IDN and vendors: Long way per astera

APTLD Members Meeting
Tashkent, September 2018
.РФ Launch

226 039 domains for first day of General Availability
597 669 domains for first month
903 330 domains for first year
Dynamics in .РФ

- Total domain number, thousands
- New registrations, thousands
- Monthly growth, thousands
1st IDN in the World

814 593 Total domain names
88% Delegated domain names share
60% Renewal rates

62.3% Domain names usage for:
- Websites and apps 58.3%
- Mail only 12.8%
- Parking 16.1%
- Redirect 12.8%
Since the very beginning Coordination Center participated in Universal Acceptance working groups with the aim to include .РФ in modern ICT environment.
Regular meetings with the community

During the TLDCON meeting in Georgia we invited Yandex.mail service representative to discuss further steps of IDN implementation
What we do with vendors

Researches of current universal acceptance status

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Acceptance in Unicode</th>
<th>Acceptance in Punycode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail.ru</td>
<td>Нет [Да]</td>
<td>Нет [Да]</td>
</tr>
<tr>
<td>Yandex.ru</td>
<td>Да [Да]</td>
<td>Да [Да]</td>
</tr>
<tr>
<td>Rambler.ru</td>
<td>Нет [Да]</td>
<td>Нет [Да]</td>
</tr>
<tr>
<td>Pochta.ru</td>
<td>Нет [Да]</td>
<td>Нет [Да]</td>
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<tr>
<td>Gmail.com</td>
<td>Нет [Нет]</td>
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</tbody>
</table>

Using the special address тест@пример.испытание и mailtest@пример.испытание researchers can see whether public service accept IDN mail in Unicode or Punycode
What we do with vendors

Making a public statements

The potential of Cyrillic domains of our countries is very high. The main factor that holds their development today is lack of support from popular e-mail services and social networks.

— Andrey Vorobyev, Director of the Coordination Center for TLD .RU and .РФ

Petition is posted on the site idnpetition.net. It has already been signed by the representatives of national and generic IDN domains. By the end of September petition will be collecting signatures. After that the document will be sent to the addressees.

At the point of publication petition was signed by the following registries:
- .БЕЛ (Reliable Software, Ltd.),
- .УКР (UANIC),
- .РФ (Coordination Center for TLD .RU and .РФ),
- .иц (ISOC Armenia),
- ДЕТИ (Smart Internet Foundation),
- .МОСКВА (Foundation for Assistance for Internet Technologies and Infrastructure Development),
- .ОНЛАЙН (CORE Association),
- .САЙТ (CORE Association).

In 2016 the number of IDN registries signed the petition to main e-mail public services and social networks about IDN Universal Acceptance.
What we do with vendors

Vendors fears:

«The first company to implement all IDN solutions will get all negative from the market. If something goes wrong, people will blame you even if it is completely not your fault»

- Alexey Shelestenkov, head of mail division of Yandex Corp
Thank You!

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