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QUARTER

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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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The growing .it: between digital culture, identity and opportunities for today's Internet

by Francesca Nicolini

Growing numbers, new forms of digital storytelling, and renewed attention to identity: the .it domain is establishing itself as a space of connection between digital culture, innovation, and online opportunities

In the final months of 2025, the .it domain recorded significant growth, with a net increase approaching 32,000 domain names -more than double compared to the same four-month period the previous year, when the difference between new registrations and deletions stood at around 14,000. The period under review shows an increase in new registrations and a marked decline in cancellations: in October alone, new registrations exceeded deletions by nearly 13,000 domains. The annual balance is also positive. At the end of the third four-month period of 2025, the total number of .it domains reached 3,537,551, with a growth rate of 1.22% (an increase of 42,517 domains) compared to the end of 2024.

This result not only confirms the vitality of the .it domain but also places it on a path of stable and continuous growth, in clear contrast with 2024, which had ended with signs of a slowdown. This trend is not merely quantitative; it confirms that an online presence is increasingly perceived as a matter of identity rather than simply a technical requirement. The growth of .it reflects renewed attention to the value of being present online: for businesses it

has become a strategic lever, while for younger generations it represents a space of opportunity, as well as one of awareness and responsibility.

The theme of identity, in all its nuances, has been central to a particularly intense period for the Registro .it. From 9 to 12 October, Pisa hosted the Internet Festival, which this year focused on the keyword #identity. The choice of this guiding theme was no coincidence: at a time when artificial intelligence and conversational assistants are transforming the way we search for, choose and consume information, reflecting on who we are and how we wish to be recognised online is becoming increasingly strategic for individuals, brands and institutions alike.

Within this broader focus on digital identity lies the ".it Factor", the campaign through which the Registro .it presented Italian identity online as a distinctive value. Launched in the autumn and unveiled at the Internet Festival, the initiative did not propose an abstract concept, but rather a synthesis of elements deeply rooted in Italy's productive and creative culture: attention to detail, a strong connection with local territories and the ability to innovate while remaining grounded in tradition. These are the very traits that have made Italian art, craftsmanship, design, food and fashion recognisable worldwide, and which today find new expression in the digital dimension as well.

Through a narrative-driven social media campaign, entrusted to a range of voices - four micro-influencers active respectively in the fields of craftsmanship, art, agriculture and the world of wine - the “.it Factor” was interpreted as a true digital signature. The chosen approach prioritised authenticity and plurality of perspectives: independent stories, different languages and diverse sensibilities that, without becoming uniform, converge around a shared value. Social communication, used as a lever to showcase Italian territories, traditions and businesses, transformed digital connections into real experiences and strengthened ties with communities and diverse audiences. The result was a collective narrative demonstrating that Italian identity is not monolithic, but rather the outcome of cultural stratification that brings together tradition and contemporaneity, local dimension and global visibility. In this sense, the .it domain emerges not merely as a technical element, but as a marker of belonging and quality, capable of certifying the origin of a project and making it immediately recognisable in the digital landscape. The .it thus becomes a space of cohesion: a meeting point between physical reality and online presence, between history and innovation, and among people, territories and digital communities. The highly positive response from online communities confirmed the strength of this approach, demonstrating that speaking about excellence, origin and belonging can foster a conscious and lasting relationship, capable of transforming the domain into a narrative and strategic element in long-term value creation.

Alongside reflection on values and the identity dimension of online presence, the Internet Festival Alongside the reflection on values and digital identity, the Registro .it also explored the technological tools that today support the creation and management of online presence at Internet Festival, through the event “Smart and Identity-Based Domain Names, Thanks (Also) to Artificial Intelligence.” The panel offered an in-depth look at how AI can become a concrete ally for businesses and professionals throughout the decision-making process: from identifying available domain names that are semantically coherent with a brand, to analysing risks linked to improper or abusive

use, and supporting creative and positioning processes. During the event, it emerged that artificial intelligence can support coherent and strategic choices by providing useful tools to interpret the dynamics of the digital environment. At the same time, the discussion highlighted a key point: AI does not replace strategic vision or human creativity but rather amplifies their potential. The quality and effectiveness of any choice remain closely linked to the ability to clearly define one’s identity, long-term objectives and the reputational value one intends to build online. The theme of internationalisation represented a natural further development of this path,

extending reflection on digital identity beyond national borders. At SMAU Milan 2025 - the final stop of the Registro’s roadshow across major Italian trade fairs and events dedicated to innovation and technology - the event “The .it domain as a digital passport to Asia” highlighted how online presence now constitutes the first level of access to international markets and a decisive tool for communicating the value of Made in Italy worldwide. In this context, internationalisation does not simply mean translating content or adapting language, but rather building a coherent, recognisable and credible digital strategy capable of engaging with complex

and culturally diverse markets. Here too, the .it domain is confirmed as a genuine global branding asset: a distinctive sign that conveys origin, quality and reliability, strengthening the reputation of Italian projects on international markets.

To complete the overview, the .it Registry’s Ludoteca continues its work, promoting Internet culture among younger generations through events, workshops and classroom activities. In particular, cybersecurity education remains a central theme, as demonstrated by the international recognition awarded to the video game “Nabbovaldo and the blackmail from cyberspace” at the Gala Conference 2025. This experience confirmed the importance of building a broad educational ecosystem capable of disseminating good practices in digital citizenship and digital hygiene. The challenge is to train responsible digital citizens who are able to recognise and prevent cybersecurity risks, promoting an approach to the Internet that is not only informed, but also respectful of rules and privacy.

At the European and international level, developments continue in the governance of domains and DNS security. From the Digital Omnibus package to the debate on IANA’s role in ccTLD disaster recovery, the need is emerging for a balance between effective security, proportionality of obligations and respect for national competences.

Identity, innovation, education, security and openness to international markets are not separate themes, but rather parts of a single narrative. A narrative centred on the awareness that today’s Internet requires skills, responsibility and vision.

The data from the final four months of 2025 depict a growing digital Italy, but also a space still open to entrepreneurs and professionals who choose the Internet to evolve their businesses, build value and strengthen their online identity. In this context, the .it domain is once again confirmed as a symbol of belonging, a strategic asset and a cultural resource to be protected and enhanced.

Enjoy reading!



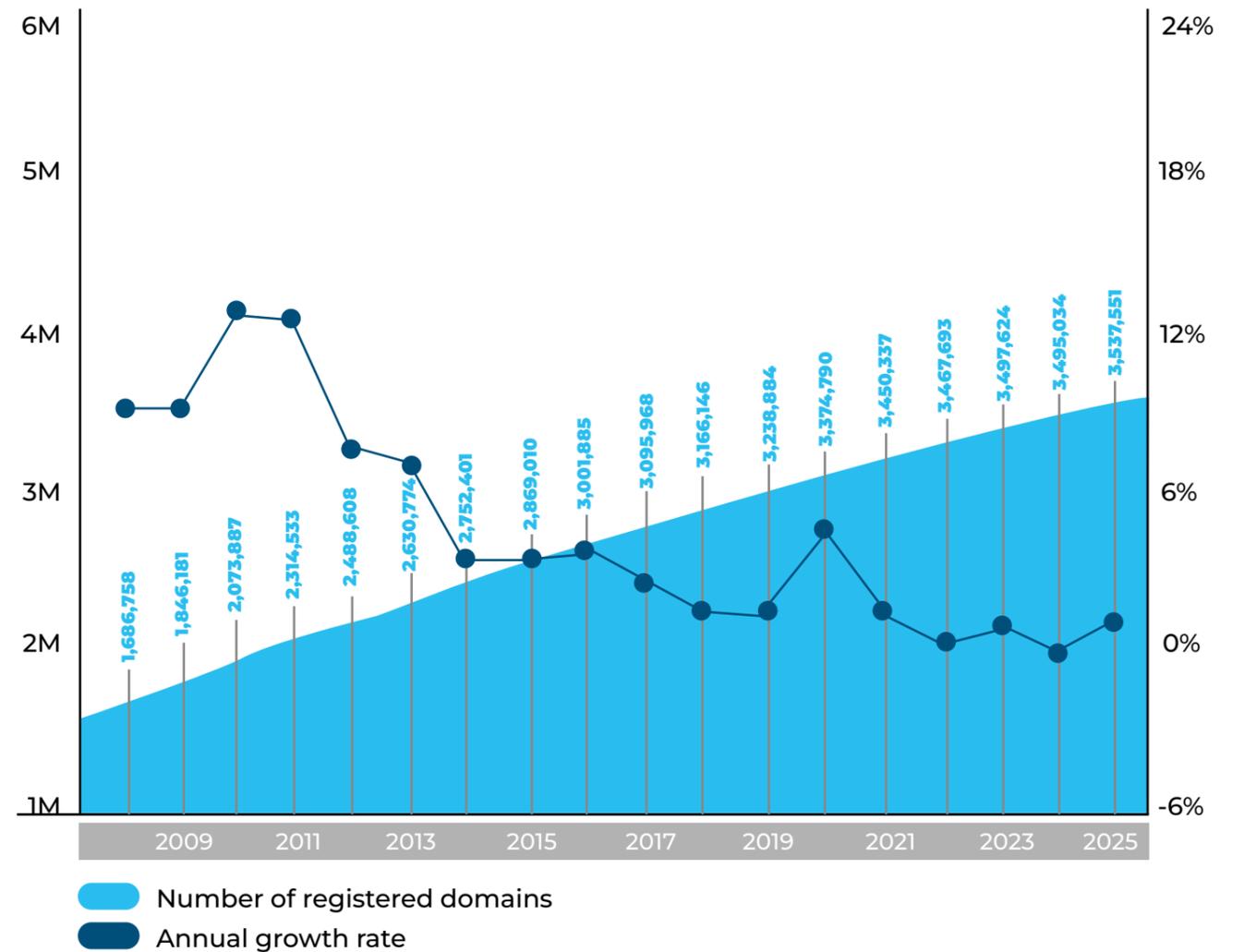
Andrea Passarella (standing), Director of CNR-IIT and Head of the Registro .it, with Massimo Fellini, journalist and moderator of LinkedIn live broadcasts

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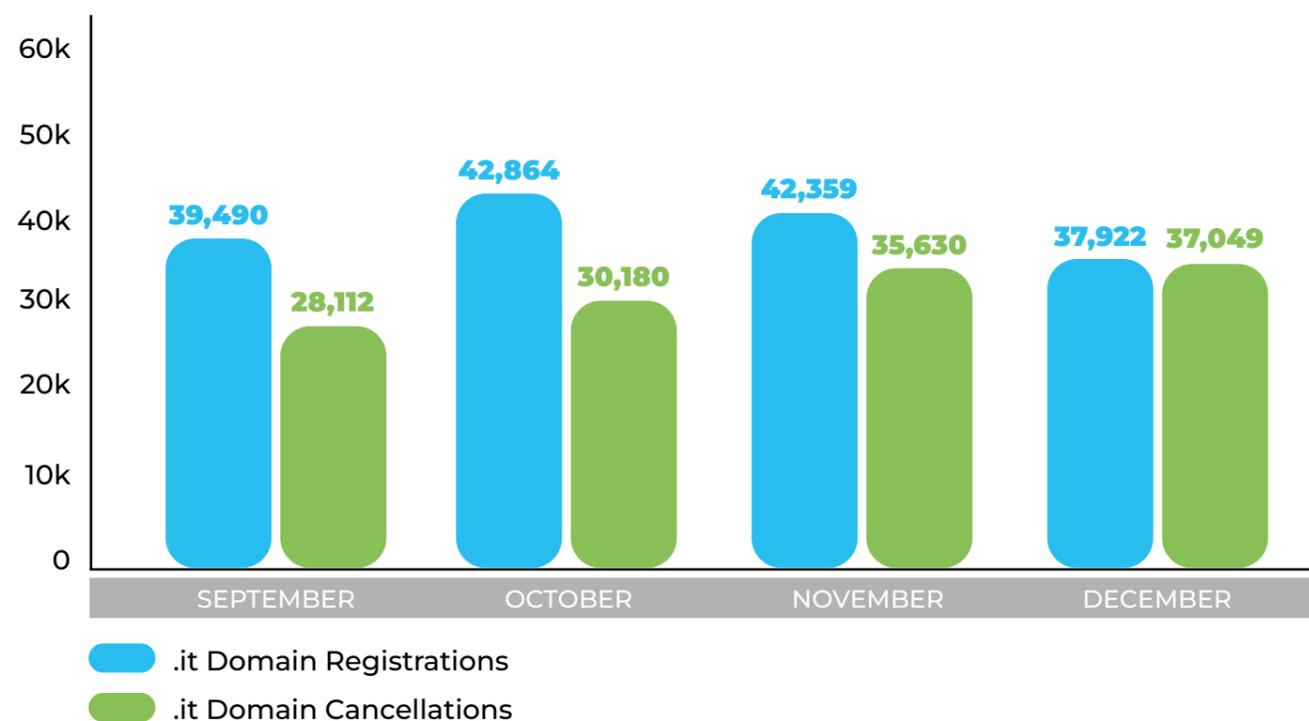
Annual growth of .it

At the end of the third quarter of 2025, the overall number of .it domains amounted to 3,537,551, with a growth rate of 1.22% (+42,517 domains), compared to the end of 2024. This rate, compared to that of the same period in 2024 (- 0.07%, corresponding to -2,590 domains, compared to the end of 2023), is significantly higher but in line with the trend recorded in the previous four-month periods of 2025.



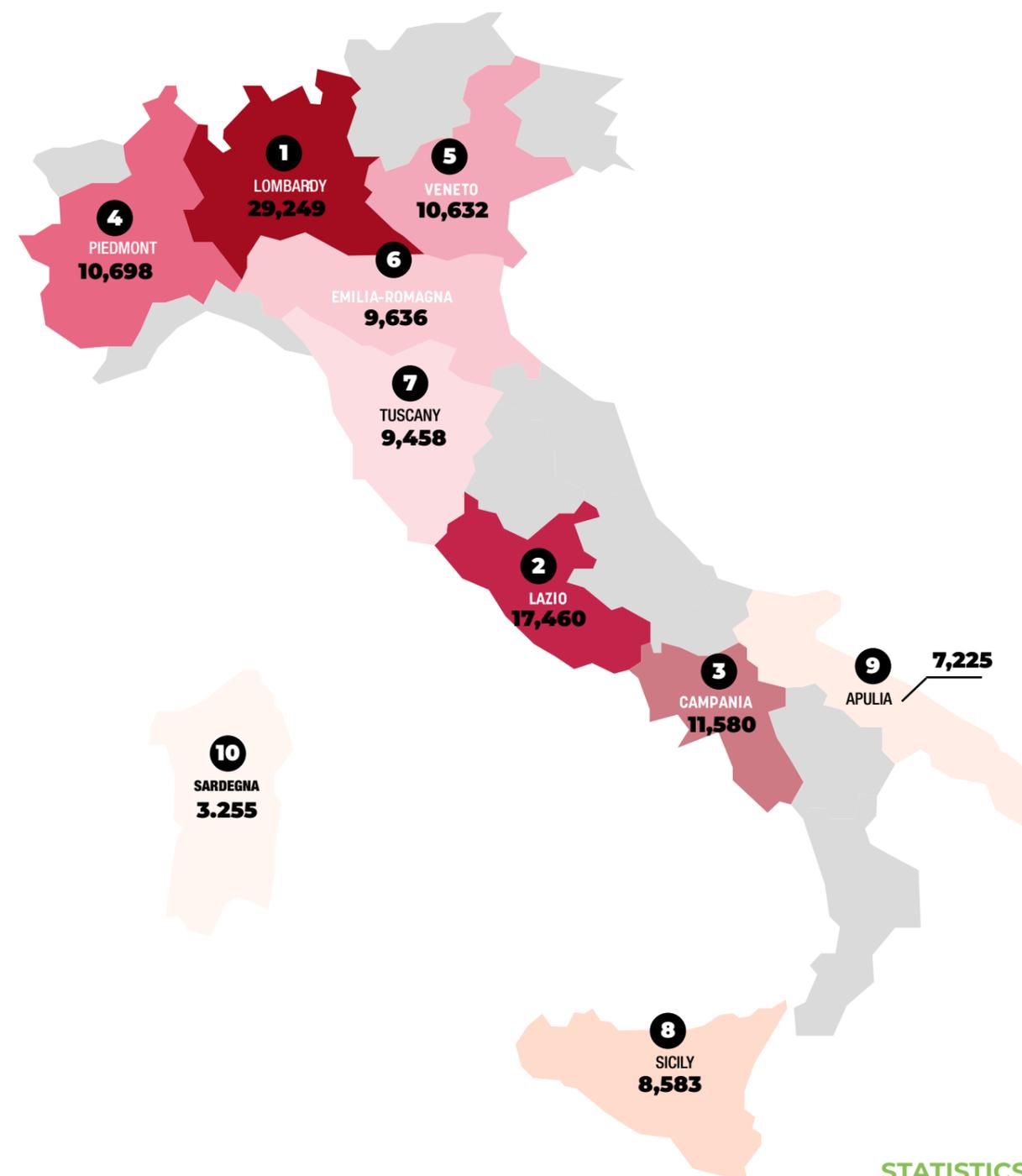
Four-month growth of .it

During the last four months of 2025, the total balance (difference between new registrations and cancellations) was close to 32 thousand domains, a much higher value than in the same period of 2024, when the difference was around 14 thousand domains. In the last months of 2025, therefore, the trend shows an increase in new registrations, accompanied by a significant decrease in cancellations compared to the equivalent four-months period of the previous year: only during the month of October, the number of new registrations exceeds that of cancellations of almost 13 thousand domains.



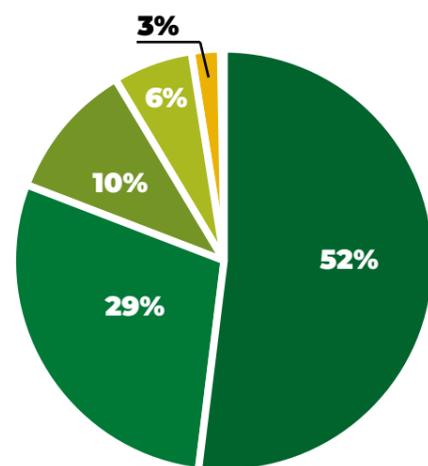
Top 10 regions with the most .it domains

In the latter part of 2025, in terms of new registrations, Lombardy, Lazio and Campania were reconfirmed - respectively - in first, second and third positions, compared to the equivalent period of 2024. Good performance by Piedmont, which rises to a position in the regional ranking, conquering the fourth place, at the expense of Veneto that loses one, placing fifth in the placements. Even the Sicily region in the last four months falls, by two positions, compared to the last four months of 2024, settling at the 8th place of the top ten.



The types of .it domain assignees

Compared to the last four months of 2024, by the end of 2025, the percentage of individuals who register .it domains increased by five full points to 52%. Albeit to a lesser extent (by one point), the percentage of new domains registered by companies also increases, achieving 29%, to the detriment of freelancers who lose one percentage point, settling at 10%.



Registration

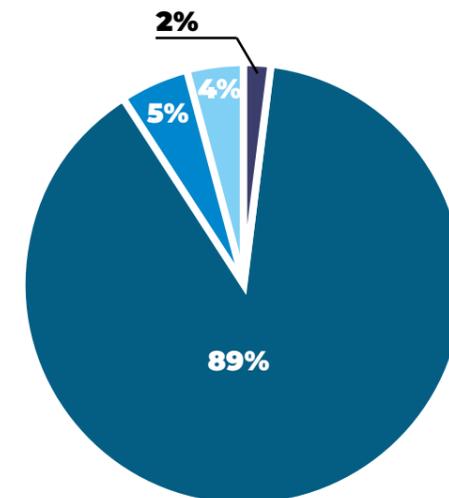
SEPTEMBER-DECEMBER 2025

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

Reasons for oppositions

In the last four months of 2025, the percentage composition changed compared to the same period in 2024: oppositions on distinguishing signs rose to 89% (+7 points), oppositions on first and surname to 5% (+1 point), public administrations to 2% (from 0%), “miscellaneous reasons” fell to 4% (-10 points).

In 2025 there were a total of 204 oppositions: 32 more than in 2024. In particular: 182 concern the company’s distinctive signs, while the remaining are distributed between the right to the first name and surname (11), “miscellaneous reasons” (7) and public administrations (4).



Distinctive signs

SEPTEMBER-DECEMBER 2025

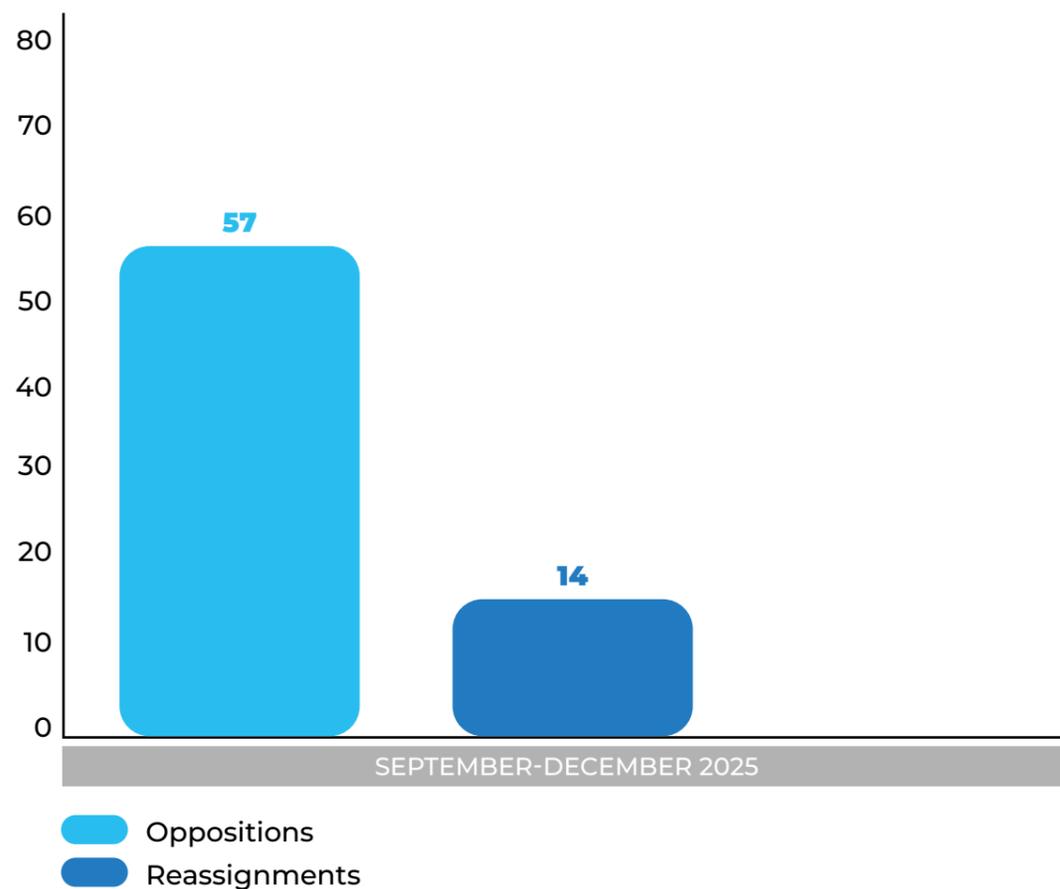
- PA
- Distinctive signs
- Names and Surnames
- Others

Report of Oppositions - Reassignments

Oppositions - 57 oppositions were initiated during the four-month period from September to December. Of the 57 oppositions initiated, 26 were filed by Italian entities (8 having their residence or registered office in the North, 9 in the Centre, and 9 in the South).

As regards the opponents, 13 have residence or their headquarters in Northern Italy, 10 in the Centre and 3 in Southern Italy. In addition, 17 foreign assignees were contested by Italian subjects while 9 foreign subjects initiated oppositions against Italian owners. In 5 procedures, finally, both parties are foreign.

Reassignments – There are 31 reassignment procedures in 2025. Of these, 16 resulted in the application being granted and the domain name being transferred, while 7 were rejected. In 2 cases the procedure was declared terminated. There are still 6 appeals awaiting a decision. In the last four months, 14 procedures have been launched. In 10 cases, both parties involved are Italian; 3 procedures involve foreign subjects; and one last was submitted by an Italian opponent against a foreign assignee.

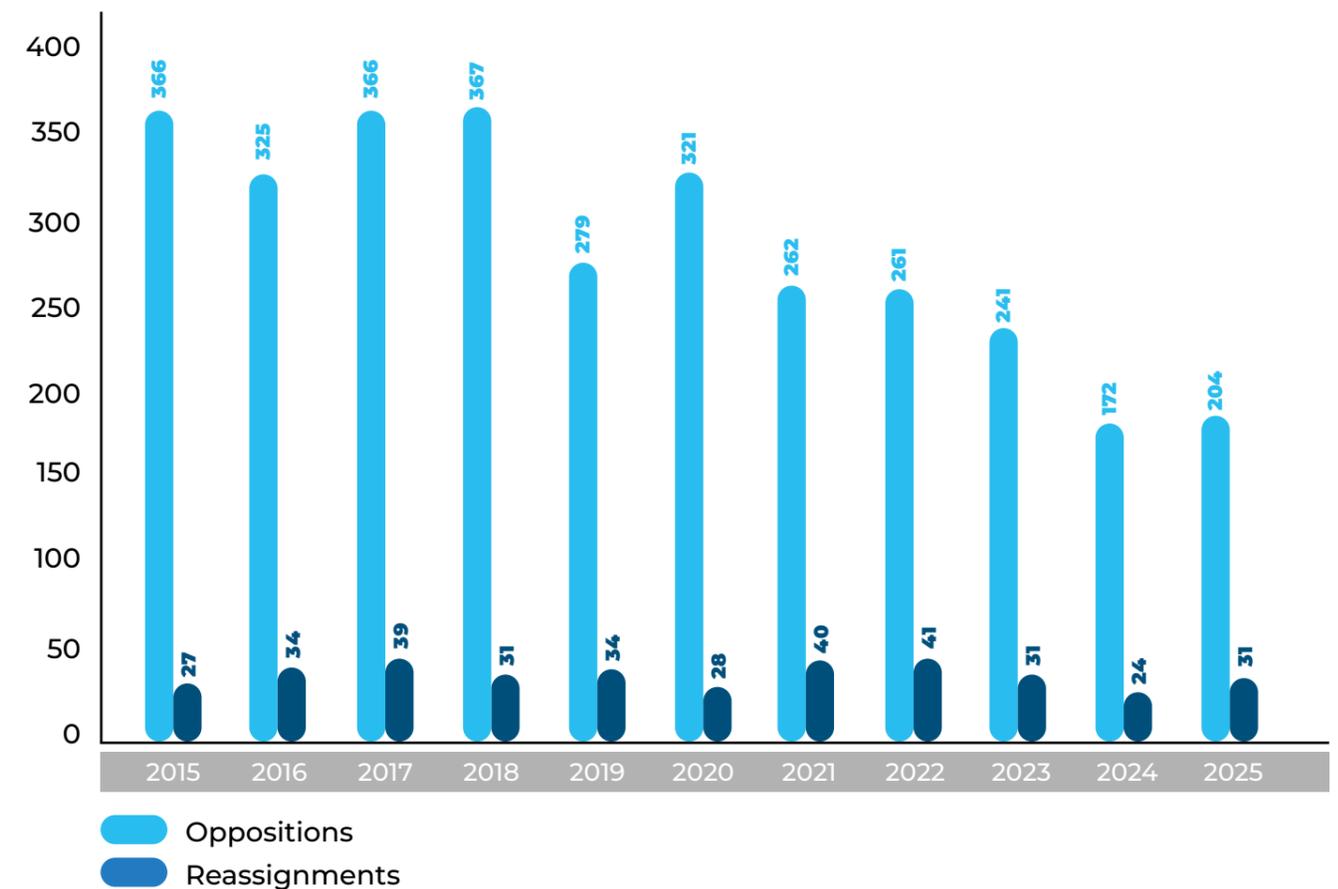


Annual trend of Oppositions - Reassignments

In the last months of 2025 there was an increase in oppositions (+6) compared to the same months in 2024. In detail compared to 2024: September (11 vs. 17), October grew (21 vs. 11), November (13 vs. 11) and December (12 in both years).

In the last four months of 2025, 14 reassignment procedures were initiated, compared with 6 in the same period of 2024, an increase of 8 cases.

In 9 cases the Board upheld the appeal by ordering the transfer of the domain name to the opponent/complainant, while 5 procedures are pending the decision of the Board.

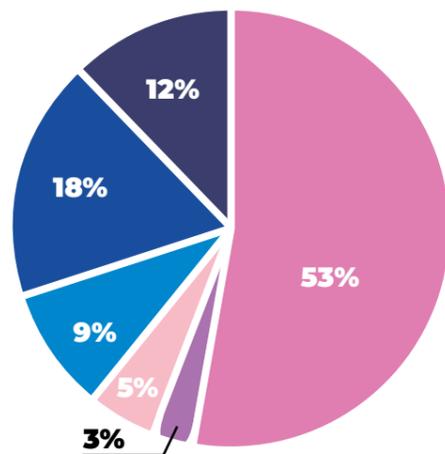


Resolution of Oppositions

Of the 57 oppositions activated in the four months of 2025, 30 are still pending and equal to 53% of the total.

The grounds for resolution are as follows: 18% ended with the revocation of the domain name, 12% ended with the cancellation at the request of the assignee, 5% with the cancellation by the Registrar and 3% with the opponent's renunciation. 9% of the opponents started a reassignment procedure at the PSRDs.

At the end of 2025, 31% of the oppositions is still pending, as the procedure can be renewed up to twice and some opponents have chosen to avail themselves of this possibility. Of the cases concluded, 18% of domain names were revoked after verification of subjective requirements, 6% were cancelled by the Registrar, and in 17% of cases the cancellation was requested by the same assignees. 14% of the opponents started a reassignment procedure at a PSRD, while 8% let the opposition lapse and 5% gave it up. 1% closed with a decision of the judicial authority.

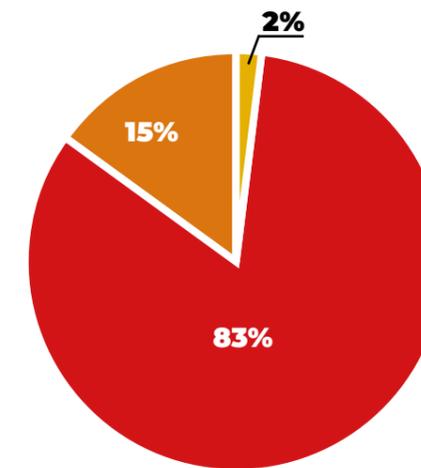


SEPTEMBER-DECEMBER 2025

- 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

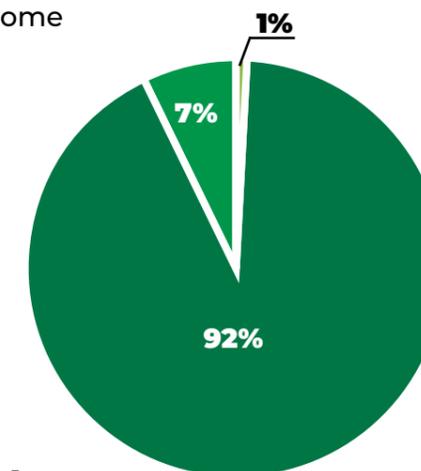
During the period under review, 112 verification requests were activated, involving 263 domain names: 243 were revoked, 2 were successful, while 18 are still in progress.



Checks

SEPTEMBER-DECEMBER 2025

- Revocation
- In progress
- Positive outcome



Domains involved

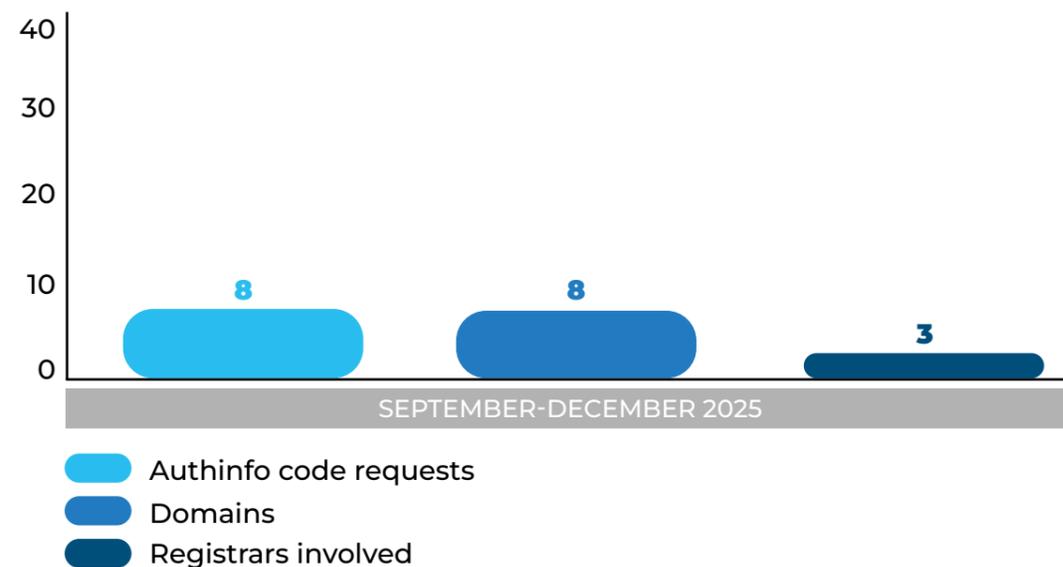
SEPTEMBER-DECEMBER 2025

- Revocation
- In progress
- Positive outcome

Authinfo requests

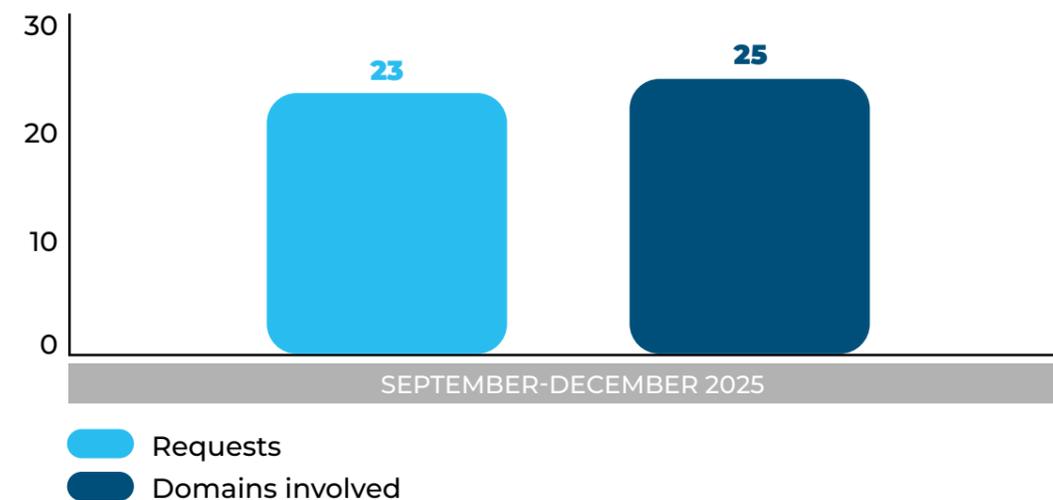
In the third and final quarter of 2025, eight Authinfo codes for domain names with 'NoRegistrar' status were issued, i.e. domains no longer associated with a Registrar because the relevant contract had expired.

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



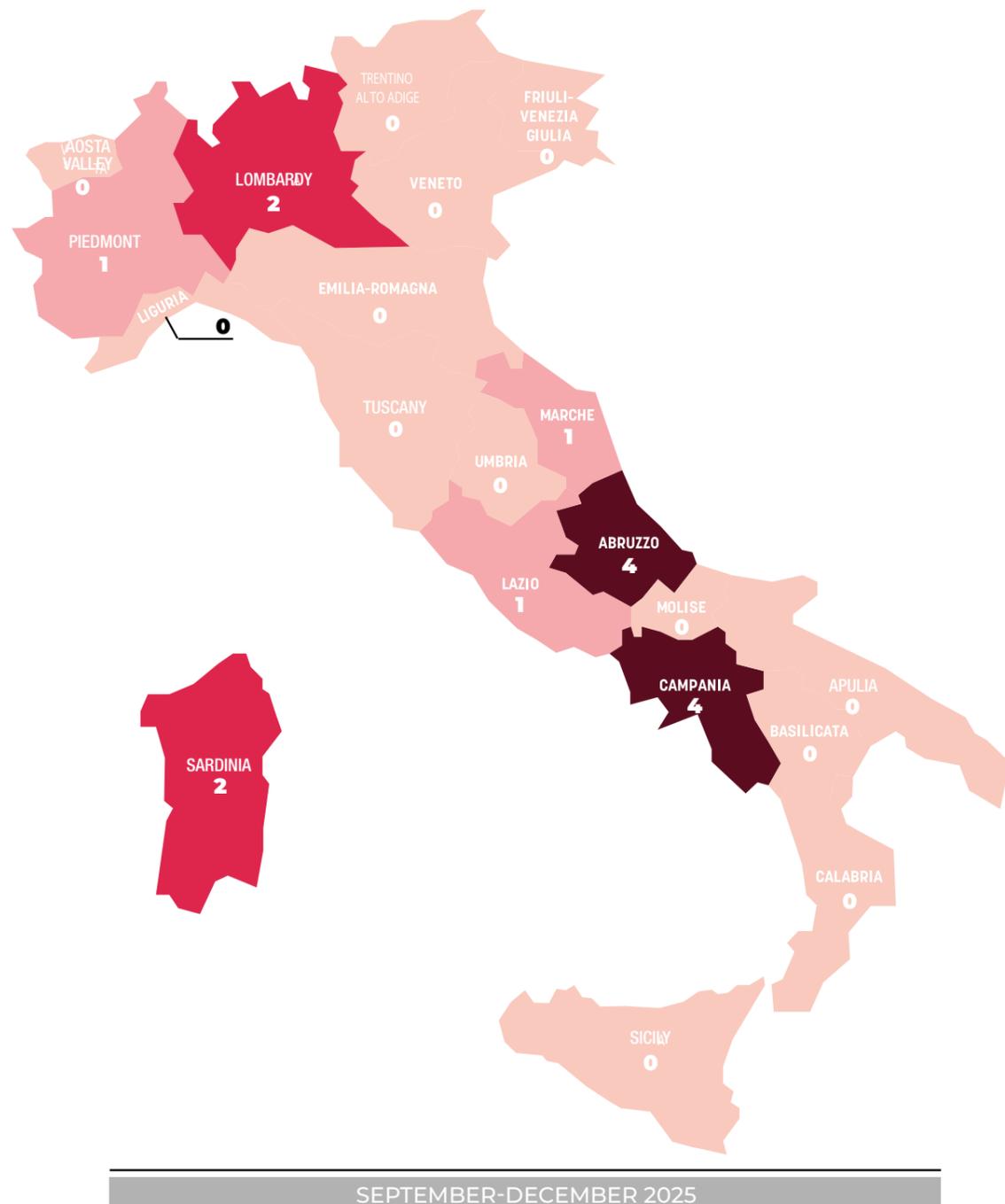
Requests by competent Authorities

In the last four months of 2025, there were 23 requests concerning 25 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

During the four-month period in question, the number of registrations of names reserved for Italian Municipalities was 15.



SEPTEMBER-DECEMBER 2025



03

QUARTER

The “.it factor”: Italian identity as a digital signature

Influencer & Identità
Storie digitali per raccontare il Made in Italy

10 ottobre 2025, ore 16:00

Centro Congressi
"Le Benedettine", Aula A
Piazza S. Paolo a Ripa D'Arno, 16
— Pisa

it **IF** INTERNET FESTIVAL 2025
FORME DI FUTURO

What truly makes a project, idea or product born in Italy unique? Is there a distinctive trait that has made Italian art, creativity, craftsmanship, food, and fashion recognisable worldwide, symbolising quality, beauty and the art of living?

This question has spanned centuries, from Renaissance workshops to today's tech start-ups. The answer, complex and fascinating, lies in what we call the ".it Factor": a unique blend of creativity, resilience, attention to detail and the ability to innovate while staying rooted in tradition. This is what makes Italian identity unmistakable and recognisable globally. In October 2025, the Registro .it launched an Instagram influencer marketing campaign focused on this concept, targeting a young audience crucial for the national economy: young professionals, digital artisans, freelancers and creative entrepreneurs. The campaign aimed not simply to promote the technical aspects of the domain, but to tell a values-driven story.

To achieve this, the Registro .it involved four influencers who, through their content, tell daily stories of Italian artists, artisans and producers. They reflected on what the ".it Factor" means to them and how the excellence of Made in Italy finds its natural home online in the .it domain. Influencer marketing allowed complex messages to be communicated through diverse perspectives. Italian identity is not abstract; it manifests across multiple fields. Four creators were selected to cover vertical niches - from wine to art, from agriculture to urban craftsmanship - transforming Italian identity into a shared value. The campaign highlighted the .it domain as a symbol of belonging, certifying the origin and quality of Italian projects in the vast digital landscape. The creators were free to express their creativity in their own language, acting as narrators with authentic personal voices rather than as conventional brand ambassadors. Through a series of Instagram stories and a reel, each interpreted the brief according to their own style.

Sara Piovano (@sarapiovano), a young sommelier travelling across Italy to showcase wines, wineries, producers and local territories, used wine as a metaphor for patience and pride. In her narrative, a glass of wine represents a journey requiring time and



From left: Sara Piovano, Alessia Fraioli and Barbara De Poli

dedication, much like building a strong professional identity. Choosing a .it domain is, for Sara, like affixing a DOCG label to her digital work: a mark of authenticity recognisable everywhere.

Alessia Fraioli (@cometicriticolararte), an influencer sharing classical and contemporary art with her Instagram followers, explored the uniquely Italian ability to transform ordinary necessity into extraordinary beauty. Referencing the grandeur of Florence's Duomo and the perfection of Renaissance masterpieces, she drew parallels with the care invested in online projects today. The .it digital signature thus becomes the artist's final touch, enchanting viewers.

Matteo Fiocco (@matt_thefarmer), a farmer, spoke of land and authenticity. For those working the fields, Made in Italy represents both preservation of agricultural traditions and innovation, guaranteeing the quality of products reaching tables worldwide. Matteo emphasised that protecting physical products must go hand in hand with safeguarding digital presence, where the .it domain serves as a seal of assurance for the global consumer.

Barbara De Poli (@Mynatane), who showcases the beauty of Made in Italy craftsmanship and small brands, offered a sensory journey from Renzo Piano's architecture to artisan workshops in Turin. Her video illustrated how the .it factor acts as an "invisible thread" connecting manual skill with innovative vision, with the .it domain bridging physical and digital realms.

THE RESULTS: STRONG RESPONSE FROM THE COMMUNITIES

The final data from the campaign confirm that the message hit the mark, generating a high-quality level of engagement. The Meta advertising strategy, focused specifically on the content of the four influencers, delivered excellent performance. The dissemination of the four videos, carried out on Instagram and targeting a national audience aged 18–55, achieved truly remarkable results, both in terms of brand exposure and engagement with the content. In just 15 days, the sponsored posts approached 3 million views, reaching over 835,000 users and generating more than 1.2 million engagement actions—including over 12,370 reactions, comments and shares, and more than 3,500 clicks to the campaign landing page.

These figures demonstrate that the campaign successfully connected with a broad and attentive community. The ".it factor" has shown that even online, speaking the language of excellence and belonging is key to standing out and creating long-term value.



From left: Giampaolo Colletti (journalist), Sara Piovano, Alessia Fraioli and Barbara De Poli

When the video game educates: "Nabbovaldo" wins first prize at the GALA Conference 2025



From left: Giorgia Bassi, Ludoteca del Registro .it Project Coordinator, and Iliaria Matteucci (Researcher at CNR-IIT)

On 20 November, in the Dutch city of Utrecht, the Ludoteca of Registro .it took part in the GALA Conference 2025, a global gathering for those developing and promoting learning-based gaming tools.

The protagonist of the initiative was the educational video game dedicated to cybersecurity “Nabbovaldo and the blackmail from cyberspace”, developed in collaboration with Grifo Multimedia. Selected among the three finalists of the “Academic Games” section of the “Serious Game Competition”, the game won the first prize during the conference, gaining an important recognition for the quality and effectiveness of its educational content. Aimed at girls and boys aged 11 to 14, the video game proposes a narrative path divided into four chapters, in which young users are called to confront situations related to the daily use of the Internet. Among choices, challenges and interactive moments, players learn to recognise the dangers of the Internet and develop responsible behaviours, gaining fundamental computer security skills.

Moreover, thanks to the participation of the Ludoteca in the European Erasmus Plus project “SuperCyberKids”, the game is also available in English and includes a section dedicated to teachers, that allows to select specific chapters and topics based on the classroom’s teaching needs.

The achievement obtained at the GALA Conference shows how serious games can be effective and engaging educational tools capable of conveying complex concepts in a simple and accessible way. A result that confirms the game as an innovative language to train new generations to digital citizenship.



QUARTER

Alert on domain names to protect geographical indications

On 10 November, the European Commission published a report on the necessity and feasibility of an information and alert system on domain names for the protection of geographical indications (GIs) of wines, spirit drinks and agricultural products. The document builds on the provisions of the European Regulation on Geographical Indications (GIs) and aims to assess whether and how it is possible to effectively monitor the misuse of protected names in the domain name system. The report notes that instances of abuse of GIs in domains now seem relatively limited but points out that this may be due to poor monitoring by manufacturers, often small and medium-sized enterprises with limited resources. That is why the Commission considers it useful to have a centralised alert system to help identify potential infringements. The development of this system will be entrusted to EUIPO (European Union Intellectual Property Office). The solution identified as “more proportionate and technically sustainable” is mainly based on publicly available DNS tools, such as name server queries. These can be joined by

automated WHOIS/RDAP queries and voluntary cooperation with European ccTLD registries. An important point is that this model does not require technical adaptations to national registers: the system will work using data that is already public.

Future regulatory developments will be assessed in conjunction with a similar report on the protection of geographical indications for artisan and industrial products, expected in June 2026.

From the ccTLD perspective, the importance of the report is high. CENTR (Council of European National Top-Level Domain Registries) considers this result to be very positive: for the first time there is a public document that takes account of the concerns expressed by the registers and creates a solid basis for future work. However, the path is not complete: the Commission (DG GROW) will have to repeat the same analysis for the artisan GIs.

CENTR will continue to work actively with European institutions to ensure balanced, effective and respectful solutions to the role of the national registers.

04

QUARTER

The digital as a passport for Made in Italy: the second LinkedIn live session of the Registro .it

by Chiara Spinelli

Being able to communicate beyond national borders is not just a matter of language, but of strategy, technology and identity. In the second appointment of the Registro .it format, the value of domain and cultural localization was explored to meet the challenge of export

With the second episode, the cycle of LinkedIn live sessions created by the Registro .it to bring digital culture to businesses and professionals comes alive: an appointment in five events during the winter season 2025/2026, a series of meetings conceived as a real updating laboratory on the themes of digital marketing. The interviews (once a month from October) are curated by Massimo Fellini, journalist, content curator and expert in digital transformation and artificial intelligence, supported each time by specialists in the field and representatives of the Registrars.

The common thread of the five meetings is simple: the domain name is not a mere technicality or a simple web address, but a strategic asset, an investment in authority, autonomy and territorial roots, and the online presence of companies and professionals,

essential in the contemporary economic market, must be managed and constantly updated, aiming precisely at the website as a milestone. Starting from here, each episode is declined to tell different aspects, from the impact that the AI revolution is having on online research, content delivery, SEO and online shopping, to internationalization, data security and focus on specific sectors, such as tourism. Every live hour is about providing practical tools to turn one's network presence into a real competitive advantage.

After the first episode, which was held live during the Internet Festival in Pisa, entitled "Smart and identity-driven domain names, thanks (also) to AI" (guests Daniele Chieffi, Luca Luperini and Donato Molino), the second session has turned the spotlight on a theme much felt by the Italian productive fabric:



internationalization. Barbara Carini, Head of New Business at East Media, an agency of the Triboo Group specializing in supporting Italian companies in Asian markets, has been called to deepen how digital can help Italian companies to scale the world markets. Carini works daily to break down barriers between the West and the Far East by advising businesses on digital export issues. Her expertise ranges from strategic digital marketing to managing e-commerce on foreign platforms, to guide SMEs to an effective presence in markets that have radically different benchmarks from ours.

It is not just translation: the localization challenge and the “no-Google” markets. During the discussion between Carini and Fellini, it emerged first and foremost that internationalisation is no longer an ambitious option for a select few, but rather a commercial expansion operation within the reach of companies thanks to digital technology, which allows them to work in a scalable and pervasive way to consolidate their brand in markets around the world. This does not mean that it can be done cheaply or, worse still, by relying on DIY solutions, because, as we will see, for Carini internationalization involves cautious and strategic investments, without which there is a risk of failure.

According to Carini, Italian SMEs have a privileged position on the international scene, because Made in Italy in the world is synonymous with quality and exclusivity and its demand is constant. But it is risky to focus everything and only on demand: there is a supply to be built, one that must be adapted to landing markets and one that must be able to tell the products while being culturally in tune with the countries to which it is addressed.

The company’s website, properly translated, is obviously the starting point, the place where control over one’s own image and content is exercised. The most common mistake of Italian SMEs, however, according to Carini, is to think that a good translation of the website is enough to land abroad, perhaps adding as many languages as possible to demonstrate its interest as a company in opening up to more markets. A mistake that often takes time and financial resources away, in search of useless expansion. For Carini, it is better to carefully

cover three markets and three languages (starting with English as a universal basis) than to try to incorporate forty languages with machine translations that undermine consumer confidence. Not only cost optimisation but maximum effectiveness of results.

Another crucial point for Carini is of course what concerns so-called “no-Google” markets, such as China and South Korea. Here, some digital tools that we consider to be universal do not exist or are entirely marginal, while others, local and specific, need to be exploited. For example, a Google search-optimised site in Korea doesn't get any results, because the first search engine in the Korean market is Naver, which is used by about 75% of the Korean population.

In China there is also the so-called Great Firewall, the filter system that monitors inbound and outbound online traffic, controlling what the Chinese can see online: not only are all the Western web giants we use every day, from social media to Google, paying the price for this, but also all the websites that are hosted on servers outside of China in general. These websites are not blocked but are hugely slowed down by content scanning systems to the point of becoming unusable. This means that China is in fact a completely separate digital market from the rest of the world, to be approached with the right skills, in which it is crucial not only to be present on local platforms (e.g. WeChat), but also outsource the website to a local hosting provider to increase the likelihood of passing checks quickly.

The content: effective landing page and the great unknown of artificial intelligence

It is not just the firewall problem that complicates penetration into China's digital market: in fact, no other touchpoint of the company already launched for Western markets can be used in China. Social pages of all kinds (Facebook, LinkedIn, Instagram) are banned, and this makes it necessary to be present on local platforms (such as WeChat). In short, it is a real investment in marketing (strategy and execution) that cannot be done in an amateur way but must be studied and considered. Often, because the costs are multiplying and concern both the website and the platforms, it may be better not to translate the entire website into

Chinese (especially if it contains a catalogue of products with specialised vocabulary, which is an expensive task that cannot be done, at least for now, using machine translations), but rather to consider creating a specific landing page for that market, with a clear view of the customer's needs that translates into a direct and understandable language and message, and perhaps into the presentation of some specific products, the ones that are most interesting and attractive to the specific audience.

Carini's further inspiration comes from the “hot” theme of the moment, namely the impact on online research of AI, and in particular products such as Gemini and ChatGPT. These systems reward structured, up-to-date and authoritative content, which means that the quality of the text and the architecture of an SME's website are key factors for appearing in the responses provided by digital assistants to potential foreign partners. They are widespread internationally and extensively: a new web surfing trend that has become established in a very short space of time, of which neither all the mechanisms of operation nor the possible future developments are yet clear, but which must necessarily be taken into account in every strategy, as of today.

And while the generative AI that “reads” our websites to quote them in its conversations may scare those who are fond of classic SEO, it can become an integrated ally of our website, through conversational chatbots that represent effective first contact with users.

Being Italian: a value not to be wasted

From her privileged point of view of Italian companies, for Carini our companies have no problem launching into the international market, with a pioneering spirit and true explorers. The will often arises, in her opinion, from an all-Italian way of doing things: without a second thought, adapting to the context in a more resilient way than many other European peoples and finding solutions at the moment. But today, with global competitiveness and rapid development times, it is no longer possible according to Carini to approach foreign markets in this way. The target market must be carefully analysed and multi-annual budgets planned and defined: the more developed the market or the more sophisticated the product, the more attention must be paid to planning.

In conclusion: exporting means digitally “inhabiting” another country. This, according to Barbara Carini, requires humility in understanding cultural differences, strategy to meet the needs of the market one wants to approach, quality investments to equip oneself with the right skills on tools and vision in protecting one's own identity, also through solid tools such as a .it domain, which in the world remains synonymous with Italian quality and talent.

PMI in rete - Strategie digitali in diretta

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Valorizzare il Made in Italy nel mondo: la tua strategia online per l'internazionalizzazione

MASSIMO FELLINI
Giornalista ed esperto di digitale

BARBARA CARINI
Head of New Business, East Media

Live streaming

registro.it

Growing up digital: the Ludoteca of the Registro .it between events, play and awareness

by Giorgia Bassi

With the start of the new school year, the Ludoteca is once again taking part in educational events, with the aim of spreading the culture of the Internet among the younger generations, understood as a wealth of knowledge, skills and value systems for a conscious and responsible use of all digital resources.

In addition to the activities carried out in the classrooms, it is important to take the project also to contexts such as festivals and fairs, precious occasions not only to meet a wide audience, but also to confront, know and dialogue with other subjects active in the educational and dissemination sector. These contexts also contribute to strengthening the role of the project as a tool for cultural awareness raising and promoting informal learning, also outside the school environment, by fostering networking, the exchange of good practices and the continuous updating of the methodologies used.

THAT'S IT: A PLAYFUL JOURNEY THROUGH DOMAINS AND DIGITAL IDENTITY

A well-established event is the "Bright-Night - The European Researchers' Night", which this

year took place in the research area of the CNR of Pisa on 26 September. Here, the Ludoteca proposed the laboratory "That's it - .it domains but not only", a playful and informative activity dedicated to domain names, in order to make known not only the national domain, but also the other European extensions, through a game based on matching them with the respective geographical flags.

The laboratory has aroused a lot of interest and curiosity - not only among the little ones - and has allowed to introduce, in a simple way, the technical notion of domain name, and then deepen the aspects related to its use, highlighting its importance for building an identity on the Internet.

CYBERSECURITY TAILORED FOR KIDS

Another crucial theme for the Ludoteca is "cybersecurity education", the set of all those educational and training activities that serve to raise awareness and develop cybersecurity skills (learn how to protect computers, networks, data and people from digital threats, such as viruses, hackers, phishing, identity theft, cyber attacks). This specific theme has been the protagonist of the lab "Cybersecurity? A boys and girls' play" proposed for Internet Festival 2025, scheduled in Pisa from 9 to 12 October. At the

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Le Benedettine Conference Centre, the classes took part in various group activities related to the educational video game “Nabbovaldo and the blackmail from cyberspace” of the Ludoteca of the Registro .it, a serious game designed to teach children (about 11-14 years old) the basics of cybersecurity and secure use of the Internet in an engaging and interactive way.

The topics covered include malware, cyber attacks, online scams, passwords and other countermeasures, with a focus on the role of the human factor, the real weakness in cyber security.

The classes of first grade secondary schools involved have shown a lot of interest in these issues, sharing personal experiences related to small and large “incidents” online also with teachers.

The boys and girls also showed particular curiosity and interest in the character of the video game Dark Fred, which represents the figure of the hacker. In this regard, it was important to clarify, highlighting the criminal nature of this figure, but also recalling the origins of hacking understood as the “creative” use of information technology, not aimed at malicious purposes and, in some cases, characterised by an “ethical” purpose.

At the Internet Festival, social networks also played a central role, with the game “First think, then share” (cards illustrating various objects or types of information) that sought to stimulate debate on whether or not certain data and information should be shared on the Internet, to reflect on the importance of protecting one’s own privacy online.

DIGITAL EDUCATION AT THE FAIR

“Maker Faire 2025” (scheduled at the Gazometro Ostiense in Rome from 17 to 19 October) was another useful opportunity to promote the Ludoteca project, with a dedicated space within the CNR institutional stand. Maker Faire is an event in which innovation is told in a simple way, prioritising dissemination initiatives, and which brings together makers, innovators, and creative figures to bring electronics, artificial intelligence, robotics, virtual and augmented reality, gaming, music, art and education projects to the general public.

During the macro event in Rome, which placed a strong emphasis on the educational dimension as a strategic lever to bring young

people closer to these disciplines, the staff of the Ludoteca participated in the dissemination activities together with the other institutes of the CNR, explaining the educational offer of the project from primary to secondary schools of second grade, with a focus on the school-work training (FSL, formazione scuola lavoro) programmes.

Visitors were also able to browse the scenarios of the Internetopoli web app, dedicated to themes of digital citizenship and learn about the interface of the video game Nabbovaldo, having fun with minigames.

The event was attended by several school groups, but also teachers and parents who showed a lot of interest especially in digital education courses for adults. It is indeed essential training on topics such as data protection and digital identity, targeting the entire educational community, including teachers and families, in order to create a virtuous network capable of strengthening and disseminating good IT hygiene practices.



YOUTH, STEM, AND GENDER EQUALITY

The Ludoteca of the Registro .it took part in the first edition of the ‘International Festival for Gender Equality’, held in Perugia from 16 to 18 October. The event combines education, culture and outreach to promote a more equitable future and to address the issue of equality in a positive and constructive way, sharing best practices, innovative ideas and initiatives capable of producing real change.

At the Perugia Festival, the Ludoteca participated with a speech within the panel “Youth and gender gap. Overcoming stereotypes”, during which the results of the survey “Gender gap between young people in STEM”, conducted in 2023 by the Registro .it in collaboration with the University of Florence, were presented. To enrich the event, the vision of five clips of the section “Women & Informatics”, which highlights important female

figures in the world of information technology, often forgotten by historical narration. The audience, watching the dedicated videos, was able to discover the stages of the professional lives - but not only - of five female computer scientists: Ada Lovelace, Grace Murray Hopper, Hedi Lamarr, Radia Perlman. Boys and girls have embraced their stories with enthusiasm, asking many questions to the experts of the Ludoteca about the biographies, sometimes very singular, of each scientist.

The Ludoteca’s commitment to the gender gap in STEM (Science, Technology, Engineering and Mathematics) has already been deepened previously (see Quarter, no. 3, year 2024) and continues to be a priority, also in light of recent data: in Italy, only 16.8% of girls between 25 and 34 have a STEM degree, compared to 37% of boys (source: Save the Children on 2024 Istat data).



Giorgia Bassi, Ludoteca del Registro .it Project Coordinator

EU Digital Compliance: how the Digital Omnibus aims to simplify it

by Gino Silvatici



On 19 November, the European Commission published the so-called Digital Omnibus, a set of rules that aims to coordinate and streamline several pillars of EU digital legislation. This set of rules affects key acts, including the NIS2 Directive, the Critical Entities Resilience Directive (CER), the GDPR (General Data Protection Regulation), the European Digital Identity Regulation (EUID) and the Digital Operational Resilience Act (DORA). The stated aim is to reduce regulatory fragmentation, simplify obligations for organisations and make digital incident and data breach management more efficient. The intention is to create a more coherent and easily interpretable regulatory framework, in which companies are not forced to navigate overlapping or sometimes conflicting requirements. The underlying logic is to avoid duplication of obligations and to reduce the time and costs associated with compliance, especially for entities operating on a transnational scale and having to deal with different regulations in each country. At the same time, a more integrated system should enable a faster and more coordinated response to incidents, improving the quality of reporting and the ability of authorities to intervene promptly and accurately. One of the most important elements for the internet infrastructure sector and for organisations subject to cyber security requirements is the introduction of a “single entry point” for incident reporting. This single point will become the main channel for reporting cybersecurity incidents and personal data breaches under European legislation. It will be developed and managed by ENISA, the European Union Agency for Cybersecurity, and will act as a central hub for sorting reports to the competent national authorities. The idea behind this mechanism is simple but ambitious: to prevent a single incident from having to be communicated to several authorities through different procedures, with different models and portals. In an increasingly complex regulatory environment, the single-entry point promises to reduce the administrative burden and risk of formal errors, while improving the quality and timeliness of information shared between operators and authorities. As far as notification timelines are concerned, the Digital Omnibus does not substantially change the timelines required by most cybersecurity legislation. Exceptions are the

General Data Protection Regulation (GDPR): the initial notification of a personal data breach, currently set within 72 hours, would be extended to 96 hours. This change responds to a recurring criticism from businesses and data protection officers, who often struggle to gather reliable information in such a tight timeframe, especially in the event of complex incidents. Another important innovation is the threshold for the notification obligation for ‘high risk’ data breaches. The Digital Omnibus proposes raising the level of seriousness necessary for a violation to be considered “likely to cause a high risk to the rights and freedoms of individuals”. In practice, an attempt is made to avoid events of secondary importance or with minimal impact being notified as critical incidents, focusing attention on those that present real hazards to the persons concerned. In this context, a central role will be played by the European Data Protection Board (EDPB). The Digital Omnibus requires the EDPB to develop a common template for the notification of personal data breaches to competent authorities. Furthermore, it will have to define a list of circumstances in which a violation is to be considered “high risk” for the rights and freedoms of individuals. These tools should facilitate a more uniform application of the GDPR across the Union, reducing interpretative differences between Member States. The set of rules is not limited to the GDPR: the changes also affect NIS2 and DORA, which govern the security of networks and information systems, and operational resilience in the financial sector, respectively. Coordination between these rules is essential, because many organisations are subject to multiple regimes at the same time. The Digital Omnibus tries to create a more consistent framework, where security, incident management and reporting obligations do not overlap in a chaotic manner. From a business perspective, the Digital Omnibus is an attempt to simplify a regulatory landscape that is perceived to be increasingly dense and difficult to manage. However, much will depend on the details of implementation and how national authorities interpret the new rules. The next stage is for the European Parliament and the Council of the EU to define their positions and start legislative negotiations. If endorsed in its overall setting, the Digital Omnibus could mark an important step

toward more integrated and functional digital governance. The idea of a single-entry point for alerts, together with clearer criteria on when and how to notify incidents, is a step in the direction of greater efficiency. The challenge remains, however, to turn these intentions into practical tools that are genuinely useful for organisations and capable of improving the protection of European citizens in the digital age.

From the point of view of CENTR (Council of European National Top-level Domain Registries),

the reception of the Digital Omnibus is more conservative: the association pointed out that the set of rules does not address one of the main problems for the sector, namely the overlapping of different cybersecurity oversight and audit frameworks. According to CENTR, the existence of multiple control regimes, often with similar but not identical requirements, creates operational complexity and additional costs, especially for organisations that already invest significantly in the security of critical internet infrastructures.

Furthermore, the idea of a single reporting

interface at European level is not in line with the guidelines and statement made by the association, as it is considered that such a mechanism should be developed mainly at national level, where competent authorities are better aware of the local context, the specificities of the individual registers and the digital infrastructure of the territory.

An approach that is too centralised would risk diverting the incident management process from operational realities, reducing the effectiveness of response and cooperation between operators and authorities. For this reason, CENTR's policy team has announced that it will continue to closely monitor the evolution of the Digital Omnibus during the legislative process in the European Parliament and the EU Council.

Based on developments and changes to be introduced, CENTR will assess whether and how to intervene in public and institutional debate, with the aim of protecting the specific needs of ccTLD registers and promoting a regulatory framework that combines safety effectiveness, proportionality of obligations and respect for national competences.



ICANN

IANA's role in ccTLD disaster recovery

by Arianna Del Soldato and Adriana Lazzaroni

As of 2026, the Internet Assigned Numbers Authority (IANA) will play a dual role in disaster recovery (DR). On the one hand, it will ensure that the root of the global DNS (internal DR) is protected by ensuring that the so-called "Internet's address book" remains available in the event of an emergency and/or disaster.

On the other hand, it is currently considering playing a broader, more defined role in assisting the Country Code Top-Level Domains (ccTLDs) in disaster recovery.

CCTLD VS GTLD

Unlike ccTLDs, ICANN (Internet Corporation for Assigned Names and Numbers) has already taken a structured approach to gTLD business continuity by adopting a set of operational and contractual tools to ensure that critical functions can be restored in the event of a crisis. To this end, ICANN uses several tools, including:

- Data Escrow: the contract with Registers and Registrars requires for the latter to file their registration data as a guarantee on a daily basis with an ICANN-approved Data Escrow Agent, in accordance with RFC 8909 and 9022.
- SLA Monitoring System (SLAM): a leading

Service Level Agreement (SLA) monitoring service that controls Registers and Registrars' compliance with their SLAs in near real-time. In fact, the contract defines specific emergency thresholds which, if reached in one of the critical functions (DNS, DNSSEC, RDAP, Data Escrow), allow ICANN to intervene by temporarily taking over the management of the service ensuring its restoration if the Registro or the RSP (Registry Service Provider) are unable to resolve the situation autonomously.

- Emergency Backend Registry Operator (EBERO): a system of emergency backend registry operator (EBERO) available 24 hours a day, 7 days a week, that can be activated temporarily if a gTLD (detected through the SLAM service) is likely to fail to support one of its critical functions.

ICANN DR STUDY GROUP

In May 2025, the IANA Policy Gap Analysis Working Group (PGA WG) recommended



to the Council of the Country Code Names Support Organisation (ccNSO) the establishment of a study group to advise ccNSO on IANA's role in the emergency recovery of ccTLDs.

The reasons for this recommendation relate mainly to three aspects. First, there is a policy gap: there are currently no tools or procedures to enable IANA to effectively manage operational disaster recovery challenges, while ccTLDs show interest in exploring and deepening the issue. Second, the role of IANA in the context of disaster recovery is undefined, implying the absence of a policy of reference and opening the possibility of launching a completely new study. Finally, there is a strong public interest in ensuring that ccTLDs remain operational even in the event of disasters, making it useful to assess whether IANA can take on a supporting role for ICANN in promoting the stability and security of the Internet.

The objective of the study group set up by the ccNSO Council is to understand how the authority can support geographic top-level domains in the event of emergencies or catastrophic events, while respecting the primary responsibility of local managers. However, when critical issues are not adequately addressed, parties often turn to IANA for disaster recovery mechanisms. In this case, the latter is required to make every effort to mitigate threats to the business continuity of the domain both in the event of catastrophic events (natural disasters or armed conflicts that may seriously compromise the infrastructure of the ccTLD) and in the event of non-compliance with global policies by the ccTLD managing body (e.g. in case of bankruptcy or revocation). Although disaster recovery scenarios that arise as a result of a revocation by political decision (lack of cooperation from the ccTLD manager) and those caused by natural disasters (the ccTLD manager needs help) may seem separate, the process that IANA will have to develop to ensure the security and stability of the Internet remains the same.

OBJECTIVES AND AREAS OF ACTION OF THE STUDY GROUP

In particular, the working areas of the group include:

- **Policy definition:** in order to complete what is called the “white page” of current policies in the field of disaster recovery and to determine whether IANA must meet certain requirements or have the authority to intervene when a ccTLD is offline.
- **Private emergency agreements:** to study the feasibility and transparency of any “private arrangements” relating to special procedures to be triggered in emergency situations where the Registro manager of a country may pre-authorise IANA to recognise a temporary backup manager during a crisis. In essence, the ccTLD manager would try to predefine a number of conditions under which IANA could recognise an alternative entity for the management of the domain, by means of a reciprocal agreement. The DR study group would then have the task of examining the clarity of the mandate and the modalities of implementation. Understanding and defining the types of agreements that IANA might or might not enter into would help increase the transparency of the process.
- **Resilience guidelines:** to establish best practices to ensure the overall stability of DNS, with a focus on how IANA can reasonably support ccTLDs facing operational threats or non-compliance situations due to disaster events. IANA could agree to follow these guidelines, in the creation of which it would actively participate, on which a defined policy framework is not yet available.
- **Consultation of interested parties:** to gather the views of IANA, ccTLD managers, ccTLD regional organisations, and other interest groups within ICANN to ensure that any new practice is supported by broad community consensus.

The study group started its work at the recent ICANN 84 meetings in Dublin, with a mandate to assess the above-mentioned aspects and to determine whether, in the near future, there is a need to apply new policies, specific interpretations or define good practices in this area. Membership of the study group is still open to representatives of all ccTLD managers, regardless of their presence in ccNSO. At least one member is expected to be a ccNSO advisor and all appointments are made by the ccNSO Council. Regional ccTLD organisations may appoint a contact point and the chairperson may invite other

ICANN SO/ACs, TLD-OPS leaders, IANA personnel, other ICANN personnel or external experts to participate.

THE CCTLD PERCEPTION ON DISASTER RECOVERY

In order to test the current awareness of DR activities, a questionnaire was submitted to representatives of the 36 ccTLDs present during the session organised by the dedicated study group at ICANN 84. The results showed that:

- 81% have a disaster recovery or business continuity plan
- 80% believe they are able to restore their operations within 24 hours of a catastrophic event
- the areas considered most vulnerable in a crisis situation are:
 - o Registro systems (EPP, WHOIS, RDAP): 29%
 - o legal and governmental interference: 24%
 - o organisational continuity and contact details: 17%
 - o DNSSEC Key Management: 14%
 - o DNS resolution: 7%
- the words that best represent the biggest concern about the continuity of one's own ccTLD were: “geopolitics” and “trust”
- measures ccTLDs would like to have in place today to improve disaster response include escrow, Cloud replication, automatic redundancy of operations and annual training and education programmes.

The study group shall submit its final report and recommendations to the ccNSO Council by June 2026 at the ICANN86 meetings.



05

QUARTER

INTERNATIONAL EVENTS FROM THE DIGITAL WORLD

CENTR www.centri.org (for members only)

[CENTR 21ST POLICY WEBINAR, 21 JANUARY 2026, ONLINE](#)

[CENTR BOP WG - TOUR DE TABLE MEETING, 29 JANUARY 2026, ONLINE](#)

[73RD CENTR LEGAL & REGULATORY WORKSHOP, 12-13 FEBRUARY 2026, STOCKHOLM, SWEDEN](#)

[29TH CENTR R&D WORKSHOP, 24 FEBRUARY 2026, ONLINE](#)

[2026 CENTR ANNUAL GENERAL MEETING \(GA75\), 19 MARCH 2026, ONLINE](#)

[54TH CENTR TECHNICAL WORKSHOP, 8-9 APRIL 2026, VIENNA, AUSTRIA](#)

[CENTR JAMBOREE 2026, 6-8 MAY 2026, BERLIN, GERMANY](#)

RIPE www.ripe.net

[RIPE 92, 18-22 MAY 2026, EDINBURGH, SCOTLAND \(UK\)](#)

ICANN www.icann.org

[ICANN 85, 7-12 MARCH 2026, MUMBAI, INDIA](#)

IETF www.ietf.org

[IETF 125, 16-20 MARCH 2026, SHENZHEN, CHINA](#)

OTHER EVENTS

APTLD 89

[2-5 FEBRUARY 2026, AMMAN, JORDAN](#)

DOMAIN PULSE 2026

[4-5 FEBRUARY 2026, ST. GALLEN, SWITZERLAND](#)

CLOUDFEST 2026

[23-26 MARCH 2026, EUROPA-PARK, GERMANY \(RUST\)](#)

OARC 46

[16-17 MAY 2026, EDINBURGH INTERNATIONAL CONFERENCE CENTRE, EDINBURGH, SCOTLAND \(UK\)](#)

DNS HACKATON

[23-24 MAY 2026, STOCKHOLM, SWEDEN](#)

NORDIC DOMAIN DAYS 2026

[24-26 MAY 2026, CLARION - STOCKHOLM, SWEDEN](#)

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