The Internet Issue

Fumetti e altre cose non banali su indirizzi IP, DNS e poi i nomi. Perché Internet è una questione di nomi.

Comics & Science

PER UN RAPPORTO TRA SCIENZA E INTRATTENIMENTO

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HEAD OF .IT REGISTRY
Domenico Laforenza

At (nearly) 30 years from its beginning, the .it Registry celebrates 3 million names

Francesca Nicolini

2016 comes to a close with an important event for the list of country code top level domains: the .it Registry has reached a record 3 million domains registered. History and research have led the way to achievements and successes

The registry of Italian Internet domains steps into 2017 with almost thirty years behind it and an archive of **domains** adding up to a seven-figure total, **tripled** since 2005 when the one-millionth name was registered.

The record-making domain that flipped the counter to 3 million is **www.abbigliamentoludica.it**, assigned to a company from Eboli in the province of Salerno.

The first million was reached with 'lucavullo.it', assigned to a private citizen, a student of music and performing arts in Bologna. Five years later, in 2010, the number of domains had doubled to two million with "light-stone.it" requested by a company from Acqualagna (Pu).

With this new result, the .it Registry stands in sixth place among the country code top level domains in the European Union and in ninth place worldwide. But we still have much to do and new objectives to reach, considering that only **33%** of Italian

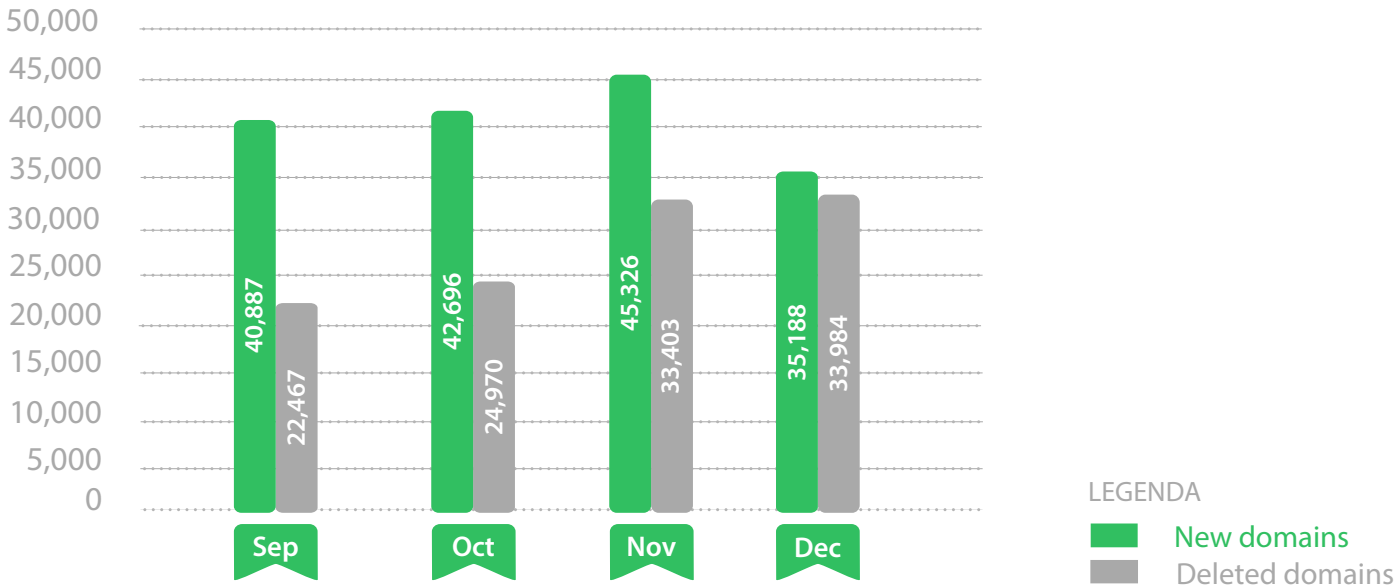
micro-enterprises have an identifying domain name on the web for the work they do.

And to try to understand the reasons for this enormous gap, in 2016 the .it Registry tasked the company Pragma with conducting the **survey** "Digitale e web nelle micro imprese italiane" (digital and web technology in Italian micro-enterprises). A sample selection of 1200 micro enterprises was analysed, drawn from companies with up to nine employees and representing all sectors of manufacturing, commerce, construction and services. The resulting data are very interesting; **67%** of companies have at least one domain, and 5% have more than one. The '.it' extension is preferred by **73%** of the sampled firms with a domain, as compared with others such as '.com', '.net', '.eu' and '.org'. **65%** of micro-enterprises with a domain use it to read email, and only 15% use it for communication and marketing.

The most striking fact is that **91%** do not engage in e-commerce; companies are familiar with the Internet but not the opportunities it offers.

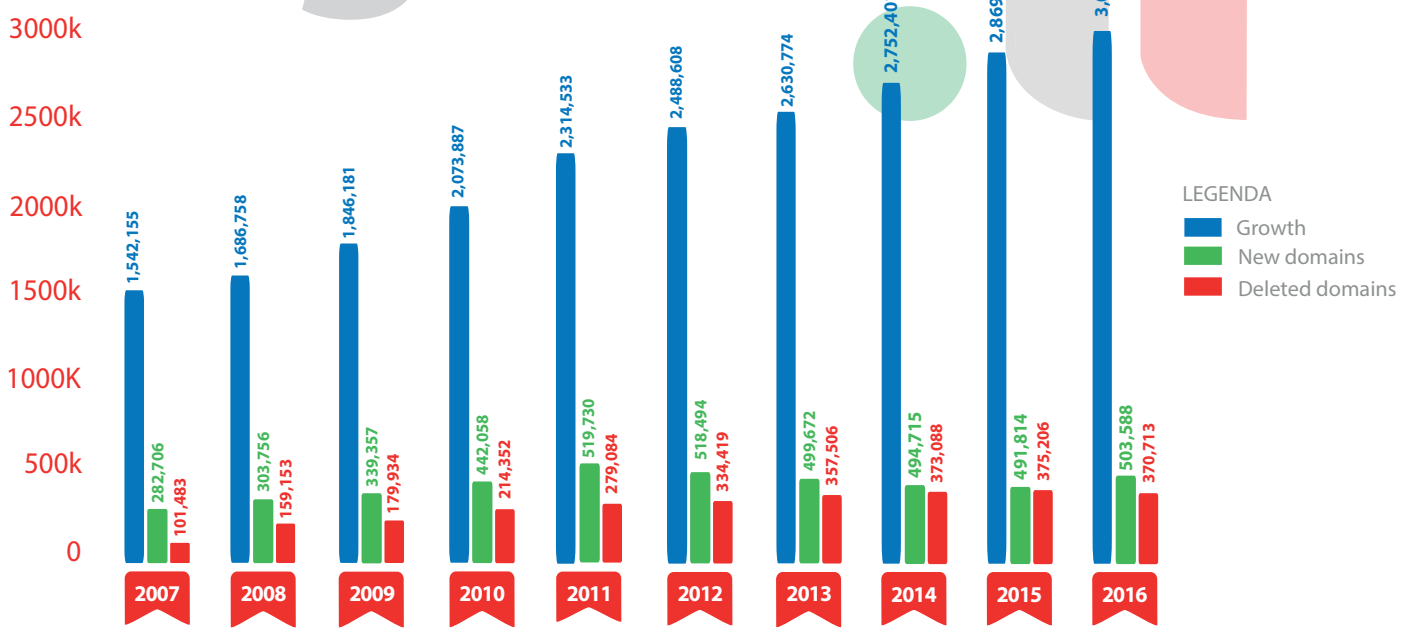
This was the impetus for the .it Registry's new communication campaign, **'Made in .it'**, in a publishing partnership with the Sole 24 Ore's Nòva24, to provide support for companies' processes of digitalization through the use of Italian domains. That's because this is the place to start: from the potential of the Internet, a basic tool to remedy the gap between North and South, to focus on the Internet economy and fight back against the economic crisis.

STATISTICS



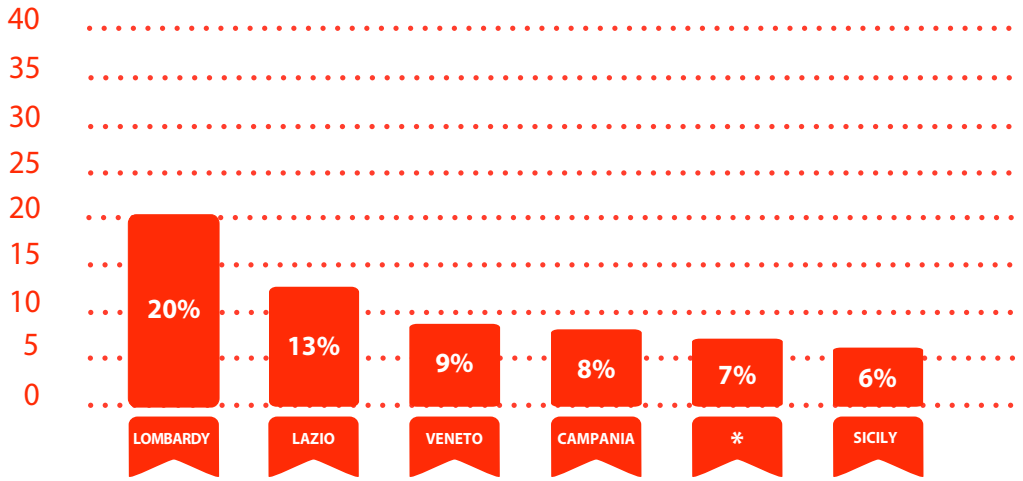
GROWTH OF NEW REGISTRATIONS

September and October saw a jump in registrations, with almost 18 thousand more domain registrations than cancellations in each of the two months. For November and December, growth was not particularly substantial, but it was enough to allow us to reach the milestone of 3 million



ANNUAL GROWTH

2016 came to a close with an important goal: 3 million .it domains. In the last four-month period, approximately 50 thousand new domains were registered and they catapulted the .it Registry to a new height – sixth place among the country code top level domains in the European Union and ninth place worldwide.



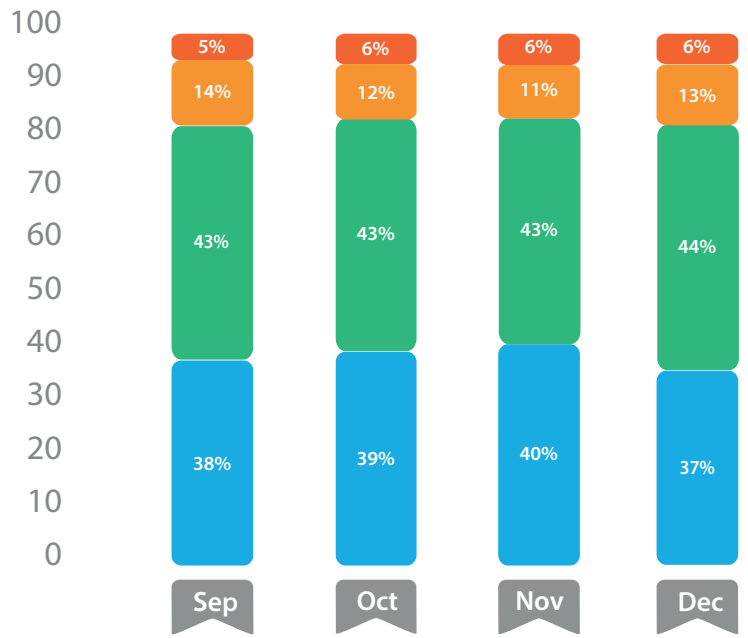
LEGENDA

* Emilia-Romagna
Piedmont
Tuscany

TOP REGIONS

Lombardy keeps the Northern Italy at the top of the list by region, with 20% of .it names registered. Next is Central Italy, represented by Lazio with 13% of domains, and Veneto with 9%. We don't find Southern Italy until we look down the list to the fourth and sixth positions, with Campania (8%) and Sicily (6%)

Registro.it



LEGENDA

- Companies
- Natural Persons
- Freelancers
- Others:
  no-profit organizations,
  pubblic organizzations,
  other subject,
  foreigner subjects*

* except for natural persons

ENTITY TYPES

The September-December period also saw registrations by individuals come out on top in terms of registration type; for the first time, individuals registered the most names in the .it ccTLD, beating, in December, registrations by companies by a 7% margin

A project called "Made in .it"

The Registry, in collaboration with **Nòva24**, has begun **research** to measure the level of digitization of **small Italian enterprises** and spread a **digital culture** of innovation. Eleven editions – the next in newsstands on 1 March – are collected in the online file "Made in .it".

Registro.it · Il Sole 24 ORE · OGGI IN EDICOLA · MADE IN .it

The custom-tailored Registrar

Finding a Registrar is now even easier! Including by the company's location. In fact, in the "Find Registrars" section of the Registry's website, the search function has been improved to include **geographical "identity"**. With the online map of Italy now available, users can **identify** a specific Registrar by setting a filter by **region** and then by **province**.

Enabling DNSSEC on the .it Registry test platform

On 12 December, the .it Registry began **testing** DNSSEC protocol in .it. The testing involves **two** main **phases**: **phase 1** with registration and modification of domain names digitally signed with Epp protocol capabilities; **phase 2** with DNSSEC testing, similar to phase 1, but involving the verification of the correct configuration of the digitally signed authoritative domain nameservers.

The annual meeting

16 December was the date of the annual meeting the Registry organizes each year with its Registrars. It was an opportunity to recap the work done, both technical and communication tasks, and to give a preview of the year to come. This year, two foreign guests also made the meeting particularly interesting. **Peter Vergote** (Legal & Corp. Affairs Manager, DNS Belgium) and **Katrina Sataki** (CEO, NIC. LV and ccNSO Chair) made a much appreciated presentation on upcoming challenges in the European market in terms of domain name services.

.it Registry's Ludoteca

September-December

Let's bit! lessons

2 schools
2 classes
53 students
32 hours of training

Seminars of school/work alternation

1 schoool
4 classes
112 students
4 hours of training

.itContest

.itContest

The .itContest was launched last November. It is open to all **primary schools** and students in the **first year** of **middle school**, for the thirtieth anniversary of .it domains. The winning school will be awarded **1000 euro** to spend on technology.

Find out more at: www.contest.internetopoli.it

Ludoteca outside

Events participation in September-December 2016:

- ## New Let's Bit! lessons

  September 2016

  The Let's Bit peer education project continues with its goal of training secondary school students and involving them as educators in the .it Registry Ludoteca in primary schools. Five schools in Tuscany joined the initiative this year.

- ## "Lo spazio e la polis" conference

  11 november 2016

  The .it Registry's Ludoteca participated in the event "Lo spazio e la polis" organized by the Fondazione Empedocle of Agrigento, a series of seminars dedicated to the concept of the city as a social space that evolves and is therefore open to new frontiers in the digital world.

- ## Seminar "Diritto ai saperi e le nuove tecnologie"

  18 november

  The .it Registry's Ludoteca participated to the seminar "Diritto ai sapere e le nuove tecnologie" in Rosignano Solvay (LI) to talk about the relationship between younger generations and the informed use of new digital media.

A comic book reveals everything you don't know about the Internet

Stefania Fabbri

"The Internet Issue" is the new comic book from the CNR's **Comics&Science** series, produced in collaboration with the Institute of Informatics and Telematics of the CNR of Pisa and the .it Registry, presented on 28 October at Lucca Comics & Games. Not everyone knows where the internet came from and what domain names are. The original stories by **Leo Ortolani** (creator of Rat-Man) and **Federico Bertolucci** (artist for Disney and one of Italy's most eclectic authors) endeavour to unravel many doubts about the web and to answer many unanswered questions.

The **comics** take us on a fun, new journey to discover what the internet means and to explore the many names that hover in the digital universe. In addition, the comic book features special guests and numerous contributions by: Domenico Laforenza, director of IIT-CNR, who with ironic clarity and simplicity tackles the issue of IP addresses and the DNS; Maurizio Martinelli, head of Systems and technological development for the IIT-CNR; Paolo Attivissimo, journalist and writer, the "disinformatico" par excellence and Marco Cattaneo, director of "Le Scienze". The magazine, a **digital version** of which is available on the Registry's website, is given out free by .it Registry Ludoteca staff in primary and secondary schools during lessons on the use of .it domains, the web and internet use.

The .it Registry Ludoteca's "Roadshow" gets rolling

Gian Mario Scanu

The .it Registry Ludoteca is about to hit the road with the "Roadshow" that will take it on a tour of Italy to help **young internet users** learn about the workings, problems and opportunities related to the world of the internet. The Roadshow will traverse Italy from North to South, in an itinerary with **4** stops: **2 March** – Turin, **23 March** – Udine, **20 April** – Pescara and **4 May** – Lecce.

Every stop for the event will follow a specific programme: in the morning, the **workshop** for primary school children; then an afternoon dedicated to adults, with a workshop on the possible educational applications of the Internetopoli app and a panel addressed to teachers and parents. The central theme of the panel will be children's relationship with digital technology, whether in play or as a teaching tool.

Each stop will feature a guest with a **"keynote speech"** on the relationship between digital technology, younger generations and school. In Turin, sociologist Giovanni Boccia Artieri, Professor of Sociology of Communication at the University of Urbino "Carlo Bo" has confirmed he will take part. Meanwhile, Ersilia Menesini of the department of Education Science of the University of Florence and Giuseppe Augiero, security expert of the CNR of Pisa, will always be present as regular guests. The "Roadshow" will conclude on **18 May** with a final event in Pisa at the CNR's Research department.

The sixth edition of the Internet Festival

Chiara Spinelli

In 2016, we once again saw the Registry as a major player in the Internet Festival (6-9 October), with all the events organized in its exclusively branded venue, at the Cinema Teatro Lumière, right in the heart of the city, along the Arno in Pisa. The programme focused on two themes: **digitization** of **businesses**, an issue connected with the Registry's communication and marketing activities, and the **celebration** of **30 years** since Italy's first Internet connection. The first topic placed plenty of attention on digital marketing, with workshops by Enrico Marchetto (using Facebook), Miriam Bertoli (digital strategy), Alessio Semoli (analytics) and Annamaria Anelli (online content). And of course, plenty of space for startups too, with the fifth edition of the .itCup, and the Change award from the CNA (National Confederation of Artisans and of Small and Medium Enterprises). We must also mention the event with Luca De Biase on the **opportunities** the net offers businesses, with Domenico Laforenza (director of the Institute of Informatics and Telematics of the CNR of Pisa and manager of the .it Registry), Gianluca Diegoli (digital marketing expert and consultant for the .it Registry) and Andrea Di Benedetto (President of the Technological Park of Navacchio, Pisa).

For the thirtieth anniversary of the internet, an event for everyone, on 8 October, led by Riccardo Luna and featuring a plethora of guests: Carlo Ratti, Ivana Pais, Anna Masera, Stefano Quintarelli, the cartoonist Joshua Held and many more.

.itCup: a success... again!

Chiara Spinelli

During the Internet Festival, the **grand final** of the 2016 .it Registry .itCup came to a close. Giampaolo Colletti (journalist with Startupitalia!) was the host on stage coordinating the **jury** of experts made up of Anna Amati (Vice President of Meta Group and Italian coordinator for the Kaufmann Foundation), Claudio Giuliano (Managing director of Innogest) and Marco Bicocchi Pichi (President of Italia Startup).

Five **startup** finalists competed for the final prizes: **Cubbit** (device that turns hard drives into cloud space), Mathesia (crowdsourcing platform for open innovation), **Sharknet** (device to track the activities of divers), Userbot (bot development platform) and Wolfway (platform that compares the activities of financial traders).

Mathesia took first place and therefore the grand prize from the Fondazione Denoth, participation in the Startup School at Mind The Bridge in San Francisco. **Userbot** was awarded a technical prize, a strategic marketing consultancy, sponsored by iDNA and Prana Ventures. **InSymbio**, a startup eliminated in the final round of judging, took the second technical prize, AtokaPro, sponsored by Spaziodati.

Privacy guidelines

Gino Silvatici

In December, the European Data Protection Working Party published the Guidelines (GDPR: General Data Protection Regulation) on the new **privacy** legislation which will come into force in the European Union on 25 May 2018.
The guidelines set out the technical parameters to ensure the portability of **personal data**, the prerogatives of the Data Protection Officer and the identification of the criteria for the creation of an **authority** for the protection of transnational personal data.
CENTR is closely monitoring the developments in the regulation, which will also apply to the domain name industry, through working groups dedicated to **European Union policies**.

CENTR Registrar Day

Gino Silvatici

The usual annual edition of Registrar Day, organized by CENTR, was held in Belgrade on 5 October. The day was an opportunity for an in-person meeting between the **European registries** and the various registrars present at the initiative to discuss different issues concerning the **current situation** and the **future** of **domain names**. The .it Registry has been able to better get to know some foreign Registrars who have not yet entered into a contract, but they could be interested in.

New gTLD registration phase

Arianna Del Soldato and Adriana Lazzaroni

Within ICANN, the GNSO's (Generic Names Supporting Organization) Working Group "New gTLD PDP Subsequent Procedures" is continuing the task begun in December 2015, establishing what **recommendations** will be implemented in the upcoming **registration** phase for new gTLDs.

In particular, aspects discussed and submitted for public comment have included: the need for an additional registration phase for new TLDs, categorization of applications by gTLD type (e.g. brand, location, community, not eligible, etc.), registration method (first come first served or by batch), **limits** on the number of applications per applicant, and the opportunity for a community awareness program about the potential for **business** in connection with the registration of new gTLDs.

It is likely that the forthcoming ICANN 58 meeting in Copenhagen will produce a new draft recommendation and a subsequent **final report** to be converted into the new registration procedure.

It is nonetheless to be expected, therefore, that it will not be possible to apply for new gTLDs before the end of 2018, and in any case until the current registration phase has ended. At the moment, of the 1930 names that had been requested in March 2012, 1215 have been authorized, 584 withdrawn, 41 rejected or not approved and 90 still in the registration process.

IANA transition

Arianna Del Soldato and Adriana Lazzaroni

October marked the official end of the **contract** between ICANN and the United States Department of Commerce (NTIA) for IANA's **functions**, in force since 1998. This is the historic date of the transfer of coordination and management of the Internet's unique identifiers from the United States government to the multi-stakeholder **community** on a voluntary basis. Many believed the event would cause a 'catastrophic collapse of the Internet', but everything continued to work as it always had, and only those who work with ICANN noticed the **change**. Stephen D. Crocker, ICANN Board Chair, commented: "This community validated the multi-stakeholder model of Internet governance. It has shown that a **governance** model defined by the inclusion of all voices, including business, academics, technical experts, civil society, governments and many others, is the best way to assure that the Internet of tomorrow remains as free, open and accessible as the Internet of today".

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

23-30 January, **Islamabad**, Pakistan: SANOG 29
20 February-2 March, **Ho Chi Minh City**, Vietnam: APRICOT 2017
11-16 March, **Copenhagen**, Denmark: ICANN 58
16-20 April, **Muscat**, Oman: MENOG 17

Centr (https://www.centr.org/)

2-3 February, **Lubiana**, Slovenia: 52nd CENTR Legal & Regulatory workshop
2-3 February, **Leuven**, Belgium: 22nd CENTR Marketing workshop
8-9 February, **Varsavia**, Poland: 40th CENTR Administrative workshop
16-17 February, **Wien**, Austria: Domain Pulse 2017
1-2 March, **Jurmala**, Latvia: 57th CENTR General Assembly/2017 Annual General Meeting

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

26-31 March, **Chicago**, United States: Ietf 98

Altri eventi

22-23 March, **Lubiana**, Slovenia: CEE Peering Days (http://www.peeringdays.eu/)
24-27 April, **New York**, United States: GPF 12 (https://www.peeringforum.com/)