

Meath Springboard wins €5,000 in prize money as part of .IE's 20th anniversary celebration

- To mark its 20th anniversary and recent rebrand, .IE launched a €20,000 prize fund for .ie domain holders/customers with an established .ie website
- Meath Springboard Family Support Services intend to use the cash prize to create video content for children who use their services
- .IE comment: "We are delighted to support Meath Springboard Family Support Services in investing and developing their services and their online presence."

.IE, the guardians of Ireland's unique online .ie address, has today announced Meath Springboard Family Support Services the winner of a €5,000 prize to celebrate .IE's 20th anniversary and recent rebrand.

As part of the competition, a total prize fund of €20,000 was awarded to three individual .ie domain holders (1 x €10,000 and 2 x €5,000). The other prize winners were Finlay Motor Group (www.finlaymotorgroup.ie) and navigation training course operator, 1 Step More (www.1stepmore.ie).

The competition was devised to provide .ie domain holders, including businesses, individuals or community groups, with the opportunity to win a one-off cash prize to enhance their online presence and upgrade or enable e-commerce functionality, which, particularly during the Covid-19 pandemic, has allowed many to stay connected with their clients while the office has been closed.

Meath Springboard intends to use the cash prize to create an explainer video aimed at the children of families going through a break-up or crisis, showcasing the facilities they can offer such families.

.IE celebrates 20 years

2020 marks 20 years in business for .IE, the guardians of Ireland's unique online address, .ie.

In that time, the company has led the advancement of Ireland's internet ecosystem, working with businesses, communities, and people to educate, guide, and support them on their internet journey and to highlight the benefits of an online presence.

The careful guardianship and management of the .ie domain has resulted in it becoming Ireland's most trusted domain, with 77% of Irish consumers preferring a .ie website when buying online.* The .ie domain now has 51% of the hosted market in Ireland, followed by .com with 33% market share.

2020 sees spike in .ie domains

A total of 54,852 domains have been registered in 2020 so far, with a huge spike witnessed in the months of April to October as a result of the Covid-19 pandemic, a 39% increase in registrations on the previous year.

There are currently 306,010 .ie domains in the database. (correct at November 2020).

Comment

David Curtin, CEO of .IE said: "We are delighted to announce Meath Springboard as one of three overall winners of our 20th anniversary celebration prize fund.

"In their competition entry, Meath Springboard highlighted the importance of a website to demonstrate the availability of their services and supports in the local community."

"The internet continues to rapidly evolve, and it is critical that the .ie community evolves in parallel. This has never been more apparent than in recent months. For a service like Meath Springboard, an online

presence is vital to let the local community know that there is a range of supports available when needed, even though the office might be closed due to Level 5 Covid-19 restrictions.”

“We are excited to share the celebration of our 20th anniversary with the .ie community and mark this new phase of our journey as .IE moves forward with confidence into 2021.”

ENDS

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Notes to editor

*.IE Consumer Trust Survey 2020

**CSO figures for 2019

***.IE Domain Profile Report 2019

About .IE

.IE is the national registry for .ie domain names and is the trusted and progressive guardian of Ireland’s unique online .ie address. We operate the domain name system (DNS) for the .ie namespace, facilitate an [independent dispute resolution service](#), and operate a public WHOIS lookup service for .ie domains.

Our purpose is to enable and empower people, communities and business across Ireland to thrive online.

In cooperation with our Registrars, technical partners and stakeholders we help advance Ireland’s internet ecosystem. Good governance is evidenced in our [policy development process](#) for the .ie namespace which follows a bottom-up, consensus-driven approach through a multi-stakeholder Policy Advisory Committee.

.IE is committed to digital advocacy for the SME community. Through stakeholder engagement initiatives such as [.IE Digital Town](#), we work with and supports SMEs organisations to improve their members’ online presence and e-commerce capabilities so they can unlock the power of the internet.

We also produce fact-based research for the business community and policymakers, such as the [.IE Tipping Point Report](#), charting the attitudes of Irish SMEs and consumers to digital during the Covid-19 pandemic.

We are 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. There are over 300,000 domains in the database.

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

www.weare.ie