RNIDS

10 YEARS

.rs   .cp6

ANNUAL REPORT
2016

CONTENTS

INTRODUCTION

This is RNIDS' 6th Annual Report – a document published for a broad readership that includes all those interested in the operation of the Foundation.

The most important activities and events during 2016 were as follows:

- A new RNIDS Board of Governors was elected

- A new Internet domain name registration system was brought online and new General Terms and Conditions for Domain Name Registrations were passed

- The 7th DIDS and 2nd RIF conferences were held

- RNIDS celebrated its 10th anniversary

- The Cyribusters event was held to mark the anniversary of the .СРБ domain

- A panel discussion was held titled Spam – A Fool's Paradise, as part of European Cyber Security Month

- The General Assembly of the Council for European National Top Level Domain Registries (CENTR), of which RNIDS is a member, was held in Belgrade, in addition to European Registrar Day, with numerous European registrars and national registries taking part

- Good Examples of Internet Presence competition finalists were chosen

- The My Work, My Domain promotional and educational campaign was conducted

- A documentary titled 1 Internet, 3 Domains, 4 Countries was produced and broadcast in partnership with national state television

- Three conferences were held for RNIDS accredited registrars (ARs for short)

- A plan of action was drawn up for improving communication with ARs

- RNIDS was designated an ICT system of special importance in the context of the Law on Information Security

- A Cooperation Agreement was signed with the Serbian Interior Ministry (MUP) CERT

- RNIDS became a member of RIPE NCC

Danko Jevtović
Director of RNIDS

Partnership with RNIDS accredited registrars was significantly stepped up during the year, first and foremost in order to prepare for the transition to the new registration system and new General Terms of registration, which both came into force at the same time. The success of the implementation of the new registration system as well as surveys and conversations with ARs suggested that they were extremely satisfied with the good cooperation with the Registry and the way RNIDS approaches things.

The educational and promotional campaign My Work, My Domain, and the competition connected with it, Good Examples of Internet Presence, were the result of several years' effort to explain and combine education of small business-owners on how to use the Internet, with training in the proper use of national TLDs for building an Internet identity, in a simple way.

WORDS OF GREETING

Dear members of the local Internet community,

In 2017 we marked the 10th anniversary of the incorporation of the Foundation, and to celebrate we produced a documentary in partnership with national state television (RTS) called 1 Internet, 3 Domains, 4 Countries – the story of 20 years of official Internet history in Serbia. At the end of the year, deserving Serbian netizens were presented with special anniversary awards to mark 10 years since the founding of RNIDS.

In addition to electing new members of the Board of Governors, the Conference of Co-founders, after public debate, approved amendments to the General Terms and Conditions for the Registration of National Internet Domain Names. This facilitated the transition to the new Internet domain name registration system, which has been developed in step with standards followed by Internet registries internationally.

As regards the local Internet community, attention was primarily directed towards education on cyber security, protection of intellectual property and trends in business presentation on the global web. Local companies and business owners who want to become a part of this Internet success story can join RNIDS at any time and have a direct influence on the development of the Serbian Internet space.

Zoran Buhavac
Chair of the RNIDS
Conference of Co-founders

Dear users of the Serbian Internet space,

The year 2016 was a pivotal one for the world Internet community, as it saw the long-prepared transition of oversight of the IANA function and the redefinition of the role of ICANN in order to make multistakeholder Internet governance a reality. The RNIDS Foundation, which has for 10 years now been following these same principles as it pursues its own role in managing the Serbian domain space, actively contributed to the successful completion of this process.

Internet governance and user security were the keynote topics at the annual DIDS conference for 2016, which this time too was actively supported by ICANN. RIF 2016, the second day of DIDS, also served as a kind of introduction to SEEDIG 2016 – the regional gathering on Internet governance, held in Belgrade.

RNIDS delegates took active part in other events at home and abroad, contributing to the development of Internet services, improving Serbian legislation and defining strategic directions for the development of the Serbian Internet.

The RNIDS Foundation seeks to constantly raise the quality of its work, whilst involving the broadest possible cross-section of the community, and in turn continually contribute to increasing the quality of the Internet presence of users of national TLDs in all its forms.

Vojislav Rodić
Chair of the RNIDS
Board of Governors

2016 IN NUMBERS

NEW IN 2016:

1 **MEDIA PROJECT**
- TV documentary 1 Internet, 3 Domains, 4 Countries on RTS

2 **INTERNATIONAL INDUSTRY EVENTS IN BELGRADE**
- CENTR General Assembly
- SEEDIG 2016

3 **CONFERENCES FOR RNIDS ACCREDITED REGISTRARS**
- 22nd January
- 14th June
- 23rd November

4 **AWARDS MARKING 10 YEARS OF RNIDS**
- Award to members of YU NIC
- Award to state institutions that supported the working groups of the Internet community for the reform of the Internet domain registry
- Award to the first co-founders of RNIDS
- Award to members of the first RNIDS Board of Governors

5 **PROJECTS TO IMPROVE THE WORK OF REGISTRARS**
- RSreg 2 domain name registration system
- Plan of action for improving communication with ARs
- Summer Calls campaign
- Advertising cofinancing programme with ARs
- Google AdWords training for ARs

STATUS AT YEAR END 2016:

12
employees in the RNIDS office

40
RNIDS accredited registrars

69
RNIDS co-founders

2.736
registered .СРБ domains

93.711
registered .RS domains

1

THE REGISTRY BUSINESS AND DOMAIN NAME MARKET

DOMAIN REGISTRATION SYSTEM AND DNS UPTIME

ICT infrastructure

During 2016 the DNS service operated with no interruptions. During the transition to the new RSreg 2 platform there was a planned outage of the registration system lasting five hours. Total unplanned interruptions to the domain name registration system lasted 32 minutes.

Name of service	Downtime	Uptime
DNS service	No downtime	100%
RSreg application services	5h 32m	99.94%
Financial services for registrations	5h 32m	99.94%

Although the domain name registration system was completely upgraded in 2016 (with new equipment and new software), all key services were accessible for more than 99.9% of the time.

Domain name registration system

On 26th July RNIDS transitioned to its new RSreg 2 domain name registration system. The new Internet domain registration system, used to register the national TLDs .RS and .СРБ, makes the work of RNIDS accredited registrars easier and allows them to use the industry-standard EPP protocol. It also allows the General Terms and Conditions for National Domain Name Registrations to enter into force. These now require a valid registrant email address to be provided which is then obligatory for verification of domain name registration data.

The registration system is based on a modern modular architecture, which allows for greater reliability and security, better performance and easier maintenance and upgrades. The design for the domain name registration software was commissioned by RNIDS from the University of Belgrade Faculty of Electrical Engineering, with development, implementation and maintenance entrusted to Belgrade company IT Biz Solutions.

Work was done together with RNIDS accredited registrars on further improving the registrations procedure, which in many cases required changes to the system itself. Towards the end of the year, the first version of a new RNIDS service was implemented – domain locking at the Registry level – to go live on 1st January 2017.

Technical partnership with RNIDS accredited registrars

During 2016 there was intensive liaison with RNIDS accredited registrars, with a focus on implementation of the new domain name registration system and of the new rules of registration. In this period the RNIDS Office also set aside "open doors" hours to provide technical assistance to ARs, first and foremost to support them with implementation of the new machine interface using the EPP protocol and establishing secure communications channels with the RNIDS system, and to clarify the new registrations procedures and the way they are to be implemented under the new system.

In 2016 RNIDS gained three new accredited registrars – EutelNet, NetCast and NetLogic – with BeoNet ceasing to exist having been acquired by BeotelNet.

DNS resolution system

RNIDS' authoritative DNS server network was accessible with 100% uptime and with no delays. Also, all secondary DNS servers downloaded zone files on schedule, with 100% uptime.

Registry security

During 2016 there were no significant attacks on RNIDS systems. There were standard attempts at unauthorised access, and low-intensity, short-lived DDoS attacks, primarily on the DNS system and RNIDS' website, but these had no impact on services.

The installation of new equipment in data centres and the new domain name registration system resulted in an increase in the overall level of protection for primary services. Access to the domain registration system is now more user-friendly but also more secure in comparison to the system that was in use prior to the end of July.

Security for other components of the system has also been significantly improved with the implementation of a modern monitoring system for network parameters and hardware and software infrastructure, as well as an effective system for protection against viruses and malicious software.

SSL certificates have been obtained and put in place for all RNIDS' major public services. RNIDS' corporate website has also been configured in line with headers security best practice, raising the level of security against attacks that target web service vulnerabilities.

DEVELOPMENT AND IMPLEMENTATION OF RULES FOR REGISTRATIONS

Registration terms updated

New General Terms and Conditions for the Registration of National Internet Domain Names were passed at the meeting of the Conference of Co-founders held 28th May. The changes concerned data collected during domain registration and the greater emphasis to be placed on the email address, especially in view of the abolition of the practice of collecting JMBGs (citizen's ID numbers). Other changes related to the introduction of a verification process for new domain registrations and of a new registry-level domain locking service.

The national Internet domain name registration procedure was revised on a couple of occasions during the course of the year, and work was begun on updating the documents that regulate the domain name registration business. Work was begun on the General Terms and Conditions for the Operation of ARs, after which the administrative and technical conditions will be worked on, as well as the documents regulating complaints regarding breaches of the terms of registration and supervision of the operation of ARs.

Oversight of implementation of registration terms

The Committee for identifying breaches of the rules concerning registrations of national domains was called on to act on several occasions. Appropriate measures were taken against ARs who had breached the rules of registration and they were instructed to desist from the practices in question.

RNIDS conducted a campaign to update the information it holds on ORs. This was done by comparing the data held by RNIDS with the data that is publicly available. In addition, RNIDS contacted ARs who had zero or very few domains registered, to see whether they were interested in further partnership or whether they wanted to terminate their agreements on the provision of national internet domain name registration services. Beotelnet-Carrier and Veratnet responded in writing that they wished to terminate their agreements, which was done.

At the beginning of Q4 RNIDS received a written request for a domain name corresponding to an internationally-known company to be transferred to the trademark's owner. The request was not supported by any court or domain name dispute resolution body decision and so RNIDS declined to act on this demand.

Resolution of domain name registration disputes

During 2016 one domain name dispute was resolved, over the domain ducati.rs. The plaintiff, Ducati Motor Holding, owner of the internationally recognised trademark Ducati which was identical to the registered domain name, won this dispute and the transfer of the domain was ordered.

TRENDS IN THE DOMAIN MARKET

Number of domains

The total number of national Internet domain names increased in 2016 and totalled 96,447 by year-end, an increase of 4,612 in comparison to the end of 2015 (the growth rate in comparison with 2015 was around 5%, while the annual growth rate over the preceding five-year period had been around 2.6%). The monthly growth rate in the total number of national domain names in 2016 was 0.37%, as compared to previous years: 0.35% in 2015, 0.18% in 2014, 0.13% in 2013, 1.21% in 2012 and 0.73% in 2011.

If we look at .RS and .СРБ as two separate entities, we can see the clear growth trend in the .RS domain established in previous years. This year the number of Latin-script domain names grew by 5.4% over the previous year and by 11% as compared to 2014. The annual growth rate in .RS domains over the preceding five-year period is 4.4%, with a stable growth trend year-on-year, while the monthly growth rate has settled at 0.4%. Looking long-term, the data suggests a slow-down in the growth trend, something most European registries have experienced.

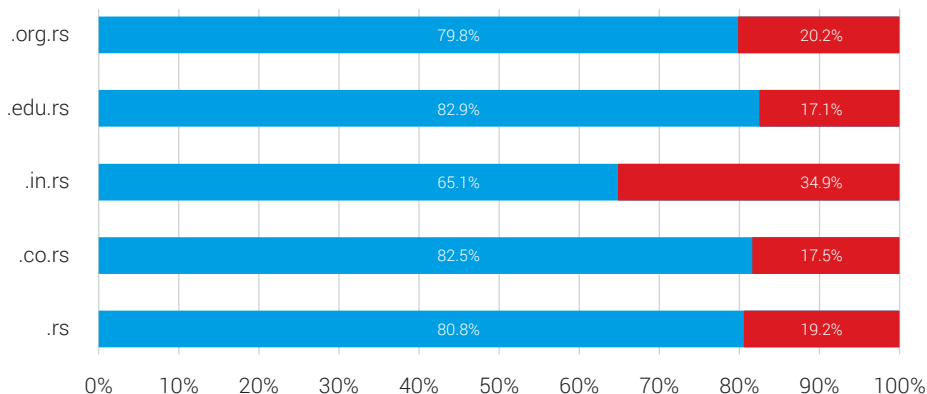The relationship between the two national domains of .RS and .СРБ, as well as registration trends for the IDN Internet domain in the third renewal year, corresponded with the experiences of the other national registries that introduced ccIDNs. The total number of .СРБ domains showed a drop of around 5% (around 0.5% monthly), which was fully in line with the corresponding renewal rate of around 81% annually.

Renewal rates of .RS domains in 2016 by month
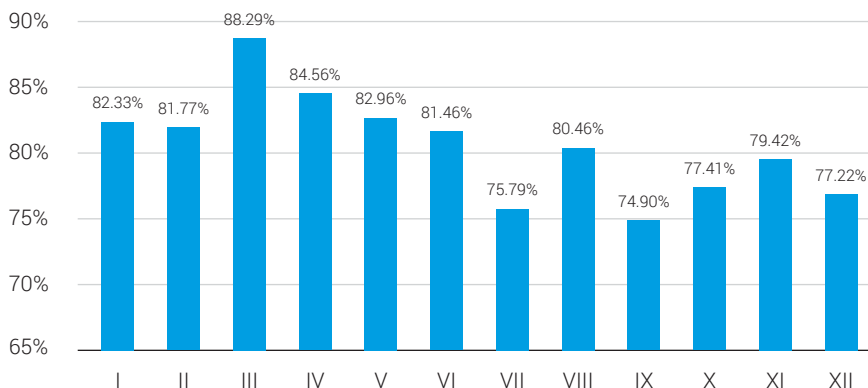
The monthly percentage of .RS domain renewals corresponds directly to the number of domains coming up for renewal in the given period. The highest renewal rate is in March, the month in which the greatest number of domains expires.

Renewal rates of .RS domains in 2016

.org.rs	79.8%	20.2%
.edu.rs	82.9%	17.1%
.in.rs	65.1%	34.9%
.co.rs	82.5%	17.5%
.rs	80.8%	19.2%

renewed
deleted

The domain intended for business users, .CO.RS, showed a high renewal rate, with constant, stable growth.

Year-on-year comparison of .RS domain renewal rates

2013 2014 2015 2016
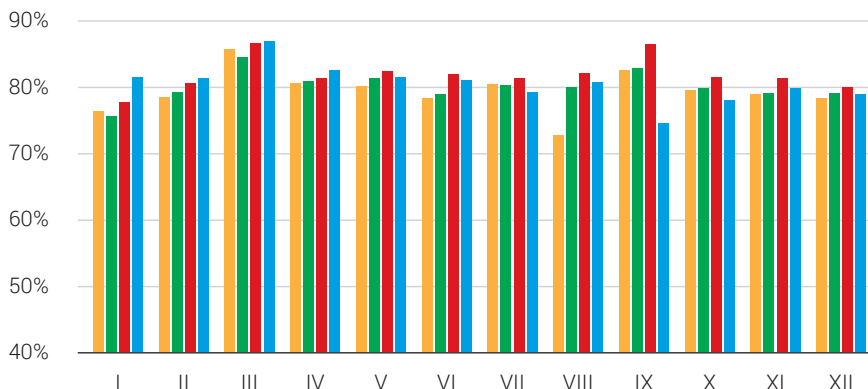
The increase in the percentage of renewals in the .RS domain shows a stable positive trend not exceeding 1.5%. This level of growth is considered sustainable and is close to the rate achieved by the most successful national Internet registries around the world.

.RS domain registrants in 2016

24%

76%
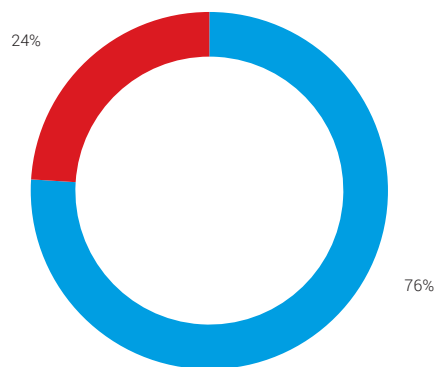
The ratio between individuals and legal entities registering .RS domains shows corporate registrants accounting for three quarters of domain registrations.

- legal entities
- individuals

Breakdown of .RS domains in 2016

0.07%   0.29%

17.19%

2.72%

2.19%

3.31%

74.23%
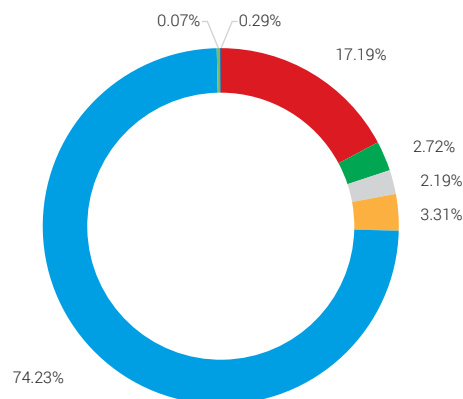
Analysis of the Latin domain shows that registrants primarily opt for .RS and .CO.RS domains.

■	.co.rs	■	.in.rs
■	.edu.rs	■	.org.rs
■	.rs	■	.gov.rs
■	.ac.rs		

Breakdown of .СРБ domains in 2016

0.07%   0.29%

17.19%

2.72%

2.19%

3.31%

74.23%
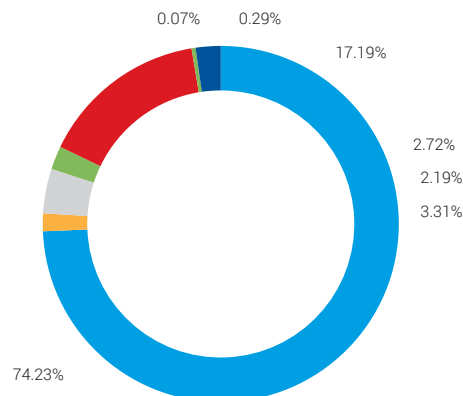
The Cyrillic domain, percentage-wise, shows very similar proportions between the .СРБ and .ПР.СРБ domains and the corresponding Latin ones.

■	.срб	■	.обр.срб
■	.орг.срб	■	.од.срб
■	.пр.срб	■	.ак.срб
■	.упр.срб		

Market partnership with RNIDS accredited registrars

The advertising co-financing programme for RNIDS accredited registrars continued in 2016. A plan of action was drawn up for improving communication with ARs, which was implemented through communication via online channels, at AR conferences and at other gatherings, as well as directly, through telephone conversations and meetings. Online communication was given special attention, with seven questionnaires being sent out on various topics (the co-financing programme, AR conferences, training, migration to and use of the new domain name registration system, etc.) which met with a very good response.

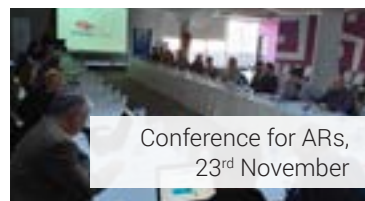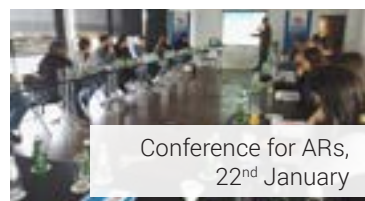Direct communication with ARs was improved with the introduction of Slack, a simple chat application for communication via individual messages and discussion groups. Periodic information bulletins continued to be sent to ARs during 2016 via the MailChimp service and by sending information to a general, technical and marketing mailing list. Monthly ranking lists of ARs were sent regularly, as well as monthly CENTR bulletins, materials for educational and training campaigns, technical and administrative notifications, domain statistics and invitations to AR events, training and conferences.

During 2016, three conferences for ARs were held, at which there was discussion of all the major technical, legal, administrative and marketing issues. On average the conferences were attended by 31 representatives of 18 ARs. In the third quarter, two all-day Google AdWords training events were held by Miroslav Varga (Escape), with staff of 11 ARs attending.

The director of RNIDS ran a campaign called Summer Calls, which entailed making telephone calls to the managers of all ARs. The objective was to directly engage with them and collect information on how the ARs see the relationship between them and RNIDS, and to hear their ideas on how to further improve their partnership and the development of the domain market. In addition, the director held a joint meeting with managers of ARs, which was also attended by the board chair. The meeting served to exchange opinions on the mutual partnership and, since it was held just after the completion of the migration to the new domain name registration system, was used to hold a modest celebration of the successful launch of the new software.

Conference for ARs, 14th June

Conference for ARs, 22nd January

Conference for ARs, 23rd November

Educational and promotional campaigns

Good examples of Internet presence

As part of its program of partnership with the local Internet community, and to celebrate its 10th anniversary, during 2016 RNIDS promoted notable examples of web presence on the part of small business owners, which had been chosen through the Good Examples of Internet Presence competition. The competition was intended for all those with websites on one of the national TLDs (.RS or .СРБ) and who could be considered small businesses with up to 20 employees, and who also met the conditions of the competition. The objective of the competition was to choose small companies that had built on their primary offline business with a good presence on the Internet, and then use their example during an autumn promotional campaign to promote the benefits of having such an online presence.

The competition was held between 18th April and 30th May, and during that time 41 companies applied via the website at praviprimeri.rs. Of those, 17 did not meet the criteria set, and so 24 applications were taken into consideration. Competition finalists were chosen by an independent five-member committee comprising Radojka Nikolić, director of NIRA Press, Jelena Bulatović, executive director of the Serbian Association of Managers, Dr Sanja Popović Pantić, chair of the Association of Business Women in Serbia, Rade Tričković, director of Httpool and Mugdim Šehalić, board member of UEPS. The chosen finalists were mojazubarka.co.rs, alibris.rs, lespetits.rs and travelboutique.rs.

The competition was promoted with ads on the Facebook, Twitter, Httpool and Google Display networks, as well as in Google search results. There was also intensive PR activity, with a number of media appearances, and information about the competition was forwarded to numerous business associations and development agencies across Serbia.

My Work, My Domain

In continuation of the Good Examples of Internet Presence competition, an autumn promotional campaign was begun at the end of Q3 2016, titled My Work, My Domain, which promoted the idea of establishing a quality online presence through the examples of two women whose businesses had been finalists in the competition: Moja Zubarka dental surgery from Niš and Alibris accountancy agency from Belgrade.

They were chosen as finalists for their successful online presence, primarily their websites on the national .RS domain. Both entrepreneurs had classic offline businesses (which were not Internet-based) and had successfully expanded them thanks to their sites on the .RS domain. The online presence of both of these women is a great example of how to use the Internet for small business, even when the industry they are in is entirely based offline. The campaign was aimed primarily at sole traders and small businesses, who often take the view that they are "not big enough" to have their own website and that it would not benefit their business. The message of the campaign was that a quality online presence can benefit anyone, no matter how small their company or how local their business.

Promotional activities were conducted from 18th September until 15th December and were aimed at raising the profile of the national TLDs and reinforcing awareness of the importance of having a website as the basis for a quality online presence. The promotion was aimed at generating as many video views and interactions through various channels as possible, in order to maximise visits to campaign landing pages and other content on the site domen.rs.

The main landing page for the campaign was created at domen.rs/moj-posao-moj-domen, to which the official address of the campaign, naravno.rs, was redirected. The stories of the dental surgery and accountancy agency were presented at domen.rs/zubarka-na-internetu and domen.rs/knjigovodja-na-internetu. These featured three-minute video testimonials, with shorter two-minute versions and thirty-second teasers published on social networks, where they were promoted directly. Another short video, titled Naravno RS (Of Course RS), was created for use by the campaign and for general promotion of the .RS domain.

RNIDS web presence

The website at dids.rs was redesigned ahead of the DIDS 2016 conference. It was given a new visual identity and its visitor registration functionality was improved. As in previous years the site was accessible in Serbian (a Cyrillic and a Latin version) and in English. In addition to information on the programme, speaker biographies and announcements, the site comprises an archive of materials (articles, photographs and video recordings) from all the previous conferences since 2011. A site was created at rif.rs to be used for presenting the Regional Internet Forum 2016. The site was given a new visual identity and a facility for RIF participants to register online. Articles, announcements, the programme, video recordings and photographs from the previous RIF were also published on the site.

Website domen.rs

As in previous years, the website domen.rs remained the focal point for the education of Internet users in Serbia. In 2016, special attention was given to educational content in the "Useful information on domains" section, which was updated with a number of new articles as well as with infographics on a variety of subjects.

The visibility of the WHOIS service and the AR Chooser on the home page was improved on over the previous year. The header of the site was redesigned in Q2, and now the availability of a domain name can be checked directly from it. The Chooser can also now be directly accessed by clicking on "Choose a Registrar".

The AR Chooser was improved in 2016 with more detailed definitions of the services offered by authorised registrars. The definitions can now be brought up by clicking on the button "Filter registrars by service required", a change that came about as a result of discussions and consultations with representatives of ARs at the Conference for ARs held in Q3.

During 2016 16 new pieces of content were added to the "Useful information on domains" section and promoted through various communication channels. Practice showed that frequent publication of new content, whether editorial or that commissioned for a particular event, contributed greatly to the popularity of the site and increased communication on the social networks.

RNIDS on social media

Daily efforts were made to inform and educate target groups via the social networks by sharing various content, both that created by RNIDS and items of interest from the world of the Internet, technology and Internet domains. This approach not only gave results in terms of positive reactions on the social networks but also in terms of the active involvement of specific communities in RNIDS' work, and receiving responses and constructive comments that will be useful for future activities.

In 2016 the most intensive communication and advertising was done on Facebook and Twitter. Our Facebook follower list increased by 12% on 2015, while the number of followers of RNIDS' Twitter profile increased by 21%. After Facebook and Twitter, Instagram is the most popular network in Serbia, and during 2016 proved an excellent channel for promoting activities and raising the general profile of the Foundation. RNIDS' account has 455 followers, which is a 66% increase on 2015. During 2016, accounts on Google+, LinkedIn and Pinterest were regularly updated, although somewhat less frequently given that these networks are not so popular in Serbia. The RNIDS' YouTube channel was regularly updated with the latest video clips, media appearances and recordings from the Conference of Co-founders and other events.

Analysis of the domain market

Quantitative market research

During Q4, the agency MASMI was contracted by RNIDS to carry out quantitative research into the attitudes of Internet domain users towards the national and international domains, their characteristics and their relationship to one another. The research covered various topics, including motives for registering domains and the use of domains by existing users, the micro and macro environment, incentives and factors that influence customer behaviour, strengths and weaknesses of national and international domains, the decision-making process, evaluation of alternatives, reasons for deciding to register, etc.

Those surveyed comprised a representative sample in terms of the size of the company (micro, small and medium) and the company's presence in the Serbian market, and were people who had responsibility in their company for the choice and registration of the Internet domain so were decision-makers in that regard. Most of the companies had a registered .RS domain, then came .COM, while other national and international domains were significantly less well represented. Another interesting detail is that a fairly high percentage of company representatives did not have any special preference in regard to the choice of domain before they got in contact with their chosen accredited registrar, which points to the great importance of ARs in the process of selecting a domain prior to registration. The main sources of information on domains were Internet search engines (in general) and advice from IT professionals. Third in importance were AR websites. Professionals/consultants often directed company representatives to the websites of ARs, or AR sites were found independently via web search.

Most users said that they considered their domain very important for their business. The largest cross-section of users felt that the .RS and .COM domains ensured the best ranking in search engines, while almost a quarter thought that websites on Serbian domains would ultimately rank better. The .RS domain was deemed the most reliable, similarly .CO.RS, followed by the .COM domain, while the other domains were believed less reliable. Three key factors that impacted choice of domain were reliability, ease of location by visitors and search engine ranking, while payment methods, prices and the method of registration (offline or online) were considered least important. In view of the fact that a large proportion of users sought the advice of professionals, the latter emerged as a very significant target audience for RNIDS' educational activities.

Analysis of attitudes of IT professionals towards domains

To mark the third Developers' mDay, an online survey was conducted during Q4 which was completed by 283 developers, web designers and other IT experts. Analysis of the key results of the survey indicated that Serbian ICT professionals placed a very high importance on domains, and were very often called upon to advise their clients on
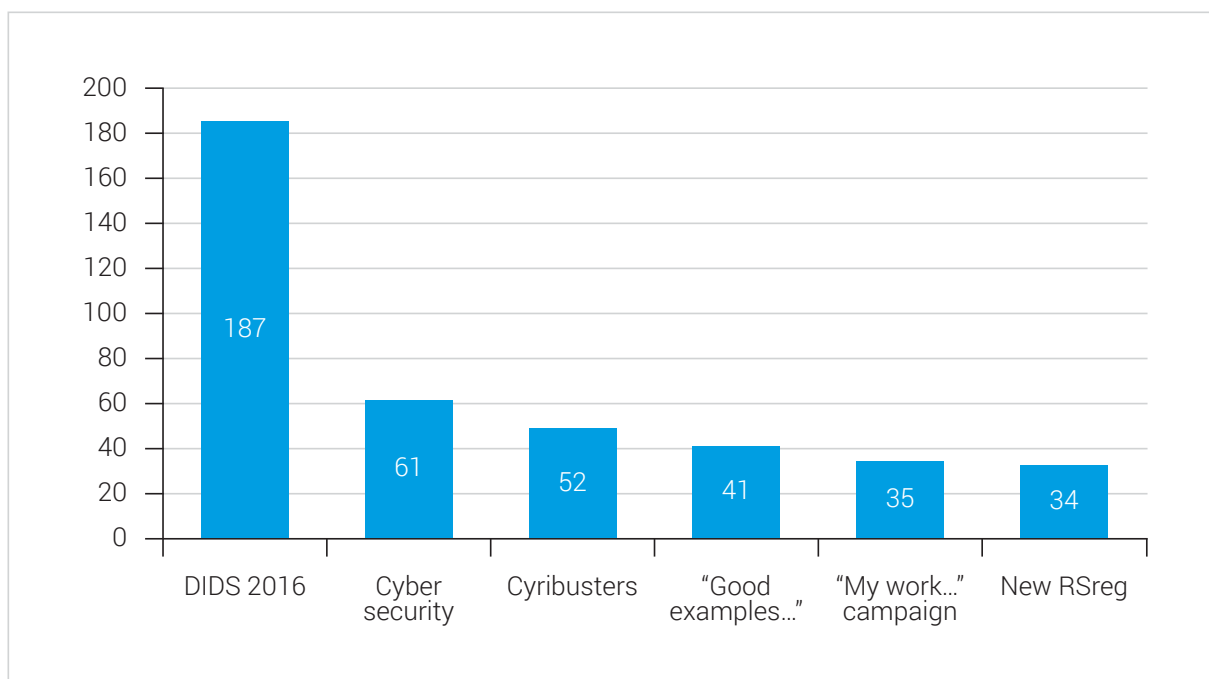
this topic. 83% of respondents said they had advised their clients regarding domain registrations, 80% of them had registered a domain for use by their clients, 34% of them would advise their clients to choose a suitable domain based on their market and the language in use, and 23% would directly advise them to choose an .RS domain if they were operating in Serbia. When registering for clients, 78% of respondents registered domains in the client's name, but some 15% of respondents registered the client's domain in their own name or that of their company, something that was particularly highlighted at mDay. When choosing an AR the most important factor for them was customer support, pricing and the facility to pay online using payment cards. As many as 59% of respondents knew nothing about recent developments in domain registrations, indicating a continued need for intensive public awareness-raising on this topic but also, given the responses received, on other topics relating to the choice and registration of domains too.

## Public relations and analysis of RNIDS' media presence

During 2016 RNIDS recorded a total of 598 references across all media types. A total of 316 clippings were collected in the first quarter, the most frequent topics being DIDS 2016 (180 references), Cyribusters – the fourth anniversary of the .СРБ domain (52 references) and cyber security (27 references). In the second quarter a total of 97 references were recorded, most of which covered the Good Examples of Internet Presence competition (41 references) and the SEEDIG 2016 event (31 references). A total of 91 references were recorded in Q3, the most frequent topics being the launch of the new domain name registration software (34 references), RNIDS' 10th anniversary (23 references) and the My Work, My Domain campaign (20 references). A total of 94 clippings were collected in the fourth quarter, most of which covered cyber security and the Spam – A Fool's Paradise event (34 references), as well as the My Work, My Domain campaign (15 references).

During the year guest appearances were made and interviews given on a variety of topics. Based on an analysis of 606 references covered by the clippings, references on Internet portals comprised 66% of the total, but the greatest value (€849,914) continued to be recorded in the broadcast media.
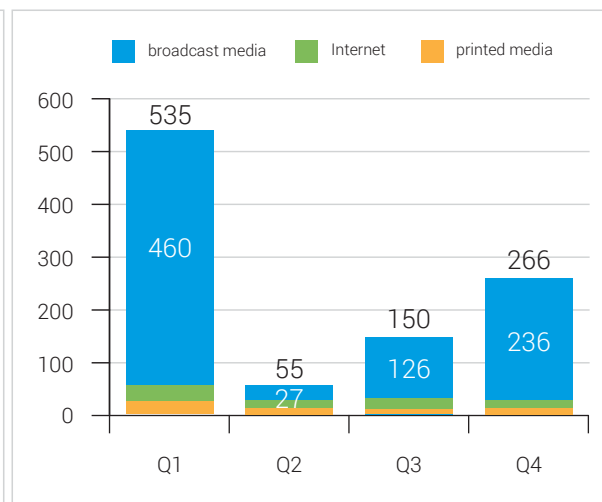
MOST-COVERED TOPICS IN 2016

TOTAL NUMBER OF REFERENCES IN 2016

Q1: 316
Q2: 97
Q3: 91
Q4: 94
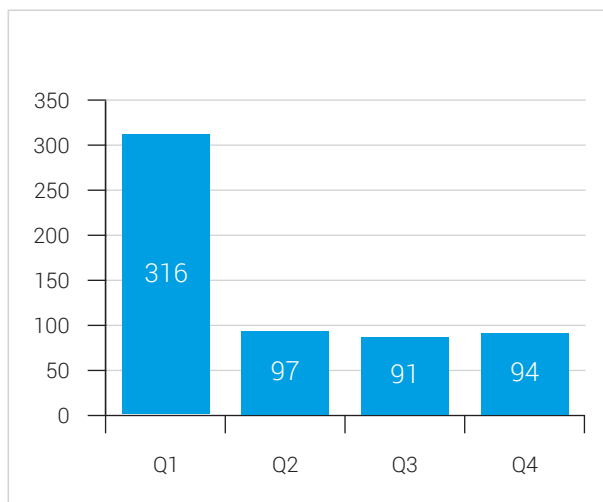
VALUE OF REFERENCES IN THOUSAND €

broadcast media · Internet · printed media

Q1: 535 (460)
Q2: 55 (27)
Q3: 150 (126)
Q4: 266 (236)

During 2015 RNIDS was referenced on 145 different media – 22 print media, 18 television and radio stations and 105 Internet portals. A total of 100 references were recorded in the print media, 105 in television and radio broadcasts and a total of 401 on online portals. Primary and planned publicity predominated – 88% of media references were planned (a total of 536), while in 478 references RNIDS was the primary topic (79% of all references). The average favourability rating was 2.39.

All relevant media companies reported on RNIDS' activities. In comparison with the previous year the number of references in broadcast media increased by 30%, while there was a fall in their number on web portals (by 12%) and in the print media (by 27%). At the same time, in comparison with 2015, the value of references in the print media in 2016 fell by 27% and on web portals by 23%, while there was an increase of almost 4% in the broadcast media. The total value of all references was €1,006,089. This was per the AVE (Absolute Value Equivalency) methodology, where the position or slot on a particular medium is multiplied by the book value of advertising in that slot.

INTERNATIONAL PARTNERSHIP

A group from the University of Sarajevo Tele-Informatic Center (UTIC), which administers the Bosnia and Herzegovina .BA top-level domain, visited RNIDS on 21st April. A cooperation agreement was signed which will involve the exchange of experience and best practice in all aspects of the operation of national registries, especially with regard to upgrading technical infrastructure, security, software and legal enactments relating to domain registrations.

During Q2 the board launched an initiative for RNIDS to join RIPE NCC (Réseaux IP Européens Network Coordination Centre), which manages numerical Internet resources for Eurasia and the Middle East. The Conference of Co-founders held its first electronic meeting from 7th to 14th September, approving the decision for RNIDS to join RIPE NCC. This will now make it possible for RNIDS to unify all the IP resources it currently uses under its own user account, improve its own organisational capacities through training and exchange of experiences at the seminars and meetings organised by RIPE NCC, and advance partnership with RIPE NCC in the administration of the Internet in the region of south-eastern Europe.

International events organised

SEEDIG 2016

The second regional SEEDIG 2016 (South Eastern European Dialogue on Internet Governance) event was held in Belgrade on 22nd April. RNIDS hosted the event with local institutional partners the Ministry of Trade, Tourism and Telecommunications and the Directorate for eGovernment at the Ministry of Public Administration and Local Self-Government. The event was held with the support of numerous international institutions (Council of Europe, European Commission, IGF, IGFSA, ICANN, ISOC, RIPE, EuroDIG), and local and foreign Internet companies also gave their support (Afilias, Serbian OpenExchange, SBB and Stanco). More than 50 Internet experts from the south-east European region took part in organising the event, which was attended by around 120 people from Serbia and the region.

REGISTRARS' DAY

The third Registrars' Day, organised by the Council for European National Top Level Domain Registries (CENTR) and RNIDS, was held 5th October in Belgrade. It brought together some 80 participants, including representatives of European ccTLD registrars, and of 22 registrars from all over the world. Discussions were held on a variety of topics: how to improve business performance, current trends in the domain industry and opportunities for bringing in new registrants. The meeting of registrars was attended by a number of RNIDS accredited registrars, for whom this was a chance to meet the leading figures in the European DNS industry.

CENTR GENERAL ASSEMBLY

The 56th CENTR General Assembly, also co-organised by RNIDS, was held 6th and 7th October in Belgrade. Taking part were some 70 delegates from European ccTLD registries. Up for discussion were the potential effects of the IANA transition on national Internet domains and opportunities for the further development of the domain market. The proposed Strategy and Budget for 2017 were approved, and delegates from the RNIDS Office were actively involved.

Participation in international events

Date	Name of event	Town/city	RNIDS representatives
1–2/2	Domain pulse 2016	Lausanne	Aleksandar Popović
3/2	37th CENTR Admin	Lausanne	Dejan Đukić Stefan Kovač
4/2	IG event	Bucharest	Dušan Stojičević
16–17/2	55th CENTR GA	Budva	Danko Jevtović
1–2/3	CENTR Marketing	Tallinn	Predrag Milićević
5–10/3	ICANN 55	Marrakesh	Danko Jevtović Dejan Đukić
17/3	49th CENTR Legal	Lisbon	Dejan Đukić
22–23/2	ICANN CCT Review Team	Los Angeles	Dejan Đukić
14/4	HitIT.Digital	Zagreb	Jelena Ožegović
18–20/4	CENTR BoD offsite	Bruges	Danko Jevtović

Date	Name of event	Town/city	RNIDS representatives
17–19/5	CENTR Jamboree	Brussels	Vladimir Aleksić Žarko Kecić Dejan Đukić Stefan Kovač Predrag Milićević
28–29/5	Spark.ME	Budva	Miloje Sekulić Mirko Mirković Jelena Ožegović
1/6	Cro-IGF 2016I	Opatija	Vojislav Rodić
5–9/6	ICANN - CCT Review Team	Washington	Dejan Đukić
9–10/6	EuroDIG	Brussels	Dušan Stojičević
21–22/6	IPv6 Summit and SINOG	Ljubljana	Slobodan Marković
27–30/6	ICANN 56	Helsinki	Danko Jevtović Mirjana Tasić Dejan Đukić Aleksandar Popović Stefan Kovač Jelena Ožegović
4–7/8	Def Con 24	Las Vegas	Mirko Mirković
29–30/8	ICANN CCT Review Team	Vienna	Dejan Đukić
15/9	39th CENTR Admin	Bled	Stefan Kovač
22–25/9	Weekend Media Festival	Rovinj	Miloje Sekulić
28–29/9	51th CENTR Legal	Gdansk	Dejan Đukić
13–14/10	21th CENTR Marketing	Trondheim	Predrag Milićević
23/10	35th CENTR Technical	Madrid	Mirko Mirković
24–28/10	RIPE 73	Madrid	
3–9/11	ICANN 57	Hyderabad	Dejan Đukić Aleksandar Popović
14–15/12	Chair Vice-Chair (CENTR)	Brussels	Stefan Kovač

SEEDIG 2016

CENTR GA

2 OFFICE OPERATIONS

BUSINESS EFFICIENCY AND PERFORMANCE

Financial

Two batches of treasury bills matured during Q1 2016, to the value of 36,000 and 55,000 euros respectively. RNIDS had purchased 98 two-year euro-denominated bonds of par value 1,000 euros, with a 1.5% annual coupon, at an auction organised by the Serbian Public Debt Administration department. In placing funds on term deposit with commercial banks the primary concern was for security, with standard amounts placed on term deposit that had been set aside for the purpose.

During 2016 the budget was only revised once, in December, for the purchase of network equipment. Prior to this there were only two one-off transfers from reserves. The first was in Q2, when 500,000 dinars was transferred in order to cover the costs of obtaining Microsoft licences. The second was during Q3 – 300,000 dinars to cover RNIDS membership fees in RIPE NCC, subsequent to the decision of the Conference of Co-founders to join this organisation.

Procurements

The most significant procurement from the beginning of the year was that of Microsoft licences in the form of a three-year Microsoft OVS agreement. Licences for antivirus software (F-Secure) were also renewed, as well as virtualisation (VMWare) licences. In order to better support RNIDS accredited registrars, RNIDS commissioned development and maintenance services for a WHMCS module for the registration of .RS and .СРБ domains. With the launch of the new domain name registration system, this public procurement process was effectively ended. There was also a procurement for software for testing the code of the new domain name registration application.

Six laptops with accessories (bags and wireless mice) were procured as a donation for RTS state television as part of the agreement on partnership on and production of the TV documentary. A public procurement was conducted for network equipment, and an agreement signed with the winning bidder at the very end of the year. An Epson EB 1420Wi projector was purchased, and installed in the meeting room, and with it additional equipment for connection to various devices and adapters and for convenience of use. Three mobile phones were purchased for use by employees of the Office, as well as a printer and a laptop. At the beginning of the year the alarm system was upgraded and the break-in sensors reconfigured. During Q2, new tables were procured for the conference room.

Business ICT use

Due to the large workload relating to the new domain registration system, the decision was taken to move procurement of software for office use back to 2017. At the beginning of Q2, the Office introduced the Slack software package to enable more effective communication within the team.

REGULAR OFFICE TASKS

Legal matters

A draft general Privacy Policy was created which would be applicable when collecting information by which it is possible to identify a person (personal data), which RNIDS collects in any format via its services, whether directly or via an accredited RNIDS registrar. The question of personal data of registrants of .RS and .СРБ domains would remain subject to the General Terms and Conditions for the Registration of National Internet Domain Names.

Accounting and auditing

During 2016 all accounting was done in a timely manner and with no difficulties. All obligations towards the state were also met on schedule. During January a stock-check of property and liabilities was carried out, and the stock lists and accompanying reports of the inventory committees were complete by the end of that month. The final accounts for 2015 (balance sheet, profit/loss account and notes accompanying financial reports) were filed with the Business Registers Agency within the legally prescribed deadlines. When the provisions of the Corporate Profit Tax Law came into force relating to withholding tax, certificates of residence were obtained for suppliers from countries with which Serbia has a double taxation agreement.

Inspectors of the independent auditor were at work in the accountancy agency in the second half of May, when audit testing was also carried out on documentation. The auditor's report on the 2015 financial statements was presented to the Conference of Co-founders in December. The auditing company Stanišić Audit was again selected as the independent auditor for financial statements for the period 2016-2018. The scope of the internal auditor's work covered the period 1/7/2015 - 30/6/2016, with key areas of scrutiny being business travel and all aspects of completed procurements. In brief, the report was positive and the findings were satisfactory (auditor's assessment of the organisation and functioning of internal controls).

OVERVIEW OF FINANCIAL ASSETS

Statement of financial assets, time deposits and securities as of 31st December 2016

Date	31/12/2016	
Euro mid-market rate	**123.4723**	
Currency	**RSD**	**EUR**
Assets in RSD	RSD	Converted to EUR
Current assets in RSD	19,306,815	€ 156,366
Time deposit assets in RSD	14,000,000	€ 113,386
Total	33,306,815	€ 269,751
Assets in EUR	Converted to RSD	EUR
Current assets in EUR	10,162,042	€ 82,302
Time deposit assets in EUR	6,790,976	€ 55,000
Total	16,953,018	€ 137,302
Total excl. securities	**50,259,834**	**€ 407,054**
Securities	12,100,285	€ 98,000
Total financial assets	**62,360119**	**€ 505,054**

Total income in 2016 was 133,377,112 dinars, incl. VAT

3 WORK OF THE FOUNDATION

TRANSPARENCY

TRANSPARENCY

During 2016, minutes and decisions were regularly published on the website of the Foundation from meetings of the Board of Governors, together with periodic financial reports and public calls to tender for procurement of equipment and services. Information and material from meetings of the Conference of Co-founders, together with other information on the activities of the Foundation, are also available on the site.

During the first quarter a public debate was announced on the site rnids.rs on amendments to be made to the General Terms and Conditions for Registration of National Domains. After changes were approved, updated versions of key documents of the Foundation were published in Serbian and English (the Statute and General Terms and Conditions for the Registration of National Internet Domain Names). The lists of domains reserved for use by RNIDS and state bodies were also updated.

The Profile of the Foundation brochure was published on the website in Serbian and English, followed by a print version. In 2016, four regular issues of the RNIDS Info corporate newsletter were published in Serbian and English, with an additional special edition to mark the DIDS 2016 conference.

WEBSITE OF THE FOUNDATION – RNIDS.RS

Analysis of the most common sources of traffic to the site showed that in 2016, 47% of all visits came from organic search, while the remaining visits came from direct referral links and from the social networks. The proportion of new visitors to repeat visitors to rnids.rs was stable: around 58% were new visitors who stayed for an average of 1m 30s. The remainder were repeat visitors who spent up to 3 minutes, and sometimes more. There was also a noticeable increase in visits from mobile devices and tablets, which were up 22.3% on 2015 and which accounted for 14.4% of all visits.

The most visited page was the WHOIS lookup page, which received 32% of all page views (261,900). Analysis showed that in 2016 there were searches on almost 28,180 different search terms. Interestingly, more than 43% of lookups were on the English WHOIS page. Visits to this page were primarily organic, direct and referral visits (from iana.org most often). A brief analysis of search terms suggests that Serbian-language expressions were more-or-less equal in frequency to foreign-language ones, so it does not seem that only foreigners use this page.

Analysis shows that visitors prefer to visit the page with data on registered domains on the site rnids.rs rather than using the button in the header to visit domen.rs and check domain availability there. Almost 60% of such visits were made by repeat visitors, which suggests that these are somewhat more advanced users who prefer the WHOIS functionality provided on rnids.rs. The situation with the list of ARs was similar – this saw almost 12 times more visitors than the AR Chooser on domen.rs, reached via the header button.

The lookup system was improved so that now if the searched domain is available a button is displayed that leads to the chooser at domen.rs.

Bodies of the Foundation

In 2016 RNIDS was joined by three new co-founders, while four co-founders were removed from the list of co-founders after their membership fees were not renewed. RNIDS ended 2016 with 69 co-founders.

CONFERENCE OF CO-FOUNDERS

During the year two regular, two extraordinary (of which one was online) and one electoral meeting of the Conference of Co-founders were held.

Extraordinary and electoral sessions of the Conference of Co-founders were held 20th February at the Belgrade Zira Hotel. The extraordinary meeting was attended by 55 authorised representatives of the co-founders, who approved the annual and end-term reports on the work of the Board of Governors, whose three-year mandate expired that day. One member of the Statutory Committee was also elected at this meeting. Of the five candidates who applied via a public application process, lawyer Svetlana Stojković was elected. The electoral session of the Conference of Co-founders was convened in order to elect new members of the Board of Governors. Of the total of eight candidates who applied via a public application process, the representatives of the co-founders elected the following new members of the Board of Governors: Goran Milanković, Vojislav Rodić, Biljana Romić Punoš, Dragan Jeremić, Vladimir Aleksić, Mirko Mirković and Miloje Sekulić.

The first regular meeting of the Conference of Co-founders was held on 28th May at the Holiday Inn Hotel in Belgrade. Of the 71 co-founders, 38 had authorised representatives at the session. Amendments and additions to the General Terms and Conditions for the Registration of National Internet Domain Names were approved, and co-founders were presented with the Board of Governors' quarterly report and the annual report of the Statutory Committee. There was also discussion of the cooperation agreement with the University of Sarajevo Tele-Informatic Center (UTIC), which administers the Bosnia and Herzegovina .BA top-level domain. After this, a public session of the Board was held.

The first online meeting of the Conference of Co-founders was held between 8th and 13th September which, as per the RNIDS Statute, is convened as extraordinary. The agenda comprised only one point – membership of RNIDS in the organisation RIPE NCC. Of the 70 co-founders with the right to vote, 43 voted online (around 61%), and the proposed decision was passed with a large majority vote.

The second regular session of the Conference of Co-founders was held on 17th December at the Metropol Palace Hotel in Belgrade. Of the 71 co-founders, 39 had authorised representatives at this meeting. At the meeting, the Reporting Policy was approved, along with the report of the external auditor. The RNIDS Work Plan and Programme for 2017 was also presented to co-founders, as was the report on the operation of the Board of Governors for the preceding period and the report on the completed internal audit. After this session a ceremonial meeting of the Conference of Co-founders was held to mark 10 years of RNIDS.

Conference of Co-founders, 17th December

Conference of Co-founders, 20th February
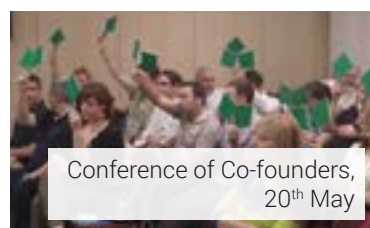
Conference of Co-founders, 20th May

BOARD OF GOVERNORS

During 2016, 31 meetings of the Board of Governors were held, of which six were online.

Q1 saw the mandate of the previous Board expire, and the election of a new BoG at the electoral meeting of the Conference of Co-founders held 20th February. Newly elected to the Board were Vojislav Rodić, Goran Milanković, Dragan Jeremić, Miloje Sekulić and Mirko Marković, while Biljana Romić Punoš and Vladimir Aleksić continued to serve on the Board. The new Board of Governors held a constitutional session on 21st February, when Vojislav Rodić was elected as chair of the BoG and Goran Milanković was elected deputy chair.

In 2016 most of the efforts of the Board of Governors were directed towards the introduction of the new software, one of the most important investments in the preceding year. Because the introduction of the new software was the culmination of an extended effort to modernise the registration system, guided by several Boards in previous mandates, the Board emphasised continuity of communication with accredited registrars. At the proposal of the software designer, the Board suggested that additional testing be done to avoid potential problems. The Board took the decision to purchase a licence for static code analysis software. The purchase went ahead and this specialised software was successfully used in the final phase of preparations for the introduction of the new domain name registration system. The Board approved changes to the RNIDS schedule of fees in order to facilitate the introduction of the new registry-level domain locking functionality.

The Board of Governors formed a working group to draft proposed amendments to the RNIDS Statute, and approved the report of the Working Groups for IDN Domains, and the Work Plan and Programme for 2017. The Board launched an initiative for RNIDS to join the RIPE NCC organisation, as well as to sign a Cooperation Agreement with the Serbian Interior Ministry (MUP) CERT.

During the second quarter, RNIDS sponsored the organisation of the Meet Magento Serbia event, held 10th June in Niš. Vojislav Rodić, chair of the RNIDS BoG, held a talk on the topic of using the Internet and domain names for business. During the fourth quarter some members of the Board and staff of the RNIDS Office worked on preparing a programme of talks about how to establish a proper web presence. These are to go ahead in 2017.

After the regular meeting of the Conference of Co-founders on 28th May, the now-traditional public meeting of the Board of Governors was held. In order to meet obligations arising from the Statute, the BoG initiated the drafting of a Reporting Policy, which sets out how the Conference of Co-founders and the public are to be informed regarding the performance of RNIDS. The Reporting Policy was passed at the Conference meeting held 17th December.

Members of the RNIDS Board of Governors

4 SUPPORT FOR THE DEVELOPMENT OF THE INTERNET IN SERBIA

COLLABORATION WITH STATE INSTITUTIONS

The whole year was a busy one for state bodies responsible for the area of ICT policy. RNIDS took active part in all activities and supported these processes with its expertise.

Ministry of Trade, Tourism and Telecommunications (MTTT)

In response to a request by colleagues from the MTTT, RNIDS provided information and clarification regarding the multistakeholder model of Internet governance and the operation of organisations such as ICANN, ISOC and others. In early July, RNIDS representatives took part in a public debate on draft enactments in the area of information security, held at the Serbian Chamber of Commerce. RNIDS got involved in the debate and also sent comments on the draft Law on Electronic Documents, Electronic Identification and Electronic Trust Services. In October, at the request of the MTTT, informal comments were given regarding the working version of the draft Information Security Strategy. At the end of October, the MTTT put the draft new Law on Electronic Communications up for public debate, and a representative of RNIDS provided comments and highlighted areas that could be improved. Informal comments were given regarding the Information Technology Industry Development Strategy for 2017-2020.

Ministry of Public Administration and Local Self-Government (MPALSG)

In early February RNIDS gave its comments on the draft new Law on General Administrative Procedure, relating to improving the provisions for electronic communication between state bodies and the public.

Directorate for e-Government (DeG)

At the request of its colleagues at the DeG, an informal analysis was done in early December of trends in key parameters in the new UN E-Government Survey which are of significance to the development of e-Government in Serbia.

Regulatory Agency for Electronic Communications and Postal Services (RATEL)

At the end of Q1 RNIDS' director and the RNIDS ICT policies and Internet community relations advisor held a meeting with the new director of RATEL, Vladica Tintor and his colleagues, particularly focusing on Internet security. At the end of October, RATEL approached the RNIDS Board with a request for RATEL to be allocated the domain cert.rs to be used in establishing the national CERT, in accordance with the Law on Information Security. The Board responded to the request positively and approved a decision whereby both the domain cert.rs and the domain церт.срб were handed over for use by RATEL.

Administration for Joint Services of Republic Bodies (UZZPRO)

At the beginning of October a meeting was held with representatives of UZZPRO regarding the idea of jointly organising a workshop for admins from state bodies during 2017.

Intellectual Property Office (ZIS)

In November RNIDS got involved in the public debate regarding the proposed Intellectual Property Strategy for the period 2016 to 2020. In its comments, RNIDS said that seizures of domains was legally impracticable with regard to the current General Terms and Conditions for the Registration of National Internet Domain Names, applicable to

.RS and .СРБ domains, and in terms of the Serbian legal system. It was important for content placed on domains not be equated to the domain itself. Legal protection would be best achieved if the specific individual involved was ordered to cease and desist.

PARTNERSHIP WITH THE INTERNET COMMUNITY

Throughout the year RNIDS staff maintained numerous contacts with members of the Serbian Internet community, attending and sponsoring events and training workshops, coordinating joint activities and in various other ways. During the year, a number of partnership agreements were signed, including with the Belgrade branch of the Internet Society (ISOC), the Faculty of Diplomacy and Security, the Serbian PR Society (DSOJ) and the Serbian Association for Marketing Communications (UEPS).

In Q1, RNIDS sponsored the 19th PC Press Top 50 awards for the 50 best local online projects in 2015. Slobodan Marković, Adviser for ICT Policy and Internet Community Relations, won an award for the Best Twitter Account in the social networks category, while RNIDS gave a special award to the eGovernment Portal.

The new Corporate Profit Tax law came into force during Q1 2016, which required all Serbian legal subjects directly advertising on Facebook or Google to pay withholding tax in respect of these services. In order to assist the Internet community, RNIDS published detailed instructions on its site, with useful advice and the text of an application in Serbia and English to be used to obtain a certificate of exemption from payment of this tax.

Education programmes

In early 2016, a Legal Guide to Internet Domains was published on RNIDS' website and in printed form, modelled on a similar brochure published by the Norwegian registry, which gave RNIDS permission to use the design and text, with a translation legally and logically adapted to Serbia.

During 2016, RNIDS conducted the following training programmes:

- 13/2 at the Faculty of Diplomacy and Security, a talk was held on cyber security
  (speakers: Jovan Šikanja and Aleksandar Kostadinović)
- 31/3 at the Faculty of Organisational Sciences, a talk was held on Internet domains
  (speakers: Danko Jevtović and Predrag Milićević)
- 20-24/4 at the E-trgovina conference, a talk was held on the importance of Internet domains
  (speaker: Predrag Milićević)
- 5/5 at the Faculty of Organisational Sciences, a talk was held on the topic of the CERT and Internet Security
  (speaker: Dušan Stojičević)
- 14/5 at the Webdan conference in Bor, a talk was held on the topic of online advertising
  (speaker: Jelena Ožegović)
- 26-28/5 at the Young Entrepreneurship – Opportunities and Challenges conference at the Belgrade Chamber of Commerce, a talk was held titled The Internet is Not Just for Big People
  (speaker: Predrag Milićević)
- 10/6 at the Meet Magento Serbia conference in Niš, a talk was held on the topic of using the Internet and domain names for business
  (speaker: Vojislav Rodić)
- 17-19/6 a workshop was held at the Webiz conference at Zlatibor on how business organisations should establish a proper Internet presence (Predrag Milićević and Vladimir Cerić), with Danko Jevtović taking part in the Web 3.0 – Trends in Business Web Presence module
- 22/9 at ImpactHub, The Internet is Not Just for Big People talk was held
  (speaker: Predrag Milićević)
- 2-3/12 at the PRilika 2016 conference, a talk was held on reputation management
  (speaker: Predrag Milićević)

10 YEARS OF RNIDS

To mark the 10th anniversary of RNIDS, a half-hour documentary titled 1 Internet, 3 Domains, 4 Countries was produced in 2016 in partnership with Serbian national state television (RTS). It talks about the key figures, organisations and events over the 20-year official history of the Internet in Serbia, and everything that came before that. Using a combination of archive video and photography, interviews with those who were there and narrative, the programme provides an overview of key dates and processes which marked the development of Internet technology, local Internet content, e-services and the national Internet domains and their link with the social changes that took place in Serbia and the world. The programme was broadcast on RTS several times, and made available on RTS' and RNIDS' online video channels.

A celebratory buffet was held at the Noise club in Belgrade on 8th July to mark the 10th anniversary of the founding meeting of RNIDS. The informal event was attended by around 80 partners, contractors, media people, employees of RNIDS ARs, representatives of institutions and former and current members of the Board of Governors and representatives of co-founders. During the same day, the documentary 1 Internet, 3 Domains, 4 Countries had its première on RTS channel 2.

After the second regular meeting of the Conference of Co-founders on 17th December at the Belgrade Metropol Palace Hotel, a formal ceremony was held to mark the 10th anniversary of RNIDS' launch and the signature of its memorandum of association. Two commemorative awards were presented on this occasion, in addition to four keynote awards for four groups of deserving recipients and 29 individual awards for people, organisations and companies who left their mark on the prehistory, establishment and development of RNIDS. The gathering was attended by co-founders, VIPs, award recipients and the organisers, 83 people in total.

Recipients of RNIDS 10th anniversary awards
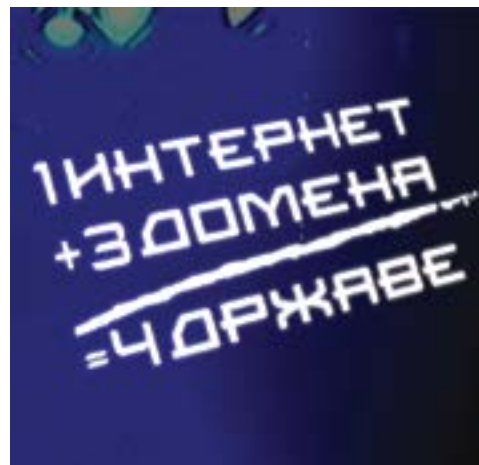
Organisation and co-organisation of events

DIDS 2016 AND RIF 2016

The seventh annual conference focusing on the development of the Internet globally and on Serbia's national domains, DIDS 2016, was held on 15th and 16th March at the Hyatt Regency Hotel in Belgrade. DIDS (Serbian Internet Domain Day) brought together some 50 participants from Serbia and around the world, and more than 370 visitors, mostly comprising IT professionals from all industries, but also representatives from numerous state institutions and organisations, as well as representatives of digital agencies, students, numerous journalists and other Serbian Internet users.

The conference was held under the slogan Living the Internet… Globally – Securely – Locally, and was split across two days – 15/3 was the regular programme for the public at large, 16/3 was set aside for the Regional Internet Forum – RIF 2016 – which was invitation-only for participants and visitors. DIDS was supported, as last year, by ICANN. As previously, the conference was free of charge to all participants who registered via email from an address on a regional ccTLD. Applications for visitors to the first day – DIDS – were open at dids.rs, while hidden application links were accessible to VIP invitees, journalists and participants/visitors to RIF 2016 at dids.rs and rif.rs. An additional improvement over the previous year was the option to read ticket barcodes directly from mobile devices, so that visitors did not need to print out their e-tickets.

The inevitable topic of the first block of DIDS, moderated by Vladimir Radunović from the DiploFoundation, was the news that agreement had been reached for oversight of the IANA functions to be transferred to the global Internet community, specifically to ICANN. After words of introduction from the chair of the Board, RNIDS' director and Gabriella Schittek, global stakeholder engagement manager, Central & Eastern Europe at ICANN, there were talks from Mike Silber, member of the ICANN Board, Wolf Ludwig, chair of EURALO within ICANN and program coordinator of EuroDIG and Marília Maciel, coordinator of the Center for Technology and Society at the Getulio Vargas Foundation, Brazil (taking part remotely, via Skype). There was discussion of trends in Internet security in the second block, moderated by Slobodan Marković, ICT policies and internet community relations advisor at RNIDS. The third block of DIDS, as is traditional, comprised a presentation of exemplary sites on the Serbian .RS and .СРБ domains. Representatives of 12 home-grown websites, portals and online projects talked about their experiences and their road to growth with moderator Radomir Lale Marković, cofounder and director of content marketing at TAG Media.

RIF brought together around 60 delegates from national Internet registries from south-eastern Europe, from state bodies, from local Internet communities and from global Internet organisations, as well as legal experts from the region. The topics of discussion at RIF 2016 included opinions and examples from the practice of professionals in the region in regard to the multistakeholder model of Internet governance, the development of e-government in Serbia and the region, net neutrality and legal regulation in this area, as well as online security.

During DIDS, 45 journalists from 35 media companies and 3 news agencies were registered. A total of 191 media placements were recorded, of which 135 were on the Internet, 18 on television, 11 on radio stations and 27 in the print media. Live online streaming of the conference was this year watched by 1,992 people on 11 different sites. The online survey was filled in by 80 visitors. The overall grade awarded the event was 4.9/5, which was by far and away the best overall grade for DIDS so far.

dids.rs and дидс.срб

rif.rs and риф.срб
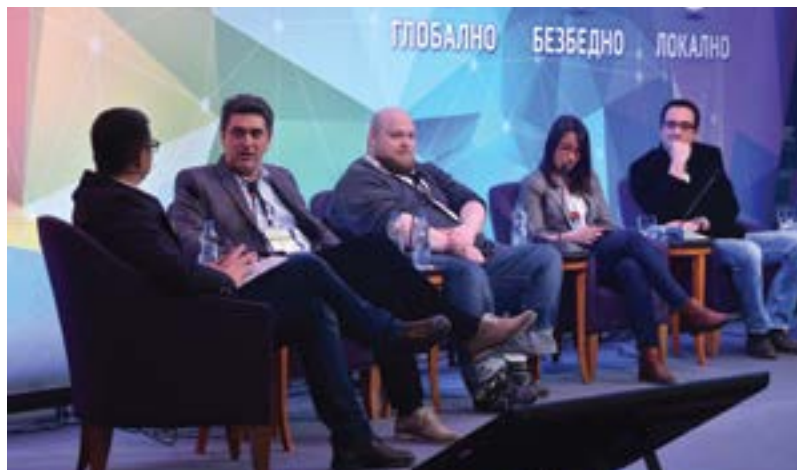
CYRIBUSTERS

The fourth anniversary of the Cyrillic .СРБ domain was marked in a way not previously tried – via a concept called Cyribusters, which aimed to debunk unfounded myths about Cyrillic on the Internet. A debate was organised on 27th January in the Startit Centre, moderated by multimedia creator Uroš Bogdanović. Ivan Rečević (Google Academy), Bojan Stefanović (Logoholik), Miloš Mijić (Domaće Kiflice) and Predrag Milićević took part in "busting" myths about Cyrillic. The myths that Google doesn't like Cyrillic, that there aren't enough Cyrillic fonts, that it's difficult to convert text from the Latin script into Cyrillic and vice versa, that social networks don't use Cyrillic and that Cyrillic is poorly represented in the content of websites around the world were firmly debunked.

domen.rs/infografik-mitovi-o-cirilici-na-internetu

SPAM – A FOOL'S PARADISE

On 20th October a panel debate was held at the Belgrade Museum of Science and Technology as part of events to mark European Cyber Security Month, organised by RNIDS and titled Spam – A Fool's Paradise. The event this year was dedicated to the topic of spam, and participants Aleksandra Petrovski, co-founder of the wwwrite.rs Training Centre for Web Content Creators, Žarko Ptiček, IT legal advisor at the company Ptiček, Jovan Šikanja, security administrator at the company Limundo, Boško Radivojević, co-founder of the company Mainstream, Vladan Babić, head specialist for network and information security in the Information Systems Attack Response Centre of the Serbian MUP and Gorazd Božič, director of SI-CERT, joined in the discussion on how to tackle the inundation of our inboxes by unwanted advertisements and other messages, as well as by malicious content. The debate was moderated by Jelena Ožegović.

domen.rs/stopspam and домен.срб/стопспам

Cyribusters

Spam – A Fool's Paradise

Cyribusters

ЋИРБАСТЕРС

Укуцао је ћирилицу у Интернет и
нећете веровати шта се десило...

РАДИ

.срб

ЋИРБАСТЕРС — МИТ БР 1

ГУГЛ НЕ ВОЛИ ЋИРИЛИЦУ...

Гугл као званично писмо за српски језик
подразумева ћирилицу, што се најбоље
види при коришћењу његовог алата за
превођење, а без проблема претражује и
појмове на ћирилици.

РАДИ

ЋИРБАСТЕРС — МИТ БР 2

НЕМА ДОВОЉНО ЋИРИЛИЧКИХ ФОНТОВА...

Постоје стотине ћириличких фонтова, од
оних системских који стижу са
оперативним системом и програмима,
преко оних домаће производње, а скоро
30% Гугл фонтова има и ћирилицу.

РАДИ

ЋИРБАСТЕРС — МИТ БР 3

ТЕШКО ЈЕ ПРЕТВАРАЊЕ ТЕКСТА ИЗ ЛАТИНИЦЕ У ЋИРИЛИЦУ...

Лакше је да се ћирилица пресловљава у латиницу,
тада нема забуне шта да остане у оригиналу, а то
раде бесплатни алати за транслитерацију уграђени
у MS Office или у CMS сајта, као и они доступни
онлајн или као мобилне апликације.

РАДИ

ЋИРБАСТЕРС — МИТ БР 4

ДРУШТВЕНЕ МРЕЖЕ НЕ РАДЕ СА ЋИРИЛИЦОМ...

Друштвене мреже одавно раде и са
ћирилицом, корисничка имена могу да буду
ћириличка, интерфејс им је на ћирилици,
постови су на ћирилици, чак могу да се
користе и #хештегови.

РАДИ

ЋИРБАСТЕРС — МИТ БР 5

ЋИРИЛИЦА ЈЕ СЛАБО ЗАСТУПЉЕНА У САДРЖАЈУ ИНТЕРНЕТ САЈТОВА...

Руска ћирилица је друго најзаступљеније писмо
на свету на Интернету после енглеског алфабета,
а пре јапанског, кинеског и осталих писама.

РАДИ

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СПАМОВАЊЕ
ЛУДОМ РАДОВАЊЕ

✉ СПАМ ➤   незатражене масовне поруке

Порука је спам
ако је послата као незатражена
масовна порука, без обзира на
њен садржај и то да ли некоме
може да буде корисна!

Спамовање је
питање сагласности
примаоца и начина
слања, а не питање
садржаја поруке!

✉ **ЗАТРАЖЕНА** порука — порука за коју је прималац
пошиљаоцу претходно дао
пристанак да му се пошаље

✉ **НЕЗАТРАЖЕНА** порука — порука за коју прималац пошиљаоцу
претходно није дао проверљив
пристанак да му се пошаље

✉ **ПОЈЕДИНАЧНА** порука — порука наменски упућена
само једном лицу

✉ **МАСОВНА** порука — порука послата као део великог
мноштва порука са суштински
идентичним садржајем

⚠ Прималац поруке у сваком тренутку има право да повуче свој приобилни пристанак за
примање порука, а пошиљалац мора да омогући ту опцију и поштује ту одлуку примаоца.

НИЈЕ СПАМ:

✉ Незатражена,
али појединачна
порука

✉✉✉ Масовна,
али затражена
порука

Поред незатражених масовних порука, законски гледано забрањено је:

Вишеструко слање појединачних
нетражених порука, јер (зависно од
околности) може да се третира као
узнемиравање, насртљива
пословна пракса или недовољно
непосредно оглашавање.

Слање порука
ономе ко је повукао
овај првобитни
пристанак да му се
шаљу поруке.

Слање порука
неприкладног
садржаја деци и
малолетницима.

✗   18+

Слање порука са вирусима и малвером, фишинг и друге врсте
интернет превара путем е-поште су и кривична дела!

ЗАНИМЉИВОСТ

Све што се односи на е-пошту, важи и за остале облике комуникације
на даљину (телефон, SMS, факс, класична пошта...)

НАДЛЕЖНОСТ
▸ Тржишна инспекција
▸ Инспекција за електронске комуникације
▸ Прекршајни суд

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домен.срб/стопспам

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SUPPORTING INDUSTRY EVENTS

- 20-24/4 E-trgovina conference held, which RNIDS partnered in

- 14/5 4th Webdan conference held in Bor with the support of RNIDS

- 30/5 Belgrade Faculty of Law organised a conference on the topic of Intellectual Property and the Internet with the support of RNIDS and ICANN

- 10/6 Meet Magento Serbia conference organised in Niš with the support of RNIDS

- 17-19/6 Webiz business training held at Zlatibor with RNIDS as an official partner

- 20-24/6 International Bioinformatics Conference (BelBi 2016) was organised by the Faculty of Mathematics with the support of RNIDS

- 9/11 the Center for Research, Transparency and Accountability (CRTA), together with RNIDS, organised a debate as part of Week of Parliamentarianism titled Why Open Data Matters

- 2-3/12 the Serbian PR Society (DSOJ) organised the PRilika 2016 conference, also supported by RNIDS

- 3/12 the 3rd Developers' mDay was organised by Mainstream with the support of RNIDS

PARTICIPATION IN OTHER EVENTS

During the year, Slobodan Marković, ICT policies and Internet community relations advisor, took part in numerous events organised by the local Internet community, including: Open Government Partnership, Talk Days, Digital Serbia, Digital Banking and Economy, Talks on Good Governance in Serbia and South-Eastern Europe, Internet as Commons, Economic Freedoms in Serbia, Internet Governance Briefing, Startup Ecosystem: Round Table on Administration and e-Government, Security and Privacy in the Online Environment and Position and Prospects of the IT Industry in Serbia. He also moderated the PayPal debate at ImpactHub, the discussion on e-business and e-banking at the Webiz conference in Subotica, the panel on state support for the IT sector at the Digital Economy Conference, the panel on e-currencies at IT Space 2016, the panel at ReSPA Government Days and the panel debate as part of Days of e-Government.

RNIDS staff also took part in Secure Internet Day and World Information Society Day events, as well as in the Supporting Development of Young Entrepreneurship panel debate. RNIDS delegates also attended Data Privacy Day and a round table on the topic of legislation in the area of personal data protection, the SEE Telecoms Forum and the celebration to mark 20 years since the Internet began to see en-masse use in Serbia.

INTERNET GOVERNANCE

Internet Governance Forum

The office of the UN General Secretary extended the mandate of the advisor to RNIDS' director, Slobodan Marković, in the Multistakeholder Advisory Group (MAG), which advises the UN General Secretary regarding the programme and schedule of the Internet Governance Forum (IGF). At the IGF held 6-9/12 in Guadalajara, Mexico, RNIDS' representative took part in sessions devoted to improving remote participation in the IGF and to the development of dialogue on Internet governance in the south-east European region.

SEEDIG

After the second SEEDIG held in Belgrade, RNIDS got actively involved in the process of planning the agenda for the next meeting in Ohrid, proposing topics for sessions at SEEDIG 2017.

CENTR

At the 55th General Assembly of the Council of European National Top Level Domain Registries (CENTR), held on 17th February in Budva, Danko Jevtović, RNIDS director and member of the CENTR Board of Directors since last year, was elected as CENTR treasurer.

Participation in ICANN working groups

Mirjana Tasić, Advisor for Strategy and Development to the director of RNIDS, took part in the ccNSO Guidelines Review Committee (GRC), the Cross-Community Working Group on Use of Country/Territory Names as TLDs and the Latin Generation Panel.

Dejan Đukić, Chief Legal and Administrative Officer, took part in the ccNSO Guidelines Review Committee (GRC) and the Competition, Consumer Trust and Consumer Choice Review Team.

Aleksandar Popović, Chief Financial Officer, was actively involved in the ccSNO Strategic and Operational Planning Working Group (ccSNO SOP WG).

RSNOG

The first informal gathering of the RSNOG community in 2016 was held during the DIDS 2016 conference. There was discussion on organising the second RSNOG conference, as well as on other activities of the RSNOG community during the year. During September, initial contact was established with ISOC in order to look into the possibility of partnership in organising the ION Conference as part of the RSNOG 2017 conference.

RSNOG CONFERENCE

The second RSNOG conference was held at the Crown Plaza Hotel in Belgrade on 22nd November, supported by RNIDS, RIPE NCC, Interxion, SOX and Mainstream. It brought together some 120 network professionals from the major local telecommunications companies, cable operators and Internet and hosting providers, Serbian IT companies, academic institutions and state institutions. The conference was watched by several hundred people via online stream. Six talks were held on varying topics such as modern data-centre design and the security of network infrastructure, critical services and user content on the Internet, as well as a presentation of a project to establish an Internet traffic exchange point in Niš, and of the activities of the Southern Serbia Administrators' Association.

rsnog.rs and рсног.срб

RSNOG

RNIDS-CERT

During Q4 a Cooperation Agreement was signed between RNIDS and the Interior Ministry's MUP-CERT, after which a meeting was held with colleagues from the MUP-CERT to consider further steps in implementing the agreement. At the end of November 2016, the Serbian government approved four decrees that were necessary for the implementation of the new Law on Information Security, whereby RNIDS was designated an ICT system of special importance. This established the new framework for further work in establishing the RNIDS-CERT, which in turn gave rise to the need for the RNIDS Board to review the Foundation's strategic orientation in the area of information security, and to define the mission, tasks and scope of activity of the RNIDS-CERT.

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