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QUARTER

Four-monthly online journal
about news, events and
numbers of Registro .it

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(Operations and Registrars Services Unit)

EDITED BY

External Relations, Media, Communication and Marketing Unit

Via G. Moruzzi, 11-56124 Pisa

tel. +39 050 313 98 11

e-mail: info@registro.it - website: www.registro.it

HEAD OF REGISTRO .IT

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Strategies, identity and security for the future of the Network

by **Francesca Nicolini**

The focus of the central quarter of the year has always been the Internet Festival (IF). The national event dedicated to the Internet, which was held in Pisa from 9 to 12 October, and which every year explores the most relevant topics related to the world of the Internet and its social implications, attracting experts in the field, enthusiasts and curious.

This year, the Pisan festival marked the launch of Registro's new social campaign, with two original events included in the Festival's official program. The first was dedicated to the ".it Factor" initiative, the distinctive element that defines our Italian identity and showcases brands worldwide through the stories of three micro influencers who highlighted innovation, authenticity, and Made in Italy. The second event kicked off the first episode (of the five scheduled) in a LinkedIn live streaming series aimed at businesses and professionals, focusing on key topics such as websites, domain names, and emerging technologies, with contributions from journalists, technology and AI experts, as well as specialists from Registro and Registrars. The new campaign, articulated on different social channels and aimed at different age groups, aims to enhance the .it domain as a symbol of Italianness in digital, promoting - with a contemporary and renewed language - the culture of a recognisable, solid and proprietary online presence.

Today, having an online presence is no longer just an option: it's a fundamental part of our identity. Establishing yourself on the web now means shaping a clear and authentic digital identity. For this reason, the social campaign is a project designed to speak to different



audiences, using different languages: from small and medium-sized enterprises and freelancers looking to grow online and seeking effective tools for visibility, to innovators, digital artisans, and Italian citizens who see the digital space as a place to express their uniqueness and pursue their ideas.

This campaign aims to inspire - by telling stories of Made in Italy - but also to inform, with the help of experts and Registrars, showing how a domain name can become a key tool for standing out online. From emerging technologies, such as artificial intelligence, to the importance of digital security, from practical tips on choosing an effective domain name to understanding how a domain can boost visibility, trust, and credibility, Registro aims to guide both businesses and individuals in navigating the challenges of the digital future with greater awareness.

Before this autumn initiative, the Registro .it had already started a path in continuity with previous communication activities, aimed at companies and professionals interested in building their own digital identity to strengthen their online presence. After the first stop in Bari, on the occasion of BTM (Business Tourism Management), the second was at the WMF (We Make Future) in Bologna, which featured digital specialists, journalists, AI experts, Registro .it representatives and some Registrars, in an event dedicated to the future of websites, online research in the era of artificial intelligence and on digital visibility strategies. During the meeting, the most significant changes related to AI adoption were analysed, with a focus on the impact these tools are having on marketing, SEO, and research experience.

Despite this evolving scenario, the website remains a key point of reference: a proprietary, independent digital space where companies and professionals can assert their identity, manage content and build direct relationships with their users.

In the middle quarter of the year, there was no lack of the usual commitments of the Ludoteca, which participated in the 2025 edition of the 'Children's Film Festival' by Giffoni, as part of the initiatives promoted by the Safer Internet Centre (SIC) – Connected Generations. As a member of the Advisory Board of the SIC, the

Ludoteca participated in the event's thematic tables, dedicated to topics of great relevance: rights, education and digital skills; privacy and data protection; and 'onlife' emotions and relationships.

As usual, the Registro took part in technical, legal and communication tables promoted by international reference bodies – including CENTR, ICANN and others – to monitor the



evolution of ccTLDs (Country Code Top Level Domains) and gTLDs (Generic Top Level Domains) and to monitor technological developments, regulatory, operational and marketing. In particular, the team of the Registro's Systems and Technological Development Unit participated in the CENTR Jamboree 2025, an experience of comparing and sharing expertise between European registries, on different topics. During the meeting, a number of key themes for the future of the European DNS emerged: artificial intelligence with a primary role, with applications ranging from automating register operations to predictive analysis to prevent domain name abuse. Cybersecurity has been confirmed as a priority, with particular attention to the implementation of the NIS2 Directive and the need to ensure the accuracy of registration data: a topic already addressed by the Registro .it during its annual meeting last April.

A large space has been dedicated to the DNS abuse phenomenon, addressed also thanks to AI-based tools such as the Registro .it READS system. Other key topics included domain renewal strategies, evolving market dynamics, and collaborative security management, with practical exercises such as simulating a ransomware crisis and launching new task forces and workgroups.

Finally, the issues coming from the European Union and recent initiatives to strengthen cybersecurity and data protection are very interesting, highlighting the difficult balance between regulatory simplification for businesses and the need to increase resilience against increasing threats, such as risks related to quantum computing and regulatory fragmentation.

As for ICANN, however, a timely analysis of the role of domain names in online financial crimes comes in, highlighting how the international body and its DASC committee promote collaboration, good practices, and shared tools among national Registries (ccTLDs), to prevent and mitigate abuses such as phishing and scams, in a context where cybercrime is growing rapidly and requires a globally coordinated response.

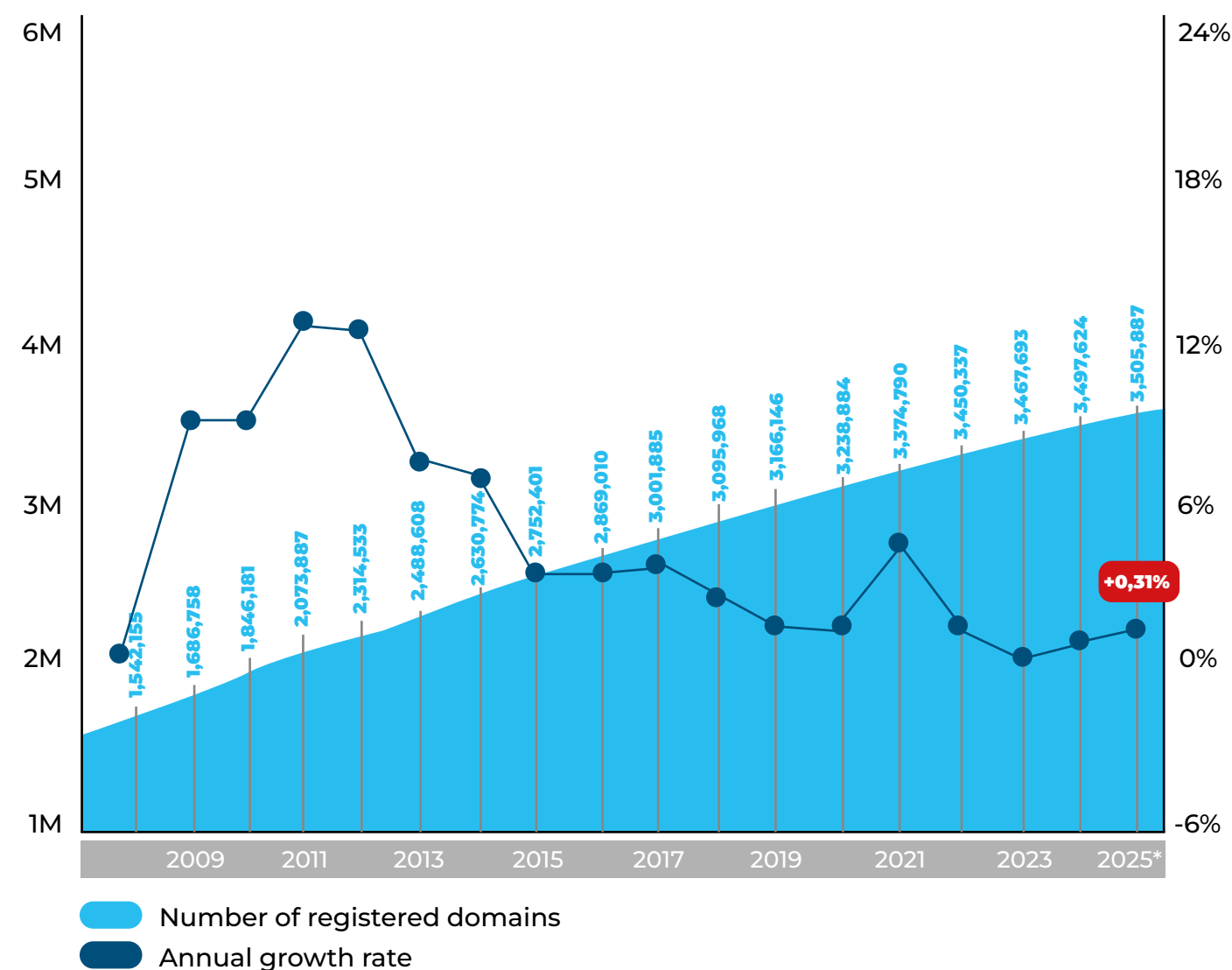
Enjoy the read!

Q2

QUARTER

Annual growth of .it

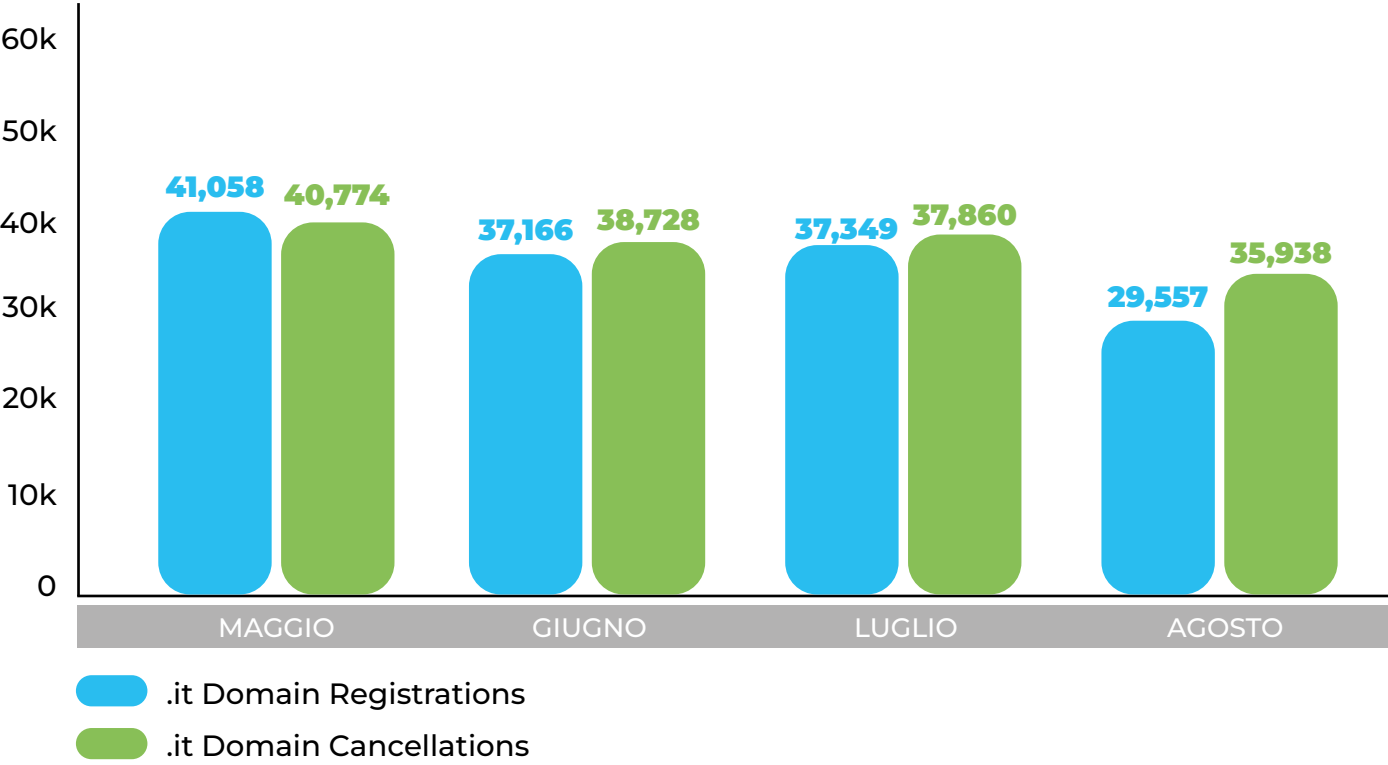
At the end of the second quarter of 2025, the total number of .it domains amounts to 3,505,887, marking a +0.31% increase (+10,853 domains) compared to the end of 2024. This percentage, compared to the same period last year (-0.46% compared to the end of 2023), is significantly higher and in line with the trend recorded in the first four months of 2025.



* Combined data from Jan–Apr and May–Aug 2025

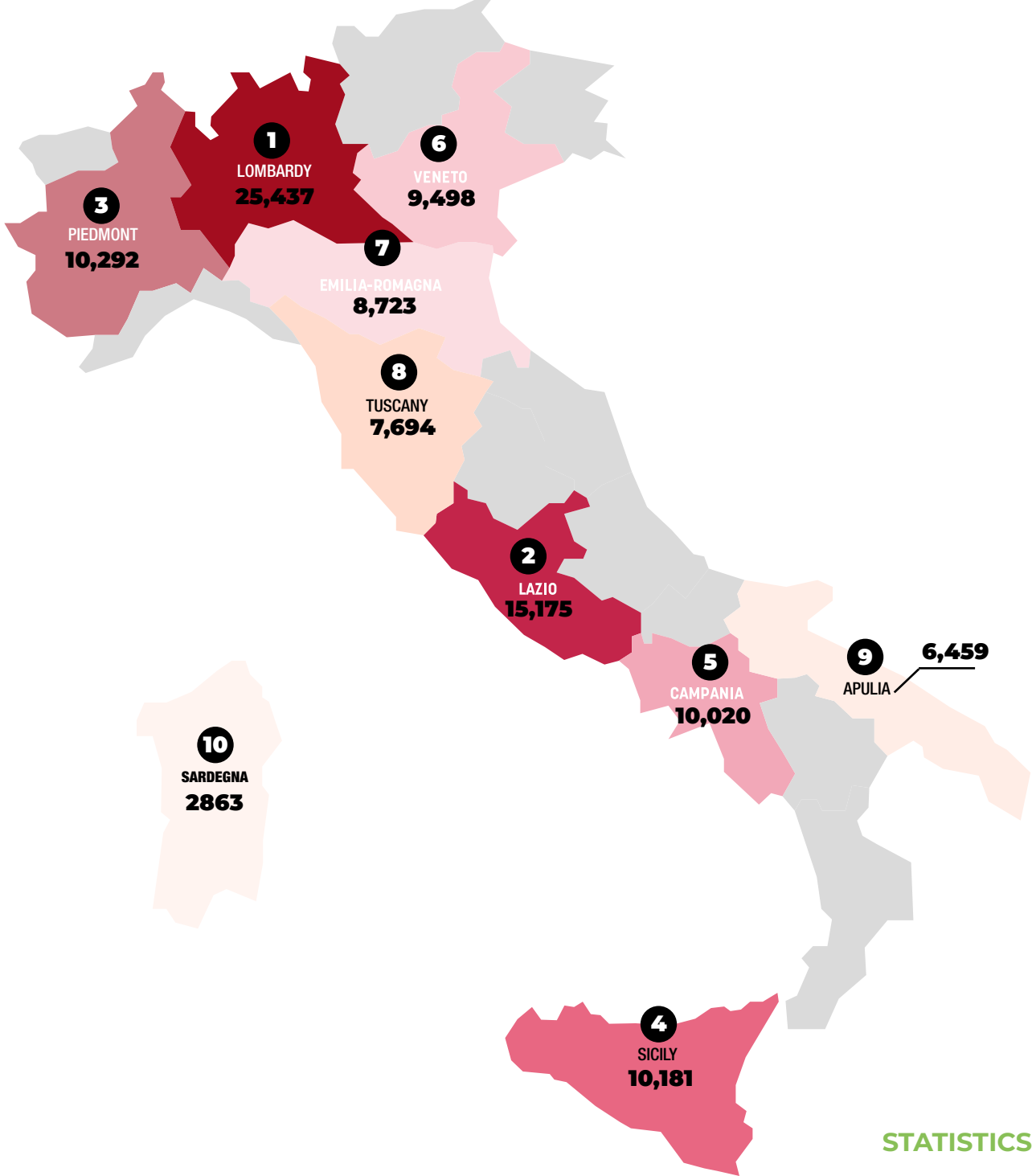
Four-month of .it

The analysis of the trend in registrations of .it names of the second quarter of 2025 shows, in general, that new registrations (over 145,000) are significantly higher in number than in the same quarter of last year (almost 134,000). It should be noted that during the reference period of 2025, the number of cancellations exceeded the number of new registrations by more than 8,000 domains, compared to more than 16,000 in the same period of 2024. In the second quarter 2025, therefore, compared to last year, there is a decrease in the difference between the number of cancellations and new registrations.



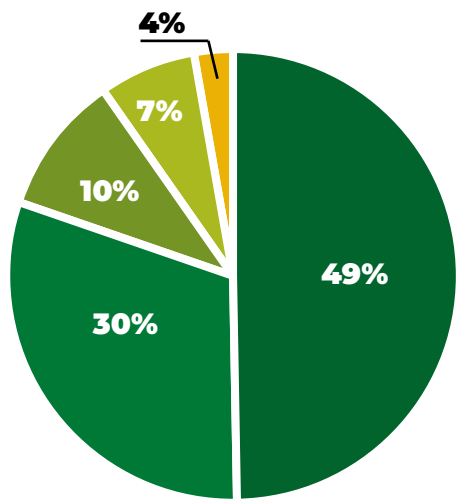
The top 10 regions with the highest number of .it domains

From May to August, Lombardy reconfirmed itself in first position in terms of registrations of new domains, with a constant percentage of 20%, while Lazio decreased by one percentage point, reaching 12%, compared to the same period in 2024. Good performance by Piedmont that gains three positions and ranks third with 8.18% and Sicily that rises by three positions in the regional ranking, compared to the same quarter of 2024 and achieves the 4th place. Campania, on the other hand, is in fifth place, losing two positions (comparing the data with the same period last year) and settling at 7.97%.



Types of .it domain assignees

Compared to the second quarter of 2024, the percentage of new .it domains registered by individuals, increases by one point to reach 49%, but at the expense of freelancers who lose one, settling at 10%. Instead, the percentage of companies is increasing, which reaches 30%.



Registration

MAY AUGUST 2025

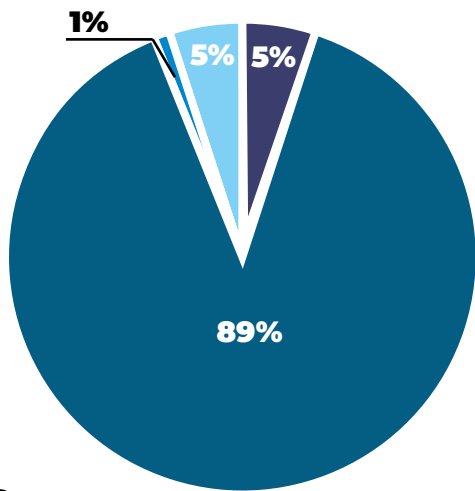
- Natural persons
- Companies
- Freelancers
- Foreign subjects
- Non-profit organisations
- Others

Reasons for oppositions

In the second quarter of 2025, opposition procedures for infringement of the company's distinctive signs accounted for 89% of the total; therefore, there is a decrease of 7% compared to the same period in 2024 (96%).

The opponent's requests for first and last names in 2025 represent 1%, compared with 2% in 2024, a decrease of 1%.

In 2025, 5% of the oppositions was activated by administrations: this figure was 2% in the second quarter of 2024. In 2025, we had an increase of 3% compared to the previous year. Finally, opposition to "miscellaneous reasons" in 2025 was 5%, and zero in the second quarter of 2024.



Distinctive signs

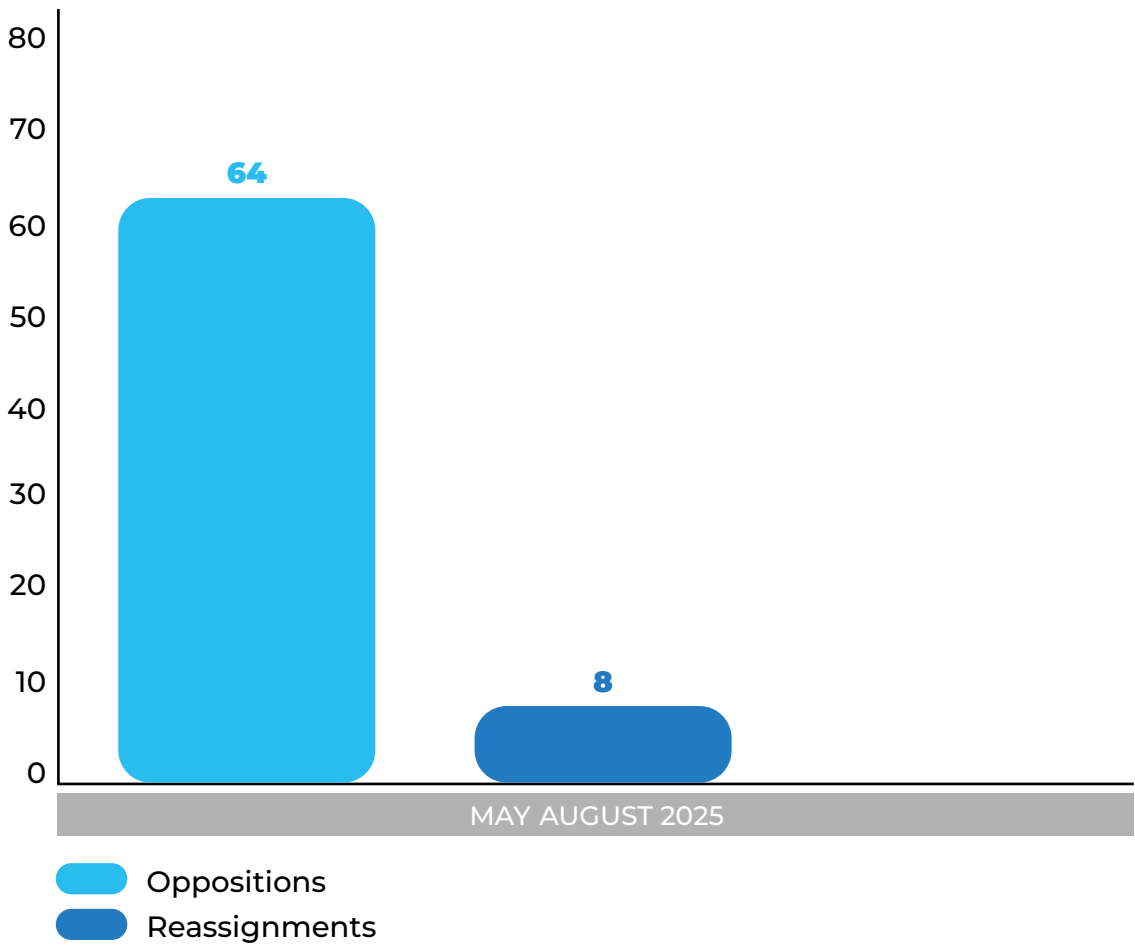
MAY AUGUST 2025

- PA
- Distinctive signs
- Names and Surnames
- Others

Report on Oppositions - Reassignments

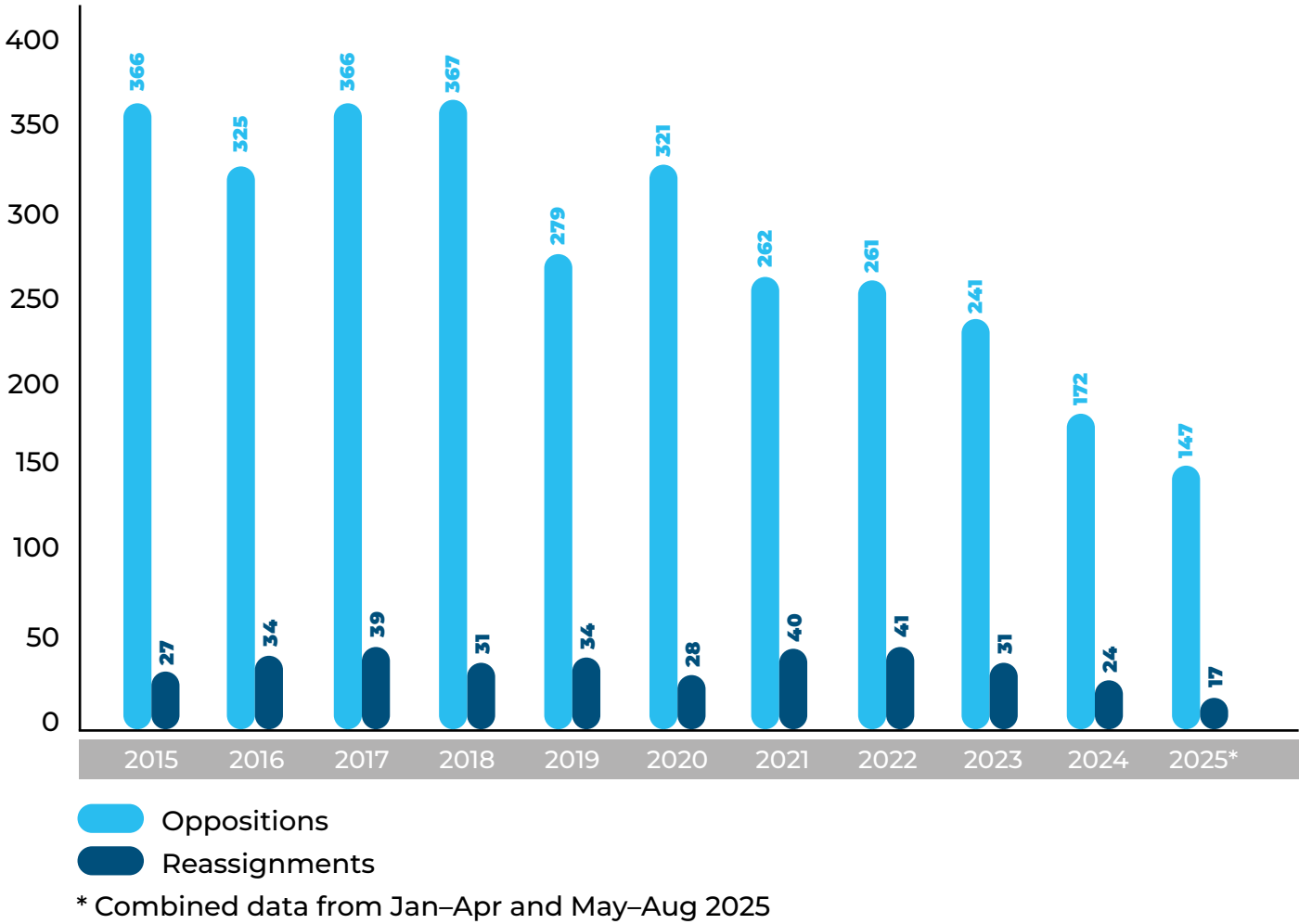
Oppositions - From May to August, 64 oppositions were activated (58 in the equivalent period of 2024), with an average of 16 monthly activations. In May, there was the highest number of activations (22) in the four-month period (6 above the average), while in August there was the lowest figure with 10 oppositions (-6). In June and July, activations rose to 15 and 17 respectively (-1 and +1, compared to the average). In particular: 38 of the 64 oppositions were presented by Italian subjects, both as assignee and as opponent; 17 assignees have residence or headquarters in the North, 8 in the Centre and 13 in the South of Italy. As for the opponents, 26 have residence or headquarters in the North, 6 in the Centre and 6 in the South of Italy, while 16 are foreign assignees involved in the opposition by Italian subjects. There are 8 foreign entities that have requested the activation of the opposition of domain names assigned to Italian entities. And again, 16 are the oppositions filed by Italian subjects against the same number of foreign assignees. Finally, there are 2 procedures where foreign subjects correspond to both the assignee and the opponent.

Reassignments - There are 8 procedures for reassignments promoted to PSRDs. Regarding 5 procedures, both assignees/respondents and opponents/complainants are Italian subjects. In the remaining (3), foreign opponents/complainants initiated the procedure against Italian assignees/respondents.



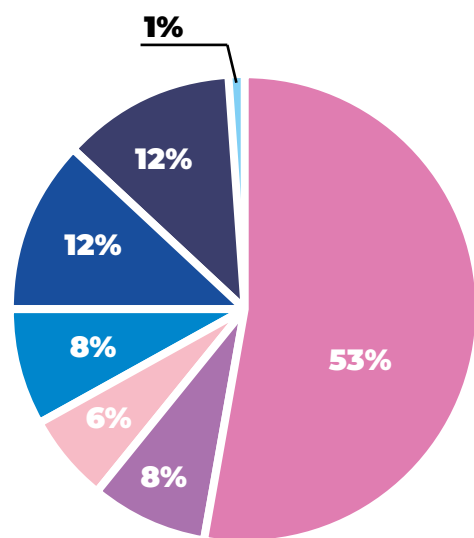
Annual trend of Oppositions - Reassignments

In May/June 2025, there were more oppositions than in the equivalent quarter of 2024, respectively 22 in May 2025 against 15 in 2024 (+7) and 15 in June against 7 (+8). In July/August, in order, 17 in July 2025 against 23 in 2024 (-6) and 10 in August against 13 (-3). In the second quarter of 2025, reassignment procedures amount to 8, whereas in 2024 they were 9, so there is a decline (-1). The Board, in 2 of the 8 appeals, ordered the transfer of the domain name to the respective opponents/complainants, at the expense of the assignees/respondents. Always in two cases, the Board called for the extinction of the complaint submitted. In only one case, the Board dismissed the action, failing to recognise the application of the opponent/complainant, and consequently the domain name remained assigned to the assignee/respondent. Finally, there are 3 procedures pending a ruling from the Board.



Resolution of Oppositions

Of the 64 oppositions activated, 53% is still pending. The grounds for termination are as follows: 12% saw the revocation following verification of the subjective requirements of the domain name; 12% was removed from the Registro at the request of the domain name assignee; and 8% of the opponents gave up on the opposition. Moreover, 6% of the domain names was cancelled by the Registrar. 8% of the opponents turned to a PSRD to start a reassignment procedure. Furthermore, 1% of the procedures is considered to have been resolved following a court order.

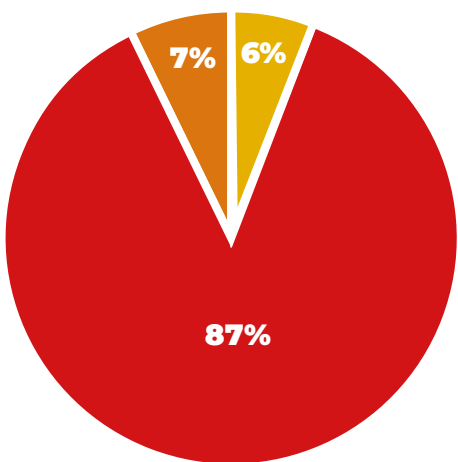


MAY AUGUST 2025

- Pending oppositions
- Opposition abandonment
- Cancelled by the Registrar
- Activation of reassignment procedure
- Domain names revocation
- Renunciation by the assignee
- Resolved following legal procedure

Domain verification by the Registro

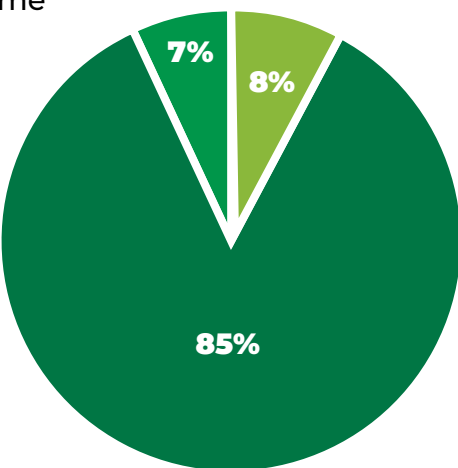
85 verification requests were activated in the second quarter and involved 104 domain names, of which 89 were revoked and only 8 were successful. For 7 domain names, verifications are still in progress.



Checks

MAY AUGUST 2025

- Revocation
- In progress
- Positive outcome



Domains involved

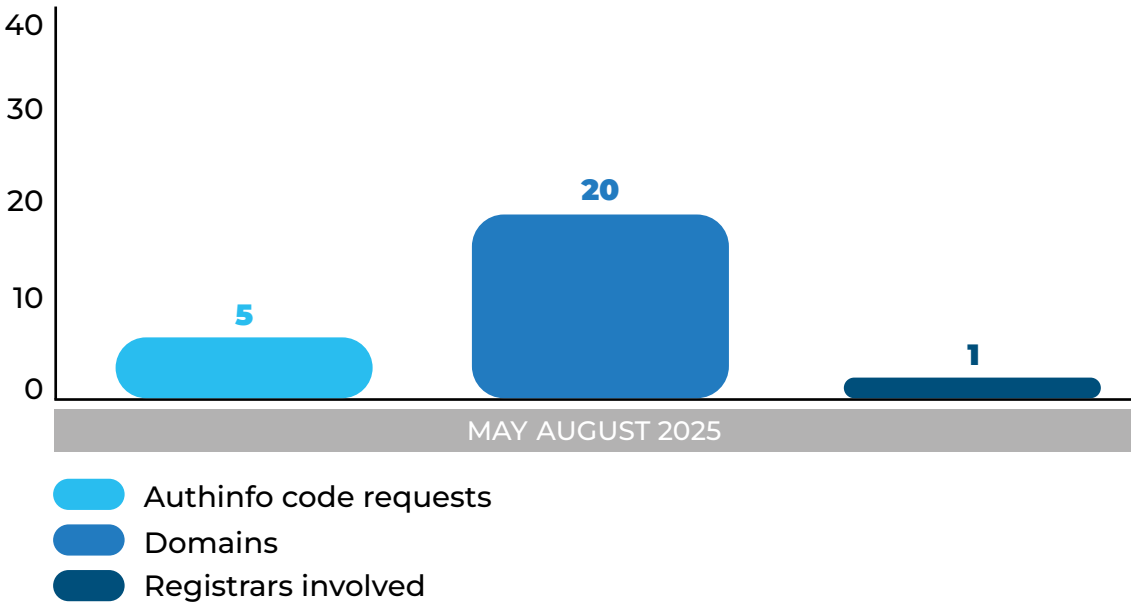
MAY AUGUST 2025

- Revocation
- In progress
- Positive outcome

Authinfo requests

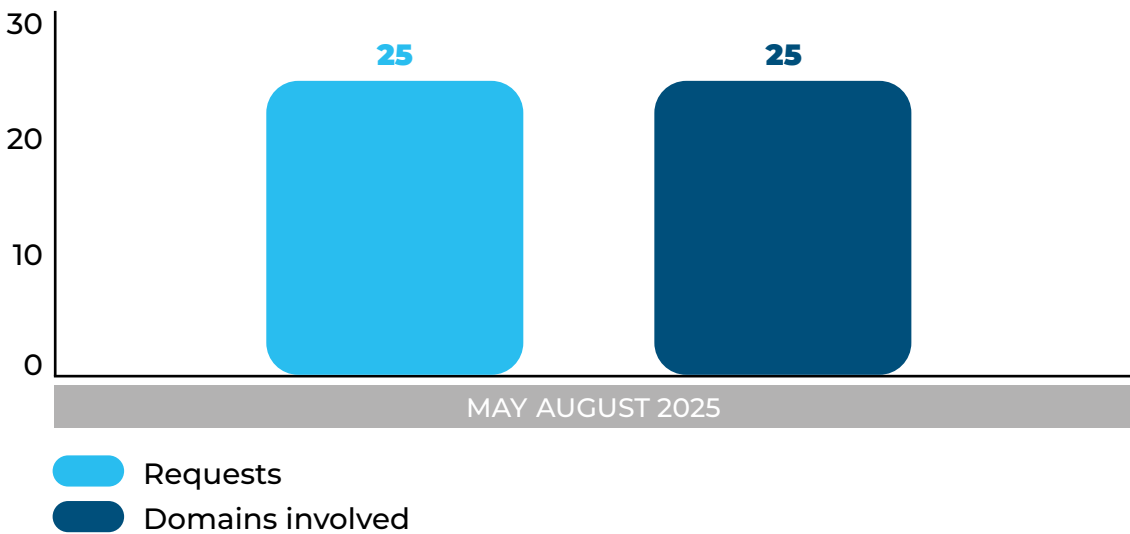
In the second quarter, 20 Authinfo codes were released for as many domain names that were in the NoRegistrar status, as the previous Registrar no longer had a service contract with Registro .it.

In such cases, Registro.it protects the assignee by issuing the Authinfo directly, so that the domain name can be transferred to a new accredited Registrar.



Requests by competent Authorities

In this second quarter, there were 25 requests for as many domain names. These are requests received directly from various Competent Authorities that, in compliance with legal prerogatives, request information on the assignees or operations carried out on domain names registered in the ccTLD .it.

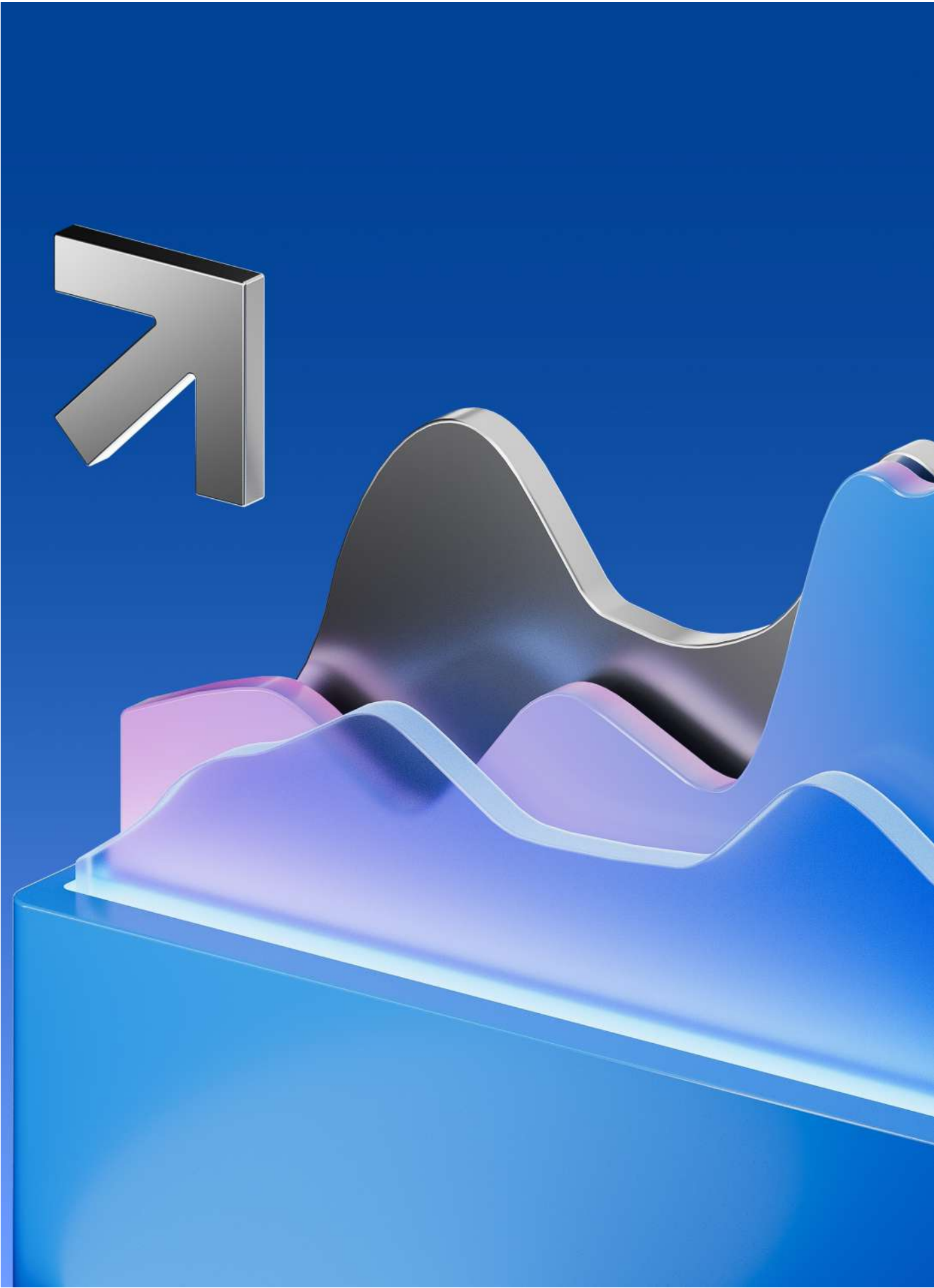


Reserved names

In the second quarter, the number of registrations of reserved names is 18. Reserved domain names are those that correspond to the names of Italian municipalities or regions. The region with the most registrations of .it domain names is, as always, Sardinia, which has undergone a major reorganisation of its provinces in recent years. In general, most Italian municipalities should have already registered the institutional domain name.



MAY AUGUST 2025



03

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IF2025 NEWS

Internet Festival 2025: #identity (digital) is the keyword



From 9 to 12 October 2025, Pisa hosted the 2025 live edition of the Internet Festival – one of the most eagerly awaited events on the national scene dedicated to digital culture – which this year celebrates its fifteenth anniversary. Four intense days of meetings, talks and discussions on crucial issues related to the Internet and its impact on society, with the participation of experts, enthusiasts and the general public. But that's not all: the Festival continues online until December, with new content and opportunities for in-depth analysis that keep the debate on digital innovation, identity and technological

transformation alive.

The key word that has defined this edition is #identity, understood in its many forms: who we are (or believe we are), how we want to look, what we become in the relationship between real and virtual, between privacy and visibility, between authenticity and self-building. The National Research Council (CNR) is founding partner of the Festival: through the Institute of Informatics and Telematics, and in particular the Registro .it, which is part of it, has always contributed to its realisation with events dedicated to the promotion of the culture of the

Internet for businesses and civil society, in the spirit of its mission of dissemination of digital. Also this year the Registro .it participated with two original events within the official programme of the Festival. Both events took place on 10 October at the former convent of the Benedictines:

- **Influencer & Identity:** digital stories to tell the Made in Italy (at 4 p.m.), moderated by Giampaolo Colletti (Journalist, director of StartupItalia, and correspondent for the TV program XXI Secolo on Raiuno). The meeting was born around a central question: what does it really mean to be Italian today? Starting from the concept of “it factor”, that distinctive ingredient that makes Made in Italy shine in the world, made of passion, vision, culture and style, the event proposes a comparison between three micro influencers, who with their projects tell, each in its own way, the essence of Italian identity: Barbara De Poli (@mynatane), Alessia Fraioli (@cometicriticolararte) and Sara Piovano (@sarapiovano__).

From tourism to cuisine, from crafts to fashion, from art to entrepreneurship, the Italian identity is expressed in many different ways. The added value of being Italian lies precisely in the ability to combine beauty, creativity and authenticity. The three digital creators shared their experiences and how they interpret and deliver these values through digital communication, connecting with their communities, and creating original content.

An informal and inspirational meeting, designed for young people, businesses and enthusiasts, that focuses on Italian identity as a powerful lever to stand out in the world and build value, including online.

- **‘Smart’ and identity domain names**, thanks (also) to artificial intelligence (at 5 p.m.), moderated by Massimo Fellini (Journalist, content manager, expert communicator in innovation and Artificial Intelligence), and as speakers Daniele Chieffi (Journalist, reputation manager, founding partner of Bi Wise and CEO the Magician), Donato Molino (Chairman of the Steering Committee of the Registro - CIR and President of the trade association AssoTLD) and Luca Luperini (Elected CIR Member and head of hosting and domains at Aruba.it).

In this meeting, we discussed how AI is already transforming the way we choose, build and value a domain, which is not just a web address,

but a real element of identity. Today, generative AI can analyse market trends, language pairs, and user search intent to find the most effective keywords and generate custom domain proposals that are consistent with brand values and goals.

In particular, building a solid online identity relies on key criteria such as brevity, memorability, brand protection, and digital reputation. At the same time, choosing an effective domain has a direct impact on online visibility, search engine optimization (SEO), and conversion rates.

An opportunity to reflect on how AI, when well used, at the service of creativity and identity, is redefining the forms of the online future.

The second event was also live-streamed on LinkedIn and served - in fact - as the first episode in a series of five online events.

These sessions will address key topics related to domain names, digital security, emerging technologies, market internationalization, and the DNS.

The LinkedIn livestreams will continue on a monthly basis (except for December), in line with the new social media campaign of the Registro .it, and are designed for freelancers and small to medium-sized enterprises (SMEs).



04

QUARTER

The new campaign of the Registro .it: narrating Italianness through the languages of the Net

by Francesca Nicolini e Chiara Spinelli



From the left: Alessia Fraioli, Barbara De Poli, Matteo Fiocco e Sara Piovano

The Registro .it kicks off autumn 2025 with a campaign that combines authenticity and innovation, aiming to enhance the .it domain as a concrete expression of Italianness in digital, as a symbol of Made in Italy, a guarantee of authenticity, reliability and protection of the assignee.

The initiative focuses on social media and develops along a strategic axis that integrates micro influencers and live content on LinkedIn, designed to raise awareness of the features and benefits of .it, bringing together micro and small businesses with a contemporary language, freelancers and citizens to a more conscious, recognisable and proprietary online presence. The Registro .it continues in its historical mission: promoting the use of Italian domains as a strategic asset for business, digital identity and as an emblem of Italian excellence. However, even in continuity with previous initiatives, the new campaign introduces new tools and tones, reflecting changes in society and its languages.

In this context, in a social campaign, LinkedIn remains the preferred channel to talk to businesses: its growing numbers, both in terms of users and engagement, make it an ideal platform for consolidating content and enhancing the quality of one's online presence. Thanks to its professional nature, LinkedIn allows for direct dialogue with decision-makers and stakeholders, fostering the development of lasting and valuable relationships in the B2B space.

To broaden the reach of the message to a more general audience, the Registro has also included Facebook and Instagram in its communication strategy. These social networks, due to their widespread use and diverse user base, are essential tools for reaching broader and more varied targets — going beyond the boundaries of professional communication and enabling more immediate and engaging interactions. Instagram, in particular, has proven to be the most fertile ground for micro-influencer campaigns. Thanks to its visual format and ability to generate authentic and engaging content, the platform effectively reaches a younger demographic, specifically those between 18 and 30 years old. This generation is not only highly active in the digital world, but also responds particularly well to messages

delivered through figures perceived as genuine and relatable — such as micro-influencers. Through this approach, the Registro aims to spread its messages in a more direct and personalized way, leveraging the ability of micro-influencers to build trust with their audience. This not only amplifies content visibility but also fosters more authentic engagement and more effective dissemination within an increasingly crowded digital landscape.

The aim is not only to inform, but to inspire. Hence the idea of the campaign called “.it Factor”, involving four Italian micro influencers (Alessia Fraioli - Art expert and digital content creator, Sara Piovano - Sommelier, researcher of beauty and good things, Barbara De Poli - Entrepreneur and Made in Italy storyteller and Matteo Fiocco - farmer and winemaker), chosen to showcase the value of the Belpaese's creative and cultural heritage through their own style, their voice and the relationship with their community. Each of them will bring a personal narrative of the “.it Factor”: an unmistakable blend of passion, vision, taste, culture, style and intuition that crosses the Made in Italy in all its forms and that makes a project, an idea or a path authentically Italian.

In parallel to the “.it Factor” campaign, the Registro .it has also scheduled a series of five online events broadcast live on its LinkedIn page, designed as moments of deepening and comparison for freelancers and small and medium-sized enterprises. The live broadcasts will be aired monthly, starting in October, except for the month of December. Each event will last about 60 minutes and will be led by Massimo Fellini (journalist, event content curator, and digital and AI expert), with the participation of specialists and Registrars, to address central issues, such as artificial intelligence and its impact on domain names, online visibility, DNS security, strategic use of the domain for internationalisation and the future of digital identity. The objective is twofold: on the one hand, to provide training and refresher content for those working in the digital field, and on the other hand, to strengthen the link between the Registro, Registrar and end-users by creating a direct channel of communication. At the centre remains the awareness that a domain is not only a web address, but a real

investment in authority, autonomy, rooting and recognisability. A first step in building a proprietary, robust, and durable digital space.

With this new initiative, the Registro .it not only promotes national extension, but also pursues a vision of digital empowerment that puts people and skills at the centre. The .it domain thus becomes much more than a technical tool: it is an act of choice, a declaration of identity and autonomy in an increasingly crowded digital ecosystem. This is why the Registro focuses on authentic narratives, concrete experiences and platforms where dialogue between professionals can make the difference.

In an age when digital is evolving rapidly, guarding your online space becomes a strategic choice. And the .it domain continues to represent the first step for those who want to do it with authenticity, trust and a firm look at the roots and the potential of Made in Italy.



Massimo Fellini

Generative AI and 'zero-click search': an epochal change

by Chiara Spinelli



From the left: Mirko Bruni, Massimo Fellini e Luca Bove

At the We Make Future (WMF) 2025 edition, a highly successful innovation festival, which took place in Bologna from 4 to 6 June, the Registro.it took part for the first time in the event with its own stand, bringing 'on the field' its experience in the diffusion of digital culture

among marketing professionals and the many curious people who crowd the event every year. The initiative has proved to be a valuable opportunity to tell the story and value of a public infrastructure that manages the Italian .it domains since 1987, but also to promote the

importance of a conscious and strategic digital presence such as the website, especially in a context marked by the revolution of artificial intelligence.

In addition to the dissemination activities in the exhibition space, the Registro organised a panel entitled "Websites (and SEO) are not dead: how to survive the era of AI and instant responses," where experts and professionals discussed how generative AI is reshaping online search and the rules of digital marketing. The meeting was moderated by Massimo Fellini, a journalist specializing in technology for several major publications (Startupitalia, Repubblica, Wired), and featured contributions from Luca Bove, founder of Local Strategy and an expert in local search marketing, and Mirko Bruni, CEO of The Fool. With the introduction of Google AI Overview (early 2025), the way people

the need to click through to individual websites. It is a phenomenon that - as Fellini pointed out - has already produced measurable effects: in the United States, between May 2024 and February 2025, news sites lost an average of 15% of traffic coming from Google, while interactions with chatbots and AI engines increased exponentially. It's a constantly changing landscape where analysts, experts and users are still navigating by sight, which has created a rich and interesting debate among the speakers. Luca Bove quickly pointed out that the drop in clicks is not the same across all sectors: while publishing and journalism may pose a serious problem, for realities such as restaurants or local retail, AI's direct response can still lead the customer to a purchase or physical visit, making 'zero click' less dramatic. Mirko Bruni invited to read these changes with less alarmism: for

search the web is undergoing a profound transformation. The user receives brief and immediate answers directly in the SERP (Search Engine Results Page) - at the top of the results, and therefore in an advantageous position for quick consultation - thus significantly reducing

Bruni the web has always been characterised by rapid and continuous transformations and SEO has constantly adapted. Artificial intelligence in fact for Bruni amplifies an already ongoing trend, opening up new opportunities to rethink strategies and business models.



Chiara Spinelli, Registro.it and Head of Communications Secretariat at CNR-IIT



One of the central 'technical' nodes discussed was the way in which artificial intelligence selects the links to be proposed in the overviews and for both panel speakers the difference (again, as already for SEO) lies in the quality of the content: surprisingly, from an early use of AI Overview, it seems that many of the cited sources do not appear in the early results of the traditional SERP, but are favoured by the algorithm for the structure and informative quality of the content rather than the popularity of the source. Websites offering organised data, tables, clear references are more likely to be taken over by AI.

Hence the reflection of the speakers on the need to overcome the logic of 'keywords' as the sole pillar of the SEO. According to Bove and Bruni, it is becoming increasingly important to think in terms of research intent and precise answers to user needs, also using non-text formats: images, videos, podcasts, interactive avatars, complex and rich information experiences. Generative AI opens up an ecosystem of multimodal content that can enrich the website and its educational value, retain the user and increase loyalty. Content that, thanks to the union of human creativity and digital tools (including generative AI itself), is increasingly within the reach of smart companies that want to improve their online content offerings.

"The website remains the proprietary space in which a company is sovereign," Bove stressed, a phrase that from the point of view of the Registro one can only embrace and share. Also Bruni recalled that AI "are hungry for data" and will continue to feed on structured content, which is why websites - while transformed - remain crucial as information hubs. While creating a web page with automated tools is easier than ever, the real challenge is to value content and make it actionable for AI.

This will shift the work of marketing and web professionals to more technical and strategic skills. In this scenario, businesses will need to experiment and develop new approaches to digital positioning. There is no shortage of risk: the business model of AI platforms is still unclear, and publishers face the dilemma of whether to grant their content to chatbots or defend them. As was mentioned during the panel, some large groups have chosen the path of agreements with OpenAI, others that of legal actions.

The panel closed, therefore, with a broader look, toward a future that seems uncertain, at a time when artificial intelligence is experiencing rapid advances in the market and attempts at regulation by States. Generative AI are hard-to-regulate black boxes, and regulations - such as the European AI Act - represent necessary but complex attempts. At the same time, user confidence in AI responses is not unlimited: a recent study shows that it is declining, precisely because errors and inaccuracies quickly become intolerable. The revolution has begun, but its outcomes are still uncertain.

The message that the Registro .it brought to WMF 2025 is clear: the website is not dead at all, but must evolve by taking into account the changes introduced by AI. In the era of 'overview' and zero-click responses, the company must be able to control a proprietary, content-rich digital space, capable of dialogue with new technologies but also of offering customers value, authenticity and trust. The future of the SERP will not be just a matter of algorithms: it will be more than just the ability of companies and professionals to interpret artificial intelligence as an opportunity to reinvent their online presence, strengthening the connection with customers and communities.

QUARTER

Innovation and emerging challenges for the European DNS at CENTR Jamboree 2025

by Francesco Donini, Daniele Sartiano, Luca Vasarelli

The Centr Jamboree 2025, held in Lyon from 21 to 23 May 2025 and hosted by Afnic, the Registro .fr, brought together key European stakeholders in the field of domain names and the DNS: registries, Registrars, researchers, legal experts and marketing specialists convened to discuss the technological and strategic challenges that are transforming the European digital landscape. CENTR (Council of European National Top-Level Domain Registries) is the European benchmark for those working with domain names and the DNS. The annual Jamboree appointment is not simply a technical conference: it is a comparison lab where experiences are shared, strategic priorities are defined, and collaborations are built between experts and leaders of the various ccTLDs (country code Top-Level Domains). The 2025 edition - articulated in parallel 'Generic' and 'Deep-dive' sessions in the first two days, and dedicated working groups on the third day - had some very clear common threads, such as the use of artificial intelligence (AI), cybersecurity, technological experimentation, and evolving market dynamics. Across numerous sessions and presentations, a clear framework of the priorities and trends shaping the future of domain name management emerged: artificial intelligence

is proving to be an important tool, with a pace of development that overcomes previous technological changes. In this context, several presentations explored the role of AI in Registries operations, from automatic classification of websites to better understand domain usage, to industry trend analysis based on economic categorisations, to predictive models that estimate the likelihood of a domain being used for malicious purposes. Other interventions have shown projects using chatbots to simplify domain name management for operators and registrants, such as systems that can generate customised websites in a few minutes, facilitating the activation of newly registered domains, thereby reducing the risk of abandonment. One thing that has become clear is that the use of AI must always be accompanied by transparent policies and explainable tools (Explainable AI), in full compliance with European regulations, so as to ensure trust and avoid the risks associated with 'black boxes' systems. Cybersecurity proves to be another key topic when it comes to protecting domain name data. In fact, the NIS2 Directive confirms its centrality on the agenda of all European Registries, stressing the importance of data

accuracy and clear identification of registrants, highlighting the inconsistency in the transposition of the directive between member States. Discussions in Lyon reinforced the belief that the collaboration between the Registro .it and Registrar is fundamental to ensuring compliance and security of the Assigned Names Database (Database dei Nomi Assegnati, DBNA) and making it resilient and accurate. The obligation to maintain accurate and complete registration data, with defined procedures and controlled access for authorities, is a key requirement of NIS2.

DNS abuse was also a widely discussed issue, encompassing threats such as phishing and domain name misuse. This is a central theme in the cybersecurity landscape, with discussions and measures aimed at preventing malicious use of domain names. Here too, artificial intelligence is a useful tool for predicting abuse and assessing risk, as shown by some systems (prototypes?) presented during the Jamboree, which allow, for example, to predict the probability of malicious use of a domain name at the time of registration. The Registro .it also moves in this direction with READS (REGistrant Anomalies Detection System), which uses AI to detect anomalies in the data of the registrants, thus helping to increase the quality and reliability of the information.

Among the technological experiments presented, blockchain played a central role, offering new scenarios for the evolution of domain name management systems. Blockchain Name Systems (BNS), such as Ethereum Name Service (ENS), was mentioned, highlighting its strengths: decentralisation, greater privacy, censorship resistance, and integration with Web3 services without relying on classic DNS resolvers. However, several open challenges were also highlighted, including the risk of collisions with traditional TLDs, lack of shared policies and dispute resolution mechanisms, system performance, limited browser compatibility, and variable registration and renewal costs, affected by blockchain volatility. The analyses presented also showed that the integration between DNS and ENS is still in an early stage, with only about half of domain names currently synchronised. Tokenisation of DNS domains was also addressed, a prospect that could allow faster transfers, direct integration with digital wallets, and the emergence of new use cases in Web3.

In order to prepare for this possible evolution, activities at the level of the Internet Engineering Task Force (IETF) and the Internet Corporation for Assigned Names and Numbers (ICANN) are already underway, aimed at establishing common standards and guidelines, with the aim of fostering responsible, secure and interoperable integration between DNS and blockchain.

Jamboree was not only a technological event, but also a moment of strategic reflection. Several workshops explored the dynamics of domain renewal, proposing models and approaches to better understand how demand evolves across industries and how to adapt pricing, retention and promotion policies. Among the most engaging moments of the Jamboree was the simulation of 'Joint Crisis Management', a practical exercise that saw participants descend into a simulated ransomware attack scenario against a fictitious ccTLD. The activity, organised in role-playing mode, brought together more than fifty people from different European Registries and with different skills (technical, legal, communication and management), who were called upon to make quick decisions under conditions of uncertainty and high pressure. The exercise has allowed the experimentation of communication, coordination and operational response procedures in a realistic context, highlighting strengths and areas for improvement. It has emerged how important it is to share timely information, balance technical aspects with the management of external stakeholders with different roles and priorities. In addition to training and comparison value, simulation has helped to strengthen collective awareness of the need for shared resilience: only a prepared and collaborative community can effectively respond to incidents affecting DNS, a critical infrastructure for the entire digital ecosystem.

Two new task forces were set up during the Jamboree CENTR, in which the Registro .it took part, focusing on the analysis of domain name renewals: one task force is responsible for identifying indicators that can help predict whether a domain will be renewed, while the other examines renewals from the point of view of registrants and analyses their renewal likelihood.

In addition, new collaborations have been

initiated, such as the implementation of an AI generative-based address normalizer, particularly on 'Small Language Models,' which is an extension of a task force that ended just during the event. Finally, the event was also an opportunity to exchange insights on tools useful for Registries, such as the use of Mercator - a crawler developed and maintained by DNS Belgium Register - within registry operations. On the last day of the Jamboree, a session was dedicated to the CISO Special interest Group (SIG) kickoff within the ISAC TLD, a working table, of which Registro .it belongs, dedicated to cybersecurity managers to share expertise and collaborate on cybersecurity challenges. This underlines the collaborative approach promoted by CENTR to raise the overall security level of the European digital ecosystem, an objective fully shared by the Registro .it. Participating in the CENTR Jamboree 2025 has enabled us to gather concrete insights to innovate our services, strengthen our artificial intelligence strategy, and consolidate our infrastructure security measures. The Jamboree confirmed that the future of European Registries is based on innovation, collaboration and security. For the Registro .it, it was an opportunity to align with global trends and consolidate its role as an active player in a community that writes tomorrow's digital rules.



Daniele Sartiano, Systems and Technological Development Unit of Registro.it (second from the right)

The Ludoteca at Giffoni 2025: young people and institutions united for a secure digital future

by Giorgia Bassi



The Ludoteca of the Registro .it, operating for over ten years in the digital education area, has always worked to build alliances and synergies. Among the most significant collaborations, certainly the one with the Safer Internet Centre (SIC) - Connected Generations, a national partnership coordinated by the Ministry of Education and Merit and co-financed by the European Commission.

As a member of the SIC Advisory Board, the Ludoteca participated in the Giffoni "Children's Film Festival" on 21 July, which was chosen as the ideal setting for a multi-voice debate on today's topical issues, such as artificial intelligence, digital rights, and online wellbeing. The main protagonist of the event is the Youth Panel of the SIC, a group of boys and girls aged between 14 and 20 from all over Italy who, with their ideas and reflections, enrich the decision-making processes and strategies of the partnership, by putting into practice the European principle of 'nothing about us without us'. Not only recipients, therefore, but real protagonists of digital policies.

In this spirit, the Youth Panel arrived in Giffoni, participating in the 'World Café', a meeting place for boys and girls with members of the partnership and the Advisory Board. The debate, built around thematic tables, touched on topics particularly relevant to the current context: digital rights, education, and skills; privacy and data protection; 'onlife' emotions and relationships. Two tables, in particular, focused on Artificial Intelligence, while - at the same time - two others deepened the issues of digital well-being and mental health, starting from the experiences gained by the boys and girls during the Safer Internet Day 2025.

So, not a simple conference table, but a multidisciplinary, dynamic debate open to shared reflections: each table was led by the boys and girls of the Youth Panel together with the experts of the Advisory Board, who instead participated in the different groups on a rotating basis.

The members of the Youth Panel acted as facilitators, leading the dialogue with questions and points for reflection prepared before the event, while the representatives of the Advisory Board made themselves available by responding according to their disciplinary field. The result has been a rich and multilateral

debate, which has allowed different perspectives to be gathered and shared proposals to be drawn up.

At the end of the session, the main points were returned by the boys and girls in plenary, offering a clear and useful summary to all participants. Among the more interesting aspects: the real concern from the boys and girls about the unreliability of the information of artificial intelligence systems and the strong need for more user-friendly information on data processing and conditions of use, especially from the point of view of language and communication style.

There has also been a significant and alarming tendency to develop forms of affective dependence on AI systems, especially in the 15 to 18-year-old age group, compounded by self-isolation and difficulties in 'offline' family and social relationships.

On the positive side, boys and girls have highlighted the role that AI can play in the school system, especially as a tool for fostering innovation in teaching methodologies and approaches, in the sense that it also supports personal learning needs.

THE LUDOTECA AND THE ADVISORY BOARD OF THE SAFER INTERNET CENTRE - CONNECTED GENERATIONS

The Safer Internet Centre, the main Italian initiative dedicated to promoting the safe and conscious use of the web among young people, sees the participation of some of the main bodies and organisations involved in this field, including the Italian Authority for Children and Adolescents, the National Cybersecurity Agency, the Council Presidency - Department for the Family, the Italian Data Protection Authority, the State Police, Save the Children Italia and ChildLine.

In the context of international initiatives, the SIC is also part of the European network 'Better Internet for Kids', coordinated by European Schoolnet together with the networks Insafe and INHOPE, which bring together the European centres and hotlines for reporting illegal content online, respectively.

Since 2019, the educational session of the Registro .it has also become part of the Advisory Board of SIC, a working group that brings together diverse skills and experiences from

institutional, corporate and third sector realities, all with a particular focus on the ICT, web and telecommunications sector. Members of the Advisory Board are called to collaborate with the SIC through regular surveys to monitor their digital education activities and participation in annual plenary meetings and training seminars on crucial topics, such as cyberbullying, online addictions, fake news, web reputation. Finally, the Ludoteca was invited - together

with the other members - to participate in various editions of Safer Internet Day (SID), an international day dedicated to online security, promoted by the European Commission and in Italy coordinated by the SIC. The event, which reached its twentieth edition last year, is now a point of reference for all institutions, organisations, and schools committed to making the web a safer, more inclusive, and more responsible space.



Giorgia Bassi, External Relations, Media, Communication and Marketing Unit at Registro.it (second from the left)

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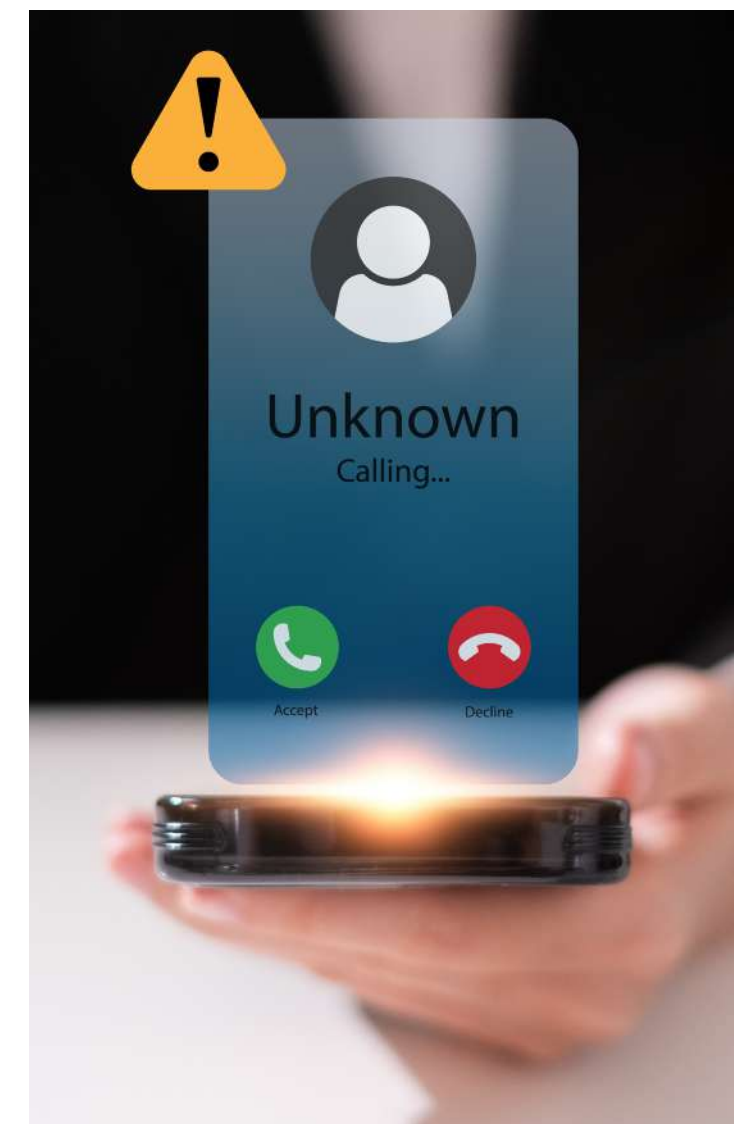
Cybersecurity and data protection: EU's steps between simplification and new challenges

by Gino Silvatici

2025 is proving to be a critical year for the European cybersecurity and personal data protection landscape. In recent months, strategic opinions, reports and documents have been published, which draw a fast-moving framework, in which the European Union tries to bridge two often conflicting needs: the simplification of regulatory obligations for businesses, in particular small and medium-sized enterprises, and the strengthening of measures necessary to protect citizens and critical infrastructures before increasingly sophisticated threats.

THE GDPR AND BURDENS ON BUSINESSES

One of the most discussed issues concerns the GDPR (General Data Protection Regulation). On 9 July, the European Data Protection Board (EDPB) and the European Data Protection Supervisor (EDPS) issued a joint opinion on the proposed amendment to article 30 of the GDPR, with the aim of reducing red tape for small businesses. The European Commission suggests that the obligation to keep a register of processing activities no longer applies to organisations with less than 750 employees, unless the transactions carried out entail a high risk to the rights and freedoms of data



subjects. The intention to simplify was welcomed, but the guarantors warned against the risk of weakening data protection. In their view, there is no proper assessment of the impact of these changes on fundamental rights and the threshold of 750 employees appears arbitrary and unjustified. Moreover, according to the EDPB and EDPS, public authorities should never be included among the beneficiaries from the derogation.

NON-TRANSPPOSITION OF THE NIS2 DIRECTIVE

On the cybersecurity front, the situation is no less complex. The NIS2 Directive should have been transposed into national law by 17 October 2024: in May, the Commission asked nineteen countries to provide explanations for the delays, but although eleven of them have now completed the path, the remaining eight Member States (Bulgaria, France, Ireland, Luxembourg, the Netherlands, Portugal, Spain and Sweden) risk being referred to the Court of Justice of the European Union, with consequent fines. The lack of uniform transposition is not a technical detail: it risks creating security gaps in supply chains and undermining the overall resilience of the digital single market.

CYBERSECURITY: IMPLEMENTATION OF POST-QUANTUM CRYPTOGRAPHY

In the NIS2 area, post-quantum cryptography is a very topical issue: on 23 June, the NIS Cooperation Group published the European roadmap for the transition to algorithms capable of resisting the threats of quantum computers, launching in mid-August a public consultation which closed on 29 September. The transition to Post-Quantum Cryptography is considered one of the priorities for implementing NIS2, which requires key players to adopt state-of-the-art technology tools. The roadmap calls on critical entities to carry out quantum risk analyses to identify the most vulnerable areas and calls on Member States to develop national plans, involving responsible for cybersecurity and Chief Technology Officers from key sectors. These measures need to be taken immediately, as migration to new cryptographic standards will require years of

preparation and coordination, even if truly dangerous quantum computers are not yet operational.

THE DIRECTIVE INCIDENTS 2024

The NIS Cooperation Group published its Directive incidents 2024 in August of this year, showing a 18% increase over the previous year. Health, energy and transport were the most affected sectors, accounting for half of the reported incidents. Digital infrastructures have also experienced numerous problems, with 162 reported incidents, largely due to system failures and malicious actions. DDoS attacks and software bugs remain the most common technical causes, while the most vulnerable assets remain websites and servers. This report closes the monitoring cycle required by the first NIS directive, because from 2025 the system will change: Member States will have to submit quarterly summaries and the European Union Agency for Cybersecurity (ENISA) will be entrusted with the task of preparing half-yearly reports for the CSIRTs network and the NIS Cooperation Group itself.

FACILITATE THE IMPLEMENTATION OF NIS2

ENISA, through its advisory group, contributed to the debate with a document released in June, containing seventeen recommendations for improving the implementation of NIS2. The group has denounced the regulatory fragmentation caused by overlapping directives and regulations, citing in particular the Digital Operational Resilience Act for the financial sector and the GDPR. Each of these regulations sets out a different regime for the notification of infringements, which leads to confusion and duplication of obligations. For this reason, the Advisory Group proposes the adoption of a single reporting template, valid for different sectors, and invites ENISA to share its analyses with a wider number of stakeholders and to promote the exchange of good practices between different authorities. In the long term, according to the group, it would be desirable to transform NIS2 into a directly applicable regulation, in order to reduce national divergences and ensure greater harmonisation.

PROPOSED REVISION OF THE CYBERSECURITY ACT

Reflection does not stop at European level, but also involves national governments. On 1 July, the Netherlands released a non-paper with its position on the revision of the Cybersecurity Act. There are three main points that have been identified: the first concerns the mandate of ENISA, which the Dutch Government believes must remain strong and forward-looking. The second concerns the European cybersecurity certification framework: for the Netherlands, it must remain voluntary, as a compulsory system would risk multiplying administrative costs and audits without translating into real security improvements. Finally, the third priority is the simplification of the regulatory burden, through the unification of the reporting obligations under NIS2 and the CER Directive.

The Dutch document also addresses the delicate issue of trust in global supply chains: it is not the task of the CSA's certification schemes to assess the sovereignty or geopolitical reliability of suppliers. It would be more appropriate to create a parallel 'confidence assessment' mechanism, capable of measuring the risks associated with non-European suppliers on the basis of legal, geopolitical and operational criteria, including risks arising from extraterritorial legislation and data transfers. This tool could complement, and not overlap with, certification schemes, helping to strengthen the overall resilience of the European market.

CONCLUSIONS

Taken together, these developments show that the European Union is experiencing a period of regulatory maturity. After years of proliferation of directives and regulations, the challenge today is to ensure coherence, harmonisation and simplification, but without getting careless. While businesses and institutions are demanding more streamlined procedures and less bureaucracy, the data show that cyber-incidents continue to grow and that new threats, such as those linked to quantum computing, are looming on the horizon.

The future of European cybersecurity will be at stake precisely on this balance: simplifying where possible, but without sacrificing high standards of protection. Only by building a truly integrated ecosystem will Europe be able to guarantee the security of its citizens and, at the same time, support the competitiveness of its businesses in an increasingly complex global context.



The abuse of domain names in financial crimes under the lens of ICANN

by Arianna Del Soldato e Adriana Lazzaroni

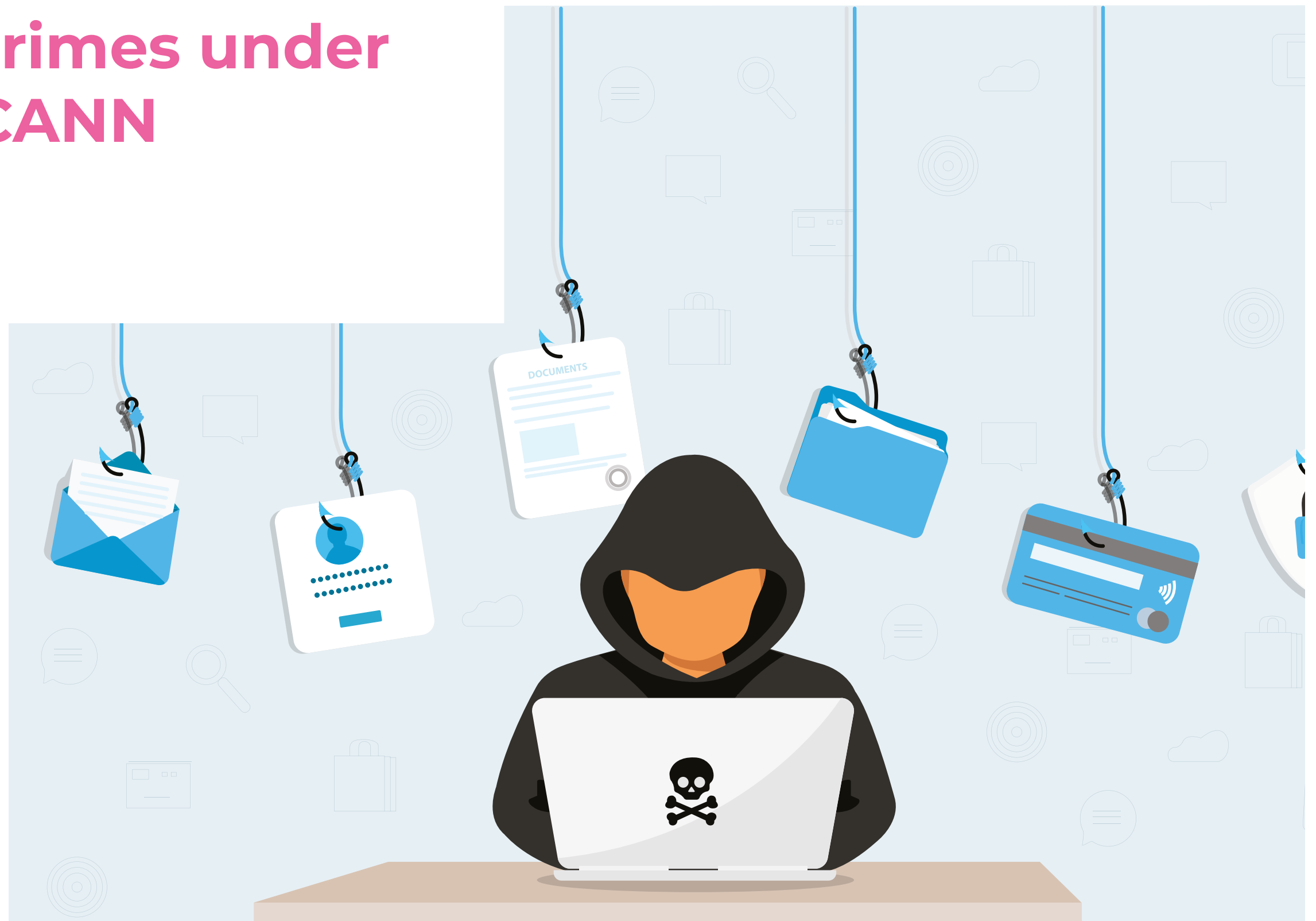
Established in 2022, ICANN's DNS Abuse Standing Committee (DASC) helps ccTLDs share practical approaches to combating domain name abuse. While not developing binding policies, the DASC focuses on raising awareness, exchanging mitigation strategies, and exploring tools and models for collaboration between Registries. At recent meetings in Prague, the DASC dedicated a session to the topic "Online Scams and Financial Crime," with a focus on the role of ccTLDs in preventing and mitigating online scams. The meeting was attended by Registries, law enforcement and Internet infrastructure operators, with the aim of analysing the role of domain names in cybercrime, sharing operational experiences in prevention and mitigation and, above all, promoting a comparison between key stakeholders in the digital ecosystem.

DOMAIN AS A CRIME TOOL: A GROWING PHENOMENON

Domain name abuse is now a structural component of cybercrime, particularly in phishing, financial fraud, and smishing campaigns (SMS messaging fraud). Common techniques include

massive domain registration or ad hoc creation of names to trick users and steal sensitive data. The numbers presented by Gabriel Andrews of the FBI, and co-chair of the ICANN Public Safety Working Group, speak clearly: in 2024, the Internet Crime Complaint Centre (IC3) collected over 850,000 fraud reports from more than 200 countries, with economic losses estimated at over \$16.6 billion, an increase of 33% compared

to 2023. Particularly alarming is the figure on cryptocurrency fraud, which alone caused \$6.5 billion in damage. The United Kingdom was the most affected country, with about 103,000 reports, where fraud accounts for 40% of total crime and 80% of payment scams originate from fake social media or websites. Italy, with 761 reports, ranks 15th in the global ranking.



THE ROLE OF CCTLDS AND THE IMPORTANCE OF DATA ACCESS

The FBI data shows that phishing continues to be the most effective attack vector. In this context, timely access to the WHOIS service and the proactive collaboration of ccTLD managers were crucial in facilitating investigations and identifying those responsible. Surveys conducted by DASC in 2022 and 2024 confirmed that for many ccTLD managers, domain-related criminal activity is not only a problem of reputation, but also an operational responsibility, which in most cases is prosecuted by actively intervening at the DNS level.

COMPARING BEST PRACTICES TO MITIGATE ABUSE

Among the most relevant initiatives and best practices adopted by Registries and operators for combating and preventing the phenomenon are:

- .SG (Singapore) - The use of the national digital identity “SingPass” to validate registrations, the verification of registration data contained in the Whois database and the implementation of an internal “Abuse Management System” for proactive monitoring of suspicious .sg domains; this will allow interested parties to be informed so that they can take the necessary action in cooperation with hosting providers;
- .AU (Australia) - The adoption of a government-modelled detection and deterrence system based on data audits, fraudulent record blocking and structured collaboration with banks, telco operators, digital platforms and the “National Anti-Scam Centre”, which aims to bring industry and government closer together in order to combat fraudsters and encourage Australians to report fraud;
- VeriSign - Introducing the Internet Infrastructure Forum (IIF), a new cross-industry initiative involving DNS operators, Content Delivery Networks, and cloud providers. The objective is to create a dedicated space through closer coordination between key actors of the Internet infrastructure, going beyond ICANN’s perimeter of action.

INFRASTRUCTURE UNDER PRESSURE: OPERATIONAL CHALLENGES AND RESPONSIVENESS

During the session of the DASC, a number of operational challenges emerged that hinder the effective management of domain name abuse. One of the main challenges reported is notifying owners of compromised domains who are often unaware of the issue. In addition, international judicial cooperation is complex, particularly because of the rigidity and slowness of the Mutual Legal Assistance Treaties (MLAT). A further weakness is the limited coordination between Registries and other actors in the technical supply chain, such as hosting providers and communications operators, who often do not share information effectively. In addition, a survey proposed to ccTLD attending representatives found that the perception of their ability to detect and respond to abuse on financial crime-related domains is still limited: only slightly more than 30% of Registries consider themselves adequately prepared. This points to a growing awareness of the problem, but also to the urgent need to strengthen internal tools, skills and processes for a more coordinated and timely response.

CONCLUSIONS AND NEXT STEPS

The ICANN DASC session confirmed that domain name abuse is a structural element in online scams and a strategic factor for global cybercrime. Although ccTLDs are not contractually bound to ICANN, as are gTLDs, their role in the security of the digital ecosystem is increasingly crucial. However, the complexity and transnational nature of the phenomenon require enhanced cooperation between the actors involved, the development of shared tools and more effective communication between the public and private sectors. ICANN will continue its engagement in this area in the near future through continued debate in future sessions, expanded participation to other Internet infrastructure actors, and the promotion of common standards and best practices across ccTLDs, to better coordinate the response to domain name abuse.



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INTERNATIONAL EVENTS FROM THE DIGITAL WORLD

CENTR (members only) <https://www.centri.org/>
CENTR R&D WORKSHOP, 1-2 OCTOBER 2025
60TH CENTR BUSINESS OPERATIONS & PROCESSES WORKSHOP, 9-10 OCTOBER, TALLINN (ESTONIA)
41ST CENTR MARKETING WORKSHOP, 14-15 OCTOBER, HAMBURG (GERMANY)
CENTR L&R TDT MEETING, 6 NOVEMBER 2025, ONLINE
CENTR LEADERS DAY, 18 NOVEMBER 2025, BRUXELLES (BELGIUM)
CENTR GENERAL ASSEMBLY (GA74), 19 NOVEMBER 2025, BRUXELLES (BELGIUM)

RIPE www.ripe.net
RIPE 91, 20-24 OCTOBER 2025, BUCAREST (ROMANIA)

ICANN www.icann.org
ICANN, 84 25-30 OCTOBER 2025, DUBLIN (IRELAND)

IETF www.ietf.org
IETF 124, 1-7 NOVEMBER 2025, MONTREAL

OTHER EVENTS

APTLD 88 8-11 SEPTEMBER 2025 BELGRADE (SERBIA)
DNS WEEK (.SE) 3-9 OCTOBER 2025, STOCKHOLM (SWEDEN)
BALTIC DOMAIN DAYS 2025 7-8 OCTOBER 2025, TALLINN (ESTONIA)
OARC 45 7-8 OCTOBER 2025, STOCKHOLM (SWEDEN)
INTERNET FESTIVAL 9-12 OCTOBER, PISA (ITALY)
EUROPEAN TLD ISAC CONFERENCE (private event)
20 NOVEMBER 2025, BRUXELLES (BELGIUM)



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