RNIDS
Register of National Internet
Domain Names of Serbia

ANNUAL
REPORT
2013

HOME OF DOMESTIC DOMAINS

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A WORD OF INTRODUCTION

Vojislav Rodić
Chair of the Conference
of Co-founders of RNIDS

Dear members of the local Internet community,

In 2013 we celebrated the first birthday of .СРБ – the second Cyrillic domain in the world, as well as the fifth anniversary of the successful operation of the .RS domain, which in September saw in excess of 80,000 registered domains for the first time.

The distinctive role played by the RNIDS Foundation in the local Internet community led to new Co-founders joining, who now number 66. In addition to the election of a new leadership of the Conference of Co-founders, a new body was also elected – the Statutory Commission, which provides professional advice, and in doing so ensures that our management processes are implemented in the best possible way.

The active participation of RNIDS in international Internet circles resulted in the first visit by European ICANN representatives, in our hosting the CENTR professional workshop dedicated to Internet security issues and in increased partnership with regional registries and the first working visit from our colleagues at the Croatian registry. We will continue to be generous in sharing our experiences, seeking to fully embrace the principles on which the world's Internet community is founded.

Dušan Stojičević
Chair of the RNIDS
Board of Governors

Dear users of the Serbia Internet domain space,

Numerous indicators point to the fact that for RNIDS 2013 was a year of development and a year of internal consolidation. A new Board of Governors was elected with a three-year mandate, midway through the year a director was elected with a four-year mandate, and an internal auditor was also chosen. Thus, after some time, full stability of the organisation was established, with all RNIDS bodies functioning fully.

Also completed in 2013 was a project design for new domain name registration software, the basic tool that allows our accredited registrars to operate. Their number had grown to 40 by year-end. Work was also commenced on the drafting of a five-year strategy for RNIDS. Serbian Internet Domain Day was held for the fifth time, and for the first time Serbia got involved in European Cyber Security Month, organising panel debates and exhibitions on this topic.

The new Board of Governors introduced numerous innovations in the way it works, among which was quarterly reporting to the Conference of Co-founders and all other interested parties. Also, great effort was invested in improving communication and partnership with state bodies and Internet registries from the region.

In 2013 the Board of Governors set about the task of building RNIDS into an effective, open, professional organisation which has its feet firmly planted on the ground, ready to resolve problems quickly and undergo rapid development. All these activities have just one overarching goal – to benefit the users of Serbian Internet domains.

2013 IN FIGURES

NEW IN 2013:

1
new educational and promotional campaign
- Think it, Register it!

2
new professional events
- CENTR Security Workshop
- Cyber-Security in Cyber-Serbia

3
domain disputes resolved in favour of brand owners
- minimax.rs
- банкаинтеза.срб
- yahoo.rs

4
new accredited registrars
- Mainstream (Belgrade)
- Yunet International (Belgrade)
- Бољи бизнис (Kragujevac)
- Hosting90 Systems (Belgrade)

5
newly-elected bodies
- Chair and Deputy Chair of the Conference of Co-founders
- Board of Governors
- Director of RNIDS
- Statutory Commission
- Internal Auditor

AT THE END OF 2013:

10
employees in the RNIDS office

40
accredited registrars

66
RNIDS Co-founders

3.845
registered .СРБ domain names

81.734
registered .RS domain names

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DEVELOPMENT OF THE REGISTRY AND THE DOMAIN MARKET

NATIONAL DOMAINS

Fifth birthday of the .RS domain

Our national Internet domain, .RS, is one of the youngest ccTLDs in the world, having only been brought on line on **10ᵗʰ March 2008.** All other European national domains, and their corresponding registries, have been in existence since the 1990s, while RNIDS celebrated the seventh anniversary of its operation this year. At the beginning of **September 2013**, the number of registered .RS domains broke through the 80,000 barrier. The number of companies, organisations and individuals who have thus protected their identity, company name or brand in the Serbian Internet space is actually somewhat fewer than that number, as some of them have registered multiple domain names for their own use.

First birthday of the .СРБ domain

Registrations under the Cyrillic Internet domain .СРБ began on **27ᵗʰ January 2012** and within a year more than 6,800 domains were registered under this ccTLD. During its first year of operation, the promotional price for registration of .СРБ domains was 1 dinar, which created considerable interest in them, and almost 10% of the number of domains that there were under its "older brother", the .RS domain, were registered. However, once the promotional period was over the number of .СРБ domains dropped to a level that was in line with its rate of usage on the Internet and the unfavourable position of Cyrillic in our society. The first birthday of the .СРБ domain was celebrated on 29ᵗʰ January 2013 in Belgrade's Aero Klub together with representatives of the Co-founders, the Board of Governors, accredited registrars, the Office, employees and other members of the internal public.

Technical problems with the IDN domains

Certain technical problems that had persisted after the .СРБ TLD was launched were resolved. For example, at RNIDS' request, the Firefox web browser was upgraded to **correctly display .СРБ domain names**, and the developers officially announced that the bug in their software had been fixed. However, the greatest problem currently facing IDN domains, such as Serbia's Cyrillic .СРБ domain, is the inability to have a full **e-mail address** in the local national script, that is, including the part to the left of the @ sign. A Chinese-led initiative was launched in July by Asian countries to solve this problem for all scripts not containing English characters, and we can realistically expect this process to resolve our local problem as well. This problem was also the key reason for reduced interest in the .СРБ domain.

STATISTICS FOR THE
# .RS AND .СРБ DOMAINS
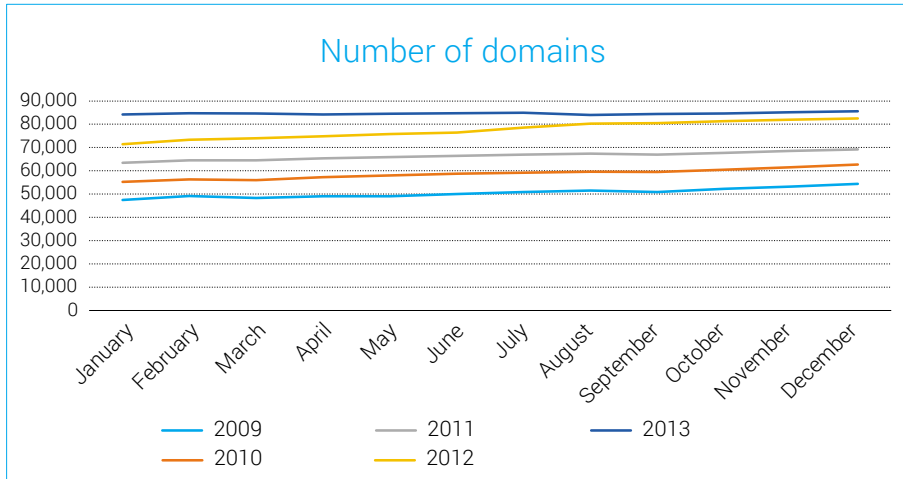
The total number of registered national Internet domain names increased in 2013 and totalled 85,597 by year-end, an **increase of 3,079 in comparison to the end of 2012.** The growth rate in comparison with 2012 was 4%, while the annual growth rate over the preceding five-year period had been 9.5%. When looking solely at trends in the total number of registered domain names in 2013 alone there is a slight dip mid-year caused by the first renewals of .СРБ domains. The monthly growth rate in the total number of domain names was 0.13%, as compared to previous years: 1.21% in 2012, 0.73% in 2011, 1.06% in 2010 and 1.14% in 2009.

If we look at .RS and .СРБ as two separate entities, we can see a clear growth trend in the .RS domain established in previous years. This year the number of Latin-script domain names grew by 8% over the previous year and 18% as compared to 2011. The annual growth rate in .RS domains over the preceding five-year period is 8.5%, with a stable growth trend year-on-year, while the monthly growth rate has settled at 0.91%.
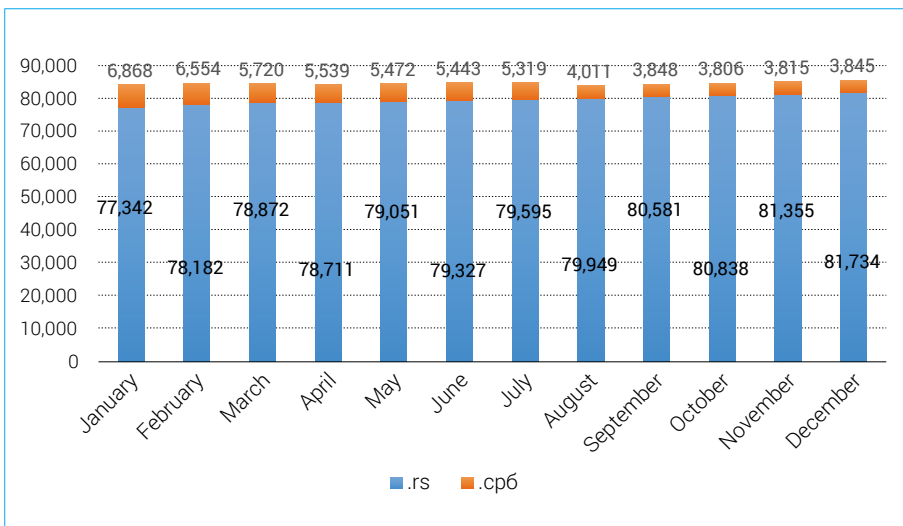
The relationship between the two domain spaces of .RS and .СРБ, as well as registration trends for the IDN Internet domain in the first renewal year, corresponded with the experiences of the other national registries that introduced ccIDNs. The total number of .СРБ domains showed a drop of 44% (around 5% monthly), which was fully in line with the corresponding renewal rate of around 55.7% annually. This renewal rate is characteristic of IDNs in their first renewal year, and based on global precedent the establishment of a stable growth rate is expected in the immediate future. This is supported by growth of a little over 1% in the total number in the last quarter of 2013.
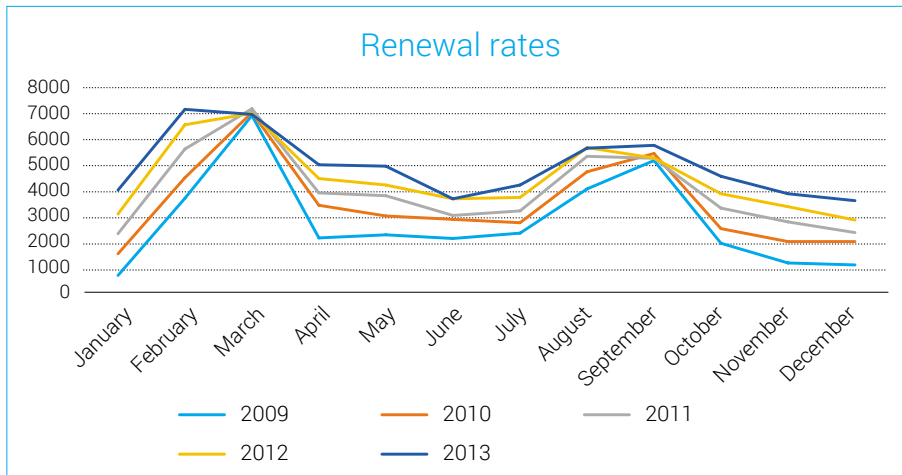
The trend in the number of **renewed .RS domain names in 2013** was entirely in line with previous years. The greatest numbers were recorded in February and March and in August and September, from which we can conclude that there is a definite seasonal effect at work.
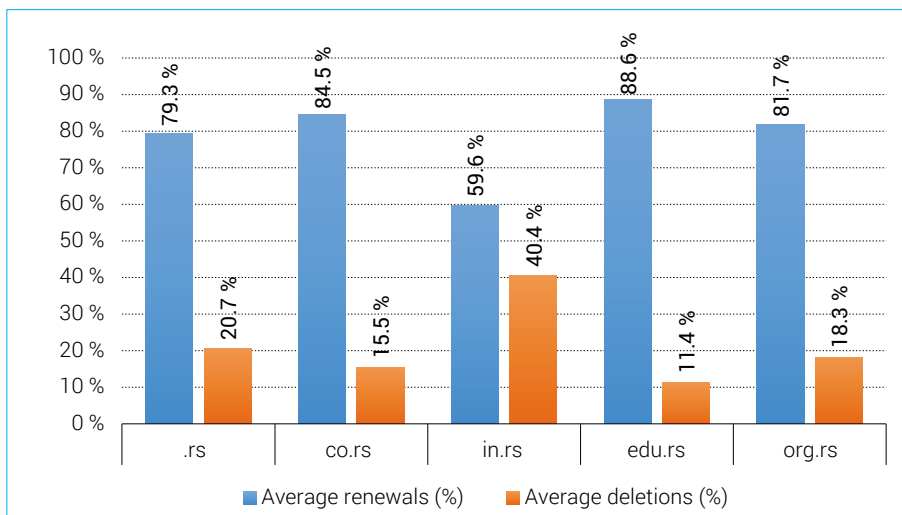
The lowest numbers can be seen during the second and fourth quarter. As compared to previous years, the number of renewed domains has increased in line with the increase in the total number of registered domain names, with the renewal rate remaining steady. The renewal rate of .RS domains in 2013 showed a slight increase in comparison to previous years when all second-level domains were taken into consideration, excluding .IN.RS which showed a fall of around 2.6%. All other second-level domains showed an increase in their renewal rate in amounts varying between 1% and 4%, with the .EDU.RS second-level domain showing the best results.

New
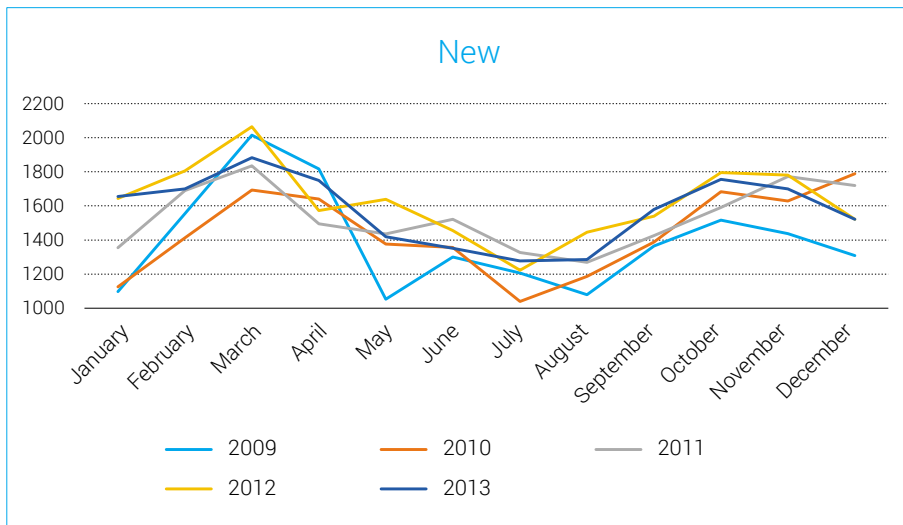
Statistics for **newly-registered .RS domains in 2013** continued the trend set in previous years. The highest numbers were seen at the end of the first quarter and the beginning of the fourth, which fit in with seasonal variations recorded in the preceding period. In 2013, 18,875 new .RS domains were registered, around 3% fewer than in 2012 but around 2.5% up on 2011.

Based on projected values obtained by extrapolation and correction for seasonal variations in the period between 2009 and the third quarter of 2013, we can conclude that 2013 in this category (and seemingly in all others too) is most similar to 2011.

Renewed/new .срб
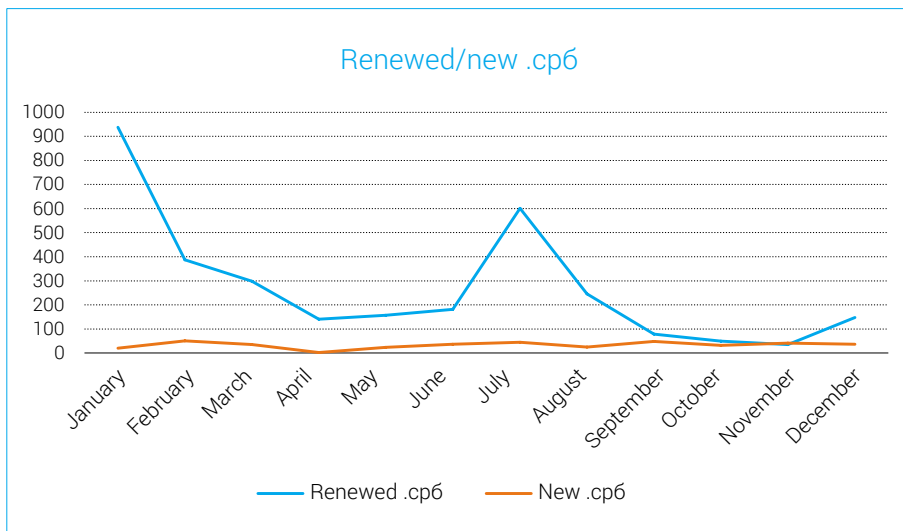
The **renewal rate for the .СРБ ccTLD** was 56%, while the graph shows a seasonal component that clearly correlates to the periods when the .СРБ domain was introduced and when it was opened up for public registrations. The number of new .СРБ domains in 2013 established a linear and fairly even trend, with no extreme variations or seasonal effects.

DEVELOPMENT OF THE REGISTRATION SYSTEM AND DOMAIN AVAILABILITY

New registration software

In late August 2013 a project designer was selected to design a new Internet domain name registration system. A team from the **Faculty of Electrical Engineering** at the University of Belgrade was chosen, led by Professor Dragan Milićev. A team from RNIDS was tasked with liaising with the project designer, and after many meetings and consultations with accredited registrars, the project designer delivered a draft final version of the design in December.

More frequent refreshing of DNS zone files

At the beginning of November 2013, RNIDS increased the rate of DNS zone file creation for the national .RS and .СРБ domain spaces so that instead of four times a day, as previously, zone files are created every other even hour. This meant that the wait for domain name-related changes to take effect was significantly reduced for users.

Use of IPv6 protocol enabled

RNIDS made it possible for its users to use both Internet protocols (IPv4 and IPv6), and in doing so joined the ranks of those national registries offering this. IPv6 will replace IPv4, a protocol created in the early days of the Internet which allowed a little over 4 billion unique IP addresses. With the growth in the number of devices now connected to the Internet, this number of unique addresses has now become insufficient. The new IPv6 protocol uses 128 bits, allowing 3.4×10^{38} addresses (2^{128}), enough for every atom on our planet to have its own IP address.

Testing IDN email addresses

As part of its continued concern for the national Cyrillic .СРБ domain, RNIDS took on the task of testing IDN email addresses, specifically those having content to the left of the @ sign in the Serbian Cyrillic script. The greatest problem currently faced by IDN domain users globally is the inability to exchange emails that have a non-Latin script user name (in our case a Cyrillic user name). The RNIDS ICT sector was given the opportunity to test emails with Cyrillic user names on the servers of the company Afilias, thus joining the ranks of those national registries actively working to resolve this issue. Testing confirmed that there was still no way to exchange fully IDN emails between any two servers since the SMTP protocol still did not support IDN user names.

DEVELOPMENT AND IMPLEMENTATION OF DOMAIN REGISTRATION RULES

At the end of January 2013, the Board of Governors passed the **Regulations on the way national Internet domain names should be created in the domain spaces** representing the territory of the Republic of Serbia on the Internet.

At the same meeting of the Board of Governors, a model of the **Contract for the provision of Internet domain name registration services** was approved.

PARTNERSHIP WITH ACCREDITED REGISTRARS

In the first quarter of 2013, a majority of accredited registrars faced the expiry of their **RsReg client certificates** and central CA certificates. All registrars were given assistance with this exchange process and there were no major problems.

At the end of the fourth quarter, certificates were generated for all accredited registrars, as per the annual plan. These certificates are generated separately for each accredited registrar – there are a total of four for each registrar and they are used for communication with RNIDS' domain name registration system.

New accredited registrars

In 2013 RNIDS gained four new accredited registrars of national domains, **Mainstream** (Belgrade), **Yunet International** (Belgrade), **Bolji Biznis** (Kragujevac) and **Hosting90 Systems** (Belgrade), ending the year with **40 accredited registrars**.

Visiting accredited registrars

In late 2013, working visits were made by members of the RNIDS Office to accredited registrars (AR) of national domains in Niš, Subotica, Novi Sad and Belgrade. The objective of the meetings was for the Office to gain a better understanding of the problems they faced in their everyday operation, to exchange information and suggestions for improving future cooperation between RNIDS and ARs, and to inform ARs of the proposed advertising co-financing project.

EDUCATIONAL AND PROMOTIONAL CAMPAIGNS

RNIDS' regular autumn **educational and promotional campaign** began at the beginning of **October 2013,** titled **Think it, Register it!** which continued until December. The aim of the campaign was to make Internet users in Serbia aware of the first step that should be taken to protect every new idea – registration of a domain. We also emphasised that it should always be kept in mind that Google gives preference in search results to websites on local, national Internet domains, such as our .RS and .СРБ domains.

The campaign was aimed at all those who recognised the Internet as the ideal environment for developing their own good ideas. It has become normal practice to check whether there is an Internet domain name available before implementing a new business or some other idea – for the name of a new firm or organisation, a future brand, personal blog or social campaign. Serious people protect

their ideas by registering appropriate domain names because they belong to whoever registers them first. A good idea deserves to have its own domain name straight away, and later it can be used as part of a web or e-mail address.

As part of the campaign, a website called **Home of Domestic Domains** was created on the domains **domen.rs** and **домен.срб** to explain why it is a good idea to have your own .RS and .СРБ domains, how to choose them properly and where and how they can be registered. The site also contains useful advice on creating websites and good online promotional methods, as well as frequently asked questions and answers about Internet domains.
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DOMAIN MARKET RESEARCH

Research on domain user opinion

RNIDS contracted the **Masmi** agency to carry out quantitative research over the summer of 2013 the **Opinions of Internet domain users regarding national and international domains**. The goals of the research were to find out existing users' motives for registering domain names and what they were using them for, as well as to analyse the national .RS and .СРБ domains as brands.

The steps in the process of domain name registration, the advantages and shortfalls of national and global domains, user satisfaction and loyalty, as well as the level of public recognition RNIDS has and how much trust users place in it, were also looked into. The research was conducted by way of telephone surveys, using the B2B CATI method, on a sample of 200 respondents across Serbia. The sample was in line with the company size, and respondents were people responsible for registering domain names in those companies.

The most important conclusions drawn from the research are that accredited registrars, with whom domains are registered, **are chosen for the quality and accessibility of the information** they provide to potential users, and above all for the quality of their customer service. In the majority of cases (73%), purchasing domain names and hosting are connected activities, done at the same time. When choosing a domain, registrants most often take the advice of the person creating their site. **Price differences do not substantially influence the choice of national or global domains**, due to the relatively low price for domain names, which is almost negligible in relation to overall business expenses. Ability to choose domain names, the company's desire to identify with the market they come from or operate in, and recommendations received are the key reasons for choosing a national domain, while other parameters influence the choice to a lesser degree.

Research on sales of national domains

During December 2013, research was carried out in partnership with the **Adverto Metrics** agency, the oldest specialised **"mystery shopping"** agency in Serbia, in order to gain an insight into the quality of service of accredited registrars. The objective was to improve their sales service and increase registrations of national domain names. During the research, the points of sale of five ARs were visited, telephone calls made to 15 sales departments and emails sent to the addresses of 16 ARs. The report derived from this showed that among them there were major differences in knowledge levels, professional attitude, sales demeanour and recommendations given to potential users (registrants).
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REGIONAL AND INTERNATIONAL PARTNERSHIP

3rd CENTR Security Workshop

On **14th and 15th February 2013,** RNIDS hosted the 3rd CENTR Security Workshop – a gathering dedicated to security, the first such gathering of European national registries to focus on the ISO 27001 standard, signifying the beginning of the process to introduce it. The standard itself relates to the management of protection systems and information security and is of exceptional importance in the management of ICT resources. RNIDS is entering this process side-by-side with the other European national registries.

First visit to RNIDS by ICANN

On **8th November 2013**, RNIDS was paid a visit by **Nigel Hickson**, vice-president for Europe in the ICANN Global Stakeholder Engagement office, and **Andrea Beccalli**, Stakeholder Engagement Manager for Europe. This was the first visit to the Serbian registry by representatives of the organisation which has delegated management of the national Internet domains to RNIDS.

Working visit by the Croatian registry

Representatives of **CARNet**, the national registry in Croatia, paid a working visit to RNIDS on **28th and 29th November**. Since the Croatian registry is considering several different scenarios for its future development, they felt that the Serbian national registry could be a source of useful advice. Working sessions were attended by employees from all sectors in the RNIDS Office, and a great many topics were discussed relating to domain name registration.

PARTICIPATION IN REGIONAL AND GLOBAL FORUMS

40th CENTR Legal and Regulatory Workshop

An event organised by CENTR was held in Zurich on 15th February, dedicated to legal and regulatory issues. Dejan Đukić took part on behalf of RNIDS.

Domain pulse 2013

An event was held in Davos, Switzerland, on 18th and 19th February, jointly organised by SWITCH (the Swiss national Internet registry), NIC.AT (the Austrian national Internet registry) and DENIC (the German national Internet registry). RNIDS was represented by Aleksandar Popović.

10th CENTR Marketing Workshop - Joint CENTR/LACTLD Meeting

Barcelona, from 6th to 8th March, was the venue for an event organised by CENTR focusing on marketing matters. This was the first such meeting jointly attended by representatives from both European and South American national registries, and much valuable experience was exchanged. Predrag Milićević took part on behalf of RNIDS.

28th CENTR Adminstrative Workshop
49th CENTR General Assembly

An event organised by CENTR was held in Lisbon on 13th March, dedicated to administrative issues. Following on from it, on 14th and 15th March, the 49th CENTR General Assembly was held. Žarko Kecić took part on behalf of RNIDS.

46th ICANN Meeting

The 46th ICANN conference was held in Beijing, China, between 7th and 11th April, attended on behalf of RNIDS by Dejan Đukić and Aleksandar Popović.

CENTR Jamboree 2013

The CENTR Jamboree was held in Amsterdam between 3rd and 5th June, organised by SIDN, the Dutch national registry, gathering together all the working groups that are under the CENTR umbrella. The event was attended by the representatives of 24 national registries and CENTR. RNIDS was represented by Žarko Kecić, Predrag Milićević, Dejan Đukić and Stefan Kovač.

47th ICANN Meeting

Durban, South Africa, was the venue, between 14th and 18th July, for the 47th ICANN conference, officially attended on behalf of RNIDS by Aleksandar Popović, with Dejan Đukić participating as a fellow of the ICANN Fellowship Program. ZADNA (the .za Domain Name Authority), as the regulatory body, and ZACR (the .za Central Registry), as the operator, organised the meeting which brought together some 1800 participants from 92 countries, with about 100 participants from the host country.

6th International conference for ccTLD registries and registrars of CIS, Central and Eastern Europe

Crete was the venue, from 10th to 13th September, for the 6th International Conference for ccTLD Registries and Registrars of CIS, Central and Eastern Europe (TLDCON 2013). Dušan Stojičević, representing RNIDS, gave a talk on the topic "IDNs need emails for further growth (based on the Serbian IDN domain)".

42nd CENTR Legal & Regulatory workshop

On 26th September, the 42nd CENTR Legal and Regulatory Workshop was held in Stockholm, with RNIDS represented by Dejan Đukić. Lawyers from some 20 national registries attended and there were presentations and discussion on the responsibility of registries for DNS traffic, data protection and domain registration policy.

50th CENTR General Assembly

The 50th CENTR General Assembly was held in Brussels on 2nd and 3rd October, attended by an official delegation from RNIDS comprising Vojislav Rodić and Danko Jevtović. The Assembly was attended by 38 delegations from national registries and other organisations concerned with domain-related issues, and there were more than 70 participants.

Domain Forum 2013

Domain Forum 2013 was held in Sofia on 1st and 2nd November, organised for the third time by Uninet. bg under the slogan "The Internet is Already in Your Language!". RNIDS was represented by Dušan Stojičević, who held a talk on RNIDS and the problems surrounding the .СРБ IDN, as well as on RNIDS' experiences regarding the testing and the necessity of IDN emails.

48th ICANN Meeting

The 48th ICANN meeting was held in Buenos Aires, Argentina, between 17th and 21st November, attended on behalf of RNIDS by Danko Jevtović, Dejan Đukić and Vladimir Aleksić.

12th CENTR Marketing Workshop

Ljubljana, from 5th to 6th December, was the venue for an event organised by CENTR focusing on marketing matters. It was attended by representatives from some 20 national registries, with presentations on a variety of subjects, from the introduction and promotion of new subdomains, to prize competitions held to promote the national domains. Danko Jevtović and Predrag Milićević took part as representatives of RNIDS.

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BUSINESS EXCELLENCE

DIRECTOR

In the first half of 2013, RNIDS operated without a director elected to a full four-year mandate, with only an acting director at the helm. The Office had been run from 7th December 2012 by **Aleksandar Popović**, permanent employee of the Foundation, who was executive director of finance, but was performing the role of acting director.

The Board of Governors of RNIDS, following a public application procedure, elected **Danko Jevtović** as the new director on **15th July 2013**. The director's term of office lasts for four years and his job includes deciding on current business policy and managing the operation of the RNIDS Office.

Danko Jevtović is known in the local ICT community as a partner in the company Jugodata – one of the first local computer brands, and the company SezamPro – one of the first Internet providers in Serbia. He graduated from the Faculty of Organisational Sciences in Belgrade as an engineer, and then gained an Executive MBA from the IEDC School of Management in Bled, Slovenia. He speaks English. He was one of the driving forces behind the reform of the national Internet domain in 2001 and took an active part in drawing up the RNIDS founding documents and the regulations for the registration of .RS domains in 2005. He was one of the 17 founders of RNIDS in 2006, and has been a member of the RNIDS Board of Governors for two mandates.

OFFICE

At the close of 2013, the RNIDS office had **10 employees.**

The Office began conducting analyses in order to **improve business processes at the Foundation**. The objective of these improvements was to optimise processes, increase levels of digital operations, introduce document management, establish a modern accounting system and begin the process of introducing quality management and information security management standards. After many meetings and analyses, an expert consultant was contracted to assist in systematising processes and prepare the next phases of this project.

ICT SERVICE SECTOR

Service availability

Name of service	Length of downtime	Uptime
DNS service	No downtime	100%
RsReg application services	5.5 hours	99.94%
Financial services	4 hours	99.96%

Security and reliability

The security of RNIDS was at a satisfactory level during 2013. There was no loss of data or unauthorised access to data. The system recovery procedure in the event of failure of the primary site was improved and better documented, and there were test runs of the fallback procedure to the backup location and recovery to the regular regime.

Software was updated and some hardware upgraded in both RNIDS data centres. New security programs were also installed and the new software analysed and tested. Standard equipment and software maintenance was carried out in the RNIDS Office, along with necessary upgrades.

In early February 2013 there was a major DDoS attack on the RNIDS infrastructure. As a result of the attack, the registration system and financial services were inaccessible for 4 hours. DNS and internal services continued to operate uninterrupted. Reconfiguration of the network hardware largely neutralised the attack, although it continued for more than a week.

Cyber-Security in Cyber-Serbia panel debate

GENERAL AND LEGAL AFFAIRS SECTOR

RNIDS was engaged in numerous **internal and external activities** in 2013 that called on the full involvement of the General and Legal Affairs sector. Four meetings of the Conference of Co-founders were held, as well as 32 meetings of the Board of Governors; a new leadership of the Conference was elected, as was a new Board of Governors, a new director and members of the Statutory Commission.

Several important RNIDS documents were drafted or amended, tender documentation was prepared and a number of public procurements carried out, as well as contracts entered into or terminated with a number of suppliers. The sector was also involved in organising RNIDS-hosted industry events, and the director of the sector took part in professional events at home and abroad.

In early January 2013, there was a complete changeover to **Electronic Recordkeeping** for RNIDS business documentation, and all documentation that had in previous years been kept in paper form was also entered into the system.

Domain disputes

In 2013 three domain dispute resolution proceedings were conducted, relating to the domain names "minimax.rs", ""банкаинтеза.срб" and "yahoo.rs". A meeting was held in early February with the Presidency of the **Committee for the Resolution of Disputes Relating to the Registration of National Internet Domains**. They were introduced to the changes to the general enactments regarding the registration of domain names made by RNIDS, and technical details were agreed on regarding liaison, which had been partially affected by the changes. Later in the year the details of draft amendments and additions to the Rules of Procedure for Proceedings for the Resolution of Disputes Relating to the Registration of National Internet Domains were settled on and then approved at the meeting of the Conference of Co-founders.

"Problem of Online Sales of Counterfeit Goods in Serbia" round table.

FINANCIAL SECTOR

Internal and external auditing

A public tender was held during 2013 for the procurement of internal auditing services, and the company **Moore Stephens - Revizija i Računovodstvo** from Belgrade was selected. The internal auditor's team, after familiarisation with RNIDS' activities and the significant volume of activities conducted outside its premises, issued their first report in late 2013 in which they gave a positive assessment of RNIDS' business operations and adherence to procedures and legislative norms.

During 2013 an audit was conducted of the Foundation's 2012 financial report. The opinion of the auditor at the time (**DST Revizija**) was positive and indicated that the financial reporting of RNIDS gave a truthful and objective representation, in all materially significant respects, of the financial status of the Foundation on 31st December 2012, as well as the operating results for 2012, in accordance with current accounting regulations in the Republic of Serbia.

Partnership with the previous independent auditor was ended in October 2013. RNIDS had to run a procurement procedure to choose a new independent auditor for the financial reports of the Foundation for the period 2013-2015. Thirteen bids were received from auditing companies offering these services and all bids were formally and legally valid. At the last session of the Board of Governors held in 2013, the independent auditing company **Stanišić Audit** from Belgrade was chosen as the new external auditor.

Financial planning

Two revisions of the RNIDS financial plan were drafted and approved, one in June and one in October 2013. At year-end the financial plan (budget) for 2014 was drafted and approved.

Key business indicators

Indicator in 1,000s RSD	2011	2012	2013	2013/2012	CAGR (2011-2013)
Operating income	68,729	77,175	85,680	11.0%	11.7%
EBITDA	15,740	3,491	12,624	261.6%	-10.4%
EBITDA margin	22.9%	4.5%	14.7%	225.7%	-19.8%
Net result	8,925	100	7,334	7,234.0%	-9.4%
Assets	107,747	113,605	119,525	5.2%	5.3%
Capital	63,800	58,607	66,116	12.8%	1.8%
Net debt	-5,709	-7,409	-2,928	-60.5%	-28.4%
Net debt / EBITDA	-0.4	-2.1	-0.2	-89.1%	-20.0%

Total balance of the financial assets of the RNIDS Foundation at 2013 year-end (cash, cash equivalents, placements and securities) totalled 52,060,597 dinars..

BUSINESS DEVELOPMENT SECTOR

In early 2013, the final version of the **RNIDS Communication Strategy** was drafted, an Office document that serves as the starting point for the planning and implementation of all internal and external communications of the Foundation. The **Plan for Communication with External Publics** was completed and approved, and work was begun on other communication documents.

The **RNIDS Annual Report 2012** was issued in Serbian and English. Both versions are available as PDFs on the corporate website, and the Serbian version was also given a small print-run.
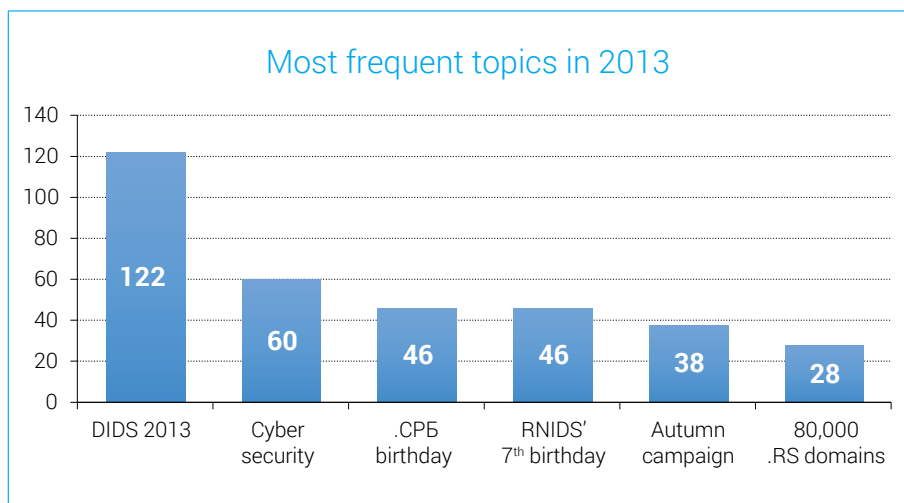
A **working lunch was organised for the owners and editors-in-chief** of IT and business magazines, as well as the editors of a number of electronic media (Internet, radio and television). A new approach to communication on the part of RNIDS was announced, together with more comprehensive partnership with the media, and Danko Jevtović, as the new director, presented his vision for the future development of the Foundation. The event was attended by 24 guests.

An **infographic video animation** was produced for DIDS, which was included in the DVD that was one of the gifts given to participants and visitors and also uploaded to the YouTube channel and the DIDS website.
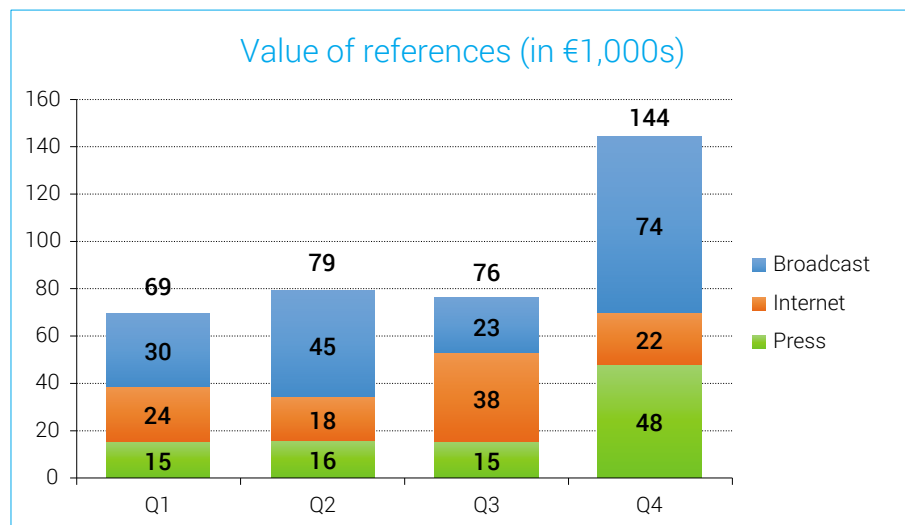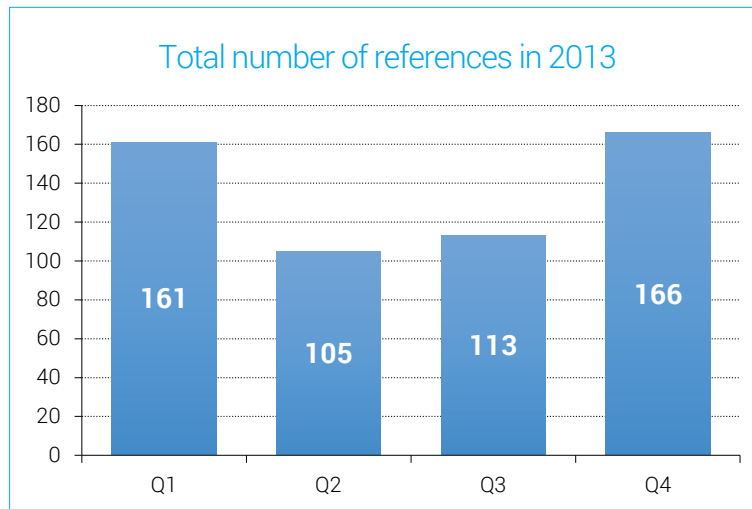
In December applications were invited for the post of marketing and communications manager in the Business Development sector, which was intended to fill a position already envisaged in the existing organisational structure. **Jelena Ožegović** was selected as the new team member and took up the position in 2014.

PR and marketing activities

During 2013 we recorded a total of **623 references** across all media types. There were numerous **guest appearances and interviews** on a variety of issues, and a great number of **news items** and **original articles** on a variety of Internet-related topics were published. A total of **82** guest appearances, interview publications and original articles were recorded in 2013.

Most frequent topics in 2013

Topic	Value
DIDS 2013	122
Cyber security	60
.СРБ birthday	46
RNIDS' 7th birthday	46
Autumn campaign	38
80,000 .RS domains	28

According to an analysis of 545 references collected by our clipping service, the number of references on Internet portals comprised 56% of the total appearances, printed media 36%, and the broadcast media 8%, but the greatest monetary value was still derived from the broadcast media, with RTS 2 at the forefront, with a value of €40,500 and RTS 1 with a value of €33,930 (the value of an appearance represents the equivalent cost of advertising time in the individual media, which, in the absence of a better indicator, is the best way of evaluating the effects of the scope of PR impact).

Total number of references in 2013

Quarter	Value
Q1	161
Q2	105
Q3	113
Q4	166

Value of references (in €1,000s)

	Q1	Q2	Q3	Q4
Broadcast	30	45	23	74
Internet	24	18	38	22
Press	15	16	15	48
Total	69	79	76	144

During 2013 RNIDS was referenced in **137 different media** – 37 printed, 14 television and radio stations and 86 Internet portals. **Primary and planned** publicity predominated – 90% of media references were planned (a total of 489), while in 461 references RNIDS was the primary topic (85% of all references).

All relevant media companies reported on the activities of RNIDS, predominantly RTS 1, RTS 2, B92, Prva TV, Happy TV (national stations) in their news and industry programmes. Almost all the daily press devoted space to RNIDS' activities, while references in periodicals were mostly in specialised IT and business magazines. References were also recorded on the major news sites, as well as the web portals of the daily press and television stations, and of business websites.

AWARDS RECEIVED BY RNIDS
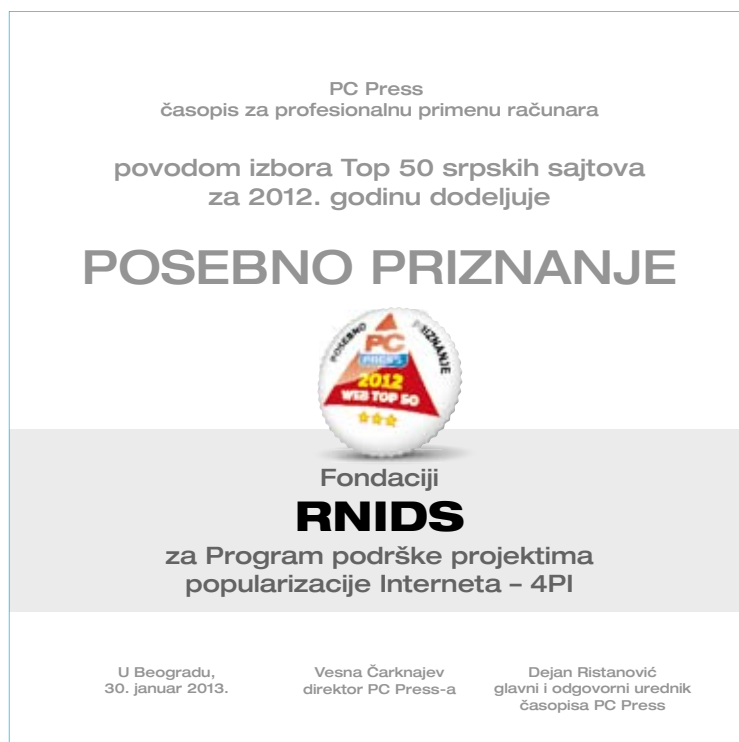
Award from the Telecommunications Society

At the official opening of **TELFOR 2013** on 26th November, RNIDS received an **award from the Telecommunications Society** in recognition of the 5th anniversary of the .RS domain and the 1st anniversary of .СРБ. This 21st Telecommunications Forum was held in the Sava Centar – an annual, international gathering of professionals in the field of telecoms and information technology. RNIDS was presented the award by Professor Đorđe Paunović PhD, chairman of the Steering Committee of the Telecommunications Society.

WebTop50

In making its **WebTop50** selection, the computer magazine PC Press reserved a **Special award for RNIDS** for 4PI - the programme supporting projects to popularise the Internet. RNIDS earned this recognition for its successful 4PI competition, organised for three consecutive years and aimed at supporting the development of homegrown websites and thus increasing the amount of useful Internet content in the Serbian language on the national .RS and .СРБ domains.

Finalists for PRiZnanje 2013

In the competition for the 16th annual **PRiZnanje 2013** prize awarded by the Serbian PR Society, RNIDS submitted two of its PR projects from the previous year, and both made the shortlist of three finalists in their categories. The **Campaign to Popularise the .СРБ Domain** was one of the finalists in the "PR communication in integrated campaigns" category, while the **project Tesla's Vision of the Internet** made the shortlist in the "Communications in the not-for-profit sector" category.

PC Press
časopis za profesionalnu primenu računara

povodom izbora Top 50 srpskih sajtova
za 2012. godinu dodeljuje

POSEBNO PRIZNANJE

Fondaciji
RNIDS
za Program podrške projektima
popularizacije Interneta – 4PI

U Beogradu,
30. januar 2013.

Vesna Čarknajev
direktor PC Press-a

Dejan Ristanović
glavni i odgovorni urednik
časopisa PC Press

3

ORGANISATIONAL DEVELOPMENT OF THE FOUNDATION

During 2013 all of **RNIDS' bodies came under new leadership**. Two regular and two electoral sessions of the Conference of Co-founders were held, at which new members of the Board of Governors were elected, as well as a new chair and vice-chair of the Conference. A new director of RNIDS was also chosen, after a protracted period with an acting director in the position. Members were also elected to the Statutory Commission.

CONFERENCE OF CO-FOUNDERS

The Holiday Inn Hotel in Belgrade on **23rd February 2013** was the venue for a session of the Conference of Co-founders, at which a new RNIDS Board of Governors was elected. An electoral session was convoked because according to the RNIDS Statute, once three members of the Board of Governors have resigned (Zoran Buhavac, Dušan Stojičević and Staniša Josić) a new Board must be elected. Of the 61 RNIDS co-founders, 51 sent an authorised representative to the session. Of the 11 proposed candidates, seven new members were elected to the Board of Governors.

A **regular session** of the Conference of Co-founders was held on **25th May** at Hotel Moskva in Belgrade. Thirty-three authorised representatives of co-founders with the right to vote attended the session. In addition to ongoing reporting, the election of members of the Statutory Commission was also on the agenda.

An electoral session of the Conference of Co-founders was held on **21st September** at Hotel Moskva in Belgrade. The attending authorised representatives of 42 co-founders elected **Vojislav Rodić** as chair, and **Goran Milanković** as vice-chair of the Conference of Co-founders of RNIDS, for two-year terms.

At the Holiday Inn Hotel, Belgrade, on **21st December** a **regular session** of the Conference of Co-founders was held. The session was attended by 37 representatives of co-founders, who approved the external auditor's report for 2012 and amendments and supplements to the Rules of Procedure for Proceedings for the Resolution of Disputes Relating to the Registration of National Internet Domains and the Statute of the RNIDS Foundation.

The Conference of Co-founders ended 2013 with **66 co-founders**.

STATUTORY COMMISSION

At the session of the Conference of Co-founders held on **25th May 2013**, **Žarko Ptiček, Milena Ignjatović and Saša Levnajić** were elected to membership of the Statutory Commission. At the constitutive meeting of the Statutory Commission, Milena Ignjatović was elected chair of this new permanent RNIDS body.

The Statutory Commission is composed of prominent lawyers with at least five years' professional experience in company law or corporate management or not-for-profit or non-governmental organisations law.

The competencies of the Statutory Commission are to interpret the Statute and other general enactments of RNIDS and to give its legal opinion on drafts and proposals of amendments and supplements to the Statute and general enactments. The Commission also passes recommendations on adherence to the Code of Ethics resolution of corporate disputes and in response to reports of possible conflicts of interest as well as recommendations in the event of a conflict of jurisdiction, and on ensuring transparency.

BOARD OF GOVERNORS

At the electoral session of the RNIDS Conference of Co-founders held on **23rd February 2013**, the following new members of the RNIDS Board of Governors were elected: **Staniša Josić, Vladimir Aleksić, Dušan Stojičević, Zoran Perović, Aleksandar Pavlović, Snežana Božić and Biljana Romić Punoš**.

At the constitutive session of the new Board of Governors, Dušan Stojičević was elected as its chair, Zoran Perović as its vice-chair. In its new convocation the Board of Governors held 28 sessions, of which four were online sessions, while in its old convocation four sessions were held in 2013.

In order to **improve communication with the Co-founders**, in addition to introducing quarterly reporting, the Board of Governors, at its 149th session held on 22nd March 2013, also took the decision to make an additional mailing list available to authorised representatives of the Co-founders, which could be used for discussion amongst authorised representatives of the Co-founders, as well as to make changes to the way the forum used by authorised representatives of the Co-founders worked, whereby each new message on the forum would be automatically forwarded to the discussion list. At the same session, the Board of Governors also took the decision to periodically hold open sessions which interested representatives of the Co-founders could attend. In 2013 one public session of the Board of Governors was held.

At the end of the third quarter, the Board of Governors formed a **Working Group for Business Development**. The purpose of the working group would be to devise and propose projects and campaigns which would contribute towards reinforcing the RNIDS brand, increase public interest in the .RS domain and especially the .СРБ domain, carry out an analysis of the 4PI projects so far, look in-depth at plans and projects of the Board of Governors relating to business development, and to develop business with accredited registrars.

INTERNAL AUDITOR

After a repeat call for bids to appoint a RNIDS internal auditor, on **24th June 2013** the Board of Governors took the decision to award the contract to **Moore Stephens - Revizija i Računovodstvo** from Belgrade, www.revizija.co.rs. Important criteria for the selection were the qualifications of the team members, performance deadlines, additional consulting services and fees.

The purpose of internal auditing is to provide the Board of Governors of RNIDS with an independent and objective opinion on the degree to which risk management, control and governance are supporting the achievement of the Foundation's established goals.

A draft report for the period 1st January – 30th September 2013 was delivered in early December 2013. After additional clarification and documentation supplied by the Office, the final report was delivered to the Board of Governors.

4

SUPPORT FOR DEVELOPMENT OF THE INTERNET IN SERBIA

DIDS 2013

The fourth annual DIDS conference in 2013 was dedicated to Internet development both globally and in the national .RS and .СРБ domain spaces, and was held at Hotel Moskva in Belgrade on **18ᵗʰ April**. Serbian Internet Domain Day gathered together some 20 participants from Serbia and abroad, and more than 180 visitors and journalists from 28 media outlets and agencies. The DIDS programme was divided into three blocks and included presentations, talks and panel debates.

The first block titled **A Regulated but Free Internet** focused on current events on the international Internet scene. The session was opened by **Aleksandar Popović**, acting director of RNIDS. Participants of the first panel debate were **Prof Michael Rotert**, director of the Association of the German Internet Industry (ECO), **Nevena Ružić**, assistant to the general secretary of the Commissioner for Information of Public Importance and Personal Data Protection, and **Dejan Petkov**, technical director of the company Singi Inženjering. **Vladimir Radunović** was the moderator.

The second block, titled **Global but Local!** featured a panel discussion on the topic of home-grown Internet experts who have achieved major success outside Serbia. The programme began with the video presentation Whose is this Brand? by Serbian digital media expert **Lazar Džamić** who is based in London. The panel debate featured **Victor Pozeit**, director of the

company Key to Metals AG from Switzerland, **Rade Joksimović**, director of EarnCoupon, and author of a number of WordPress plugins **Vladimir Prelovac**, director of Prelovac Media. The moderator was **Dragana Vukajlović-Krstović**.

The third block was titled **Successful on Serbian Domains**, and was a chance to see the domain strategies of large and successful companies and institutions, as well as successful individuals and projects on the .RS and .СРБ domains. The moderators were **Predrag Milićević** and **Miloje Sekulić**.

DIDS 2013 was **free to all visitors**, but because it was primarily targeted at users of the national Internet domains, registration for the conference was only open to those applying from email addresses ending in .RS or .СРБ.

RNIDS worked with its media sponsors to also provide a **video link to the conference** at seven Internet locations including RTS, B92 and Blic. DIDS 2013 was supported by 21 media sponsors, and a total of 116 media references were recorded, of which 77 were on the Internet, 8 on television, 8 on radio stations and 23 in the print media (13 articles and 10 advertisements).

DIDS 2013 was planned and executed by: Predrag Milićević, Dragana Pešić-Lev-ić, Lazar Bošković, Miloje Sekulić, Vladimir Radunović, Dragana Vukajlović-Krstović, Aleksandar Kostadinović and Jovana Cvetković, in cooperation with the conference technical team.

USEFUL WEBSITES:
dids.rs
дидс.срб

CYBER-SECURITY IN CYBER-SERBIA

During October the **European Union Agency for Network and Information Security** (ENISA) conducted its second European Cyber Security Month, which Serbia took part in this year via RNIDS. The European Cyber Security Month (ECSM) campaign aims to promote cyber security amongst the public in order to change attitudes towards cyber threats and provide the latest information through education and exchange of good practice. RNIDS organised an exhibition and panel debate in the Ozon Gallery in Belgrade.

Firstly, on **21st October** an **exhibition called The History of Telecommunications Security – from Smoke Signals to the Internet** was opened, presenting the development of remote communications in a fun way. The exhibition came about through cooperation between RNIDS and the DiploFoundation. The exhibition's author was Lazar Bošković, with illustrations by Vladimir Veljašević, and exhibition design by Orange Studio. Since prehistory, right up to the present day, keeping information confidential has always been an issue, along with accessibility of the information and preservation of the integrity of the message. In a fun way, the exhibition showed that everything which once applied to smoke signals, carrier pigeons, the telegraph, telephone, radio and television is today even more important and more complex when applied to the Internet in today's connected, wireless world.

After this, on **22nd October**, a **panel debate titled Cyber-Security in Cyber-Serbia** was held, with local experts taking part, who were drawn from a variety of fields relating to Internet security. The panel moderator was Žarko Ptiček, and the panel participants were Žarko Kecić, executive director of RNIDS for ICT services, Luka Gerzić, specialist in IT security from the company Gerzic & Associates, Milan Nikolić, director for corporate security at Telenor Srbija, Vladimir Marinkov, lawyer specialising in cybercrime from the Guberina-Marinkov law office and Miloš Rančić, systems administrator for the Hacklab social and technology centre.

> **USEFUL WEBSITES:**
> ENISA (European Union Agency for Network and Information Security) - www.enisa.europa.eu
> ECSM (European Cyber Security Month) - www.cybersecuritymonth.eu

SPONSORSHIP AND DONATIONS

E-trgovina 2013

Over 300 delegates and guests attended the 13th international **E-trgovina 2013** conference, which ran from **23rd to 26th April** in Palić. As a sponsor of the conference, RNIDS had a visual presence on promotional materials and the visitors' brochure, and the space was branded with three roll-ups. Predrag Milićević held a talk on the subject Google's Perspective on Brand, which piqued the interest of the audience, whose questions were predominantly focused on the topic of Cyrillic on the Internet.

Digital Day 2013

The **Digital Day 2013** forum, organised by IAB Serbia, was held on **14th May** in Belgrade Youth Centre, and RNIDS was one of the sponsors of the event. The forum gathered together lecturers from different organisations, media companies and digital agencies. Interesting data from web research in Serbia was presented which called into question the perception that people in Serbia almost exclusively spend their time on the Internet using Facebook, showing that they gave greater emphasis to websites, web addresses and domain names which are most heavily targeted by search engines such as Google.

Webiz

The regional **Webiz** conference on the use of the Internet for business purposes was held in Zrenjanin from **15th to 17th March**. It brought together more than 30 prominent names from the local Internet scene, who through talks and case studies shared their experiences with the audience in doing business via the Internet, using online techniques to improve business performance and methods and models for communication via the Internet and social networks. RNIDS also took part as a partner of the Webiz conference, and Predrag Milićević held a presentation on the topic Brands on the Web – Where do They Go Wrong?, focusing on the national domains.
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NETWORKING, KNOWLEDGE TRANSFER AND BEST PRACTICE

Intellectual property in a digital environment

On **7th March 2013**, a business and professional gathering was held at the Belgrade Chamber of Commerce, titled **Intellectual Property in a Digital Environment – the Internet and New Models for Protection**, organised by the Belgrade Chamber of Commerce and the Intellectual Property Office. Speakers included Dejan Đukić, and the topics of the event were the use of distinctive signs and protection of original works on the Internet, resolution of disputes relating to Internet domain names, action by the authorities responsible for the prevention of copyright infringement on the Internet, the problem of cybersquatting and examples of court practice at home and in countries in the region.

Online sale of counterfeit goods

A round-table discussion titled **The Problem of Online Sales of Counterfeit Goods in the Republic of Serbia** was held on **29th April** in the Palace of Serbia in Belgrade, organised by the Anticounterfeiting Committee (ACC) of the International Trademark Association (INTA). Dejan Đukić, representing RNIDS, held a presentation on the difference between content placed on an Internet website and the name of the Internet domain itself, the circumstances under which domain names can be deleted and the question of the expediency of deleting domain names when website content violates someone's intellectual property rights.

Online sale of counterfeit goods

On **12th December**, a round table on the topic **Problem of Online Sales of Counterfeit Goods in Serbia** was held in the Serbian Chamber of Commerce in cooperation with the International Trademark Association (INTA). Dejan Đukić represented RNIDS on the round table, speaking about the terms under which a domain name registration may be terminated in the event of its abuse.

CONTACT

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PAK 101147

Web sites:
rnids.rs
рнидс.срб

Social sites:
www.linkedin.com/company/RNIDS
www.facebook.com/RNIDS
www.youtube.com/RNIDSonline
www.twitter.com/RNIDS

GPS coordinates:
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Longitude 20 28' 12" E

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CREDITS

RNIDS
Register of National Internet
Domain Names of Serbia

HOME OF
DOMESTIC
DOMAINS