

“Awareness & acceptance of ICT based solutions & services appear adequate”

How would you define the meaning of e-Content in your country in terms of its true meaning and practical implication?

From the practical point of view eContent in Italy should be subdivided in five main categories:

- 1) Mobile Entertainment, the most consistent one, it includes: mobile entertainment services such as logos, backgrounds, screensaver, ring tones, and other customisation services for mobile phones. On mobile phones in addition we must take into account: downloadable music, online music, online video (movies, sports, live concerts and football matches).
- 2) Infotainment, online games (mobile or Internet) plus additional services for free time (sport news, meteo, fiction).
- 3) News that means only main news and financial news (i.e. delivered on 3G phones)
- 4) Music; both online (digital radio, archives and e-shops) and on mobile phones
- 5) Video; more in detail digital television can be subdivided in: satellite television (free/pay), digital terrestrial television (already working since 2002), IPTV (in rapid expansion), Mobile TV (already working since 2005) and video on demand.

factfile

Population of the country: 58,751,711
Total no of Universities: 94
Total Number of Internet connections: 28,255,100 (Nov '08)
Number of Individuals with Internet Access: 13,200,000
Internet hosts in Italy: 17,702,000
No. of individuals with computers: 10,300,000
Total Number of PC installations: 18,150,000 (2004)
Literacy Rate: 98.4
Broadband connections: 5,491 (2005)
Percentage of youth population: 14.8 million
Percentage of educated population: 98.6%

Sources:
<http://www.mapsofworld.com/italy/italy-population.html>
http://www.fondazionecri.it/eracareers/universities_italy.htm
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http://en.wikipedia.org/wiki/List_of_countries_by_literacy_rate
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<http://www.mapsofworld.com/italy/italy-facts.html>

5 pillars

of e-Content development in Italy

- ↳ Availability of infrastructure
- ↳ Policy framework
- ↳ Promote and support Creativity
- ↳ Multi-cultural / language support
- ↳ Long term preservation of digital content

- 6) Culture and Cultural Heritage, that includes investments related to online/digital museums and libraries. There is a lack of significant and "visible" initiatives care of public side if compared with other countries. Private or local investments are often underdeveloped mainly because of weak business models.
- 7) Education that includes educational publishing in digital format (CD ROMs & Internet) and educational software (follow up of CBT). Significant public investments are addressed to this area.
- 8) Tourism that is limited to websites providing information for tourists, maps, basic info on accommodation and food. Online booking fits within eCommerce and is usually considered outside the scope of eContent.

Q What is the current status of e-Content in your country - across all industry and aspects.

The Italian eContent scenario is still a compound market including both traditional content producers and holders (newspaper, paper music & video publishers, radio and television, and more) and newcomers such as telecom operators, online services providers, software houses and creative people such as industrial designers, web designers.

One of the key aspects in the digital domain relates to ontology, digital objects are a completely new category of objects. They are immaterial, copies are identical to the original and costs almost nothing, objects could be "broadcast" everywhere instantaneously. No more "originals", physical goods and physical distribution. The entire value chain could be reshaped, no more intermediate levels, in the movie & music industry direct-on-demand audio/video streaming, software and video games sold online even in pay-per-use formula.

Of course, there are some "oasis" such as eBooks and similar eObjects, which will never overcome real books making them obsolete. In such a "turbulence", property and intellectual property is a relevant issue and sometimes one of the bottlenecks for an harmonious development of the market.

Actually is not completely clear how is going to be shaped the eContent added value chain. Main difficulties are at the beginning and at the end, how to access quality content and set agreements on one side and how to enter the broad distribution. The chain spans from almost direct services (last minute travels) to very complex mechanisms including many intermediate players and sophisticated IPR management procedures.

Technology is no more a constraint or bottleneck both considering infrastructure, appliances and software tools.

The eContent market, from the technical point of view, means all the content we can interact with through new appliances such as cellphones, PC, palm-devices, smart-phones, game consoles, digital television sets and more. In terms of connectivity, apart from the Internet & broadband, wireless connections are playing a relevant role even stimulating the creation of new applications, ad hoc designed for WiFi, WiMax, Bluetooth (info services, infotainment, games, etc).

The good news is: thanks to media convergence and "enabling" technologies a number of "potential" content creators is now on the stage. Products and services did not reach, generally speaking, a proper status and sometimes even a true added value if compared with traditional media, we are still in an evolving phase of the so called "digital revolution" on the other hand it took more than sixty years to move from manuscripts to books on the occasion of another revolution the "print revolution". Last, but not the least some sectors did not find effective market models (i.e, eCulture)

Q What area of e-Content is best developed in your country? For example, e-health, e-biz, e-culture, e-gov, e-entertainment, e-learning, e-science, or e-inclusion. If you have any other area of content development from your country, please mention that as well.

eGovernment - Thanks to the impulse provided by the creation of the Ministry for Innovation this sector is now very active. Major part of the public administration is now offering valuable online services. Regional and local administrations are strongly committed to the same goal. Smart cards and digital identities are key players in enabling added value services.

eInclusion - This sector is probably the best developed in consideration of accessibility issues and the national law ("legge Stanca" - 2003) defining guidelines and promoting best practice in order to turn all the institutional/public administration sites in fully accessible websites. Over 3 million people in Italy, 5% of the population are disabled. In order to influence and be effective even on the private sector incentives and contributions are foreseen to cover additional costs related to the conversion of already existent services. An additional focus point of the law is Education / Learning, specifically blind and semi-blind people has access to educational content.

eBusiness - Apart from usual eMall and online shops, there are some high impact applications and services such as the digital post service (www.poste.it) now available in the English version, online wired/wireless home banking, and a significant number of online payments (taxes, excises, subscriptions, more).

eCulture - Significant efforts and resources were addressed to this sector in consideration of the incredible richness of artefacts and monuments. As it is widely known, the European cultural wealth formed through the centuries by the different populations who dwelled in the continent, is

unique and extremely rich in terms of quality and quantity of art objects of all kinds, from graffiti or frescoes, to architectural and urban works, through works of craftsmanship. At the first instance, it may appear strange but it is this incredible wealth that is the cause of the problems that notoriously afflict the field of cultural assets in Europe in general and in Italy in particular. The lack of adequate exposition locations, the low cost/benefits ratio in the management of spaces open to the public, the lack of infrastructures, costs linked to restoration and maintenance of works and other aspects linked to the main issues related to the management of the cultural assets, such as their preservation, exposure to the public, and didactics, are some of the problems that could be solved through the use of advanced technologies. In addition there are a number of situations in which the use of these technologies appears to be the ideal solution, one need only to consider the relevant portion of works locked up in storage rooms or otherwise inaccessible to the public because they are contained in privately owned buildings or in any case closed to the public.

Significant initiatives are carried out thanks to universities, research centres and private organisations (i.e. banks - www.popsoarte.it).

eLearning - In the main stream of innovation and accessibility the eLearning sector is a huge emerging market. A number of government initiatives address this market providing financial resources, regulatory frameworks and guidelines. The trend is positive from 3.8% of the total number of learners in 2002 up to 8.2% in 2004.

Q Which sector in your country is more aggressive in developing e-content? Business or Private Sector? Or Government? Or Civil Society? Any other category of significance you would like to mention, please do so.

Value of the eContent Market

5.035,7 million euro. After a couple of years characterized by a negative or null figures, the value of the market in 2007 has increased 2.1% with a total turnover of 21.4 million euro.

The e-Content sector can be subdivided in:

Public Content - value 256.6 millions euro
 Tourism - 50 million euro (42.8%)
 Cultural Heritage - 25 million euro (21.4%)
 Education - 41.8 million euro (35.8%)
 Advertisement - value 375.5 millions euro
 News - 23.3 million euro (18.9%)
 Infotainment - 0.3 million euro (80.2%)
 Portals - 99.8 million euro (80.9%)

Entertainment - value 899.6 millions euro (79%)
 Online video and movies - million euro (9.2%)
 Mobile entertainment - 520 million euro (57.8%)
 Music - peer-to-peer and piracy not included) 0.6 million (0.1%)
 Infotainment - 263.5 million euro (29.3%)
 News - 32.5 million euro (29.3%)

(Source: Federcomin / DIT: Rapporto e-Content 2006 - Elaborazione NetConsulting)

Q How would you describe the gradual progress of development of e-content in your country in terms of its rise? Any timelines?

In the last two year there is a shift in eContent production: from small or single person company to media agency. Institutions, business associations and ICT companies are more and more interested in content and service production.

The sector of location based and mobile services is rapidly emerging and is going to be one of the most relevant sectors in this market thanks to the large availability of platforms and its natural characteristic to be transversal (culture, biz, health, etc).

Q Can you list the major initiatives, which influenced and aggravated the development of e-content in your country?

Positive Influence

- >> Free access to the Internet ('90)
- >> Invention of prepaid phone and Internet cards
- >> Diffusion country wide of broadband connections (FTTH)
- >> Wide diffusion of mobile, 3G & smart phones platforms
- >> Main initiatives from ministry of Innovation
- >> Adoption of wireless networks
- >> Diffusion of GPS devices and location dependent services
- >> Expectation from WiMax & WiBro

Constraints

- >> IPR management (i.e. audio in MM)
- >> Access to the market
- >> Weakness of business models
- >> Lack of appropriated added value chain
- >> Telecom regulations (mobile and Internet access)

Q How would you describe the major bottlenecks on the path of e-content development in your country?

According with the Ministry of Innovation eContent Report 2005 major bottlenecks on the path of eContent development in Italy are:

- >> **Availability of adequate infrastructure:** mainly concerning online video/movie and soccer matches market. Broadband connections are a must in order to ensure proper quality. Digital terrestrial television infrastructure has to be enhanced moving from test phase to full operation, this will develop the full potential of DTT content market;
- >> **Political guidelines from the government:** they represent an element of fundamental importance for the full deployment of digital content for libraries and museums, definition of a standard of digitalisation, so as to avoid that isolated

initiatives from part of single agencies are undertaken, with consequent problems of compatibility.

- >> **Problems related to the invoicing and the systems of payment:** they regard mainly the market of music, the news and infotainment, where the heavy cost of invoicing of micro-transactions by law is the main bottleneck. Not neglecting moreover the problems related to the payment systems, like the use of credit cards, that still meet a strong resistance from part of the market (prepaid credit cards are welcome) and that does not fit in order to pay small amount of money such as the ones related to online music;
- >> **Constraints related to traditional players:** a factor that regards mainly the market of the news, in which the strategies of newspapers publishers with regard to the development of the digital market still they are influenced them from an attitude strongly precaution dictated from the fear that the new markets can cannibalize the business traditional;
- >> **Dominant position of foreign producers:** a factor of obstacle to the development of national players. This is the situation of gaming, the market is dominated by few big players (USA, Japan) sharing major part of the bargaining power in spite of national game companies that are usually small or tiny;
- >> **Dominant position of telecom operators:** affects some specific segments of the market (news, infotainment, gaming, mobile entertainment). Telecom operators benefits from the direct link with potential customers, they are the last ring of the value chain - access, invoicing and related revenues to be shared (content creators, post production, distribution);
- >> **Intellectual property right management:** is one of the bottlenecks for market development above all in music and video segments. Piracy has, surely, a negative impact on business volume even if is hard to size the effect;
- >> **Lack of homogeneity of VAT:** this

is a bottleneck specifically in online news and music market.

VAT on newspaper, magazines and books is 4% but rises up to 20% for digital versions. Delivery platforms for online music located in Italy pay 20% VAT, the same platforms abroad should pay far less.

Some potential bottlenecks, amongst the others, are: added value due to ICT sometimes is not clearly identifiable, there is not evidence of potential benefits (if any); eContent "objects" are not yet well defined and structured, we are still looking for proper formats; sometimes the "pipeline" of IPRs is hard to manage; share of revenues, in the value chain (please refer to the slide), is not favourable for typical eContent products (mobile, video, entertainment, infotainment); in addition to already mentioned payment problems, there is a clear need of better market models supporting creativity and "digital born" content production.

Q In majority of the countries, e-content development is significantly dependent on ICT infrastructure and ICT facilities. But, in some countries that are quite developed, ICT has become part of daily life and e-content development is primarily subjected to the initiatives of an individual/organization/government, etc. Whereas, in some countries, especially those, which are developing and under developed, e-content development is largely dependent on ICT infrastructure. What is the situation in your country? Please explain in detail.

The available infrastructure ranges between Internet connections (ISDN, fibre optic), mobile phones networks (2G, 3G), digital television and radio (terrestrial, satellite, fibre optic). Pricing policies are generally adequate (Internet access: via modem for free - ADSL 15 €/month - fiber optic 35€/month - UMTS 0.4 cent €/KB)

There is a need to promote high quality content production, even finding an appropriate format and market

model.

3G phones opened the mass market for online news and videos. Skype and similar applications are reshaping the world of telecoms.

Q How would you describe the ICT scenario in your country? Please describe in terms of infrastructure, penetration, acceptance and policies.

The economic activity in Italy had a positive trend in the first half of 2006, leading to an estimated GDP growth of 1.6%. In 2007 the GDP decreased to 1.2% following the decreases in household consumption and government spending.

A general caution, due to the national and international situation, dominates the market. IT services show only a moderate growth. Computer hardware segment benefits from the strong PC demand that accompanied the introduction of new versions of operating systems and the update of portable computers. Portable computers and palmtops are overcoming desktop systems both in terms of revenues and shipments.

Desktop segment is still positive mainly in SMEs and large scale corporate thanks to the replacement of hardware motivated by low prices.

Telecom wired infrastructure is adequate, there is a strong request for a wireless infrastructure partially slowed by security regulations concerning users identity registration and data storage about online browsing.

Penetration of ICT is even remarkable thanks to smart phones and various portable appliances (e.g. navigators, iPods, mmplayers, etc)

Awareness and acceptance of ICT based solutions and services appear adequate. Online services, both wired and wireless/palmtop are highly appreciated and even an increasing number of users are attracted by them.

eGovernment solutions are spread all over the country, eprocurement is well diffused. A large number of SMEs are taking advantage from online business services both B2B and B2C.

Generally speaking, policies might be better, this applies to IPR policies, wireless access rates and interoperability of solutions (e.g. digital signature)

Q How do you see the future of e-Content development in your country?

Starting from the market size due to connectivity we find an eContent market of 3317 million € and a connectivity and access market sized 700mln € in 2006. Piracy area is far bigger.

The actual trend in technology adoption represents one of the main prerequisites for the eContent market development. This leads us to foresee a significant overall growth of this market in the future, the increment should differ from segment to segment.

Within year 2005, a 30% growth is possible, in 2006 the figure should be 26% that means 1900 millions euro more than 2005 (Data source) Federcomin / DIT: e-Content 2006 report - elaborated by NetConsulting).

Some segments will grow less than others such as mobile entertainment and infotainment that already reached a significant percentage of the market thanks to the incredible success of mobile phones.

News are in standby with +4% per year but an interesting opportunity comes from 3G phone and their own online live news. Markets characterized by dynamic growths are: music that is going to reach +50% in 2005 and + 90% in 2006

Q Please explain which medium is the most preferred medium for e-content development? Print? Or TV? Or Internet/Web? Or Radio? Or Mobile/Wireless? Or a combination of some of these?

As already stated on the occasion of the 2005 survey it is hard to reply in the middle of the re-evolution, it changes from time to time from sector to sector and even more is we consider or not revenues and market. It will be a mixture of them.

In the eighties, with the popularization of the CD-ROMs, there was a first attempt to "switch on" the eContent market, unfortunately at national level this attempt mainly failed. The negative result was equally due to the low quality and added value of the product and to the lack of a proper multimedia format. In addition to these limitations the lack of interactivity was a significant constraint.

In the last ten year it was the Internet and the web technology, the sparking light, that started the all process. The Internet allowed interactivity and interaction between computer systems and data sets. Putting the focus on digital content creation, websites & portals after a initial phase of incredible growth ('90s) are now consolidating. Web 2.0 with its Blogs, Wikis and social web are the actual cradle of content. The focus shifted from technology development to content and services development, from Producers and Consumers to Prosumers. The continuously increasing set of e-appliances such as iPods, smartphones, mplayers and navigators are creating an ideal playground for innovative services. In the meantime, the e-infrastructure is growing up: physical infrastructure together with quality econtent and services.

Market and business models

Major part of eContent through the Internet is suffering some problems related to business models mainly because the message from the early

beginning was "the Internet is for free".

Better situation on mobile phones, the market model is clear, easy to manage and contents are protected within a regulatory framework already acquired. On the same path, at the moment wireless services through WiFi and WiMax.

Basic services such as SMS are still the most popular: 35 million users (over 15 years old), 7 millions use from 6 up to 20 SMSes per day, 2 million more than 20 SMSes per day (source Astra for NOKIA, May 2005). MMS and 3G services (i.e. video calls) are less used.

Digital television finally broke the long monopoly of analogue TV, again no major problems in updating the national set of home devices, plasma and TFT are ruling the consumer market but both terrestrial and satellite channels did not yet provide true enhanced added value services reaching the critical mass of audience.

Books, are evergreen could play a role both before, during and after digital content and services (handbooks, online references, in depth content, content update, etc) and of course digital services could play a relevant role for books and libraries (e.g. Amazon, Online Libraries etc)

Special mention for smart cards and prepaid services, the first ones, after more than fifteen years from their development, are now leading the market of services (i.e. CRS Regional Card for Services - awarded eContent 2005), digital signatures and payments available since 2004. The second one opened the mass market of cell phones and still is a joker in bridging security and accounting gaps.

Thank to the Chamber of Commerce all the main procedures related to enterprises can be operated online (e-procurement / digital signature) since 2004.

Best Practices

E-BUSINESS

<http://www.operadigitale.it>

ArteChiara is a range of products that uses an innovative graphic technique capable of revolutionizing the traditional way of designing and personalizing interiors. This technique can turn any image whatsoever into an eye-catching product because of the physical and chromatic as well as the dimensional reproduction of the work of art.

<http://www.studiopleiadi.it>

Ferretti Yachts is one of the nine brand of Gruppo Ferretti one of the market leaders in the sector of Luxury Yacht shipyards. The website has a high visual impact and offers a wide range of services addressing both customers and dealers needs.

<http://www.nascar.it>

This is a typical promotional website, it offers a wide set of information about a well known charming Hotel in Naples located in the heart of the business district. The general atmosphere offered by the website recalls the Renaissance hotel one.

<http://www.hce.it>

This website has been designed taking advantage of the most recent and secure technologies on the Internet. Hostels Club offers a set of multi user areas, a secure connection to banks servers and a multilingual affiliation sys-

tem. The eBusiness platform includes Hotels Area (<http://www.hotelsarea.com>) and Hostels Central (<http://www.hostelscentral.com>). The web has been optimized for search engines taking advantage from the most advanced web marketing techniques reaching 600.000 unique hits each month.

<http://www.dreamdesign.it>

Everyday, Aboca invests its human and financial resources in research and innovation in order to bring safe and effective natural health products to the modern consumer. To achieve this, Aboca has begun a process of vertical production, which allows direct control of every step of the production process: from planting to packaging of the finished product, all the way to its distribution to medical practitioners, pharmacies and herbalists. Today Aboca is simultaneously an agricultural, pharmaceutical and health company. Aboca takes its name from the company's location in Valtiberina Toscana, an area known for its production of medicinal herbs since the year 1200.

According to its etymology, the term 'Aboca' comes from the cleansing properties of the medicinal herb "Camepizio," which was widely used in antiquity and which in the Tuscan dialect came to be called "Abiga."

<http://www.liquiddiamond.it>

This is a portfolio of a

group of creative people that created the Liquid Diamond Communication Agency.

It offers more than 150 different communication projects

<http://www.studiopleiadi.it>

Tecnogym is a griffe very well known all over the world. They are market leaders in the field of gym and wellness products. As a consequence Tecnogym website is addressed to be a global eBusiness portal. The overall quality of the product is appreciable as well as the content richness. Both general information and technical information are easy to find and perfectly arranged. Navigation and functionalities perfectly conform to the mission of the product. The service is addressed both to B2B (Gyms, Malls, etc) and B2C (home fitness) transactions. 45.000 registered users actually; an average value of 70.000 visitors per month: round 46% from Italy, 21% from the US and 20% from European countries (UK, Germany and Holland).

A number of different languages addressing different markets is fully implemented as well as accessibility issues as defined by W3C.

E-CULTURE / E-ART

<http://www.whipart.it>

Whipart promotes the cre-

ativity of young artists. It offers the opportunity to present to the public a selection of artefacts.

<http://www.etichettaindipendente.com/>

ETIN ART promotes the creativity of young artists. It offers the opportunity to present to the public a selection of artefacts.

<http://www.cartamatiata.it>

YouArt is an online artistic community, born on January 2007. YouArt subscribers can publish digital artefacts (photos, drawings, music, video, novels and poetry). Visitors can leave their comments and remarks.

<http://www.cartamatiata.it>

Artgallery is a virtual contemporary art gallery promoting creativity and artefacts produced by young talents.

<http://www.sturzo.it>

This project is a relevant example of data collection and publication supporting the work carried out through all his life by a very well known Italian politician - Guido Gonnella. A very intuitive interface offers a structure view on an incredible amount of documentation describing the daily work of the politician.

<http://econoetica.com/>

Arianna is an integrated platform composed by a centralized information server feeding palmtops equipped with GPS and WiFi. Arianna is part of an

all inclusive package, a gadget that the tourist can use for all his holiday. When not included in the package it is possible to book one online and find it directly at the hotel. Arianna is a product developed and distributed by Econoetica, a company working in ICT services, both B2B and B2C.

<http://www.museoegizio.it/>

The Egyptian Museum in Torino is one of the most important one all over the world. Its website provides a set of information and services addressing the needs of tourists and experts.

<http://www.sssup.it>

The information landscape is a project by PERCRO-Scuola Superiore S. Anna aimed at the creation of a tool for the visualization of information in 3rd space that takes into account typographic, aesthetics with a particular aim at the presentation of cultural content. In this case, we are presenting a demonstration of the project related to the Sidereus book by Galileo. The content is available on the Web using a special plug in. The broad objective of the Information Landscape is to place documents and textual information placed along a landscape metaphor. In the case of the Sidereus the book is displayed along a spatial path with the star surrounding. The broader objective of the Information Landscape project is to provide a tool for the generation of such landscapes.

<http://www.raffaeleschi-avullo.com>

This DVD offers the incredible opportunity to visit the Villa dei Misteri in Pompei, a fascinating archaeological site accurately rebuilt in virtual reality. Users can interactively visit the site and enjoy the beauty of 2000 years ago architecture.

<http://www.allmedia.it>

This is the official website of the Vatican Museums, it offers open online access to the incredible richness of artifacts accumulated by the museums through the centuries. This high quality service is provided in many languages (French, Spanish, Italian, Portuguese, English and German) and even the specific content available online is localized by mother tongue people in many different languages. Pavilions and halls often close to the public are easily accessible thanks to the web. One of the key aspects characterizing this website is the overall high quality of content and make.

E-ENTERTAINMENT

<http://www.avionews.com>

Online thematic news agency. An incredible richness of multilingual content addressing the need of the aviation sector. The web service, by subscription, provides precise and up-to-date information on any event in the field of aviation.

<http://www.visualemotion.it>

Interrupt, information and

technology is an online TV program devoted to third millennium digital culture. The format is clear and immediate, richness of content and information, appreciable graphic design (2D 3D), electronic music these are the key points of the product.

<http://www.infobyte.it>

Computer generated animations to be broadcast on the Internet, target audience pupils 3- 7 years old.

<http://www.nascar.it>

This is a portal addressing the needs of people interested to participate in television programmes. There is a casting section as well as the possibility to upload personal photo and videos to be evaluated by the production.

<http://www.fondazione.meyer.it>

Thematic TV channel for hospitals.

<http://www.katahomo.com>

Online virtual shop "selling people" for any opportunity: parties, ceremonies, etc. A complete catalogue includes peculiarities, behaviors and looks.

<http://www.flyer.it>

Fotografia Festival is the official website of the Festival of photography held in Rome and is accessible 365 days per year. The website hosts pictures ranging from reportage, portrait, still life to experiments due to the avant-gardes. The site is an incredible opportunity to promote young artists and new talents. In 2006 more than 500,000 pages

were accessed by 80.000 single users coming from 100 different countries.

Fotografia Festival hosts an incredible amount of high quality images and commentaries. Multimedia tools and Internet technology are mixed up in order to ensure high quality to the graphical design of the site preserving a sufficient accessibility thanks to the use of XHTML with CSS, XML and flash. A well designed CMS (Content Management System) is in charge for any action involving content. Thanks to the use of Google Maps API it is possible to locate all the different exhibits concerning the festival spread in Rome "Power user" may benefit of a RSS feed in order to be informed on time about any event related to the festival.

Thanks to an agreement with MySpace eFlicker users may create their own photo albums and fully enjoy all the features of Web 2.0. All the pages are validated triple A (AAA) on the W3C WAI online service.

E-GOVERNANCE

<http://www.poliziadistato.it>

A comprehensive access point to services and information provided by the National Police, where a number of thematic areas is deeply covered. There are a number of services available directly online including a virtual "police station", mobile content and a thematic Web TV.

<http://www.aste-giudiziarie.it>

This product address the primary need of transparency. It is an online data bank of public court auction. The service is highly structured and offers detailed information on each "item" on sale.

The main aim is to provide a comprehensive information service enabling all the citizens to participate in public auction.

<http://www.infoappalti.it>

This product addresses the primary need of transparency. It is an online data bank of public bids. The service is highly structured and offers detailed information on each international (main), national or local bid. The main aim is to provide a comprehensive information service enabling all the citizens to participate to public bids.

<http://www.studiopleiadi.it>

Touristic portal of the province of Forlì and Cesena.

<http://www.trenitalia.it>

Viaggiatreno provides real-time snapshots of the actual position and timing of trains (national, regional and local) plus other transportation services (eg, boats, ferries or buses). The service is provided in four languages (Italian, French, English and German). It is a typical example of a building block of the Information Society built on top of already existing information addressed to technical services. Users may check in real time connections and itineraries. The service provided through this

portal demonstrates the strategic vision of the Italian national railroads providing high transparency to the transportation service. Users may access the service from home or onboard through their mobile phone.

The graphical design of the application is agreeable and easy to interpret merging both textual and graphical data entry.

This service provides real time information of public interest built on top of already existent technical services requiring only a limited additional budget (real time information on the train traffic is from a long time in use in order to manage the railroad network - Viaggiatreno adds a public/end user interface to the system). Technology used and accessibility are adequate to the scope.

E-HEALTH

<http://www.auxologico.it>

Main aim of this project is to create a low cost interactive virtual reality system suitable for clinical applications. It must be easy to use, customizable and based on open source code. The system is suitable for the treatment and assessment of several different psychological diseases. Neuro Vr has been already positively tested in the field of social phobias.

<http://www.ulssasolo.ven.it>

This product is the result of a methodology developed in Asolo. The first result is a full set of well

designed online training courses addressing the needs of the hospitals.

<http://www.qbgroup.it>

Italian website about gastroenterology. It has two sections: one for doctors and another one for patients. It presents a lot of services for doctors and also important scientific contents. It's a real community for gastroenterologists.

<http://www.ulssasolo.ven.it>

The Asolo Medical Network website includes two main innovative features: online access to patient's medical folder and online pocket courses addressed to both internal personnel and patients. Online patient medical folders are one of the key points in the implementation of eHealth services. Because of the indepth reorganization of the Asolo Medical Unit, both from the logistic and technological point of view, the overall structure is suitable for innovation. Patients may book their exams or visits on the Internet and receive updated information back through email or SMS. The full set of documents containing the results and information are available online through a secure access procedure. A specific set of ontologies and structured data tags enable semantic searches and structured medical data mining. One of the relevant side effects is the availability online of the full set of information related to the single exam not only a selection of outputs like it happens when we refer to physical documents.

Pocket Salute is a collection of multimedia courses addressing major topics in eHealth sector. They are addressed both to medical personnel and patients. There are a number of educational and training courses already available online.

The richness of multimedia content is no doubt ensured by medical images and interactive courses available even for podcasting. Accessibility conforming to the W3C standards is available, Producers take accessibility in particular account

E-INCLUSION

<http://www.handyturismo.it>

Handyturismo is a portal totally devoted to the requirements and needs of handicapped people. It provides tourist information from the specific point of view of handicapped people, dealing with accessibility, availability of specific services, specific tours and opportunities.

http://www.infoanziani.it/_doceboCms/

A comprehensive portal for elderly people.

<http://www.sppedlab.it>
Crescita e Sviluppo delle Risorse Enogastronomiche per lo Sviluppo e l'Occupabilità

Is an "Equal" project per lo sviluppo devoted to the development of working opportunities in the sector of gastronomy and enology for tourism in the provinces of Avellino and Benevento.

<http://www.hce.it>

The Melting Pot project portal is devoted to migrant people. It offers a wide range of useful and certified information and services structured as the "ideal" user is looking for. All the content is provided in seven languages (Italian, English, French (Français), Spanish (Español), Srpsko, Shqip, Romanian (Serbian), Arab). The website offers, thanks to a CMS, an incredible amount of content translated into different languages thanks to a cooperation mechanism implemented by the project. From the technical point of view the product looks well designed and implemented. Access to specific information is easy and direct. W3C accessibility approach is well implemented. The strategic relevance of this service resides both in the implementation of the information society and in the successful support to inclusion issues.

Sustainability is one of the key points thank to the implementation of a broad cooperation concepts supporting both information gathering and information publishing

E-LEARNING

<http://www.e-mentor.it>

Endurance Enterprise can be considered a significant example of serious games. It is an interactive multimedia simulation addressing the training need of future managers and entrepreneurs.

The application takes advantage from the

detailed description of the heroic Royal Transantarctic Expedition, as written in the diary of its commander Ernest Shackleton. 3D simulations and interactive multimedia sections highly contribute to the positive use of the application.

<http://www.educarsialfuturo.it>

Education for a global and sustainable future".

Planning to build a common future together with schools from the developing world. The over-exploitation of natural resources, together with soaring levels of energy consumption, the often dire environmental impact of development, and the growing economic divide between North and South "these are all issues which will have repercussions for every man, woman and child living on this Earth. The sustainability of the human and economic development of the entire planet is a question of major significance for our future and, therefore, one of fundamental importance for all pupils in our schools. It is in schools that young people should begin to understand that their needs are related to global needs. Indeed, schools have a role to play in carrying out projects and programmes which look to the future. With the help of national and international research centres, which can provide scientific support and a broad overview on new technologies, young people can help secure a sustainable future for all members of the human race. Schoolchildren can become effective partners in

North-South co-operation projects, spreading renewable energy technologies to parts of the world where they are most needed. ENEA is seeking to promote a school project called "Education for the future". The project will be based on a scientific partnership between schools and Enea researchers, with the aim of meeting two distinct goals, in a manner that is both educational and formative.

<http://www.marilungo.com>

The project was originated by the Chamber of Commerce of Macerata. The aim of the product is to inform small and medium enterprises about the content of Basilea 2 agreement.

Multi Modal Magazine

<https://www.enactivenetwork.org/MMM/>

The Multi Modal Magazine is a new kind of online publication that enhances the traditional multimedia content published on the Web with advanced interaction techniques. The content presented in this Magazine is not only available for reading but also for experiencing, providing a deeper understanding of the topic. Such interactivity is expressed through the integration of three-dimensional contents that can be explored using multimodal techniques based on optic interfaces and computer vision. The result is a new way of presenting content that in part preserves the typical layout of a journal.

<http://lameladinewton.it>

La mela di Newton (Newton's apple) is an award-winning website with scientific interests independently conceived and developed by Max at 14 years old. Online since the year 2000, the website is organized in different sections with the underlying theme of science, technology and multimedia. The website aims to introduce current events, popular issues, information, and education topics with powerful Community and communication instruments. Some of the ICT techniques used include a Video-on-Demand framework based on the open MPEG-4 and H.264 codecs, real-time AJAX chat, open discussion articles thanks to a Content Management System and a soon-to-be-released Podcast.

<http://www.operamultimedia.it>

This product is part of a collection of English courses produced by Opera Multimedia & British Institutes, this specific course addresses the needs of business. It offers a complete set of business scenarios.

<http://www.musicbus.it>

How to learn music from scratch or improve your musical culture taking advantage from information technology and interactive online multimedia? Music Bus is an innovative product created by a professional musician for musicians. It is a valuable example of the tangible results of enabling technologies, lowering the threshold to access application development to the reach of individuals.

Content is easy to access and perfectly structured in order to let the user discover the fundamentals of music. Thanks to interactive multimedia sessions the user gets in touch with sounds, rhythms, notes and more. There is a perfect synergy between the topic and the multimedia format. Interactivity is fully exploited both in lessons and tests. Graphic and structural design is well conceived and implemented as well as technical details.

This product is a typical example of an added value use of technology in the implementation of the so called Information Society.

E-SCIENCE

www.eni.it

This product has been created by a foundation derived from the main Italian oil company. The purpose of the product is to provide educational supports in the field of energy and environment. The website is an incredible source of multimedia content and information.

<http://www.lswn.it/>

Science Web News is an online magazine activated on August 2000. Main aim of this initiative is to gain the status of the art of science (exhibition) exploitation in Italy and promote the debate between experts, scientist and all the people interested in science because of their work, studies and interests.

<http://www.ticonuno.it>
Moebius Online is a website linked with a thematic radio channel devoted to Science (Radio24)

Moebius online goes beyond the online support to a radio station, it offers a wide range of content and services based on audio, video, images and podcasting.

<http://www.eloisa.it>
Semantic Browsing is an algorithm addressed to knowledge management at conceptual level. It is able to produce automatically a compact and annotated version of any document. It is able to extract from any document keywords and data tags. Semantic Browsing generates intelligent hyper-texts, the dream of connective intelligence becomes reality

http://siba3.unile.it/land_lab/

This CD-ROM brings both the history and the technology enthusiast to a new level of cognition about Western European history. This bilingual (Italian/English) digital document allows the virtual visitor to access historical information about the Metopes of Selinunte and the temples remains that are tributary of a larger and impressive archaeological complex of Selinunte and the museum room dedicated to it. A straightforward and convivial navigation through the menus provides a multitude of interrelated information in the form of video, images, renderings, three-dimensional models created from reality, historical and scientific articles, and text that cover the many facets of this impressive archaeological site. A few eye-candies are used to embellish and ease the navigation through the multimedia information that might in some cases frighten novice users of this new type of digital content. Special attention was invested in using spatial information effectively in order to facilitate the understanding of the archaeological

site and the three Metopes of Temple C of Selinunte. A documentary, a number of interviews with the exponents of this work and interactive windows with the virtualized sculptures are fundamental to this rich-media cultural product.

This DVD has been awarded for the highly scientific approach used in order to digitally reconstruct the archaeological relicts of Selinunte. The DVD both in English and Italian offers a comprehensive historical background of the topic and an indepth view on the digitization phase and the reconstruction phase. Viewers may really enjoy the live experience of the Greek colony of Selinunte two thousand years later.

Graphical design is well conceived and implemented, content are easy to access and enjoy. The most relevant aspect of this product is the ability to popularize this highly technological methodology offering an inside view on the complex process of scientific virtual reconstruction of archaeological relicts.