



IE Domain Registry

New .ie domain registrations jump almost 30% in 2018 following registration rule change

Latest .ie Domain Profile Report reveals insights into make-up of .ie database, including growth of regional .ie registrations, the oldest .ie domains, and the most expensive

- **51,040 new .ie domains registered in 2018, up +29% on 2017; the total .ie database increased to 262,140, up +10%**
- **Border, Midlands and West region counties, such as Roscommon and Laois, recorded significant growth in new .ie registrations, with Leitrim recording highest percentage growth overall (+65.5% YoY)**
- **28% of all new .ie registrations in 2018 were by individuals, suggesting the growing popularity of .ie for personal branding purposes**
- **New .ie registrations from Great Britain increased by +28% in 2018, possibly indicating a Brexit-related migration of business to Ireland**
- **'Ireland', 'design' and 'care' are some of the most frequently used words in .ie domain names in the database**
- **IE Domain Registry CEO: "The .ie brand remains distinct on the local and world stages... In an era where people's trust in the online world is more important than ever, that reliability is crucial."**

51,040 new .ie domains were registered in 2018, up +29% on 2017, according to the latest .ie Domain Profile Report, published today by IE Domain Registry, the company that manages Ireland's country domain, .ie.

The total .ie domain database recorded 262,140 active domains at the end of 2018, up +10% on the previous year. Net growth for 2018, which measures .ie additions and deletions, was up +60% on 2017.

IE Domain Registry attributes the large year-on-year growth to the registration rule change implemented in March last year. 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; this ensures the .ie namespace remains authentically Irish. Returning customers do not need to re-submit any documents and can avail of a new 'FastPass' system.



IE Domain Registry

The .ie Domain Profile Report – key findings

- **81% of all .ie domains in the total database are owned by businesses or the self-employed**, indicating a national understanding of the value of digital business and marketing.
- In many Border, Midlands and West region counties, **new .ie domain registration growth was higher than in Dublin**. Leitrim recorded the highest overall YoY percentage growth in the country (+65.5%). Laois experienced growth of +43% and Roscommon +33%.
- In 2018, **28% of all .ie domains were registered by individuals**, up +120% on the previous year. This suggests a positive impact of the relaxation of .ie registration rules to allow nicknames and geographical names, along with the rising popularity of .ie for personal branding purposes.
- **There was a +59% increase in the number of .ie domain names registered by international users (3,439)**. Interestingly, the number of .ie domain names registered from Britain increased by +28%. This may suggest that some British-based companies are looking to Ireland in an era of Brexit uncertainty.
- **Dublin registered the lion's share of new .ie domains** in 2018 (20,353, or 43%), followed by Cork and Galway.
- **'Ireland', 'design' and 'care'** are some of the most frequently used words in .ie domain names in the database.
- **Some of the earliest .ie pioneers have had their .ie domains for more than 20 years**: they include **tipperary-water.ie** and **esb.ie**.
- **Some .ie domains command a high price**: music.ie, baby.ie, creation.ie, files.ie, and internet.ie are all for sale for €50,000.
- **The number of .ie websites with SSL security certificates increased** by +37.9% quarter-on-quarter (Q3 vs Q2 2018) after Google Chrome introduced a new feature that warns users about potentially unsafe sites.

Comment

David Curtin, Chief Executive of IE Domain Registry, said:

"2018 was a record-breaking year for .ie, and much of that success is owed to the registration rule change. In short, the change has worked, and last year's figures bear that out. We've made it easier and faster for people and organisations to register a .ie domain while still maintaining the most integral aspect of the brand—the need to prove a connection to the island of Ireland.

"Last year, we achieved net growth of 60 percent, powered by a surge of registrations at home and abroad. Businesses and the self-employed continue to use their .ie websites to reach out and sell to new customers, and now increasingly individuals are registering their own .ie domain to secure, develop and build their own personal brand.

"Importantly, much of .ie's growth is happening outside of Dublin, including the Border, Midlands and West region. There, many counties actually achieved higher overall growth in .ie registrations than the capital. As many of these .ie domains

are registered by businesses, this upwards trend is also a good indicator of regional economic growth.

“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 is more important than ever, that reliability is crucial.”

ENDS

**All data refers to period up to 31 December 2018.*

For further information, [download the full .ie Domain Profile Report 2018.](#)

For media enquiries, contact:

Sarah Regan | sarah@pr360.ie | 01 637 1777 | 086 896 3312

Nicola Forde | nicola@pr360.ie | 01 637 1777 | 087 205 5541

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.