

*In the updated .it demographics less than one in four registrants is female.
South still follows the national average*

INTERNET, .IT SLOWS DOWN IN 2022: ONLY +0.50% FOR ITALIAN DOMAINS. REGISTRO .IT: "BUT THERE'S A GREAT POTENTIAL FOR GROWTH"

Data from the [Institute of Informatics and Telematics \(IIT\) of the CNR \(National Research Council of Italy\)](#) (CNR-IIT) technical body: "A physiological decline after the pandemic boom, which is also reflected at the European and global level; but for Italy, an increasingly digital future."

Pisa, 31 January 2023 - 475,768 new .it domains registered in 2022, for a total of 3,467,693 homegrown domains currently on the Web: **0.50% more than in 2021**. Inevitably a different result from that *pandemic effect* marking +2.24%, and as much as +4.20% in 2021 and 2020, respectively.

These are the data collected by the [Registro .it](#), a technical body of the [Institute of Informatics and Telematics of the National Research Council of Italy \(CNR-IIT\)](#) and registry of domains of Italian-branded names, which reports a **year of physiological stagnation** for the Italian web - also represented by the figure of new registrations, **down 13%** compared to 2021 - but also a **great potential for growth and development in the future**.

"We could say that the figures of Registro .it once again act as litmus test for current times, primarily from a social and economic point of view, not only in terms of innovation and technology", commented **Marco Conti, Head of Registro.it and Director of the IIT-CNR**. "The 2020 of lockdowns had been the year of the landing on the Net for those who relied on the Web to save their business or to start a new one; 2021 had been the resilient year, the year of confidence and relaunch. With these assumptions, after the boom of the last two years, 2022 could only be a year of physiological stagnation for .it: a fact that is also reflected at the European and global level ", adds **Conti**. "And yet, the growth potential of the Italian network is still very high, greater than that of many other European countries."

A similar trend, as added by Registro .it, had already been seen in the crisis years of 2008, when uncertainty and economic emergency - even then - had resulted in very low rates of .it presence on the Web, only to rise again from 2010-2011. For this reason, it can be assumed that this year's figure was *also* influenced by the **economic consequences of recent international events, including ongoing health emergencies, geopolitical crises, and spillover effects on consumption, business, and citizen spending around the world**.

"This stagnation is presumably also (not only) the result of the economic effects of the Russian-Ukrainian conflict", **Conti** comments, "For example, of the sudden increase in costs for individuals and especially for companies, which are forced to decrease their investments and make even drastic decisions to keep business afloat. But the potential of .it remains very high, and we are confident that 2023 will prove to be a breakthrough year for Italian domains and for the country's entire digitisation plan."

NEW REGISTRATION TRENDS: ALL DOWN, EXCEPT SELF-EMPLOYED FREELANCERS AND "FOREIGNERS"

Confirming a year of stagnation is also the general decline across the categories monthly monitored by **Registro .it**. In fact, breaking down the numbers, category by category, over the period **from January to October 2022**, it emerges how almost all sectors are decreasing: **registrations** attributed to **individuals** drop by **29% compared to the same period in 2021**; as do those related to **businesses (-14.7%)**, to **public entities (-13.9%)** and **non-profits (-14.5%)**. On a positive note, **self-employed freelancers (+3.1%)** confirmed themselves as a category responding to critical periods by relying on digital, as the +35% in 2021 had also shown in response to the 2020 closures. The

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unprecedented outsiders in 2022 are **registrations belonging to the “foreign” category**, i.e., new .it domains registered by citizens and organisations from other European Union countries or by companies with at least one office in the EU, which mark a monstrous growth of **66.7%** over the period covered by the study.

THE .IT POPULATION: OVER 40 AND MORE THAN THREE-QUARTERS MALE

Continuing to analyse the surveys collected by the Registro on the entire .it representation on the Web, another interesting fact emerges: of the absolute total of Italians who have registered a .it domain, **less than a quarter are women** (24.8% versus 75.1% of male representation). Looking at age, however, the **majority of those who have registered an Italian domain extension are in the 42 to 49 age group**, for both sexes.

THE ONLINE MAP OF THE COUNTRY: SOUTH AND ISLANDS STILL "TAIL-END" OF A DIGITAL ITALY

Also during the period covered by the survey, another piece of evidence that emerged from the data collected by Registro .it is that **Southern Italy and the Islands continue to be the "tail end" of a digital Italy**.

The IIT-CNR study examines the entire registry of Registro .it and calculates the index of Internet penetration in the country based on the penetration rate for each region and province, that is, how many .it domains are registered per 10,000 inhabitants. The survey highlights that **it is the North Central regions that have the highest penetration rate within the country, led by Trentino-Alto Adige, Lombardy and Valle d'Aosta**. Further down, instead, are the regions of the South and Islands, with **Basilicata, Sicily and Calabria at the bottom**. A very similar situation also applies to the provinces, where **it is Milan getting the record for penetration rate with 559 domains per 10,000 inhabitants**, followed by **Bolzano (495), Florence (462), Rimini (451) and Bologna (443)**. At the bottom of the survey, again, are the provinces of the South and the Islands, well below the national average (307) and occupying all the last ten positions with **Crotone (170), Caltanissetta (154) and Enna (146) last in the ranking**.

In fact, overall, **it is the North that has the highest penetration rate in the country on average with 384.9 domains per 10,000 inhabitants**, followed by the **Centre (378.1)** and the **South and Islands (236.4)**.

*Registro .it is the body responsible for the management of internet domains under .it suffix. The structure operates within the **Institute of Informatics and Telematics (IIT) of the National Research Council of Italy (CNR)** and is responsible for the assignment of domain names in the ccTLD (country code Top Level Domain). The IIT has the task of carrying out, promoting and enhancing research activities. Since 2018, Registro has managed the registration of **edu.it domain** names, reserved for Italian schools of all levels, both public and private. The main direct partners of IIT-Registro for the registration of **.it and edu.it domains** are the 1100 companies specialised in the supply of Internet services and in the management of all procedures on .it domains on behalf of third parties.*