

yearbook 2013

The events of .it Registry



- 5 **Rocchetta di Vara (Sp):
there is a new computer lab
branded .it Registry**
- 7 **Vernazza (Sp):
a new window
onto the world**
- 10 **Safer Internet Day 2013**
- 13 **Drop time**
- 15 **With Ludoteca.it
I play, I learn and I surf
(knowingly)**
- 19 **Prof. Itti: a new cartoon
for a new problem
(to solve)**
- 22 **Internet Festival:
the Third Edition**
- 25 **.itCup**
- 29 **A network of relationships
and of business: trends
and opportunities
for companies and individuals**
- 32 **Prism: when data
says everything about us,
even to strangers**
- 34 **Centr Awards 2013**
- 37 **Focus .it:
the Registry's newsletter**
- 41 **Quarter .it**
- 45 **The Registry
and the training
(of Registrars)**
- 47 **Abcd 2013**

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Director in charge

Marco Ferrazzoli

Editorial coordinator

Anna Vaccarelli

Editorial board

Francesca Nicolini

Stefania Fabbri

Beatrice Lami

Paging and image processing

Giuliano Kraft

Photographic library selection

Giorgia Bassi

Francesco Gianetti

Photos

Johan Van Droogenbroeck
(CENTR Awards 2013 - Atomium Bruxelles)

Fondazione Sistema Toscana

Francesco Gianetti

Giuliano Kraft



Cover

Francesco Gianetti

Translations

Eurostreet - Società Cooperativa

Servizio Traduzioni - Interpretariato Helpvoice

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Editorial Offices

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: newsletter@nic.it

website: <http://www.registro.it/>

Head of .it Registry

Domenico Laforenza

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Welcome back!

We are back with a new look.

The Yearbook has shed its skin: no more data and numbers, but images.

We will narrate the entire 2013 through the events that characterized
a rich and exciting year, full of events, facts and stories,
all branded .it Registry.

**After all shouldn't a year, a period of history, an adventure
be narrated by its protagonists?**

**Here we are then, us, you and all those who honoured us with their presence and collaboration to
make this year of domains.it richer and more colourful!**

Thank you!

Enjoy your reading, or rather, enjoy the viewing...!



Rocchetta di Vara (Sp): there is a new computer lab branded .it Registry

31st January - After L'Aquila in 2010, there is a new computer lab for Rocchetta di Vara, in the province of La Spezia, which was devastated by the flood that destroyed the nursery and primary school. The CNR (Italian National Research Council) and .it Registry contribute to the rebirth of the school with 15 laptops, 16 monitors, two printers and a multifunction interactive whiteboard.





Vernazza (Sp): a new window onto the world

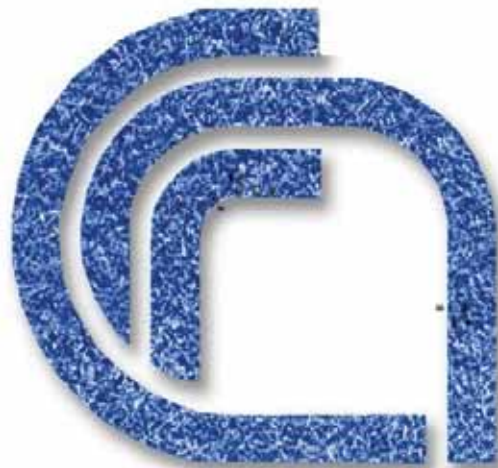
19th September - Vernazza, in the province of La Spezia, the jewel of the Cinque Terre National Park, was affected by the flood of 2011: the .it Registry for the third time, after L'Aquila and Rocchetta di Vara, is on hand with the delivery of 16 computers for a new computer lab to be allocated to the primary school and preschool of the village in Liguria, which also includes the hamlet of Corniglia.

"Our work - says Domenico Laforenza, Head of .it Registry and President of the Research Area of CNR in Pisa - is a practical help in returning to normality and allowing a school to get "back on line" with the Net, to fully express its mission of teaching the young, as the availability of information technology tools in schools is no longer an accessory to training, but an essential aspect for the native digital generation".



AULA
INFORMATICA





Consiglio Nazionale delle Ricerche

Cyberbullismo



Safer Internet Day 2013

5th February 2013 - Registro is present at the tenth edition of the Safer Internet Day, the European Day sponsored by the European Union and dedicated to safety on the Net for a more responsible use of technologies related to Internet, especially among children and teenagers. Last year's message was: "Connect with respect" and "Online Rights and Responsibilities" .it Registry, CSP and the National Platform Serit joined the initiative with a visual titled "Cyberbullying", entirely produced by the Registry of Italian domains. The purpose of the multimedia product was to explain cyberbullying, cyber stalking and cyber harassment, focusing primarily on the legal and social consequences of these criminal acts.

Il termine cyberbullismo indica gli atti di bullismo compiuti tramite mezzi elettronici ...



... insistente



[Queste azioni costituiscono un **reato**,
punibile da 1 a 12 anni di reclusione]



[Fare Sempre attenzione a cosa si pubblica]





drop time

24th June - Drop time becomes effective; a new procedure that automatically - twice a day, at 9 am and at 16 pm - deletes domains that are in a state of pendingDelete/pendingDelete. The real novelty of drop time is the ability to know nearly two days in advance the names of domains subject to cancellation: the names are listed in the special lists published in the “drop time” section of Registry’s website.

The new procedure introduces a number of advantages in registering a name .it, also from a technical point of view, but amongst all of them it turns out to be an absolutely transparent essential mechanism for deleting domains, even for the end user.



1:00 THE LISTS



With Ludoteca.it

I play, I learn and I surf (knowingly)

3rd July - .it Registry earns its “seal” from the Guarantor for Children and Adolescents with the project Ludoteca .it: a recreational laboratory born to teach youngsters the conscious use of Internet, to let them know the potential of the “Big web”, the opportunities of this medium (learn, find out, experiment) and the risks they must know and avoid. The Ludoteca (game room) however is also fun, with games, cartoons and practical tests to see how a message travels on the Internet and how to construct a letter with binary numbers. And there is more: tablets, group games and stories about the Web and multimedia experiences. The goal: to let the “mobile born” use well and better a medium they know very well, but that they must “handle with care”.









Prof. Itti: a new cartoon for a new problem (to solve)

10th October - A new cartoon is out, entirely created and produced by .it Registry, and titled "Learning Online". It is the last episode of the series "Safe surfing with Prof. Itti": its contents offer excellent opportunities for discussion on the problems of online research and source reliability.

Prof. Itti is an eccentric character, an expert capable of solving doubts and answering questions about Internet - and on what to do when you surf - asked by two guys named Mark and Sofia. The Professor will rely on experts whom he consults, depending on the matter. So far he has responded to questions about social networks, virus and "game addiction": this time, in the last cartoon, he has to address the issue of reliability of contents and information available on the Web.







Internet Festival: the Third Edition

10-13 October 2013 - Talking about the Internet Festival is not an easy task: a festival with important numbers, which - in a four day marathon - addresses issues and trends of the Internet to come. The event in Pisa, which was held for the third consecutive year, registered about 18 thousand participants in 20 locations and with more than 200 speakers distributed among 50 start-ups, 62 workshops, 26 panels, 18 keynote speeches, as well as presentations of books, films and plays. A real success.

.it Registry was present with:

- **.itCup, the business competition;**
- **Workshop devoted to marketing;**
- **Ludoteca .it - the recreational lab.**

From this year there is also Safety Kids@school: a course for teachers, useful for searching together for the means to improve knowledge and awareness of digital technologies, so that teachers may return to be an important and well-informed reference point for the children. The course was organized by Anna Vaccarelli, Head of external relations, media and communications Unit of .it Registry and Eleonora Pantò of CSP, under the patronage of the Guarantor for Children and Adolescents.







LA BUSINESS COMPETITION DEL REGISTRO.IT

.itCup

The business competition of .it Registry is back in 2013, for the second consecutive year; .itCup promoted together with Iit-CNR and the Polo tecnologico (technology hub) of Navacchio. Students, undergraduates, graduates, professionals have the opportunity to test themselves, to present their ideas in the fields of ICT, digital media, online and mobile service mobility, and transform their business ideas into start-ups. The selection is aimed at projects at the “seed” research stage, with a business plan and at the “pre-seed” stage, still being processed.

23-24th September - .itCup Registro is not just a business competition, it is also training: it is an opportunity for the promoters of the eight seed ideas selected to follow a personalized training course (training and coaching process) in order to improve the presentation for a meeting with potential investors.









A network of relationships and of business: trends and opportunities for companies and individuals

11th October - The future of marketing via the Net is the theme of the workshop organized by .it Registry during the Internet Festival, which was held in Pisa, from October 10th to 13th. Domenico Laforenza, Bruce Sterling, Danilo Ercoli, Gianluca Diegoli, Nereo Sciutto, Domitilla Ferrari, Daniele Villa took part in the meeting which was born as part of the new marketing activities of .it Registry.

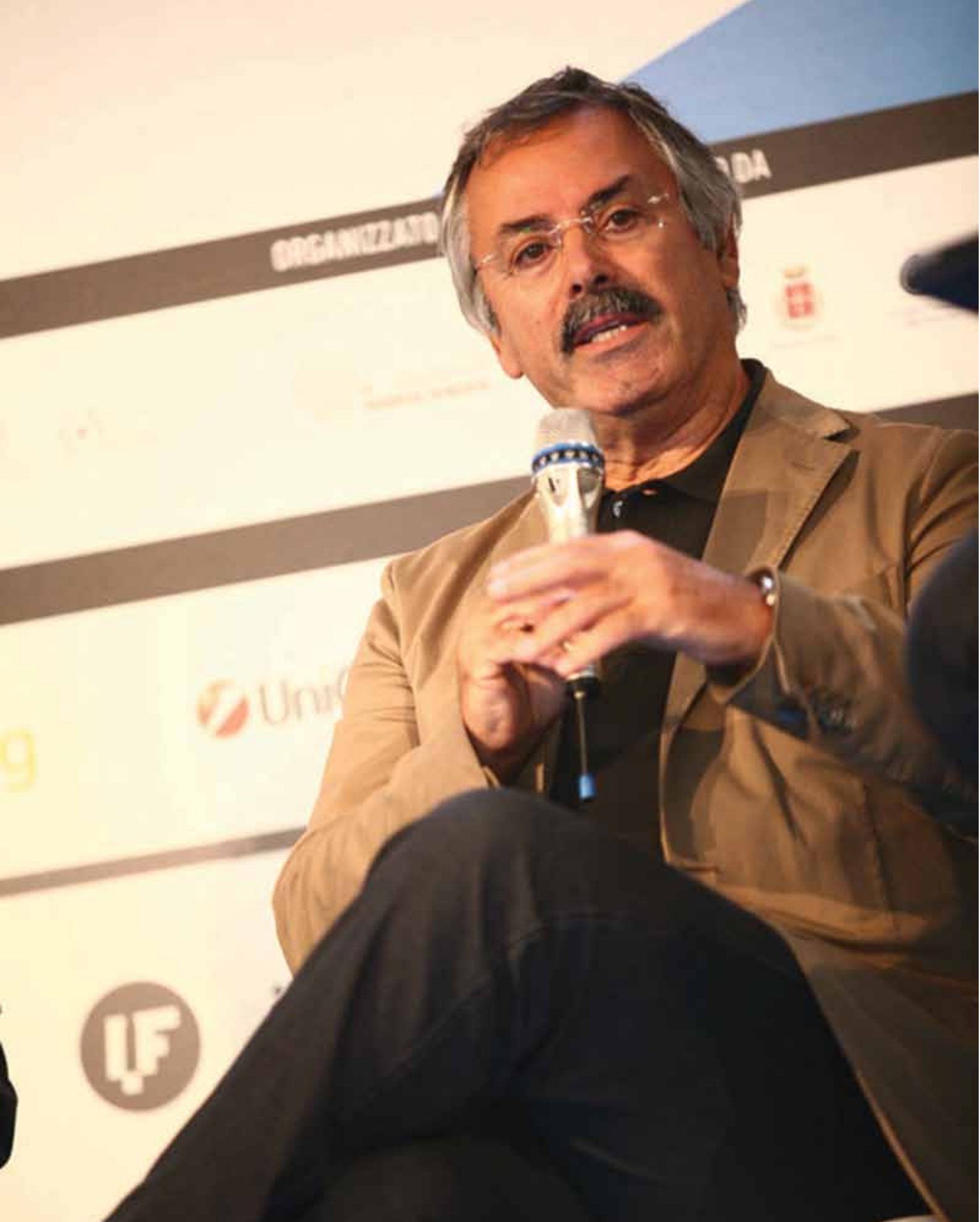






Prism: when data says everything about us, even to strangers

Domenico Laforenza, Director of IIT-CNR, in charge of .it Registry and president of the Research Area of CNR in Pisa, was invited as an expert in events and broadcasts concerning the Prism case, a history of American espionage. It all began with the 29 year old Edward Snowden - a former employee of NSA (National Security Agency) - who revealed all the secrets behind the purpose of Prism, the American program of electronic surveillance, totally secret until then. Domenico Laforenza was interviewed by the TG2, in prime time, and participates in the Festival's Internet panel "The Prism case: the dead zone of data mining".





CENTR Awards 2013

10 September - The Registry is a candidate for the CENTR Awards 2013, and is nominated for the study of Dns traffic, the study of trends and end-users interests.

Of the 44 proposals, 20 were examined and selected, divided into four categories: Security, R & D, Marketing and Communications, Contributor of the Year.

.it Registry is nominated in the R & D (Research and Development) section for scientific methodology used in study.

For the special event, Maurizio Martinelli and Daniele Vannozzi attended the prize-giving ceremony organized by Centr (Council of European National Top Level Domain Registries) at the Atomium in Brussels. In addition to Maurizio Martinelli and Daniel Vannozzi (pictured), Luca Deri, Lorenzo Luconi Trombacchi and Simone Mainardi also took part in the project.







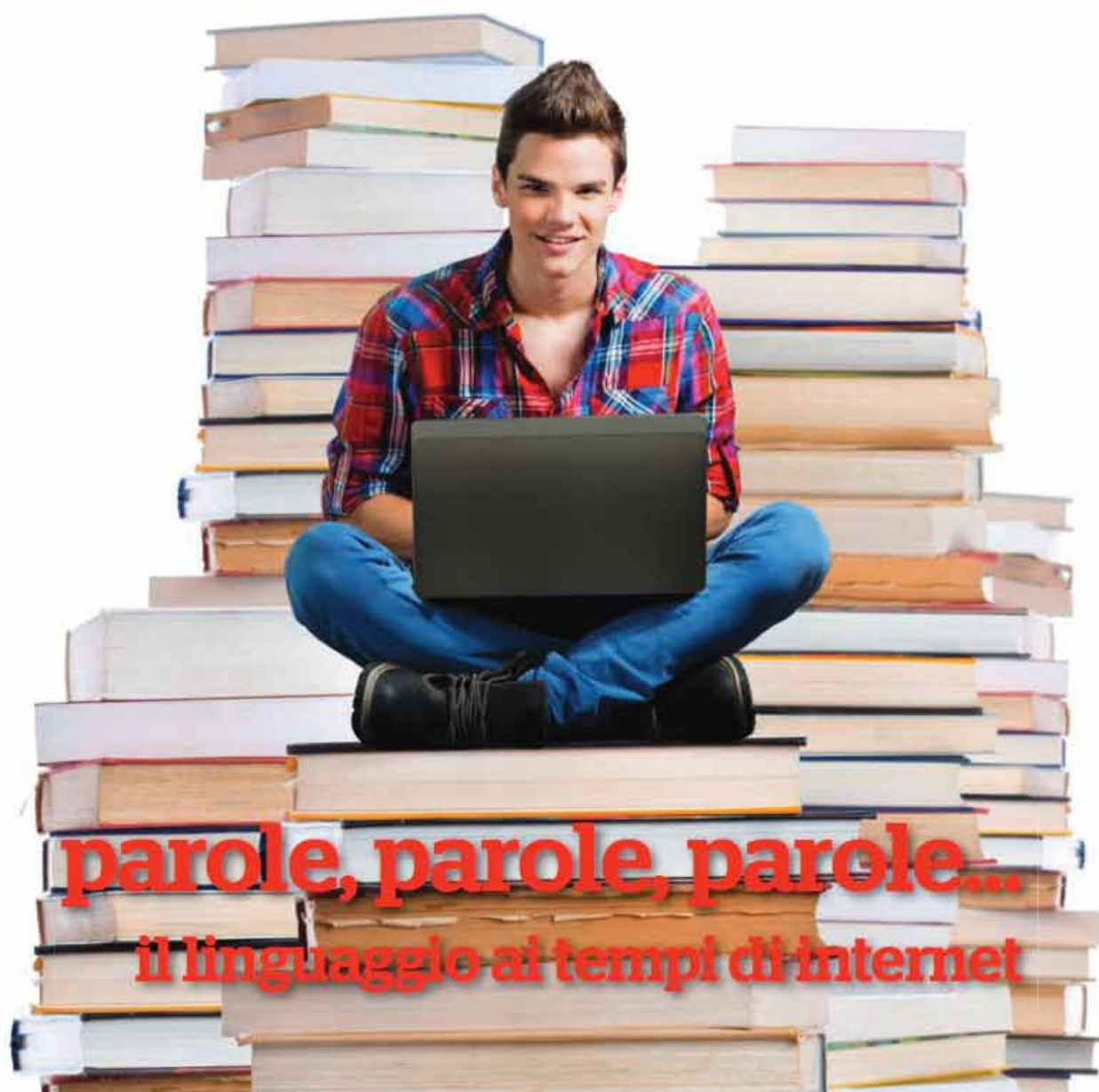
Focus .it: .it Registry's newsletter

There are three issues of "Focus .it - Newsletter del Registro .it" which came out last year:

- **Internet: (not) Dangerous Liaisons- The 360 degree "relations" that are established in the Net, in social networks, between the patient and (virtual) doctor, in disadvantaged areas such as Lampedusa, etc.;**
- **Words, words, words ... Language in the days of the Internet! - The language changes. But no. The new language of the Web, which is not new;**
- **Shapes of the Future: Internet Festival 2013 - Dedicated to the great international event which is held every autumn in Pisa, now in its third edition. In the last issue of 2013, several interviews to celebrities on topics of relevance. Among others: Bruce Sterling, American author of science fiction books, Derrick De Kerkhove, writer and sociologist, Lucia Annunziata, journalist and TV presenter, Maura Misiti, researcher at the Italian National Research Council (CNR).**



internet: relazioni (non) pericolose



parole, parole, parole...
il linguaggio ai tempi di internet

focus.it

Newsletter del **Registro.it**

Anno 9 n° 24 - Dicembre 2013

forme di futuro
internet festival 2013

3

QUARTER



2013

.it

Quarter.it

Quarter .it is born, the first quarterly report by .it Registry, with the most important facts and figures about the domains, projects and events, and the latest news. The Quarter intends updating the Registrars, in a much shorter time than the data yearbook, with up-to-date and detailed information.



Per i Registrar tariffe 2014 ridotte

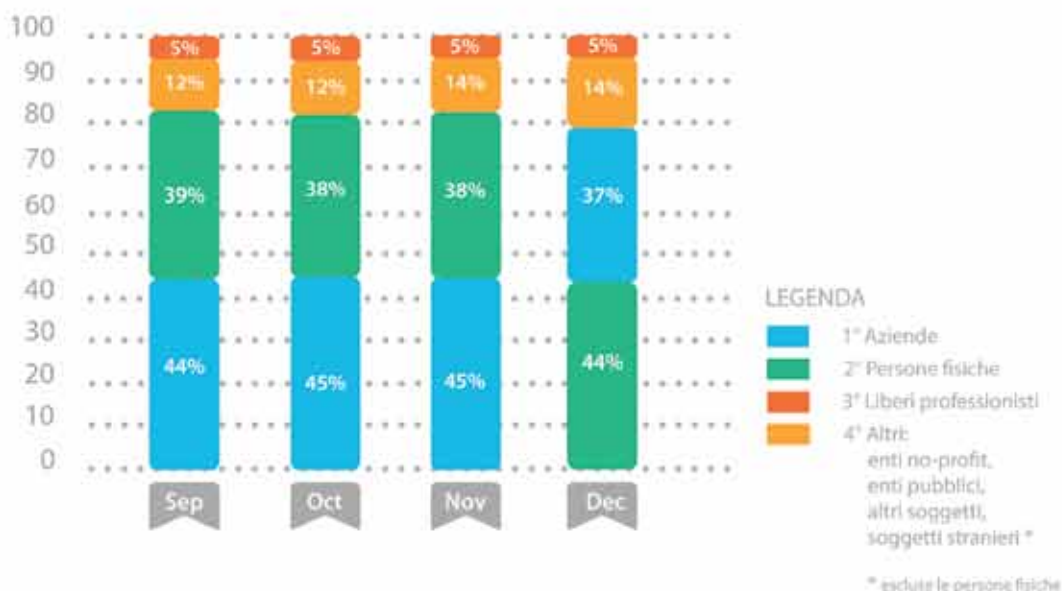
E' ufficiale: l'ultima riunione del Cir (Comitato di indirizzo del Registro) ha siglato una riduzione delle tariffe, che da aprile passeranno a 4 euro (più IVA) per registrazione, modifica del Registrar e recupero dallo stato di *pendingDelete/Redemption Period*.

Rinnovare un dominio per un altro anno sarà più economico: un nome Internet italiano costerà al Registrar 50 centesimi in meno rispetto al 2013; da aprile il mantenimento sarà fatturato a 3,30 euro (più Iva).



CRESCITA

Il 2013 chiude in positivo, anche se le cancellazioni a dicembre pareggiano quasi le registrazioni



TIPOLOGIE

Le imprese continuano a tenere banco nella classifica dell'ultimo quadrimestre del 2013, scalzate nel primato soltanto dalle "persone fisiche" a dicembre

Marketing: il .it come affidabilità, sicurezza e reputazione

di Stefania Fabbri

Anna Vaccarelli - responsabile dell'Unità Relazioni Esterne, Media e Comunicazione del Registro .it - aveva già anticipato l'adozione del piano di marketing strategico e della relativa campagna. Oggi abbiamo le idee più chiare. E molti dati e notizie da darvi.

I principali punti da "comunicare" riguardano l'importanza del nome nella costruzione della propria reputazione in Rete, sia personale che aziendale. Per le startup, ad esempio, un nome a dominio sarà elemento di naming per eccellenza o per l'e-commerce. La vendita online è un trend importante e il dominio è indispensabile per comunicare affidabilità, sicurezza, reputazione.

Il target primario a cui si rivolge la nostra azione di marketing strategico è composto essenzialmente da liberi professionisti (sia tradizionali, cioè iscritti ad albi professionali, sia attivi in nuove forme, individuate generalmente con i termini "wwworkers", "freelance", "lavoratori della conoscenza" ecc.), micro, piccole e medie imprese e artigiani locali, con un occhio di riguardo alle eccellenze italiane che innovano (nei settori di alimentari, moda, artigianato, ecc.), e giovani imprenditori.

Per riuscire a coinvolgere tutti gli attori (Registro, Registrar e target), abbiamo ipotizzato un'azione di marketing che si svolgerà attraverso tre momenti:

1. un concorso volto a dimostrare che l'Internet economy è ormai una realtà: l'imprenditoria che usa Internet attivamente cresce più in fretta, è più internazionale, assume più persone. L'obiettivo è diffondere i punti chiave da comunicare, creando una galleria di casi di eccellenza nell'uso della

Rete che possano diventare protagonisti e ambasciatori della campagna;

2. una fase di ascolto e interazione con il pubblico coinvolto attraverso il concorso. Esperti dei Registrar e del Registro risponderanno



DOMINIO COME PROGETTO PER IL FUTURO



pubblicamente a domande sulla registrazione e sulla presenza efficace in Rete, come, ad esempio, posizionamento nei motori di ricerca, web marketing, e-commerce, ecc. Attraverso questo meccanismo i Registrar potranno rafforzare la propria immagine professionale, contribuire alla diffusione della cultura di Internet e offrire servizi, allargando il proprio bacino di utenti, e incrementando la crescita dei nomi a dominio registrati;

3. una campagna di comunicazione e informazione sui media che veicoli i contenuti raccolti dal concorso.

A dicembre 2013 è stato pubblicato il bando di gara per la realizzazione del piano strategico e non appena sarà aggiudicata, inizieremo a lavorare con il vincitore per rendere operativa la campagna.

Vi terremo aggiornati.



The Registry and the training (of Registrars)

In 2013, the Registry organized training courses for Registrars in Venice, Turin and Pisa, on topics such as: “E-commerce, data processing, cloud computing. Use of distinctive signs and brands, also in social networks”, “Developing with Drupal”, “Email”, “Information Security”. A total of 71 Registrars attended the event.





Abcd 2013

From 13th to 15th November - ABCD is the national reference appointment for the world of schools, training, and education. .it Registry, through the Ludoteca (game room) project, participates in the tenth edition of the show, which is based on five themes: technological innovation, tourism and youth mobility, training, educational campaigns and childhood.

These last three are fully covered by the scope and focus target of Registry's recreational laboratory, which aims to spread Internet culture amongst the younger children, by educating them to a conscious use of the medium and providing them with basic concepts of computer science, as well as the behaviour and the correct mechanisms related to the Net and, at the same time, entertain the young participants.



contatti *contacts*

| Telefono | Telephone |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Registrar: 050-9719811 Relazioni esterne, nuove registrazioni, operazioni di mantenimento, questioni tecniche specifiche dalle 9:30 alle 13:00 e dalle 14:30 alle 17:30 | Registrars: +39-050-9719811 <i>External relations, new registrations, maintenance of domain names, specific technical issues from 9:30 to 13:00 and from 14:30 to 17:30</i> |
| Opposizioni e aspetti legali, fatturazione e contratti dalle 10:00 alle 12:00 | <i>Disputes and legal aspects, billing and agreements from 10:00 to 12:00</i> |
| Utenti finali: 050-3139811 dalle 9:30 alle 13:00 e dalle 14:30 alle 17:30 | End users: +39-050-3139811 <i>from 9:30 to 13:00 and from 14:30 to 17:30</i> |
| Fax | Fax |
| Unità relazioni esterne, media e comunicazione 050-3152713 | <i>External Relations, Media and Communication Unit +39-050-3152713</i> |
| Email | Email |
| (per Registrar) hostmaster@nic.it hostmaster@registro.it (per gli utenti finali) info@nic.it info@registro.it informazioni sulle regole di assegnazione e gestione dei nomi a dominio nel ccTLD .it | <i>(for Registrars) hostmaster@nic.it hostmaster@registro.it (for end users) info@nic.it info@registro.it <i>informations on the rules for assigning and managing domain names in ccTLD .it</i> </i> |
| fatture@nic.it informazioni sulla fatturazione | fatture@nic.it <i>information on billing</i> |
| redazioneweb@registro.it suggerimenti e commenti sul sito web del Registro | redazioneweb@registro.it <i>comments on the Registry website</i> |
| corsi@nic.it corsi organizzati dal Registro | corsi@nic.it <i>information on Registry courses</i> |
| newsletter@nic.it per contattare la redazione della newsletter del Registro | newsletter@nic.it <i>to contact the Registry newsletter offices</i> |

