

# .PФ IDN for Russia

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# Challenges and Opportunities

- A small fraction of English-language speakers
- English and Russian have 20 letters in common
- Internet (and broadband in particular) penetration rate is high in capital cities and low elsewhere
- No linguistic/legal solution to protect Cyrillic aliases of int'l TM registered in Latin
- .RU=national, while there are other huge ethnic groups in Russia that may request new TLD=s
- Hence natural and technological obstacles to a greater Internet outreach in its present form
- Russian as a sole official language nationwide
- High literacy rate
- The penetration growth rate has lately shifted to regions
- Priority registration procedures were designed to protect Cyrillic TMs
- The system provides for, and has capacity of boosting diversity in terms of geography, historical and ethnic/language identity
- Making the Internet more suitable language-wise – a boost to its widespread



Introduction of IDN in Russia

## Critical success factors

- Keen personal interest and political will by President and PM
- No administrative pressure; efficient PPP and *carte blanche* to ccTLD to draft and implement respective plans and procedures;
- Mature national registrar community, 21 accredited registrars, 15 years of .RU
- Adequate critical infrastructure and its constant upgrade
- Mature legal base and law enforcement practices, particularly with respect to protection of trademarks and their owners' rights
- Methodological assistance from ICANN and informational exchange with the global ccTLD community