QUARTER Internet Festival 2015

ISSN 2284-0001

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EDITORIAL COORDINATOR

Anna Vaccarelli

EDITORIAL COMMITTEE

Mauriz<mark>io Martine</mark>lli, <mark>Rita</mark> Rossi, Anna Vaccarelli, Daniele Vannozzi

GRAPHIC AND PAGING

Giuliano Kraft, Francesco Gianetti

PHOTO CREDITS

Dami<mark>ano Martino, Alessandro Coppo,</mark> Francesco Gianetti, Chiara Spinelli

EDITORIAL BOARD

Francesca Nicolini (coordinatore redazionale), Giorgia Bassi, Stefania Fabbri, Beatrice Lami, Gian Mario Scanu, 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 e comunicazione 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 website: http://www.registro.it/

HEAD OF .IT REGISTRY

Domenico Laforenza







digital scene

Stefania Fabbri

"Space" was the key word at IF 2015!

All the events organized by Registro .it were held at Teatro Lux in Pisa (our own "Digital Scene"), a stage that offered a spotlight (literally and figuratively) to issues such as marketing, copyright and the Net, productive relationships between small, mediumsized and large enterprises, trade associations, start-ups, creative professionals and recreational and educational uses of the web for children. The Registry's "scene" hosted numerous personalities, including: The Jackal, creators of "Gli effetti di Gomorra sulla gente"; startupper and leader of the band Marta sui Tubi Giovanni Gulino; entrepreneurs Marco Gualtieri, Cesare Sironi, Mauro del Rio, Matteo Flora and Mirko Lalli; not to mention communication experts Dino Amenduni and Daniele Chieffi, and most importantly, a large, lively audience that crowded both the finale of the ".itCup" business competition and the "Digitaly" event. The Registry decided to devote an entire day to children, who came in droves to explore technology and the Net, to study its workings from different perspectives: coding, digital fabrication and the it Ludoteca for discovering the Internet and the opportunities it offers.

The exhibition "Ad occhi aperti – sguardi d'autore sul .it" welcomed hundreds of visitors at the theatre's entrance. Realized by the Registry for Expo 2015, this collection of images focused on extraordinary Italian companies who have registered domain names with .it extensions. A marvellous experience! And we hope to repeat its success with the 2016 Festival. We'll be waiting for you!

STATISTICS



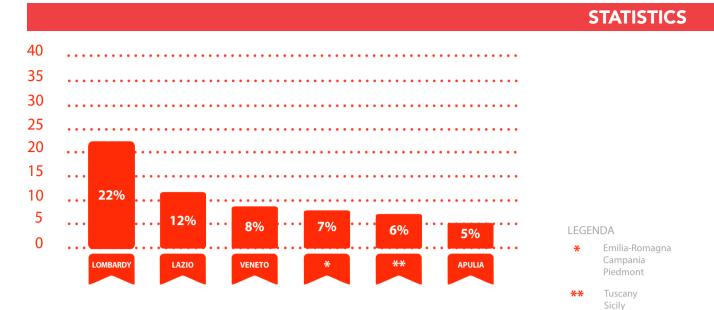
GROWTH OF NEW REGISTRATIONS

After the Summer months, which saw a slight drop in registrations (especially in the months of July and August), a new increase in registrations was recorded in the last four months of the year. Specifically, over 17,000 domains were registered in the month of October



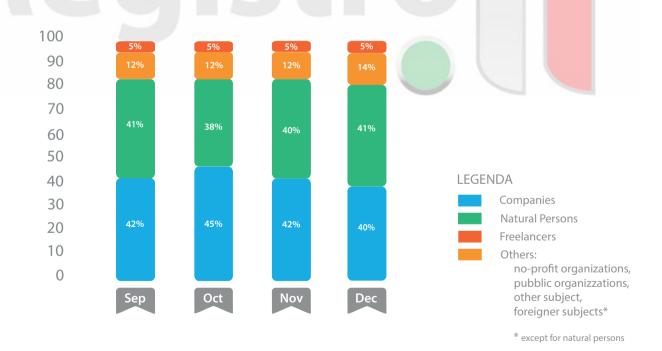
ANNUAL GROWTH

2015 closed with 2,869,000 domains registered, more than 115,000 more than the previous year. Despite the very high number of cancellations in the last two years, we're moving inexorably toward 3 million registered domains



TOP REGIONS

The regions registering the most domain names are once again in the North; Lombardy holds a comfortable lead with 22% of the registered domains, followed by Lazio and Veneto in second and third place respectively. Only further down in the rankings do we find regions in the South – Campania in 4th place with 7% and Sicily in 5th place with 6%



ENTITY TYPES

No surprises about domain name holders; companies are still in first place, though almost on par with individuals in September and December

by the numbers

A few figures from the fifth edition of Internet Festival: between 8 and 11 October, 17 locations in Pisa hosted 129 events, 281 speakers, 20,000 spectators, 27,000 different users on the website and 170,000 page views. On Twitter, the most used hashtags were #IF2015 and #startup, while Digital Scene scored the highest number of mentions. A real success!

Find out more at: www.internetfestival.it

Digitaly

Onward to explore the potential of the Internet!

Registro .it continues its experience with the Digitaly project, sponsored by CNA along with Google,

Amazon and Seat PG, together with small and medium companies. The numerous destinations during the last four months of the year included: Brescia, Varese, Chieti, Frosinone, Ragusa, San Benedetto del Tronto, Pisa (during Internet Festival), Turin, Rome, Perugia, Milan, Brindisi, Viterbo, Vibo Valentia, Reggio Calabria, Biella, Sanremo and Parma.

Find out more at: www.digitalyimprese.it

on the way to completing the new Steering Committee

representatives in the Registry's Steering Committee. Alfredo Cotroneo (Wornex-Reg), Matteo Frana (F2-Reg), Simone Ferracuti (Namecase-Reg) and Luciano Talarico (Tlcweb-Reg) received the most part of votes. The nomination process is underway for other members (Garr, Isoc, etc.) to complete the Committee.

the project on the food farming in Rome

Technology and business; websites and e-commerce; the industry of the food farming and the digital divide - these key concept pairs are at the core of the Food In the Net observatory project (FINe, coordinated by Maurizio Martinelli). FINe was presented on 25 November at Cnr in Rome as part of the conference "Internet and innovation in agriculture. Is there a digital divide in the food farming industry?" Bringing together politics, research and industry to discuss structural problems, possible solutions and the outlook for innovation through the Net.

Ludoteca .it: first term of 2015/2016

Primary school

Middle school

3 schools

6 classes

134 children

15 hours of lessons

2 schools

6 classes

262 students

6 hours of lessons

"Let's bit!" project

The Let's Bit project got underway in September. It's a training course designed to spread the culture of the internet and promote informed use of the Net among the youngest generations. This "peer teaching" course is aimed at secondary school students, who then "hand down" their newly acquired knowledge to primary school students. In 2015, 40 students received instruction during 32 hours of lessons.

Find out more at: www.ludotecaregistro.it



.itCup 2015, the three winners

Chiara Spinelli



Mindesk, a pen with software for drawing in 3D and virtual reality, compatible with all the CAD programs on the market, together with a cloud platform for sharing projects. Gabriele Sorrento's Baribased startup was awarded the Denoth Foundation's first prize, enrolment in the Mind The Bridge Startup School in San Francisco.

eVeryride, from Milan's Lorenzo Polentes, is an app for iOS, Android and Windows Mobile that combines Carsharing,



bikesharing and scootersharing. It won the 4,000€ grant from the accelerator b-ventures, founded by Mauro Del Rio.

Ganiza, from Francesco Marino of Catania, is an app for iOS, Android and Windows Phone that helps people decide what to do in their free time. Ganiza took the Communication prize supplied by Inventiva DNA.

Find out more at: www.itcupregistro.it



the Registry's 'Food In the Net Obeservatory', or FINe.

The research analyzed the relationship between companies operating in the industry of the food farming and the Net.

The study demonstrates that this relationship is still in the early stages and that only a small portion of the companies in the sector have a presence on the **Web** and take full advantage of its **potential**.

The numbers don't lie: out of approximately 1.4 million Italian companies in the food industry, which includes everything from producing and processing to food service, slightly more than 105,000 have a .it food website. Of these, food service accounts for 37.12% of websites, wine for 11.27%, pasta for 9.39% and livestock raising for 5.63%.

In geographical terms, the North/Central regions top the list for food on the internet. In the food industry, Lombardy has the most websites (14.89%), followed by Veneto (11.99%), Tuscany (9.97%) and Piedmont (9.49%). What we can draw from this summary is that an industry that is among the country's most important, one that is identified with all the beauty and goodness Italy offers the world, is still not taking full advantage of the internet's potential. There is a significant digital divide – one that needs to be bridged as soon as possible – between the North/Central regions and those in the South and the islands.

In fact Sicily and Apulia, which are respectively first and second in Italy in number of companies in the food and agriculture industry, are in eighth and ninth position in Web presence. FINe

THE PROJECT



is meant to be the beginning of a journey toward digital growth for Italian businesses. The Registry has been committed to this path for some time, both in its own efforts and in collaboration with others, as with the Digitaly project (http://www.digitalyimprese.it).

It is a commitment that goes beyond food and agriculture to the entire framework of **Italian industry**, with the aim of **Stimulating** and **incentivizing** Italian companies' web presence. The FINe project is supported by Registro .it.

See the video:

http://www.cnrweb.tv/the-food-in-the-net-observatory-i-dati-sullagroalimentare-in-rete/



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

19-20 April, **Tirana**, Albania: South East Europe (SEE) RIPE NCC Regional Meeting 5

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

5-10 March, Marrakech, Morocco: Icann 55

letf (https://www.ietf.org/)

3-8 Aprile, Buenos Aires, Argentina: letf 95

Centr (https://www.centr.org/)
for members only

1-2 February, Lausanne, Switzerland: Domain Pulse 2016

3 February, Lausanne, Switzerland: 37th Centr Administrative workshop

16-17 February, **Budva**, Montenegro: 55th Centr General Assembly / 2016 Annual General Meeting

1-2 March, Tallin, Estonia: 19th Centr Marketing workshop

17 March, **Lisbon**, Portugal: 49th Centr Legal & Regulatory workshop

Photo: Dublin, CENTR Marketing Workshop