

# IDN.PΦ for Russia

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Coordination Center  
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## IDN .PФ for Russia Why?

- easier to read, understand, memorize domain names, and use them for navigation;
- secures a way more opportunities for a creative approach to domain names;
- over 2.5m domains in.RU, and all “good” addresses have long gone;
- 250m-plus Russian speakers in Russia & worldwide .



## IDN .PФ for Russia Benefits for Business

- **Strategic**
  - The universal nature and “recognizability “of a name/ address for a target audience and its growth;
  - Rise in the number of the Latin-script-challenged users;
  - Focus on local markets/audiences, chiefly for the small-and medium-sized business, particularly in the regions;
- **Marketing**
  - A manifold increase in variations with respect to address inscription options;
  - Simplification and optimization of the consumer’s navigational skills;
- **Branding**
  - Brands communicated in the Russian language, no controversies;
  - Protection, corroboration and development of the existing brands and their identity, and loyalty to them;



- **Growth in the number of domains, businesses going online and, accordingly, in the taxable base;**
- **Development of the national infocommunication infrastructure;**
- **Development of the PPP in the area of infrastructural projects, promotion of interaction between the civil society and the government;**
- **A new instrument of securing and developing the national identity;**
- **The absence of the language-wise ambiguity: the shield from typosquatting, schemes involving combinations of the Latin and Cyrillic scripts, particularly while placing public procurement orders («typo-bid-rigging»), hence, the public agencies' greater transparency, the rise in public confidence;**
- **An adequate protection of the “public brands” in the Internet, a platform for e-government.**



## IDN .PФ for Russia Challenges and opportunities

- A meager fraction of English speakers, particularly in provinces;
- common for Russian and English are 20 letters are
- The Internet penetration rate (and broadband in particular) is high in capital cities and low in the provinces;
- No adequate Latin script/cyrillic script translation mechanism , particularly with regard to international trademarks;
- .PФ – a national domain. There are other huge ethnic/language groups in Russia – the rise of new TLDs over time.
- Russian is a sole official national language;
- The population’s high literacy rate;
- Internet growth points have shifted to provinces;
- The priority registration procedure was designed to protect the Cyrillic trademarks;
- They all use Cyrillic-based alphabets, so Cyrillic domains – source of promotion of the geographic, historical, ethnic, cultural and language diversity.



## IDN .PФ for Russia Success Factors (So Far)

- Personal interest and political will of the country's leadership: Medvedev & Putin "We need the domain/the Russian language should be promoted throughout the Internet";
- *Carte blanche* on development of plans and procedures;
- Mature national registrar community (23 companies), a 15-year record of flawless operations in TLD *.RU*;
- Sound infrastructure and its systematic development;
- Interaction with the ICANN and exchange of experiences with the global community, including ccNSO.



- **Apr 7, 2009** – *launch of the project .PΦ*
- **Sep 14, 2009** – *registration procedures package locked*
- **Oct 30, 2009** – *approval of the FTP by ICANN*
- **Nov 16, 2009** – *submission to the ICANN applications for the Fast-Track IDN Procedure by 16 ccTLDs in 8 languages, including Russia's;*
- **Nov. 25, 2009 - March 25, 2010** – *priority registration phase*
- **Jan 29, 2010** – *4 FTP IDN applications (incl.PΦ) have successfully passed the String Evaluation and the nations are ready to submit the Application for String Delegation.*

- **A Cyrillic cyberghetto and firewalled Russians (?)**
- **“Internet fragmentation” (?)**
- **.PΦ is to vacuum-clean money out of everyone, nobody really needs it (?)**



## IDN .PФ for Russia The Priority Registration Stage in Progress

- **Corporate trademarks**
- **Public agencies names and functions**
- **Other trademarks**
- **NGOs, NPOs, political parties, media, confessions', etc names**
- **FCFS for this and the upcoming phases**



<b>Domain names registered, total, including:</b>	<b>6, 505</b>	<b>100%</b>
<b>-for the Government needs</b>	446	7%
<b>- for TMs containing two and more words and word combinations with “-”</b>	1 138	17%
<b>- for TMs consisting of two and more words and/or word combinations</b>	836	13%
<b>- for single-word TMs</b>	789	12%
<b>Others*</b>	3, 296	51%

\* individuals' names; movie (local, foreign) titles, cyrilized foreign names, geographic names, acronyms, medical terms, names containing digits, etc.