



3

QUARTER

2017

.it

## 3 FIRST PAGE

- Happy birthday .it!

## 8 STATISTICS

- Growth of new registrations
- Annual growth
- Top regions
- Entity types

## 10 .IT PARADE

- Marketing competition
- 2017 meeting of the Registry
- .it zone signed!
- Internetopoli: the new games!
- IF 2017
- Bari stage for the Ludoteca Roadshow
- The .it Registry's Ludoteca

## 22 HIGHLIGHTS

- The sixth edition of .itCup Registry rewards Ludwig, the intelligent translator
- "Nabbovaldo" protagonist of the Registry's new comic book
- .it liked in the North and by companies

## 34 NEWS FROM ABROAD

- Consumer protection in the digital age
- Data protection and privacy: compliance models
- Accountability: ICANN jurisdiction
- The DNS at the service of homenets

## 38 EVENTS

- Ican
- Centr
- Ietf
- Ripe
- Other events

### EDITORIAL COORDINATOR

Anna Vaccarelli

### EDITORIAL COMMITTEE

Maurizio Martinelli, Rita Rossi,  
Anna Vaccarelli, Daniele Vannozzi

### GRAPHIC AND PAGING

Giuliano Kraft, Francesco Gianetti

### PHOTO CREDITS

Francesco Gianetti, Paolo Gentili,  
Giuliano Kraft, Bogus snc

### EDITORIAL BOARD

Francesca Nicolini (coordinatore  
redazionale), Giorgia Bassi,  
Arianna Del Soldato,  
Stefania Fabbri, Beatrice Lami,  
Adriana Lazzaroni, Maurizio Martinelli,  
Gian Mario Scanu, Michela Serrecchia,  
Gino Silvatici, Chiara Spinelli

### DATA SOURCE

Unità sistemi e sviluppo tecnologico del  
Registro .it

### DATA PROCESSING

Lorenzo Luconi Trombacchi

### EDITED BY

Unità relazioni esterne, media,  
comunicazione e marketing del Registro .it  
Via G. Moruzzi, 1  
I-56124 Pisa  
tel. +39 050 313 98 11  
fax +39 050 315 27 13  
e-mail: [info@registro.it](mailto:info@registro.it)  
website: <http://www.registro.it/>

### HEAD OF .IT REGISTRY

Domenico Laforenza



# Happy birthday .it!

**Stefania Fabbri**

On November 24th in Milan the Registry celebrated the birthday of .it. A red carpet with all the important stages of these 30 years welcomed the audience that met to celebrate the thirtieth anniversary. The event, moderated by journalist Alessio Jacona, opened with a video message by Paul Mockapetris, co-creator of the DNS and an interesting conversation on the future of domain names between Domenico Laforenza (Director of Registro .it) and Jean-Jacques Sahel, Ican (Managing Director for the European Office in Brussels and Regional Vice President for Europe). At the centre of the event was digital culture and Italian identity in the last 30 years with Giovanni Boccia Artieri (Professor of Sociology of cultural and communication processes, Carlo Bo University, Urbino), and also digital Italy, policies and best practices for the Digital Agenda, together with Paolo Barberis (council chairman for innovation) and Massimo Mantellini.

Sandro Mangiaterra (Sole 24Ore), Gianluca Diegoli and Monica Nardis (Pragma Srl) also examined statistics, the relationship between Italian micro-enterprises and the digital economy, retracing the 12 research works that gave life to the project Made in .it, the dossier published in Sole24ore every month from October 2016 to November 2017.



La Pelota, Milan

It was very much a day of insights, on the scenarios, perspectives and challenges that the market poses to Registries in Italy and in the world, together with guests such as Monica Nardis (Pragma), Matteo Flora (The Fool), Daniele Ratti (Invoices in Cloud ), Enrica Arena and Adriana Santenocito (Orange Fiber) and Gianpaolo Colletti, journalist expert in digital innovation.





Alessio Jacona (journalist) and Domenico Laforenza (head of .it Registry)



Joshua Held (cartoonist)



from the left: Sandro Mangiaterra (Sole 24 Ore), Monica Nardis (Pragma srl) and Gianluca Diegoli (marketing expert)



Jean-Jacques Sahel (Icann, Managing Director for the European Office in Brussels and Regional Vice President for Europe)



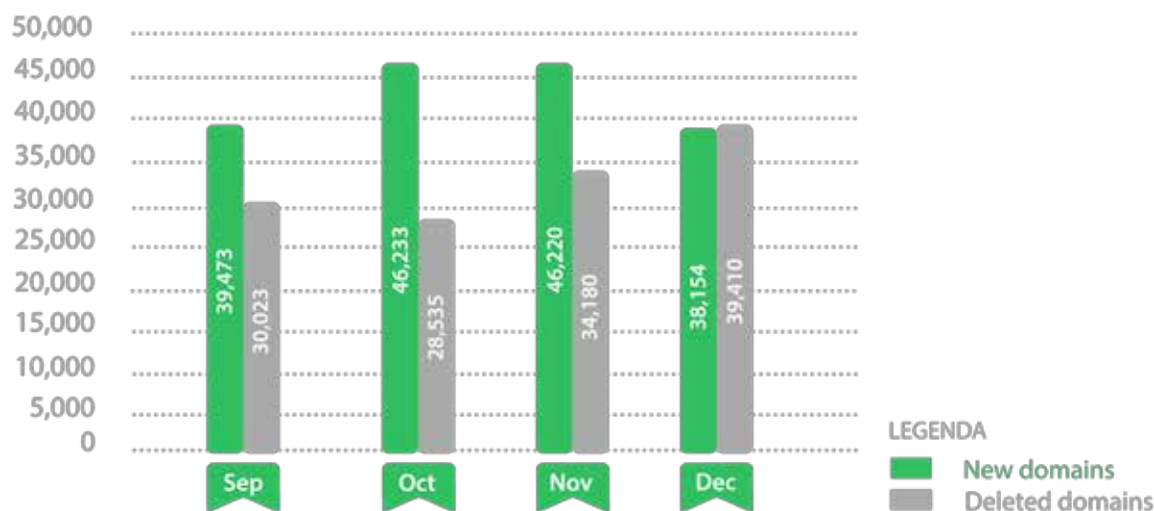


Massimo Mantellini (journalist) and Paolo Barberis (Innovation Advisor to the Italian Prime Minister)



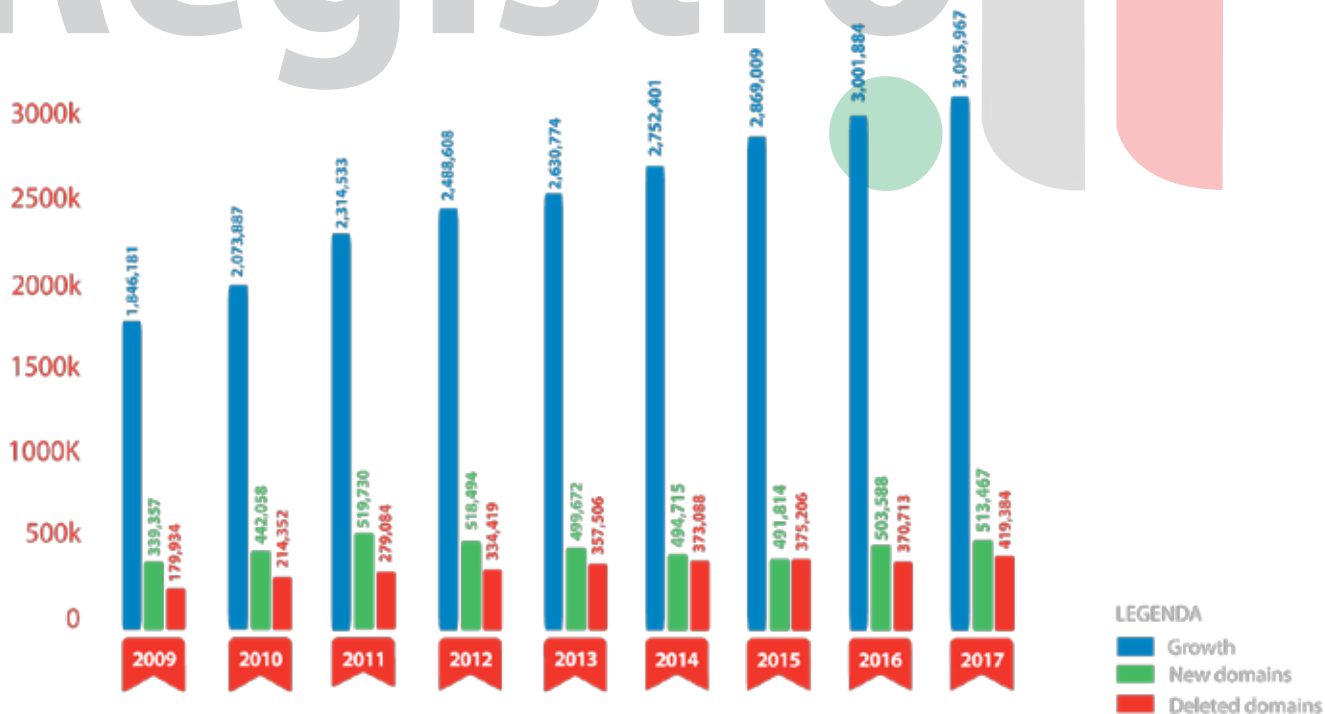
Mario Tedeschini Lalli (in the centre, journalist) and Luca Sofri (on the right, director of "Il Post")

## STATISTICS



## GROWTH OF NEW REGISTRATIONS

The growth of the domains in the first quarter was constant, recording a peak of about 18 thousand new names in October. Only in December there is a slight overtaking of cancellations, but this did not affect new registrations, which in the last quarter of 2017 mark a total of 38 thousand more domains, net of cancellations.

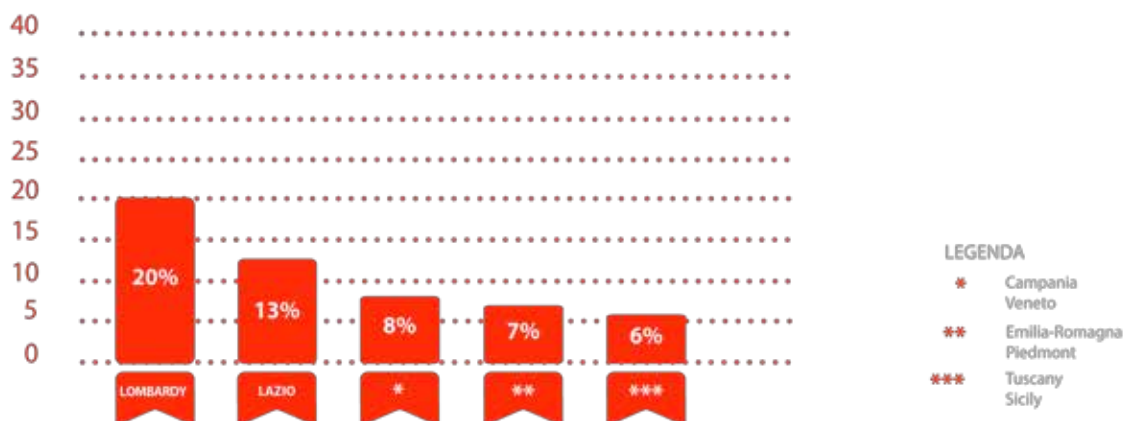


## ANNUAL GROWTH

There are 94 thousand, net of cancellations, new domains registered in 2017. Despite the European and international crisis in the world of domains, the growth of .it names remains constant.

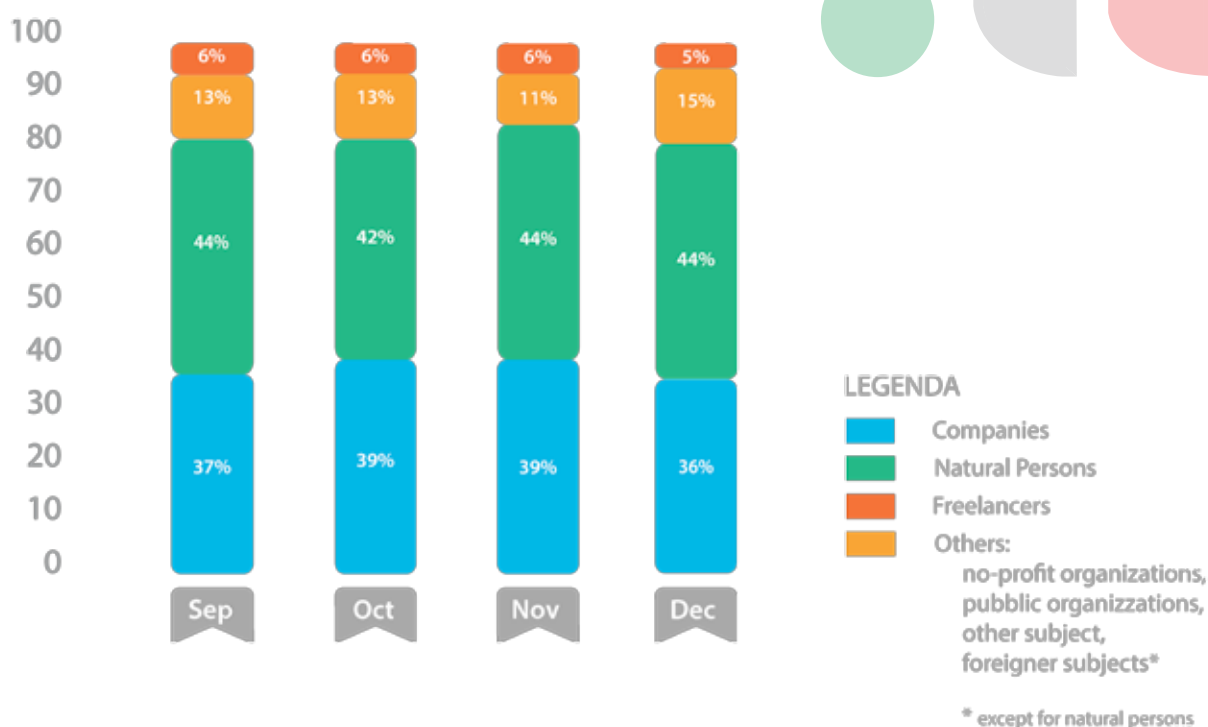


## STATISTICS



## TOP REGIONS

Lombardy remains firmly in first place in the ranking of regions that register the most names under .it. And although the North dominates the first five positions, it is important to underline the entry of the Centre and South of Italy among the first ranked regions, considering that Lazio is in second place and Campania (equal with with Veneto) and Sicily (equal with with Tuscany) occupy the third and fifth positions respectively.



## ENTITY TYPES

From the graph dedicated to the typologies of the assignees of domain names, we can see a clear fact. In all the months of the last four-month period, natural persons overtook companies, which have always been the undisputed protagonists for the category with the most .it names assigned.

## **Marketing competition**

On 29 November 2017, the Commission proceeded with the provisional awarding of the tender for the "assignment of the service of a strategic marketing campaign for the Registro .it", with a duration of 30 months, to the company Tracce srl of Modena. (S.F)

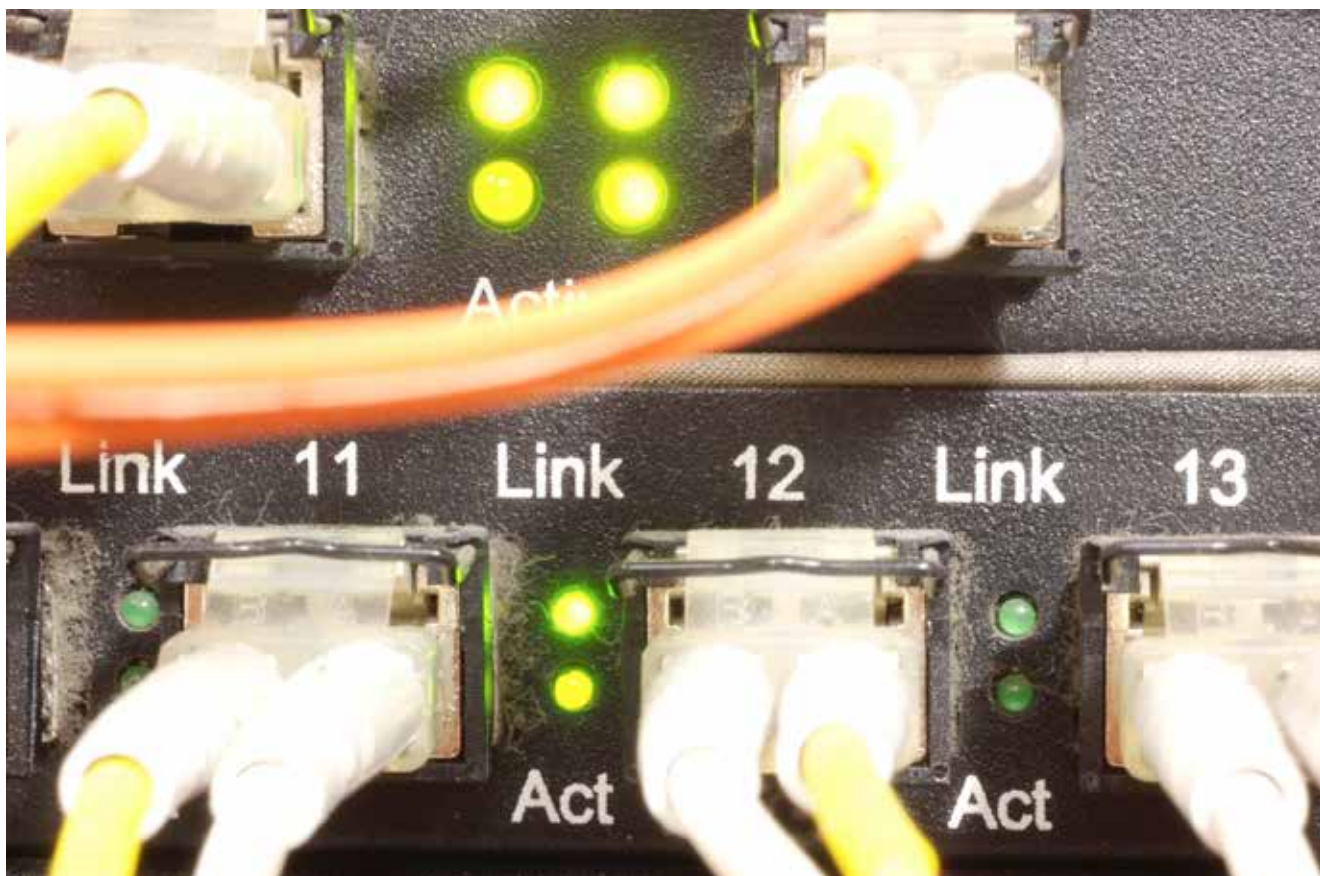
## **2017 meeting of the Registry**

The annual meeting with Registrars took place at the Pelota in Milan, together with the celebrations for thirty years of .it.

After the morning of celebrations, the afternoon was dedicated to the meeting, which every year the Registry organizes for about one thousand and three hundred Registrars who have a contract with Registro .it.

As usual, all activities and projects under way in 2017 and those awaiting us in 2018 were presented. (F.N.)

## .it zone signed!



On 8 November 2017, the .it zone, signed with the Dnssec (Domain Name System Security Extensions), was delegated by Iann.

This is an important milestone that will allow the Registro .it, within a few months, to give the Registrars the opportunity to register digitally signed domain names.

Registrars wishing to take advantage of this new feature must pass a special Dnssec accreditation test, which will enable the Registry to assess the actual technical capabilities of the Registrars in this area.

The cost of registration and maintenance of digitally signed domain names will be the same as those that are "unsigned" (4 euros + VAT for new registration and 3.30 euros + VAT for annual maintenance). (M.M.)

# Internetopoli: the new games!



News for Internetopoli, the web app of the Registro .it Ludoteca, conceived as an edutainment tool to introduce themes related to digital culture into primary schools.

At the end of the month, the new navigation will be online, and it also includes a section dedicated to fun interactive games.

By logging in with your credentials, you can choose whether to visit the city of the Net or have fun playing (alone, in multiplayer mode or launching challenges) with four educational games "Quiz on the net", "Find the couple", "Memory" and "Game of the goose" to test the knowledge of the Net and the opportunities it offers, with different levels of difficulty.

The games, just like Internetopoli, are compatible with an IWB. (G.B.)





Gianpaolo Colletti (journalist and presenter, in the centre) introduces the guests

In October 2017, the party dedicated to the Net took place, as it does every year in Pisa. As always, the Registry was the protagonist with its “Digital Scene” space, which this year hosted in-depth analysis on digital marketing, with the workshop on email marketing and Facebook conducted in tandem by Alessandra Farabegoli (Digital Update) and Enrico Marchetto (Noiza), the new edition of Bootstrap in collaboration with Startupitalia! but above all the start of the celebrations for the 30th anniversary of the registration of the first domain name. This was re-enacted in a talk show with Sonia Peronaci, Luca Dini (Condè Nast), Andrea Di Caro (Gazzetta.it) and many other guests.

Appointment for the next edition, from 11 to 14 October 2018! (C.S.)

Follow us on: [www.internetfestival.it](http://www.internetfestival.it)



Cinema Teatro Lux, venue of the Registry events at IF2017



Domenico Laforenza and Gianpaolo Colletti



Enrico Marchetto (Noiza) and Alessandra Farabegoli (Digital Update)



from left: Stefania Fabbri (.it Registry), Matteo Flora (The Fool), Chiara Spinelli (.it Registry), Enrico Marchetto and Alessandra Farabegoli





The Startupitalia Bootstrap!



Packed hall at the anticipation of the event dealing with the 30 years of the Registro .it at Cinema Teatro Lux



## Bari stage for the Ludoteca Roadshow!



In October the Ludoteca Roadshow of Registro .it arrived in Bari, in Puglia, and in collaboration with the Centro Studi Eipass, an event was organized dedicated to both youngsters (in the morning) and adults (in the afternoon). The first part of the day was dedicated to schools and the second to parents and teachers with the workshop entitled "Aware and safe. Children and the web". (F.N.)

See also: <http://www.cnrweb.tv/la-ludoteca-del-registro-it-a-bari/>



Giorgia Bassi (Registro .it) at the Bari Roadshow, in one of the lessons on pixels



The Registry Workshop for adults and teachers





The speakers at the workshop



Claudia Mazzanti (Registro .it, on the left) having a go at the Internetopoli game!



The children play with the pixel game



The crossword game with questions in the world of the Web



# .it Registry's Ludoteca

## September-December

(by Beatrice Lami)

### Let's Bit! lessons

---

3 schools  
9 classes  
88 students  
44 hours of training

### Bari Roadshow

---

2 schools  
4 classes  
87 pupils  
70 teachers/parents

### Primary school

---

2 schools  
4 classes  
127 pupils  
8 hours of training

# The sixth edition of .itCup Registry rewards Ludwig, the intelligent translator

Chiara Spinelli



On 26 October the 2017 edition of .itCup Registry was held in Rome, in the presence of the President of the CNR Massimo Inguscio. The victory went to Ludwig, the first linguistic search engine that helps to write correctly in English: so first place goes to the Sicilian startup, chosen among the six finalists by the jury of experts made up of Anna Amati (Metagroup), Roberto Magnifico (LVenture), Anna Testa (Cisco), Diego Ciulli (Google) and Fabio Lalli (Iquii), together with the flight to Silicon Valley to attend the prestigious Startup School of Mind The Bridge.



Gianpaolo Colletti with the CNR president, Massimo Inguscio at the itCup final



Gianpaolo Colletti and Domenico Laforenza

## HIGHLIGHTS

The award was offered, as it is every year, by the Denoth Foundation - a non-profit organization dedicated to the memory of the scientist Franco Denoth, long standing director of Registro.it, and of his son - and by Fatture in Cloud, winner of the 2014 edition of the .itCup of Registro .it, and today one of the best known successful startups on the Italian scene in recent years, thanks also to acquisition by the Teamsystem group.



The itCup winners with Domenico Laforenza (in the centre)

The “technical” competition award, #itFan, offered by Prana Ventures investment fund in Milan and the iDNA digital agency in Tuscany, went to Easy Tax Assistant: the team won a high profile communication package and a budget to spend on further marketing activities.





The audience at the itCup final at the CNR HQ in Rome



On the left Francesca Denoth (daughter of Franco Denoth, whose foundation helped offer first prize). Riccardo Pietrabissa, member of the CNR Scientific Council, in the centre.

The other finalists who appeared before the jury of experts were Noon Care (platform for the care of the elderly by means of the smartphone), Glitch Factory (spinoff of the University of Siena who presented an interactive tablet cover project), Pharmercure (home delivery service of drugs) and Smart Training System (sensor system for gyms).

## HIGHLIGHTS



On the left Francesca Denoth (daughter of Franco Denoth, whose foundation helped offer first prize). Riccardo Pietrabissa, member of the CNR Scientific Council, in the centre.

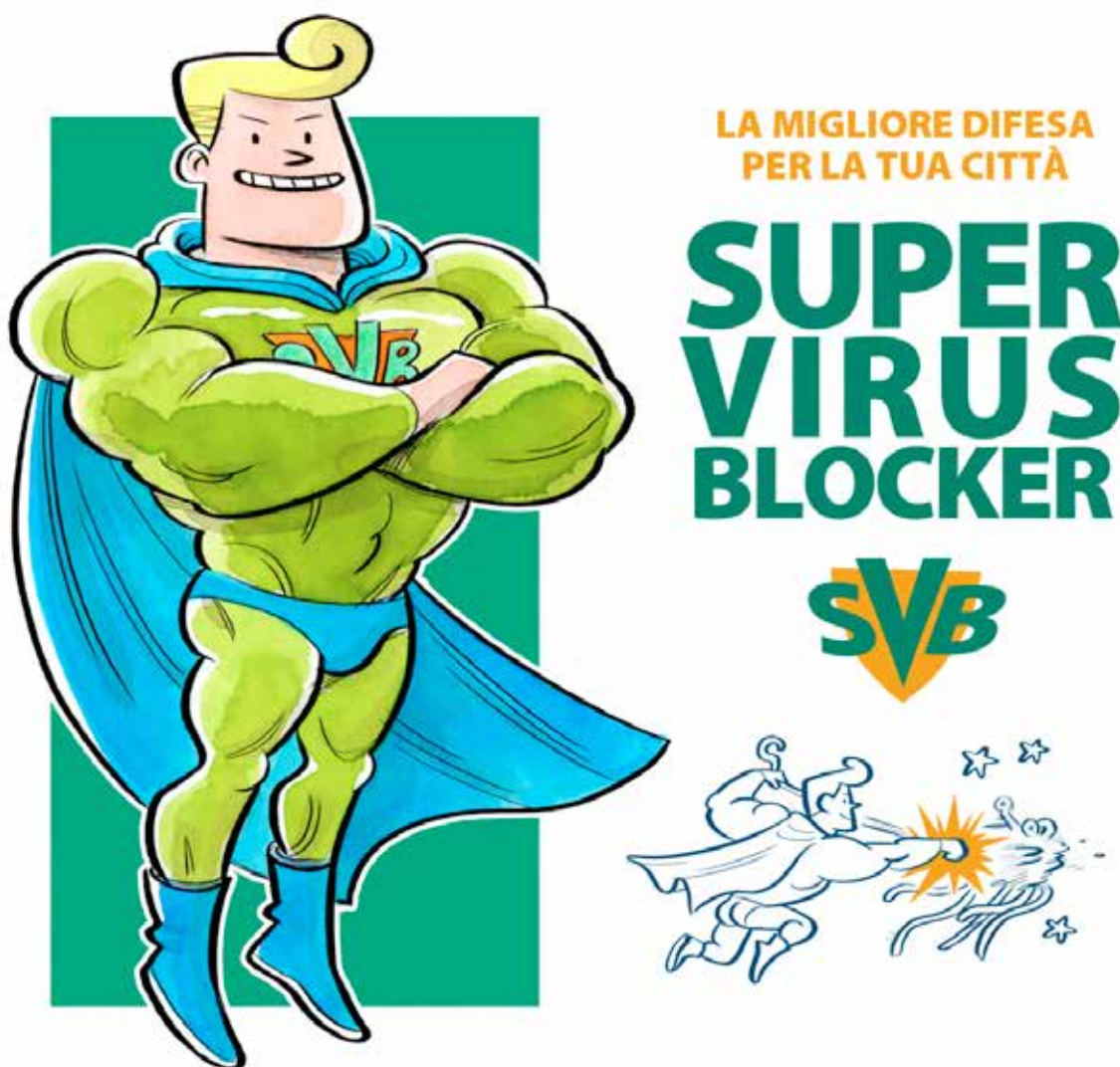


The audience at the .itCup



# "Nabbovaldo" protagonist of the Registry's new comic book

Stefania Fabbri



"Nabbovaldo ovvero le stagioni a Internetopoli" di Gabriele Peddes è il titolo del nuovo numero di Comics&Science dedicato agli adolescenti di oggi, tratto dal racconto che ha vinto l'.itContest, il concorso per le scuole bandito dal Registro per festeggiare i trent'anni del .it.

“Nabbovaldo, or the seasons at Internetopoli” by Gabriele Peddes is the title of the new issue of Comics&Science dedicated to today’s teenagers, based on the story that won the .itContest, the school competition held by the Registry to celebrate the thirtieth anniversary of .it.

# NABBO IMMOBILIARI



Muoversi a Internetopoli  
non è facile come sembra.  
Nabbo Immobiliari è l'aiuto  
che stavi cercando.

**CONTATTACI**

The children of 1C of the “Anna Pardini” School managed to connect, appropriately, the correct use of the Internet and digital environment to the literary work of Italo Calvino, author who had understood in advance the full potential of technological progress in a field like computer science. The winning idea was precisely that of reactivating one of the most famous Calvino novels, “Marcovaldo”, to transform it into a metaphorical journey into the city of the Internet and that part of the city represented by .it domain names.



## HIGHLIGHTS

Gabriele Peddes has drawn from the story of the boys a comic book that offers us a bewildered, bungling and fun Nabbovaldo, who tries to understand, with the help of the many characters that populate this new world, the way to juggle with the novelties introduced by the revolution of the Internet. These changes have changed not only our practical life, but our interaction with others.



# LUMACHE DA GARA

IL MIGLIOR SITO DI  
GASTEROPODI DA CORSA



**PLEASE SELECT PLAYER**

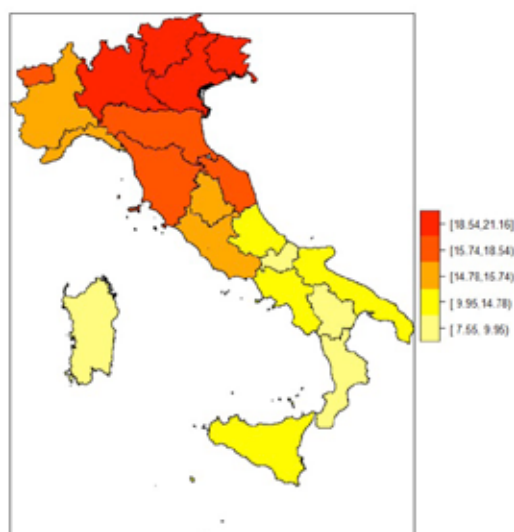
In this special issue, besides the comic strip, there is the interview of Tuono Pettinato with the author and the speeches by Domenico Laforenza - director of the Institute of Informatics and Telematics of the CNR of Pisa, head of Registro .it - and of the sociologist Giovanni Boccia Artieri. The comic was premiered in Milan during the event dedicated to the 30th anniversary of .it and is available on the [Registry website](#).

# .it liked in the North and by companies

Maurizio Martinelli and Michela Serrecchia

## DIFFUSIONE DI INTERNET NELLE IMPRESE: LE PRIME 10 REGIONI

Ranking	Regioni	TP	% Domini	Δ Ranking rispetto 2012
1	Trentino Alto Adige	21,16	2,74%	+1
2	Lombardia	21,10	21,97%	-1
3	Friuli Venezia Giulia	19,47	2,25%	-
4	Veneto	18,54	10,27%	↑ +2
5	Emilia Romagna	17,77	9,19%	-
6	Toscana	17,49	7,92%	↓ -2
7	Valle d'Aosta	16,88	0,24%	↑ +3
8	Marche	15,74	3,02%	-
9	Piemonte	15,54	7,71%	↑ +3
10	Umbria	15,37	1,57%	↑ +1
Totale prime 10 Regioni			66,89%	



TP ogni 100 imprese attive

TP a livello nazionale = 15,24

On the occasion of its 30th anniversary, the Registry has presented the updated situation on Internet diffusion in Italy. It is more common among companies and in Northern Italy.

Trentino Alto Adige is the region with the highest penetration rate (TP) of the Internet but it is in Lombardy that the highest number of .it domains is registered and Milan the really enthusiastic province.



In general, in September 2017, 52.29% of those who had registered a .it domain were companies, 32.30% natural persons and 8.23% self-employed persons.

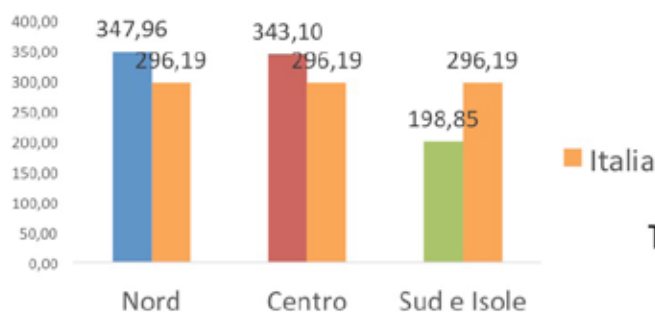
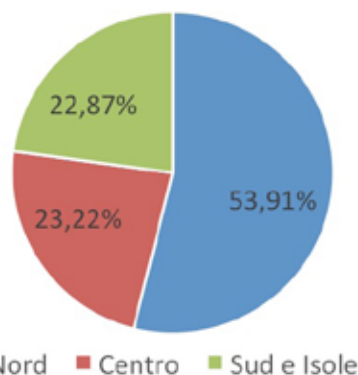
This is followed by non-profit organizations (4.33%) and public bodies (1.30%). At the macro-area level, the North leads the ranking with a TP of 347.96, equal to 53.91% of the domains, up one position compared to 2012.

The Centre follows with a TP of 343.10, equal to 23.22% and down a place compared to the last survey. In third place is the South and islands, with a TP of 198.85, equal to 22.87% of the domains, stable compared to 2012.

## DIFFUSIONE DI INTERNET A LIVELLO DI MACRO-AREA

Ranking	Macro Area	TP	% Domini	Δ Ranking rispetto 2012
1	Nord	347,96	53,91%	↑ +1
2	Centro	343,10	23,22%	↓ -1
3	Sud e Isole	198,85	22,87%	-

Percentuale di nomi a dominio ".it" a livello di Macro-area



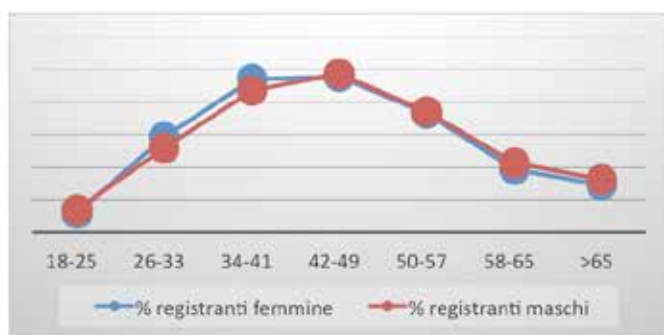
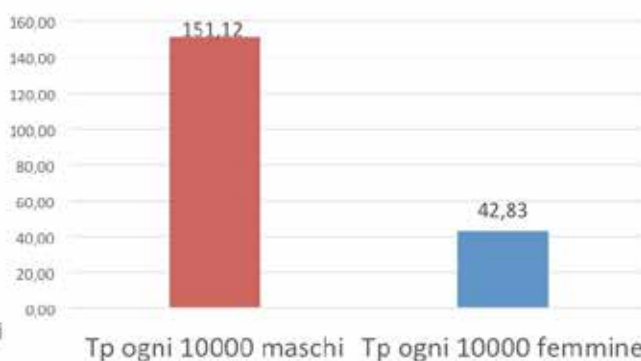
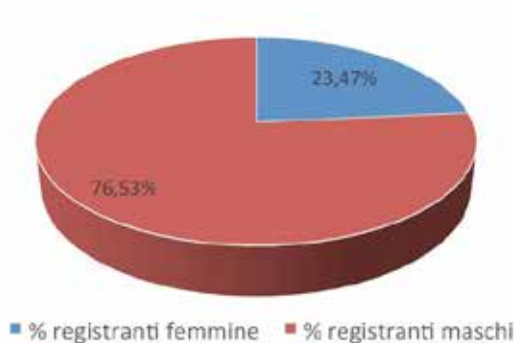
Diffusione di Internet per macro-area

TP a livello nazionale (ogni 10.000 abitanti) = 296,19

## HIGHLIGHTS

Among natural persons, 76.53% of registrants are male, compared with 23.47% female. There are no large gender differences based on age: the majority of registrants are between 42 and 49 (23.90% women and 24.34% men); between 34 and 57 years, the percentage rises to 65.63% of the total among women and to 64.76% among men.

### REGISTRAZIONE DEI DOMINI .IT INDIVIDUI: GENERATIONAL E GENDER DIGITAL DIVIDE



Fascia età	% registranti femmine	% registranti maschi
18-25	2,86%	3,51%
26-33	14,66%	13,00%
34-41	23,50%	21,86%
<b>42-49</b>	<b>23,90%</b>	<b>24,34%</b>
50-57	18,23%	18,56%
58-65	9,64%	10,67%
>65	7,22%	8,06%
Totale	100%	100%

If compared to the adult resident population, the highest TP is between 34 and 41 years old both among men and women, however with very different TP indices: 248.46 for the males and 82.08 for females.

## Consumer protection in the digital age

Gino Silvatici

On November 30, 2017, the European Council adopted a regulation to strengthen cooperation between EU national authorities responsible for enforcing consumer protection laws. In this way, it is a priority to respond to the challenges of the digital economy and to the development of cross-border retail trade in the EU.

The new rules will also have a significant impact for domain names Registries, when requested by the national and European market guarantee authorities, will have to provide information concerning infringements of consumer rights, also arranging for differing degrees of restriction of a domain name, even to the point of its cancellation, depending on the seriousness of the offence committed.

## Data protection and privacy: compliance models

Adriana Lazzaroni and Arianna Del Soldato

In anticipation of the entry into force (foreseen for 25 May 2018) of the new European Data Protection Regulation (GDPR), to ensure compliance with the Regulation, while maintaining access to the Whois database in the broadest and most organized way possible, Icannc has asked the community of users to highlight and submit a case study of the use of personal data.



The aim is to produce provisional models for accessing and using the data contained in the Whois database, which, the Registries and Registrars of the gTLDs usually collect, transmit or publish in accordance with the agreements and policies of Icann.

At the same time, Icann has instructed the “Hamilton” law firm to provide a detailed legal analysis of these issues. The study - which focuses on issues related to existing contractual requirements for Registries and Registrars that provide open and public Whois services - provides a general overview of the key concepts of GDPR (personal data, consent, role of data controllers, authorities responsible for data protection, etc.) and their impact on the Whois. The analysis shows that the Whois service, in its current configuration, open and accessible, cannot remain in the same form.

Therefore, Icann has launched to the community a request for feedback on a proposal that includes various access models which is submitted to public comment until January 29, 2018. The international body will continue to make certain types of data accessible through the Whois, although in a less extensive and less invasive way than it is at the current time.

## Accountability: Icann jurisdiction

**Adriana Lazzaroni and Arianna Del Soldato**

The working group (Cross-Community Working Group on Enhancing Icann Accountability) with the duty of addressing the problem of the jurisdiction of Icann, as part of the reform process within the international body itself, has produced “Icann Jurisdiction”, a draft report for public consultation open until last January 14.

The Report addresses the issues related to jurisdiction, with particular reference to the law applicable to contracts and dispute settlement. In particular, the document outlines some aspects of the general problem, such as the choice of applicable jurisdiction, jurisdictional venues and the sanctions of the Office of Foreign Assets Control (OFAC).

The Report has been approved, even if it has not received the full approval of the Government of Brazil, and supported by other governments. The research, still underway, of the reference jurisdiction shows how the current framework, devoid of a juridical-legal context, is still inadequate to face the current and future development of the Internet.

The working group has taken into consideration the possibility of modifying the recommendations in the light of the comments received and will publish, by June 2018, a report on the results of the public consultation, which is to be submitted to the ICANN Board.

<https://www.icann.org/public-comments/recommendations-on-icann-jurisdiction-2017-11-14-en>

# The DNS at the service of homenets

**Adriana Lazzaroni and Arianna Del Soldato**

The Internet of Things (IoT) has affected the rapid growth of homenets, with the inclusion of personal and wearable devices in and outside of the house following the most varied implementations.

The lack of dominant technologies and standards, as well as the need to create and maintain a secure home networking platform, has led the international organizations entrusted with

the management and technological evolution of the Internet, such as Iann and Ietf, to set up ad-hoc working groups in order to address these issues.

The CTO Office of Iann (OCTO - Office of Chief Technology Officer), during the recent Iann60 meetings, presented a research project in order to define the unique and persistent identifications of IoT devices using the domain name system and Dnssec security criteria. The project draft was submitted to the IETF on 6 October 2017, in which the DOA (Digital Object Architecture) record was defined. This is a new type of Resource Record, which would allow to structure also the homenet through the use of the Dns .

During the Iann meetings, the special use domain “.home.arpa” destined to the homenets was also presented, with the aim of making them more secure and structured. The definition of this domain foresees that the queries for its sub-domains must have only a local meaning for the homenet. This means, for example, that a name with the suffix “.home.arpa” (such as a toaster or a printer) will not be globally univocal, unlike normal domain names, and that the same query can provide different results for different homenets. The domain “.home.arpa”, and the functioning of queries to subdomains, is defined in the draft submitted to the IETF (expiry on March 5, 2018). This document, if approved, will be an extension of RFC7788, which describes the standard HNCP protocol (Home Networking Control Protocol).

<https://tools.ietf.org/html/draft-durand-doa-over-dns-03>

<https://tools.ietf.org/html/draft-ietf-homenet-dot-14>



# International appointments in the world of the Web

*(section edited by Gian Mario Scanu)*

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

10-15 March, **San Juan**, Puerto Rico: Icann 61

22-28 June, **Panama City**, Panama: Icann 62

## Centr (<https://www.centr.org/>)

(only for members)

5-6 February, **Zurich**, Switzerland: 59° Centr General Assembly

7-8 February, **Leiden**, The Netherlands: 25° Centr Marketing Workshop

21 February, **Munich**, Germany: 43° Centr Administrative Workshop

30 May, **Moscow**, Russian Federation: 56° Centr Legal & Regulatory Workshop

30 May-1 June, **Moscow**, Russian Federation: Centr Jamboree

1 June, **Moscow**, Russian Federation: 15° Centr Security Workshop

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

17-23 March, **London**, England: Ietf 101

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

14-18 May, **Marseilles**, France: Ripe 76

4-5 June, **Moscow**, Russian Federation: Enog 15 / Ripe Ncc Regional Meeting

18-19 June, **Timisoara**, Romania: See 7 / Ripe Ncc Regional Meeting

### Other events

6-9 February, **Milan**, Italy: Italian Conference on Cybersecurity - Il conferenza italiana sulla sicurezza informatica (Itasec18)

22-23 February, **Munich**, Germany: Domain Pulse

6-7 March, **Berlin**, Germany: Cee Peering Days

20-21 March, **Rio de Janeiro**, Brasil: Capacity Latam

15-17 April, **Galway**, Ireland: Euro-IX Forum 32

5-6 June, **Tblisi**, Georgia: EuroDig

11 June, **Roma**, Italia: NaMeX Annual Meeting