



## ДИДС 2013

Дан интернет домена Србије

18. април, Хотел "Москва", Београд

Четврта годишња конференција  
о развоју Интернета у свету  
и на .RS и .CPB  
доменским просторима Србије

ОРГАНИЗАТОР:



ДИДС ПОДРЖАЛИ:



## For the 4<sup>th</sup> time in 3 sections on 2 domains and Internet



The fourth annual conference **DIDS 2013** dedicated to the development of Internet in the world and in national .RS and .CPB domain spaces was held on **18 April** in Moskva Hotel, Belgrade. This year's Serbian Internet Domains Day featured 20 participants from the country and abroad and gathered more than 180 guests along with 28 media houses and news agencies.

The Program of DIDS was divided into three sections, proceeding in the form of presentations, lectures and panel discussions. The first section, which included a guest speaker from abroad, was dedicated to global developments in the area of Internet. The second section was dedicated to local individuals who achieved success on the Internet and managed to prove themselves outside the borders of Serbia. The third section of the Conference presented successful projects implemented on .RS and .CPB domains.

DIDS was **open to all the guests free of charge**; however, since this event was intended primarily for the users of national Internet domains, only those who contacted us from **e-mail addresses ending with .RS or .CPB** were able to register and attend the Conference.

In cooperation with the media sponsors, RNIDS provided a **video live stream** of the Conference at seven Internet locations (Radio Television of Serbia, B92 and Blic were among them). DIDS had a total of 21 media sponsors and was mentioned in **the media 116 times**: 77 times on the Internet, 8 times on TV, 8 times on radio stations and 23 times in the printed media (13 texts and 10 ads).

DIDS 2013 was **prepared and organized by**: Predrag Milićević, Dragana Pešić - Lević, Lazar Bošković, Miloje Sekulić, Vladimir Radunović, Dragana Vukajlović - Krstović, Aleksandar Kostadinović and Jovana Cvetković in cooperation with the technical crew in charge the realization of the Conference.



## SECTION 1: Regulated, yet free Internet

Moderator: Vladimir Radunović

Whom did Vint Cerf and Bob Kahn, Larry Page and Sergey Brin or Mark Zuckerberg ask whether or not they were allowed to invent TCP/IP, Google and Facebook? In today's world, are the same principles important for the success of new services and freedom on the Internet: development along the edges of the network, openness and development dictated by the market instead of regulations? To which extent are our safety and the safety of our surroundings jeopardized in cyber space, how, and why? Does this make us wish for new rules of the game – including stricter legal regulation, and would this regulation threaten those proven principles of development?

### INTRODUCTORY SPEECH

#### Aleksandar Popović

Chief Financial Officer and Acting Director of RNIDS  
He presented the most current information and trends from the world Internet scene, which also represented the main topics of the 46th ICANN's gathering in Beijing, placing particular emphasis on trends that will potentially have direct influence on the development of Internet in Serbia.

### PANEL DISCUSSION

#### Prof. Michael Rotert

Director, ECO - Association of the German Internet Industry  
international.eco.de

Prof. Rotert stated that Internet was thought-out so that it could not be controlled and interfered with, and that today's governments are struggling with this legacy. Too much regulation is not a good thing because intelligent people have a tendency to move from overly regulated countries. People are allowed to do on the Internet whatever they wish but that does not mean that what they are doing is illegal. The fact that no one knows what someone is blocking, and for how long, represents a particular problem related to blocking of Internet content.

#### Nevena Ružić

Assistant to the Secretary General of the Service of the Commissioner for Information of Public Importance and Personal Data Protection  
www.poverenik.rs

She raised the issue of soft and hard laws, stating that both represent extremes. On one hand, strict laws characterize countries where tradition dictates that only the highest legislative body is allowed to enact the rules, while the area of soft laws - self-regulation, where rules are basically left to the industry itself - represents the other extreme.

#### Dejan Petkov

Technical Director, "Singi Engineering", [www.singi.rs](http://www.singi.rs)

He reported that in today's age 200,000 new viruses are created every day and that today's virus lasts only a few hours. The situation is much different than it used to be 8 or 9 years ago when the entire data base of the Kaspersky company - the solutions of which they happen to be distributing - contained a total of 100,000 viruses.

## Impressions of attendees

### SECTION 1 - Mark: 4,30 (ranging from 1 to 5)

- The discussion was overly technically oriented.
- Dejan Petkov should have been given more time. He had the most interesting, concrete examples.
- Excellent moderator. The topic was conformed to a wider audience.
- The first part was too general.

### SECTION 2 - Mark: 4,50

- Good video - lecture of Lazar Džamić.
- 5, because of Vladimir Prelovac. In my opinion he was the most competent person at the entire conference.
- 5 to Viktor Pocajt.
- Moderator did not provide introductory information and he kept jumping from one topic to another.
- Very interesting guests and interesting topics.
- Interesting experiences are very important.
- Very useful and interesting.

### SECTION 3 - Mark: 4,15 (Part 1) and 4,24 (Part 2)

- Oliver Subotić is an excellent speaker.
- Excellent interaction between the participants and the audience.
- Too relaxed and insufficiently focused. Topsy-turvy.
- A lot was said about all the announced topics. This was the best panel.
- Some of the participants had no connection to the topic.

### ORGANIZATION - Mark: 4,47

- The panelists were not visible on the screens.
- Well organized.
- Excellent organization, can't wait for the next DIDS.
- I applaud the support of the Cyrillic alphabet.
- The hall was inadequate.
- Next year organize the conference outside the working hours.
- The hall must be wider; it was difficult to see the participants properly. When there are no slides, there should be video footage on the hall monitors.

### TOPICS OF PARTICULAR INTEREST TO ATTENDEES:

"Internet and Business", "Social Networks" and "Well-visited and Successful Websites on .rs and .cpb domains".

69 attendees participated in the survey.





## SECTION 2: Global, yet local!

Moderator: Dragana Vukajlović Krstović

This section is about the local Internet experts who managed to present and confirm their business ideas on international as well as the local market. Apart from the idea, talent and hard work, did they need anything else? What did they start with, what were the obstacles they encountered and how they overcame them, what they needed to be able to transform their ideas into sustainable business models? Today, they are enjoying the fruits of their Internet businesses, but how was it at the beginning...

### VIDEO PRESENTATION

#### Whose brand is this?

Lazar Džamić

Planning Director, Kitcatt Nohr Digitas, London

[www.kitcattnohrdigitas.com](http://www.kitcattnohrdigitas.com)

Once the new digital media appeared, marketing as we knew it from Kotler's books was replaced by new, more complex, more dispersed, more orchestrated and, to a great extent, digital marketing. The digital space became a Meta Medium; at the same time, technology is changing the behavior of the users, while the change is accommodated first by brands and then by the agencies.

VIEW: [www.youtube.com/rnidsonline](http://www.youtube.com/rnidsonline)

### PANEL DISCUSSION

#### E-business: Continuing the business by other means

Viktor Pocajt, PhD, CEO, Key to Metals AG, Switzerland

[www.keytometals.com](http://www.keytometals.com)

Towards the end of the nineties Dr. Pocajt created the world's biggest materials' property records data base, Key to Metals, which he maintains today.

#### Starting a global IT business in Serbia: Reality or myth?

Rade Joksimović, CEO, EarnCoupon

[www.linkedin.com/in/radejoksimovic](http://www.linkedin.com/in/radejoksimovic)

While Magento (eCommerce CMS) was in development, Rade Joksimović offered only two of his templates, accompanied by detailed documentation and support; they brought him success on the market and a sale of his company to an American one after only 18 months.

#### ManageWP - The easiest way to manage WordPress websites

Vladimir Prelovac, CEO, Prelovac Media

[www.prelovac.com](http://www.prelovac.com)

"ManageWP" is a service for the management of WordPress websites with more than 50,000 users and with a tendency of constant growth. In the meantime, it has also become available on iOS and Android platforms.







## SECTION 3: Successful, yet on Serbian domains

They made their entrance using the Serbian Internet space, advanced their business operations, developed entirely new business processes, started their projects, promoted their ideas, introduced themselves... and they did all this on national .RS and .CPB. Internet domains.

### VIDEO PRESENTATION OF THE INFOGRAPHIC

#### Advantages of .RS domain

VIEW: [www.youtube.com/rnidsonline](http://www.youtube.com/rnidsonline)

### PANEL DISCUSSION ON DOMAIN STRATEGIES

Moderator: Predrag Milićević

#### A media empire in local domains

Ana Marković, Ringier Axel Springer

[www.ringieraxelspringer.rs](http://www.ringieraxelspringer.rs)

As the largest digital publisher in Serbia, Ringier Axel Springer has 16 Internet portals: from media portals to those in the area of e-commerce, tourism and real estate - and they are all located on .RS domains.

#### Toyota in Serbia, in Serbian domains

Aleksandra Graovac, Toyota Serbia

[tojota.cpb](http://tojota.cpb)

In accordance with the Japanese strategy of local market presence, Toyota uses more than 50 .rs and .co.rs domain names in Serbia, including [tojota.cpb](http://tojota.cpb).

#### The Cyrillic .CPB domain within the concept of SOC

Oliver Subotić, Serbian Orthodox Church Center for Research and Utilization of Contemporary Technologies

[cepis.spc.cpb](http://cepis.spc.cpb)

The Serbian Orthodox Church supports introduction of the .CPB domain, advocating in its domain strategy the parallel use of both national Internet domains.

### PRESENTATION OF LOCAL DOMAIN PROJECTS

Moderator: Miloje Sekulić

#### Detozin

Miodrag Ristić, printing plant Deto

[www.deto.rs](http://www.deto.rs)

Introduction and placement of original marketing products - combined with the creative use of Internet - resulted in this company's cooperation with thousands of clients on three continents, proving that even small businesses with a limited number of hits on the Internet can successfully cooperate with clients from foreign countries.

#### Internet portal "Animals"

Vladimir Kovač, Creative Media Art

[www.zivotinje.rs](http://www.zivotinje.rs)

Every day this pet-shop, that is, its webpage (since the physical shop does not really exist) is visited by approximately 400 people, making it the most visited pet-shop in Serbia (in both real and virtual worlds).

#### Ћirilovanje

Manuela Graf, Journalists' Association of Serbia

[ћириловање.cpb](http://ћириловање.cpb)

This website endeavors to acquaint the general public with locally produced Cyrillic fonts and good language programs related to the use of the Cyrillic alphabet, making its utilization easier and more accessible.

#### Designed

Dušan Vulović, Association "Serbian Design Platform"

[www.designed.rs](http://www.designed.rs)

A communications platform which gathers a large number of people whose opinions and knowledge can contribute to a better understanding of the value of design in contemporary communications and business operations.

#### Organization "Standup.rs"

Milica Mihailović

[www.standup.rs](http://www.standup.rs)

This organization, which has the .RS domain as a part of its registered name, actively cooperates with stand-up comedian colleagues from the region (who are also using their national domains). Nikola Silić performed live, and the topic of his stand-up performance was, of course, the Internet.



## MORE INFO: [dids.rs](http://dids.rs) and [дидс.cpb](http://дидс.cpb)

### USEFUL LINKS:

- Video - [www.youtube.com/rnidsonline](http://www.youtube.com/rnidsonline)
- Photographs - [www.facebook.com/RNIDS](http://www.facebook.com/RNIDS)