

#RNIDS INFO



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WHICH INTERNET FILM ARE YOU IN?

The sixth annual DIDS conference for 2015, focusing on the development of the Internet globally and on Serbia's national domains, was held on **10th and 11th March at the Metropol Palace Hotel** in Belgrade. Serbian Internet Domain Day brought together 24 speakers from Serbia and abroad, and more than 300 participants.



This year's slogan was **"Which Internet film are you in?"**, with suitably film-like subtitles for its three themed blocks: Masters of the Internet, Call 'E' for Commerce and A Promising Domain. The second day was set aside for the **Regional Internet Forum**, which brought together representatives of the national registries of Bulgaria, Croatia, Slovenia, Montenegro and Serbia, as well as representatives of state institutions, local Internet communities and global Internet organisations. In addition to lasting two days, DIDS 2015 was also somewhat special due to the support given by **ICANN**, the lead organisation for the administration of the Internet and its global structure. As previously, the conference was **free of charge to all participants** who registered via e-mail from an address on a regional domain.

Media sponsorship was agreed with 28 newspaper, radio, television and web companies, as well as technical sponsorship with Telekom Srbija, which provided free Internet access to participants. The conference was streamed via 10 different websites and watched by more than **3,500 people**. The conference was promoted on **social media** via Facebook, Twitter and LinkedIn.

Organising committee: Predrag Milićević, Lazar Bošković, Dragana Pešić-Lević and Jelena Ožegović, together with the technical team.

Programme committee: Dušan Stojićević, Vojislav Rodić, Vladimir Radunović, Miloš Petrović, Radomir Lale Marković, Dragan Varagić, Slobodan Marković and Miloje Sekulić.



Подржао:



ДИДС 2015

Дан интернет домена Србије

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У КОМ СИ ИНТЕРНЕТ ФИЛМУ?

1. БЛОК
ГОСПОДАРИ
ИНТЕРНЕТА

2. БЛОК
ПОЗОВИ Е
РАДИ ТРГОВИНЕ

3. БЛОК
ДОМЕН КОЈИ
ОБЕЋАВА

Организатор:



ДИДС подржали:





MASTERS OF THE INTERNET

BLOCK 1 / Moderator: Vladimir Radunović

The first block focused on the forthcoming changes in global Internet governance that are to come about due to the transition of the IANA functions. Without proper and impartial translation of domains into IP addresses, and their fair allocation to billions of connected devices, the Internet would become fragmented. As of September, oversight of these functions is due to be transferred from the USA government to "all of us", that is to the global Internet community. What will the role of "all of us" be and who does our Internet belong to – these are the questions that our overseas speakers tried to answer at DIDS.

According to this new, multistakeholder model, ICANN would have full authority to administer the global network, whilst countries, corporations and other stakeholders, acting within various bodies, would be able to make proposals and take active part in shaping policy and practice relating to cyberspace, but not to take autonomous decisions. The proposed model is somewhat complex and formalised, and could lead to reduced stakeholder participation.

Firstly, **Danko Jevtović**, director of RNIDS, greeted participants on behalf of the host, followed by **Dušan Stojičević**, chair of the RNIDS Board of Governors, who gave a word of introduction to the programme of this year's DIDS.

Jean-Jacques Sahel, ICANN vice-president for Europe (www.icann.org) said that the Internet was one of the first tools to have connected all people and that we needed to look after it. He insisted that ICANN had mechanisms in place to prevent a particular interest group from exerting too much influence.

Martin Boyle, Senior Policy Advisor at the UK's national registry, Nominet (www.nominet.uk), said that he considered this to be a very important step, as the USA had always played a dominant role in the IANA functions and this had been a cause for concern for other countries. The new system needed to be open and transparent, with clearly-defined accountability, he added.

Leonid Todorov, Head of External Relations of the Russian national registry (www.cctld.ru) and General Manager of the Asia Pacific Top Level Domain Association wondered why, if the role of the US government in the supervision of ICANN was purely symbolic, were we all so concerned? "Perhaps this is just a smokescreen for something going on behind the scenes, which the Americans will use in the meantime to strengthen their grip on the Internet," said Todorov.

"Block 1 summary: A Russian, an American and a Serb sat down to discuss the future of the Internet" – to quote one Tweet.

VISITOR COMMENTS

BLOCK 1 - average rating 4.56 (on a scale of 1 to 5)

- > It shed light on a topic I didn't know much about. The moderator was natural, excellent.
- > Very useful information.
- > I liked the part about education the best.
- > The most substantial first block so far at a DIDS conference.
- > Leonid won!
- > Went on too long.
- > More confrontational debates like this please.
- > Excellent choice of panellists!
- > Not so dynamic, but that was down to the topic.

BLOCK 2 - average rating 4.23

- > Topic very comprehensively covered. The moderator was very well prepared and knew the subject.
- > So-so. Some of the participants should have been better prepared.
- > The topic should be subdivided.
- > Moderator was good, panellists weak.
- > I didn't learn anything new, which is probably to the credit of the company I work for.
- > Perhaps you should invite someone from the government, a minister, someone with responsibilities in this area.

BLOCK 3 - average rating 4.26

- > The moderator could have been female, the same as the first participants. Block 3 was excellent. The participants repeated what they had said in the video teaser. Excellent examples.
- > Hearing others' experience is very useful.
- > A real panel debate, dynamic and useful.
- > This block was not necessary. It was just a plug for some websites. There was no educational value.
- > The site owners were very good – they knew what they wanted to achieve and how to go about it.
- > Perhaps speakers could have had a PowerPoint presentation and not just answered the questions of the moderator.

ORGANISATION - average rating 4.70

- > Everything was organised to perfection! An improvement on the last DIDS.
- > Excellent! The breaks were a bit chaotic.
- > No complaints about the organisation. Maybe you could provide extension cables in a few places for people to charge phones, tablets and laptops.
- > Introduce electronic registration next year, so there is no need to print an e-ticket.
- > Catering badly organised. Impossible to get a coffee.
- > Best yet!

89 visitors took part in the survey.



CALL 'E' FOR COMMERCE

BLOCK 2 / Moderator: Miloš Petrović

The second block was dedicated to eCommerce in all its aspects: legal and financial, promotional, logistical and software-related. Participants in the panel debate were local industry experts who presented specific solutions from the practical experience of their own online projects. The Serbian public does buy online, but eCommerce has still not fully taken root in the minds of retailers as a business model. The panel concluded that there were major shortcomings in Serbia in terms of outdated financial regulations. However, perhaps the greatest barriers to online shopping were still fear of the unknown and a lack of information.



"There are a number of online stores that are earning more by selling online than some of the top brand stores in Belgrade's shopping centres," noted **Dragan Varagić**, advisor for Internet business implementation (draganvaragic.com). The statistics show that those stores offering the option to pay by cheque on their site have up to 20% higher earnings than those that do not.



"For those doing business in eCommerce in Serbia, but who mail their products abroad too, there is the well-established PostExport service within the Serbian postal system. In our experience this is an effective and affordable way to export packages," said **Dragan Timotijević**, administrator of the online store of the Šumadija Eparchy of the Serbian Orthodox Church (www.eparhija.rs).



Boris Ilić, financial director of Grand Motors (grandmotors.rs), explained the legal and financial differences between the categories of sole trader and d.o.o. (limited liability) company. As a sole trader you are personally financially liable for your business, up to the value of your entire personal assets. However, the paperwork is simpler and the costs are lower. On the other hand, the liability of the owner of a d.o.o. company is limited to the amount of their investment in the company – however, costs are significantly higher.



Participants in the discussion also included **Miloš Milić**, co-founder and executive director of Farmia (www.farmia.rs), and **Goran Živković**, project head of the eLakolije.rs eCommerce system. The panellists agreed that to start up in eCommerce it is vital to begin with a good idea that will be competitive in the market. You also have to do market research, with an assessment of one's potential in the particular market niche, and then develop a quality business model. In addition, you always need to keep in mind what your target group is and how you are going to present and promote yourself in the online market.



A PROMISING DOMAIN

BLOCK 3 / Moderator: Radomir Lale Marković

The third block of DIDS was, as tradition now dictates, reserved for prominent websites on the national .RS and .CPB domains. Representatives of 11 home-grown websites and online projects talked about their experiences and their road to growth.

Once Upon a Time - www.onceuponatime.rs
Snežana Subotić, blog author

"Creative Gifts" - www.kreativnipokloni.rs
Ahmet Bulbul, founder

"Shirts" - www.kosulje.rs
Dragana Milanović, product manager

Blender Online - www.blenderonline.rs
Sanja Savić Maravić, editor

"Business Culture" - www.kulturaposlovanja.rs
Una Zabunov, blog author

"Help Boris in his fight to walk again" - www.borise.rs
Boris Stojković, project coordinator

"Album of remembrance for our forebears in the First World War" - славним-прецима.срб
Aleksandar Vasilić, project coordinator

"OK Mathematics" - www.matematika.edu.rs
Velimir Dedić, lecturer

"Education" - www.edukacija.rs
Ljubiša Pavlović, founder and author

"Hair Roller" - www.papilotna.rs
Jovana Milićević, site co-founder

"Beautiful Woman" - www.lepotica.rs
Jelena Preradović, Internet marketing manager

All of these projects chose national Internet domains with the aim of improving their ranking in search engines, since all the sites produce content for the Serbian-speaking regions.

REGIONAL INTERNET FORUM

11th March

The second day of the DIDS 2015 conference was set aside for the **Regional Internet Forum**, which brought together **39 representatives** of the national registries of Bulgaria, Croatia, Slovenia, Montenegro and Serbia, as well as representatives of state institutions, local Internet communities and global Internet organisations. It took the form of a round table, held entirely in English – and was a regional industry meeting for invitees only. **Dušan Stojičević**, RNIDS Board of Governors chair, gave a few words of introduction on behalf of RNIDS, the host of the meeting.

The first block, titled **Regional Activities** and moderated by Vojislav Rodić, chair of the RNIDS Conference of Co-founders, comprised a presentation of regional activities in the Internet arena and a preparatory meeting for the forthcoming EuroDIG conference in Sofia.

The second block, titled **IDN Issues**, comprised a discussion of the use of local writing systems on the Internet and technical issues faced by Internet registries, and was moderated by **Dušan Stojičević**. Almost all national Internet registries in the region have gone through the process of introducing IDN domains, but have had greatly differing experiences in doing so, owing to the specific characteristics of each local script.

The moderator of the third block, on the topic **The Multistakeholder Model**, was **Vladimir Radunović**, director of the cyber-security and e-diplomacy programmes at the DiploFoundation. A discussion was held on the suitability of the multistakeholder model in the management of Internet organisations in the region.



MORE INFORMATION:
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USEFUL LINKS:
Video - www.youtube.com/rnidsonline
Photos - www.facebook.com/rnids.rs