



# Retail Forum March 2025 - .ie Update

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[wear.ie](https://www.wear.ie)

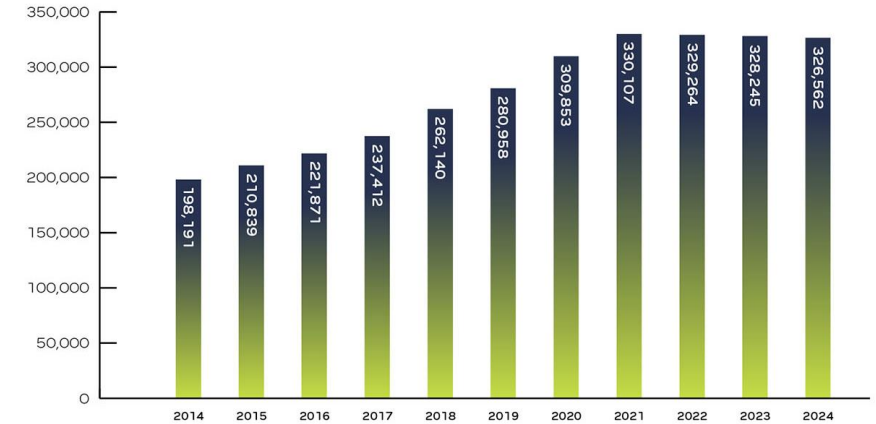
- 25<sup>th</sup> Anniversary
- New strategy being developed
- Thrive Online Monaghan – 11<sup>th</sup> March
- Domain Profile Report 2024



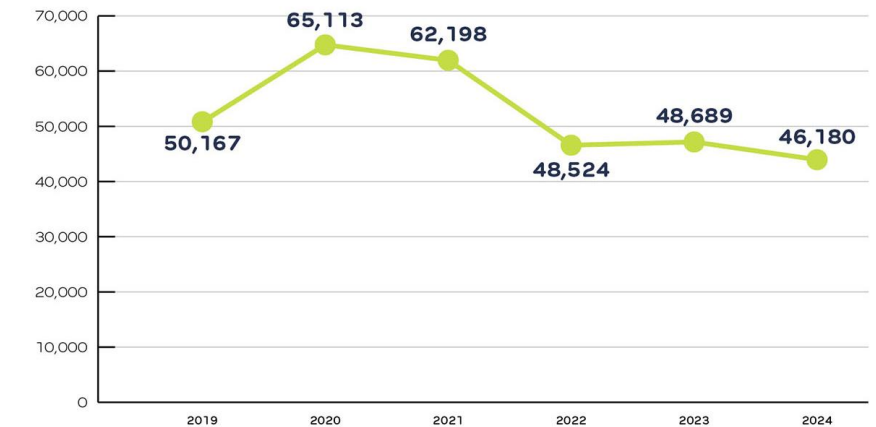
## Digital Intention vs Digital Growth

- Report highlights need to improve quality and sophistication of digital technologies as **gap between aspirations for digitalisation and reality persists for businesses in Ireland.**
- Digital technologies must become more widely adopted to reduce **‘death of distance’** which exists between rural and urban areas.

### Total Database



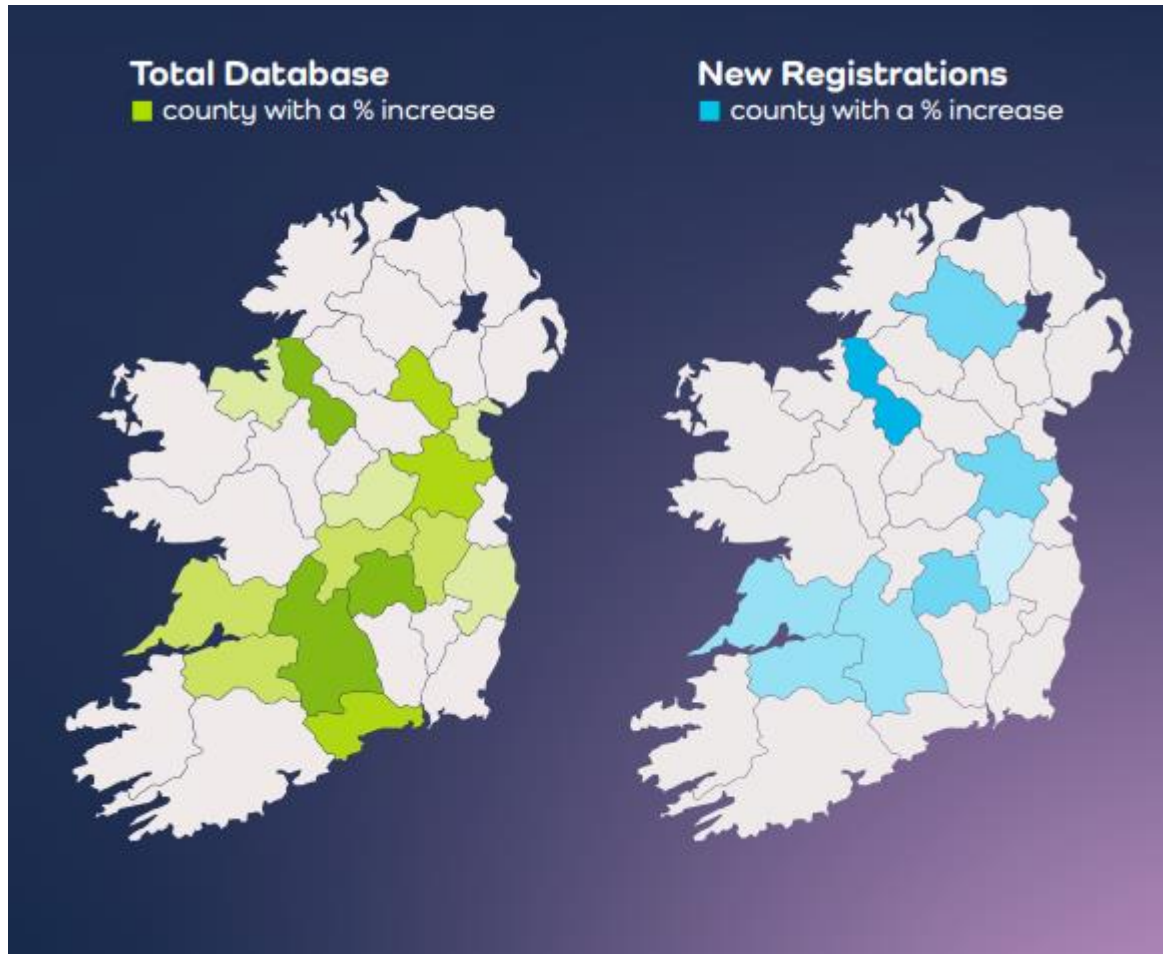
### New Registrations



# The .ie Domain Profile Report 2024 (2)



## County by County

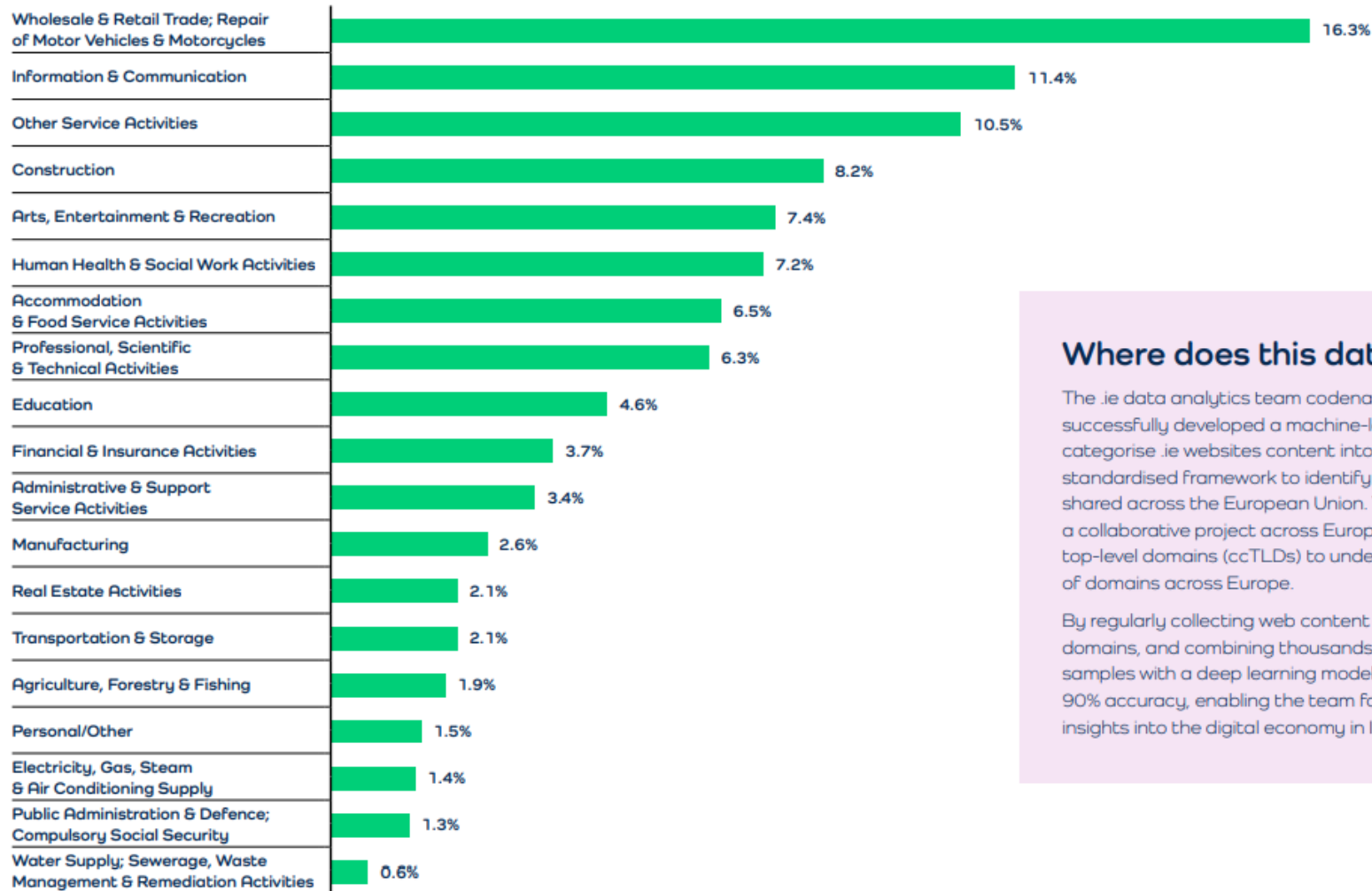


County	Total Database	% vs 2023	New Registrations	% vs 2023
Antrim	1,616	-5.66	171	-20.09
Armagh	478	-9.30	62	-21.52
Carlow	4,547	-2.24	560	-10.69
Cavan	2,793	-0.04	436	-11.20
Clare	5,191	1.61	813	6.83
Cork	26,189	-1.13	3,761	-6.16
Derry	495	-8.67	58	-33.33
Donegal	5,195	-1.31	825	-22.97
Down	1,284	-1.38	143	-29.21
Dublin	127,035	-1.28	16,707	-7.76
Fermanagh	191	-6.83	16	-48.39
Galway	13,586	-0.69	2,227	-2.54
Kerry	6,242	-0.81	969	-0.82
Kildare	13,572	1.82	2,309	0.04
Kilkenny	4,500	-0.79	676	-7.40
Laois	3,319	3.88	618	10.16
Leitrim	1,400	6.22	280	51.35
Limerick	8,935	1.85	1,326	7.11
Longford	1,482	-1.98	249	-3.11
Louth	6,580	0.17	982	-5.76
Mayo	5,477	-4.60	774	-14.29
Meath	10,840	2.57	2,044	18.84
Monaghan	2,097	2.04	301	-9.34
Offaly	2,762	1.25	457	-7.49
Roscommon	2,369	-2.83	369	-11.51
Sligo	3,147	0.35	475	-1.86
Tipperary	6,452	5.20	1,216	5.37
Tyrone	581	-7.04	71	20.34
Waterford	5,741	2.37	945	-6.99
Westmeath	4,091	0.79	810	-0.98
Wexford	7,853	-1.38	1,394	-7.87
Wicklow	10,518	0.10	1,662	-5.68
<b>National</b>	<b>296,558</b>		<b>43,706</b>	

# The .ie Domain Profile Report 2024 (3)



## Top categories 2024



% share of all .ie domains with websites 2024

## Where does this data come from?

The .ie data analytics team codenamed XAVIER, has successfully developed a machine-learning model to categorise .ie websites content into NACE codes, a standardised framework to identify economic activities shared across the European Union. This effort is part of a collaborative project across European country-code top-level domains (ccTLDs) to understand the usage of domains across Europe.

By regularly collecting web content available at .ie domains, and combining thousands of carefully curated samples with a deep learning model, we achieved over 90% accuracy, enabling the team for more sophisticated insights into the digital economy in Ireland.

# The secure domain choice...



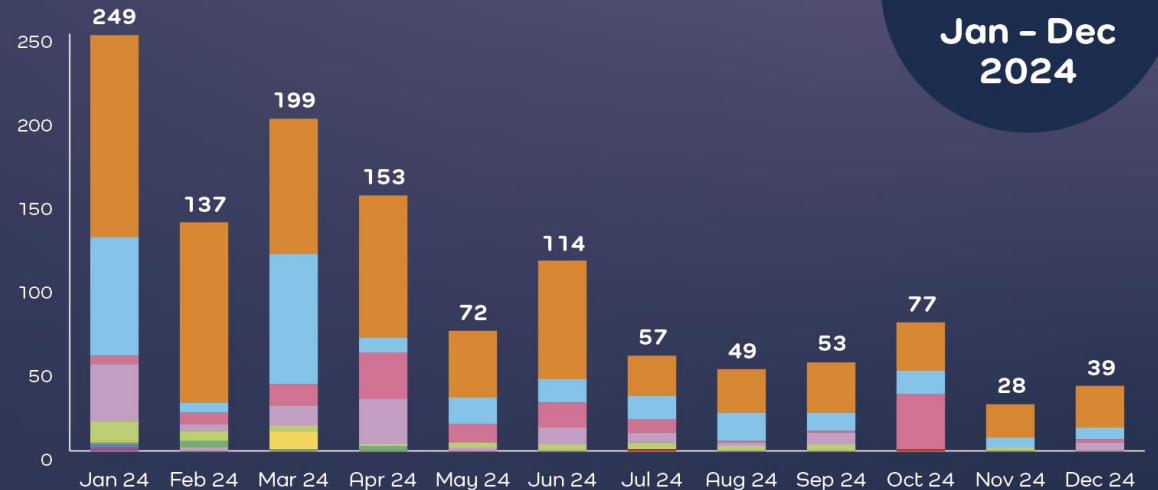
## Analysis of .ie domains: Cybersecurity

### Number of cybersecurity attacks identified

January - December 2024

- Phishing URL
- Web Shell
- Web-Inject Malware URL
- Defaced Website
- Shopping Site Skimmer
- Phishing Dropsite
- Phishkit Archive
- Survey Scam
- Malware Distribution URL
- Cryptocurrency Miner

Source: Netcraft monitoring service of .ie domains



**660**  
Jan - Dec  
2024







# Register your .ie domain today!



## Step 1

Check if the name you want is available at [weare.ie](https://weare.ie).



## Step 2

Choose an accredited .ie Registrar – a company thorough which you register, pay for and manage your domain name.



## Step 3

Complete the Registrar's online application and upload your supporting document.

# THANK YOU! ANY QUESTIONS?

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