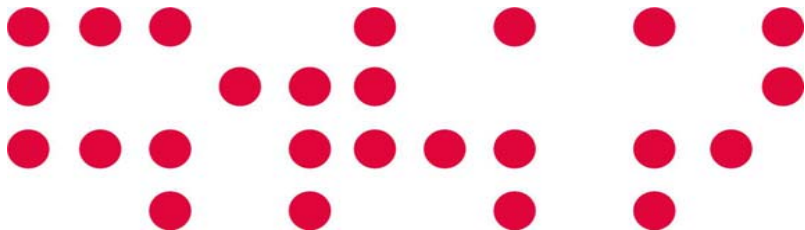


Characterization of “.es”

June 2013

Madrid, october 2013

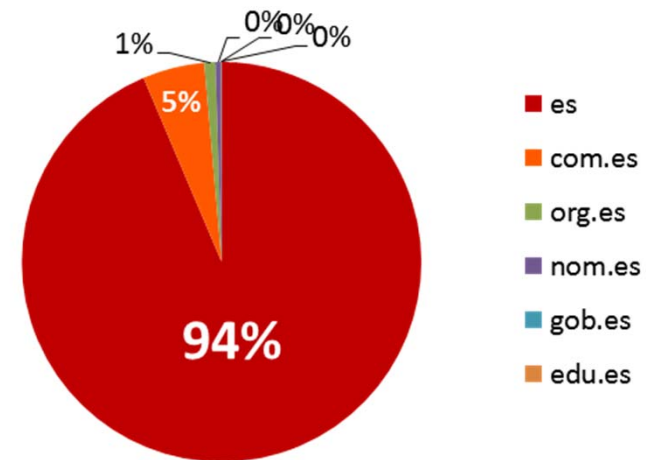
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This report provides an analysis and characterization of “.es” domain. The sources of the Report are IPS Verisign (*) and “Dominios.es” database. Its aims to inform society about the characterization of “.es” domains, providing reliable and useful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

Composition of “.es”

TLD	Número de dominios
es	1.561.951
com.es	83.605
org.es	14.910
nom.es	7.209
gob.es	540
edu.es	429
Total	1.668.644



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

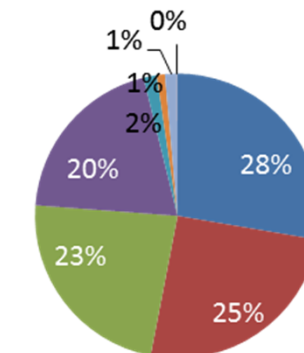
2. Analysis y characterization of “.es”

Characterization of “.es”

Category	mar-13		jun-13		% *
	Nº of domains	%	Nº of domains	%	
Domains with multiple page content	443.053	26,9%	326.940	19,6%	-7,4%
Online Business	274.788	16,7%	299.274	17,9%	1,2%
Redirected	262.184	15,9%	273.381	16,4%	0,4%
Parking /Pay per Clic	131.697	8,0%	235.796	14,1%	6,1%
Blog	19.125	1,2%	17.704	1,1%	-0,1%
Blocked	15.444	0,9%	10.839	0,6%	-0,3%
E-Commerce	8.267	0,5%	16.382	1,0%	0,5%
Real Estate	356	0,0%	352	0,0%	0,0%
Unreachable with email services	108.421	6,6%	121.096	7,3%	0,6%
Unreachable without email services	376.461	23%	366.946	22%	-1,0%
Total	1.639.796		1.668.710		

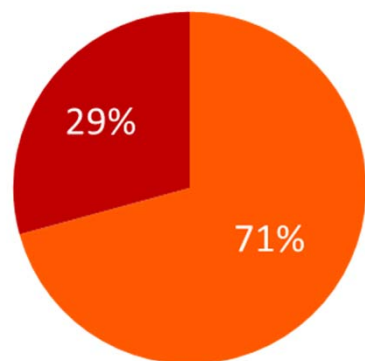
* the difference between % of march 2013 and % of june 2013, showing the increase or decrease by category domain.

Distribution of “.es” by categories



- Domains with multiple page content
- Online Business
- Redirected
- Parking /Pay per Clic
- Blog
- Blocked
- E-Commerce

The 63,7% of Reachable Domains in june 2013 they available email services



- Reachable
- Unreachable

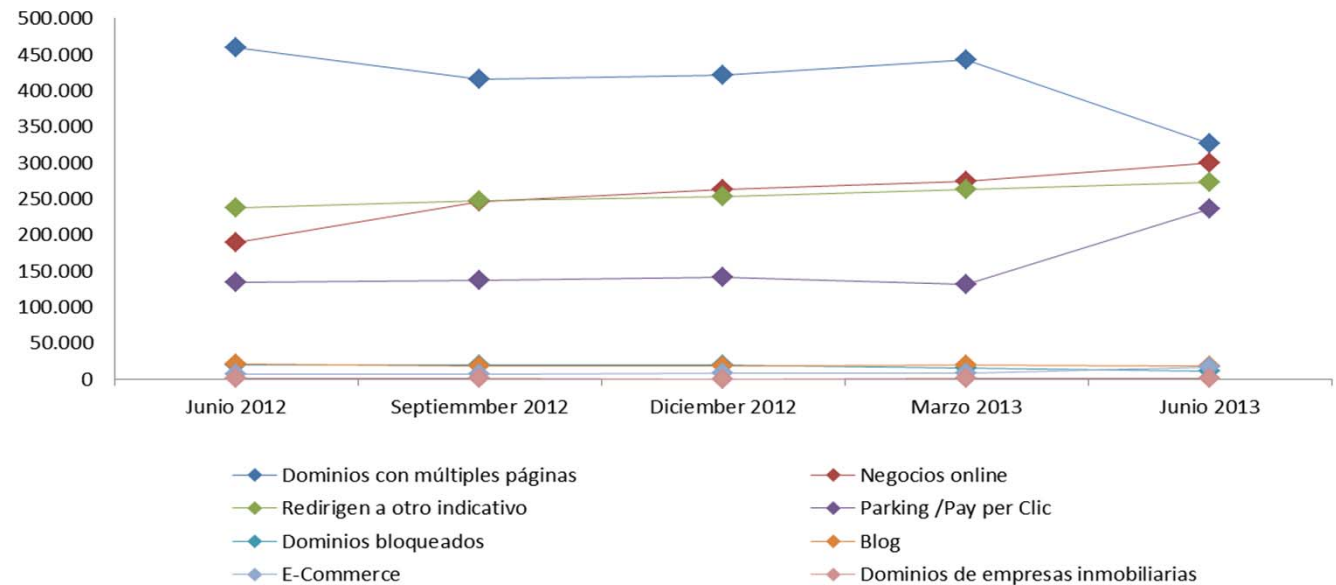
Category	mar-13		jun-13	
	Without email	Whit email	Without email	With email
Domains with multiple page content	85.697	357.356	46.294	296.417
Online Business	39.467	243.944	44.690	271.318
Redirected	78.162	184.022	81.642	191.739
Parking /Pay per Clic	14.352	117.345	58.712	161.313
Blog	3.135	15.990	2.633	15.071
Blocked	6.436	9.008	4.860	5.979
Unreachable	376.461	108.421	366.946	121.096
total	603.710	1.036.086	605.777	1.062.933

2. Analysis y characterization of “.es”

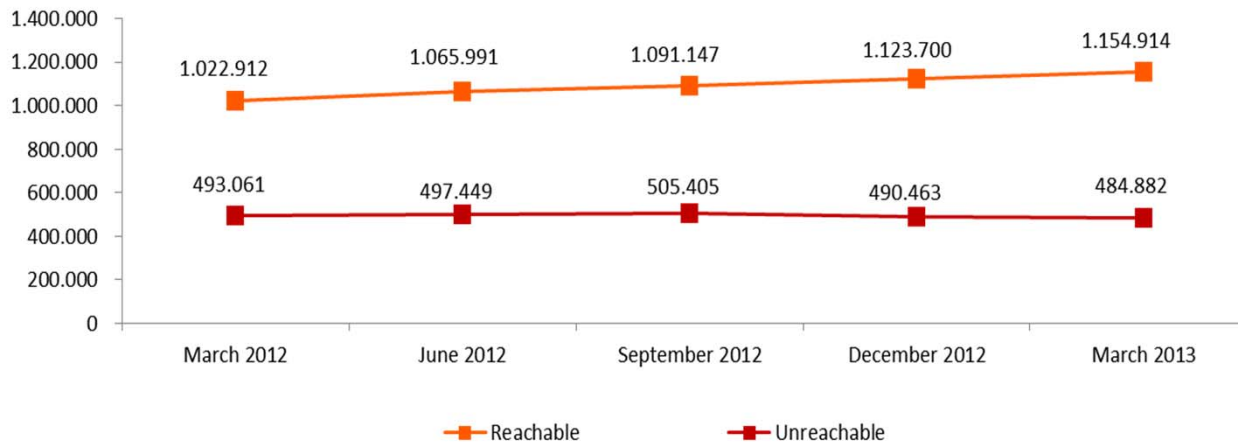
The growth of domain names categorized as **“Parking/PPC”** grew **76.2%** in the last 12 months.

In the opposite case we can see the domain names categorized as **“Domains with multiple page”** with a **decrease of 28.9%** 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 10.8% compared with a decrease 1,9% 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.

domi
nios **es**

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