ANNUAL report 2012

RNIDS
Register of National Internet
Domain Names of Serbia

CONTENTS

WORDS
of greeting

Dear members of the local Internet community,

The most important event in 2012, and not just for RNIDS, was the launch of the new Cyrillic ccTLD, .СРБ. Now anyone who wants to, whether in Serbia or in the diaspora, can express their virtual identity in official, national script.

We have continued to work on growing our organisation by introducing principles of corporate governance appropriate to a non-profit non-governmental organisation. A new RNIDS Statute has also been passed, together with other documents based on it.

The current co-founders of RNIDS are some sixty local organisations and entrepreneurs, comprised both of those directly involved in professional Internet services, IC technologies, Internet publishing and education and legal issues surrounding the Internet, and of those who simply consider the Internet important to their activities. RNIDS' Conference of Co-founders is always open to new members, who have an opportunity to impact the development of Serbia's Internet scene and to rub shoulders with influential local and foreign Internet professionals.

The vision for RNIDS' development in 2013 and the years to come is that it will become the leading regional national Internet registry, with consistent growth in the number of registered Serbian top-level domains at home, in the diaspora and internationally.

Vojislav Rodić
Chair of the Conference of Co-founders of RNIDS

Dear users of the Serbian Internet domain space,

Although we are still a young organisation - RNIDS was founded just seven years ago - we have already gained a wealth of experience in managing Serbia's top-level domains. We have consigned the .YU domain to history, launched the .RS domain, and now, among the first in the world, we have launched an IDN - our new national top-level .СРБ domain. Here at RNIDS we are always striving to implement best practice from all over the world in order to become a registry of European calibre. RNIDS already has the experience necessary to provide know-how services to other less developed national registries in the region.
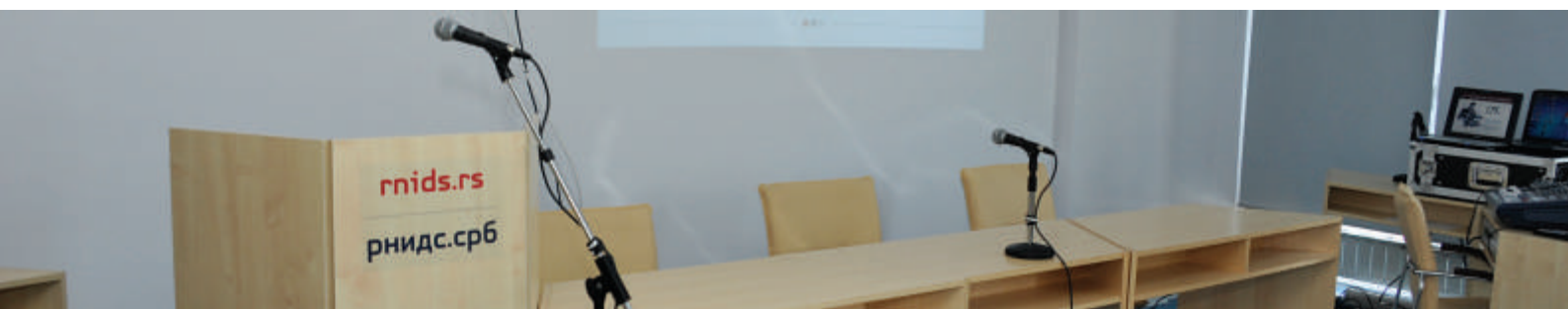
RNIDS is constantly working on improving the quality, reliability and security of its services in order to guarantee uptime and availability of the critical elements of the Internet infrastructure in Serbia. We work with all major players involved in the management of the Internet and regularly work with similar organisations in the region and around the world.
\
Of course, DIDS went ahead in 2012 too, gathering pace as a not-to-be-missed meeting of local Internet professionals. Via the 4PI 2012 programme, too, RNIDS co-financed a range of interesting projects, assisting the creation of a variety of useful home-grown Internet content.

In the future, too, we will do all we can to promote the Serbian Internet, but that is something we cannot achieve without you, the users of Serbian domains. Join us!
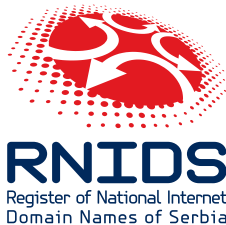
Dušan Stojičević
Chair of the RNIDS Board of Governors

RNIDS in brief
2012

The **Register of National Internet Domain Names of Serbia Foundation** (RNIDS, for short) is a professional, non-governmental, non-profit foundation, established in order to administer the Central Register for the .RS and .СРБ (pronounced: .SRB) national top-level 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 a RNIDS Co-founder. At the end of 2012, RNIDS had **61 co-founders** and **37 accredited registrars** of national internet domains.

RNIDS manages **five domain spaces in** each of the two country code top-level domains (.RS, .CO.RS, .ORG.RS, .EDU.RS and .IN.RS, and .СРБ, .ПР.СРБ, .ОРГ.СРБ, .ОБР.СРБ and .ОД.СРБ). Management of the second-level domains intended for academic institutions (.AC.RS and .АК.СРБ) has been delegated to the **Academic Network of Serbia**, while SLDs for use by government departments (.GOV.RS and .УПР.СРБ) have been delegated to the **Administration for Joint Services of Republic Bodies**.

RNIDS manages the national Internet domains of the Republic of Serbia by decision of ICANN dated 11th September 2007 (for the .RS domain) and 21st April 2011 for the .СРБ domain.

Important dates for RNIDS are:
• **Anniversary of the .СРБ domain,** marking its launch on **27th January 2012**
• **Anniversary of the .RS domain**, marking its launch on **10th March 2008**
• **RNIDS Day,** marking its founding on **8th July 2006**

RNIDS' corporate slogan is:
The Home of Domestic Domains.

Our ongoing activities with the local Internet community include:
• **DIDS** – Serbian Internet Domains Day
• **4PI** – Programme supporting projects to popularise the Internet

As a national Internet domain name registry, RNIDS is a member of **CENTR**, and works together with **ICANN**. Delegates of RNIDS regularly take part in ICANN and CENTR's events and conferences and RNIDS also cooperates with RIPE, WIPO and IGF.

ICANN (Internet Corporation for Assigned Names and Numbers)
www.icann.org

CENTR (Council of European National Top Level Domain Registries)
www.centr.org

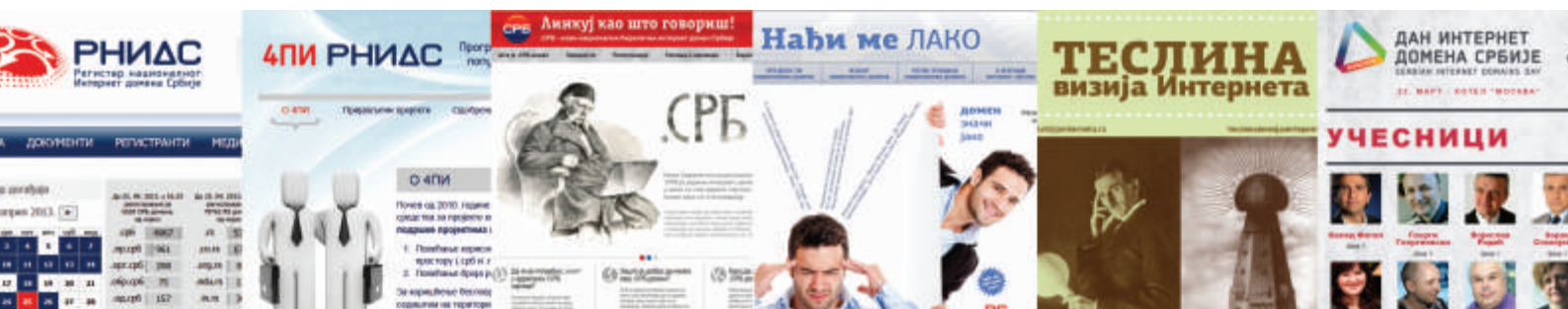**RIPE (Réseaux IP Européens)**
The European IP network community
www.ripe.net

WIPO (World Intellectual Property Organization)
www.wipo.int

IGF (Internet Governance Forum)
www.intgovforum.org

2012 in numbers

NEW IN 2012:

1 a new national Internet domain:
• the Cyrillic .СРБ domain

2 new promotional campaigns
• the .СРБ campaign
• Find Me Easy

3 new accredited registrars
• BeotelNet Carrier, Belgrade
• Targo Telekom, Belgrade
• Yellow Pages, Belgrade

4 new promotional websites
• njnjnj.rs / њњњ.срб
• 4pi.rs / 4пи.срб
• nadjimelako.rs / нађимелако.срб
• teslinavizijainterneta.rs /
тeслинавизијаинтернета.срб

5 new RNIDS co-founders
• SBB, Belgrade
• Apollo, Belgrade
• Elberon, Belgrade
• Nicco, Belgrade
• Vama, Belgrad

STATUS AT THE END OF 2012:

9
employees in the RNIDS Office

37
accredited registrars

61
RNIDS co-founders

6,879
registered .СРБ domain names

75,621
registered .RS domain names

ACCREDITED
registrars

37

An **accredited registrar** (AR) is a company or sole trader registered in Serbia who has been granted authority by RNIDS to carry out .RS and .СРБ domain registrations for end-users.

Accredited registrars are business entities in the ICT sector which meet the technical conditions required by RNIDS and have signed an agreement with RNIDS.

The **business of internet domain name registration** involves:
- registering domain names
- changing domain name registration information
- domain name registration renewals
- transferring domain names between accredited registrars
- transferring domain name registrations between registrants
- activating Whois privacy for domain name contact information
- revoking (deleting) domain names

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

CURRENT LIST:
rnids.rs/registri

List of accredited registrars in Serbia (end 2012):

- AbsolutOK, Belgrade - www.absolutok.rs
- AVcom, Belgrade - www.avcom.rs
- Akton, Belgrade - www.akton.rs
- Banker Internet, Niš - www.banker.rs
- BG Svetionik, Belgrade - www.bgsvetionik.rs
- Beocity, Belgrade - www.beocity.rs
- BeoNET, Belgrade - www.beonet.rs
- BeoTelNet-ISP, Belgrade - www.beotel.rs
- BeoTelNet-Carrier, Belgrade - www.beotel.rs
- Verat, Belgrade - www.verat-hosting.rs
- Gama Electronics, Belgrade - www.bits.rs
- Dream Technologies Group, Belgrade - www.dtg.rs
- EUnet, Belgrade - www.eunet.rs
- Exe Net Advertising, Niš - www.exehosting.rs
- Informatika, Belgrade - www.infosky.rs
- JP PTT Srbija, Belgrade - 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, Belgrade - www.oriontelekom.rs
- Madnet, Pančevo - www.madnet.rs
- Plus Hosting, Novi Sad - www.plushosting.rs
- SBB, Belgrade - www.sbbsolutions.rs
- Sinet, Belgrade - www.sinet.rs
- StanCo, Petrovac - www.istanco.rs
- Targo Telekom, Belgrade - www.targotelekom.rs
- Telekom Srbija, Belgrade - www.open.telekom.rs
- TippNet, Subotica - www.tippnet.rs
- HostingMania, Belgrade - www.hostingmania.rs
- Cloud Telecommunications, Belgrade - www.cloudserbia.com
- Complus Visual Communication, Belgrade - www.complus.rs
- Connect, Novi Pazar - www.connect.rs
- CRI Domains, Belgrade - www.cridomains.rs
- Yellow Pages, Belgrade - www.yellowpages.rs

NATIONAL **domains**

+1

RS =75,621

СРБ =6,879

The **Republic of Serbia** has two national Internet domains of equal importance: **.RS** and **.СРБ**. The first domain is a ccTLD (a country code top-level domain), and the other, the Cyrillic domain, is an IDN ccTLD (Internationalized Domain Name), i.e. one using a script other than the English Latin alphabet.

.RS and .СРБ domain names registration services are provided to end-users (registrants) by **accredited registrars**, while RNIDS is tasked with managing the Central Registry of national domains.

Disputes relating to registered .RS and .СРБ domains are resolved before the Serbian Chamber of Commerce **Committee for the Resolution of Disputes Relating to the Registration of National Internet Domains**. The Committee is based at Resavska 15, Belgrade.

nadjimelako.rs
нађимелако.срб

.RS and .СРБ domain names can be registered within **five domain spaces**, depending on the type of user:

| .RS | .СРБ | for all interested users regardless of whether they are legal entities or individuals, local or foreign |

| .CO.RS | .ПР.СРБ | for business users, regardless whether they are local or foreign legal entities or sole traders |

| .ORG.RS | .ОРГ.СРБ | for business users who are not-for-profit organisations, regardless of whether they are local or foreign legal entities |

| .EDU.RS | .ОБР.СРБ | for business users who are educational institutions and organisations, regardless of whether they are local or foreign legal entities |

| .IN.RS | .ОД.СРБ | for private individuals, regardless of whether they are local or foreign |

The last two .RS and .СРБ domain spaces are intended for specific users:

| .AC.RS | .АК.СРБ | intended for the academic, scientific and research network of Serbia, delegated to the Academic Network of Serbia (AMRES) |

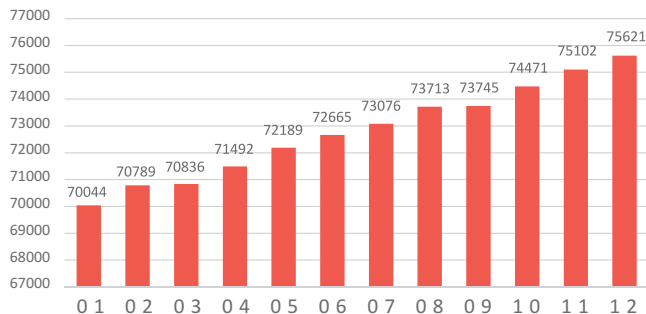| .GOV.RS | .УПР.СРБ | intended for government departments of the Republic of Serbia, delegated to the Administration of Joint Services of Republic Bodies (UZZPRO) |

DOMAIN statistics

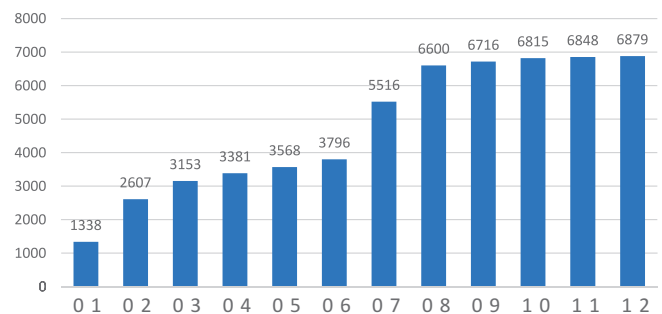## Increase in the number of registered .RS domain names in 2012

Values by month: 70044, 70789, 70836, 71492, 72189, 72665, 73076, 73713, 73745, 74471, 75102, 75621
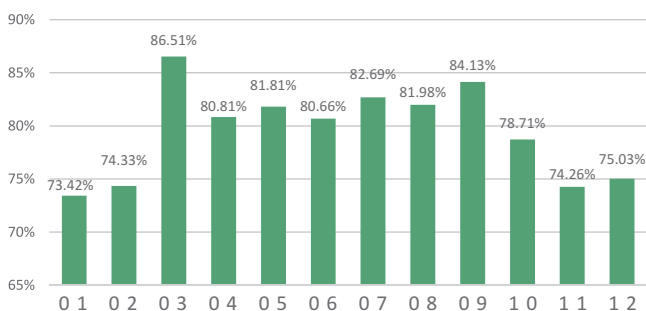
2012 saw a growth in the number of .RS domain names of about 9% as compared to 2011. October saw a growth of about 13% as compared to the previous year, as a result of the October and November promotional campaigns.

Increase in the number of registered .СРБ domain names in 2012

Values by month: 1338, 2607, 3153, 3381, 3568, 3796, 5516, 6600, 6716, 6815, 6848, 6879
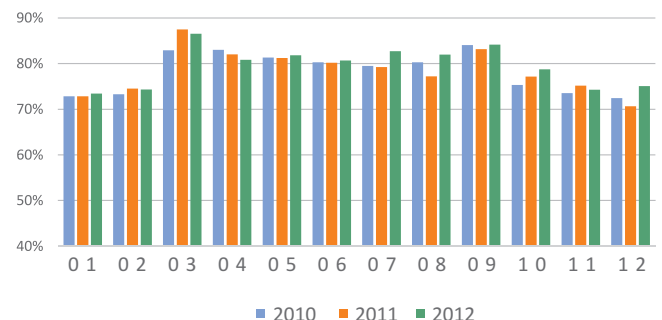
The .СРБ ccTLD was not launched until 27th January 2012. There was rapid growth in July and August, which can be attributed to the end of the priority registration period and the commencement of unlimited registrations of .СРБ domain names.

Percentage of renewed .RS domain names in 2012

Values by month: 73.42%, 74.33%, 86.51%, 80.81%, 81.81%, 80.66%, 82.69%, 81.98%, 84.13%, 78.71%, 74.26%, 75.03%

The monthly percentage of .RS domain names renewals corresponds directly to the number of domains coming up for renewal in the given period. The greatest number of renewals is in March and September, the months when the greatest number of domain names expire.

Percentage of renewed .RS domain names in 2010-2012

2010   2011   2012

The increase in the percentage of renewals in the .RS domain space shows a positive trend not exceeding 1.5%. This level of growth is considered sustainable and is close to the rate achieved by the most successful Internet registries around the world.
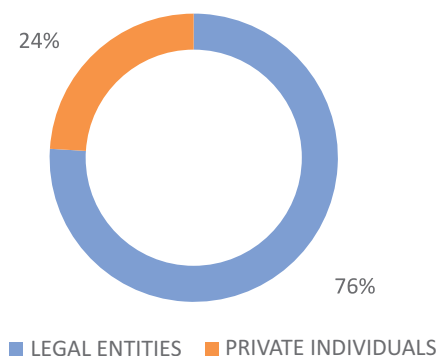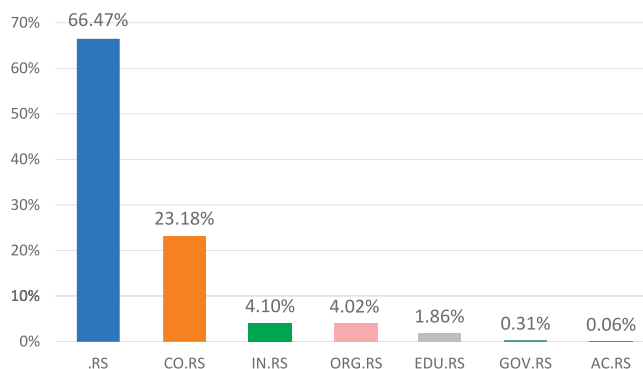
DOMAIN statistics

Ratio of registered .RS domain names (legal entities vs. private individuals)

24%
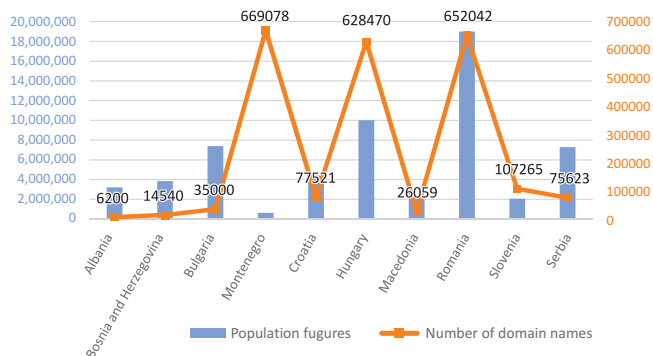
76%

■ LEGAL ENTITIES ■ PRIVATE INDIVIDUALS

The ratio of legal entities to private individuals registering .RS domains indicates that three out of four domain name registrants are organisations.

Ratio of subdomains in the .RS domain space on 31st December 2012

66.47%
23.18%
4.10%
4.02%
1.86%
0.31%
0.06%

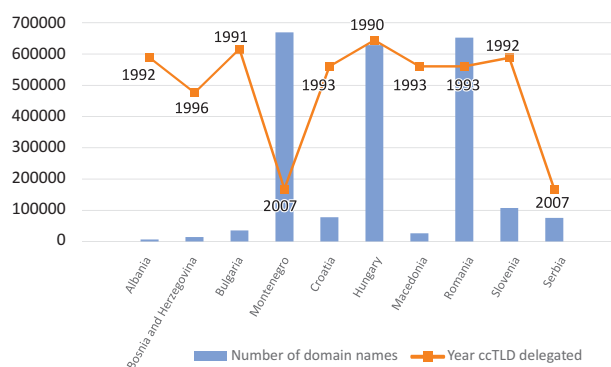.RS CO.RS IN.RS ORG.RS EDU.RS GOV.RS AC.RS

The figures for registered subdomain names within the .RS domain space show that users most often choose .RS and .CO.RS domain names. Similar is true for the equivalent .СРБ domain spaces.

Population figures for countries in region and domain names registered in 2012

6200 14540 35000 669078 77521 628470 26059 652042 107265 75623

Albania, Bosnia and Herzegovina, Bulgaria, Montenegro, Croatia, Hungary, Macedonia, Romania, Slovenia, Serbia

■ Population fugures ■ Number of domain names

A comparative analysis of the population size and the total number of registered national TLDs in countries in the region shows significant opportunity for further growth in the number of domain names registrations in Serbia (the number of .RS domain names is indicated).

Year of delegation of management of ccTLD and number of domain names in 2012

1992 1996 1991 2007 1993 1990 1993 1993 1992 2007

Albania, Bosnia and Herzegovina, Bulgaria, Montenegro, Croatia, Hungary, Macedonia, Romania, Slovenia, Serbia

■ Number of domain names ■ Year ccTLD delegated

Management of the .RS domain was only delegated to RNIDS in 2007, which makes it, together with the Montenegrin domain, the youngest ccTLD in the region. The Montenegrin domain, .ME, differs somewhat in the fact it shares features with gTLDs as compared to other ccTLDs.

CONFERENCE
of Co-founders

61

The Chair of the RNIDS Conference of Co-founders, **Vojislav Rodić**, and Vice-Chair **Slobodan Marković**, were elected at a meeting of the Conference of Co-founders on **24**th **September 2011** for a two-year term.

RNIDS co-founders, list as of 31st **December 2012** (in order of date of joining):

- AgitPROP, Belgrade
- Belgrade Open School
- BeotelNet-ISP, Belgrade
- Centre for Internet Development, Belgrade
- Esteh, Belgrade
- University of Belgrade School of Electrical Engineering, Belgrade
- EUnet, Belgrade
- I Net, Belgrade
- Loopia, Niš
- Orion Telekom Team, Belgrade
- StanCo, Petrovac
- Gama Electronics, Belgrade
- Magic, Novi Sad
- Specihost Networks, Belgrade
- Telekom Srbija, Belgrade
- Absolut OK, Belgrade
- Informatika, Belgrade
- Verat, Belgrade
- Mainstream, Belgrade
- AVcom, Belgrade
- Madnet, Pančevo
- Ninet, Niš
- Beogrid, Belgrade
- Key IT, Belgrade
- Serbian Chamber of Commerce, Belgrade
- Quad, Belgrade
- E-Trgovina, Novi Sad
- Konekt, Smederevo
- Perke.net, Belgrade
- Found for the Development of Insurance, Novi Sad
- Panet, Pančevo

- Banker, Niš
- JU Jugoslovenski Pregled, Belgrade
- University of Belgrade Faculty of Law, Belgrade
- Coming – Computer Engineering, Belgrade
- Master Media Factory, Belgrade
- Etarget, Belgrade
- Society for Information Technology of Serbia, Belgrade
- Cisco Srbija, Belgrade
- Mineco-Computers, Belgrade
- Belgrade City Library
- Politika, Belgrade
- Mikro Knjiga, Belgrade
- ASEE Menadžment Konsalting, Novi Sad
- CRI Domains, Belgrade
- Burek.com, Belgrade
- Madweb, Pančevo
- Heisenbug, Belgrade
- Tačka Zarez, Belgrade
- CIM Grupa, Niš
- Belit, Belgrade
- TeleGroup, Belgrade
- Ozon Citizens' Association, Belgrade
- General Association of Entrepreneurs for the Town of Leskovac
- BiF Press, Belgrade
- Epilion, Belgrade
- SBB, Belgrade
- Apollo, Belgrade
- Elberon, Belgrade
- Nicco, Belgrade
- Vama, Belgrade
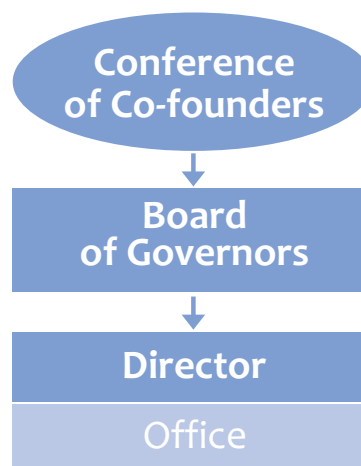
BOARD of Governors

The incumbent Board of Governors (BoG) during 2012 was elected at the meeting of the Conference of Co-founders on **24**th **September 2011** and comprised the following members:

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

DIRECTOR of RNIDS

At the meeting of the Board of Governors on **5**th **December 2012,** Aleksandar Popović was elected acting director of RNIDS. The duties of the acting director were previously performed by Branislav Anđelić, elected at the meeting of the Board of Governors on 6th December 2011.

Conference of Co-founders

Board of Governors

Director

Office

RNIDS Office

The RNIDS Office comprises all employees of RNIDS and during 2012 had the following departments:

- Sector for ICT Services
- Sector for General and Legal Affairs
- Sector for Finance
- Sector for Business Development

At the end of 2012 the RNIDS Office comprised:

- Mirjana Tasić, advisor for strategy and development
- Žarko Kecić, executive director for ICT services
- Dejan Đukić, executive director for general and legal affairs
- Aleksandar Popović, executive director for finance
- Predrag Milićević, executive director for business development
- Ilija Vujnović, finance manager
- Aleksandar Kostadinović, system administrator
- Stefan Kovač, domain registration coordinator
- Jovana Cvetković, Office manager

INTERNATIONAL
activities

The Statute of RNIDS envisages cooperation with international organisations in accordance with the objectives and activities of RNIDS. The Board of Governors chooses the international events in which representatives or delegations from RNIDS will take part, depending on the importance of the event, the immediate professional benefit to RNIDS and in line with the approved Financial Plan.

47th CENTR General Assembly / 2012 Annual Meeting
The annual meeting of CENTR was held on 2nd February in Salzburg, organised by NIC.AT. RNIDS was represented by Vojislav Rodić, Dragomir Vasiljević and Branislav Anđelić.

37th CENTR Legal & Regulatory Workshop
Held on 21st February in Leuven (Belgium), attended by Dejan Đukić.

25th CENTR Administrative Workshop
Held on 28th February in Ljubljana, attended by Vojislav Rodić.

7th CENTR Marketing Workshop
Held on 28th and 29th March in Stockholm, attended by Predrag Milićević.

CENTR Workshop Jamboree
A joint-event was held from 4th to 7th June in Frankfurt encompassing all of CENTR's areas of activity, hosted by the German central domain registry DENIC. RNIDS was represented by Vojislav Rodić, Mirjana Tasić, Dejan Đukić, Predrag Milićević and Aleksandar Kostadinović , who took part in workshops in all subject areas.

EuroDIG
Held on 14th and 15th June in Stockholm, attended by Nataša Radović and Dušan Stojičević.

44th ICANN Meeting
The ICANN Meeting was held in Prague from 24th to 29th June, attended by a delegation from RNIDS consisting of: Dragomir Vasiljević, Slobodan Marković,

Branislav Anđelić, Žarko Kecić and Aleksandar Kostadinović.

ICANN - IDN Variant TLD Program
Mirjana Tasić took part in the work of the team of volunteers between August and December.

39th CENTR Legal & Regulatory Workshop
Held on 13th September in Copenhagen, attended by Dejan Đukić.

27th CENTR Technical Workshop
Held on 23rd September in Amsterdam, attended by Žarko Kecić.

RIPE 65
Held from 23rd to 28th September in Amsterdam, attended by Žarko Kecić.

27th CENTR Administrative Workshop
Held on 27th September in Dubrovnik, attended by Dejan Đukić.

48th CENTR General Assembly
The 48th CENTR General Assembly was held in Brussels on 4th and 5th October, with the following representatives from RNIDS taking part: Vojislav Rodić, Dragomir Vasiljević and Branislav Anđelić. Branislav Anđelić also held two talks: "Corporate Governance Survey" and "Update from .RS".

45th ICANN Meeting
Held from 14th to 18th October in Toronto, with a delegation from RNIDS consisting of Snežana Božić, Dušan Stojičević, Branislav Anđelić, Mirjana Tasić and Žarko Kecić taking part.

2nd CENTR Security Workshop
Held on 29th October in Zurich, attended by Aleksandar Kostadinović.

9th CENTR Marketing Workshop
Held on 29th and 30th November in Florence, attended by Predrag Milićević.

SECTOR
for ICT Services

The ICT sector began making preparations for **registrations of .СРБ domains to commence** in November 2011, and by the time registrations began on 27th January 2012 all the domain registration software upgrades were complete and, in cooperation with accredited registrars, the system was subjected to a full live test. All technical preparations had likewise been made in time for the commencement of open .СРБ domain registrations, and from 1st August 2012 it has been possible to register these with no limitations.

In recent years attacks on DNS servers have become increasingly common, with techniques being developed to intercept DNS messages and redirect users to web locations they did not request. This can be used to steal personal data, information on bank accounts and credit card numbers, which can then be misused. Currently the most advanced method for protecting the data sent by DNS servers to users is called DNSSEC. RNIDS organised a two-day workshop at the Moskva Hotel in Belgrade on **16th and 17th May** on the topic **Implementing DNSSEC**, with speakers Patrik Wallström and Rickard Bellgrim from the Swedish national registry. The workshop was international in flavour and brought together some thirty participants, all of whom are professionally involved in installing and maintaining DNS servers.

Since its founding, RNIDS has made it a priority to continually develop its technical capacities with the aim of raising the standard of services and ensuring they continue uninterrupted, even when individual equipment is faulty or cannot be used for any other reason. During 2012, the following upgrades were made:
• **New equipment** was added to the data centres and the RNIDS Office: a storage server, additional working memory and new comms equipment to increase security levels. During **June and July** new firewall equipment was procured and brought online, significantly improving the security of the system and of the national Internet domain user database.
• Secondary DNS anycast services were procured. **Netnod** was chosen as our partner, a Swedish company with more than 60 DNS servers in its global network, which from September 2012 onward has been providing services for all DNS zones managed by RNIDS. This partnership has secured a very high level of reliability and efficiency for the DNS services provided to Internet users by RNIDS.

In cooperation with the Belgrade University Faculty of Electrical Engineering, a **configuration analysis of DNS servers** housed with accredited registrars was carried out in order to further improve the DNS service and avoid possible DNS problems in Serbia.

Service uptime during 2012

Service name	Downtime	% of Uptime
DNS service	No downtime	100%
Domain registration	No downtime	100%
WHOIS service	No downtime	100%

SECTOR FOR
General and Legal Affairs

The **Statutory Affairs working group,** together with the RNIDS Office and a consultant from KPMG, put together a draft Statute and dependent documents relating to the management of RNIDS, respecting the principles of corporate governance, as applied to a not-for-profit and non-governmental organisation.

The **regular meeting of the Conference of Co-founders** was held on **26**[th] **May,** at which the **new Statute of the RNIDS Foundation** was passed, with the following changes:
• Provisions for consistent implementation of changes in legal documents
• More effective prevention of conflicts of interest
• Clear delineation of responsibilities of individual management members
• Greatest possible transparency of operations
• Stricter election criteria for Board of Governors members and RNIDS Director
• New standing Statutory Committee introduced, and internal auditor

At the **repeated meeting of the Conference of Co-founders,** held **22**[nd] **December,** the following documents were approved:
• Conference of Co-founders Rules of Procedure
• Rulebook for election procedure and operation of Statutory Committee
• Rulebook for determining the fee schedule
• General terms and conditions for national domain name registrations
• General terms and conditions for operation of accredited national domain name registrars

An important change to the **General terms and conditions for national domain name registrations** is an extension to the redemption grace period after domain registration expiry. After the thirty days have expired, during which the domain continues to function, the registrant now has an additional 15 days to renew, during which the domain is inaccessible to Internet users.

In the **General terms and conditions for operation of accredited national domain name registrars** it has been made explicit that accredited registrars shall not engage in domain name speculation nor in the registration of domain names for the purposes of "parking".

A number of **new human resources documents** were introduced during 2012, those being:
• Employee rules of procedure
• Rulebook for job classification and organisation
• Rulebook for employee job performance evaluation
• Rulebook for employee disciplinary responsibility
• Decision on the specification of the employee evaluation form
A new model contract of employment was approved, which all RNIDS employees have signed.

In 2012 was held **31 meeting of the Board of Governors,** at which a total of 100 decisions and other instruments were passed. New rules of procedure for the Board of Governors, for project financing and delegations travelling on official business.

Representatives of RNIDS took regular part in the **CENTR Legal and Admin workshops** held during 2012. In April, talks were held for students at the Union University Faculty of Law about the national Internet domains, the work of RNIDS and the registration of .RS and .СРБ domains.

Three disputes connected with national Internet domain registrations were initiated and resolved.

SECTOR
for Finance

At the beginning of the year we implemented the **Cash Flow** application, used to track the movement of money in and out according to budget lines (codes in the Financial Plan) and to gain an overview both of the achievement of income targets and of expenses, and the purposes for which funds are spent.

In April an **executive finance director** came on board and **three revisions of the 2012 Financial Plan** were carried out to take account of changes in the business environment.

Key business indicators

(in thousands of RSD)

	2010	2011	2012
Operating income	60,036	68,729	77,175
EBITDA *	9,011	15,740	3,491
EBITDA margin	15.0%	22.9%	4.5%
Net result	11,121	8,925	100
Assets	95,904	107,747	113,605
Capital	54,591	63,800	64,063
Net debt	-802	-5,709	-7,409
Net debt / EBITDA	-0.1	-0.4	-2.1

Despite the reduced profitability that is characteristic of a non-profit organisation, significant growth in operating income (more than 12% in the period 2012/2011) and assets (over 5% in the period 2012/2011) was achieved.

On the other hand, net debt is increasingly negative (a growth of almost 30% in the period 2012/2011), and so too is the ratio of net debt to EBITDA, which is testament to RNIDS' increasing solvency.

As regards liquidity, this is more or less at the 2011 level, i.e. very sound. These indicators would be even more positive, except for the idiosyncrasies of RNIDS' business model. To explain further, owing to the way the Foundation does business, there are no classic short-term liabilities (operating liabilities, short-term financial liabilities and other short-term liabilities), rather there are mostly deferred revenues – unused advanced payments for domain registrations, comprising almost 90% of short-term liabilities.

Liquidity ratios

	2010	2011	2012
First-degree liquidity	46.2%	67.3%	63.6%
Second-degree liquidity	72.5%	84.1%	86.7%
Third-degree liquidity	73.1%	89.2%	87.6%

If we also note the fact that the percentage of debt (long-term debt and short-term financial liabilities) contributing to liabilities is equal to zero then we can say that RNIDS has no problems with liquidity and solvency.

*** EBITDA:** *Earnings before interest, taxes, depreciation and amortization*

SECTOR FOR
Business Development

During 2012 there was an initiative to revive a long-standing idea: to team up with the mobile network operators and have them create packages that included **national internet domain names that the user could register, from the options available to private individuals** (.RS, IN.RS, .СРБ, ОД.СРБ and their various combinations).

RNIDS became an **associate member of IAB Serbia** (the Interactive Advertising Bureau).

Towards the end of 2012, an **Internet survey** was created with two sets of questions - one aimed at domain users (both private individuals and organisations) and the other at those registering domains on their behalf or advising them which domain to choose (agencies, developers, web designers, etc.). Its purpose was to **determine the factors that most commonly influence the choice of domain** and to see who most often takes the decision. The response was unsatisfactory, but based on 132 surveys filled in, there is reason to believe that price was not the most important factor when choosing a domain for those who took the survey, and that they got most of their information from industry-specific media.

During 2012 the executive director for business development held the following **talks and presentations**, mostly on the subject of the relationship between domain and brand and the way Google treats country code domains, at the following industry events:
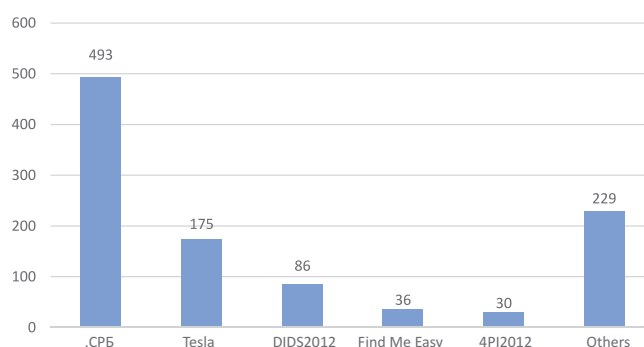• E-Trgovina 2012 e-commerce conference, Palić
• 8th CENTR Marketing Workshop, Frankfurt
• Serbia Online Advertising Tour seminar, Belgrade
• IAB Network Cafe networking, Belgrade
• Journalists' Association of Serbia panel debate - "Use of Cyrillic in the Media", Belgrade

MEDIA APPEARANCES
During the year, on various occasions, there were numerous guest appearances and interviews in all the major IT and business magazines, as well as on many radio and television programmes. Analysis of all the reports our electronic clipping provider collected during 2012 shows that RNIDS was most often represented by Predrag Milićević (53 times), Branislav Anđelić (24 times), Mirjana Tasić (22 times) and Vojislav Rodić (17 times). Besides guest appearances and interviews, **original articles** went out in the media, such as "New Challenges and Opportunities" (A. Kostadinović), "Find Me Easy", "From Google's Point of View" and "The Internet's Homeless, Tenants and Homeowners", articles about the Cyrillic script on the Internet, about small and medium-sized companies online, domain disputes and more.

Number of media reports by topic

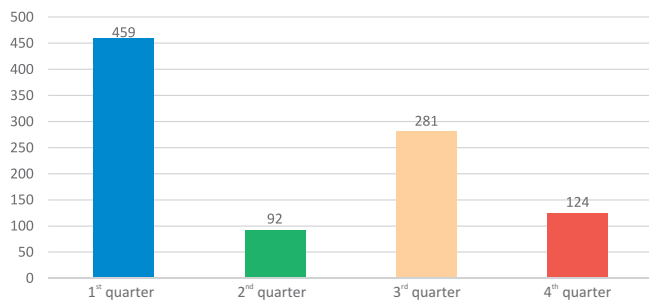| Topic	Value
.СРБ	493
Tesla	175
DIDS2012	86
Find Me Easy	36
4PI2012	30
Others	229

According to the analysis of the 956 reports our electronic clipping service collected, the number of reports on Internet portals comprised 54% of the total reports, printed media 35%, and the broadcast media 11%, but the greatest value was still derived from the broadcast media, with RTS 1 at the forefront, with a value of €189,630 (the value of an appearance represents the equivalent cost of advertising time in the individual media).
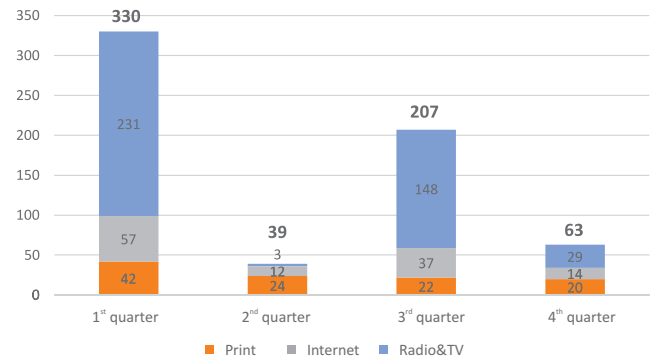
During 2012, primary and planned publicity was dominant, with an average approval rating of 1.3, meaning that articles were mostly directly related to RNIDS and reported on media campaigns planned and carried out by RNIDS, while RNIDS is mentioned less frequently in the wider context.
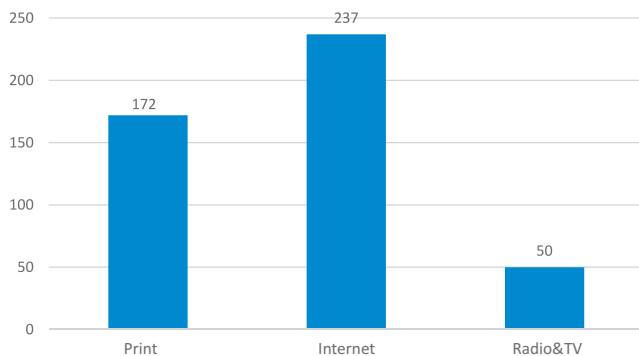
Total number of media reports in 2012 by quarter

Value of media appearance (in thousands of EUR)
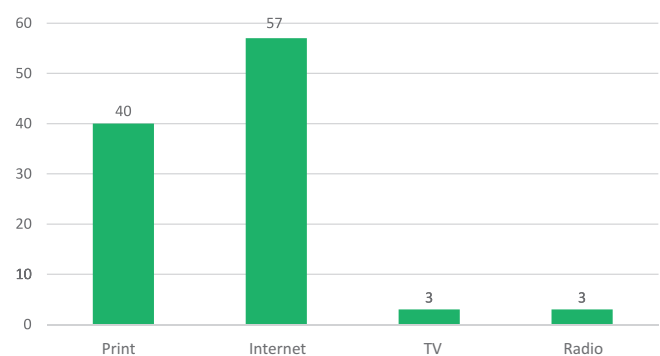

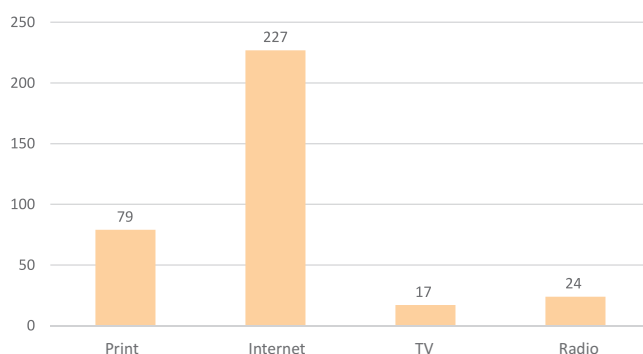## Number of media reports in 1st quarter

Most frequent topics:
The .СРБ domain and DIDS 2012

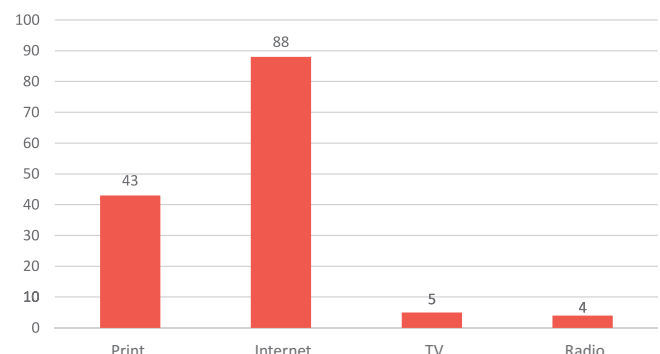## Number of media reports in 2nd quarter

Most frequent topics:
DIDS 2012, DNSSEC, IDS12 and the .СРБ domain

Number of media reports in 3rd quarter

Most frequent topics:
Beginning of unlimited .СРБ domain registrations and
Tesla's Vision of the Internet

Number of media reports in 4th quarter

Most frequent topics:
Find Me Easy, 4PI program, 75,000 .RS domains and
the Infographic

DIDS 2012

ДАН ИНТЕРНЕТ
ДОМЕНА СРБИЈЕ
SERBIAN INTERNET DOMAINS DAY

The third Annual conference on the development of the Internet within the Serbian .RS and .СРБ domains **DIDS 2012** was held on **22nd March** at the Moskva Hotel in Belgrade. Serbian Internet Domains Day, organised by RNIDS, brought together 25 speakers from Serbia and abroad and 230 participants. All the participants received a **CD called Virtually Everything for Cyrillic**, containing a great many useful tools to help in the everyday use of Cyrillic on the PC.

In the first session, titled **"New on the Internet at Home and Abroad"**, moderated and introduced by **Vladimir Radunović** of the DiploFoundation, Khaled Fattal, chair and general director of the Multilingual Internet Group, shared his experiences of the significance and the development of localised content and of internationalised domains in the Arab world. After that came guest from Russia Georgiy Georgiyevski, sales director of the Coordination Center for the .RU and .РФ TLD, speaking about their experiences with the Russian Cyrillic Internet domain Vojislav Rodić, Chair of the RNIDS Conference of Co-founders, gave a retrospective of RNIDS' activities over the last year. At the end of this block, Zoran Stanojević, journalist and coordinator of the RTS Internet portal, presented the results and the significance of 4PI 2011.

The second block was titled **"Cyrillic on the Internet, the Internet in Cyrillic"**, and **Tamara Vučenović** coordinated discussion between local experts, each approaching the topic from the perspective of their own field: technology, philology, library science, law, design, culture and education and science. Slobodan Marković and Mihailo Stefanović supplied technical explanations of the functioning of Cyrillic Internet domains on different computer and server platforms. Mirko Marković talked about the use of the Internet in libraries in Serbia and the significance of Cyrillic and the .СРБ domain for library databases and descriptors. The topic of the digital humanities, Cyrillic and the Internet as a platform for the exchange of knowledge was tackled by Toma Tasovac in the form of a video presentation, which also looked at the Digital Library of Serbian Cultural Heritage.

dids.rs
дидс.срб

Olivera Stojadinović presented the "Gift of Cyrillic" project and talked about the issues surrounding Cyrillic typography on the Internet. Vladimir Marić spoke on the topic of protecting intellectual property online, with special emphasis on the Cyrillic script and protecting brands in Cyrillic.

"Successful Projects in the .RS Domain" was the topic of the third session of the Conference, moderated by **Miloje Sekulić** and **Ivan Ćosić**. Eleven websites were presented that provide content or services significant for the local Internet ecosystem: www.epilion.rs, www.greendesign.rs, www.infolink.rs, www.telegraf.rs, www.tarzanija.rs, www.tetka.rs, www.buzzilla.rs, www.karijera.mingl.rs, www.uplatnica.rs, www.srbodroid.rs and the Read to Me project.

PROMOTIONAL IMPACT:
The live video stream from DIDS was available on 4 different websites. The conference was supported by 23 sponsors, and there was a total of 79 media reports, of which 39 were on the Internet, 9 on television, 5 on radio stations and 26 in the printed media.

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

DIDS 2012 PROGRAMME COMMITTEE:
Vladimir Radunović, Tamara Vučenović, Ivan Ćosić, Miloje Sekulić

4PI
2012

For a third year, RNIDS awarded grants as part of the **2012 Programme supporting projects to popularise the Internet** (called 4PI 2012 for short). Grants were awarded to **seven Internet projects** to be implemented on one of the two Serbian national internet domains (.RS or .СРБ). Winning entries were awarded funding to a total value of 3,500,000 dinars, with 31st July as the deadline for projects to be completed.

The chosen entries were expected to contribute to increasing the amount of socially relevant content in the Serbian Internet space. The list of awarded entries covered a diverse range of content and activities: an Internet maritime safety school, media literacy training, an electronic dictionary, a youth health portal, ICT training for teachers, development of Internet entrepreneurship and use of QR codes.

A **special Internet site** was also created for 4PI this year, used for promoting the programme, entering projects and presenting those selected.

On **5**th **October**, an informal meeting was held called **4PI TweetUp**, attended by around 30 bloggers, journalists and Twitter users who received first-hand information on the launch of the 4PI project.

The **RNIDS Project Evaluation Committee for 4PI 2012** consisted of:
• Dr Danijela Lalić (Committee Chair), University of Novi Sad Faculty of Technical Sciences
• Milenko Vasić (Committee Deputy Chair), IT journalist and editor
• Tamara Vučenović, journalist and editor at Radio Beograd
• Dr Vesna Damnjanović, Faculty of Organisational Sciences in Belgrade
• Dragan Varagić, Internet consultant

A total of **72 projects** meeting all the formal conditions were entered for 4PI 2012. There were fewer entries than in 2011 because this time private individuals were not able to participate - only organisations and sole traders registered in the Republic of Serbia prior to 1st September 2011 were able to submit projects.

The deadline for submissions was 23rd November and the committee took its decision on **21**st **December**.

The winning projects were presented on **26**th **December** in the Moskva Hotel before representatives of RNIDS, the Committee, the winning applicants and the media.

4pi.rs
4пи.срб

PROMOTIONAL CAMPAIGN
for the .СРБ domain

Almost all of 2012 was focussed on the **launch of the .СРБ domain**. A campaign was carried out which included advertising via vignettes in the daily papers and computing and business magazines. Contextual Internet ad space was targeted via the E-Target network of websites, and on 25th January a **promotional site** was launched at **њњњ.срб**.

A **press conference** on **27th January,** the day registrations commenced, was attended by 32 journalists. In the space of just 4 days, from 27th to 30th January, there were 104 media reports on the .СРБ domain.

Many promotional articles went out and representatives of RNIDS gave interviews and statements to the printed media and made numerous appearances on television and radio. News about the .СРБ domain was also forwarded to CENTR, who distributed it further via their own channels.

A promotional event was also organised, at Belgrade's **Ada Ciganlija** river resort, on **21st July,** with promotional assistants moving amongst visitors on roller skates dressed in .СРБ t-shirts and baseball caps, providing a visual reminder of the .СРБ domain. The whole campaign was also backed up with social media activity (Twitter and Facebook).

Two days before the .СРБ domain was fully opened for registrations, on **30th July,** a meeting was held for

Twitter users, bloggers and journalists and .СРБ t-shirts were handed out to them. The Twitter event hashtag was **#SrbUp**.

A **press conference** was held on **1st August**, the day that the **.СРБ domain was fully opened for registrations**, at the Belgrade Media Centre.

Domain names on the .СРБ domain that had been reserved for use by state administration bodies were released and made available to the market for registration. .RS domain users who had not taken the opportunity by 1st August to register one of the .СРБ domains on offer at a special reduced price were given the opportunity to choose and register some other currently available .СРБ domain, still at a reduced price.
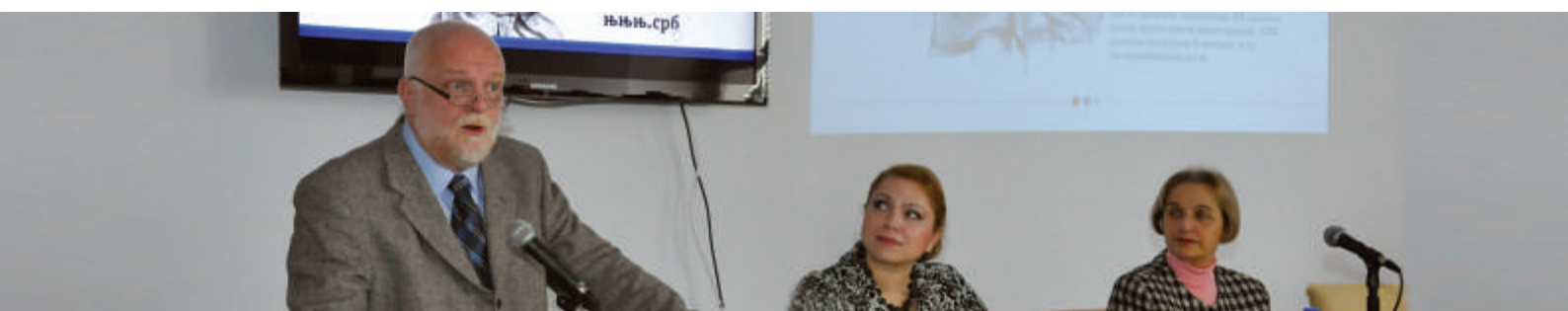

Certain technical problems that had persisted after the .СРБ ccTLD was launched were resolved. For example, at RNIDS' request, the Firefox web browser was upgraded to correctly display .СРБ domain names, and the developers officially announced that the software had been fixed.

Serbian .СРБ ccTLD has one special advantage - **it is the only Internet domain in the world that allows web addresses to be written exactly as they are pronounced**. Thanks to the unique feature of the Serbian Cyrillic alphabet whereby each sound is represented by a single letter, .СРБ addresses, as opposed to the many domain names written in the English alphabet, are always pronounced exactly as they are written. That is why the slogan of the .СРБ domain is: **Link as you speak!**

њњњ.срб
njnjnj.rs

PROMOTIONAL CAMPAIGN
Find Me Easy

During **October and November** a promotional campaign for the national TLDs was organised, called "Nađi me lako"(**Find Me Easy**), which resulted in a visible increase in demand for domains. The invitation to participate was taken up by 20 of the 37 accredited registrars, and **9 ARs** also created special landing pages on their sites to fit in with the campaign. RNIDS used this campaign to remind companies and individuals that by registering all the necessary .RS and .СРБ domains they could fully protect their identity or brand in Serbia's Internet space, whilst at the same time defining the geographic region which their website primarily targets.

The hub for all communication was the **promotional website,** explaining the reasons to have both a .RS and a .СРБ domain, how to choose them properly and where and how to register them. The site also gave general instructions on how to create a website and ways to promote yourself effectively online. Besides advertisements in PC and business magazines and contextual advertisements on busy sites and portals, a number of **promotional articles** were published.

One article was on the topic of **country code TLDs from Google's point of view,** inspired by the fact that 97% of Google Internet users from Serbia search for sites targeted to the local, Serbian market. Google treats search keywords written in Cyrillic and the Latin alphabet equally, regardless of which script is used to enter the search terms, and search results favour sites registered on the national internet domains, .RS and .СРБ.

Another article was published on the **Internet's homeless, tenants and homeowners**. This referred to individuals or companies without an Internet presence who are practically the "homeless of the Internet". In order to secure some kind of roof over their heads, they decide to take up free residence on a social network, and there they live as Internet tenants. However, if they really want a place they can call their own on the Internet, then they need to build on their own Internet domain - only then can they become "Internet homeowners".

PROMOTIONAL IMPACT
October saw 1,796 new .RS domain names registrations, **almost 13% more** than in the same month in 2011. However, had the previous year's trend continued we would have expected a 6% fall, that is only around 1,500 new .RS domain names registrations, so the real rise against the trend was almost 20%. In addition, the overall state of the economy should be kept in mind - tens of thousands of companies closed their doors in 2012, a trend directly affecting demand for domains, which makes the positive impact of this campaign all the more significant.

nadjimelako.rs
нађимелако.срб

TESLA'S Vision of the Internet

1900-2012

The **Tesla's Vision of the Internet multimedia project**, inspired by Nikola Tesla's World System scheme from 1900 was carried out together with the **O3one Gallery** and the **Nikola Tesla Museum**. The goal was to associate RNIDS with the name and work of Nikola Tesla and in doing so access media outlets where we had previously not featured, both in the region and the diaspora. The author of the Tesla's Vision of the Internet project was **Lazar Bošković**, and the exhibition was designed by Dušan Vojnov of Orange Studio.

The project began with an exhibition at the O3one Gallery from **9th to 13th July** and continued with a multimedia display called **Tesla 3 in 1** (one of the three parts being Tesla's Vision of the Internet) at the Vračar municipal council gallery. This exhibition was officially closed on 16th August in the company of **Dr Dennis Wilcox,** one of the leading PR experts of today and a great admirer of the work of Tesla. All content from the exhibition is also available in the form of an infographic published on a purpose-built website, both in English and in Serbian.

PROMOTIONAL IMPACT

241 media reports were clipped covering both exhibitions. The exhibition made the news on almost all national television and radio stations and in the national printed media, as well as in magazines that do not often report on RNIDS' activities. A Google search at the time, for the Serbian term "Teslina vizija Interneta", an expression which did not exist prior to 5th July, returned s**everal hundred thousand results.** Apart from payment for printing of display boards for the exhibition, the remainder of the work was carried out as part of RNIDS' regular activities.

teslinavizijainterneta.rs
теслинавизијаинтернета.срб

OTHER
activities

Infographic: Benefits of a .RS domain

A competition was held to design an infographic showing the benefits of the .RS domain, organised by RNIDS in cooperation with the community of designers on the Internet portal **GreenDesign.rs**. The winning entry came from Belgrade designer **Marko Živanović**, among the more than 40 designs that were entered.

The infographic presented all five benefits of the .RS national Internet domain in a simple and visually striking way, those being: presence in the Serbian market, availability of domain names, protection for identity and brand, site visitor security and sense of belonging to the local Internet community.

A promotional event for the infographic was held on **14**th **December**, attended by around forty bloggers, Twitter users and journalists, tracked by the Twitter hashtag **#InfografikUp**.

DOWNLOAD THE INFOGRAPHIC:
www.nadjimelako.rs/rs-инфографик

Sponsorship of ICT events

RNIDS provided financial assistance to the following ICT events:
• **E-Trgovina 2012 Conference**, 25-27th, Palić
• **Mobile Monday Serbia** (organiser SEE ICT), Belgrade
• **Infotech** (organiser JURIT), 28th-31st May, Vrnjačka Banja
• **Data Mining in Bioinformatics 2012** - International academic conference (organised by the Belgrade Faculty of Mathematics), 26-28th June, Belgrade
• **Dream IT, Code IT** - International summer school (organiser BEST, Board of European Students of Technology), 20-30th July, Niš

RNIDS is also co-publisher of the **IKT Bilten** (the ICT Newsletter) together with the Serbian Information Technology Society.

Special WebTop50 Award for 2012

In making its annual WebTop50 selection, the computer **magazine PC Press** reserved a special award for RNIDS **for 4PI** - the Programme supporting projects to popularise the Internet.

RNIDS earned this recognition for its successful 4PI programme, organised for three consecutive years in order to support the development of homegrown websites and increase the volume of useful Internet content in the Serbian language on the national .RS and .СРБ domains.

FULL LIST:
www.pcpress.rs/webtop50-2012

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www.facebook.com/RNIDS
www.youtube.com/RNIDSonline
www.twitter.com/RNIDS

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