



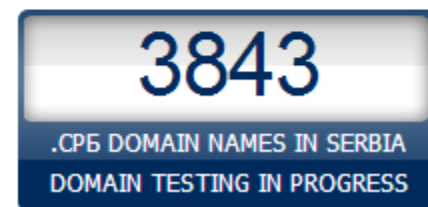
RNIDS
Serbian National Register
of Internet Domain Names

RNIDS

Registry of National Internet Domain Names of Serbia (RNIDS) is a private not-for-profit foundation established to manage country-code top-level Internet domains (ccTLD) in Serbia

The RNIDS Founding Assembly was held on the 8th July 2006

RNIDS manages the register for the country code top-level Internet domain of the Republic of Serbia, .RS, in accordance with the decision of ICANN dated 11. 09. 2007. On the 8th November 2010, ICANN accepted RNIDS's proposal that .CPБ become the Cyrillic domain of Serbia and assigned this label to our country as the second country code top-level Internet domain.



Alphabets in Serbia

One official alphabet – the Constitution says... (example: ШТО)

and yet, we use **two** equally (Cyrillic and Latin with special chars, both phonetical) (ШТО = što)

We use two, but... on computer - we „try to“ use the **third** – ASCII on computer (ШТО = što ≠ sto)

There is more than 20 minorities in Serbia with their own alphabet and 3 alphabets became **23**



Serbia is not unique...



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Serbian IDN short history

November 2009

- ICANN launches a fast track process for obtaining top-level domains which paves the way for IDN.

December 2009

- Serbian Government tasks the Ministry for Telecommunications and Information Society (MTID) to obtain a Cyrillic domain.

February 2010

- RNIDS begins a public debate on the need for a Cyrillic domain and initiates a procedure to choose a localised top-level domain extension in the Serbian language and the Cyrillic script.

16th June 2010

- The public debate, survey and vote on what to call the Cyrillic Internet domain of Serbia come to a close. The two proposals with the most votes from the Serbian Internet community are sent to ICANN for evaluation.
 - .cpб had 8336 votes
 - .cpбиja had 1734 votes

15th July 2010

- MTID determines that RNIDS meets all the conditions for managing the register of Cyrillic domains.



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Serbian IDN short history (2)

September - November 2010

- Task group drafts registration rules for .CPБ

November - December 2010

- A public debate on the principles and rules of registering Cyrillic domain names begins.

21st April 2011

- The ICANN Board of Directors backs the request that the management of the .cpб domain be assigned to RNIDS.

3rd May 2011

- The Cyrillic domain .cpб becomes accessible on the Internet after the Internet Assigned Numbers Authority (IANA) assigns its management to RNIDS.

11th May 2011

- The new, official RNIDS website becomes the first local site to use the new top-level Cyrillic domain, at the address рнидс.срб.

28th May 2011

- Regulatory enactments governing the registration of .cpб domains are approved at a meeting of the RNIDS Assembly

27th January 2012

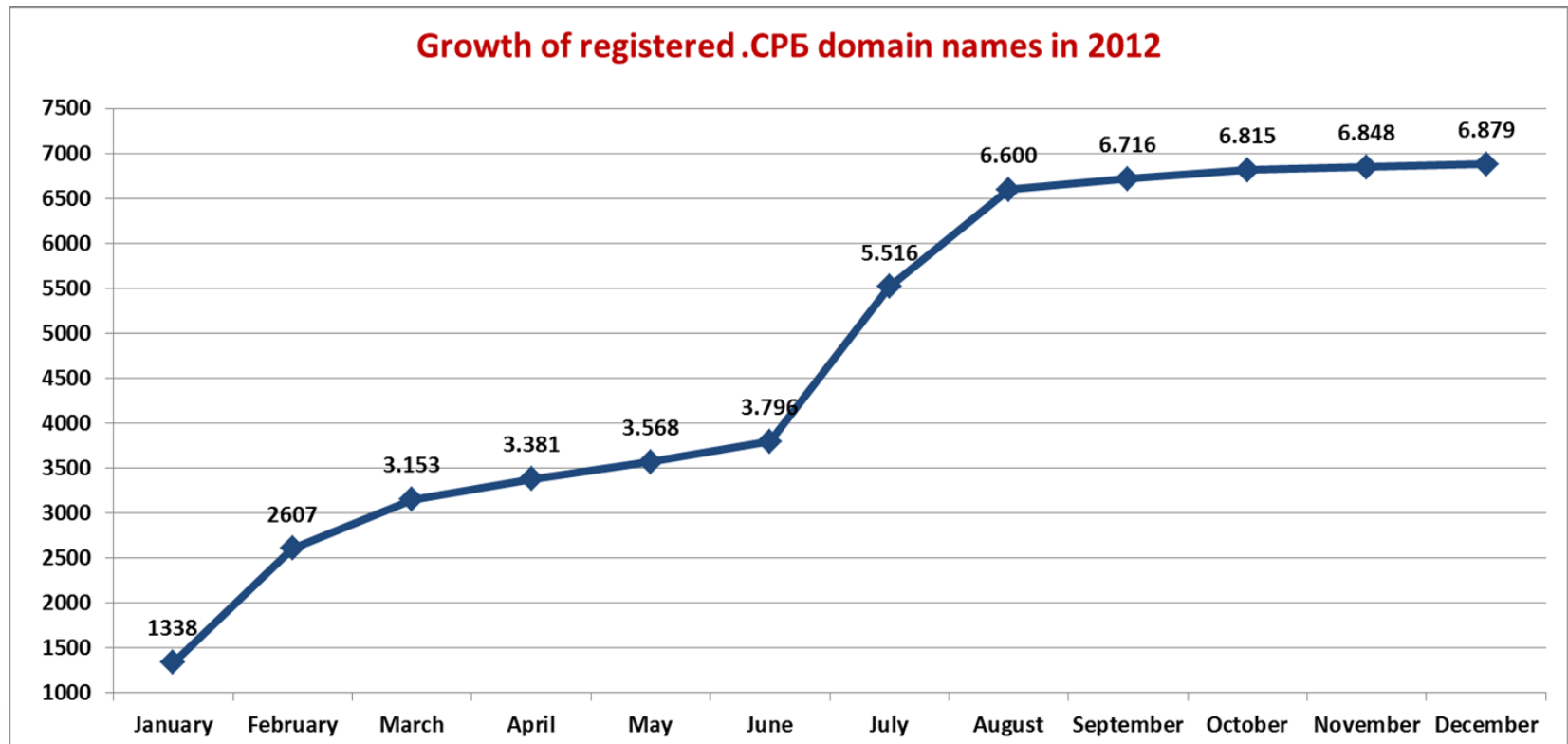
- IDN is alive!



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UP

2012:



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UPS... GOING DOWN

2013: ?

Decline of registered .CPB domain names in 2013



27th January – the first birthday of .CPB domain



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DOWN

**We have more than 80.000 of ASCII
domain names**

What happened?!



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Different approach

This is not a fashion or political question.

This is a product, that needs some improvements.

We analyze the market – main reason for unsuccessful year for our IDN was:

„I have a domain, but I dont have cyrilic mail adress“

Further measures and improvements:

- Pricing politics: Bundling of .CPB domain with .RS domain will make .CPB domain significantly more affordable, then the stand alone registration.
- Pricing politics: Program of support to Internet popularization projects on .CPB domain aims to increase the useful Internet content.
- IDN emails: Join forces with .RU + .UA in initiative to push Microsoft, Google and others to IDN e-mails
- IDN emails: Participate in IDN emails development, including beta testing
- Add latin with special symbol in ASCII domain .rs



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THANK YOU

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