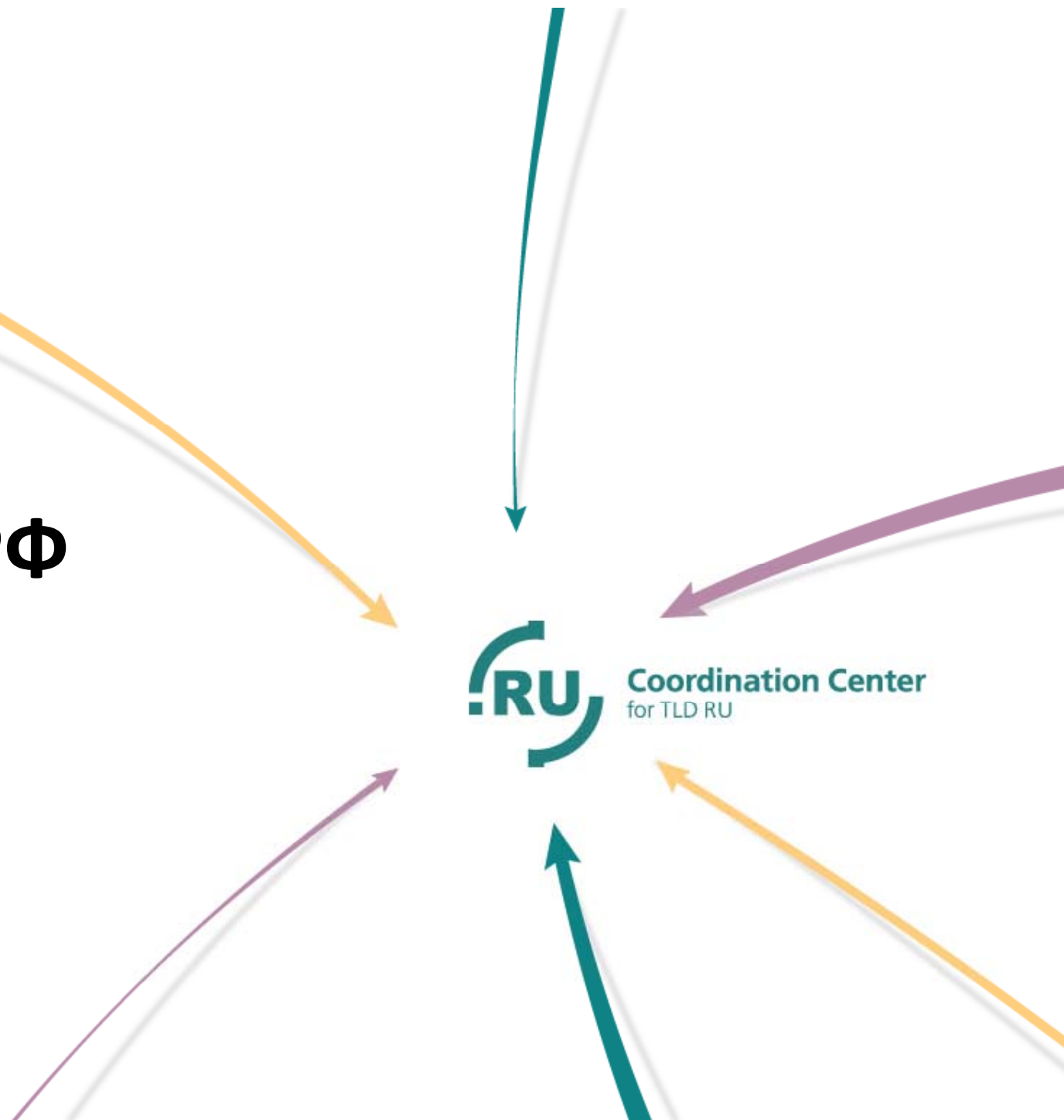


IDN .РФ

Barcelona.ES
Barcelona.CAT
Барселона.РФ
21.01.2010



Coordination Center
for TLD RU





.PФ news

- ICANN received of 16 requests for and IDN ccTLD
 - 8 languages
 - 4 of these have now successfully passed (incl.PФ) through the String Evaluation and ready to initiate the application for String Delegation.
- Priority domains registration (sunrise) started 24.11.09
- Big thing in Russia
- Strong support from State / Gov.t



Hot thing in Russia

- “Hot names” go sunrise first
- Hopes and concerns, blame and support
 - “FSB will enforce to use .PФ only and firewall Russians”
 - Medvedev & Putin: “We need Cyrillic domain”
 - Schegolev (Minister of telecommunications and media) “IDN is # 3 news in 2009”
 - “PФ launch is to suck money out of business, nobody needs it”
 - “I’m 65 and have no idea how you guys use those Latin names”
 - “Internet fragmentation”
- Pushing traditional .RU growth (!)
- ЁЖИК.PФ vs EJIK.RU (*hedgehog*)
 - takes less then 0,8 sec to remember for average Russian guy...
 - 3 seconds to infinity to remember



Sunrise

- Cyrillic trade marks (up & running)
- Other trade marks
- Names of the organizations, non profits, political parties, churches, munis, etc
- Premium domain sales
- FCFS for all phases



Trademarks (18.01.10)

	Domain names	%
Registered, including:	6 505	100%
Domains for the State needs	446	7%
Domains for TMs containing few words and words combinations written with “_”	1 138	17%
Domains for TMs containing few words and words combinations together	836	13%
Domains for TMs containing one word	789	12%
Others*	3 296	51%

Others: names of the people, toons names, movie names (local, foreign), foreign names, geo names, word cuts, medicine terms, containing numbers, etc.