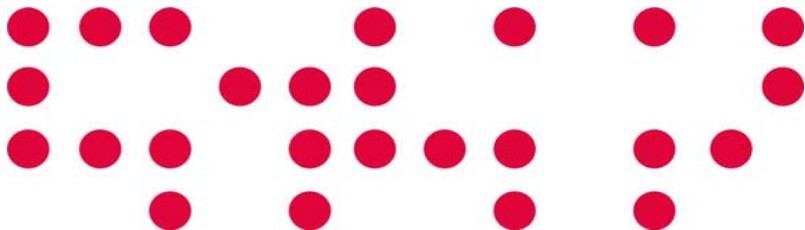


Characterization of “.es”

December 2013

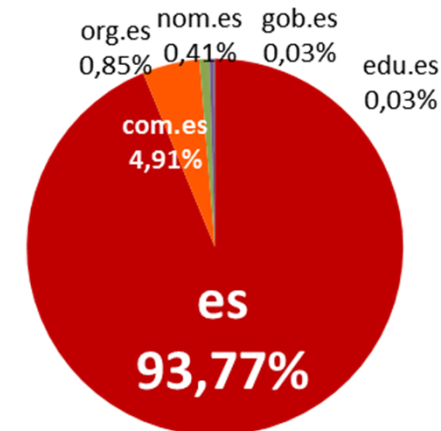
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This report provides an analysis and characterization of “.es” domain. The sources of the Report are IPS Verisign (*) and “Dominios.es” database. Its aims to inform society about the characterization of “.es” domains, providing reliable and useful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

Composition of “.es”

TLD	Number of Domains	%
es	1.590.769	93,77%
com.es	83.380	4,91%
org.es	14.471	0,85%
nom.es	6.922	0,41%
gob.es	548	0,03%
edu.es	427	0,03%
Total	1.696.517	



■ es ■ com.es ■ org.es ■ nom.es ■ gob.es ■ edu.es

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

2. Analysis y characterization of “.es”

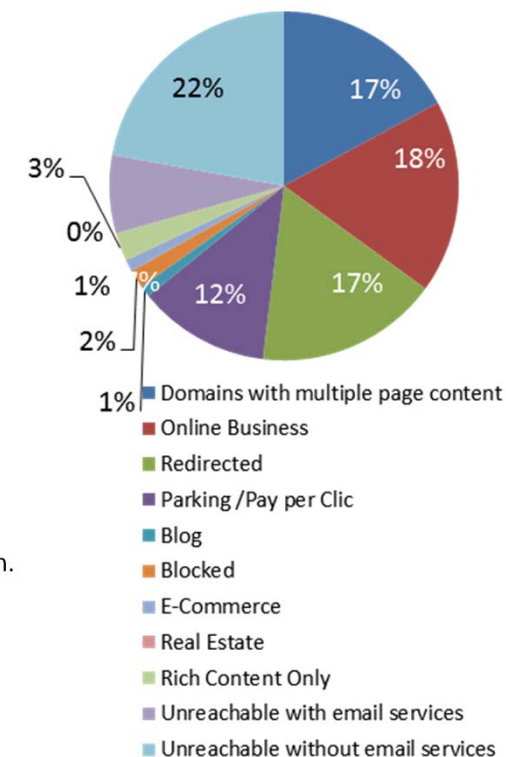
Characterization of “.es”

Category	sep-13		dic-13		% *
	Nº of domains	%	Nº of domains	%	
Domains with multiple page content	320.512	19,0%	290.318	17,1%	-1,8%
Online Business	297.568	17,6%	303.515	17,9%	0,3%
Redirected	279.168	16,5%	287.602	17,0%	0,4%
Parking /Pay per Clic	228.157	13,5%	206.548	12,2%	-1,3%
Blog	18.123	1,1%	18.205	1,1%	0,0%
Blocked	27.409	1,6%	28.644	1,7%	0,1%
E-Commerce	17.342	1,0%	18.554	1,1%	0,1%
Real Estate	363	0,0%	382	0,0%	0,0%
Rich Content Only	n/a	n/a	44.401	n/a	n/a
Unreachable with email services	122.921	7,3%	122.541	7,2%	0,0%
Unreachable without email services	379.467	22,4%	375.844	22,2%	-0,3%

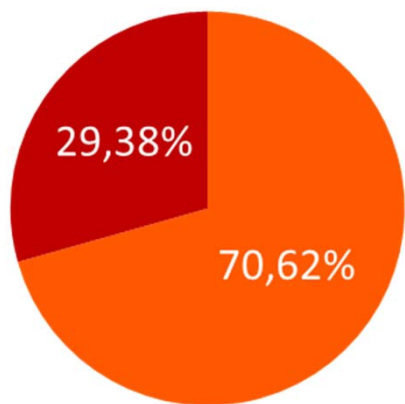
Total **1.691.030** **1.696.554**

* The difference between % of september 2013 and % of december 2013, showing the increase or decrease by category domain.

Distribution of “.es” by categories



The 63.3% of Reachable Domains in September 2013 they available email services



Reachable Unreachable

Category	sep-13		dic-13	
	Without email	With email	Without email	With email
Domains with multiple page content	34.456	286.056	30.362	259.956
Online Business	45.773	269.501	43.769	278.682
Redirected	82.401	196.767	86.963	200.639
Pay per Click/Parked	65.683	162.474	66.480	140.068
Blog	2.880	15.243	2.923	15.282
Blocked	11.477	15.932	12.624	16.020
Rich Content Only	n/a	n/a	3.742	40.659
Unreachable	379.467	122.921	375.844	122.541
total	622.137	1.068.894	622.707	1.073.847

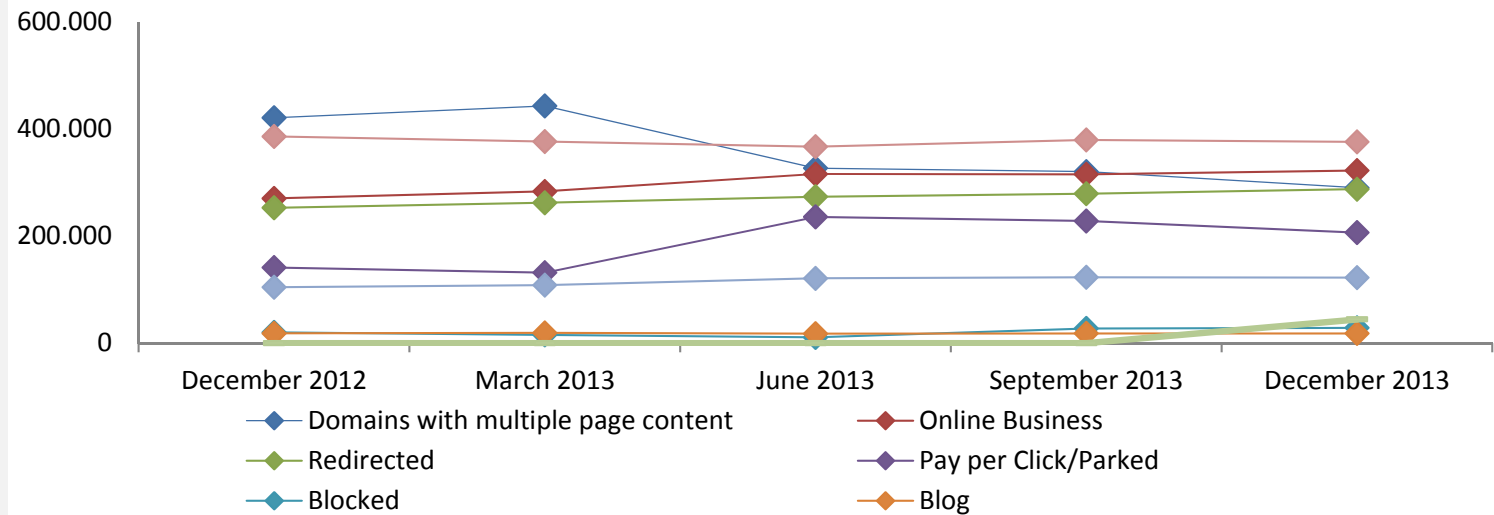
2. Analysis y characterization of “.es”

The growth of domain names categorized as “E-Commerce” grew **140.3%** in the last 12 months.

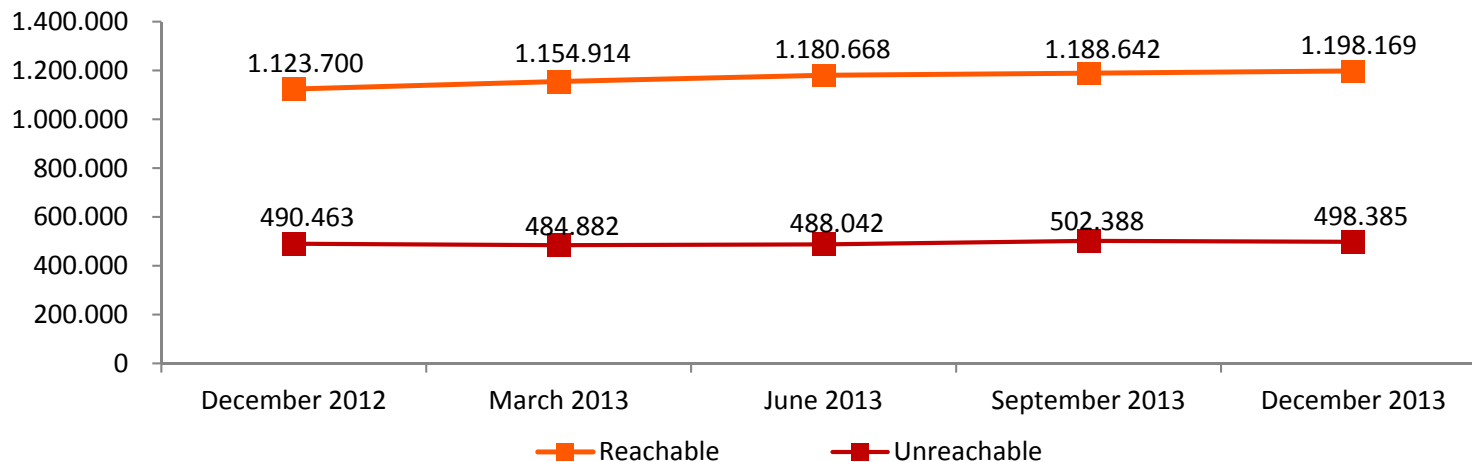
In the opposite case we can see the domain names categorized as “Domains with multiple page” with a **decrease of 31%** in the last 12 months (*)

(*): Due to changes in the crawler with the objective to classify more accurately the domains

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 6.6% compared with a decrease 1.6% 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.

RICH CONTENT ONLY – A domain name with limited text but has “rich” content including dynamically generated content (e.g., using a java script or flash), and/or embedded images, video and audio.

domi
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