

Is nowtv.it legit? TrustSniffer's high-trust assessment: 98/100

nowtv.it

Verdict

98

OUT OF 100

HIGH TRUST

nowtv.it appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-04 by automated analysis. Classification confidence 55%.

What this site appears to be

Italian homepage for NOW, an established Sky-associated subscription streaming service offering entertainment, cinema, television series, and live sports. It explains features, supported devices, registration, payment methods, subscription prices, renewal conditions, and extensive advertising-cookie preferences.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	15 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by Sectigo Public Server Authentication CA OV R36	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- No flags from the reputation services TrustSniffer consulted at assessment time.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

The website is the Italian homepage of NOW, a Sky-associated subscription streaming service offering films, television series, entertainment programming, and live sports through consumer subscription passes.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing behavior, or other scam indicators were observed. The established domain provenance, clean external threat reputation, consistent Sky-linked identity, and absence of deceptive forms or hostile browser behavior provide strong, convergent evidence that the website is legitimate.

- The domain registration record identifies Sky UK Limited and shows registration through MarkMonitor International Limited: registered in 2012 (~14.57 years old), with expiration on 2027-04-27.
- The homepage consistently presents NOW as a Sky-associated streaming service and contains no detected brand-impersonation indicators or fraud-related content.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no malicious safe-browsing finding, no abuse reports, and an established global traffic rank of 48,118.
- Interactive testing found no hidden forms, credential forwarding, cloaking, wallet activity, clipboard interference, or suspicious inline scripts.

Regulatory Verification Notes

NOW presents a conventional subscription-media model rather than a regulated financial or investment service. The homepage explains monthly and 12-month passes, payment methods, renewal conditions, cancellation terms, and optional Premium features such as simultaneous streaming, reduced advertising, and enhanced audio. No financial license is claimed, and none would ordinarily be expected for the described service. Corporate identity is technically reinforced by an organization-validated certificate issued to Sky UK Limited.

- The homepage provides subscription pricing, service conditions, supported-device information, payment options, and links to privacy, support, and legal materials.
- The site's transport encryption uses an OV certificate issued by Sectigo Public Server Authentication CA OV R36 to Sky UK Limited, valid until 2027-02-04.
- The service is hosted on AS60772 (SKYTV-AS – Sky Italia srl, IT).
- The homepage exposes extensive consent controls for personalized advertising and cross-service profiling, with one analytics service and one advertising network detected.

What to Verify Next

Prospective subscribers should confirm the selected pass price, commitment period, automatic-renewal terms, cancellation process, device compatibility, and Premium add-on conditions at checkout. Privacy-conscious users should also review and configure the advertising-consent settings according to their preferences.

- The homepage distinguishes monthly and 12-month subscription arrangements, making the selected commitment period material to checkout review.
- Optional Premium functionality changes simultaneous-streaming, advertising, and audio features, so its separate terms and fees should be checked before purchase.
- The homepage describes broad content availability, while individual sports rights and event coverage are presented with competition- and season-specific qualifications.
- The consent interface supports personalized advertising and cross-service profiling choices relevant to privacy configuration.

Summary Verdict

The website has a high-trust posture and is assessed as a legitimate, established service with coherent corporate identity, mature commercial presentation, and a clean security reputation. No contradictory evidence undermines its authenticity. Normal interaction, including account login, subscription management, and standard use, is appropriate.

Infrastructure Integrity

The service resolves directly to infrastructure operated by Sky Italia rather than through a detected CDN or WAF. The visible origin posture is not itself adverse: the infrastructure is organizationally aligned with the service's Sky identity, and the available evidence indicates a resolved, trusted hosting environment.

Closing Assessment

Prospective users may engage normally, while applying routine consumer diligence to the subscription terms and privacy preferences selected during enrolment.

Written analysis generated 2026-08-04 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	UNVERIFIED
Identity score	30/100
Identity verification confidence	50%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of nowtv.it.

- The request stayed on nowtv.it. It was not redirected to another domain. CLEAR
- Registration is published under MarkMonitor International Limited. CLEAR
- DNS for this domain is served by akam.net. NOTED
- The registration is paid up to 2027-04-27. NOTED
- It is hosted on SKYTV-AS, from a server in IT. NOTED

Domain intelligence

Registrar	MarkMonitor International Limited
Hosting	SKYTV-AS - Sky Italia srl, IT
Country	IT
Server IP	185.26.140.78
Name servers	a16-67.akam.net a6-64.akam.net a11-66.akam.net a13-64.akam.net a22-66.akam.net a1-239.akam.net
SSL issuer	Sectigo Public Server Authentication CA OV R36
SSL expiry	2027-02-04
Domain age	14.6 years
Domain expiry	2027-04-27
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about nowtv.it at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.