



.ie Domain Profile Report 2024



Foreword

The **.ie Domain Profile Report** offers in-depth statistics, trends, and analysis on the activity within the **.ie domain database**. We are proud to bring you this report which we hope you find interesting and useful.

Here in **.ie**, we are passionate about enabling and empowering Ireland to leverage the internet for the good of its society and economy. As the trusted national registry, **.ie** protects Ireland's unique online identity and advocates for people, communities and businesses connected with Ireland to thrive and prosper online.

This 2024 edition uncovers many useful insights – tracking new **.ie** domain registrations, mapping their spread across the island of Ireland, where in the world **.ie** domains were registered, and much more exploration of the vibrant **.ie** ecosystem.

There has been a notable decline in domain creations on a global scale. CENTR, the association of European country code top-level domain (ccTLD) registries, highlighted in October 2024 that European ccTLDs have experienced notable shifts in recent years. It reports that "Increasing deletion rates, particularly from early 2023, appear to be tied to the surge in new registrations during the COVID-19 pandemic, as many of these domains are now being abandoned. At the same time, domain creations have steadily declined from their pandemic peak."

At the end of 2024, the database of **.ie** domains was 326,562 (a 0.51% decrease in comparison to the end of 2023). In 2024, there were 46,180 new **.ie** domain registrations (a 5% decrease on 2023).

New **.ie** domain registrations give us a glimpse into future economic activity, especially for small and medium businesses (SMEs), highlighting growing awareness of the value of building a website as part of a strong online presence.

Digital Intention vs Digital Growth

Domain registrations are a forward-indicator of digital intentions. However, we can see that good intentions sometimes come to naught. Some domains are not used and are deleted at renewal time. Others are used to create a website, but remain basic and not sophisticated, thereby missing the opportunity to provide a true platform for growth in sales and profits for the business owner. Our flagship report in partnership with DCU, **Ireland's Digital Readiness Monitor**, provides fascinating insights.

Digital technologies present the potential to reduce the 'death of distance', overcoming the limitations of location for Irish rural and urban businesses.

There is evidence of a digital divide based on location, size and sector, in particular for micro-SMEs with fewer than 10 employees. According to Eurostat, rural areas are falling behind when it comes to digital literacy across the European Union. According to the report, in Ireland, 35% of people living in rural areas and 37% of people living in Irish towns and suburbs reported having above-basic overall digital skills, while 46.5% of the Irish population living in cities reported having these skills.

A significant portion of the **.ie** domain database is made up of businesses – ranging from startups and micro-SMEs to large corporates. Businesses of all sizes are embracing digitalisation, gaining valuable benefits in terms of efficiency, productivity, and cost savings. Since micro-SMEs with less than 10 staff account for over 90% of all companies in Ireland, supporting their growth and scaling efforts is crucial. For time-strapped SMEs, going digital can be a game-changer, especially for those looking to expand through exports. It's encouraging to see more businesses adopting digital tools to unlock these opportunities.

At **.ie**, we serve with a mission to elevate Ireland's digital identity by providing the Irish online community with a trusted, resilient and accessible **.ie** internet domain. Working with strategic partners, **.ie** promotes and invests in digital adoption and advocacy initiatives.

Cybersecurity

In 2024, cyber-crime and online fraud continues to undermine the drive for digital adoption by SMEs and risks undermining consumer confidence in e-commerce and digital business.

At .ie, we are working closely with our partners to reduce the impact of security threats to .ie websites and domains. This includes periodic security scanning of the .ie database; consumer protection protocols with national regulators and agencies and manually reviewing new .ie applications. As a result, Spamhaus, and others, report that the incidence of malware and other forms of technical abuse are considerably lower in .ie than in other top-level domains, such as .com.

Internet Governance Forum Ireland

In a special chapter of this .ie Domain Profile Report, we highlight the upcoming inaugural Internet Governance Forum (IGF) Ireland, taking place on 22 May 2025 in Dublin. This landmark event, hosted by .ie, brings together stakeholders from across government, industry, academia, and civil society to discuss critical topics shaping the digital futures of Ireland, Europe and beyond.

From ethical AI governance and cybersecurity to data privacy, sustainability, and the global impacts of internet policy, this forum provides a platform for Ireland to address its unique policy challenges and opportunities while contributing to the broader global conversation. With a diverse panel of experts, IGF Ireland promises to spark meaningful discussions and foster innovative solutions that will shape Ireland's role in internet governance.

I hope that you will join us at this pivotal time in Ireland's digital development.

David Curtin

Chief Executive, .ie

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Ireland joins the Global Conversation: The Inaugural IGF Ireland



On Thursday 22 May 2025, Ireland will host its inaugural Internet Governance Forum at DogPatch Labs in Dublin. This landmark event is being hosted by .ie, and coordinated through a multi-stakeholder organising team from a wide range of sectors and stakeholders that are passionate about internet governance.

What is the IGF?

The Internet Governance Forum (IGF), formally established by the United Nations in 2006, is a global initiative to promote open policy discussions that shape the future of the internet. The IGF thrives on collaboration, and it creates a space where governments, businesses, civil society, and the technical community can share ideas and discourse on internet governance.

It is deeply committed to the safe, secure, accountable and constructive use of digital technology to defend human rights in the digital world. It works with a wide range of groups including national ministries of defence to cybersecurity organisations, humanitarian aid organisations, the World Economic Forum, the Council of Europe, the US Department of Commerce, the OECD and the World Intellectual Property Organisation and many others. It is global in nature, with participants from Europe, the Middle East, China and Africa.

With topics such as data privacy and artificial intelligence to digital inclusion, sustainability, and cybersecurity, the IGF covers a wide spectrum of topics that affect everyone. By encouraging input from diverse perspectives, it fosters discussions that are open, inclusive, and multi-stakeholder.

The IGF is global in scope, but many internet-related issues differ from one country to another. National and Regional IGFs provide a platform for local stakeholders to explore these increasingly complex challenges, and have their views contribute to the larger global dialogue.

IGF Ireland: coming soon

Besides the Global IGF, many nations or regions host their own local IGF events to bring together the local internet community and discuss local internet policy issues. Ireland is joining the global conversation and hosting its very own inaugural IGF event. This has never been done before, even though Ireland has a vital and significant role to play in internet governance.

Events like the IGF Ireland also do more than spark conversation—they build connections and drive solutions. By bringing together stakeholders from government, industry, academia, and civil society, the forum could help shape Ireland's digital future. It's also an opportunity for Ireland to contribute its insights and experiences to the global stage. Hosting the IGF Ireland presents a chance to position Ireland as a leader in navigating the complexities of internet governance, and to have open and innovative discussions on internet policy issues facing Ireland.

Why host IGF Ireland?

Ireland is no stranger to the transformative power of technology. Over the past two decades, it has established itself as a hub for global tech companies while fostering a thriving local tech ecosystem. But with opportunity comes responsibility. As the internet shapes more of our daily lives, Ireland must grapple with questions about digital ethics, security, access, and governance.



The decision to launch IGF Ireland reflects a growing recognition of the need for localised conversations about these global challenges. While the IGF’s annual global meeting addresses issues at a macro level, national and regional IGFs focus on specific contexts. Ireland’s forum will create a platform to discuss its unique priorities and contribute to global efforts.

Who’s involved?

The IGF Ireland is being coordinated this year by .ie, Ireland’s national domain registry. The multi-stakeholder organising team includes representatives from government, academia, civil society, the private sector, and the technical community. There are representatives that specialise in areas ranging from data protection and online safety, to cyber security.

The keynote speaker for the event is confirmed to be Dr Johnny Ryan – the Director of Enforce from the Irish Council of Civil Liberties. Dr Ryan will be talking about Ireland’s future in digital and internet governance. A wide range of panellists will provide perspectives from areas including tech, academia, civil society, and government.

The Agenda

The full agenda can be found at www.igf-ireland.ie, and was created with input from the Organising Team and input from a public consultation.

Panels will cover important topics including:

- ▶ Global processes affecting internet governance
- ▶ Creating ethical, forward-thinking policies
- ▶ The impacts of geo-politics on internet governance
- ▶ A vision for a sustainable internet; and,
- ▶ How to achieve ethical AI governance.



Save the Date!

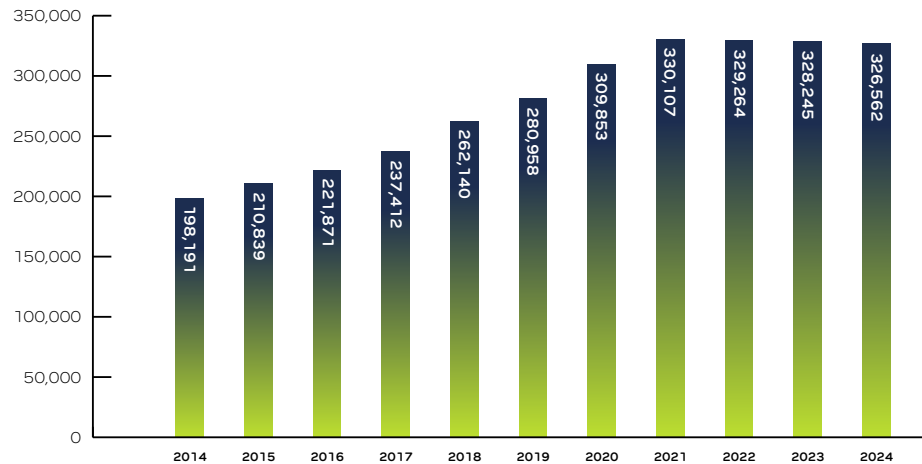
As the countdown begins to IGF Ireland, there’s a palpable sense of anticipation. This is more than just an event—it’s a step forward in how Ireland engages with the most pressing digital issues of our time. IGF Ireland will take place on **Thursday 22 May 2025** at **DogPatch Labs, Dublin**.

The success of a national IGF depends on the community’s participation. This means involving representatives from across society, including policymakers, business leaders, academic researchers, community organisations, and the general public. IGF Ireland offers an opportunity for these groups to connect, share experiences, and contribute to shaping the country’s digital future.

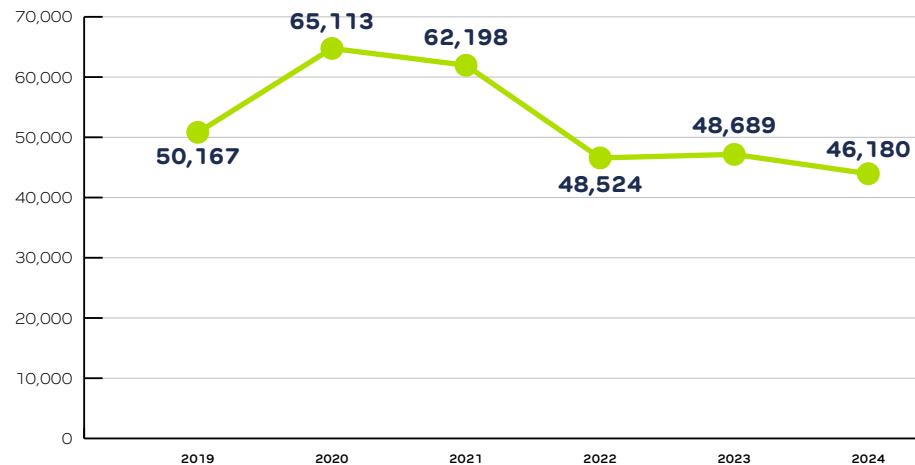
Whether you’re a policymaker, a business leader, a researcher, or simply someone passionate about the internet, this is your opportunity to take part in the discussion! Keep an eye on www.igf-ireland.ie, for updates and details on how to get involved.

Analysis of .ie domains: The Database

Total Database



New Registrations



+16%

increase in the total database
(2024 vs 2019)

-0.5%

decrease in the total database
(2024 v 2023)

-5%

decrease in new .ie registrations
(2024 v 2023)



Analysis of .ie domains: National and International

Registered .ie domains on the island of Ireland



Top 6 Non-Irish Countries with .ie Domains

Total Database	Country	Total Database	% vs 2023
	1 Great Britain	10,451	-2.45
	2 United States	5,089	-1.18
	3 Germany	2,613	-0.19
	4 Bulgaria	2,372	-2.02
	5 France	1,317	1.78
	6 Netherlands	1,095	-0.54

New Registrations	Country	New Registrations	% vs 2023
	1 Great Britain	921	-0.11
	2 United States	279	-7.31
	3 Bulgaria	259	-45.01
	4 Germany	126	-11.89
	5 Spain	87	64.15
	6 Netherlands	79	21.54

Total number of internationally registered .ie domains

International
30,004

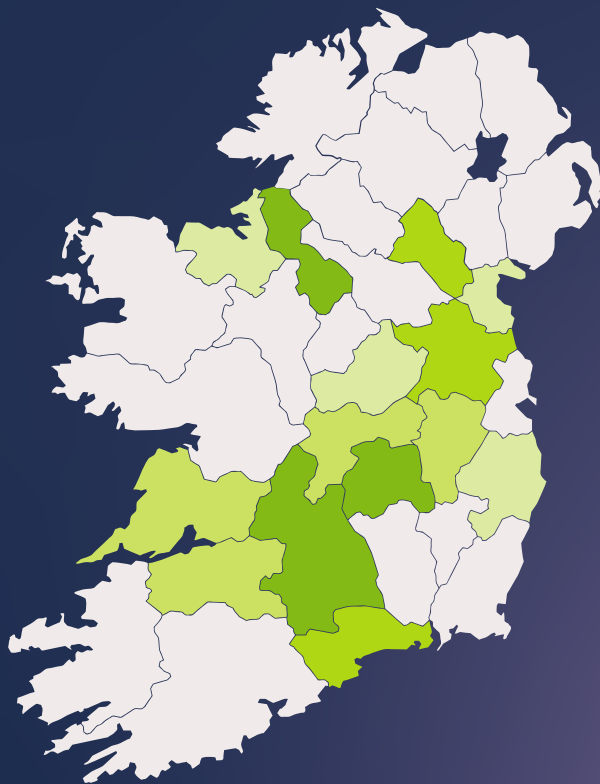
Top 3 international registrant countries



Analysis of .ie domains: County by County

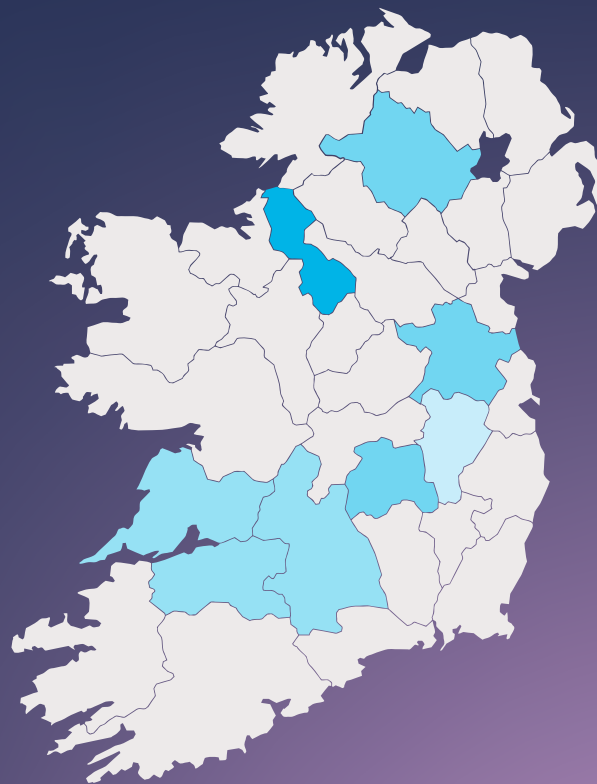
Total Database

■ county with a % increase



New Registrations

■ county with a % increase



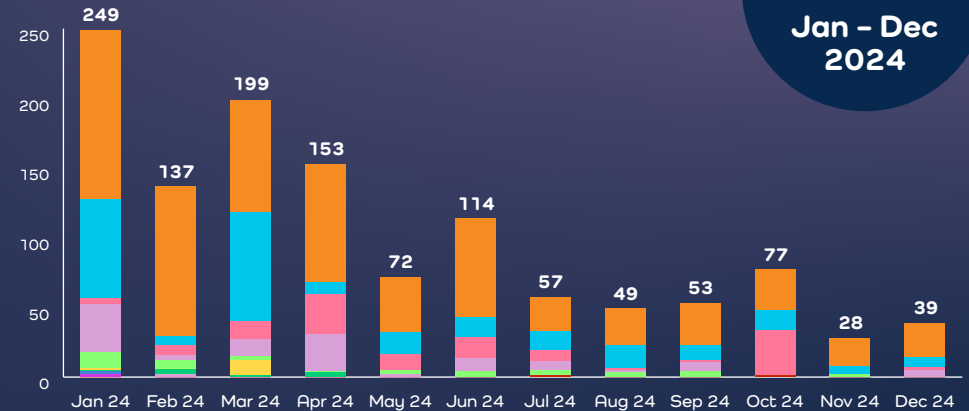
County	Total Database	% vs 2023	New Registrations	% vs 2023
Antrim	1,616	-5.66	171	-20.09
Armagh	478	-9.30	62	-21.52
Carlow	4,547	-2.24	560	-10.69
Cavan	2,793	-0.04	436	-11.20
Clare	5,191	1.61	813	6.83
Cork	26,189	-1.13	3,761	-6.16
Derry	495	-8.67	58	-33.33
Donegal	5,195	-1.31	825	-22.97
Down	1,284	-1.38	143	-29.21
Dublin	127,035	-1.28	16,707	-7.76
Fermanagh	191	-6.83	16	-48.39
Galway	13,586	-0.69	2,227	-2.54
Kerry	6,242	-0.81	969	-0.82
Kildare	13,572	1.82	2,309	0.04
Kilkenny	4,500	-0.79	676	-7.40
Laois	3,319	3.88	618	10.16
Leitrim	1,400	6.22	280	51.35
Limerick	8,935	1.85	1,326	7.11
Longford	1,482	-1.98	249	-3.11
Louth	6,580	0.17	982	-5.76
Mayo	5,477	-4.60	774	-14.29
Meath	10,840	2.57	2,044	18.84
Monaghan	2,097	2.04	301	-9.34
Offaly	2,762	1.25	457	-7.49
Roscommon	2,369	-2.83	369	-11.51
Sligo	3,147	0.35	475	-1.86
Tipperary	6,452	5.20	1,216	5.37
Tyrone	581	-7.04	71	20.34
Waterford	5,741	2.37	945	-6.99
Westmeath	4,091	0.79	810	-0.98
Wexford	7,853	-1.38	1,394	-7.87
Wicklow	10,518	0.10	1,662	-5.68
National	296,558		43,706	

Analysis of .ie domains: Cybersecurity

Number of cybersecurity attacks identified January – December 2024

660
Jan – Dec
2024

- Phishing URL
- Web Shell
- Web-Inject Malware URL
- Defaced Website
- Shopping Site Skimmer
- Phishing Dropsite
- Phishkit Archive
- Survey Scam
- Malware Distribution URL
- Cryptocurrency Miner



Source: Netcraft monitoring service of .ie domains

.ie is designated as an Operator of Essential Services (OES) under the Network and Information Systems (NIS) directive. We take a number of steps to keep the .ie domain as safe as possible and this ensures that the level of security threat to .ie websites is a lot lower than other top level domains, such as .com.

The SpamHaus Project, an international non-profit organisation that tracks spam and related cyber threats such as phishing, malware and botnets, collates a Badness Index for top level domains. The Badness Index of .ie is 0.1% / 0.00.

We regularly advise .ie domain holders, especially SMEs, to integrate additional third-party security features, such as website security certificates and DNS Security Extensions.



74.5% of content-rich .ie websites are secured with a security certificate

Security certificates encrypt the communication between the website and its visitors. This means that cyber criminals cannot intercept a customer's data. Websites with a security certificate have URLs that begin with https:// The increase is encouraging, and to be welcomed, in the light of the increased number of cyberattacks.

1,049 .ie domains in 2024 are secured with DNSSEC (+10% increase on 2023)

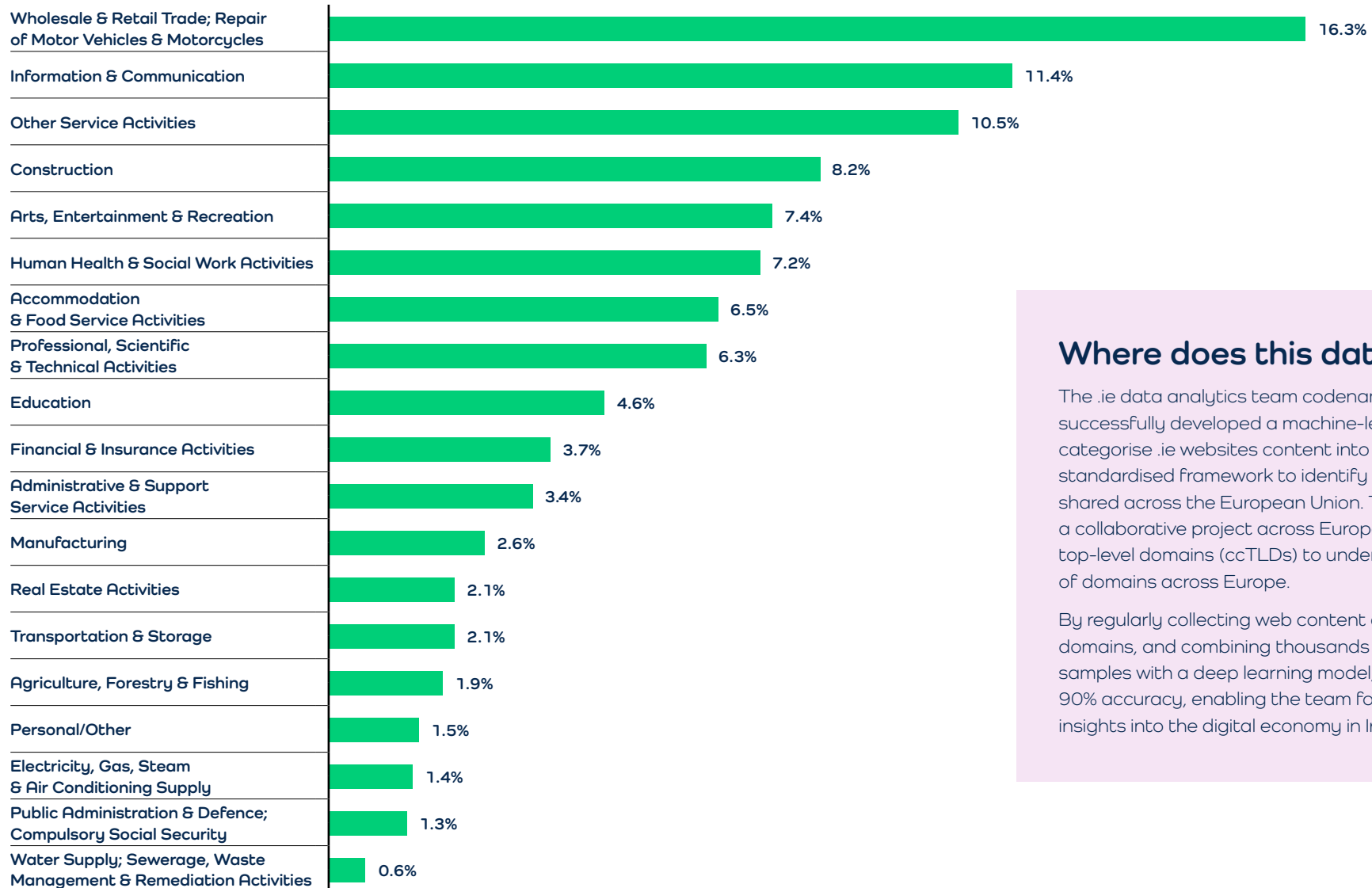
DNS Security Extensions (DNSSEC) uses cryptography to add an extra layer of security to a .ie domain. This strong increase is welcome, albeit from a low base.

70 .ie domains are secured with Registry Lock (-5% decrease on 2023)

Registry Lock is a service which requires a passphrase, thereby preventing unauthorised or unwanted changes to a .ie domain. The aim of the service is to minimise the risk of unauthorised changes, terminations or transfers, in cases where a user's information has been leaked or systems are hacked. With cybercrime on the increase, it is important that all businesses and in particular, brand managers use this service to improve their website's security.

.ie websites by content categorisation

Top categories 2024



% share of all .ie domains with websites 2024

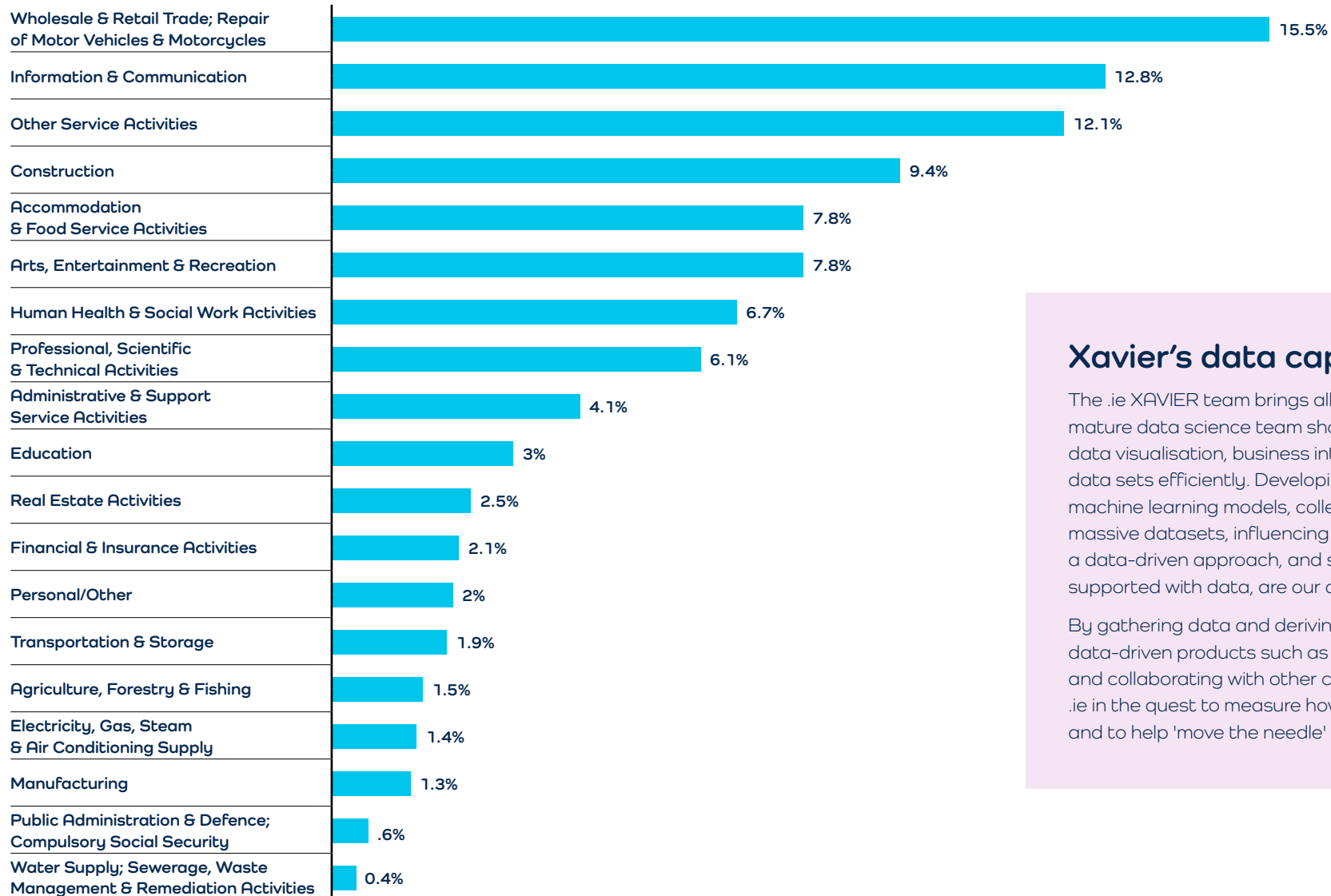
Where does this data come from?

The .ie data analytics team codenamed XAVIER, has successfully developed a machine-learning model to categorise .ie websites content into NACE codes, a standardised framework to identify economic activities shared across the European Union. This effort is part of a collaborative project across European country-code top-level domains (ccTLDs) to understand the usage of domains across Europe.

By regularly collecting web content available at .ie domains, and combining thousands of carefully curated samples with a deep learning model, we achieved over 90% accuracy, enabling the team for more sophisticated insights into the digital economy in Ireland.

.ie websites by new registrations

Top categories 2024



% share of new .ie domain registrations with websites 2024

Xavier's data capabilities

The .ie XAVIER team brings all the capabilities that a mature data science team should have: machine learning, data visualisation, business intelligence and handling large data sets efficiently. Developing and operating custom machine learning models, collecting, storing and analysing massive datasets, influencing business decisions with a data-driven approach, and sharing visual storytelling supported with data, are our daily tasks.

By gathering data and deriving insights, building data-driven products such as the domain scorecard, and collaborating with other ccTLDs, we supercharge .ie in the quest to measure how Ireland is thriving online, and to help 'move the needle' to greater digital adoption.

How to thrive online with .ie



How do I register a .ie domain name?

We recommend that you register your domain name through one of our Accredited Registrars. Registrars will help you to register your domain name and they will usually provide related services, such as the hosting of your website and email services. To make the registration process straightforward, we recommend that you visit our How to register a .ie domain page.



What is an accredited .ie registrar?

A registrar is the company that you choose to register your domain name through. This may be an ISP, website developer, hosting company or a company that specialises in registering domain names.



How do I renew my .ie domain name?

To renew your domain, you need to pay the renewal fee to your registrar. Before your domain comes up for renewal, your registrar will notify you. So make sure all the contact details you provided are correct. You should follow your registrar's domain name renewal process. Once the payment is made, your registrar can renew your domain. For more information, please contact your registrar about their renewal terms and conditions.

Did You Know: We manually review new .ie applications

Only individuals and businesses with a provable connection to Ireland can register a .ie domain, and applications from new customers are manually reviewed to ensure that they meet this requirement. This process keeps the .ie domain largely free from registrations by bad actors for their quick-moving scams and other illegal activities that unmanaged TLDs cannot control as easily.

Did You Know: Our Consumer Protection Protocols

We have established protocols with regulators to address online illegality and to permit 'take-down' of .ie websites under certain circumstances. There is a Regulatory Authority Protocol for dealing with illegal content on .ie websites. The regulatory authorities with whom we engage include **Corporate Enforcement Authority** (formerly the **Office of the Director of Corporate Enforcement**), the **Competition and Consumer Protection Commission (CCPC)**, the **Central Bank** and the **Garda National Cyber Crime Bureau**, amongst others.

Did You Know: We proactively respond to online abuse

We employ Netcraft, who provide internet security monitoring services, including cybercrime disruption.

These services allow us to proactively respond to online abuse issues, such as .ie websites that are hosting malware, phishing or botnets. Netcraft notifies our Registrars (companies that sell and manage .ie domains on our behalf) and the .ie domain holder. The domain holder can then, with the help of their Registrar or Hosting provider, take the required corrective action. Netcraft will monitor the website post the fix to ensure the issue is resolved. This service is invaluable as it helps innocent victims, (such as SMEs who might be unaware that they have experienced a cyberattack) to take the required remediation action.



About .ie

.ie is passionate about enabling and empowering Ireland to leverage the Internet for the good of its society and economy.

As the trusted national registry for nearly 330,000 domain names, .ie protects Ireland's unique online identity and empowers people, communities and businesses connected with Ireland to thrive and prosper online.

A positive driving force in Ireland's digital economy, .ie serves as a profit for good organisation with a mission to elevate Ireland's digital identity by providing the Irish online community with a trusted, resilient and accessible .ie internet domain.

Working with strategic partners, .ie promotes and invests in digital adoption and advocacy initiatives – including the .ie Digital Town Blueprints for local towns, communities and SMEs.

We provide data analytics and dashboards built by the .ie Xavier team to help with data-led decision-making for the public, registrars and policymakers.

The organisation is designated as an Operator of Essential Services (OES) under the EU Cyber directive, and we fulfil a pivotal role in maintaining the security and reliability of part of Ireland's digital infrastructure.

For more information visit weare.ie

weare.ie

.ie is the trading name of IE Domain Registry CLG, company number 315315.



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