

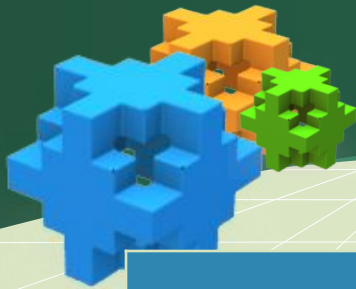


Координационный центр
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The Cyrillic IDN TLD for Russia: Beyond the Operational Agenda

**A presentation for Internetgadarna
Stockholm, October 2010**





.RU и .РФ

	.RU	.РФ
Launched (year)	1994	2010
Registry/administrator	Coordination Center for .RU	
Script use in the addressing system	Latin, ASCII (<i>government.ru</i>)	Russian Cyrillic (<i>правительство.рф</i>)
Number of registered second-level domains (as of 11 Oct 2010)	3m+	18,350 (a. 30% already delegated)
Growth rate 2008/2009	37%	N/A
Growth rate 2009/2010(est.)	30%	Triple-digit



.PΦ as a PPP Project: the Milestones

2008

- ❖ **17 June – The RF Telecom Ministry and the Foreign Affairs Ministry are commissioned “to continue the work on promoting the Russian language in the Internet’s addressing system”**
- ❖ **June– the Russian Internet users vote online for PΦ as a meaningful string name for the future IDN TLD**

2009

- ❖ **June– the application dossier is submitted to ICANN**
- ❖ **October – ICANN approves the Fast-Track Procedure for prospective IDN TLD applicants**
- ❖ **25 November – the start of Sunrise in tandem with the “priority reservation for the government needs”**

2010

- ❖ **25 March- the priority reservation for the government needs is terminated**
- ❖ **22 April- the ICANN Board approves the application for .PΦ**
- ❖ **12 May–.PΦ delegated**
- ❖ **13 May – the first second-level domain delegated**
- ❖ **25 May – zone file .PΦ generated**
- ❖ **16 September: Sunrise is over**
- ❖ **11 November: open registration is to go live**

2011

- ❖ **June: 100 000 domains in .PΦ (est.)**



Priority Reservation for Government Needs: Target Customers

The list of reserved domain names (circa 500):

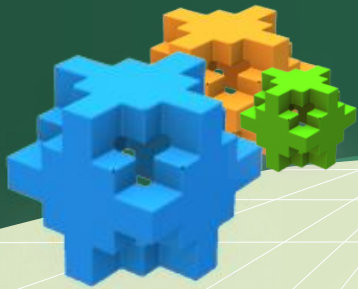
- ❖ **Federal executive bodies**
- ❖ **Federal legislative bodies**
- ❖ **Federal judicial bodies**
- ❖ **Other federal public agencies and organizations (e.g. the Central Bank, the Pension Fund),**

as well as:

- ❖ **second-level domain names corresponding to complete or abbreviated names of Russian provinces, names of their capital cities or administrative centers**
- ❖ **state symbols (the Kremlin, flag, anthem, President, etc)**

Special procedures and rules:

- **free reservation**
- **administered by the Coordination Center for .RU**
- **lower-tier administrative entities not eligible to the procedure**



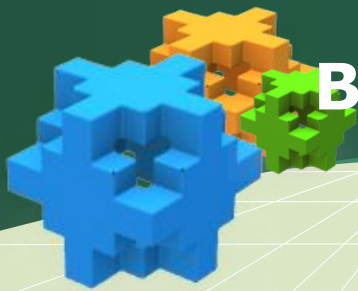
Sunrise in.PФ: the Stages

- ❖ **Stage 1 – only Cyrillic trademarks (Яндекс)**
- ❖ **Stage 2 – extension to encompass other TMs, including:**
 - **made in both in Cyrillic and non-Cyrillic script (Одноклассники/Odnoklassniki)**
 - **made in non-Cyrillic script (transliterated) (KODAK -> КОДАК.РФ)**
 - **registered as graphic representation, with inclusion of all the elements**
 - **corporate names, with reference to their legal status (ZAOGlobus)**
 - **owners of exclusive rights using the appellation of origin of the good**
 - **non-for-profits**
 - **federal media**



Benefits for the Government

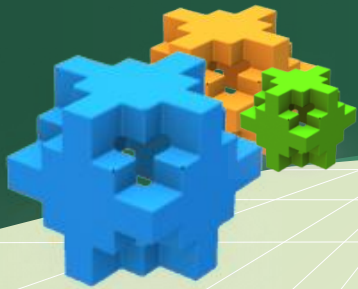
- **Protection of the Government's "brands" online**
- **Boost to the national IT infrastructure**
- **New experience of PPP in the infrastructure area and interaction with the civil society**
- **Greater accessibility of the Internet and reduction in digital divide**
- **New level of preparedness for e-government**
- **Greater audience in the Runet**
- **New instrument to reach out to and consolidate the 300m more worldwide Russian- speaking community**



Benefits for Business and Users

- ❖ **New quality of the domain name space**
- ❖ **Possibility of choice for users**
- ❖ **New ways of branding and maintenance of online corporate identity**
- ❖ **Localization as new ways of creation and use of information resources for the user**
- ❖ **Optimization of navigation and search tools**
- ❖ **Boost to creativity, innovation and competition online**

An unexpected side-effect – acceleration of growth rates of registration of second-level domains in .RU



Lessons Learned: Selected Cases

If you want to know about sex (on the beach)

Registration procedures in .PΦ:

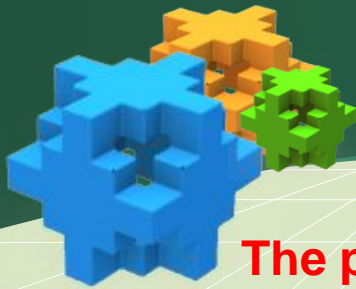
«words conflicting with public interests, principles of humanism and morality (in particular obscenities, calls of anti-human nature, those insulting human dignity or religious sentiments, etc.) may not be used in domain names».

sex.pφ - registered on the very first day of the Sunrise (TM under the category of consumer goods (beach totes and accessories)

Rainmaking

FM – radio station ‘Silver Rain’ registered under the category of “TV and radio broadcast and entertainment”

Domain name ‘Silver Rain’ registered by another company that holds the right for a TM registered under the category ‘Infant food’



Lessons Learned: Selected Cases

The place for the press (but they haven't dug it yet)

April-June 2010 г.

- A great number of applications for registration of electronic media with common “sectoral”/“professional” names: (Vodka .PФ; Books .PФ, Construction .PФ etc.)
- The same applicants (the record-breaker – from a small settlement 700 km to the south of Moscow with 64 applications)

July 2010 г.

Prompt modification of registration rules and procedures



- sharp decline in newly submitted applications;
- mass recall of earlier submitted applications



Lessons Learned: Selected Cases

***Creativity on parade**

❖ **White Eagle Abduction Teenage Holistic Economic Reformatory**

WEATHER .PΦ

❖ **Petersburg Omnibus Renovation Non-profit Organization**

PORNO .PΦ

*** The domain names are fictional and have been deliberately designed in English to reflect the peculiarity of this type of attempts to stake out the best domain names with the use of the Russian Cyrillic script**



Lessons Learned (cont'd)

- ✓ Earnest of success- in close collaboration of all the parties concerned– multistakeholderism, that is;
- ✓ Business approach: : planning, phasing, timelines, etc.
- ✓ Constant interaction with the ICANN and IANA
- ✓ Priority to the government and TM holders' needs
- ✓ Thorough development of legal issues and the need in the best and brightest lawyers
- ✓ Cybersquatting as a fundamental challenge and the need to study best practices/communicate with peers
- ✓ Prompt remedying of new challenges with the use of legal instruments and strictly in the frame of law
- ✓ Maximum account of the constituencies' feedback and diverse needs, but no Mr. Nice Guy to all



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Questions?

www.cctld.ru or kc.pf

