



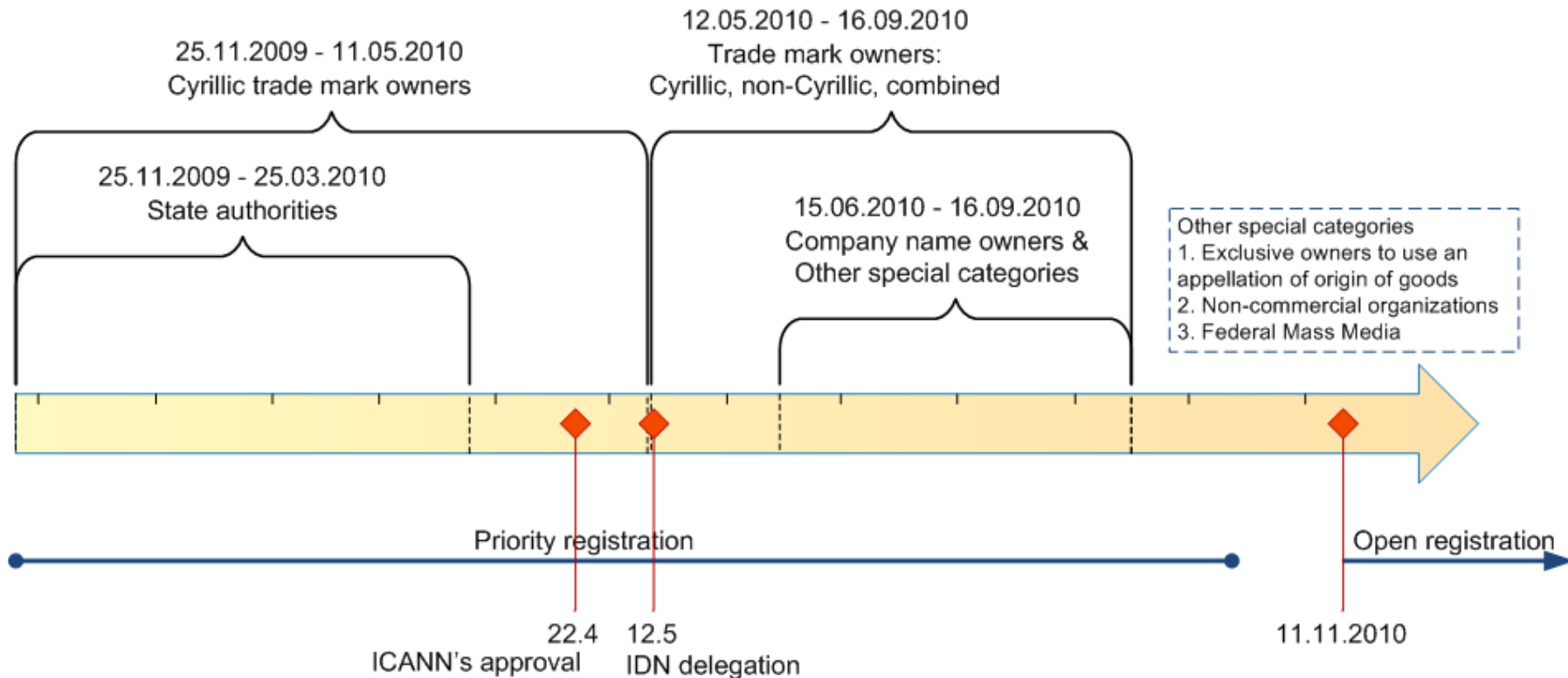
Координационный центр
национального домена сети Интернет

IDN TLD .РФ for Russia: the Post-Launch Update



A presentation for ccNSO Meeting in Cartagena, Colombia
6 December 2010

The .PΦ Background



On October, 1 **18 150 domains** registered in .PΦ
36% of which delegated



Lessons Learned: Selected Cases

The place for the press (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.)
- The same applicants (the record-breaker – from a small settlement 700 km to the south of Moscow with 64 applications)

July 2010 г.

Prompt modification of registration rules and procedures



- sharp decline in newly submitted applications;
- mass recall of earlier submitted applications



Lessons Learned: Selected Cases

*Creativity on parade

- ❖ **W**ight **E**agle **A**bduction **T**eenage **H**olistic **E**conomic
Reformatory

WEATHER .PΦ

- ❖ **P**etersburg **O**mnibus **R**enovation **N**on-profit **O**rganization

PORNO .PΦ

Conclusion: don't try to be good with everybody

- * 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



Open Registration: between the Devil and the Deep Blue Sea

- ❖ “Dutch” type auction – full set of documents developed (Rules, agreements, etc)

Concerns:

- Significant change in current registry-registrar model
- No clear vision what to do with the money gathered
- High commission to be paid to registrars
- Anti-monopoly committee objections

- ❖ “Open registration”

Concerns: big volumes of domains might be purchased by professionals

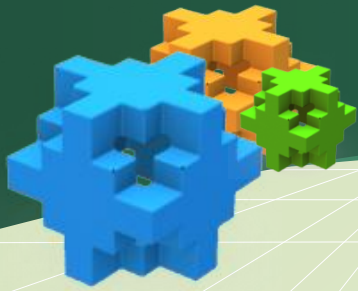
As a result:

- Domain names will not be available to ordinary customers
- Significant registry database load

- ❖ Risk management options:

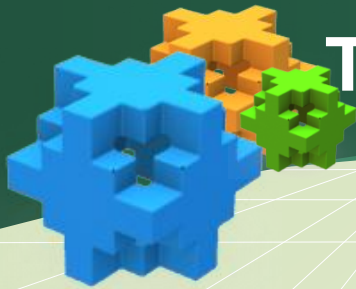
- Economic limitations (per-domain fee ~ 150 USD)
- Technical
- Administrative (5 domains per administrator)

Open Registration: the Right Pick



The final solution

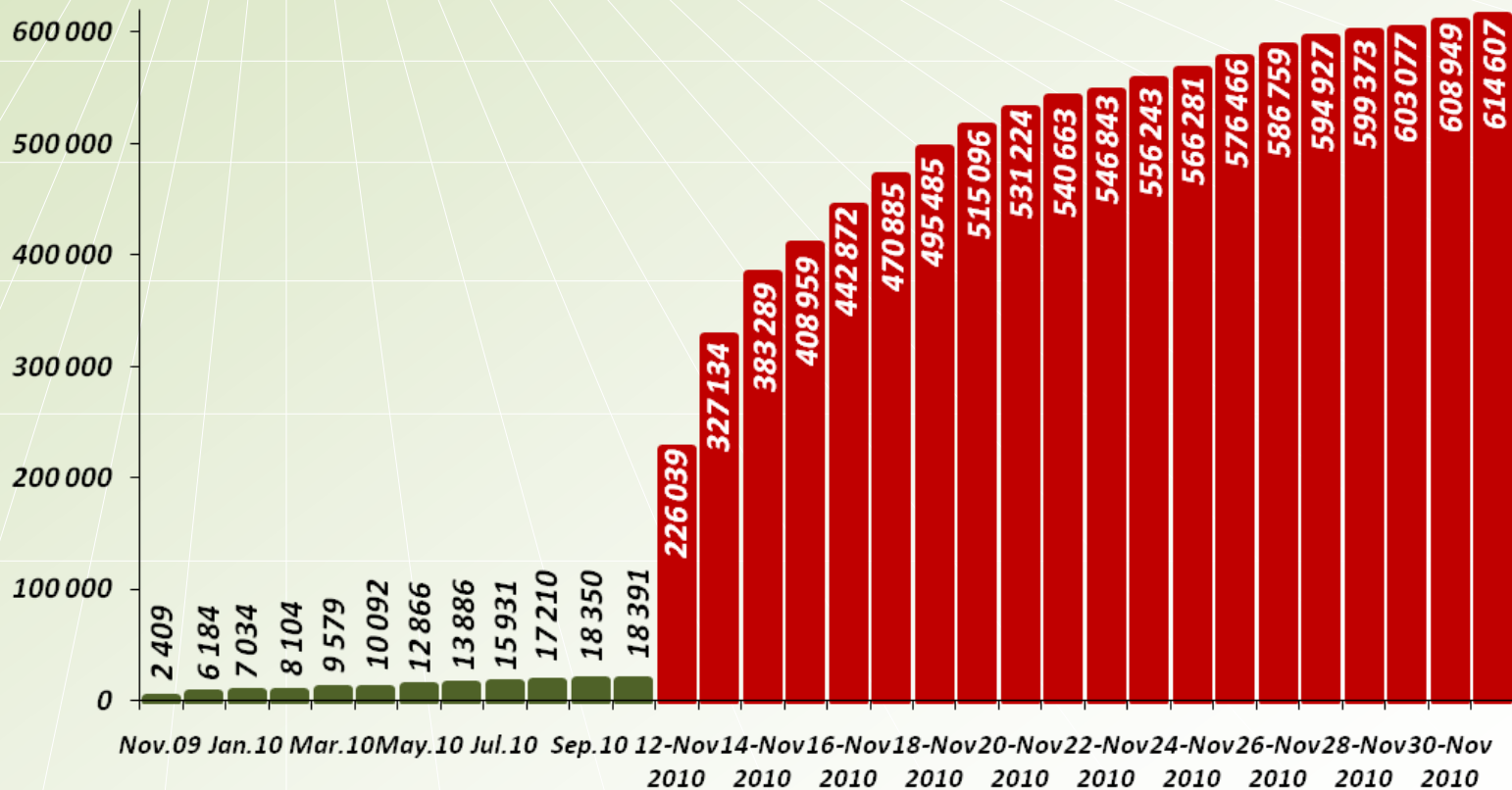
- ❖ Price at .RU level
- ❖ Technical limitation: 4800 requests per hour per registrar
- ❖ Administrative limitations:
 - Local residents & Russian-based corporations only
 - A 1-year ban on transfer of domain names between users



Total Number of 2nd-Level Domains in .PΦ

On 1 December 2010 the number of domains in .PΦ hit **614,607**

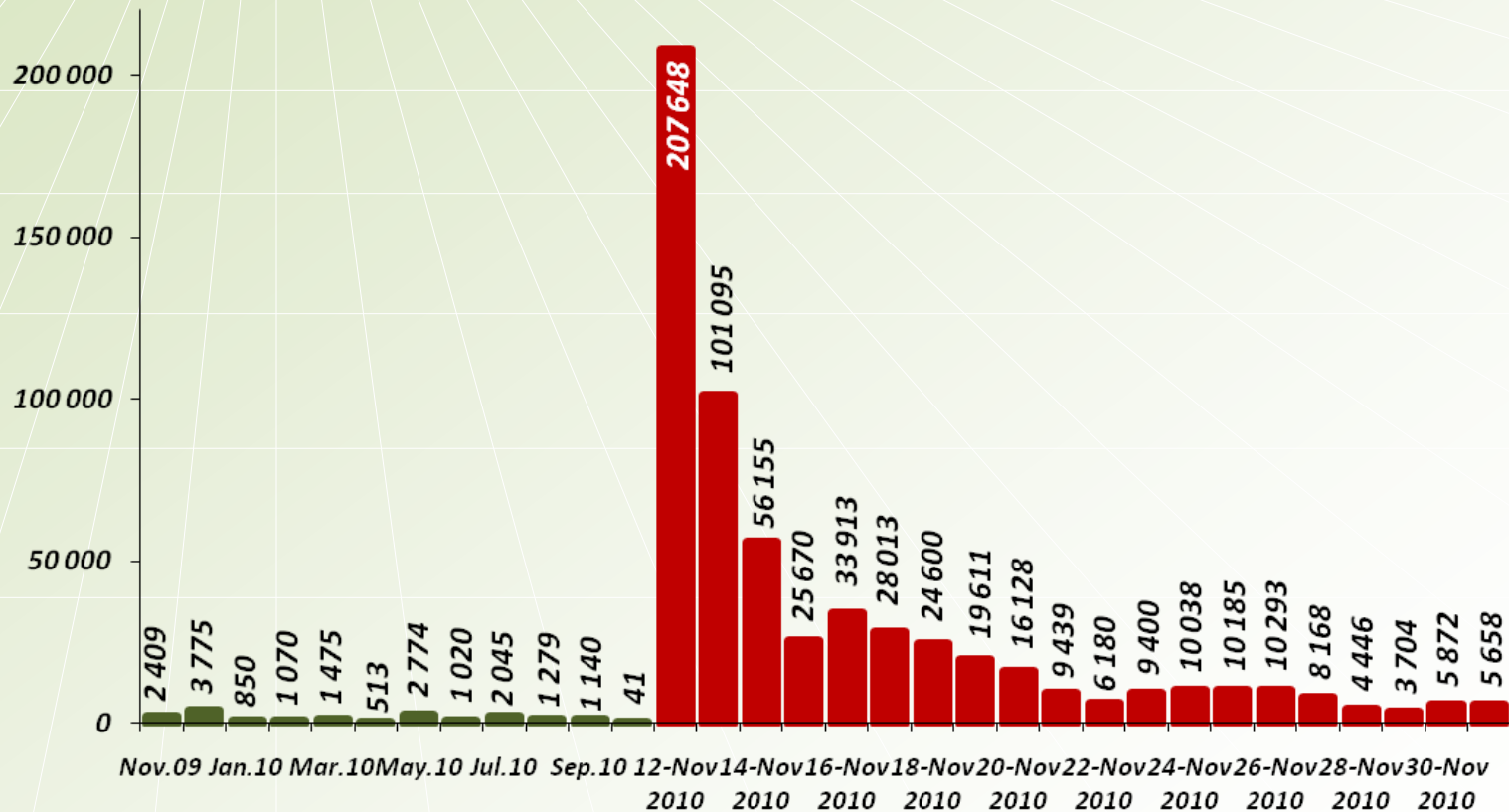
Total number of domain names in .PΦ



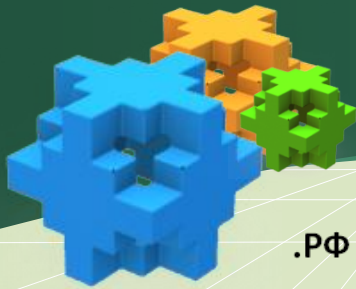
Net Growth in .PΦ

For the first **20 days** of the open registration phase the increment figure in .PΦ was **596,216** domain names

Net growth of domain names in .PΦ

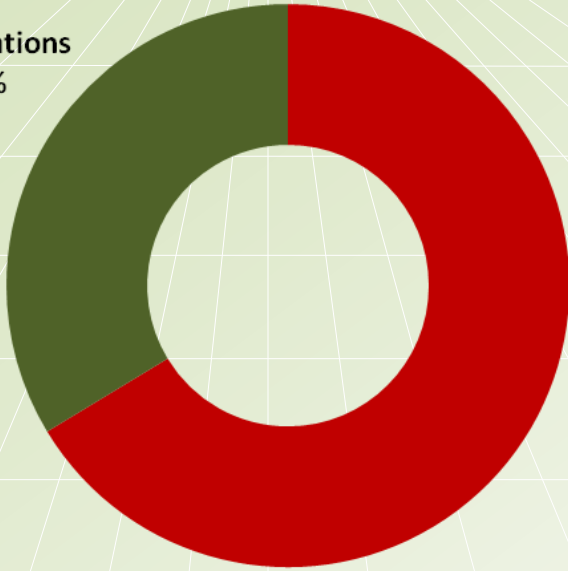


Registrants (.RU vs .PΦ)

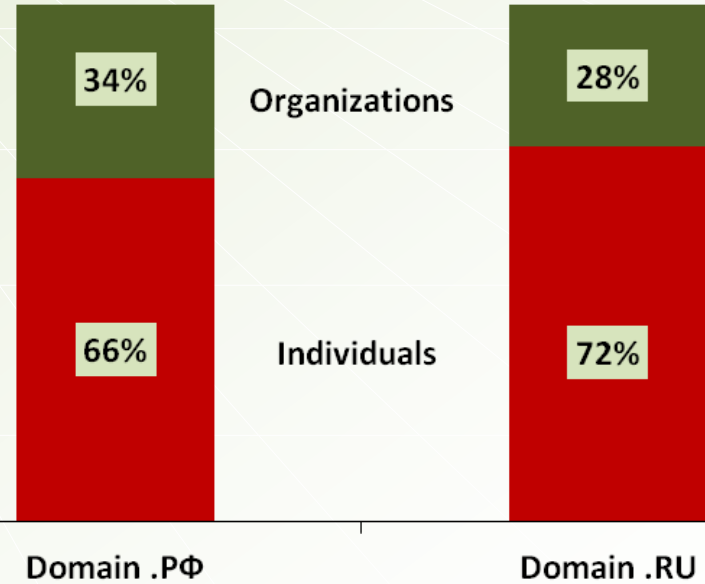


.PΦ domains registered by

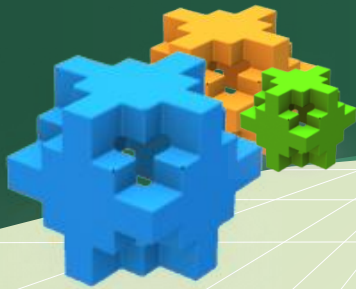
Organizations
34%



Individuals
66%

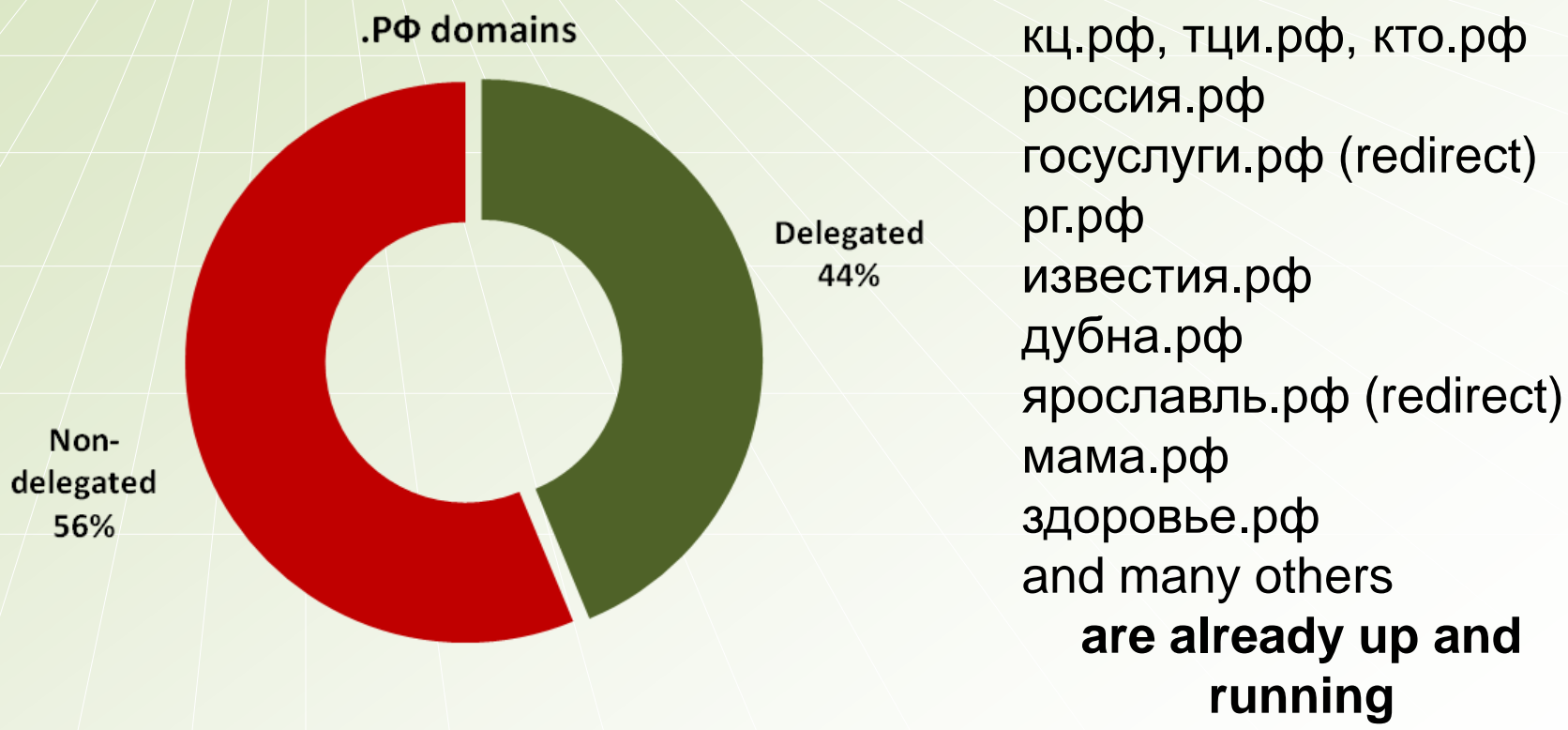


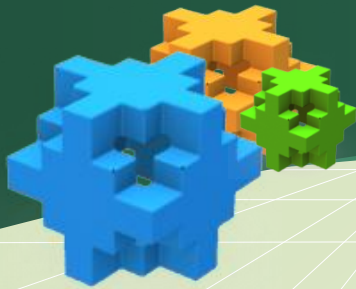
Distribution of .PΦ domains between individuals and organizations tends to be similar to .RU's



Up and Running Already

On 1 December 2010 as many as **268,715** domains in .RF have been already delegated





The Length of Domain Names in .PΦ

As of today registered in .PΦ are:

- **1,846** 2-symbol long
- **Five** 63-symbol long, including:

00.pφ

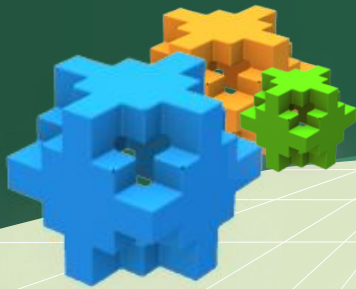
11.pφ

99.pφ

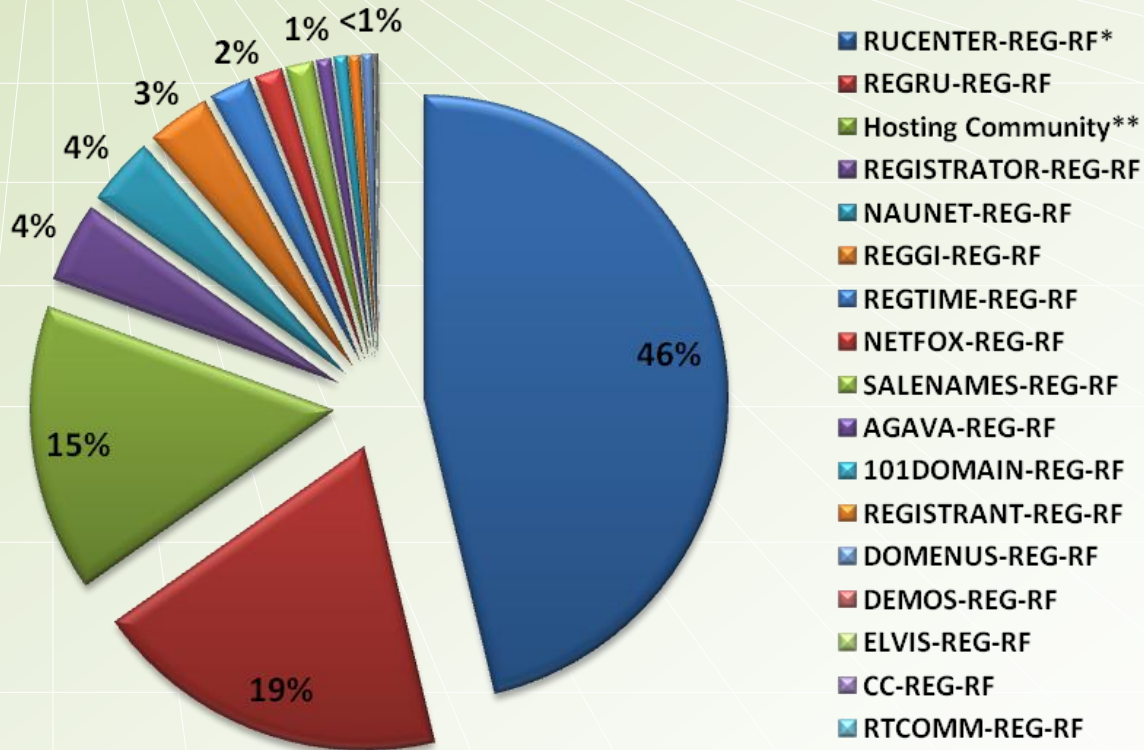
0-----0.pφ

77.pφ

Registrars in .PΦ



.PΦ domains by registrars (on 01-Dec-2010)



* RUCENTER-REG-RF+RUCENTRE-REG-RF

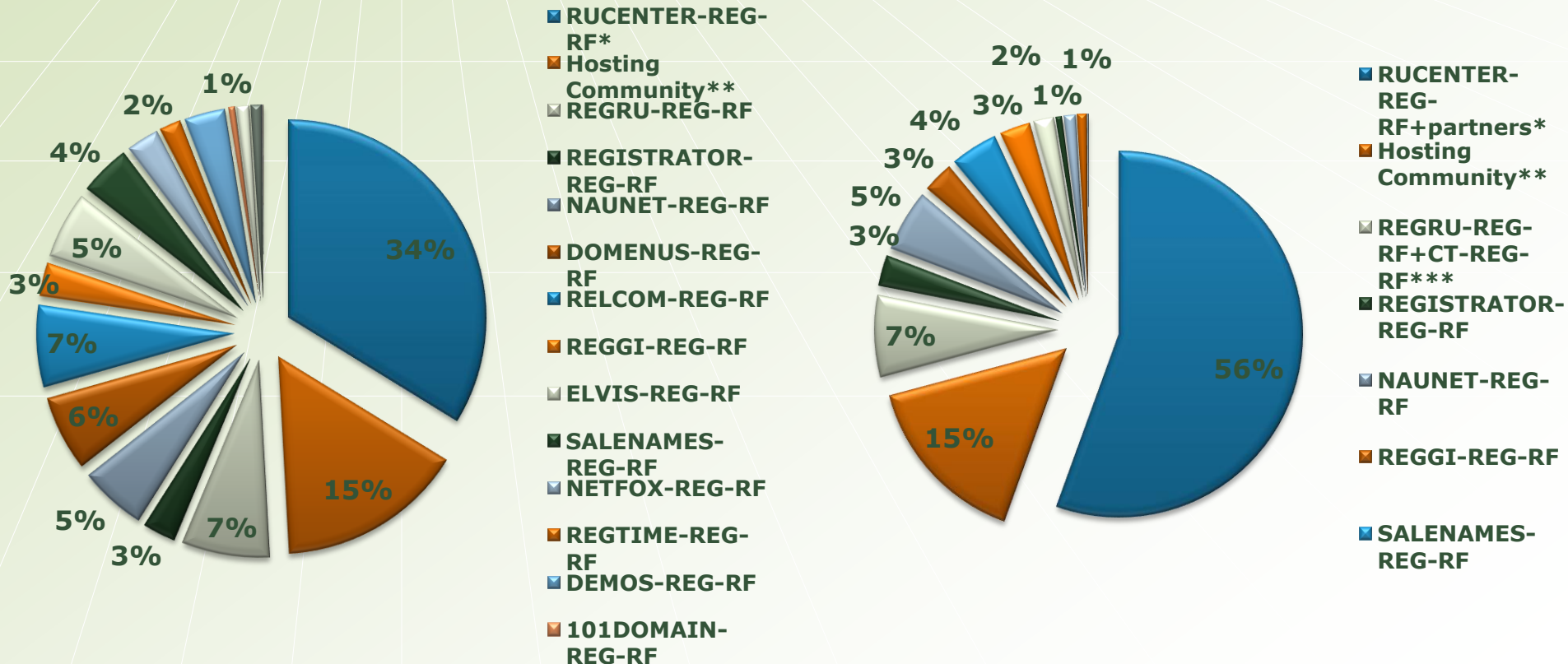
** R01-REG-RF+CENTROHOST-REG-RF

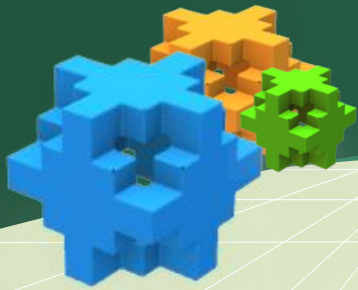
Big Figures, Big Controversies



- ❖ Registrar “X” purchased quotas from 5 other registrars to obtain unfair benefits while hunting for the “best names”
- ❖ Customers’ complaints compelled the Antitrust agency to open investigation into the case

Domains by registrar on Nov, 11 (end of the day)





Big Figures, Big Controversies

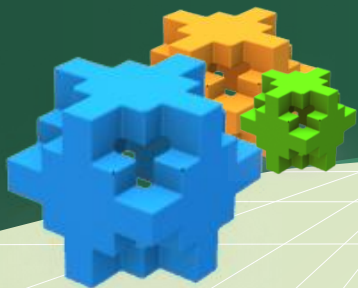
Examples of registrar's malpractices:

- Registrar registers the domain name for itself (up to 60, 000 names)
- Runs the auction
- Awards domains to the winner under “the-transfer-for-use” terms

Breached fundamentals:

- Equal prices for domains
- FCFS principle
- Ban on domain name transition between registrants over 1 year post-registration
- Ban on domain registration by non-residents
- Correctness of the WHOIS data

Stop-List



- ❖ .PΦ Domains Registration Rules state:

words contradicting public interest, humanity and morality principles, in particular unspeakable words or words offending human dignity and religious feelings cannot be used as domain names

- ❖ Russian is rich in obscenities

- ❖ Some 4,000 obscenities taken from the Internet to form a stop list as a temporary remedy

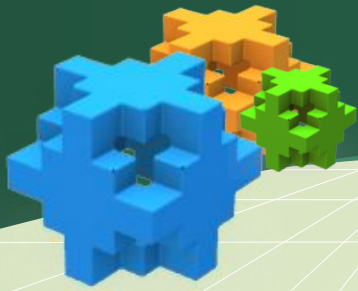
- ❖ No way to block the users' creativity— according to the best expert, possible morphological and lexical (4 basic roots+ combinations of prefixes and suffixes and word combinations) variations outnumber 5m

HOWEVER

- ❖ This is the model to implement

- ❖ An expert team to be created to cope with the challenge

Current Challenges Facing .RF



- ❖ E-mail issues

admin@TECT.pф

- ❖ Search engine results:

only ASCII web-pages in search results



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спасибо.рф

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