



Characterisation of ".es" domains

March 2015

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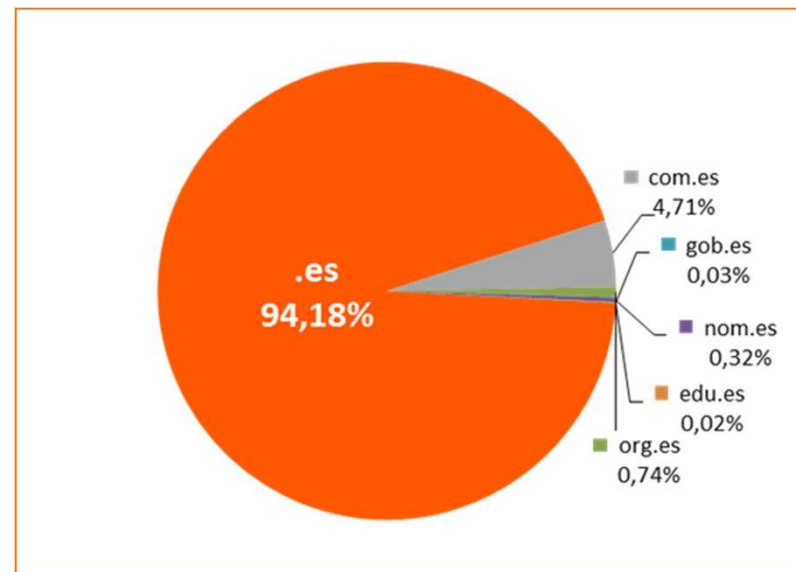
Glossary

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 characterisation 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 470 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 | 1,668,467 |
| com.es | 83,486 |
| org.es | 13,025 |
| nom.es | 5,629 |
| gob.es | 574 |
| edu.es | 436 |
| Total | 1,771,617 |



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

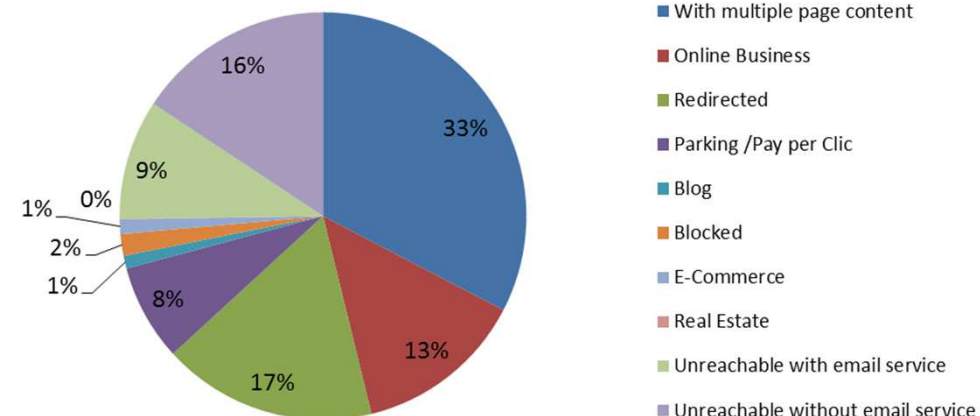


Distribution of ".es" by category

| Category | Dec-14 | | Mar-15 | | Dif. % |
|-----------------------------------|---------------|-------|---------------|-------|--------|
| | Nº of domains | % | Nº of domains | % | |
| With multiple page content | 438,014 | 24.95 | 578,209 | 32.64 | 7.68 |
| Online Business | 339,476 | 19.34 | 239,708 | 13.53 | -5.81 |
| Redirected | 260,232 | 14.83 | 301,705 | 17.03 | 2.20 |
| Parking /Pay per Clic | 187,480 | 10.68 | 135,580 | 7.65 | -3.03 |
| Blog | 18,483 | 1.05 | 18,061 | 1.02 | -0.03 |
| Blocked | 31,973 | 1.82 | 30,424 | 1.72 | -0.10 |
| E-Commerce | 23,227 | 1.32 | 20,565 | 1.16 | -0.16 |
| Real Estate | 847 | 0.05 | 674 | 0.04 | -0.01 |
| Unreachable with email service | 163,788 | 9.33 | 168,432 | 9.51 | 0.18 |
| Unreachable without email service | 291,711 | 16.62 | 278,320 | 15.71 | -0.91 |

Total 1,755,231

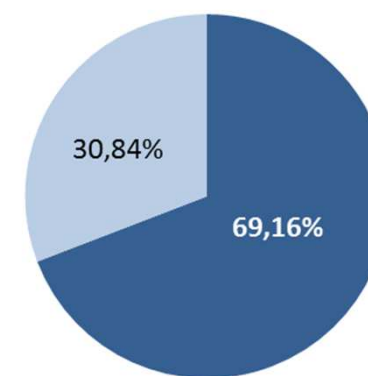
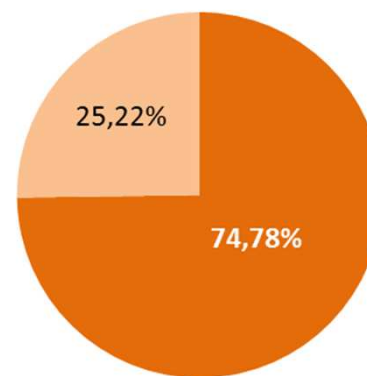
1,771,678



Distribution of ".es" by operativity

| | Nº of domains | % |
|-----------------------------------|---------------|-------|
| Reachables with email service | 1,056,852 | 59.65 |
| Unreachables with email service | 268,074 | 15.13 |
| Unreachable with email service | 168,432 | 9.51 |
| Unreachable without email service | 278,320 | 15.71 |

1,771,678



Reachables Unreachables

With email service Without email service

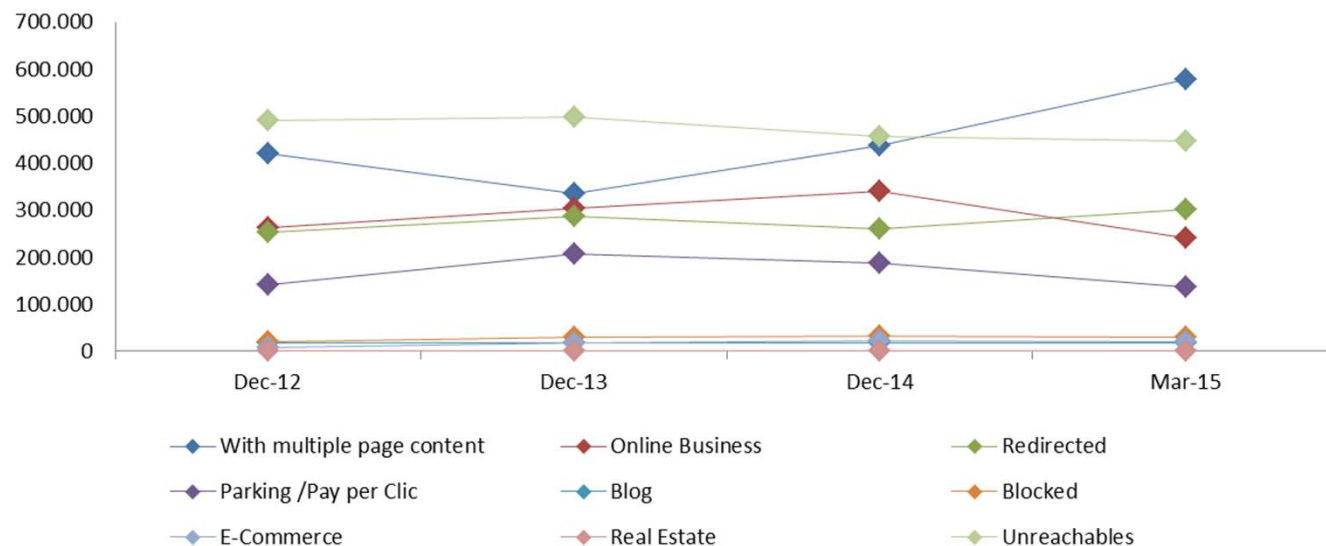
69.16% of the portfolio of active domains in December 2014 had associated email services

2. Analysis and characterisation of the .es domain

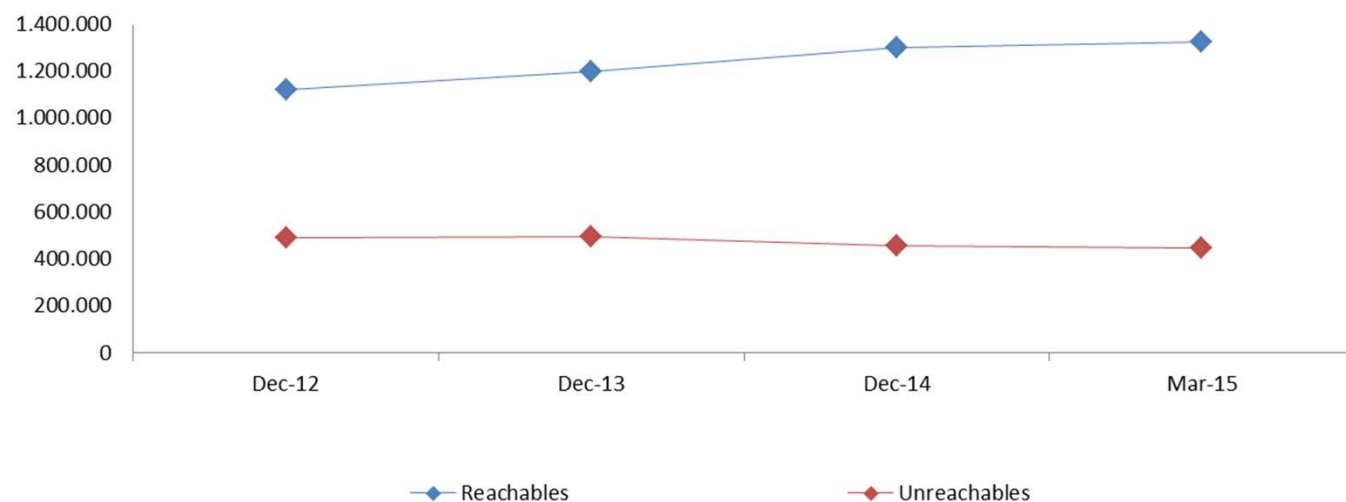
Growth in "multi-page" domains is significant with a **72.7%** increase compared to December 2013. And also Real Estate with a **76.4%** increase.

At the other end of the scale are domain names that "online business", which have fallen by **21%**, and "parking/pay per click" with a **34.4%** fall.

Change in No. of domains by category



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 **10.58%** compared to a **10.36%** decrease in non-operative domains compared to December 2013.

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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