



“.es” Characterization

[At 31st, January 2018]

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1. Introduction

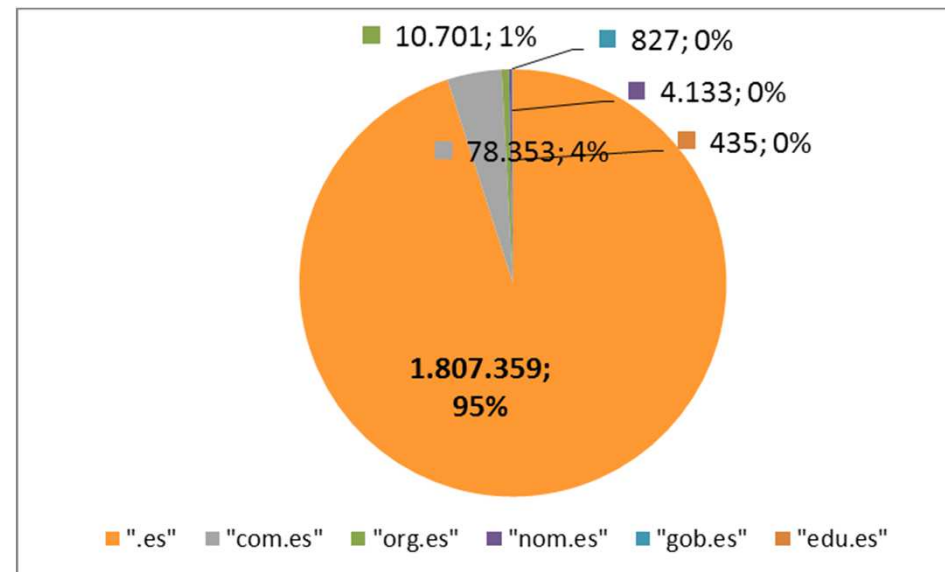


This report (statistics from Red.es database in collaboration with Carlos III University from Madrid) about “.es” domains, is made to communicate to society an analysis about characterization of the active “.es” domains portfolio, providing relevant and useful information, being able to help the applicants 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 sub-levels		%
".es"	1.807.359	95,03
"com.es"	78.353	82,96
"org.es"	10.701	11,33
"nom.es"	4.133	4,38
"gob.es"	827	0,88
"edu.es"	435	0,46
Total	1.901.808	100



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

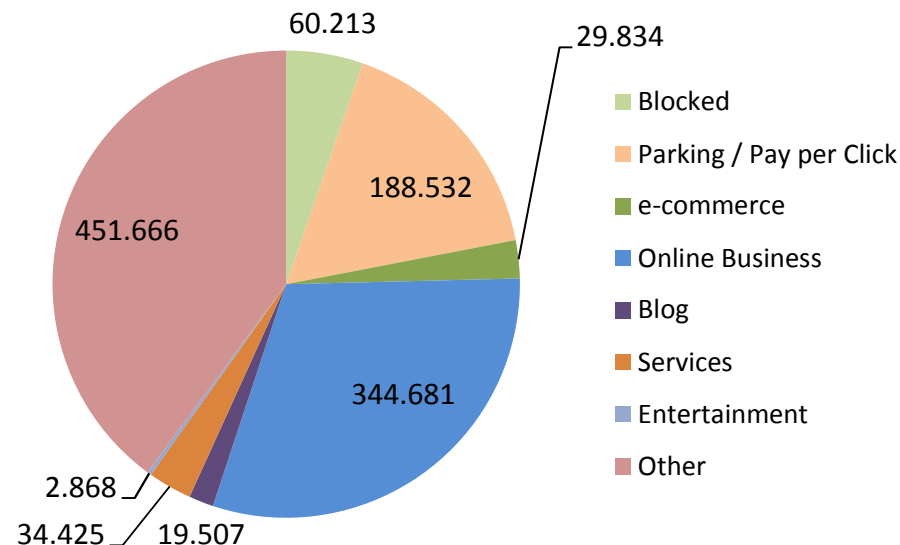
2. “.es” Analysis and characterization (distribution)



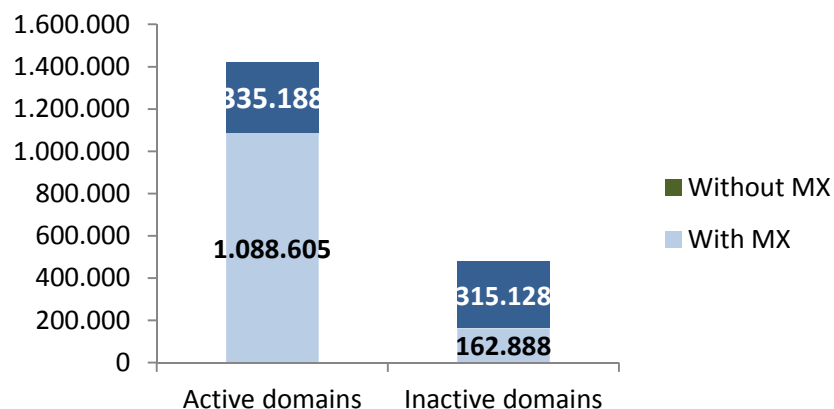
“.es” Distribution by categories

	Tipificación de los dominios operativos	%
Blocked	60.213	5,32
Parking / Pay per Click	188.532	16,66
e-commerce	29.834	2,64
Online Business	344.681	30,42
Blog	19.507	1,72
Services	34.425	3,04
Entertainment	2.868	0,25
Other	451.666	39,95

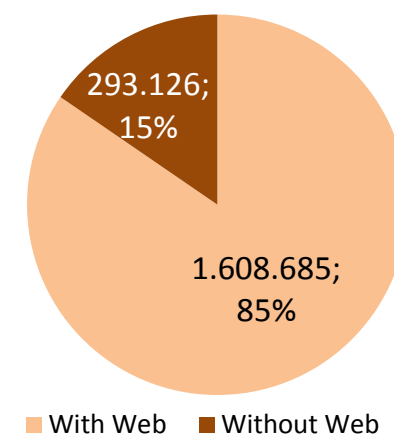
1.131.726



	With MX	Without MX
Active domains	1.088.605	335.188
Inactive domains	162.888	315.128
	1.251.493	650.316



“.es” Distribution by effectiveness



	With Web	Without Web
Domains	1.608.685	293.126

- **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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