Marketing for

.РФ

Irina Danelia for APTLD Meeting
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Current Statistics

Total number of domain names in .РФ
(priority registration & start of open registration)

priority registration (from 25-Nov-2009 to 16-Sep-2010), by months
open registration (from 11-Nov-2010), by days

749 719 domains as of 11th of February
Current Statistics

Net growth of domain names in .РФ

priority registration (from 25-Nov-2009 to 16-Sep-2010)
open registration (from 11-Nov-2010)
Distribution of .РФ domains between individuals and organizations tends to be the same as in .RU
Market Overview

Number of internet-users* in Russia vs Number of .RU domain names
(2004-2010)

*among population aged 18+ who tried Internet during last 1 month
Source: FOM: Public Opinion Foundation
Market Overview

Broadband Penetration* in Russia vs the number of .RU domain names (2005 - 2010)

* among households (B2C market). Data on 2010 are estimated. (Source: IKS-Consulting)
Market Overview

Domain name base and annual growth in the biggest ccTLDs

- Number of domain names, End of 2010 (mln)
- Annual growth 2010/2009 (%)

Source: Coordination Center for TLD RU/PF, ccTLD registries
Data on .AR are estimated
Success Factors & Marketing Components

- Market size (see above);
- Cyrillic really matters:
  - Few milliseconds to memorize Cyrillic domain name for a Russian-speaking person vs 3 seconds to recognize and memorize a domain name written in Latin;
  - 300m speak Russian; the Russian language is 5th in the world, 160m. consider the Russian language as the native tongue;
  - Only 34% out of 140m citizens of Russia known foreign languages;
- Selected String:
  - РФ is the most common abbreviation for and in Russia: «RF Prime Minister held the meeting......»;
- High level support attracts top media coverage;
- Teaming up with registrars;
- Events - show must go on;
- Web-site http://кто.рф
- Focused advertising campaign
## Advertising Campaign

<table>
<thead>
<tr>
<th><strong>Geography:</strong></th>
<th>Moscow</th>
</tr>
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<tbody>
<tr>
<td><strong>Period:</strong></td>
<td>1 October – 10 December 2010</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
<td>Support of .РФ open registration launch</td>
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<tr>
<td><strong>Carriers:</strong></td>
<td>Outdoor, TV, radio, press, internet. Registrars.</td>
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### Target audience:
- Managers of big corporations (marketing managers, IT-managers)
- SME & SOHO owners and managers

### Components:
- Outdoor advertising
- Media PR-support
- Virus video in Internet
- blogs
- group in Facebook
16 billboards, 1,355,660 contacts with potential users per day
Advertising: Outdoor
Advertising: Media Support

Press-kit development

- IDN advantages:
  1. RU.net expansion
  2. Broad selection of domain names
  3. Greater outreach to new customer audiences
  4. Easy to memorise
  5. Mirror of existing web-site
  6. New trend
Advertising: Media Support

Statistics

- 50+ national and regional mass media published materials on Cyrillic domain, including interviews of Andrei Kolesnikov, CEO, for business and telecom media
- 200+ publications in leading business and public printed media sources, 100+ TV and radio broadcasts

Paper Clips from Media Monitoring

- “Just overnight the .рф zone has hit Top 20 European domain zones (currently ranking 20th and falling after Portugal with its 338,000 domain names). The Coordination Center’s Press Office reports that .рф has already outrun Finland’s national domain”. (Forbes)
- “In one hour of the open registration, as many as 31,900 domain names were staked out, as reported by the Coordination Center’s Press Office”. (Vedomosti)
- “Open registration in .РФ kicked off yesterday at 12.00 pm. An hour later, over 70,000 new addresses were registered. In three hours, the new domain zone expanded by 121,000 names. Overall, in six hours of the open registration, as many as 183,400 were registered”. (Kommersant)
- “Registration of domain names with extension «.рф» is kicking off- to put it correctly/ This may bear both technological and political consequences», - stated Dmitry Medvedev, adding that this happens for the first time in the Internet’s history. This will in a certain way position our country on this huge, essentially unlimited market for knowledge, services and all what is associated with Internet technologies». (kp.ru)
1 stage
Flahmob: Cyrillic letters in Moscow streets

3 videos recorded by "eyewitnesses" distributed in Internet
Over 250,000 contacts
Advertising: Virus Video

2 stage
“official video about .РФ domain
Ж, Ч & Ш letters’ story

Average user’s rating 82%

> 250 000 contacts   All videos see on http://кто.рф
Advertising: Virus Video in Blogs

Platforms: LiveJournal, Twitter
> 400 references to virus video about .РФ

Do you know what the most funny video on uTube is about? About РФ domain

http://www.youtube.com/watch?v=ZGYUDSHVdQ

However, I liked more

The “Ж” letter story”

Total coverage: > 650 000 contacts
1500+ active users during the 1st month
See http://www.facebook.com/tochkaRF
Advertising: Teaming up with Registrars

Principles:
- Objective – promotion of .РФ
- Finding 50:50

Example: Coordination Center + Reg.ru
- Printed press advertising
- Flyers in cafés, restaurants, cinemas, theatres, shops, clubs (1,606 locations)
- Video in Internet
  - “Accelerators” http://www.youtube.com/watch?v=T2bIKC945f4
  - “Dumpligman” http://www.youtube.com/watch?v=uHcYMx6665E
Advertising: Teaming up with Registrars

- Interactive game in Internet «Domainer»
  http://domainergame.ru/

- Song about .РФ «Trolling (domain .РФ)>> http://prmex.ru/wp/?p=408
  148 references
Summary

- over 700,000+ domain names registered
- RIA Novosti named.РФ project among Top 10 IT, telecom and Internet events in 2010
- .РФ is number one Internet project in Russia—no Internet projects ever grasped an equal attention
- Cited in RF Pres. Medvedev’s State of the Nation among Top 3 critical breakthroughs in the national modernization program
Movie 1  «Ж»

Movie 2  «Ч»

Movie 3  «In metro»
Thank You!

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http://ccTLD.RU or http://кц.рф