Registro .it

The Registry is the registry office of .it Internet domains, the national domain of Italy. Only here is it possible to request, modify or delete one or more .it domains.
At the request of users, the Registry associates the numerical addresses (long and difficult to memorize) necessary to move on the Web to a name. The Web, e-mail and many other internet services work on this principle. The association is stored in an archive (DBNA: database of assigned names) which all the computers connected to the network must consult to reach a .it domain. This service is called DNS (Domain Name System) and transparently regulates the functioning of the Internet.

The rules of the Internet

The rules of the Web are established by an international organization, ICANN (Internet Corporation for Assigned Names and Numbers). In 1987, ICANN entrusted the CNR (Italian National Research Council) to manage .it internet domains. In this way the .it Registry was founded, which is based at the Institute of Informatics and Telematics of the CNR of Pisa.

A little history: cnr.it, the first Italian domain

In December 1987, IANA (Internet Assigned Numbers Authority) recognized the ccTLD .it, assigning its management to the CNR by virtue of the technical and scientific expertise gained by its researchers, among the first in Europe to adopt the IP protocol. The registration and maintenance service for Italian domains was initially provided by Istituto CNUCE of the CNR. Since 1997 this task has been of the Institute for Telematic Applications (IAT-CNR) and, subsequently, the Institute of Informatics and Telematics (IIT-CNR), born in 2002 from the merger between IAT and the Institute of Computational Mathematics.

How domains and domain names work

The domain name arises from the need to simplify the sequence of digits that characterize IP addresses (unique addresses connected to any device on the Internet) by assigning to the numeric string a textual name, which is easier to memorize.

The system adopted is called DNS-Domain Name System.

Each domain name consists of various levels. Taking as an example chosenname.it, "chosenname" is the second level domain, and ".it" the top level domain or TLD - Top Level Domain (also called extension) which can be of various types:
- **ccTLD** (country code top level domain), used by a state or a territorial dependency. It consists of two letters, for example "it" for Italy or "eu" for the European Union;
- **gTLD** (generic top level domain), generic top-level domains like *.com* or *.net*, composed of at least three letters. The extensions *.gov*, *.mil* and *.edu* are reserved for governments, armed forces and educational institutions.
- **new gTLD** (new generic top level domain) such as *.paris*, *.berlin*, *.xyz*, etc.

At the functional level, the operating model is based on 3 actors:
- **Registry:** approximately 70 people work in Registro.it

- **Registrar*:** sector operators accredited by the Registry that provide internet services, including registration and maintenance of a .it domain name. In Italy there are about 1200, of which on average 91% are Italian and 9% foreign. On average, 60% are located in the north, 23% in the center and 17% in the south.

Registrants: companies, organizations, associations of individuals who have obtained the assignment of domain names. In all, from 1987 to today, 3M .it domain names have been assigned (and over a million are companies).

The Registrar is an Internet service provider that has a contract with the Registry to manage .it domains. The Registry does not, in fact, directly register domains on behalf of end users. Each Registrar, in total autonomy, offers services of every level and price, from the simple registration of a domain name to the creation of websites, to the provision of Internet connectivity, to the provision of highly specialized services. Each Registrar independently establishes the costs of registration and maintenance of .it domains.

Figures and ranking

The ccTLDs are considered more stable over time than gTLDs. The latter are less preferred in Europe than the national domains. The new gTLDs have a limited market (13% of all gTLDs) and are used above all as "showcase" domains (on which a website is not developed), and are therefore more volatile than the other types of domain.

According to the latest **CENTR report** with data at the European/world level of May 2018:
- 59% of all European TLDs are made up of ccTLDs
- the rate of renewal of ccTLDs in Europe is on average 78%
- the rate of renewal of gTLDs in the world is 55%, with a decrease compared to the last report of 8%
- most of the new gTLDs are domains that do not have an "active" use

In Italy

Ranking: considering only the ccTLDs, Italy is in 10th place in the ccTLD world ranking and 6th within the European union, with **3.1 M .it domain names for 61M inhabitants**:
In 1st place we have obviously China (.cn). However, with a population of 1.4 billion inhabitants and 21 million domain names, it has a low density.
Germany (.de) has 82M inhabitants and 16M domain names, 5 times that of Italy.
The Netherlands (.nl) has 17M inhabitants and 6M doamin names, and so has twice the number of Italy even though it has a third of the population.
The number of.eu domains is about 3.8M for the total European population (743M, low penetration).

According to **data** gathered in May 2018, in Italy:
- .com has 35% of the market share
- **.it has 47% of the market share**
- other gTLDs (net, org, biz, mobi, info) 10% of the market share
- new gTLDs 2% of the market share
- other ccTLDs 6% of the market share

.it DOMAINS
Since the beginning of 2018* more than 270.870 new .it domains have been assigned.

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ITALIAN REGISTRANTS

Since the beginning of 2018* there have been more than 225,047 **Italian registrants: 45% is made up of enterprises/firms (**102,000), about 43% of legal persons (~98,000), 7% of freelance professionals (~15,000), 2.2% of non-profit organizations (~4,936) 1.2% of other subjects (~2,690), and 0.4% of public institutions (~1,026).

Non-Italian registrants are ~13,385 of northern Europe, ~5,000 from eastern Europe, ~23,102 from western Europe, ~3,584 from southern Europe, 4 from Africa, 51 from the Americas, 70 from Asia and 52 from Oceania.

ITALIAN REGISTRARS

As of 2018* Italian Registrars number around 1090. There are 120 non-Italian Registrars.

data collected 28/06/2018

Rate of growth of .it

The rate of growth of .it compared with the previous 12 months (06/2018 vs 06/2017) is 3.1%. The domain .fr (France) grew by 4.6% in the same period; .de (Germany) grew by 0.5%.
The highest growths rates among ccTLDs are for .se (Sweden, 18.7%), .al (Albania, 14.5%). .uk (United Kingdom, 12.7%) and .pt (Portugal, 11.1%)

Where could we arrive with this growth trend?
Looking for a moment at VAT holders - 8M in Italy, of which 6M are active - if everyone had to decide to grow in digital terms and adopt an .it domain name, this would certainly grow to higher figures, even surpassing the Netherlands.

The survey "*Digitale e web nelle micro imprese italiane*" (Digital and Web in Italian micro-enterprises) commissioned by Registro .it from the agency Pragma at the end of 2016, discovered that **33%** of Italian micro-enterprises do not yet have a domain name (of any kind) whereas **67% have at least one**. However, **of this 67%, 73% prefer .it to .com or others.** Nevertheless, 91% of the sample do not use the domain name as a modern means of carrying out e-commerce but simply as a showcase site for messages and email.

Renewals and cancellations

In 2017 .it had a renewal rate of around 86%, greater than the average of European ccTLDs, whilst cancellations in 2017 were at a rate of 12%.
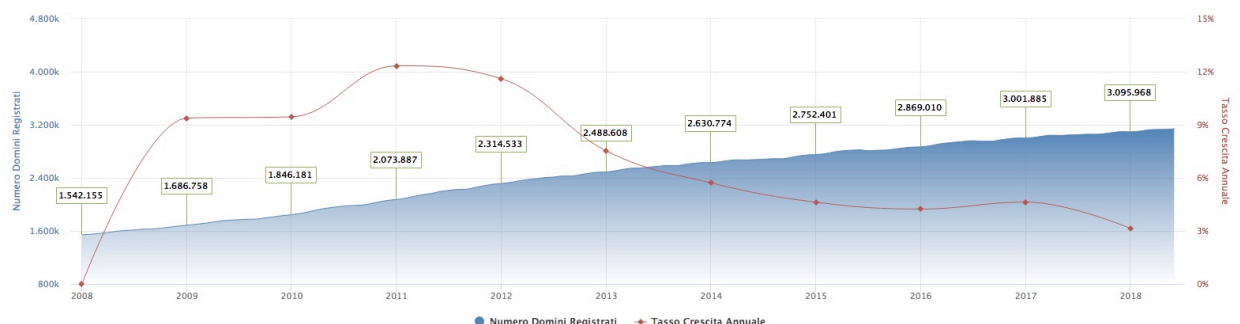
All information on the progress of registrations in .it (data updated in real time) are available in the <mark>Static</mark> (<mark>Statistics</mark>?) section

Internet diffusion in Italy
Trentino Alto Adige is the region with the highest penetration rate of the Internet but it is in Lombardy that the highest number of .it domains is registered and Milan the most virtuous province. These is the main evidence emerging from the **Analisi della diffusione di Internet in Italia 2017** (Analysis of the diffusion of the Internet in Italy 2017)* **carried out by Registro.it.** The research investigated the diffusion of the Internet through the analysis of .it domain names and the calculation of the Penetration Rate (PR)*, whose national average was equal to 296.19 per 10,000 people.

As of September 2017, **52.29%** of those registering a .it domain (Registrants) was made up of **firms**, 32.30% of legal persons, 8.23% of freelance professionals, followed by non-profit organizations (4.33%) and public institutions (1.30%). The remaining 1.56% was composed of other types of Registrants. At the level of macro area, the **North** leads the ranking with a PR of 347.96, equivalent to 53.91% of domains, moving up one place compared to 2012. The Centre follows with a PR of 343.10, equivalent to 23.22% and moves down a place compared to the last data collection. In third place is the South and islands, with a TP of 198.85, equivalent to 22.87% of domains, stable compared to 2012.

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