



.EE

ANNUAL REPORT

2025

Estonian Internet Foundation

TABLE OF CONTENTS

.EE IS THE GATEWAY TO ESTONIA	3
2025 PRIORITIES	5
WHAT DID 2025 BRING TO THE .EE DOMAIN?	7
EUROPEAN DOMAIN MARKET	16
.EE DOMAIN RULES AND DOMAIN DISPUTES	18
SUPPORTING COMMUNITY	20
INTERNET DISCUSSIONS	24
CYBERSECURITY, DIGITAL IDENTITY AND AI	31

.EE IS THE GATEWAY TO ESTONIA

The Estonian Internet Foundation (EIF) is the manager of the Estonian country code top-level domain .ee. Our vision is to build the world's best domain registry.

EIF was established by the **Ministry of Economic Affairs and Communications** and the **Estonian Information Technology and Telecommunications Association**. Our tasks are to manage, develop and ensure the security of the .ee infrastructure and to organize the registration of domain names. We do all this in the interests of the internet community. We also mediate the work of the domain dispute arbitration court and promote internet freedom and related discussions.

We regularly bring together the Estonian internet community to the Estonian IGF event Internet Day, Opinion Festival, and Baltic Domain Days. We also contribute to other industry events and give momentum to local community-led projects through a grant round.



In 2025, EIF had the honor of organizing the Baltic Domain Days again in Tallinn. We combined it with the meeting of the CENTR network's Business Operations & Processes working group meeting. Thus, Estonia became a meeting place for domain experts in early October. We discussed several topics related to domain registration and also looked at the IT field and its future in a broader sense.

We also represent the Estonian internet community in international networks and meetings and actively contribute to domain registry innovation.

The strategic direction of the .ee registry is guided by a council led by **Aet Rahe**, founder of Art IT Consulting OÜ. The council includes **Tõnu Grünberg**, Undersecretary for Digital Infrastructure and Cybersecurity at the Ministry of Justice and Digital, **Andres Kütt**, Chief Technology Officer at Proud Engineers, **Eneken Lipp**, Head of the Budget Development Department at the Ministry of Finance, **Karmen Turk**, Partner and Attorney at Law at Trinit, and **Toomas Vaks**, Cyber Risk Manager at Swedbank.



*Chairman of the EIF Council, Aet Rahe
(photo: Karolin Köster).*

.ee continues to be the most valued and trusted way for Estonians to introduce their activities and reach new customers. It provides the best protection for their own and their brand's digital identity on the internet. We are pleased to note that .ee has continued its growth and has also found active use in the international market.

We thank all our partners for a meaningful and eventful year!

2025 PRIORITIES

We set ambitious and meaningful goals for 2025. From improving our cybersecurity, effective community engagement to making registry services more accessible.

One of the most important priorities of the year was **ISO 27001 certification**. To obtain this, we improved our processes and daily work principles. All with the aim to ensure the security and availability of .ee registry services even in crisis situations. We successfully obtained the certification in the first half of the year.



Certificate obtained by EIF.

We have taken the first important steps to **move .ee services to the cloud** and are regularly **strengthening our infrastructure**. In addition, we enable our registrars to use the **eelD personal identification service** for operations related to the .ee domain for free. Several studies have shown that strong personal identification is the most effective measure in keeping the zone clean.

The eelD personal identification service is a platform created by EIF that **implements various technologies that enable strong electronic personal identification**. These include Smart-ID, Mobile-ID, several national solutions and Veriff for international clients. Thus, eelD offers registrars and other service providers a forward-looking service that makes **personal identification accessible, efficient and flexible**.

A significant step for us was the **.ee co-marketing program**. With the program, we provided the necessary support to our strategic partners and contributed to the quality of the .ee zone. The program was well received by registrars and we will continue with it in 2026.

Making .ee more attainable for businesses is something close to our hearts. We worked in cooperation with the Estonian e-Business Register on a solution that allows .ee domains to be registered together with the establishment of a company. The update also adds the option to reserve a domain name.

We made an important decision for the community: we reviewed the procedure and pricing of the **Domain Disputes Committee**. As a result, we adopted a new pricing model that made domain disputes more affordable for individuals, NGOs, foundations, the state, local governments and their subordinate agencies.

In 2025, we also hosted several events and meetings. In April, we organized **Internet Day** and **RIPE training days** aimed at the technical community. In August, we invited people to the **Opinion Festival**. In October, we hosted the **Baltic Domain Days** and, with it, the **CENTR Business Processes Working Group** meeting. These were supplemented by meetings with registrars and the **“Ehe Eesti - Estonian name for Estonian companies”** competition for selecting the best .ee domain name.



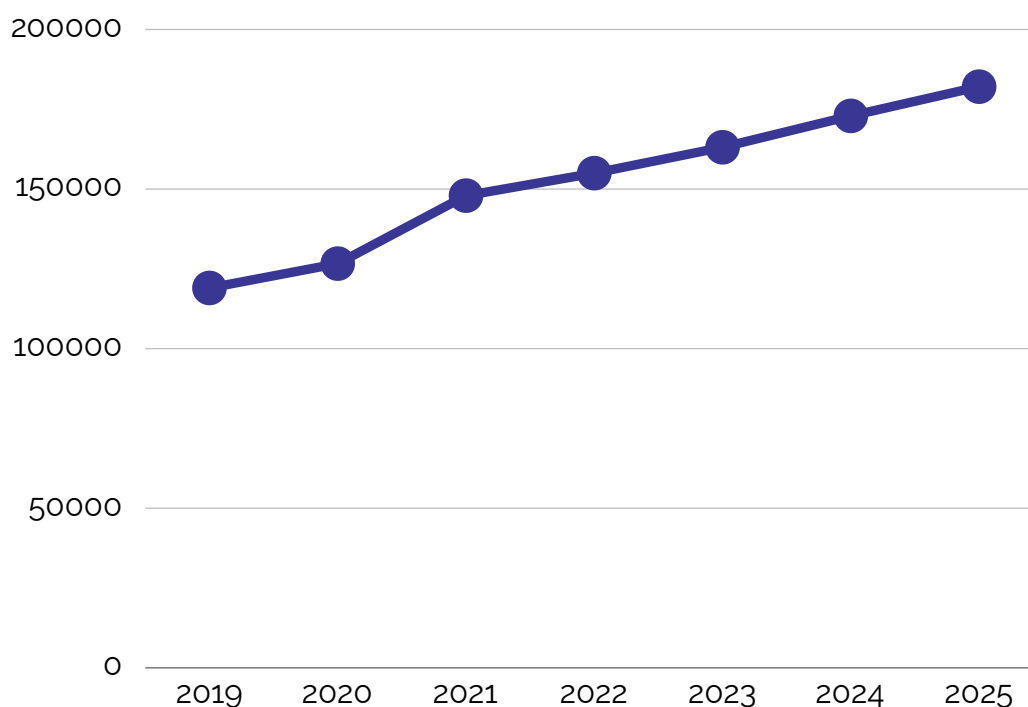
RIPE technical training (photo: EIF).

WHAT DID 2025 BRING TO THE .EE DOMAIN?

2025 was another successful year for the Estonian national domain - we achieved **5.31% growth**. Thus, there were **182,081 domains** in the registry as of the last day of the year. A total of **34,882 new domain names were registered during 2025**.

August stood out the most in terms of registration activity, when 3,983 domains found their owners, followed by April and December. Compared to 2024, the **growth of .ee domains moved from the spring to the second half of the year**.

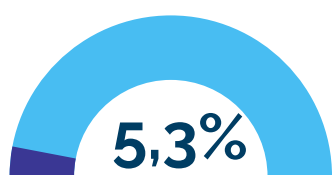
The renewal rate of registered domains was **84.2%**. On the other hand, we also see a change in the seasonal pattern in renewals, i.e. the number of renewals decreased from April to July, increasing from August and reaching its peak in November and December.



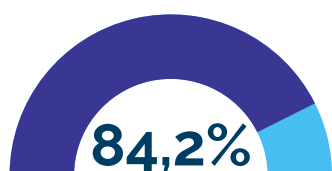
Growth in .ee domain registrations in 2019–2025 (graph: EIF).

In 2025, **25,729 .ee domain registrations expired**. The largest number of domains expired in May. Expired domains are sent to **daily domain auctions**, in order to bring them back to the market and make them available to all interested parties. We use a blind auction solution for this, meaning that the bids made are not public. Since the final price of domains depends largely on the attractiveness, memorability and history of the name, the amounts of winning bids vary from name to name.

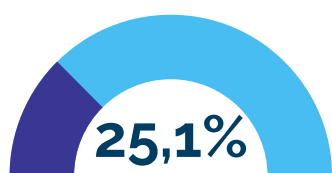
It is pleasing to note that the Auction Portal **increased its user base by 231**; the total number of registered users is just under 3,000. The total number of auctions has also increased over the year - although this is due to increased domain registrations and deletions.



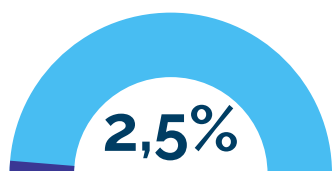
.ee growth



.ee renewal rate



Percentage of .ee domains protected with DNSSEC



Share of IDN domains

Traditionally, **“24”, “car” and “Estonia”-related keywords hold a strong place in the ranking of popular words list.** “AI” in fourth place did not make it into the top ten of 2024 ranking, which means only one thing: **in 2025, the number of companies operating in this field increased significantly.** The position of the word “home” has fallen, the same applies to the words “school” and “house” and words referring to expertise.

The active use of the words “shop” and “center” stands out: this gives a hint of the revived economic activity in the field. The prefixes, i.e. “e-” and “tr-” combinations, are also used noticeably less.

It must be noted that **more and more English keywords are being used in .ee domain names.** The growing international customer base for .ee is leaving its mark, but it also shows that more and more brands and companies with international ambitions are being created in Estonia.

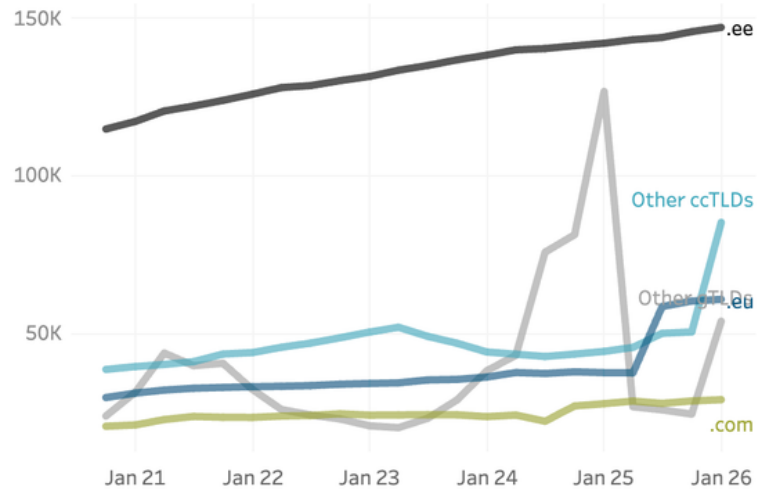
Therefore, it is important that we highlight and recognize Estonian names. We are doing this together with several other partners within the framework of the “Ehe Eesti” name competition. The 2025 competition was successful and the title of the best Estonian domain name was awarded to **keelemeel.ee**. This is a company that provides language editing and communication services.



The winner of the title of best .ee domain name keelemeel.ee (photo: Meeli Küttim).

Estonians register the following domain extensions the most:

1. .ee
2. .eu
3. .bond
4. .com
5. .fi
6. .de
7. .at
8. .be
9. .lv
10. .se

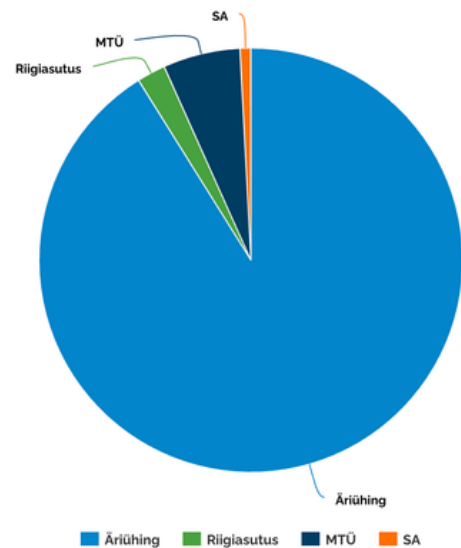


Estonian domain market (chart: CENTR).

.EE REGISTRANTS

Who is behind the .ee domains? A large proportion of domains are registered for business purposes - the share of domain owners of **legal entities is 55.5%**.

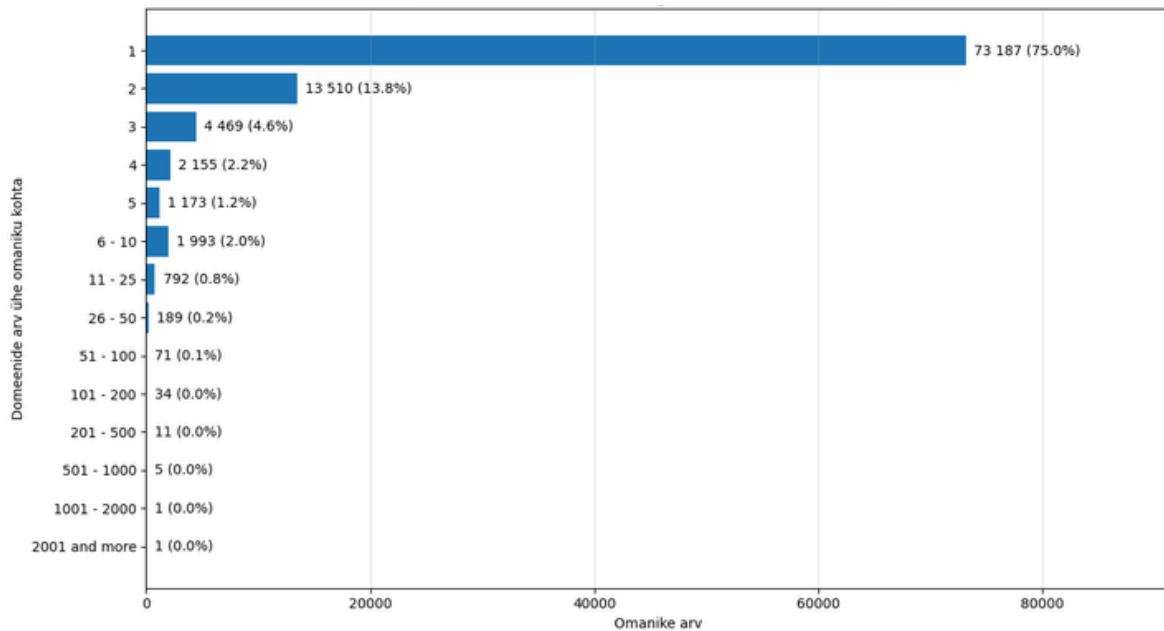
However, several domains registered by private individuals are also used for the same purposes.



Legal .ee registrants (graph: EIF).

77% of .ee domains are registered by men. The largest number of domain owners are in the 35-39 age group, followed by the 40-44 and 45-49 age groups. The youngest national domain owner was born in 2024, while the oldest in 1930, and is 95 years old.

As expected, a registrants most often have one domain, slightly over 10% have two domains, and 4.6% have three. However, according to the .ee registry, there are also users whose domain portfolio reaches thousands. **The largest number of domains in the name of one registrant is over 2,900 domains.** This indicates business activities related to .ee domain names.



Number of registered .ee domains by registrant (graph: EIF).

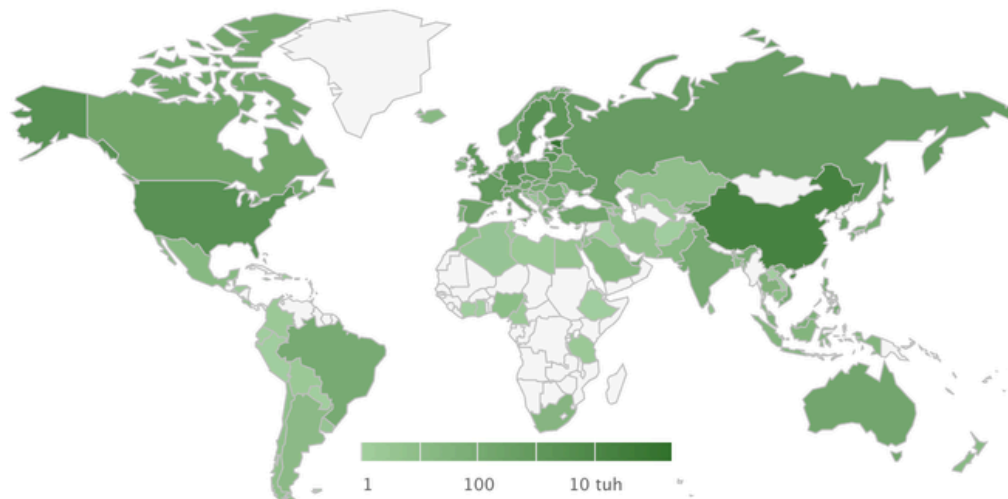
.EE ON THE INTERNATIONAL MARKET

The Estonian top-level domain also offers value on a global level. We can clearly see that the share of international customers has grown strongly - **in 2025 it was as much as 45.4%** of new registrants. Foreigners account for just under a fifth of all .ee owners. This means that international interest in .ee has increased.

In addition to Estonia, .ee is most popular in the following countries:

1. China
2. Lithuania
3. USA
4. Germany
5. Latvia

The largest growth markets continue to be China, the Baltics and Finland. In recent years, the number of .ee registrants in the USA, Canada and Central European countries has also increased.



Origin of .ee registrants (graph: EIF).

.EE REGISTRARS

The real drivers of .ee growth are our accredited registrars. The Estonian top-level domain is brought to the end user by 53 service providers, 24 of which are Estonian and the rest are international companies.

In 2025, three new registrars joined the .ee registry;

- **INWX**, an ICANN-accredited German based service provider, aimed to end users, resellers and corporates.



- **Core Hosting OÜ**, who has been providing reliable and high-quality web hosting services in Estonia for more than 24 years. The company places great importance on the security and reliability of their services.
- **Realtime Register**. Service provider operating in the Netherlands, specializing in B2B wholesale. The company also offers DNS and cybersecurity solutions and web hosting solutions.




To support the growth and quality of .ee, we launched a **co-marketing program in 2025**. This allowed us to support registrars' marketing and outreach activities related to the .ee domain. The program was well received and we were able to support six different projects, one of which was aimed at the foreign market.

Zone Media OÜ, Elkdata OÜ, eHost OÜ, Wavecom AS, Loginet Solutions OÜ and Web Commerce Communications Ltd joined the co-marketing program. Thanks to the support, .ee reached new target groups, channels and countries. In total, nearly **5 million people were reached** and slightly **more than 8,000 more domains were registered** with the program compared to the previous period. The positive results gave impetus to continue the program in 2026.

In addition, we organized regular meetings with registrars in the form of **morning coffee**. This provides an excellent opportunity to discuss current issues, future developments and support them in the regulatory environment affecting domain registration with our strategic partners.

EUROPEAN DOMAIN MARKET

EIF is part of the **CENTR network**, which unites European domain registries. In addition to regular meetings, CENTR also provides us with an overview of the major trends in the field and the state of ccTLDs.

For several years, the biggest challenge for European domain registries has been the slowdown or stagnation of growth. The growth of the 30 largest ccTLDs in Europe is at 0.5%. So the decline of the last few years has stabilized.

Market growth



.ee = **5.31%**
EU average = **0.5%**

Renewal rate



.ee = **84.2%**
EU average = **86.5%**

Domain wholesale price



.ee = **6 EUR**
EU average = **6.6 EUR**

The renewal rate of registrations has taken a positive direction.

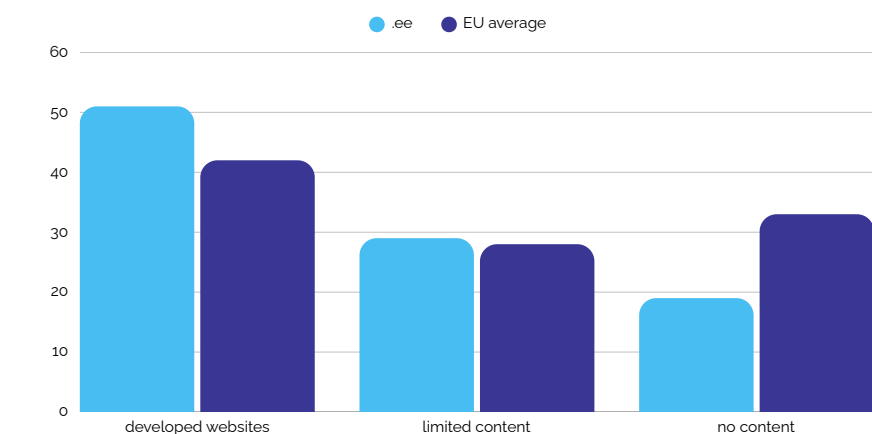
While the average rate fell to 85.9% in 2024, it was 86.5% by the end of 2025. **The demand coefficient for domains has also increased, reaching 1.2.** This means that more new domains are being registered than old ones are expiring. The indicator is highest for .fi, .si and .rs, which also have a higher renewal percentage.

On the other hand, the use of the DNSSEC security extension has decreased in Europe, by as much as 5.5%. 3% of domains changed registrars - so a **large part of domain owners are satisfied with their existing service provider.**

For the end user, the price of a domain also plays a role in choosing a domain. The **wholesale price of European national domains varied from 2.6 euros to 42 euros**, the average is 6.6 euros. 26% of domain registries increased the price and 61% left it the same, the rest lowered or redesigned the pricing model. There is a trend according to which large registries lower the price of a domain, i.e. the larger the customer base, the lower its cost. The price of domains with more than a million registrations remains at 3-7 euros, and the prices of domains with a zone size of less than 600,000 are in the range of 12-16 euros.

When analyzing domains, it is also important to look at the content behind the domain. We know that **active use of a domain increases the likelihood of its renewal and contributes to the security and quality of the zone.**

Estonia stands out positively here - **there are more developed websites associated with .ee domains than average**, and fewer that have no content.



Distribution of content on websites related to .ee domains (graph: CENTR).

The European domain market is in a slight decline compared to the rest of the world - **a sign of market maturity and saturation.** The markets with the highest growth are in Asia (3.7%) and South America (1.9%). Generic domains are also still popular among users - the top 100 achieved a growth of 7%. On a global level, .com is the most common, accounting for 42% of all registered domain names.

.EE DOMAIN RULES AND DOMAIN DISPUTES

Changes to the .ee domain rules came into effect on February 1, 2025. **Their goal: make the .ee registration process more efficient.**

The most visible change concerned the collection of .ee registrant data. Previously, a private registrant had to provide their data three times: as a registrant, an administrative contact, and a technical contact. Under the new rules, this only needs to be done once. In addition, requesting a technical contact by the service provider became completely voluntary.

We also changed the requirement for **name server records associated with a domain** - after the changes, one working record will be enough to add the .ee domain to the zone. The option to add up to ten name servers will still apply. The change is aimed primarily at more technically savvy users.

The rules also help increase the security of the .ee zone, as they enable the implementation of strong identity services. This is especially true for international .ee registrants. The previous PayPal solution proved to be insufficient in light of cybersecurity requirements. Therefore, we allow the use of our electronic identity service eID or other recognized solutions as an alternative to PayPal.



Baltic Domain Days (photo: Karolin Köster).

To improve the accessibility of community rights protection, we also **adopted a new pricing model for the .ee Domain Disputes Committee.**

The pricing model, which came into effect in September 2025, differentiates dispute fees based on the type of applicant. For disputes involving up to five .ee domains, the following fees apply:

- **390 euros** for individuals, non-profit organizations, foundations, the state, local governments and their subordinate agencies;
- **790 euros** for companies and other legal entities.



Internet Day (photo: Mailis Vahenurm).

We saw that the fee that has been an obstacle to filing a challenge for many NGOs, non-governmental organizations and private individuals. Especially considering the fact that a domain dispute may involve legal costs in addition to the fee. As a result, many applications have not been filed and the .ee domain has not reached its rightful owner. With this step, **we are helping to create a cleaner internet space and supporting the local internet community by partially subsidizing the procedure.**

SUPPORTING COMMUNITY

Every year **we support projects and activities that promote the Estonian internet community**. Over the years, our project grants have given impetus to dozens of initiatives, events, competitions and programs. All this thanks to the proceeds from domain auctions: everyone who purchases a domain through an auction contributes to the community.

A total of 12 projects were funded in 2025, whose activities reached more than **8,000 students, teachers, parents, the elderly and community members**.

The Estonian Human Rights Centre developed the Cybergram platform, which was previously created with our support. Its goal is to promote data protection, cybersecurity and IT-related knowledge among young people in high schools. Their audience is targeted with inclusive and up-to-date practical content. In 2025, the platform was visited by nearly 2,000 unique users.



Cybergram (photo: Estonian Human Rights Centre).

SA Perekodu/Jaagu School brought digital security related topics to children with special needs in an accessible way. According to the teachers who participated in the project, such trainings are especially necessary for students with special needs, and the created materials will be used in the coming years.

For the third year already, we have been pleased to support the raising of IT awareness among the youth of the **Valma Adventure Camp**. The camp held workshops based on the "Smartly on the Internet" lessons: they covered both internet security and communication and self-protection techniques. A total of 625 students participated in the camp, and the workshops received once again a lot of positive feedback.

Kurtna School organized Internet Week for the second year in a row. The aim of the week was to promote the school's students' and teachers' knowledge of Internet and cyber security. This was done through playful and practical activities to make learning engaging and as close to life as possible. Each class created a board or video game on a topic chosen as part of the project.

We also supported to the **RabaCTF competition**. Two webinars were organized as part of the project, where the Attack-Defense competition task and its solution were introduced. In addition, demo days were organized, where people tried their hand at solving freeware tasks. The CTF competition was successful among both Estonian and international target groups. A Discord community was also created during the project.



RabaCTF competition (photo: RabaCTF).

Rapla Kesklinna School raised the awareness of its students in the field of cyber protection and security. Thematic lectures were held, which provided a practical overview of cyber threats. As a result, several students discovered an interest in a potential career in the IT field. The former head of the Central Criminal Police Cyber Crime Bureau and TalTech expert Ago Ambur shared his knowledge with the students.

The **Toila Gymnasium** project, however, focused on increasing the media literacy of the school community. Its goal was to reduce cyberbullying, strengthen youth's ability to operate safely in digital environments, and develop critical thinking in the use of media and the Internet.

Tallinn French Lyceum developed an elective course and learning materials for high school students that help support young people's learning strategies. They increase students' awareness of cybersecurity, the use of technology, and its application in teaching.

Vabamu took a closer look at propaganda, facts and lessons from the past as part of its project. The types, strategies and effects of disinformation were studied and compared, as well as the impact on shaping public opinion throughout history. This knowledge will help strengthen society's resilience to disinformation and support the treatment of topics in schools. Museum lessons and a new NoVa online course were created and implemented as part of the project.



*Vabamu content manager Nikolai Ostašov
(photo: Mailis Vahenurm).*

Cybersecurity-related topics also reached the YouTube platform through **Videoõps**. Three general educational videos were produced as part of the project, which are publicly available to everyone. The videos were distributed on social media, in Facebook groups, linked to the e-school bag repository of learning materials, and to the EIÕPS digital textbook.



Video tutorial video "How Hackable Are You?" (screenshot: YouTube).

As part of its CyberSafe project, **NGO VitaMiin** organized four workshops for young, aspiring journalists and representatives of the Ukrainian community. They covered technology and digital security, including recognizing cyber fraud, misinformation and digital risks, and protecting personal data.

Vivere School created KüberKast for its students. It is a playful solution that provides knowledge about the prevention and effects of cyberbullying. It invites players to help their classmate whose social media account has been hacked. The game is also intended for young people with special needs, who may be more likely to become victims of cyberbullying than others. You can learn about and use the game here (also available in English):
<https://shop.playversity.co/product/digital-footprint/>.

INTERNET DISCUSSIONS

2025 was an exceptionally eventful year for EIF. In addition to the annual Internet Day, we also participated in the Opinion Festival with our discussions, led the organization of the Baltic Domain Days, and brought RIPE NCC training to the technical community.

The theme of Internet Day was **“Humanity on the Internet”**. At the meeting, based on the international IGF (Internet Governance Forum) format, we discussed burning current issues with experts in the field and the community.



Internet Day 2025 (photo: Mailis Vahenurm).

We started the day with a search for the **humanity of the internet**. AI is here to stay and new paradigms have been created. The internet, which was created to connect people and communicate without borders, has now become enriched with bots, artificial content and AI agents. They do tedious tasks for us, curate our digital footprint and conduct business negotiations.

Algorithms can provide us with exactly the content we want at any given moment. Who can we trust and who will have the power to make decisions? Has humanity completely disappeared from the internet or can we find it again and turn it on? The discussion was attended by IT visionary **Linnar Viik**, AI advisor at the Government Chancellery **Kristel Kriisa**, and **Veronika Kalmus**, professor of sociology at the University of Tartu.



Internet Day 2025 (photo: Mailis Vahenurm).

AI has shaken up our education system – not only how young people use it to solve problems, but also the principles on which we teach at school. We are faced with the question: how to teach students to understand artificial intelligence and make the most of its potential. To what extent should the use of technology be regulated in schools and how to create an environment that promotes learning and the development of young people? **Grete Arro**, a researcher at Tallinn University, **Riina Saadjärv**, Head of the Educational Technology Department at the Ministry of Education and Research, and **Luule Niinesalu**, Director of Peetri Kindergarten-Elementary School, shared their knowledge.



Internet Day 2025 (photo: Mailis Vahenurm).

The day ended with the much-discussed topic of **internet freedom**. We have reached a new framework of “computer says no” by moderating and restricting internet content. According to this, the limiting factor for publishing content is the will to the content, not technological capability. But is our internet truly free in this system? Should and who should control freedom of expression on the internet, or is there no need for this and should the current principles be left to history? The discussion was attended by Delfi fact-checking and disinformation reporter **Mari-Liis Somelar**, META Advisory managing partner **Andreas Kaju**, and Commissioner for Equality and Equal Treatment **Christian Veske**.

Naturally, we were also present at the main event of the **Opinion Festival** with two insightful discussions.



Opinion Festival 2025 (photo: Opinion Festival).

In the digital world, opportunities and threats go hand in hand - in the discussion "**The mindset of a cybercriminal. How to think like a hacker?**" we took a closer look at the changes in the cyber landscape and attack tactics and talked about how to consciously protect ourselves. The discussion was attended by **Ago Ambur** (CEO of Glazer Technologies), **Liina Kamm** (Senior Researcher at Cybernetica), **Jaanus Kääp** (Information Security Expert at Clarified Security) and **Kristjan Aljas** (Cybersecurity Solutions Architect at Telia).

In the discussion "**Parents in Court - The Future of Digital Children?**", we discussed children's rights in the digital space. More and more posts and pictures related to children are reaching the Internet, whether it is sharing a meaningful event or influencers' desire to show a piece of their daily family life. Although such activities help to stay better connected with loved ones, friends and acquaintances, they also come with several risks for children. How well are the rights of Estonian children protected and what can we do to make them feel safe online? This was discussed by **Malle Hallimäe** (Children's Protection Union), **Getter Kamenski** and **Grete-Kelly Lipstok** (Police and Border Guard Board), **Iiris Velling** (Vice-Chairman of the Estonian Association of Clinical Psychologists, PsychEval Psychiatric Assessment Centre) and **Kristi Paron** (Senior Advisor, Children and Youth Rights Department, Office of the Chancellor of Justice).



Opinion Festival 2025 (photo: private collection).

EIF AT THE INTERNATIONAL LEVEL

2025 was a remarkable year for EIF in terms of international communication. We brought many events to Estonia and contributed to industry meetings with our own discussions.

In early April, we hosted the **RIPE NCC technical training days**, which covered both RIPE databases and IPv6 security, as well as BGP routing security.

In May, we held an intriguing panel discussion at the annual meeting of the European network of domain registries CENTR about innovation in the field and its challenges. The discussion included **Ulrich Wisser**, Head of Technical Engagement at ICANN, **Helen Aaremäe-Saar**, Head of Legal at EIF, **Kristian Ørmen** from the .se registry, **Paweł Kowalik** from the .de registry, and **Lars LG Forsberg**, CTO at iQ Global.

The experts who participated in the discussion acknowledged that the domain industry is rather conservative compared to others. On the other hand, it is influenced by many aspects, such as the increasingly strict legal framework and the status of a vital service provider. However, innovation is held back by the different rules of the registries and the limited willingness to adopt new solutions. At the same time, demand is changing and many domains are slowing down or even stopping in their growth. Low youth activity also plays a role, meaning that there has been pressure to rethink their current business models to a greater or lesser extent.

The discussion highlighted that innovation should not be done for the sake of innovation, **but must solve real problems:** from preventing DNS abuse and data accuracy to engaging new users.

The idea that **future developments of registries must be developed in collaboration with registrars** and based on customer needs was echoed.



CENTR Jamboree (photo: private collection).

In the fall, we brought the **Baltic Domain Days** to Tallinn. Over the course of two days, several topical topics were under the spotlight. The first day of the program was dedicated entirely to the domain industry. We learned about the state of the Baltic top-level domains and talked about the market trends. We also looked into the future and asked what we can do to ensure the growth of the industry.



Baltic Domain Days 2025 (photo: Karolin Köster).

On the second day, we asked whether to move our services to the cloud: what are the different options and what risks can make the decision difficult. We heard presentations on EU regulations, the new round of generic domains, and the impact of AI on data collection and processing, as well as on the Estonian education system.

In addition, we took a closer look at the NIS2 directive: we discussed how it affects business processes and how to build cybersecurity solutions that would fulfill their purpose, but at the same time, would not make users' lives too complicated. We also took a closer look at DNS security and ended the Domain Days with a DNS education session.

We combined the Baltic Domain Days with a **meeting of the CENTR network's Business Operations & Processes working group**. The two-day meeting brought more than 60 specialists from the European domain registries to Tallinn, including Estonian registrars. The community discussed the impact of cybersecurity on the daily work of domain registries, user data and its analysis, as well as registry lock and the direction of the domain renewal decision-making process.



Baltic Domain Days 2025 (photo: Karolin Köster).

EIF representatives actively contribute their expertise and experience to the activities of international working groups. The UN Secretary-General appointed EIF Board Member **Heiki Sibul to the Internet Governance Forum's (IGF) Multistakeholder Advisory Group (MAG)**. He also contributed to the work of the **.eu MAG**. Our Head of Legal **Helen Aaremäe-Saar joined the European Commission's e-evidence expert group**.

CYBERSECURITY, DIGITAL IDENTITY AND AI

The .ee registry plays an important role in raising awareness and educating internet users in Estonia. We do this through events, PR, and campaigns. During the year, the focus was on three main topics: cybersecurity, AI and protecting digital identity.

Cybersecurity is more important than ever. To improve it, entrepreneurs can take several important steps, one of which **is registering and renewing a domain.** Domain helps to protect the name of a company, brand, and even a private person on the internet by taking full control of the digital identity. Relying only on social media can potentially mean the risk of losing access to customers, data, and advertising channels.

On the other hand, **the domain is often the first sign of suspicious activity or online fraud.** When recognizing fraudulent domains, it is important to check the spelling of the name, the domain extension, subdomains, connection security and, if necessary, WHOIS data. Fraudsters often use names similar to well-known brands or misleading names, words emphasizing security, or recently registered domains.



.ee awareness campaign (design: Imagine AD).

AI is a mandatory part of the 2025 review. The rapid development of artificial intelligence has changed the way people search for information and find companies. While in the past, the customer journey mainly started with a search engine, AI chatbots are increasingly being turned to for initial recommendations or insights. **This makes the role of a company's website and domain even more important:** a clear, descriptive and reliable website helps a company to be visible to people, search engines and artificial intelligence.



Baltic Domain Days 2025 (photo: Karolin Köster).

While skeptics warn that AI will completely eliminate the need for domain registration, experts in the field say that **people's consumption habits are simply changing and the need for domains is not going away anytime soon.**

For example, **it is increasingly affecting the choice of domain name** - not only the brand is important, but also the keywords used in searches. This will probably also mean longer domain names. In addition, creative coding has gained momentum in the creation of various tools and apps. Their distribution will require an internet address at some point. Thus, the exponential growth of digital solutions means an increased need for domains.

AI increases the importance of protecting digital identity. In her opinion piece published in Delfi, our Head of Legal Helen Aaremäe-Saar discussed why a domain is no longer just a technical web address, but a potential tool for cybercrime. Fraudsters can use domain names that appear trustworthy to phish for data, send fake emails, damage reputations, or cause financial losses.



Helen Aaremäe-Saar (photo: Kristian Kruuser).

Real-life examples such as kerstikaljulaid.ee, erikorgu.ee and mallukas.ee show that even a grammatically and technically correct and familiar domain may not belong to the person or brand whose name it bears. Therefore, strategic domain name protection, including registering important name forms and extensions, is an increasingly important part of cybersecurity. **Protecting your name and reputation online must be a conscious decision**, because a domain can fall into the wrong hands even before the damage is done.

So - **take control of your digital identity into your own hands and register a .ee domain.** You can do this with a service provider of your choice for a period of three months to ten years.

FOLLOW US!



www.internet.ee

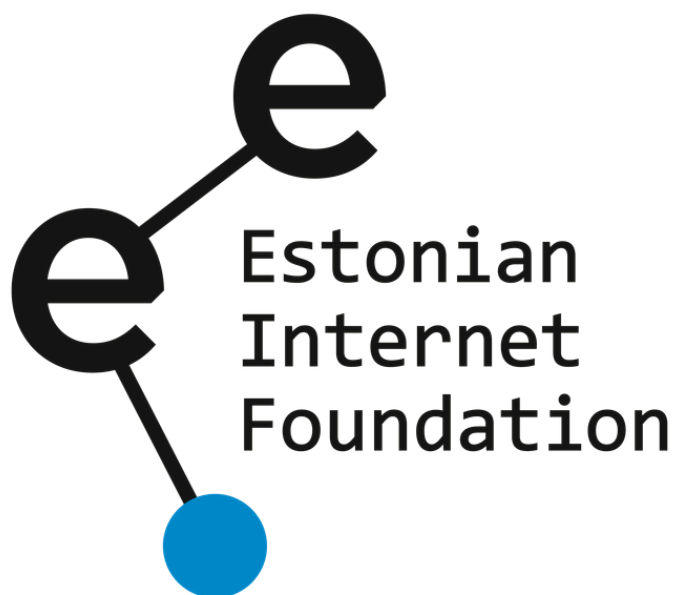
Homepage



Estonian Internet
Foundation
LinkedIn



Estonian Internet
Foundation
X



2025