.ie

Identifiably Irish
Ireland's Domain Registry

.ie Domain Profile Report

July 2015

Foreword

Today marks the publication of IEDR's first Domain Profile Report. The IE Domain Registry (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.

This report is published to coincide with the registration of the 200,000th .ie domain name.

Reaching the 200,000th .ie domain name registration is a milestone for a myriad of reasons. It marks the distance which individuals, businesses and communities have travelled in Ireland's online journey. Behind the 200,000 registered .ie domain names are thousands of Irish-based websites. Each has a unique story to tell.

A full examination of the .ie domain names registered and the websites linked with each of these domain names reveals the extent to which Ireland's online community now spans all facets of Irish life.

Big and small businesses, sporting and voluntary organisations, public and private organisations, individual websites or blogs on every possible interest or hobby imaginable, are just some examples of the .ie domain names registered over the last 15 years.

All .ie domain names registered share the same objective: utilising a domain name which is identifiably Irish and which provides a real and substantive connection to the island of Ireland. For businesses in particular this authentic and genuine connection to Ireland is a critical marketing and branding feature.

Today's report, "The .ie Domain Profile Report" will be published twice a year. Every six months this report will track, analyse and review the profile of .ie domain names registered over each of the previous two quarters.

The report contains a comprehensive analysis of all registered .ie domain names. This analysis includes data such as the number and type of new .ie registrations; a breakdown on a county-by-county basis of the distribution of .ie domain names registered across Ireland; a review of the overall Irish domain name market; and the share of the market for which .ie is the domain name of choice.

This report will assist in building an extensive profile of Irish domain names and of the wider online community. Its data and insights will be particularly valuable in assessing the continued development of Ireland's digital economy, itself central to Ireland's continued economic recovery.

David Curtin
Chief Executive
IE Domain Registry Limited (IEDR)

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 to register a domain.

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.

Later this year, when the policy changes are approved by the policy advisory committee (PAC), we expect that Irish businesses will be able to 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 .ie domains registered for the first time with a total of 203,217 .ie domains at the end of Q1-2015;

- *www.BasecampAdventurePark.ie* was the 200,000th .ie domain to be added to the registry;

- Increase of 3.2% in the domain registry in the Q4-2014/Q1-2015 period (or 6.4%% on an annualised basis), which outperforms the growth in the overall domain market of 5.2%;

- 16,992 new .ie domains were registered over the six-month period Q4-2014 to end Q1-2015, which, when taking into account the .ie domains that were deleted or suspended, results in a net increase of 6.207 .ie domains over the period;

- Increase of 26.5% in the domain registry in the four years since Q1-2011;

- Increase of 90% in net additions to the domain registry in this period (after deletions and suspensions are accounted for) compared to the previous six-month period and a 67% increase compared to the same period 12 months ago;

- Highest net additions to the domain registry recorded since Q4-2011/ Q1-2012;

- .ie domains account for almost 50% of the domain market in Ireland, followed by .com on 27%;

- Almost 80% of domains are registered to corporate bodies and sole traders;

- 91% of domains are registered to addresses on the island of Ireland with 9% to international addresses;

- Excluding domains registered to international addresses, Leinster accounts for 69% of registered domains (Dublin 47%), followed by Munster and Connacht with 18% and 8% respectively. Ulster lags behind with 5% as a result of low levels of .ie domains in Northern Ireland;

- With 44 .ie domains per 1,000 population, Ireland is comparable to France at 44 and Spain at 38, but significantly behind the UK at 166, Denmark at 231 and Netherlands at 332 per 1,000.

OVERVIEW OF .ie DOMAIN PROFILE

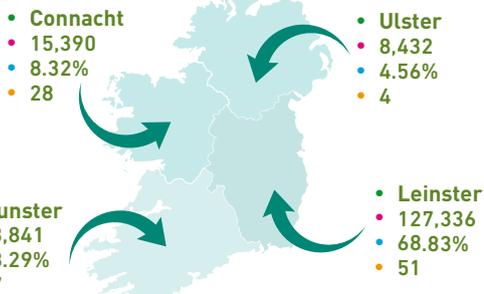Total registered .ie domains to end of period Q1-2015:

203,217

26.5% growth in .ie domain registry since **Q1-2011**

6,207 new additions to .ie domain registry since end of period **Q3-2014**

This is a **67%** increase versus the same period last year

200,000th registered domain: **www.BasecampAdventurePark.ie**

Analysis of .ie domain registry by province

- **Connacht**
- 15,390
- 8.32%
- 28

- **Ulster**
- 8,432
- 4.56%
- 4

- **Munster**
- 33,841
- 18.29%
- 27

- **Leinster**
- 127,336
- 68.83%
- 51

- Province • Total • % Split • Domains per 1,000 population

Top 3 counties with the highest rate of .ie registered domains per 1,000 population

| 1 Dublin (69) | 2 Wicklow (47) | 3 Carlow (46) |

Top 3 counties with the lowest rate of .ie registered domains per 1,000 population

| 1 Donegal (16) | 2 Longford (19) | 3 Laois (19) |

Ireland ranks joint 15th with France out of 19 EU countries for country code top-level domain extensions (ccTLDs) per 1,000 population

.ie has a **49.7%** share of the domain market at the end of period Q1-2015 followed by .com on **26.9%**

The longest registered .ie domain with 54 characters is:

lithuanian-and-russian-translation-and-language-school.ie

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ANALYSIS OF .ie DOMAIN REGISTRY AND GROWTH

The .ie domain registry broke new ground in the Q4-2014/Q1-2015 period, passing the milestone of 200,000 domains for the first time resulting in a total of 203,217 at the end of the period.

This was a 3.2% increase compared to the start of the period, or a 6.4% increase if annualised, and a total increase of 26.5% since Q1 2011. This period's increase was fuelled by net additions of 6,207 domains – a 91% increase compared to the previous six-month period (3,255), and a 67% increase compared to the same period twelve months ago (3,715), and the highest recorded since Q4-2011/Q1-2012.
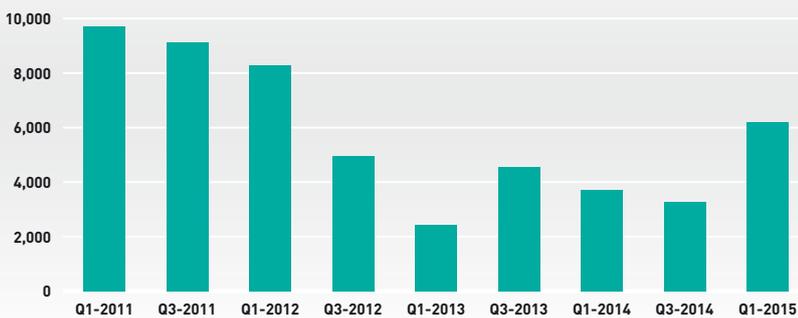
.ie domain registry size and growth

Number of registered .ie domains at end of period and percentage growth over previous six-month period

Growth of .ie domain registry by net additions

Number of net additions to .ie domain registry over previous six-month periods from Q1-2011 to Q1-2015
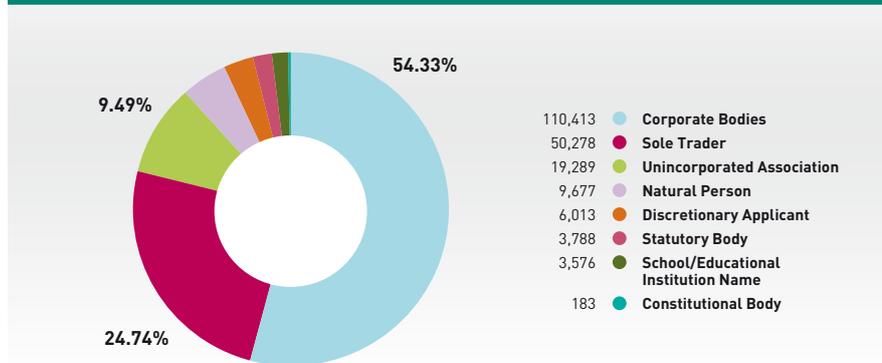
ANALYSIS OF .ie DOMAIN REGISTRY BY CLASSIFICATION

The 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 the Q4-2014/Q1-2015 period, almost 80% of domains were registered by corporate bodies (e.g. public or private companies) or sole traders.

2,756 new domains registered by corporate bodies and 1,038 domains by sole traders were added to the registry in the period, resulting in growth of 2.6% and 2.1% respectively. The largest growth 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 an additional 1,481 domains registered, resulting in growth of 32.7%.

Classification of .ie domain registry by registrant

Classification of all .ie registrants at the end of Q1-2015 period

110,413	Corporate Bodies
50,278	Sole Trader
19,289	Unincorporated Association
9,677	Natural Person
6,013	Discretionary Applicant
3,788	Statutory Body
3,576	School/Educational Institution Name
183	Constitutional Body

54.33%
9.49%
24.74%

Growth of .ie domain registry by classification of registrant

Increase of .ie domain registrants by classification at end of Q1-2015 period and percentage growth over previous six-month period

Category	Net Additions in Period	% Increase	Total Domains
Corporate Bodies	2,756	2.56%	110,413
Discretionary Applicant	1,481	32.68%	6,013
Sole Trader	1,038	2.11%	50,278
Unincorporated Association	419	2.22%	19,289
Natural Person	358	3.84%	9,677
School/Educational Institution Name	95	2.73%	3,576
Statutory Body	64	1.72%	3,788
Constitutional Body	-4	-2.14%	183

ANALYSIS OF .ie DOMAIN REGISTRY BY GEOGRAPHY

91% of registered domains are registered to addresses on the island of Ireland, with 9% registered to other international locations. Of those registered to addresses on the island of Ireland, 98.4% are to addresses in Republic of Ireland, with under 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 domains registered to international addresses rose by 98 or 0.54% in the Q4-2014/Q1-2015 period due to deleted and suspended domains, while the total number of domains registered to addresses on the island of Ireland rose by 6,109 or 3.42%. This was composed of net additions of 6,044 domains, or 3% growth in the number of domains registered to addresses in Republic of Ireland; and 65 or 1.33% growth in those registered to addresses in Northern Ireland over the period.

Island of Ireland

Total Number of Domains

184,999

% Share

91.04%

International

Total Number of Domains

18,218

% Share

8.96%

Split of registered .ie domains by geography

Total number of .ie domains registered by country and percentage growth over previous six-month period
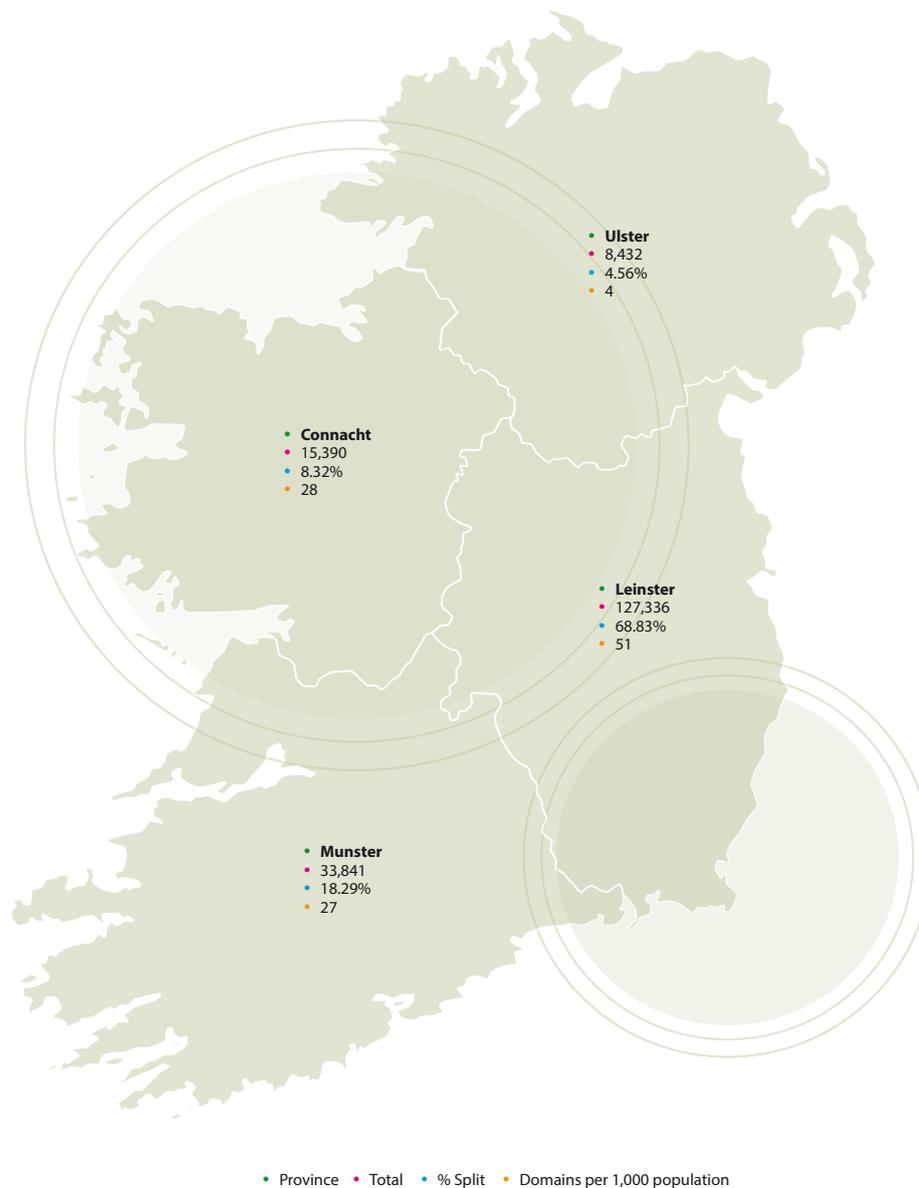
Country	Total	Net Additions	% Share
Island of Ireland	184,999	6,109	91.04%
International	18,218	98	8.96%
Total	**203,217**	**6,207**	**100%**

ANALYSIS OF .ie DOMAIN REGISTRY BY PROVINCE

Excluding domains registered to international addresses, Leinster accounts for 68.8% 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 18.3% 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 51, followed by Connacht and Munster on 28 and 27 respectively. Ulster has just 4 domains registered per 1,000 population, composed of 18 per 1,000 in Ulster (Ireland) and only 2 per 1,000 population in Ulster (UK).

The biggest growth in the Q4-2014/Q1-2015 period was recorded by Connacht, which saw growth of 5.4% or 792 domains.

Ulster
- 8,432
- 4.56%
- 4

Connacht
- 15,390
- 8.32%
- 28

Leinster
- 127,336
- 68.83%
- 51

Munster
- 33,841
- 18.29%
- 27

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

Split of registered .ie domains by province

Total number of .ie domains registered by province and percentage growth over previous six-month period

Province	Net Additions	Total	% Increase
Connacht	792	**15,390**	5.43%
Leinster	4,220	**127,336**	3.43%
Munster	830	**33,841**	2.51%
Ulster	267	**8,432**	3.42%
Ulster (ROI)	202	**5,450**	6.92%
Ulster (UK)	65	**2,982**	1.33%
Island of Ireland	6,109	**184,999**	3.42%
International	98	**18,218**	0.54%
Total	6,207	**203,217**	

ANALYSIS OF .ie DOMAIN REGISTRY BY COUNTY

Dublin has the highest number of .ie domain registrations, representing 47.2% 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 Republic of 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 69, followed by Wicklow with 47, Carlow with 46 and Kildare with 37. Derry is the lowest in Northern Ireland with just 1 domain per 1,000 population, while Donegal is the lowest in Ireland with 16 domains per 1,000 population.

The biggest growth in the Q4-2014/Q1-2015 period in Northern Ireland was recorded by Fermanagh which saw growth of 8.3% or 10 domains, while the biggest growth in Republic of Ireland was recorded by Monaghan with growth of 7.8% or 88 domains.

Co. Donegal
- 2,710
- 1.46%
- 16

Co. Derry
- 314
- 0.17%
- 1

Co. Antrim
- 1,151
- 0.62%
- 2

Co. Tyrone
- 340
- 0.18%
- 2

Co. Fermanagh
- 130
- 0.07%
- 2

Co. Armagh
- 291
- 0.16%
- 2

Co. Down
- 756
- 0.41%
- 1

Co. Sligo
- 2,012
- 1.09%
- 31

Co. Leitrim
- 792
- 0.43%
- 25

Co. Monaghan
- 1,221
- 0.66%
- 20

Co. Louth
- 4,093
- 2.21%
- 33

Co. Mayo
- 2,966
- 1.60%
- 23

Co. Roscommon
- 1,403
- 0.76%
- 22

Co. Cavan
- 1,519
- 0.82%
- 21

Co. Longford
- 751
- 0.41%
- 19

Co. Meath
- 6,306
- 3.41%
- 34

Co. Westmeath
- 2,322
- 1.26%
- 27

Co. Dublin
- 87,377
- 47.23%
- 69

Co. Galway
- 8,217
- 4.44%
- 33

Co. Offaly
- 1,497
- 0.81%
- 20

Co. Kildare
- 7,886
- 4.26%
- 37

Co. Clare
- 3,034
- 1.64%
- 26

Co. Laois
- 1,561
- 0.84%
- 19

Co. Wicklow
- 6,394
- 3.46%
- 47

Co. Tipperary
- 3,196
- 1.73%
- 20

Co. Carlow
- 2,506
- 1.35%
- 46

Co. Limerick
- 5,307
- 2.87%
- 28

Co. Kilkenny
- 2,644
- 1.43%
- 28

Co. Wexford
- 3,999
- 2.16%
- 28

Co. Kerry
- 3,340
- 1.81%
- 23

Co. Waterford
- 3,257
- 1.76%
- 29

Co. Cork
- 15,707
- 8.49%
- 30

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

Split of registered .ie domains by county

Total number of .ie domains registered by county and percentage growth
from end Q3-2014 to end of Q1-2015

County Total	Total Q1-2015	% Split	Domains per 1,000	Net Additions	% Increase
Co. Antrim	1,151	0.62%	2	32	2.86%
Co. Armagh	291	0.16%	2	15	5.43%
Co. Carlow	2,506	1.35%	46	83	3.43%
Co. Cavan	1,519	0.82%	21	28	1.88%
Co. Clare	3,034	1.64%	26	25	0.83%
Co. Cork	15,707	8.49%	30	296	1.92%
Co. Derry	314	0.17%	1	2	0.64%
Co. Donegal	2,710	1.46%	16	86	3.28%
Co. Down	756	0.41%	1	5	0.67%
Co. Dublin	87,377	47.23%	69	2,838	3.36%
Co. Fermanagh	130	0.07%	2	10	8.33%
Co. Galway	8,217	4.44%	33	437	5.62%
Co. Kerry	3,340	1.81%	23	130	4.05%
Co. Kildare	7,886	4.26%	37	328	4.34%
Co. Kilkenny	2,644	1.43%	28	84	3.28%
Co. Laois	1,561	0.84%	19	70	4.69%
Co. Leitrim	792	0.43%	25	50	6.74%
Co. Limerick	5,307	2.87%	28	144	2.79%
Co. Longford	751	0.41%	19	17	2.32%
Co. Louth	4,093	2.21%	33	77	1.92%
Co. Mayo	2,966	1.60%	23	158	5.63%
Co. Meath	6,306	3.41%	34	289	4.80%
Co. Monaghan	1,221	0.66%	20	88	7.77%
Co. Offaly	1,497	0.81%	20	46	3.17%
Co. Roscommon	1,403	0.76%	22	70	5.25%
Co. Sligo	2,012	1.09%	31	77	3.98%
Co. Tipperary	3,196	1.73%	20	115	3.73%
Co. Tyrone	340	0.18%	2	1	0.29%
Co. Waterford	3,257	1.76%	29	120	3.83%
Co. Westmeath	2,322	1.26%	27	68	3.02%
Co. Wexford	3,999	2.16%	28	106	2.72%
Co. Wicklow	6,394	3.46%	47	214	3.46%
Island of Ireland	184,999	100%		6,109	3.41%
International	18,218			98	0.54%
Grand Total	203,217			6,207	

ANALYSIS OF DOMAIN MARKET SIZE IN IRELAND

We estimate that the domain market in Ireland is approximately 404,000 domains as of the end of Q1 2015. This is a growth of 5.05% on the estimated figure at this time in 2014 and follows a period of stabilisation in the market following extreme growth in the 2007-2009 period.

With an annualised growth figure of 6.4%, the .ie domain registry is growing faster than the total domain market in Ireland, which is growing at a rate of 5.2%.

Overview of Irish domain market size

Number of registered domains in Ireland at end of Q1 period each year and percentage market growth over previous six-month period

● Registered domains in Ireland   ● Market growth %

ANALYSIS OF DOMAIN MARKET SHARE IN IRELAND

Our estimates indicate that .ie had a 49.7% share of the domain market at the end of Q1-2015. This is in line with our 49.8% share at the end of the same period in 2014 and a 3.4% increase from the same period in 2013.

.com continues to be a large player with a 26.9% market share, while the many new generic top-level domain extensions (gTLDs) (e.g. .restaurant, .hotel, .ninja etc) launched in 2014 and 2015 have yet to make any impact, with less than 10,000 registered in the last 12 months, accounting for just 2.5% of the market.

Overview of Irish domain market

Breakdown of Irish domain market by market share at Q1-2015

	Domains	Share %
.ie	200,950*	49.70
Total ccTLD	**200,950**	
.com	108,521	26.90
.net	10,060	2.50
.org	22,042	5.40
.info	18,174	4.50
.biz	1,536	0.40
.eu	32,783	8.10
Total .eu and cnobi gTLD	**193,116**	**47.80**
New gTLDs	9,919	2.50
Total market	**403,985**	**100%**

Note: Excludes 2,267 .ie domains in the suspension process at the end of period Q1-2015.

Growth of Irish domain market

Percentage share Q1-2014 and year-on-year growth of Irish domain market to end of period Q1-2015

	Share %	Year-on-Year Growth
.ie	49.80	(0.10%)
Total ccTLD		
.com	27.90	(1.00%)
.net	2.90	(0.40%)
.org	5.80	(0.40%)
.info	4.80	(0.30%)
.biz	0.50	(0.10%)
.eu	8.30	(0.20%)
Total .eu and cnobi gTLD	**50.20**	**(2.40%)**
New gTLDs	0.00	2.50%
Total market	**100%**	**5.05%**

.ie domain market share

Breakdown of domain market in Ireland by percentage market share

49.70%	.ie
26.90%	.com
2.50%	.net
5.50%	.org
4.50%	.info
0.40%	.biz
8.10%	.eu
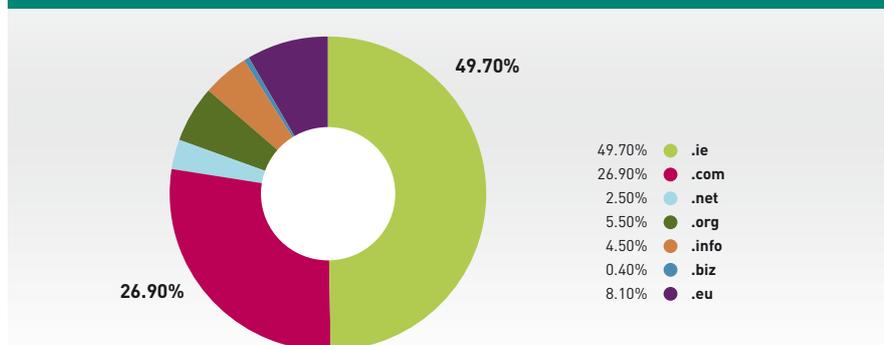
Source: Data taken from statistics produced by Directi (www.webhosting.info). The country of origin of the hosting company is used to determine the country of origin of the registrant. The .eu data is taken from the Eurid registry website.

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Analysis of .ie market share over time

Breakdown of .ie market share as a percentage of total domain market size in Ireland from Q1-2007 to Q1-2015

	Domain Market Size	.ie Domains	.ie Share of the Ireland Market
2007	185,777	76,102	41.00%
2008	261,345	98,227	37.60%
2009	318,402	122,374	38.40%
2010	348,136	141,243	40.60%
2011	379,232	159,276	42.00%
2012	412,992	177,720	43.00%
2013	399,804	185,131	46.30%
2014	384,576	191,495	49.80%
2015	403,985	200,950*	49.70%

Note: Excludes 2,267 .ie domains in the suspension process at the end of period Q1-2015.

In line with industry standards, domains that had entered the suspension process have been excluded from the above totals.
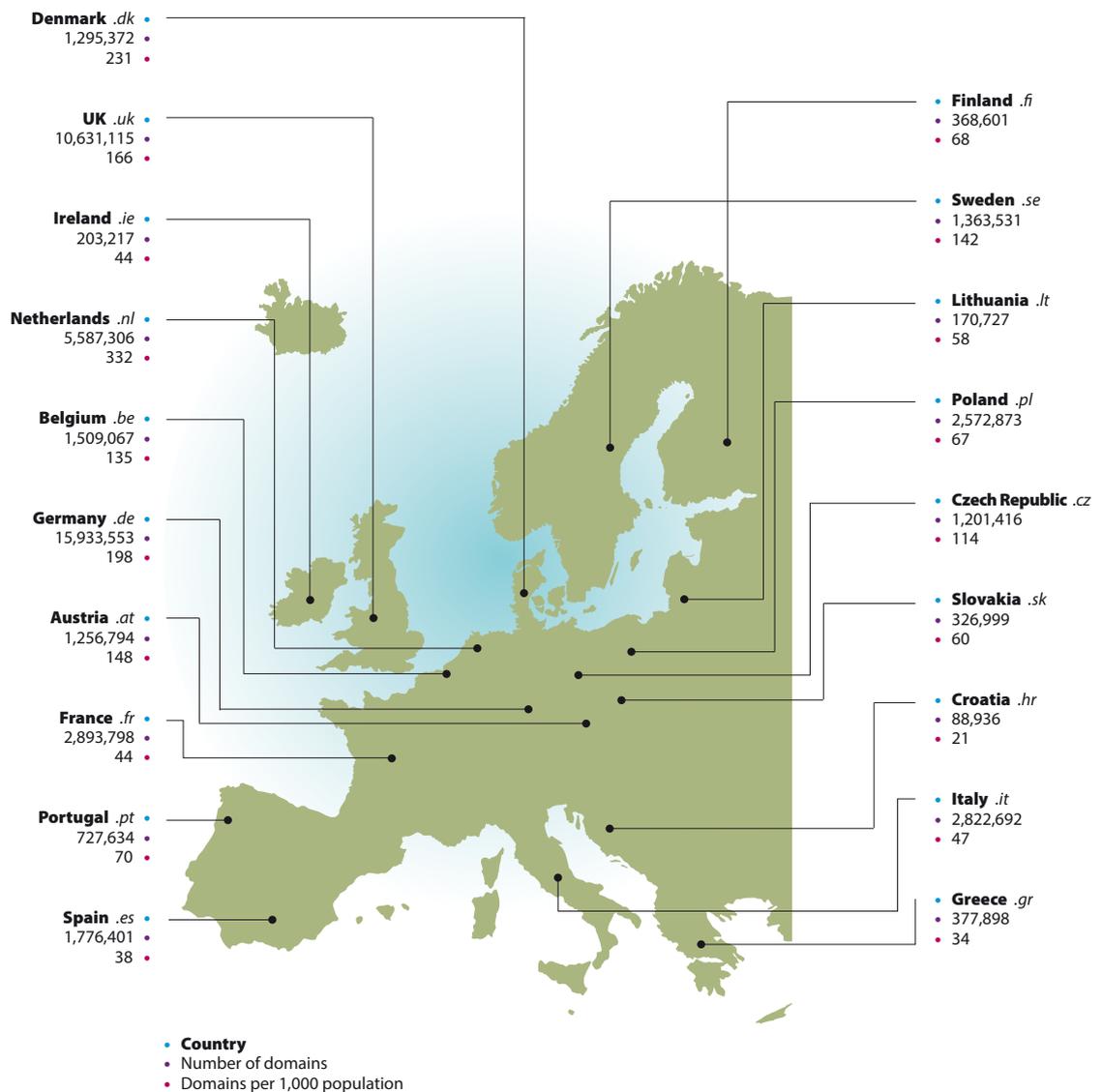
INTERNATIONAL COMPARISON OF IRISH DOMAIN MARKET

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 44 domains per 1,000 population, is greater than Spain (38) and Croatia (21) and in line with France (44) and Italy (47).

However, Ireland is significantly behind a number of EU countries such as the UK (166), Denmark (231) and Netherlands (332).

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

Denmark *.dk*
1,295,372
231

UK *.uk*
10,631,115
166

Ireland *.ie*
203,217
44

Netherlands *.nl*
5,587,306
332

Belgium *.be*
1,509,067
135

Germany *.de*
15,933,553
198

Austria *.at*
1,256,794
148

France *.fr*
2,893,798
44

Portugal *.pt*
727,634
70

Spain *.es*
1,776,401
38

Finland *.fi*
368,601
68

Sweden *.se*
1,363,531
142

Lithuania *.lt*
170,727
58

Poland *.pl*
2,572,873
67

Czech Republic *.cz*
1,201,416
114

Slovakia *.sk*
326,999
60

Croatia *.hr*
88,936
21

Italy *.it*
2,822,692
47

Greece *.gr*
377,898
34

- **Country**
- Number of domains
- Domains per 1,000 population

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ANALYSIS OF .ie DOMAIN NAMES BY CHARACTER

An analysis of .ie domain names by length of name reveals that the majority contain 8-13 characters. This is not surprising in view of the fact that the short domains are in limited supply.

The longest registered .ie domain with 54 characters is *lithuanian-and-russian-translation-and-language-school.ie*

While current two-character domains (only a mix of a number and a character is currently allowed) and three-character domains only make up 2.9% of the total domains registered, they are by far the most popular with 47.3% and 12.4% respectively of available domains already taken.

This indicates that there is likely to be significant demand for .ie's one-letter and two-letter domains, which are expected to be launched later this year.
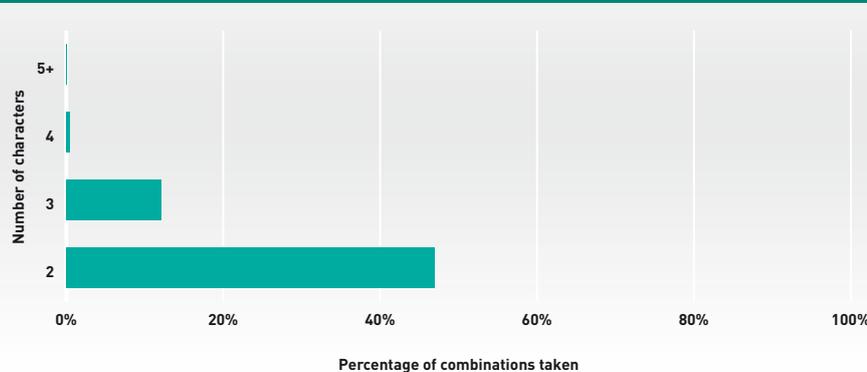
Length of .ie domain names by number of characters

Breakdown of .ie domain names by number of characters

Number of characters
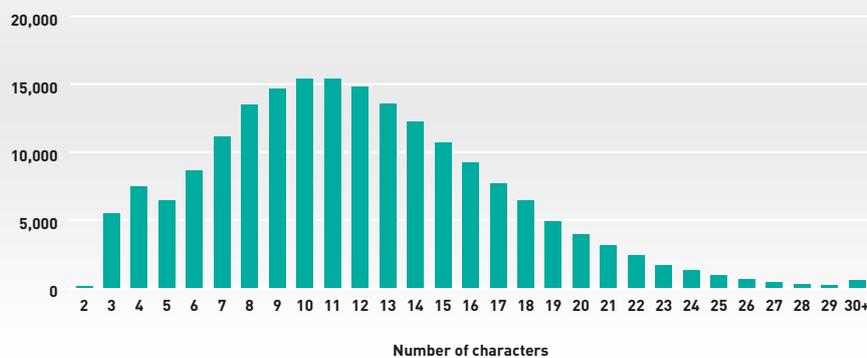
Availability of .ie domain names by number of characters

Percentage of total character combinations already taken by length of .ie domain name

Number of characters

Percentage of combinations taken

ANALYSIS OF .ie DOMAIN NAMES BY REGISTRAR LOCATION

Accredited .ie domain registrars exist in 10 countries in addition to Ireland. Irish registrars account for 76.2% of the total number of .ie registrars and account for 72.1% of the registered domains. This is followed by the UK, which accounts for 6.7% of registrars and 19.2% of registered domains.

Geographical split of accredited .ie domain registrars

Breakdown of .ie domain registrars by location and percentage of registered .ie domains

Controlled from Country	No. of Registrars	% Mix	Number of Domains	% of Domains
Australia	2	1.92%	1,770	0.87%
Brazil	1	0.96%	54	0.03%
Denmark	2	1.92%	3,447	1.70%
France	3	2.89%	810	0.40%
Germany	3	2.89%	1,160	0.57%
Ireland	80	76.92%	146,203	71.94%
Italy	1	0.96%	298	0.15%
Luxembourg	1	0.96%	1,776	0.87%
Netherlands	1	0.96%	18	0.01%
UK	7	6.73%	39,029	19.21%
USA	3	2.89%	5,610	2.75%
Directs			3,042	1.50%
Total	**104**	**100%**	**203,217**	**100%**

An accredited .ie registrar is a company authorised to act as agent for registrants (customers) who require a .ie web address. They are usually hosting providers who operate across a number of different business sectors, offering a wide range of services to their targeted niche markets. Some provide a highly automated service and systems while others prefer to work with their customers in a more personal manner. Most accredited registrars will offer .ie domains as part of a bundle of services (hosting, email, storage etc.) usually for an ongoing monthly fee. Accredited registrars are a vital part of the service delivery for .ie domains and they work continuously to ensure the success of the .ie namespace. Links to all .ie accredited registrars' websites can be found on the IEDR website at www.iedr.ie/registrars.

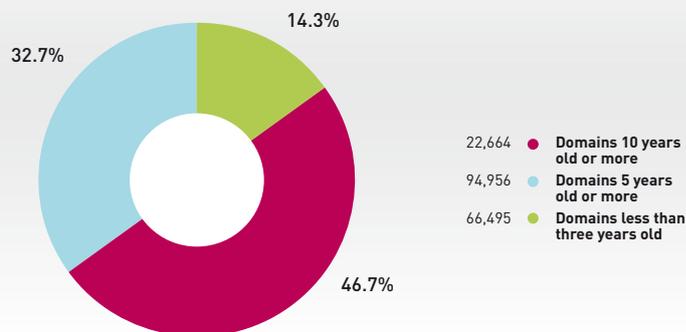# ANALYSIS OF LOYALTY TO .ie DOMAINS

Analysing the .ie domains registered at the end of Q1-2015 by the year in which the domain was registered reveals that 14.3% of domains have been registered for over 10 years, 46.7% for more than 5 years and only 32.7% have been registered in the last three years.

The fact that almost 50% of .ie domains have been registered for more than 5 years proves the value of a .ie domain and the loyalty which registrants have to the .ie brand.

In addition, while 22% of registered domains are registered for more than one year in the future, 78% of registrants pay for their domain renewal on a rolling year-to-year basis.

Long-term loyalty to .ie domains
Age of .ie domains registered to .ie domain registry at end of period Q1-2015

32.7%
14.3%
46.7%

22,664 ● **Domains 10 years old or more**
94,956 ● **Domains 5 years old or more**
66,495 ● **Domains less than three years old**

44,807 domains (or 22%) are registered for more than one year into the future

1,631 domains (or 0.8%) are registered for more than five years into the future

2,533 domains (or 1.2%) are registered to beyond 2020

Identifiably Irish

Ireland's Domain Registry