

# #RNIDS INFO



# 41

OCTOBER 2018

[rnids.rs](http://rnids.rs) | [рнидс.срб](http://рnидс.срб)

[domen.rs](http://domen.rs) | [домен.срб](http://домен.срб)

## Organisation of events

### 10 YEARS OF PUBLIC REGISTRATIONS OF THE FIRST SERBIAN DOMAIN



To mark 10 years since public registrations of .RS domains began, a buffet dinner was held at the Gabbiano restaurant in Belgrade on **10<sup>th</sup> September**. Some 50 partners attended the informal social event, as well as contractors, members of the press, employees of ARs, former and current members of the BoG and the Conference of Co-founders, as well as employees of the RNIDS Office.

The gathering began with a screening of a video on the history of the .RS domain, followed by a presentation by **Vojislav Rodić**, Chair of the RNIDS BoG, titled **How we got our .RS domain**.



During the event, RNIDS Director **Vladimir Manić**, presented gifts to employees who had worked in the RNIDS Office for all those ten years. This was also the year in which the .RS domain reached a figure of 100,000 registered domain names.

## Organisation and co-organisation of events

### START OF AUTUMN SERIES OF RNIDS TRAINING EVENTS

Continuing in its commitment to support Serbia's Internet space in partnership with the community, this autumn RNIDS continues with its series of free, one-day seminars all over Serbia.

The first in this series of events was held in **Kruševac, 20<sup>th</sup> September** at the Business Incubator Centre together with local partner **Tag-Web**. The training was aimed at micro-, small and medium enterprises and entrepreneurs from Kruševac and the surrounding area who had a personal or business need to improve the presence of their company online.

Over four talks the speakers had a chance to share a great deal of advice and information with attendees – about the basics of having an online presence, the social networks, search engine optimisation and online advertising.



**Predrag Milićević**, Chief Marketing and Communications Officer at RNIDS, talked about the difference between having an online presence on one's own domain and on someone else's, and talked about how to choose the right domain.

**Miloje Sekulić**, founder and co-owner of the Homepage agency and member of the RNIDS Board, talked about the role social networks play in one's online presence and how to properly use them.

**Nenad Pantelić**, SEO specialist and Head of Marketing and Growth at Sentinel Software in the UK, shared some little SEO secrets that could be a great help in securing better positioning in local search.

**Jelena Ožegović**, Marketing and Communications Associate at RNIDS talked about the decision-making process buyers go through, beginning with the moment they realise their need for a particular product or service, right up to the point of the actual purchase, whether online or offline.



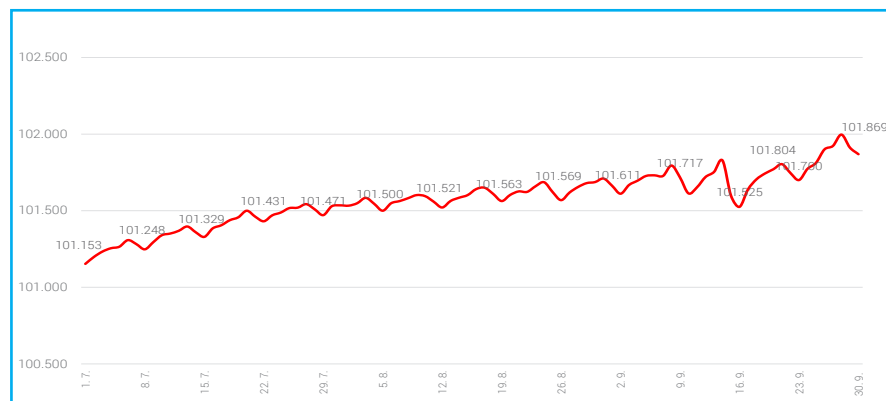
MORE [domen.rs/kako-smo-dobili-bas-nas-rs](http://domen.rs/kako-smo-dobili-bas-nas-rs)

## Development of the domain market

# DOMAIN STATISTICS

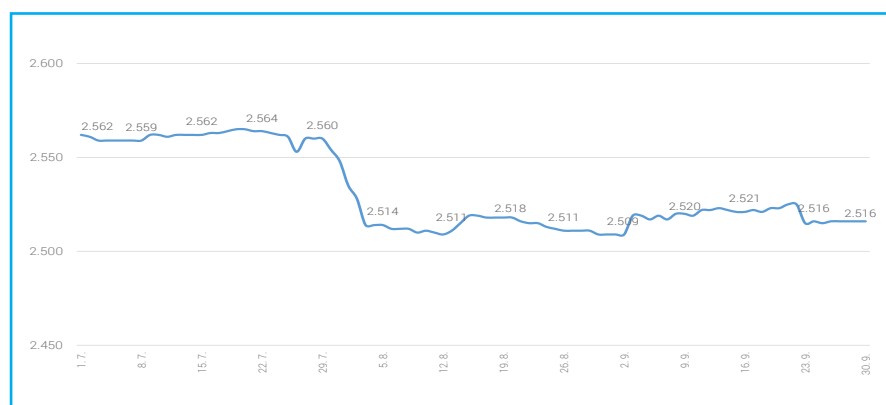
### Number of registered .RS domain names

July-September 2018



### Number of registered .CPB domain names

July-September 2018



## Partnership with accredited registrars

# TECHNICAL & PROMO SUPPORT

The **Advertising Co-financing Programme** was made use of during Q3 by **BeotelNet**, who conducted a campaign throughout the quarter.

An **internal support ticket system** was launched so that now all queries from RNIDS accredited registrars (ARs) go through this system and receive responses through the system too. This has made it possible to review previously answered questions and collect material to build a knowledge base in the future.

Analysis was carried out of the requests made in their report by the **AR Working Group** and an evaluation done of the feasibility of implementing them. Agreement was reached with the team of programmers to begin work on implementing some of the requests, while more information is needed for the remainder.

**AR marketing departments** were sent notifications in Q3 on the AR ranking list as well as invitations to and information on RNIDS events, details of CENTR's monthly bulletins and news of interest in the global domain market.

## INTERNET PRESENCE



Serbian National Internet  
Domain Registry Foundation  
rnids.rs | рнидс.рб



The Home of Domestic Domains  
domen.rs | домен.рб

Serbian Internet Domain Day (DIDS)  
dids.rs | дидс.рб

RSNOG  
rsnog.rs | рсног.рб

**SOCIAL MEDIA:**  
linkedin.com/company/rnids  
facebook.com/rnids.rs  
twitter.com/rnids  
slideshare.net/rnids  
youtube.com/rnidsonline  
pinterest.com/rnidsRS  
instagram.com/rnids

## REGISTRAR



Accredited registrars  
domen.rs/registri

Whois lookup  
domen.rs/whois

Joining RNIDS  
rnids.rs/pristupanje

Publications  
rnids.rs/publications

Domain Name Registration Terms  
rnids.rs/terms

Domain Name Dispute Resolution Policy  
rnids.rs/udrp

Partnership with organisations in Serbia

## SERBIAN CULTURAL INSTITUTIONS & THEIR ONLINE PRESENCE



**Internet Klub** and **RNIDS** organised an event on **25<sup>th</sup> September** in the Belgrade City Library titled **Online presence of Serbian cultural institutions**. The event was sponsored by the Serbian Ministry of Culture and Information's sector for the development of digital infrastructure in the area of culture and art.

Attending the meeting were 78 accredited cultural delegates from all over Serbia, who had a chance to hear a range of information concerning key aspects of the use of the national Internet domains in culture. This was facilitated in interesting, and at times very striking ways by Vojislav Rodić, Chair of the RNIDS Board, Svetlana Jovanović, Senior Advisor in the Serbian Prime Minister's Office, Mirko S. Marković, Chair of the Board of Ljig Internet Klub and Predrag Milićević, Chief Marketing and Communications Officer at RNIDS.

Among the data shared with participants by Internet Klub were the facts that out of 74 websites from the list of key cultural institutions, 23 were unavailable at the address given and out of 115 email addresses from the official list, 40 were non-functional and were not receiving email. Additionally, a full 42 institutions from this list were using a Gmail address instead of an email address linked to the domain of the institution.

This event was organised in the light of these and other discoveries in order to help cultural institutions and to improve their visibility online. Attendees were greeted to begin with by Mirko S. Marković, Jasmina Ninkov, Director of the Belgrade City Library, Vladimir Manić, Director of RNIDS and Predrag Rusalín from the Ministry of Culture and Information.

**Vojislav Rodić** talked about how Serbia got its own .RS domain.

**Mirko S. Marković** gave an overview of the state of affairs regarding the Internet presence of cultural institutions in Serbia in 2017 and talked about the systemic use of national domains and subdomains for the Internet presence and online communication of cultural institutions in Serbia.

**Predrag Milićević** held a short presentation about how to create an email address and what kind of email address should be used in communicating with state administrative bodies.

**Svetlana Jovanović** presented a project for the standardisation of Internet presence for state institutions.

Our people abroad

## DANKO JEVTIVIĆ IS NEW ICANN BOARD MEMBER

The Nominating Committee of **ICANN** (the Internet Corporation for Assigned Names and Numbers), the organisation for the administration of the global structure of the Internet, has appointed **Danko Jevtović** a member of the Board of Directors. This twenty-member Board is responsible for the management of ICANN and consequently the global management of all domains on the Internet.

Danko Jevtović was one of the 17 co-founders of RNIDS in 2006 and was a member of the RNIDS Board for multiple terms between 2007 and 2009 and Director of RNIDS from 2013 to 2017. He is a member of the Board of Directors of CENTR (the Council of European National Top Level Domain Registries). He was elected to the Board of ICANN as one of the European representatives, which is significant recognition both for himself personally and for RNIDS and the Serbian Internet community as a whole.



Partnership with accredited registrars

## CONFERENCE OF ARS

A **Conference of Accredited Registrars** was held **10<sup>th</sup> September** and attended by 21 delegates of 14 ARs, as well as members of the RNIDS BoG and employees of the RNIDS Office. The main topic of the Conference was the Final Report of the AR Working Group.

The event was also an opportunity to announce the launch of IDN domains in the .RS ccTLD registry and the expansion of the character set in the .CPB ccTLD registry. The new internal support ticket system was also presented, aimed at improving communication between RNIDS, ARs and end users.

Resolution of domain name disputes

## A DOMAIN IS A BRAND

The Committee for the Resolution of Disputes Relating to the Registration of National Internet Domain Names upheld a complaint on **20<sup>th</sup> September** from the company **Calvin Klein Trademark Trust** (Wilmington, USA) in regard to the domain **calvinklein.rs** and the protection of its brand in Serbia.

It was determined that an individual from Serbia had registered this domain in contravention of the General Terms and Conditions for National Domain Name Registrations and that the plaintiff was the owner of registered trademarks correlating to this name.



## International partnership

# RNIDS ACTIVITIES IN EUROPE AND THE WORLD



## ICANN SSR Team meeting

An ICANN SSR Team Meeting was held **22<sup>nd</sup> to 24<sup>th</sup> August** in **Washington, USA**, at which RNIDS was represented by **Žarko Kecić**, Chief Technical Officer.

[MORE: \*\*icann.org\*\*](#)

## TLDCON 2018

The 11<sup>th</sup> TLDCON was held in **Jūrmala, Latvia**, from **12<sup>th</sup> to 13<sup>th</sup> September**. This annual conference is held in a different Eastern European country every year. The event organiser was the Russian national registry (the Coordination Center for TLD RU).

The meeting was a chance to discuss current topics from the domain industry. RNIDS was represented at the gathering by **Vladimir Manić**, Director of RNIDS, **Goran Milanković**, member of the BoG, and **Dejan Đukić**, Chief Legal and Administrative Officer. Dejan Đukić presented RNIDS' experiences, together with its Study, which reviewed domain resolution regulations implemented in the .RS and .CP6 domains as compared to those in force in the former Soviet republics.

[MORE: \*\*tldcon.ru\*\*](#)

## 57<sup>th</sup> CENTR Legal & Regulatory workshop

The 57<sup>th</sup> CENTR Legal & Regulatory workshop was held **13<sup>th</sup> September** in **Tallinn, Estonia**, with **Dejan Đukić** taking part on behalf of RNIDS. This was the first legal workshop in some time at which GDPR was not the dominant topic. Subjects under discussion included Internet security and the issues of digital identification in the light of the eIDAS regulation.

[MORE: \*\*centr.org\*\*](#)

## 45<sup>th</sup> CENTR Administrative workshop

The 45<sup>th</sup> CENTR Administrative Workshop was held **20<sup>th</sup> and 21<sup>st</sup> September** in **Riga, Latvia**, attended on behalf of RNIDS by **Bojana Živković**, Domain Name Registration and Data Analysis Coordinator.

The most memorable session was the presentation by the Danish registry of their web form, implemented on their site homepage, which uses a variety of back-end algorithms to suggest additional, similar domain names to users based on the one they enter when checking domain name availability.

[MORE: \*\*centr.org\*\*](#)

## APTLD74

The APTLD74 conference was held **20<sup>th</sup> to 21<sup>st</sup> September** in **Tashkent, Uzbekistan**. **Goran Milanković**, Board of Governors member, attended on behalf of RNIDS.

[MORE: \*\*aptld74.uz\*\*](#)



## Activities in the ICANN community

**Dejan Đukić**, Chief Legal and Administrative Officer, participated, as a member, in the ccNSO Guidelines Review Committee and in the Competition, Consumer Trust and Consumer Choice Review Team, which completed its work in this quarter.

**Žarko Kecić**, RNIDS Chief Technical Officer, took part in the work of the SSR2 team evaluating the security, resilience and stability of ICANN's systems, regulations and procedures relating to unique Internet identifiers. At the request of the SSAC, the SSR2 was expanded with new members. There was discussion of progress so far and plans for future steps, in order to ensure the completion of the work of the Working Group within the planned deadlines.

**Mirjana Tasić**, Advisor for Strategy and Development at RNIDS took part in multiple ICANN Working Groups – the Latin Generation panel, the Study Group on Technical Use of RZ-LGR, the ccNSO Guideline Review Committee (GRC), the ccNSO Review Working Party, the Policy Development Process (PDP) the Retirement Working Group and Work Track 5: Geographic Names at the Top Level.

[MORE: \*\*icann.org\*\*](#)