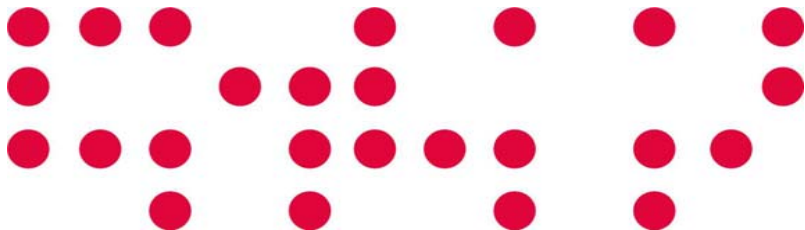


Characterization of “.es”

March 2014

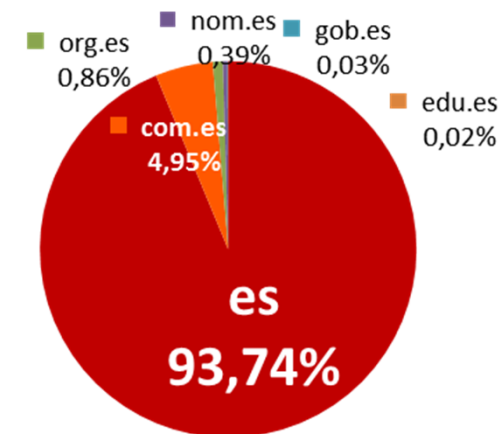
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This report provides an analysis and characterization of “.es” domain. The sources of the Report are IPS Verisign (*) and “Dominios.es” database. Its aims to inform society about the characterization of “.es” domains, providing reliable and useful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

Composition of “.es”

TLD	Number of Domains	%
es	1.612.825	93,74%
com.es	85.141	4,95%
org.es	14.854	0,86%
nom.es	6.673	0,39%
gob.es	557	0,03%
edu.es	423	0,02%
Total	1.720.473	



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

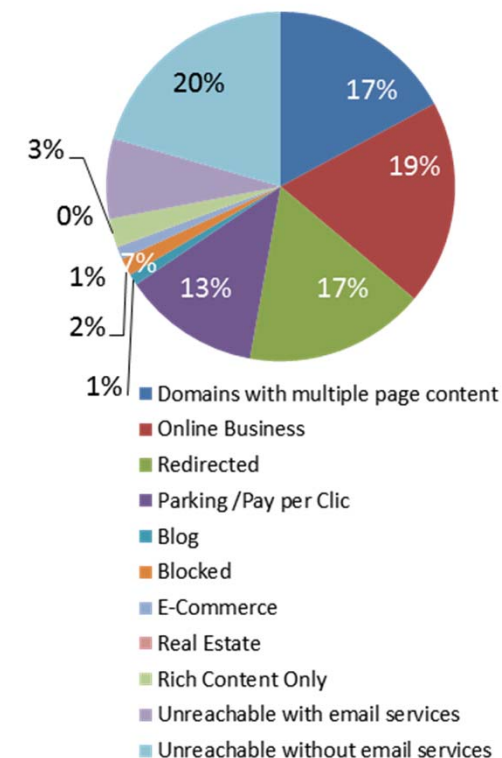
■ es ■ com.es ■ org.es ■ nom.es ■ gob.es ■ edu.es

2. Analysis y characterization of “.es”

Characterization of “.es”

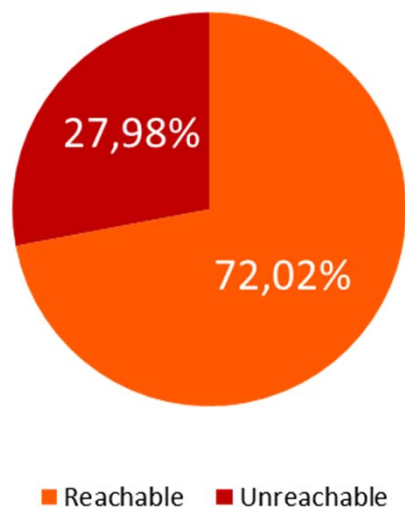
Category	dic-13		mar-14		% *
	Nº of domains	%	Nº of domains	%	
Domains with multiple page content	290.318	17,1%	295.052	17,1%	0,0%
Online Business	303.515	17,9%	326.044	18,9%	1,1%
Redirected	287.602	17,0%	287.938	16,7%	-0,2%
Parking /Pay per Clic	206.548	12,2%	218.339	12,7%	0,5%
Blog	18.205	1,1%	18.073	1,1%	0,0%
Blocked	28.644	1,7%	27.631	1,6%	-0,1%
E-Commerce	18.554	1,1%	20.009	1,2%	0,1%
Real Estate	382	0,0%	699	0,0%	0,0%
Rich Content Only	44.401	2,6%	45.409	2,6%	0,0%
Unreachable with email services	122.541	7,2%	127.565	7,4%	0,2%
Unreachable without email services	375.844	22,2%	353.827	20,6%	-1,6%
Total	1.696.554		1.720.586		

Distribution of “.es” by categories



* The difference between % of December 2013 and % of March 2014, showing the increase or decrease by category domain.

The 65.2% of Reachable Domains in March 2014 they available email services



Category	dic-13		mar-14	
	Without email	With email	Without email	With email
Domains with multiple page content	30.362	259.956	31.795	263.257
Online Business	43.769	278.682	46.830	299.922
Redirected	86.963	200.639	87.349	200.589
Pay per Click/Parked	66.480	140.068	58.984	159.355
Blog	2.923	15.282	2.758	15.315
Blocked	12.624	16.020	12.192	15.439
Rich Content Only	3.742	40.659	4.729	40.680
Unreachable	375.844	122.541	353.827	127.565
total	622.707	1.073.847	598.464	1.122.122

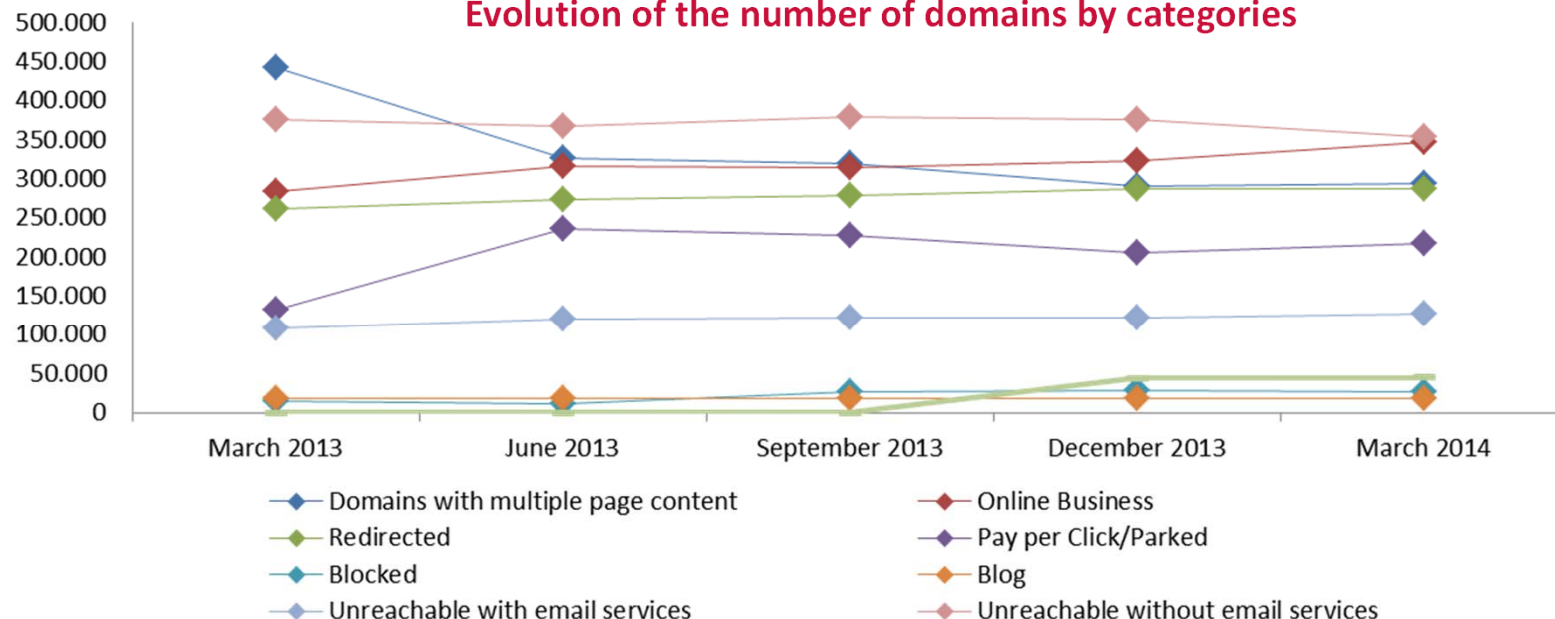
2. Analysis y characterization of “.es”

The growth of domain names categorized as “E-Commerce” grew **142%** in the last 12 months.

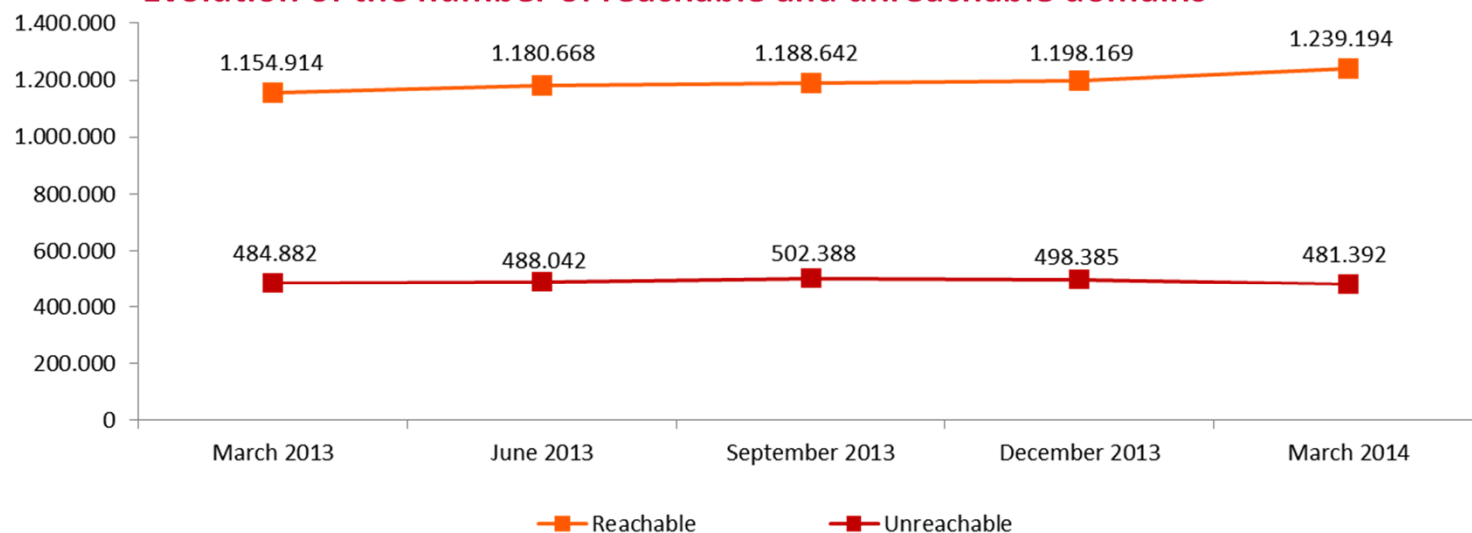
In the opposite case we can see the domain names categorized as “Domains with multiple page” with a **decrease of 33,4%** in the last 12 months (*)

(*): 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 7.3% compared with a decrease 0.7% 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.

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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