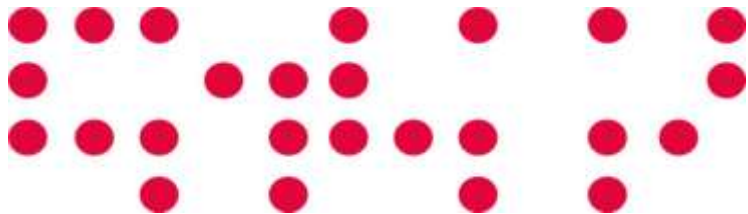


# Characterization of “.es”

March 2013

Madrid, June 2013

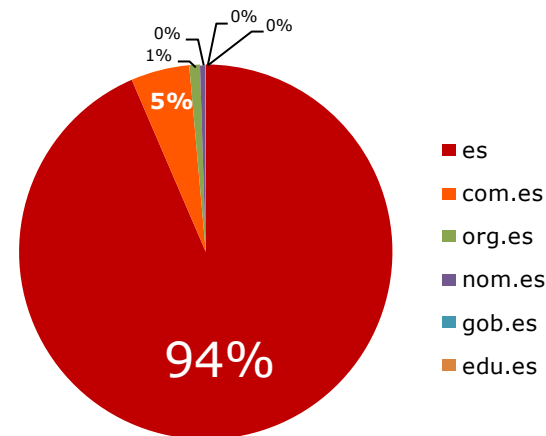
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This report provides an analysis and characterization of “.es” domain. The sources of the Report are IPS Verisign (\*) and “Dominios.es” database. Its aims to inform society about the characterization of “.es” domains, providing reliable and useful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

## Composition of “.es”

TLD	Numero de dominios
es	1.533.868
com.es	82.791
org.es	15.001
nom.es	7.098
gob.es	538
edu.es	426
<b>Total</b>	<b>1.639.722</b>



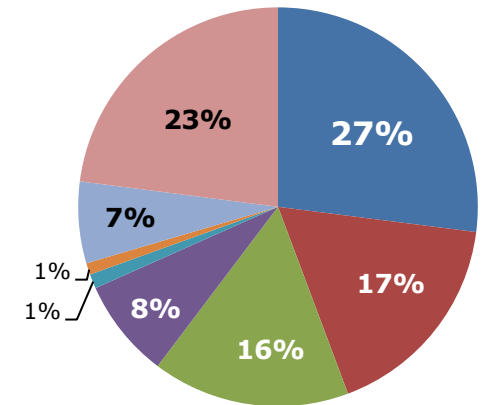
There are **concentration of the second-level domains “.es”** whether they compare to the third level domains

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

### Characterization of “.es”

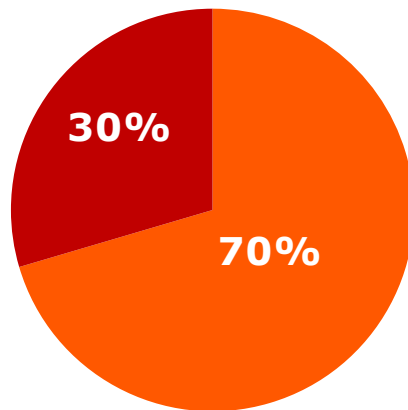
Category	December 2012		March 2013			
	Nº of Domains	%	Nº of Domains	%		
<b>Reachable</b>	Domains with multiple page content	421.018	26,1%	443.053	27,0%	0,9%
	Online Business	270.263	12,5%	283.411	17,3%	4,2%
	Redirected	252.843	15,7%	262.184	16,0%	0,3%
	Pay per Click/Parked	141.246	8,8%	131.697	8,0%	-0,7%
	Blocked	18.239	1,1%	19.125	1,2%	0,0%
	Blog	20.091	1,2%	15.444	0,9%	-0,3%
<b>Unreachable</b>	Unreachable with email services	104.427	6,5%	108.421	6,6%	0,1%
	Unreachable without email services	386.036	23,9%	376.461	23,0%	-1,0%
<b>Total</b>	<b>1.614.163</b>		<b>1.639.796</b>			

### Distribution of “.es” by categories



\* the difference between % of December 2012 and % of March 2013, showing the increase or decrease by category domain.

### Distribution of “.es”



■ Reachable ■ Unreachable

❖ The 63,2% of Reachable Domains in March 2013 they available email services

Category	December 2012		March 2013	
	Without email	With email	Without email	With email
Domains with multiple page content	83.556	337.462	85.697	357.356
Online Business	36.347	233.916	39.467	243.944
Redirected	76.668	176.175	78.162	184.022
Pay per Click/Parked	14.668	126.578	14.352	117.345
Blog	2.877	15.362	3.135	15.990
Blocked	8.422	11.669	6.436	9.008
Unreachable	386.036	104.427	376.461	108.421
	<b>608.574</b>	<b>1.005.589</b>	<b>603.710</b>	<b>1.036.086</b>

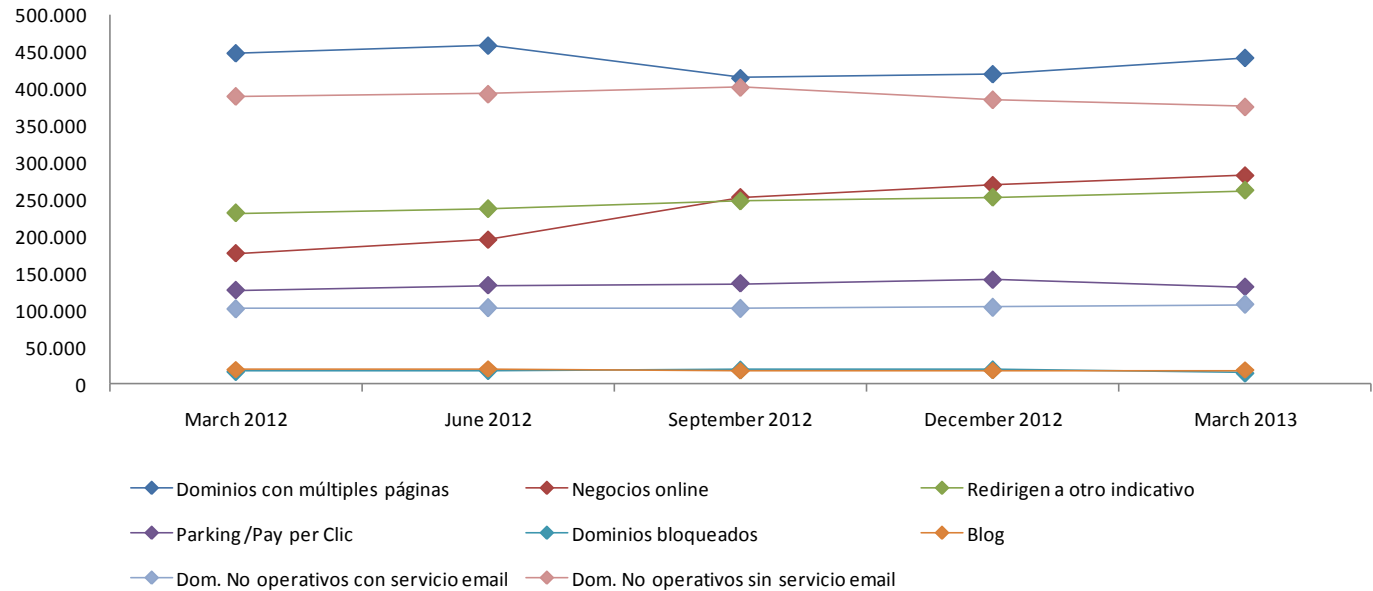
- Domains with multiple page content
- Online Business
- Redirected
- Pay per Click/Parked
- Blocked
- Blog
- Unreachable with email services
- Unreachable without email services

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

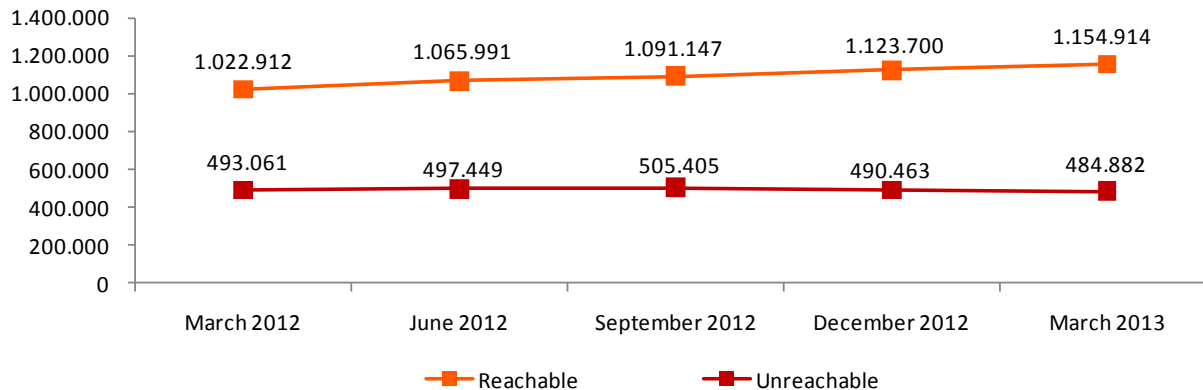
The growth of domain names categorized as **"online business"** grew **60.1%** in the last 12 months.

In the opposite case we can see the domain names categorized as **"blog"** with a decrease of **11.7%** in the last 12 months

*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 the last 12 months show a steady growth trends. Being greater Reachable growth.

**The Reachable domains growth were 12.9% compared with a decrease 1,7% 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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