



“21st-century living
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Italy

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The Current Episode

Italy has shown a resistance to new technologies in the past, preferring to rely on its traditions of a group and family-led social culture for its entertainment.

Slow/Fast Culture

A reaction against 21st-century speed culture, Italy is leading the Slow movement. Emphasizing the **local, human and authentic**, slow strikes a particular chord with community-minded Italians. **'Slow Culture' is gaining momentum from the impact of conscience consumerism.**

The impact of 'Slow Culture' on Italy's entertainment scene means consumers will be looking to get a tech/life balance. 21st-century living will not go at a snail's pace, but there will be a greater need for pause points. Future devices will be designed to offer us this respite, and even prompt it, as they become more humanized. 'Slow Culture' is also about consumers looking for entertainment that has **depth, locality and connects them to their closest networks of friends.**

With a culturally ingrained 'Slow/Fast Movement', there is likely to be untapped, unvoiced demand from young

Italian consumers for snack-style content, which mobile devices will best serve. According Italian music journalist Pierre Andrea Canei, this is the newest video experience in Italy, happening through sites such as YouTube: "It's attention-span proof and offers immediate gratification." VodafoneLive! And T-Mobile have serialized their ad campaigns into mini TV-series featuring football stars and celebs involved in a developing story.

There is also a desire for this entertainment to be free. Nearly half said that cost was the biggest problem experienced when consuming entertainment through a mobile device. Therefore most (46%) rip music through peer-to-peer software, rather than buying music from high street retailers (31%) and online download stores (29%).

Social No-Working

Uptake of social networking is minimal, mainly because of the nature of their one-to-one or group entertainment activities. Only 20% regularly access a social network site, which is similar to Spain.

Communal Gaming

As Canei pointed out, solo gaming culture is minimal. Most game playing, (30%) is done at friends' houses on regular consoles like the Nintendo Wii and Playstation 3; a further reflection of the public nature of entertainment. Just 24% play online games, a smaller 17% use a portable device and just 15% use a mobile.

A person is seen from the side, holding a smartphone to take a photo of a wall made of horizontal wooden slats. The wall is supported by several vertical white posts. The background is a clear blue sky.

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The Next Episode

In the next episode, this desire for one-to-one and communal entertainment points towards the **shared, democratic, circular entertainment.**

Localism

“The single most emerging trend in Italy is the revenge of Mediterranean sounds and languages,” says Italian music journalist, Pierre Andrea Canei. “Naples has spawned its own brand of neo-melodic idols. Traditional South rhythms, ‘La Taranta’, were name-checked on Gogol Bordello’s album. Sicily’s Roy Paci has made a splash blending ska, folk and rock into trumpet-driven songs against the mafia while hip-hop in Rome has an ironic spin. On the ‘centro sociale’ circuit [basically, organized squatting], the alt-rock scene is taking off.”

Just as we are witnessing in South Korea, China, Russia and Canada, **consumers are increasingly seeking out local forms of entertainment which will lead to entertainment made by and for small communities.**

Community Football

As global consumers have increasing access to a plethora of expensive entertainment formats, we may see a **return to the very basic and to community values.** In the West, this will generally be seen as a subversive, nostalgic act; in the East and poorer countries, the motivation is more likely to be one of economy.

In Italy this is driven by ‘Slow Culture’, for example; the effect of the migration of live football matches to costly Sky subscriptions, which now declares three million subscribers, has been a return to the very beginning of the TV era – when televisions were too expensive for the average consumer to buy. **As in the old days, people are gathering in TV-equipped bars to watch popular games and sports.**

“People are gathering in
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Italy

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STATISTICS

Out of the Italian consumers we surveyed:

93%	listen to music for entertainment
79%	watch TV on a regular television
39%	watch TV on the internet
66%	go to bars and nightclubs
55%	play sport
65%	go to cinema
33%	make their own media
84%	own a digital camera
81%	own an MP3 player
20%	regularly access social networking sites
10%	make a second income buying and selling goods on the internet
54%	regularly surf the internet on their mobile phone
56%	send emails on their mobile phone
50%	watch films on their mobile phone
31%	buy music from high street retailers
29%	download music
46%	use peer-to-peer software to access music
30%	play games at a friend's house
24%	play games online
17%	play games on a portable device
62%	get their music news from friends

Through our survey and correspondents, we have identified some of the exciting names in the field of entertainment and media that is inspiring Italian consumers.

Top websites
Social network site: Windows Live Space (36%)
Video-sharing website: YouTube (67%)
VoIP and IM Services: MSN Instant Messaging (67%)
Photo-sharing website: Flickr (9%)
Aggregator websites: iGoogle (32%)

Top magazines
Rolling Stone
L'Umino
XL

Websites to watch
inkioistro.net
dagospia.com
xl.repubblica.it

Festival watch
Play!Arezzo
Torino Traffic Festival
Festivaletteratura

Artist watch
Stylophonic
Atletico Defina
Cesare Picco

Top clubs
Circoloco, Rome
Sonia, Rome
Monza, Touring