

“.es” Characterization

[At 31st, December 2018]

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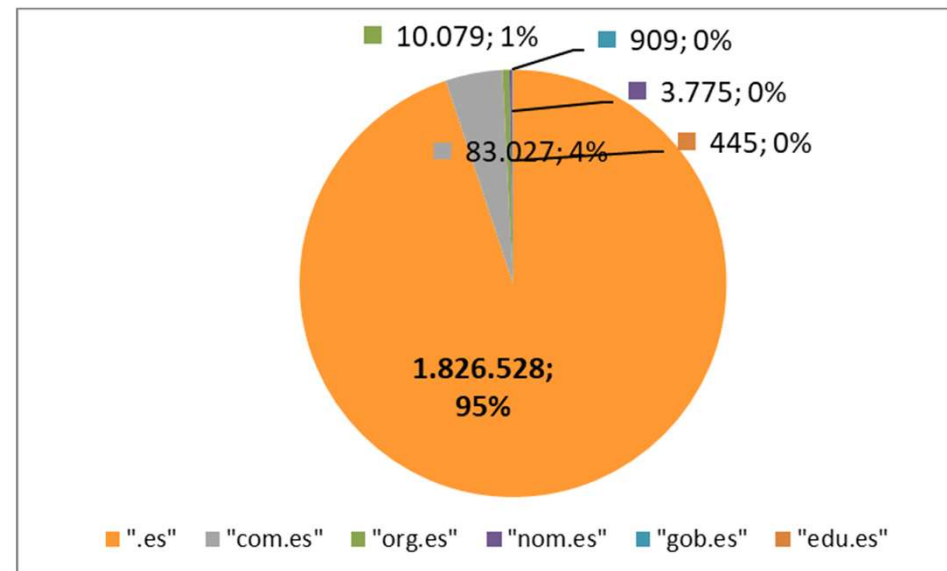
1. Introduction

This report (statistics from Red.es database in collaboration with Carlos III University from Madrid) about “.es” domains, is made to communicate to society an analysis about characterization of the active “.es” domains portfolio, providing relevant and useful information, being able to help the applicants to take present and future decisions.

From “.es” Registry we encourage and promote the use of “.es” domain to be a reference inside the Spanish Language Internet in an international level, with a potential market of almost 500 millions of Spanish – Speaking; “.es” domain has **quality**, it is **safe** and it is **easy to acquire and renew**.

.es Domain distribution:

.es vs sublevels		%
".es"	1.826.528	94,90
"com.es"	83.027	4,31
"org.es"	10.079	0,52
"nom.es"	3.775	0,20
"gob.es"	909	0,05
"edu.es"	445	0,02
1.924.763		100



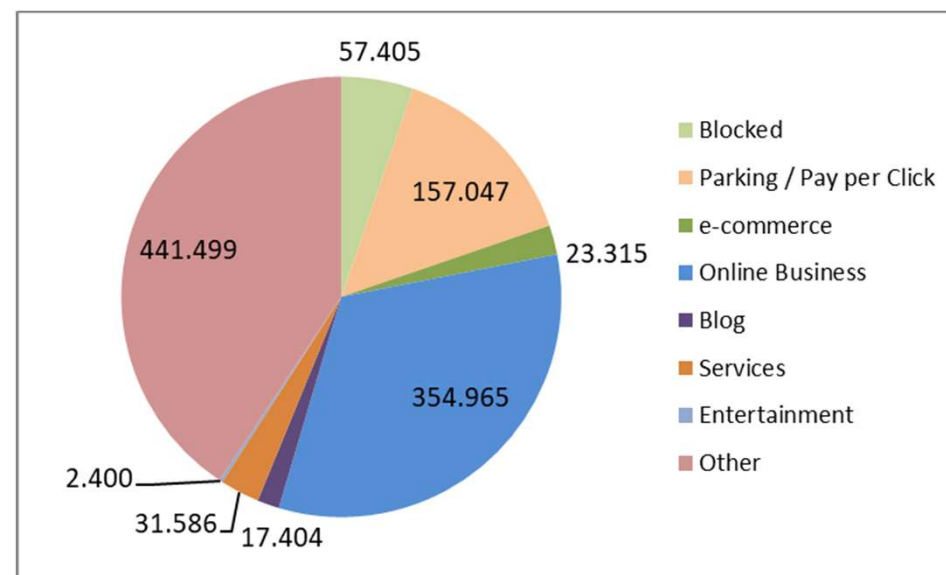
We see a clear concentration in “.es” **second level domains** compared with third level domains.

2. “.es” Analysis and characterization (distribution)

“.es” Distribution by categories

		%
Blocked	57.405	5,29
Parking / Pay per Click	157.047	14,47
e-commerce	23.315	2,15
Online Business	354.965	32,70
Blog	17.404	1,60
Services	31.586	2,91
Entertainment	2.400	0,22
Other	441.499	40,67

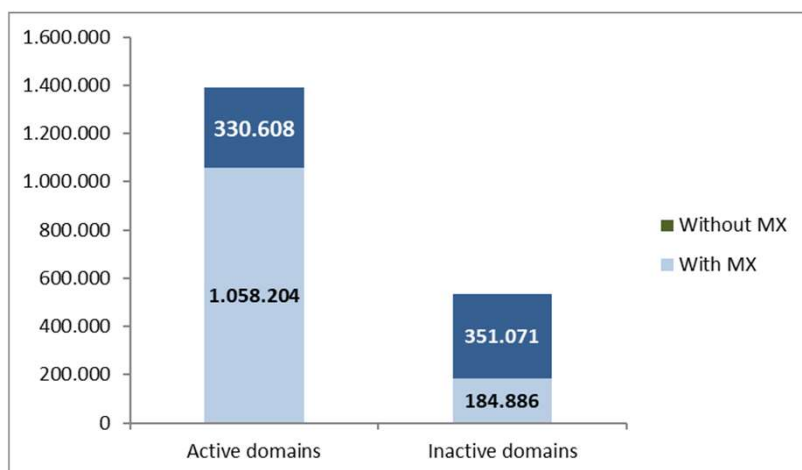
1.085.621



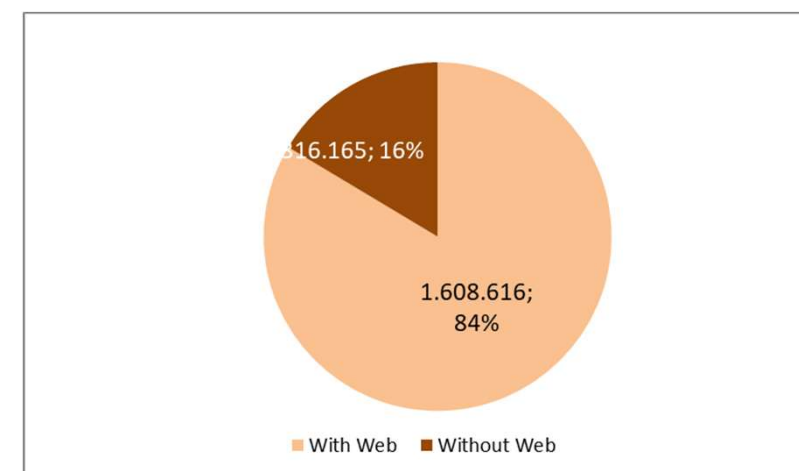
With MX Without MX

Active domains	1.058.204	330.608
Inactive domains	184.886	351.071

1.243.090 681.679



“.es” Distribution by effectiveness



	With Web	Without Web
Domains	1.608.616	316.165

- **Blocked:** A website that does not allow analysis made by bots.
- **Parking / Pay per Click:** A domain in "parking" or "pay-per-click".
- **E-commerce:** The website contains electronic commerce, allowing online payment.
- **Online Business:** The website is a business. The websites inside the category of E-commerce are excluded, instead they are also Online Business.
- **Blog:** The website is basically a blog.
- **Services:** The website provides a free service: search in databases, arrangement and monitoring for orders, consults about public and limited access databases, news, financial information, weather forecasts, time zones, online translators, online encyclopedias, job searches, exhibition grounds, museums, discussion forums, expert online advisors, company directories, phonebooks, associations and governmental organizations.
- **Entertainment:** The website is a space for entertainment: Online messages and chats, virtual coexistence, music, radio station, videos, games, gambling, sex and contacts.
- **Others:** They do not apply on the descriptions above.

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