

RNIDS NEWS

№ 5
MARCH 2011



RNIDS
Serbian National Register
of Internet Domain Names



ДАН ИНТЕРНЕТ
ДОМЕНА СРБИЈЕ
SERBIAN INTERNET DOMAIN DAY



10 MARCH 2011

Third anniversary of the .RS domain

Serbian Internet Domain Day (DIDS), which this year coincides with the third anniversary of the .RS domain, will be held on **10th March** with a one-day conference in the Serbian Chamber of Commerce, Resavska 13-15, in Belgrade.

The conference, on the topic of the growth of the Internet in the Serbian domain space, will bring together creative people and industry experts from the fields of information technology and the Internet, who have a role to play in making all aspects of Internet life in Serbia better, simpler and more orderly.

We will have the opportunity to learn more about current issues and events not only in the Serbian Internet space but also globally, through networking and exchange of experiences with representatives of Internet registries around the world.

Conference topics:

- Plans and activities of RNIDS and experiences of European Internet registries
- Process of introduction of the .CPB domain
- Limited domain resources and political aspects of domain allocation
- Intellectual property on the Internet and domains as a brand
- High-tech crime, security, freedom of speech, internal measures in companies, privacy and responsibility for Internet content
- Successful .RS projects in the media, business, state administration, education and health-care.

Local and international speakers include: Leonid Todorov (cctld.Ru), Monika Pank-Rank (Nic.at), Wim Degezelle (CENTR), Berislav Todorović (KPN), Rade Tričković (Httpool), Miloje Sekulić (Internet marketing consultant), Ivan Minić (Burek forum), Istok Pavlović (WorldWide), Dušan Popović (Law Faculty), Vladimir Marić (Intellectual Property Office) and Denis Bećirić (First Primary Court).

DIDS 2011 Programme

09.30-10.00	Registration
10.00-10.20	Keynote: Representatives of the Ministry for Telecommunications and Information Society and the Serbian Chamber of Commerce
10.20-11.35	Block I Plans and activities of RNIDS and experiences of European registries
11.35-11.45	Coffee break
11.45-13.00	Block II – panel discussion: Who runs the Internet? Legal issues, security and freedom of speech
13.00-13.15	Coffee break
13.15-14.30	Block III – panel discussion: Successful .RS Internet projects
14.30-15.30	Buffet lunch

Registration

Besides IT professionals, Internet providers and authorised registrars, DIDS 2011 is also aimed at everyone who recognises the Internet as an essential part of modern life and business.

The conference is free to attend but **registration is necessary due to the limited number of spaces.**

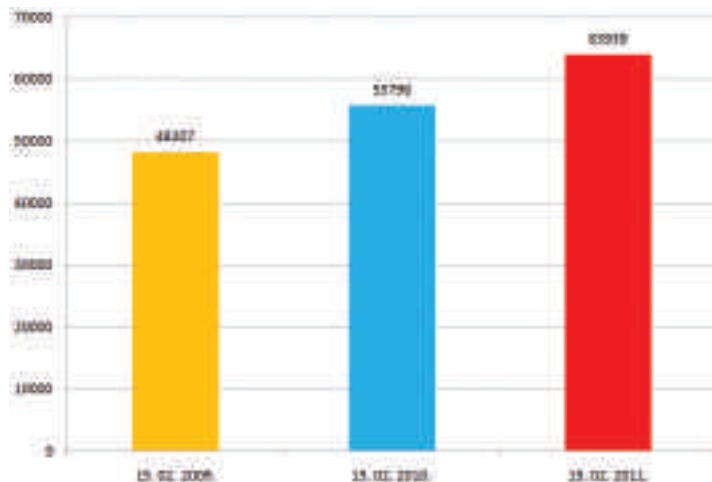
All those interested in attending have until **8th March** to register at www.dids.rs.

DIDS 2011 is organised by RNIDS.

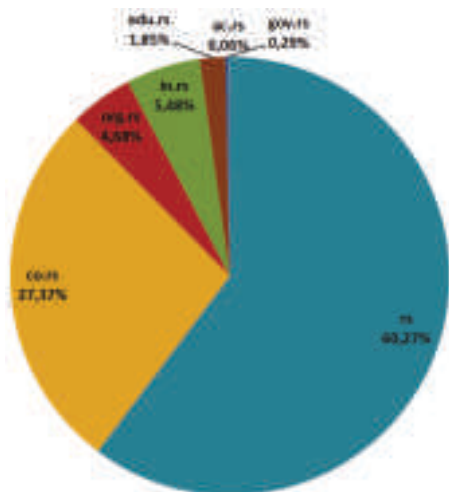
.RS domain statistics

RNIDS in brief

Increase in the number of registered .RS domains 2009-2011



Proportion of types of domain as of 15.02.2011



The Serbian National Register of Internet Domain Names (RNIDS) is a professional, non-governmental, not-for-profit organisation founded to manage the .RS country code top-level Internet domain in a way that serves the general interests of all Serbian citizens whilst adhering to the principles of quality, efficiency, independence and transparency.

RNIDS has **54 Assembly members** and **34 accredited registrars**, and there are currently around **65,000 registered .RS domains**, in **five top-level and second-level domains** (.rs, co.rs, org.rs, in.rs and edu.rs). The process of introducing the **Cyrillic script .CPB domain** has been initiated.



Accredited .RS domain registrars in Serbia:

- AbsolutOK (Beograd) - www.absolutok.rs
- Akton (Beograd) - www.akton.rs
- AVcom (Beograd) - www.bvcom.net
- Banker Internet (Niš) - www.banker.rs
- Beocity (Beograd) - www.beocity.rs
- BeoNET (Beograd) - www.beonet.rs
- BeoTelNet-ISP (Beograd) - www.beotel.rs
- BGSvetionik (Bgd) - www.bgsvetionik.rs
- Verat (Beograd) - www.verat-hosting.rs
- VTKom (Novi Sad) - www.panline.rs
- Gama Electronics (Beograd) - www.bits.rs
- Dream Technologies Group (Bgd) - www.dtg.rs
- EUNet (Beograd) - www.eunet.rs
- Exe Net Advertising (Niš) - www.exehosting.rs
- Informatika (Beograd) - www.infosky.rs
- JP PTT Srbija (Beograd) - www.ptt.rs
- Loopia (Niš) - www.loopia.rs
- Madnet (Pančevo) - www.madnet.rs
- Medianis (Niš) - www.medianis.rs
- Mobius (Bački Petrovac) - www.webcentar.rs
- NiNet Company (Niš) - www.ninet.rs
- NordNet (Subotica) - www.nordnethosting.rs
- Orion telekom (Beograd) - www.oriontelekom.rs
- Panet (Pančevo) - www.panet.rs
- Plus hosting (Novi Sad) - www.plushosting.rs
- SBB (Beograd) - <http://hosting.sbb.rs>
- StanCo (Petrovac) - www.istanco.rs
- Telekom Srbija (Beograd) - www.telekom.rs
- TippNet (Subotica) - www.tippnet.rs
- HostingMania (Beograd) - www.hostingmania.rs
- Cloud Telecommunications (Bgd) - www.cloudserbia.com
- Connect (Novi Pazar) - www.connect.rs
- CRI Domains (Beograd) - www.cridomains.rs
- YUBC System (Beograd) - www.yubc.rs

RNIDS moves to a new office



As of the 10th March 2011, the headquarters of RNIDS will be located on the 1st floor of **Žorža Klemansoa 18a**.

The new premises are owned by RNIDS and were bought in order to secure resources and stability for the national Internet registry in the long term.

The new premises will serve very much as a **Home of Serbian Internet Domains** as they also comprise a conference room which will be used for training purposes, presentations and other activities aimed at popularising the Internet in Serbia.

New telephone numbers: (011) 7281-281 and 7281-282.

INTERVIEW

Introduction of the Cyrillic domain the Russian experience

The Internet Corporation for Assigned Names and Numbers (ICANN) has accepted the proposal of the Serbian National Register of Domain Names (RNIDS) that .cp6 (Latin equivalent 'srb') become the Cyrillic script domain of Serbia and has assigned the domain to this country as its second national Internet domain. It remains now for the new domain to be fully delegated to RNIDS, which will be done in the first half of 2011 according to established procedure, and the registration of Cyrillic domain names can begin in the second half of 2011.



In November 2010, immediately after the .cp6 extension was accepted, RNIDS began a public debate on the rules governing the registration of Cyrillic domain names on the Internet and launched a campaign to raise awareness of the importance of the Cyrillic Internet for Serbian citizens and Serbia as a country. A roundtable event titled .cp6 – the Cyrillic Internet Domain of Serbia was held at the 2010 Telfor Telecommunications Forum in November.

Besides local representatives, **Yulia Ovchinnikova** from the Russian Coordination Centre for TDL RU (.ru and .рф) also took part in the roundtable, speaking about the initial results and lessons learned from Russia's current campaign for the registration of Cyrillic script domain names. After she had heard the lectures on the introduction of the Cyrillic domain in Serbia, we were interested to hear her thoughts on the work we have done to date and how she sees it from the Russian perspective.

In short, she thought that RNIDS was doing a good job and was following the prescribed steps even more closely than Russia had, but she also had some interesting suggestions. "It is very important that you are going about it the right way, but I do think it would be good to include your government more in the whole process and to place greater emphasis on educating the market, that is familiarising people with the issues. These two things are the most important right now," believes Ovchinnikova. "We think a lot depends on the government," she added.

"For example, promoting the national culture in this way is the job of the government and it has the means to do so. It could also pass a law that required all companies to use the Serbian domain. It could be made a condition for foreign companies wanting to enter the Serbian market. Besides this, the government must also provide a suitable infrastructure and create legislation which will make the market a profitable one. Ovchinnikova also thinks that it would not be a bad idea if the law were to regulate the sale of keyboards and it were made a requirement that computers be sold with Serbian keyboards. "Why not? People would be motivated to use the Serbian language and script."

When our interview took place, there were already over 500,000 registered .рф (.rf) domain names in Russia, immediately making it the 16th largest domain in Europe. By the end of January 2011, that number could rise to over 700,000. Priority users were registered initially and then from the beginning of November all others. "When we first started we were expecting to register 100,000 domains by the end of 2010, but now I can safely say that we will exceed that several times over" said Ovchinnikova.

Something which she found very interesting were the various methods and plays on words some users were coming up with in order to obtain a domain name which would attract a lot of attention and she thought that something similar would happen in Serbia as well. "Many attempt to register domain names which are commonly used Russian words and they are very creative in that respect. From the way they are doing it you can gain an insight into how they are thinking. There have even been organisations trying to get hold of desirable domain names which aren't that appropriate for them, and the most common way they have done that is by using skilfully or not-so-skilfully devised abbreviations.

Interest in the new domain names written in the Russian Cyrillic alphabet was huge and there is no reason for it to be any different in Serbia. "The day before we started taking registrations, we held a press conference which no less than twenty television stations came to. This ensured we got off to a strong start. It would be good if you were also able to garner media support like that." Ovchinnikova made the point that the Russian register had also made efforts to popularise use of the Internet in all sorts of ways – something they are doing on an ongoing basis – and that it had been very successful. "In that respect, it's a good idea to be as creative as possible because the effect of the overall campaign in society will be that much more pronounced. Our team has included people with abilities in the area of shaping public opinion, who have been proud to take part in our work."

One of her suggestions is to follow the example of the Catalan domain .cat. "They didn't have money, but successfully managed to get people on board who were genuinely interested in helping. Emulate them. You have to motivate people by coming up with benefits and putting ideas out there that will make using the Cyrillic domain seem an attractive proposition. Come up with some prizes, try to raise awareness in every way you can."

Ovchinnikova noted that in Russia too there were people who said that there was no need to introduce the Cyrillic domain name system or that it was not the right time or that they had missed the boat because English was so widespread. "That is defeatist. Try to find a responsible person who will help you. There must be someone who fits the bill. And find somebody who is well-known, for example a musician or a sports star. Find as many different people as possible who are willing to offer to help. We have able advisors and we invite people who are well known in the industry, and even television personalities, to help. If there are people who are too busy and don't have a lot of time for you, you could do something like establish a new body and enlist public advisors, honorary members and volunteers. Use some famous Serbian historical characters for promotion. That way you will also be promoting your culture and history.

Ovchinnikova said that one of the fortuitous circumstances which had determined the success of the Russian campaign was the fact that their register had had almost \$30 million at its disposal when they had started the process because it had spent virtually nothing over the previous 15 years! For each registration they charge around two dollars, which is approximately the same as here in Serbia, but their total fund is much larger because the number of users is larger. The Russian register also has several centres and a much larger infrastructure which ours cannot even begin to compare with.

In view of the fact that the Russian Federation was one of the first four countries to receive a top-level domain in a script other than Latin, it was interesting to hear why they had hurried to launch their Cyrillic domain. "I can't say what it was that made us get the ball rolling but we did feel that it was important to carry the whole process through quickly and correctly. Internet use significantly increased in Russia while we were working on the project. Forty-five percent of home users have broadband Internet access and in Moscow that figure is 75 percent or more." In her opinion, the Internet has become significantly more accessible because the government laid down rules, service providers began investing and the public started using the Internet.

She noted that advertisers and politicians had recognised the potential of the Internet and were successfully using it in their advertising and political campaigns. "There is already a tangible weakening of the influence of television and a strengthening of that of the Internet. The number of Internet users has grown and with that so has the market. We think that this played an important role in educating the public, from members of government to normal users, and that is why we were keen to begin. Our president uses Twitter and reads Internet newspapers and comments left by users. It's clear to see why it was also important for the government."

In closing, Ovchinnikova returns to the initial results and first pieces of advice that the Russian national register can offer us. "Firstly, we recommend that you carry out promotional activities and educate the market! I didn't mention it earlier but your expert team must include the best patent, law, registry and linguistics people and during each stage of registration you need to get feedback on public opinion and recognise mistakes if there have been any. Also, you should be ready to extend the period of priority registrations because in doing so you will avoid problems further down the line. It is better to delay open registration in order to give maximum protection to all copyright holders, but there's no need to be too kind or too letter-of-the-law. There are constant attempts to abuse the system in Russia, and you should also prepare for that possibility. The perpetrators include trademark owners but also those who want to earn money on the back of the most popular words."

Advertising and promotion of the Cyrillic domain, in our opinion, ignited general interest in the topic and made many think about the need to have a presence on the Internet. "I believe that this will not only stimulate an increase in registrations on the .cp6 domain but also on the existing .rs domain. And to finish off, a quick reminder: it's always about balancing the interests of three parties - the government, civil society and the business world!"

Milenko Vasić

International activities



Domain Star Facebook game

RNIDS in cooperation with the Austrian (NIC.AT), French (AFNIC), German (DENIC), Polish (NASK), Finnish (FICORA), Slovenian (ARNES) and Montenegrin (Domen) national Internet registries is developing an Internet

domain-themed Facebook game called Domain Star. The official presentation of the game is planned to take place as part of Serbian Internet Domain Day (DIDS) on March 10th.



Internet Assigned Numbers Authority

Delegation of Cyrillic domain

On 11th of February 2011 RNIDS sent documentation to the Internet Assigned

Numbers Authority (IANA) requesting that management of the .cpb domain be delegated to RNIDS. More than 20 organisations gave their support to RNIDS to manage the .cpb domain and documentation which demonstrated the technical, administrative and financial capabilities of RNIDS was also forwarded. The process of delegating the Cyrillic script domain is expected to be completed by the end of April and the registration of .cpb domain names is to commence by the 15th May 2011.

Call for new members

RNIDS is an open organisation whose member roster is constantly growing. One of the aims of RNIDS is to popularise membership and **include the wider community in its work**. That is why we are inviting all professionals in the local Internet community to join RNIDS if they are interested in getting involved in a mission which benefits the Internet in Serbia.

All interested parties who are registered in the official registers of **legal entities and entrepreneurs** of the Republic of Serbia may become members of RNIDS. Membership becomes valid after the signing of an Accession Agreement under which the member acknowledges the aims and Fund Rules of RNIDS.

After paying **the annual membership fee**, which currently stands at 12,000 dinars, the member may participate in the work of RNIDS. The member must appoint an authorised representative who will, on their behalf, take part in the activities of the **RNIDS Assembly**.



ДАН ИНТЕРНЕТ ДОМЕНА СРБИЈЕ

SERBIAN INTERNET DOMAIN DAY

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10. MART 2011.

Добродошли на конференцију посвећену развоју Интернета на доменском простору Србије

**Дан Интернет домена Србије
ДИДС 2011.**

10. марта, 10:00-15:00, у Привредној комори Србије, Ресавска 13-15

МАНИФЕСТАЦИЈИ ПОДРЖАЛИ:



ОРГАНИЗАТОР:



РНИДС
Регистар националног
Интернет домена Србије

26 говорника из земље и света:
Леонид Тодоров, Моника Ринк-Реник, Wim Degezeile, Берислав Тодоровић, Раде Тричковић, Милоје Седулић, Иван Мимић, Исток Павловић, Владимир Марић, Драган Варагић, Душан Поповић, Денис Бећерић...

Пријаве за учешће на www.dids.rs до 8. марта!
Котизација се не плаћа, али је пријава обавезна због ограниченог броја места



