



# Characterization of ".es" domains

September 2016

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Glossary

# 1. Introduction

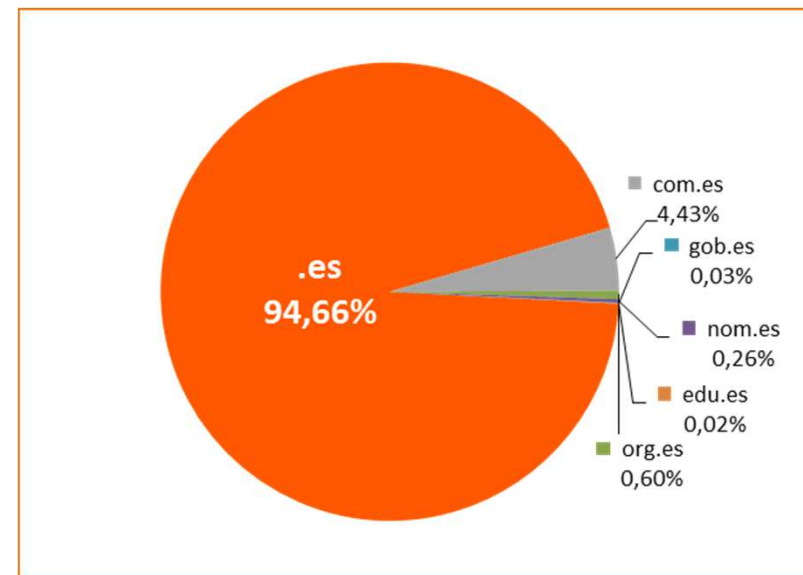


This report (with statistics from the Red.es database and the collaboration of Carlos III University, Madrid) on “.es” domains aims to inform the public of an analysis of the characterization of the portfolio of active “.es” domains. It provides relevant and useful information and may help stakeholders 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	1.737.247
com.es	81.371
org.es	10.933
nom.es	4.720
gob.es	591
edu.es	438
<b>Total</b>	<b>1.835.300</b>



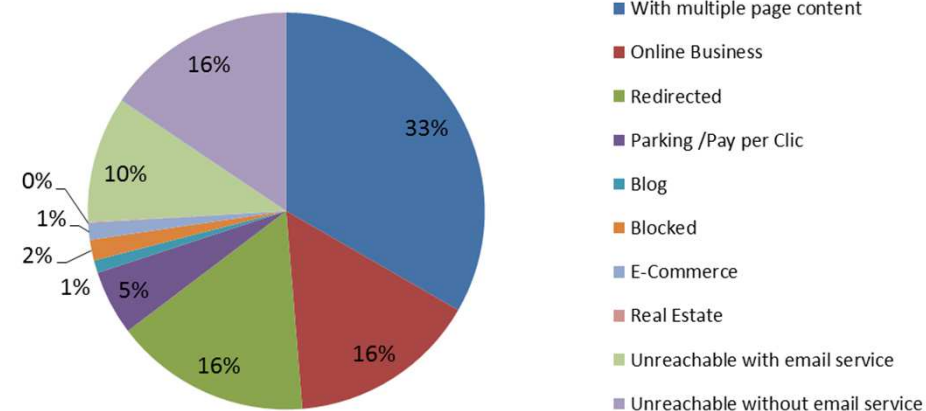
The number of **second-level .es domains is much higher** than the numbers of third-level “.es” domains

## 2. Analysis and characterisation of the .es domain



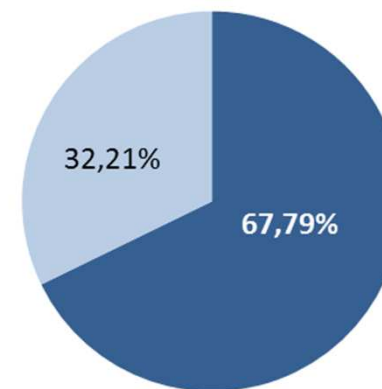
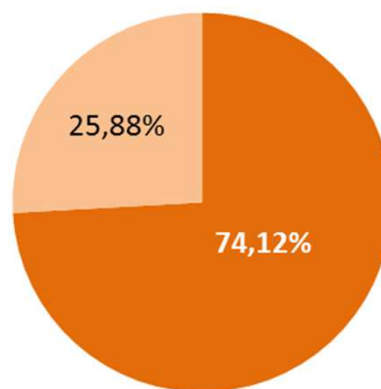
### Distribution of ".es" by category

Category	Jun-16		Sep-16		Dif. %
	Nº of domains	%	Nº of domains	%	
With multiple page content	638.838	47,07	611.819	44,96	-2,11
Online Business	236.532	17,43	282.373	20,75	3,32
Redirected	287.957	21,22	293.450	21,57	0,35
Parking /Pay per Clic	115.970	8,54	96.766	7,11	-1,43
Blog	19.184	1,41	18.759	1,38	-0,03
Blocked	31.674	2,33	31.043	2,28	-0,05
E-Commerce	25.945	1,91	25.166	1,85	-0,06
Real Estate	1073	0,08	1391	0,10	0,02
Unreachable with email service	191.301	10,51	189.123	10,30	-0,21
Unreachable without email service	272.070	14,94	286.121	15,58	0,64
<b>Total</b>	<b>1.820.544</b>		<b>1.836.011</b>		



### Distribution of ".es" by operativity

	Nº of domains	%
Reachables with email service	1.055.583	57,49
Unreachables with email service	305.184	16,62
Unreachable with email service	189.123	10,30
Unreachable without email service	286.121	15,58
<b>Total</b>	<b>1.836.011</b>	



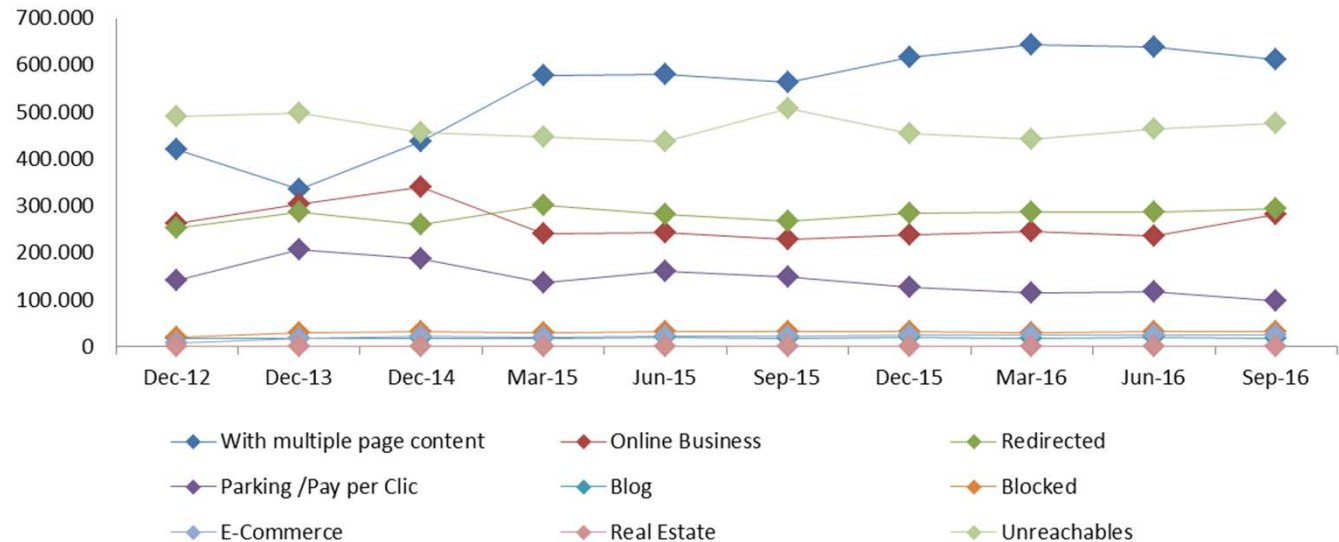
■ Reachables ■ Unreachables ■ With email service ■ Without email service

El **67.79%** of the portfolio of active domains in June 2016 has associated email services.

## 2. Analysis and characterisation of the .es domain



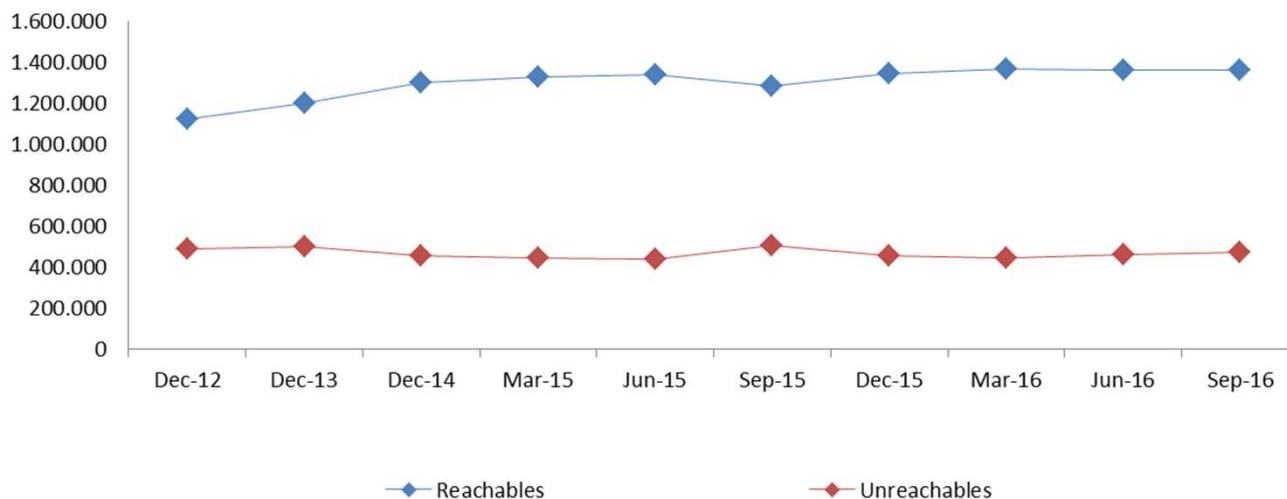
Change in No. of domains by category



Growth in "Real Estate" domains is significant with a **76.3%** increase compared to June 2015.

At the other end of the scale are domain names that "parking/pay per click" which have fallen by **35.2%**.

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 **6.05%** and a **6.34%** degrowth in non-operative domains compared to June 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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