it.com Domains Surpasses 200,000 Registrations, Marking 33% Growth Since Q1



UNITED KINGDOM, September 22, 2026 /EINPresswire.com/ -- it.com Domains, the global domain registry redefining how businesses and individuals establish their online identity, today announced that it has crossed 200,000 active domain registrations. That's a 33% increase since the company hit 150,000 registrations back in February 2026, fueled by a growing registrar network now topping 50+ partners in more than 150 countries.

The company provides online identities for several distinct groups. Its customer base includes technology companies that value the direct association with “IT”; businesses and creators using “it” for memorable names and wordplay; and Italian companies seeking an internationally recognizable identity.

Technology companies represent a particularly significant source of demand. Even within one fast-growing part of the technology sector, the number of newly funded AI companies worldwide increased by 71% in 2025, according to the Stanford AI Index 2026. Each new company entering the market needs an online identity, while the supply of short and relevant names under traditional extensions remains limited.

“This milestone shows that businesses value having more choice in how they present themselves in a digital landscape,” said Andrey Insarov, Founder and CEO of it.com Domains. “We developed .it.com to make online identities more relevant to the businesses behind them, easier to access and practical for companies at different stages of growth. Our focus is on giving businesses a name that feels meaningful while providing the reliability and global reach they expect.”

Supporting this growing demand requires more than making additional names available. It also requires reliable registry infrastructure, extensive registrar distribution and the operational capacity to support domains at scale. These capabilities underpin the growth of .it.com and

represent an increasingly important part of it.com Domains' wider business.

Earlier this year, it.com Domains was named an Evaluated Registry Service Provider for ICANN's 2026 New gTLD Program. The company can now apply the same technology, registrar relationships and operational experience behind .it.com to help other organizations launch and manage their own top-level domains.

About it.com Domains

The company, it.com Domains LTD, is the official operator for the .it.com domain registry offering domains under the .it.com suffix, e.g., yourname.it.com. It is also an evaluated Registry Services Provider (RSP) in the 2026 ICANN's new gTLDs round.

Headquartered in London, it.com Domains also has a representative office in Malta. The company is committed to promoting the adoption and trusted use of the *.it.com domain space worldwide.

For more information, please visit https://get.it.com.

For media inquiries
press@it.com

it.com Press Office
it.com Domains
press@it.com

This press release can be viewed online at: https://www.einpresswire.com/article/944136390

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.