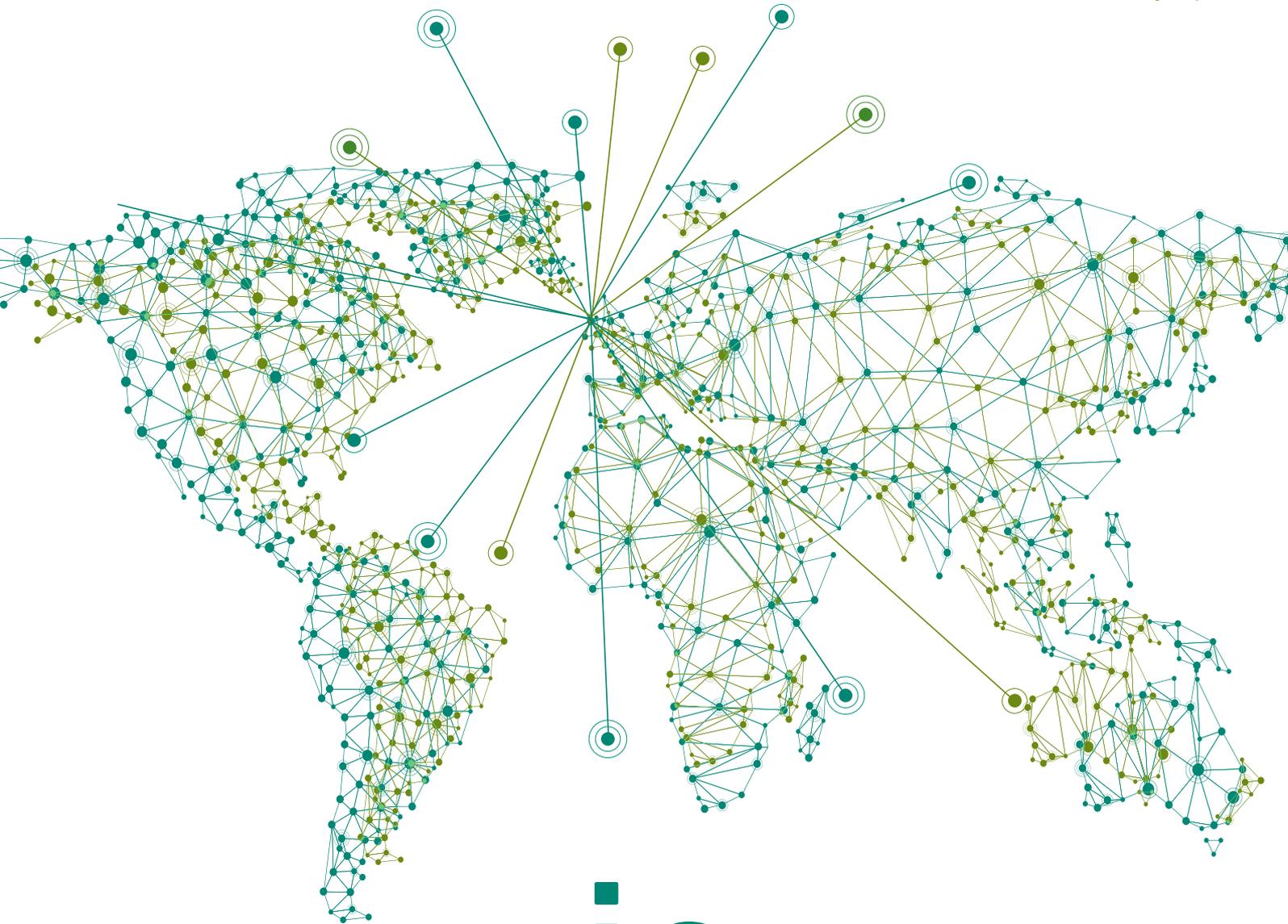




**Identifiably Irish**

Ireland's Domain Registry



# **.ie Domain Profile Report**

**January 2016**

# Foreword

IEDR is delighted to publish our second Domain Profile Report. The Report provides a comprehensive review of all .ie domain name registrations across 2015, with an extensive analysis of new registrations, renewals, sector and geographic location profiles.

The IE Domain Registry (IEDR) is responsible for the management and administration of Ireland's official internet address .ie, in the interest of Irish and global internet communities.

Ireland is now emerging from a deep and prolonged recession. The mood music of our economy is starting to change. Both long-established and new businesses are more optimistic and ambitious about their future growth than ever before. Business confidence is returning. With it comes a greater willingness amongst businesses to innovate and adopt new models of operating and engaging with customers. This includes having a strong online presence.

This trend is reflected in one of the key statistics which emerges from this report – the significant increase in .ie domains registered in 2015. With an increase of 13% in new .ie domain registrations on those of 2014, the figure is the highest yearly number of new registrations since 2011.

Extremely positive also for Ireland's future economic prosperity is the fact that 3 out of every 4 new .ie domains registered are from businesses, either sole traders or limited companies.

These businesses are increasingly alive to the fact, a key learning from the recession, that an online presence can open up business to a wider customer audience and diversified sales channels. Both can insulate businesses from downturns in the local customer base.

With online transactions by Irish consumers now €6 billion and the value of our digital economy expected to grow to €20 billion by 2020, the potential for Irish businesses is huge.

Having a .ie domain name can help Irish business tap into this lucrative market by providing a strong connection to Ireland making them 'identifiably Irish'. It also provides greater authenticity, which businesses can bring to bear when advertising or marketing.

While Ireland is making strong progress to greater online participation, there remains work to be done. Ireland still ranks behind many of our EU neighbours, such as Norway or Denmark, in terms of the number of country (.ie) domains per 1,000 people.

There are also regional disparities within Ireland, with the greatest number of .ie domains in our large cities but with rural areas lagging behind. This divide between urban and rural is something which all stakeholders must work harder to address, not least because e-commerce can offer the greatest opportunities to smaller, more peripheral SMEs.

**David Curtin**

*Chief Executive*

IE Domain Registry Limited (IEDR)

January 2016



# About 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 15 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 is more likely to be available than a similar .com.

Irish businesses can now register one- and two-letter .ie domain names for the first time, with up to 676 possible two-letter domain name combinations available. These uniquely memorable names are highly valuable and we expect a hotly contested auction process for many of the names.

**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.**

# Summary

- Over 200,000 active registered domains for the first time with 210,839 recorded at the end of 2015;
- This was a 6.4% increase compared to the total number of registered domains at the end of 2014, and a 36.1% increase in the last five years;
- 35,225 new .ie domains were registered in 2015, or 96 a day, a 13.4% increase on 2014 and the highest annual number since 2011;
- Net additions (new .ie domain registrations less non-renewed .ie domain registrations) were also up to 12,929, a 48.1% increase and the highest recorded since 2011, primarily as a result of almost static non-renewals in 2015;
- The split of new .ie domain registrations in 2015 by registrant type was in line with the overall .ie domain registry with corporate bodies and sole traders again accounting for almost 75% of the registrations;
- The largest number of new .ie domain registrations in 2015 was recorded in Dublin with 14,820, while the smallest was recorded in Fermanagh with just 21;
- The largest increase in new .ie domain registrations in 2015 was seen in Carlow with 689 new domains, a 77.6% increase on 2014's figures, while the smallest increase was seen in Antrim with just 180 new domains, a 9% decrease on 2014's figures;
- Counties Dublin, Cork and Galway accounted for 58% of all new .ie registrations in 2015;
- Dublin, with 71, has the highest number of .ie domains per 1,000 people, followed by Carlow (52) and Wicklow (48). Donegal, with 18 .ie domains per 1,000 people, has the lowest rate in Ireland;
- Leinster recorded the largest number of new .ie registrations in 2015 with 22,549, followed by Munster and Connacht with 5,935 and 2,915, respectively and Ulster with just 1,531;
- The largest increase in net registrations in 2015 was recorded in Leinster with an increase of 14.1%. Munster showed the smallest increase with 8.5%;
- 68% of Ireland's new .ie domains in 2015 were registered in Leinster, followed by 18% in Munster; 9% in Connacht; and 5% in Ulster;
- Internationally, Ireland, with 46, ranks 17th in the EU for number of country domains per 1,000 people, ahead of France (45) and Spain (39), but behind countries with similar populations, like Norway (134) and Denmark (233).

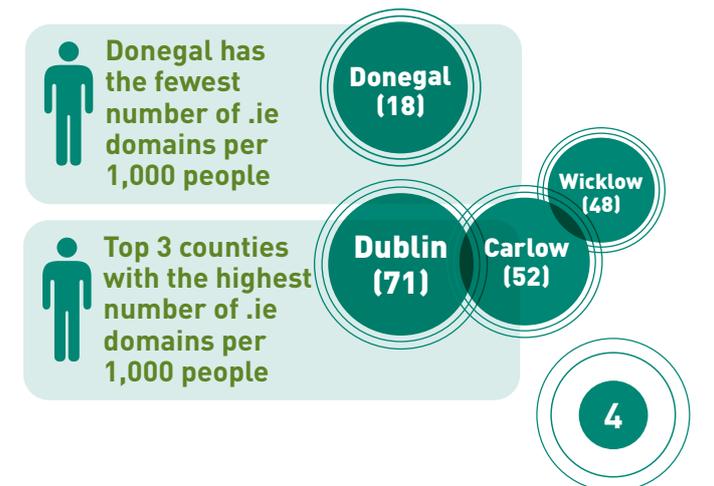
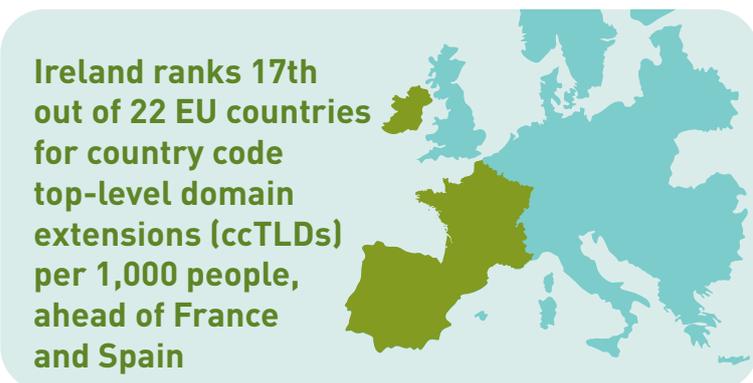
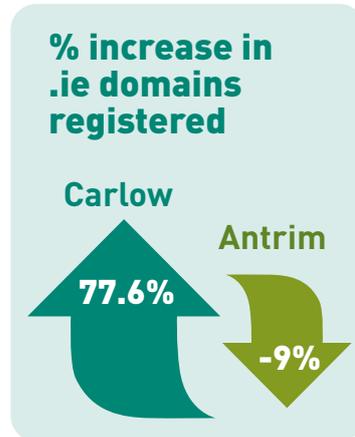
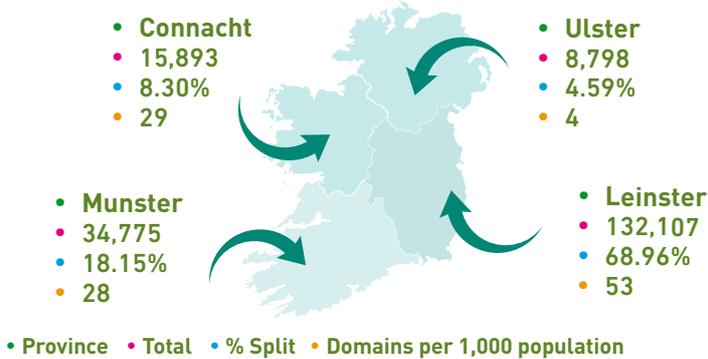
# OVERVIEW OF .ie DOMAIN PROFILE



## Highest recorded net additions since 2011



## Analysis of .ie domain registry by province



## ANALYSIS OF .ie DOMAIN REGISTRY AND GROWTH

The .ie domain registry broke new ground in Q1 2015, passing the milestone of 200,000 domains for the first time. There were 210,839 registered domains at the end of 2015.

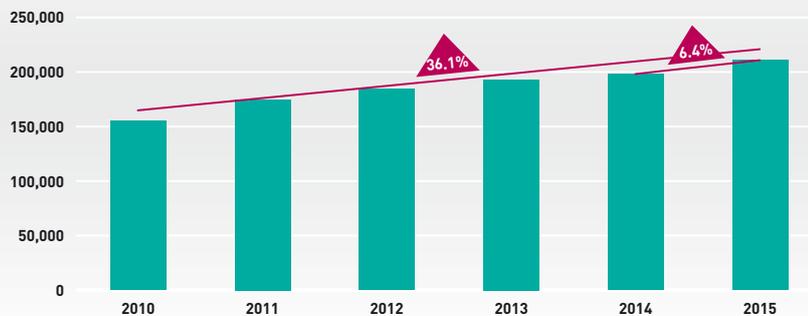
This was a 6.4% increase compared to the total number of registered domains at the end of 2014, and a 36.1% increase over the five year period since 2010.

This year's increase was fuelled by 35,225 new .ie domain registrations – a 13.4% increase compared to the 2014, and the highest recorded number since 2011.

Furthermore, net additions (new .ie domain registrations less non-renewed .ie domain registrations) to the .ie domain registry were also up, with 12,929 in 2015 compared 2014's 8,730, a 48.1% increase and the highest recorded since 2011, primarily as a result of almost static non-renewals in 2015.

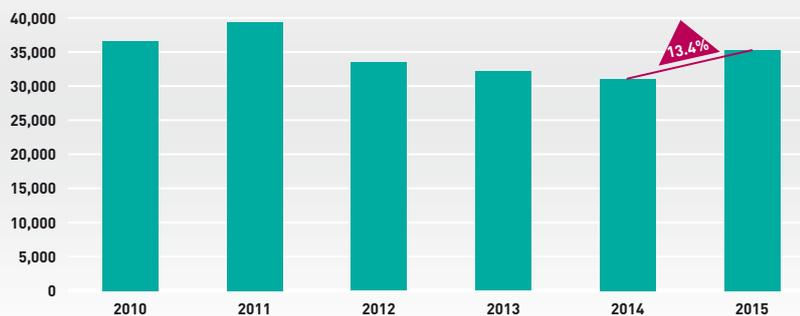
### .ie domain registry size and growth

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



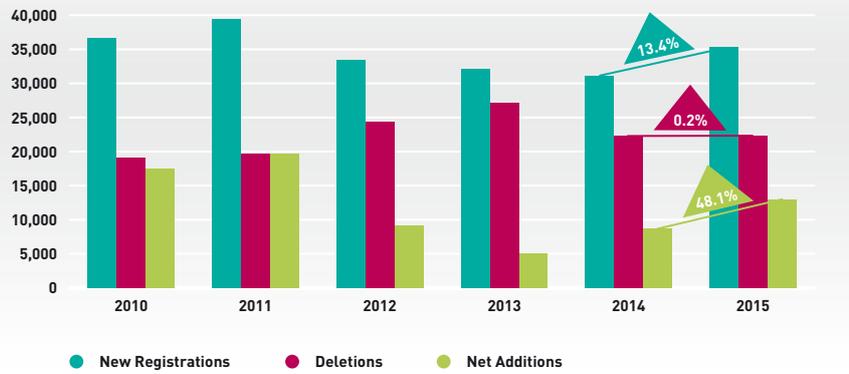
### New .ie registrations and growth

Number of new registrations in .ie domain registry each year and percentage growth



## Total .ie registrations and growth

Total number of new .ie registrations, deletions and net additions at year end each year and percentage growth



## ANALYSIS OF .ie DOMAIN REGISTRY BY CLASSIFICATION

IEDR identifies the classification of all .ie registrants at the time of registration, which provides valuable information on who is registering .ie domains.

At the end of 2015, almost 78.5% of domains in the .ie domain registry were registered by corporate bodies (e.g. public or private companies) or sole traders.

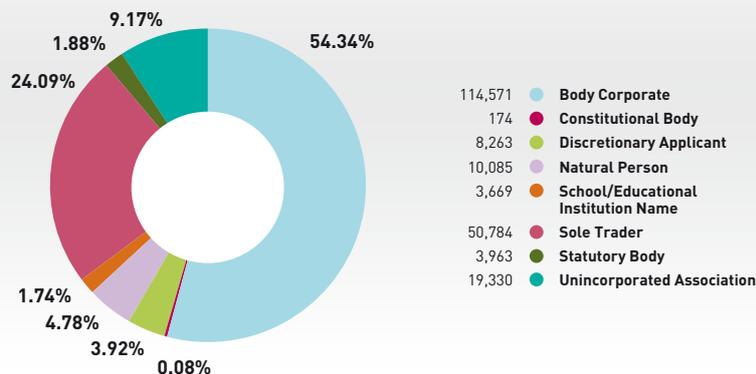
The split of new .ie domain registrations in 2015 by registrant type was quite similar to the mix of the overall .ie domain registry with corporate bodies and sole traders again accounting for almost 72% of the registrations.

16,595 new .ie domains were registered by corporate bodies in 2015, and 8,875 new .ie domains were added to the registry by sole traders in the same period, an increase of 12.8% and 1.4% respectively in new registrations compared to 2014.

The largest increase in new registrations was seen by discretionary applicants (applicants who are deemed to have a right to register a name but don't fulfill the criteria of any other classification) with 4,456 new .ie domains registered in 2015, accounting for growth of 32.7% over 2014's figure of 2,638.

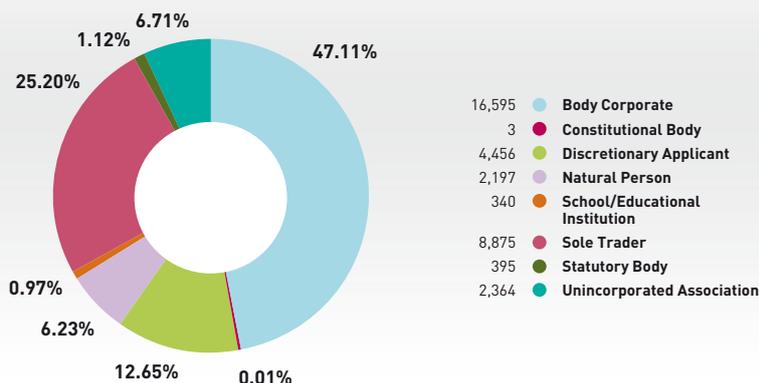
### Classification of .ie domain registry by registrant type

Classification of all .ie registrants at end of 2015



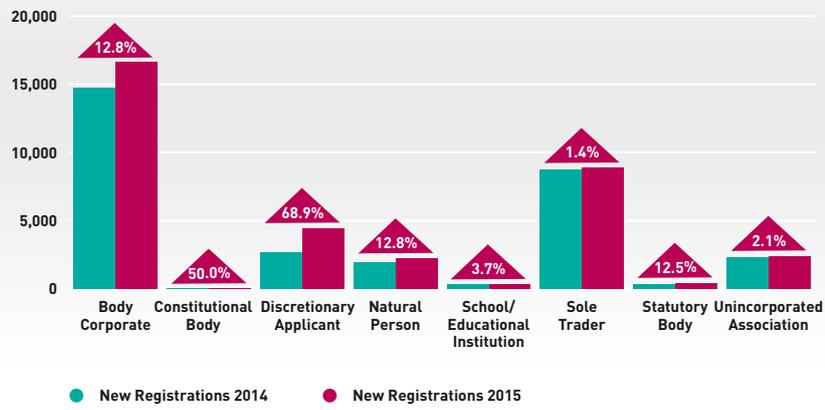
### Classification of new .ie registrations by registrant type

Classification of all 2015 .ie registrations



## Growth of new .ie registrations by registrant type

Increase in .ie domain registrations by registrant type in 2015 compared to 2014



## ANALYSIS OF .ie DOMAIN REGISTRY BY GEOGRAPHY

The total number of registered .ie domains to addresses on the island of Ireland at the end of 2015 stood at 191,573 – a 6.37% increase in the total at the end of 2014, and accounting for just under 91% of all registered .ie domains.

Of those registered to addresses on the island of Ireland, 98.4% are to addresses in Ireland, with over 1.6% to addresses in Northern Ireland. This is despite the fact that Northern Ireland accounts for over 28% of the island's population.

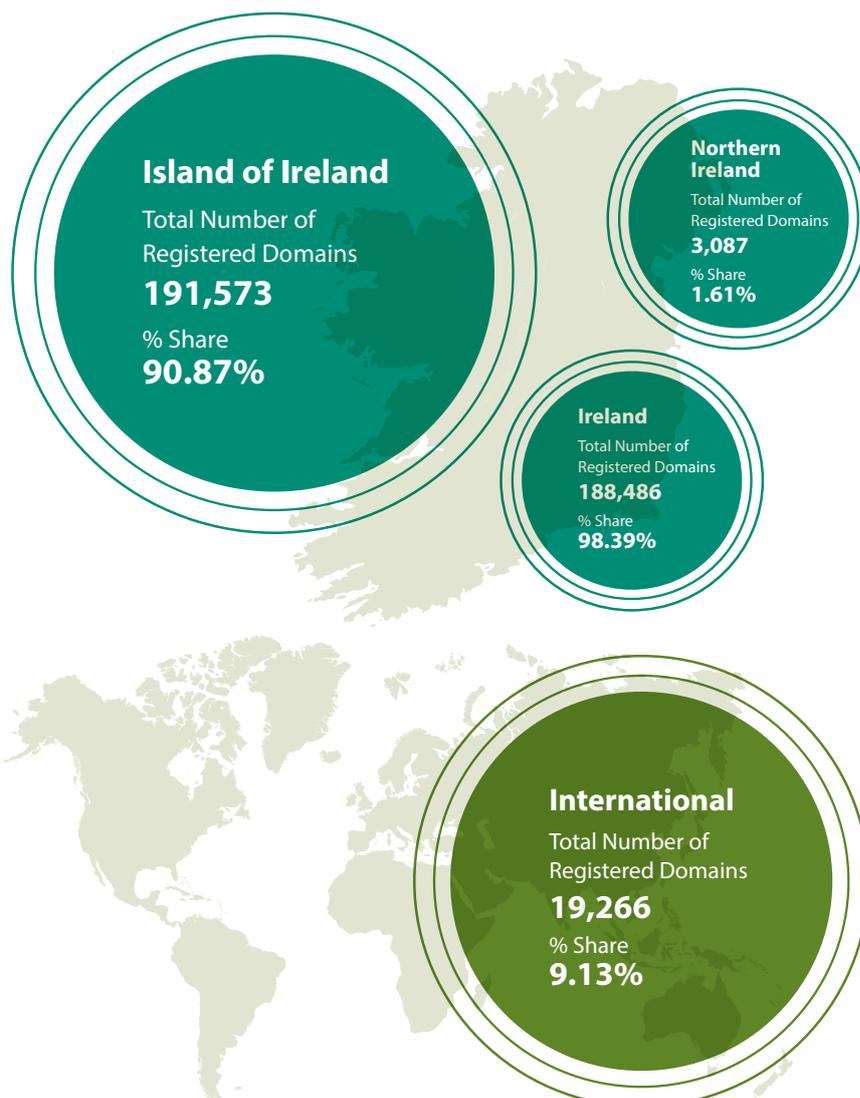
The total number of registered .ie domains to addresses outside of the island of Ireland at the end of 2015 stood at 19,266 – a 6.37% increase in the total at the end of 2014, and accounting for just over 9% of all registered .ie domains.

New .ie domains registrations for 2015 were roughly in line with this split.

New registrations from addresses in the island of Ireland numbered 32,930, a 13% increase in 2014's figures and accounting for over 93% of all new registrations.

The split of these new registrations between Ireland and Northern Ireland remained in line with the total database with 98.4% of these coming from Ireland and 1.6% from Northern Ireland.

New registrations from addresses outside of Ireland numbered 2,295, a 21.9% increase in 2014's figures, and accounting for just under 7% of all new registrations.



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

New .ie domains registrations by geography and percentage growth over previous year

Country	New Reg 2015	% Mix	% Increase Year On Year
International	2,295	6.52%	21.86%
Island of Ireland	32,930	93.48%	12.94%
Ireland	32,417	98.44%	13.04%
Northern Ireland	513	1.56%	7.32%
<b>Total</b>	<b>35,225</b>	<b>100%</b>	<b>100%</b>

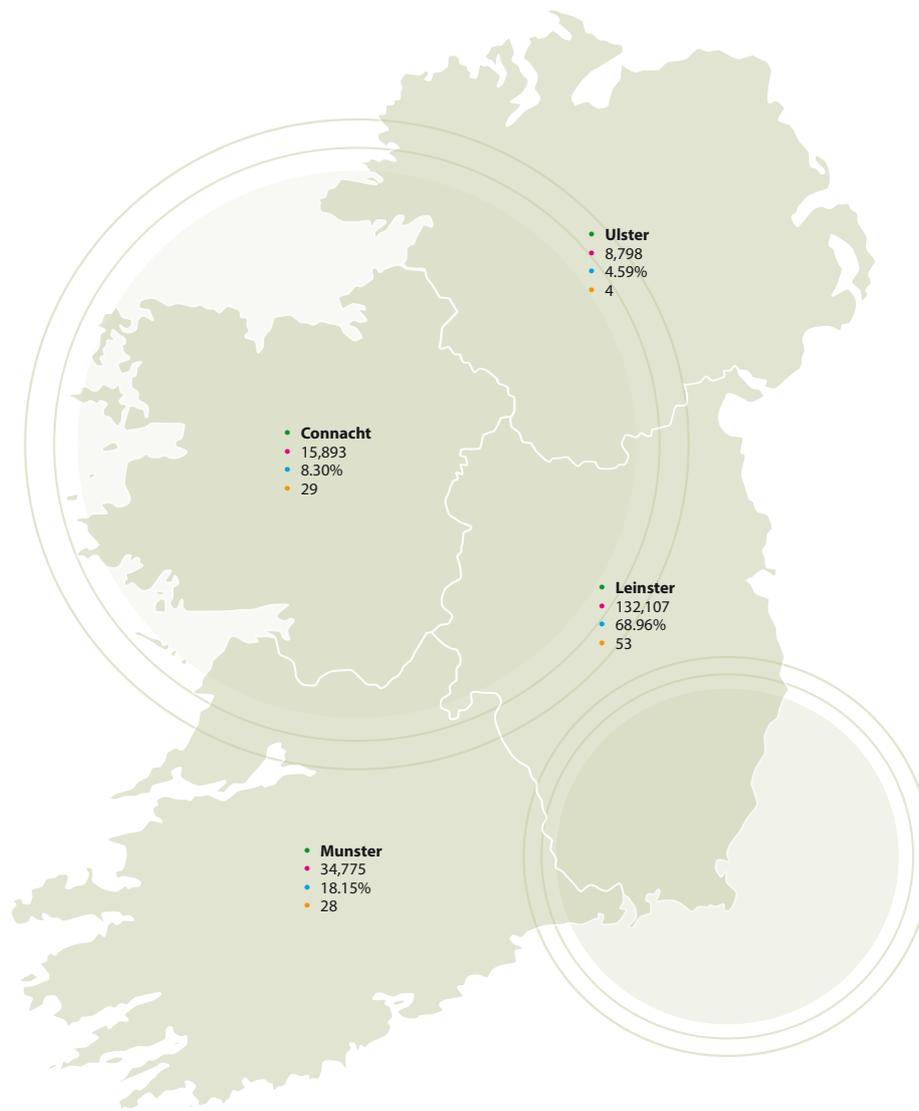
## ANALYSIS OF .ie DOMAIN REGISTRY BY PROVINCE

Excluding domains registered to international addresses, Leinster accounts for 69% of registered domains, despite only accounting for 39.1% of the population of the island of Ireland. This is followed by Munster and Connacht with 18.2% and 8.3% respectively. Ulster, which is impacted by low registration numbers in Northern Ireland, accounts for just 4.6% of registered domains, despite accounting for 33% of the island's population.

In terms of domains registered per 1,000 population, Leinster again leads the way with 53, followed by Connacht and Munster on 29 and 28 respectively. Ulster has just 4 domains registered per 1,000 population, composed of 19 per 1,000 in Ulster (Ireland) and only 2 per 1,000 population in Ulster (UK).

The split of new .ie registrations by province was roughly in line with the split of the total registry,

Leinster recorded the largest number of new .ie registrations in 2015 with 22,549, a 14.1% increase over 2014's figures and growing its total number by 6.47%. This was followed by Munster and Connacht with 5,935 and 2,915, a 8.5% and 13.1% increase respectively on 2014's figures, growing their total numbers by 5.5% and 7.3% respectively. Ulster recorded the smallest number of new .ie registrations in 2015 with just 1,531. However, this was a 13.8% increase on 2014's figures and grew its total number of registered domains by 6.8%.



• 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

Province	New Reg 2015	% Mix	% Increase Year On Year
Connacht	2,915	<b>8.85%</b>	13.12%
Leinster	22,549	<b>68.48%</b>	14.09%
Munster	5,935	<b>18.02%</b>	8.52%
Ulster	1,531	<b>4.65%</b>	13.83%
Ulster – ROI	1,018	<b>3.09%</b>	17.42%
Ulster – UK	513	<b>1.56%</b>	7.32%
<b>Total</b>	<b>32,930</b>	<b>100.00%</b>	<b>13.49%</b>

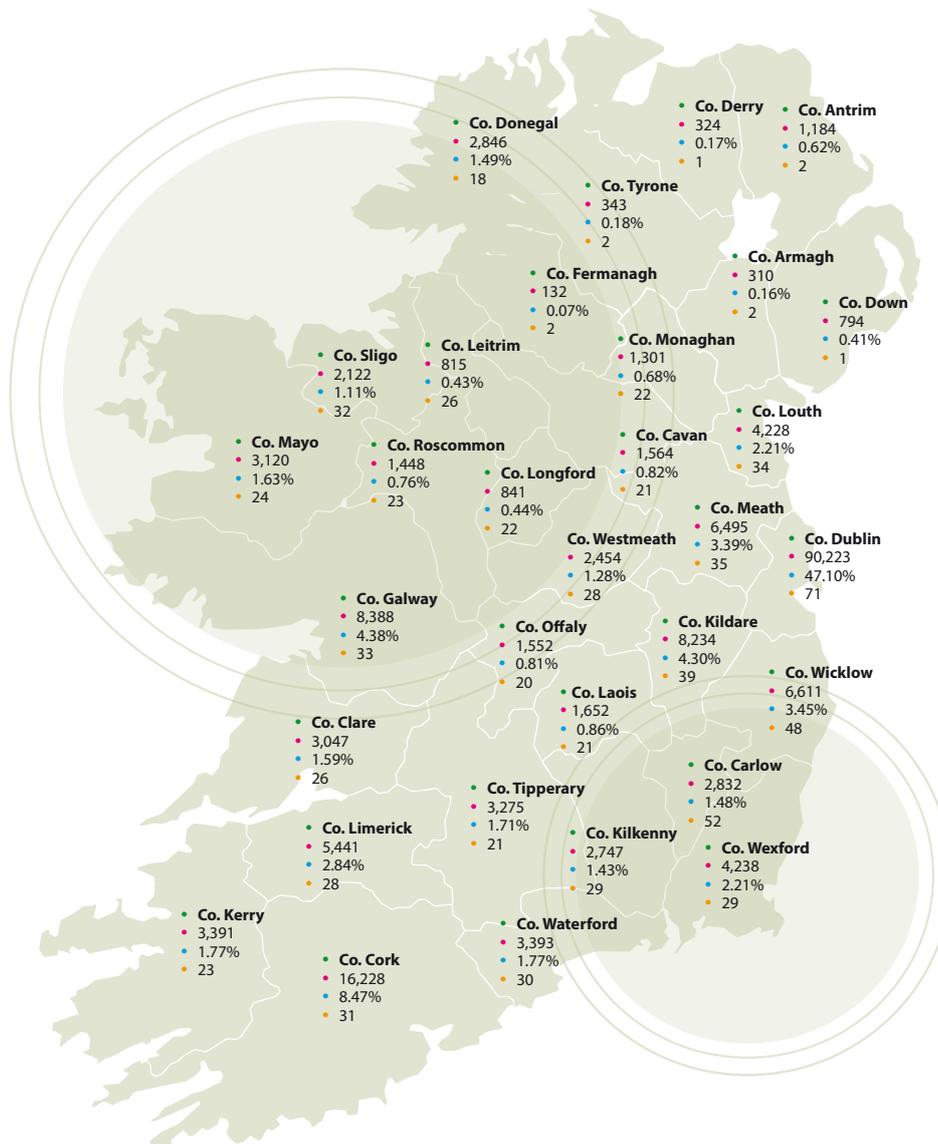
## ANALYSIS OF .ie DOMAIN REGISTRY BY COUNTY

Dublin has the highest number of .ie domain registrations, representing 47.1% of the registry, despite only accounting for 19.9% of the population of the island of Ireland. Cork is the second highest with 8.5%, which is more in line with its population, which accounts for 8.1% of the island's population. Longford and Fermanagh are the counties with the lowest number of .ie domain registrations in Ireland and Northern Ireland, with just 0.4% and 0.1% respectively.

In terms of domains per 1,000 population, Dublin leads the way with 71, followed by Carlow with 52, Wicklow with 48 and Kildare with 39. Derry and Down are the lowest in Northern Ireland with just 1 domain per 1,000 population, while Donegal is the lowest in Ireland with 18 domains per 1,000 population.

The largest number of new .ie domain registrations in 2015 was recorded in Dublin with 14,820, a 10.8% on 2014 figures, which grew its total number of domains by 5.9%. The smallest number of new .ie domain registrations in 2015 was recorded in Fermanagh with just 21, in line with 2014's figure and growing its total number of domains by 3.9%.

The largest increase in new .ie domain registrations in 2015 was seen in Carlow with 689 new domains, a 77.6% increase on 2014's figures. The smallest increase was seen in Antrim with just 180 new domains, a 9% decrease on 2014's figures.



• County • Total • % Split • Domains per 1,000 population

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

New .ie domains registered by county and percentage growth over previous year

County Total	Total New Reg 2015	% Split	% Increase
Co. Antrim	180	0.55%	-9.09%
Co. Armagh	46	0.14%	17.95%
Co. Carlow	689	2.09%	77.58%
Co. Cavan	295	0.90%	1.37%
Co. Clare	502	1.52%	10.82%
Co. Cork	2,754	8.36%	6.54%
Co. Derry	53	0.16%	23.26%
Co. Donegal	480	1.46%	20.60%
Co. Down	164	0.50%	18.84%
Co. Dublin	14,820	45.00%	10.81%
Co. Fermanagh	21	0.06%	0.00%
Co. Galway	1,498	4.55%	6.32%
Co. Kerry	611	1.86%	7.57%
Co. Kildare	1,451	4.41%	15.99%
Co. Kilkenny	470	1.43%	10.33%
Co. Laois	337	1.02%	25.28%
Co. Leitrim	155	0.47%	32.48%
Co. Limerick	889	2.70%	8.41%
Co. Longford	193	0.59%	66.38%
Co. Louth	696	2.11%	19.79%
Co. Mayo	597	1.81%	24.38%
Co. Meath	1,173	3.56%	7.42%
Co. Monaghan	243	0.74%	36.52%
Co. Offaly	276	0.84%	4.55%
Co. Roscommon	274	0.83%	3.01%
Co. Sligo	391	1.19%	28.20%
Co. Tipperary	588	1.79%	10.73%
Co. Tyrone	49	0.15%	25.64%
Co. Waterford	591	1.79%	15.43%
Co. Westmeath	480	1.46%	33.33%
Co. Wexford	780	2.37%	29.14%
Co. Wicklow	1,184	3.60%	13.85%
<b>Grand Total</b>	<b>32,930</b>		<b>13.49%</b>

# INTERNATIONAL COMPARISON OF IRISH DOMAIN MARKET

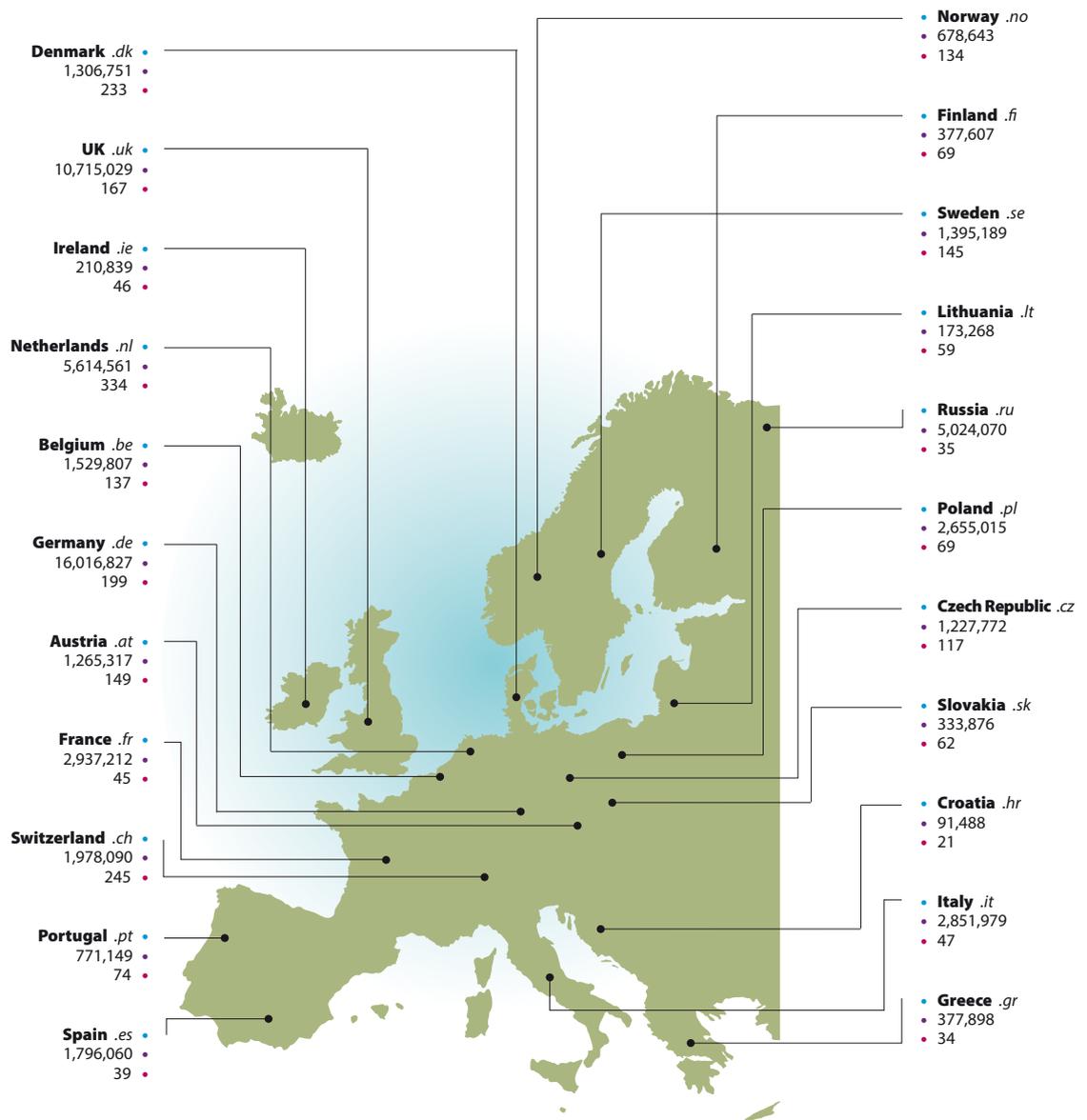
There are more than 240 country code top-level domain extensions (ccTLDs) globally.

Compared to our EU neighbours, the level of ccTLD registrations per capita in Ireland, at 46 domains per 1,000 population, is greater than Spain (39) and Croatia (21) and in line with France (45) and Italy (47).

However, Ireland is significantly behind a number of EU countries such as the UK (167), Denmark (233) and Netherlands (334).

## 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.centr.org](http://www.centr.org))



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