

Regular session of the Conference



A regular session of the RNIDS Conference of Co-founders was held on **13th December** in Belgrade, in the Moskva hotel, with 38 authorised representatives of Co-founders attending.

The external auditor's report was approved at this session, as well as amendments and supplements to the RNIDS Statute, the General Terms of Registration and the Rules of Procedure of the Conference of Co-founders. The RNIDS Plan and Programme of Operations for 2015, the RNIDS Strategy for 2015-20120 and the results of the internal audit were also presented. Cooperation agreements with DoME, the Montenegrin national registry, and with the Directorate for eGovernment of the Republic of Serbia were also approved.

After the Conference session, the **jubilee 200th session of the RNIDS Board of Governors** was held as an open session, and representatives of the Co-founders had the chance to directly ask the governors questions of relevance to the work of RNIDS and the development of the Internet community.

Cooperation with ARs



In the last quarter of 2014, RNIDS **co-financed advertising by accredited registrars (ARs)** with a view to supporting sales of national Internet domains. Seven ARs applied for the co-financing (Dream Web Technologies, Loopia, Ninet, AVCom, Banker, Gama Electronics and Connect), and they were granted funds for advertising via OOH, banners, AdWords, Facebook, TV, radio and Alma Quattro WiFi.

On **17th December**, the first **Conference of Accredited Registrars** was held, with the participation of representatives from 20 ARs, as well as representatives from the Board of Governors, the Conference of Co-founders and the RNIDS Office.

"Internet Security 3 in 1" panel



In October 2014 Serbia took part, for the second time, in **"European Cyber Security Month"**, organised by ENISA, the European Union Agency for Network and Information Security. In connection with this, on **29th October**, RNIDS organised a panel discussion in the Museum of Science and Technology in Belgrade titled **"Internet Security 3 in 1"**, moderated by **Slobodan Marković**, advisor for ICT policy and Internet community relations at RNIDS.

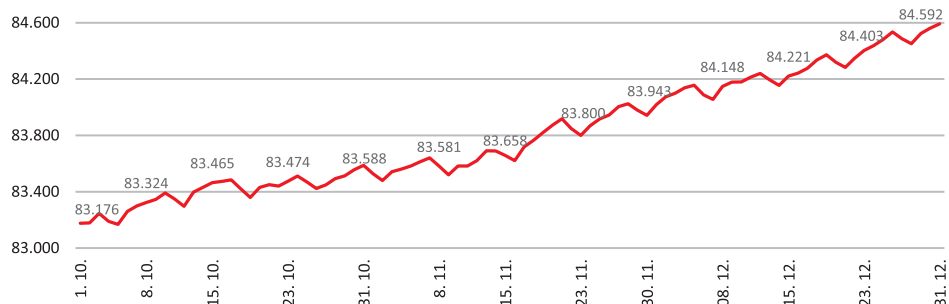
As part of the first block, **Jasmina Mešić**, the coordinator of the Slovenian "Safe on the Internet" national education programme under the auspices of ARNES SI-CERT, presented their national cyber security strategy. **Žarko Kecić**, RNIDS chief technical officer, explained why a cyber attack on the critical infrastructure of a country could have an effect more destructive than that of an armed attack. **Branislav Veselinović**, chief inspector at the Department for High-Tech Crime at the Interior Ministry, spoke on the current state of cyber security in Serbia and what the main security threats are. **Luka Gerzić** and **Miloš Marčeta** from the company Gerzić & Associates presented an analysis of the security of Serbia's national Internet domains .RS and .CPB.

Nikolina Ljepava, psychologist and lecturer at the Faculty of Media and Communications, spoke on the subject of the second block of the panel discussion, the security of individual Internet users, especially on social networks. **Lazar Bošković**, director of the AgitPROP agency, underscored that spamming is also a form of cyber crime, with spammers sending numerous different kinds of deceptive email. **Miloje Sekulić**, co-owner of and e-PR director at the HomePage agency, said that the belief that there is a real world and a virtual world, and that the rules of behaviour in them are different is a completely false one.

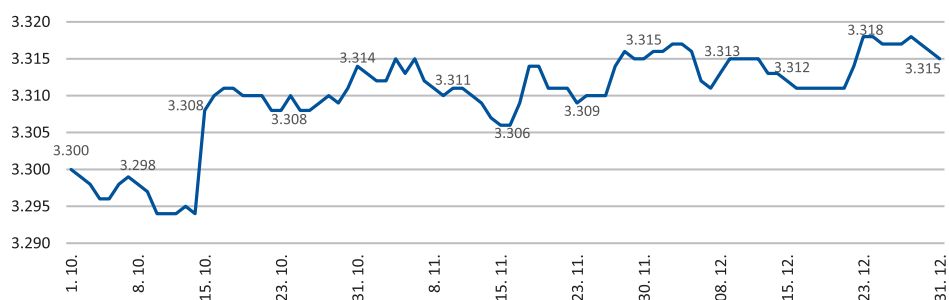
The third session looked at the security of business users of the Internet. **Boško Radivojević**, director of the company Mainstream, explained what Internet portal owners and e-commerce websites need to know about security, while **Jovan Šikanja**, administrator for security at the company Limundo, spoke about the role of employees, the importance of education and the creation of a culture of Internet security. **Vladimir Marinkov** from the law firm Guberina-Marinkov, explained the legal aspects of Internet security.

Domain statistics

Number of registered .RS domain names, Nov-Dec 2014



Number of registered .CPB domain names, Nov-Dec 2014



Study on use of IDN e-mail

The Faculty of Electrical Engineering at the University of Belgrade, at the request of RNIDS, has prepared an **Analysis of standards, recommendations and practical experiences in the implementation of Internationalised Domain Names (IDNs)**.

Promoting and safeguarding people's freedom to use different languages in communication is a foundational element in preserving regional and local communities and improving dialogue between societies with different cultural heritages, as well as in developing an open and transparent mechanism for building mutual understanding and tolerance. In accordance with these essential principles of civilisation, **UNESCO** adopted a recommendation in 2003, which, among other things, advocated the promotion and equal use of different languages and scripts within the global Internet network.

The study by the Faculty of Electrical Engineering in Belgrade looked in particular at the problem of exchanging e-mails on Cyrillic domains for email addresses where the user name (the part to the left of the @ sign) also contains Cyrillic letters. The study gives an expert overview of the problem of current standards for the exchange of e-mails with Cyrillic e-mail addresses and explains the confusion surrounding the use of different methods of encoding scripts and the process that is underway aimed at internationalising the e-mail service.

Find us...

Serbian National Internet Domain Registry Foundation
rnids.rs
рнидс.срб

The Home of Serbia's Domains
domen.rs
домен.срб

DIDS - Serbian Internet Domain Day
dids.rs
дидс.срб

Programme of support for projects popularising the Internet (4PI)
4pi.rs
4пи.срб

Tesla's vision of the Internet
teslinavizijainterneta.rs
теслинавизијаинтернета.срб

SOCIAL NETWORKS:

[linkedin.com/company/rnids](https://www.linkedin.com/company/rnids)
[facebook.com/rnids](https://www.facebook.com/rnids)
twitter.com/rnids
[flickr.com/rnids](https://www.flickr.com/photos/rnids/)
[slideshare.net/rnids](https://www.slideshare.net/rnids)
[youtube.com/rnidsonline](https://www.youtube.com/channel/UCrNidsonline)

ACREDITED REGISTRAR



Accredited registrars
rnids.rs/registri

Whois lookup
rnids.rs/whois

Joining RNIDS
rnids.rs/pristupanje

Publications
rnids.rs/publikacije

Come up with a domain, win a gadget



The online prize competition "Come up with a domain, win a gadget" ran from **19th November to 16th December**, and was aimed at promoting and educating existing and potential registrants of the national Internet domains. The competition called for entrants to think up interesting, but still available .RS and/or .CPB domain names. There was an educational aspect involved, since the technical requirements were also explained as part of the competition, marketing and creative recommendations were made and practical advice on registering .RS and .CPB domains for personal or business use was given. Research into the needs, knowledge and preferences of the local Internet community was also conducted through this competition.

Five hundred and seventy-seven domain name suggestions were sent in during the competition, and after analysing them, all participants who were found to have collected votes unfairly were eliminated. After the competition had closed, on **18th December**, based on the votes given by visitors to the website and the votes of the members of the RNIDS jury, the jury selected the most creative suggestions and 10 prize winners were chosen.

The "Come up with a domain, win a gadget" competition came to a successful end on **26th December**, when the winners received their prizes at an informal social event.

VISIT: smisli.domen.rs

SmisliDomenUp



An informal gathering of about 40 representatives of the local Internet community was held at SmisliDomenUp, which was organised on **24th November** in Belgrade with the goal of promoting the "Come up with a domain, win a gadget" competition.

Niall Horgan and **Scott Thwaites**, partner managers for Twitter for Europe, the Middle East and Africa, were among the guests.

Domain names market research

During October the **Masmi agency** conducted research on behalf of RNIDS into the **attitudes of industry professionals towards different Internet domains**.

The experiences of the professionals showed that the majority of their clients were poorly informed, and sometimes uninvolved in the choice of domain type. In terms of the way they think, small- and medium-sized companies are more similar to private users than large companies, and small companies and individuals who are laymen in the field comprise a large proportion of clients. They mainly consult with professionals before making a final choice of domain, so advice and recommendations given by experts do have a major influence on their decision.

Professionals are mostly neutral towards different types of domain and rarely have a pre-defined preference; a recommendation for a particular type of domain is given in relation to the needs of a particular client. Accordingly, national domains are generally recommended to clients operating in or entering the domestic market, while global and foreign top-level domains are recommended to clients who are orientated towards foreign markets. The .RS domain is most frequently recommended due to its SEO effects, and it is also thought that it contributes to companies being perceived as local or as a local representative branch of a company. One barrier to recommending a national domain is poor search engine ranking at the global level compared to global domains.

Clients (domain users), for their part, arrive at their own personal preferences and aversions with respect to different types of domain. They tend to worry that their site will have poor visibility or not appear at all in searches made in other countries if they use a national domain. Additionally, some users see national domains as less "serious", "professional" or "trendy" compared to global domains, and fear that this will reflect on the image of their company if they opt for a national domain.

Sources of information consulted about domains are mainly online ones, and include domestic and foreign specialist websites and forums. The site rnids.rs is the main domestic source of news about national domains and in particular legal regulations relating to national domains.

It is thought that targeted advertising, aimed at different types of business user, with a moderate educational character, could change attitudes currently held by users towards national Internet domains. With this aim in mind, educational events, public discussions, lectures and entertainment events would be of great use.

During this quarter, our marketing and communications associate conducted research into the presence of domestic companies on the .RS domain, which showed that 80.6% of the 150 companies with the largest net profit in 2013 have a registered .RS domain. The situation is somewhat less favourable when it comes to the top 150 small- and medium-sized companies, of which only 65.3% have a registered .RS domain. The general conclusion to be drawn from the research is that firms in Serbia are generally aware of the importance of the .RS domain and mainly register domains equivalent to the names of their companies, but that their brands and products are poorly protected.

International activities



Domain Forum

Domain Forum, a traditional event that brings together IT professionals around the topics of development of the domain market and Internet governance, was held for the fourth time on **5th December** in Sofia. The event programme comprised four panels, at which issues ranging from the new generic top-level domains to global Internet governance were discussed.

During the second panel, delegates talked about the multilingual Internet and the possibility of every country having Internet domain names in their language and script. The experiences of Serbia's .CPB national Internet domain were presented by **Dušan Stojičević**, Chair of the RNIDS Board of Governors. Representatives from the Russian registry together with the event hosts - representatives of the Bulgarian national Internet domain registry, which was recently delegated the Cyrillic national Internet domain of Bulgaria (.БГ), spoke about the development of their respective Cyrillic domains.

During the fourth panel Stojičević, together with representatives from the Internet Corporation for Assigned Names and Numbers (ICANN), a representative of the European Commission and a Bulgarian ministry representative, spoke about Internet governance and ICANN's future role. The panel participants also spoke about regional trends and preparations for EuroDIG - European Dialogue on Internet Governance, an international event to be held in mid-2015 in Sofia.

The panel on the impact of the new generic domains (new gTLDs) on the market was also of great interest to the participants. Research was presented showing that more than half of registered new gTLDs remain inactive and without accessible websites or any content related to the registered domain name.

MORE INFORMATION: www.domainforum.global

Our colleague at IGF MAG

Slobodan Marković, advisor to the RNIDS Director for ICT policy and Internet community relations, has been made a member of the **Multistakeholder Advisory Group (MAG)**, which advises the Secretary-General of the United Nations on the programme and schedule of the Internet Governance Forum (IGF).

MAG has 55 members, representatives of nations, the private sector, civil society, academia and organisations that manage the technical infrastructure of the Internet.



15th CENTR Marketing workshop

RNIDS organised the 15th CENTR Marketing workshop on **27th and 28th November** in the BAH hotel in Belgrade, attended by 34 participants. The attendees represented 21 national registries (the Japanese national registry was represented in addition to the European registries), the Catalan registry and the Council of European National Top Level Domain Registries (CENTR).

Danko Jevtović, RNIDS Director, opened the workshop with a brief presentation on the history of the Serbian Internet domains, as well as on the RNIDS organisation and its activities.

The main topics discussed at the event were the reasons for the general slow growth in the number of registered domains, experiences with new generic domains associated with specific areas or cities (.paris, .brussels, etc.), marketing campaigns with educational and promotional elements, as well as cooperation between national registries and their accredited registrars.

As part of the topic on marketing campaigns, **Jelena Ožegović**, RNIDS associate for marketing and communications, gave a presentation on the practical experiences of RNIDS in organising promotional activities on social networks, particularly relating to the campaign "Things you can do with your domain..." and the online competition "Come up with a domain, win a gadget!". The data from a survey conducted just before the workshop, where the national registries provided information about their experiences with communication channels and tracking conversions on their sites, complemented her presentation. As expected, online marketing was the most popular, and visits to the WHOIS page and the list of accredited registrars were among the most significant conversions.

Voja Žanetić, the well-known Serbian screenwriter, columnist and creative marketer, gave extra value to the workshop with his presentation titled "Shortest Hero's Journey - Storytelling in Advertising". Žanetić entertained and educated the audience, reminding them that all stories should be told properly, even those in advertising, and that each story needs to have a hero fighting a bad guy. In advertising, the hero is the consumer and the bad guys vary - from poor hair volume to a poor Internet presence. The difference between marketing and other stories is that marketing stories always have a happy ending.

MORE INFORMATION: www.centri.org/market15