

# i2010 Annual Report 2007



Information Space  
Innovation & Investment in R&D  
Inclusion



Italy conveys a mixed picture of its Information Society development. It is the leading country in 3G and fibre development, scores well on a few other indicators, but falls behind severely in citizen use of internet services.

## Italy Today

Broadband penetration is rising only slightly slower than average, leaving it as a middle-of-the-road performer for enterprise and citizen connectivity. With no cable TV available, almost all subscriptions are Digital Subscriber Line (DSL). However, Italy leads in 3G take-up and for fibre with 270,000 connections, more than a third of the EU total. Regular internet users are falling severely behind the average and similar negative gaps can be seen in the adoption of all internet services, regardless of their complexity. While consumption of online content is generally low, a thriving market for mobile content has developed, particularly for music downloads. In this regard, there may be signs of progression towards convergence through mobile connectivity.

eGovernment is healthy and for enterprises well above average. Use among enterprises is also good for basic services and above average for more advanced interactions. Other countries have stronger growth in citizen use, leaving Italy well below average. Use of ICT in education is mixed: While the number of connected PCs is low, access to broadband and use in teaching is close to mid-level.

ICT skills among employees, both specialist and user skills, are close to the EU average, but slightly lower for advanced skills. While ICT-related investments in total R&D is just slightly below average, overall investments is less than half of the average. The picture for actual use of ICT in enterprises is less clearer, partly due to indicators which are not fully comparable with other countries.

## Italian ICT Policy

Italy has a new government and leading to new objectives: eGovernment, innovation, take-up by SMEs and digital divide.

**Broadband:** It aims to reduce the digital divide through public investment in disadvantaged areas to bring fixed and wireless connectivity to 80% of people in the South.

**eGovernment:** Fiscal incentives have been introduced to stimulate ICT-uptake by enterprises. 134 regional and local projects have been co-financed to improve levels and quality of eGovernment services. A new service for "electronic tax returns" enables businesses to access the database operated by the income tax authorities for filing their tax returns. Similar activities can be carried out by citizens online.

**R&D and innovation:** Specific measures are taken to stimulate investment by the ICT sector through the setup of technological districts and platforms.

**Cultural heritage:** Actions are based on the use of innovative methods and technologies that are strategic for purposes of integrating and spreading knowledge; preservation and sustainable use and exploitation of the country's cultural resources; growth of businesses linked to creative industries.

<b>Broadband</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>EU25</b>	<b>Rank</b>
Total DSL coverage (as % of total population)	82.0	85.0	87.0		87.4	16
DSL coverage in rural areas (as % of total population)			44.6		65.9	19
Broadband penetration (as % of population)	3.2	6.7	10.0	13.6	15.7	13
DSL penetration (as % of population)	2.8	6.2	9.4	13.1	12.8	10
Predominant download speed			0.5-1Mbps			
Households having broadband (as % of those having access to the internet at home)			33.6	40.5	62.1	25
% of enterprises with broadband access	31.2	23.3	56.7	69.6	74.5	15
Number of 3G subscribers per 100 inhabitants			15.3		5.0	2
Digital Television in households			38.7		30.6	5
Music: number of single downloads per 100 inhabitants			5.5			13
<b>Internet Usage</b>						
% population who are regular internet users	24.9	25.7	28.3	30.8	46.7	25
<b>Take up of internet services (as % of population)</b>						
Sending emails			26.5	29.1	43.8	23
Looking for information about goods and services			21.2	23.2	42.9	26
Internet telephoning or videoconferencing			2.2	3.3	7.1	27
Playing/downloading games and music			10.4	10.5	18.2	28
Listening to the web radio/watching web tv			4.6	5.3	11.8	27
Reading online newspapers/magazines			12.8	12.8	19.0	24
Internet banking			7.6	8.9	22.0	24
<b>Places of access</b>						
% at home	22.7	21.3	24.2	26.6	42.6	22
% at work	13.6	14.6	15.9	16.7	23.0	23
% at educational place	1.8	4.0	3.8	4.9	8.0	25
% at PIAP	0.7	6.0	3.7	4.9	6.8	16
<b>eGovernment Indicators</b>						
% basic public services for citizens fully available online	25.0	27.3		36.4	36.8	13
% basic public services for enterprises fully available online	75.0	87.5		87.5	67.8	3
% of population using e-Government services			14.1	16.1	23.8	20
of which for returning filled in forms			3.6	5.0	8.1	19
% of enterprises using e-Government services		65.0	72.6	86.5	63.7	4
of which for returning filled in forms	34.5	35.4	28.9	49.4	44.8	15
<b>ICT in schools</b>						
Number of computers connected per 100 pupils				6.5	9.9	21
% of schools with broadband access				69.0	67.0	17
% of teachers having used the computer in class during the last 12 months				72.4	74.3	14
<b>e-Commerce</b>						
E-commerce as % of total turnover of enterprises	1.9	3.4	2.1	2.0	11.7	20
% enterprises receiving internet orders	1.8	8.7	3.3	3.3	13.9	24
% enterprises purchasing on the internet		13.8	19.2	27.1	37.9	12
<b>e-business. % enterprises:</b>						
with integrated internal business processes	11.6	33.1	47.7	46.5	37.3	6
with integrated external business processes					13.5	
Security: % enterprises using Secure servers	34.7	54.7	30.3	39.3	41.0	13
% using digital signatures for authentication	4.3	10.5	8.8	11.5	14.3	12
<b>Employment and Skills</b>						
% employees using computers connected to the Internet	24.3	21.5	24.8	28.2	36.1	20
% of persons employed with ICT user skills.	22.9	17.6	17.6	19.0	18.5	11
% of persons employed with ICT specialist skills	2.8	2.8	2.9	2.7	3.1	18
<b>Indicators on growth of ICT sector and R&amp;D</b>						
ICT sector share of total GDP	4.8				5.5	15
ICT sector share of total employment	3.6				4.0	15
ICT sector growth (constant prices).	1.3				3.6	15
R&D expenditure in ICT by the business sector, as % of GDP	0.1				0.3	11
=== as % of total R&D expenditure	22.9				25.7	8