.ie Domain Profile Report 2019

January to June 2019

IE Domain Registry

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Contents

Foreword

The .ie Domain Profile Report is a deep dive into the make-up of the .ie database by IE Domain Registry. In this edition, we explore the numbers and types of .ie domains registered in H1 2019 (1 January-30 June), the counties and countries where they were registered, and additional information about the broader .ie domain ecosystem.

The "post-liberalisation cooldown" is a major factor in this edition. In March 2018 (H1 2018), IE Domain Registry made it easier and faster to register a .ie domain by removing the need for registrants to prove their claim to a particular .ie domain name.

This change resulted in a surge in new .ie registrations. However, in the year since the liberalisation of .ie domain registration rules, that surge has cooled off and the rate of registration growth has returned to normal growth levels. As a result, a direct comparison of H1 2019 with the previous half-year period shows a reduction in some benchmark metrics, including net registrations and many counties' new .ie registrations.

This short-term trend masks the otherwise exceptionally healthy, vital signs of the .ie database. The total database has increased in size by 8.3% compared to H1 2018 and by 40% on the same period five years ago.

Macro trends in the .ie namespace are indeed very reassuring for Irish business generally. The .ie domain remains the domain of choice for Irish companies and self-employed entrepreneurs, which make up more than 80% of the total database. The .ie domain's intrinsic value as a marker of Irish authenticity and trustworthiness has seen the number of .ie domains offered for sale increase by 75% year-on-year. The number of .ie websites with SSL security certs, too, has increased by 58% since H1 2018.
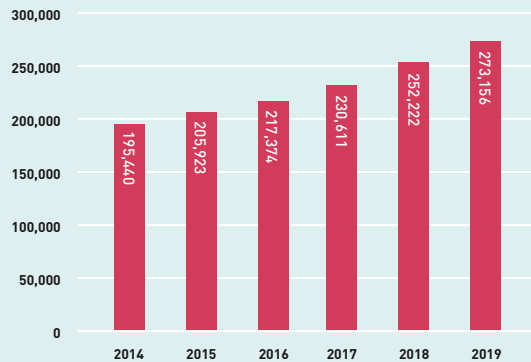
There is a growing body of evidence that private individuals recognise the value of a protected, verifiable domain like .ie in the construction and consolidation of their own online identity. Registrations by this group increased by over 25% compared to the same period last year. In an era of growing scrutiny of social media and technology giants, a permanent, private web address is the only way to secure a truly personal space on the internet.
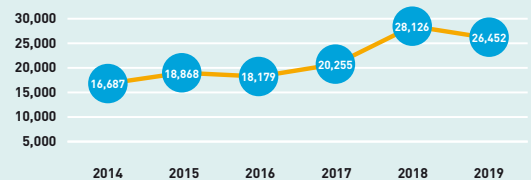
David Curtin, Chief Executive
IE Domain Registry

Analysis of .ie domain database and growth

.ie domain database size, growth and new .ie registrations

Bar chart: Registered .ie domains at 30 June each year
- 2014: 195,440
- 2015: 205,923
- 2016: 217,374
- 2017: 230,611
- 2018: 252,222
- 2019: 273,156

Line chart: New .ie registrations for H1 each year
- 2014: 16,687
- 2015: 18,868
- 2016: 18,179
- 2017: 20,255
- 2018: 28,126
- 2019: 26,452

-5.9%
Decrease in new .ie registrations between H1 2018 and H1 2019

■ Registered .ie domains at 30 June each year

● New .ie registrations for H1 each year

There were 273,156 .ie domains in the database at the end of H1 2019, an 8.3% increase on the same period last year. The database has grown by nearly 40% compared to the same period five years ago (H1 2014).
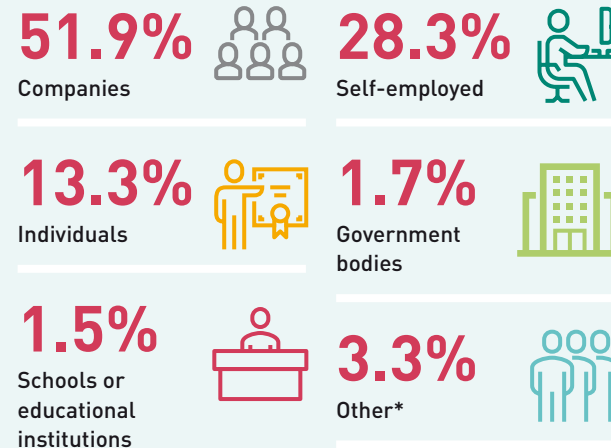
In March 2018, IE Domain Registry made it easier and faster to register a .ie domain name. Following a surge in registrations in that period, compared to H1 2019, the rate of new .ie registrations has cooled off and returned to normal growth levels.

Net growth
(new registrations minus deletions)

-25.6%
Decrease in H1 2019 net growth vs H1 2018

Analysis of .ie domains by type

Total .ie domain database by domain holder type

51.9% Companies

28.3% Self-employed

13.3% Individuals

1.7% Government bodies

1.5% Schools or educational institutions

3.3% Other*

At the end of H1 2019, the majority of the .ie database comprised companies and self-employed entrepreneurs (80.2%), a 4% increase year-on-year. The .ie domain remains an extremely popular way for Irish businesses to demonstrate their authenticity and trustworthiness to local and international customers.

New .ie domain registrations in H1 2019 by domain holder type

37.4% Companies

23.8% Self-employed

36.8% Individuals

0.6% Government bodies

0.6% Schools or educational institutions
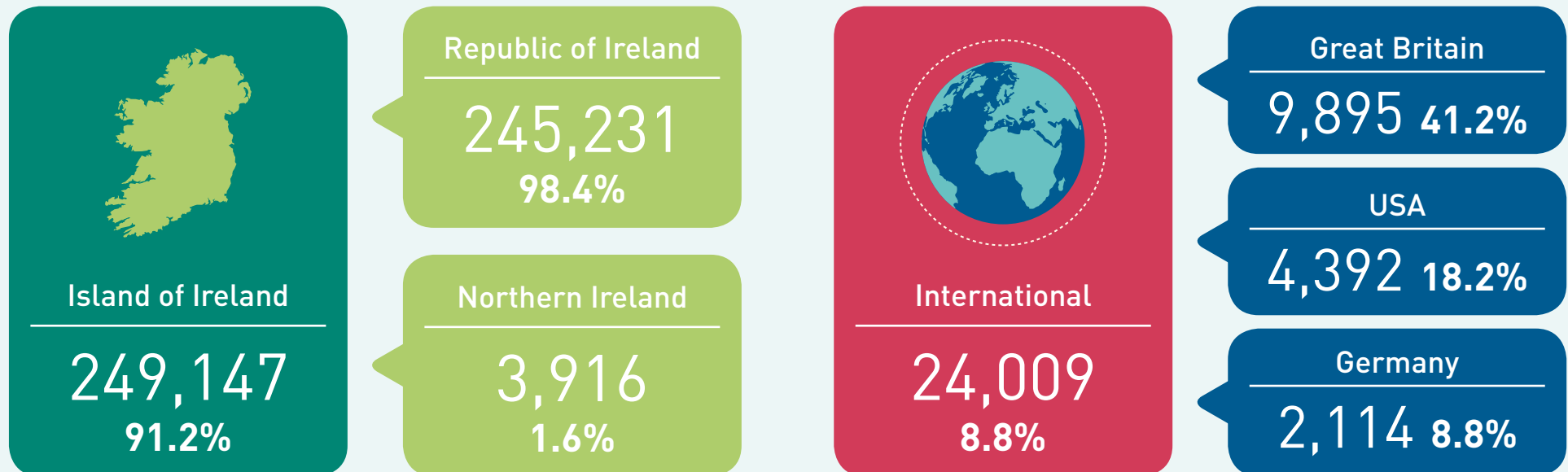
0.8% Other*

The .ie domain is a priceless, personal branding tool. New .ie registrations by individuals grew by 26.4% in H1 2019. This speaks to the growing trend of using websites to maintain a permanent, personal space on the internet. Websites give users more control when compared to some social media platforms, whose algorithms control what content is seen by followers.

*'Other' includes non-business groups and associations, like clubs, bands, community groups, and other informal bodies.

Analysis of .ie domains by geography

Total number of registered .ie domains at end of H1 2019

Island of Ireland
249,147
91.2%

Republic of Ireland
245,231
98.4%

Northern Ireland
3,916
1.6%

International
24,009
8.8%

Great Britain
9,895 **41.2%**

USA
4,392 **18.2%**

Germany
2,114 **8.8%**

British-registered .ie domains make up the bulk of international .ie domains, although new registrations dropped slightly in H1 2019 in line with the post-liberalisation cooldown trend (-13.6% year-on-year).

Compared to registrations in a more normal period (H1 2017), however, new .ie registrations from Great Britain increased by 18.9%, suggesting a continued Brexit effect; British companies with a connection to Ireland are registering their digital assets ahead of a potential relocation. Bulgaria registered the second-highest number of international .ie domains in H1 2019, showing that international marketeers value domains with high SEO quality.

24,671
new .ie registrations registered on the island of Ireland in H1 2019

-5.6%
decrease on H1 2018

1,781
new. ie domains registered internationally in H1 2019

-9.6%
decrease on H1 2018

Both figures were affected by the post-liberalisation cooldown trend.

Analysis of .ie domains by county

Derry
Derry recorded the highest % increase in new .ie registrations in H1 2019 (+30.3%), albeit from a low base.

Leitrim
Border county Leitrim recorded the highest % decrease in new .ie registrations in H1 2019 (-43.58%), although post-liberalisation cooldown is a factor.

Roscommon
Roscommon recorded the third-highest % increase in new registrations in H1 2019 (+15.63%).

Dublin
Dublin recorded the highest total number of new .ie registrations in H1 2019 (10,060) and accounts for the largest county share of the .ie database.

Laois
Laois recorded the second-highest % increase in new registrations in H1 2019 (+28.52%).

Cork
Cork recorded the second-highest number of new .ie registrations in H1 2019 (2,109) and ranks second in county share of the total .ie database.
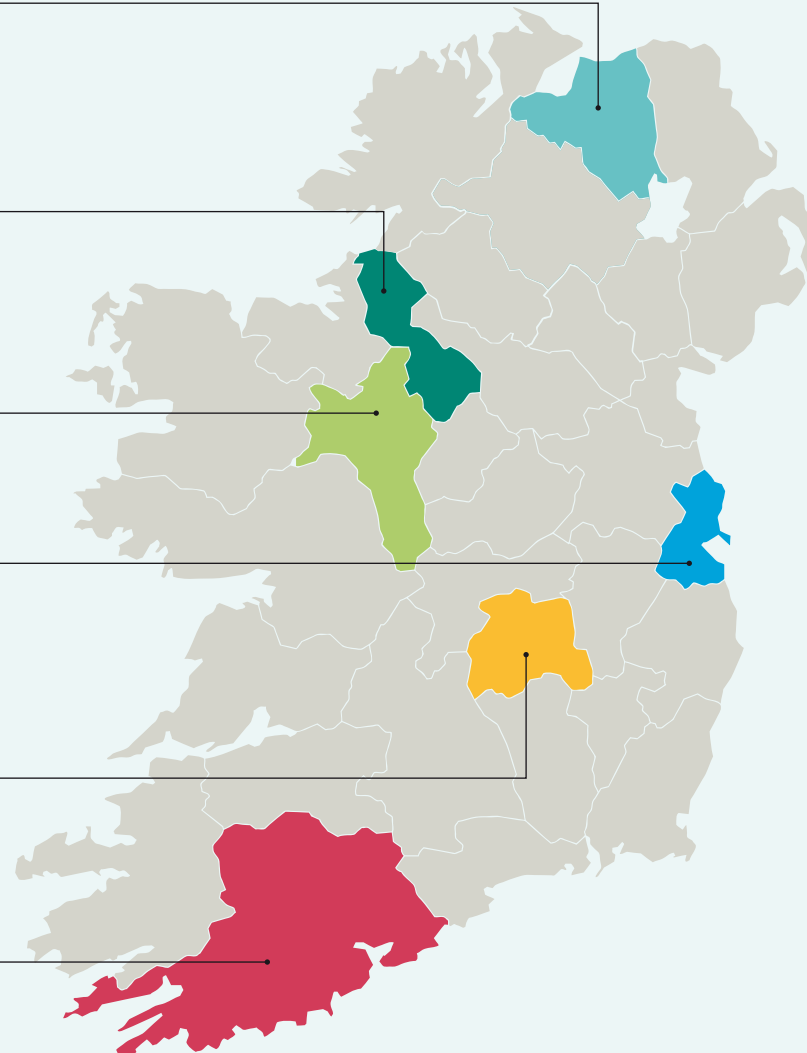
County	Total database % share	New registrations H1 2019	% growth vs H1 2018
Antrim	0.57	100	-36.71
Armagh	0.18	40	-9.09
Carlow	1.59	427	-7.78
Cavan	0.84	227	+0.44
Clare	1.65	409	-0.24
Cork	8.59	2,109	-5.04
Derry	0.16	43	+30.30
Donegal	1.60	492	+6.72
Down	0.42	115	-19.01
Dublin	45.41	10,060	-9.65
Fermanagh	0.06	13	+160
Galway	4.53	1,160	-12.78
Kerry	2.03	613	+4.61
Kildare	4.47	1,345	+6.92
Kilkenny	1.47	445	+5.95
Laois	0.99	365	+28.52
Leitrim	0.43	101	-43.58
Limerick	2.86	713	-8.00
Longford	0.48	117	-8.59
Louth	2.21	591	+7.85
Mayo	1.69	459	+8.51
Meath	3.48	995	+0.51
Monaghan	0.67	131	-33.84
Offaly	0.83	196	-16.60
Roscommon	0.76	222	+15.63
Sligo	1.07	240	0.00
Tipperary	1.73	413	-10.61
Tyrone	0.19	40	-11.11
Waterford	1.79	518	+7.47
Westmeath	1.30	361	-2.96
Wexford	2.41	670	-6.69
Wicklow	3.54	941	-5.33
Total	100%	24,671	

Analysis of .ie ecosystem

.ie websites with security certs

39.3%
as of H1 2019

58.5%
% increase on H1 2018

Google Chrome displays a warning message to users who visit websites that do not have an SSL (security) certificate. The Google Search algorithm was changed in July 2018 to downgrade search results for websites without SSL certs.

Source: Dataprovider

€50K

.ie domains for sale for €50K in H1 2019

sl.ie
baby.ie
sunhotels.ie
billionaire.ie
blockchain.ie

Number of .ie domains offered for sale

240
H1 2019

137
H1 2018

↑**75%**
INCREASE

Top 5 .ie domains in H1 2019

1 Google.ie
2 Donedeal.ie
3 Daft.ie
4 Independent.ie
5 RTE.ie

Source: Alexa

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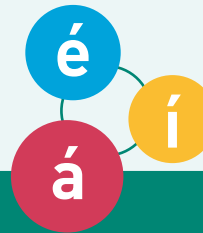
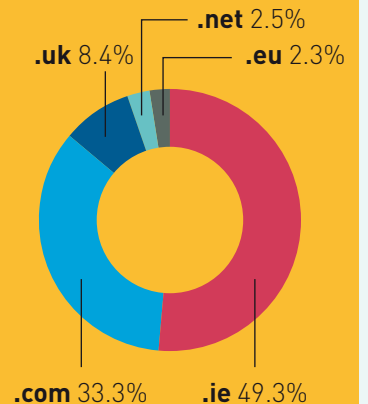**.ie domains with a fada**

39
H1 2019

28
H1 2018

↑**39%**
INCREASE

Top 5 - market share of Ireland's hosted domains
(by top level domain)

.net 2.5%
.uk 8.4%
.eu 2.3%
.com 33.3%
.ie 49.3%

Source: Hoster Stats (June 2019)
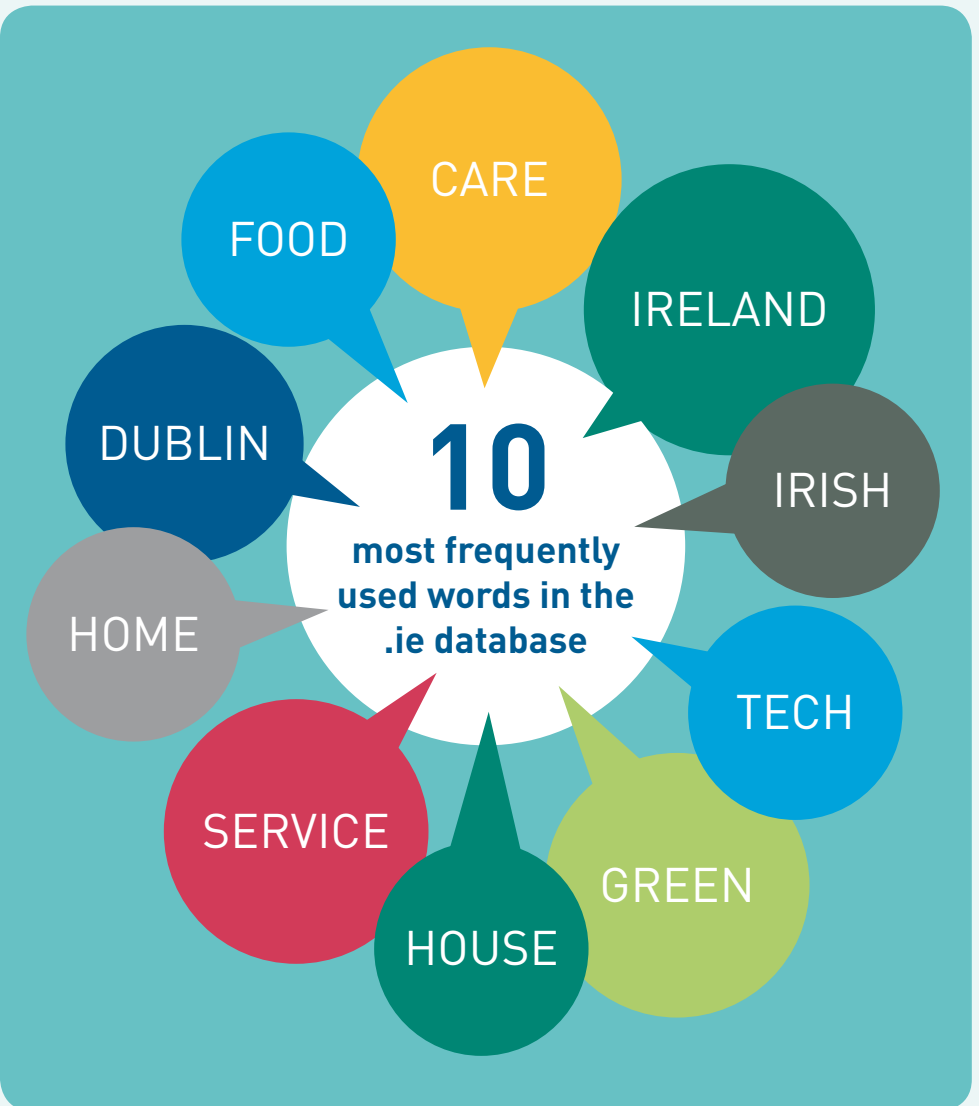
Analysis of .ie ecosystem (continued)

Busiest ever periods for new .ie domain registrations

The busiest periods for new .ie domain registrations correspond with the implementation of .ie liberalisation, which has made it easier and faster for businesses and individuals to register a .ie domain.

Busiest days ever

2018
21 March
699
REGISTRATIONS

2019
4 June
361
REGISTRATIONS

Busiest months ever

2018
March
6,764
REGISTRATIONS

2018
April
5,765
REGISTRATIONS

2019
January
4,948
REGISTRATIONS

10 most frequently used words in the .ie database

CARE

FOOD

IRELAND

DUBLIN

IRISH

HOME

TECH

SERVICE

GREEN

HOUSE

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* and operates a public WHOIS lookup service for .ie domains.

The company's mission is to provide unique, identifiably Irish domain names, along with registry and related services to the local and international internet community. Policy development for the .ie namespace follows a bottom-up, consensus-driven approach, through a multi-stakeholder Policy Advisory Committee.

It is committed to being a digital advocate for the SME community. Through the *OPTIMISE Programme* and stakeholder engagement initiatives, such as Digital Town, 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 annual *SME 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.

www.iedr.ie

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IE Domain Registry

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