

## Register.it reveals the Top 10 of the most coveted new domains

*More than 200 new domains now available and over 480,000 registrations made worldwide. On the podium in Italy are .bike, .email and .guru.*

Florence, 16 April 2014 - Register.it, leader in Italy in the domains, hosting, e-commerce and digital advertising market, reveals the latest trends in the new domains market and offers a series of educational activities to help businesses and individuals seize the opportunities offered by this new digital scenario.

Just a few months following the initial launch of the new gTLDs (Generic Top Level Domains), already more than 200 new extensions have been available. There have been more than 480,000 new registrations worldwide and requests for pre-registration/registration through Register.it and other DADA Group stores have been increasingly growing. In the coming months, more new extensions will be released, including some of the most sought after which should be out by the end of April: .holiday, .boutique, .photo, .marketing, .zone.

Every time a new domain of interest is released on the market, it quickly scales the chart of the most coveted domains, which is extremely dynamic. The DADA Group's recent data<sup>1</sup> gives us a clear picture. Registrations made through Register.it showed .bike (1<sup>st</sup>), .email (2<sup>nd</sup>) and .guru (3<sup>rd</sup>) in *pole positions* among the most sought after gTLDs. The domains .photography (4<sup>th</sup>), .sexy (5<sup>th</sup>), .shoes (6<sup>th</sup>), .technology (7<sup>th</sup>), .clothing (8<sup>th</sup>), .coffee (9<sup>th</sup>) and .solutions (10<sup>th</sup>) round off the list of the Top 10. DADA's data is in line with the global trend which, according to ICANN, focuses on .guru (1<sup>st</sup>) .berlin (2<sup>nd</sup>) .photography (3<sup>rd</sup>) and .email (4<sup>th</sup>).

The short time in which .email has taken hold is particularly significant precisely because it is an extension through which numerous surname.email domains can be registered to create custom mailboxes: [name@surname.email](mailto:name@surname.email).

Also indicative is the interest in gTLDs linked to fashion and technology, two very dynamic sectors where innovation could also develop into the strategic use of the new domains.

In general, growing interest in the new gTLDs, on the part of individuals and companies in Italy, is clear. In just two months, the percentage of new gTLDs registered through Register.it has consistently increased. The new domains represent 7% of the total registered by Register.it, while .it (50%) naturally continues to hold the lead followed by .com (28%).

Despite the great excitement happening in the market, the new domains is still a little discussed topic. Businesses and individuals still need to become more aware of the importance of the new domains. For this reason, Register.it has put together data

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<sup>1</sup> Updated 14 April, 2014.

outlining the current trends along with some useful advice and created an infographic, available through their social channels, for educational purposes.

The topic has also given rise to a web campaign that's been created using a short video posted on [YouTube](#) to show in just a few short seconds the importance of using the new generic domains to create a website in-line with your business needs. Register.it further confirms their commitment to assist businesses and individual professionals in understanding the scope of this digital revolution by offering opportunities for free online training courses through the Register.it School. An updated list of the newly released or soon-to-be-released domains can be found on Register.it's School website at: <http://corsionline.register.it/nuovi-gtld>.

*"The new domains are experiencing great interest worldwide. This growing interest is making headway in Italy as well, and a variety of companies and individuals have already registered a new domain name and published a site with the new extension. The possibility to capitalise on the new domains connected to a brand, generic names related to hobbies/professions/personal interests and geographical areas is a great opportunity. Our intention is to assist individuals and businesses in taking advantage of the opportunity to make themselves more visible in the new digital scenario," said Claudio Corbetta, CEO of the DADA Group. "Register.it is not limited to providing services to businesses and individuals for just the purpose of new domain name registration, but is also involved in creating educational activities to offer everyone the opportunity to understand the scope of this digital revolution."*

Additional information on Register.it's services for new domains can be found at: <http://www.register.it/domains/new-gtlds.html>

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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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★ I PIÙ POPOLARI ★



 register.it  
A DADA BRAND

2  
NEL MONDO

- 1 .guru
- 2 .berlin
- 3 .photography
- 4 .email
- 5 .tips
- 6 .today
- 7 .company
- 8 .technology
- 9 .directory
- 10 .center

- 1 .bike
- 2 .email
- 3 .guru
- 4 .photography
- 5 .sexy
- 6 .shoes
- 7 .technology
- 8 .clothing
- 9 .coffee
- 10 .solutions

3  
IN USCITA

-  school
-  family
-  .organic
-  .music
-  .news
-  .blog
-  .phone
-  shopping
-  yoga
-  .restaurant



## ★ IL MERCATO ★

Nel corso di **soli 3 mesi** dal lancio, le **nuove estensioni** hanno raggiunto il **7%** delle **registrazioni totali** effettuate dai clienti di Register.it.

