



OAD 2026

PARTNERSHIP PROPOSAL

Partnership and visibility opportunities for ICT
and digital security companies and operators

April 2026



1. THE OAD INITIATIVE

OAD – Osservatorio Attacchi Digitali in Italia is one of the longest-running and most continuous Italian initiatives dedicated to analysing intentional digital attacks and the security measures adopted within the information systems of companies and Public Administrations operating in Italy.

In 2026, OAD reaches 19 consecutive years of surveys, confirming itself as a unique initiative in the Italian landscape for continuity, authority and its ability to provide a concrete picture of the evolution of digital security in the country.

OAD is currently the only initiative in Italy based on an anonymous online survey addressed across all sectors and company sizes, as well as Public Administrations.

With the new 2026 edition, the OAD questionnaire is no longer only a research tool on cyber attacks and security measures, but also an operational awareness tool: it transforms the abstract perception of cyber risk into concrete awareness of security weaknesses for respondents.

1.1 Key figures of the OAD initiative

19 consecutive years of surveys since 2007	14 final reports published, all freely downloadable from www.oadweb.it
Focus on Italy within the European and global context	Over the years, 60% of respondents have been SMEs and micro-enterprises
Freely accessible online questionnaire	Anonymous questionnaire
300–500 completed questionnaires per year	More than 1,000 downloads of the final report
A variable number of partners each year, including major global ICT players	A growing number of free patronages from non-profit associations

2. OAD 2026

The 2026 edition of OAD has been designed with a clear objective: increasing participation and making the survey even more effective in producing useful, readable and up-to-date insights for the Italian market.

This redesign is based on two main elements:

- A strongly simplified online questionnaire, both in terms of the number of questions and the structure of the answers, aimed at reducing completion time while preserving the quality and significance of collected data.
- A redesigned final report, intended to be leaner, easier and faster to read, also through the use of visual boxes and icons highlighting the most important and critical topics.

A dedicated chapter will also analyse data provided by the Postal and Cybersecurity Police Service concerning attacks against Italian critical infrastructures, banking and finance, and digital terrorism.

2.1 Why OAD 2026 is different



- Anonymous questionnaire
- Approximately one third of the questions compared to previous editions
- Fast and simple completion process (7–18 minutes)
- Built-in consistency checks to reduce response errors
- Usable also from smartphones and tablets

By completing the optional section dedicated to security measures, respondents obtain:

- A high-level assessment of the digital security level of the analysed information system
- A downloadable personalized summary highlighting the main technical and organizational security weaknesses

OAD is not conceived as a direct lead-generation tool, but rather as a qualified positioning initiative capable of reaching a coherent target audience precisely when awareness of digital security weaknesses is increasing.

Another important added value of OAD 2026 is the collaboration with AICA, which offers participants two self-assessment courses on Cyber Security and Artificial Intelligence 2.0, together with a discounted ICT skills self-assessment service.

3. PARTNERS RECEIVE REAL VALUE

Unlike purely informative or research-oriented initiatives, OAD 2026 stands out because it directly involves participants through completion of the questionnaire and the immediate return of a high-level digital security assessment.

How it works:

- The respondent receives a high-level assessment of their security level
- Concrete and contextualized weaknesses emerge
- A real and immediate need is activated
- The Partner is positioned as a qualified interlocutor

The completion of the questionnaire and the final macro-assessment help highlight concrete weaknesses and may accelerate awareness of the need for intervention, creating a favourable context for the positioning of Partners.

Unlike traditional digital advertising, which requires continuous investments to maintain visibility and results, the OAD 2026 partnership allows companies to maintain long-term communication effectiveness through the report, events, presentations and related articles.

4. PARTNERSHIP OPTIONS FOR OAD 2026

Three partnership levels are available, differentiated by visibility, involvement and value enhancement.

Silver Partner – € 2,000 + VAT



- Partner logo on the online questionnaire and on the cover of the OAD 2026 Report
- 1 A4 page institutional profile inside the Report
- Possibility to use figures and charts from the Report with source citation ©OAD 2026
- Logo visibility in OAD presentations during events and conferences
- Logo visibility on OAD web pages dedicated to the Report

Gold Partner – € 5,000 + VAT

Includes everything provided in the Silver formula, plus:

- Greater logo visibility on the Report cover and on the OAD website
- Up to 2 A4 pages institutional profile inside the Report
- Participation of a representative in the official OAD 2026 presentation webinar or round table

Diamond Partner – € 10,000 + VAT

Includes everything provided in the Gold formula, plus:

- Maximum logo visibility on the Report cover and OAD website
- Up to 3 A4 pages institutional profile inside the Report
- Dedicated OAD–Partner webinar or event with shared content
- Possibility to develop a dedicated article together with OAD

5. FURTHER INFORMATION AND PARTNERSHIP APPLICATION

This proposal summarizes the main partnership opportunities related to OAD 2026.

For additional information regarding the initiative, partnership options and the related application form, please refer to:

- <https://www.oadweb.it/en/oad-2026-en.html>
- <https://www.oadweb.it/en/oad-2026-en/the-three-aica-gifts.html>
- <https://www.oadweb.it/en/oad-2026-en/become-a-partner.html>

For further information regarding the partnership, please contact: marco.bozzetti@oadweb.it