The first decade of Russian IDN ccTLD .РФ: experience and feedback

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29th September’20, Pre-ICANN69 ccTLD News Sessions
Delegated in 2010

The First Cyrillic IDN ccTLD - .РФ

12 May, 2010

.РФ – delegated to the Russian Federation via Fast Track Process
12 May 2010

240,000 SLD registrations at day

The first registered Cyrillic SLDs:
президент.рф
правительство.рф
Key topic of 2020
10\textsuperscript{th} Anniversary of .РФ

\textbf{~730,000} Registered domain names

\textbf{92\%} Delegated domain names

\textbf{77\%} Used domain names:
- 34\% sites
- 23\% web-applications, landings
- 20\% only email

\textbf{65\%} Renewal rate
Statistics for decade
.
РФ Ups and Downs

Total number of domain names

Domain name usage

Age of domain names
IDNs in usage

.РФ All Around
User experience
IDN and EAI usage

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IDN/UA discussions

Public sector, Academia, Business, Users

Press briefing & Round table on 12 May
“Cyrillic on the Internet” (May)
Role of Cyrillic IDNs is in expanding the usage of the Russian language on the internet.

Marketing webinar
“Domain .РФ: easy to remember, hard to forget” (July)
Cyrillic IDNs have marketing advantages for promoting a site, SEO services are similar to Latin TLDs already

UA\IDN discussions on European and Global levels
EuroDIG 2020, HOPE 2020, IGF 2020 (upcoming)
UA is not limited to IDN, EAI, New gTLDs only.
UA is the ability of any user to type, create, and share content in his local language on global platforms.
IDN/EAI standards

Developers, System administrators, IT experts

**Поддерживаю.РФ**

- UA/IDN ongoing project for developers and system administrators (April)
- Documentation in Russian
- UA-Ready software list
- Learning courses
- Bug Bounty program
- Guidelines on .РФ support

**EAI training**

- For system administrators (May)
  - Live demo of EAI work
  - Global platforms still don’t support full EAI (send/receive only) but open source decisions are available

**UA Hackathons**

- All-Russian IT hackathon Digital Breakthrough (June)
  - 13 professional developer teams (3-5 persons) solved UA issues in 36 hours
- CTF Summer School Hackathon (Aug)
  - 8 Student teams (5-7 persons) created UA-ready web-sites in 15 hours
Surveys on EAI support and demand in 2020
Some numbers

Series of educational articles about UA/IDN/EAI
For non-technical audience

Post “From ASCII to Unicode” at Habr
One of the most popular IT edition

Explore the Internet & Govern quiz
Quizes (SMM, virtual events)
Easy interactive format to learn about UA, IDN, encoding and digital transformation of the Russian language
UASG Local Initiative in CIS and Eastern European countries
Regional WG was set up in April 2019, approved by UASG in December 2019. Local experts from 7 countries: Armenia, Belarus, Georgia, Latvia, Russia, Serbia, Ukraine.

IDN World Report
New partner of EURid in worldwide survey on IDN development and UA issues
Updated IDN survey 2020 for ccTLD community

Collaboration with Universities
IDN\EAI topics to be included into the educational process
Thank you!

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