COORDINATION CENTER
FOR TLD .RU/.РФ

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

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29th September'20, Pre-ICANN69 ccTLD News Sessions

cctld.ru | кц.рф

.RU   .РФ

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
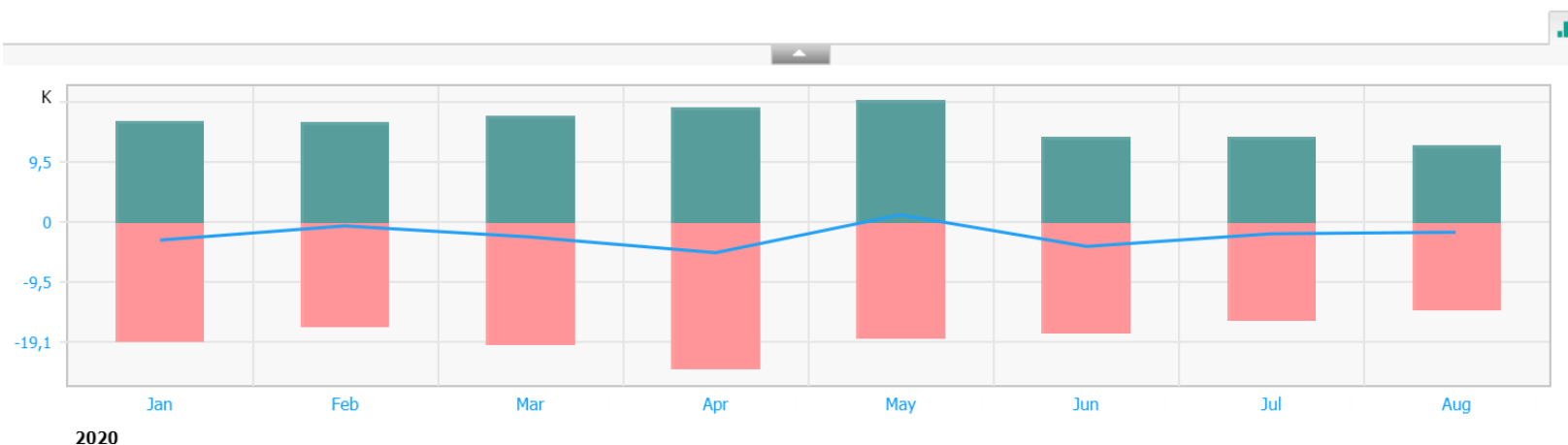## 10th Anniversary of .РФ

10.кц.рф

~730,000 Registered domain names

92% Delegated domain names

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

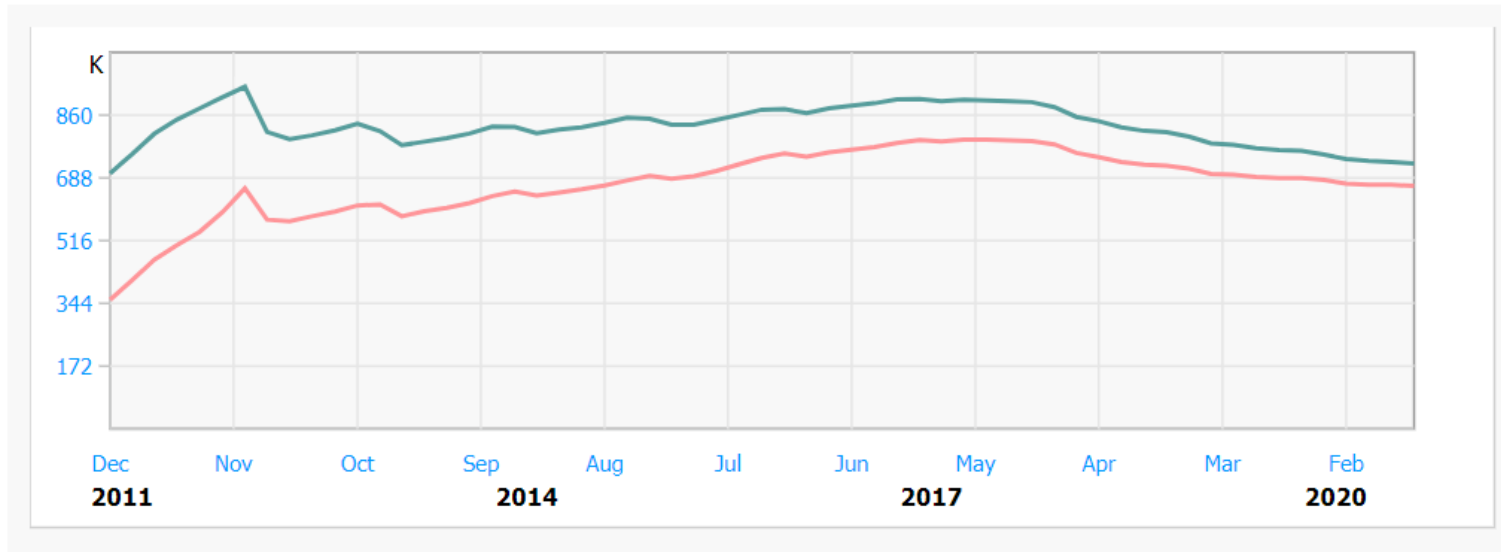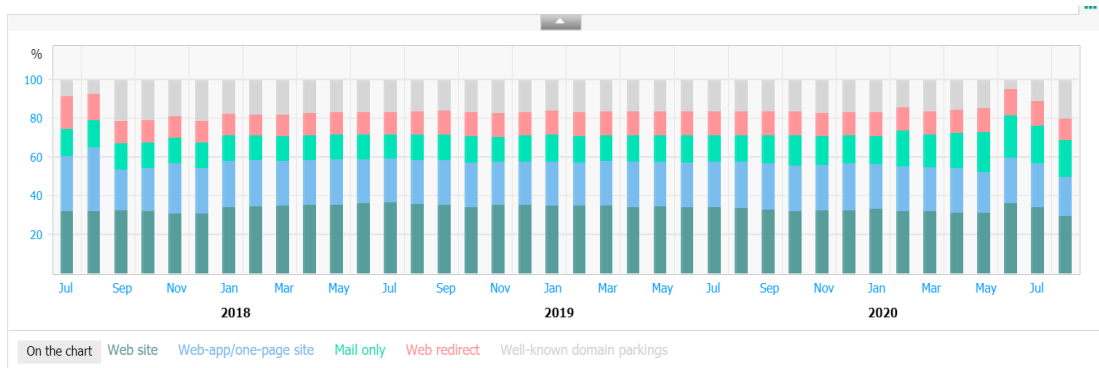**65%** Renewal rate

K

9,5

0

-9,5

-19,1

Jan Feb Mar Apr May Jun Jul Aug

2020

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Statistics for decade

.РФ Ups and Downs

Total number of domain names

Domain name usage
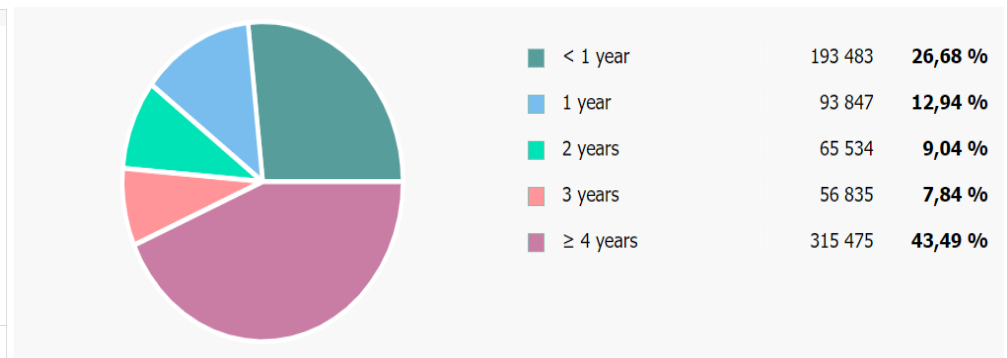
On the chart   Web site   Web-app/one-page site   Mail only   Web redirect   Well-known domain parkings

Age of domain names

< 1 year	193 483	**26,68 %**
1 year	93 847	**12,94 %**
2 years	65 534	**9,04 %**
3 years	56 835	**7,84 %**
≥ 4 years	315 475	**43,49 %**

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IDNs in usage

.РФ All Around

User experience
IDN and EAI usage
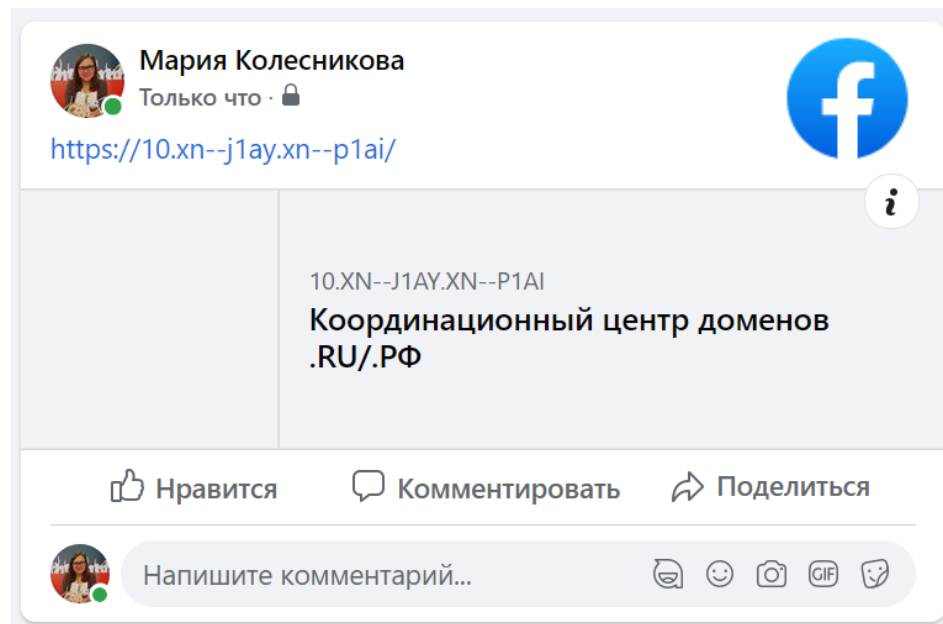
IDN/UA discussions

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.
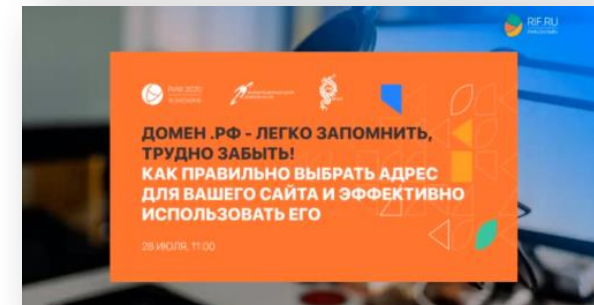

РИФ.Онлайн: 10-летие домена .РФ, его роль в расширении использования русского языка в сети (12 мая)

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.
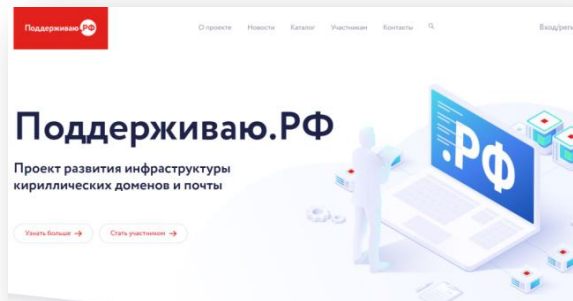
IDN/EAI standards

## 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
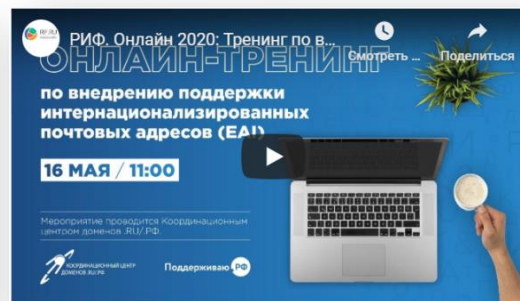
UA Hackathons

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
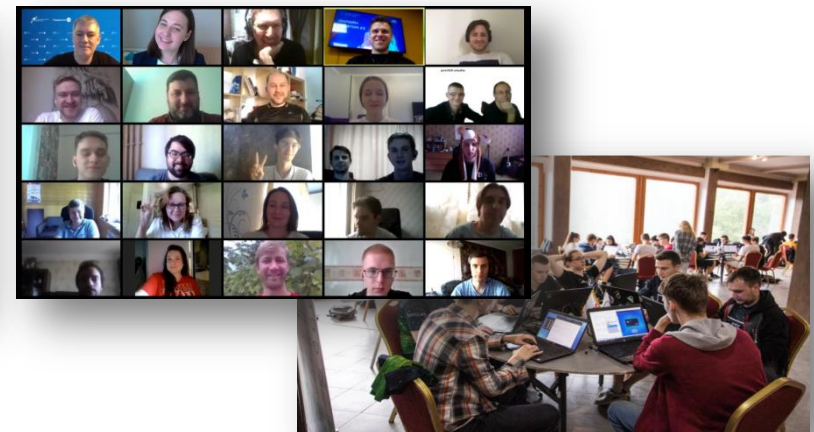
IDN/UA Awareness

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
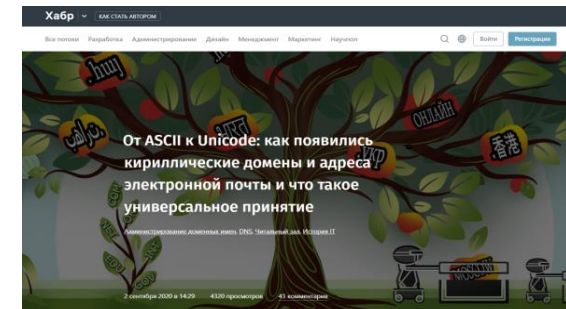
IDN/UA Collaboration

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.
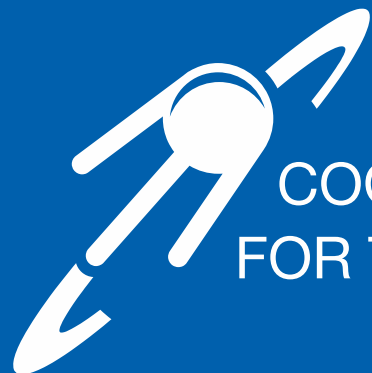
IDN World Report
New partner of EURid in worldwide survey on IDN development and UA issues

Updated IDN survey 2020 for ccTLD community

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

Universal Acceptance

IDN World Report

World Report on Internationalised Domain Names
2020

9 MILLION IDNs

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Thank you!

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