



THE NATIONAL DOMAIN NAME REGISTRAR

Implementation of the first Cyrillic TLD: organizational, legal and technical issues

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First steps to .PΦ



2005 – ICANN decided to implement IDN TLDs

2008 – .PΦ string was locally approved

17 June, 2009 – concept of registration of domain names in .PΦ was approved

30 September, 2009 – approval of the terms of .PΦ domain names registration

30 October, 2009 – Fast Track was approved by ICANN

16 November 2009 – official application on .PΦ was sent to ICANN

21 January 2010 – the string .PΦ was approved by ICANN

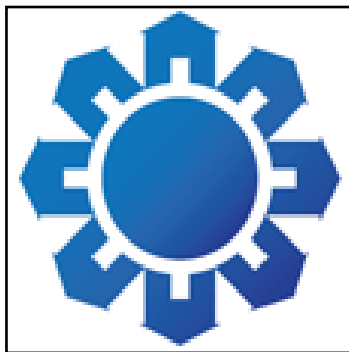
12 May, 2010 – delegation of .PΦ

.RU management



Coordination center for TLD RU

- Policy
- Registrar accreditation

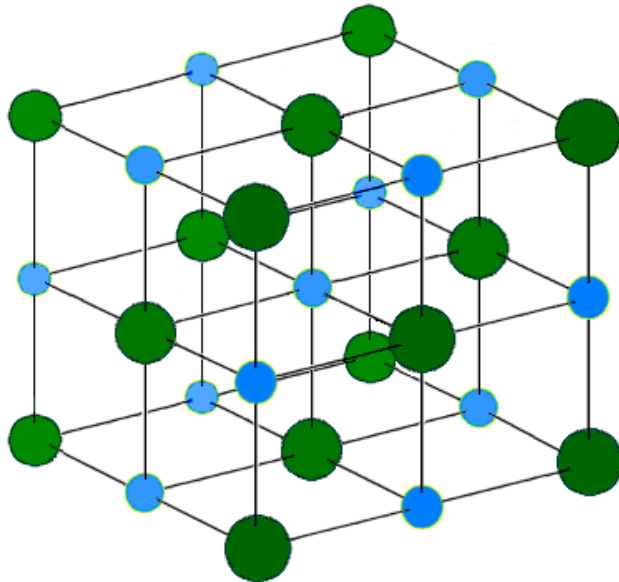


Technical center for Internet

- Technical support

+ 19 Registrars

Registry Features



- **Modified EPP**
 - *Additional fields*
 - *Revised registrar change scheme*
- **Frontend & Database reservation – 2 nodes in Moscow and Saint Petersburg**
- **Momentary rearrangement of Primary and Standby nodes**
- **Thick or thin – TBD**
- **30 msec on one query (30 queries per second)**
- **2 hidden primary DNS, 11 Secondary DNS**
- **DNSSEC – in the future (testing at the moment)**
- **IPv6 support**

Primarily .RU implementation plan



TM

The first stage - Sunrise:

- Governmental bodies
- Russian-language trademark owners

25 March, 2010 – 25 March, 2010



The second stage - Landrush:

- Dutch auction
- Registrations available to everyone

April 2010 – June 2010

Standard
cost

₽

₽ ₽ ₽ ₽

₽ ₽ ₽ ₽

₽ ₽ ₽ ₽

₽ ₽ ₽ ₽

The third stage – General availability:

- The cost of registration ~ 20\$

From June, 2010

Who was out of Sunrise?



- Trademark owners, not written in Cyrillic
- Universities, educational organizations, etc.
- Mass-media
- Non-commercial organizations
- The owners of companies' names that are not registered as a trademark
- The owners of the names of goods' and services' origin

The Sunrise terms update



Consultations

- **Key specialists of the Federal Service for Intellectual property, Patents and Trademarks**
- **The market experts**
- **Patent attorneys**
- **Trademark owners**

Final Schedule

TM



from 25 November 2010

+

TM

Any language

from 12 May 2010

+

*Companies' names
(not registered as trademarks)*

*Non-commercial
organisations*

Mass-media

from 15 July 2010



*Till
16 September
2010*

**General
availability –
from 11
November 2010**

Policy shortcomings



- **Too strict rules at the beginning**
- **Some words from dictionary were registered in Sunrise**
- **No Landrush**
- **“On the go” rules’ correction**

Preparations to General Availability

Start of general availability – 12:00 11 November 2010



- **List of pre-orders (100 000)**
- **Preliminary ID transition**
- **Preliminary TCP and EPP connection set-up**
- **4800 queries per registrar per hour**
- **Black-list of domain names prohibited for registration**

Registrar preparations (RU-CENTER)

- **Servers in Saint Petersburg**
- **Network protection mechanisms:**
 - *Attacks protection hardware*
 - *Change of traffic routes*

.PΦ statistics



- **18 000** registrations – after the Sunrise
- **General Availability**
 - **100 000** – in two hours after the start
 - **200 000** – in six hours
 - **250 000** – after the first day
- **Estimate** – **800 000** in a year



Any questions?
Thank you!

Contacts and useful links:

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