



IE Domain Registry

## **IE Domain Registry records best ever half-year period as 154 new .ie domains registered every day - report**

- **Record growth as .ie domain registrations increase by +39% year-on-year**
- **Biannual .ie Domain Profile Report found that thirty-one of thirty-two Irish counties recorded an increase in .ie domain registrations, bringing the total .ie domain database to 252,222**
- **Leinster registered 17,544 new .ie domains, or 67% of all new registrations in H1 2018, while Munster followed with 19% of registrations**
- **Majority of new .ie domains registered by businesses**
- **IE Domain Registry's new 'liberalisation' policy has made it easier and faster for businesses, organisations and individuals to register a .ie domain**
- **David Curtin, CEO: "Businesses, organisations and community groups across the island of Ireland recognise the unique power and benefit of .ie's 'identifiably Irish' brand for their websites and email addresses."**

IE Domain Registry, the company that manages and maintains Ireland's country domain, .ie, has recorded its best ever half-year period for new .ie domain registrations.

According to the latest IE Domain Registry .ie Domain Profile Report, 154 were registered every day between January and the end of June 2018 (H1 2018), with increases in thirty-one of the thirty-two counties of Ireland.

The biannual report, which examines the makeup of the .ie domain database, found that new .ie domain registrations grew by +39% year-on-year to 28,126, bringing the total .ie domain database to 252,222 at the end of H1 2018. The majority (62.5%), of new .ie domains were registered by businesses (including corporate bodies and sole traders).

Commenting, David Curtin, Chief Executive of IE Domain Registry, said: "Virtually every county in Ireland recorded an increase in .ie domain registrations in the first half of 2018. The majority were registered by corporate bodies and sole traders. This is good news: an increase in online activity among businesses is a leading indicator of Ireland's broader economic growth.

"In particular, the growth of .ie in regional parts of Ireland is a fantastic example of how the internet can help businesses in less infrastructurally developed counties overcome traditional barriers to growth, such as a smaller customer base or slower road and rail links."



Mr Curtin said that a significant part of .ie's growth in the last six months is a result of IE Domain Registry's new 'liberalisation' policy. The policy, implemented in March after extensive consultation with industry stakeholders and the general public, makes it easier and faster to register a .ie domain. This change is timely as businesses are moving away from generic, anonymous email addresses, like eircom.net or gmail.com.

"Liberalisation has resulted in a streamlined registration process. While applicants are still required to prove their connection to Ireland, they can now register their preferred name on a first-come, first-served basis. For new business start-ups and small-scale enterprises, liberalisation has removed an administrative obstacle to .ie domain registration."

### **Regional growth**

When new .ie registrations are broken down geographically, Leinster, including Dublin, registered 17,544 new .ie domains, or 67% of all new registrations on the island of Ireland, in H1 2018. This is a +39% increase year-on-year. Munster followed, with 19% of registrations (+28% YOY); Connacht recorded 9% of registrations (+39% YOY); and Ulster 5% (+34% YOY).

Every county on the island of Ireland, bar Fermanagh, recorded an increase in new .ie registrations in H1 2018. On a county level, Dublin registered 11,134 new .ie domains in H1 2018, accounting for 42.5% of all new registrations on the island of Ireland. Cork registered the second-highest number of new .ie domains, 2,221 (8.5% of all new registrations), followed by Galway (1,330, 5%) and Kildare (1,258, 5%).

Leitrim, registering 179 .ie domains in H1 2018, recorded the highest year-on-year registration growth in the country (+113%).

In comparison to the Republic of Ireland, Northern Ireland continues to register few domains. However, five of the six counties recorded growth in new .ie domain registrations. Antrim registered the highest number of .ie domains (158), a +42% increase on last year.

"Businesses, organisations and community groups across the island of Ireland recognise the unique power and benefit of .ie's 'identifiably Irish' brand for their websites and email addresses," said Mr Curtin. "For an SME, a .ie online address signals to local customers that they are local and trustworthy. To international customers, .ie is an authentic and protected marker of Irishness.

"Part of IE Domain Registry's overarching mission is to ensure that Ireland's small businesses are taking full advantage of the internet economy by getting online, connecting with their customers, and selling to them. We are confident that continued innovation within the .ie namespace, and ongoing digital advocacy for e-commerce, will have positive, long-term results for Ireland's SMEs."



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**ENDS**

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### **About IE Domain Registry**

IE Domain Registry is the national registry for .ie domain names and is responsible for the management and administration of Ireland's official internet domain, .ie, in the interest of the Irish and global internet communities. It operates the domain name system (DNS) for the .ie namespace, facilitates an independent [dispute resolution service](#) with WIPO, and operates a public WHOIS lookup service for .ie domains.

IE Domain Registry's mission is to provide unique, identifiably Irish domain names, along with registry and related services to the local and international internet community.

The company is committed to being a digital advocate for the SME community. Through the OPTIMISE Programme and stakeholder engagement initiatives, the company works with and supports SMEs to improve their online presence and e-commerce capabilities. IE Domain Registry produces fact-based research for the business community and policymakers, such as the biannual Digital Health Index, which provides key insights into the digital health of SMEs.

The company is focused on providing excellence in customer service through its ongoing customer experience (CX) innovation and improvement programmes. Since March 2018, it is now easier and faster to register a .ie domain name.

Based in Dun Laoghaire, Co Dublin, IE Domain Registry employs 22 people.