Marketing of Serbian registry

Goran Milankovic
Deputy chair of the board of Governors

September 2018.
Serbia

- Continental country in Europe, where many cultures meet.
- Between the East and the West - geographical, political and cultural
- Serbian language and the cirilic letter + latin letter

Population over 7,000,000:
- 70% of households uses internet
- over 3,300,000 uses internet every or almost every day

Serbs important for telecommunications:
- Nikola Tesla
- Michael I. Pupin
Nikola Tesla

- electricity
Michael I. Pupin

Inventor

Patented June 19, 1900.

ART OF REDUCING ATTENUATION OF ELECTRICAL WAVES AND APPARATUS THEREOF.

Fig. 11.

Witnesses:

Emanuel W. Bache
Hyde Whitman

Attorney.
### .YU
- Existed from 1989. (realistically from 1996)
- 2008. was between 40,000
- Closed on 30. 03. 2010.

### .rs
- currently > 101,600
- Beginning of registration 10. 03. 2008.

### .срб
- currently > 2,500
- Beginning of registration 27. 01. 2012.
Горан Миланковић
Маркетинг српског регистра / Септембар 2018

IDN domain .СРБ

Како, по Вама, треба да гласи ћирилички Интернет домен Србије?

http://њњњ.?
Sunrise and landrush
Craziest campaign

- Regular sex?
- Romantic date?
- Working seminar?
- Years of service?
Call for cooperation

- If you have new ideas, ask us.
- We had probably tried it already.
- Because of our weird country.
Thanks for your attention!

Questions?

Goran Milankovic

goran.milankovic@rnids.rs
rnids.rs | рнидс.срб
domen.rs | домен.срб