

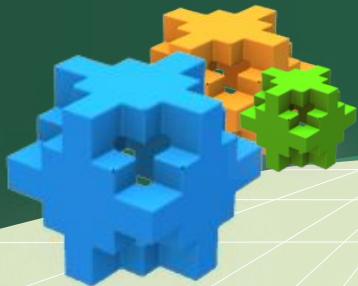


Координационный центр  
национального домена сети Интернет

# Results of the priority registration .РФ IDN ccTLD

8 September 2010, Samara





# Содержание

1

.РФ Conception

2

.РФ Pregnancy

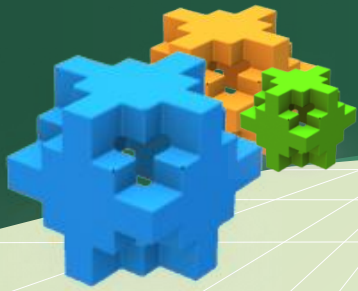
3

.РФ Delivery

4

.РФ Parameters

# Before .PΦ



2003

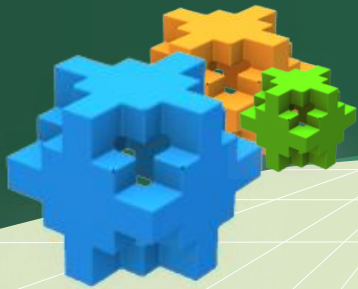
IDN ideas  
capture masses  
around ICANN  
community

2006

The idea transforms  
into reality when it  
has captured the  
masses.  
© Vladimir Lenin

2007

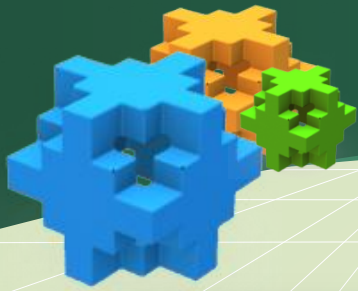
Coordination  
center decided to  
go after the .PΦ



# WHY .PΦ?

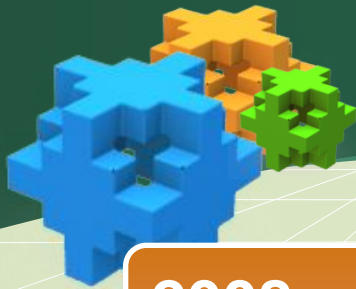
- 1 Russian Federation. No question.
- 2 140 mln Russian citizens , 43 regular internet users;
- 3 80.000 registered Cyrillic trademarks
- 4 .PΦ contains “Φ” – unique Cyrillic character as required by Fast Track (ICANN) security check. Latin and Cyrillic have only 11 different characters.

# High level support



"Мы должны сделать все, чтобы добиться присвоения доменных имен интернета на кириллице. Это имеет огромное символическое значение для русского языка и кириллицы».

(6/2008 Президент Медведев Всемирный конгресс русской прессы в Москве)



# .PΦ Pregnancy

**2008 – ICANN, Paris**

Preliminary talks with ICANN staff and community about Cyrillic IDN for Russian Federation;

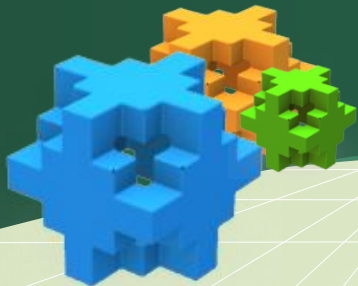
**2008 – ICANN, Cairo**

More discussions, talks about IDN string for Russia: .PΦ

**16/11/2009 – Russia submits Fast Track application**

**21/01/2010 - ICANN approves .xn—p1ai string**





# .РФ Delivery

03-04/2010

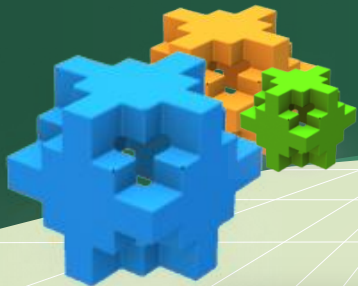
IANA application submitted during ICANN's meeting in Nairobi. The Board of Directors approves it.

12/05/2010

.РФ is in the root  
ПРЕЗИДЕНТ.РФ  
and  
ПРАВИТЕЛЬСТВО.РФ  
up and running

25/05/2010

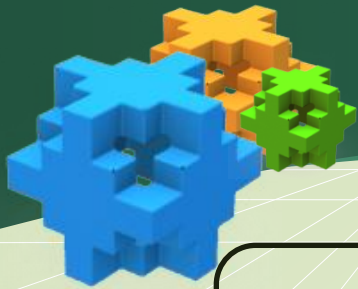
.РФ zone file generated. Few hundred domains delegated



# Obstetricians

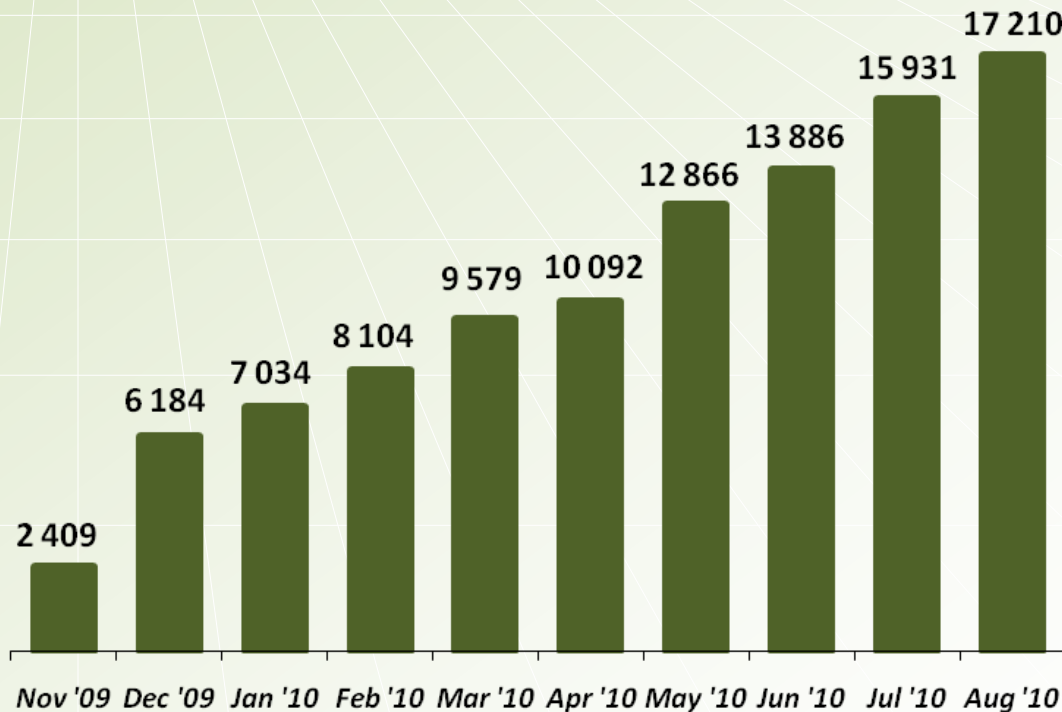






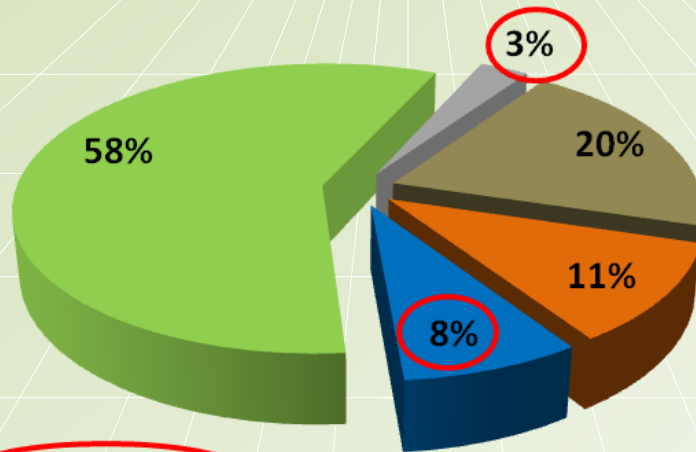
# Parameters

As of august 2010:  
Registered **17 210** domains,  
Delegated **6 069** domains



# Supplementary data

## Domain names qualitative analysis



State needs

TMs consist of a few words written with "-"

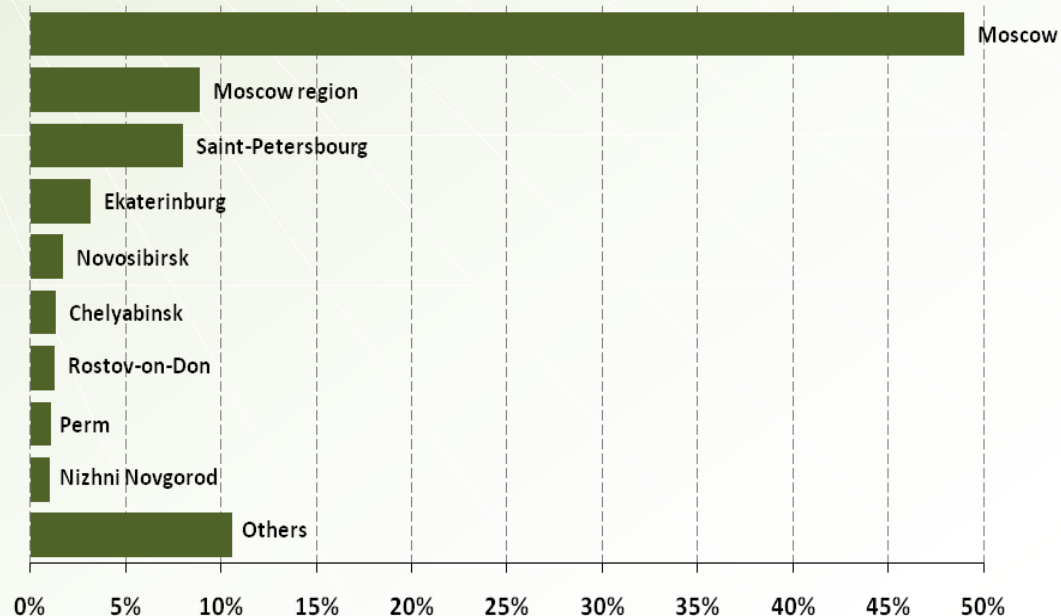
TMs consist of a few words written together

TMs consist of one common word

Others\*

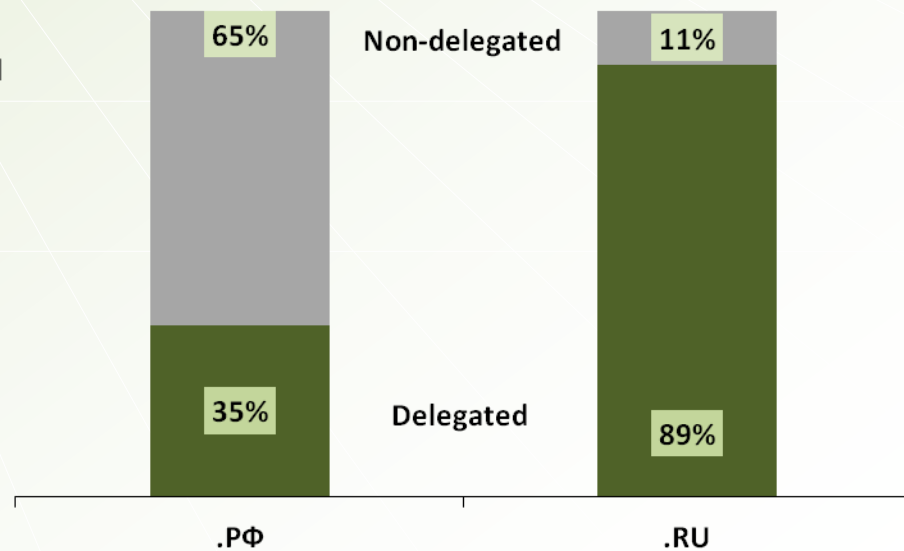
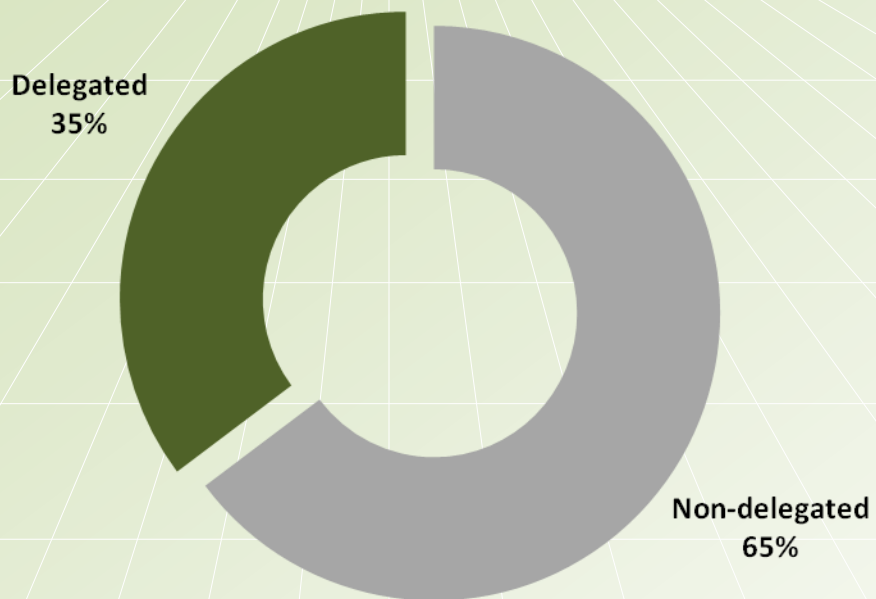
(names of the people, animation heroes' names, movie names (local, foreign), foreign names, geo names, word cuts, medicine terms, containing numbers, etc.)

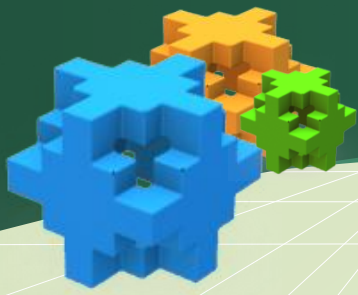
## Domains .PФ by regions



# Delegation

On 31<sup>st</sup> August, 2010 **6 069** domain names delegated





# First conclusions & recommendations

- 1 The task force must include best experts on patents, law and linguists. Strong government backing is the must;
- 2 Each stage of the project requires feedback from the industry and internet community; No need to be afraid of recognizing one's mistakes.
- 3 No need to rush. It is imperative to protect trademark owner's interests. And take care of state needs.
- 4 There will be abuses down the road. No illusions. People will find loopholes in your rules and abuse the system;
- 5 The Russia's experience is that an active promotion of the future IDN propels the rise of the registrations in the traditional domain zone.



Координационный центр  
национального домена сети Интернет

# Thank You!

**Andrei Kolesnikov**

**Director**

**<http://КЦ.РФ>**

