

Wicklow man wins €5,000 in prize money as part of .IE's 20th anniversary celebration

- To mark its 20th anniversary and recent rebrand, .IE launched a €20,000 prize fund for .ie domain holders/customers with an established .ie website
- Navigation training course operator Paul Nolan intends to use the cash prize to purchase a new computer, IT equipment and train to become an Arctic guide
- .IE comment: "Paul is testament to the ingenuity and resilience of Irish people and we are delighted to support him in investing and developing his business, 1 Step More."

.IE, the guardians of Ireland's unique online .ie address, has today announced Tinahely, Co. Wicklow-based navigation training course operator Paul Nolan the winner of a €5,000 prize to celebrate .IE's 20th anniversary and recent rebrand.

As part of the competition, a total prize fund of €20,000 was awarded to three individual .ie domain holders (1 x €10,000 and 2 x €5,000). The other prize winners were Finlay Motor Group (www.finlaymotorgroup.ie) and Meath Springboard Family Support Services (www.meathspringboardfamilysupportservices.ie).

The competition was devised to provide .ie domain holders, including businesses, individuals or community groups, with the opportunity to win a one-off cash prize to enhance their online presence and upgrade or enable e-commerce functionality, which, particularly during the Covid-19 pandemic, has allowed many to continue to trade and in some cases, to grow, while restrictions have curtailed business.

Nolan intends to use the cash prize to invest in a new computer, and to train as an Arctic guide to help develop his business further.

.IE celebrates 20 years

2020 marks 20 years in business for .IE, the guardians of Ireland's unique online address, .ie.

In that time, the company has led the advancement of Ireland's internet ecosystem, working with businesses, communities, and people to educate, guide, and support them on their internet journey and to highlight the benefits of an online presence.

The careful guardianship and management of the .ie domain has resulted in it becoming Ireland's most trusted domain, with 77% of Irish consumers preferring a .ie website when buying online.* The .ie domain now has 51% of the hosted market in Ireland, followed by .com with 33% market share.

2020 sees spike in .ie domains

A total of 54,852 domains have been registered in 2020 so far, with a huge spike witnessed in the months of April to September as a result of the Covid-19 pandemic, a 39% increase in registrations on the previous year.

There are currently 306,010 .ie domains in the database. (correct at November 2020).

Comment

David Curtin, CEO of .IE, said: "We are delighted to announce Paul Nolan and 1 Step More.ie as one of three overall winners of our 20th anniversary celebration prize fund.

"In his competition entry, Paul highlighted the importance of a website to demonstrate his service offering, and the value of having more than just a social media presence for the business."

“The internet continues to rapidly evolve, and it is critical that the .ie community evolves in parallel. This has never been more apparent than in recent months. Since the outbreak of Covid-19, we have seen up close the capacity for the online community to sustain Irish SMEs trading through Covid-19.

“This need for businesses to pivot online has become even more apparent in recent weeks since entering Level Five restrictions. Those businesses with the capability to quickly adjust to an online marketplace will ultimately emerge from the current Covid crisis all the stronger in the long run. Paul and 1 Step More are testament to the ingenuity and resilience of Irish people, and we are delighted to support him in investing and developing his business.”

“We are excited to share the celebration of our 20th anniversary with the .ie community and mark this new phase of our journey as .IE moves forward with confidence into 2021.”

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Notes to editor

*.IE Consumer Trust Survey 2020

**CSO figures for 2019

***.ie Domain Profile Report 2019

About .IE

.IE is the national registry for .ie domain names and is the trusted and progressive guardian of Ireland’s unique online .ie address. We operate the domain name system (DNS) for the .ie namespace, facilitate an [independent dispute resolution service](#), and operate a public WHOIS lookup service for .ie domains.

Our purpose is to enable and empower people, communities and business across Ireland to thrive online.

In cooperation with our Registrars, technical partners and stakeholders we help advance Ireland’s internet ecosystem. Good governance is evidenced in our [policy development process](#) for the .ie namespace which follows a bottom-up, consensus-driven approach through a multi-stakeholder Policy Advisory Committee.

.IE is committed to digital advocacy for the SME community. Through stakeholder engagement initiatives such as [.IE Digital Town](#), we work with and supports SMEs organisations to improve their members’ online presence and e-commerce capabilities so they can unlock the power of the internet.

We also produce fact-based research for the business community and policymakers, such as the [.IE Tipping Point Report](#), charting the attitudes of Irish SMEs and consumers to digital during the Covid-19 pandemic.

We are 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 300,000 domains in the database.

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

www.weare.ie