

Russian Domain Space 2016: Outcomes and Development Prospects



2016 results in figures

5.4 million domain names in .RU

0.9 domain names in .РФ

2.7 million domain names in Netoscope

6.6 million domain names in Russia

43% of domain names belong to national domains

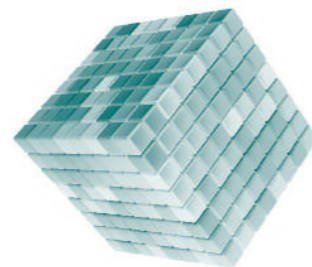
51% of the Earth's population use the Internet

329.3 million domain names in the world

2.5 million domain names in IDN domains

1215 new gTLDs delegated

27.6 million domain names in new gTLDs



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Director of Coordination Center
for TLD RU/РФ

Dear friends,

2016 has been very successful for Russian national domains, especially for .RU domain. It has grown by 7.6 percent this year and posted the highest growth rates among major European national domains and was placed fifth worldwide in terms of annual growth rates. Besides, the result of 2016 is over 5.4 million .RU names and almost 900,000 .РФ names.

This means that Russian national domains continue to post vigorous growth trend and shows how the national domain zone can grow and develop when over 1,000 new TLDs have appeared. In all, about 6.6 million domain names have been registered in Russia. All of the IDN national domains posted impressive growth this year, especially .РУС with over 75,000 domain names registered in just eight months, from May through December 2016.

In 2016, the Coordination Center focused on the development of social projects to create a user-friendly and secure online environment for Russian users. We organized the 5th all-Russia online championship, Learn the Internet and Manage It!, and the 6th national contest of online projects for children and young people, Positive Content-2016, the DOT Journalism contest and many other events for our users. Our experts have visited various Russian cities, met with people concerned and offered tips on how to use domain names correctly and how to ensure data security.

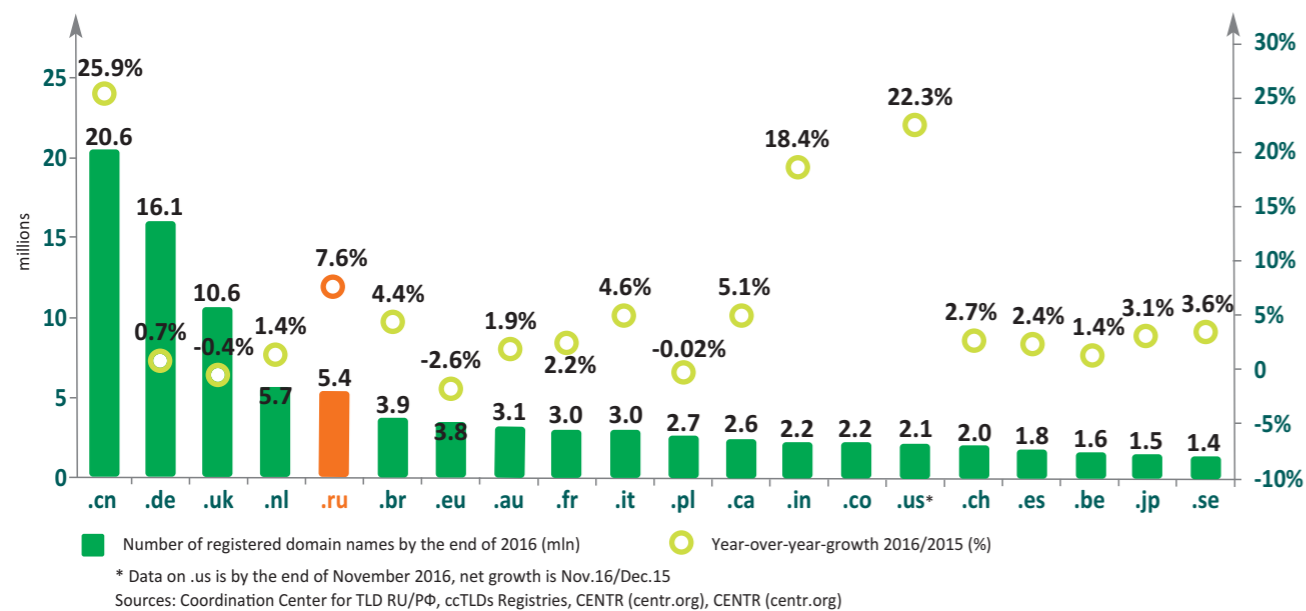
The seventh edition of the analytical report, Russian Domain Space: Results and Development Prospects, will sum up our 2016 performance and chart our goals. We hope our readers will find it useful and interesting.



Russian domains in the global domain space



Largest ccTLDs, by the end of 2016

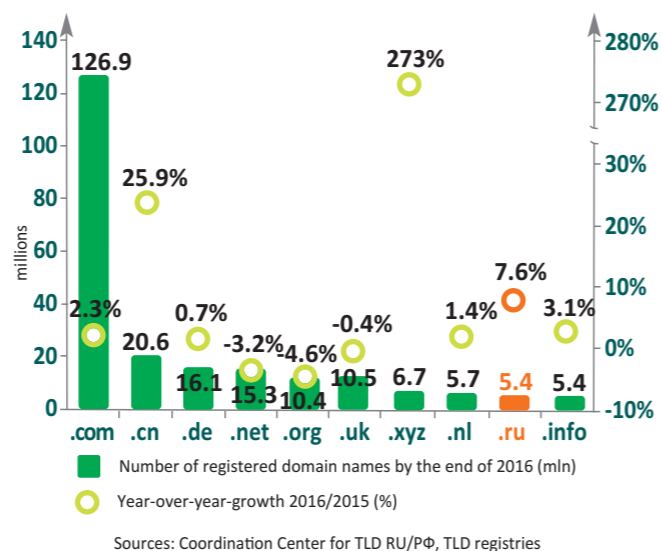


According to Verisign report, over 329.3 million domain names were registered in the global network by the end of 2016. The .RU domain again ranked fifth among TLDs, with 5,424,919 domain names registered. Tokelau's .TK no longer publishes data on the number of domain names, so the majority of the largest TLD ratings don't use it in their statistics.

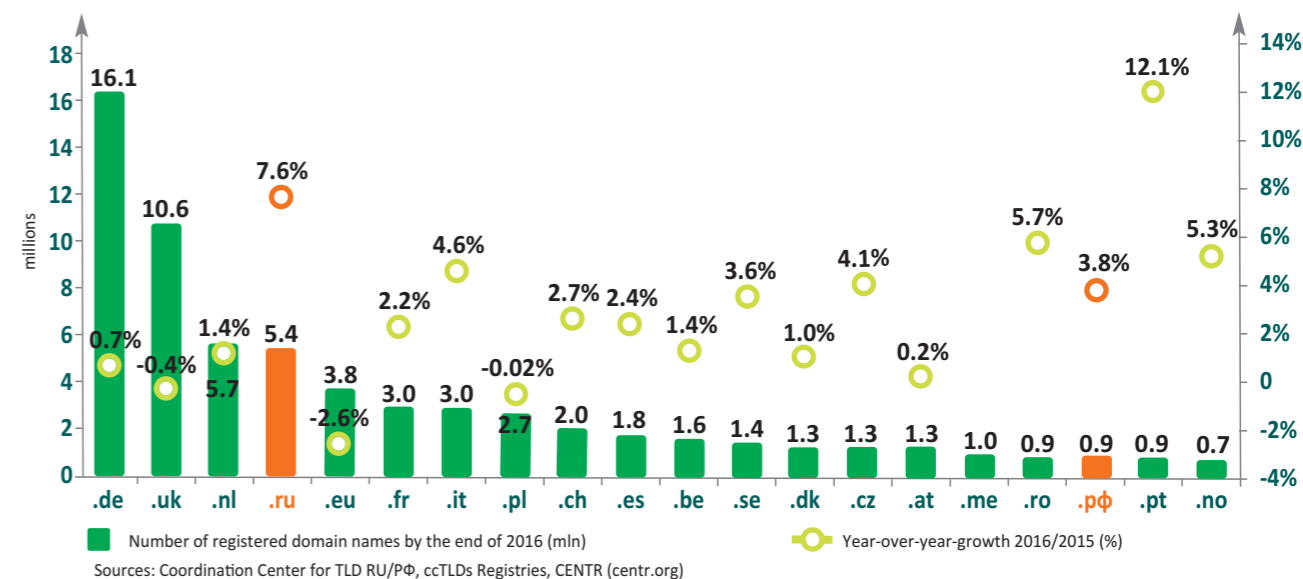
As a result, after the discount period, the number of names registered in .US was 2,001,216 and then continued to grow. On results of October there were 2,018,002 domain names, and on result of November 2,103,456 names were registered. By the end of 2017, it will be clear whether there is any demand for .US. In 2015, the domain showed negative growth.

The highest annual increase among the 20 largest ccTLDs was shown by .CN (China, +25.9%) and .US (The United States, +22.3%). There were no surprises with Chinese domain, as it regularly shows high and stable growth, but there was an interesting situation with the .US domain. In October 2016, the number of names registered in .US for the first time exceeded 2 million. This is the oldest ccTLD in the world, which was registered on February 15, 1985, but never received a lot of interest: in fact, the largest domain .COM became the US national domain. The right to register names in it was granted to citizens and permanent residents of the US, US enterprises, organizations, and companies, and organizations authorized to run businesses in the US. The sharp increase in .US in 2016 was due to the fact that a large registrar, Uniregistry, announced large discounts on the registration of domain names in .US. In October 2016, the company reduced the annual cost of domain name registration in .US to 10 cents. On the first day of the discount, about 100,000 new domain names were registered, and on the last day, October 7, 28,000 new names were registered.

Top 10 TLDs, by the end of 2016



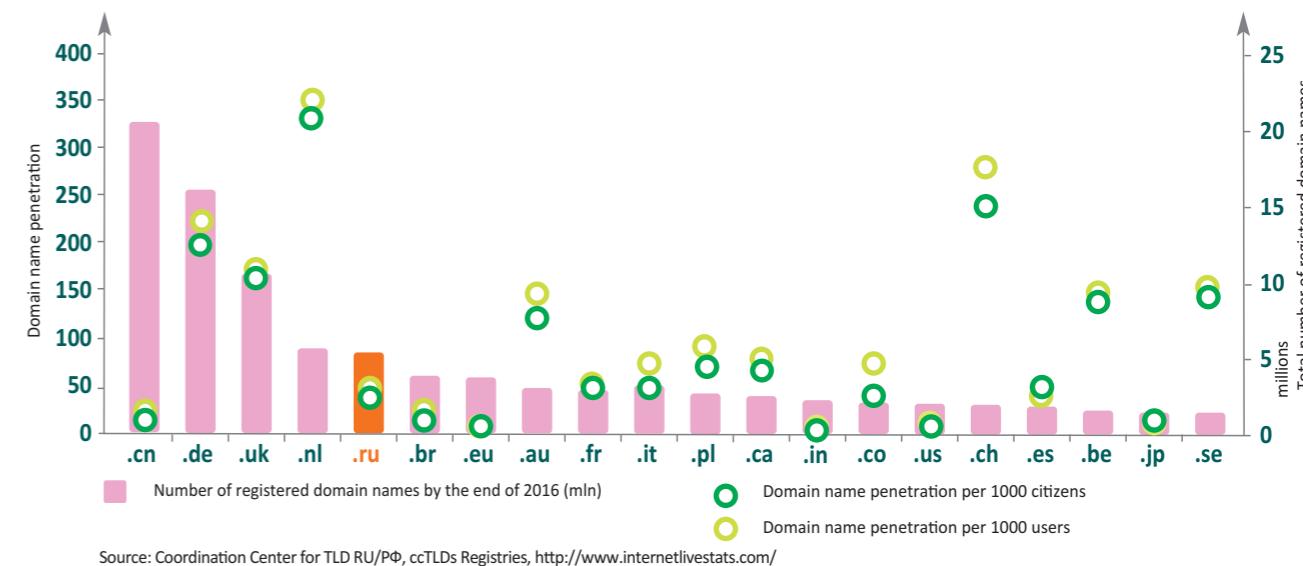
Top 20 European ccTLDs, by the end of 2016



Also, in 2016, India's .IN almost hit the Top 20, after ranking thirteenth last year. There were two reasons for this: first, in the spring of 2016, .IN statistics became public; second, the country's authorities took a number of measures to improve

.IN popularity. They held national promotional campaign, appealing to the national pride of Indians and proposed that they register domain name in the national domain instead of gTLDs, which are very popular in India.

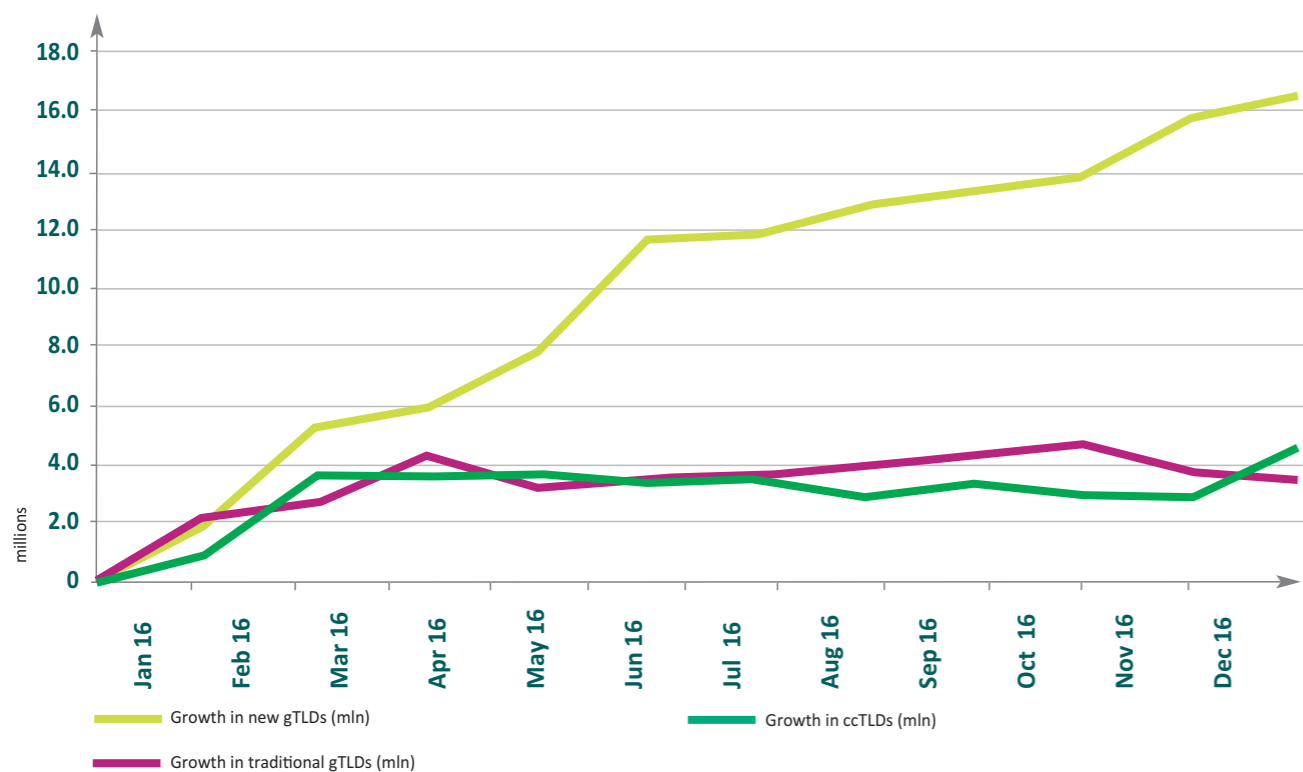
Domain name penetration per 1000 citizens/1000 users



Decreases in 2016 were recorded in three national domains: the European Union's .EU (-2.6%), Germany's .DE (-1.5%) and the United Kingdom's .UK (-0.4%). In total, there were 309.4 million domain names registered as of December 31, 2016, which is lower than last year's figures, according to CENTR. According to the experts, this was due to the fact that late

2016 witnessed the first period of renewing registrations after the Chinese domain boom of late 2015. The registration of many domains was not renewed, which led to lower rates in the major domain zones, including .COM and .NET. In the fourth quarter, these domains showed a decline of 1.2% and 2.9%, respectively.

Growth in TLDs (by types)



Source: Verisign, <http://ntldstats.com>, CENTR (centr.org)

Overall, this resulted in a slight decrease in domain market share, which included the so called old gTLDs. Accordingly, the share of new gTLDs demonstrated a slight increase (0.8%). National domains retain a stable share of around 40% of the market. In 2016, .RU showed very impressive results, ranking ninth among all gTLDs and outrunning .INFO. The Top 10 also included the new gTLD .XYZ, which ranked seventh. Among the national domains of Europe, where Germany's .DE has been leading for many years, .RU again ranks fourth, and .PH dropped one position, ranking eighteenth. The Russian internationalized domain lost over 300 domain names to Romania's .RO.

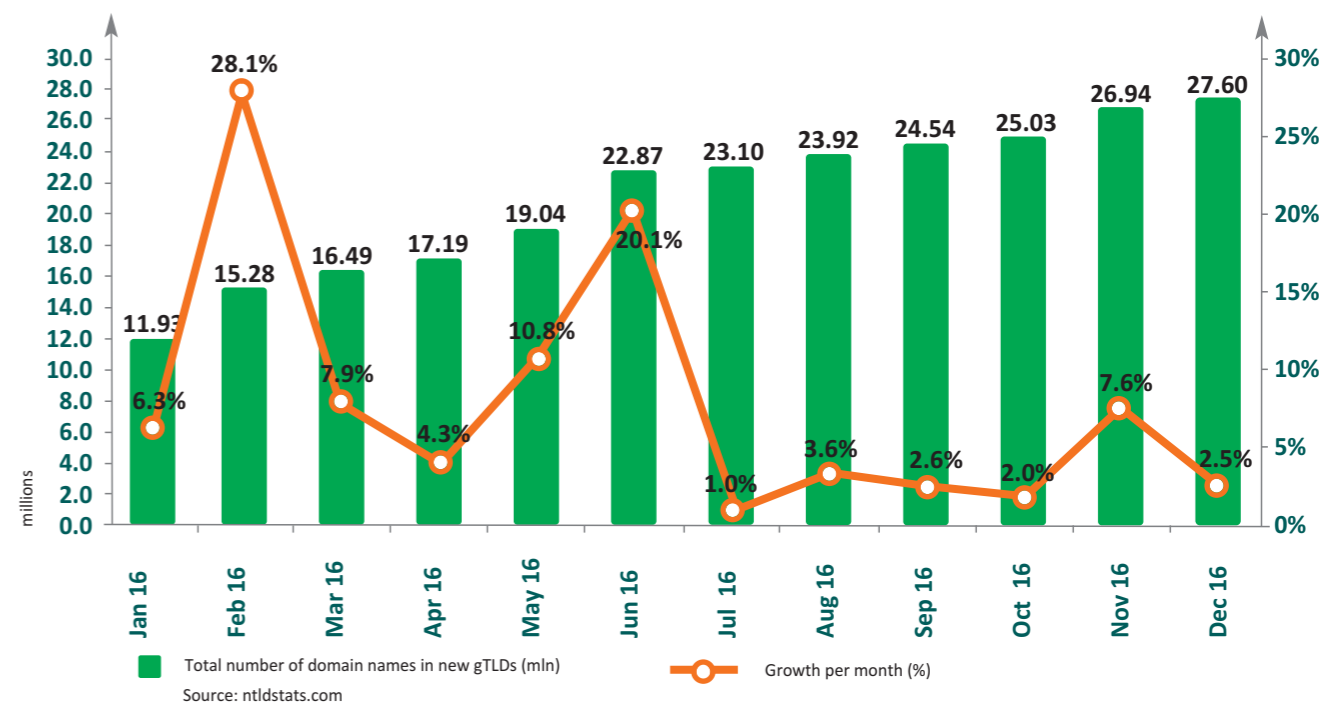
The highest rate of penetration of domain names per 1,000 citizens and 1,000 internet users is seen in the Netherlands: 357 names per 1,000 users. Switzerland, Germany and Austria also have high levels of domain name penetration. In .RU, this figure is 53 domain names per 1,000 users and 38 domain names per 1,000 citizens.

As for new gTLDs, the overall growth that began in the fall of 2015 also continued in 2016. Traditional gTLDs showed a significant slowdown in growth by the end of the year, whereas the new gTLDs attracted new users and saw new names registered. This process reached its peak in February 2016, showing the increase of over 28%.

By the end of the year, the growth rate declined slightly, but growth still continued. As a result, .XYZ became the leader among new gTLDs with the highest number of domain names: 6,677,573 domain names were registered in it by the end of 2016. The second highest was .TOP with 4,777,335 names, and third was .WIN with 1,259,612 names.

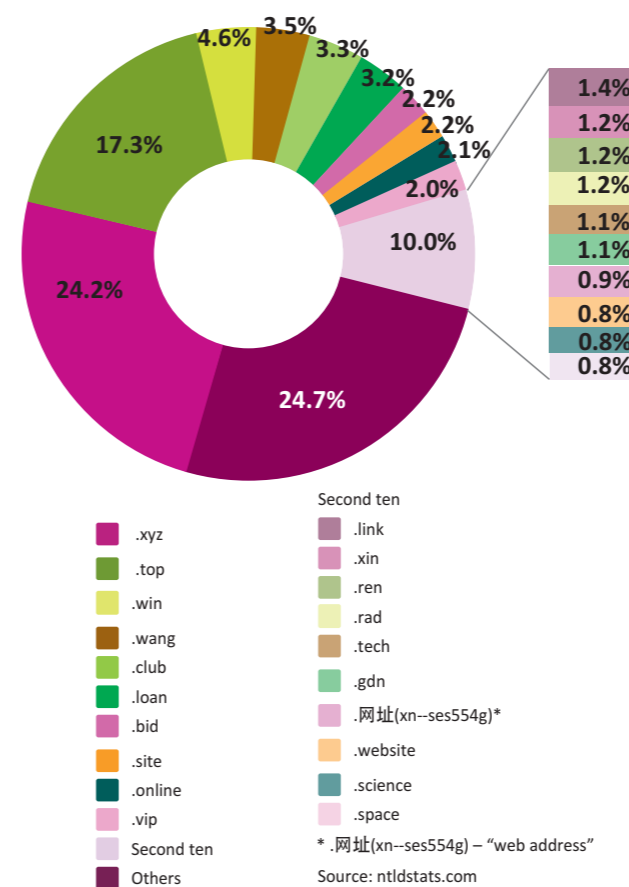
Over the past year, .XYZ grew by 4.9 million domain names (3.7 times), .TOP – by 3.8 million names (5 times) and .WIN – by 0.7 million names (2.3 times). In total, 27,590,682 domain names were registered in the new gTLDs in 2016, which is 16.4 million names more (2.5 times) than in 2015.

Number of registered domain names in new gTLDs



Source: ntlstats.com

New gTLDs distribution



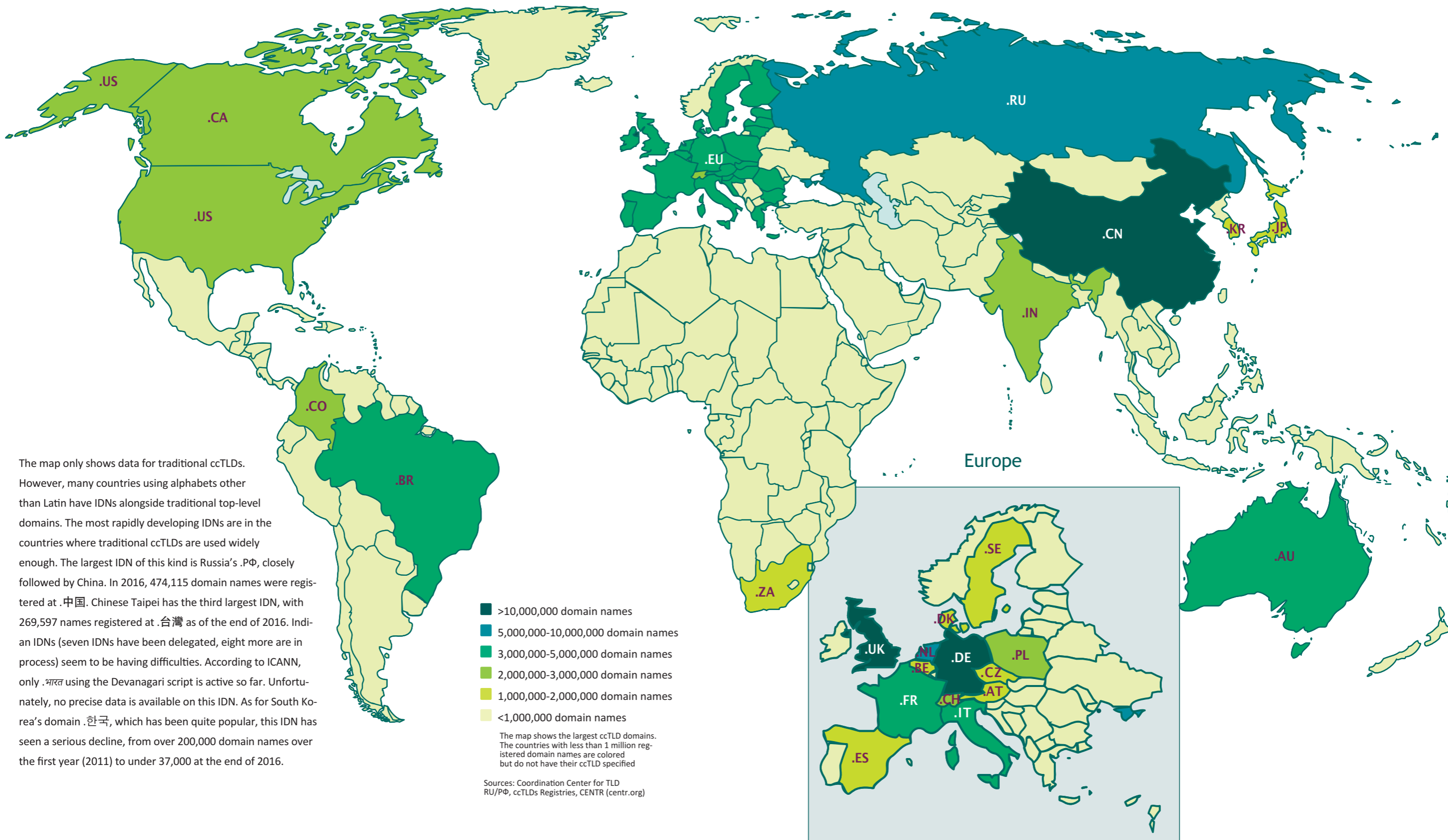
*. 网址(xn--ses554g) – “web address”
Source: ntlstats.com

As for the popularity of the new domains among different countries, China leads with 12.16 million names registered in the new domains, then the United States with 2.79 million of names. Russia ranks fourth with 466,300 names. At the same time, 27.3% of all names registered in the new domains are using personal data protection, so it is impossible to find out the nationality of their registrants.

As for the ratio of the number of names registered in new domains and the number of internet users in various countries, a study conducted by European analysts showed unexpected results. China had one name registered in the new TLDs per 57 users, Russia – 226 users and the United States – 86 users. New Zealand tops this ranking, with one name per 18 users. The point is that most names were registered by citizens in .KIWI. This word is the unofficial nickname of the country and its nationals, and the domain became the so called unofficial national domain. This popularity was caused by an aggressive promotional campaign and big registration discounts.

However, there are countries having one name registered in new domains per person, including Gibraltar and the Cayman Islands. Due to the nature of their fiscal legislation, they attract huge numbers of companies, which, combined with the small number of residents, give record-breaking results.

ccTLD domain names by countries

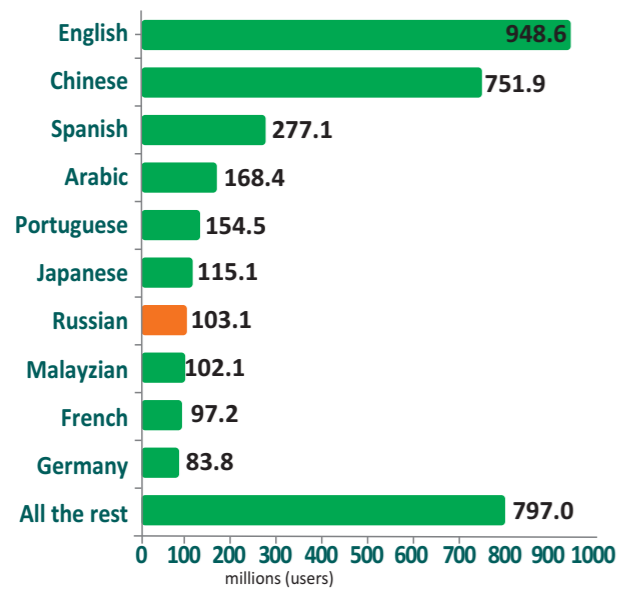


Top-level IDNs and their global distribution

The total number of internationalized top-level domain names has reached 140 delegated domains and 8 IDN ccTLDs that have not been delegated yet. Interestingly, the program for new gTLDs has encouraged the creation of many non-country IDNs – there are now 92 new gTLDs and only 48 ccTLDs. In 2016, IDNs were received by Bulgaria (the Cyrillic domain .бг) and Macao .澳門.

Bulgaria’s IDN .бг had a very long and quite dramatic history. Bulgaria was among the first countries to apply to ICANN with a request to delegate an internationalized version of its national domain. However, its request was rejected in 2010. The reason (highly questionable, according to many experts) was that .бг in lower case was considered too similar to the already delegated ccTLD .br of Brazil. It took Bulgaria almost seven years to go through a complicated appeal process and prove that the Cyrillic domain .бг has the right to exist.

Top 10 Languages in the Internet, 2016



Source: Internet World Stats (www.internetworldstats.com)

Russia’s ccTLD .рф has the largest number of registered domain names in the world. However, in 2016, China’s IDN ccTLD .中国 and new IDN ccTLD .网址 showed a high rate of registration. In 2016, after an open registration was launched, almost 230,000 domain names were registered in .网址.

Top 10 of the largest IDNs also includes another Russian Cyrillic domain, .рyс, which launched its open registration in May 2016. For seven months, over 75,000 domain names were registered in it. In terms of the number of domain names, .рyс ranks sixth among all IDNs.

English remains the most popular internet language, being used by almost 950 million users. In 2016, Russian for the first time overtook Malay.

TLD	Type of TLD	Country	Language	Total domain names by the end of 2016	Yearly growth
.рф	ccTLD	Russia	Russian	897 324	32 984
.中国	ccTLD	China	Chinese	474 115	121 330
.台灣	ccTLD	Taiwan	Chinese	269 597	-84 942
.网络	gTLD	China	Chinese	261 166	228 987
.信息	gTLD	China	Chinese	88 681	88 681
.рyс	gTLD	Russia	Russian	75 654	75 503
.公司	gTLD	China	Chinese	46 920	-2 391
.한국	gTLD	South Korea	Korean	36 910	-5 762
.世界	gTLD	Hong Kong	Chinese	31 245	15 160
.网络	gTLD	China	Chinese	29 603	-2 576

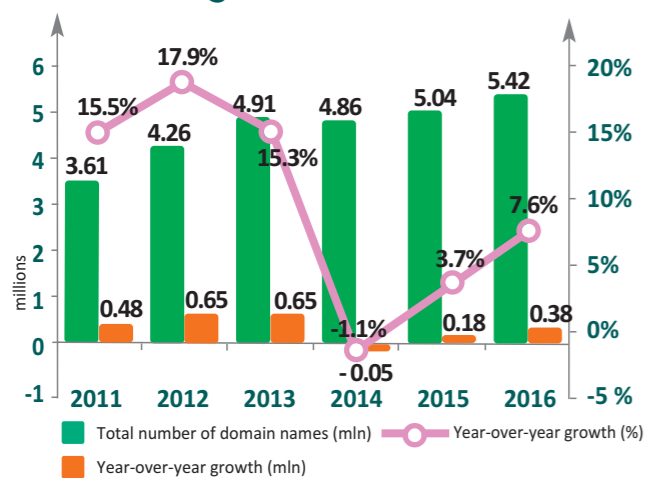
Sources: Coordination Center for TLD RU/Pф, ccTLDs Registries, ntlidstats.com

.RU and .рф ccTLDs and the Internet growth in Russia

.RU and .PФ domains and the development of Russian internet

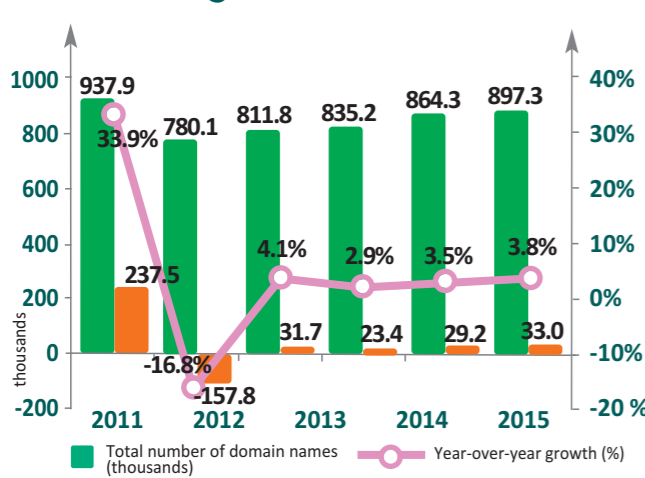
In 2016, as many as 5,424,919 domain names were registered with .RU country code top-level domain (ccTLD), which ranks it ninth among all top-level domains, including country code, generic and new TLDs. The .RU domain was ahead of .INFO in terms of the number of registered domains. For the first time ever, .XYZ made it to the top 10 of the largest TLDs in 2016, and ranked seventh with 6,676,022 domain names.

Number of domain names and annual growth in .RU



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

Number of domain names and annual growth in .PФ



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

Among ccTLDs, .RU ranked fifth globally in 2016 after .CN (China), .DE (Germany), .UK (Great Britain), and .NL (the Netherlands). In addition, .RU had the highest growth rate among largest European ccTLDs (with more than 1 million domain names) at 7.6 percent, having added 384,641 domain names. Compare to 2015, the growth rate surged 2.1 times.

As of November 19, 2016, registrations within .RU domain reached the 5.4 million threshold, while the 5 million threshold was reached on November 5, 2015, which means that the domain added 400,000 names in just one year, a substantial result.

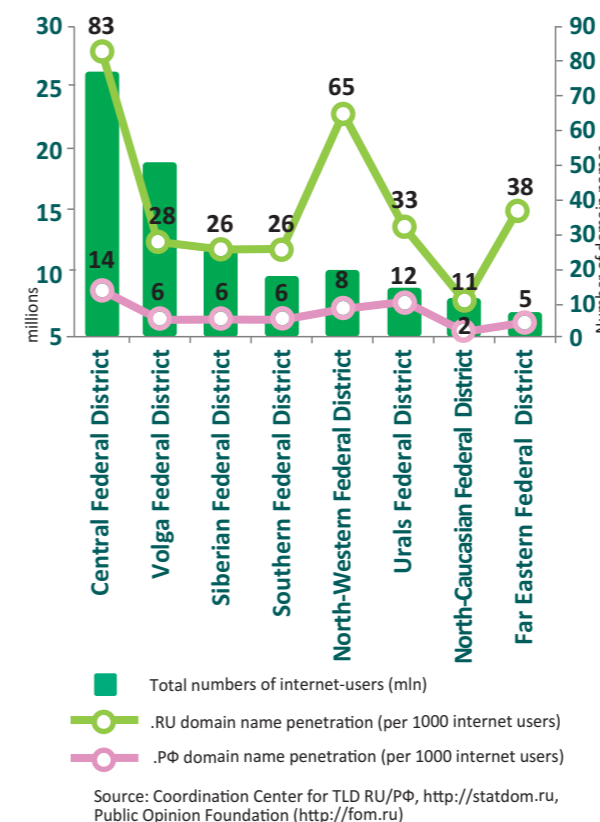
From 1994 to 2007, the number of second-level domain name registrations within .RU domain went from zero to one million. It took another two years to double this figure. By June 24, 2008 there were already 1.5 million domain names, and on March 22, 2009 it was already two million. In September 2010, the number of registered domains hit 3 million, and exceeded 4 million in October 2012.

As of the end of 2016, there were 897,324 .PФ domain names, which is 18th among European ccTLDs. In 2016, .PФ added 32,984 new domains or 3.8 percent, which is comparable to 2015 when it was up by 29,159 domains or 3.5 percent.

The .RU domain ranks fourth among European ccTLDs in terms of registered domain names, behind Germany's .DE, Great Britain's .UK and just slightly behind the Netherlands .NL domain. The only non-Latin language domain in the European top 20 is still .PФ.

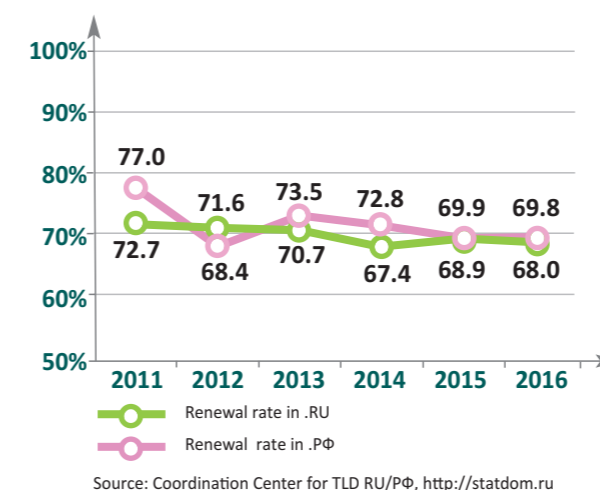
In 2016, it fell behind Romania's .RO and has Portugal's .PT on its heels, at 18th among European ccTLDs, down from 17th place in 2015. However, .PФ is a leading internationalized country code top-level domain in a national alphabet.

Domain name penetration by Regions of Russia



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>, Public Opinion Foundation (<http://fom.ru>)

Renewal rate .RU vs .PФ



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

The penetration rate per 1,000 users has not changed since 2015, averaging 53 domain names for .RU and 7 domain names for .PФ.

As for the breakdown by federal districts, the situation has not changed in several years: the Central and Northwestern federal districts have the highest penetration rate, while the North-Caucasian Federal District shows the lowest.

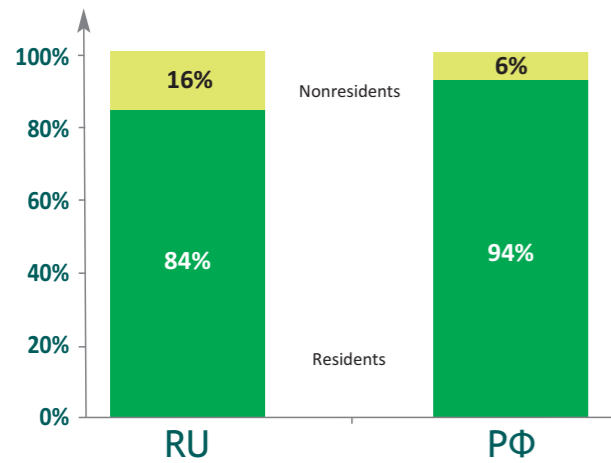
In addition, .PФ is quite popular in the Urals Federal District where the penetration rate stands at 12 domain names per 1,000 users, which is only slightly lower than in the Central Federal District where there are 14 domain names per 1,000 users.

The distribution of domain names registered by individuals and legal entities is almost identical for .RU and .PФ with 78.8 percent of .RU domain names registered by individuals (80.8 percent for .PФ) and 21.2 percent by legal entities (19.2 percent in .PФ).

On average, one administrator accounts for 2.8 domain names in .RU and 2.4 domain names in .PФ (in 2015, the figures were 2.7 domain names in .RU and 2.6 domain names in .PФ). The distribution of domain names among administrators has remained almost unchanged for a few years, and the share of domain names owned by the so-called domain investors has not changed.

The domain name renewal rate in .PФ continues to decrease (by 0.1%): in 2015, 69.9% of domain names were renewed, and in 2016 – 69.8%. In .RU, the renewal rate also decreased by 0.9% from 68.9% in 2015 to 68.0% in 2016. These indicators are close to the average European ones, where the renewal rate is about 74%. In the largest gTLDs .COM and .NET, the renewal rate is 72%, so the retention of almost 70% of domain names is a reasonably good indicator.

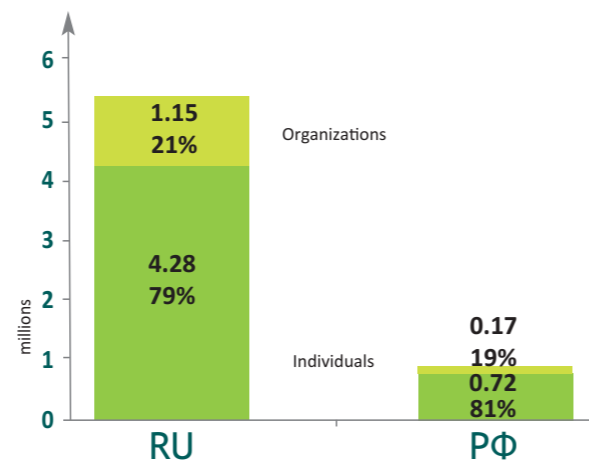
Domain names distribution by residents/nonresidents



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

Over the last five years, the number of non-residents in the .PФ domain increased from 3 percent at the end of 2010 to 6 percent in late 2016, which is attributable to the fact that till November 11, 2011 only Russian residents could register second-level domain names in .PФ during its first year of

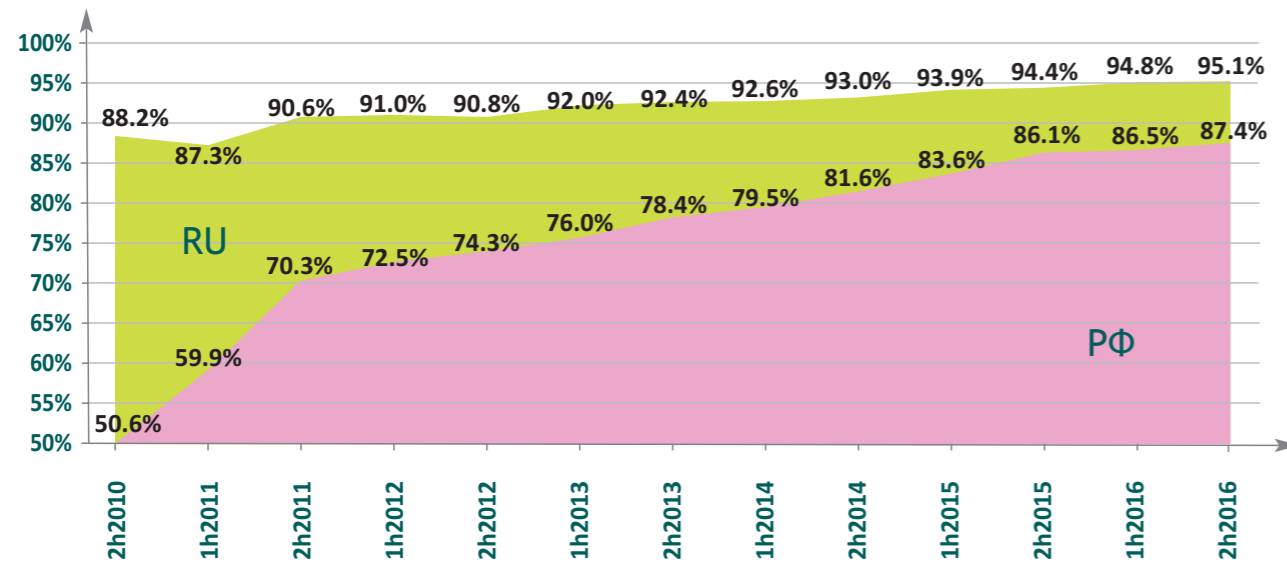
Domain names distribution by registrants



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

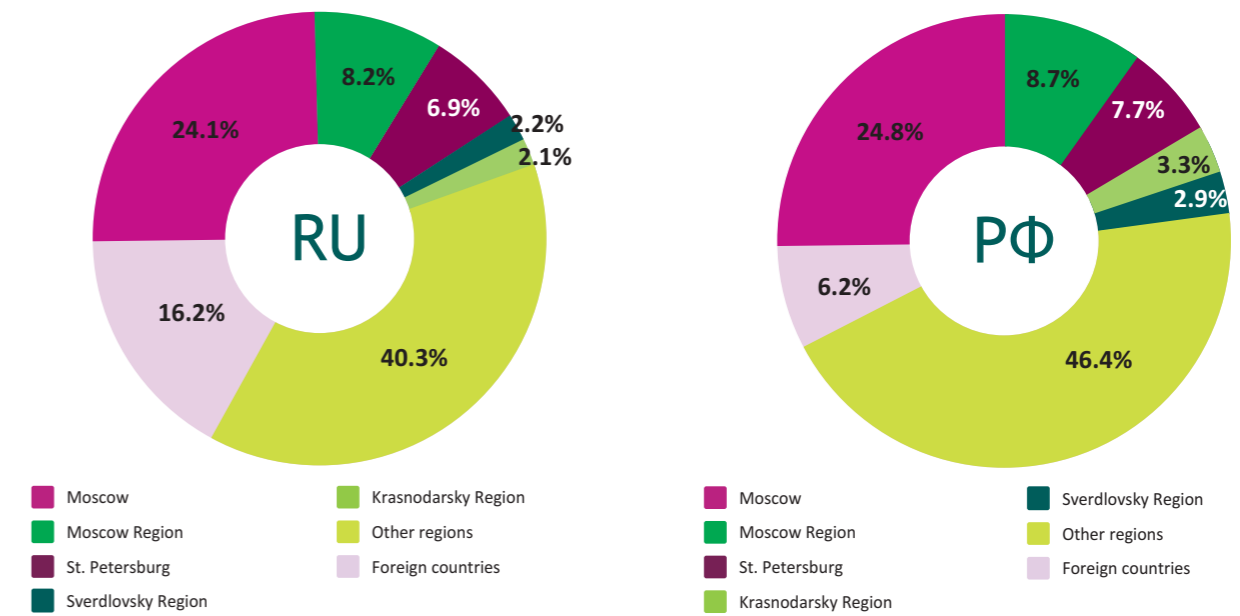
open registration. For .RU, the number of non-residents climbed from 12 percent in 2010 to 16 percent in 2016. The number of domain names delegated in Russia's country code domains is steadily rising. In 2016, this indicator added 1.3 percentage points in .PФ and 0.6 percentage points in .RU.

Growth, delegated domains in .RU vs .PФ



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

Geographical distribution of domain names

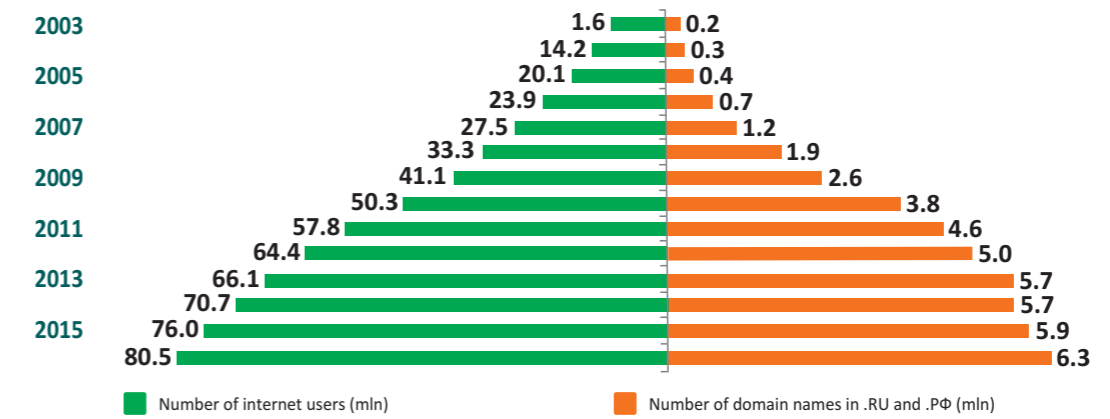


Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>, Public Opinion Foundation (<http://fom.ru>)

There are also interesting trends in the geographical breakdown of domain name registrations. As expected, Moscow leads the pack in both .RU and .PФ domains with 24.1 percent and 24.8 percent of domains, respectively (25.4 percent and 26.1 percent in 2015). This means that the other Russian regions are slowly but consistently strengthening their positions in the domain space as their internet audience expands. Moscow is followed by the Moscow Region, but the indicators there are three times lower than in Moscow. St. Petersburg

burg follows on the Moscow Region heels with 6.9 percent of .RU domain names and 7.7 percent of .PФ domain names (also slightly down compared to 2015). The top three are followed by the Krasnodarsky Region (2.2 percent for .RU and 3.3 percent in .PФ) and the Sverdlovsky Region (2.9 percent). All in all, nearly half of all domain names in Russia are registered in the top 5 regions: 43.7 percent (44.8 percent in 2015) of domain names are registered in .RU and 47.5 percent (49.1 percent in 2015) in .PФ.

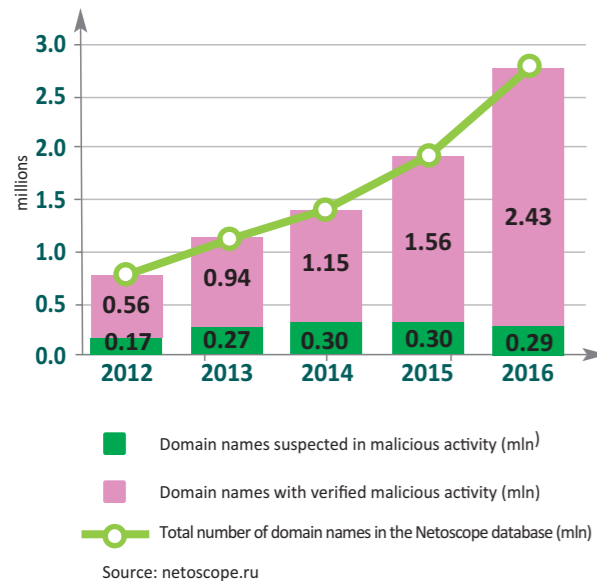
Internet users vs .RU and .PФ domain names



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

Security in the Russian domain space

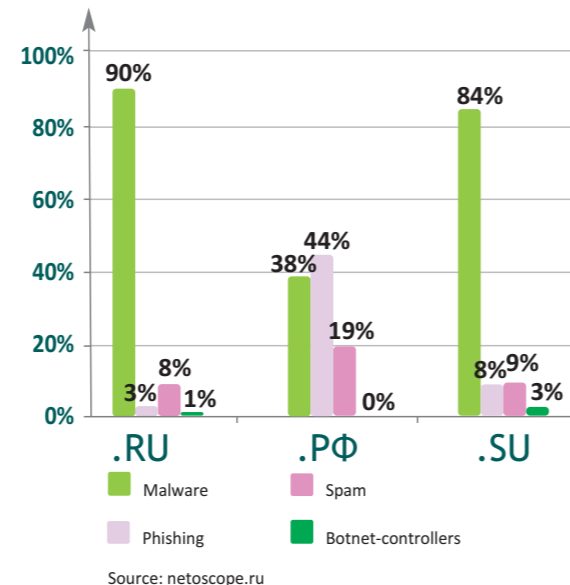
Growth of the Netoscope database



As of the end of December 2016, there were 2,726,303 domain names (second, third and lower level domains) in Netoscope database that were caught or suspected of being involved in undesirable activity at least once between November 2012 and December 2016.

Including malicious code into website is the most widespread violation (89.4 percent of bad domain names as of the end of December 2016). There were also several months in 2016 with peaking phishing activity, when the number of websites engaged in phishing attacks reached 25 percent. Research is being conducted on a continuous basis as part of the project. It turns out that malicious code is usually spread through a technology website, while phishing is mostly related to websites specializing in economics and business, and spam mostly comes from entertainment and pharmaceutical websites. In 2016, a mechanism for processing user reports on malicious websites was fully implemented. There are about 40 to 50 user reports of this kind per month, and each one of them is examined by a special unit of the Coordination Center for

Malicious domain names in .RU and .PФ by category (by the end of 2016)



TLD RU/PФ and either forwarded to the appropriate organization or to law enforcement agencies.

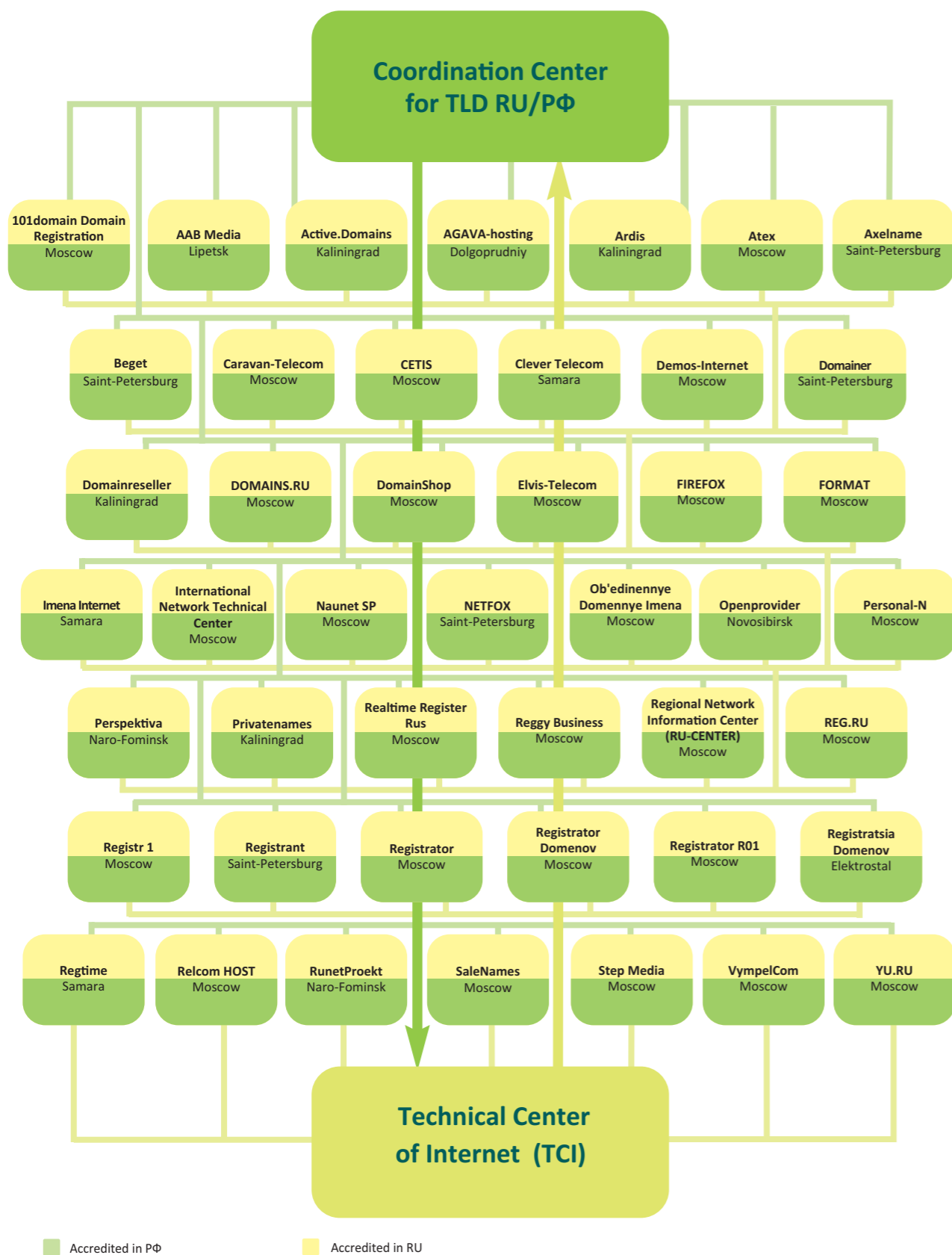
Several new research and technology partners joined Netoscope in 2016. In the spring, the Federal Service for Supervision of Communications, Information Technology and Mass Media (Roskomnadzor) joined the project by signing an agreement with the Coordination Center with a view to working together on studying the content, types and symptoms of illegal information on the web, developing ways to better prevent it from spreading online, creating a technology and IT platform for research and technical cooperation, modeling threats and developing common formats to share information about threats.

In July 2016, another company, BI.Zone LLC, joined the project. It focuses on countering phishing activity by identifying where malicious content comes from, and blocking its sources, thereby significantly reducing the number of cyber-crime incidents.

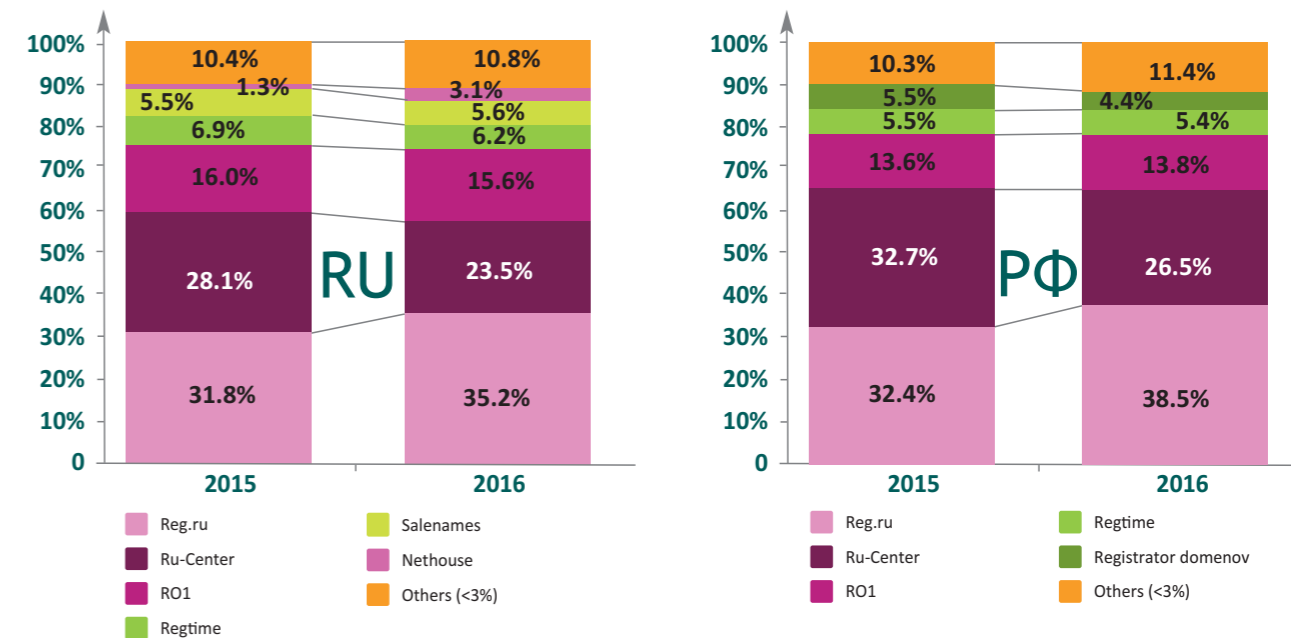
Russian domain name registrars



Structure of Russian ccTLD Registry



Russian domain name registrars in .RU and .PФ



Source: Coordination Center for TLD RU/PФ, <http://statdom.ru>

As of December 31, 2016 there were 45 registrars accredited in the .RU and .PФ. All of them provide service in both domains.

2016 set a record in the number of new registrars: 12 new registrars received accreditation, including AAB Media from Lipetsk, Active Domains and Domainreseller from Kaliningrad, Beget from St. Petersburg, Registratsiya Domenov from Elektrostal, Ateks, DOMENY.RU, Lavka Domenov, Mezhdunarodny Setevoy Tekhnichesky Tsent, Relcom HOST, FIREFOX, and Yu.RU from Moscow. As a result, more Russian regions now have registrars with the first one ever accredited in Lipetsk.

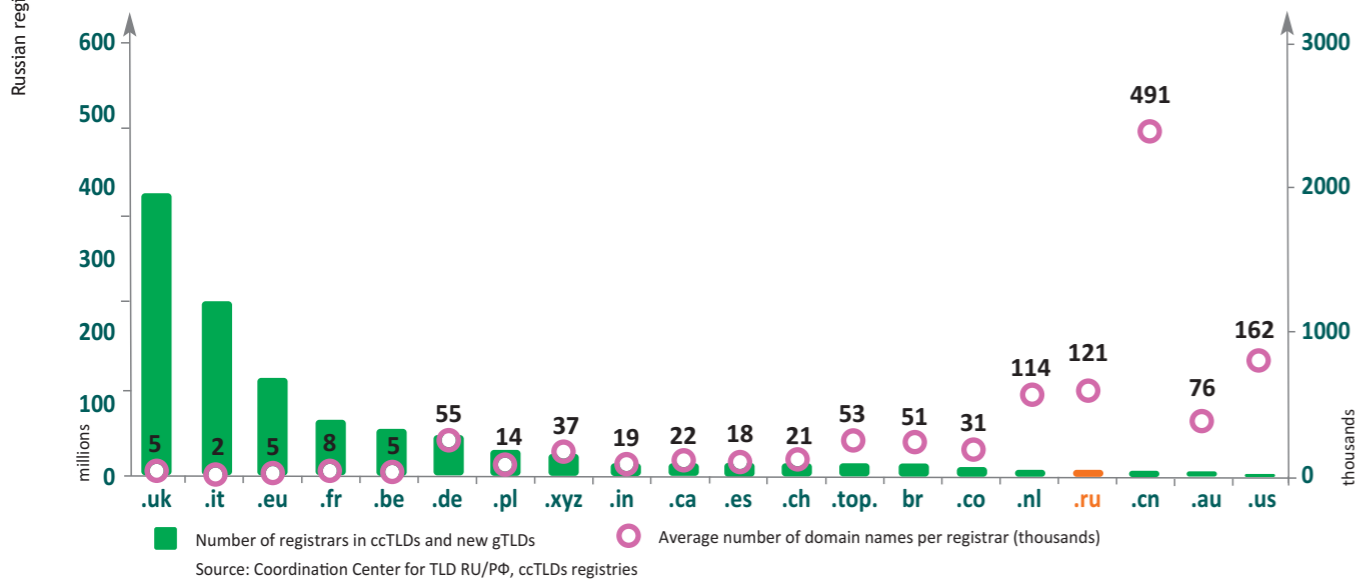
One registrar, RTKomm.RU, announced it would voluntarily refuse accreditation, which was cancelled on December 1, 2016.

As of the end of 2016, the five largest registrars serviced 86.1 percent of all domain names in .RU and 88.6 percent in .PФ. As compared with 2015, both .RU and .PФ show an increase in the number of smaller registrars of 2.2 and 1.1 percent, respectively. In addition, a small registrar, Registrant (Nethouse),

passed the 3 percent barrier in .PФ with 3.1 percent. The market appears to have seen a trend of many years return with the share of smaller registrars growing steadily by an average of 0.5 to 1 percent a year alongside an increase in accredited registrars. The trend was broken in 2015, which saw the “big five” consolidating a larger market share.

REG.RU remained the leader in the number of supported domains in .RU for the second year having increased its share by 3.4 percent to 35.2 percent. It leads the list in .PФ as well with 38.5 percent after surpassing last year’s champion RU-CENTER, which currently has 26.5 percent. RO1 is the third with a slightly reduced share of 15.6 percent in .RU and 13.8 percent in .PФ. However, RU-CENTER Group, which incorporates Ru-Center, RO1 and Reggi, is still the dominant force even though it now holds a combined 39.3 percent of the market in .RU against 47.8 percent in 2015 and 40.2 percent in .PФ against 46.3 percent in 2015. The results show that the market was redistributed between the largest registrars and that one company now holds fewer domain names.

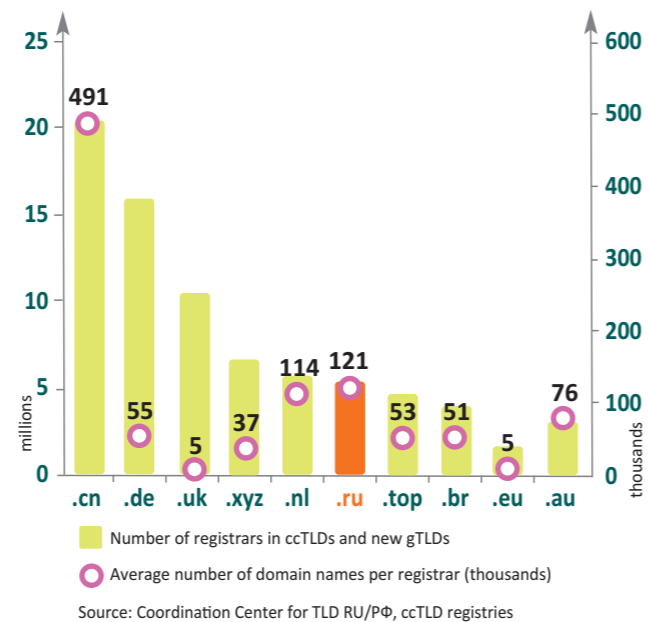
Domain names per registrar in Top-20 ccTLDs and new gTLDs



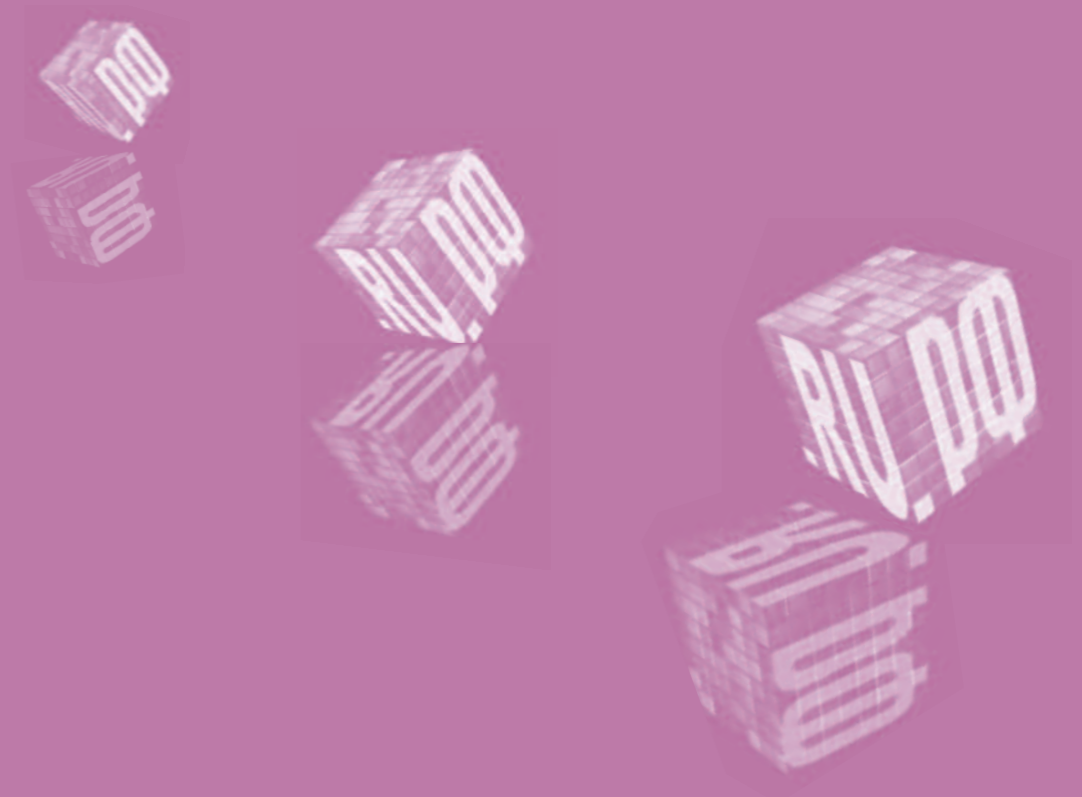
Almost all national domain name registries provide service through partner companies including registrars, authorised agencies, etc. A similar trend is seen in new gTLDs registrars, some of which can boast figures characteristic of the largest national domains. In .XYZ, an average registrar manages 37,000 domains, while the total number of registrars stands at 179. A total of 90 such companies are available in .TOP, each supporting 53,000 domains. As for Russia's .RU, in 2016 it lost the questionable distinction of having the largest number of domains per registrar. The addition of new accredited registrars means that they service on average 121,000 domains each, a decrease from last year's 168,000.

The domain-per-registrar leaders are China's .CN and America's .US with 491,000 and 162,000 respectively. In 2016, China show a fivefold increase in this number year-on-year. .DE also reported a small increase by one registrar, while the Netherlands's .NL surprised analysts by stopping just short of the top three with 114,000 domains per registrar.

Distribution of domain names by registrars in Top-10 ccTLDs and new gTLDs



Coordination Center's social and marketing programs



February 9, 2016



Cyber Security Forum 2016

The Cyber Security Forum 2016 brought together Russian and foreign experts, state officials, representatives of public organizations, criminalists and information security experts. The Coordination Center for TLD .RU/.РФ was the forum's partner. The Coordination Center, the Technical Center of Internet and the MSK-IX network of traffic exchange points signed Memorandum on the development of the Russian segment of the Internet network domain space.

April 7, 2016



RIGF 2016

The Russian Internet Governance Forum featured the signing of Memorandum of Russian domains registries on the development of the Runet address space. It was signed by the registries of the Russian top-level domains .RU and .РФ, .МОСКВА and .MOSCOW, .ТАТАР, .ДЕТИ, .SU and .РУС. The special award Virtuti Interneti was presented to Wolfgang Kleinwachter, professor at the University of Aarhus (Denmark) and many-time participant in the RIGF. In 2016, the forum gathered over 800 participants.

April 13-15, 2016



Russian Internet Forum + Internet & Business Conference 2016

The RIF+KIB featured the Domains 2.0 professional section prepared by the Coordination Center for TLD RU/РФ. The section was attended by heads of registrar companies, representatives of registries of new top-level domains and lawyers specializing in domain litigation. Participants in the section discussed pricing in the domain industry, changes in partner programs, new trends in the development of the domain space, and the possible upcoming repartition of the market.

September 7-9, 2016



TLDCON 2016

The 9th International Conference for ccTLD Registries and Registrars of CIS, Central and Eastern Europe (TLDCON 2016) took place in Tbilisi, Georgia. It brought together almost 150 experts from 22 countries. The conference focused on the development of IDN domains and adopted a letter to the world's mail services and social networks asking them to continue developing IDN support.

November 1-3, 2016



RIW 2016

The Coordination Center for TLD RU/РФ was the official partner of RIW 2016. The expo featured a booth of the Coordination Center with accredited domain registrars. The booth offered a quiz for school students, Study the Internet, Govern It!, whose participants received gifts from the Center. On the first day of RIW 2016, the Coordination Center held the traditional section on the Netoscope project.

Study the Internet, Govern It!

In 2016, all tasks and questions of the Study the Internet, Govern It! fifth national online championships were dedicated to internet security: protection from network security threats, data protection and safety on social networks. Prior to the championships, the Knowledge section on the official website was updated with a new themed block, Personal Data Protection/Personal Data, which is aimed at teaching schoolchildren to use their accounts safely and to observe confidentiality of their private life when using digital technologies. About 15,000 schoolchildren from all over the country took part in the 2016 championships; 10,000 participants fought for the first place in individual events, while the others formed 568 teams. The winners were awarded with certificates and valuable gifts.



Positive content



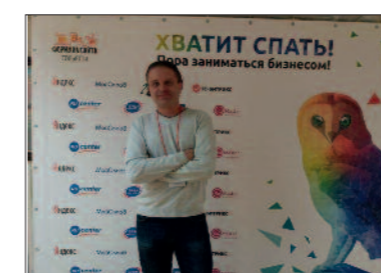
On November 22, the winners were announced for Positive Content 2016, the sixth national competition of internet projects for children and youth, as part of the national Runet Award. The competition was held by the Coordination Center for TLD RU/РФ together with the .ДЕТИ registry, the Foundation for Internet Development and the Regional Public Center of Internet Technologies. In 2016, awards were presented in eight main categories, four special and several regional categories. Over 1,200 online projects, including websites, video blogs, media resources, social network groups, and educational and game apps took part in the competition. Most applications were sent for the main category, The Best Website of an Educational and Cultural Agency (over 500 resources), followed by The Best Website for Children special category (over 150 resources).

DOT journalism

On November 2, RIW 2016 featured the award ceremony for the winners of DOT Journalism, the fourth national annual award for journalists who write about domains and other internet addressing systems. The competition is held by the Coordination Center for TLD RU/РФ together with the Russian Association for Electronic Communications (RAEC) to encourage journalists who cover events and trends in the contemporary domain industry. Another objective is to promote the domain issue among internet users. In 2016, about 40 journalists from Moscow and the Moscow Region, as well as from other Russian cities, took part in the competition. They submitted over 80 analytical articles, reviews, reports and news items. Among the participants were the largest federal media, specialized on online publications, and regional and foreign media.



Website Formula



In 2016, the Coordination Center for TLD RU/РФ took part in a series of seminars, Website Formula, for the first time. The Center speakers gave talks in 16 Russian cities from Kaliningrad to Khabarovsk. The Website Formula was organized by 1C-Bitrix with the support of the Coordination Center, Yandex, Mail.ru Group, VKontakte and others. Leaders and leading experts in IT and e-commerce delivered lectures during free seminars all across Russia. They shared their knowledge and experience, answered pressing questions and helped the audience develop online businesses and improve their performance. Coordination Center experts spoke about the responsibility of website owners and information intermediaries, as well as gave advice on what to do if a website gets blocked and how to work with domain names.