

“.es” Characterization

[At 30st, September 2018]

1. Introduction
2. “.es” Analysis and characterization:
 - “.es” Distribution:
 - By categories
 - By effectiveness
3. Glossary

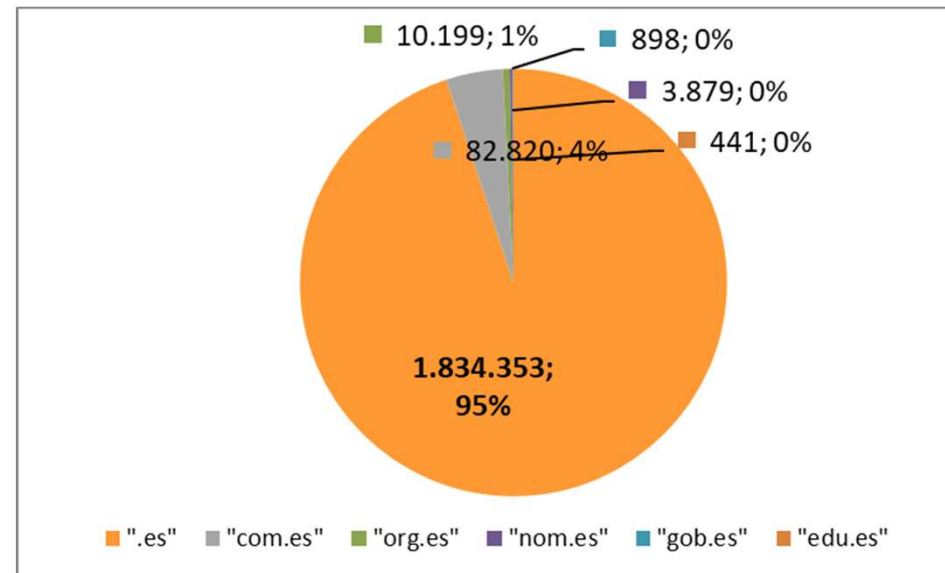
1. Introduction

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"	1.834.353	94,92
"com.es"	82.820	4,29
"org.es"	10.199	0,53
"nom.es"	3.879	0,20
"gob.es"	898	0,05
"edu.es"	441	0,02
1.932.590		100



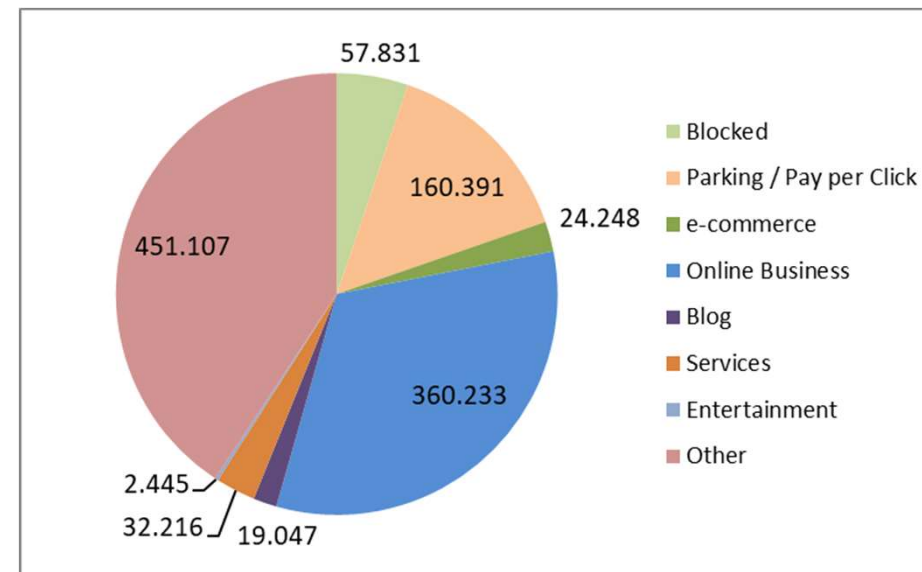
We see a clear concentration in “.es” **second level domains** compared with third level domains.

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

“.es” Distribution by categories

		%
Blocked	57.831	5,22
Parking / Pay per Click	160.391	14,48
e-commerce	24.248	2,19
Online Business	360.233	32,53
Blog	19.047	1,72
Services	32.216	2,91
Entertainment	2.445	0,22
Other	451.107	40,73

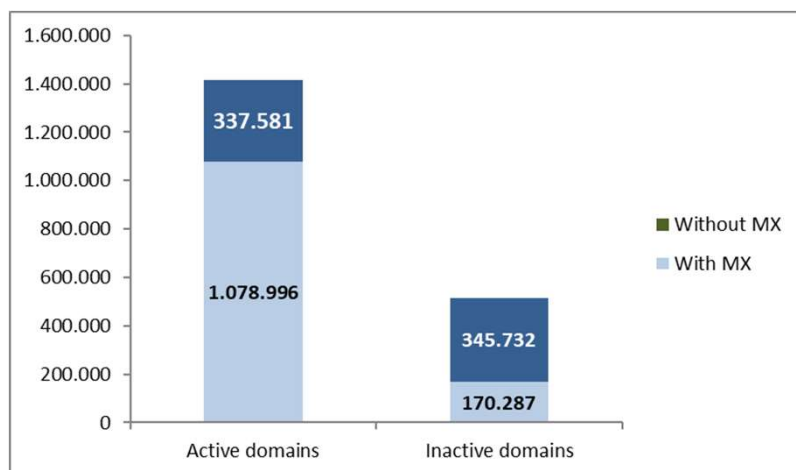
1.107.518



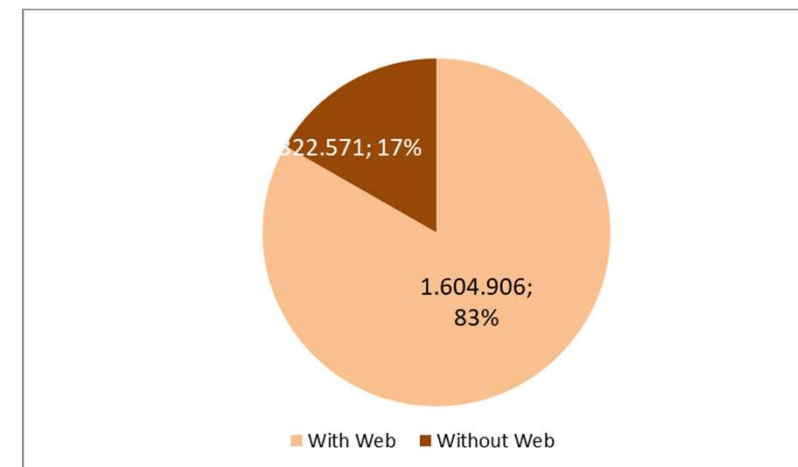
With MX Without MX

Active domains	1.078.996	337.581
Inactive domains	170.287	345.732

1.249.283 683.313



“.es” Distribution by effectiveness



With Web Without Web

Domains	1.604.906	322.571
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- **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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