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QUARTER

Esiste una guida

2015

.it

CERTO CHE SÌ

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è un supplemento di **focus .it**

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CERTO CHE SÌ

Internetopoli: the web is a city!



INTERNETOPOLI

Internet is like a **big city**, made up of addresses, places and persons. Getting around and avoiding the risks is not easy, especially for the youngest.

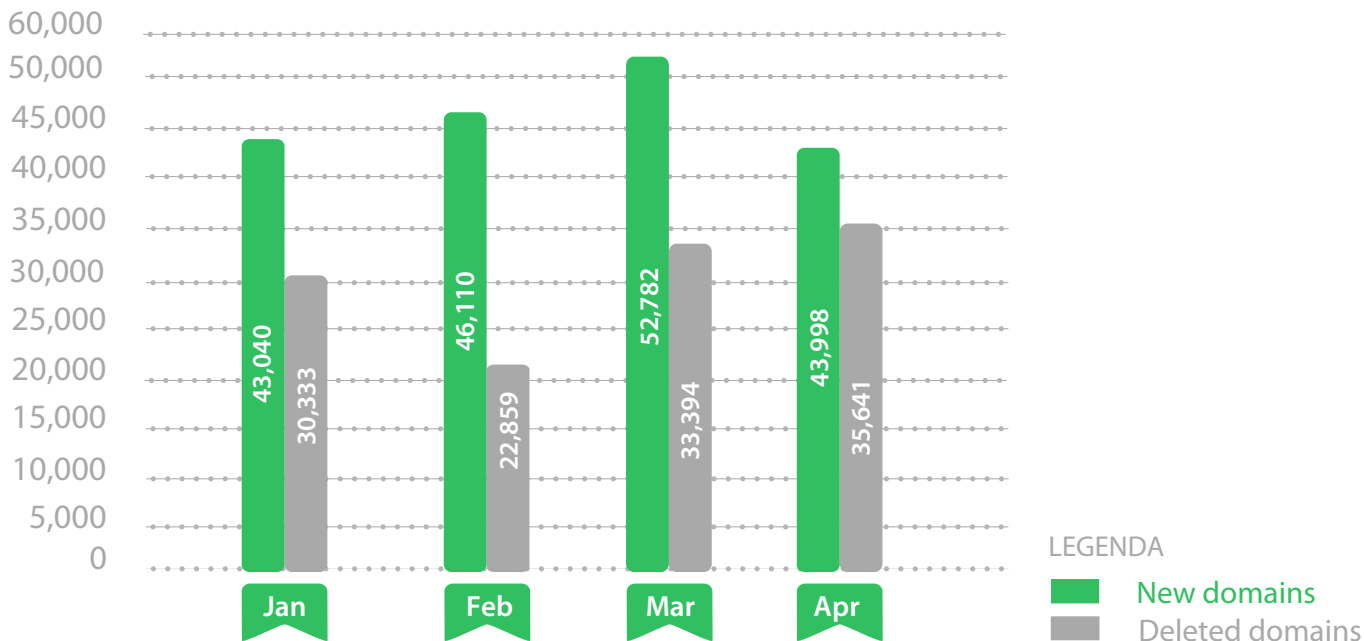
For this reason the Playhouse of the .it Registry, in collaboration with the **Giunti O.S.** publishing house, has created "Internetopoli", an **interactive App** compatible with LIM, aimed at primary school students, teachers and parents who wish to educate their children in favour of a knowledgeable use of the Internet.

The world of Internetopoli is developed into **8 gaming levels**, each dedicated to a different aspect of the Net. Travelling along the streets of the "virtual city", children can get to know the Net, learn about domains, how the net is organised and who governs the "great spider web" and what are its **opportunities** and new frontiers, learning above all how to navigate without running risks.

The free application functions with the main operating systems used on tablets, smartphones and pc's.

It is available at the site www.internetopoli.it

STATISTICS



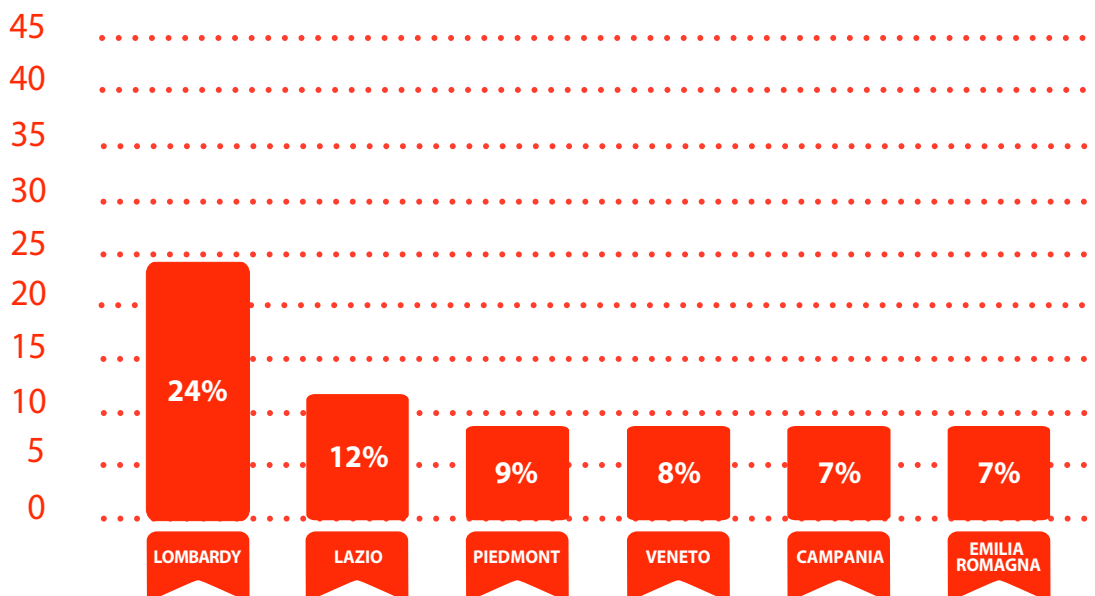
GROWTH OF NEW REGISTRATIONS

The trend of registrations in the first quarter of 2015 shows an absolutely positive start, considering the balance with cancelations: about 64 thousand new registrations at the beginning of the year (40 thousand in 2014)



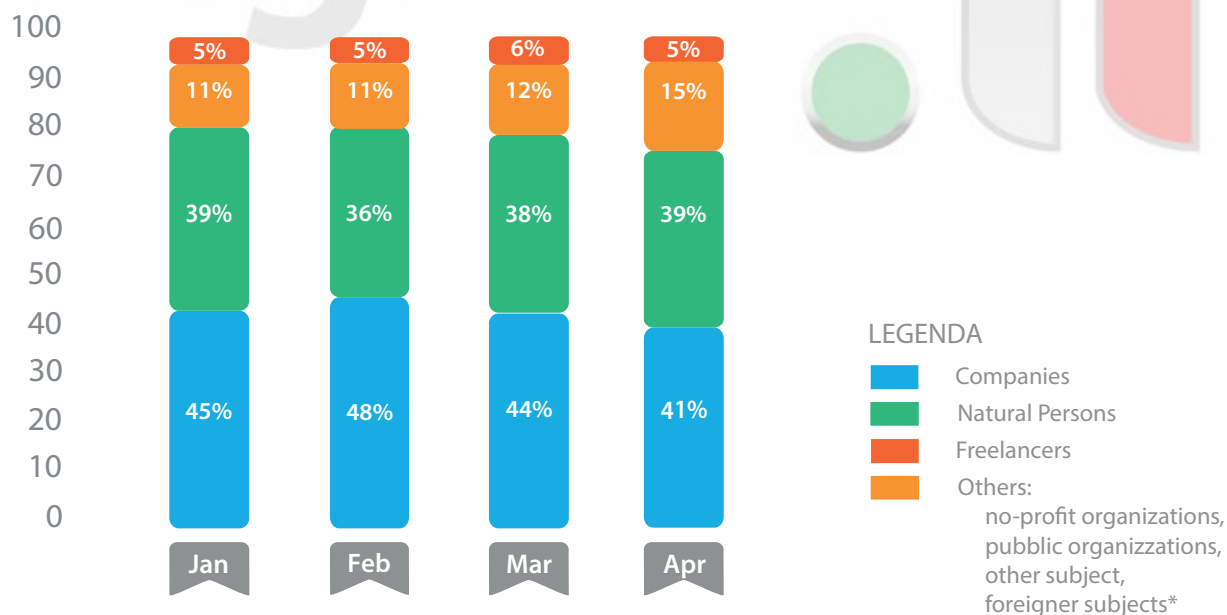
ANNUAL GROWTH

The graph shows that from the first four months of the year we recorded a substantial number of new domains compared to 2014. In the first quarter of 2015 64 thousand domains were registered, over half of the total amount (122 thousand) registered last year



TOP REGIONS

Lombardy still holding the first place among the regions with more .it domains registered. Latium and Piedmont following closely in second and third place, as usual. The real novelty of this first ranking in 2015 is Campania, who won fifth place (a tie with Emilia Romagna) in the top ten. Other regions of Southern Italy respectively earning ninth place (again a tie) are Sicily and Puglia with 5% of .it domains registered



LEGENDA

- Companies
- Natural Persons
- Freelancers
- Others:
no-profit organizations,
public organizations,
other subject,
foreigner subjects*

* except for natural persons

ENTITY TYPES

No surprises in the ranking of categories of domain beneficiaries. Companies are still leading, followed by natural persons

without name it remains a dream

Our marketing campaign began on 8 April 2015 with the publication of the site www.unnomeunsogno.it and the Twitter social channels with @Registroit and Google+, which integrate communication and increase the possibilities of involving the community of users. There is also a **digital PR** campaign, with the involvement of Internet influencers. Among the latter is Paola Sucato who on 13 May (in live chat and on Periscope) spoke about web content for the food world enterprises, and Mirko Lalli, who will speak in June about social media tourism marketing.

T-Tour at the #IF2015

Proposals were accepted until April for the **Tutorial-Tours** (T-Tours) at the 2015 Internet Festival, which will be held in Pisa from 8 to 11 October 2015 and which will have as its key word **#space**: intended as a physical and virtual place including knowledge, investigation, sharing, identity, creativity and liberty. The T-Tours are the **heart of the Internet Festival**: an entirely dedicated area with meetings, workshops, seminars, shows and various types of performances, aimed at communicating information linked directly or indirectly to the Net and the group of technologies included in digital communication and information.

it's the .itCup once again!

Welcome to the new edition of the .itCup, a start-up competition sponsored by the .it Registry. Registration is open at www.itcupregistro.it and will close next 15 June. The .itCup is reserved to projects and companies already established in the **ICT** sector looking for financing, presented by single persons, groups of persons or companies. The prizes include a ticket to the start-up event called School of **Mind The Bridge** in San Francisco and a **€4000** grant offered by b-ventures. The final award ceremony will take place on 9 October 2015, during the Internet Festival in Pisa.

the Centr Marketing Workshop

The .it Registry has organised the **16th** Centr Marketing Workshop in Bari, 26-27 March 2015, with the participation of about **30 European Registries**. The rich meeting agenda included such themes as the **growth of domain names**, an analysis of the **market and communication** strategies, big data and different governance methods in relations with Registrars.

the Ludoteca events

Many events in which the Ludoteca participated in the first quarter of 2015:

- **A Social Media Life** - Genoa, 27 January
- **Safer Internet Day** (in collaboration with the association @Wister Sgi, of the e-book "Internet and the C Factor") - Chamber of Deputies Press Room, Rome, 10 February
- **Let's go to the lessons of Professor Ittì** - Morroni Primary School (Ghezzano) - CNR Research Area, Pisa, 25 February
- Presentation **road show** of the XIII Edition of **Smart Education & Technology Days** - 3 Days for Schools - Bari, 26 March
- **Didamatica 2015** - Genoa, 15 April
- **Internet is a game** - Municipalities in the Province of Oristano, 20-24 April
- **7th theme week of digital literacy in school** - Digital World Foundation (Rome), 22 April
- **Solidarity Day 2015** - CNR Research Area, Pisa, 27 April

Ludoteca .it: the first 4 months

Primary school

(first 2015 quarter)

13 schools
34 classrooms
651 children
35 hours of lessons

First grade secondary school

(first 2015 quarter)

2 schools
6 classrooms
124 children
8 hours of lessons

the Ludoteca visits Sardinia

The "Ludoteca" arrived in Sardinia from 20-24 April, to participate in the event "**Internet is a game**", in collaboration with the Union of Montiferru Sinis Municipalities and the Libraries of the Montiferru Library System in the **Province of Oristano**, with the aim of promoting knowledgeable use of the Internet among the **digital native generation**. The "Ludoteca" offered games on the themes of the Net, using the Internetopoli app and seminars for adults on the topic "**Internet: Networks and Opportunities**".

Digitaly: SME's and the digital world, an inseparable tandem



Digitaly began in Ravenna on 14 April, as a project sponsored by the **CNA**, together with the **.it Registry**, **Amazon**, **Google** and the **Seat Yellow Pages**, with the aim of bridging the gap between the digital world and the Small and Medium Enterprises.

Through the site www.digitalyimprese.it SME's can learn about the digital world by sharing skills and "resources" with the actors involved.

The Digitaly marathon, an itinerant event with stops throughout Italy, has two main objectives: the first is to expand the **web economy** in Italy; the second is to follow the **digitalisation** process of the SME's (about 4 million, of which 95% are micro-enterprises), offering support for this strategy. In this way, travelling along both roads, the export level of the enterprises tends to increase: as the digital maturity level grows, the tendency to **internationalise** also grows, as

strumenti per crescere

does the export of products. It is well known by now that small enterprises who use digital tools and therefore have relations abroad, have a percentage of success that is four times greater than those small enterprises without the Internet.

Digitaly, with its "journey" towards digital Italian companies, has set as its goal offering valid support to improve the production of **made in Italy**, especially those in terms of **exports**. Using "information pills" the project (available online at www.digitalyimpresa.it) and through dozens of dedicated meetings held around the national territory bridges purely Italian products and the **digital economy**.

There already over **thirty** events in the programme that will take place on tour throughout the Boot of Italy: after Ravenna, we will visit Pesaro/Ancona, Florence, Cremona, Naples, Catania, Pescara and Pisa. (For further information, visit the website at www.digitalyimpresa.it)

Ripe (<http://www.ripe.net>)

8-10 June 2015, **Kazan**, Russia: Enog 9 / Ripe Ncc Regional Meeting

Icann (<https://www.icann.org/>)

21 – 25 June 2015, **Buenos Aires**, Argentina: Icann 53

Ietf (<https://www.ietf.org/>)

19-24 July 2015, **Prague**, Czech Republic: Ietf 93

Centr (<https://www.centri.org/>)
for members only

1-3 June, **Stockholm**, Sweden: Jamboree 2015, 9th Security Workshop, 47th Legal & Regulatory Workshop, 35th Administrative Workshop, 32nd Technical Workshop, 17th Marketing Workshop, 7th R&D Workshop

Registro .it (<http://www.registro.it>)

25 May-22 June, **Milan**, Italy, Cascina Triulza, Expo 2015: Photographic exhibit "A occhi aperti" (Keeping your eyes open)