

.it REGISTRY YEARBOOK 2010

.it REGISTRY • YEARBOOK 2010



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is a supplement of



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2010, the year of the two million

Domenico Laforenza

Director of the Institute for Informatics and Telematics
of the Italian National Research Council

2010 will be remembered in Italy as the year when the two millionth Italian domain was registered, thus confirming how real-time registration has led to a change in the market for dot it names. The Italian Registry, which is managed by the Institute of Informatics and Telematics of the National Research Council in Pisa, saw the number of registrations double in only five years after the first million, which itself had taken 17 years to reach.

The synchronous system was introduced on 28 September 2009 to work alongside and then replace the asynchronous system (which entailed faxing requests). Since its introduction, the monthly average of new domains has grown from 28,000 to more than 36,000. In fact in December 2010, 442,000 new domains were registered as compared with 339,343 in 2009 (a 30% increase) and 303,757 in 2008 (up nearly 50%).

Non-Italians have also increased their interest in Italian domains - by more than 20%. In the lead are German citizens with 43,099 dot it domain names, 72% more than the 25,102 of 2009. Germany is followed by Luxembourg: 27,614 domains in 2010 (similarly to 2009). In third place is Slovakia with 20,023 new names (about

6,500 more in 2010). The French, in fourth place, increased their number of registrations by almost 50% from 11,666 new domains in 2009 to 17,213 in 2010.

However in terms of the growth rate in re-



gistering dot it names, Switzerland is in the lead with an increase of 1,714%, from 561 in 2009 to 10,174 domains in 2010. The Swiss are followed by the Chinese with a 237% rise (from 343 to 1,155 names), the Netherlands (+132%, from 1,745 to 40,430), and in 2010 Denmark doubled the

number of names to reach 8715.

Even more evident is the trend for non-Italian Registrars, which almost quadrupled in 2010 (from 20 to 79).

As in previous years the domain market is extremely dynamic, despite the general economic crisis.

2010, as the "year of synchronous", will be

remembered as the year that drastically reduced the amount of paper sent to the Italian Registry. In fact, the domains assigned by faxes went down from 257,751 (2009) to 59,236 in 2010.

Faster and more efficient registrations are thus more environmentally friendly. In fact the synchronous system is part of the process of

how did it go?

the Registry's Communication Campaign: a preliminary assessment

The assessment has ended of the communication campaign of the Italian Registry of domains managed by the Institute of Informatics and Telematics of the National Research Council. The Registry set up a campaign to spread Internet culture and knowledge of Italian (dot it) domains. The campaign was publicized in national newspapers and magazines from October 2009 to April 2010, and over the Internet in September and October 2010, and was organized by an advertising agency - Light . According to the research institute Pragma Srl, the campaign proved highly effective in reaching its target audience: Italians in general and businesses. There was a clear preference for dot it domains; and the Italian National Research Council (CNR), a well respected public institution, was praised for its management of Italian domains.

The campaign was rated as effective by 68.8% of companies that remember it. Knowledge of the Registry has grown considerably (20.7% to 48%) and there was a very positive reac-



I domini .it sono affidabili perchè assegnati da una realtà istituzionale: il Registro.it dell'Istituto di Informatica e Telematica del CNR.

IL SISTEMA DI REGISTRAZIONE DEI DOMINI .IT È TRASPARENTE. A TUTELA DEI DIRITTI DEGLI UTENTI: UN RISULTATO DELL'IMPEGNO DEL REGISTRO.IT, CHE DA VENT'ANNI È L'ANAGRAFE UFFICIALE DEI DOMINI .IT.

IL REGISTRO.IT È GESTITO DA:
 

Per registrare il tuo dominio .it, anche in tempo reale, vai su www.registro.it e cerca le società autorizzate oppure scrivi a titoliretto@registro.it

Registro.it
L'ANAGRAFE DEI DOMINI .IT

the Italian government's digitization process, which is increasingly aware of environmental issues, energy saving and optimization of resources, in line with the new code of digital administrations and e-gov2012 plan promoted by the Minister Brunetta.

2010 thus closes with a healthy balance sheet, and good prospects are envisaged

for next year: the introduction of credit card payments for Registrars as well as the IDN (Internationalized Domain Name), which will allow domain names to be registered with the exact same name as the original person, company or brand (allowing, for example, domains with accented letters), all bode well for further growth in 2011.

tion to the Registry and the National Research Council, which is defined as being reliable/serious (61.3%), competent / efficient (30.1%), well known (36.6%), and enjoys an excellent reputation (26.9%). Among those who remember the content of the campaign, 36.2% stated that they learned information about dot it domains that they had not known before, especially in terms of reliability (16.3%) and the role of the CNR (8.4%). The preliminary data were confirmed both in terms of frequency of use of the Web and in terms of knowledge, characterization, image of dot it and ownership of an .it domain.

Around 69% of the Italian population gave the campaign a thumbs up, and those planning to get an Italian domain grew from 49.2% to 50.9%. This positive attitude comes from a good evaluation of the dot it domains in terms of them being associated with an Italian institution (23.1%), which is well known (15.4%) and competent (11.5%). Feedback on the new website of the Registry, which went live in July 2009 to coincide with the new regi-

Istantaneità

Oggi i domini .it possono essere registrati in tempo reale.

LA REGISTRAZIONE ONLINE OGGI SI AFFIANCA ALLA TRADIZIONALE PROCEDURA DI REGISTRAZIONE: UN RISULTATO DEL REGISTRO.IT, CHE DA VENT'ANNI È L'ANAGRAFE UFFICIALE DEI DOMINI .IT.

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stration system in real time, revealed that navigability is effective: 66% of visitors found what they wanted on the site as against 26% of visitors who were less satisfied (8% had surfed the site without having a specific purpose). Since the new site has been operative, the number of accesses has gone up by 29%, and page views by 25%.

Un segno sicuro di italianità in rete:
i domini .it, assegnati dal Registro.it.

I DOMINI .IT SONO LA SCELTA MIGLIORE PER CHI LAVORA CON IL MADE IN ITALY, PERCHÉ AIUTANO A RICONOSCERE L'ITALIA IN RETE. VENGONO ASSEGNATI DAL REGISTRO.IT, CHE DA VENT'ANNI È L'ANAGRAFE UFFICIALE DEI DOMINI .IT.

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Registro.it
L'ANAGRAFE DEI DOMINI .IT

registronline@registro.it'"/>

Senza un **sito .it** ai produttori italiani
manca qualcosa.

La visibilità su Internet inizia da un nome .it.
Visibilità per il Made in Italy. Un nome .it è un passaporto italiano nell'internazionalità della rete, che rende subito riconoscibile al mondo la qualità del nostro paese. Affidabilità. Un nome .it è assegnato dal Registro .it dell'Istituto di Informatica e Telematica del CNR, che da vent'anni è l'anagrafe ufficiale dei domini .it. Registrazione anche on line in tempo reale. Oggi un nome .it si registra anche on line, con più semplicità e velocità.

PER REGISTRARE IL NOME DEL TUO SITO .IT, ANCHE IN TEMPO REALE, VAI SU WWW.REGISTRO.IT E CERCA LE SOCIETÀ AUTORIZZATE OPPURE SCRIVI A registronline@registro.it

Senza un **sito .it** agli operatori turistici italiani
manca qualcosa.



La visibilità su Internet inizia da un nome **.it**.

Visibilità italiana. Un nome .it è un indicatore geografico preciso, un'etichetta Doc che comunica immediatamente il valore dell'origine italiana. **Affidabilità.** Un nome .it è assegnato da una realtà istituzionale: il Registro .it dell'Istituto di Informatica e Telematica del CNIR, con procedure trasparenti e mai anonime.

Registrazione anche on line in tempo reale. Oggi un nome .it si registra anche on line, con più semplicità e velocità.

IL REGISTRO.IT È GESTITO DA:



Registro.it
L'ANAGRAFE DEI DOMINI .IT

PER REGISTRARE IL NOME DEL TUO SITO .IT, ANCHE IN TEMPO REALE, VAI SU WWW.REGISTRO.IT E CERCA LE SOCIETÀ AUTORIZZATE OPPURE SCRIVI A registronline@registro.it

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manca qualcosa.



La visibilità su Internet inizia da un nome **.it**.

Visibilità e autorevolezza. Un nome .it può dare maggior impulso ai tuoi affari: i clienti ti troveranno più facilmente su Internet e la tua immagine risulterà più sicura e prestigiosa. **Affidabilità.** Un nome .it è assegnato dal Registro .it dell'Istituto di Informatica e Telematica del CNIR, che da vent'anni è l'anagrafe ufficiale dei domini .it.

Registrazione anche on line in tempo reale. Oggi un nome .it si registra anche on line, con più semplicità e velocità.

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Registro.it
L'ANAGRAFE DEI DOMINI .IT

PER REGISTRARE IL NOME DEL TUO SITO .IT, ANCHE IN TEMPO REALE, VAI SU WWW.REGISTRO.IT E CERCA LE SOCIETÀ AUTORIZZATE OPPURE SCRIVI A registronline@registro.it

2010 highlights

19 feb

The Registry launches Digital Natives, which targets high school students, in partnership with Current TV (www.registro.it)

25 Feb to 25 Apr

The Registry promotes the "Visibility" campaign, aimed at small businesses, in the top Italian magazines and in several national radio stations (radio rai and radio24)

9 Mar

The new version of the Technical Guidelines of the synchronous system is published on the Registry's public website and portal RAIN

29 Apr

A new version of DAS (Domain Availability Service) becomes available. The reply now includes "RESERVED" for domain names reserved for specific categories (cities, regions, gTLD names, etc.). It also includes "UNASSIGNABLE" for domain names that cannot be assigned under .it (internet.it , www.it , etc.)

17 - 19 May

The Registry has a stand at ForumPA to promote its new image and to publicize the start of synchronous registrations. The Registry organizes an event of the Forum "Communicating 2.0: from paper to bits" plus some seminars on domain names and digital natives.

8 June

Two computer rooms officially opened by the President of the Italian National Research Council, Luciano Maiani, for students in Onna, Pagani and San Gregorio, near L'Aquila. This was made possible thanks to the contribution of the Registry and of four maintainer and registrars groups (AHR, AIIP, Assoprovider, and AssoTLD) that represent most of the players who register Internet domains for third parties

1 July

The divestment of the Maintainer contract starts. As from 1 July 2010 it is no longer possible to sign a new Maintainer contract. The phasing out of the asynchronous registration system is scheduled

13 Oct

A new version is released of the public test platform: the EPP test server, the RAIN-NG portal and the Whois service are all updated. The change to the EPP server is the introduction of IDN (Internationalized Domain Names) on the test platform, which allows for the creation of domain names that contain special characters such as accented characters (UTF8 encoding). It now becomes possible to use "special" characters (not ASCII) of the Italian, French and German alphabets. The use of IDN does not include nameserver names and email addresses of contacts. In such cases, if it is necessary to relate an IDN domain name type, "Punycode" must be used which turns ASCII characters into the "special" characters

22 Oct

The two millionth dot it Internet address was activated by the Registry - light-stone.it - for a company in Acqualagna (Puglia) and it was registered synchronously in real time

10 Dec

The new contract that governs the relationship between the Registry and Registrars is published for 2011-2012. Following requests from organizations representing Maintainers and due to the fact that many Maintainers were still becoming accredited, the Registry prolongs the asynchronous system from 1 January 2011 until the end of April 2011

23 Dec

New versions are published of the Rules of assignment and management of dot it domain (version 6.1), along with the Technical Guidelines of the asynchronous system (version 1.6) and the Technical Guidelines of the synchronous system (version 1.3) that has been operating since 1 January 2011

.it and foreign countries



.it and the main European ccTLDs

Once again in 2010 the .it Registry was the fifth in the ranking of country code top level European domains. The top four were Germany (.de), the United Kingdom (.uk), the Netherlands (.nl), and .eu managed by the EURid Consortium.

COUNTRY	EXTENSION	No DOMAINS
Germany	.de	14,055,710
England	.uk	9,005,676
Netherlands	.nl	4,200,498
European Union	.eu	3,335,366
Italy	.it	2,048,384
Poland	.pl	2,003,119
France	.fr	1,900,814
Switzerland	.ch	1,524,488
Spain	.es	1,257,239
Belgium	.be	1,103,475

maintainers and registrars

There are 1673 Maintainers with contracts with the Registry compared to 2255 in 2009. The advent of synchronous registration resulted in an increase in the number of registered contracts, rising to 921 (102 in 2009). In 2010 the total number of contracts increased to 2594, an increase of 137, a sign of the growing interest in dot it domains. The maintainers are mostly Italians (94%), foreigners represent the remaining 6%.

non-italian maintainers

NATIONALITY	MAINTAINERS	% MAINTAINERS	DOMAINS REGISTERED	% DOMAINS REGISTERED
Italian	1,580	94.44%	848,106	96.38%
Non italian	93	5.56%	31,870	3.62%
Total	1,673		879,976	

Of non-Italian Maintainers, Germany has largest number of contracts (19) followed by the United Kingdom (16) which combined manage 40% of the total number (31,719). This trend is consistent with 2009, although the absolute numbers have generally decreased, due to the introduction of the synchronous system which has greatly increased the synchronous registrations.

		CONTRACTS		DOMAINS	
STATE		No	%	No	%
1	Germany	19	20,43	6.652	20,97
2	United Kingdom	16	17,20	6.057	19,10
3	Spain	8	8,60	1.197	3,77
3	Netherlands	8	8,60	1.143	3,60
4	Switzerland	7	7,53	398	1,25
5	United States	6	6,45	617	1,95
6	France	5	5,38	855	2,70
6	San Marino	5	5,38	755	2,38
7	Belgium	4	4,30	236	0,74
7	Sweden	4	4,30	5.004	15,78
8	Austria	3	3,23	2.661	8,39
9	Denmark	2	2,15	141	0,44
9	Ireland	2	2,15	249	0,79
10	Canada	1	1,08	4.725	14,90
10	Hong Kong	1	1,08	85	0,27
10	Liechtenstein	1	1,08	64	0,20
10	Norway	1	1,08	880	2,77

non-italian registrars

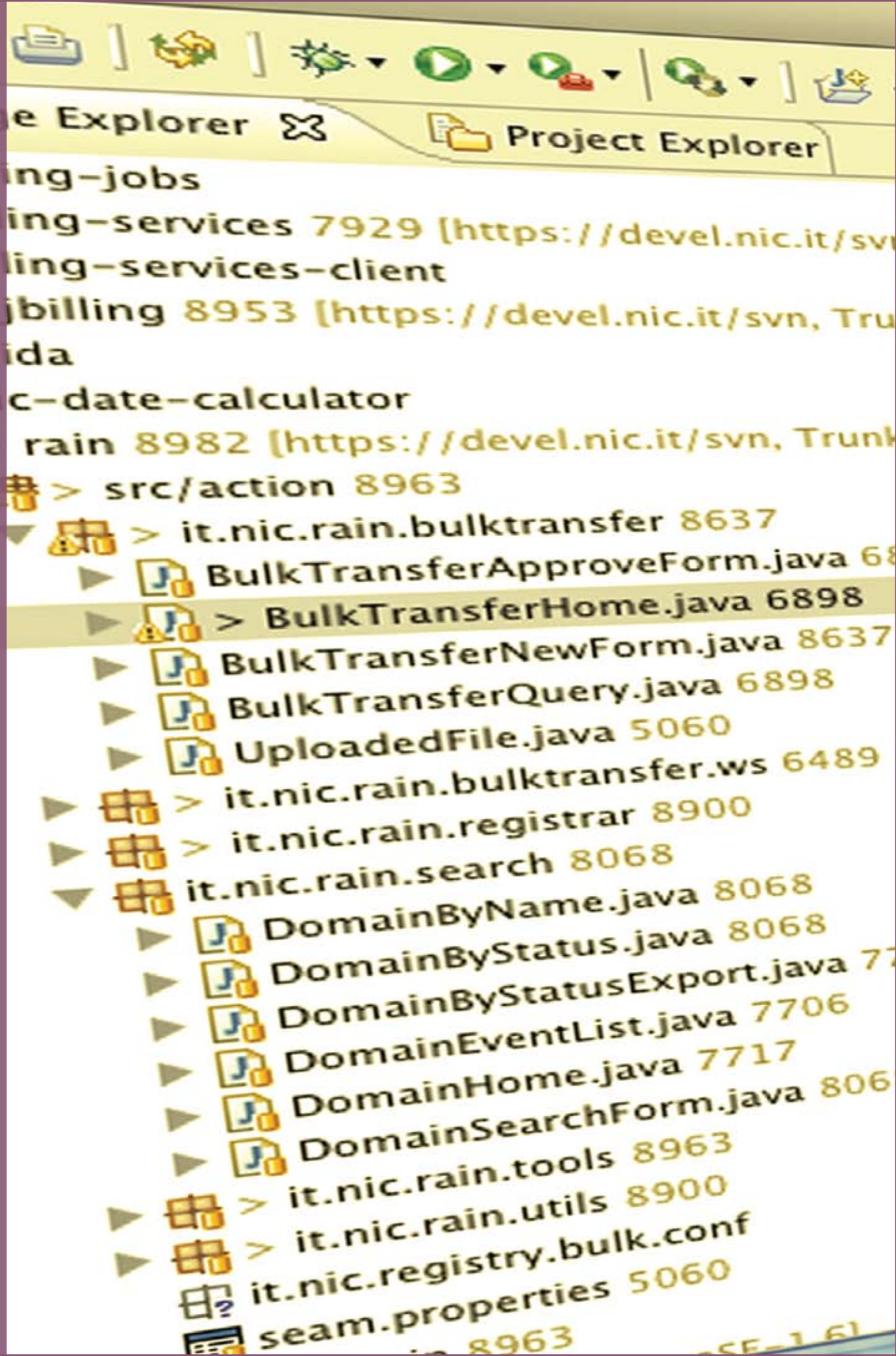
A total of 1,130,828 domains are now maintained under the synchronous system, of which 176,303 are managed by non-Italian Registrars, with a steady increase in numbers. There are 79 non-Italian Registrars (about 9% of the total), whereas non-Italian Maintainers only represent 6% of the total.

NATIONALITY	REGISTRARS	% REGISTRARS	DOMAINS REGISTERED	% DOMAINS REGISTERED
Italian	842	91.42%	986,395	83.88%
Non italian	79	8.58%	144,433	16.12%
Total	921		1,130,828	

STATE	CONTRACTS		DOMAINS	
	No	%	No	%
1 Germany	23	29.11	36,447	25.23
2 France	9	11.39	16,358	11.33
3 Netherlands	7	8.86	2,900	2.01
3 United Kingdom	7	8.86	889	0.62
4 Belgium	4	5.06	2,209	1.53
5 San Marino	3	3.80	609	0.42
5 Switzerland	3	3.80	9,776	6.77
6 Australia	2	2.53	3,335	2.31
6 Austria	2	2.53	4,879	3.38
6 Denmark	2	2.53	8,574	5.94
6 Sweden	2	2.53	304	0.21
7 Bahamas	1	1.27	3,014	2.09
7 Bulgaria	1	1.27	270	0.19
7 Canada	1	1.27	0	0.00
7 China	1	1.27	1,155	0.80
7 Cyprus	1	1.27	253	0.18
7 Czech Republic	1	1.27	18	0.01
7 Ireland	1	1.27	21	0.01
7 Liechtenstein	1	1.27	0	0.00
7 Luxembourg	1	1.27	27,614	19.12
7 Norway	1	1.27	0	0.00
7 Romania	1	1.27	1,405	0.97
7 Singapore	1	1.27	4	0.00
7 Slovakia	1	1.27	20,023	13.86
7 Spain	1	1.27	149	0.10
7 United States	1	1.27	4,227	2.93

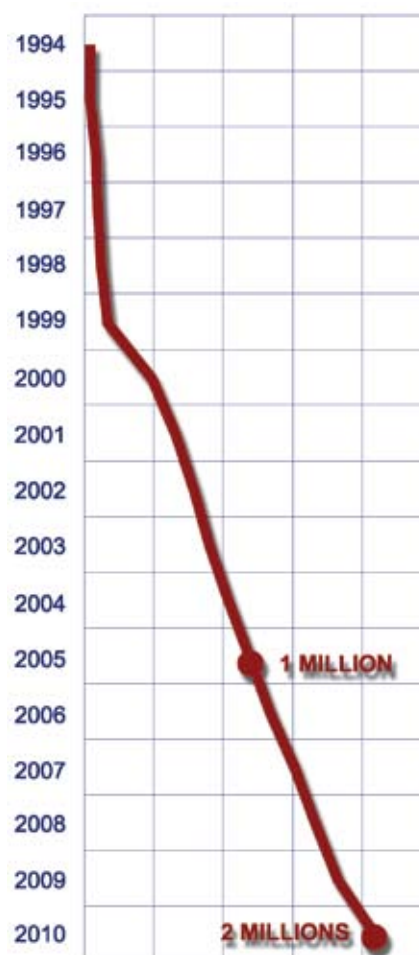
Once again, Germany has the largest number of contracts and number of names, followed by France, the Netherlands, and Belgium. The number of non-Italian Registrars more than tripled last year (20 at the end of 2009), a sign that the synchronous system has led many foreign operators to invest in dot it domains.

It is also significant that the same nation, while the Maintainer contracts decreased (e.g. for France the number dropped from 10 in 2009, to 5 of in 2010), the Registrar contracts increased (again for France it doubled from 5 in 2009 to 10 in 2010). There was a total number of contracts that was generally speaking on the increase (Germany up from 38 contracts in 2009, to 42 in 2010). Thus non-Italian operators too seem to have appreciated the synchronous system. In total, non-Italian Registrars handled 144,433 domain names as against 42,383 in 2009.



historical data regarding domains in the whois database

The graph shows the evolution of domain names in the Whois database since 1994. Between 1999 and 2000, the domain names grew by 319,194 thanks to the liberalization policy implemented by the Registry that allows legal entities to register an unlimited number of domains and registration is open to the public. Between 2001 and -2008 the trend remained constant with about 147,000 new registrations. The start of the synchronous system ensured that 2009 closed with an additional 159,000 new domains, and in 2010 a total of 269,312 new registrations were made. The graph also clearly shows a surge in names: it took 10 years to reach one million names, but only five to double that number. At the end of 2010 there were 879,976 names in the database maintained under the asynchronous system, and 1,130,828 maintained synchronously.

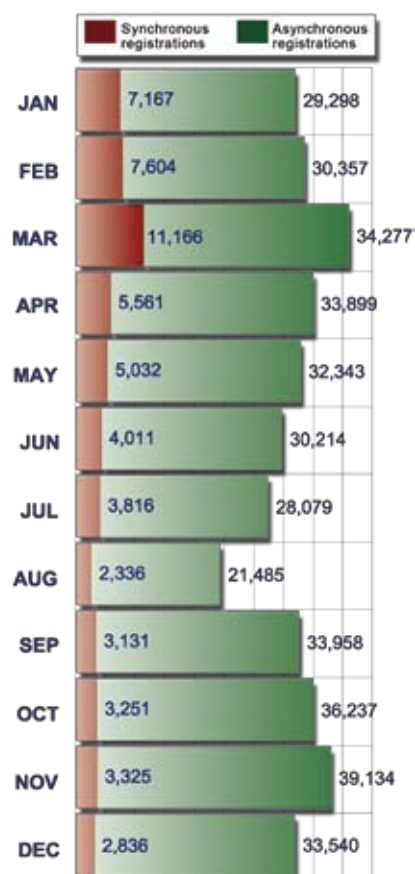


New asynchronous registrations	59,236
New synchronous registrations	382,821
Total	442,057

	NEW ASYNCHRONOUS REGISTRATIONS		NEW SYNCHRONOUS REGISTRATIONS	
	2010	2009	2010	2009
OCT	3,251	13,145	36,237	27,142
NOV	3,325	9,900	39,134	28,189
DEC	2,836	8,097	33,540	23,900

comparison of fourth quarter of 2010 and fourth quarter of 2009

Given that the synchronous system started on 28 September 2009 it is thus significant to compare the data on new asynchronous and synchronous registrations in the last quarter of 2009 and 2010. The data confirm a trend in line with data from the whole of 2010: a drastic reduction in asynchronous registrations and a non-linear increase in synchronous registrations.



registrations on a monthly basis (synchronous and asynchronous)

More than 442,000 new domain names were registered, confirming the growth of the previous year (339,000) with a consequent increase in the monthly average (36, 838). This confirms the popularity of the new registration system in the last quarter of 2009 (36,791), with an average increase of about 9,000 new registrations per month.

a comparison between new asynchronous registrations and unsuccessful attempts

The Registry received 96,054 requests for registration (in the form of LARs or eLARs) of which more than 59,000 were successful. Requests that were either incorrect or expired were mainly where the data did not align with those of the registration and these numbered 36,818 (38.33%).

NEW ASYNCHRONOUS REGISTRATIONS	INCORRECT OR EXPIRED	TOTAL
59,236	36,818	96,054

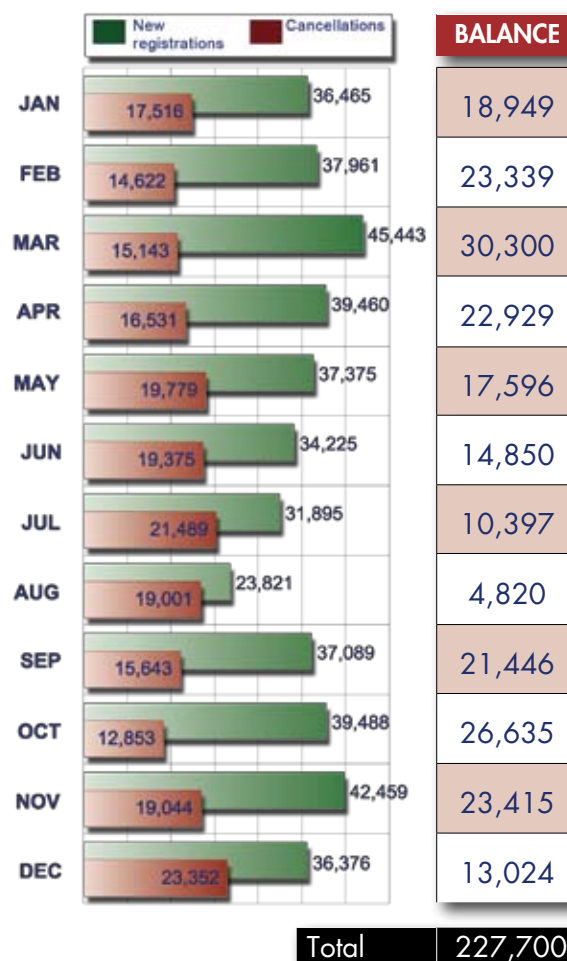
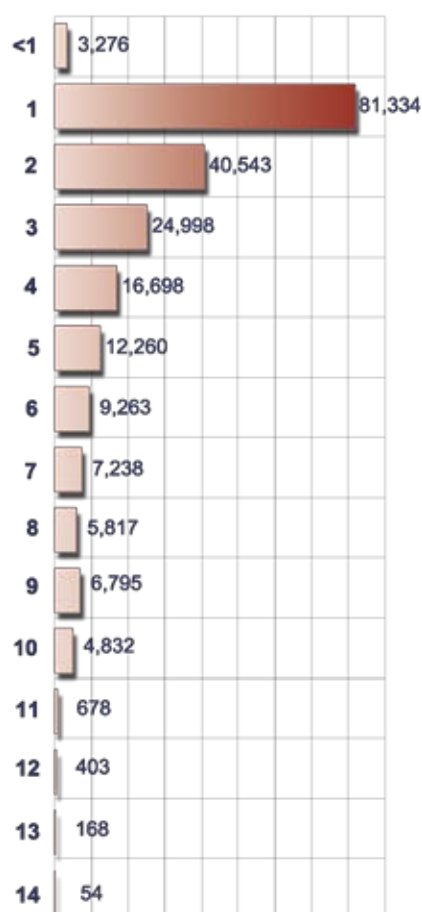
asynchronous cancellations

The domains that were deleted asynchronously amounted to 153,181. Of these, 97.86% were due to the expiry of the terms of the status of no-provider. Synchronous cancellations, as with the other main synchronous operations, are carried out directly by the Registrar.

	ASYNCHRONOUS		SYNCHRONOUS	TOTAL
	SU RICHIESTA	NO- PROVIDER		
JAN	170	14,878	2,468	17,516
FEB	156	12,303	2,163	14,622
MAR	342	11,249	3,552	15,143
APR	178	13,465	2,888	16,531
MAY	633	14,964	4,182	19,779
JUN	383	14,147	4,845	19,375
JUL	819	15,211	5,468	21,498
AUG	155	13,299	5,547	19,001
SEP	81	11,979	3,583	15,643
OCT	121	9,071	3,661	12,853
NOV	145	9,640	9,259	19,044
DEC	91	9,701	13,560	23,352
Total	3,274	149,907	61,176	214,357

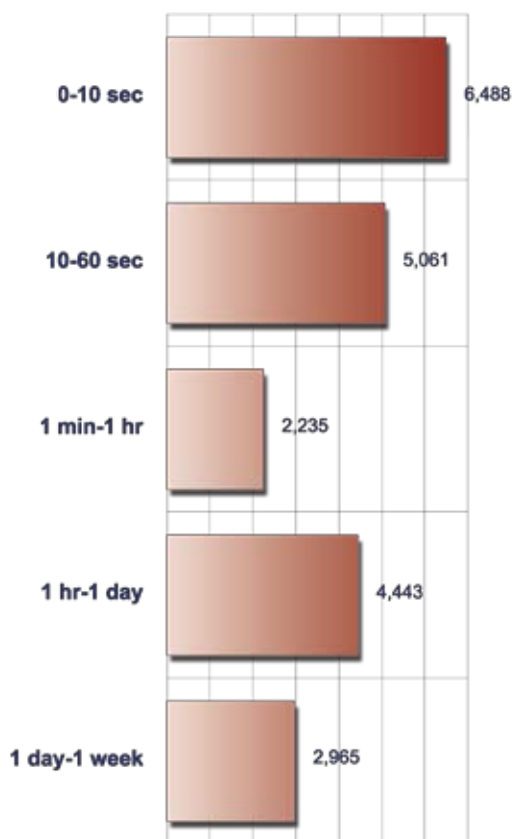
comparison of new registrations (both synchronous and asynchronous) and cancellations (synchronous and asynchronous)

A total of 442,057 new names were registered in 2010 and if deleted domains are subtracted (214 357), this gives a balance of 227,700 new registrations, in fact dot it domains are growing at a rate of 18,795 per month.



age of deleted domains

The graph highlights that more often the domain names that have been registered for one year (37.94%) or two years (18.91%) are cancelled, while domains that have been going for more than ten years are rarely cancelled.

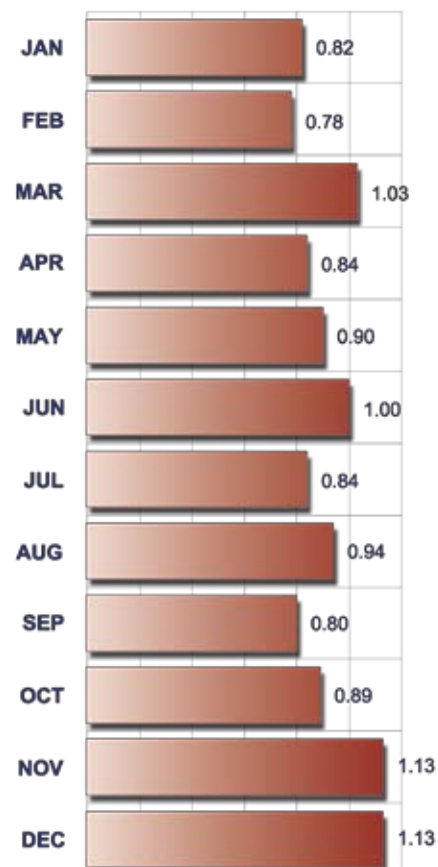


re-registrations

Re-registration is numerically the most significant within the first ten seconds of the cancellation. It is partly linked to the secondary market for names, which with regard to dot it domains currently has a relatively low impact, while it is much higher for the gTLDs (e.g. .com), and some ccTLDs (e.g. pl). One of the biggest operators in the secondary market affected more than 38,000 names in 2009 alone, which is equal to more than 60% of the international "market".

Average time (in days) for asynchronous registrations

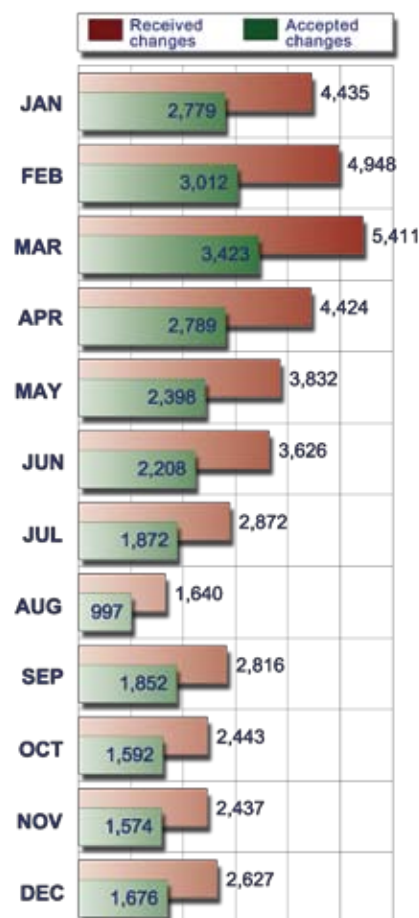
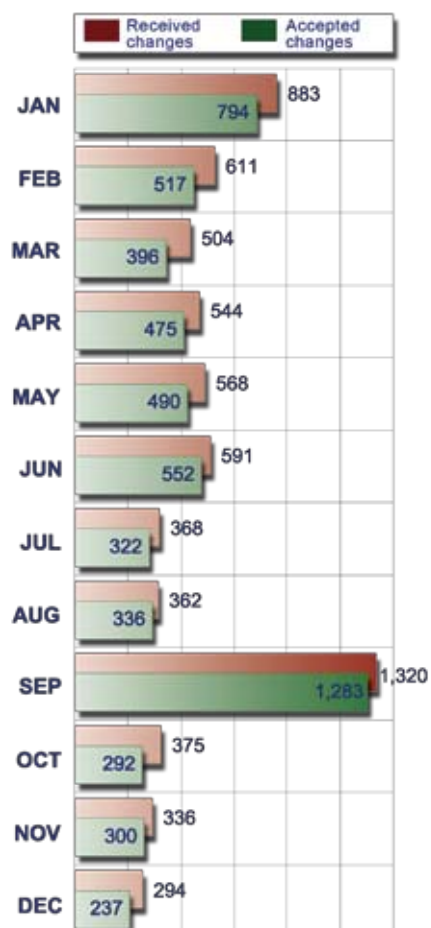
The average time for registration was reduced to less than one working day (0.93) for most of the year except during the months of March, June, November and December when it was slightly higher (1.13). However, this figure is now only a historical interest, since registrations are now all in real time.



change of maintainer (asynchronous)

There were 26,172 changes of maintainer carried out, about 63% of the 41,000 received. In any case, this figure is less than in 2009 when there were over 98,000 requests to the registry.

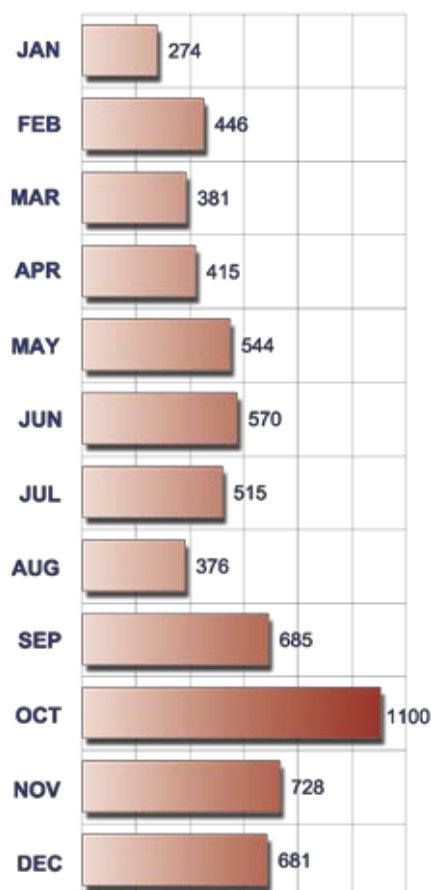
CHANGES MADE	CHANGES REJECTED	TOTAL CHANGES RECEIVED
26,172	15,339	41,511



change of registrant (asynchronous)

A change of registrant may or may not be associated with a change of Maintainer. In 2010 changes in registrant were approximately one third (5994) of those made in 2009 (18,140). The percentage of those rejected was approximately 11%.

CHANGES MADE	CHANGES REJECTED	TOTAL CHANGES RECEIVED
5,994	762	6,756



change of registrant (synchronous)

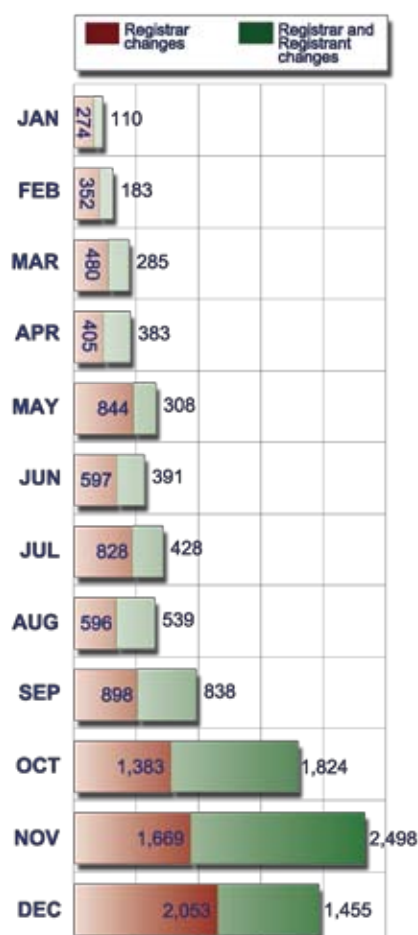
In 2010 there were 6,715 changes of registrant with an average of 559 per month. If this finding is related to the number of "synchronous" domains we get a percentage of the registrant changes equal to 0.59%, while for the asynchronous system this is slightly higher (0.68%).

change of registrar with or without change of registrant (synchronous)

In 2010 there were 19,621 changes of Registrar with or without change of registrant. Just under half related to change of Registrar, which is much lower than the same figure for 2009 relating to changes of Maintainer (62,707 successful out of nearly 100,000 requests).

There were around 16,000 changes of registrant, with or without changes of Registrar, slightly less than the same figure in 2009 - a total of 19,080 synchronous and asynchronous registrations.

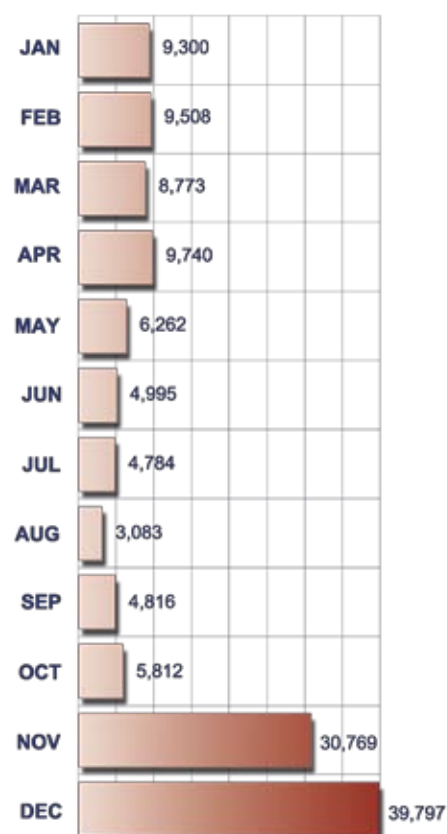
REGISTRAR CHANGES	REGISTRAR AND REGISTRANTE CHANGES	TOTAL RECEIVED CHANGES
10,379	9,424	19,621



hybrid changes between and Maintainers and Registrars with or without change of registrant

With the advent of the synchronous system and the phasing out of the asynchronous system, there were many transactions that involved Maintainers and Registrars. There were over 45,000 hybrid operations, most of them (37,541) to become Registrars, which bears witness to the gradual migration to the synchronous system.

	MNT to REG	REG to MNT	MNT to REG with registrant change	REG to MNT with registrant change
JAN	2,006	356	561	81
FEB	2,379	492	631	57
MAR	2,746	593	650	151
APR	2,828	648	674	114
MAY	2,501	612	745	68
JUN	2,266	588	861	81
JUL	2,407	532	560	100
AUG	1,403	318	359	70
SEP	2,134	601	708	96
OCT	2,760	548	609	83
NOV	3,180	610	634	65
DEC	3,364	613	575	83
Total	29,974	6,511	7,567	1,049



	2010	2009
Shifted in NO-PROVIDER	181,719	220,835
Recovered from NO-PROVIDER	2,912*	25,149
Recovered from REDEMPTION-NO-PROVIDER	26,866	18,503

* those that changed maintainer do not appear as recovered

simple changes (synchronous)

In 2010 there were 137,639 simple changes allowing maintainers to change some data in the Whois database. During November and December 2010 there was a massive update of contacts to facilitate migration to the synchronous system.

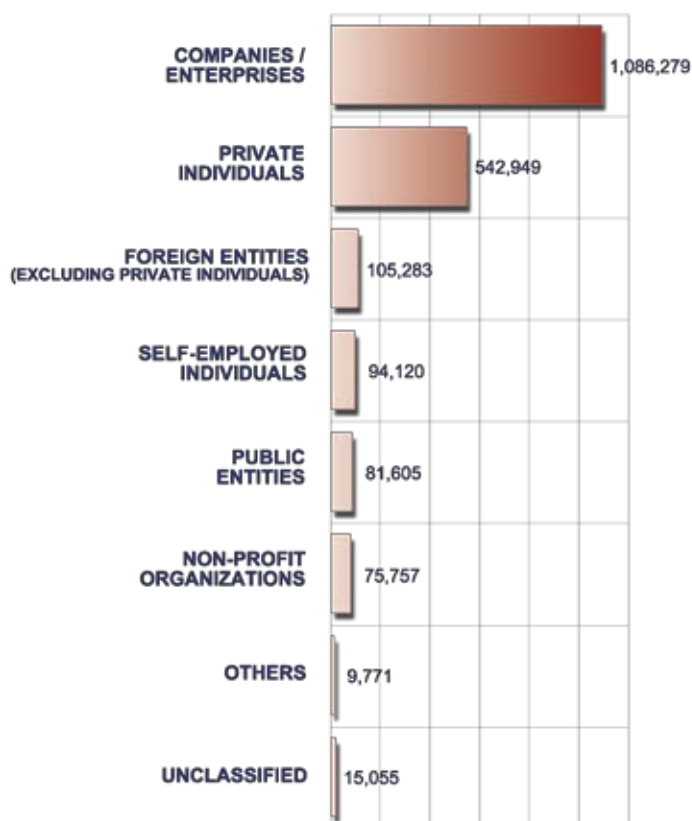
	CONTACT- UPDATE	DOMAIN- UPDATE- CONTACTS	DOMAIN- UPDATE- HOSTS	DOMAIN- UPDATE- STATUSES	DOMAIN- UPDATE- SIMPLE
JAN	2,979	1,957	14,427	897	3,536
FEB	3,354	4,149	34,433	317	834
MAR	3,271	3,495	43,487	234	1,042
APR	3,833	2,958	28,611	272	1,372
MAY	4,094	2,692	35,263	1,912	3,194
JUN	22,110	12,088	37,173	542	948
JUL	5,005	4,718	26,102	1,415	1,078
AUG	4,831	2,135	20,027	638	793
SEP	5,674	4,382	30,985	4,406	1,314
OCT	7,499	5,262	35,271	1,769	1,647
NOV	7,551	7,505	36,033	1,934	9,159
DEC	29,756	6,940	38,400	4,718	23,489
Total	99,957	58,281	380,212	19,054	48,406

simple changes (synchronous)

In total there were 605,910 simple synchronous changes.

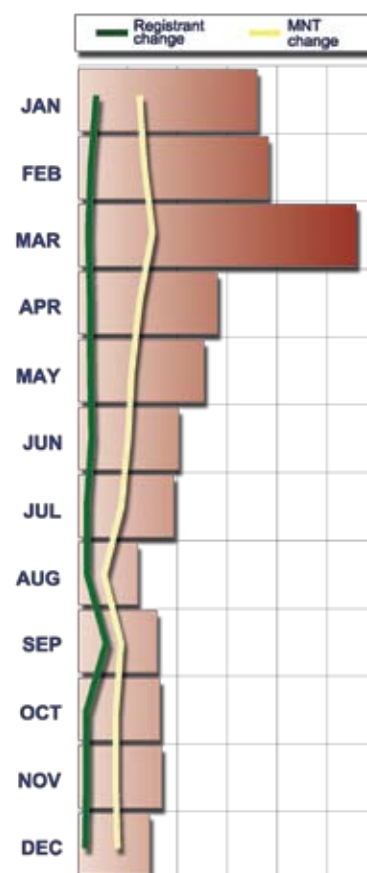
type of registrants

There are seven main categories of entities categorized by dot it name holders. A total of 54% of the domains were assigned to companies (1,086,279), followed by individuals who represent 27% (542,949) of all registered domains. The first three positions (companies, individuals and foreign entities) confirm data from previous years, while self-employed individuals climbed up to fourth position (fifth in 2009, and sixth in 2008). There was a considerable decrease, from 75,118 to 15,055, in domains that were not classified. This is clearly due to the introduction of the synchronous system.



comparison of new registrations, maintainer changes and registrant changes (asynchronous)

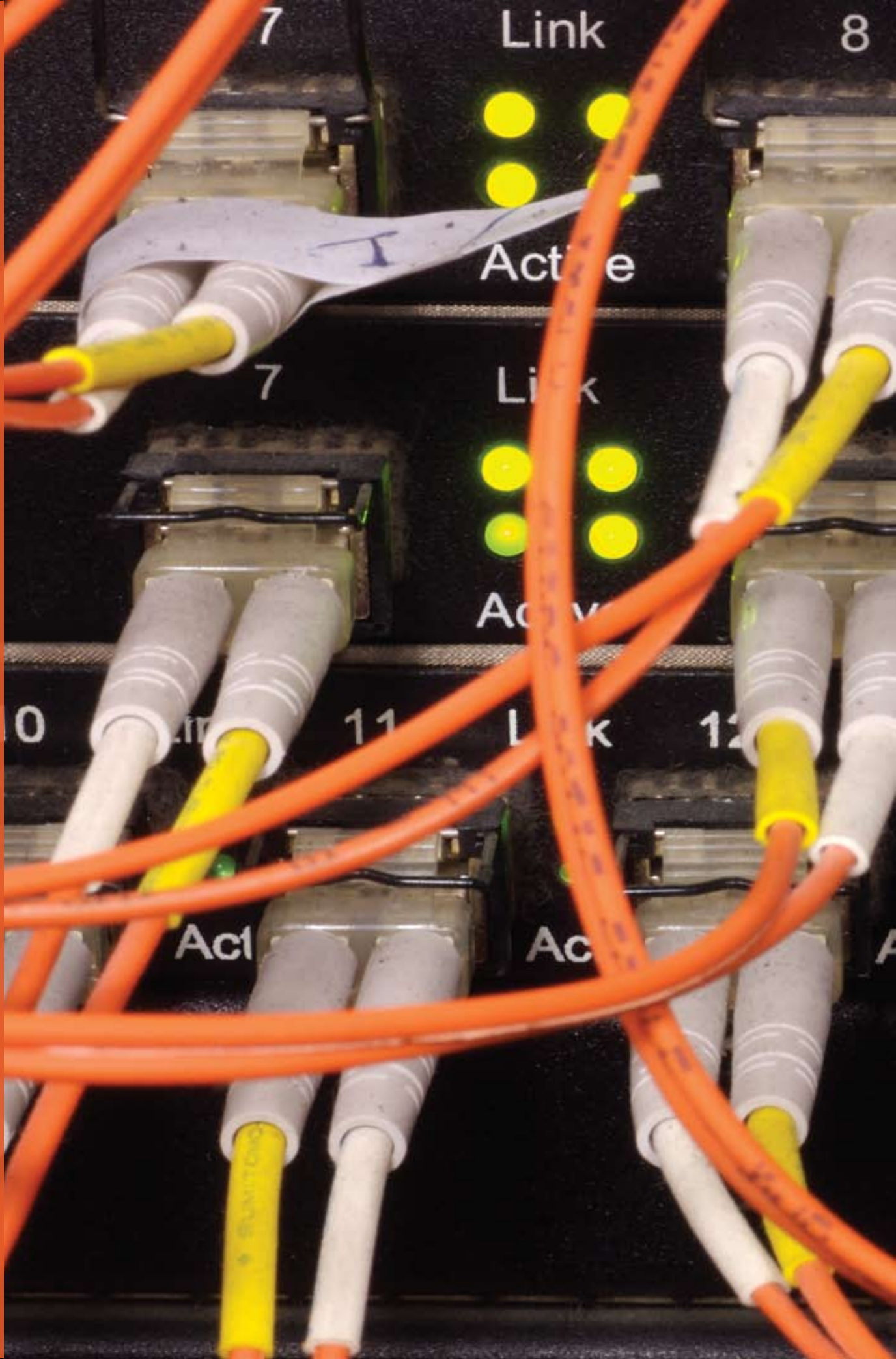
There were only 91,402 Maintainer changes and Registrant changes carried out in the asynchronous system. This was a massive reduction due to the shift to the real-time registration system. The operations carried out were only 27% of those in 2009 (338,598).



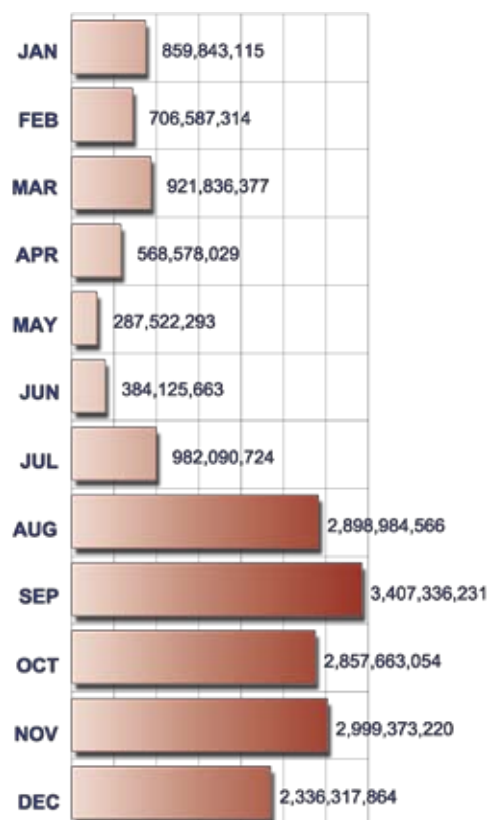
	SYNCHRONOUS		
	NEW REGISTRATIONS	REG CHANGES	REGISTRANT CHANGES
JAN	29,298	274	274
FEB	30,357	352	446
MAR	34,277	480	381
APR	33,899	405	415
MAY	32,343	844	544
JUN	30,214	597	570
JUL	28,079	828	515
AUG	21,485	596	376
SEP	33,958	898	685
OCT	36,237	1,383	1,100
NOV	39,134	1,669	728
DEC	33,540	2,053	681
Total	382,821	10,379	6,715

Main synchronous operations

In contrast to the asynchronous system, there were 399,915 operations successfully performed in real time (registration, Registrar change and change of Registrant). Synchronous and asynchronous operations totalled 491,317 against 421,269 for 2009, an increase of 16.63%.

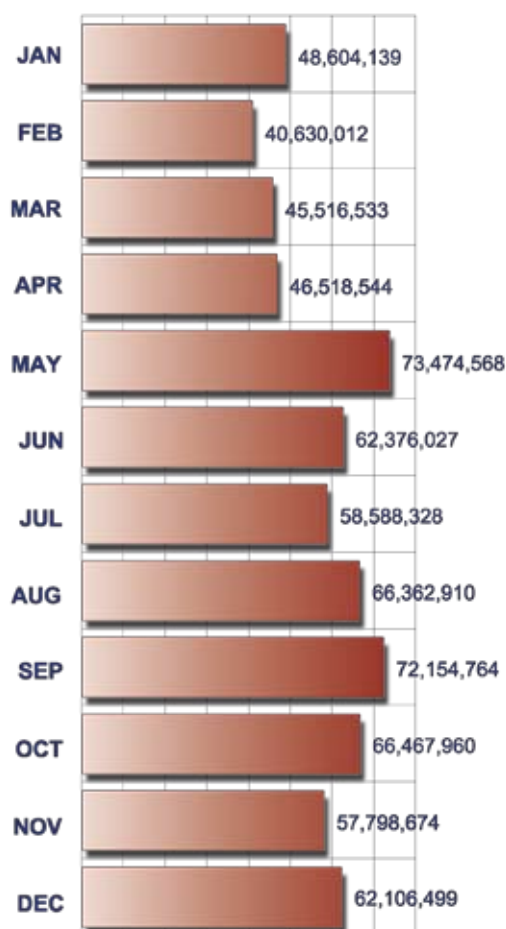


The Domain Availability Service (DAS) was introduced in March 2007 and in 2010 it had an average of over 1,600,000,000 queries per month, of which with a peak of over 3,400,000,000 in September. Queries about a domain name immediately tell the person making the query whether a domain is "Available" or "Not Available" to register. The information is very simple: it is characterized by the speed of response and by the unlimited number of queries that can be made.



	QUERIES	CLIENTS	DOMAINS
JAN	859,843,115	521	2,501,398
FEB	706,587,314	543	2,431,539
MAR	921,836,377	234	2,874,569
APR	568,578,029	248	3,085,634
MAY	287,522,293	307	2,461,666
JUN	384,125,663	702	2,695,006
JUL	982,090,724	321	3,824,445
AUG	2,898,984,566	378	3,448,041
SEP	3,407,336,231	296	4,208,478
OCT	2,857,663,054	286	7,665,602
NOV	2,999,373,220	301	19,970,251
DEC	2,336,317,864	1,068	38,186,739
Total	19,210,258,450	5,205	93,353,368

whois



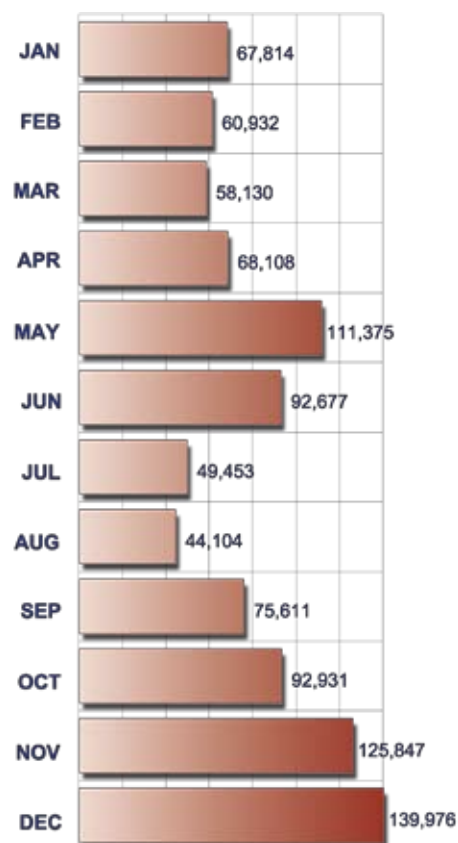
Queries to the whois service allow users to check whether a domain name is registered or not, and to obtain information and technical data for assigned names. The introduction of the new registration system had a positive impact on the service: the number of queries - 700 million as against 315 million in 2009 - more than doubled over the last year (+222%).

	QUERIES	CLIENTS	DOMAINS
JAN	48,604,139	581,829	3,364,218
FEB	40,630,012	550,267	3,376,938
MAR	45,516,533	715,466	3,868,977
APR	46,518,544	679,259	4,041,413
MAY	73,474,568	779,321	4,413,514
JUN	62,376,027	790,949	4,158,649
JUL	58,588,328	994,578	3,847,948
AUG	66,362,910	1,026,732	3,429,400
SEP	72,154,764	1,158,537	3,521,939
OCT	66,467,960	1,229,162	3,603,488
NOV	57,798,674	1,233,945	3,827,833
DEC	62,106,499	1,161,432	4,015,420
Total	700,598,958	10,901,477	45,469,737

whois authenticated

The authenticated whois service can be used to find all the information needed to perform a change of Maintainer, or a change of registrant of domain names. During 2010 there was a huge decrease in the number of queries by Maintainers, with a monthly average of 82,000 queries and an annual total that was not even a million.

	QUERIES	CLIENTS	DOMAINS
JAN	67,814	113	20,026
FEB	60,932	109	13,430
MAR	58,130	124	17,029
APR	68,108	122	17,296
MAY	111,375	126	20,499
JUN	92,677	126	24,892
JUL	49,453	129	14,942
AUG	44,104	119	13,545
SEP	75,611	128	23,182
OCT	92,931	127	24,392
NOV	125,847	129	56,607
DEC	139,976	124	67,730
Total	986,958	1,476	313,570



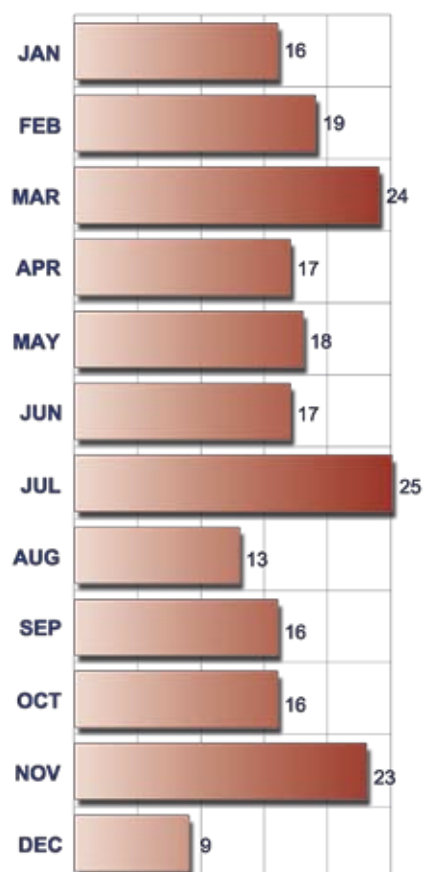
summing up

	WHOIS AUTH QUERY	WHOIS QUERY	DAS QUERY	TOTALE QUERY
JAN	67,814	48,604,139	859,843,115	908,515,068
FEB	60,932	40,630,012	706,587,314	747,278,258
MAR	58,130	45,516,533	921,836,377	967,411,040
APR	68,108	46,518,544	568,578,029	615,164,681
MAY	111,375	73,474,568	287,522,293	361,108,236
JUN	92,677	62,376,027	384,125,663	446,594,367
JUL	49,453	58,588,328	982,090,724	1,040,728,505
AUG	44,104	66,362,910	2,898,984,566	2,965,391,580
SEP	75,611	72,154,764	3,407,336,231	3,479,566,606
OCT	92,931	66,467,960	2,857,663,054	2,924,223,945
NOV	125,847	57,798,674	2,999,373,220	3,057,297,741
DEC	139,976	62,106,499	2,336,317,864	2,398,564,339
Total	986,958	700,598,958	19,210,258,450	19,911,844,366



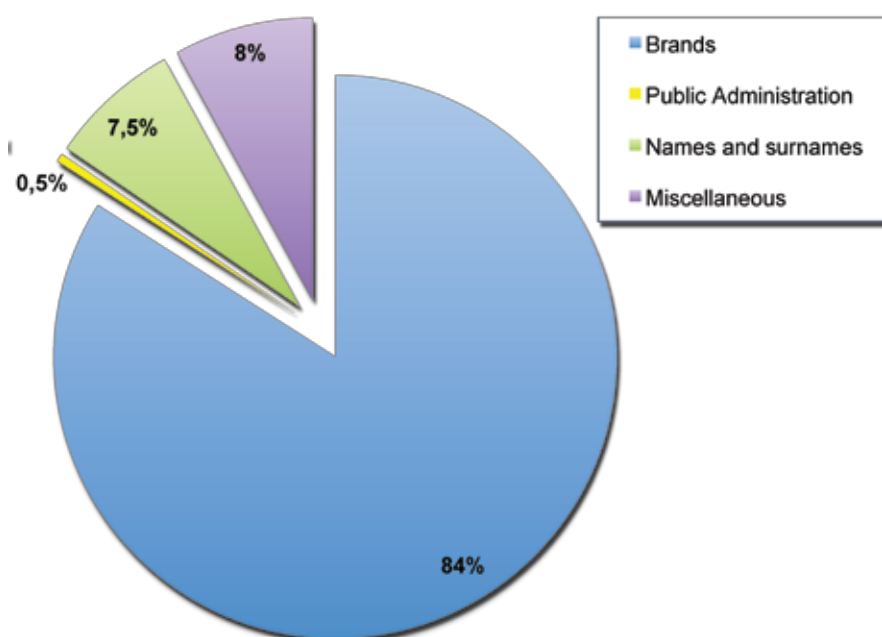
challenges

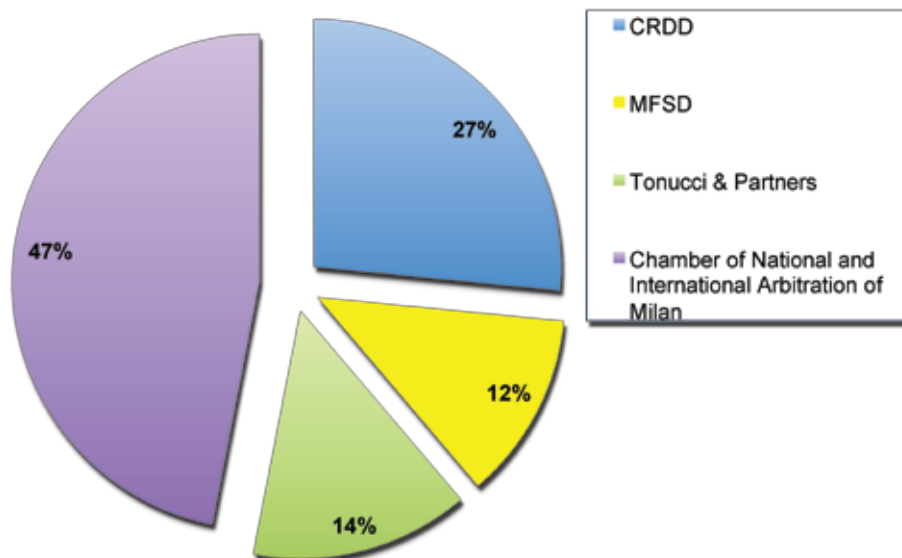
Compared to 2009 there was 13% reduction in the number of active challenges activated by the Registry - 213 in total. In any case this represents a very low level of challenges.



reasons for challenges

Brands (84%) were the main reason for domain names being disputed, followed by disputes relating first names and surnames (7.51%). The tendency to protect one's own trade mark or logo also on one's own domain name has become an increasingly common requirement.

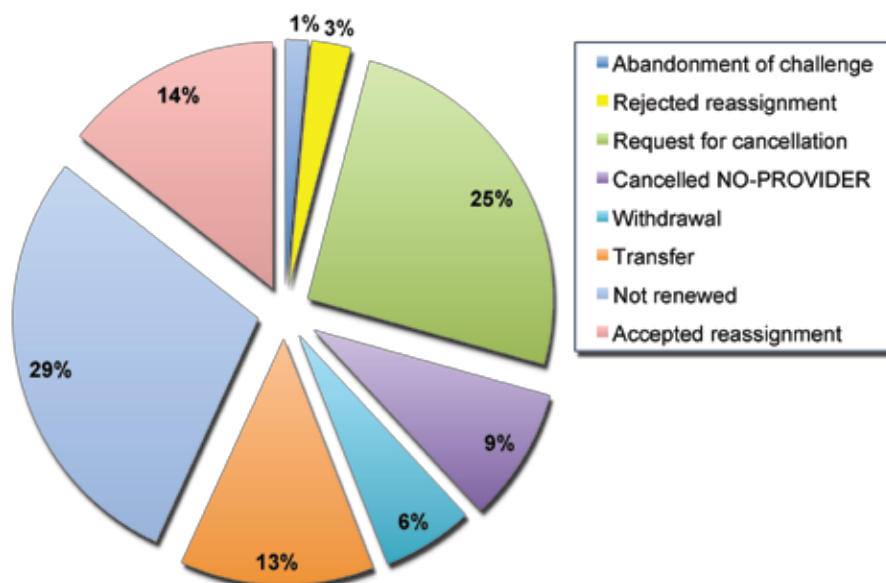




recovery procedures

The reassignment procedure is conducted by professional firms (called Service Providers of Dispute Resolution, PSRD) which are accredited by Registry and which verify that a domain has not been registered and maintained in bad faith. This procedure is exclusively for the re-assignment, or not, of a domain to the person who initiated the challenge. Compared to the previous year there was a 53% increase in reassignment procedures, which rose from 32 to 49. This type of procedure can be used to resolve a dispute over a domain name through out of court settlements, thus saving considerable time compared to a civil suit.

PSRD	NUMERO	%
CRDD	13	26.53%
Chamber of National and International Arbitration of Milan	23	46.94%
MFSD	6	12.24%
Tonucci & Partners	7	14.29%
Total	49	



resolution of challenges

The table highlights that the resolution of a challenge is due mostly to its revocation for non-renewal by the opponent (28%), and a request for cancellation (25%) for the disputed domain, but only 14% due to acceptance of its reassignment. Often, the cancellation is the result of a settlement between the parties, because it allows challengers to immediately register the name, since they have right of first refusal under open challenges.

outcome of reassignments

Compared to 2000-2009, in 2010 there was a significant decrease in the percentage of accepted procedures which dropped from 67% to 59%.

RESULT	2010	% 2010	2000-2009	% 2000-2009
Accepted	29	59.18%	313	66.74%
Rejected	6	12.24%	67	14.29%
Extinguished	8	16.33%	84	17.91%
Ongoing	5	10.20%	5 (since 2008)	1.07%
Archived	1	2.04%		
Total	49		469	

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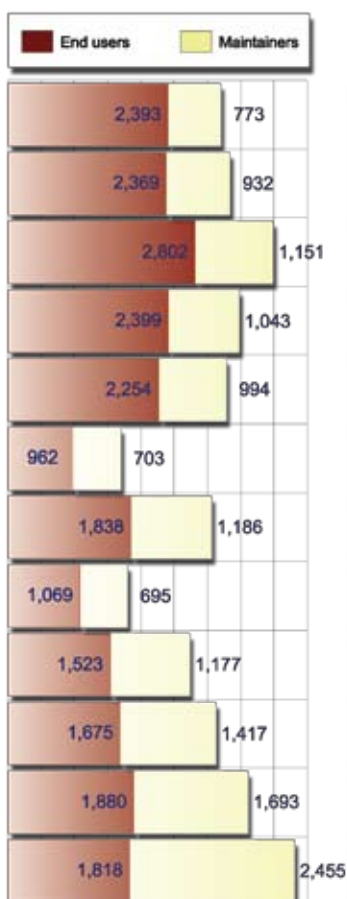
helpdesk

The Registry helpdesk is dedicated both to Maintainers / Registrars, who have a number reserved for them, and to end users. Over 37,000 phone calls were dealt with, representing a decrease of 40.82% over the previous year (62,862 in 2009). This

sharp decline is due solely to fewer calls by end-users (which dropped sharply by 56%), while the number of calls from operators increased significantly (from 10,637 calls in 2009, to 14,219 in 2010, an increase of 33.67%). The process of automation introduced by the synchronous system is behind this effect: requests no longer concern procedural aspects related to receiving and managing faxes (which represented most of the help desk's work for end users), instead they relate to technical issues of interest to Registrars.

	CALLS	TOTAL TALK TIME
End users	22,982	1,105:40:04 hh:mm:ss
Maintainers/Registrars	14,219	929:35:22 hh:mm:mm
Total	37,201	2,035:15:26 hh:mm:ss

	CALLS	END USERS		MNT/REG	
		AVERAGE LENGHT	AVERAGE WAIT	AVERAGE LENGHT	AVERAGE WAIT
JAN	3,166	2'44"	00'28"	03'57"	01'11"
FEB	3,301	2'49"	00'21"	03'50"	00'59"
MAR	3,953	2'46"	00'22"	04'14"	01'27"
APR	3,442	2'57"	00'23"	03'44"	00'59"
MAY	3,248	2'55"	00'29"	03'37"	00'51"
JUN	1,665	2'44"	02'15"	03'58"	01'06"
JUL	3,024	2'51"	00'22"	03'53"	00'53"
AUG	1,764	3'04"	00'12"	03'59"	00'36"
SEP	2,700	2'48"	00'16"	03'50"	00'59"
OCT	3,092	2'44"	00'22"	04'08"	01'03"
NOV	3,573	2'57"	00'26"	04'31"	01'25"
DEC	4,273	2'48"	00'18"	04'03"	01'56"

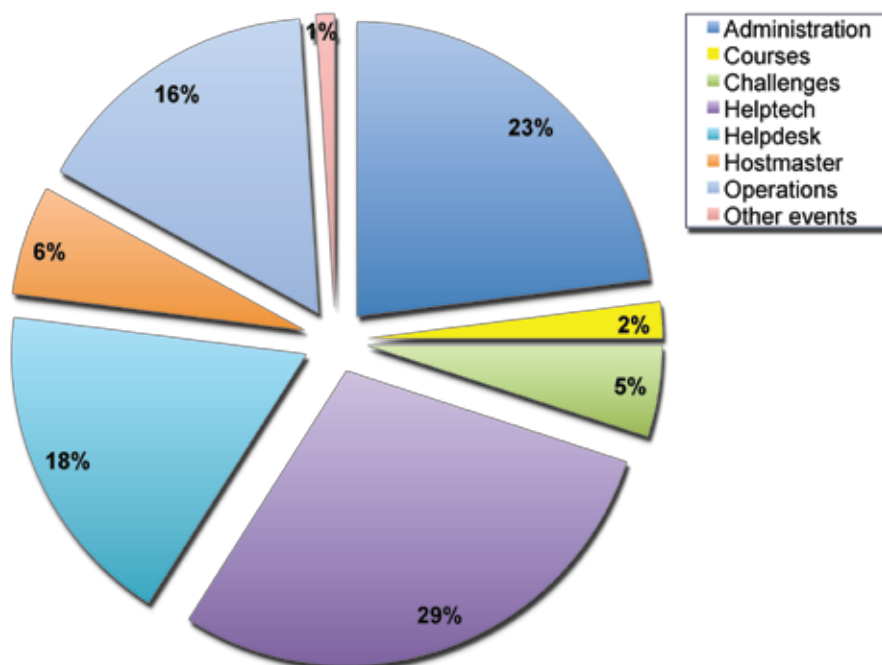


email

TYPE	EMAILS
Administration	6,907
Courses	682
Challenges	1,350
Helptech	8,551
Helpdesk	5,420
Hostmaster	1,903
Operations	4,771
Other events	132
Total	29,814

The helpdesk via email service replies to emails received both from the Maintainers / Registrars and from end users. Emails are handled with a ticketing system (OTRS - Open source Ticket Request System) and are all sent to hostmaster@nic.it and info@nic.it. The hostmaster sorts the emails by type: administrative (administration), technical (helptech), legal (challenges), operational (operations), external relations, training, events (helpdesk). In 2010, 29,814 emails were handled - up 16% on 2009.

The helpdesk is also responsible for dealing with requests sent by post.



training

No OF COURSES	No OF ATTENDEES	No OF PARTICIPANTS
12	597	464

The Registry organizes courses for Maintainers and Registrars on various technical topics. Twelve courses were organized in 2010 - more than half were on synchronous registration which was a particularly hot topic in 2010.

The courses were attended by 464 people from across Italy with an increase of over 45% over the previous year, thus highlighting great interest in the topics covered.

LOCATION	DATE	COURSE	ATTENDEES
Milan	Mar 18	Synchronous registration: operational and legal aspects	60
Milan	Mar 19	Synchronous registration: technical aspects for Registrars	68
Ferrara	May 13 to 14	Email	21
Bari	June 9	Synchronous registration: operational and legal aspects	23
Bari	June 10	Synchronous registration: technical aspects for Registrars	19
Bari	June 11	Legal Issues	17
Rome	June 30 July 1 to 2	CMS in the evolution of the Web	16
Elba	Sept 9	Synchronous registration: operational and legal aspects	46
Elba	Sept 10	Synchronous registration: technical aspects for Registrars	52
Rome	5 to 8 Oct	Computer Security	17
Pisa	Nov 3	Synchronous registration: operational and legal aspects	62
Pisa	Nov 4	Synchronous registration: technical aspects for Registrars	63

