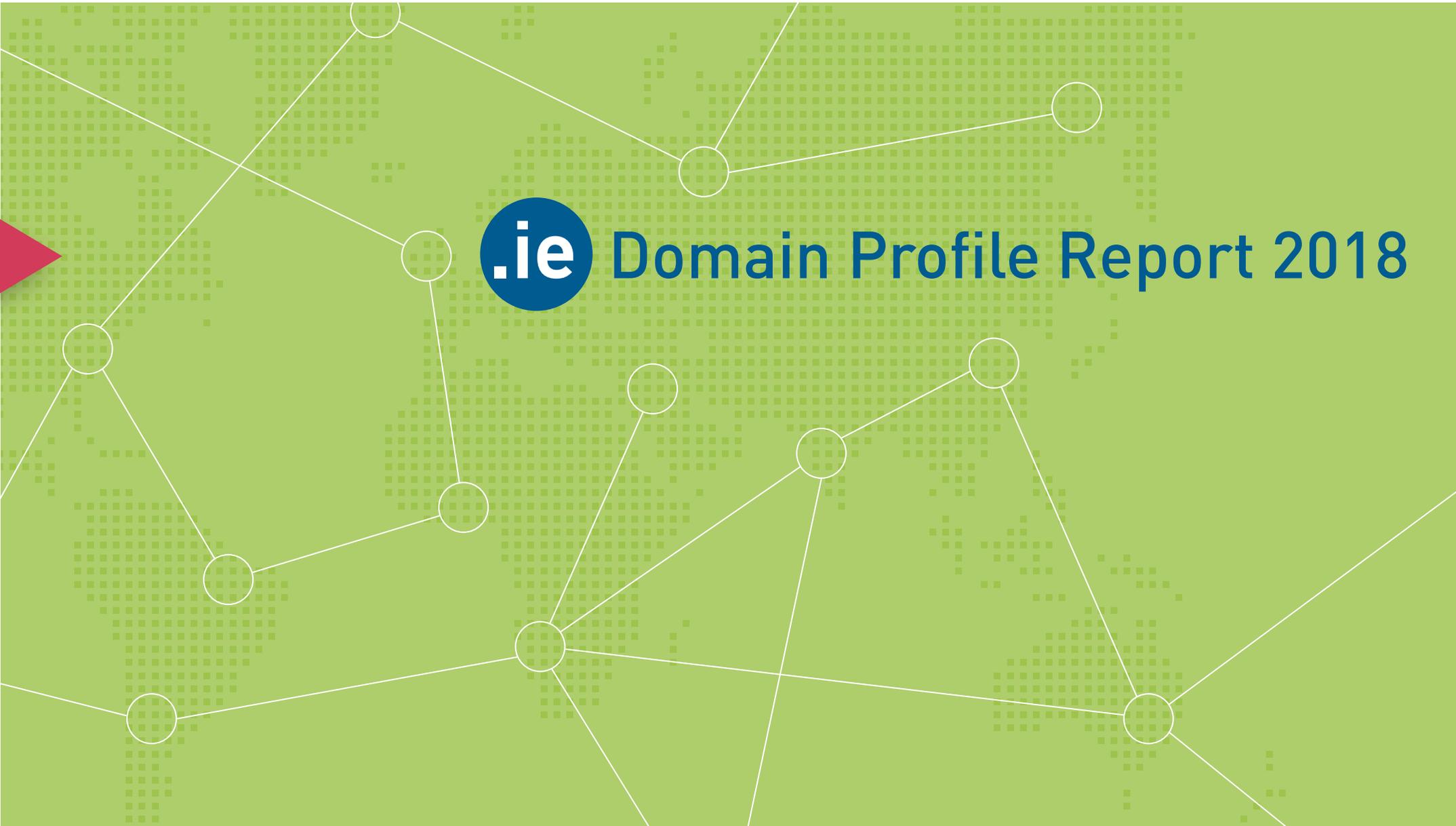




IE Domain Registry

A green background with a white network diagram consisting of several interconnected nodes (circles) and lines. A red arrow points from the left edge towards the center of the diagram.

# **.ie** Domain Profile Report 2018



IE Domain Registry

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## Foreword

**We are pleased to publish the .ie Domain Profile Report for 2018 (1 January–31 December). In this edition, we explore the numbers and types of .ie domains registered in 2018, the counties and countries where they were registered, as well as new information about the wider .ie domain ecosystem.**

2018 was record-breaking for .ie. 51,040 new .ie domains were registered last year - almost 140 a day - bringing the total database to 262,140 at the end of 2018. Compared to the net increase in 2017, the .ie database enjoyed net growth of more than 60%.

The numbers demonstrate the success of the changes we made to the .ie domain registration process in March 2018.

It is now easier and faster to register a .ie domain. Applicants only need to provide one document to prove identity and a connection to Ireland. Returning customers do not need to re-submit any documents and can avail of our FastPass system.

This edition of the .ie Domain Profile Report also reveals some interesting new insights about not only the make-up of the .ie database, but Ireland's economic health, its regional development, and wider international trends.

81% of all .ie domains are registered by businesses and the self-employed. Counties in the Border, Midlands and West region are increasing their rate of .ie registration faster than Dublin and other urban counties. Registrations of .ie domains from Great Britain are increasing, most likely as a result of Brexit. The number of .ie websites with security certificates has increased dramatically, too, since the release of Google Chrome 68.

A .ie domain is a way to connect with a world of new customers, friends, family, and other like-minded people. The .ie brand remains distinct on the local and world stages. It is a managed space that is identifiably, authentically Irish. In an era where people's trust in the online world has never been more important, that reliability is crucial.

**David Curtin**

Chief Executive, IE Domain Registry

January 2019



# Analysis of .ie domain database and growth

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



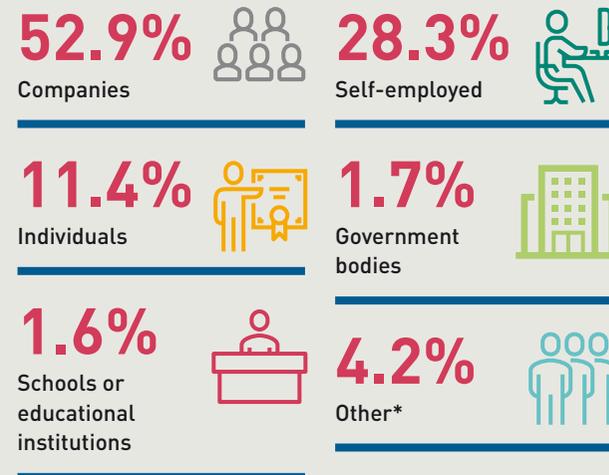
At the end of 2018, the number of .ie domains in the total database was 262,140, representing 10.4% growth on 2017. Over the last 5 years since 2013, the .ie domain database has grown by 35.8%.

In March 2018, we made it easier and faster for people and businesses to register a .ie domain. This new convenience is reflected in record-breaking numbers: 51,040 new .ie domains were registered in 2018, almost 140 every day. New registrations increased by 29% compared to 2017.



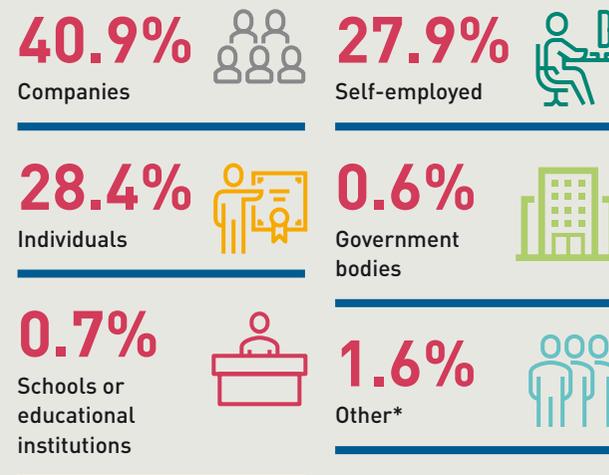
# Analysis of .ie domains by type

## Total .ie domain database by domain holder type



At the end of 2018, the bulk of the .ie database comprised companies and the self-employed (81%). It is now easier for businesses, especially start-ups, to register a .ie domain - only one document proving a connection to Ireland is required.

## New .ie registrations by domain holder type

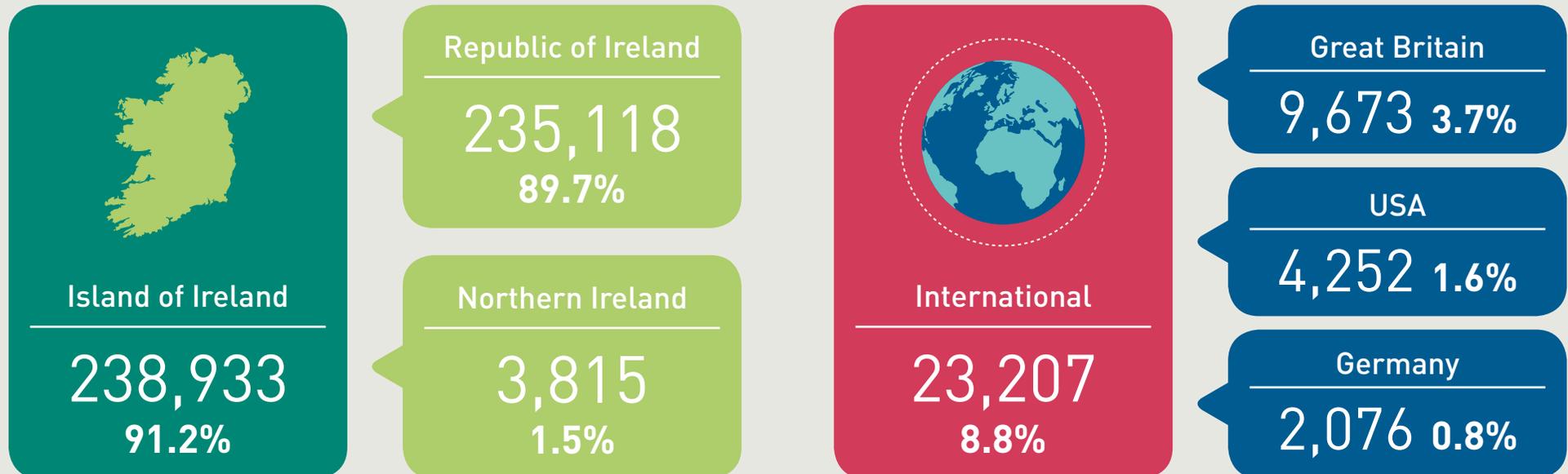


There was a sharp increase in the number of new .ie domains registered by individuals in 2018 (+120% compared to 2017). This is due to a number of factors, including trends in domain type selection by applicants, the relaxation of the registration rules to allow nicknames and geographical names, and a general increase in popularity of the .ie domain for personal branding purposes.

\*'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



.ie domains can be registered by any business or individual with a connection to Ireland. Interestingly, new .ie registrations from Great Britain increased by 28% in 2018 compared to the previous year, a fact that may correlate with enduring Brexit uncertainty and suggests some migration of British businesses to Ireland.



**47,601**

new .ie domains on the island of Ireland in 2018

**27%**

increase on 2017

**3,439**

new .ie domains registered internationally in 2018

**59%**

increase on 2017

# Analysis of .ie domains by county

## Fermanagh

Fermanagh was one of only two counties to record a percentage decrease in new .ie registrations in 2018 [-66.7%].

## Leitrim

Border county, Leitrim recorded the highest percentage growth in new .ie registrations in 2018 [+65.5%].

## Dublin

Dublin recorded the most new .ie registrations in 2018 [20,353] and continues to dominate the total .ie database.

## Carlow

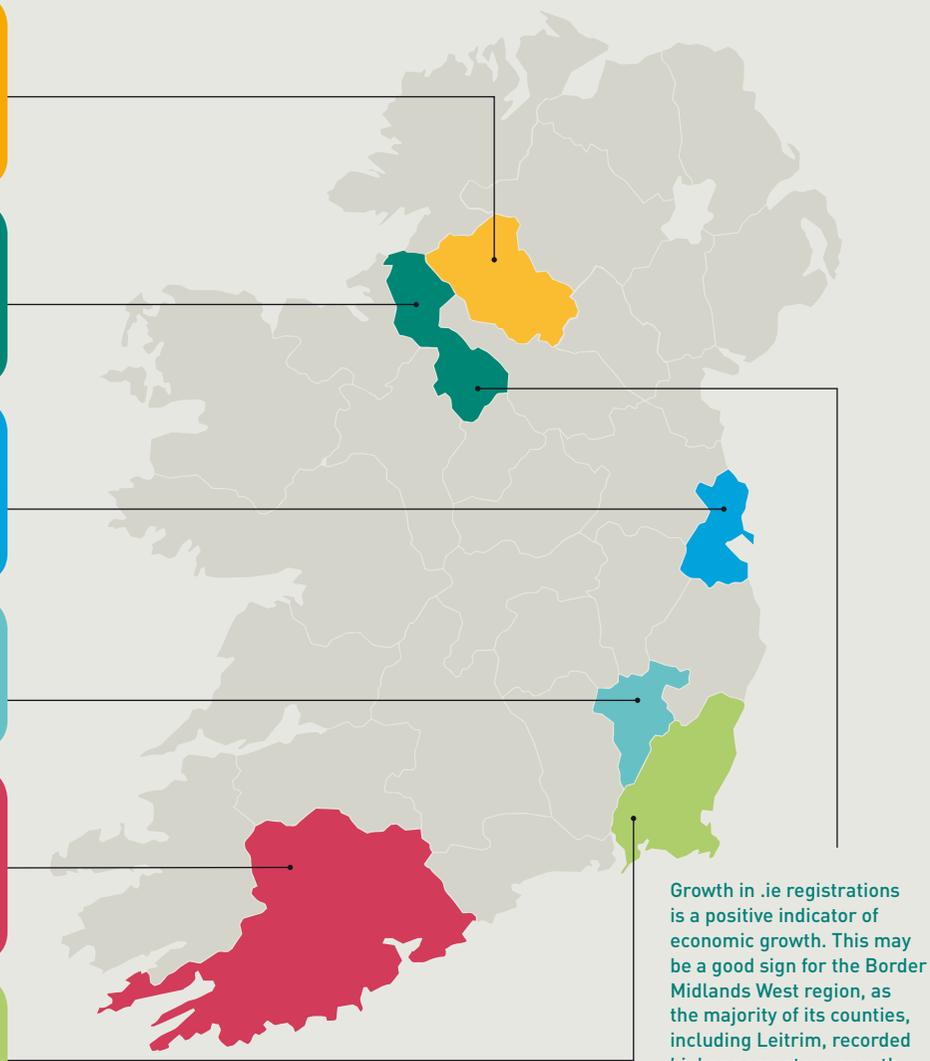
Carlow recorded the third-highest percentage growth in new .ie registrations in 2018 [+44.6%].

## Cork

Cork recorded the second-highest number of new .ie registrations in 2018 [4,133] and ranks second in the total .ie database

## Wexford

Wexford recorded the second-highest percentage growth in new .ie registrations in 2018 [+45.3%].



County	Total database % share	New registrations	
		2018	% growth v 2017
Antrim	0.59%	255	24.4%
Armagh	0.18%	68	(-4.2%)
Carlow	1.56%	836	44.6%
Cavan	0.84%	430	26.8%
Clare	1.65%	745	11.2%
Cork	8.59%	4,133	26.0%
Derry	0.16%	75	29.3%
Donegal	1.56%	796	24.6%
Down	0.42%	233	33.1%
Dublin	45.77%	20,353	26.7%
Fermanagh	0.06%	13	(-66.7%)
Galway	4.51%	2,369	31.1%
Kerry	1.98%	1,081	32.5%
Kildare	4.39%	2,260	37.9%
Kilkenny	1.45%	753	26.1%
Laois	0.94%	560	42.9%
Leitrim	0.43%	283	65.5%
Limerick	2.87%	1,375	17.7%
Longford	0.47%	224	19.2%
Louth	2.16%	1,012	29.9%
Mayo	1.69%	762	12.7%
Meath	3.46%	1,796	33.1%
Monaghan	0.69%	368	13.6%
Offaly	0.85%	435	32.6%
Roscommon	0.74%	346	33.1%
Sligo	1.08%	479	18.6%
Tipperary	1.73%	844	18.5%
Tyrone	0.19%	81	15.7%
Waterford	1.78%	853	21.7%
Westmeath	1.30%	655	2.5%
Wexford	2.39%	1,305	45.3%
Wicklow	3.52%	1,823	37.6%
<b>Total</b>	<b>100%</b>	<b>47,601</b>	

# Analysis of .ie ecosystem



.ie websites with security certs

**34.2%**

Q3 2018

**37.9%**

% increase QoQ

**24.8%**

Q2 2018

The large quarter-on-quarter increase highlights the impact of a new feature in Google Chrome 68, released in July 2018, which displays a 'not secure' message on websites without an SSL security certificate and affects their Google SEO ranking\*.

\* <https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>



Irish politicians with a .ie website



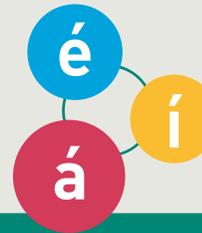
**123 / 56%**

TDs & Senators in Ireland have a .ie website

**€50K**

Five .ie domains for sale for €50K

[www.baby.ie](http://www.baby.ie)  
[www.music.ie](http://www.music.ie)  
[www.internet.ie](http://www.internet.ie)  
[www.files.ie](http://www.files.ie)  
[www.creation.ie](http://www.creation.ie)



.ie domains with a fada

**144**

at the end of 2018

**↑100%**  
on 2017

(The option to register .ie domains with a fada on the vowel was introduced in 2017.)



5 of the oldest active .ie domains

[www.tipperary-water.ie](http://www.tipperary-water.ie)

[www.esb.ie](http://www.esb.ie)

[www.ward.ie](http://www.ward.ie)

[www.paragon.ie](http://www.paragon.ie)

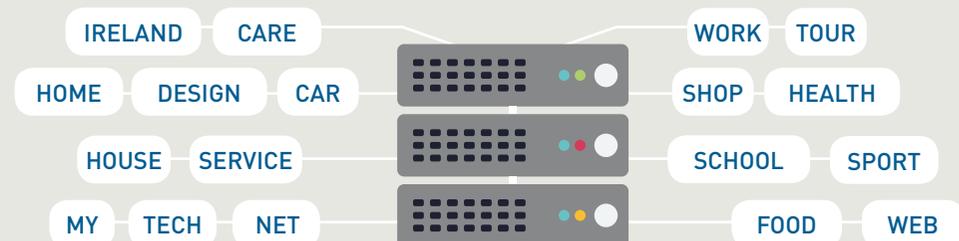
[www.integrate-it.ie](http://www.integrate-it.ie)

## One- and two-letter .ie domains registered

(All possible 26 one-letter domains and 676 two-letter domains have been registered)



## Most frequently used words in the .ie database



# 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* with WIPO, 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. Currently, there are over 262,000 registered .ie domain names.



It is committed to being a digital advocate for the SME community. Through the *OPTIMISE Programme* and stakeholder engagement initiatives, 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](http://www.iedr.ie)



IE Domain Registry

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