

## PRESS RELEASE

### TELECOM ITALIA: WITH "ITALIA CONNESSA" ALONGSIDE REGIONS AND LOCAL AUTHORITIES TO PROMOTE THE DIGITALIZATION OF THE COUNTRY

The third edition of "Italia Connessa - Agende Digitali Regionali" (Connected Italy - Regional Digital Agendas), the Telecom Italia report that provides a snapshot of the level of digitalisation of the Italian Regions, aimed at providing local authorities a contribution towards analysis and development for the Regional Digital Agendas and Plans, was presented today in Rome.

Municipality Capannori, in the province of Lucca, is the winner of the "Italia Connessa 2014" contest. Telecom Italia will create all the fixed (NGN) and mobile (4G Plus) ultrabroadband infrastructure in the area ahead of the schedule in its development plans.

Rome, 16 December 2014

Spreading the culture of innovation among local governments with the aim of promoting the digitalisation of the Country starting from the Regions and in synergy with the national and EU digital inclusion projects, in order to encourage the circulation of innovative services to private citizens and businesses. This is the goal of the "Italia Connessa - Agende Digitali Regionali" report, the third edition of which was presented today in Rome, providing an updated snapshot of the level of digital development in Italy.

In particular, for every region the volume provides analysis covering a vast field ranging from digital innovation and ICT, to the spread of digital equipment and services among families, businesses and the Public Administration, up to e-government, health and digital education and ICT solutions in the field of renewable energies.

In a context in which also the public efforts of the Government and Central Administration to extend digital inclusion are increasing, the role of the Regions and Local Authorities is fundamental, because they know the specific features of their territories, and are able to better identify and focus on the needs of citizens and businesses. With "Italia Connessa", and in particular through the digital check-up method (already successfully implemented in Emilia-Romagna, the Autonomous Province of Trento, Piemonte and Friuli Venezia Giulia), Telecom Italia intends to support the Regions in their path to build the Regional Digital Agendas, helping them define the best actions to direct and accelerate the digital development of territories, for the benefit of citizens and businesses.

*"To connect the whole Country with the best fixed and mobile broadband infrastructure to support development throughout the country - CEO Marco Patuano emphasised - this is the objective for which we are making significant investments. An activity in which we are unceasingly engaged, so much so that today we already provide fibre coverage to over 100 cities, a larger number than originally planned, we have exceeded our own coverage forecasts also with the 4G service, serving over 2.500 municipalities and providing 120 cities with our 4G Plus service. However, to ensure the sustainability of this commitment, certainty of rules and simplification of regulations are indispensable, as well as the development of platforms and services integrated at country level that favour the actual digitalization*



demand of individuals. Only in this way will we be able to bridge the gap with the rest of the EU countries."

*"This third edition - added Patuano - strengthens the role of "Italia Connessa" as the starting point of a journey that must aim at accelerating the Digital Agenda implementation process in the Country. Figures confirm that the digital divide in Italy remains mainly cultural, namely due to the demand for online services and the overall digital literacy and, with "Italia Connessa" Telecom Italia intends to help the Italian Regions to define their own priorities and their own digital agenda".*

Municipality Capannori was declared the winner of the "Italia Connessa" Contest organised by Telecom Italia last July to promote the culture of innovation in local authorities, involving over 118 medium sized Italian municipalities with populations of between 15,000 and 50,000 inhabitants.

Municipality Capannori in the province of Lucca was chosen by an independent Advisory Board made up of prominent personalities in the world of innovation, and won because it submitted the best local digital development plan. Telecom Italia will create fixed (NGN) and mobile (4G Plus) infrastructure in the territory of Capannori municipality ahead of its development schedule.

The members of the jury were: Luca De Biase (innovation Editor at Sole 24 Ore and Nòva24), Gabriele Falciasacca (Chairman of Fondazione Marconi), Anna Masera (Head of the Press Office in charge of Communication of the Chamber of Deputies), Salvatore Lombardo (CEO of Infratel Italia), Cesare Avenia (Chairman of Ericsson Telecomunicazioni S.p.A. and Assotelecomunicazioni), Franco Fontana (Dean of LUISS Business School) and Paolo Coppola (PD member of Parliament and Chairman of the Permanent Round Table for Innovation and Digital Agenda at the Presidency of the Council of Ministers).

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