



# **.it Domains**

the Italian market based on Sedo's marketplace

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# .it Domains: the primary market

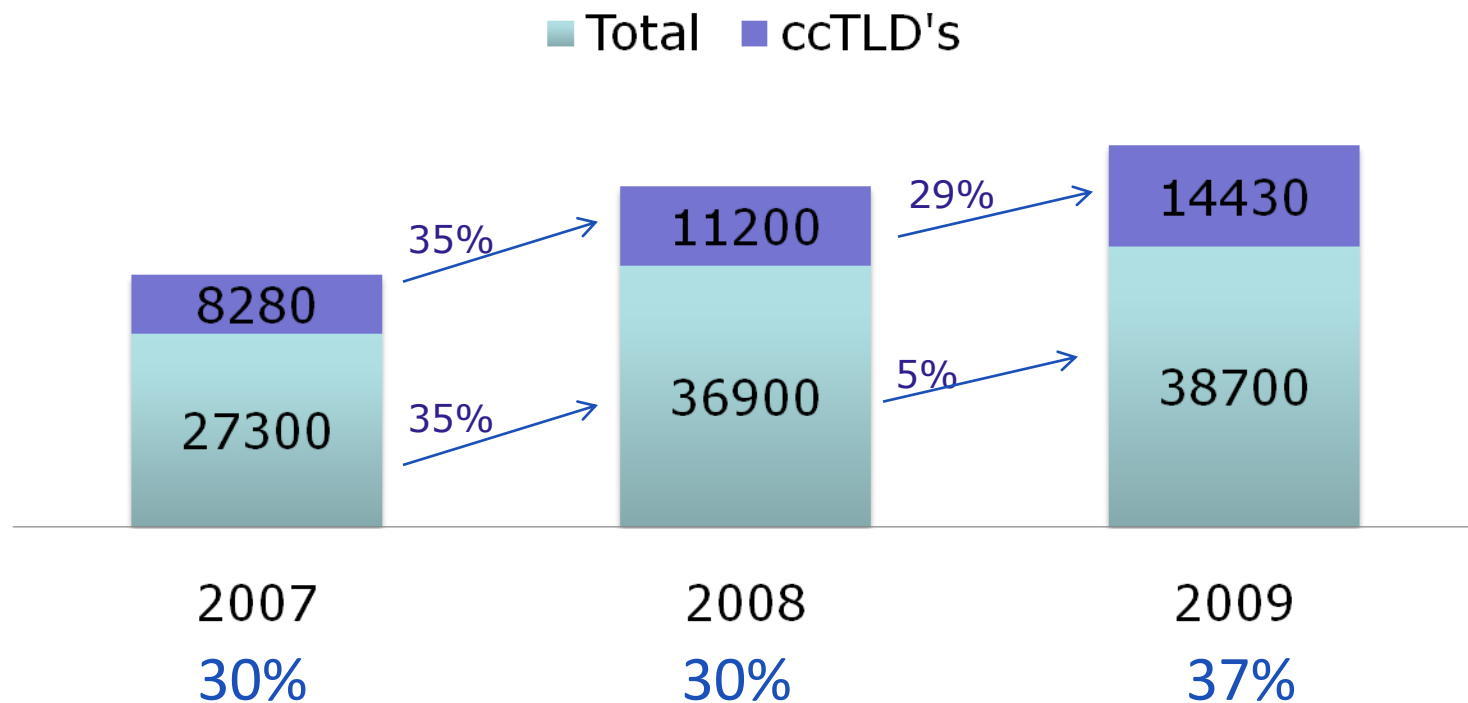
- September 2009: introduced the *synchronous mode* (Extensible Provisioning Protocol) for registration and transfer of .it domains
- .it: 5<sup>th</sup> most registered European ccTLD
- Today: above 1,880,000 domains

European ccTLD	Registered domains - 2009
.de	13,324,120
.uk	8,082,887
.nl	3,683,477
.eu	3,145,755
<b>.it</b>	<b>1,783,178</b>



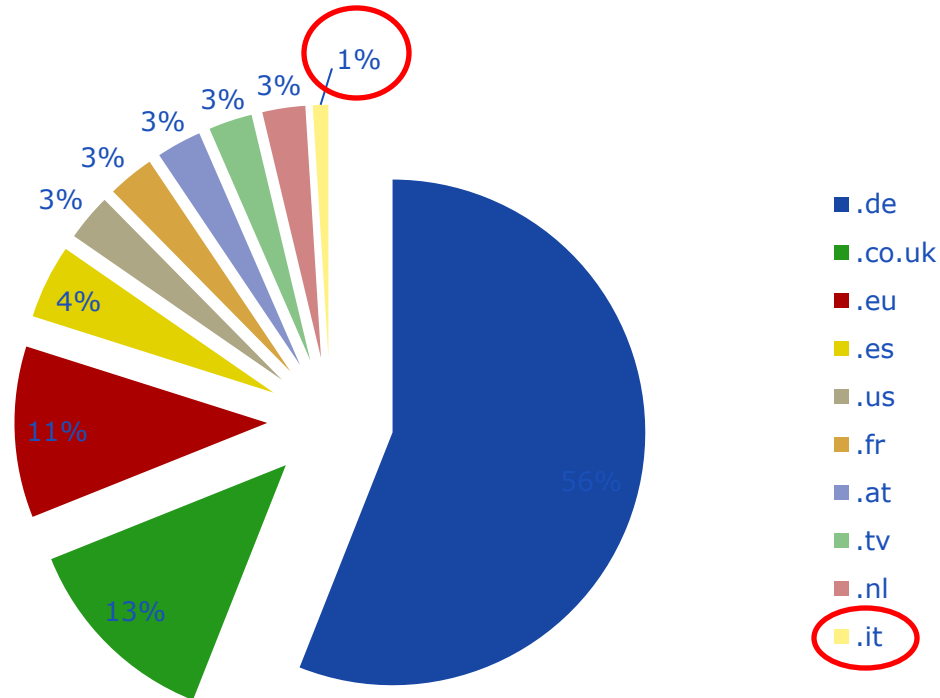
# Number of transactions (total and ccTLD)

Development since 2007 on Sedo





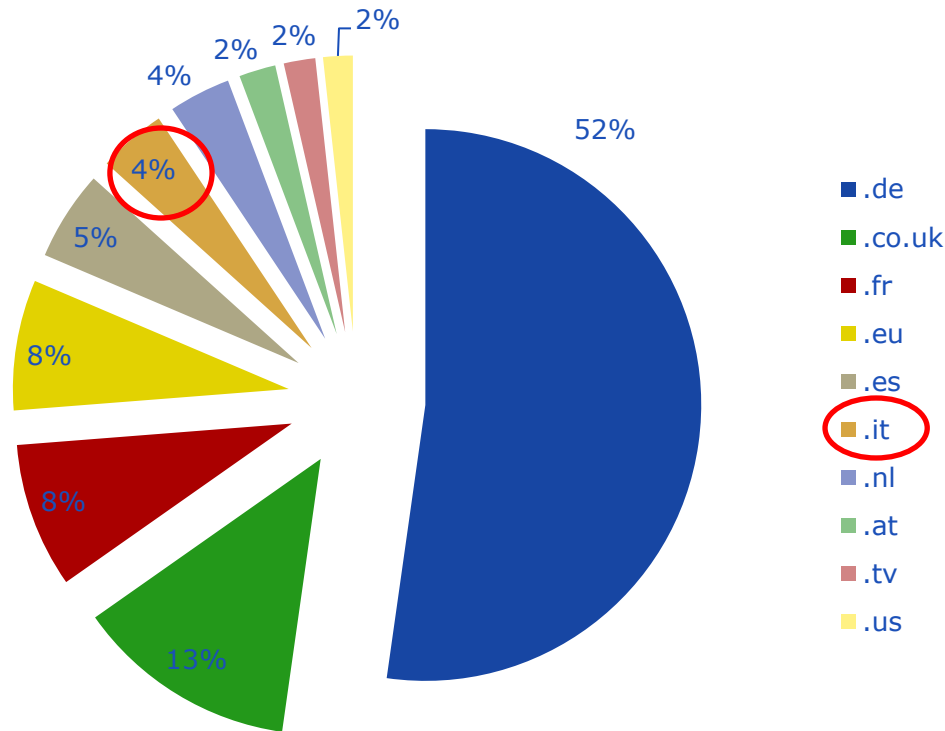
# 2009 ccTLD Sales



.de	7117
.co.uk	1645
.eu	1392
.es	602
.us	380
.fr	378
.at	366
.tv	355
.nl	349
<b>.it</b>	<b>126</b>



# 2009 ccTLD Sales Volume (€)

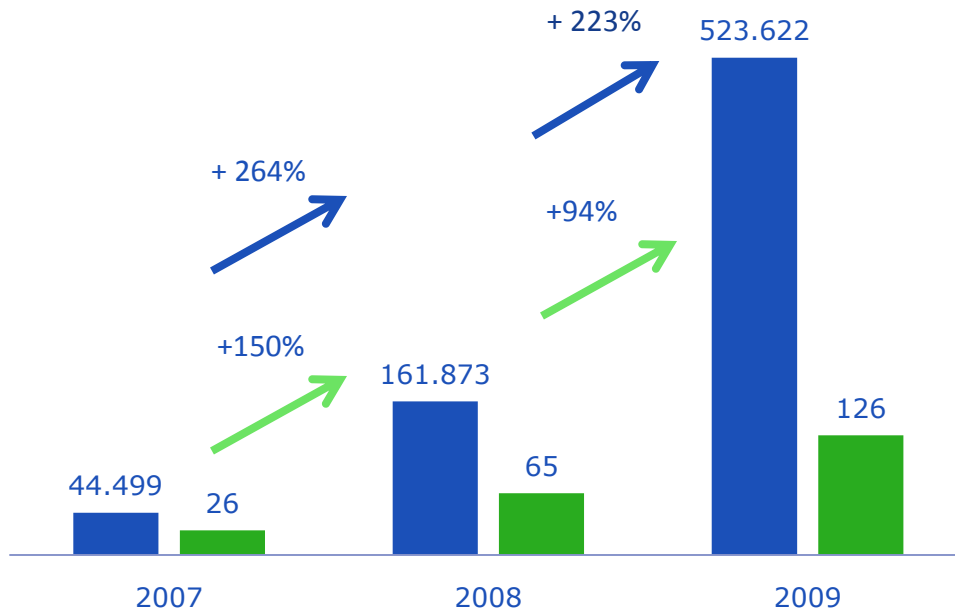


.de	6,867,671
.co.uk	1,710,569
.fr	1,118,205
.eu	1,005,602
.es	691,595
<b>.it</b>	<b>523,621</b>
.nl	475,547
.at	282,821
.tv	243,086
.us	227,686



# .it: a growing market

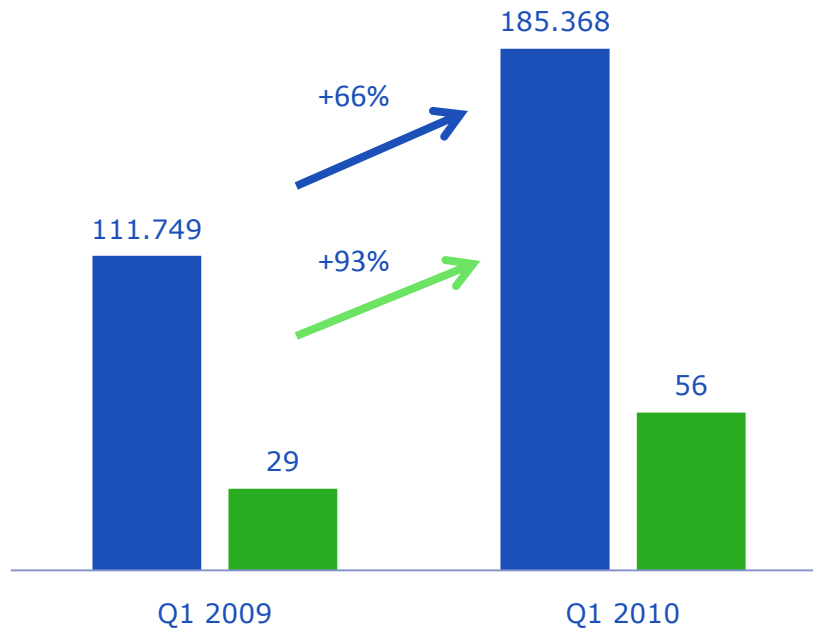
■ Total sales revenue (€)   ■ Number of transactions





# .it: a growing market

■ Total sales revenue (€) ■ Number of transactions





## Top sales 2007-2009

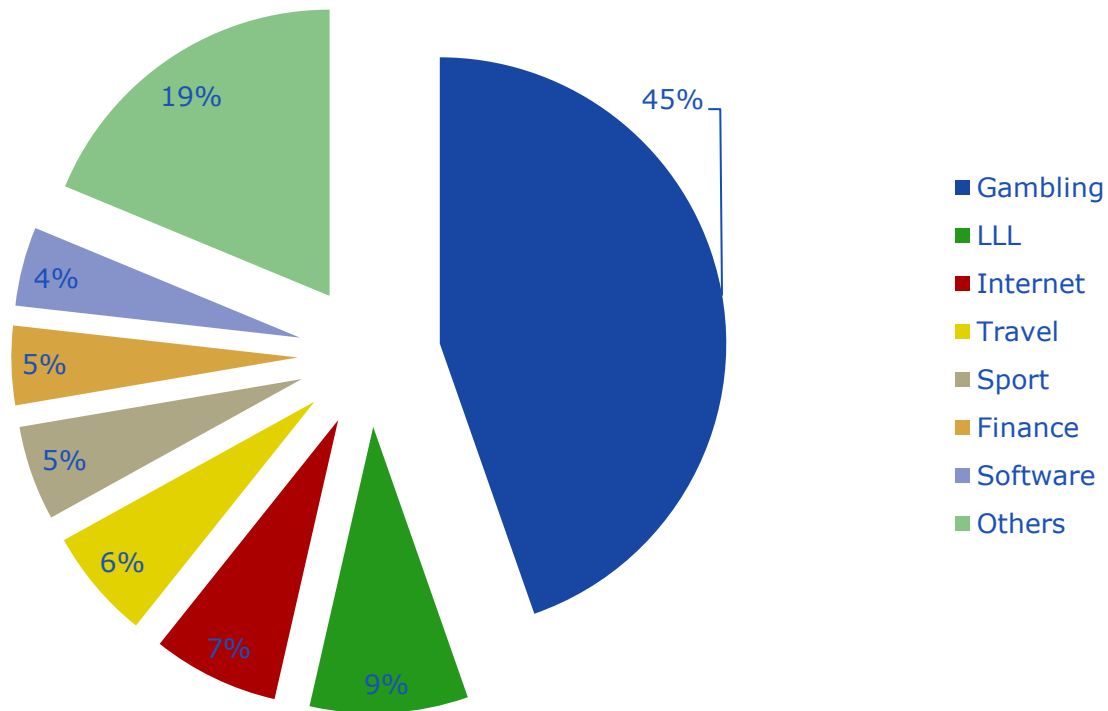
2007		<i>Translation</i>
Voip.it	€ 10,000	
Nude.it	€ 6,000	
Traghetto.it	€ 4,000	ferryboat

2008		<i>Translation</i>
Investimento.it	€ 12,900	investment
Lotteria.it	€ 12,000	lottery
Tombola.it	€ 8,000	

2009		<i>Translation</i>
Prestiti.it	€ 194,000	loans
Scommessesportive.it	€ 32,000	sport bets
Blackjack.it	€ 29,000	



## Top categories - 2009





# Why and where to invest?

## Why?

- .it is expected to become more international
- The market is growing quickly
- Value is increasing

## Where?

- Gambling
- Travel
- E-commerce



# Thank you!

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