

ITALY – CREATIVE INDIVIDUALS AND INITIATIVES

EXAMPLES FROM THE REPOSITORY

Successful commercial websites: **geronimostilton.it**, **pimpa.it**; Interactive platforms: **mypage.it**; Websites from public broadcasters: **junior.rai.it**; Private initiatives: **navediclo.it**, **tiracontounafiaba.it**; Apps: **Three Little Pigs**, **Pinocchio**, **Tale of Tales**



<http://navediclo.it>

GATEWAYS AND PLATFORMS

www.lagirandola.it: starting page, **bambini.it**: starting page – recommendations for good websites and apps for children; **baol.it**, **ilnocchiero.it**, **Clo Ricerche (navediclo.it/cloricerche/)**: search engine for children; **kidsearch.it**: search engine and community for children; **kidcloud.it**: tag cloud search engine for children; **mamamo.it**: database: description and rating of apps for children

Italy is still an overly limited setting in terms of digital content for children. Much work is left to the spontaneous initiative of single individuals and organizations, mainly small groups of young experts from the educational and creative fields. The best known sites in Italy connected to brands and/or with commercial purposes are associated with national television broadcasters and the main Italian publishers. The repository bambini.it has more than 500 websites, but only some of these meet the definitive checklist put forward by POSCON. The app scene is different: there are products that have been carefully designed, both in terms of usability and interactivity, and are well created for their target market.

Providers view: “We have loads of ideas and apps allow us to create them with acceptable investments. But the costs are still very high - a real challenge, without a structural support.”