



Annual Report 2011



RNIDS
Register of National Internet
Domain Names of Serbia



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RNIDS in brief

The **Register of National Internet Domain Names of Serbia Foundation** (abbreviation: RNIDS) is a professional, non-governmental, not-for-profit foundation founded on **8th July 2006** and registered on **5th February 2007** in order to manage the national Internet domains.

RNIDS is run by the Conference of Co-founders, the Board of Governors and the Director. Any legal entity or sole trader registered in Serbia may become an RNIDS Co-founder.

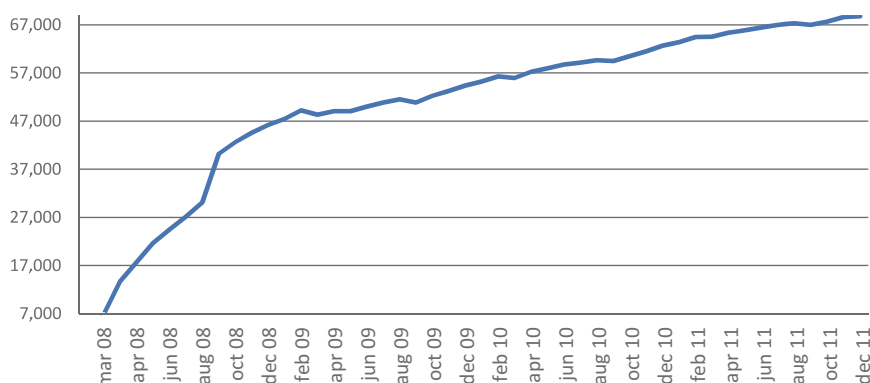
The **primary objective of RNIDS**, on which its activities are focused, is to manage the Central Register of national Internet domains (ccTLD).

RNIDS manages the register of national Internet domains of the Republic of Serbia by decision of **ICANN** - for the **.RS** as of 11th September 2007 and the Cyrillic **.CPБ** as of 21st April 2011.



During 2011, RNIDS managed ten top- and second-level domains. Management of the second-level domain for academic institutions has been delegated to the **Academic Network of Serbia**, while the SLD for government departments has been delegated to the **Administration for Joint Services of Republic Bodies**.

Increase in the number of registered .RS domain names, 2008-2011



On 23rd December 2010, a **cooperation agreement** was signed between the **Ministry for Telecommunications and Information Society and RNIDS**, which defined the obligations of RNIDS in regard to the status of the organisation, the way in which it conducts its primary functions, the transparency of its operations, the guarantee of equality in domain registrations, the guarantee of availability and access to critical elements of Internet infrastructure, as well as steps to be taken by the signatories to the agreement in the event of problems in operation.



International cooperation

As a national register of Internet domain names, RNIDS is a member of **CENTR** (Council of European National Top Level Domain Registries), and cooperates with **ICANN** (Internet Corporation for Assigned Names and Numbers). Delegates of RNIDS regularly take part in ICANN and CENTR's conferences relating to the field and RNIDS also cooperates with RIPE, WIPO and IGF*.



www.centr.org
www.icann.org

* See the Glossary page



Words of greeting



Dear users of the Serbia Internet domain space,

After five years of its existence, RNIDS has reached full maturity as an organisation. In 2011 we secured our own business premises, organised the second Serbian Internet Domain Day (DIDS) and other promotional and educational events, and saw the .CP5 Cyrillic domain go live on the Internet.

Additional objectives of the organisation revolve around increasing the amount of Internet content in Serbian and in the languages of ethnic minorities. In 2011, for the second time, we organised the 4PI project, a programme supporting projects that popularise the Internet, and thereby helped 26 home-grown projects come to realisation.

The new Law on Foundations required us to re-register as a Foundation, adopt a new Statute and make other enactments of importance for the development of the Internet space in Serbia. Also, after expiry of the previous full two-year mandate, new RNIDS managing bodies were elected.

RNIDS also took active part in the organisation of three international Internet gatherings held in Serbia (EuroDIG 2011, the International Conference of Administrators and Registrars of ccTLDs of the CIS, Central and Eastern Europe and the 24th CENTR Administrative Workshop).

We have much work to do together in 2012 towards the aim of enabling the Serbian Internet population to achieve its potential, using all the benefits digital technology provides.

Vojislav Rodić

Chair of the Conference of Co-founders of RNIDS



Dear Sir/Madam,

In making public the first edition of its Annual Report, RNIDS is beginning a new phase of transparency in its operations and implementing the best practices of the European national Internet registers. This is also just a small part of the efforts on the part of the Board of Governors to bring the operation and management of RNIDS into line with best practice in corporate management.

Another priority in the work of the Board of Governors has been the introduction of procedures into all aspects of operations, increasing the security of business data and protecting the privacy of users. Work has also begun on developing RNIDS' long-term strategy, and the future focus of the work of the Board of Governors will be orientated towards strategic objectives, while everyday operations will be delegated to the RNIDS Office.

We hope that the first positive effects of these efforts, begun in 2011, will quickly be felt by our users, accredited registers and the local Internet community in Serbia.

Dragomir Vasiljević

Chair of the RNIDS Board of Governors



Major dates in the history of RNIDS

15th June 1989

The first .YU domain of the Yugoslav Academic Network was registered

1995

Academic network on the servers of ETF and FON

1997

Yugoslav Internet domain register NIC.YU

2002

Attempts to form a new NIC with the Federal Bureau of Information Technology



8th July 2006

RNIDS Founding Assembly ▲

18th December 2006

17 founders sign the Agreement on the Founding of the RNIDS Fund

5th February 2007

RNIDS Fund is registered

17th February 2007

First session of the RNIDS Assembly



29th October 2007

Exchange of correspondence between RNIDS and ICANN ▲

27th December 2007

First RNIDS press conference

10th March 2008

The .RS domain is launched

15th September 2008

Completion of the transition from .YU to .RS

3rd October 2008

RNIDS becomes a fully-fledged member of CENTR

30th September 2009

First deadline for shutdown of the .YU domain

30th March 2010

Final shutdown of the .YU domain

February – June 2010

Public debate, survey and voting on the choice of Cyrillic domain

April – September 2010

Applications begin being accepted for co-financing of Internet projects

8th November 2010

ICANN approves .CPБ as the Cyrillic domain

23rd December 2010

Cooperation agreement signed with Ministry for Telecommunications and Information Society

10th March 2011

DIDS 2011 held – Serbian Internet Domain Day
Home of Serbian Internet Domains opened

3rd May 2011

Cyrillic .CPБ domain becomes visible on the Internet

11th May 2011

The first site on the new domain names - рнидс.срб

28th May 2011

RNIDS restructured into a Foundation

1st July 2011

The 4PI Competition, 2011 - Programme supporting projects to popularise Internet use

26th October 2011

.RS EPP – Educational Promo Party is held

23rd November 2011

RNIDS hosts the 24th CENTR Administrative Workshop

National domains



From the ad "Welcome .CPB, from your older brother .RS!"

The **Republic of Serbia** has two national Internet domains of equal importance: **.RS** and **.CPB**. This first is a **ccTLD***, the second an **IDN ccTLD***.

ICANN has delegated the running of both domains to **RNIDS**, with the support of the Serbian state authorities and the country's Internet community. The end-user domain registration business is conducted via **accredited registrars***, while **RNIDS**, as the ccTLD national register, is tasked with managing the Central Register, i.e. the central database of Internet domain names registered within the ccTLD.

The national Internet domain denotes geographical affiliation and therefore is of exceptional importance in **defining the Internet identity** of all those who live and work in Serbia. It is also a designation indicating presence in a particular market, and a user registering a national Internet domain is thereby defining the geographical territory for which their website is primarily intended. This is important for search engines, since they pay close attention to local content, and give priority to sites on the national Internet domain in their search results when queried for content from Serbia.

The advantage of registering a national Internet domain is that there are still a great number of brandable phrases available (personal names, product or company names, geographic and general terms, etc.), whereas a great number of similarly interesting generic Internet domain names (on .COM, .ORG, .NET, etc.) have long since been taken. By registering a national Internet domain that describes important aspects of their activities, companies and individuals can fully **protect their brand and their identity in the Serbian Internet space**.

Whois service

The Whois service provided by **RNIDS** allows searching of the database of registered domain names within the ccTLD register. It is most commonly used for finding out whether a **.RS** or **.CPB** domain name is registered or not. If the domain name is registered, the Whois service can display information on the user who has registered the domain name, as well as the administrative and technical contact, as per the rules on data availability. Accredited registrars can also directly access the Whois service via a special server.

For every DOMAIN of INTERNET use!



WHOIS LOOKUP:
www.rnids.rs/whois

* See the Glossary page

The .RS domain

On **11th September 2007**, ICANN took the decision delegate the management of the existing .YU registry and the future registry of the country code top-level Internet domains of the Republic of Serbia to RNIDS. The .RS domain became accessible on the Internet on **25th September 2007**. An agreement on the transition of domain names and sub-domains registered under .YU to the .RS and .me domains was signed with the Montenegrin register in 2007.

Registrations of .RS domains began on **10th March 2008** via 27 companies accredited as .RS domain name registrars. On the first day, 7,000 domains were registered, and over the next six months, up to **10th September**, the owners of old .YU domain names had priority of registration of the same domain name with the .RS extension. There were approximately 40,000 old .YU domain names of which around half were active. In order to ease the transition, RNIDS founded the Commission for Transition to resolve the registration of domains in transition in cases where the .YU domain name owner was no longer an active legal entity. On **15th September 2008**, all domain names in the .YU registry which had not been reregistered as .RS domain names were made freely available for purchase. 19,372 .YU domain names were reregistered as .RS domain names.

.RS domain names can contain letters of the English alphabet (a-z), numbers (0-9), and hyphens (-). Domain names cannot begin or end in a hyphen (-) and cannot have two consecutive hyphens. Domain names must have at least two characters and a maximum of 63.

During 2011, **seven top- and second-level domains** were available for registration within the .RS domain:

Domain name	Purpose	Number of domains registered as of 31 st December 2011
.RS	for all interested users regardless of whether they are legal entities or individuals, local or foreign	44,047
.CO.RS	for business users regardless of whether they are local or foreign legal entities or sole traders	17,494
.ORG.RS	for business users who are not-for-profit organisations regardless of whether they are local or foreign legal entities	2,986
.EDU.RS	for business users who are educational organisations regardless of whether they are local or foreign legal entities	1,307
.IN.RS	for individuals regardless of whether they are local or foreign	3,096
.AC.RS	(delegated) intended for the academic, scientific and research network of Serbia	41
.GOV.RS	(delegated) intended for the government departments of the Republic of Serbia	208

Disputes relating to registered .RS domains are resolved before the Committee of the **Serbian Chamber of Commerce** for the Resolution of Disputes Relating to the Registration of .rs Domains.

Between October and December 2011, RNIDS ran an **awareness campaign for the .RS domain**, primarily aimed at sole traders and small businesses wanting to create a presence on the Internet.



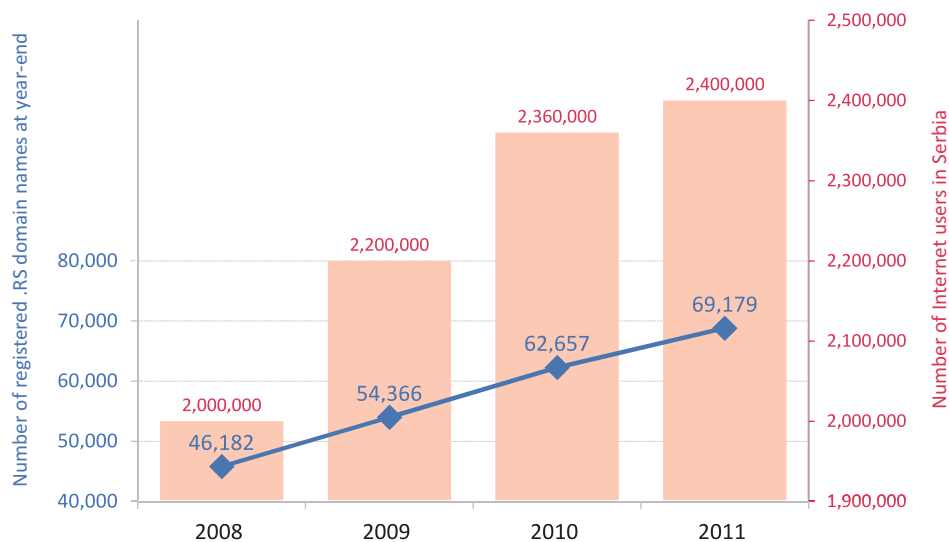
From an ad from the .RS domain awareness campaign - Hi, I'm majstormile.rs (Craftsman Mile)





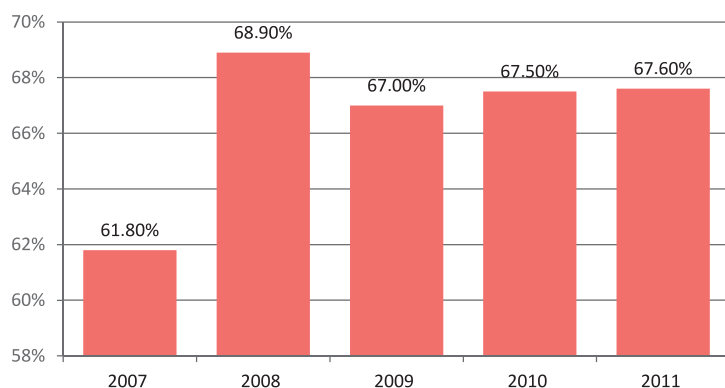
.RS domain statistics *

Comparative growth in the number of .RS domains versus the number of Internet users in Serbia



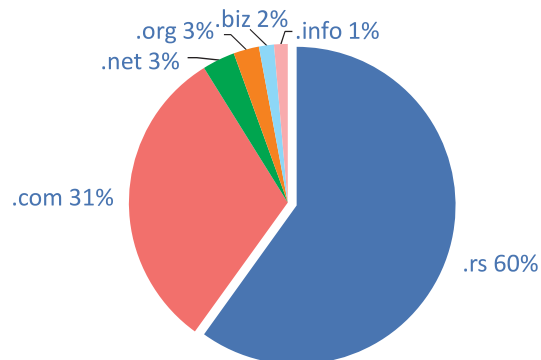
Source for figures for the number of Internet users was the **Statistical Office of the Republic of Serbia**, which comprise people aged between 16 and 74 who have used the Internet in the last three months.

Percentage of companies in Serbia that have a website



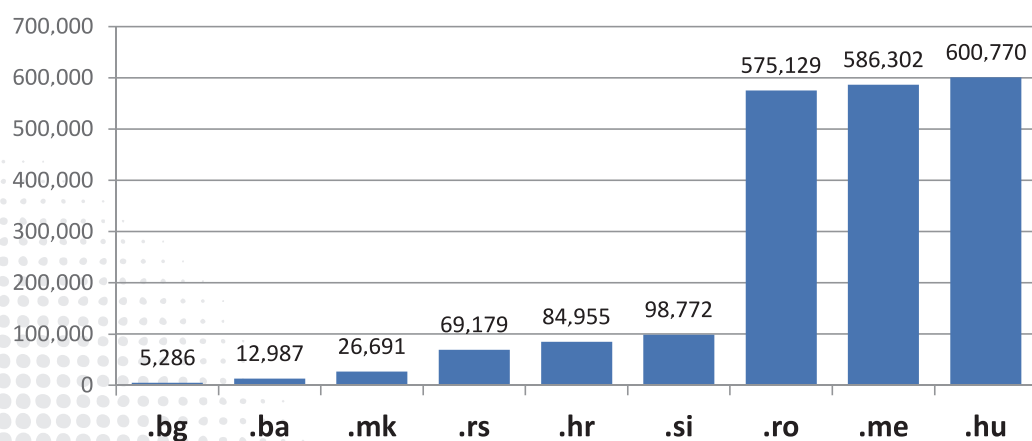
Source: Statistical Office of the Republic of Serbia

Comparison of .RS and global domains in Serbia



Source: Accredited .RS domain registrars

Ratio of the number of registered national Internet domains in other countries in the region, 31st December 2011



Notes:

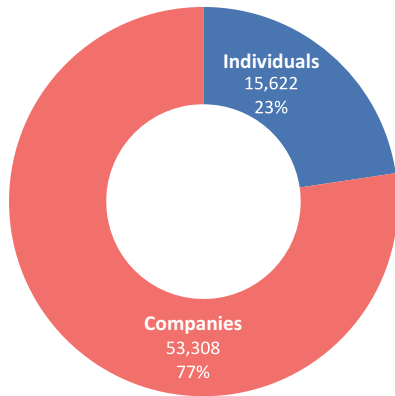
- The .RS and .ME domains have only been in existence since 2008, unlike all the others, which began operation at the beginning of the 1990s.
- The .ME domain cannot be properly compared with other national ccTLDs since because of its significance in the English language it has the characteristics of a gTLD.

Source: National ccTLD registrars

* Source of data is RNIDS, unless otherwise specified

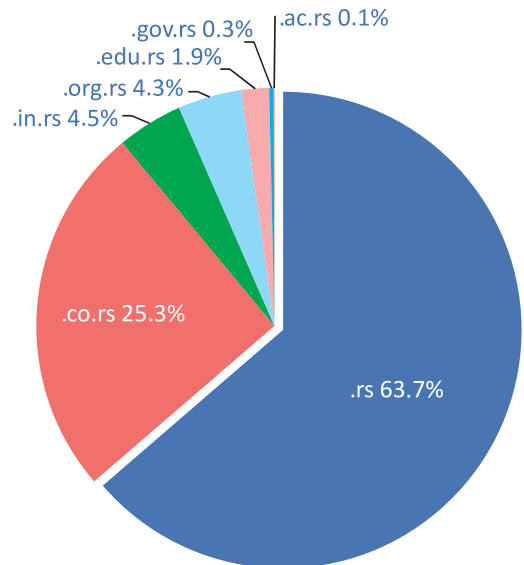


Comparison of registered .RS domain names

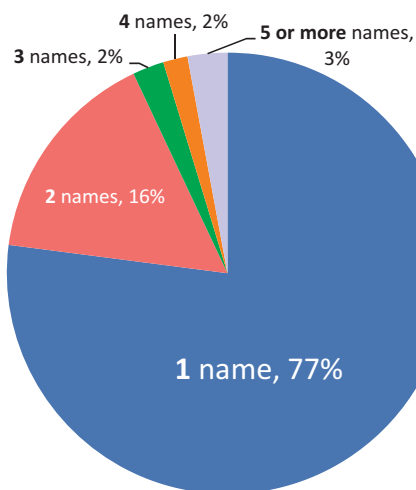


Clearly there is great potential for registration of domain names by individuals, especially since .IN.RS domains have a very affordable registration fee.

Comparison of domains, 31st December 2011

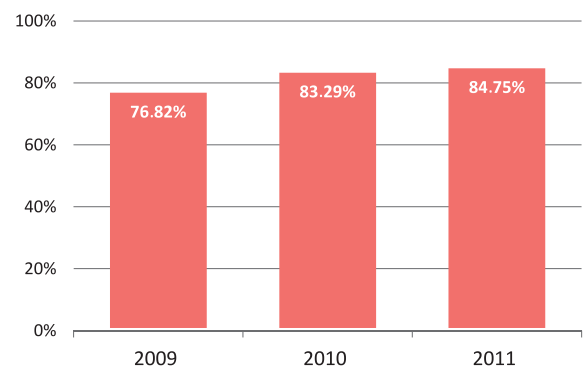


Number of .RS domain names per owner, for companies



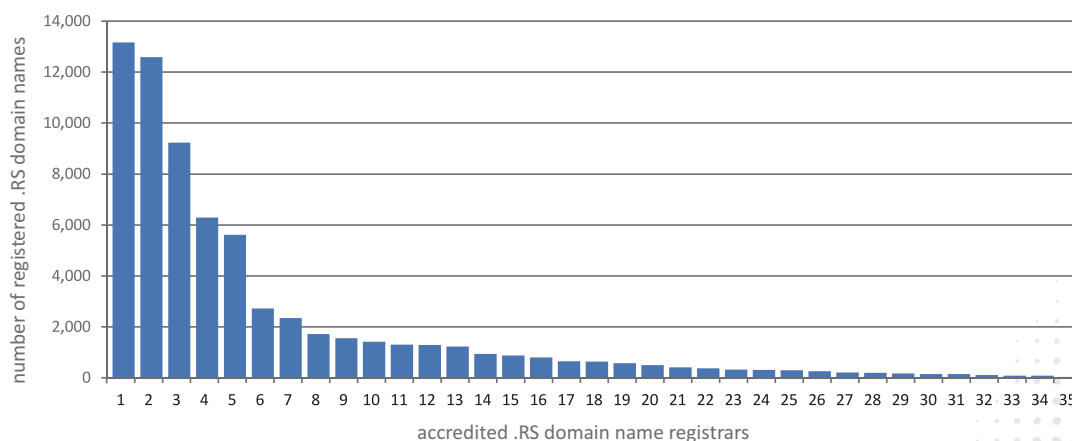
Few companies in Serbia appreciate the fact that registering multiple Internet domain names provides greater protection for their brands and their product and service trademarks.

Percentage of .RS domain name renewals



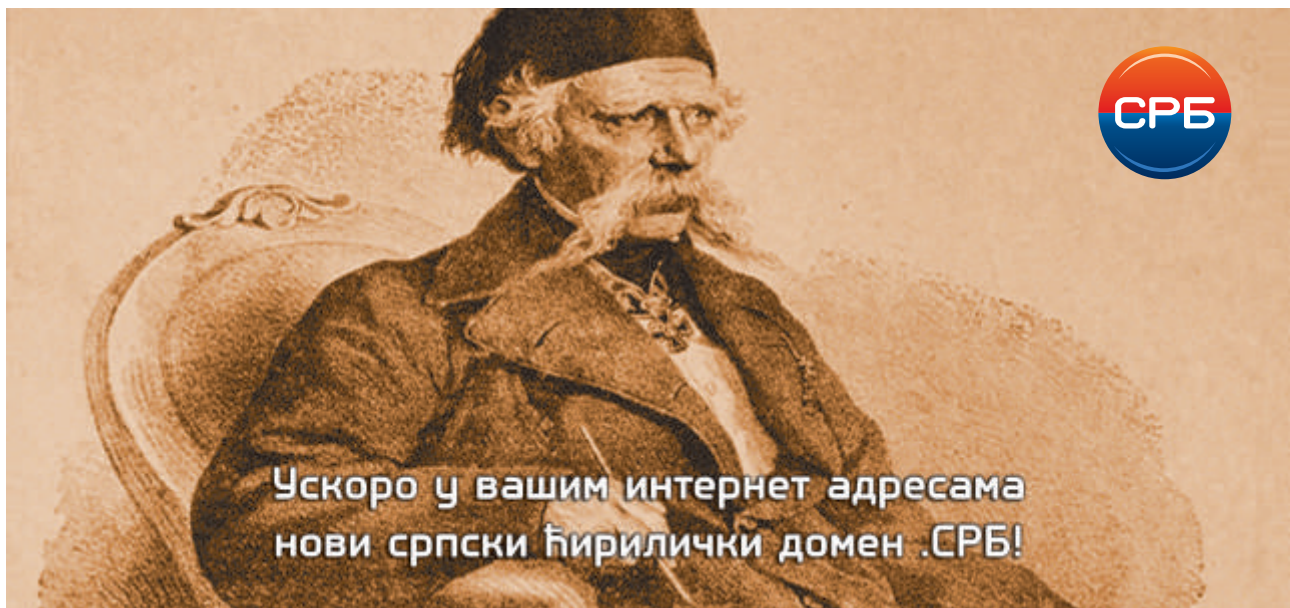
The percentage of Internet domain name renewals in Serbia is consistent with the European average.

Number of registered .RS domain names by accredited registrar





The .CPБ domain



From the ad "Link as you speak!"

The **Cyrillic Internet domain .CPБ** is the new, second country code top-level domain of the Republic of Serbia. It is part of the internationalised domain names (IDN) family – domain names which are not written using the English alphabet. On **8th November 2010**, after completion of preparations for the introduction of the .CPБ domain which had begun in February 2010, ICANN approved .CPБ as the Cyrillic domain, and on **3rd May 2011**, the .CPБ domain went live on the Internet. The new official website of RNIDS, launched on **11th May 2011**, was also the first local site on the new national Cyrillic domain, at **рнидс.срб**. On **13th December 2011**, the RNIDS Board of Governors gave the go-ahead for registration of .CPБ domain names to begin, setting the date as Saint Sava's Day, **27th January 2012**. After the Russian .РФ domain, our .CPБ domain was the second Cyrillic Internet domain in the world to be opened for registrations.

The key **benefit of the .CPБ domain** is that it is **the only Internet domain in the world that allows web addresses to be written exactly as they are pronounced**. Thanks to the distinguishing feature of the Serbian Cyrillic alphabet whereby each sound is represented by a single letter, .CPБ addresses, as compared to the many domain names written in the English alphabet, will always be pronounced exactly as they are written. The existence of the .CPБ domain also fulfils the constitutional right of Serbian citizens to use the official script even for their Internet domain names. At a time when Internet access is coming to be considered a basic human right in developed countries and when the world's largest countries look to preserve their national identity through domain names in the local script, Serbia has been one of the first to embark on introducing a non-Latin script domain.

.CPБ domain names, besides the 30 letters of the Serbian Cyrillic alphabet (а-ш), may contain numbers (0-9) and hyphens (-). They cannot contain a hyphen at the start or the end or two consecutive hyphens in the third and fourth positions. .CPБ domain names can contain a maximum of 63 ASCII characters after ASCII Compatible Encoding (ACE).

The **second-level domain structure** within the .CPБ domain retains the same structure as second-level domains within the .RS domain:

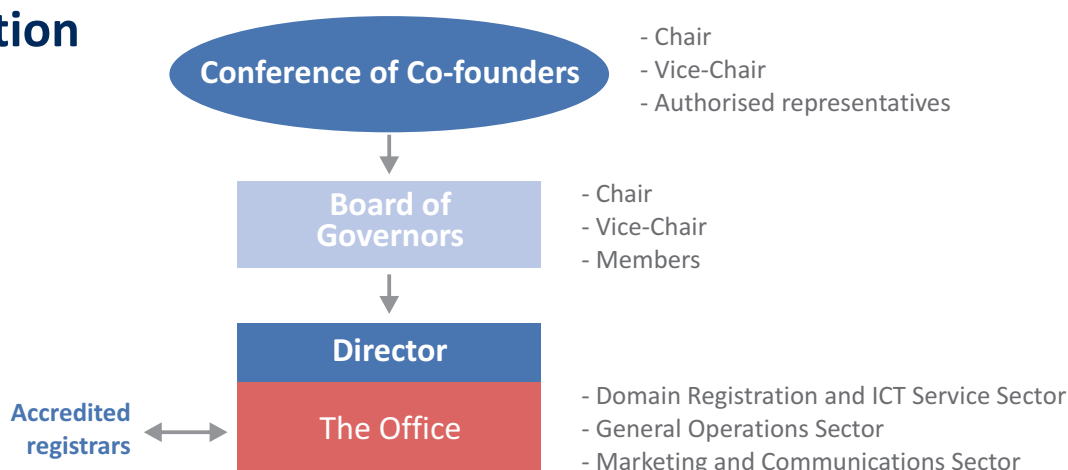
.RS domain	.CPБ domain	Rationale
.co.rs	.np.cpб	p rivreda (economy), p reduzeće (company), p reduzetnik (sole trade)
.org.rs	.opr.cpб	o rganizacija (organisation)
.edu.rs	.obp.cpб	o brazovanje (education)
.in.rs	.rs.od.cpб	o d (preposition of)
.gov.rs	.ynp.cpб	u prava (administration)
.ac.rs	.ak.cpб	a kademska mreža (academic network)

Link as you speak!



MORE INFORMATION:
<http://www.nid.rs>

Organisation



Conference of Co-founders

The **Conference of Co-founders** is a body of RNIDS which is composed of the **authorised representatives** of all co-founders. Co-founders participate in the work of RNIDS, inspect, supervise and exercise their other rights in accordance with the RNIDS Statute through the Conference of Co-founders. Until **28th May 2011**, when RNIDS became a Foundation, this body was known as the RNIDS Assembly.

Sessions of the Conference of Co-founders are convened and presided over by the Chair or Deputy Chair of the Conference. A regular session of the Conference is held twice a year. The Conference adopts the Rules of Procedure for the Conference of Co-founders which define its work in more detail.

Current Chair of the Conference of Co-founders **Vojislav Rodić** and his deputy, **Slobodan Marković**, were elected at a session of the Conference of Co-founders on **24th September 2011** for a two-year term of office. Before them, the Chair and Vice-Chair of the RNIDS Assembly were **Snežana Božić** and **Gordana Stevanović** respectively, elected at a session of the Assembly on 20th June 2009 for a two-year term of office.

Co-founders of RNIDS as of 31st December 2011 (in order of date of association and alphabetical order of name):

- | | | |
|---|--|---|
| • "AgitPROP", Beograd | • "Ninet", Niš | • "Mineco-Computers", Beograd |
| • Beogradska otvorena škola, Beograd | • "Beogrid", Beograd | • Biblioteka grada Beograda, Beograd |
| • "BeotelNet-ISP", Beograd | • "Key IT", Beograd | • "Politika", Beograd |
| • Centar za razvoj Interneta, Beograd | • Privredna komora Srbije, Beograd | • "Mikro knjiga", Beograd |
| • "Esteh", Beograd | • Institut "Mihajlo Pupin", Beograd | • "ASEE menadžment konsalting", Novi Sad |
| • Elektrotehnički fakultet Univerziteta u Beogradu, Beograd | • "Quad", Beograd | • "CRI Domains", Beograd |
| • "EUnet", Beograd | • "Jugodata", Beograd | • "Burek.com", Beograd |
| • "I Net", Beograd | • "E-trgovina", Novi Sad | • "MadWeb", Pančevo |
| • "Loopia", Niš | • "Konekt", Smederevo | • "YUBC System", Beograd |
| • "Orion telekom tim", Beograd | • "Perke.net", Beograd | • "Heisenbug", Beograd |
| • "StanCo", Petrovac | • "Fond za razvoj osiguranja, Novi Sad | • "Tačka zarez", Beograd |
| • "Gama Electronics", Beograd | • "Panet", Pančevo | • "Reo", Beograd |
| • "Magic", Novi Sad | • "Banker", Niš | • "CIM grupa", Niš |
| • "Specihost Networks", Beograd | • JU "Jugoslovenski pregled", Beograd | • "Belit", Beograd |
| • "Telekom Srbija", Beograd | • Pravni fakultet Univerziteta u Beogradu, Beograd | • "TeleGroup", Beograd |
| • "Absolut OK", Beograd | • "Coming - Computer Engineering", Beograd | • Udruženje građana "Ozon", Beograd |
| • "Informatika", Beograd | • "Master Media Factory", Beograd | • Opšte udruženje preduzetnika Grada Leskovca, Leskovac |
| • "Verat", Beograd | • "Etarget", Beograd | • NIP "BiF press", Beograd |
| • "Mainstream", Beograd | • Društvo za informatiku Srbije, Beograd | • "Epsilon", Beograd |
| • "AVcom", Beograd | • "Cisco Srbija", Beograd | |
| • "Madnet", Pančevo | | |



Board of Governors



The **Board of Governors** is the highest level of management of RNIDS, and is tasked with implementing the objectives of RNIDS as established by the Foundation's Statute and the decisions of the RNIDS Conference of Co-founders.

The RNIDS Board of Governors has **seven members**, elected by the Conference of Co-founders. The members of the Board of Governors must possess knowledge, abilities, expertise and experience and have high moral and ethical standards. Candidacy for membership of the Board of Governors is open to all adults with citizenship of the Republic of Serbia who fulfil the above-mentioned conditions and who are prepared to contribute to the achievement of RNIDS's objectives. The term of office of a member of the Board of Governors lasts for two years, and the member may not be elected more than twice successively.

The **current RNIDS Board of Governors** was elected at a session of the RNIDS Conference of Co-founders held on **24th September 2011** for a two-year term of office, and its members are as follows:

- Dragomir Vasiljević, Chair
- Zoran Buhavac, Vice-Chair
- Staniša Josić
- Snežana Božić
- Nataša Radović
- Aleksandar Pavlović
- Dušan Stojičević

The **previous RNIDS Board of Governors**, elected at a session of the RNIDS Assembly held on **5th September 2009** for a two-year term of office, comprised the following members: Zoran Buhavac (Chair), Jelena Opačić (Vice-Chair), Nenad Orlić, Branislav Dobrosavljević, Boško Radivojević, Nataša Radović and Vladimir Aleksić.

Director

The **director** is the executive officer of RNIDS who is appointed by the Board of Governors from among multiple candidates after a public application process. The director is employed by RNIDS on a full-time basis. The term of office of the director lasts four years. The director is accountable to the Board of Governors to which he or she submits a report on his or her work, which includes a financial report, every three months.

The RNIDS director up to 30th November 2011 was Nenad Marinković. As of 6th December 2011, the acting director of RNIDS is Branislav Anđelić.

The Office

The **RNIDS Office** carries out everyday administrative and technical tasks for all departments of RNIDS:

- Mirjana Tasić, Advisor to the Director
- Goran Milanković, Marketing and Communications Manager (until March 2011)
- Predrag Miličević, Communications Manager (from November 2011)
- Ilija Vujnović, Finance Manager
- Dejan Đukić, Legal Affairs Manager
- Tomislav Ciganović, IT Service Manager
- Zoran Vignjević, Technical Support
- Jovana Cvetković, Office Manager

Accredited registrars

An **accredited registrar** is a legal entity or sole trader based in Serbia who has been granted authority by RNIDS to carry out .RS and .CPB domain registrations for end users.

Accredited registrars are business entities in the IT sector that meet the technical conditions set by RNIDS and have signed an agreement with RNIDS.

Domain name registration operations involve:

- registering domain names
- modifying domain name registration information
- domain names registration renewals
- transferring domain names between accredited registrars
- transferring domain names between owners
- activating Whois privacy for domain name contact information
- revoking (deleting) domain names

RNIDS provides technical, training and marketing support to accredited registrars by way of ongoing training and promotional programmes. Most accredited registrars are also members of the RNIDS Conference of Co-founders.



List of accredited registrars in Serbia (end 2011):

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



CURRENT LIST:
www.rnids.rs/registri

Activities in the sectors in 2011

1. Domain Registration and ICT Service Sector

The most important part of RNIDS, responsible for the smooth operation of the central register of the national Internet domains, is the Domain Registration and ICT Service Sector.

During 2011, a new version (v1.4) of the **RsReg** domain registration application and web service was created. The new version includes the following changes: list of country codes, JMBG (citizen's ID number) obligatory for individuals, IP address of DNS server not required, transaction reports for current month and report on current number of registered domain names. At the request of accredited registrars, the option to also add a JMBG for existing domain owners and administrative contacts via the web service was implemented. Testing of v1.5 of the domain registration software has also been completed, which adds options for working with Cyrillic domain names.

A **new version of the Whois software** has been implemented, which allows Cyrillic domain name queries, and DNS zones for all Cyrillic domain names have been defined for all RNIDS DNS servers. A RNIDS reserve link has also been implemented between the AbsolutOK and Faculty of Electrical Engineering locations.

Help desk software from Algotech has been procured, installed and configured to suit RNIDS' business processes. A contract has been signed with the Serbian Post Office for the supply of qualified digital certificates and server certificates for use by RNIDS. A security review of RNIDS' IT systems has been performed. A service has been launched that automatically registers advance payments for domain name registrations, meaning that funds become immediately available to accredited registrars. A series of technical and training meetings have been held for delegates of accredited registrars.

In the period between July and November 2011, RNIDS employed two independent teams (Signet and the Faculty of Electrical Engineering) **to test various aspects of .CPБ domain usage** in an everyday context, such as:

- use of .CPБ domain names on existing websites
- configuring web platforms for operation with .CPБ domains
- configuration of DNS servers
- access to .CPБ sites using various Internet browsers and on various computing platforms
- access to .CPБ sites using mobile devices
- configuring and using email addresses on different server and client platforms

For some of the problems discovered in implementing the .CPБ domain, i.e. IDNs, steps have already been taken to get them resolved at the global level. In the meantime, RNIDS' request has been acted on for the **Firefox** browser to be updated to properly display Cyrillic .CPБ domain names.

Service uptime during 2011

Name of service	Uptime
DNS service	100%
Registration, extension and deletion of domain names	99.82%
WHOIS service	100%
Logging of payments and invoices	100%



2. General Operations Sector

The re-registration of RNIDS as a Foundation and the introduction of the new .CPB domain required a great deal of legal work.

Aligning RNIDS' legal form with the new legislation

RNIDS' Statute, harmonised with the Law on Endowments and Foundations, was passed on 28th May 2011, achieving a compromise between legal obligations and the desire of members, now co-founders, to remain true to the fundamental philosophy behind RNIDS' organisational structure. Although by its nature RNIDS has more common ground with the Companies Law, the problem of the lack of provision to change legal form from a fund to a foundation whilst retaining legal continuity excluded this form of restructuring from the very beginning. Beside the Statute, a new Rules of Procedure for the Conference of Co-founders has been passed, which has been brought in line with the Statute.

Establishing and implementing procedures for identifying violations of the rules concerning registrations of national domains

The rules of procedure on the formation and operation of the committees for identifying violations of the rules concerning registrations of national domains and the operation of accredited registrars were passed by the Board of Governors at its session on 30th March 2011. The first instance committee formed according to these Rules of Procedure comprised Zoran Vignjević (Chair), Denis Bećirić and Dejan Đukić. The Committee's biggest task was to act on the decisions of the Board of Governors in relation to domain name registrations in the wrong second-level domain. Of an initial 186 domain names, 57 domain names that had been registered contrary to the second-level domain structure stipulated in the General Terms for the Registration of .RS Domains remained. Through the efforts of the Office and accredited registrars, the number of the domain names was significantly reduced and, as motioned by the Committee, domain owners who did not cooperate would not be allowed to extend their registration if they did not come into line with the rules. A decision has also been taken on how to resolve wrongly registered domains within a particular second-level domain. Owners of wrongly registered domain names have been informed of the need to come in line with the General Terms for the Registration of .RS Domains within 90 days.

Final drafts of documents governing the registration of .CPB domains

The General Terms for Registration of a Cyrillic .cpb TLD and the Rules of Procedure on the Commencement of Operation of the .cpb TLD Register were passed at a session of the RNIDS Assembly on 28th May 2011. Other general documents on registration and on the registration of national domains have been brought into conformity with the documents on the registration of .CPB domains and were passed by the RNIDS Conference of Co-founders on 24th December 2011.



Committee for the Resolution of Disputes Relating to the Registration of Domains

The new Rules of Procedure for Proceedings for the Resolution of Disputes Relating to the Registration of .rs Domains sourced the task out to the Serbian Chamber of Commerce, an institution with many decades of experience in alternative dispute resolution, and allowed the dissatisfied party the right to start court proceedings on the same issue that was the subject of the dispute before the Committee.

Committee members:

- Dušan Popović, Committee Chair
- Marko Jovanović, Committee Vice-Chair
- Vladimir Đelić, Committee Secretary



CHAMBER OF COMMERCE:
www.pks.rs

3. Marketing and Communications Sector

During 2011, as well as increasing the number of registered .RS domains, our marketing and PR activities were aimed at achieving greater recognition for RNIDS itself among potential users and the wider public, both professional and general, organising events in the Home of the Serbian Internet Domains and the DIDS 2011 conference, as well as running the 4PI competition.

RNIDS website

The new site was launched on 11th May, and besides the old address, www.rnids.rs, it is also available at рнидс.срб, and the site content is available in Cyrillic and Latin script and in English.

Campaign for the .RS Internet domain

The main activity during 2011 was the awareness campaign for the .RS Internet domain, aimed at sole traders and small family business owners wanting a presence on the Internet. Purpose-built websites were created at www.majstormile.rs and www.cicafrizerka.rs (featuring an imaginary handyman and hairdresser), with key information and content aimed at these target groups. The **.RS EPP – Educational Promo Party** was held, with information-packed presentations on subjects relating to the importance of a domain name in branding products and services, and the impact of the Internet on business. Towards the end of 2011, preparations began for a promotional campaign dedicated to the introduction of the .CPB domain.

RNIDS News

During 2011, six issues of our in-house newsletter RNIDS News were published, of which five were regular quarterly issues and one was a special edition dedicated to Serbian Internet Domain Day – DIDS.

Brochures

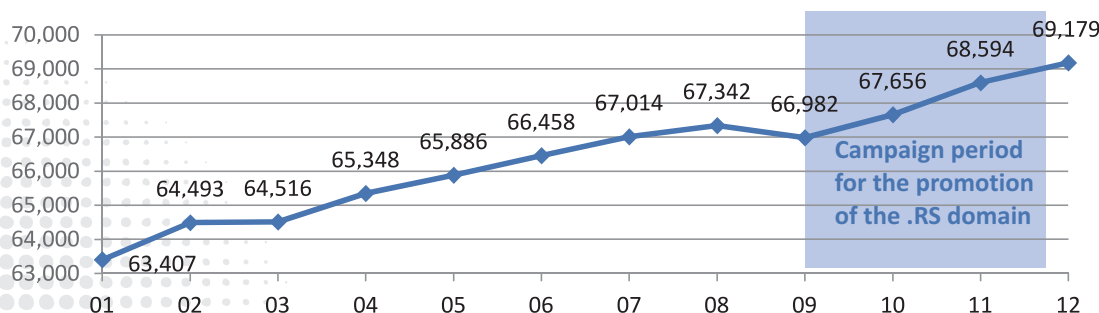
A series of six information brochures (in Serbian) relating to the work of RNIDS was prepared and printed. "About RNIDS", "What you need to know about your .RS domain", "How to become an accredited registrar", "Who runs the Internet worldwide and in Serbia", "Who runs RNIDS and how it works" and "Why become a RNIDS Co-founder and how".

Increase in the number of registered domain names in 2011

During 2011, the number of registered domain names increased by 5772, or 9.1%. The business year was a very tough one for the Serbian economy, with thousands of companies closing down, which was also reflected in a slowdown in the growth of the number of domain names. This downward trend, usual in any case in September every year, was halted with the launch of an awareness campaign for the .RS domain. The campaign **contributed to a rise in the number of registered domain names**, and this positive trend continued throughout the remainder of 2011.



The number of registered .RS domain names at the end of each month in 2011





DIDS 2011

Serbian Internet Domain Day



Serbian Internet Domain Day (DIDS) is an annual conference about the development of the Internet, both internationally and in the Serbian domain space, organised by RNIDS. The one-day DIDS programme brings together not only IT professionals, Internet providers and accredited registrars, but also other Internet users, who get the chance to learn more about current topics of interest both in the Serbian Internet domain and globally.

The **2011 DIDS** event brought together more than 300 Internet professionals, students, bloggers, small business owners and journalists. This was the second annual DIDS conference, held on **10th March 2011** in the Serbian Chamber of Commerce and marking the third anniversary since the beginning of registrations of .RS domains. RNIDS made it possible for the conference to be open and free to all attendees interested in the development of the Serbian Internet. More than 20 speakers from Serbia and around the world shared their experiences with visitors to the conference during a programme comprised of three blocks.

The **first block** of DIDS 2011 was dedicated to the plans and activities of RNIDS and the experiences of European registers. Two topics attracted special attention from the audience – the introduction of the Serbian .CPБ Cyrillic Internet domain, by speaker Vojislav Rodić from Inet, and It's Time for IPv6, delivered in inspiring, professional and witty fashion by Berislav Todorović (KPN International). There were also interesting talks about trends in the domain name business by Wim Degezelle (CENTR), Leonid Todorov (ccTLD.ru) and Monika Pink-Rank (nic.at), as well as Nenad Marinković (RNIDS).

The **second block** featured a panel debate on the topic: Who Runs the Internet (Regulation, Security, Privacy)? A great number of participants – from lawyers and engineers, to judges and researchers – talked about the influence of the state, companies and users on the running of the Internet, as well as about legislation regarding its use. This block was moderated by Vladimir Radunović (DiploFoundation).

The **third block** of the conference was a panel debate on the topic: Successful .RS Internet Projects. Speakers were active participants of the Internet scene in Serbia who presented interesting current projects in the .RS domain, as well as Internet development trends in our country. The panel debate was moderated by Tamara Vučenović and Ivan Ćosić.

ORGANISING COMMITTEE OF DIDS 2011:

- Nenad Marinković
- Snežana Božić
- Dragana Pešić - Lević
- Tomislav Ciganović
- Nemanja Stančić
- Jovana Cvetković

PROGRAMME COMMITTEE OF DIDS 2011:

- Jelena Opačić
- Tamara Vučenović
- Vladimir Radunović
- Ivan Ćosić
- Slobodan Marković
- Mirjana Tasić
- Dejan Đukić
- Nataša Radović



**ДАН ИНТЕРНЕТ
ДОМЕНА СРБИЈЕ**
SERBIAN INTERNET DOMAIN DAY



MORE INFORMATION:
www.dids.rs/2011



4PI 2011

Programme supporting projects to popularise Internet use in 2011



Beginning in 2010, RNIDS has made **grants** available for projects that support the general objectives and activities of the Foundation. The **4PI programme supporting projects to popularise Internet use** is aimed at promoting the use of the Internet as a public resource, available to and needed by every citizen of Serbia, and to increase the quantity of useful content in the Serbian language and the languages of ethnic minorities. 4PI grants can be applied for by all companies or sole traders registered in the Republic of Serbia and all individuals resident in the Republic of Serbia, who fulfil the general and special conditions laid down.

Proposed projects had to be in line with the **general objectives and activities of RNIDS** and the **Development Strategy for the Information Society in the Republic of Serbia**, and the grants had to be used for one of the following **activities**:

- creating Internet content of use to society and intended for the citizens of Serbia
- improving awareness among the general population about the benefits of using the Internet in everyday life and work
- developing purpose-built Internet services for the economy and citizens of Serbia
- developing e-government, e-commerce or e-learning
- advancing the implementation of the Internet in research and education, especially in permanent education
- improving availability of the Internet for all citizens of Serbia, especially those with a low level of education or low social status and the physically or mentally challenged

For the **4PI 2011** programme, available funds totalled **6 million dinars**. A grant for any single project could not be less than 100,000 dinars or greater than a million dinars. On 3rd October 2011 in the Home of the Serbian Internet Domains, **26 projects** were promoted which received financial support from RNIDS as part of the 2011 4PI programme. Of 191 applications, the **RNIDS Committee** decided to award funds to projects primarily including websites and portals meeting education, science and other needs, as well as "real world" educational and publishing projects relating to the Internet.

Projects supported in 2011 were:

Srpski servisi na Internetu, Mingl karijerni profili, Kad porastem biću, Sajt za dan, B-link 2011, Informaciono kontrolisano društvo, E-pismen, Poboljšanje dostupnosti internet tehnologije i unapređenje primene IKT u naučnim istraživanjima, Zabavna internet učionica, Matematika za Srbiju, SRB.IN u biblioteci, Internet zona, ČitajMi.rs, conQUIZtador, Open Wiki GLAM of Serbia, Digitalizacija kulturne i naučne baštine, univerzitetski repozitorijumi i učenje na daljinu, Portal pravopisa i hifenacije srpskog jezika, Internet za svakoga, Kvizko, BesplatnaPravnaPomoc.rs, Organizovanje individualne tehnološke platforme, Morfološki rečnik srpskog jezika, Mreža moga grada, Školska biblioteka i Internet, SOinfo servisni centar, Internet portal "Nauka".

RNIDS Committee members were:

- Petar Kočović, Chair
- Zoran Stanojević
- Aleksandar Bijelić
- Snežana Božić
- Nataša Radović



SID Home

The Home of the Serbian Internet Domains



The **Home of the Serbian Internet Domains** is a multi-purpose venue in Belgrade, at **18a/I Žorža Klemansoa** street, which is the **registered office of the administrative bodies of RNIDS** (Conference of Co-founders, Board of Governors and the Director) and the RNIDS Office. It was officially opened on 10th March 2011 on Serbian Internet Domain Day (DIDS) 2011. The premises are owned by RNIDS and represent a secure investment of financial resources and a guarantee of stable operation for at least 10 years. Besides the business premises in which RNIDS conducts its primary activities, the Home of the Serbian Internet Domains also has a room for holding meetings of RNIDS bodies and other gatherings aimed at benefiting the local Internet community.

The original **Conference Room** was 80 m² in size and equipped with the latest audio, video, lighting and ventilation systems. The modular chair and table system allowed events for between a dozen and 100 guests to be held. The room offered facilities for the following activities: conferences, consultations, panel debates, round tables, lectures, seminars, workshops, training sessions, presentations, promotions, film projections and exhibitions.

The Home of the Serbian Internet Domains was open to all members of the local Internet community with good ideas for activities that help and promote the objectives of RNIDS. It became a **VENUE FOR GOOD IDEAS**, a place where members of the local Internet community gathered together, discussed ideas, taught and got to know one another. **Internal meetings** were held for Co-founders and RNIDS departments, accredited registrars, working groups and associates and partners of RNIDS, as well as **public gatherings** for members of the profession and the public and media at large.

The 5th anniversary of the founding of RNIDS was also held in the Home of the Serbian Internet Domains (8th July 2011) and three sessions of the RNIDS Conference of Co-founders. External events included the round-table discussion "Who's the owner of my Internet domain name?" (14th June 2011) and a panel debate titled "Security, privacy and openness on the Internet" (26th September 2011), projects supported by the 4PI programme were presented (29th September 2011), the .RS EPP – Educational Promo Party was held (26th October 2011), followed by the 24th CENTR Administrative Workshop (23rd November 2011), the 4PI project "Creating Internet courses for permanent distance learning" was presented (1st December and 26th December 2011), computers presented to schools as part of the UNICEF Schools Without Violence project (14th December 2011) and a presentation held for the www.tetka.rs project (21st December 2011).

A venue for good ideas

It was the job of the **Programme team** tasked with **organising Home of the Serbian Internet Domains events** to select topics for professional events and organise events that fit in with the plan established for 2011. The events had to cover all areas of RNIDS' activities and to extend cooperation to other organisations and individuals whose activities were complementary to those of RNIDS.

The members of the Programme team were:

- Lazar Bošković, programme coordinator
- Slobodan Marković, programme moderator
- Boško Radivojević
- Tomislav Ciganović
- Dejan Đukić



Operating results

Clients

In 2011, RSD 82,923,329 was received as advance payment for domains, 84.4% of which came from the **10 biggest clients** (Loopia, EUnet, Orion Telekom, CRI Domains, Verat, BeoTelNet ISP, Telekom Serbia, Ninet Company, StanCo and Absolut OK).

Suppliers and external partners

In 2011, RNIDS worked with a total of **200 suppliers**, who were paid a total of RSD 39,735,478. A total of RSD 5,358,644 was paid out in accordance with service contracts and copyright agreements (not including Board of Governors allowances), of which RSD 1,164,161 was accounted for by marketing expenses, in category 5 of the 2011 Financial Plan, and RSD 4,194,483, for "RNIDS Functional Expenses", in category 2.

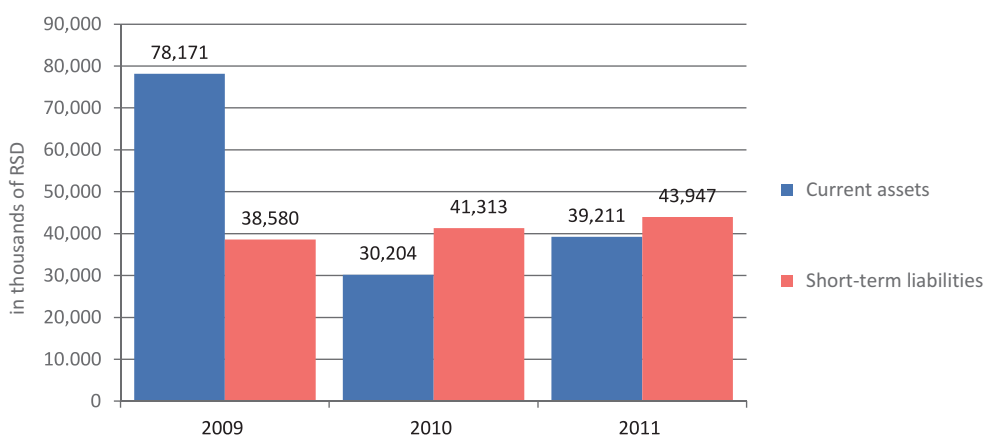
Business trips

In 2011, a total of RSD 4,744,646 was spent on **business trips abroad**, which was approximately 25% less than planned. Twenty-seven persons travelled to Europe, to a total of 13 different destinations, and nine persons travelled further afield (Singapore, USA, Canada). ICANN covered travel expenses for one person going to Singapore and one to USA. A total of RSD 471,907 was spent on **trips within the country**, of which RSD 330,120, or approximately 70%, was spent on allowances for members/co-founders attending Assembly/Conference of Co-founders sessions.

Liquidity and solvency

Throughout the year 2011, liquidity and solvency was very good, both on a general scale and in comparison to the previous year. First-degree liquidity increased from 0.03 in 2010 to 0.13 in 2011, second-degree from 0.73 to 0.84, and third-degree from 0.74 to 0.89, while the short-term debt ratio decreased from 43% to 41%.

Net working capital fund structure:



Income statement

Business operations in 2011 were characterised by an increase in income from sales, a decrease in business expenses and a decline in the net result compared to the previous year (in thousands of RSD).

Item	2009	2010	2011
Operating income	55,863	60,036	68,729
Direct expenditures	460	458	862
Gross result	55,403	59,578	67,867
Salary costs	19,091	27,252	33,268
Other operating expenditures	10,134	23,315	18,859
Operating result before depreciation (EBITDA)	26,178	9,011	15,740
Depreciation	1,720	2,419	6,186
Operating result (EBIT)	24,458	6,592	9,554
Financial result	7,380	6,060	1,084
Other results	-441	-147	-582
Result before tax (EBT)	31,397	12,505	10,056
Profits tax	3,148	1,384	1,131
Net result (EAT)	28,249	11,121	8,925



The improvement in the operating result should be understood in the context of the fact that none of the key objectives outlined in the "directions of development" and the financial plan have been met (new domain registration software, IPv6 software, DNSSEC software, document management system), as well as the fact that only about 50% of the marketing plan was achieved. Thus the reasons for the good operating result lie in the fact that the objectives were not achieved and the planned funds were not spent.

Of course, the cash accumulation resulted in increased liquidity and solvency ratios, but it had a negative effect on the main indicators of business activity, as shown in the chart below.

Indicators of business activity	2010	2011
Return on equity (ROE) = return on assets (ROA) x equity multiplier	22.62%	15.08%
Return on assets (ROA) = net income rate x total asset turnover ratio	12.48%	8.76%
Net income rate = net result (EAT) / operating income	18.52%	12.99%
Fixed asset turnover ratio = operating income / average fixed assets	1.72	1.02
Equity turnover ratio = operating income / average equity	1.22	1.16

Special acknowledgement



PC Press computer magazine published a list of the 50 best Internet sites in Serbia for the year 2011, which was divided into 10 categories, the magazine editors choosing one winner for each.

To celebrate the 15th anniversary of the Top 50 YU/RS Web Award, the editorial staff of PC Press decided to award a **special prize to RNIDS** for the successful implementation, development and promotion of national Internet domains.



TOP 50 YU/RS WEB
www.pcpres.rs/top50



Managing the Internet in Serbia

Managing the Internet means the development and implementation by governments, the private sector and civil society, each in their particular roles, of the common principles, norms, rules, actions in decision-making and programmes which shape the evolution and use of the Internet.

At a global level, **the key players in the management of the Internet** are:

- International organisations – in developing technical standards and policies related to the Internet
- Intergovernmental organisations – in coordinating matters of state policy relating to the Internet
- States/governments – in issues of public policy relating to the Internet
- The private sector (companies) – development of the Internet in the technological and economic sense
- Civil society (NGOs) – representing the interests of all members of the Internet community

In Serbia, the key players in the management of the Internet are:

Digital Agenda Administration

www.digitalnaagenda.gov.rs

The Digital Agenda Administration is a government body which is part of the Ministry of Culture, Media and Information Society, which implements information society and electronic communications strategy and concerns itself with the functioning of the IT and communications infrastructure in Serbia.

Republic Agency for Electronic Communications

RATEL - www.ratel.rs

RATEL, as an independent regulatory body, among things, issues licences for public fixed-line, mobile and wireless telecommunications networks. In addition, it maintains a register of Internet and VoIP providers.

Register of National Internet Domains Names of Serbia

RNIDS - www.rnids.rs

RNIDS manages the running of the Central register of the national Internet domains (ccTLD).

Accredited registrars

ARs - www.rnids.rs/registri

An accredited registrar is a legal entity or sole trader based in Serbia who has been granted authority by RNIDS to conduct .RS and .CPB domain names registrations.

Register of delegated second-level domains

- Administration for Joint Services in Republic Bodies, UZZPRO - www.uzzpro.gov.rs
- Academic Network of Serbia, AMRES - www.amres.ac.rs

The management of the second-level domains .AC.RS and AK.CPB has been delegated to the Academic Network of Serbia and the management of GOV.RS and YIP.CPB to the Administration for Joint Services of Republic Bodies.

Committee for the Resolution of Disputes Relating to the Registration of Domains

Disputes relating to registered .RS domains are resolved before the Committee of the Serbian Chamber of Commerce.

Internet service providers

ISPs connect end users to the Internet and also provide them with other Internet services such as hosting, network engineering and VoIP.



Glossary of terms



ccTLD (country code Top-Level Domain) – a domain connected with the international two-letter designation of a country, such as Serbia's .RS domain.

CENTR (Council of European National Top-Level Domain Registries) – an association of national ccTLD registers from Europe, but also several non-European countries (Canada, New Zealand, Japan and Iran).

DNS (Domain Name System) – a basic Internet service which allows the translation of Internet domain names into IP addresses and vice-versa.

ICANN (Internet Corporation for Assigned Names and Numbers) – this is the principal international institution for management of the Internet and administers the global structure of the Internet including IP addresses, domains (gTLD and ccTLD) and primary DNS servers.

IDN (Internationalised Domain Name) – these are domain names not written in the English alphabet, such as our .CP5 domain.

IGF (Internet Governance Forum) – this forum is the main global body that concerns itself with public Internet policy and is convened by the UN General Secretary.

Internet domain – a collection of devices or Internet services connected to the Internet to form a single administrative and technical unit. They are defined by a unique Internet address, defined by an IP number.

Internet domain name – a textual designation identifying a domain, comprised of a series of alphanumeric segments, concatenated by dots, in line with Internet standards. A segment can contain numbers (0-9), letters of the English alphabet (a-z) and hyphens (-), and the length of a segment may not be shorter than two nor longer than 63 characters. A segment cannot contain a hyphen at the start or the end or two consecutive hyphens in the third and fourth positions.

IP address – a numerical identifier, defined as part of the IP protocol, which allows unique addressing of devices connected to the Internet.

Local Internet community – those legal entities and individuals conducting business in the area of the Internet or who use Internet services in the Republic of Serbia.

RIPE (Réseaux IP Européens) – the European IP network is one of five global regional Internet registers, responsible for the territory of Europe, the Middle East and Central Asia. Members of the organisation are local Internet registers to whom RIPE allocates IP addresses.

WIPO (World Intellectual Property Organization) – specialist agency of the UN promoting the protection of intellectual property, developing international standards and administrating contracts.



Contact

Register of National Internet Domain Names of Serbia

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PAK 101147

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<http://рнидс.срб>

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www.facebook.com/RNIDS

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- Chair of the Conference of Co-founders: predsednikkonferencije@rnids.rs

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