RNIDS NEWS

RNIDS
Register of National Internet
Domain Names of Serbia

New Conference leadership

The electoral session of the Conference of Co-founders of the Register of National Internet Domain Names of Serbia was held on **21st September** in the Moskva Hotel in Belgrade. The attending authorised representatives of 42 Co-founders elected **Vojislav Rodić** as chair, and **Goran Milanković** as vice-chair of the Conference of Co-founders of RNIDS, for two-year terms.

Vojislav Rodić was the chair of the Conference of Co-founders in the previous term, as the authorised representative of the Belgrade-based company Inet, of which he is co-owner and director. He was also one of the 17 founders of RNIDS in 2006 and has been active on the local Internet and IT scene for over 25 years. Goran Milanković is the authorised representative of the Co-founder firm BIF Press in Belgrade. He is currently employed as a business consultant, and was RNIDS marketing and communications manager until March 2011.

Market analysis consultants

RNIDS published a public tender for offers of consulting services to conduct **SLEPT and SWOT analyses and analyses of the local and regional Internet market**.

The SLEPT analysis should entail defining the social, legal, economic, political and technological environments within which RNIDS operates. The SWOT analysis entails defining the internal strengths and weaknesses that impact the achievement of goals, as well as defining the external opportunities and threats. The contract award decision will be made by **20th October 2013**.

80,000 .RS domain names

The number of registered .RS domain names reached **80,000** at the **start of September**. The number of companies, organisations and individuals who have thus protected their identity, company name or brand in the Serbian Internet space is actually slightly fewer as some have registered multiple domain names for their own use.

Serbia's national .RS domain is **one of the youngest top-level domains in the world**, having only begun operation in 2008. All other European national domains, as well as national Internet registers, have existed since the 1990s. RNIDS celebrated seven years of operation this year.
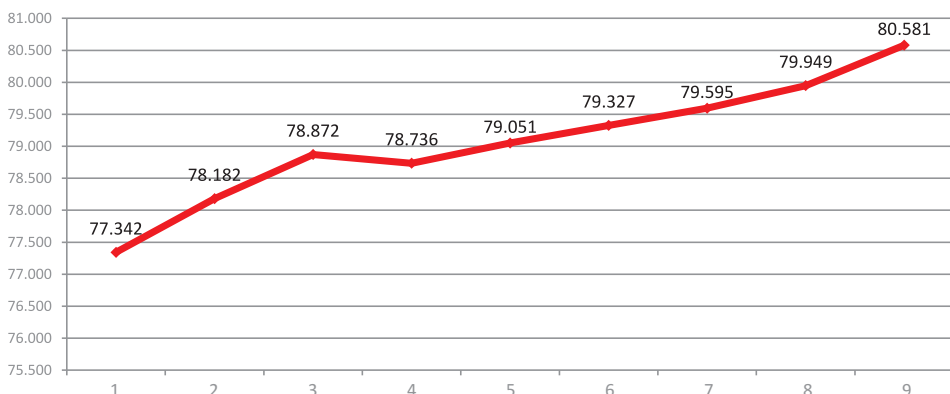
Working Group for Business Development

Members of the Working Group for Business Development were elected at the 167th meeting of the **Board of Governors** of RNIDS, held on **27th September**. The coordinator of the Working Group is **Goran Milanković**, and the members are Biljana Romić Punoš, Danijela Veselinović, Ivan Minić, Mirko Marković and Ivana Đidić Bešić.
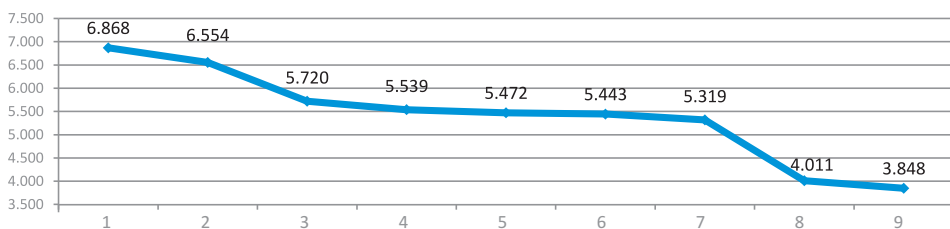
The **working group is tasked** with devising and proposing projects and activities to the Board of Governors that will contribute to strengthening the RNIDS brand and increase the community's interest in the .RS domain and especially the .СРБ domain. It is tasked in particular with looking at topics from the Board of Governors plan of operations relating to developing business and developing cooperation with accredited registrars. In addition, it will briefly analyse 4PI projects carried out to date, make recommendations and, as required, propose new ideas for meeting the additional goals of RNIDS.

Domain statistics

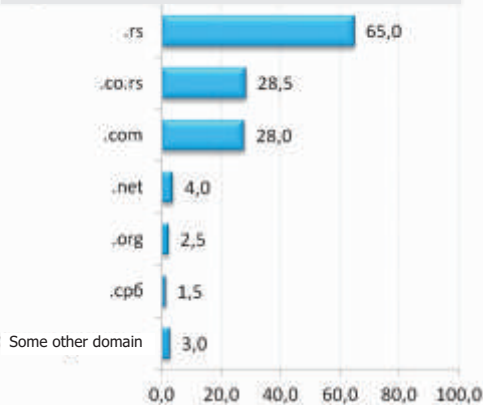### Number of registered .RS domain names, Jan-Sept 2013

Number of registered .СРБ domain names, Jan-Sept 2013

RNIDS in brief

The **Register of National Internet Domain Names of Serbia** (RNIDS, for short) is an professional, non-governmental, not-for-profit foundation established to manage the .RS and .СРБ country code top-level domains in a way that serves the general interests of all Serbian citizens while adhering to the principles of quality, efficiency, independence and transparency.

RNIDS has **66 Co-founders** and **39 accredited registrars**, and currently there are about **80,500 .RS domain names** and about **3,800 .СРБ domain names** registered in a total of 14 domain name spaces.

Accredited .RS and .СРБ domain registrars throughout Serbia:

- Absolut OK (Belgrade) - www.absolutok.rs
- AVcom (Belgrade) - www.avcom.rs
- Akton (Belgrade) - www.akton.rs
- Banker Internet (Niš) - www.banker.rs
- BG Svetionik (Belgrade) - www.bgsvetionik.rs
- Beocity (Belgrade) - www.beocity.rs
- BeoNET (Belgrade) - www.beonet.rs
- BeoTelNet-ISP (Belgrade) - www.beotel.rs
- BeoTelNet-Carrier (Belgrade) - www.beotel.rs
- Bolji Biznis (Kragujevac) - www.boljibiznis.com
- Verat (Belgrade) - www.verat-hosting.rs
- Gama Electronics (Belgrade) - www.bits.rs
- Dream Technologies Group (Belgrade) - www.dtg.rs
- EUnet (Belgrade) - www.eunet.rs
- Exe Net Advertising (Niš) - www.exehosting.rs
- Informatika (Belgrade) - www.infosky.rs
- JP PTT Srbija (Belgrade) - www.ptt.rs
- Loopia (Niš) - www.loopia.rs
- Madnet (Pančevo) - www.madnet.rs
- Medianis (Niš) - www.medianis.rs
- Mobius (Bački Petrovac) - www.webcentar.rs
- NiNet Company (Niš) - www.ninet.rs
- NordNet (Subotica) - www.nordnethosting.rs
- Orion Telekom (Belgrade) - www.oriontelekom.rs
- Panet (Pančevo) - www.panet.rs
- Plus Hosting (Novi Sad) - www.plushosting.rs
- SBB (Belgrade) - www.sbbsolutions.rs
- Sinet (Belgrade) - www.sinet.rs
- StanCo (Petrovac) - www.istanco.rs
- Targo Telekom (Belgrade) - www.targotelekom.rs
- Telekom Srbija (Belgrade) - www.open.telekom.rs
- TippNet (Subotica) - www.tippnet.rs
- Hosting90 Systems (Belgrade) - www.hosting90.rs
- HostingMania (Belgrade) - www.hostingmania.rs
- Cloud Telecommunications (Bgd) - www.cloudserbia.com
- Complus Visual Communication (Bgd) - www.complus.rs
- Connect (Novi Pazar) - www.connect.rs
- CRI Domains (Belgrade) - www.cridomains.rs
- Yellow Pages (Belgrade) - www.yellowpages.rs

Research into the views of domain name users

Which domain names does your company have registered?

RNIDS contracted the **MASMI research agency** to carry out quantitative research over the summer into the **views of Internet domain users on national and international domains**. The goals of the research were to find out existing users' motives for registering domain names and what they were using them for, as well as to analyse the national .RS and .СРБ domains as brands. The steps in the process of domain name registration, the advantages and disadvantages of national and global domains, user satisfaction and loyalty, as well as the level of public recognition RNIDS has and how much trust users place in it, were also looked into. The research was conducted via telephone surveys, using the B2B CATI method, on a sample of 200 respondents across Serbia. The sample was appropriate to the company size, and respondents were people responsible for registering domain names in those companies.

The **most important conclusions** drawn from the research are that accredited registrars, with whom domains are registered, are chosen for the quality and accessibility of the information they provide to potential users, and above all for the quality of their customer service. In the majority of cases, purchasing domain names and hosting are a connected activity (73%) and are done at the same time. Price differences do not substantially influence the choice of national or global domains, due to the relatively low price for domain names in relation to overall business expenses. Ability to choose domain names, company desire to identify with the market they come from or operate in, and recommendations, are the key reasons for choosing a national domain, while other parameters influence the choice to a lesser degree.

Internet domains protect good ideas

The regular autumn RNIDS **education and promotion campaign – Register as Soon As You Think!** – began in early October and will run for the next couple of months. The goal of the campaign is to alert Internet users in Serbia to the first step in protecting each new business, lifestyle or entertainment idea, and that is registering a domain name. It should also always be kept in mind that Google gives preference in search results to websites on local, national Internet domains, such as our .RS and .СРБ domains.

These days it is normal **to check whether there is an available Internet domain name** before implementing a new business or other idea – for the name of a new firm or organisation, a future brand, personal blog or social campaign. Serious people protect their ideas by registering appropriate domain names because they belong to whoever registers them first. A good idea deserves to have its own domain name straight away, and later it can be used as part of a web or e-mail address. The autumn campaign is also aimed at everyone who recognises the Internet as the ideal environment for developing their own good ideas.

The website The Home of Domestic Domains, at **www.domen.rs** and **http://домен.срб**, explains why it is a good idea to have your own .RS and .СРБ domains, how to choose them properly and where and how they can be registered. The site also contains useful advice on creating websites and good online promotion methods, as well as frequently asked questions and answers about Internet domains.

Tesla Ways as part of European Heritage Day

From 20th to 30th September, as part of **European Heritage Days**, two programmes were held by the **Culture Routes cluster** at the School of Electrical Engineering of the University of Belgrade, in connection with the Tesla Ways cultural and historical tourist route.

An integrated Serbian and English version of last year's Tesla's Vision of the Internet exhibition was opened **in the hall of the School of Electrical Engineering**. Back in 1900, Nikola Tesla, using the technical vocabulary of the time, described in 12 points what is today called wireless Internet, mobile telephony and GPS in his World System project. The Tesla's Vision of the Internet multimedia project was created by Lazar Bošković and organised in cooperation with RNIDS, O3one Gallery and the Nikola Tesla Museum, while the exhibition design was the work of Dušan Vojnov from Orange Studio. The exhibition and website of the same name show that humanity in the early 20th century could have had a foretaste of today's information and communications technology if only investors had been willing to invest in Tesla's visionary ideas.

Tours of the labs of the School of Electrical Engineering were organised for visitors on four of the days, 20th, 23rd, 25th and 30th September. This was the first time that the one-hundred-year-old labs of the School of Electrical Engineering had been opened to the public and visitors were taken by expert guides from the school on a 30-minute tour of the labs, home to the devices embodying Tesla's patents, as well as to demonstrations of them in operation. In the High Voltage Laboratory visitors saw what a small bolt of lightning looks like, how Tesla produced wireless energy and ball lightning, how to measure electrical power and what old motor generators look like. Laboratory 78 safeguards such historical electrical engineering treasures as bulbs, resistors, galvanometers and distribution boards more than a century old and still in working condition.

The Tesla Ways programme was formally opened by **Professor Branko Kovačević**, dean of the School of Electrical Engineering, which is one of the Co-founders of RNIDS and an important hub in the Serbian Internet space.

USEFUL WEBSITES:
- www.teslaways.rs
- www.teslinavizijainterneta.rs
- www.etf.bg.ac.rs

International Activities

47th ICANN Meeting

The 47th ICANN Conference was held in **Durban**, South Africa, from **14th to 18th July**, with RNIDS officially represented by **Aleksandar Popović**, with **Dejan Đukić** taking part as a fellow of the ICANN Fellowship programme. ZADNA (.za Domain Name Authority), as the regulatory body, and ZACR (.za Central Registry) as the operator, organised the meeting which brought together some 1800 participants from 92 countries, with about 100 participants coming from the host's country. There were some 200 individual events, sessions, working groups and round-table discussions, largely focussed on the situation on the African continent. Talks were held with a large number of attendees, and a certain number of them said they were willing to come to Belgrade and participate in industry events organised by RNIDS.
MORE INFORMATION: http://durban47.icann.org

6th International conference for ccTLD registries and registrars of CIS, Central and Eastern Europe

The 6th International Conference of ccTLD Registries and Registrars of CIS and Central and Eastern Europe (TLDCON 2013) was held in **Crete** from **10 to 13 September**. **Dušan Stojičević**, representing RNIDS, gave a lecture on the topic IDNs need email for further growth (based on the Serbian IDN domain).
MORE INFORMATION: http://meeting2013.cctld.ru

42nd CENTR Legal & Regulatory workshop

The 42nd CENTR Legal and Regulatory Workshop was held in **Stockholm** on **26th September**, and RNIDS was represented by **Dejan Đukić**. Lawyers from some 20 national registers attended and and there were presentations and a discussion on registers' responsibility for DNS traffic, data protection and domain registration policy.
MORE INFORMATION: www.centr.org/LR42

Solution for Cyrillic e-mail addresses in sight

The largest problem currently facing IDN domains, such as Serbia's Cyrillic .СРБ domain, is the inability to have a full e-mail address in the local national script, that is, the part to the left of the @ sign. A Chinese-led initiative was launched in July by Asian countries to solve this problem for all scripts not containing English characters, and we can realistically expect this process to resolve our local problem as well. **Part of the article from the website of the Chinese national register is reproduced below:**

The general secretariat of the **Asia-Pacific Economic Cooperation** (APEC), located in Singapore, announced that it supports the **China Internet Network Information Centre** (CNNIC) in deploying and promoting multi-lingual mailbox technology, and will allocate APEC special funds as well as relevant international resources to assist CNNIC's work in the Asia Pacific region. As such work is highly appraised by APEC, the multi-lingual mailbox technology has received substantial support from the governmental circle in the Asia Pacific region, which will contribute to its promotion and application in this region.

Multi-lingual mailbox is also called international mail address, which means any email address containing Chinese, Russian, Korean, Japanese or other non-English characters [also including Serbian Cyrillic characters], for example, "钱华林@中科院.中国".

The application and promotion of multi-lingual mailbox will help people in different countries to use their native languages in email addresses, shortening the digital gap and making the Internet application more friendly and diversified.

ORIGINAL TEXT:
http://www1.cnnic.cn/AU/MediaC/rdxw/hotnews/201308/t20130807_40896.htm