



## Register.it supports Italian businesses go online

*Through a TV spot promoting the Internet presence of companies and professionals and through an educational opportunity to show the advantages of the .com domain ready to take off*

Florence, 23 September 2013 - Register.it, the Italian brand from the DADA Group, (leader in the Italian domain, hosting, e-commerce and digital advertising market) is kicking off a new series of educational activities promoting the online presence of the Italian company and professional. The project is being launched through multiple means: a TV commercial on .com domain registration, an infographic and a training program on web domains.

With the aim of reaching a wide and diversified audience and to emphasize the value of the Internet to increase business even abroad, from September 15<sup>th</sup> to the 29<sup>th</sup>, the spot which Register.it debuted earlier this year will be aired on the main **digital and satellite national TV channels**, as well as on the **web**. The advertisement was a great success for its ability to clearly communicate the indispensable role of Internet tools in a business strategy aimed at growth. The spot shows scenes of daily life in which potential customers are turned away by business owners, ironically demonstrating how not being present online results in the loss of business opportunities. The new version of the spot highlights the importance of owning a .com domain to ensure effective online visibility at an international level as well.

With 110.4<sup>1</sup> million registrations, .com is actually the **most registered domain** extension and it, in fact, **exceeds 75%** of the total generic top level domains registered. In addition to these statistics, the .com domain is also the most popular, as **97%** of the first 100 Top Brands worldwide have registered a .com. All interesting data that exemplify the importance of this phenomenon and Register.it is further spreading this data through their explanatory **infographic** showing the classification and evolutionary path of domain names.

In addition to focussing on this informative tool to reach the Internet population, the Register.it School, the DADA Group's educational initiative, has developed a training program geared toward helping Italian SMEs and professionals to fully understand the importance of owning and managing a .com domain in order to grow on an international level. With this aim in mind, during the months of October and November, a **free online training course** divided into **3 webinars** will be offered. The webinars will focus on **how to choose your domain, how to better build your domain's website and then how to promote that website**. The objective of Register.it is thus to accompany individuals and companies in exploring the domain's potential in a sort of narrative focused on the domain's life cycle, from conception of its name to the potential business opportunities made accessible thanks to its effective management.

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<sup>1</sup> Source: Verisign, "Domain Name Industry Brief"



Register.it offers not only a training program, but actively supports Italian businesses go online by also putting together a **promotion** that offers a free .com domain with the activation of a free trial and/or purchase of a WebSite product for the creation of a website.

*"Domains registration, in all the available extensions, has in the last year reached 252 million and .com are more that 42% of them, moreover .com websites are the most visited and popular sites. Holding a .com domain is a guarantee of visibility that extends beyond national borders and thus represents a strategic springboard for Italian businesses that want to go online. In line with our commitment to enhance local excellence, we have developed a series of educational tools through which we want to reach companies and professionals in Italy to help them gain awareness of the Internet's potential and use these tools to amplify the value of the Made-in-Italy", says Claudio Corbetta, CEO of the DADA Group.*

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For further information:

[www.dada.eu](http://www.dada.eu)

[www.register.it](http://www.register.it)

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

#### DADA Group

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.*

*Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN.*

*With more than 520,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.*

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