The Cyrillic IDN TLD for Russia: Beyond the Operational Agenda

A presentation for APTLD, Amman, Jordan
October 2010
Who we are

- Coordination center for ccTLD .RU (+.РФ)
  - Not for profit, NGO company
  - Council – 13 members, including 1 assigned by regulator (Ministry of telecom). Every year 4 new members being elected from the community activists
  - Agreement with Russian Ministry of telecommunications to manage ccTLD and IDN ccTLD
- 25 employees in Technical center (registry technical operator, owned 75% by Coordination center)
  - Moscow – St.Petersburg core registry technical operations
  - 11 DNS nodes, including Russia, Europe, USA. Plan to build one in Hong Kong
- 26 accredited registrars
### .RU and .РФ (RF)

<table>
<thead>
<tr>
<th></th>
<th>.RU</th>
<th>.РФ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launched (year)</td>
<td>1994</td>
<td>2010</td>
</tr>
<tr>
<td>Registry/administrator</td>
<td>Coordination Center for .RU</td>
<td></td>
</tr>
<tr>
<td>Script use in the</td>
<td>Latin (government.ru)</td>
<td>Russian Cyrillic (правительство.рф)</td>
</tr>
<tr>
<td>addressing system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of registered</td>
<td>3m+</td>
<td>18,350</td>
</tr>
<tr>
<td>second-level domains</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(as of 11 Oct 2010)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Growth rate 2008/2009</td>
<td>37%</td>
<td>N/A</td>
</tr>
<tr>
<td>Growth rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009/2010(est.)</td>
<td>30%</td>
<td>0 to 100,000 est.</td>
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.РФ: the Milestones

2008

- June – The RF Telecom Ministry and the Foreign Affairs Ministry are commissioned “to continue the work on promoting the Russian language in the Internet’s addressing system”
- June – the Russian Internet users vote online for .РФ as a meaningful string name for the future IDN TLD

2009

- June – the application submitted to ICANN
- October – ICANN approves the Fast-Track Procedure for .РФ

2010

- 22 April - the ICANN Board approves the application for .РФ
- 12 May – .РФ delegated
- 25 May – zone file .РФ generated
- 11 November – open registration starts

2011

- 100 000 domains in .РФ (est.)
Priority registration (sunrise)

- Stage 1 - 25 Nov. 2009 - 25 March 2010 Cyrillic TMs only;
- Stage 2 - other TMs, including:
  - Mixed Cyrillic / non-Cyrillic script
  - Non Cyrillic, transliterated KODAK -> КОДАК.РФ
  - Meaningful graphic representation
  - Corporate names, with reference to their legal status (заоверизон - LLCVerison)
  - Owners of exclusive rights using the appellation of origin of the good (тұльскийсамовар - tulasamovar)
- Non-for-profits
- Federal media (правда - pravda)
Priority Reservation for Government Needs: Target Customers

The list of reserved domain names (~500):

- Federal executive bodies
- Federal legislative bodies
- Federal judicial bodies
- Other federal public agencies and organizations (e.g. the Central Bank, the Pension Fund),
- Second-level domain names corresponding to complete or abbreviated names of Russian provinces, names of their capital cities or administrative centers
- State symbols (the Kremlin, flag, anthem, President..)
- Special procedures and rules:
  - free reservation
  - administered by the Coordination Center for .RU
- ALL BASED ON EXISTING GOV-T ORDERS & Constitution. No exceptions or R.I.P.
Limitations in .РФ domain space: «words conflicting with public interests, principles of humanism and morality (in particular obscenities, calls of anti-human nature, those insulting human dignity or religious sentiments, etc. may not be used in domain names».

- SEX.РФ registered the phase 1 opening – based on TM certificate
- 3.000 stop-list words, the dictionary of the Russian obscene lexica. But experience from the past says “works for very limited time”

Popular FM radio station ‘Silver Rain’ registered under the category of “TV and radio broadcast and entertainment”. Domain name ‘Silver Rain’ registered by another unknown company that holds the right for a TM registered under the category ‘Infant food’
The place for the media (but they haven't dug it yet)

April-June 2010 г.

A great number of applications for registration of electronic media with common “sectoral”/“professional” names: (Vodka .РФ; Books .РФ, Construction .РФ etc.) with Ministry of mass media.

Bulk applicants (the record-breaker – from a small city 700 km to the south of Moscow with 64 applications)

July 2010 г.

Prompt modification of registration rules and procedures (cut off by media license issued date).

Sharp decline in newly submitted applications
Mass recall of earlier submitted applications

Court cases ongoing
Lessons Learned: Selected Cases

* Creativity on parade

- Wight Eagle Abduction Teenage Holistic Economic Reformatory

WEATHER .РФ

- Petersburg Omnibus Renovation Non-profit Organization

PORNO .РФ

* The domain names are fictional and have been deliberately designed in English to reflect the peculiarity of this type of potential cybersquatting attempts with the use of the Russian Cyrillic script
Lessons learned (cont-d)

- Earnest of success - in close collaboration of all the parties concerned – multistakeholderism
- Business approach: planning, phasing, timelines, etc.
- Constant interaction with the ICANN and solid IANA application
- Priority to the government and TM holders’ needs
- Thorough development of legal issues and the need in experienced lawyers
- Maximum account of the constituencies’ feedback and diverse needs, but no Mr. Nice Guy to all.
- Limit it to TMs!
- No auctions... Because this is a national domain, it’s not private property.
2010, November 11th, 12-00

Limitations:

- Only citizens of Russia and registered legal entities;
- Can’t change domain administrator for 1 year.

- Runs on EPP
- Tested with registrars
- Measures to protect potential attacks
Thank you!
СПАСИБО.РФ

http://кц.рф