hoster.by
experience of IDN .БЕЛ launch and development
Pre-delegation
- Collection of letters of support from public organizations
- Endorsement and approval from state representative - OAC
- Registry adjustment
- Root DNS setup

Delegation
- Registry testing
- Registrar accreditation

Sunrise
Mar.-May
- 3 months of privileged domain registration for the owners of trademarks and firm names of legal entities

Auction
June-Sept.
- 3 months of charitable auctions of premium domains, divided into several stages

Open registration
1st of Oct.
- Start of open registration
Sunrise

- 3 months - from March to May
- 7,500+ requests
- 6,000+ from state bodies
- 1,099 from legal entities
- 200+ from individuals

![Graph showing percentages of requests from state bodies, legal entities, and individuals.]

- State bodies: 85%
- Legal entities: 13%
- Individuals: 2%
Sunrise
Auctions

- 4 months - from June to September
- Charitable - the cost of the winning bid except the fixed price of domain registration goes to the support of belarusian orphanages
- 2 500+ premium domains: from 2-character to common nouns like стройка.бел, дизайн.бел, компьютер.бел, etc.
Auctions

- 1,956 domains registered
- The most expensive domains
  - Авто.бел - more than 21,000 USD
  - Реклама.бел - more than 15,000 USD
- Total sent to orphanages: 237,000 USD
Auctions

One year later авто.бел became a present
Auctions

- Реклама.бел is used for a major campaign of an advertising agency.
Statistics

The number of registered domains - 15 260

The second largest national Cyrillic TLD in the world
Statistics

- Legal entities: 42%
- Individuals: 45%
- Individual entrepreneurs: 13%

Total: 15,260
Statistics

- **ТОР-10 countries, registering .БЕЛ domains:**

<table>
<thead>
<tr>
<th>No</th>
<th>Country</th>
<th>Domains quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Belarus</td>
<td>14 904</td>
</tr>
<tr>
<td>2</td>
<td>Russia</td>
<td>136</td>
</tr>
<tr>
<td>3</td>
<td>United States</td>
<td>51</td>
</tr>
<tr>
<td>4</td>
<td>France</td>
<td>25</td>
</tr>
<tr>
<td>5</td>
<td>Egypt</td>
<td>24</td>
</tr>
<tr>
<td>6</td>
<td>Germany</td>
<td>18</td>
</tr>
<tr>
<td>7</td>
<td>Latvia</td>
<td>17</td>
</tr>
<tr>
<td>8</td>
<td>Cyprus</td>
<td>16</td>
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<tr>
<td>9</td>
<td>Lithuania</td>
<td>14</td>
</tr>
<tr>
<td>10</td>
<td>Ukraine</td>
<td>12</td>
</tr>
</tbody>
</table>
Statistics

- Every month - 300 domains
- Every day - 10 domains
ЭТИ ПРОБЛЕМЫ
МЫ УЖЕ РЕШИЛИ

Мои проекты
штраф.бел
Thank you!

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