New gTLD in Russia
.ДЕТИ (dot child)

Andrei Kolesnikov,

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.RU & .РФ are very popular in Russia and have great expansion potential.

As of 30-01-2012, **3,616,525 .RU domain names and 851,807 .РФ domain names** are registered.

The majority (84% in .RU and 96% in .РФ) is registered by **Russian residents**.

In Russia, the share of gTLDs (.com, .net, .info, .org, .biz) is only **10.5%**.

.RU & .РФ have very strong positions on Russian domain market. → There will not be a lot of applications for new gTLDs from Russia.
Russian children start using Internet at 9-10 years (or a bit earlier or later, depending on the region);

Children under 12 years are most vulnerable to online threats;

Many organizations and businesses try to create children-oriented projects in the Internet;

How to establish a safe and interesting global network environment for children?

New gTLD. ДЕТИ and other children-related projects are the investments to Russia’s future;

The goal is to consolidate current online children-oriented projects and encourage creating new ones.
.ДЕТИ will be social and non-for-profit project;
- As an IDN gTLD .ДЕТИ will focus primarily on Russian speakers residing both in Russia and overseas;
- .ДЕТИ will be a space free from violence, pornography, gambling and other content that is harmful for children;
- **Main purpose:** building sustainable trusted Internet environment for children and teenagers by generating and consolidating high-quality amusing and educational content;
- **Main advantages of .ДЕТИ:**
  - providing children and young people with high quality content which is appropriate for their age, without any danger to get inappropriate websites in response to a query in the search engine;
  - possibility for a transparent and easy-to-implement control over resources frequented by children
Target audiences

Children and teenagers

Parents, grandparents

Teachers, librarians

Businesses offering goods and services for children and teenagers

Public and government organizations focusing on education, development and social adaptation of children and teenagers
CC for TLD RU/РФ is the initiator for creating new gTLD .ДЕТИ

- Smart Internet Foundation was created by CC for TLD RU/РФ to:
  - control businesses and organizations’ activity in gTLD .ДЕТИ
  - submit an application for the gTLD to ICANN
  - run .ДЕТИ gTLD
  - goes beyond TLD: select, engage in and help develop interesting projects for kids

Government support:

- Ministry of Telecommunications and Mass Media of the Russian Federation
- Agency of Strategic Initiatives
- Civil Chamber of the Russian Federation
Other new gTLD initiatives from Russia

Coordination Center for TLD RU/РФ also supports other new gTLD initiatives in Russia:

- **.MOSCOW** and **.МОСКВА** should provide new opportunities for municipal economy, businesses and population

- **.SKOLKOVO** should become a great marketing tool which will allow to expand international presence of Russian innovation initiatives

- **Commercial / Brand gTLDs**
Thank You!

Andrei Kolesnikov
Director

http://cctld.ru
http://КЦ.РФ