

# TechDay, ICANN Mex, 2009

aftermarket in .PL

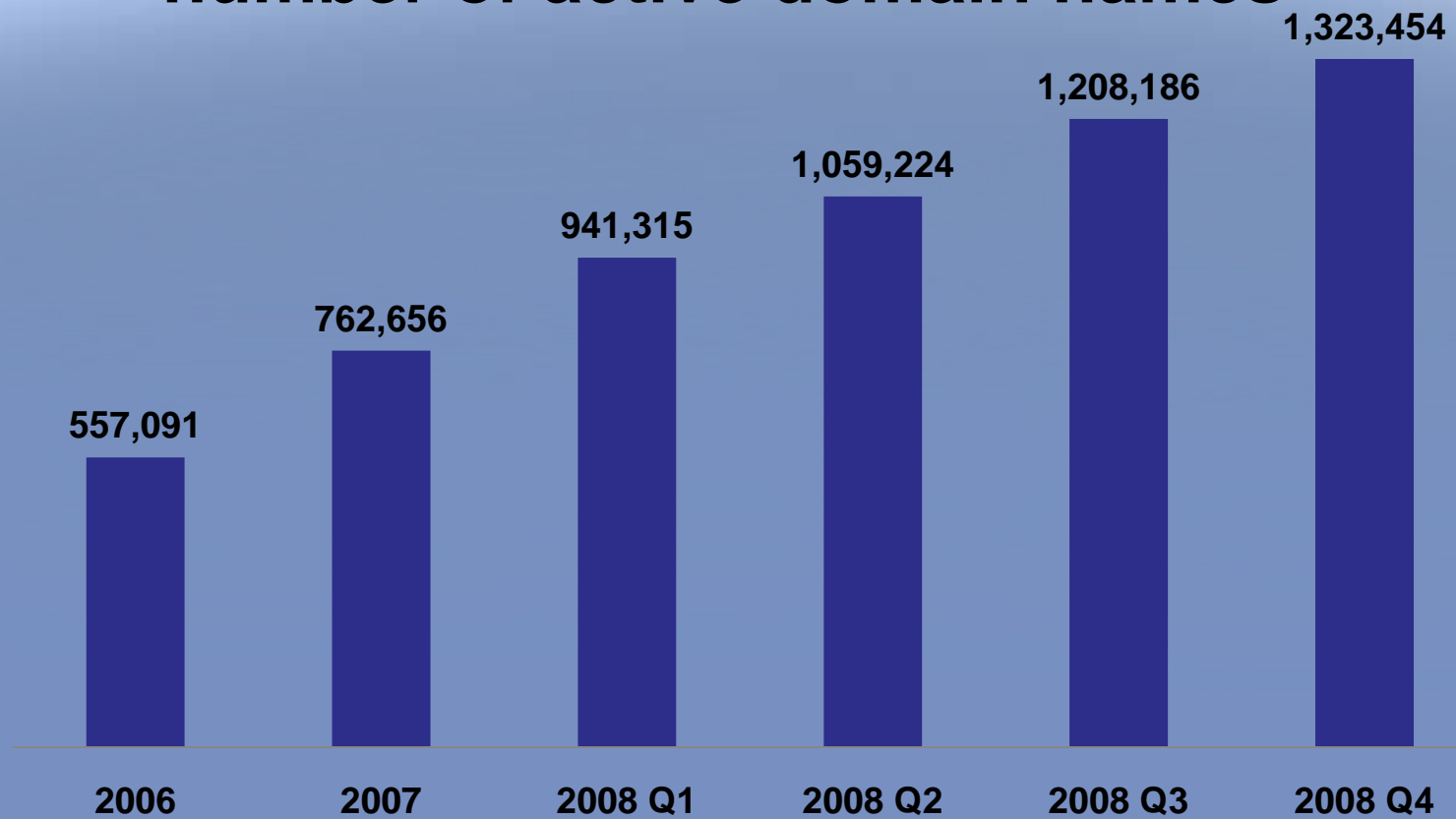


**Andrzej Bartosiewicz, NASK**

.pl in brief... 😊



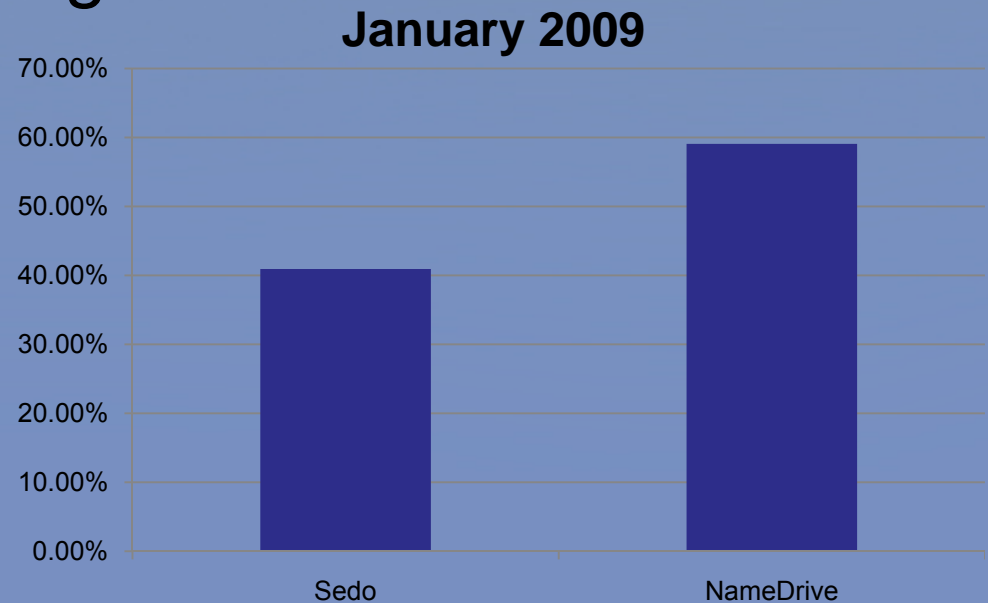
## number of active domain names





## 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**



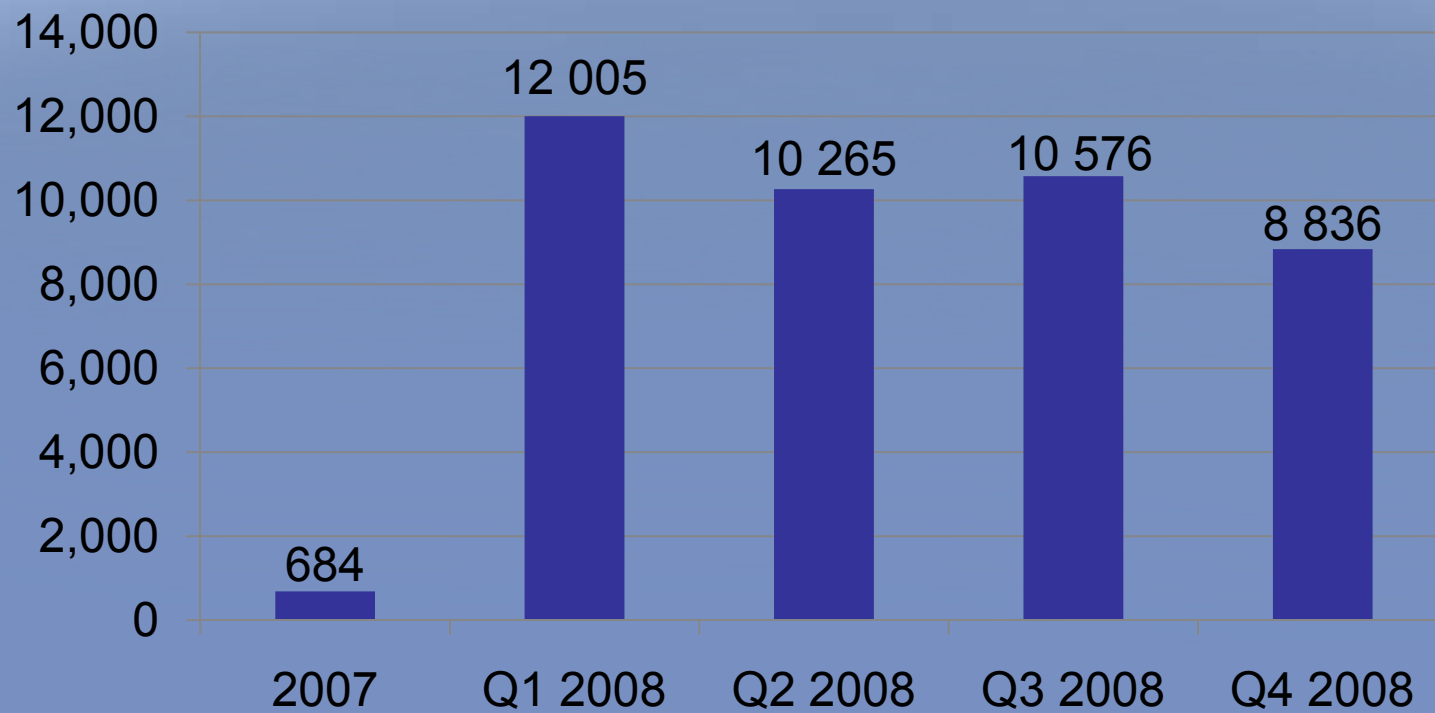


## Wait List Service (WLS) – product overview



- main purpose: **to secure registration if domain name expires,**
- **valid for 3 years**, only 1 WLS for one domain name,
- 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





*brief overview: Domain Name Tasting*





# Domain Name Tasting

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

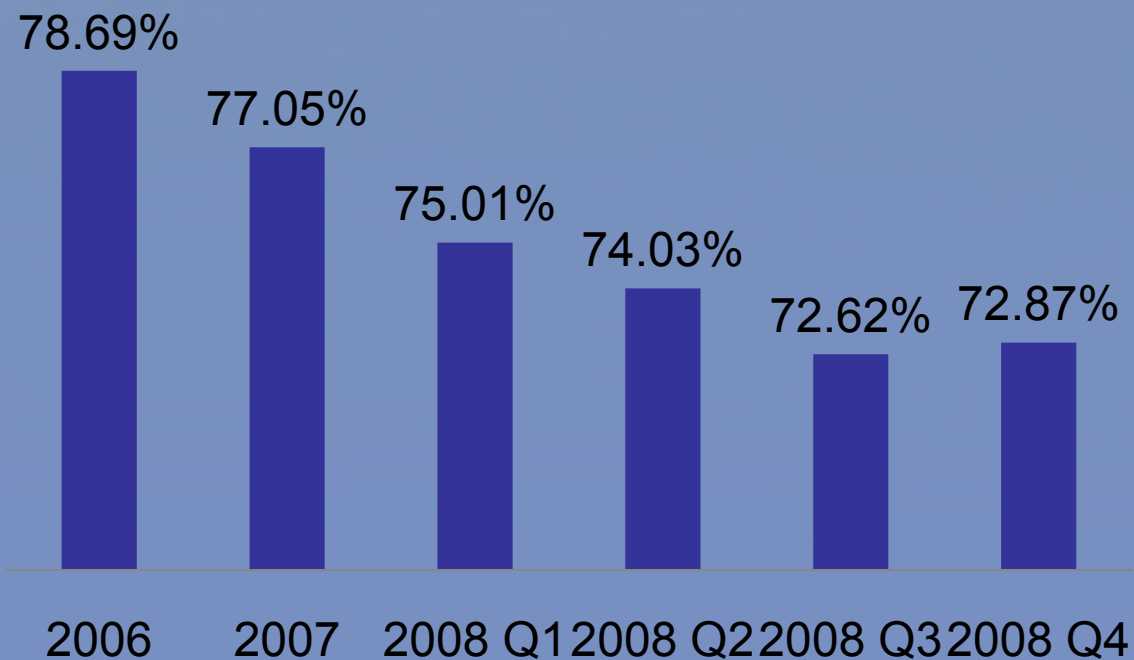
*dropcatching and the list of  
expired names*





renewal rates under .PL...

### renewal rates



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...

DOMAIN NAME REGISTRY



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

**INTERNET DOMAINS** | NASK Registrar Programme > List of expired domain names

↗ **ESSENTIALS**

↗ GENERAL INFORMATION

↗ PRECONDITIONS

↗ PRICE LIST FOR REGISTRARS

↗ LIST OF THE REGISTRARS

↗ STATISTICS





↗ LIST OF EXPIRED DOMAIN NAMES


↗ NX DOMAINS LIST


↗ REGISTRY AVAILABILITY / DNS UPDATES

↗ REGISTRARS AREA

↗ ON-LINE PAYMENT





↓ **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](http://www.dns.pl/deleted_domains.txt)

2009-02-16 13:21:13 CET

- warto-zwiedziec.pl.
- wwwwbron.pl.
- ground-game.pl.
- rynekaut.pl.
- ipupil.pl.
- magazynydlerskie.pl.
- skurykatka.pl.
- wiocharp.pl.
- zarzadzanieiadministrowanie.pl.
- interbudmarket.pl.
- fakture-on-line.pl.
- tb-holiday-wilczyn.pl.
- halczak.pl.
- salesolutions.pl.
- jatoba.pl.
- submission.pl.
- joomlaadmin.pl.
- welcometravel.pl.
- taping.pl.
- bigbusiness.pl.
- pre100.pl.
- salonmodybeker.pl.
- grysymulatory.pl.
- bieliznaonline.pl.
- fifaol.pl.
- cargotrans.pl.
- katalog-indexu.pl.
- grupabonus.pl.
- sandepro.pl.
- 1zl.pl.
- forumwms.pl.
- gimostrowite.pl.
- arturwil.pl.
- podszumiacyndebem.pl.
- motolandia.pl.
- plakaciarze.pl.
- ergklobuck.pl.
- garmaz.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.

## ↓ 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>

2009-02-16 09:00

**tk.net.pl 13082** ◆  
**illefarn.pl 12433** ◆  
**cezex.com.pl 11469** ◆  
**wyborowa.pl 10442** ◆  
artdeco.podlasie.pl 9489 **NEW**  
sonybmw.pl 6619 **NEW**  
easylabs.pl 5663 ◆  
tdt.net.pl 4879 ◆  
mars.czyst.pl 4752 ◆  
activhost.pl 4750 ◆  
lumene.com.pl 4656 ◆  
gecapitalgolub.pl 4469 ◆  
ropetie.pila.pl 4028 **NEW**  
rop.com.pl 3555 ◆  
dr1051.pl 3132 ◆  
zimowy-dwor.pl 2688 **NEW**  
systemsc.pl 2638 **NEW**  
e-myslakowice.pl 2423 ◆  
elprom.waw.pl 2279 **NEW**  
tbwa-ds.pl 1857 ◆  
mppartners.pl 1836 **NEW**  
forum\_hotel.waw.pl 1809 **NEW**  
awentis.pl 1703 ◆  
szanet.pl 1648 ◆  
9d.pl 1629 ◆  
zagrosze.net.pl 1616 ◆  
forumrowerowe.pl 1581 ◆  
l.legnica.pl 1524 ◆  
interkonket.pl 1514 ◆  
dcfnet.pl 1424 ◆  
rwi.rzeszow.pl 1408 ◆  
intermind.com.pl 1381 ◆  
rckik.slupsk.pl 1353 **NEW**  
hphholding.pl 1321 ◆  
d123.pl 1316 ◆  
kacper20.pl 1273 ◆

# www.NXdomain.pl



*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](http://www.dns.pl/english/states_of_domain.pdf)*



## “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 then 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](http://www.SecondaryMarket.pl)*
- upcoming **conference** dedicated to Aftermarket in **2009**:  
*[www.SecondaryMarket2009.pl](http://www.SecondaryMarket2009.pl)*
- **TV interviews, press releases**
- on-line **BLOGs**: [webhosting.pl/bartosiewicz](http://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.