



IE Domain Registry

A dark grey background with a network diagram of white lines and circles. A red arrow points from the left edge towards the central text. The central text is '.ie Domain Profile Report 2019'. The '.ie' is in a blue circle, and the rest is in white. The network diagram includes several circular icons: a person at a desk, a person at a computer, a group of people, a shopping cart, and a globe with a cursor.

.ie Domain Profile Report 2019



IE Domain Registry

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About IE Domain Registry

Foreword

The .ie Domain Profile Report is a comprehensive exploration of the .ie database. In this edition, we analyse the numbers and types of .ie domains registered in 2019, the counties and countries where they were registered, and additional information about the wider .ie domain ecosystem.

As this .ie Domain Profile Report is the last to measure the 2010s, we also take the opportunity to review standout facts and figures from the last decade.

In 2010, the .ie database consisted of 154,918 domains; in 2019, that number was 280,958. The difference is staggering and reflects a decade of work to make .ie domains more accessible and relevant to the changing needs of twenty-first-century Ireland.

It also demonstrates the unrelenting pace of digital transformation and technological advancement. In the last ten years, the internet has become as vital to everyday life and business as electricity, running water, and road infrastructure.

Like the half-year 2019 .ie Domain Profile Report report, this full-year review shows evidence of a sustained “post-liberalisation cooldown”. In March 2018, a rule change made it easier and faster to register a .ie domain by removing the need for applicants to prove their claim to a particular .ie domain name.

This change led to a surge in new .ie registrations, upwardly skewing some of our benchmark statistics. That surge has since cooled off, resulting in reductions in some 2019 registration figures when compared to 2018.

Of course, the overall trend in registrations remains an entirely positive one. In 2017, before liberalisation was implemented, new .ie registrations totalled 39,523; in 2019, post liberalisation, that figure was 50,167, a +27% increase. Individuals, businesses (start-ups in particular) and other local bodies and associations are finding it easier to secure and develop an authentically Irish internet presence.

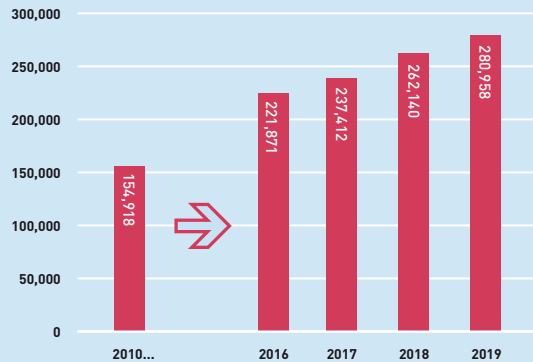
That is indeed important. As Ireland becomes more globalised and the internet connects us to more international businesses and institutions, it's essential that our communities—be they villages, country towns, or city neighbourhoods—have the means to identify themselves as familiar, local, and Irish through the trusted .ie brand.

David Curtin

Chief Executive, IE Domain Registry

Analysis of .ie domain database and growth

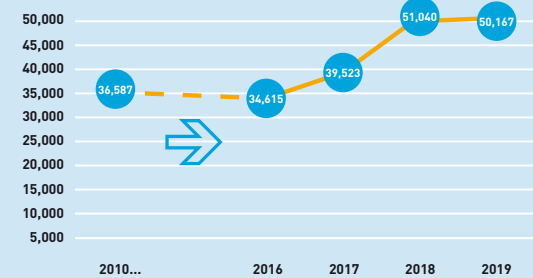
TOTAL DATABASE



-1.7%
decrease in new .ie registrations (2018 v 2019)

+37%
increase in new registrations (2010 v 2019)

NEW REGISTRATIONS



There were 280,958 .ie domains in the database at the end of 2019, a 7% increase on 2018. The total database has grown by 33% since 2015 and by 81% since 2010.

In March 2018, a rule change made it easier and faster to register a .ie domain name. Following a surge in registrations that year, the rate of new .ie registrations in 2019 cooled off but remained higher compared to 'pre-liberalisation' years.

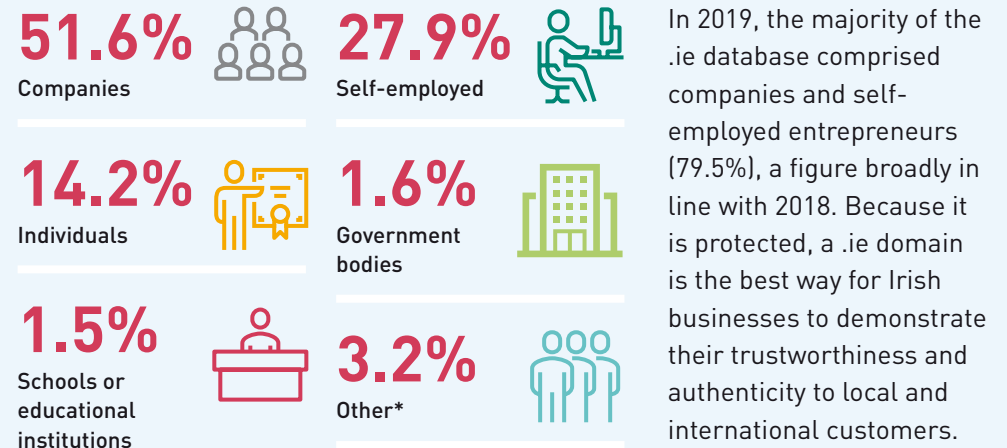
Net growth
(registrations – deletions)

-26.8%
(2018 v 2019)

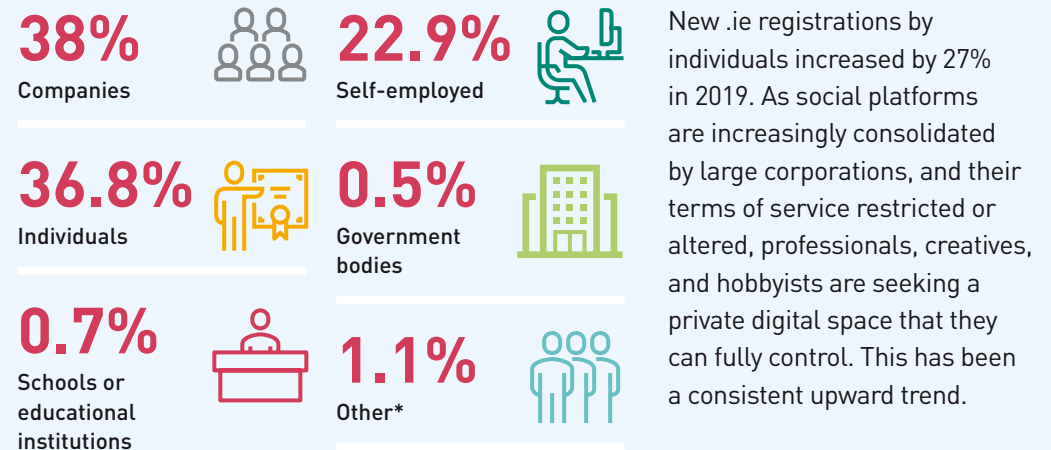
+3%
(2010 v 2019)

Analysis of .ie domains by type

Total .ie domain database by domain holder type



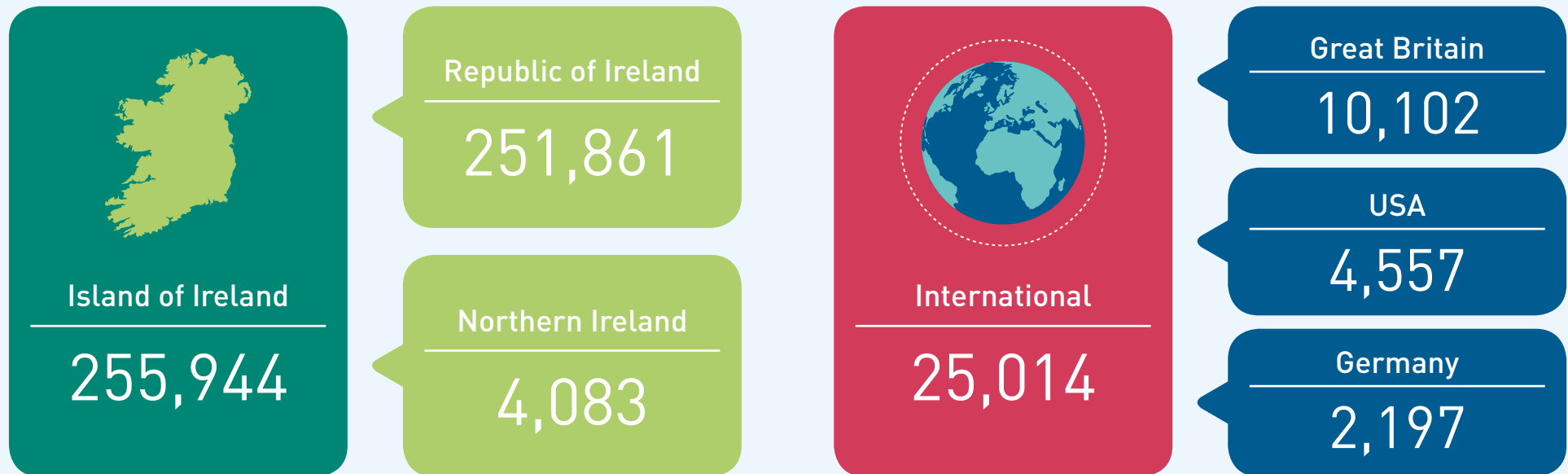
New .ie domain registrations in 2019 by domain holder type



*'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



British-registered .ie domains continue to make up the majority of internationally registered .ie domains; new registrations from Great Britain increased slightly (1,313 from 1,306), up +0.5% in 2019 compared to the previous year.

Among the top 10 international registrants of .ie domains, the Netherlands recorded the highest increase in 2019 (+84.7%), followed by Germany (+29.3%). Bulgaria recorded the second-highest number of new .ie domain registrations in 2019 (546).

.ie domain holders in these countries typically have business operations in Ireland or can prove some other kind of personal connection.



46,466
new .ie domains registered on the island of Ireland in 2019

-2.4%
decrease on 2018

3,701
new .ie domains registered internationally in 2019

+7.6%
increase on 2018

Analysis of .ie domains by county

Fermanagh

Fermanagh, which recorded a -67% decrease in new .ie registrations in 2018, recorded the island of Ireland's largest increase in 2019 (+146.15%), albeit from a low base.

Roscommon

Roscommon recorded the second highest % growth in new .ie registrations in 2019 (+25.72%).

Monaghan

Monaghan recorded the largest % decline in new .ie registrations in 2019 (-31.79%).

Dublin

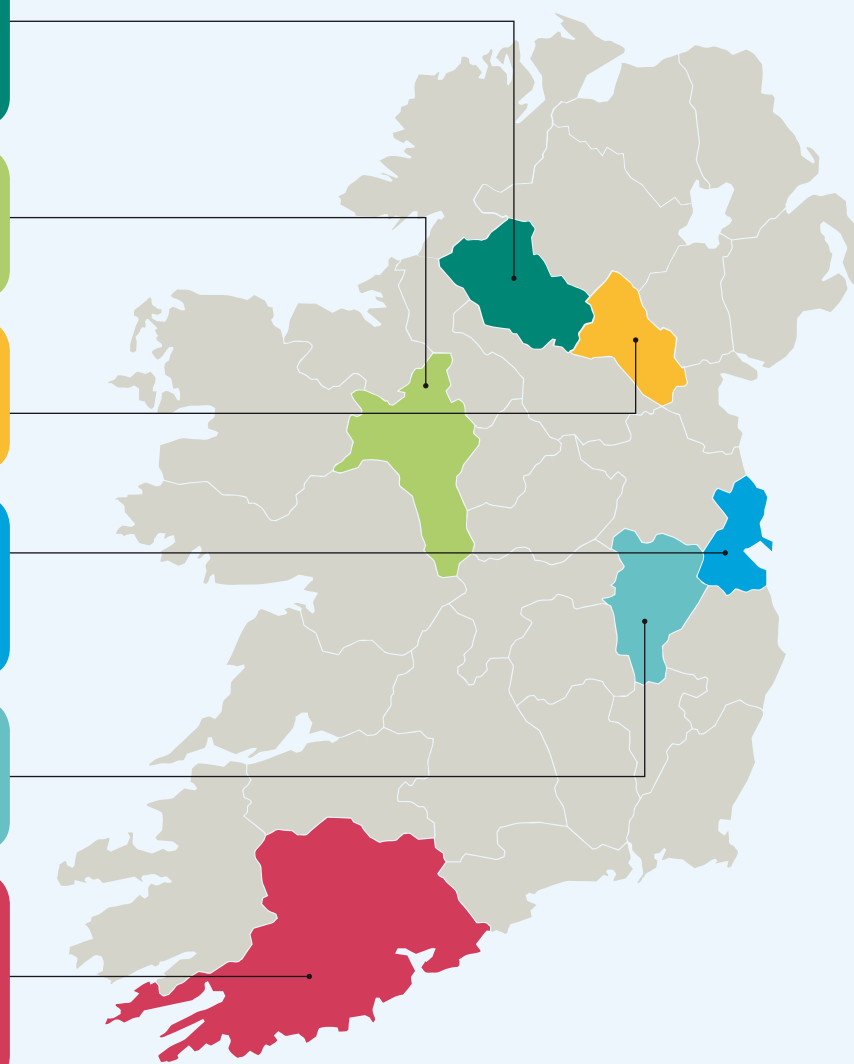
Although Dublin recorded a -6.81% decrease in new .ie registrations in 2019, it recorded the highest number of overall .ie registrations (18,966).

Kildare

New .ie registrations in Kildare were among the highest in Ireland (2,361), up 4.47% in 2019.

Cork

Cork, like Dublin, experienced a decrease in new .ie registrations (-1.89%). However, it recorded the second highest number of overall .ie registrations (4,055).

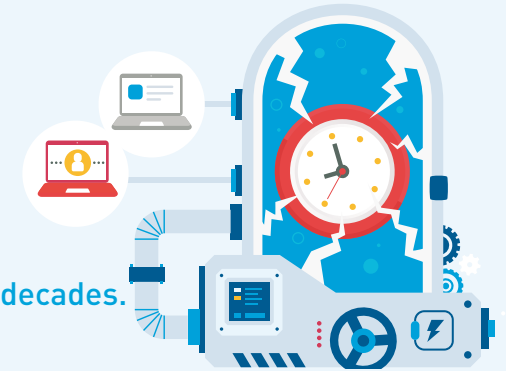


County	Total database % share	New registrations 2019	% growth vs 2018
Antrim	0.58	254	-0.39
Armagh	0.18	84	+23.53
Carlow	1.61	868	+3.83
Cavan	0.86	483	+12.33
Clare	1.68	810	+8.72
Cork	8.61	4,055	-1.89
Derry	0.16	80	+6.67
Donegal	1.60	843	+5.90
Down	0.42	208	-10.73
Dublin	45.14	18,966	-6.81
Fermanagh	0.06	32	+146.15
Galway	4.50	2,124	-10.34
Kerry	2.04	1,080	-0.09
Kildare	4.46	2,361	+4.47
Kilkenny	1.46	799	+6.11
Laois	1.00	645	+15.18
Leitrim	0.43	207	-26.86
Limerick	2.88	1,326	-3.56
Longford	0.50	251	+12.05
Louth	2.23	1,084	+7.11
Mayo	1.70	866	+13.65
Meath	3.45	1,766	-1.67
Monaghan	0.66	251	-31.79
Offaly	0.85	426	-2.07
Roscommon	0.78	435	+25.72
Sligo	1.07	479	0
Tipperary	1.73	824	-2.37
Tyrone	0.19	79	-2.47
Waterford	1.81	971	+13.83
Westmeath	1.30	663	+1.22
Wexford	2.44	1,273	-2.45
Wicklow	3.61	1,873	+2.74
Total	100	46,466	

Analysis of .ie ecosystem

Scrolling through the years

A look back at some of the most interesting .ie domain figures and trends of the last few decades.



New .ie registrations by decade

1990-1999

8,583

2000-2009

174,086

2010-2019

383,265

First .ie domain registered in every decade

The 1990s

tipperary-water.ie

The 2000s

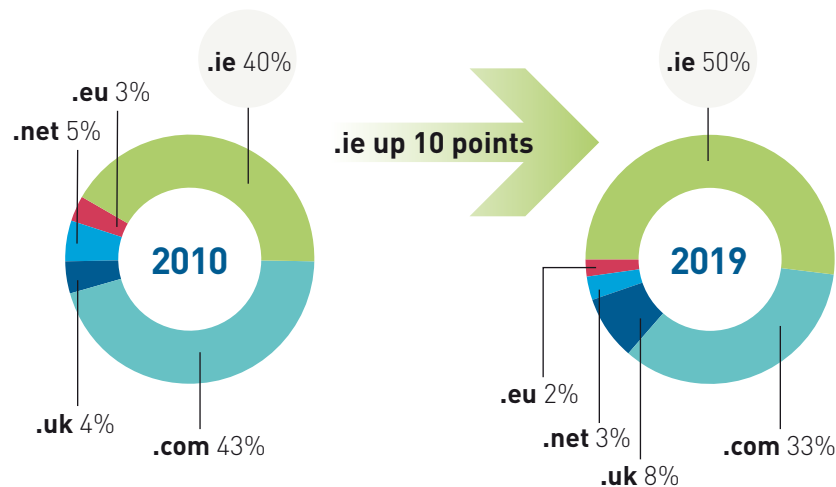
rmg.ie

The 2010s

boulangerie.ie

Top 5 – market share of Ireland’s hosted domains

(by top level domain)



Top 5 most visited .ie e-commerce sites in the 2010s

2010

1 Ebay.ie

2 O2Online.ie

3 Vodafone.ie

4 Ticketmaster.ie

5 Meteor.ie

Source: Brendanhughes.ie

2015

1 Donedeal.ie

2 Ebay.ie

3 Adverts.ie

4 Daft.ie

5 Eir.ie

Source: Opuscreative.ie

2019

1 Donedeal.ie

2 Ebay.ie

3 Adverts.ie

4 Argos.ie

5 Littlewoods.ie

Source: Pro.similarweb.com

Analysis of .ie ecosystem (continued)

Some of the most frequently used words in .ie domains



Other .ie ecosystem facts

.ie websites with a security certificate



51%

of .ie websites now have a security certificate.

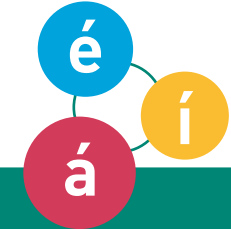
2019
87,703

.ie domains had a security certificate.

2018
60,308

.ie domains had a security certificate.

+45%
YoY GROWTH



.ie domains with a fada

198
2019

144
2018

+38%
YoY GROWTH

.ie resale requests

.ie domains can be sold on a 'secondary market' to buyers who can prove their connection to Ireland.

422
2019

291
2018

+45%
YoY GROWTH

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 digital advocacy 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 *SME Digital Health Index*, which provides key insights into the digital health of Irish 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 *easier and faster* to register a .ie domain. There are over 280,000 domains in the database.

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

www.iedr.ie



IE Domain Registry

IE Domain Registry CLG

2 Harbour Square
Dun Laoghaire
Co Dublin
A96 D6R0

Tel +353 1 236 5400

Email marketing@iedr.ie

Twitter [@IEDR_dot_ie](https://twitter.com/IEDR_dot_ie)

Web www.iedr.ie