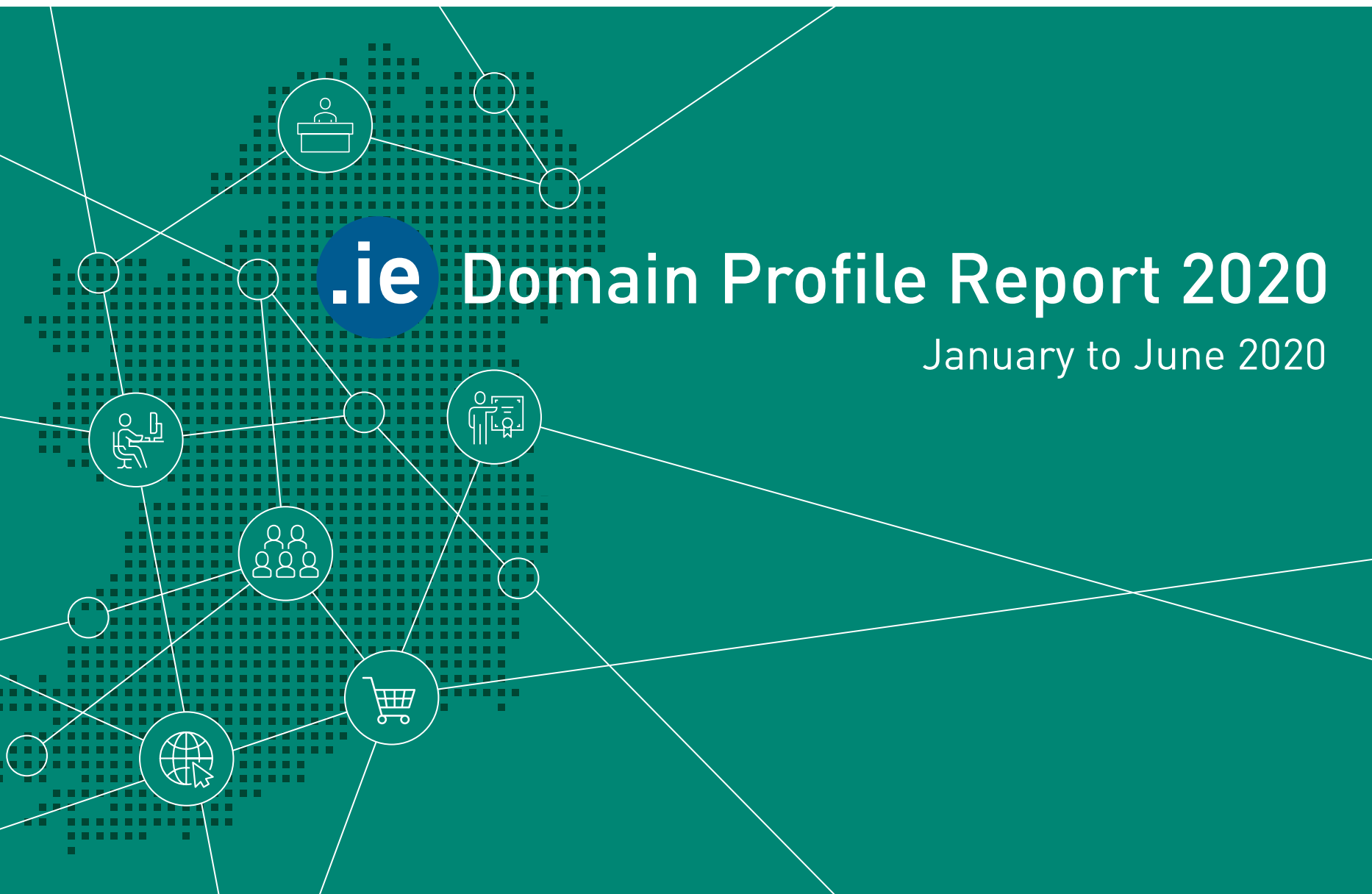




IE Domain Registry

.ie Domain Profile Report 2020

January to June 2020





IE Domain Registry

Contents

Foreword	
Analysis of .ie domain database and growth	1
Analysis of .ie domains by type	1
Analysis of .ie domains by geography	2
Analysis of .ie domains by county	3
Analysis of .ie domain ecosystem	4
About IE Domain Registry	

Foreword

The **.ie Domain Profile Report** is a comprehensive exploration of the **.ie** database. In this edition, we assess the impact of Covid-19 and analyse the numbers and types of **.ie** domains registered in the first six months of 2020 (H1: January – June), and the counties and countries where they were registered.

In the **.ie** domain ecosystem chapter, we examine two current issues through the **.ie** lens: the Oireachtas and the green movement. Other regular metrics, including domain hosting market share, **.ie** domain resale requests, and security certificate usage, are also recorded.

This is the first edition of the **.ie** Domain Profile Report to assess the database in the 2020s. At the end of June 2020 the **.ie** database comprised 295,794 domains, up more than 8% from the same period last year and more than 43% from the same period five years ago.

This consistent increase has been helped by IE Domain Registry's liberalisation policy implemented in 2018. While applicants still must prove their connection to Ireland, they no longer need to prove their claim to a particular **.ie** domain. This is an especially welcome benefit for small businesses and entrepreneurs under pressure to find a navigable path through the lockdown and economic uncertainty.

Indeed, the Covid-19 pandemic has had a noticeable effect on new **.ie** domain registrations with new registrations increasing by 25.8%. Over 40% of new **.ie** registrations on the island of Ireland in the first six months of 2020 occurred in the two months of May and June, as businesses responded with online services, following the Government's 'work from home' order which closed most of the country's business premises.

It is clear that this closure pushed many SMEs online for the first time in order to maintain sales and brand presence. Others have registered new **.ie** domains to expand their businesses into new areas or regions. Crucially, the increase in **.ie** domain registrations has been almost universal across the country: thirty-one of the island's thirty-two counties recorded an increase in registrations up to the end of June 2020.

While social distancing measures may for now make consumers less willing to spend on Ireland's main streets, they are still spending online. An e-commerce-enabled **.ie** website allows SMEs to continue to engage with their customers and sell to them, even if their business premises remain closed or are operating at a reduced level.

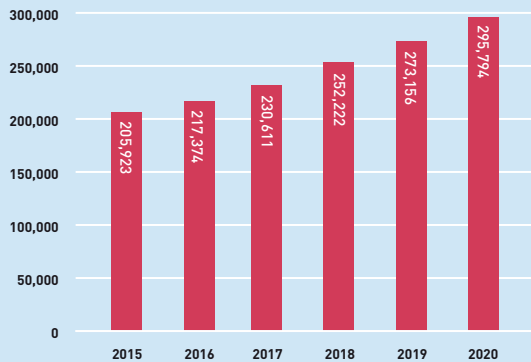
Challenging though it may prove, Irish SMEs' ability to do digital business while maintaining their physical premises will be key to the country's economic recovery in 2020 and beyond.

David Curtin

Chief Executive, IE Domain Registry

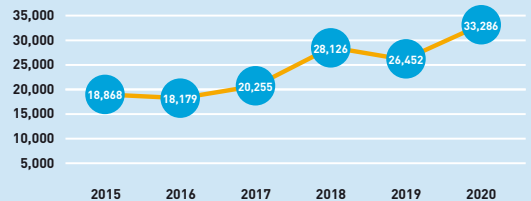
Analysis of .ie domain database and growth

TOTAL DATABASE



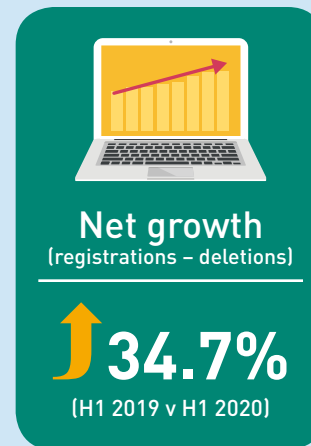
- Registered .ie domains at 30 June each year
- New .ie registrations for H1 each year

NEW REGISTRATIONS



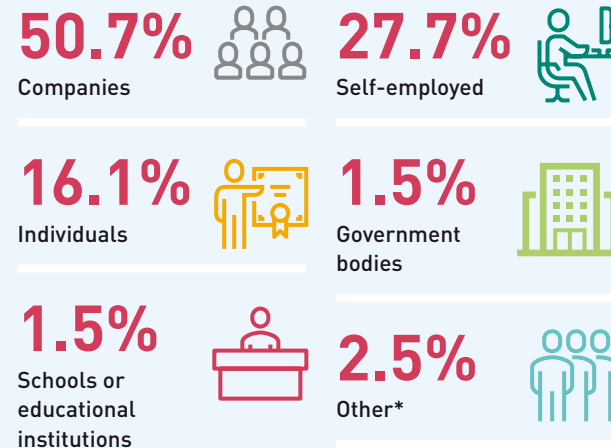
There were **295,794** .ie domains in the database at the end of H1 2020, an **8.3%** increase on the same period last year. The database has grown **43.6%** on the same period five years ago (H1 2015).

The strong **25.8%** year-on-year growth in new .ie domain registrations can be linked to the Covid-19 lockdown. Over 40% of new .ie registrations on the island of Ireland were registered in May and June, as businesses eventually reacted to the consequences of the Government's first closure orders. With main streets temporarily shut down, more businesses went online for the first time or registered new domains to stay connected with their customers and maintain revenue.



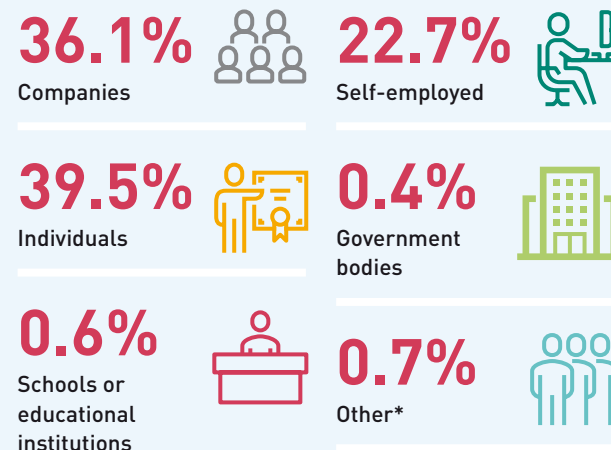
Analysis of .ie domains by type

Total .ie domain database by domain holder type



In the first half of 2020, the majority of .ie domains in the database were companies and self-employed business owners (**78.4%**). The .ie domain remains the domain of choice for Irish businesses that want to prove to their local and international customers that they have a real connection to Ireland.

New .ie domain registrations in H1 2020 by domain holder type

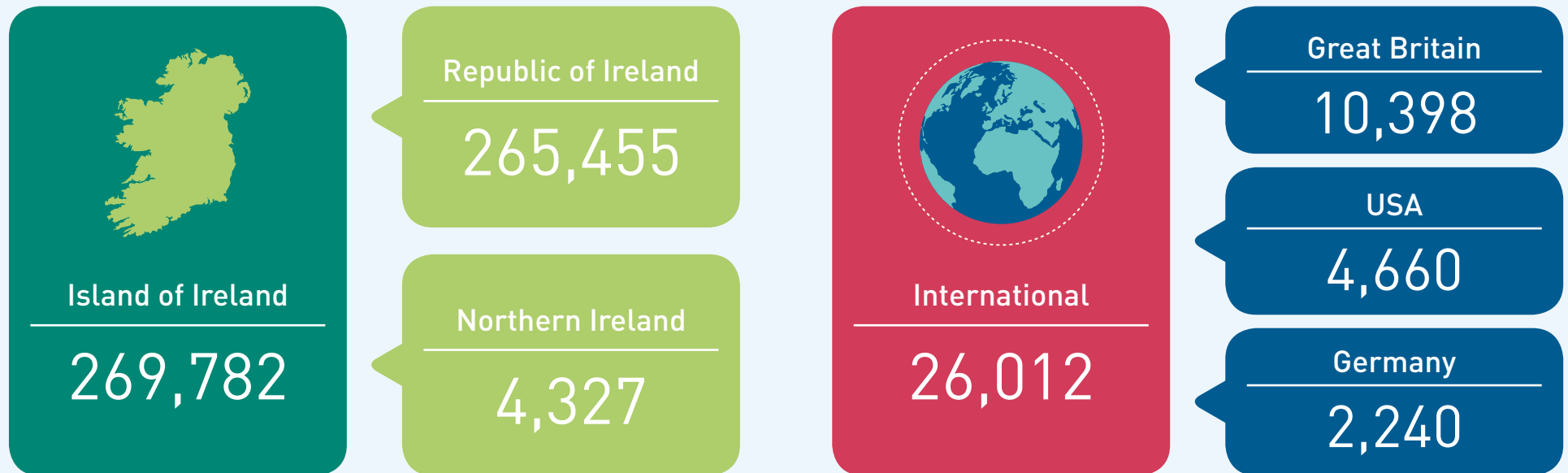


In H1 2020 new .ie domain registrations by individuals increased significantly, by **35.3% year-on-year**. The .ie domain remains a powerful, authentically Irish personal branding tool that the owner fully controls. Factors like social media restrictions (e.g. no ownership of content and limitations on audience reach) and the Covid-19 lockdown have encouraged growth.

*'Other' includes non-business groups and associations, like clubs, bands, community groups, and other informal bodies.

Analysis of .ie domains by geography

Total number of registered .ie domains



Great Britain accounts for the majority of internationally registered .ie domains. New registrations increased by 13% year-on-year in H1 2020, from 635 to 718.

Bulgaria registered the second highest number of new .ie domains in H1 2020 (457, +74.4%), followed by the **United States** (128, -47.9%) and **Germany** (76, -11.6%).

.ie domain holders in foreign countries usually have business operations in Ireland or can prove another type of professional or personal connection to Ireland.



31,367

new .ie domains registered on the island of Ireland in H1 2020

Up 27.1%

on H1 2019

1,919

new .ie domains registered internationally in H1 2020

Up 7.8%

on H1 2019

Analysis of .ie domains by county

Tyrone

Tyrone recorded the largest increase in new .ie domain registrations (105%) in H1 2020, albeit from a low base.

Monaghan

Monaghan recorded the second largest increase in new .ie domain registrations (83.2%).

Dublin

Dublin recorded the highest number of new .ie domain registrations in H1 2020 (12,504), a 24.3% increase year-on-year.

Laois

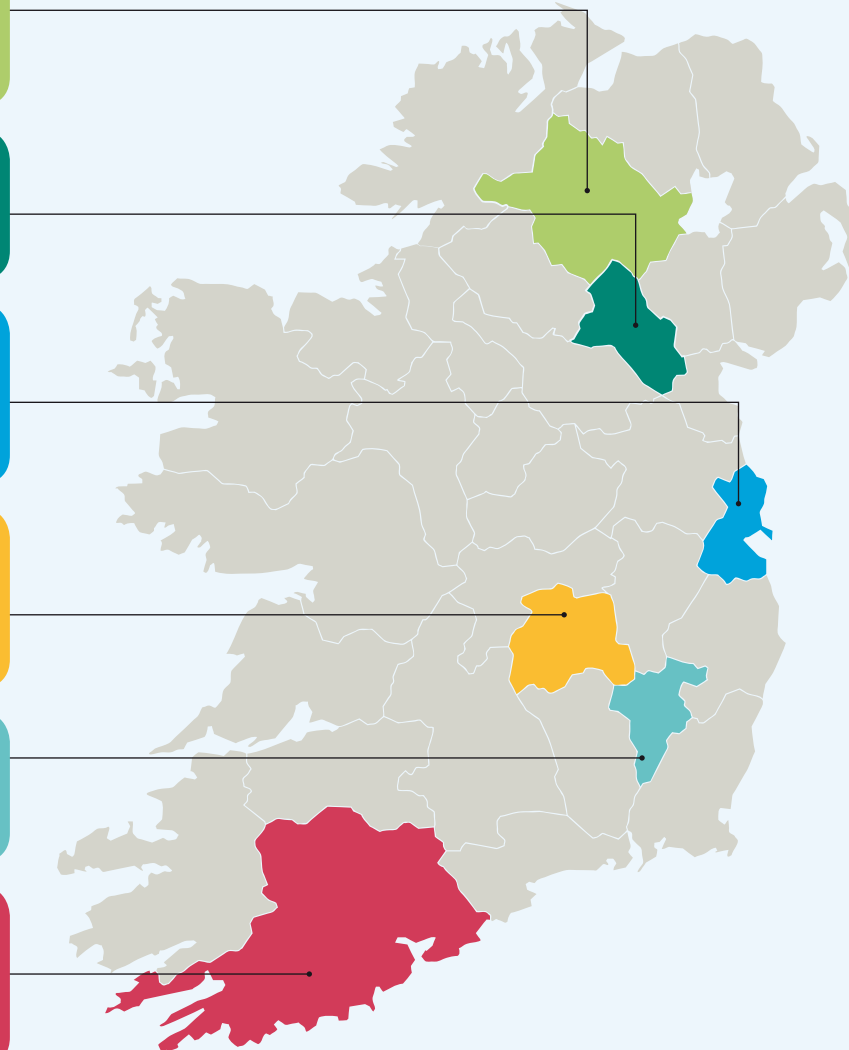
Laois was the only county in Ireland to record a year-on-year decrease in new .ie domain registrations (-6%) in H1 2020.

Carlow

Carlow recorded the third largest increase in new .ie domain registrations (75.2%).

Cork

Cork recorded the second highest number of new .ie domain registrations in H1 2020 (2,734), a 29.6% increase year-on-year.



County	Total database % share	New registrations H1 2020	% growth vs H1 2019
Antrim	0.57	128	28.0
Armagh	0.18	53	32.5
Carlow	1.70	748	75.2
Cavan	0.91	380	67.4
Clare	1.75	690	68.7
Cork	8.65	2,734	29.6
Derry	0.17	62	44.2
Donegal	1.60	505	2.6
Down	0.43	140	21.7
Dublin	44.63	12,504	24.3
Fermanagh	0.06	25	92.3
Galway	4.50	1,477	27.3
Kerry	2.04	716	16.8
Kildare	4.47	1,507	12.0
Kilkenny	1.45	470	5.6
Laois	1.01	343	-6.0
Leitrim	0.45	163	61.4
Limerick	2.89	881	23.6
Longford	0.48	140	19.7
Louth	2.20	644	8.9
Mayo	1.73	606	32.0
Meath	3.47	1,182	18.8
Monaghan	0.68	240	83.2
Offaly	0.87	300	53.1
Roscommon	0.79	258	16.2
Sligo	1.09	368	53.3
Tipperary	1.77	662	60.3
Tyrone	0.20	82	105.0
Waterford	1.81	620	19.7
Westmeath	1.32	507	40.4
Wexford	2.46	904	34.9
Wicklow	3.67	1,328	41.1
Total	100	31,367	

Analysis of .ie ecosystem

The new Government

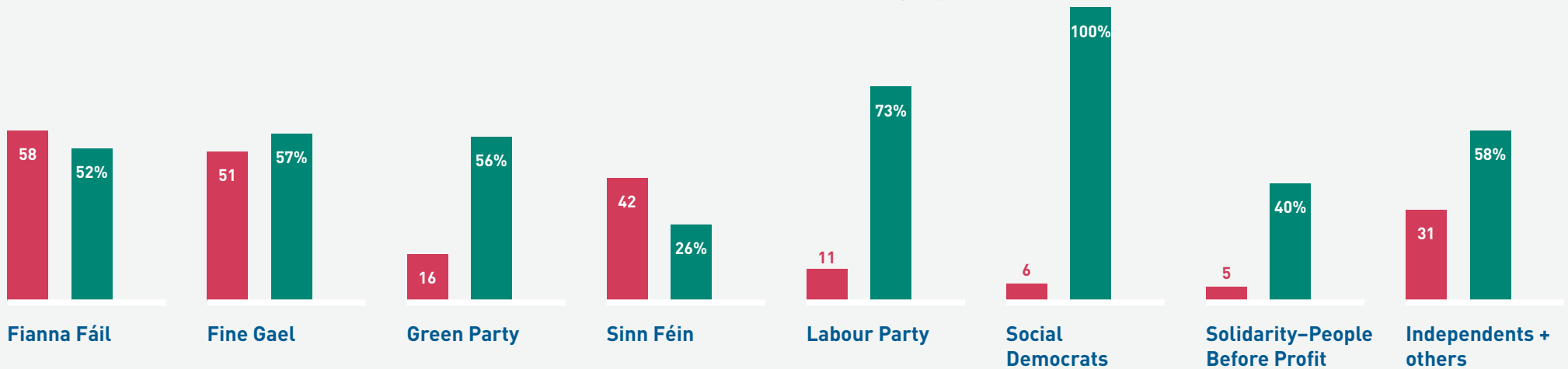


There are 220 TDs and Senators in the Oireachtas

■ Oireachtas members

Only 51% have an identifiably Irish .ie website

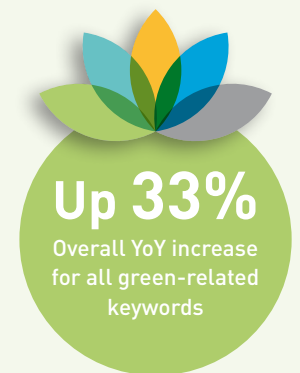
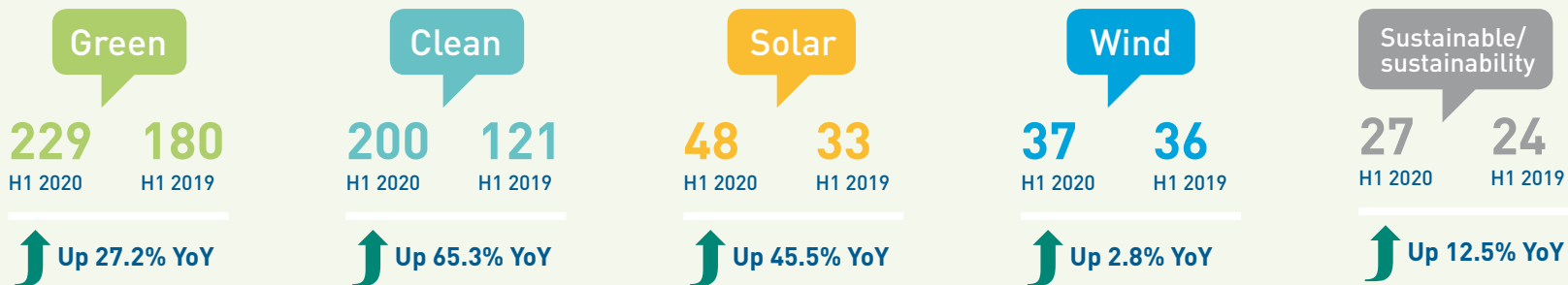
■ % of party's TDs/Senators that have a .ie website



The green movement

How has increased public demand for climate action affected .ie registrations?

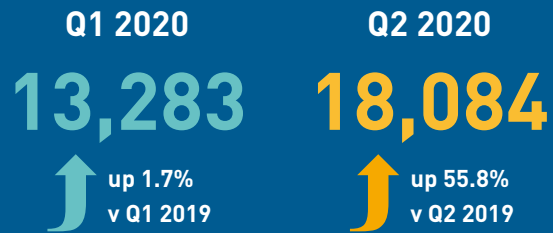
New .ie registrations with green-related keywords



Other ecosystem facts

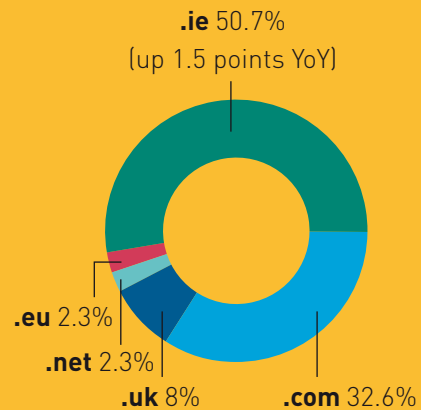


Island of Ireland .ie new registrations



Large Q2 YoY increase, likely due to SMEs boosting their online presence as a result of Covid-19

Top 5 market share of Ireland's hosted domains (by top-level domain at end May 2020)



Source: www.hosterstats.com

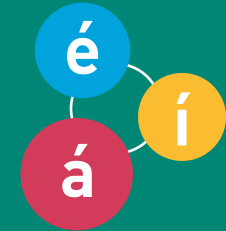


.ie websites with a security certificate

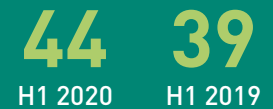
41%

of .ie websites now have a security certificate.

Source: Pandanalytics



New .ie registrations with a fada



Up 12.8%
YoY

.ie resale requests

.ie domains can be sold on a 'secondary market' to buyers who can prove their connection to Ireland.

156
H1 2020

240
H1 2019

-35%
YoY

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*, and operates a public WHOIS lookup service for .ie domains.



The company's mission is to grow and strengthen .ie as the digital identity of choice for people and businesses with a connection to Ireland. In cooperation with our Registrars, technical partners and stakeholders we help shape the development of the internet landscape and ecosystem. Policy development for the .ie namespace follows a bottom-up, consensus-driven approach through a multi-stakeholder *Policy Advisory Committee*.



IE Domain Registry is committed to digital advocacy for the SME community. Through stakeholder engagement initiatives such as the *OPTIMIZE programme* and *Digital Town*, the company works with and supports SME organisations to improve their members' online presence and e-commerce capabilities.



IE Domain Registry produces fact-based research for the business community and policymakers, such as the *SME Digital Health Index*, which provides key insights into the digital health of Irish 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 easier and faster to register a .ie domain.

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

www.iedr.ie



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