.RU/.РФ Update: Fostering the Registrar Community to promote registrations

Andrey Vorobyev for
73th APTLD meeting
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Just facts

**Coordination Center for TLD RU/PΦ**
- Administrator of .RU and .РФ
- Development of policies and procedures
- Interaction with government, Internet community, international organizations

**Technical Center of Internet**
- Maintenance of the main registry and registration system
- Responsible for the reliable function of DNS (Primary DNS and Secondary DNS)

Accreditation

Service

Registration and delegation of domain names

Users (registrants)
Number of registrars in .RU/.РФ TLDs increased by over 60% since 2015

28 registrars in 2015

46 registrars in 2018
Recent Challenge

Registration/renewal/transfer fees up by 70% since **July 01, 2017**

RUB 70 ➞ RUB 120

Registrars’ consolidated reaction was collected through the Registrars Committee and discussed at the Coordination Center working group. Registrars’ opinion was taken into consideration to develop the price rise process timelines.
Engaging registras in safeguarding activities

Since 2012, 8 governmental and private-sector organizations granted a special right to contact registrars directly and ask them to seize malicious domain names.
Registrars proved committed to the mission.
The Coordination Center facilitates and oversees the interaction.
Promoting competition on the market

In 2017, Coordination Center came up with a bulk transfer procedure. Registrations can now be handed over in big numbers from one registrar to another. A domain names database can now be transited both by the domains administrator and the registrar.

The novelty helps:

1. Protect owners’ rights if the registrar has gone “dead”
2. Boost market competition
3. Make the market more responsive and adaptive, and
4. Make M&As simpler
In 2017, Coordination Center launched a service that helps check if the domain name is similar to a registered trade mark.

It helps protect registrars and end users from litigation.
The strategy has paid off

- Minimum losses after the price rise
- .RU decrease by 2.5%
- IDN ccTLD .РΦ decrease by 3.5%
- No registrar has gone out of business
- Vibrant market for registrations, real competition, registrars have to keep shape
Coordination Center holds yearly capacity building events that helps boost communication with and outreach to the registrar community.
Thank you!

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