

Ed Russell, President, NameDrive LLC

- ◊ Where is Europe now?
- ◊ Where is Poland now?
- ◊ European market concerns
- ◊ How do European market concerns affect Poland?
- ◊ Where will Poland be in the future?

- IAB/ PwC Online Advertising Report 2007
- European online advertising grew on average 40% to €11.2bn
 - US online advertising grew 26% to €14.5bn in the same period
- 2/3 of Europe's ad budget was in Germany, France and UK
- Online advertising makes up over 10% of ad revenue in seven European countries
 - Netherlands, Norway, UK, Denmark, Spain, Germany,
 - Poland

- Online advertising spend continues to increase dramatically

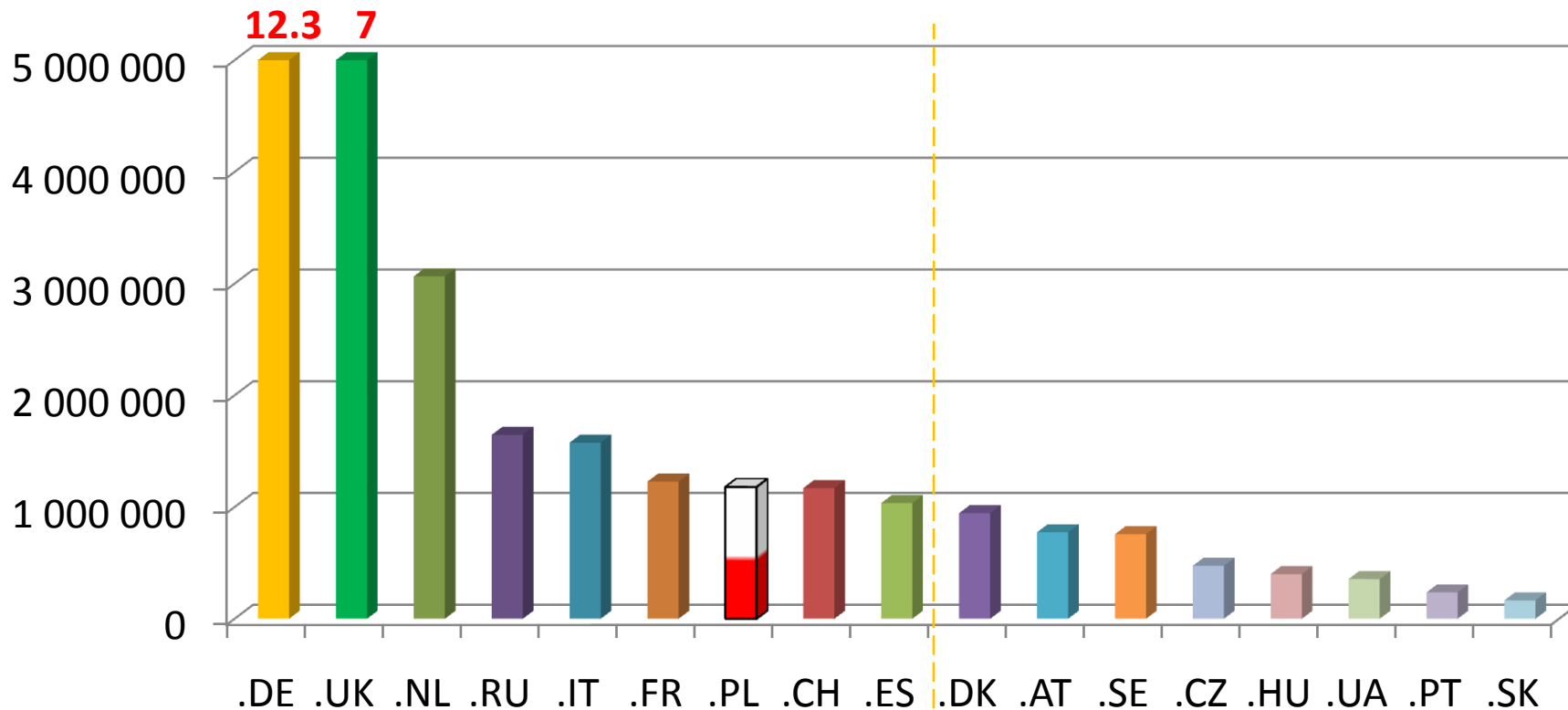
STATYSTYKI ILOŚCI DOMEN OBSŁUGIWANYCH PRZEZ PROVIDERÓW [30.09.2008 21:00]							
#	Nazwa isp/firmy	Liczba domen			Wzrost liczby domen		
		obst.	deleg.	udział	dzień	miesiąc	rok
(-	wszystkie domeny	739963	58156	100%	+991	+890	+1306
1	home.pl www	163600	175417	22.11%	+6485	-30162	+27086
2	NetArt www	100152	101163	13.53%	+129	-1462	-2268
3	fastpark.net www	27512	27990	3.72%	+130	+424	+20792
4	az.pl www	27443	27568	3.71%	-75	+991	+12545
(5	Kei.pl www	22656	22694	3.06%	+25	+71	+5112
6	ACTIVE 24 PL www	19707	19760	2.66%	+4	-8	+723
7	sedoparking.com www	16904	17217	2.28%	+100	+113	+8944
8	Superhost.pl www	15208	15320	2.06%	-5	-140	+56
9	Netia www	11136	11163	1.50%	-37	-183	-884
(10	Onet.pl www	9756	9762	1.32%	-3	-257	-2273

- Verisign claim around 10%, NASK about 11%

Source. Top100.pl

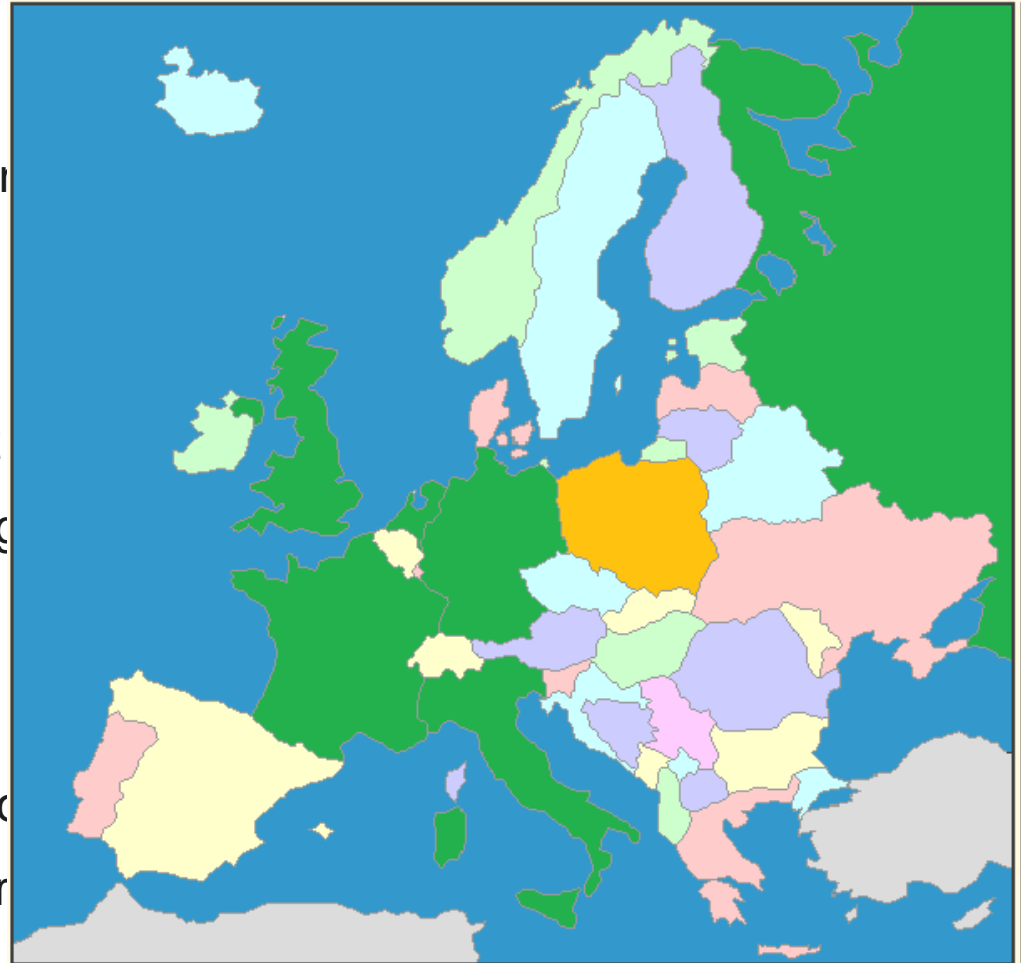
- Generic domain sales prices continue to rise
- Still few sales based on traffic earnings compared to US
- Prices for high-risk domains dropping
- Majority of domain speculation money in the US
- US investment staying away from Europe due to weak economy and lack of knowledge
 - Insurance.fp - CheapFlights.zi – Money.qp

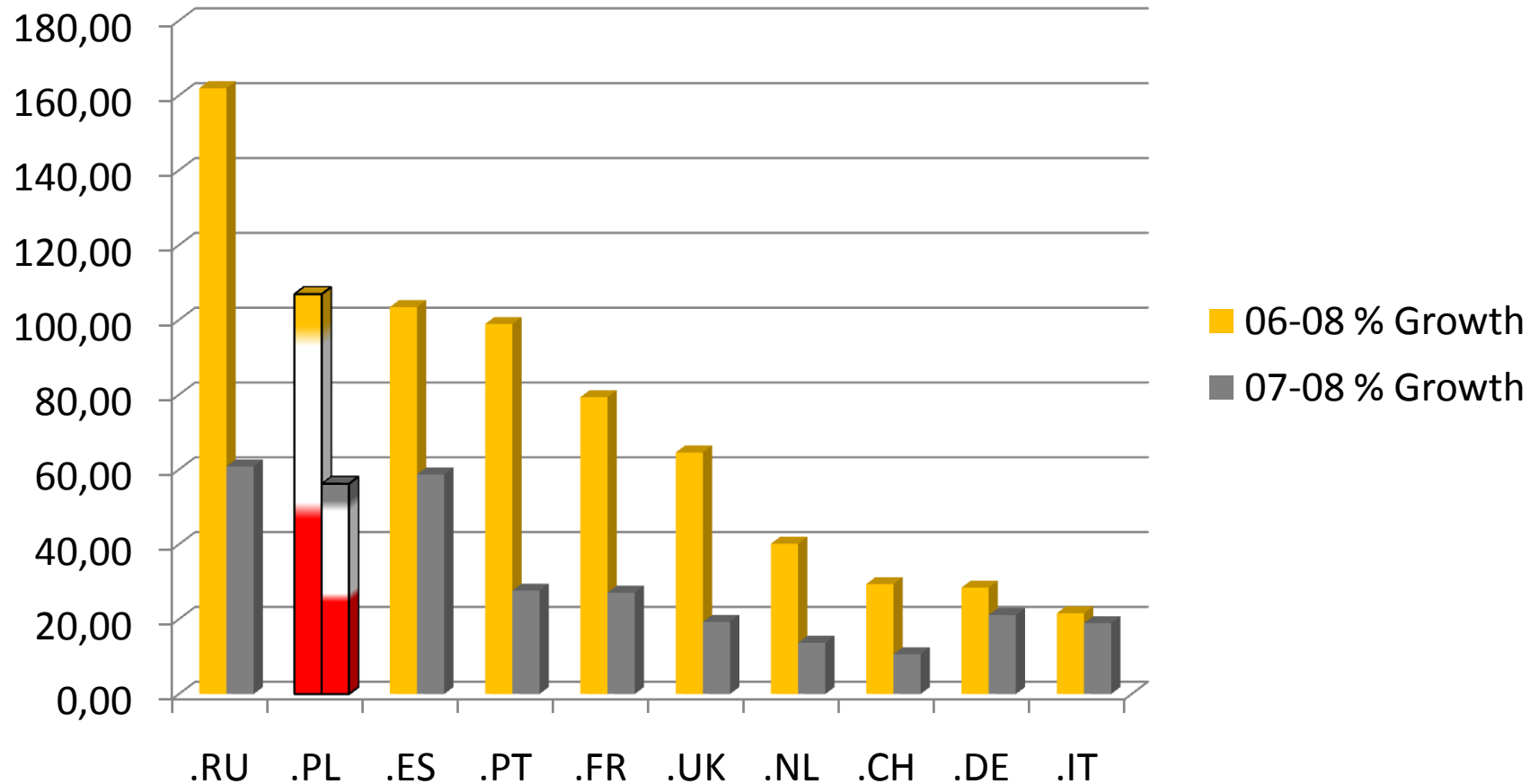
Domains Registered



Source: Statistics from individual ccTLD registries.

- Geographically
 - At the centre of the expansion
- In the domain market
 - Eastern Europe's largest
 - One of Europe's fastest-growing
- Economically
 - Europe's most bullish economy
 - One of the top "35 countries"



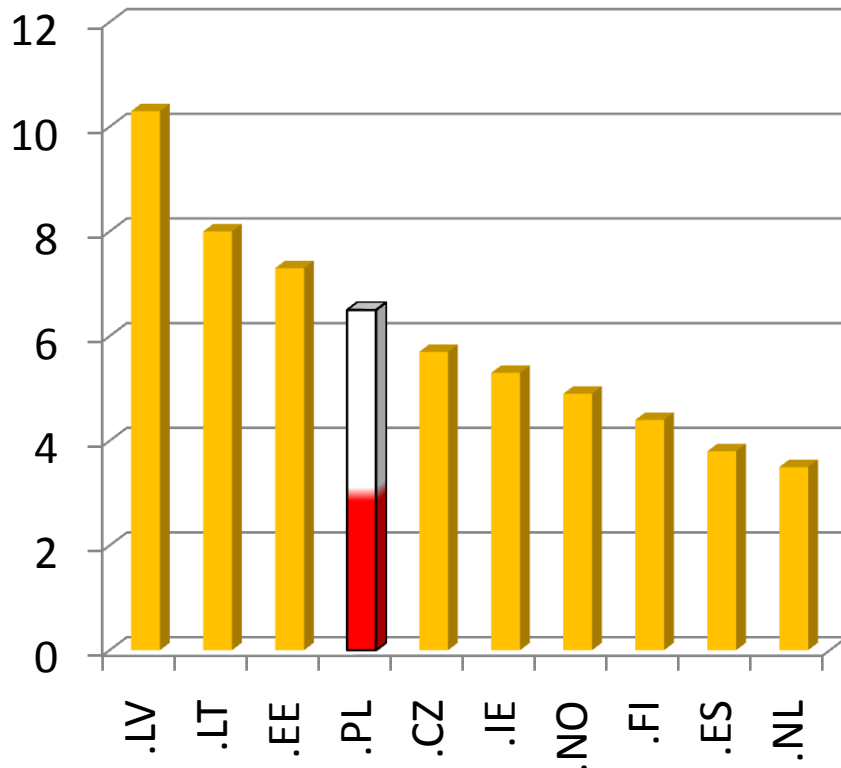


Source: Statistics from individual ccTLD registries. Data: year end 2007 to 26/09/08

#	Country	#	Country
1	Denmark	21	Germany
2	Ireland	23	Austria
3	Finland	25	France
5	United Kingdom	28	Italy
6	Sweden	29	Czech Republic
10	Estonia	30	Lithuania
11	Switzerland	31	Hungary
14	Netherlands	32	Latvia
15	Norway	33	Poland
20	Portugal	35	Spain

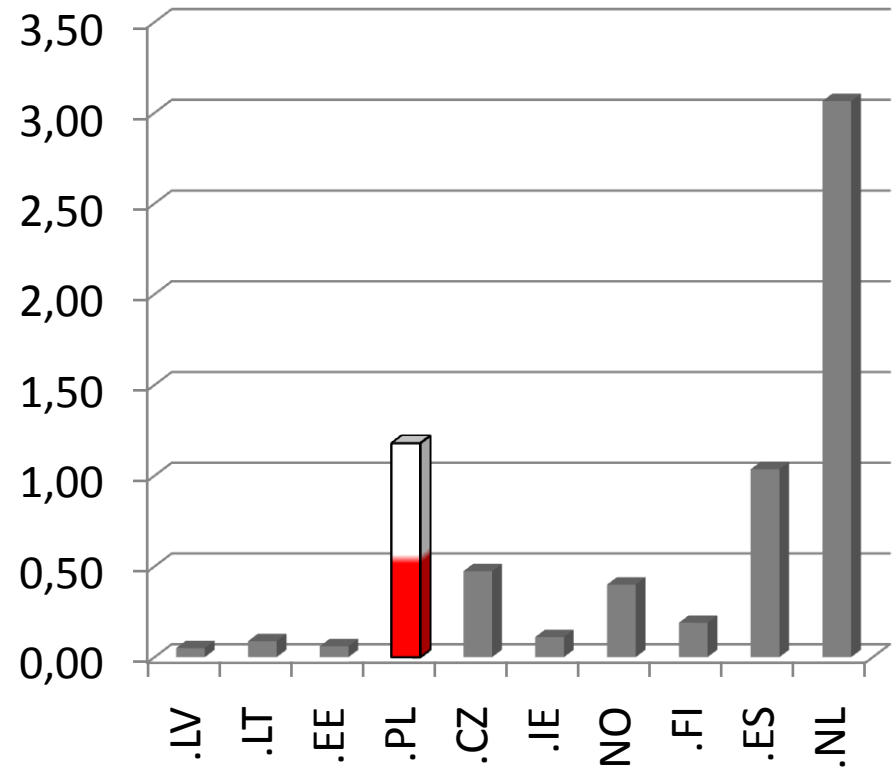
Source: Forbes Best Countries for Business 2007. Published 06.28.08

GDP Growth 2006-2007



Source: Forbes Best Countries for Business 2007.

Millions of domains



Source: Statistics from individual ccTLD registries.

- Dollar getting stronger
- Economic situation getting worse
 - Recession is generally good for online business but less money for everyone
- Large number of TLDs
 - .pl, .eu, .com, .com.pl,
 - .krakow ?
- Google / Yahoo / few monetization options
 - Lower earnings due to less competition

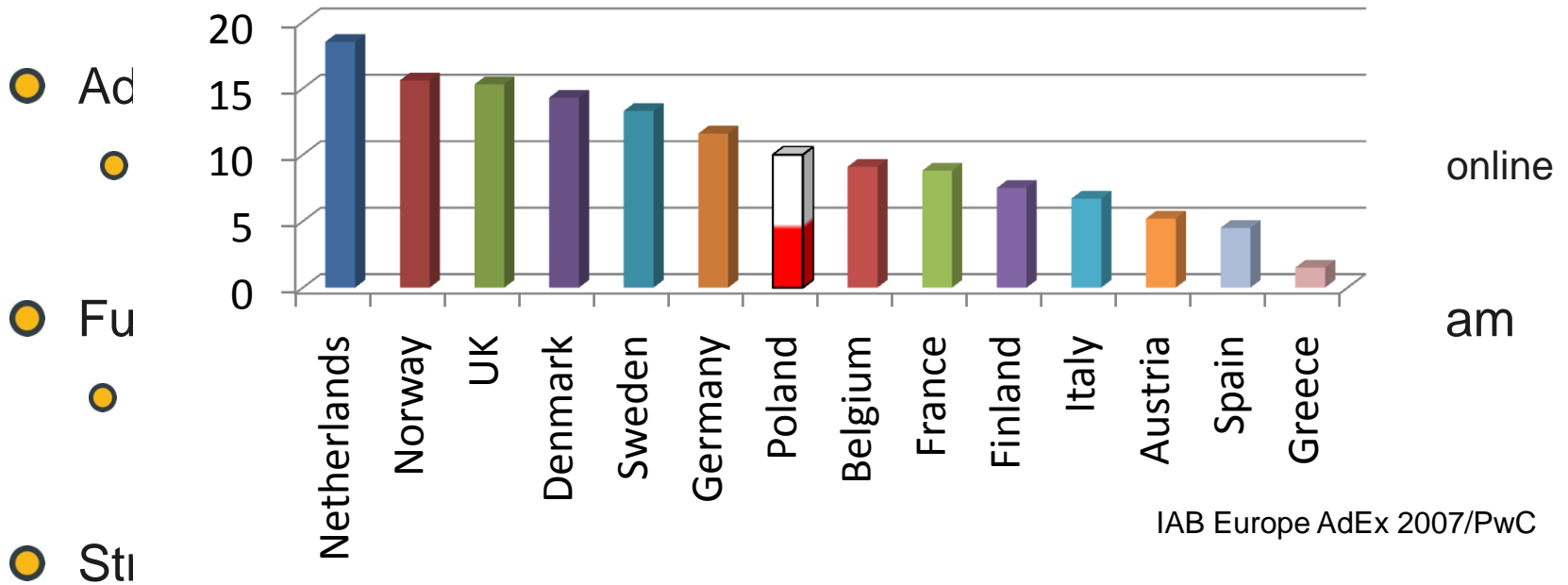
- Dollar getting stronger
 - Zloty also strong, less effect than on the Euro and GBP
- Economic situation getting worse
 - Poland one of the strongest economies in Europe
- Large number of TLDs
 - Polish people faithful to .pl but .eu and .com.pl complicate the situation
- Google / Yahoo / few monetization options
 - Affects the Polish market too. Perhaps a Polish advertiser to compete?

- Domains are still not mainstream
 - Domains need to become everyday commodities
 - UK and Germany still a long way ahead of the rest of Europe
- Urban vs rural population
 - Could slow internet penetration growth = lower traffic
- Longevity of domain tasting
 - Action by ICANN could slow .pl growth

- Will overtake France and Italy within 12 months



% Share of Total Ad Market



- Ad



- Fu



- Sti

- Domain future and economy future both bright in Poland

Thank you
Dziękuję