



Characterization of ".es" domains

March 2016

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 1. By category
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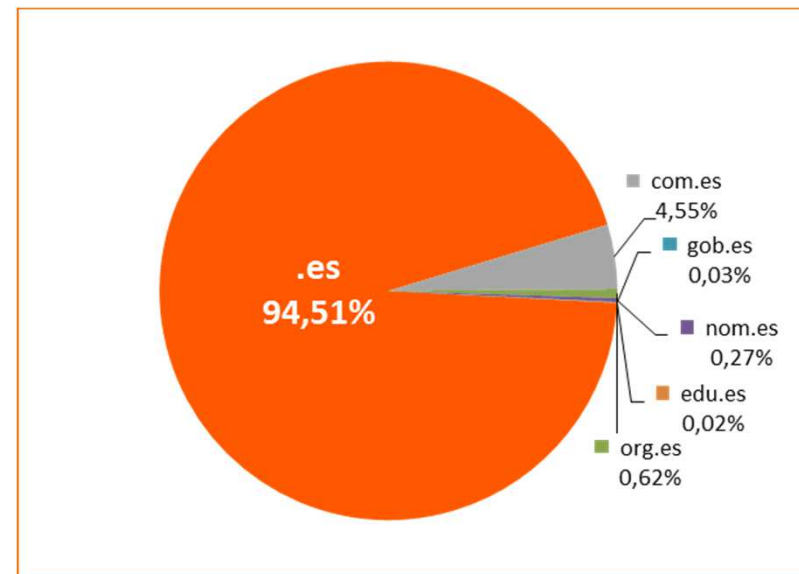
Glossary

This report (with statistics from the Red.es database and the collaboration of Carlos III University, Madrid) on “.es” domains aims to inform the public of an analysis of the characterization of the portfolio of active “.es” domains. It provides relevant and useful information and may help stakeholders make present and future decisions.

The “.es” domains register fosters and promotes the use of the “.es” domain as a reference of the Spanish language on the Internet at an international level, with a potential market of more than 500 million Spanish speakers; it is a **quality and secure domain that is easy to acquire and renew.**

Distribution of the .es domain

Domains Composition .es	
TLD	Nr of Domains
.es	1.709.370
com.es	82.215
org.es	11.185
nom.es	4.961
gob.es	590
edu.es	439
Total	1.808.760

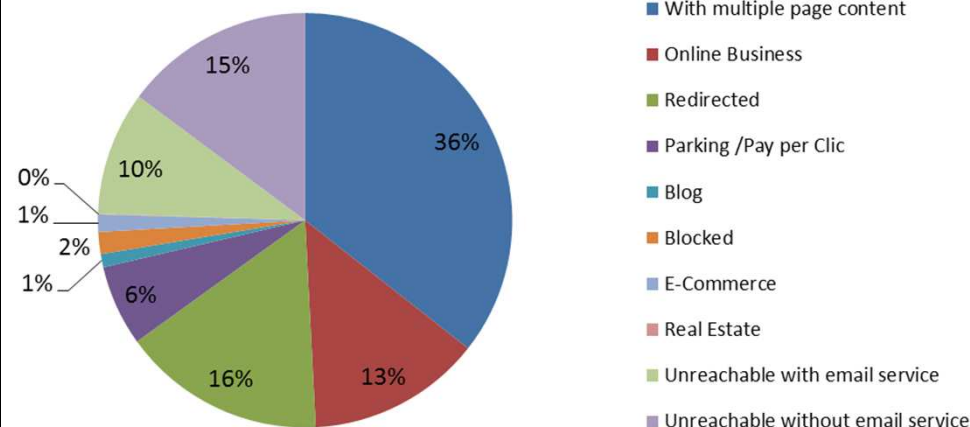


The number of **second-level .es domains is much higher** than the numbers of third-level .es domains

2. Analysis and characterisation of the .es domain

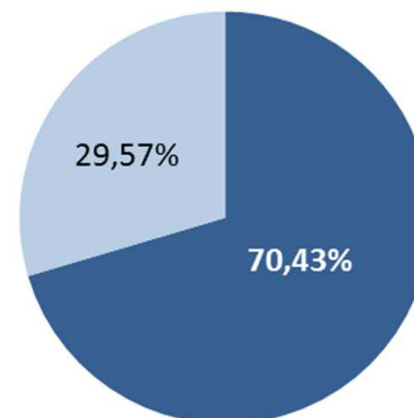
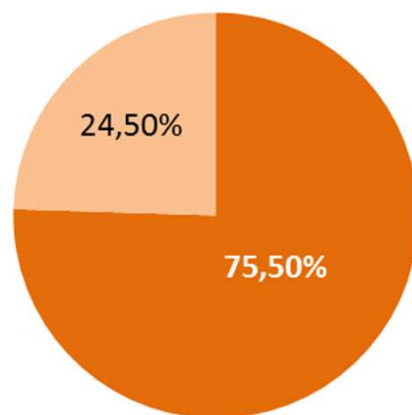
Distribution of ".es" by category

Category	Dec-15		Mar-16		Dif. %
	Nº of domains	%	Nº of domains	%	
With multiple page content	615.951	34,30	644.157	47,14	12,84
Online Business	239.027	13,31	245.932	18,00	4,69
Redirected	284.097	15,82	287.313	21,02	5,21
Parking /Pay per Clic	126.595	7,05	113.967	8,34	1,29
Blog	20.157	1,12	18.725	1,37	0,25
Blocked	31.206	1,74	31.012	2,27	0,53
E-Commerce	24.263	1,35	24.542	1,80	0,44
Real Estate	964	0,05	889	0,07	0,01
Unreachable with email service	176.625	9,84	175.036	9,67	-0,16
Unreachable without email service	276.975	15,42	268.292	14,82	-0,60
Total	1.795.860		1.809.865		



Distribution of ".es" by operativity

	Nº of domains	%
Reachables with email service	1.099.721	60,76
Unreachables with email service	266.816	14,74
Unreachable with email service	175.036	9,67
Unreachable without email service	268.292	14,82
Total	1.809.865	



El **70.43%** of the portfolio of active domains in March 2016 has associated email services.

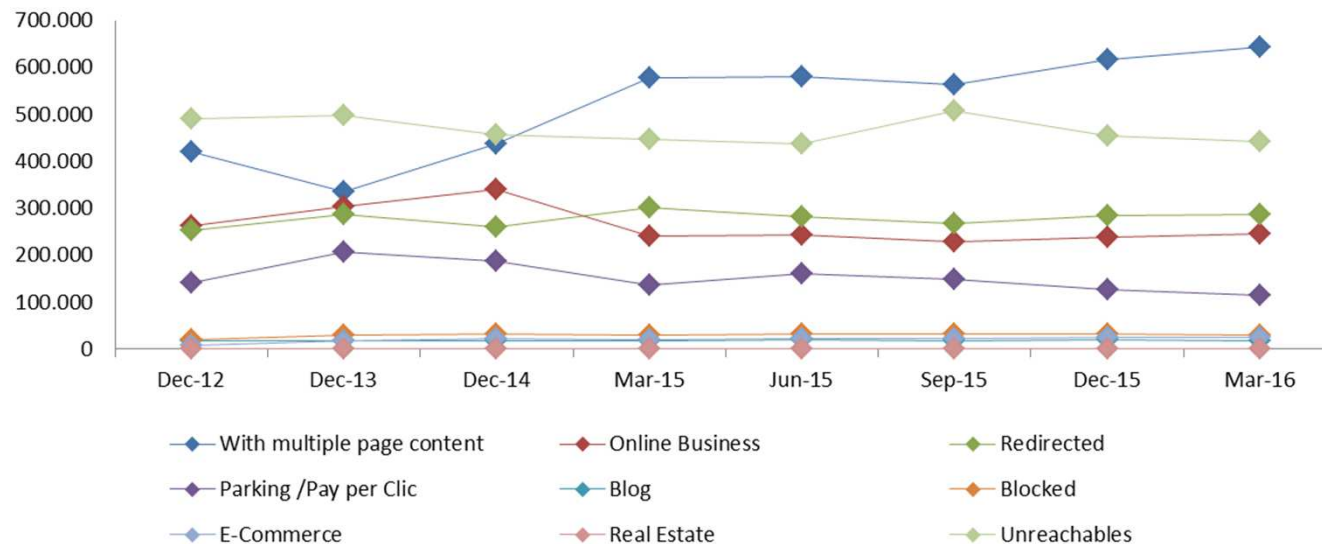
■ Reachables ■ Unreachables ■ With email service ■ Without email service

2. Analysis and characterisation of the .es domain

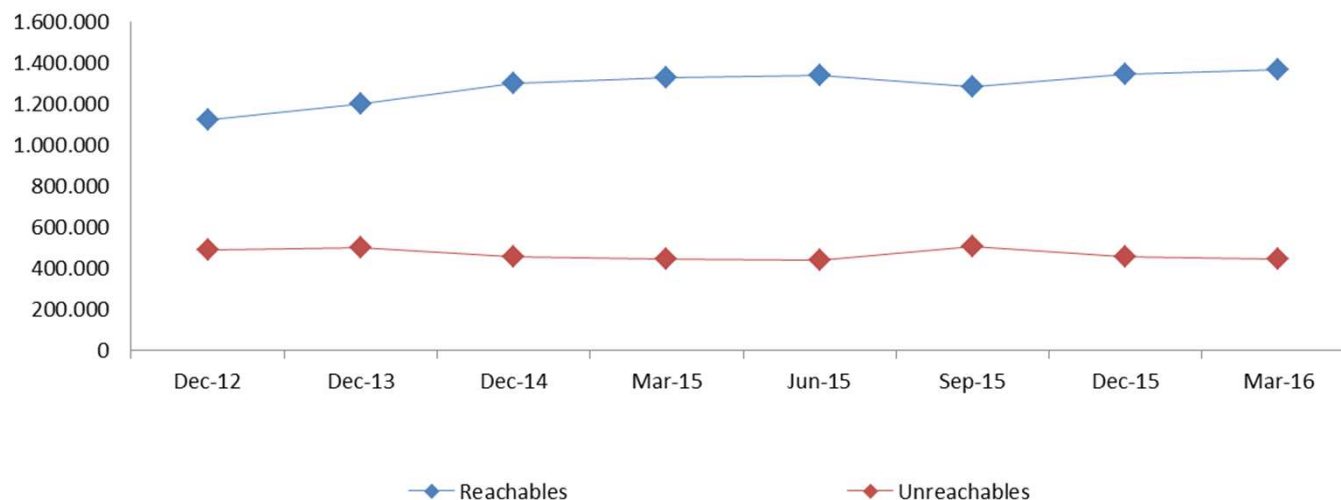
Change in No. of domains by category

Growth in "Real Estate" domains is significant with a **31.9%** increase compared to March 2015.

At the other end of the scale are domain names that "parking/pay per click" which have fallen by **15.9%**.



Change in No. of domains by operativity



The numbers of operative and non-operative domains is constantly rising and falling. The % increase in operative domains is higher.

There was an increase in the number of operative domains of **3.14%** compared to a **0.77%** decrease in non-operative domains compared to March 2015.

BLOG – Websites with content entered by an individual or group of individuals who regularly upload comments, descriptions of events, or other graphic materials or videos. In addition to this characterisation, there are domains that represent blog service providers, whether free or paid.

ELECTRONIC COMMERCE - Offer a catalogue of products and services, a shopping basket and a booking or payment procedure.

BLOCKED DOMAINS – Domains that does not allow tracking tools.

OPERATIVE DOMAINS – Domains that resolve [into IP addresses?].

NON-OPERATIVE DOMAINS – Domains that do not resolve. They may or may not have an associated email service.

ESTATE AGENCY BUSINESSES - Property market businesses that sell or rent homes.

MULTI-PAGES – A domain that resolves, that has content but does not fit into any of the other categories.

ONLINE BUSINESSES - Websites of businesses listed as such, or websites with the sole purpose of doing business (although not necessarily with electronic payments).

PARKING/PAY PER CLICK – A site that contains pay per click ads, parking pages and parked pages with pay per click ads.

REDIRECT TO ANOTHER DOMAIN TYPE - A domain that redirects to another domain type.



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