

NASK .PL Registry & Registrars



www.dns.pl

email: partner@dns.pl

AGENDA

- ***.PL REGISTRAR PROGRAM before and now***
- ***Registration process***
- ***Prices and discounts for Registrars***
- ***IDNs***
- ***States of the domain***
- ***Services only for Registrars***
 - ***Domain Name Tasting***
 - ***Waiting List Service***
- ***Results***



INTRODUCTION

NASK is .PL Registry since 1994

Registry – Registrar model was accepted in the beginning of 2002
In March 2003 started .PL Registry system with totally automatic EPP communication

- up to 10 Registrars - only from Poland
- about 150 000 domains
- 100% served by NASK
- 100% direct registration

.PL REGISTRAR PROGRAM is directed to the companies with experience in domain names business. NASK gives Partners (Registrars) possibility to register and maintain domain names fully automatically using EPP communication.



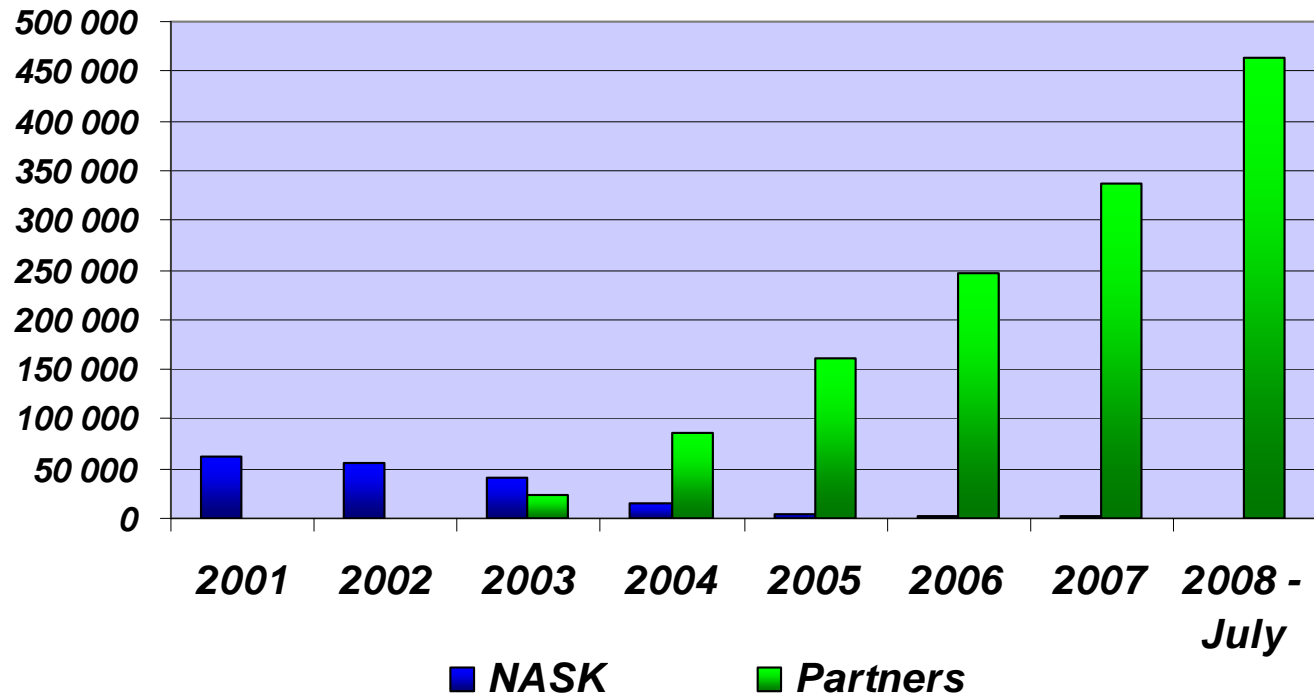
.PL REGISTRAR PROGRAM

NASK . PL Registry offers professional service for Registrars

- Dedicated Key Account Manager
- Technical support via e-mail, phone
- Technical documentation on-line (log in for Registrars only)
- NASK Registrar Programme website contains:
 - general information and preconditions
 - price list
 - paying by credit card possibility
 - the list of Partners
 - statistics
 - list of deleted from DNS domain names (updated 3 times a day)
 - Registry system availability and DNS updates (RSS)
 - information about transfers
 - customer rights



Domain registrations devided by NASK & Partners (yearly)



Since the moment of introducing the Partnership Program, we have been observing permanent increase of the number of registrations. In whole 2007 we noticed over 340 000 registered domains but in first 7 months 2008 over 450 000!

Actually 96% of the registered domains are handled by Partners.
There is 0.16 % direct registration.



Registration process

Direct registration in NASK:

- on our website customer should read and accept .PL Domain Names Rules
- enter the domain name she/he wants to register
- fill in the electronic form (domain name, 2 name servers, reason, personal data)
- print submitted form, sign legibly and send it together with registry documents (only companies) by fax to NASK

Registration by Registrars:

- registration process in most cases is done electronically, fast and easy (customer checks availability and accepts both NASK's & Registrar's Rules, giving personal data)
- Registrars offer package of services, domain service is usually connected with other services, e.g. hosting, e-mail account, www, ...
- promotions, what makes the price very attractive e.g.: ~ €0.27 (90 gr) for a new registration



PRICES and DISCOUNTS

BASIC PRICE for direct service =

domains served by NASK (net value of prices)

- for .pl ~ € 60 (200 pln)
- for functional domain name ~ € 45 (150 pln)
- for regional domain name ~ € 15 (50 pln)

DISCOUNTS for Registrars:

NASK offers for Partners high discounts from the basic price.

Discount model was changed once a year, always to Registrars' favour

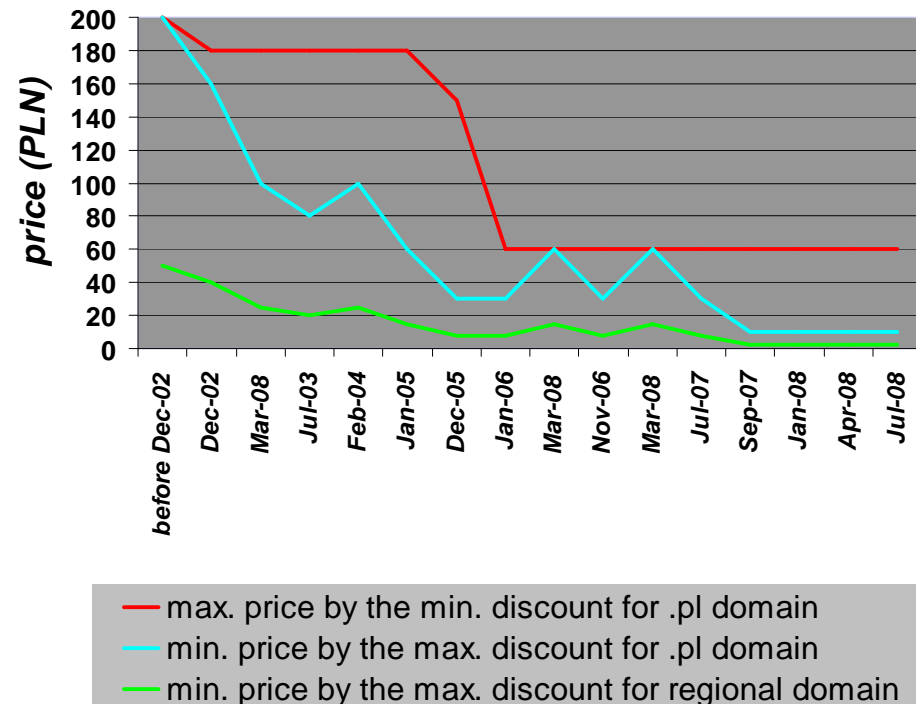
- based on number of domains served
- based on number of domains registered

Promotions are once or few times a year, for all Registrars

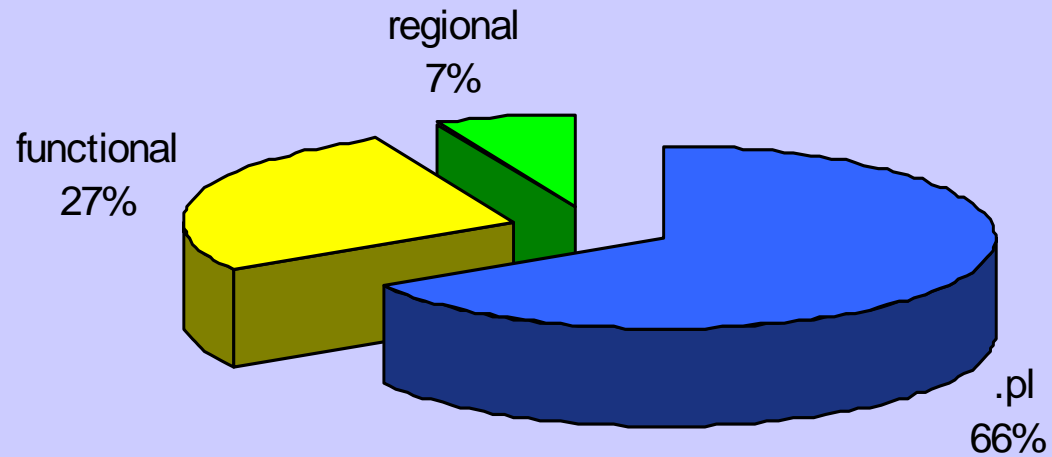
- it's refer only for domains (including IDNs),
- not dedicated to other services (Options, DNTs)

In 2008 .PL Registry offers 95% discount for all .pl new registration with one year period, e.g. for .pl ~ € 3 (10 pln).

.pl domain price changing for Partners



.PL domains registered in different zones.



Possibility to register under 2nd level names

- ZONES:**
- .pl
 - functional (.com.pl, .org.pl, .info.pl, net.pl, ...)
 - regional (.warszawa.pl, .wroc.pl, .szczecin.pl, ...)



Example of IDN translation

Unicode form of IDN:

www.żółty.pl

After translation to ASCII form (called as well ACE form):

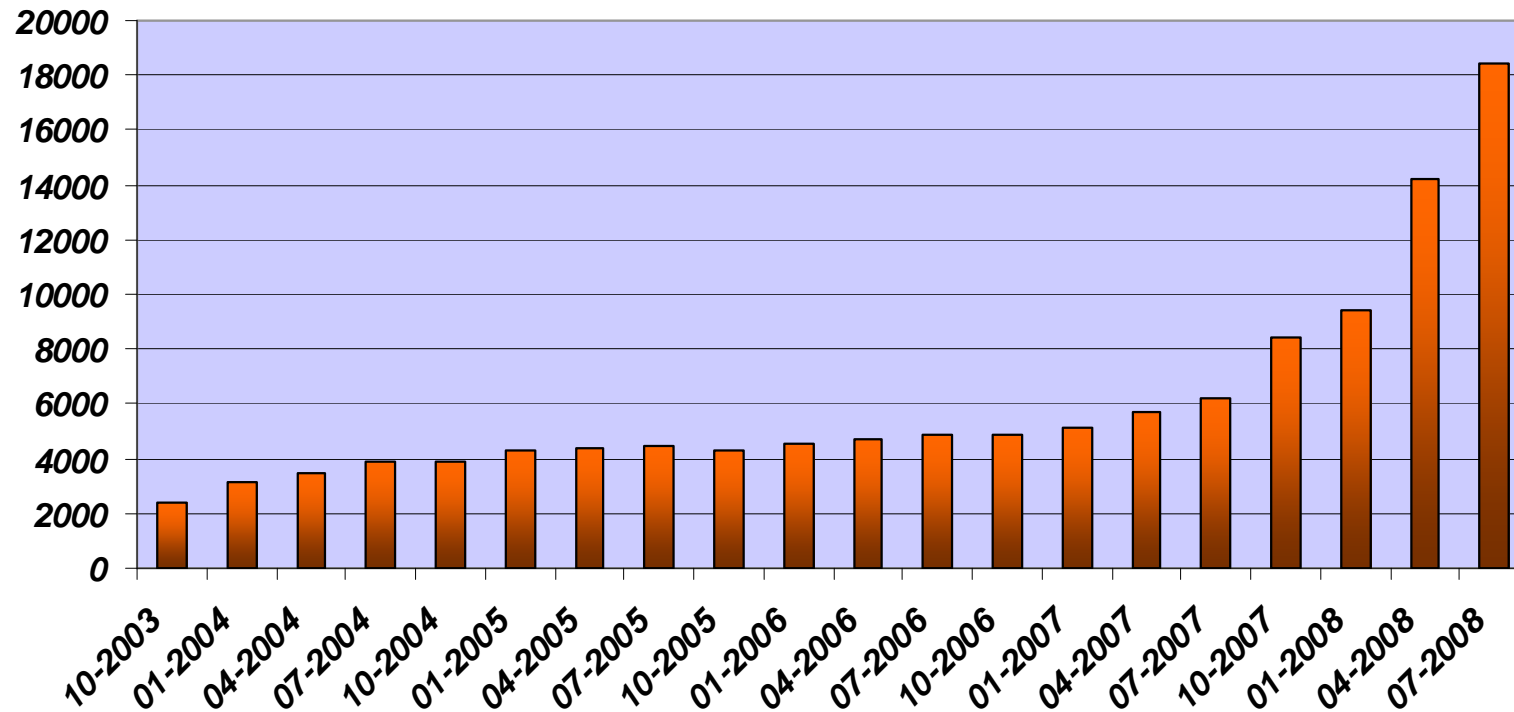
www.xn--ty-4ja03asj.pl

The rules are based on the idea that the Registry registers the ACE label version of the IDN instead of IDN's Unicode form. The technical form begins with "xn--" prefix followed by a string of Latin characters.

Combining characters from 2 different languages into one IDN is not allowed. Registration of look-alike domain names is not allowed.



Number of registered IDNs (quarterly)



From September to December 2007 - 95% promotional discount for IDN registration. As a result we have been observing increase of number of IDNs at the end of 2007.

From July to December 2008 NASK offers 95% discount for one year renewals of IDN what gives further increase of the number of registered IDNs.

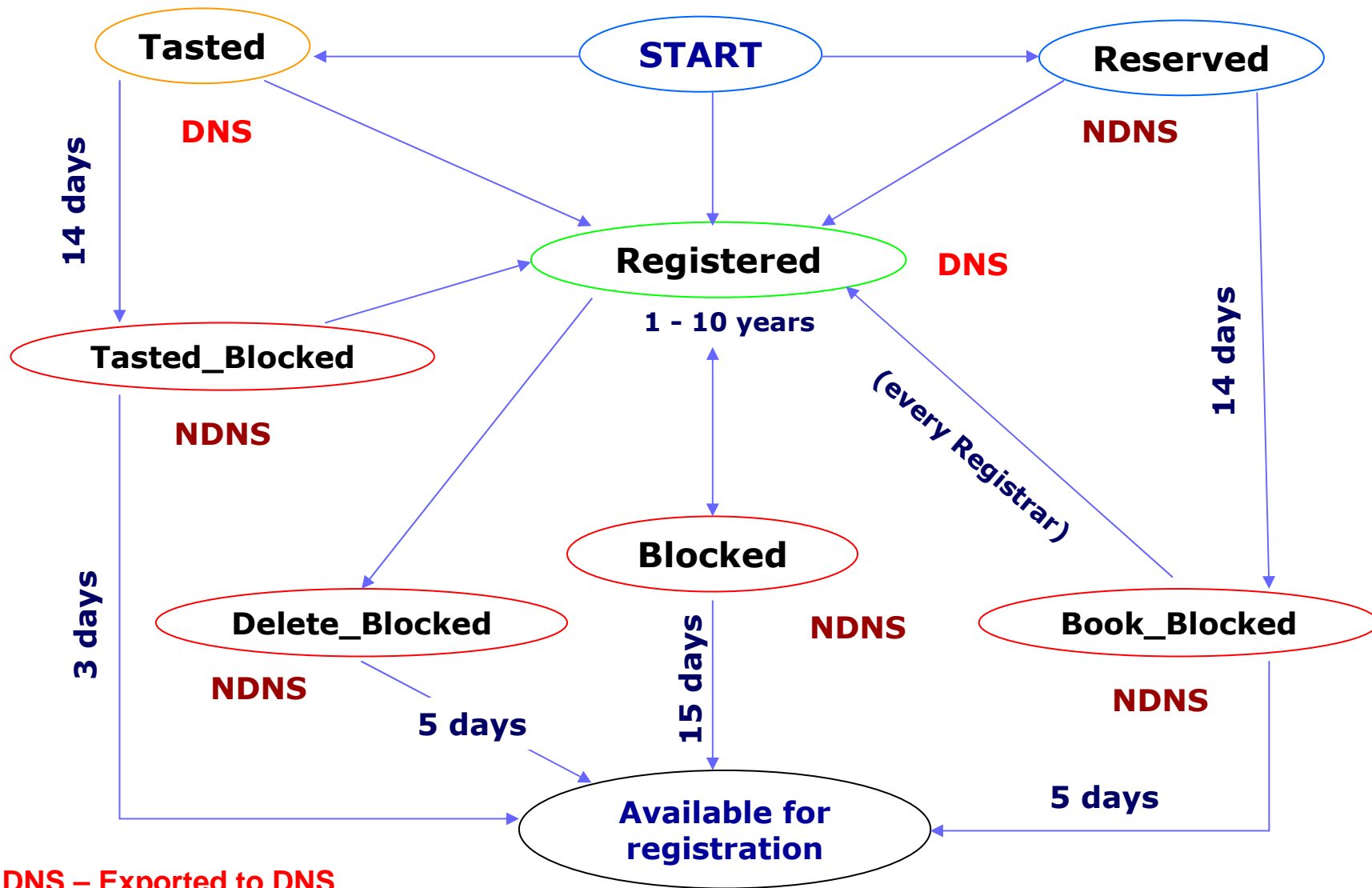
At the moment the number of registered IDN it's over 19 000.



DOMAINS

- **PERIODS:** standard registration period is 1 year, possibility to register domain name for 2, 3.. up to 10 years
- **RENEWALS:** ones a year, 2, 3.. up to 10 years
Done by Registrar once a period
Invoiced together with registrations once a month
- **Other** operations like transfer or update are free of charge
- **STATES of the domain:**
REGISTERED
RESERVED
BOOK_BLOCKED
BLOCKED
DELETE_BLOCKED
TASTED
TASTED_BLOCKED





DNS – Exported to DNS

NDNS – Not exported to DNS



SERVICES only for Registrars

These services were introduced to support secondary market in Poland

Domain Name Tasting – DNT

Thanks to this service customer can check profits and possibilities which an own domain gives as well to test the traffic before registration.

DNT is valid for 14 days period.

To provide this service a special agreement is required but it constitutes an integrated part of registrar agreement.

Waiting List Service called Option

Customer acquires the ability to be the first in a queue to the registration of the domain name after the current registrant cancels renewal or deletes the domain.

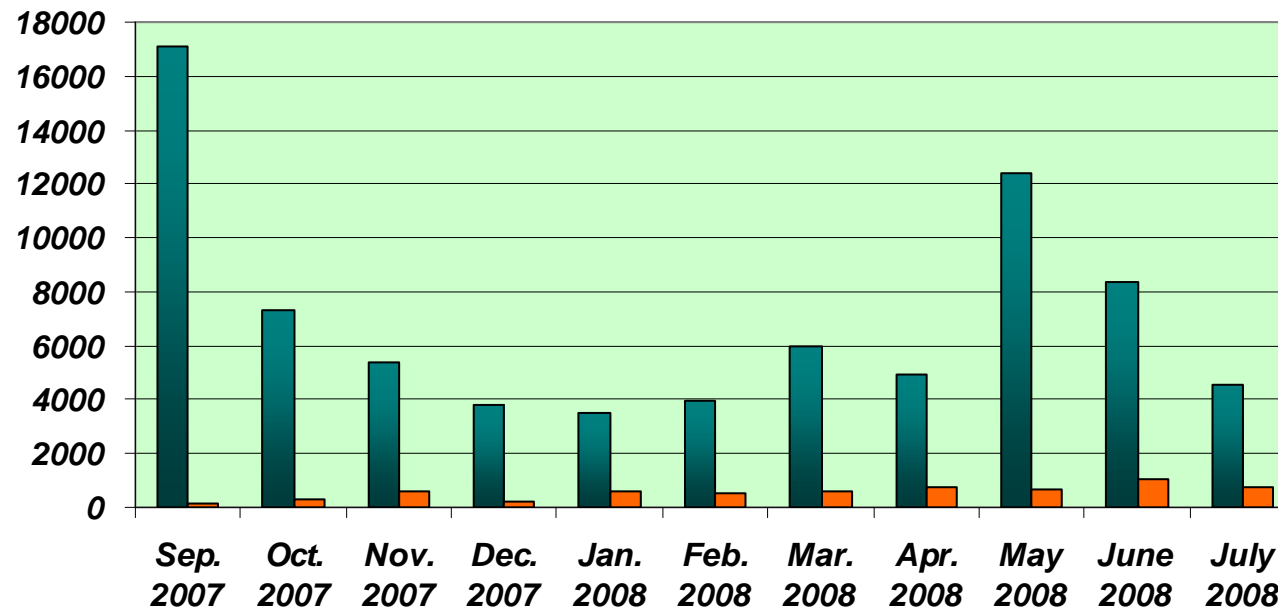
There is a possibility only of one option per registered domain name. This service can be provided for one period which runs 3 years.

WLS is included in standard registrar Agreement.

.PL registry offers for Registrars also ENUM service and free IPv6 support



Number of DNT registration vs registration of domains as a result of DNT



■ ***Registrations of DNT***

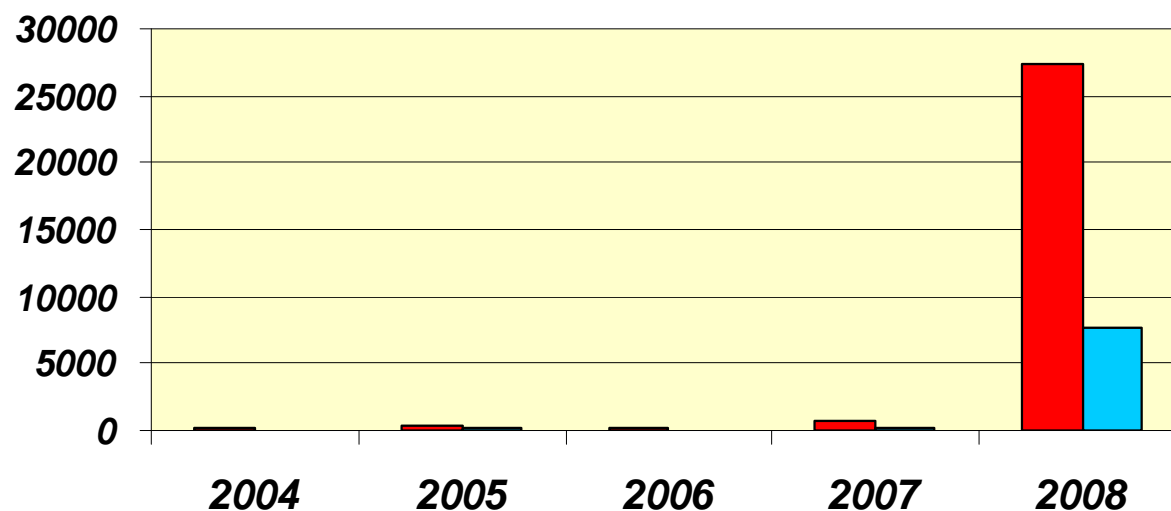
■ ***Registrations of domains as a result of DNT***

DNT under .PL started in September 2007. In first month we have noticed over 17 000 registrations.

Fee for registration of a DNT is ~ €0.30 (1 pln) for 14 days.

There is increase of the number of domain's registrations as a result of DNT.

Number of Options registration vs Options realized



■ ***number of Options registration***

■ ***number of Options what have been realized***

WLS started in **June 2004** with the price ~ **€45** (150 pln) / for 3 years

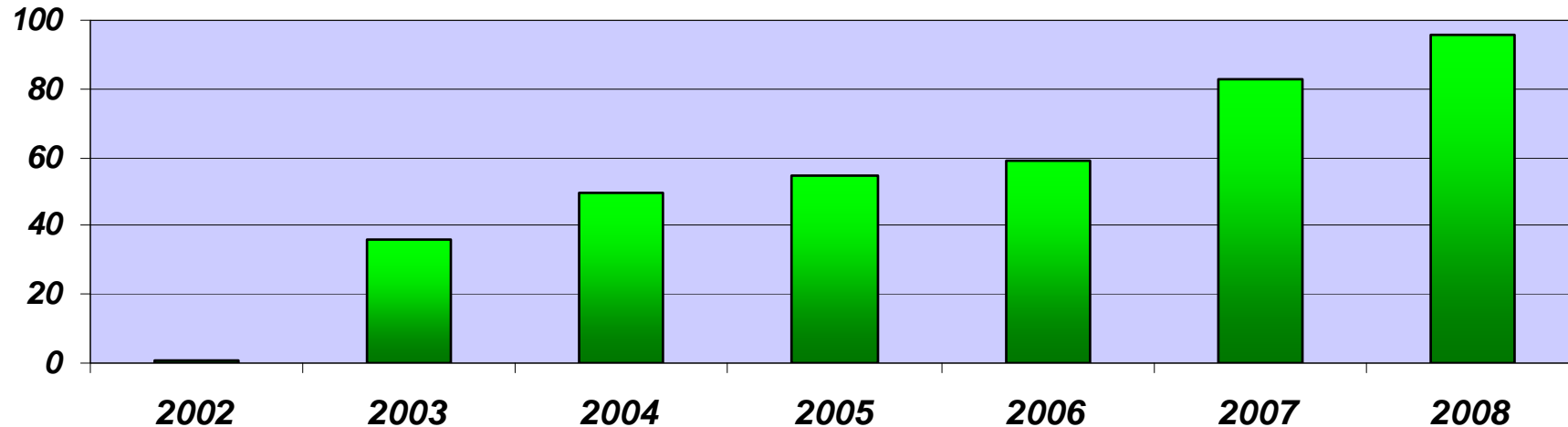
The number of Options registrations between June 2004 - January 2008 was about 1300

From **February 2008** the price is ~ **€9** (30 pln) / for 3 years

The number of Options registrations from January till July 2008 is over 27000

Number of realized Options from January 2008 till the end of July 2008: over 7600

Number of Registrars

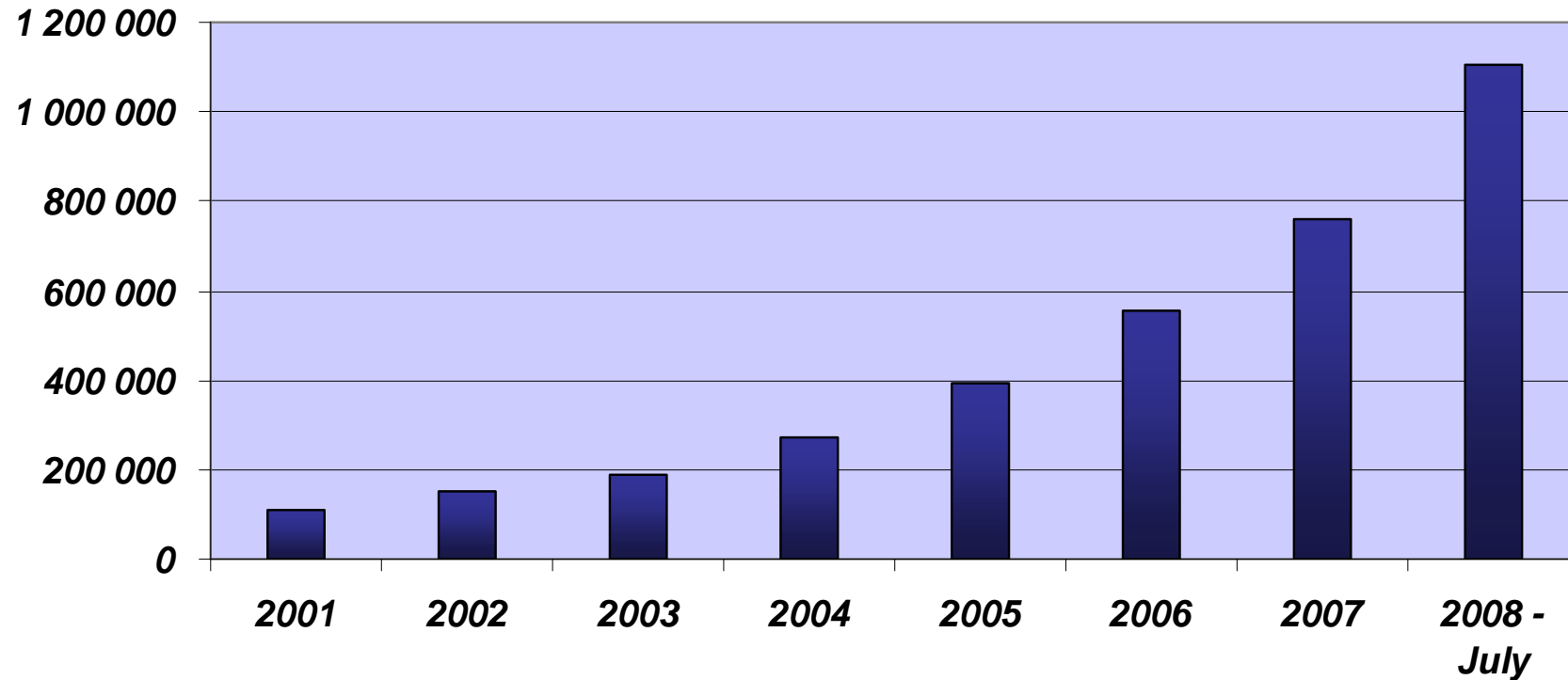


At present NASK concluded the agreement with 96 Partners: 58 from Poland and 38 foreigners. Accreditation process is easy and short. It consists of signing the Agreement, paying security payment and passing EPP communication tests.



On 6th May 2008 NASK .PL registry passed **1 MILLION** registered domain names! Currently, we have over 1 150 000 registered domain names.

Number of registered domain names served by Partners & NASK





.pl Registrar Programme

<http://www.dns.pl>

email: partner@dns.pl

THANK YOU !

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