



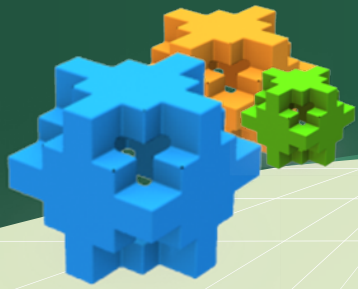
Координационный центр
национального домена сети Интернет

Marketing for

.РФ

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Samara 2010





Contents

1

It must be meaningful

2

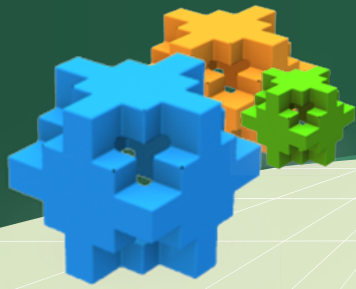
Communicating the idea

3

Events

4

Advertising



Suffix

- ❖ PФ is number one “brand suffix” in Russia;
 - The most common abbreviation for and in Russia;
 - «Премьер министр PФ провел совещание...»
- ❖ One step beyond suffix to top level domain name;
- ❖ It is very natural, logical and easy



Why Cyrillic matters

ЁЖИК.РФ vs EJK.RU (*hedgehog*)

Few milliseconds to remember Cyrillic domain name for Russian speaking person;

More then 3 seconds to recognize and remember domain name written in Latin;

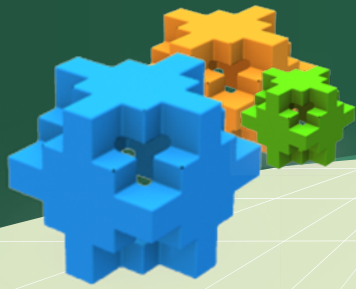
300 million people speak Russian

Russian language is 5th in the World

160 mln. people consider Russian language as primary;

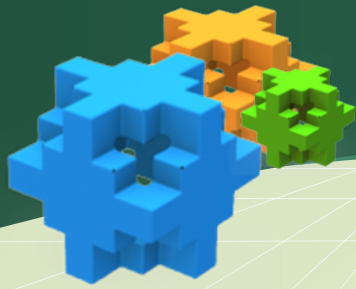
Only 34% out of 140 mln. citizens of Russia known foreign languages. Magic number*

SOCIAL ASPECT MATTERS



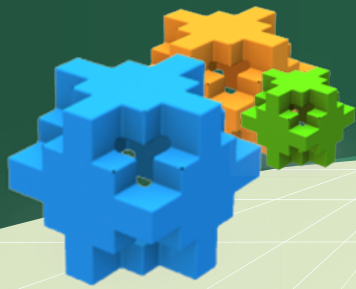
Communicating the idea

- ❖ High level support
 - Mr.Medvedev, Mr.Schegolev;
 - Ministry of communications as a partner;
- ❖ With high level support goes top media coverage;
- ❖ Registrars are partners – they do the real work.
- ❖ Events - show must go on;
- ❖ Scandals- make it work for good



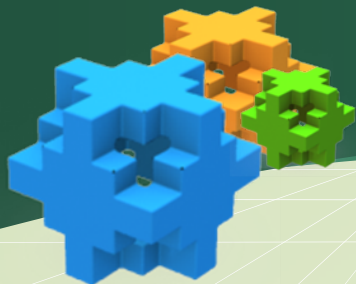
Events to support the IDN

- ❖ Work with local community:
 - Russian Internet Forum (spring 2009);
 - Svyazexpocom exhibition (spring 2009);
 - Russian Internet Week (fall 2009);
 - The year of safe Internet program (2009)
- ❖ Do your own events:
 - Russian IGF - .PФ IANA delegation at the opening;
 - International conference for ccTLDs (every fall)
- ❖ Press, TV, radio, internet: keep it going



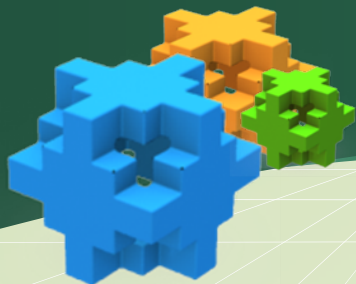
The OPENING CEREMONY of the Expo





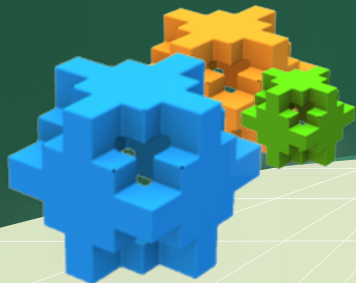
REGISTRARS' ACTIVITY at SvyazExpo





Russian IGF





THE MEDIA HIGHLIGHTS

Over 100 publications in mass media about the Forum and the Cyrillic ccTLD .РФ

RIA Novosti .РФ must have a chance to influence global issues in the Internet

Novaya Gazeta Do the US control the Internet?

Private correspondent Where is the Internet's "Red Button"?

Computerra Tutors for the Internet

Rossiyskaya Gazeta 22 hands on one button

Photolenta RIA-Novosti Participants of the first Russian Internet governance forum

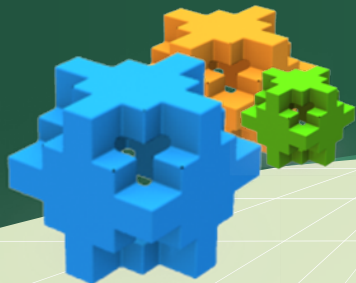
RIA-Novosti Schegolev calls for joint fight against cybercrime

ITAR-TASS The First Russian Forum on the Internet regulation – opens today in Moscow

Private correspondent Alexey Soldatov: "Like any other organized environment, the Internet is governed by law"

Vzglyad Minkomsviasi: Number of WEB sites in the root zone .рф may reach 50 thousand by the end of the year

Echo of Moscow: the First Russian Internet governance forum and the launch of Cyrillic TLD .РФ



Shots of central channels:

TV channel “Podmoskovie” the Future of the Internet in Russia

RIA Novosti At the forum of Internet governance they briefed on the launch of TLD .РФ

Culture Network

5th channel First web-sites in Cyrillic TLD .РФ appeared in the Internet Vesti

Cyrillic in Runet: less than two years

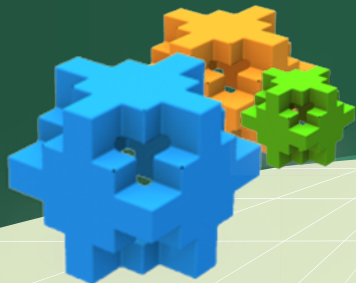
Launch of TLD .РФ and the new suit against torrents users

Президент.рф became the first web-site in Cyrillic root zone

Medvedev is pleased with development of telecommunications in Russia

TCTS

The first WEB site with Cyrillic TLD .РФ was launched



Advertising campaign

Geography: Moscow

Period: 1 October – 10 December 2010

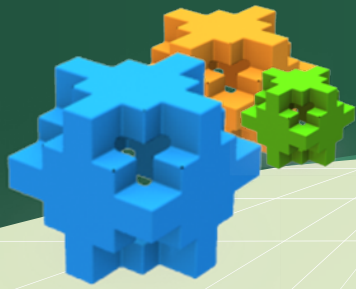
Objectives:

Support of .PФ open registration launch

Carriers:

Outdoor, TV, radio, press, internet.

Registrars.



Summary

- ❖ .PΦ got its own karma, popularity with high awareness among Russians;
- ❖ With popularity it goes good and bad things;
- ❖ .PΦ project is number one internet project in Russia– no internet projects got equal attention;
- ❖ Still – the plan for open registration under development*



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Thank You !

Andrei Kolesnikov, ccTLD.RU

