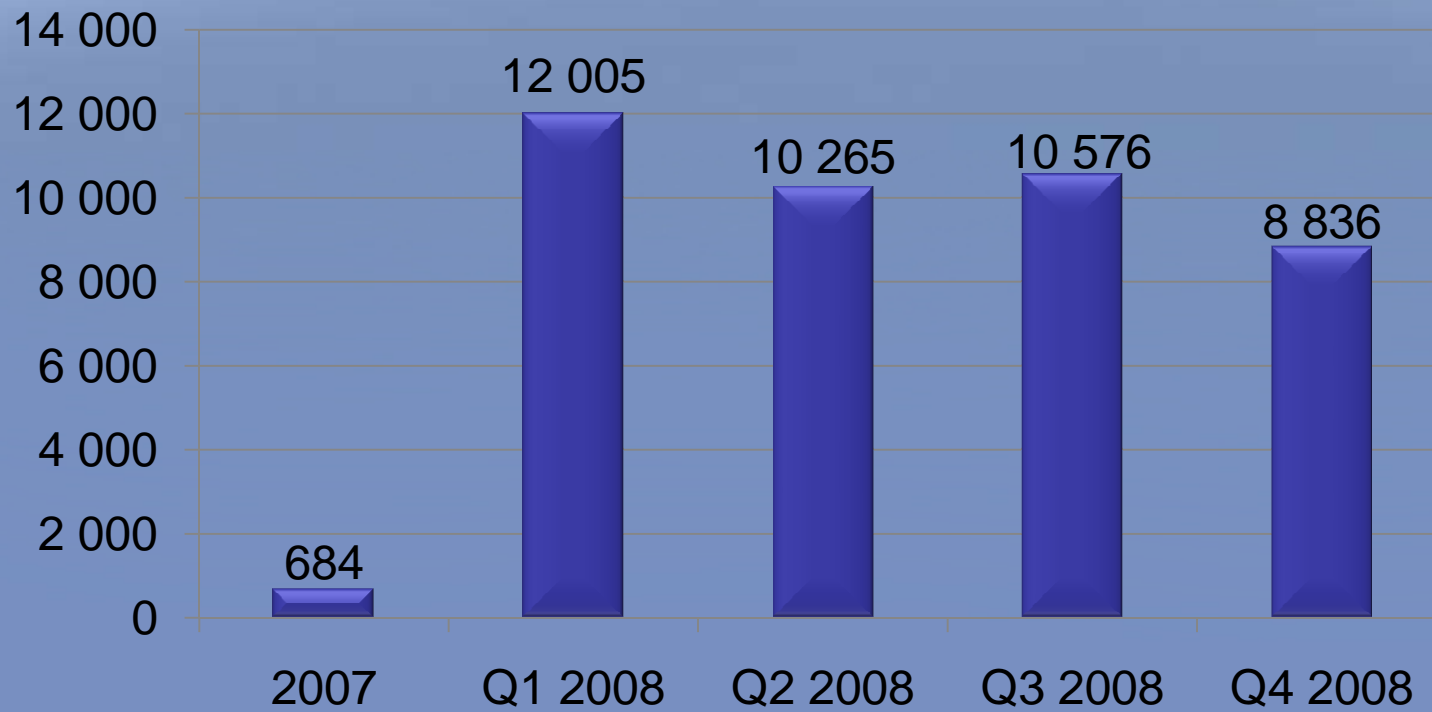
- **WLS (Wait List Service)**
– *implemented in 2004*
- **DNT (Domain Name Tasting)**
– *implemented in 2007*
- **new features in WHOIS**
– *implemented in 2008*
- **list of expired names**
– *implemented in 2008*
- **list of NXDOMAINS**
– *implemented in 2008*

Wait List Service (WLS) – product overview



- main purpose: **to secure registration if domain name expires,**
- **valid for 3 years**, only 1 WLS for one domain name,
- product is generally 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 = 9 USD

of new WLS



Domain Name Tasting



- main purpose: **traffic testing**,
- targeted (generally) to “domainers”,
- start: September 3rd, 2007,
- **14 days** for “tasting”,
- 1 zł (0,30 U\$),
- **121 468** DNT registrations until April 2009.

*dropcatching and the list of
expired names*



renewal rates under .PL...



renewals statistics...
...have no more sense today...



- expired domain names are registered within seconds after expiration...
- **85%** of expired domain names under .PL are taken (registered, booked, tasted) within first 24 hours,
- publication of the lists of expired names **directly increased the efficiency** of “drop catching”.

examples of expired names...



→ IDN | → ENUM | → NASK Registrar Programme | → WHOIS | → Contact us |  

| NASK Registrar Programme > List of expired domain names

↓ LIST OF EXPIRED DOMAIN NAMES

Below you will find list of all .pl deleted domain names from DNS. The list is updated three times a day after every .PL zone DNS full export. The list is also available in txt format at: http://www.dns.pl/deleted_domains.txt

2009-04-08 12:12:52 MEST

tauceramica.pl.
kilim.pl.
urzedzeniaplock.pl.
kurviki.pl.
flyingbistro.pl.
maxcup.pl.
catlist.pl.
otto.pl.
notarnieruchosci-michalska.pl.
korolrealty.pl.
delicje-cafe.pl.
gimlack.pl.
o-czym-marzysz.pl.
tauceramika.pl.

list of NXDOMAINS



NXdomain.pl



- targeted to “domainers” only,
- NASK started publication of **the daily top one-hundred NXDOMAINs list** in July 2008
- domain names with the NXDOMAIN status (rcode=3) and the total number of responses,
- all the names that might be attractive for domainers, are immediately “tasted”,
- NXDOMAIN list was highly expected by foreign domainers, but in the reality only Polish domainers make use of it now.



DOMAIN NAME REGISTRY



→ NXDOMAIN | → TOP 100



↓ TOP 100 NXDOMAIN

Bellow you can find the list of the TOP 100 domain names included in the responses with the NXDOMAIN status (rcode=3) and the total number of responses. Results relate to data collected for the last 24 hours. The list is updated daily at 9:00 a.m. It started on 2008-07-22.

The list is also available in txt format at: <http://nxdomain.pl/nxtop100.txt>

2009-04-08 09:00

server-e-friends.pl 52602 **NEW**

mars.czest.pl 24844 •

oku.pl 11577 ◆

illefarn.pl 8405 ◆

e-dns.pl 7457 ◆

buffy.pl 7308 ◆

balticatrading.pl 7158 ◆

osce.waw.pl 6325 ◆

interkonket.pl 5088 •

lanet.szczytno.pl 4444 **NEW**

7pm.pl 4090 ◆

jenczek.com.pl 3903 ◆

simtech.pl 3899 ◆

new features in WHOIS



additional data in WHOIS



- registration date and time (hh:mm:ss)
- **expiration date and time**
- WLS, DNT – date and time
- domain name status visible (registered, reserved, tasted, tasted-blocked, expired, blocked, book-blocked)
- and more:
<http://www.dns.pl/english/stanydomeny.html>
http://www.dns.pl/english/states_of_domain.pdf

“new” WHOIS – advantages and disadvantages



- publication of the expiration time is something that we implemented for domainers,
- when “release” time is known, “dropcatchers” can send <domain:create> query **exactly** in time of expiry,
- no need for continuous (useless) queries through the whole day or week (as before) to take expired domain name,
- server load first significantly **decreased**, but than **increased** due to competition among dropcatchers,
- today less 6% of the market creates more than 90% of the servers load.

marketing and PR



NASK efforts to promote aftermarket in media



- **conference** dedicated to Aftermarket in 2008
www.SecondaryMarket.pl
- upcoming **conference** dedicated to Aftermarket in **2009**:
www.SecondaryMarket2009.pl
- **TV interviews, press releases**
- on-line **BLOGs**: webhosting.pl/bartosiewicz
- reports (quarter and annual) and more...

what's on radar in 2009/2010



more registrars to serve...



- we plan to implement **pre-paid model** with **easy to sign agreements** (no security instruments)
- it's expected more foreign Registrars to come in 2010.

new promotion...



- to promote 2nd level domain names like .biz.pl
.net.pl
- for each registered .pl, Partner gets one 3rd level domain for 1 PLN.
- starts soon

financial changes...



- due to the high number of <domain: create> queries to the system for one domain name, we see increasing **useless** heavy load on our systems.
- as the remedy, we plan to **charge** for each unsuccessful <domain:create> command.



- More on the new contract and the registration rules in Monika's presentation later in the day.

Enjoy the conference!