



**Identifiably Irish**  
Ireland's Domain Registry



# dot ie

## Domain Profile Report

**August 2017**

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# Foreword

The IE Domain Registry (IEDR) is pleased to publish its latest dot ie Domain Profile Report. This is the fifth edition of the report, which examines the makeup of the .ie domain database.

Once more, our report analyses the number of new .ie domains registered in the first half of 2017, the geographical breakdown of all new .ie domains registered and the make-up of all .ie domains in terms of the registrant type, whether business, corporate body or other.

I am pleased to report that we had the best half-year period for new registrations since 2011 in the first six months of this year. The number of new registrations totalled 20,255, up 11% on the same period last year. It is positive to note that this increase in the number of new .ie domains registered is coming from counties throughout the country, rather than in major urban centres alone. Indeed, if we take domain registrations by businesses as a strong forward indicator of economic activity then the 11% growth in our registry in H1 augurs well for digital activity in the months ahead.

I am also pleased to note that more than two-thirds (67%) or 13,672 domains, of all new .ie domains registered in the first half of this year, were businesses. What this suggests is that many SMEs understand the importance of having an identifiably Irish website or email address.

According to our most recent dot ie Digital Health Index (March 2017), which provides a comprehensive analysis of the digital assets owned and used by Irish SMEs, 68% of Ireland's businesses now have a website. Encouragingly, 20% of SMEs without a website say they are currently in the process of building one – up sharply on the 8% recorded in the last wave of research (October 2016) – and the number saying they have no plans to build one in the near future has also dropped from 66% to 57%.

While this is certainly encouraging and points to an improvement in Ireland's overall digital health, it would be naive of us, as an industry, to become complacent.

There are steps that we can take today to become a better digital economy tomorrow. This means improving our digital infrastructure, both in terms of access to reliable, high-speed broadband and resourcing the relevant agencies to provide digital skills, support and expertise to SMEs, particularly to those with less than 10 employees.

In tandem, we need to ensure that the necessary support and guidance for SMEs is in place to shine a spotlight on the value and benefits of an online presence and trading online, regardless of geography.

The time to collectively act is now.

**David Curtin**  
*Chief Executive*  
IE Domain Registry CLG (IEDR)  
August 2017

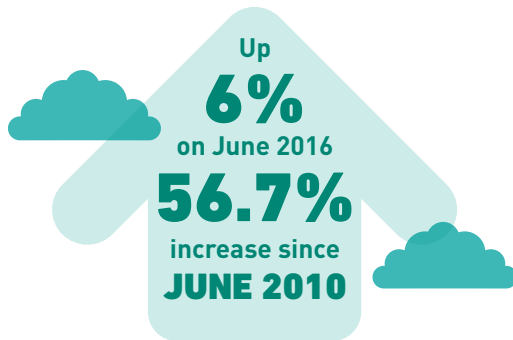
# Summary

- The .ie domain database had 230,611 domains registered at the end of June 2017 (H1). This is a 6% increase from 30 June 2016.
- There were 20,255 new .ie domains registered in H1 2017 (1 January – 30 June), or 112 new .ie domains every day. This is an 11% increase year-on-year, and the best half-year period for new .ie registrations since 2011.
- The number of net additions (new registrations less deleted and suspended domains) to the .ie database in the first half of 2017 was 8,435, up 35% on H1 2016.
- Corporate bodies or sole traders made up 67% of all new .ie domain registrations in H1 2017 (a 4% increase year-on-year). This is in line with the total .ie registry where 77% of all domains are these types of SMEs.
- Of the 20,255 .ie domains registered in H1 2017, 19,173 were registered on the island of Ireland. The majority of these (18,849, or 98%) were registered in the Republic of Ireland (a 9% increase year-on-year) and 324, or just under 2%, were registered in Northern Ireland (an 8% increase).
- Leinster accounts for 69% of all .ie domains registered to addresses on the island of Ireland, followed by Munster (18%), Connacht (8%) and Ulster (less than 5%).
- The majority of new .ie domains in H1 2017 were registered to addresses in Leinster (12,645, or 66%), up 11% on the same period in 2016.
- Munster registered the second highest number of .ie domains in the first six months of the year, 3,847, or 20% (up 16% on H1 2016); followed by Connacht, 1,700, or 9% (up 16%) and Ulster, 981, or 5% (up 15.5%).
- The majority of all new registrations in H1 2017 (41%) were registered to addresses in Dublin – 8,337 new .ie domains were registered, up 13% on the same period last year.
- Cork, with 1,698, made up 8% of new registrations in H1 2017, a 13% increase year-on-year; followed by Galway with 948, or 5% of new registrations, an 18% increase; and Kildare with 787, or 4% of new registrations, a 9% increase.
- Dublin has the greatest number of .ie domains per 1,000 people with 77, followed by Carlow with 59 and Wicklow with 53.
- Donegal, with 20, has the fewest .ie domains per 1,000 people in the Republic of Ireland; with Derry counting just 1 domain per 1,000 people in Northern Ireland.
- Ireland ranks 18th out of 22 European countries in terms of the number of country code domains per 1,000 people.
- In this regard, Ireland, with 49 domains per 1,000 people, ranks ahead of countries with larger populations, including France (46 domains per 1,000 people) and Spain (40), but significantly behind other countries of similar size, including Denmark (234) and Norway (141).

# OVERVIEW OF .ie DOMAIN PROFILE

Total registered .ie domains at the end of June 2017:

# 230,611



**67%** of all new .ie domains registered between January and June are **businesses**

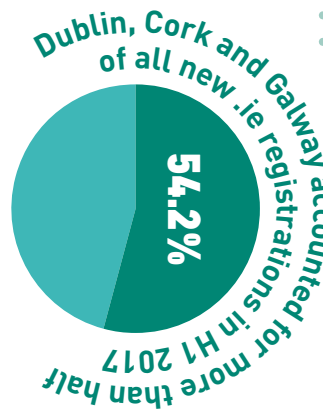


**77%** of the total .ie registry are **businesses**

**20,255** new .ie domains registered between January and June 2017

**112** new .ie domains registered every single day in H1 2017

New registrations up 11%. This is the best half-year period for new registrations since 2011

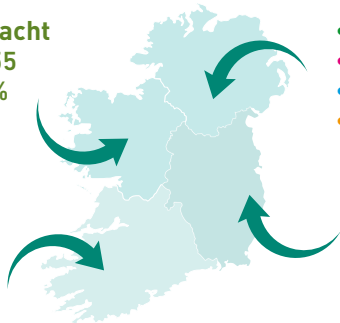


Most new .ie domains

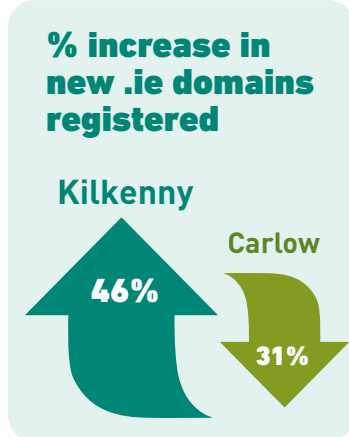
**8,337** Dublin

## Analysis of .ie domain registry by province

- Connacht
  - 17,455
  - 8.33%
  - 32
- Ulster
  - 9,763
  - 4.66%
  - 5
- Munster
  - 38,687
  - 18.46%
  - 31
- Leinster
  - 143,641
  - 68.55%
  - 57



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



Fewest new .ie domains\*

**84** Leitrim

Ireland ranks **18th out of 22** in Europe for the number of country code domains per 1,000 people, but ahead of France and Spain.



Donegal has the lowest number of .ie domains per 1,000 people\*

**Donegal (20)**

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

**Dublin (77)**

**Carlow (59)**

**Wicklow (53)**

\*Republic of Ireland; excluding Northern Ireland

## ANALYSIS OF .ie DOMAIN REGISTRY AND GROWTH

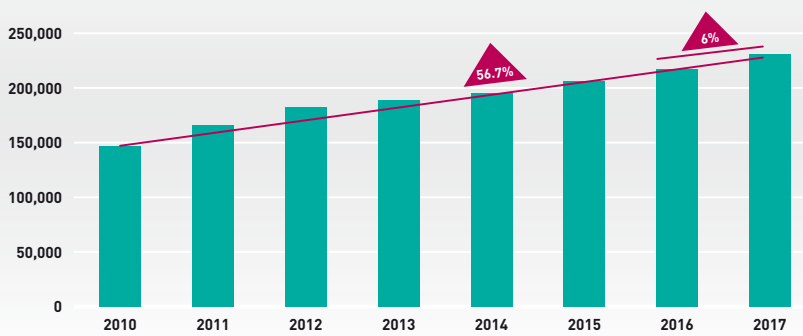
At the end of H1 2017, the total .ie database was 230,611, a 6% increase on the same period last year.

20,255 new .ie domains were registered in the first six months of 2017, equivalent to 112 new .ie domains every day. This is a significant 11% increase year-on-year. Indeed, it is the best half-year period for new .ie registrations since 2011.

With this increase in registrations and a small decrease in the number of deletions (1% year-on-year), the number of net additions to the .ie database in the first half of 2017 grew to 8,435, a 35% increase year-on-year.

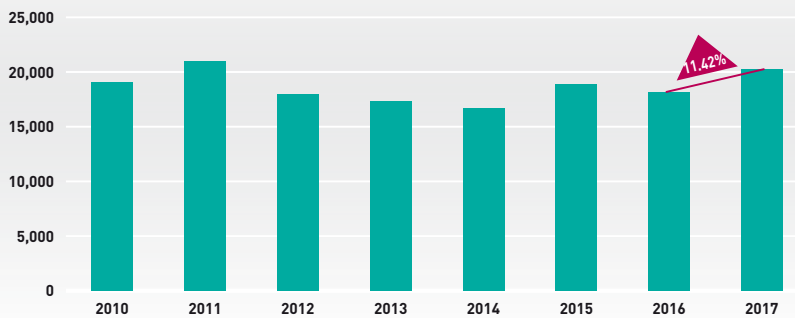
### .ie domain registry size and growth

Total number of registered .ie domains at end of H1 and percentage growth



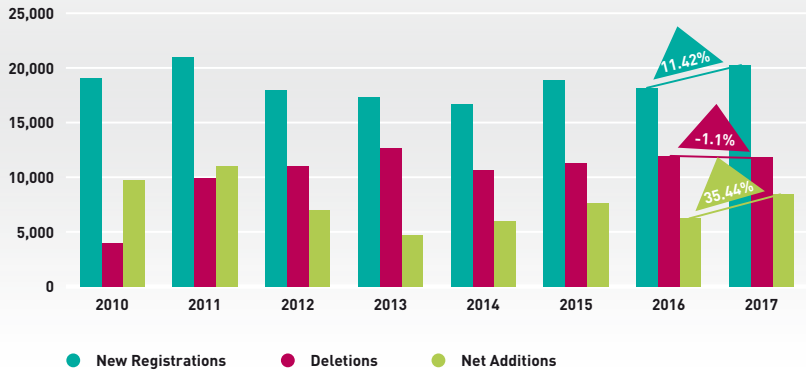
### New .ie registrations and growth

Number of new registrations in .ie domain registry for H1 and percentage growth



## Total .ie registrations and growth

Total number of new .ie registrations, deletions and net additions for H1 and percentage growth/decline



## ANALYSIS OF .IE DOMAIN REGISTRY BY TYPE

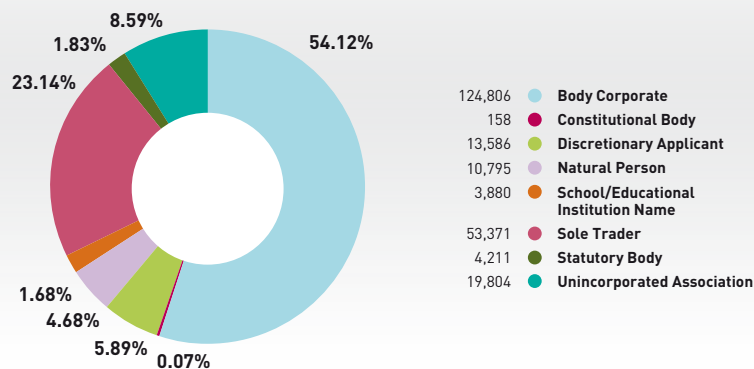
Each time a new .ie domain is registered, IEDR collects useful information on the registrant, specifically the type of registrant (e.g. sole trader, natural person, corporate body) and their location.

In H1 2017, a total of 13,672 new .ie domains, or 67%, were registered to SMEs who identified themselves as corporate bodies or sole traders. This is a 4% increase on the same period last year. These figures are broadly in line with the total .ie domain registry where 77% of all .ie domains are registered to these types of business.

There were also significant increases in the number of statutory bodies (307, up 122% on H1 2016) and natural persons (1,236, up 10%) registering .ie domains.

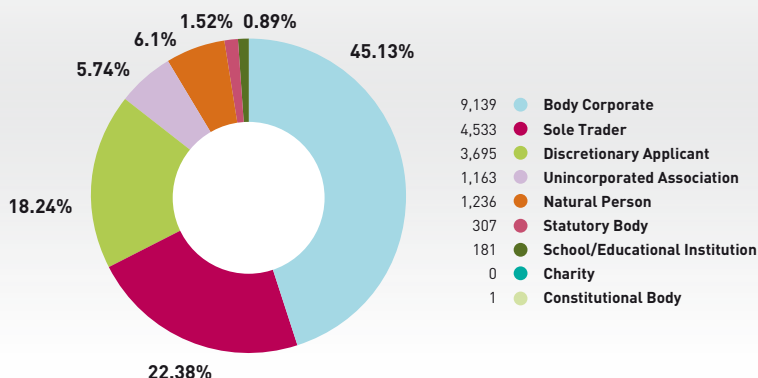
### Classification of .ie domain registry by registrant type

Classification of all .ie registrants at 30 June 2017



### Classification of new .ie registrations by registrant type

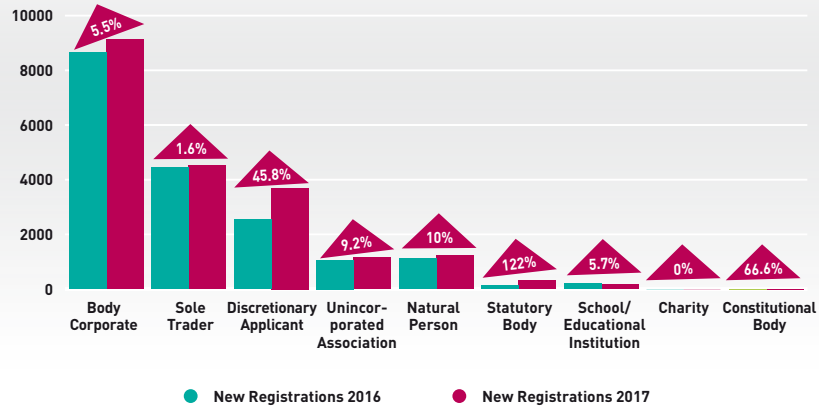
Classification of all new .ie registrations from January to June 2017





## Growth of new .ie registrations by registrant type

Increase in new .ie domain registrations by registrant type and percentage growth/decline from January to June 2017 compared to same period in 2016

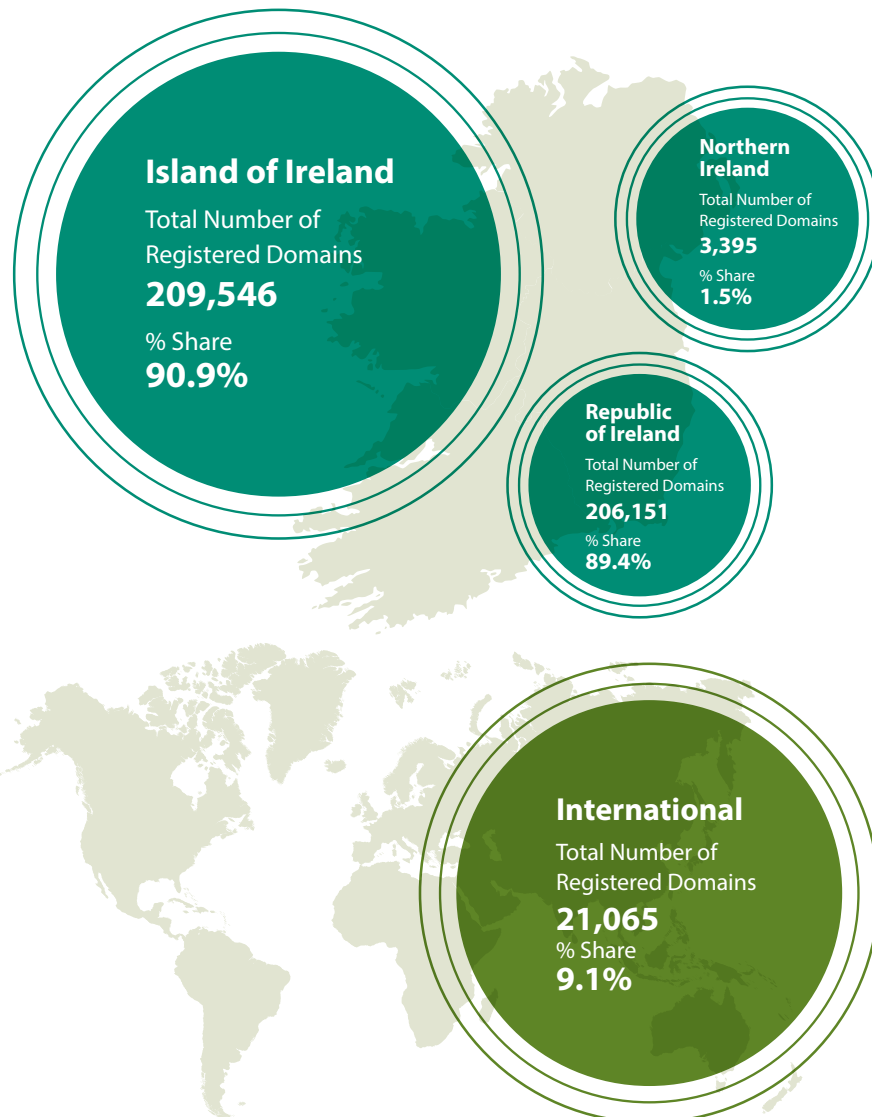


## ANALYSIS OF .ie DOMAIN REGISTRY BY GEOGRAPHY

At the end of H1 2017, the total number of .ie domains registered on the island of Ireland was 209,546 – 91% of the total .ie database. 21,065 .ie domains are registered outside the island of Ireland, or 9% of the total database.

Of the 20,255 .ie domains registered in H1 2017, 19,173 were registered on the island of Ireland. 18,849, or 98%, were registered in the Republic of Ireland (a 9% increase year-on-year), and 324, or just under 2%, were registered in Northern Ireland (an 8% increase).

In the same period, 1,082 .ie domains were registered outside the island of Ireland, a 7% decrease on last year.



## Split and growth of new registered .ie domains by geography

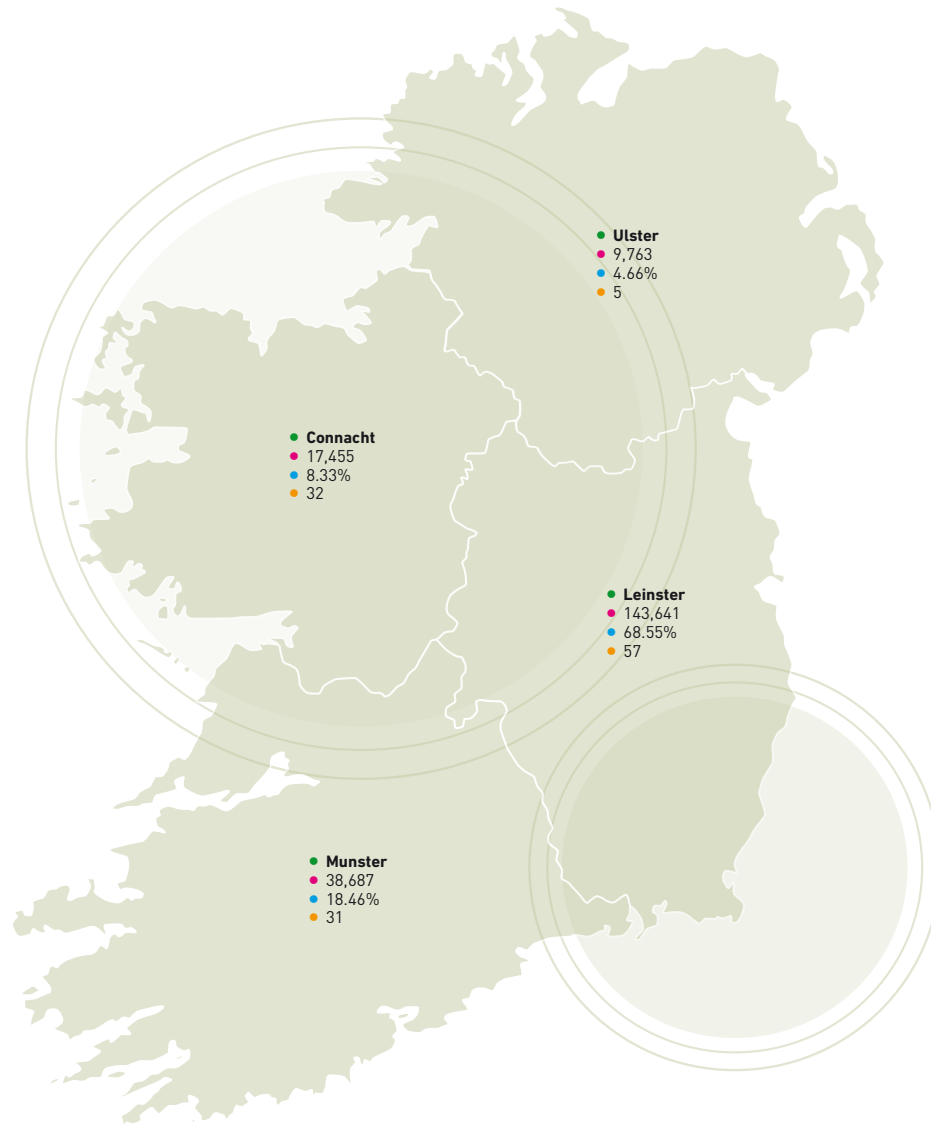
New .ie domains registrations by geography and percentage growth over previous period January to June 2016

Country	New Reg 2017	% Mix	% Increase Year On Year
Connacht	1,700	8.39	15.8
Leinster	12,645	62.44	11.1
Munster	3,847	18.99	16.2
Ulster	981	4.84	15.5
International	1,082	5.34	-7.0
<b>Total</b>	<b>20,255</b>	<b>100%</b>	

## ANALYSIS OF .ie DOMAIN REGISTRY BY PROVINCE

Excluding .ie domains registered outside the island of Ireland, Leinster accounts for 69% of all .ie domains in the registry, followed by Munster (18%) and Connacht (8%). Despite a third of the island's population residing in Ulster, registrations from the province remain low, accounting for just 4% of the total .ie registry.

In line with the overall registry makeup, in H1 2017, Leinster registered the most new domains on the island of Ireland – 12,645, or 66% of all new .ie registrations. This is an 11% year-on-year increase. Munster registered the second highest number of .ie domains, 3,847, or 20% (a 16% increase); followed by Connacht 1,700, or 9%, (a 16% increase) and Ulster, 981, or 5% (a 15.5% increase).



● Province ● Total ● % Split ● Domains per 1,000 population

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

New .ie domains registered by province and percentage growth over previous year January to June

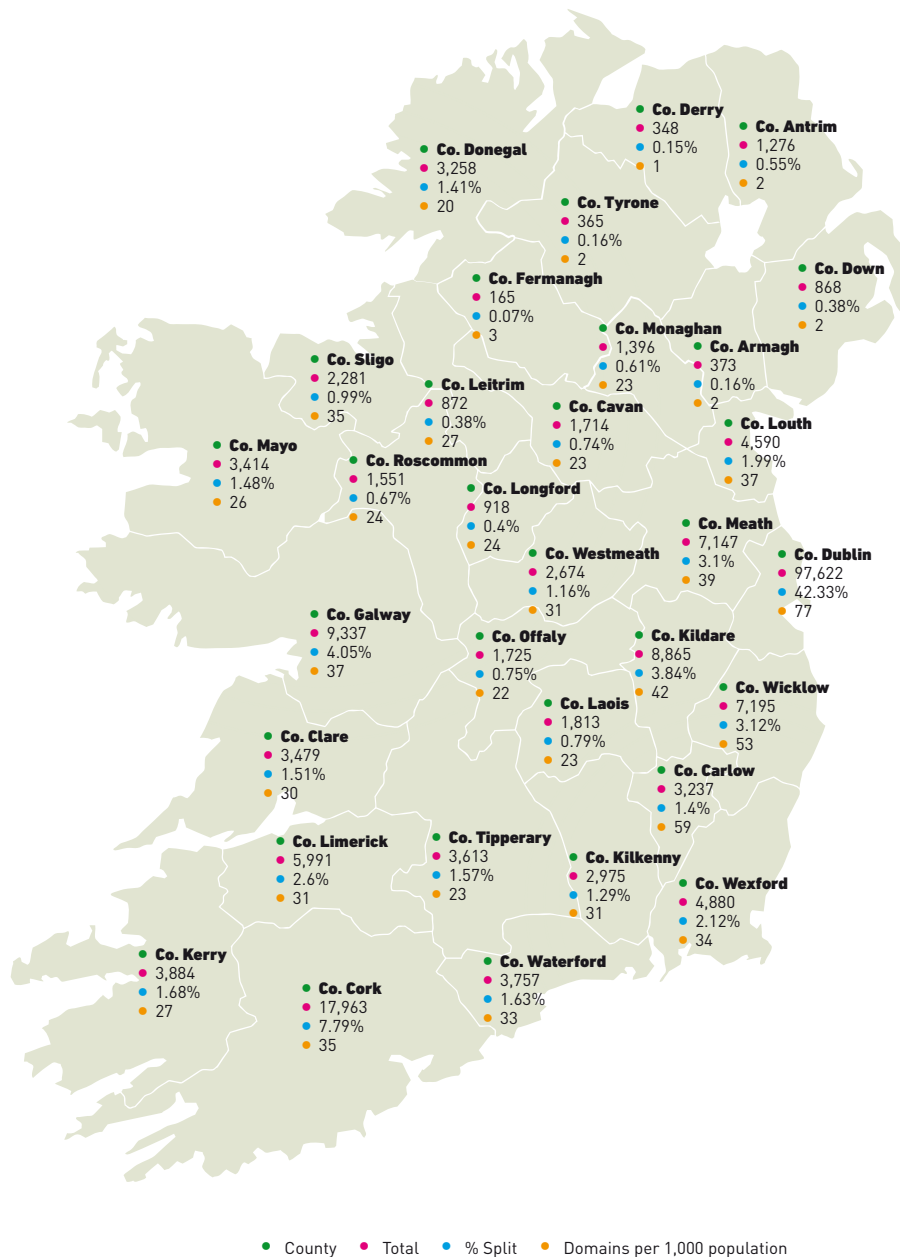
Province	New Reg June 2017	% Mix	% Increase/ Decrease Year On Year
Connacht	1,700	<b>8.87%</b>	15.8%
Leinster	12,645	<b>65.95%</b>	11.1%
Munster	3,847	<b>20.06%</b>	16.2%
Ulster	981	<b>5.12%</b>	15.5%
Ulster - ROI	657	<b>3.43%</b>	19.8%
Northern Ireland - UK	324	<b>1.69%</b>	7.6%
<b>Total</b>	<b>19,173</b>	<b>100.00%</b>	

## ANALYSIS OF .ie DOMAIN REGISTRY BY COUNTY

Dublin accounted for the vast majority of all new .ie domain registrations (41%) on the island of Ireland in H1 2017 – 8,337 new .ie domains were registered, a 13% increase on the same period last year. Cork, with 1,698, made up 8% of new registrations, a 13% increase; followed by Galway with 948, or 5% of new registrations, an 18% increase; and Kildare with 787, or 4% of new registrations, a 9% increase.

Northern Ireland still lags behind the rest of the island of Ireland in terms of new .ie registrations. Antrim registered the most .ie domains in Northern Ireland in H1 2017 at 111, though this was a 10% decrease on the same period last year; Fermanagh registered the fewest, 18, roughly in line with H1 2016.

In terms of the counties with the greatest number of .ie domains per 1,000 people, Dublin again comes out on top, with 77, followed by Carlow with 59 and Wicklow with 53. Donegal, with 20, has the fewest .ie domains per 1,000 people in the Republic of Ireland; with Derry counting just 1 domain per 1,000 people in Northern Ireland.



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

New .ie domains registered in H1 2017 by county and percentage growth over previous year January to June

County Total	Total New Reg 2017	% Split	% Increase
Co. Antrim	111	0.55%	9.76%
Co. Armagh	37	0.18%	76.19%
Co. Carlow	257	1.27%	-31.20%
Co. Cavan	178	0.88%	28.06%
Co. Clare	371	1.83%	22.44%
Co. Cork	1698	8.38%	13.12%
Co. Derry	30	0.15%	30.40%
Co. Donegal	349	1.72%	44.81%
Co. Down	97	0.48%	21.25%
Co. Dublin	8337	41.16%	13.15%
Co. Fermanagh	18	0.09%	20.00%
Co. Galway	948	4.68%	18.35%
Co. Kerry	395	1.95%	1.02%
Co. Kildare	787	3.89%	8.70%
Co. Kilkenny	309	1.53%	46.44%
Co. Laois	200	0.99%	13.63%
Co. Leitrim	84	0.41%	42.37%
Co. Limerick	618	3.05%	25.86%
Co. Longford	86	0.42%	34.37%
Co. Louth	402	1.98%	10.43%
Co. Mayo	340	1.68%	14.86%
Co. Meath	677	3.34%	-1.88%
Co. Monaghan	130	0.64%	-22.61%
Co. Offaly	155	0.77%	20.15%
Co. Roscommon	134	0.66%	-6.29%
Co. Sligo	194	0.96%	14.79%
Co. Tipperary	396	1.96%	29.83%
Co. Tyrone	31	0.15%	-20.51%
Co. Waterford	369	1.82%	14.95%
Co. Westmeath	312	1.54%	27.34%
Co. Wexford	447	2.21%	-1.97%
Co. Wicklow	676	3.34%	15.55%
International	1,082	5.34%	-7.04%
<b>Total</b>	<b>20,255</b>	<b>100.00%</b>	

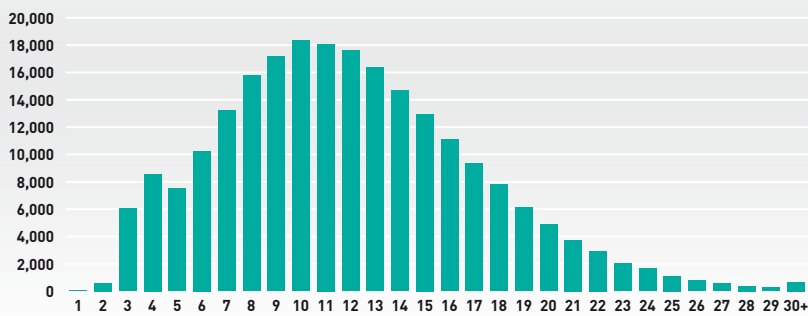
## ANALYSIS OF .ie DOMAIN NAMES BY CHARACTER LENGTH

An analysis of .ie domain names by length of name shows that the majority of names are between 9 and 12 characters. The chart below shows the distribution of .ie domain names by the number of characters at end June 2017.

There were 35 one-character domain names and 615 two-character domain names included in the total database. These short domain names are in high demand due to the scarcity of short domain names available and the popularity of a short, memorable domain name. Currently gr.ie is available on the domain name auction website Sedo.com for the reserve price of €5,000 demonstrating the value the market attaches to these short domain names.

The most common length of domain is 10 characters, with 18,321 such domains registered. The longest domain name registered is [www.irishwordsofwisdomoueldersusedtosayandothertreasuresfoundalong.ie](http://www.irishwordsofwisdomoueldersusedtosayandothertreasuresfoundalong.ie) which is 63-characters long however, at the time of writing, this domain name is not active.

### Analysis of dot ie domain names at 30 June 2017 by number of characters





# INTERNATIONAL COMPARISON OF DOMAIN MARKETS

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

Ireland currently ranks 18th out of 22 countries in Europe in terms of the number of country code domains per 1,000 people.

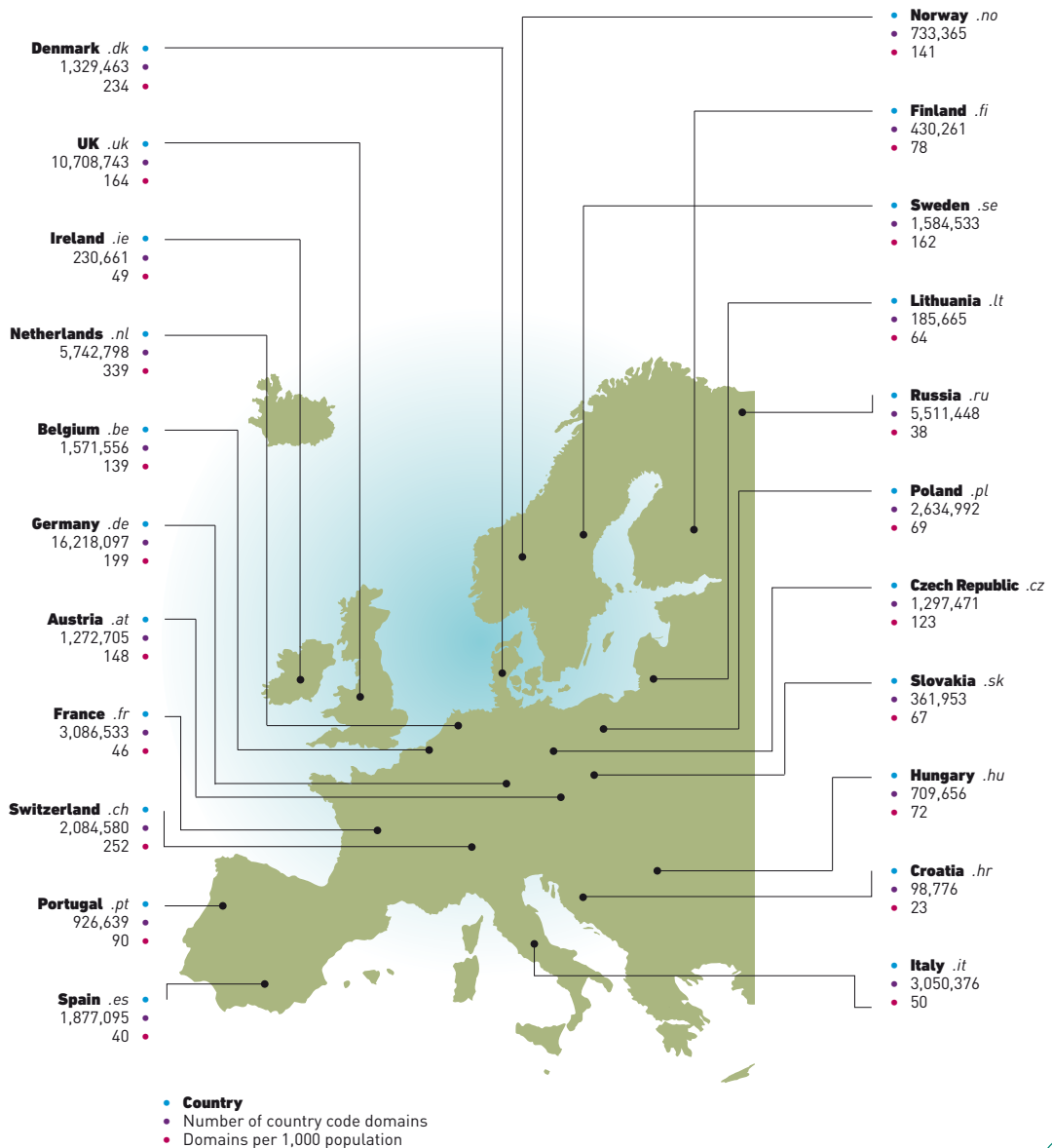
Ireland, with 49 .ie domains per 1,000 people, ranks ahead of or comparable to significantly larger countries including France (46 .fr domains per 1,000 people), Spain (40 .es domains per 1,000 people) and Italy (50 .it domains per 1,000 people).

In comparison to countries with similar populations, however, Ireland ranks behind Denmark (234 .dk domains per 1,000 people), Norway (141 .no domains), and Finland (78 .fi domains).

Our closest neighbours, the UK, have 164 .uk domains per 1,000 people.

## Analysis of European domain market size

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



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

# About IE Domain Registry (IEDR)

The IEDR is the official registry for .ie internet domain names and maintains the database of registered .ie domain names.

The IEDR originated as a spinout from University College Dublin, becoming an independent, separate limited company 17 years ago in July 2000. Under the terms of the Companies Acts, it is defined as a public company.

The IEDR is responsible for the management and administration of Ireland's official internet address .ie, in the interest of the Irish and global internet communities. The IEDR operates the domain name system (DNS) for the .ie namespace, facilitates a dispute resolution service with WIPO and operates a public 'Whois' lookup service for .ie domains.

The IEDR is a managed registry which means that there are policies and procedures governing the registration of .ie domain names. New applications are reviewed to ensure compliance with the terms and conditions of registration. This contrasts with .com and .eu where there is no manual review, and the domain applied for will be automatically registered – once the name is available.

Only the IEDR can administer and manage the .ie namespace. These roles and responsibilities are undertaken as a public service. The IEDR liaises with government departments, governing bodies, trade associations and abides by internet best-practice principles while still operating as an independent public company.

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

A .ie domain name requires a connection with the island of Ireland and a legitimate claim to the chosen name.

A .ie domain name has a number of distinct advantages when compared against alternatives. These include: letting consumers know that a business is Irish; giving customers a greater sense of security particularly when buying online from a known local business; and providing more choices of desirable names, as a .ie domain name is more likely to be available than a similar .com.

Along with the recent introduction of one and two letter .ie domain names 2016 saw the launch of .ie domains names with fadas as well as a change to policies to enable the re-sale of .ie domains. The registration of .ie domain names that correspond to geographical place names on the island of Ireland is also now permitted for any interested parties who meet the IEDR's registration criteria. These domain names had previously been reserved for Local Authorities and Government Bodies.

In 2017 the IEDR has implemented a new policy framework which combines our Registration Policy and Naming Policy into a single policy. Other policy initiatives will be undertaken, with the objective of expanding the .ie namespace and developing this digital national resource.

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



**Identifiably Irish**

Ireland's Domain Registry

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