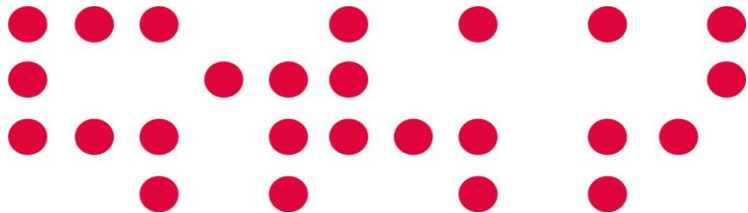


# Characterization of “.es”

December 2012

Madrid, february 2013

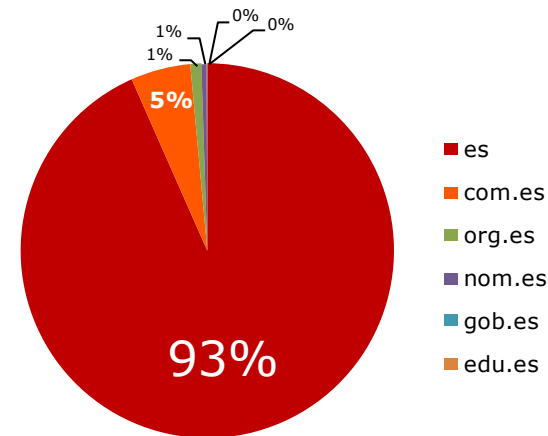
1. Introduction.....	3
2. Analysis y characterization of “.es”.....	4
Glossary.....	5



This report provides an analysis and characterization of “.es” domain. The sources of the Report are IPS Verisign (\*) and “Dominios.es” database. Its aims to inform society about the characterization of “.es” domains, providing reliable and useful information which can help holders to take decision now and in the future.

## Composition of “.es”

TLD	Number of Domains
es	1.507.528
com.es	83.197
org.es	15.225
nom.es	7.233
gob.es	545
edu.es	435
<b>Total</b>	<b>1.614.163</b>



There are **concentration of the second-level domains “.es”** whether they compare to the third level domains

## 2. Analysis y characterization of “.es”

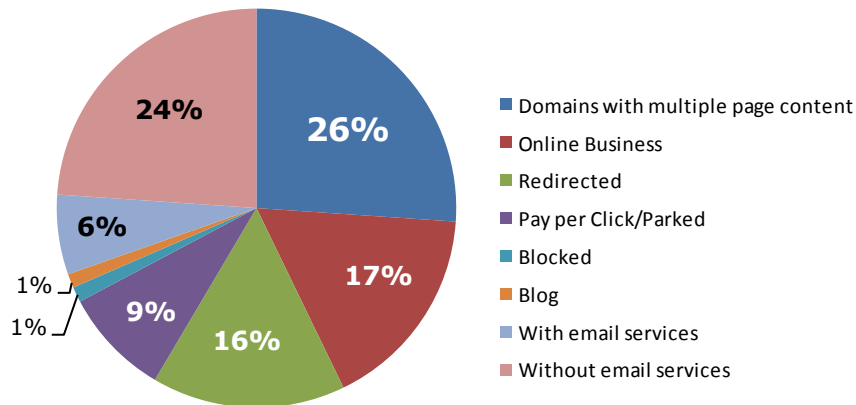
### Characterization of “.es”

Category	September 2012		December 2012			
	Nº of Domains	%	Nº de Domains	%		
<b>Reachable</b>	Domains with multiple page content	459.637	29,4%	421.018	26,1%	-3,3%
	Online Business	195.431	12,5%	270.263	16,7%	4,2%
	Redirected	237.645	15,2%	252.843	15,7%	0,5%
	Pay per Click/Parked	133.825	8,6%	141.246	8,8%	0,2%
	Blocked	18.794	1,2%	20.091	1,2%	0,0%
	Blog	20.659	1,3%	18.239	1,1%	-0,2%
<b>Unreachable</b>	With email services	103.994	6,7%	104.427	6,5%	-0,2%
	Without email services	393.455	25,2%	386.036	23,9%	-1,3%
<b>Total</b>		<b>1.563.440</b>		<b>1.614.163</b>		

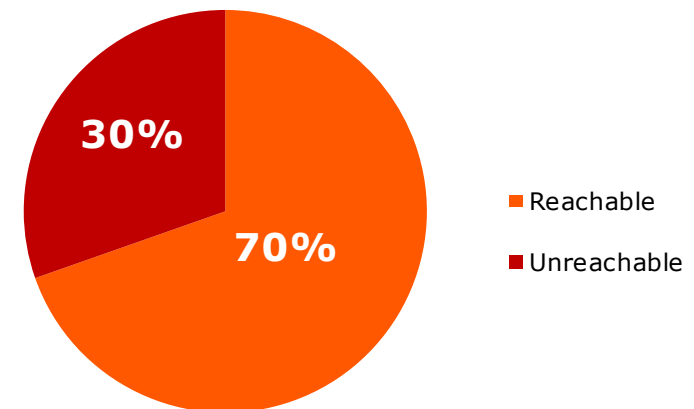
♦ The 62,3% of Reachable Domains in December 2012 they available email services

\* the difference between % of September 2012 and % of December 2012, showing the increase or decrease by category domain.

*Distribution of “.es” by categories*



*Distribution of “.es”*

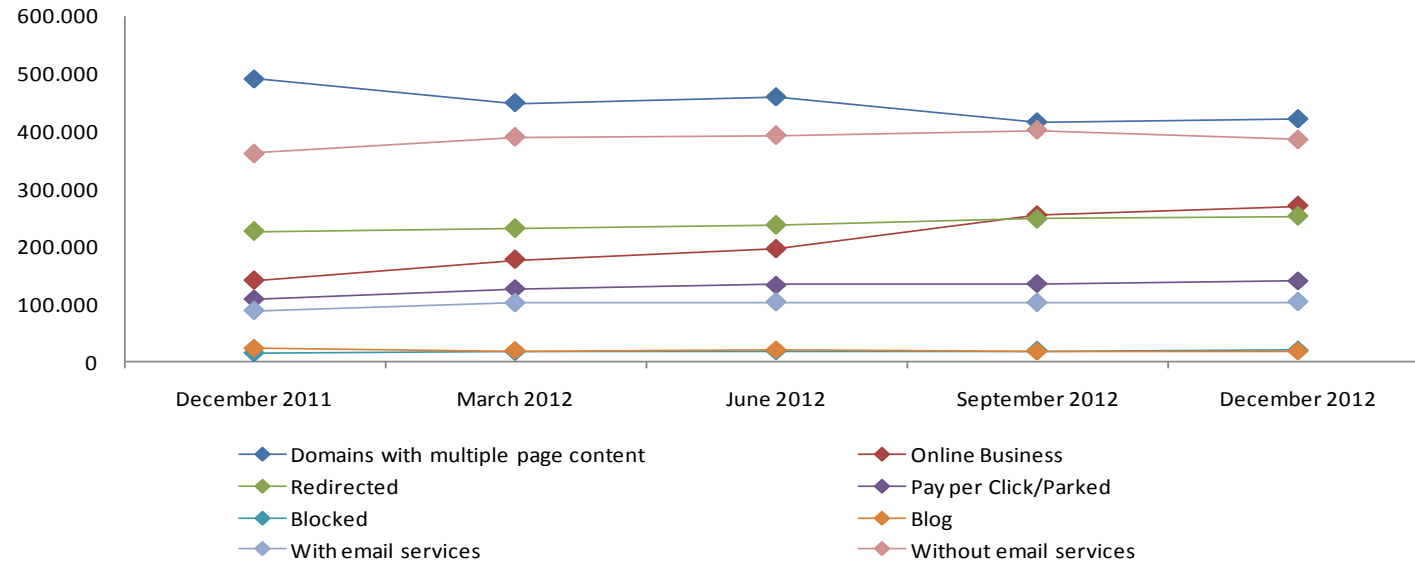


## 2. Analysis y characterization of ".es"

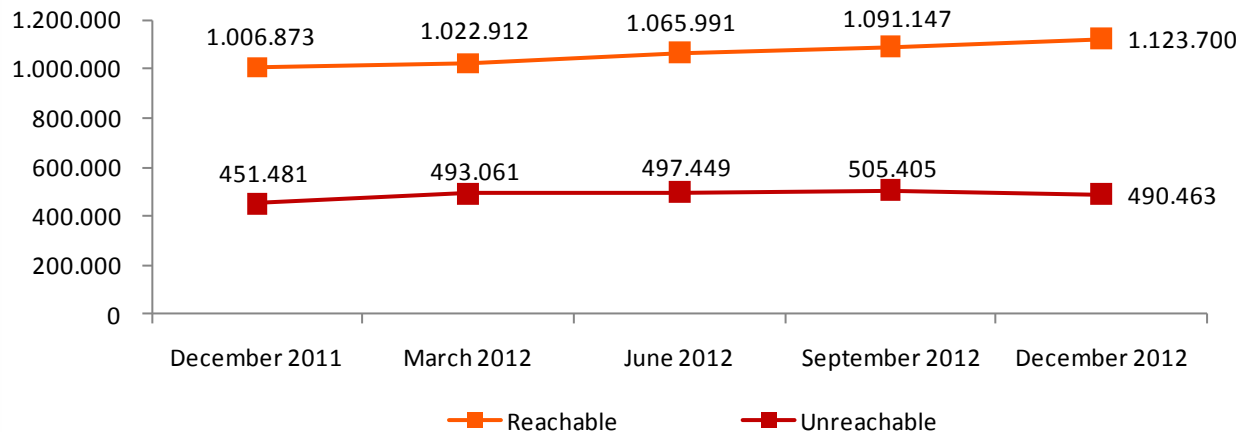
The growth of domain names categorized as **"online business"** grew **91.9%** in 2012.

In the opposite case we can see the domain names categorized as **"blog"** with a decrease of **23%** in 2012

*Evolution of the number of domains by categories*



*Evolution of the number of reachable and unreachable domains*



The growth in Reachable and Unreachable domains in 2012 show a steady growth trends. Being greater Reachable growth. **The Reachable domains growth were 11.6% compared to 8.6% of Unreachable domains**

**REACHABLE** – The site is live and functional

**UNREACHABLE** – A domain is death and nonfunctional

**BLOG** – A domain that is solely purposed for blogs and blogging is categorized into this purpose. A Blog (abbreviation for web log) is defined as a type of web journal, usually maintained by an individual/or group of individuals with regular entries of commentary, descriptions of events, or other material such as graphics or video displayed in reverse-chronological order. Popular news sites that have news articles in the similar fashion are not included in this purpose. This Purpose will also contain a domain that represents a Blog Service Provider is a company that offers a blogging platform or blogging services for free or for a fee. The services include hosting, creating and maintaining individual blog pages.

**MULTIPLE PAGE CONTENT** - A domain do have content but they do not classified in the rest of categories

**PPC** - A site which is contains pay-per-click ads, parking pages and parked PPC.

**REDIRECTED**- A domain that returns an HTTP 30x status or uses an HTTP META refresh.

**ONLINE\_BUSINESS** - A domain that represents a business or domain that represents has the facility of performing online (payment related) activities.

**BLOCKED** - The robots exclusion protocol (robots.txt) disallowed access to the site.



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