



IE Domain Registry



# .ie

## Domain Profile Report

### H1 2018

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# Foreword

IE Domain Registry is pleased to publish its Domain Profile Report for H1 2018 (1 January – 30 June 2018). The Domain Profile Report examines the make-up of the .ie domain database, including the number of new registrations, the geographical location of these registrations, and the domain holder type (such as business or natural person).

The first half of 2018 was the best ever half-year period for .ie. 28,126 new .ie domains were registered, equivalent to 154 per day. This is a 39% increase year-on-year. Registrations increased in every province and in 31 of the 32 counties of Ireland.

IE Domain Registry's new policy of .ie domain liberalisation has played an integral role in this growth spike. Commenced in March 2018, liberalisation makes it easier and faster than ever before to register a .ie domain.

Previously, .ie domain applicants had to prove both a connection to the island of Ireland and a valid claim to their desired .ie domain. Liberalisation dropped the latter requirement, allowing valid applicants to register any .ie domain on a first-come, first-served basis.

For businesses and private individuals alike, this has made the registration process much more straightforward. Liberalisation has already proven useful for new business start-ups and small-scale enterprises who can easily prove their identity and connection to Ireland.

.ie is an authentic and powerful brand. A business with a .ie web address demonstrates to consumers at home that it is local and trustworthy and to those abroad that it has a genuine link to Ireland. Indeed, online business is an increasingly important part of the economy. E-commerce is worth €12.3 billion per annum to the Irish economy, or 6% of GDP.<sup>1</sup> Online consumer spending is rising ten times faster than traditional face-to-face sales.<sup>2</sup>

However, much of this spend goes abroad to foreign retailers. As our latest Digital Health Index (Q4 2017) shows, just 40% of Irish businesses can take sales orders through their website. Consumers are not waiting for local businesses to catch up: 54% would shop with a competitor if they could not find their preferred retailer online.

IE Domain Registry is confident that further enhancements to the .ie namespace, like liberalisation, as well as continued advocacy for SMEs and e-commerce, will help to maintain the increase of new .ie domain registrations, and help to improve both the international competitiveness and growth potential of Ireland's small businesses.

**David Curtin**  
*Chief Executive, IE Domain Registry*

**August 2018**

1 Wolfgang Digital 2018 Irish Online Economy Report

2 Visa Irish Consumer Spending Index May 2018

# .ie Domain Profile Report

## Key findings

H1 2018

Total registered .ie domains at the end of June 2018:

# 252,222

# 39%

year-on-year growth in new .ie registrations

# 62.5%

of all new .ie domains registered were **businesses**



# 75%

of the total .ie database are **businesses**

# 28,126

new .ie domains registered in H1 2018.

# 154

every day

This is the best ever half-year period.

New .ie domains registered in H1 2018 on island of Ireland:

Leinster accounted for 

# 67%

Dublin accounted for 

# 42.5%

Northern Ireland registrations increased by 

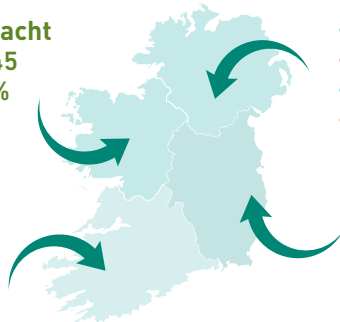
# 32%

 year-on-year.



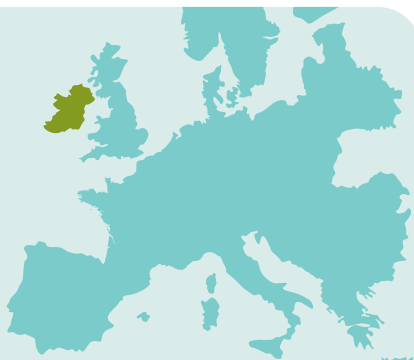
### Analysis of .ie domain database by province

- Connacht
  - 19,345
  - 8.42%
  - 35
- Ulster
  - 10,897
  - 4.74%
  - 5
- Munster
  - 42,526
  - 18.51%
  - 33
- Leinster
  - 157,007
  - 68.33%
  - 60



• Province • Total • % Share • Domains per 1,000 population  
Percentages based on domains registered on the island of Ireland only

Ireland ranks **16th out of 22** European countries for the number of country domain names (.ie, .uk, .de) per 1,000 people



Leitrim recorded a 113% increase in new .ie domain registrations – the highest of any county

**Leitrim (+113%)**



Top 3 counties with the highest number of domains per 1,000 people

**Dublin (78)**

**Carlow (64)**

**Wicklow (56)**

## ANALYSIS OF .ie DOMAIN DATABASE AND GROWTH

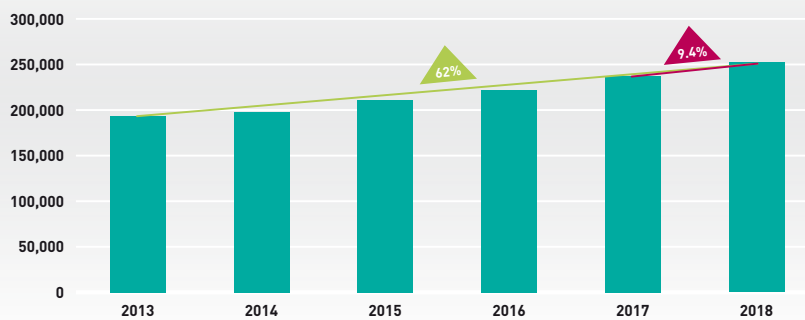
At the end of H1 2018, there were **252,222** total .ie domains in the database. The database has increased in size by **9%** since the same period last year.

**28,126** new .ie domains were registered in H1 2018 or **154 a day**. This is the highest number of new .ie domains ever registered in a single half-year period. New registrations increased by **39%** versus the same period last year, and by **62%** on the same period five years ago (2013).

Net additions to the .ie database, which includes new registrations and deletions, totalled **14,810**, a **75.5%** increase on the same period last year.

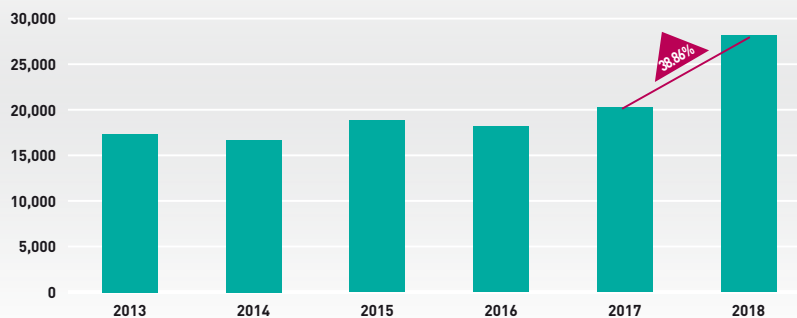
### .ie domain database size and growth

Number of registered .ie domains at end of H1 and percentage growth



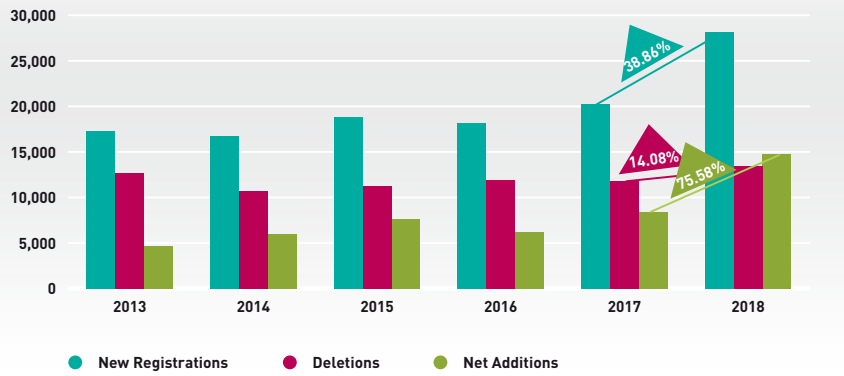
### New .ie registrations and growth

Number of new .ie registrations for H1 and percentage growth



## Components of net growth

Number of new .ie registrations, deletions and net additions for H1 and percentage growth



## ANALYSIS OF .ie DOMAINS BY TYPE

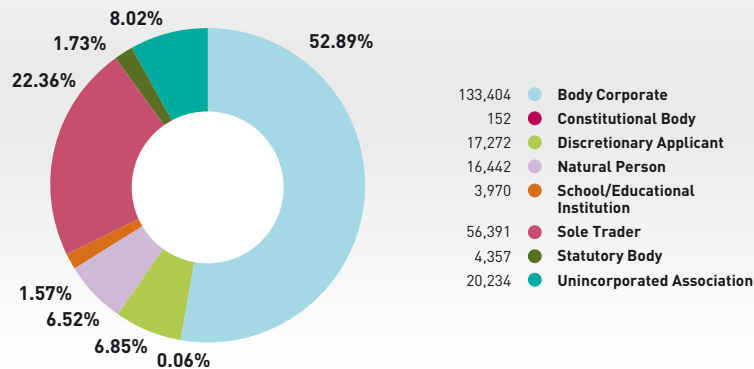
When a .ie domain is registered, IE Domain Registry collects useful GDPR compliant information about the domain holder, specifically the type (e.g. whether they are a natural person, corporate body, sole trader etc) and their geographical location.

**Businesses – corporate bodies and sole traders – made up the bulk of new .ie domain registrations in H1 2018 (62.5%),** growing 29% on the same period last year. Businesses, at the end of H1 2018, made up **75%** of the total .ie domain database.

**Natural persons made up 21% of new .ie domain registrations in H1 2018** compared to just 6% in the same period last year. This increase is largely the result of a change in data collection methods due to .ie domain liberalisation.

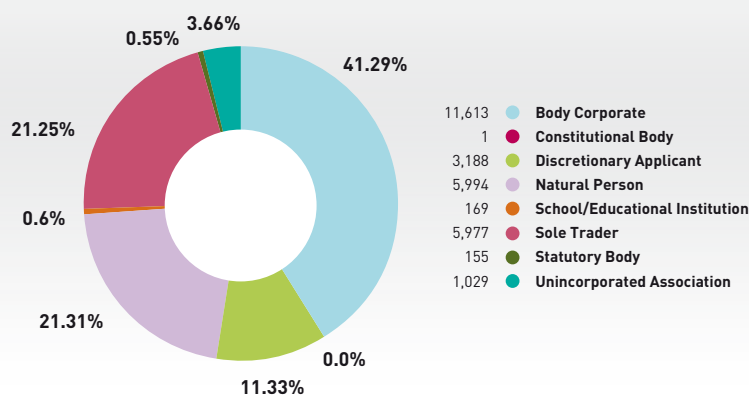
### Classification of .ie domain database by domain holder type

Classification of all .ie domain holders at end of H1 2018



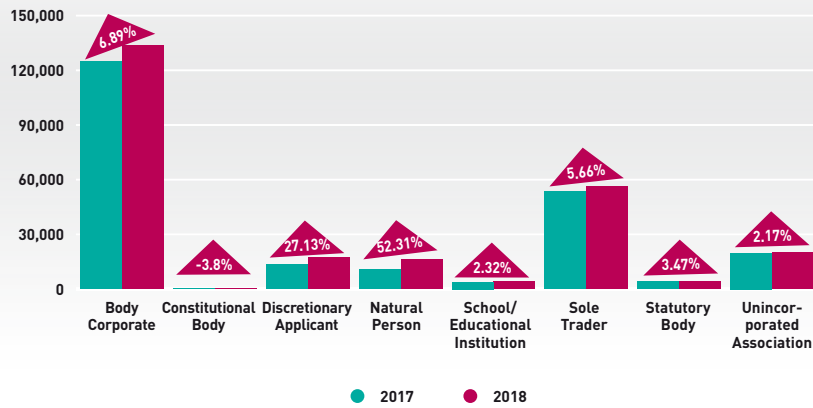
### Classification of new .ie registrations by domain holder type

Classification of all new .ie registrations in H1 2018



## Growth of .ie domain database by domain holder type

.ie domain database by domain holder type and percentage change, end of H1 2018 compared to end of H1 2017





## ANALYSIS OF .ie DOMAINS BY GEOGRAPHY

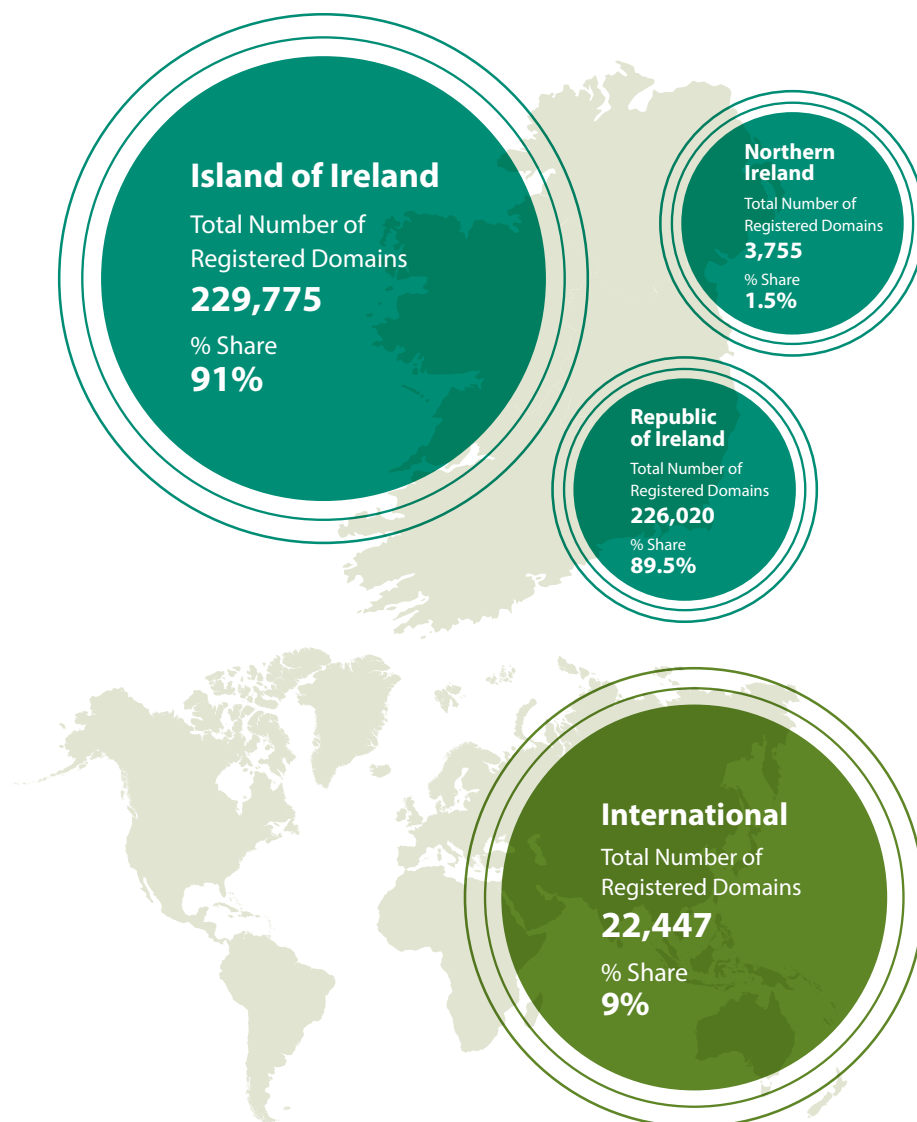
### Total domains

At the end of H1 2018, the number of .ie domains registered on the island of Ireland totalled 229,775 – **91% of the total database**. 22,447 domains are registered internationally, accounting for **9% of the total database**.

### New registrations

**28,126 new .ie domains** were registered in the first half of 2018. 26,156 .ie domains, or 93% of all new registrations, originated from the **island of Ireland**. Of those domains, 25,729, or 98%, were registered in the **Republic of Ireland** (+41% on the same period last year) and 427, just under 2%, were registered in **Northern Ireland** (+32%).

In the same period, 1,970 new .ie domains were registered **outside the island of Ireland**.



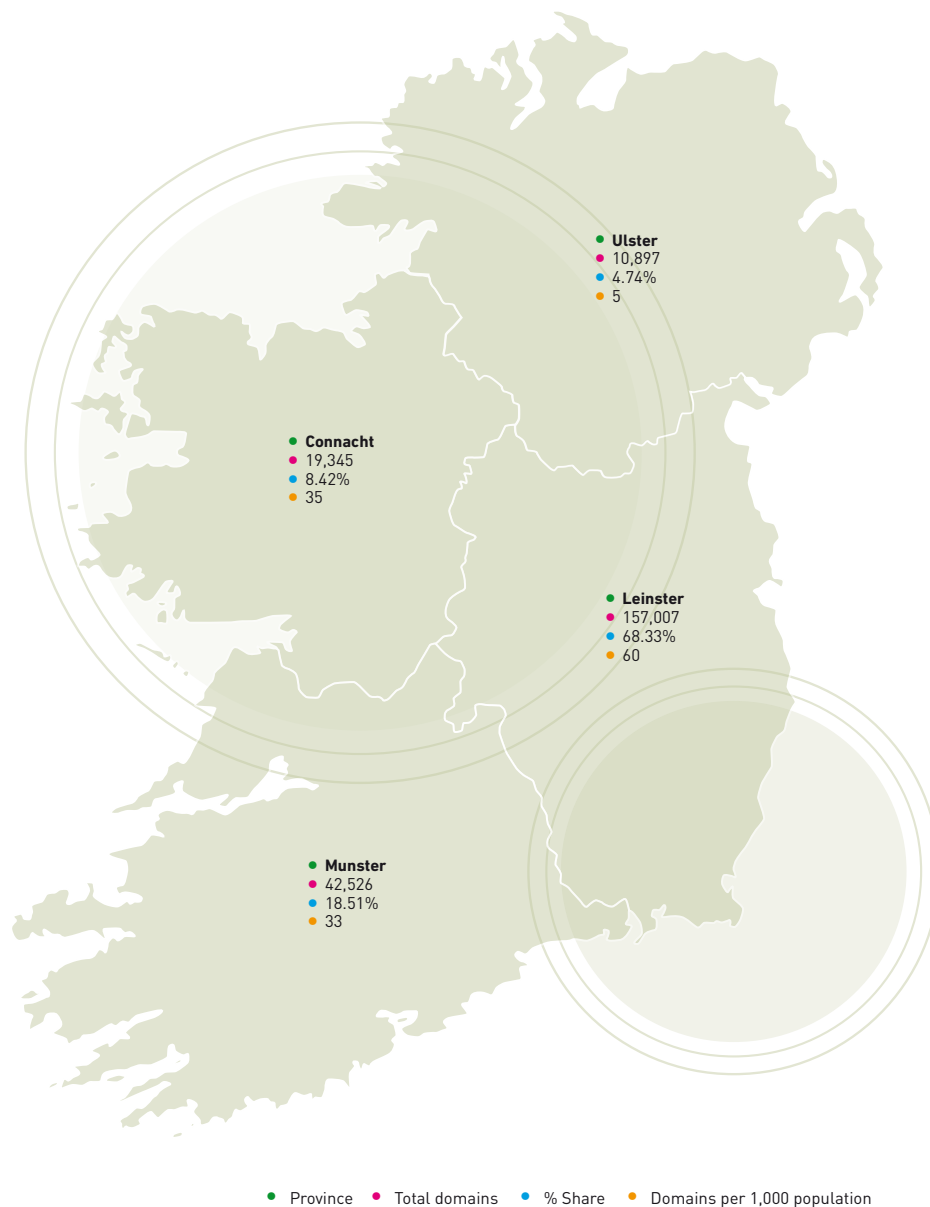
## ANALYSIS OF .ie DOMAINS BY PROVINCE

### Total domains

When .ie domains registered outside the island of Ireland are excluded, **Leinster, including Dublin, accounted for 68% of all .ie domains** in the database at the end of H1 2018, followed by **Munster (18.5%)** and **Connacht (8%)**. .ie registrations in **Ulster** remain low, accounting for **less than 5%** of the total database.

### New registrations

In terms of new .ie domain registrations in H1 2018, in line with the overall database, **Leinster recorded 17,544 new .ie domain registrations**, or 67% of all new registrations (+39% year-on-year). **Munster** recorded the second-highest number, with **4,936** or 19% (+28%); followed by **Connacht** with **2,364** or 9% (+39%); and by **Ulster** with **1,312** or 5% (+34%).



## Share and growth of new .ie registrations by province

New .ie domains registered by province in H1 2018 and percentage growth year-on-year

Province	New Reg 2018	% Share	% Growth
Connacht	2,364	9.04%	39.06%
Leinster	17,544	67.07%	38.74%
Munster	4,936	18.87%	28.31%
Ulster	1,312	5.01%	33.74%
Ulster - ROI	885	3.38%	34.70%
Ulster - UK	427	1.63%	31.79%
<b>Total (excl International)</b>	<b>26,156</b>		

# ANALYSIS OF .ie DOMAINS BY COUNTY

## New registrations

The table on page 12 shows that every county on the island of Ireland bar one (Fermanagh) recorded an increase in new .ie registrations in H1 2018.

**Dublin** accounted for the majority of new .ie registrations on the island of Ireland with 11,134, or 42.5%, a **+33.5% increase** on the same period last year.

**Cork** recorded the second-highest number of new registrations (2,221, or 8.5% of new registrations, an increase of +31%), followed by **Galway** (1,330, 5%, +40%) and **Kildare** (1,258, 5%, +60%).

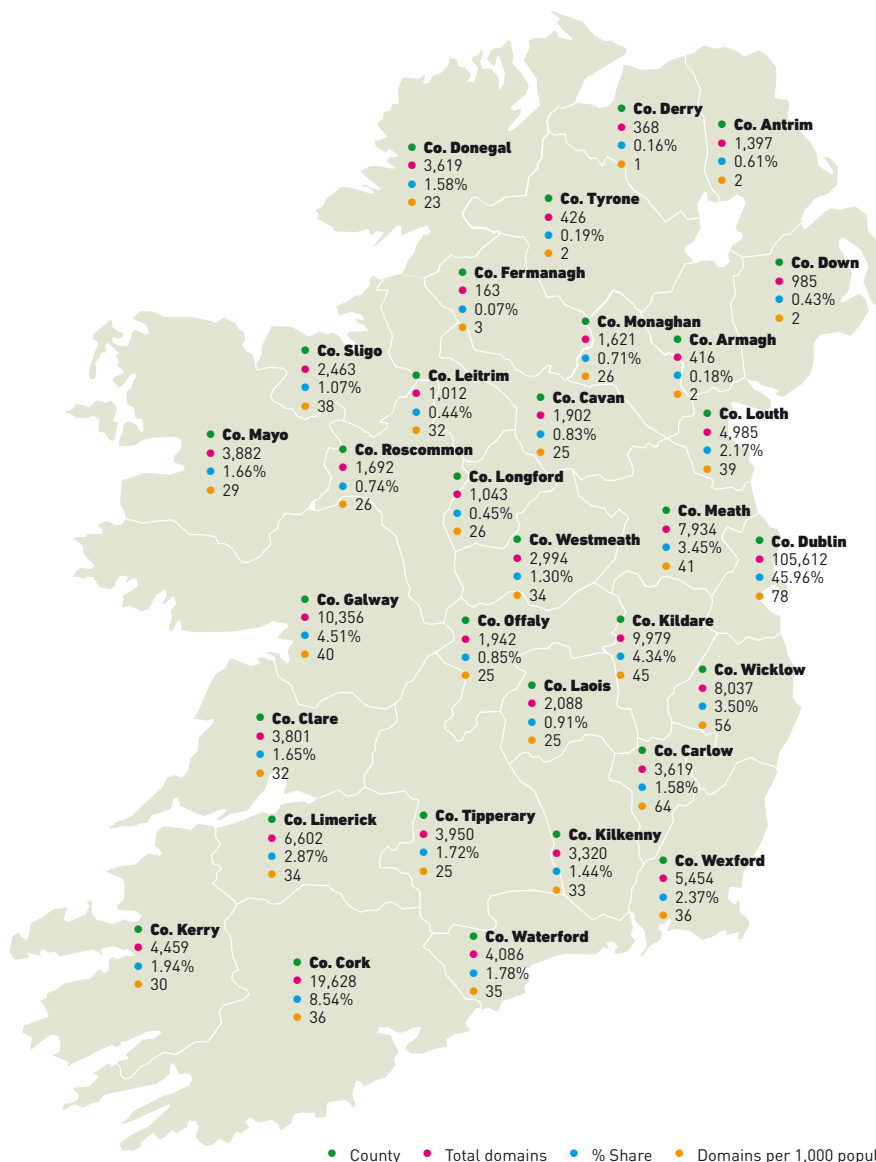
**Leitrim** recorded the highest growth in new .ie domain registrations in the Republic of Ireland and on the island of Ireland in H1 2018 (+113%, from 84 .ie in H1 2017 domains to 179).

**Antrim** registered the most .ie domains in Northern Ireland in H1 2018 (158), a +42% increase on last year. **Fermanagh**, the only county that did not record an increase in .ie domains, registered just 5, down -72% on last year.

## Total domains

The map of Ireland below shows that **Dublin** has the **highest number of .ie domains per 1,000 people** (78), followed by **Carlow** (64), **Wicklow** (56) and **Kildare** (45).

**Fermanagh** has the highest number of .ie domains per 1,000 people in **Northern Ireland** (3), with **Derry** the fewest (1).



## Share and growth of new .ie registrations by county

New .ie domains registered in H1 2018 by county and percentage growth from H1 2017

County Total	New Reg H1 2018	% Share	% Growth
Co. Antrim	158	0.60%	42.34%
Co. Armagh	44	0.17%	18.92%
Co. Carlow	463	1.77%	80.16%
Co. Cavan	226	0.86%	26.97%
Co. Clare	410	1.57%	10.51%
Co. Cork	2,221	8.49%	30.80%
Co. Derry	33	0.13%	10.00%
Co. Donegal	461	1.76%	32.09%
Co. Down	142	0.54%	46.39%
Co. Dublin	11,134	42.57%	33.55%
Co. Fermanagh	5	0.02%	-72.22%
Co. Galway	1,330	5.08%	40.30%
Co. Kerry	586	2.24%	48.35%
Co. Kildare	1,258	4.81%	59.85%
Co. Kilkenny	420	1.61%	35.92%
Co. Laois	284	1.09%	42.00%
Co. Leitrim	179	0.68%	113.10%
Co. Limerick	775	2.96%	25.40%
Co. Longford	128	0.49%	48.84%
Co. Louth	548	2.10%	36.32%
Co. Mayo	423	1.62%	24.41%
Co. Meath	990	3.78%	46.23%
Co. Monaghan	198	0.76%	52.31%
Co. Offaly	235	0.90%	51.61%
Co. Roscommon	192	0.73%	43.28%
Co. Sligo	240	0.92%	23.71%
Co. Tipperary	462	1.77%	16.67%
Co. Tyrone	45	0.17%	45.16%
Co. Waterford	482	1.84%	30.62%
Co. Westmeath	372	1.42%	19.23%
Co. Wexford	718	2.75%	60.63%
Co. Wicklow	994	3.80%	47.04%
<b>Total</b>	<b>26,156</b>		

## ANALYSIS OF .ie DOMAIN DATABASE BY DOMAIN CHARACTER LENGTH

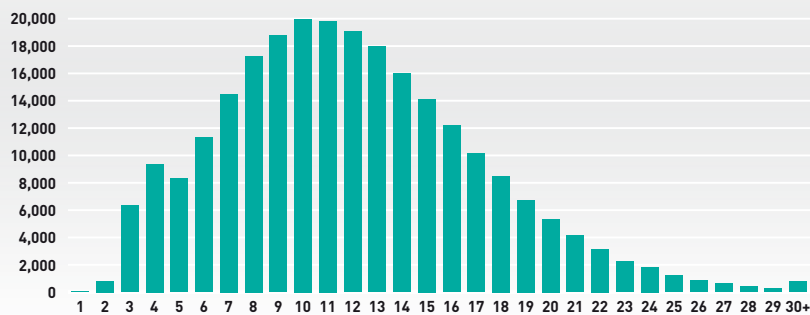
The majority of .ie domain names are **between 9 and 12 characters**. Domains with 10 characters are the most common, with 19,982 in the database.

There are **37 one-letter .ie domains** (p.ie) and **811 two-letter .ie domains** (AA.ie) in the database. Short and memorable one- and two-letter .ie domains are in high demand. sl.ie is available on the domain auction website Sedo.com with a reserve price of more than €50,000.

There are 786 .ie domains with **more than 30 characters**. The longest active domain name, **with 54 characters**, is [www.lithuanian-and-russian-translation-and-language-school.ie](http://www.lithuanian-and-russian-translation-and-language-school.ie).

### Number of characters

.ie domain names at end of H1 2018



# INTERNATIONAL COMPARISON OF DOMAIN MARKETS

There are more than 240 country code top-level domain extensions (ccTLDs) worldwide, including .ie.

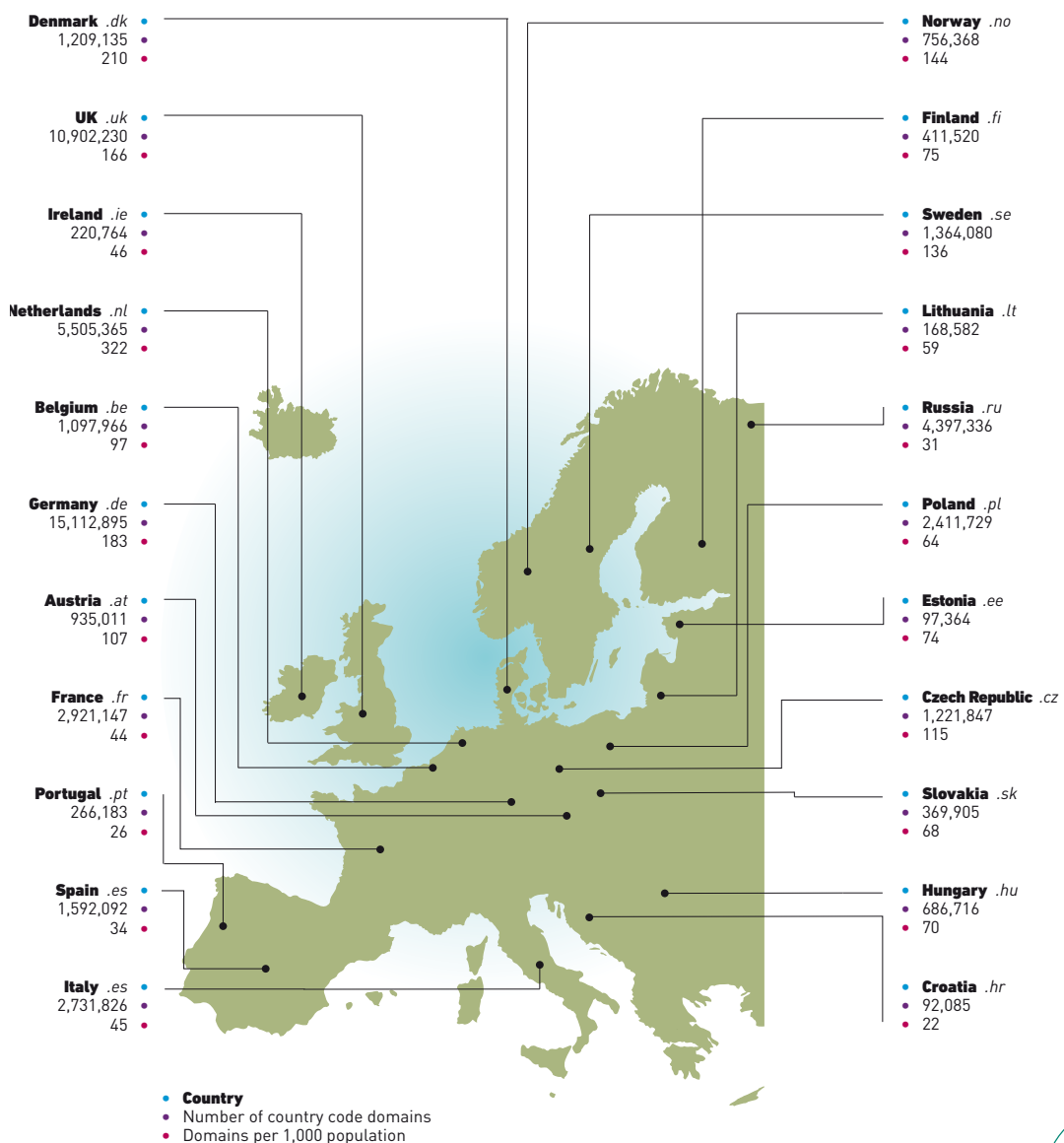
According to data from CENTR, the European association for country code top-level domain registries, **Ireland currently ranks 16<sup>th</sup> out of 22 countries in Europe** for the number of country code domains per 1,000 people.

Ireland, with **46 .ie domains per 1,000 people**, ranks ahead of significantly larger countries including Italy (45 .it domains per 1,000 people), France (44 .fr domains per 1,000 people) and Spain (34 .es domains per 1,000 people).

However, **Ireland ranks behind many European countries with similar or smaller populations**, including Denmark (210 .dk domains per 1,000 people), Norway (144 .no domains), and notably Estonia (74 .ee domains), which has a population of just 1.3 million.

## Analysis of European ccTLD domain market

Breakdown of international domain market size by country and per 1,000 population



Source: Council of European National Top Level Domain Registries ([www.centr.org](http://www.centr.org)) April 2018

For calculating domains per 1,000, the number of domains is based on locally registered domains. This is to provide comparability and consistency across CENTR member states data.

# 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.

## Why choose a .ie domain name

Getting online is a crucial part of growing your business. A .ie domain name is your online address for a website or an email, which enables you to reach out to new local and international customers, build existing relationships and sell your goods and services.

### It's identifiably Irish

.ie is the official Internet country code for Ireland and the only online address that is 100% Irish. A .ie tells the global community that you are Irish and tells the Irish community that you are local. You can even register an Irish language name if required, fadas and all.

### It's more likely to be available

.ie offers a wider choice of available names compared to .com, as significantly more of those .com names are already registered.

### Let your customers find you online

.ie addresses rank higher than .com addresses on Irish based search engines like Google.ie. Irish consumers are more likely to click on local website addresses.

### Consumers can trust you

Every .ie applicant's identity is checked and validated at the point of registration. Consumers will have confidence in your business as .ie is a well-established and trusted domain.

### It's the preferred online address for businesses in Ireland

75% of all registered .ie online addresses are businesses which proves that they recognise the value of having a .ie.

### Protect your brand

Securing your .ie online address strengthens your brand and protects your online identity. All .ie domains are registered on a first-come, first-served basis.





**IE Domain Registry**

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