



Istat's Dissemination policy

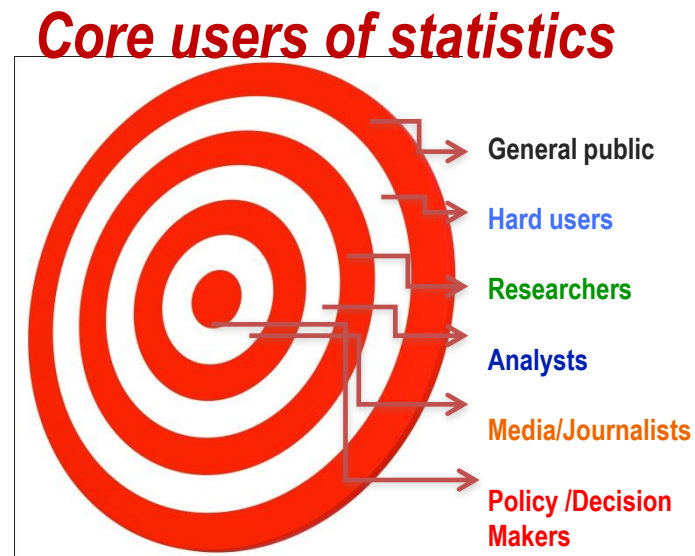
Istat dissemination policy within the Stat2015 strategy

Key actions :

- profiling users to offer customised services/products through dedicated channels and make the information produced more accessible and usable;
- leveraging multimedia and digitalisation effectively by using a targeted multichannel strategy to offer products and services, especially through new digital dissemination channels;
- monitoring the dissemination process through measurement systems of communication initiatives and actions, and the definition of tools and methods for research and analysis of communication impacts;
- creating international networks and participating in the most advanced communities of the sector.

Tailoring Dissemination: knowing Targets

Very different from each other, one size does not fit all!



Monitoring tools

Monitoring the dissemination process through measurement systems and the definition of tools and methods for analyze impacts on users

- ✓ Feedback system on the web site
- ✓ Web Analytics
- ✓ User Satisfaction Web Survey
- ✓ Web Contact Centre
- ✓ Press Room Web Chat
- ✓ Social network



USERS/TOOLS





USERS	TAILORED SERVICES
Hard Users	Tool for bulk downloads
Researcher	Microdata to improve research
Analysts	Stat-board
Institutions	Statistical Report with regional comparisons
Media e journalism	Press releases, video, infographics, data journalism training
Prosumers	Apps and reusable contents to embed and comment

Dissemination tools

- **usable, responsive and accessible web-based integrated tools** suitable for mobile devices, which can support interactive contents, compliant with web-design structured taxonomies and semantics, taking into account web analytics and user research on search engines;
- **web and API services** based on shared standards and open formats;
- data visualisation and info-graphic dissemination tools;
- **digital editing** consistent with content, format and production process innovation, to be released on e-stores;
- **apps and widget** for mobile phones;
- **web services to access micro data** to favour the availability of public-use files;
- **multimedia** to disseminate statistical information, such as videos on key information areas based on integrated statistical data;
- endorsing of official statistics open production as main supplier of re-usable data also through **social platforms**.

Open Istat

Open Data initiatives are transforming how governments and other public institutions interact and provide services to their users. They increase transparency and value to citizens, reduce inefficiencies and barriers to information, and provide public data that can stimulate innovative and economic opportunity.

Use and re-use of data		open data, creative commons
Value to citizens		tailored information delivery based on user context and needs
Partecipation		importance of user feedback
Trasparenza		to improve public services and accountability

Suppling data in open formats for reuse is part of the dissemination strategy:

Open Data and **Linked Open Data**

+

Servizi for querying, browsing and integration of data to extract and produce information and knowledge.

Source for Data: Corporate Datawarehouse



The numerical information on the site comes from the interconnection with the database for:

- avoid asymmetries between the contents of the two systems;
- ensure data always updated to display information with dynamic graphs and charts;
- add mash-up products by the overlap of multiple sources.

Single Exit Point (SEP)

- ✓ Data on I.Stat are available through the **Single Exit Point** service
- ✓ **SEP** main features:
 - *machine-to-machine*, allowing an easy access to data in formats that makes it easy to reuse
 - Reduce the existing dissemination “stove pipes” to publish data one, and let the counterparty “pull” data and metadata as required. The aim is to minimize the number of repository and the number of formats (excel, csv, etc.) in which the data is currently disseminated
 - Improvements of quality and efficiency
- ✓ Provided data are always up to date and ready to be used

Microdata

Microdata files are collections of elementary data.

Referring to Istat's surveys, these files are released free of charge and in compliance with the principle of statistical secrecy and protection of personal data:

[Public use mlcro.STAT files](#), downloaded directly from the Istat website;

[Standard file](#), issued upon request with a valid reason for research purposes;

[Files for research purposes](#), issued to subjects belonging to universities or research bodies upon the presentation of a research project;

[Files for Sistan](#), accessible only by the statistical offices of the National Statistical System.

Through the [Laboratory for Elementary Data Analysis](#) (ADELE), researchers and academics can access to microdata files of all Istat surveys.

Moreover further special datasets ([linked microdata](#)) are available for access at the Laboratory. Also the access to the Laboratory is free of charge.

www.istat.it



Mission

Communicating statistics as a service of the citizen, useful for his life and his choices

www.istat.it

**Contents and
functionalities**



press releases and web press office

methodologies and classifications

I.Stat and thematical systems

microdata

interactive services and multimedia

dynamic graphs and infographics

ebook and apps

scientific and institutional events

institutional information and info for
respondents

digital library and web user support

On line press office

The screenshot shows a web browser window displaying the Istat website's online press office for journalists. The browser's address bar shows the URL www.istat.it/en/information/journalists. The website features a navigation menu with options like 'About Istat', 'Tenders and contracts', and 'Job opportunities'. The main content area is titled 'For Journalists: Press Room' and includes a description of the media relations office, a 'Latest news' section with a list of recent press releases, and a 'Media Desk' section with contact information and social media links. The 'Latest news' section lists several press releases, including 'Construction costs for residential building' and 'Foreign trade'. The 'Media Desk' section provides contact details such as phone numbers, email, and social media handles. The website also features a 'Live chat' button and a 'Tweets' section.

Journalists

www.istat.it/en/information/journalists

About Istat | Tenders and contracts | Job opportunities

ENG ITA

Istat

Products Tools Information Search...

Statistics by Territory Theme

We offer all users a channel of communication and the possibility to better customize their requests for information

Home / [Information](#) / Journalists [Italiano]

For Journalists: Press Room

The Media relations office is responsible for all dealings with the media - from national newspapers, magazines, broadcasters and online publications - and provides ongoing information, monitoring and support for publications, articles and television programmes.

Press releases on the main socio-economic indicators are issued according to a fixed press release calendar. A **weekly agenda** with press releases and upcoming events of the following week is published on Fridays.

Latest news

- Construction costs for residential building – Press release 16 April 2014
- Foreign trade – February 2014 – Press release 16 April 2014
- Import prices – February 2014 – Press release 15 April 2014
- Consumer prices – March 2014 – Press release 14 April 2014
- Use and Abuse of Alcohol – Years 2012-2013 – Press release 9 April 2014

Media Desk

from Monday to Friday
9.00 a.m.-7.00 p.m.

CONTACTS

- 06.4673.22.43
06.4673.22.44
- contact centre
- email
ufficiostampa@istat.it
- twitter
@istat_it
- Live chat

Tweets Follow

Press Release Calendar | Press Releases | Articles and Interviews

President | Multimedia | Data bases

15th CENSIMENTO GENERALE DELLA POPOLAZIONE E DELLE ABITAZIONI 2011

CENSIMENTO DELL'INDUSTRIA E DEI SERVIZI 2011

CONSUMER PRICE DATA and INFORMATION

ESA 2010 New system of national accounts

ADVANCED SCHOOL FOR STATISTICS

SISTAN SISTEMA STATISTICO NAZIONALE

On Twitter in english:

- news from press releases
- answers to users
- immediate reaction in cases of misuse



The screenshot shows a Twitter thread with the following content:

- Istat @istat_it** (3 Ott): Sono 265 mila le imprese nate nel 2011, tasso di natalità al 6,7%, invariato sul 2010 istat.it/it/archivio/99...
Espandi
- Marco Ciacchi @MarcoCiacchi** (3 Ott): [@istat_it](https://twitter.com/istat_it) e le cessate? E le fallite?
Espandi
- Istat @istat_it** (3 Ott): [@MarcoCiacchi](https://twitter.com/MarcoCiacchi) Nel 2011 si stimano circa 304mila imprese cessate; quelle fallite non vengono rilevate all'interno della demografia d'impresa
🗨️ [Nascondi](#) ⬅️ Risposta 🗑️ Elimina ⭐ Aggiungi ai preferiti ⋮ Altro
1:08 PM - 3 Ott 13 · [Dettagli](#)
-
- Marco Ciacchi @MarcoCiacchi** (24h): [@istat_it](https://twitter.com/istat_it) grazie!
Espandi
- Istat @istat_it** (3 Ott): Sono 265 mila le imprese nate nel 2011, tasso di natalità al 6,7%, invariato sul 2010 istat.it/it/archivio/99...
Espandi
- Istat @istat_it** (3 Ott): Nel 2012 rapporto [#deficit/#pil](#) a -3%, invariato rispetto alla stima pubblicata a Marzo istat.it/it/archivio/99... ...
Espandi

Interactive contents

Charts and **maps** for statistical data visualization

Widgets and **calculating tools** - such as that for monetary revaluations, to know the number of the resident population, the most common names in Italy

Ebooks in epub format published by Istat

Mobile **apps** developed to access specific contents



Data Visualisation



Dynamic Maps

[Istat eXplorer](#)

[Gistat](#)

Istat on Social Platforms



Facebook. Presentation of the Annual Report; World Day of statistics; National Conference of Statistics; Censuses



YouTube. Since October 2010 the www.youtube.com/videoistat channel



Flickr. Photo shoots at www.flickr.com/photos/galleria_istat documenting the institutional events



SlideShare. Presentations and Documents organised for event data and tag available on www.slideshare.net/slideistat



Twitter. In real time statistical information dissemination to an audience more and more increasing

Istat Mobile communication

mobile.istat.it



[App noi-italia](#)



[App censimento](#)



Web User Support

- Support in search of statistical data
- Microdata sample collections (standard files)
- Census and cartographic data
- Historical data and bibliographies
- Customized data processing

