RNIDS NEWS

DIDS special

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RNIDS
Register of National Internet
Domain Names of Serbia

Пета годишња конференција
о развоју Интернета у свету и на
.RS и .СРБ доменским просторима Србије

ДИДС 2014
Дан интернет домена Србије

3Д

Доменизација
+
Друштвенизација
=
Добра локација

10. март, Хотел "Метропол", Београд

ОРГАНИЗАТОР:

RS dids.rs

РНИДС
дом
домаћих
домена

СРБ дидс.срб

ДИДС ПОДРЖАЛИ: Telekom Srbija · liveTV.rs · Laguna · PTC.срб

Digital! · Svet KOMPJUTERA · connect · PC PRESS · Blic online · NonStop · Internet · b92

it market · BIZNIS & FINANSIJE · marketingmreža · DIGITALNE IKONE · BIZNIS · Ekonometar · IN STORE

itd · Market network · GM · MARKETING ITD. · BENCHMARK · tech · južne vesti

Domainisation, Socialisation, Good Location

The fifth annual conference, DIDS 2014, focusing on the development of the Internet globally and on Serbia's national domains, was held on **10th March at the Metropol Palace Hotel** in Belgrade. Serbian Internet Domain Day gathered together 25 speakers from home and abroad, 35 journalists from 24 media companies and agencies, and over 200 attendees.

This year, DIDS took place under the slogan "Domainisation, Socialisation, Good Location", and was divided into three blocks under these three headings. As previously, the conference was **free of charge to all participants** who registered via email from an address on a local domain.

26 media sponsorship agreements were arranged (newspapers, radio, television, web), as well as technical sponsorship from Telekom Srbija, who provided free Internet access for all participants. A total of 186 media references were recorded, of which 123 were on the Internet (plus posts on six blogs), 10 on television, 20 on radio and 27 in the printed media (16 articles and 11 advertisements). Live streaming of the conference was available at 10 locations on the web and was watched by around 870 people.

DIDS was promoted via the three most popular **social networks** in Serbia: Facebook, Twitter and LinkedIn. The twitter hashtag was #DIDS2014, and the tweets were seen by around 71,200 people. A new addition to this year's DIDS were official Conference bloggers: @DedaBor, @unaunpaso, @MilosPetrovic and @krsto.

DIDS 2014 was planned and executed by: Predrag Milićević, Dragana Pešić-Lević, Lazar Bošković, Miloje Sekulić, Dušan Stojičević, Vladimir Radunović, Ivana Ćirković, Ivan Minić, Jelena Ožegović, Aleksandar Kostadinović and Jovana Cvetković, backed up by the technical support teams.

BLOCK 1: Domainisation
Moderator: Vladimir Radunović

The list of well-known top-level Internet domains (TLDs) was recently expanded to include more than 1000 new generic domains (gTLDs), in multiple languages and scripts: .web, .сайт, .移动, . شبكة, events, .works, .cool, .vision, .today, .company, .shop, .trend, .place, .guru, .blog, and .sex, to name just a few. This raises many questions for national Internet registers, accredited domain registrars and, in particular, domain name users. The main uncertainty is whether this innovation will bring more choice or more confusion, and how it will reflect on prices of domain name registrations. The new generic domains open up much greater choice, but the way they are used will depend first and foremost on the needs of the users. The participants concluded that national TLDs are still the best choice for the national market, while generic domains will be better used for sites addressing a global market, or some geographically non-specific market segment.

Danko Jevtović, director of RNIDS, in his introductory presentation "RNIDS between two DIDS" gave an overview of developments in the operations of the national register over the preceding year.

Michele Neylon, director of the company Blacknight Internet Solutions (www.blacknight.com), is also the founder and owner of this, the largest Irish Internet domain register and hosting provider. He told participants that in order to get a permission to manage a new generic domain, a potential registry would have to pay an initial $185,000, along with a great deal more investment in promotional and other related activities. His feeling was that there would be a significant expansion in these domains in the coming years.

Urlich Retzlaff, Director of Channel Management at Public Interest Registry .ORG (www.pir.org), noted that the first Cyrillic domain, the Russian .РФ domain, saw some 900,000 registrations during its first year. The experience with .РФ showed that there was definitely room for domains not exclusively based on the Latin alphabet. Non-Latin domains are user-friendly towards the average Internet user since they are written in their mother tongue.

Slobodan Marković, RNIDS adviser on ICT policy and Internet community relations stressed the importance of the development of local domains, both for large countries such as Russia or China, and for smaller countries too. Ultimately, the success of those national domains will depend on their universal acceptance and recognition by browsers, search engines and email servers.

Participant comments

BLOCK 1 – rated 4.32 (on a scale of 1 to 5)
Interesting session and very interesting group of speakers.
A bit less history, and more examples and questions.
I'm glad there were speakers and panel members from abroad – bring more in for DIDS 2015.
High standard of discussion in English but perhaps lacking practical examples. Too much theory.
Boring, all been done before.
Useful, though a bit abstract.

BLOCK 2 – rated 4.30
Dynamic and interesting. Kept our attention, practical and specific examples without too much theory.
Not enough time for all questions, also questions from social networks were not addressed.
The highlight of today's conference – definitely the best part was about the importance of social networks.
I would like to have seen something about content marketing, which is arguably the most significant part of social media marketing and self-promotion.
A great bunch of people, and good advice regarding SMM and SEO.
Unequal time division between speakers.

BLOCK 3 – rated 4.18
Lack of interaction with participants, i.e. lack of opportunity for questions. Too many speakers.
First part was boring but the second part was very interesting. There should've been more discussion.
Practical application of the speaker's talk was somehow hard to grasp, but OK, we understand. Professor Đukanović – very useful talk on the .СРБ domain.
An interesting topic presented in an extremely uninteresting way.
Excellent panel discussion and participants. It could have been broken up into two panel discussions.
Plenty of useful information, but nothing specific about why someone would opt for an .RS domain.

ORGANISATION – rated 4.70
Excellent facilities. Both the hall and the other areas.
Excellent location, good speakers.
Best yet!
Excellent! I have nothing but praise.
Extremely well organised.
Limit time for introductions.

FAVOURITE TOPICS OF ATTENDEES:
"The Internet and business", "Social networks", "The Internet and education" and "Most-visited and successful sites on the .RS and .СРБ domains".

124 attendees took part in the survey.

BLOCK 2: Socialisation
Moderator: Ivana Ćirković

The second block focused on the subject of ensuring good positioning and presence for a website on the social networks, approached both from the psychological aspect and from the aspect of SEO and how SEO is impacted by the social media. The speakers discussed promotion via the social networks and how this can increase web site visibility and brand recognition. Additional topics in this block were human behaviour on social networks, examples of best practice and ways to create a successful profile (spacing between posts, direct communication with the public etc).

Nikolina Ljepava, development director at Ninamedia Research (www.ninamedia.rs), spoke from her point of view as a social psychologist and researcher on the psychology of Internet user behaviour. In a sea of different information, it is only quality content that will gain visibility and attract people from the social networks to our sites. That is why every company needs to research and familiarise itself with its online target audience, whose characteristics and preferences need not be the same as those of offline consumers.

Radomir Basta, CEO and lead SEO of the Four Dots agency (fourdots.com), spoke about the connection between social media presence and SEO, about which opinion is currently divided. The social networks, he believes, indirectly impact SEO through referrals, the visibility of posts and the spread of brand information, which in turn is reflected in site visits, an important factor in SEO algorithms, and in attracting third-party links to the site. He noted that Google is nowadays much more favourably inclined towards sites with unique content, and will rank them higher accordingly, while sites publishing a significant amount of spam content will face long-term problems.

Martina Anđelković is the online community manager at Vibe Network (www.vibe.rs), and she presented the project MojaGaraza.rs ("My Garage") – how it went from an idea to the leading social network for drivers in the region. She talked about the influence of social networks on the development of startups, the promotion of products on the social networks and how to sell a product on Facebook.

Marija Petrović presented the free online food magazine Mezze.rs, the first of its kind in Serbia. This blogger, world traveller, mathematician – and photographer too – also writes for the blog Palachinka ("Pancake"). The Mezze online magazine is not just a collection of recipes – it offers a wide variety of culinary content, from introducing food preparation techniques, to travelogues from exotic food destinations, to restaurant recommendations and interviews with stars of the local culinary scene.

BLOCK 3: Good Location
Moderator: Ivan Minić

The topic of the third block was successful examples of local websites residing on the .RS and .СРБ TLDs.
Visitors had a chance to meet the founders and initiators of 12 sites in the .RS domain and to hear their practical experiences. Some of the sites presented were launched partly thanks to funding provided by the RNIDS 4PI program that supports projects aimed at popularising Internet use.

1. The .СРБ (SRB) domain – two years on
Vlado Đukanović, linguist and founder of Lexicom Language Engineering (www.lexicom.rs) talked about the number of .СРБ websites and the state of affairs surrounding them. He gave some statistics suggesting that most sites on the local Cyrillic domain do not have adequate content in that script. Đukanović noted that the problem was that the .СРБ domain was not even being used by those who ought to be promoting it – state bodies, national institutions and state-owned companies.

2. Media sites
The most-visited local media site in Serbia, **www.021.rs**, was presented by Slobodan Krajinović, editor-in-chief of Radio 021 and the site. The Media Literacy project, which gave birth to the site **www.posmatrac.rs**, was presented by Nenad Milosavljević, founder of the site. Its launch was also assisted through the 4PI competition. The TV Prva Internet portal (**www.prva.rs**) was introduced by Jelena Anđelić, its new business manager.

3. Online communities
Konstantin Milutinović, founder of the community **www.gdenapivo.rs** ("Where to go for a beer"), talked about the site and about why there are no more excuses not to go out. If you want to write on a topic without getting bogged down in Internet technologies, all you have to do is register at **www.blogmagazin.rs**, as explained by Marko Cvetković, founder of this blogging platform. The voluntary organisation Mozilla Serbia, together with the site **www.mozilla.rs**, was introduced by Boris Prpić. Ivan Tanasković, founder of the Internet music magazine **www.clubbing.rs**, talked about the site and about other aspects of urban culture. The **www.startit.rs** project by the Digital Agenda Administration and the organisation SEE ICT was presented by Zoja Kukić, the site's admin.

4. Online stores
The online store **www.avmarket.rs** is a joint project of companies AVS Electronic and Remco Shop and was introduced by Ivan Golubović, founder of the site. The greatest retail chain "on web and on earth", **www.winwin.rs**, was presented by Miloš Obradović, its marketing manager. Aleksandar Dmitrović, manager of **www.beomob.rs**, talked about this e-commerce site selling equipment and spare parts for mobile phones. **www.biospajz.rs** is one of the most-visited Internet food stores in the region and was presented by Milja Vuković, member of the Internet team.

MORE INFO: dids.rs and дидс.срб
USEFUL LINKS:
* **Video** – www.dids.rs/en/gallery/videos.html
* **Photographs** – www.facebook.com/RNIDS