Consiglio Nazionale
delle Ricerche

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QUARTER
2013
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REGISTRO.it
L'anagrafe dei domini .it

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SUMMARY

To San Francisco with the .itCup!
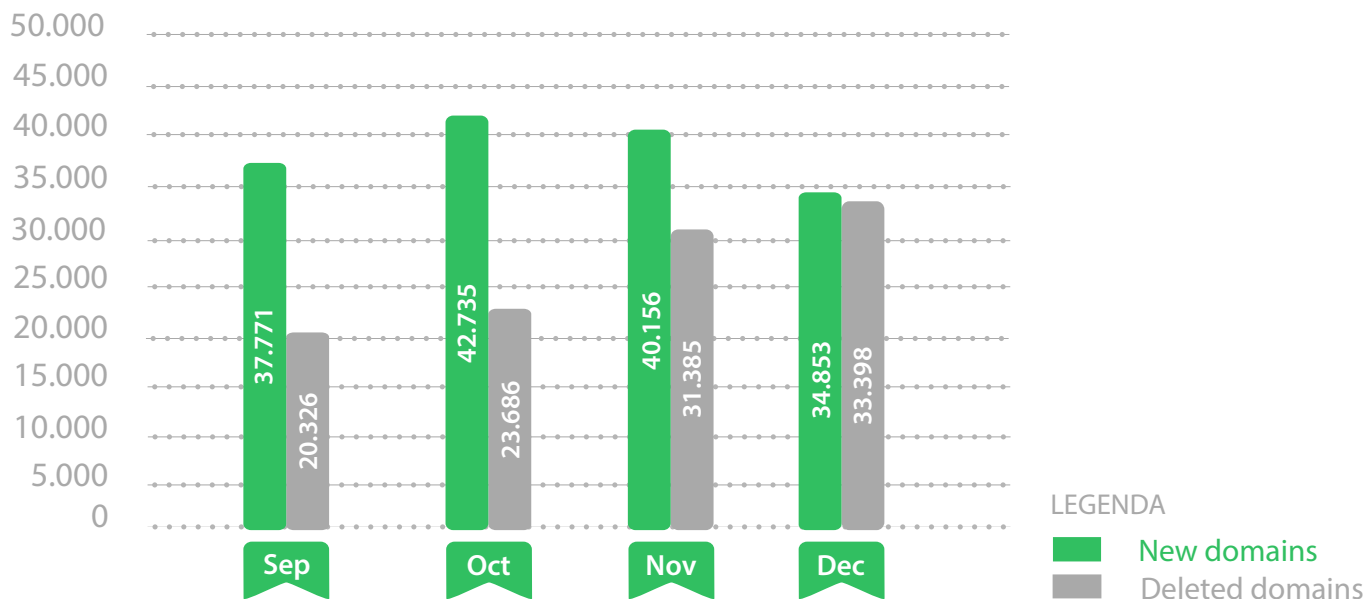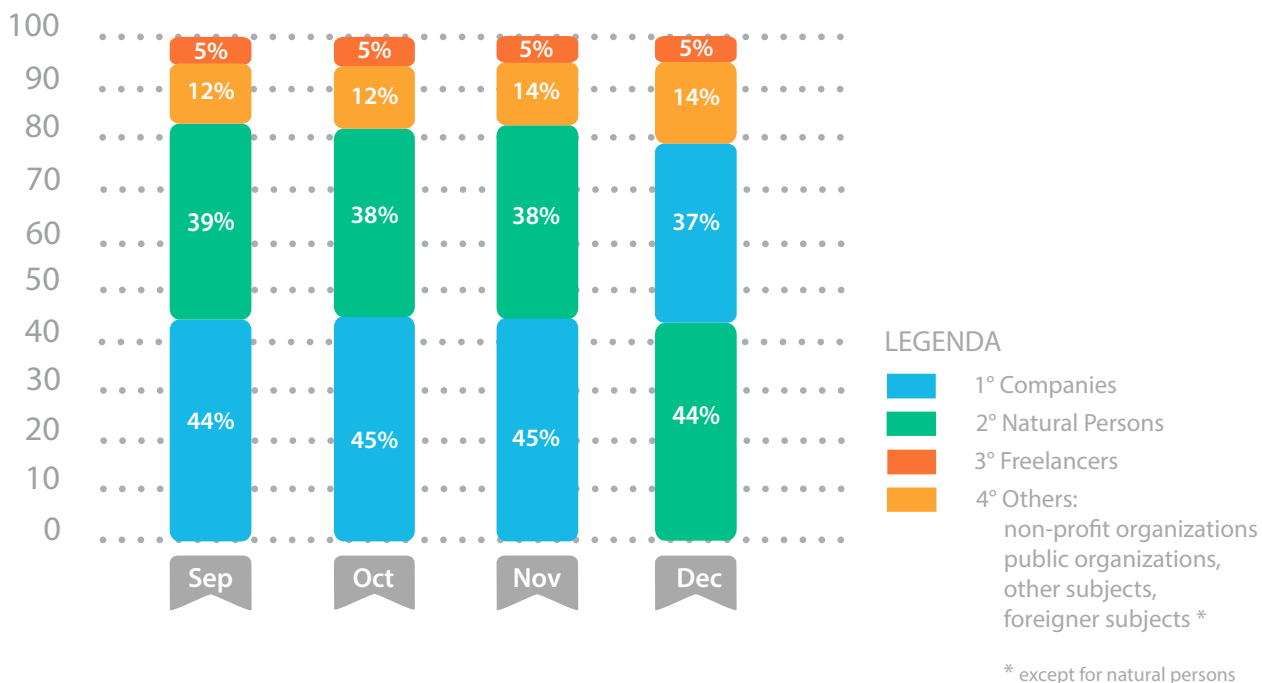

Watch the interview:

Spotlime, (a start-up idea and .ITCUP 2013 participant) was awarded the Denoth Foundation prize: a flight to San Francisco and participation in the prestigious Mind The Bridge Start-up School for three weeks. **Francesco Rieppi (in the photo receiving the award from Francesca Denoth)** departed on January 30th, and we will hear of his adventures from March 15th.

New domains (green) / **Deleted domains** (grey)

Month	New domains	Deleted domains
Sep	37.771	20.326
Oct	42.735	23.686
Nov	40.156	31.385
Dec	34.853	33.398

LEGENDA
- New domains
- Deleted domains

GROWTH

2013 ends on a positive note, even if in December cancellations almost equal registrations

Month	1° Companies	2° Natural Persons	3° Freelancers	4° Others
Sep	44%	39%	5%	12%
Oct	45%	38%	5%	12%
Nov	45%	38%	5%	14%
Dec	44%	37%	5%	14%

LEGENDA
- 1° Companies
- 2° Natural Persons
- 3° Freelancers
- 4° Others:
  non-profit organizations
  public organizations,
  other subjects,
  foreigner subjects *

* except for natural persons

ENTITY TYPES

The businesses continue to take centre stage in the classification for the last four months of 2013, second only to "physical entities" in December

LOMBARDY 19%
PIEDMONT 13%
LAZIO 12%
VENETO 8%
EMILIA ROMAGNA 8%
OTHERS 40%
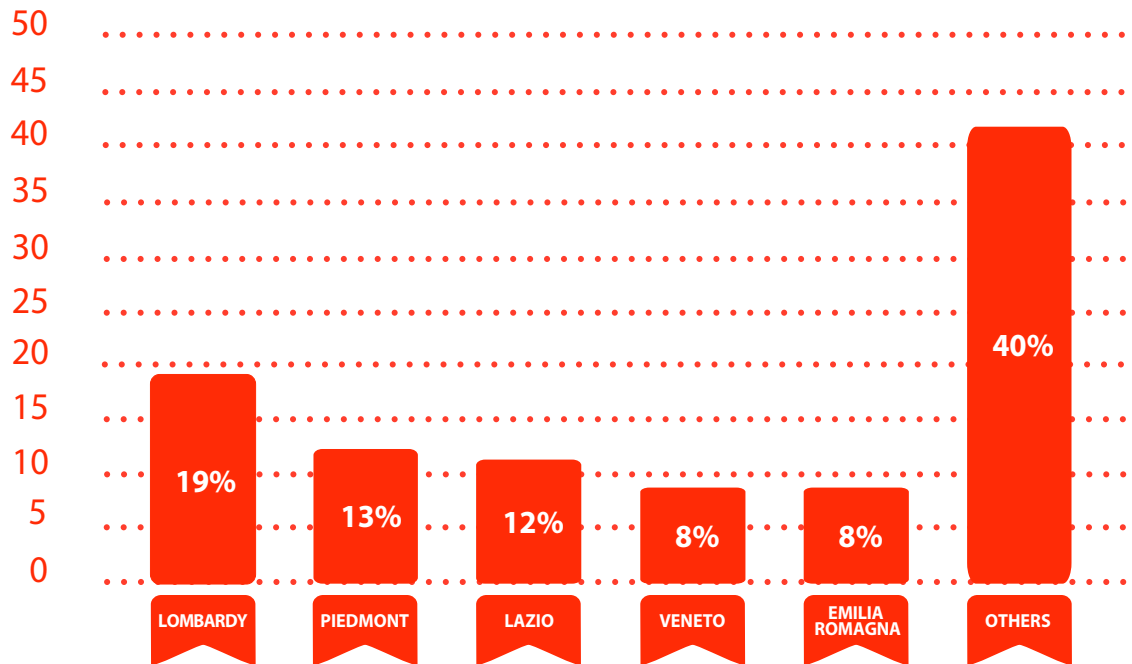
The North, with Lombardy and Piedmont, continued to occupy the first positions.
The Centre of Italy with Lazio continued in third position.
The South was a notable exemption from the top five

TOP REGIONS

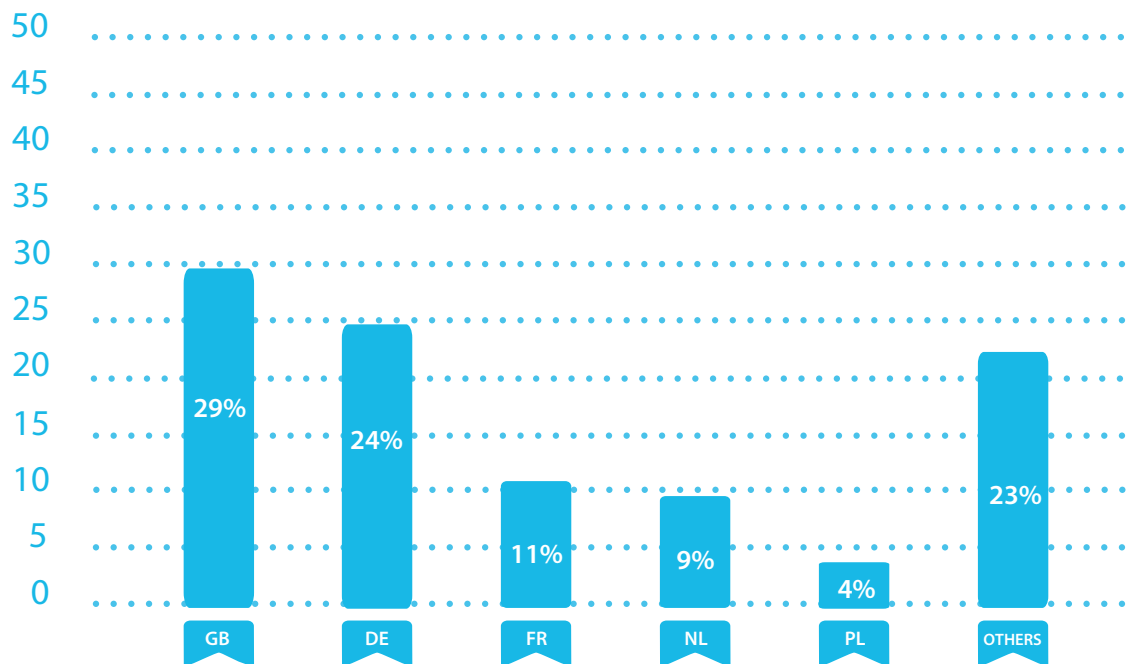**GB** 29%
DE 24%
FR 11%
NL 9%
PL 4%
OTHERS 23%

Amongst foreigners, Great Britain continues to account for the greatest
number of domain names (5,810) followed by Germany (4,966)

TOP EU

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It's time for marketing

Bruce Sterling

An invitation to tender for the Registro.it strategic marketing plan was published on 23rd December 2013 in the Official Journal, with a deadline of 17/02/2014. Objective: to construct a strategy aimed at increasing knowledge of Internet usage for micro, small and medium-sized businesses and the self-employed.

http://www.urp.cnr.it/page.php?level=4&pg=72&Org=2&db=1

from left: Danilo Ercoli, Gianluca Diegoli, Nereo Sciutto, Domitilla Ferrari, Daniele Villa

Registry-Registrar Meeting 2013

13th December – On the agenda as always, highlights of the last year's business, anticipated innovations for 2014 and presentation of the financial statement. The presentation of Registro.it projects was also an important focus. All information about the day is available here:
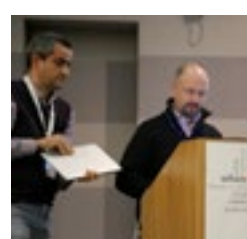https://rain.nic.it/comunicazioni/news/2013/meeting2013_agenda.html

Reduced 2014 fees for Registrars

It's official: the last Cir meeting has confirmed a reduction in fees. From April they will be 4 euro (plus VAT) for registration, change in Registrar and recovery of pendingDelete/ Redemption Period.

Renewing a domain for a year will be less expensive. Re-registering an Italian Internet domain name will cost 50 cents less than 2013 and from April on-going registration will cost 3.30 euro (plus VAT).

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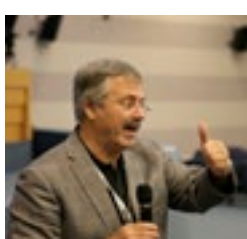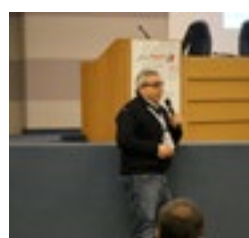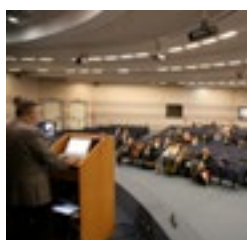
Marketing: the .it domain as a sign of reliability, security and reputation

Stefania Fabbri

Anna Vaccarelli - External Relations, Media and Communications Group Manager at Registro.it has previously spoken about the adoption of the strategic marketing plan and the relative campaign. We now have clearer ideas and much information and news for you.

The main points are the importance of the name in building a personal and corporate reputation on the Net.

For start-ups, for example, a domain name will be the main branding element, or critical for e-commerce. Online sales are an important trend and having a strong domain name is indispensable in communicating reliability, security and reputation.

DOMINIO COME **PROGETTO PER IL FUTURO**

The primary target for our strategic marketing initiative is mainly the self-employed (both traditional, that is members of professional associations and more recent "wwworkers" "freelancers", "knowledge workers", etc.), as well as micro, small and medium-sized businesses, local artisan collectives (in sectors such as food, produce, fashion and creative arts), and young entrepreneurs.

To involve all the parties (Registro.it, Registrar and target), we have created a three part marketing program structured as follows:

1. A competition to show that the Internet economy is now a reality. Businesses that actively use the Internet grow faster, are more international and hire more people. The goal is to disseminate the key communication points, creating a gallery of quality case studies of Internet usage that can become the campaign's protagonists and ambassadors.

2. A listening and interaction phase with the public engaged in the competition. Registrar and Registro experts will publicly answer questions about domain registration and effective web presence, such as Search Engine Optimisation (SEO), web marketing and e-commerce. In this way, Registrars will be able to reinforce their professional image, contribute to the diffusion of Internet culture and offer services, that will expand their user base, and increasing the number of registered domains.

3. A communications and information marketing campaign on media that best showcases the content and ideas captured in the competition.

The invitation to tender for the strategic plan was published in December 2013.

We will begin working on realising the campaign with the winning bid as soon as it is awarded.

We will keep you informed!

Ludoteca .it project: instructions on how to use the Internet and... fun!

Stefania Fabbri

Today children use digital media from an early, even pre-school, age. They learn by experimenting and playing, through trial and error and by making and correcting mistakes.

Registro.it has kicked-off the Ludoteca. it project to promote communication of the Internet culture in schools, to give children a more complete view of the Internet, and help them in their online journeys, following a narrative thread that helps them understand what the Internet is and how and why to use it.

This project, free for schools, is a training course focusing on the new media, supported by both digital and non-digital learning tools, aimed at ordering, expanding, reinforcing and questioning ideas and knowledge that have been acquired through practical methods. La Ludoteca.it is divided into two intertwined courses. Phase 1.0 is supported by non-digital tools (group games, paper-based materials) whilst phase 2.0 encourages students to create real multimedia content using tablets. The teachers adopt an interactive and informal approach in workshops that are a departure from traditional teaching methods.

The child learns about the Internet and discovers that there are rules to respect and behaviour that should be changed or avoided. The whole class will participate in the group games which aim to make Internet learning fun by playing with basic IT notions, such as the binary counting system or the concept of pixels. During the lessons the class will be shown episodes of the cartoon series "Navighiamo Sicuri con il Prof. Ittì" (Safe Online Navigating with Professor Ittì) - an original Registro.it production. Each episode series - entirely created and produced by the

External Relations, Media and Communications Group – recounts the adventures of Marco and Sofia who with the help of Professor Ittì learn to defend themselves against Internet and technology risks caused by lack of awareness and understanding.

La Ludoteca registered record numbers in 2013: it was welcomed in 33 primary and 9 secondary schools, with a total of 887 students for about 78 hours of lesson time.

The project received State recognition through Patrocinio dell'Autorità Garante per l'Infanzia (Authority for the Protection of Children).
Information on the project and the application form for lessons can be found here:
http://www.ludotecaregistro.it

Follow us on:

www.facebook.com/LudotecaRegistro

https://www.twitter.com/LudotecaIt

Centr

(members only)

43rd CENTR Legal & Regulatory workshop, Rome (Italy) - 06 March 2014 (Rome, Italy)
Ad Hoc meeting

Cross WG workshop on Registrar Identification, Stockholm (Sweden) - 11 March 2014 (Stockholm, Sweden)
General Assembly

51st CENTR General Assembly / 2014 Annual General Meeting, Stockholm (Sweden)
12 March 2014 (Stockholm, Sweden)
Jamboree

IETF

The 89th IETF Meeting will take place in London from 02nd to 07th March (http://www.ietf.org/meeting/89). The focus will be on the new technological standards for tomorrow's Internet with tutorials, focus groups and discussions for participants.

Icann

The next ICANN49 will be held from 24th-27th March 2014 at the Raffles City Convention Centre in Singapore. For more information and to register visit http://singapore49.icann.org/en/

Ripe NCC

A number of events will be organised by Ripe Network Coordination Centre over the following months:
- MENOG 14/RIPE NCC Regional Meeting in Dubai, from 30th March to 01st April (http://www.menog.org/meetings/menog-14) with participation of members of the Middle-East Internet Community ;
- SEE 3/RIPE NCC Regional Meeting to be held in Sofia, Bulgaria, 14th-15th April (http://www.ripe.net/ripe/meetings/regional-meetings/see-3) for those that work in South-East European countries.