

## Results of the 4PI 2012 competition



On 21 December 2012, within its **Program of Support to Internet Popularization Projects**, RNIDS awarded non-refundable assets for the third time. This year, RNIDS helped eight Internet projects that will be realized on one of the two existing national domains (.CPB or .RS). Recipients were awarded funds in the total amount of 4,000,000 RSD while the deadline for the completion of the project is 31 July 2013.

Awarded projects are expected to contribute to the increase of socially useful content in the Serbian Internet space. The list of awarded projects encompasses various contents and activities: the Internet school of sailing, a media literacy course, an electronic dictionary, a portal related to the health of youth, a website on old trades and traditions, ICT training for teachers, development of Internet entrepreneurship and the use of QR codes.

The 4PI 2012 competition received a total of 72 project applications that met all the formal requirements. The number of applicants was lower than last year because this year individuals were not allowed to compete; only legal entities and entrepreneurs were allowed to submit projects.

Members of the **RNIDS Commission** for the assessment of projects for 4PI 2012 were: **Danijela Lalić**, PhD (Chair of the Commission), Faculty of Technical Sciences in Novi Sad; **Milenko Vasić** (Deputy Chair of the Commission), IT journalist and editor; **Tamara Vučenović**, journalist and editor of Radio Belgrade; **Vesna Damjanović**, PhD, Faculty of Organizational Sciences in Belgrade; and **Dragan Varagić**, Internet consultant.

MORE DETAILS: [www.4pi.rs/odobreni-projekti](http://www.4pi.rs/odobreni-projekti)

## Repeated meeting of the Conference

The repeated regular meeting of the Conference of Co-Founders of RNIDS was held on **22 December 2012** in Moskva Hotel, Belgrade. The following was adopted at the meeting: the technical editing of the Statute of RNIDS, Rules of Procedure on the Work of the Conference of Co-Founders, Rulebook on the Election Procedure and the Operation of the Statutory Commission, General Conditions on the Operation of Registrars of National Internet Domain Names, General Terms and Conditions for Registration of National Internet Domain Names, Rulebook on Means of Determination of Compensations, and the proposal for RNIDS' membership in IAB Serbia. Work Plan and Program of the Board of Governors of RNIDS for 2013 were presented at the meeting as well.

## Project "Tesla's Vision of Internet"



The multi-media project "Tesla's Vision of Internet" inspired by **Nikola Tesla's project from 1900** titled "**World System**" was realized by RNIDS in cooperation with the "O3one" Gallery and the Nikola Tesla Museum. The author of the project was Lazar Bošković.

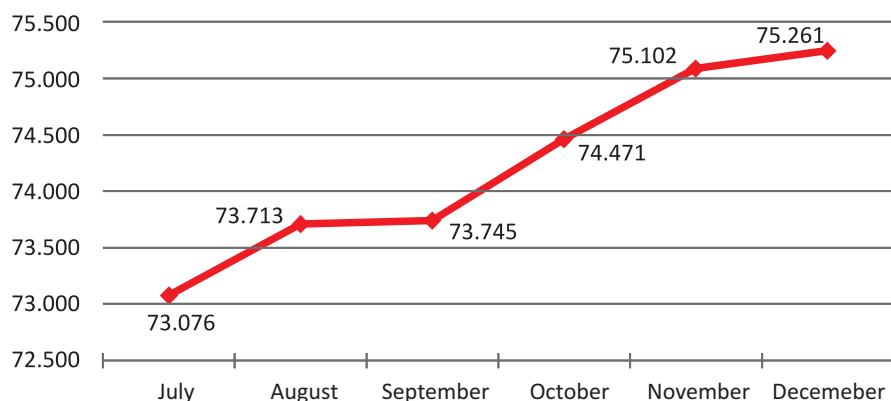
The project began with the opening of the multi-media exhibition titled "Tesla's Vision of Internet" at the "O3one" Gallery in Belgrade on **9 July 2012**. The exhibition showed that humankind could have been provided with a forerunner of today's IC technologies at the very beginning of the 20th century if only the investors wished and had the courage to invest funds in Tesla's visionary ideas. Using the then-technical language, Nikola Tesla described in 12 points what is today called Wireless Internet, mobile telephone and GPS. The project continued with the exhibition titled "**Tesla 3 in 1**" held in the gallery of the Municipality of Vračar. The exhibition closed on 16 August in the presence of **Dennis Wilcox, PhD**, one of today's leading PR experts and a great admirer of Tesla's work.

Out of the total of 175 media announcements and articles related to the exhibition, RNIDS was mentioned as the organizer of the exhibition in 109. News of the exhibition appeared on almost all national TV and radio stations and printed national media, as well as in magazines that do not regularly follow the activities of RNIDS. Term "Tesla's Vision of Internet" (which did not even exist until 5 July) now appears in Google Search results several hundred thousand times.

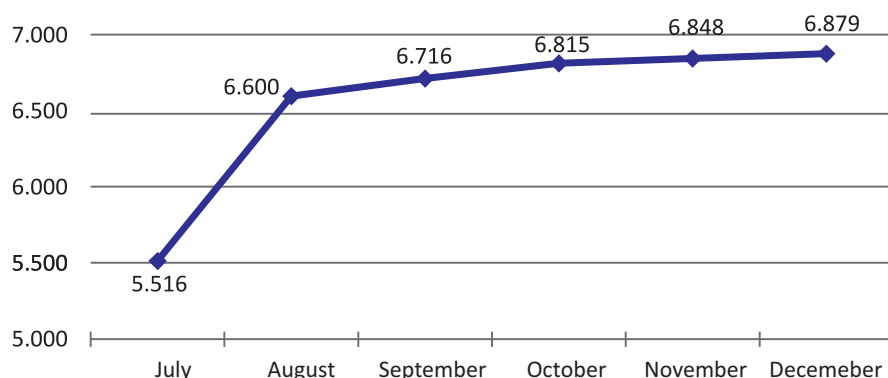
VIEW: [www.teslinavizijainterneta.rs](http://www.teslinavizijainterneta.rs)

# Domain statistics

Increase in the number of registered .RS domain names, Jul-Dec 2012



Increase in the number of registered .CPB domain names, Jul-Dec 2012



# About RNIDS

## The Register of National Internet Domain Names of Serbia

(abbreviated: RNIDS) is an expert, non-governmental and non-profit foundation established to manage the .RS and .CPB country code domains in a way that serves the general interests of all the citizens of Serbia while adhering to the principles of quality, efficiency, independence and transparency.

RNIDS has **61 co-founders** and **37 authorized registrars**. Approximately **76,000 .RS domain names** and about **7,000 .CPB domain names** are currently registered in 14 domain name spaces.



## Registrars of .RS and .CPB domains across Serbia:

- AbsolutOK (Belgrade) - [www.absolutok.rs](http://www.absolutok.rs)
- Akton (Belgrade) - [www.akton.rs](http://www.akton.rs)
- AVcom (Belgrade) - [www.bvcom.net](http://www.bvcom.net)
- Banker Interpreter (Niš) - [www.banker.rs](http://www.banker.rs)
- Beocity (Belgrade) - [www.beocity.rs](http://www.beocity.rs)
- BeoNET (Belgrade) - [www.beonet.rs](http://www.beonet.rs)
- BeoTelNet-ISP (Belgrade) - [www.beotel.rs](http://www.beotel.rs)
- BeoTelNet-Carrier (Belgrade) - [www.beotel.rs](http://www.beotel.rs)
- BG Svetionik (Belgrade) - [www.bgsvetionik.rs](http://www.bgsvetionik.rs)
- Verat (Belgrade) - [www.verat-hosting.rs](http://www.verat-hosting.rs)
- VTkom (Belgrade) - [www.panline.rs](http://www.panline.rs)
- Gama Electronics (Belgrade) - [www.bits.rs](http://www.bits.rs)
- Dream Technologies Group (Belgrade) - [www.dtg.rs](http://www.dtg.rs)
- EUnet (Belgrade) - [www.eunet.rs](http://www.eunet.rs)
- Exe Net Advertising (Niš) - [www.exehosting.rs](http://www.exehosting.rs)
- Informatika (Belgrade) - [www.infosky.rs](http://www.infosky.rs)
- JP PTT Srbija (Belgrade) - [www.ptt.rs](http://www.ptt.rs)
- Loopia (Niš) - [www.loopia.rs](http://www.loopia.rs)
- Madnet (Pančevo) - [www.madnet.rs](http://www.madnet.rs)
- Medianis (Niš) - [www.medianis.rs](http://www.medianis.rs)
- Mobius (Bački Petrovac) - [www.webcentar.rs](http://www.webcentar.rs)
- NiNet Company (Niš) - [www.ninet.rs](http://www.ninet.rs)
- NordNet (Subotica) - [www.nordnethosting.rs](http://www.nordnethosting.rs)
- Otion Telekom (Belgrade) - [www.oriontelekom.rs](http://www.oriontelekom.rs)
- Panet (Pančevo) - [www.panet.rs](http://www.panet.rs)
- Plus hosting (Novi Sad) - [www.plushosting.rs](http://www.plushosting.rs)
- SBB (Belgrade) - <http://hosting.sbb.rs>
- Sinet (Belgrade) - [www.sinet.rs](http://www.sinet.rs)
- StanCo (Petrovac) - [www.istanco.rs](http://www.istanco.rs)
- Telekom Srbija (Belgrade) - [www.telekom.rs](http://www.telekom.rs)
- TippNet (Subotica) - [www.tippnet.rs](http://www.tippnet.rs)
- HostingMania (Belgrade) - [www.hostingmania.rs](http://www.hostingmania.rs)
- Cloud Telecommunications (Bgd) - [www.cloudserbia.com](http://www.cloudserbia.com)
- Complus Visual Communication (Bgd) - [www.complus.rs](http://www.complus.rs)
- Connect (Novi Pazar) - [www.connect.rs](http://www.connect.rs)
- CRI Domains (Belgrade) - [www.cridomains.rs](http://www.cridomains.rs)
- Yellow Pages (Belgrade) - [www.yellowpages.rs](http://www.yellowpages.rs)

# Infographic on the advantages of the .RS domain

Among more than 40 submitted works, the solution of **Marko Živanović**, designer from Belgrade, won the competition for the infographic design on the advantages of .RS domains organized by RNIDS in cooperation with the design community gathered around the Internet portal GreenDesign.rs.

In a simple and visually gripping way, the infographic presents all five advantages of the .RS national Internet domain: presence on the Serbian market, availability of domain names, protection of identities and brands, safety of website visitors, and affiliation with the local Internet community.

DOWNLOAD INFOGRAPHIC:  
[www.nadjimelako.rs/rs-инфографик](http://www.nadjimelako.rs/rs-инфографик)



# Promotional campaign "Find Me Easy"

November 2012 marked the conclusion of the promotional campaign for national Internet domains titled "Find Me Easy". The campaign caused a noticeable increase in requests for domain names, while registrars of domain names properly welcomed potential users and directly influenced the increase in the number of newly registered names, primarily in .RS domains. RNIDS reminded companies and individuals of the fact that, by registering the needed number of .RS and .CPB domain names, they are fully protecting their identities and/or brands in the Serbian Internet space while simultaneously defining the geographic territory for which their Internet website is primarily intended.

1,796 new .RS domain names were registered in October 2012, which represents an increase of almost 13% in comparison to the same month in 2011. Had the last year's trend continued, we could have expected a 6% reduction i.e. the registration of only about 1,500 .RS domain names; viewed in light of this trend, the present increase climbs to almost 20%. On the other hand, the general economic situation and tens of thousands of companies that have had to close their doors in 2012 should also be borne in mind since this directly influences the interest in domain names; viewed from this angle, the positive effect of the campaign becomes even more significant.

The central communication point was the website located at the address [www.nadjimelako.rs](http://www.nadjimelako.rs) (also available at its Cyrillic address: [нађимелако.рб](http://нађимелако.рб)) which explained why it was useful to have one's own .RS and .CPB domain names, how to select them

properly, and where and how to register them. The website also provided general instructions on the creation of Internet websites and means of successful promotion on the Internet.

Several promotional texts appeared along with advertisements in computer and business periodicals and contextual Internet ads placed at well-visited websites and portals.

A text on the topic of **national domain names viewed from the aspect of Google** was published first, inspired by the fact that when searching the Internet from Serbia using Google, in 97% of the cases the users are actually looking for websites intended for the local, Serbian market. Google treats terms written in Cyrillic and Latin alphabets equally, regardless of the alphabet that was used to type in the term during the search, whereas in search results it favors websites created on national Internet domains, .RS and .CPB.

The story about the **Internet homeless, subtenants and homeowners** appeared next. Namely, individuals or companies not present on the Internet practically represent the Internet homeless. In an attempt to settle down on the Internet, they decide to find free "room and board" on one of the social networks and live there as subtenants. However, if they truly wish to have something of their own on the Internet, they have to build it on their own Internet domain name, only then becoming Internet homeowners.

**Нађи ме ЛАКО**

домен значи јако

већ од 250 дин нето

**.RS**  
**.CPB**

Регистровао сам своје .RS и .CPB интернет домене и сад имам моју трајну, лично одабрану адресу, где увек, сви, лако могу да ме нађу!

А за своју фирму сам регистровао .RS и .CPB домене и са називом фирме, и са називима свих брендова, производа и услуга.



Сазнајте све и о осталим предностима наших домена на:

[нађимелако.рб](http://нађимелако.рб) [nadjimelako.rs](http://nadjimelako.rs)



# International activities

## 48th CENTR General Assembly



The **48th CENTR General Assembly** was held on **4-5 October 2012** in Brussels. Branislav Anđelić, Dragomir Vasiljević and Vojislav Rodić participated in its work as representatives of RNIDS.

**Branislav Anđelić** had two presentations: "Corporate Governance Survey" and "Update from .RS". The main topic of the gathering was Internet management, with representatives of ICANN and IANA as guest speakers.

In the form of introduction to the main event, a workshop titled **"Future Challenges"** on the future of the DNS market was held on **3 October**. Branislav Anđelić and Predrag Milićević represented RNIDS at the workshop. According to some scenarios the market will grow because the registries of new gTLDs will launch aggressive campaigns. According to others, the market is already saturated to the point where there will occur a cannibalization of specific existing parts of market, and the only remaining question is who will suffer a bigger loss: the existing ccTLD market or the gTLD market. Participants in the workshop agreed that the prices of domain names will not increase.

One of the key issues was also the definition of successful national registry. The overall conclusion was that the quality of its performance can not be measured solely by the number of its domain names, but also by the quality of their content and by the safety of their users. The strategy of national registries should be based on higher level of security, higher credibility, and higher level of trust of its users in comparison to other (new gTLD) registries.

**ADDITIONAL INFORMATION:** [www.centr.org/GA48](http://www.centr.org/GA48)

## 9th CENTR Marketing Workshop

**CENTR marketing workshop** dedicated to regular activities of national Internet registries was held on **29-30 November 2012** in Florence. **Predrag Milićević** attended the workshop as a representative of RNIDS.

Representative of the **Gucci Company** presented problems encountered on the Internet by large world-wide brands and explained their vision of use of the new gTLD domain .gucci, for which they have applied. Under pressure from EU, **Slovenians** are opening their market to foreign accredited registrars. **Russians** have created an application for the analysis of website content on their domains and have agreed to the exchange of information between their and RNIDS' technical crews.

The **French** have seriously dedicated themselves to social media and established a team specifically for this purpose while also using a special platform for the monitoring and analysis of SM effects. **Austrians** have conducted a comprehensive market research which pointed out that higher management is responsible for the domain strategy in 37,3% of the cases, marketing units in 20,9%, IT units in 14,1%, external agencies in 10,8% of the cases, etc.

The **British** are planning to introduce a .uk domain which will allow direct registering, without sub-domains. The .uk domain will target large companies, while .co.uk will be dedicated to small and medium companies that already use it the most.

**ADDITIONAL INFORMATION:** [www.centr.org/Market9](http://www.centr.org/Market9)

# Promo events



**.CPB promoters roller-skating at Ada**  
Ada Ciganlija, Belgrade, 23 July 2012



**#SrbUp – Gathering of Twitter users, bloggers and journalists to commemorate the beginning of the open registration of .CPB domain names**  
Cafe "Pero Art Center", Belgrade, 30 July 2012



**Press conference to commemorate the beginning of the open registration of .CPB domain names**  
Media Center, Belgrade, 1 August 2012  
Speakers: Jasna Matić, former State for Digital Agenda and Branislav Anđelić, Acting Director of RNIDS