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# THE DOMAIN NAME MARKET IN POLAND

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# THE VERY BEGINNING

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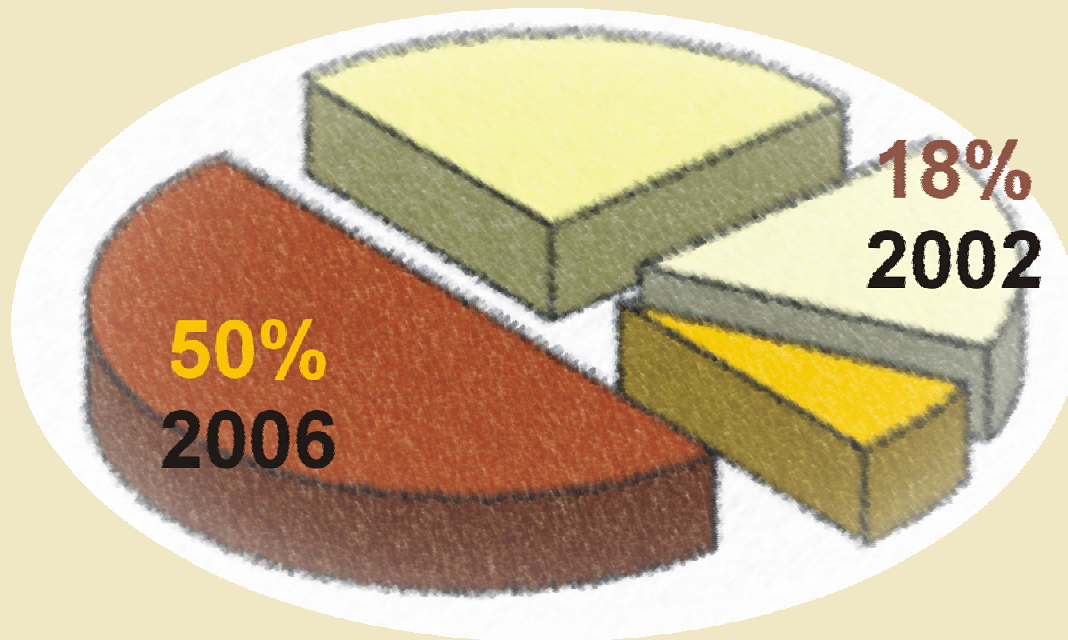
- How it all began
- The first .pl domain name
- An important year in the history
- Commercialization
- The Golden Age
- IDN



# 2006 & 2007



- ◆ How can the success be measured
- ◆ Debut of the .eu domain name
- ◆ The new exotic domain names
- ◆ Euro 2012
- ◆ Domain Name Tasting



# STRATEGY



Precise communication network between:  
NASK → the target customers → the registrars.

It is worth noticing that such a network was built nearly out of nothing.  
The decisions of NASK have always been:

- very conscious,
- \* carefully considered,
- \* rational.

Creating new strategies the representatives of NASK are well informed how to obtain information from the precious sources such as the groups of registrants and registrars.

Positive approach is easy to measure by the high number of face- to- face meetings NASK holds with the registrars.

The new solutions are always carefully observed and monitored after their implementation and modified if necessary, in order to obtain the best results and the most satisfying effects.

Thanks to such approach the decisions are:

- \* hardly ever wrong,
- \* the profits and gains may be shared among the registrars and registrants, keeping them satisfied.



# MARKET DEVELOPMENT



Dynamics of the domain market in Poland.

The market is competitive, and continually wound up by NASK, who supports the competition with a regular, attractive and seducing promotions.

Hundreds thousands domain names are hundreds thousands business ideas.

Two very important aspects should never be forgotten:

- 1) direct influence of the domain market development on the companies offering the additional services such as hosting accounts, website creation, graphic design, e-mail accounts, or even software services and dedicated or collocated servers.
- 2) general awareness and availability of the domain names on the Polish market.

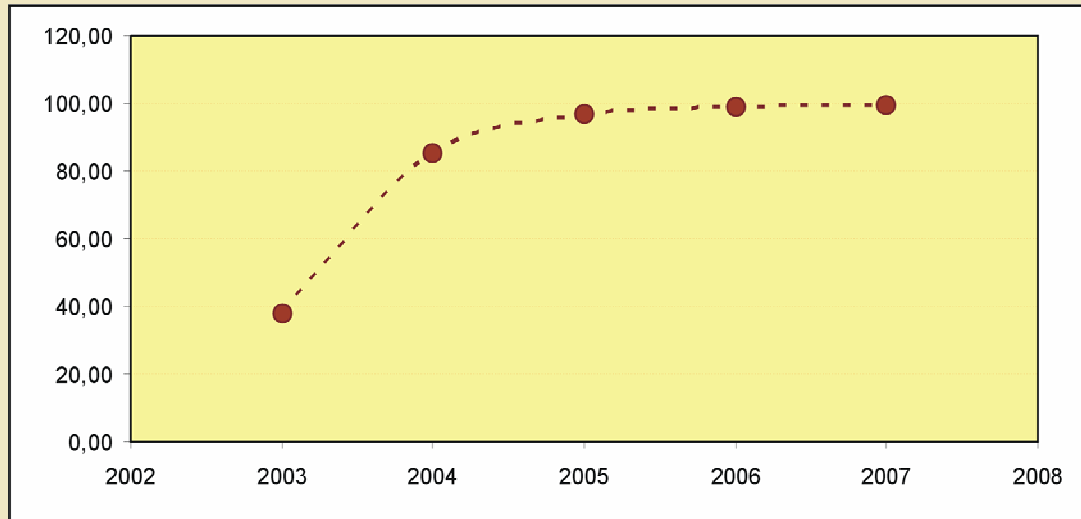


Nowadays, not only the companies cannot imagine their existence without the cyberspace, so cannot the politicians, actors, singers or other celebrities. What is much more optimistic, the registrants are more and more often private individuals, for whom a personal website is usually a device that enables self presentation among the families, acquaintances and friends.

# THE CHANGES



- The birth and childhood of the Polish Internet
- “The network of well-educated males”
- The growing demand for Internet related services
- The Registrar's profile
- Who visits the Cyberspace?
- The Registrant's profile



The average percentage of registrations made by the Partners of NASK (per year)  
Based on: <http://dns.pl/porozumienie/tyg.xls>

# ACCREDITATIONS



On the example of our company, Az.pl was the first Polish registrar to get the ICANN accreditation in Poland in 2007. We are very proud of this fact, especially looking on the list of accredited registrars the word „Poland” causes positive and extremely strong emotions.

Our aim is enabling domain names registration without the necessity of using the middle men, directly at the source – this is why we needed the accreditations of ICANN, Verisign, Neulevel, PiR and Afilias. We do not rest on our laurels. We set ourselves new goals and accomplish them. Such a goal is the Runic accreditation for the .ru domain name and the Eurid accreditation for the .eu domain name.



This is why it was so important to get the Code of Conduct and it is worth mentioning that this year Az.pl became the first Polish registrar, given the honor of joining the Code of Conduct subscribers list.

# ACCREDITATIONS

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Our Customers interests are developing.

The individuals more and more often travel to the remote countries and become interested in foreign businesses. We would like to offer them whatever they need to succeed in the cyberspace right here- in Poland.

We are able to do so thanks to the largest number of the domain names extensions, for example coming from Seychelles, Tonga, China, Greenland and over a hundred other countries.

Our second aim is branching out to the developing market of Ukraine and achieving the accreditations of the other registries .



# THE FORECAST

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- Growth of Internet awareness
- Mass media and the Internet
- The forecast for the next decade
- The importance of the investments
- A paradox
- Secondary market significance
- New extensions



# ACKNOWLEDGEMENTS

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The .pl domain name is still the most popular one on the Polish domain market , what automatically makes NASK the main source of actions for the future. The fact that NASK was appointed by ICANN to lead a conference in Poland is something we all should be very proud of.

