



ДАН ИНТЕРНЕТ ДОМЕНА СРБИЈЕ SERBIAN INTERNET DOMAINS DAY

The third annual conference
on Internet development
within **.RS** and **.CPB**
top-level domains of Serbia

22 March 2012
Moskva Hotel, Belgrade

DIDS SUPPORTED BY:



DIDS conference for the third time

The third annual conference on Internet development within the .RS and .CPB top-level domains of Serbia - **DIDS 2012**, was held on **22 March** at the Moskva Hotel in Belgrade. This year's Serbian Internet Domain Day, organised by the **Register of National Internet Domain Names of Serbia (RNIDS)**, gathered 25 presenters from Serbia and abroad and about 230 visitors.



The DIDS programme lasted from 10:00 am to 4:00 pm and, besides IT experts, Internet providers and registrars, the conference gathered other Internet users who had the opportunity to learn more about current topics both within the Internet space of Serbia and on the global level.

The key topics of this year's DIDS included the tendencies of countries to take the control over the Internet and the freedom of use endangered by initiatives such as ASTA. We also got answers to whether domains in the local script (Arabic, Cyrillic, etc.), such as our .CPB, can help the development of local content and services. We learnt what possibilities and challenges new technologies and the Internet brought to our national Cyrillic script, as well as what local Internet projects informed, entertained and helped us in our work and everyday life.

The conference programme contained three thematically separate parts. The first part, also attended by our foreign guests, was dedicated to what's new in the Internet world. The second one dealt with Cyrillic on the Internet and the new .CPB domain. Eleven successful local projects within the .RS domain were presented during the third part of the conference.

DIDS 2012 ORGANISATIONAL BOARD: Predrag Milićević, Dragana Pešić-Lević, Lazar Bošković, Tomislav Ciganović, Snežana Božić, Dušan Stojičević, Nataša Radović

DIDS 2012 PROGRAMME BOARD: Vladimir Radunović, Tamara Vučenović, Ivan Čosić, Miloje Sekulić



Part 1: New on the Internet, in Serbia and abroad

Moderator: Vladimir Radunović

There have never been so many new things on the Internet: new services, business models, new gTLDs, multilingualism, etc. Such a fast development and the increasing importance the Internet has for the society is followed by accelerated political processes: the increasing tendencies of countries to interfere with the Internet management and critical resources for the sake of greater control but also the growing resistance of users and the society to regulations and possible limitation of freedom on the Internet. The following topics were discussed: new domains and their effects, tendencies to control content and liability of mediators, global political turmoil regarding the Internet, the potentials of the multilingual Internet and internationalised domains for the development of the society, economic, political and practical challenges and concrete experience from the Arab and Slavic part of the Internet.

1. Internet and the world

Vladimir Radunović, coordinator of Internet management programme in DiploFoundation

Retrospective of the current global situation regarding the Internet in 2011 and events expected in 2012.

2. Internationalised domain names (IDNs) and Arab experience

Khaled Fattal, the Chairman and CEO of Multilingual Internet Group

Advantages of local language/script for the market development, possibilities on the Web, the importance and development of localised content and business potentials, experience with Arab language on the Internet, IDN and new gTLDs.

3. Cyrillic on Russian Internet

George Georgievsky, Sales Director of Coordination Centre of .RU and .РФ domains

How Russia, the first country to introduce the Cyrillic domain, very quickly reached hundreds of thousands of registered domain names.

4. RNIDS between two DIDS conferences

Vojislav Rodić, President of RNIDS Conference of Co-founders

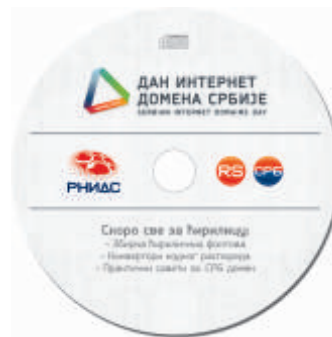
Retrospective of RNIDS between two DIDS and comparison to global trends (IDN ccTLDs) along with summary of activities in 2012.

5. 4PI projects

Zoran Stanojević, journalist & coordinator of RTS Internet portal

Principles, results and importance of the 4PI - Programme of support to Internet popularisation projects for 2011.

Gift CD for visitors



RNIDS as the organiser provided a gift CD 'Almost all for Cyrillic' for all visitors of the DIDS 2012 conference. The CD contains many useful things for everyday use of Cyrillic on computers.

Thanks to 'Tipometar' Association (www.tipometar.org), the CD contains six extraordinary families of Cyrillic fonts: Adamant BG, Lovely BG, Neoplanta BG, Platan BG, Resavska BG and Resavska BG Sans.

Besides Microsoft Transliterator, it contains other tools for converting the code order from Cyrillic to Latin and vice versa in MS Office applications downloaded from 'Praktikum na Vebu' (www.praktikum.rs).

Practical advice for the .CPB domain include setting web platforms for operating with .CPB domain names, as well as DNS servers and e-mail addressed on various server and client platforms.

Impressions of visitors

About Part 1:

- It was nice to listen to lectures of the cleverest people in the world - IT experts.
- The speech of Mr Fattal on the importance of using the national script was very inspirational.
- Very convenient to begin with. Thumbs-up for the foreign lecturer.

About Part 2:

- Congrats on presenting the global view regarding Cyrillic.
- The female dean who read the speech spoiled the overall impression, which was luckily improved by the presenter who gave a speech on trademarks.
- A tip that Mr Tasovac should address live next year, not by video. He was awesome!

About Part 3:

- Excellent choice of examples from the .RS domain. The fact that such various industries have been chosen marked as very positive.
- Useful and informative.
- Too personal, too much colloquial speech, inadequate use of language. Project 'Read to me' - an exception which stands out for its quality.



Part 2: Cyrillic on the Internet, the Internet in Cyrillic

Moderator: Tamara Vučenović

About Cyrillic on the Internet from the technological, philological, legal, design-related, cultural, educational and scientific point of view.

1. How does Cyrillic works on the Internet

Slobodan Marković, State Secretary Adviser in Digital Agenda Administration

Mihailo Stefanović, IT Director of 'Rastko' project

Technological and technical explanations of how addresses in the .CPB domain are translated into ASCII codes, how Cyrillic will function on various platforms and what problems may lie ahead.

2. Serbian scientific and cultural heritage on the Internet

Aleksandra Vraneš, PhD, dean and professor at the Faculty of Philology in Belgrade

How we can preserve and promote Serbian scientific and cultural heritage on the Internet and the digital 21st century.

3. Internet in libraries

Mirko S. Marković, Library Advisor for special programmes and projects in Belgrade City Library

Internet use in local libraries, importance of Cyrillic and the .CPB domain for library bases and descriptors in the world and the presentation of the project 'Let .CPB be, Internet in libraries'.

4. Digital humanities

Toma Tasovac, MA, Director of Centre for digital humanities

About digital humanities, the Serbian dictionary of Vuk Karadžić, Cyrillic and the Internet as the knowledge exchange platform, as well as the Digital library of the Serbian cultural heritage.

5. Cyrillic typography on the Internet

Olivera Stojadinović, professor at Faculty of Applied Arts and editor of 'Tipometar' web site

About the 'Tipometar' Association and establishing of the fund of original typographic scripts that contain Cyrillic, as well as about Cyrillic typography from the point of view of the author of fonts and site administrator.

6. Protection of intellectual property on the Internet

Vladimir Marić, MA, Assistant Director at Intellectual Property Office of Serbia

About the intellectual property protection on the Internet, with a special accent on the Cyrillic script and brand protection in Cyrillic.



Part 3: Successful projects within .RS domain

Moderators:

Miloje Sekulić and Ivan Ćosić

Nothing can prevent great people from dreaming virtual dreams and creating web projects that inform and entertain us, as well as help us in our work and everyday life or are beneficial in some other way.

www.epilion.rs

A corporative site of a dermatological laser centre presented by Ivica Koren, the owner.

www.greendesign.rs

A place that connects designers and clients presented by Darko Vidić, its founder.

www.infolink.rs

A media Internet service presented by Ivana Lazarević, the sales manager.

www.telegraf.rs

An informative and entertaining portal presented by Magda Janjić, the copy desk chief.

www.tarzanija.rs

A club of real studs presented by Radomir Basta, its founder.

www.tetka.rs

A site for ordinary women presented by Mirjana Mimica, its founder.

www.buzzilla.rs

A blog on virtual and guerrilla marketing presented by Marija Marković, its founder.

www.karijera.mingl.rs

A virtual centre for career management and consulting presented by Jelena Manić, its founder.

www.uplatnica.rs

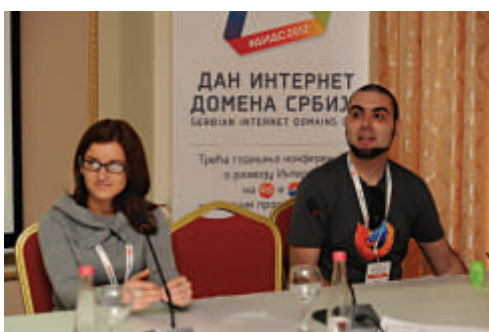
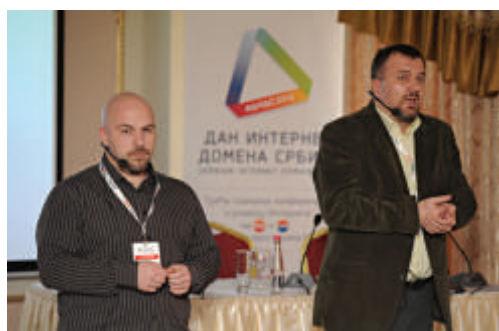
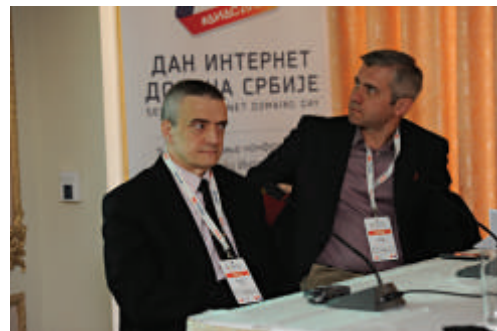
A web service making life and business easier presented by Jovan Milićević, its founder.

www.srbodroid.rs

A gathering place for Androids from our part of the Galaxy presented by Vasilj Milošević, its founder.

Project 'Čitaj mi' (Read to me)

Speech technologies for Serbian language presented by Vlado Delić, PhD, the author.



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VISIT: www.dids.rs and дидс.срб

USEFUL LINKS:

- **Videos** - www.live-e.tv/video-prilog/etv-22-03-2012/dids-2012-blok-1
- **Photos** - www.facebook.com/RNIDS and <http://g.fvs.rs/rs>

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Photos: www.fotovideo.rs, www.infolink.rs and RNIDS archive; **Editor:** Lazar Bošković

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