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aftermarket in .PL

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.pl in brief... 😊

Number of active domain names:

- 2006: 557,091
- 2007: 762,656
- 2008 Q1: 941,315
- 2008 Q2: 1,059,224
- 2008 Q3: 1,208,186
- 2008 Q4: 1,323,454
aftermarket in brief

- parking market size is **6.02%** as of January 2009
- two big players: Sedo and NameDrive
- parked.com just starting…
how we started...

• in 2007 NASK decided to invest in the aftermarket growth and intensified efforts to deliver new services to the market,

• supporting aftermarket using “business tools” only: new services and marketing + PR; no administrative decisions in this area,

• NASK had to change company perception toward domainers ("there is no more cybersquatters out there" “every customer is a good customer” “customer = money”).
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
brief overview: Wait List Service
• 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
# of new WLS

- 2007: 684
- Q1 2008: 12,005
- Q2 2008: 10,265
- Q3 2008: 10,576
- Q4 2008: 8,836
brief overview: Domain Name Tasting
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.
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 within 1 day
- publication of the lists of expired names directly increased the efficiency of “drop catching”.
examples of expired 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 [https://www.dns.pl/deleted_domains.txt](https://www.dns.pl/deleted_domains.txt)

2009-02-16 13:21:13 CET

- warto-zwieclenie.pl
- wwwwizory.pl
- groundgame.pl
- rynkowe.pl
- kopilka.pl
- magazinekolorowe.pl
- sterylakia.pl
- wbicharny.pl
- zarzedzanieadministracji.pl
- interdielenet.pl
- holiday-on-line.pl
- tohotelowy-wolny.pl
- hotele.pl
- zdravo.pl
- ptdak.pl
- psdbradownia.pl
- konsultacje.pl
- welcometravel.pl
- leapin.pl
- highbusiness.pl
- pre100.pl
- ekstermodybaler.pl
- gryzyniuroty.pl
- bezznawanie.pl
- tftad.pl
- carrefours.pl
- halotext-indexuri.pl
- gryszydonie.pl
- sandere.pl
- l.pl
- forumzmw.pl
- grzeczowne.pl
- arkaw.pl
- podzumawacymsciemi.pl
- metolando.pl
- pikolacza.pl
- engcoduck.pl
- garmex.pl
list of NXDOMAINS
NX domains

• 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,
  – http://NXDOMAIN.pl
  – data collected from 24 hours prior to 9 AM,
  – updated daily,
• 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.
Below you can find the list of the TOP 100 domain names included in the responses with the NXDOMAIN status (code=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 2009-07-22.

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

2009.02.16 09:00

tknet.pl 13482
iliefarm.pl 12316
cezes.com.pl 11459
wyborowa.pl 10442
artdeco.podlase.pl 9489 NEW
serw1.pl 8690 NEW
esepleks.pl 5863
ps.niet.pl 4879
marc.zczesi.pl 4752
activhos.pl 4750
lumene.com.pl 4656
gecaptagolub.pl 4469
rootie.pila.pl 4023 NEW
rep.com.pl 3566
dr1051.pl 3132
zimowy-dworek.pl 2856 NEW
systecso.pl 2836 NEW
e-myosakowice.pl 2423
elprom.waw.pl 2273 NEW
tbwa-ds.pl 1857
mppartners.pl 1836 NEW
forum-hotel.waw.pl 1000 NEW
awentis.pl 1703
szanet.pl 1648
3t.pl 1629
zagroze.net.pl 1516
forumnrwercowe.pl 1581
j.lignica.pl 1524
interkonket.pl 1514
juni.pl 1424
rwi.rzeszow.pl 1408
intermini.com.pl 1381
roklikstupec.pl 1353 NEW
hp@hpholding.pl 1321
d123.pl 1316
kaczpi20.pl 1273
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:
“new” WHOIS - advantages

• 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 decreased > 90%, but than increased due to competition among dropcatchers → please, see “problems…” slide
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:

• **TV interviews, press releases**

• on-line **BLOGs**: webhosting.pl/bartosiewicz

• reports (quarter and annual) and more…
what’s on radar in 2009…
problems...

- 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.
- `<domain: check>` command will remain free of charge, so Partners that first query the system with `<check>` and than `<create>` a domain name will be unaffected.
more registrars to serve…

- the same time with introduction of `<create>` charges, 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.