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QUARTER

2015



.it

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.IT QUARTER

è un supplemento di

focus .it

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DATA PROCESSING

Lorenzo Luconi Trombacchi

12 EVENTS

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TRANSLATIONS

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REGISTRATION AT THE LAW COURT OF PISA

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digitaly: new dates

Stefania Fabbri

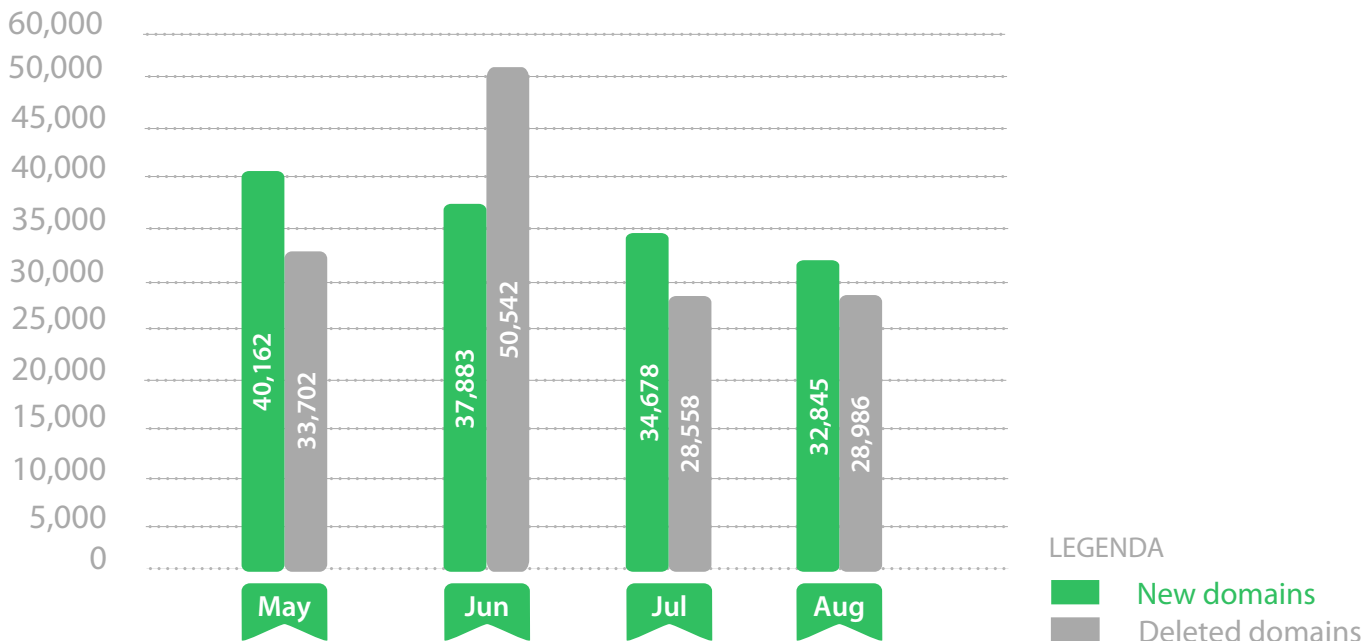


The Confederazione Nazionale dell'Artigianato or **CNA** (Italian National Artisans Confederation) has formed an agreement with **Amazon, Google, Registro.it** and **Seat Pagine Gialle** Yellow Pages to help small and mid-size **Italian businesses** get deeper into digital technology - with numerous events across the country. Digitaly is an **in-depth** project with the goal of establishing relationships for common **growth**, through real business match-ups between companies that offer **digital tools** and competencies and companies seeking them.

The initiative has been very successful, with thousands of page views of the site and training pages and over **800** companies involved in BtoB meetups.

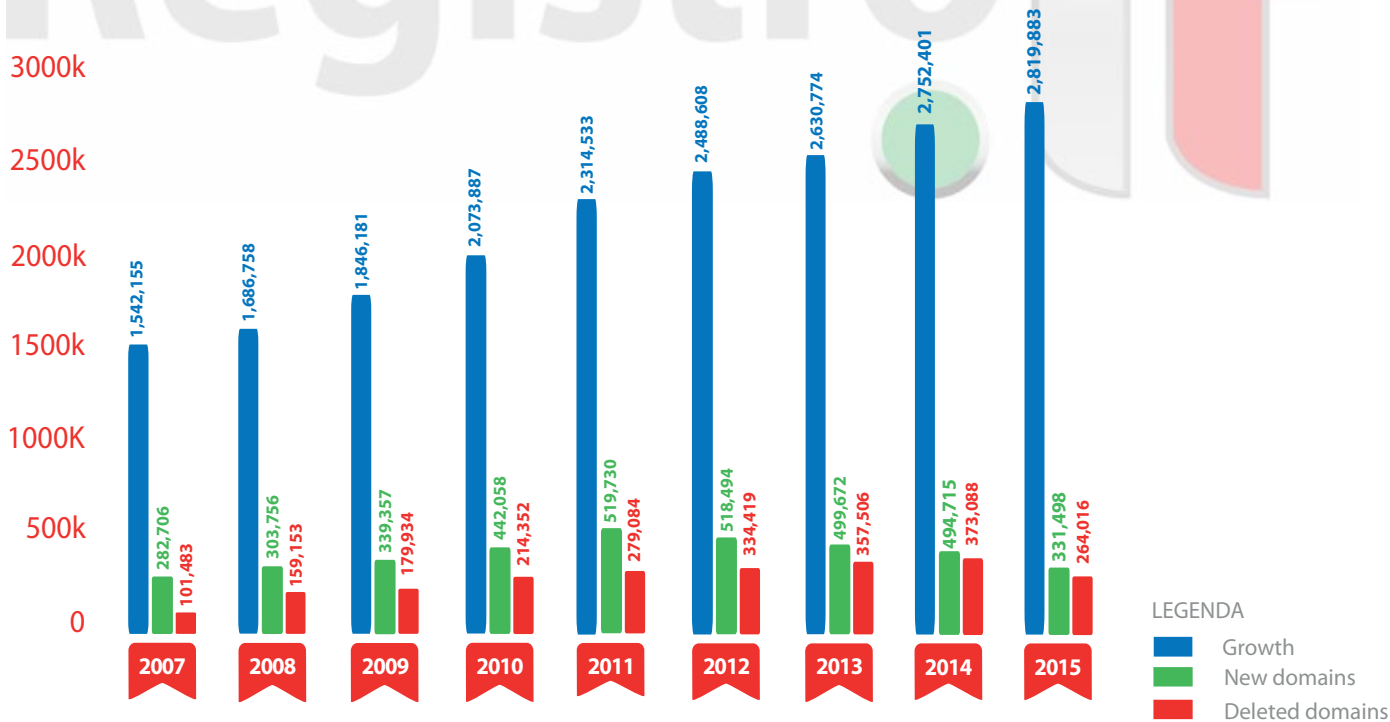
More information at www.digitalyimpres.it

STATISTICS



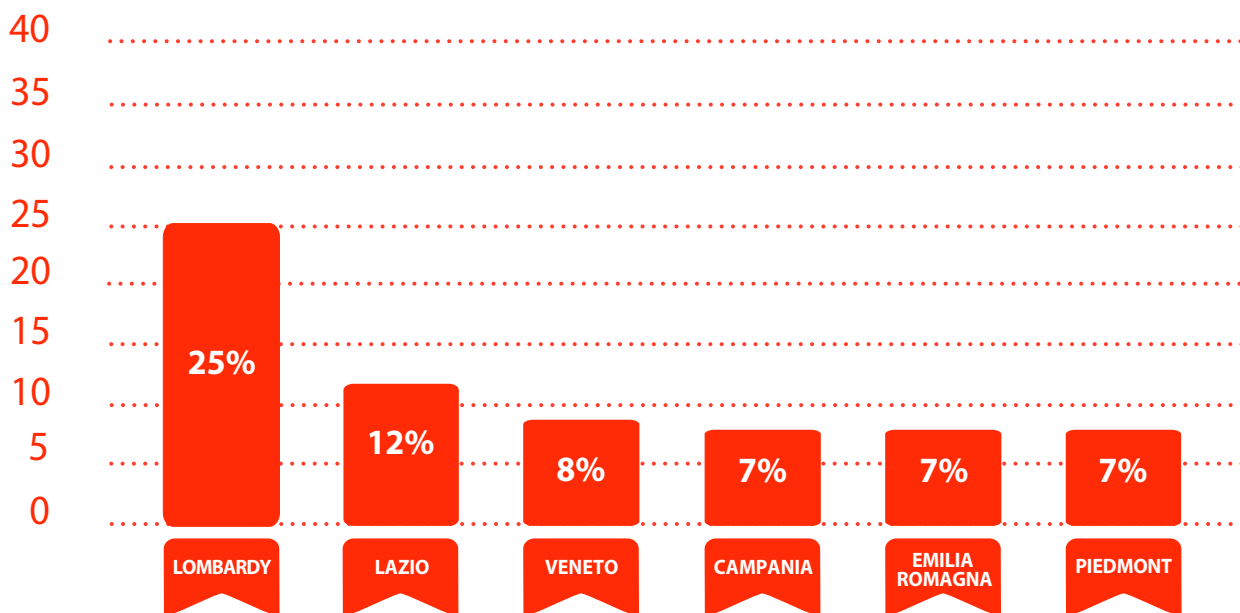
GROWTH OF NEW REGISTRATIONS

The last four months were a period of little activity, and in the month of June, extraordinarily, cancellations actually exceeded registrations. Nonetheless, there has been slight growth



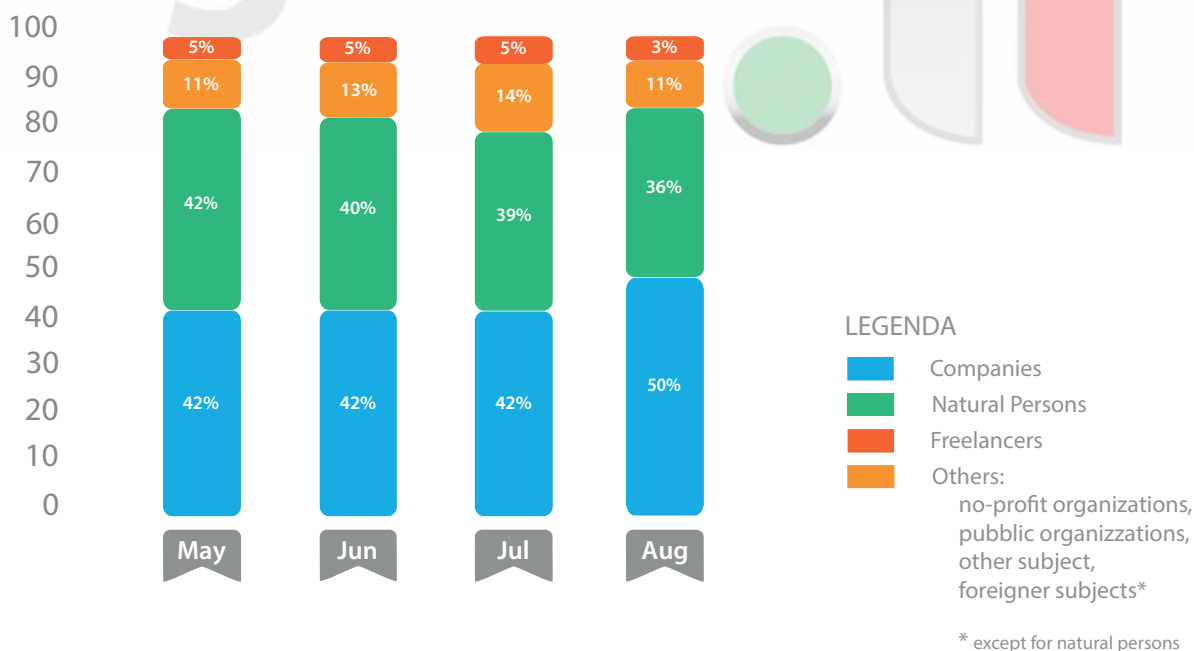
ANNUAL GROWTH

In the first eight months of 2015, total domains registered has exceeded 67,000



TOP REGIONS

The North continues to out-do the South in the list of Italian regions with the most registered domains: Lombardy, Lazio and Veneto occupy the top three places. Piedmont moved from third to sixth place, while Campania moved up one place from fifth to fourth



ENTITY TYPES

In May we saw parity between the number of individuals and organisations who are assignees of .it domain names. Apart from this small "event," the rankings remain unchanged, with companies at the top and individuals still relegated to second place

the Registry's new website is online



New **graphics** and wider **news** coverage for the Registry's website, with 2 new **sections**: the description of ".it Registry Projects," a product of the **synergy** with the Registrars and "Forms and Docs," where it's easy to find forms and Rules documents without having to search around the site.

.itCup 2015

10 finalists, start-ups ranging from food to music, from time management to e-commerce and social planning: these are the players in the fourth edition of the .itCup. **100 applications** received, **13 investors**, 3 days of classroom **training** and the grand final in front of three very special judges.

On 9 October from 10:30 to 13:30
during Internet Festival! (<http://www.itcupregistro.it/it/>)
(Teatro Lux, Piazza S. Caterina, 6 - Pisa)

"a occhi aperti": from Expo to #IF2015

The **photo exhibition** "A occhi aperti", created by Registro.it for Expo Milano 2015, is back for Internet Festival. The photos tell the stories of **12 companies** with .it websites working for better and healthier **food**, on and off the **Web**.

From 8 to 11 October
(<http://aocchiaperti.unnomeunsogno.it/>)
(Teatro Lux, Piazza S. Caterina, 6 - Pisa)

CENTR Awards 2015: .it has made it to the finals!

Registro.it's **marketing** campaign, "Senza un nome resta un sogno" (<http://www.unnomeunsogno.it/>) (without a name it remains a dream), is a finalist in the 2nd edition of the CENTR Awards. The **award** ceremony will be held in Brussels on 7 October 2015. Competing for the award, along with the Italian domain name registry, will be the Austrian registry Nic.at and the Swedish registry IIS.se. The CENTR initiative was created with the aim of rewarding the best 2015 **projects** in the fields of security, marketing, social responsibility and R&D.

Ludoteca: presentations

With the objective of creating a network of educators, the Ludoteca of Registro .it (<http://www.ludotecaregistro.it/>) has presented its application "Internetopoli" at:

- **Biblioteca San Matteo degli Armeni**
Perugia (12 May)
- **Biblioteca delle Oblate**
Florence (18 May)
- **Biblioteca di Orzinuovi**
Brescia (16 July)

Ludoteca .it: 2014-2015 school year

Primary school

Middle school

18 schools

47 classes

896 children

71 hours of lessons

6 schools

35 classes

752 children

33 hours of lessons

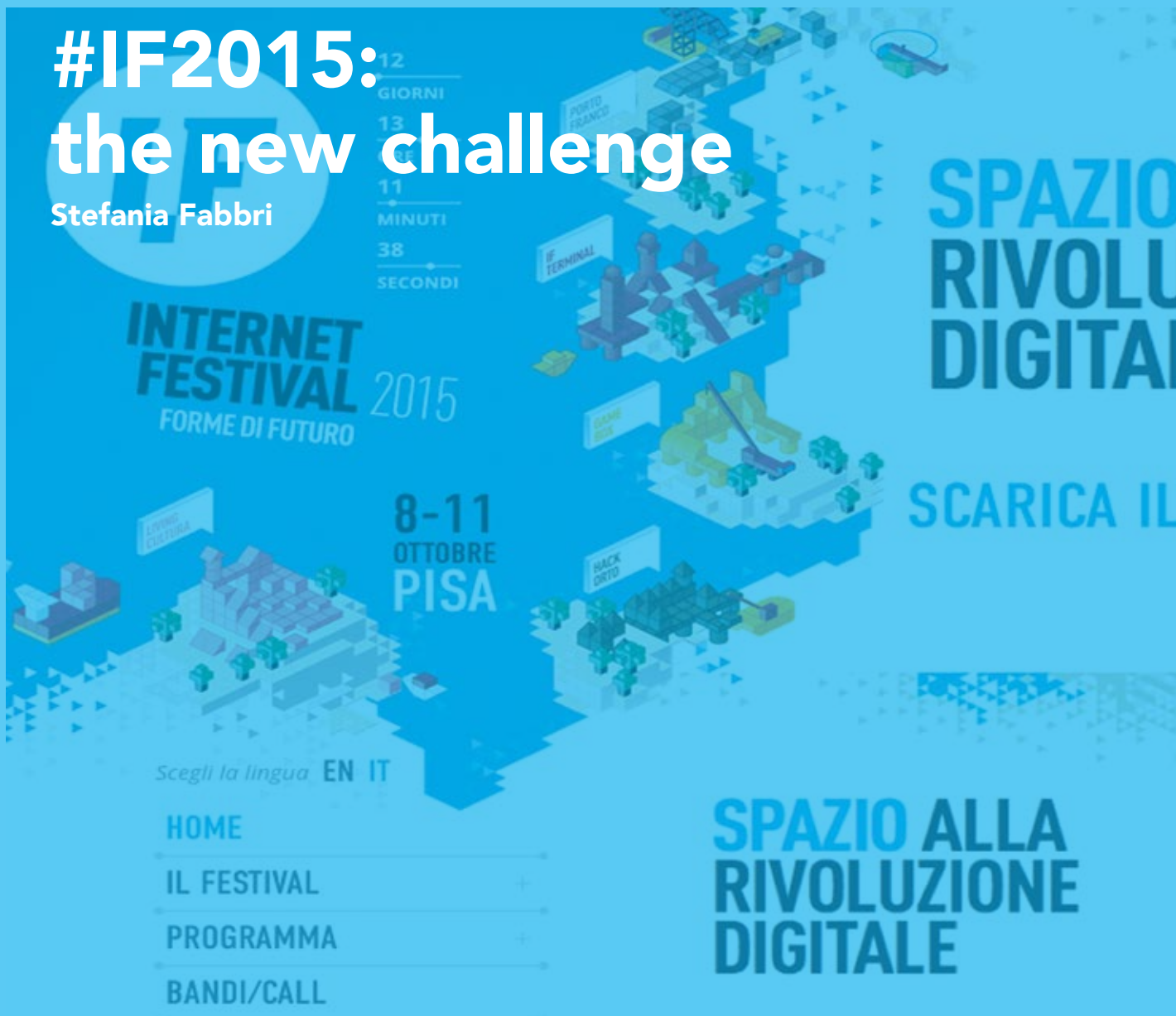
Grow with digital technology

9 September marked the start of "Crescere in digitale" (<http://www.crescereindigitale.it/>) (grow with digital technology), a **project** of the **Ministry of Labour and Social Policies**, in collaboration with **Google** and **Unioncamere**, which gives members enrolled in "Garanzia Giovani" access to a training course to build digital **skills** and help them enter the work force. Registro.it participated with the **tutorial** "How to register a domain name" with content, performance and voiceover by

Anna Vaccarelli

#IF2015: the new challenge

Stefania Fabbri



Internet Festival is back from 8 to 11 October in Pisa. The theme for the 2015 edition is “**Space** for the digital revolution.”

“**Digital Scene**” is the area where Registro.it has organised **4 days of events** on: marketing, copyright and the Web; productive relationships between small, medium and large organisations, trade associations, start-ups, creative talents, young people and digital citizens on an international level; and recreational and educational use of the Web for

ALLA
ZIONE
LE

8-11
OTTOBRE
PISA

BOOKLET DI IF2015



8-11
OTTOBRE
PISA



UN "CARO" BUON
COMPLEANNO

children. ■

Guests will include **The Jackal** (the tremendously successful Neapolitan youtubers), **Marco Damilano** (vice director of Espresso and member of the team for Gazebo - Rai3) and **Giovanni Gulino** (founder of Musicraiser and leader of the band Marta sui Tubi).

Find out more at: www.internetfestival.it

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

13-14 October, **Odessa**, Ukraine: Enog10 / Ripe
Ncc Regional Meeting

16-20 November, **Bucarest**, Romania: Ripe 71

30 November – 1 December, **Teheran**, Iran:
Menog 16

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

18-22 October, **Dublino**, Ireland: Icann 54

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

1-6 November, **Yokohama**, Japan: Ietf 94

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

7-9 October, **Bruxelles**, Belgium: Registrar Day &
54th Centr General Assembly

26 October, **Oxford**, Great Britain: 10th Centr
Security workshop

10 – 13 November, **Joao Pessoa**, Brasil:
Internet Governance Forum 2015

3-4 December, **Dublino**, Ireland: 18th Centr
Marketing Workshop