

# Russian Domain Space 2017: Outcomes and Development Prospects



## 2017 results in figures

**5.4** million domains in .RU

**0.9** million domains in .РФ

**6.5** million domains in Russia

**131.9** million domains in .COM

**332.4** million domains in the world

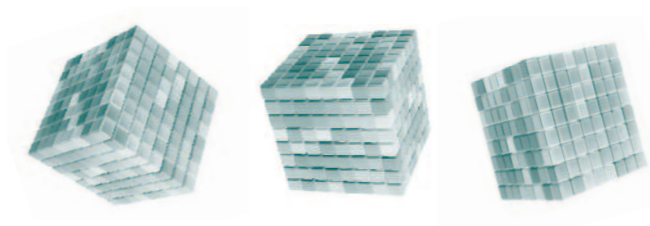
**23.8** million domains in new gTLDs

**1,226** new gTLDs delegated

**302** ccTLDs delegated (including IDNs)

**388** languages used on the internet

**54.9%** of the information on the internet is in English



# Contents

- 3** Russian domains in the global domain space
- 9** .RU and .РФ ccTLDs and the Internet growth in Russia
- 17** Russian domain name registrars
- 21** Coordination Center's social and marketing programs





Andrei Vorobyov  
Director of Coordination Center  
for TLD RU/PФ



Dear friends,

In 2017, we witnessed serious changes in the global domain space, and these changes have already started affecting top level domains, the system of internet governance that was established in recent years, and our attitude toward cybersecurity.

It was perhaps cybersecurity that became the most popular trend of the past year. We see new cyberthreats, which are successfully being dealt with, emerge almost every day. Under these circumstances, the Coordination Center's project Netoscope is becoming increasingly popular. New companies keep joining this project, and it keeps developing new tools for protecting the cybersecurity of internet users.

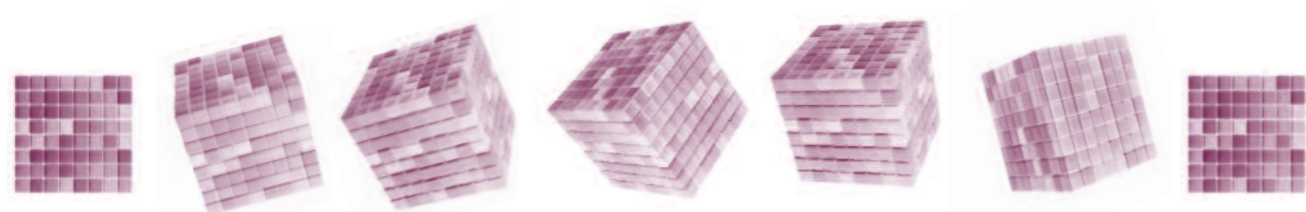
Another trend is a sharp decline in the growth of the global domain space, primarily due to domain names registered under the ICANN New gTLD Program. In 2017, after two years of rapid growth, this part of the market saw a significant decrease. Over the past year, the newly created domain zones lost a total of almost five million domain names. 2017 was tough for most national domain zones, too, as they experienced their lowest growth rates with a frequent negative

dynamic. And today ccTLD domains have to try their best to regain their growth rates.

At the same time, however, more companies today tend to publish information under their own branded domain name, which is why we paid special attention to the issue of protecting trademarks in domains in 2017. Together with the Online Patent company, we conducted research called Domain Names and Trademarks in Runet, where we studied the composition and correlation between multitudes of trademarks and domain names registered on the territory of Russia in the .RU and .PФ ccTLD domains.

All these events, as well as many others described in our ninth analytical report, Russian Domain Space 2017: Outcomes and Development Prospects, indicate changes in the attitude of users toward the internet. I hope that our audience will find the information about Russian ccTLD domains, the developments in the global domain space, and our social and marketing initiatives interesting, and that every member of the internet community will find something useful in our report.

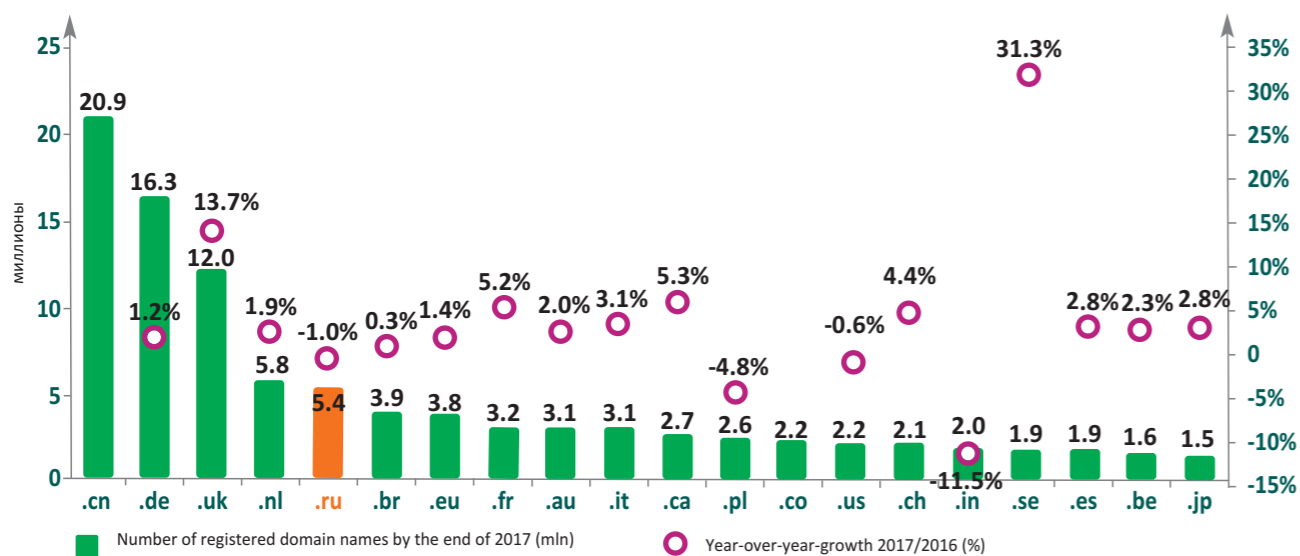
Yours sincerely,  
Andrei Vorobyov



## Russian domains in the global domain space



## Largest ccTLDs, by the end of 2017



Sources: Coordination Center for TLD RU/PФ, ccTLDs Registries, CENTR (centr.org)

The year 2017 was not very successful for the global domain space, which grew less than one percent. As of the end of 2017, there were 332.4 million registered domains in the world, which is only 0.9 percent more than in 2016.

This is undeniably modest growth compared to 2015-2016 levels (about 6.8 percent). The main reason for the drop-off is the poor results of the new generic top-level domains. The number of domain names registered decreased by almost 4 million, so the new domains' market share declined from 7.8 percent to 6.2.

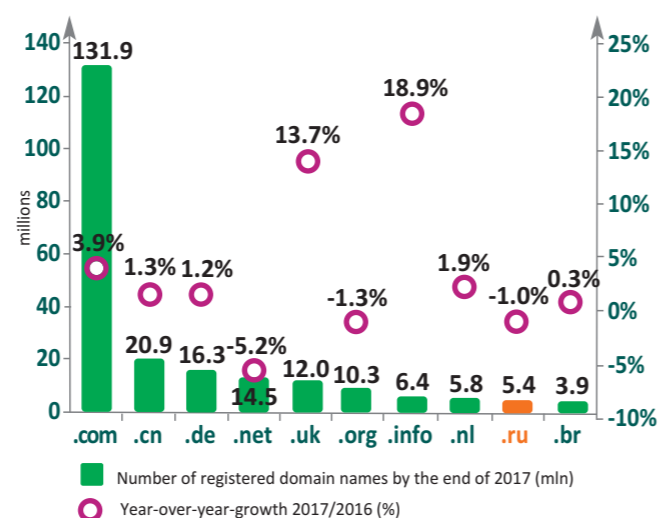
Verisign's .NET TLD has also decreased. Last year, registration numbers fell by 800,000 to 14.5 million, while .COM and country code TLDs were responsible for the bulk of growth, with .COM growing by 5 million registrations (131.9 million domains as of the end of 2017) and country code TLDs growing by 2.4 percent.

Despite of the drop-off in the second half of 2017 and the one percent total decline in domains compared with 2016, .RU domain remains the fifth largest country code TLD with 5,368,952 domains in 2017.

The largest relative growth among the largest ccTLDs was shown by Swedish (.SE) and British (.UK) domains: +31.3 and +13.7 percent. As a result, the .SE domain rose to 17th place from 20th.

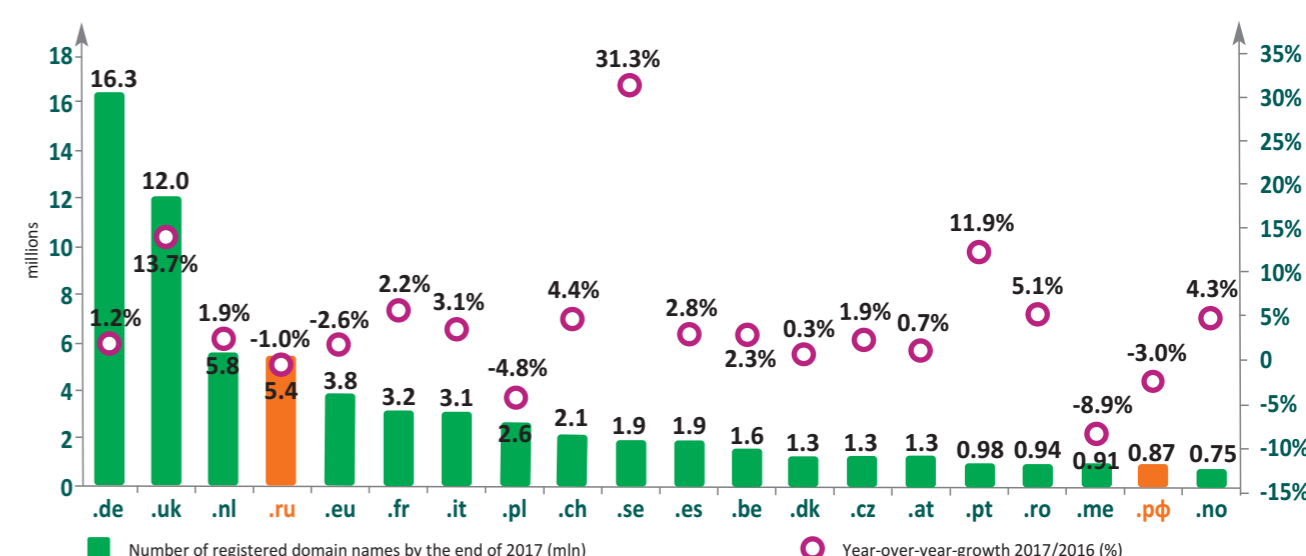
The Polish domain, .PL, is another 2017 "loser" with 4.8 percent down. The Indian domain (.IN) fell the most: -11.5 percent as of the end of 2017.

## Top 10 TLDs, by the end of 2017



Sources: Coordination Center for TLD RU/PФ, TLD registries

## Top 20 European ccTLDs, by the end of 2017



Sources: Coordination Center for TLD RU/PФ, ccTLDs Registries, CENTR (centr.org)

The general picture for country domains did not change much compared with 2016. For example, the Tokelau domain (.TK) still doesn't disclose information about the number of domains, so the majority of the largest TLD rankings do not include it.

Without .TK, the Chinese .CN remains the leader, with the caveat that the latest data on the number of domains were only made available in February 2017. Another growth leader, the US domain (.US) grew fast in 2016 but stopped publishing data in March 2017.

The highest growth occurred in the fall of 2016, and the fall of 2017 was going to prove whether .US had really become a popular domain or the spectacular growth reached in 2016 (+22.3 percent) was the result of large promotional activities.

The .XYZ domain was replaced by the Brazilian .BR domain in the top 10, with .RU remaining ninth due to the fact that .INFO also showed good results (+18.9 percent) and rose to seventh from ninth.

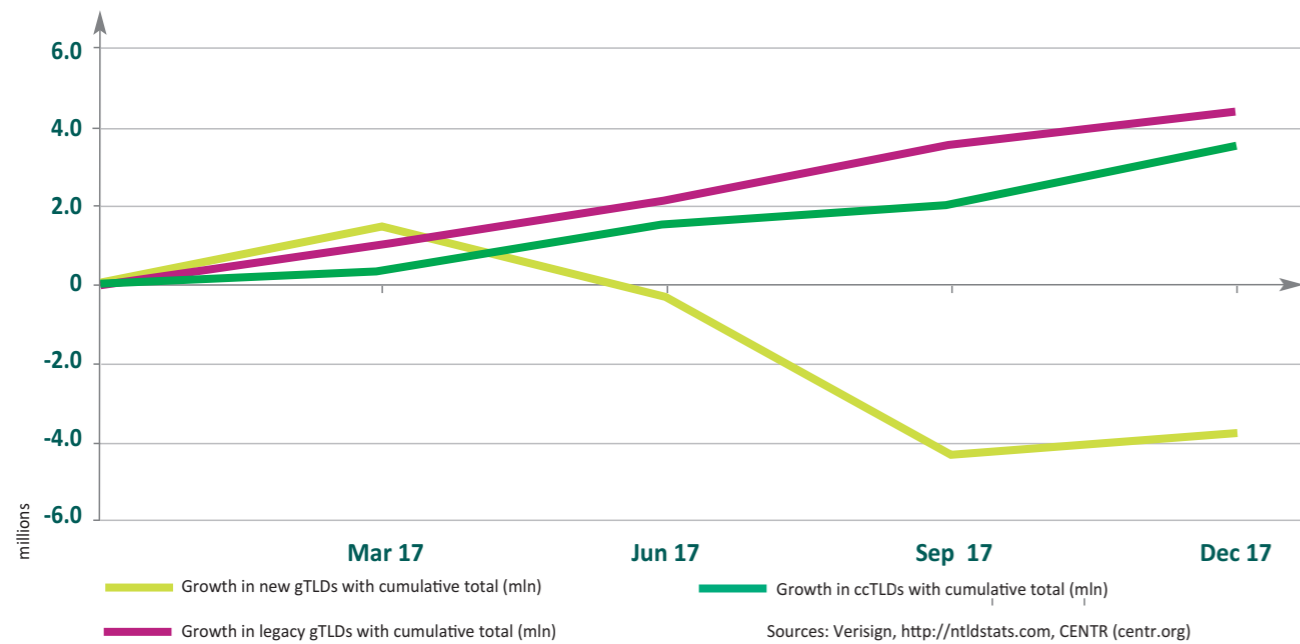
.RU remains fourth among the European domains, while .PF fell one spot to 19th due to strong growth by the Portuguese domain (.PT), which cracked the top 20 for the first time, reaching 16th place with 0.98 million domains and annual growth of 11.9 percent. The Montenegro domain (.ME) has dropped off most among the European ccTLDs, falling by 8.9 percent.

Almost 58 percent of all domain name registrations in Europe fall precisely on ccTLD domains. Another 39.5 percent are registered in "old" gTLDs, and only 2.7 percent are registered in New gTLD domains. The average percentage of renewal of registrations in ccTLD domains is estimated at 83 percent, according to the report.

The Netherlands has the highest domain penetration level, at 357 domain names per 1,000 residents and 1,000 internet users, followed by Switzerland, Germany and Austria. For .RU, the figure is 53 domain names per 1,000 internet users and 38 domain names per 1,000 residents.



## Growth in TLDs (by types)



Interest in new gTLDs also decreased in 2017, which affected the statistics. At the end of 2017, the number of active names among new gTLDs was less than 20 million (as of December 31). The peak (26 million) was recorded in March 2017, but has steadily declined since then.

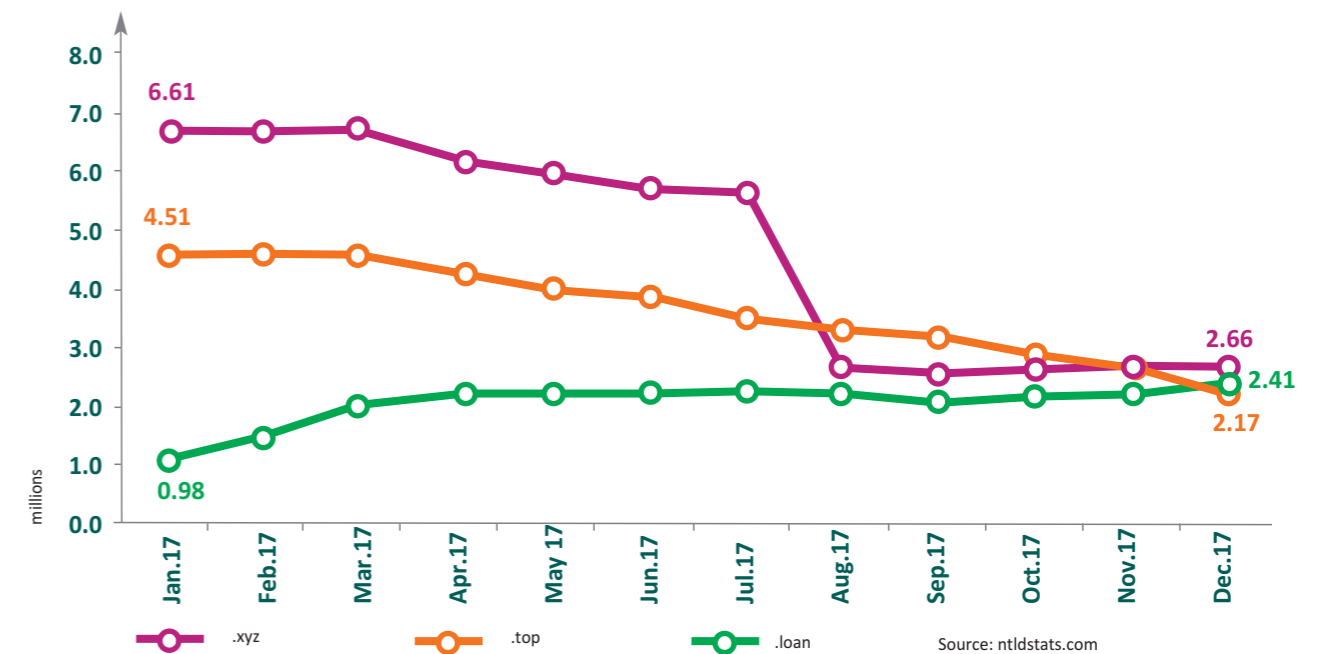
During the last three months of 2017, new gTLDs lost about half a million names. The .TOP, .XYZ and .KIWI domain zones lost the most. One of the reasons for this is that a number of new domains, .XYZ above all, sold registration at a very low price, which attracted new registrants who decided not to renew their registration later. It is noteworthy that the data are based on the information from domains whose zone files only include domains associated with active DNS servers, so the total number of names registered in the new gTLDs can be higher than 20 million.

If we count both active and inactive domains, the number of domain names in the new TLDs is 23.8 million as of the end of 2017. The number decreased 4 million, or 14 percent, during the year. The largest fall was recorded in the middle of the year: new domains lost almost 6 million names between April and September 2017. Another reason for this sharp decline in growth rates is the drop-off on the Chinese market. The loss for .XYZ and .TOP was 61 and 55 percent accordingly.

However, there also are positive results. For example, a number of new TLDs showed significant growth, including the .PVC internationalized domain, which grew 62 percent. The domain .LOAN, which was the second largest new gTLD at the end of 2017, grew 2.7 times (1.5 million names). As seen in the graphic on competition among the three largest new TLDs, they ended the year with similar results, and the difference, which was millions of names at the beginning of 2017, was only several tens of thousands at the end.

Domain .XYZ that lost over 60% of its names is the main contributor to the decline. It seems that the reason for this drop was that the registry gave away names for free or charged very low fees for them (about \$0.15). This led to a situation when many registrants acquired domain names that they didn't need or didn't know what to do with them. As a result, the majority of such registrations were simply not renewed. This version is confirmed by the fact that almost 56% of all names registered in new gTLD domains have no DNS records, which means that they are not being used. Other new gTLDs that showed a serious decrease in numbers were .TOP (minus 2,486,830 registrations), .WANG (minus 357,136), .WIN (minus 224,173) and .BID (minus 138,558). However, there is some positive news as well. Some new domains demonstrated significant growth in 2017. Primarily, .LOAN domain – it in-

## Number of domain names in top 3 new gTLDs (by types)



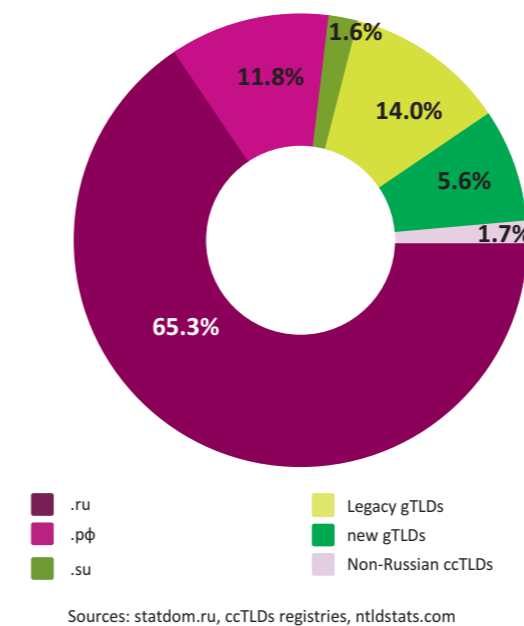
creased by 1,521,887 registrations in a year, and in the beginning of 2018 became the leader by the number of registered names in the new gTLDs having bypassed .XYZ. Domains .SHOP (+402,797 registrations), .CLUB (+298,238) and .ON-LINE (+205,001) also demonstrated positive dynamics. Never-

theless, the general situation is not very optimistic for now: out of 1224 new gTLDs only 15% can boast that they have over 10 thousand registered names.

The popularity of registering new TLDs has not changed much among users in various countries. As in 2016, China is the clear leader with 43.3 percent of domain names registered in new TLDs, followed by the US (10.7 percent). About 22.6 percent of all names in the new TLDs have been registered with personal data protection, so it is impossible to know where the registrants come from. The number of these anonymous domain names fell by almost five percent compared with 2016.

In Russia, interest in new gTLDs fell significantly: only 1.5 percent of all domain names in the new gTLDs were registered by Russian users, with .XYZ being the most popular domain (40,900 names, or 0.6 percent of the Russian market). The share of generic TLDs and foreign ccTLDs available for registration from Russia is 21.4 percent. The most popular domain among Russians remains .COM (709,500 names, or 10.3 percent of the Russian market), which matches the global trend: .COM has been the largest TLD in the world for many years. Foreign ccTLDs are not so popular in Russia, accounting for only 1.7 percent.

## TLD breakdown in Russia (by the end of 2017)

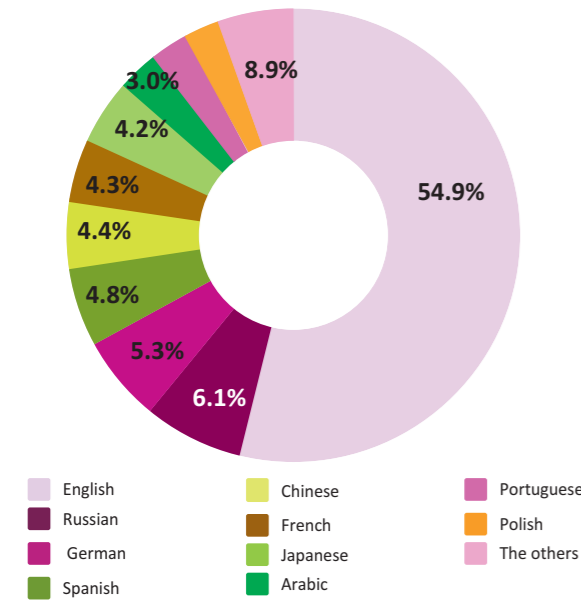


## Top-level IDNs and their global distribution

The top 10 largest national IDNs didn't change much from 2016. .PYC moved to fifth, while two Chinese domains were replaced by the new Chinese IDN, .手机, and the Belarusian .БЕЛ.

The latter did not show any growth in 2017, but the year 2017 was not very successful for the entire domain space.

## Top 10 languages in the Internet (2017)



Source: United Nations (UN)

Internationalized TLDs comprise only three percent of all domains registered in the world. In addition, 90 percent of all internationalized TLDs are written in three alphabets only: Latin, Cyrillic, and Han (Chinese). Arabic and Devanagari (Hindi) go virtually unrepresented, even though these languages are among top 10 most widely spoken languages on the Earth.

Only 388 languages of 7,776, or five percent, are represented on the global net. English remains the most popular language on the internet: almost 985 million people use it, with 54.9 percent of all text on the internet written in it. Almost 110 million people use Russian, which holds second place for the volume of text written in Russian: 6.1 percent. The two leaders are followed by German with 5.3 percent, Spanish – 4.8; Chinese – 4.4; French – 4.3; Japanese – 4.2; Arabic – 3; Portuguese – 2.3; Polish – 1.8; Italian – 1.5; Turkish – 1.4; Dutch – 1.1 and Farsi – one percent.

## Countries with IDN ccTLDs



Source: ICANN

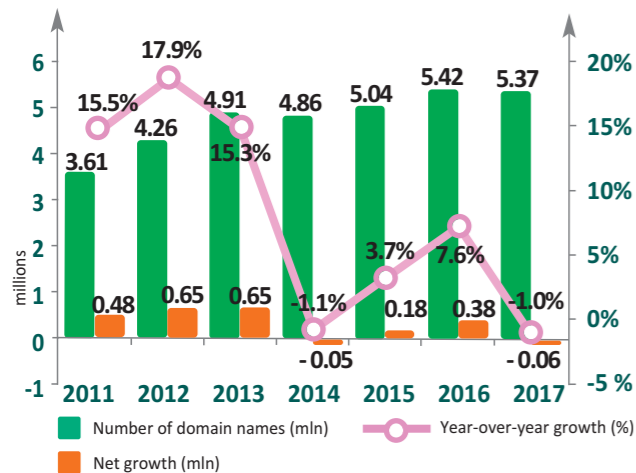
.RU and .РФ ccTLDs and the Internet growth in Russia



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

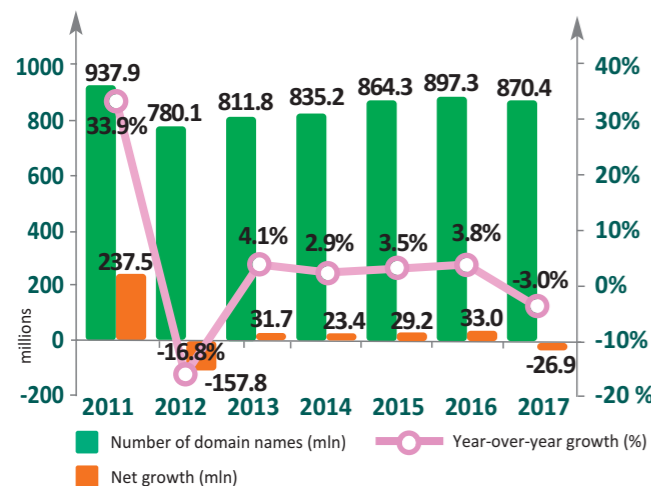
As of the end of 2017, the number of registered domain names in .RU ccTLD was 5,368,952 which is 55,967 names, or 1 percent less than in 2016. However, .RU remains ninth

### .RU stats



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

### .PФ stats



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

among all domains in the world, both ccTLDs and gTLDs, as well as the fifth largest country code TLD after Chinese .CN, German .DE, British .UK and Dutch .NL.

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.

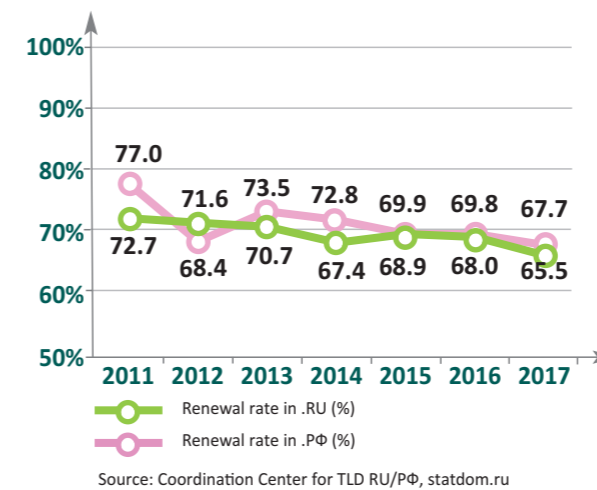
From 1994 to 2007, the number of second-level domain name registrations within .RU domain went from zero to one million. It took another two years to double this figure. By June 24, 2008 there were already 1.5 million domain names, and on March 22, 2009 it was already two million. In September 2010,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

There were 870,403 domain names in .PФ at the end of 2017. This is 19th among European ccTLDs. In 2017, the number of domain names in .PФ fell 26,921, or 3 percent.

This trend was caused by an increase in service prices for accredited registrars. Since July 2017, the cost of registration, renewal and transfer of .RU and .PФ domain names has grown from 70 rubles to 120 rubles, excluding VAT.

The increase has come as no surprise to most people who are involved in this market: there has been much talk about the need to raise prices since 2012. The cost of registration or renewal .RU domain names has not changed since 2007, i.e. for almost 10 years. In 2011, the cost of .PФ domain name registration and renewal was set at the same level as that of .RU domains.

## Renewal rate in .RU and .PФ



The decision to raise the cost was motivated by the increasing demand for stability and reliability in the engineering infrastructure of the address space in the Russian internet segment, and the need to allocate additional funds for its development.

A survey on the elasticity of demand, carried out in late 2016 - early 2017, indicated that the price elasticity of the market was low and that there would not be any serious decrease in the number of registered domain names. However, some experts believed that the market could decline by 15-20 percent.

Many national domains have the experience of raising prices for registrars. For example, in 2015-2016, several large national European domains raised retail prices and this did not lead to a market decrease, and in some cases, on the contrary, had a positive effect, increasing the number of renewals.

A rise in the cost of domain registration, according to many experts, helps to improve the quality of the domain zone and

to eliminate "faulty" domain names which are used in spreading malware and phishing.

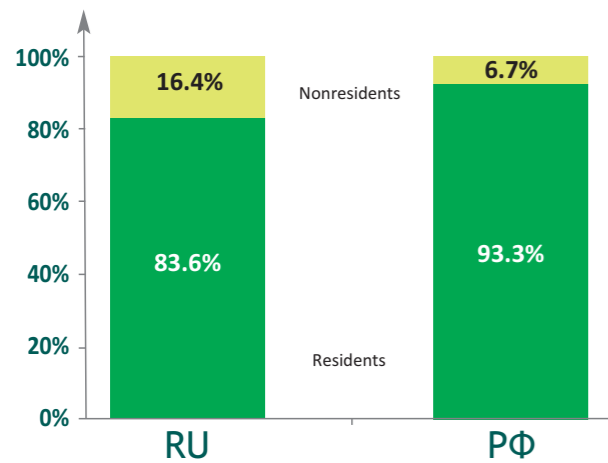
In all, the total decline in the .RU and .PФ market was 1.3 percent, which cannot be called substantial. It's worth recalling that in 2014, the number of second-level .RU domain names dropped by 1 percent, but this was followed by steady growth in 2015.

In total, 1,748,269 new .RU domain names were registered in 2017, while 247,694 new .PФ domain names were registered during the same year. All domain names are distributed between 2,052,331 registrants, serviced by 46 accredited registrars.

The distribution of domains between individuals and legal entities in .RU and .PФ has not changed much in recent years: individuals have registered 78 percent of domain names in .RU (81 percent in .PФ) and legal entities, 22 percent (19 percent in .PФ)

On average, one registrant accounts for 2.6 domain names in .RU and 2.3 domain names in .PФ (in 2016, the figures were 2.8 domain names in .RU and 2.4 domain names in .PФ). The distribution of domain names among registrants has remained almost unchanged for a few years, and the share of domain names owned by the so-called domain investors has not changed. Speaking about the distribution of Russian ccTLDs in the world, .RU is popular with users from other countries as well: according to Statdom.ru, registrations for .RU are located in over 200 countries. Foreign registrants registered a little over 16 percent of all domains in .RU, which was 878,530 names as of December 31, 2017. This share has remained the same for many years.

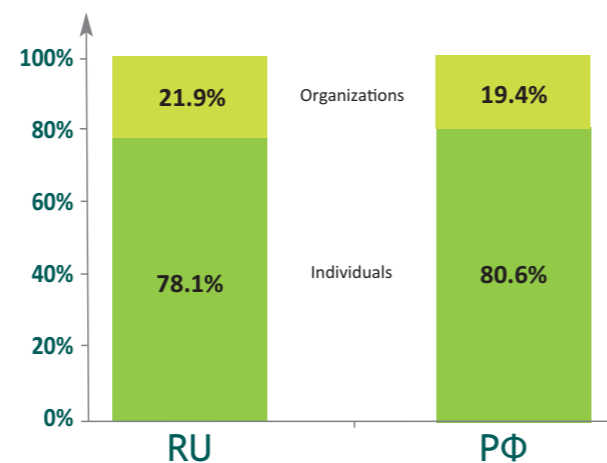
### Domain names distribution by residents/nonresidents



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

In .PФ, the share of foreign registrants is almost 7 percent, or 58,493 domains. Since registration opened in .PФ seven years ago, the share has grown from 2.7 to 7 percent and continues growing. Until November 11, 2011, .PФ had a restriction that only Russian citizens were allowed to register second-level domains in .PФ for a year after registration opened. The growing share of foreign registrants shows that users all across the globe are getting used to internationalized domains and starting to use them more frequently. The num-

### Domain names distribution by registrants

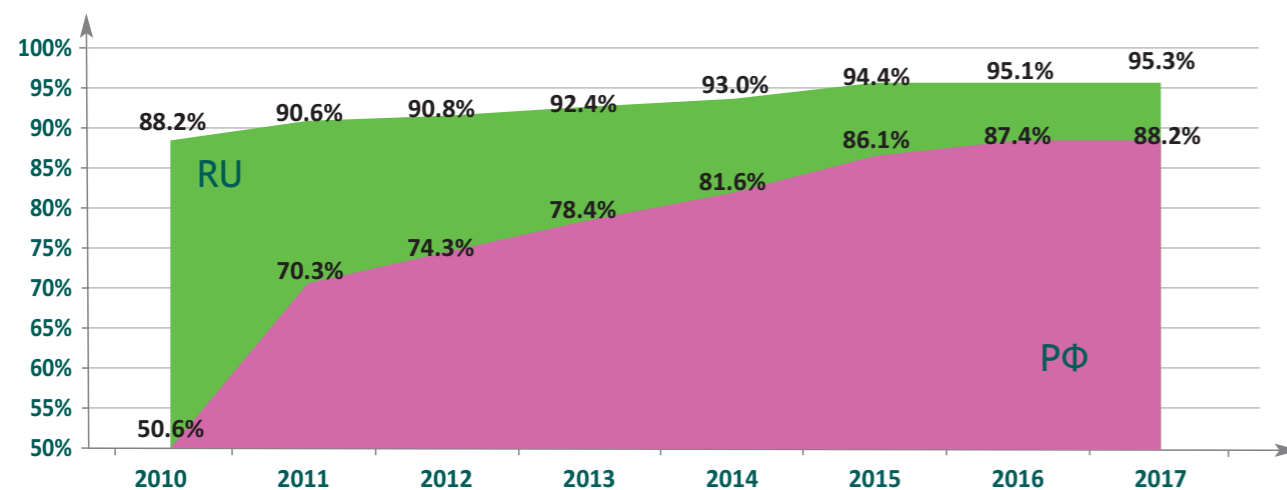


Source: Coordination Center for TLD RU/PФ, statdom.ru

ber of delegated domains in Russian ccTLDs is also growing: 0.8 percent for .PФ and 0.2 percent for .RU in 2017, which is comparable to 2016.

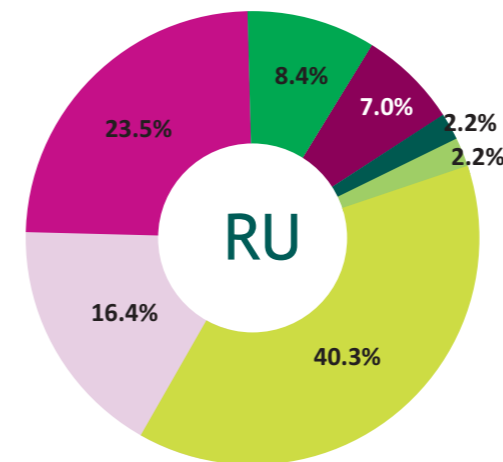
The distribution among Russian regions is also striking. Moscow, of course, remains the clear leader with 23.5 percent of .RU domains and 24.1 percent in .PФ. Moscow is followed by the Moscow Region, where the share is three times less. St. Petersburg trails it with 7 percent of .RU domains and

### Delegated domain names growth in .RU and .PФ



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

### Geographical distribution of domain names in .RU and .PФ

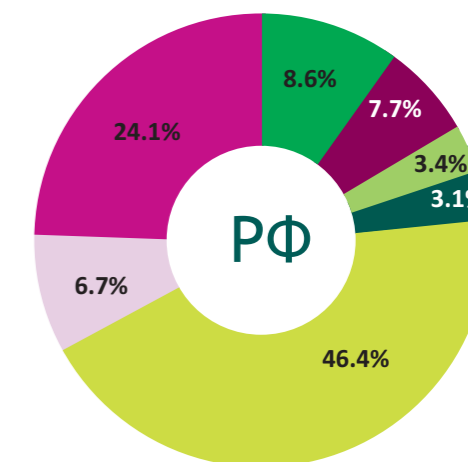


Source: Coordination Center for TLD RU/PФ, statdom.ru

7.7 percent in .PФ, followed by the Krasnodar Territory (2.2 percent in .RU and 3.4 percent in .PФ) and the Ural region with 2.2. in .RU and 3.1 in .PФ domains registered in the Sverdlovsk Region.

Overall, the top five regions registered about a half of all domains in Russia: 43.3 percent in .RU and 46.9 percent in .PФ. Coordination Center for TLD .RU/.PФ together with Online Patent conducted the first ever research "Domain Names and Trademarks in Runet" on the correlation between domain names in country code TLDs .RU and .PФ and trademarks registered in Russia.

At the moment, there are over 6.3 million names registered in Russian country-code domains (ccTLDs) .RU and .PФ, which puts them on the 8th position in the general ranking of top-level domains. At the same time, according to the national procedure, almost 634 thousand trademarks have been registered in Russia; this is 13th place in the world. The average annual growth for domains and trademarks is over 5% and



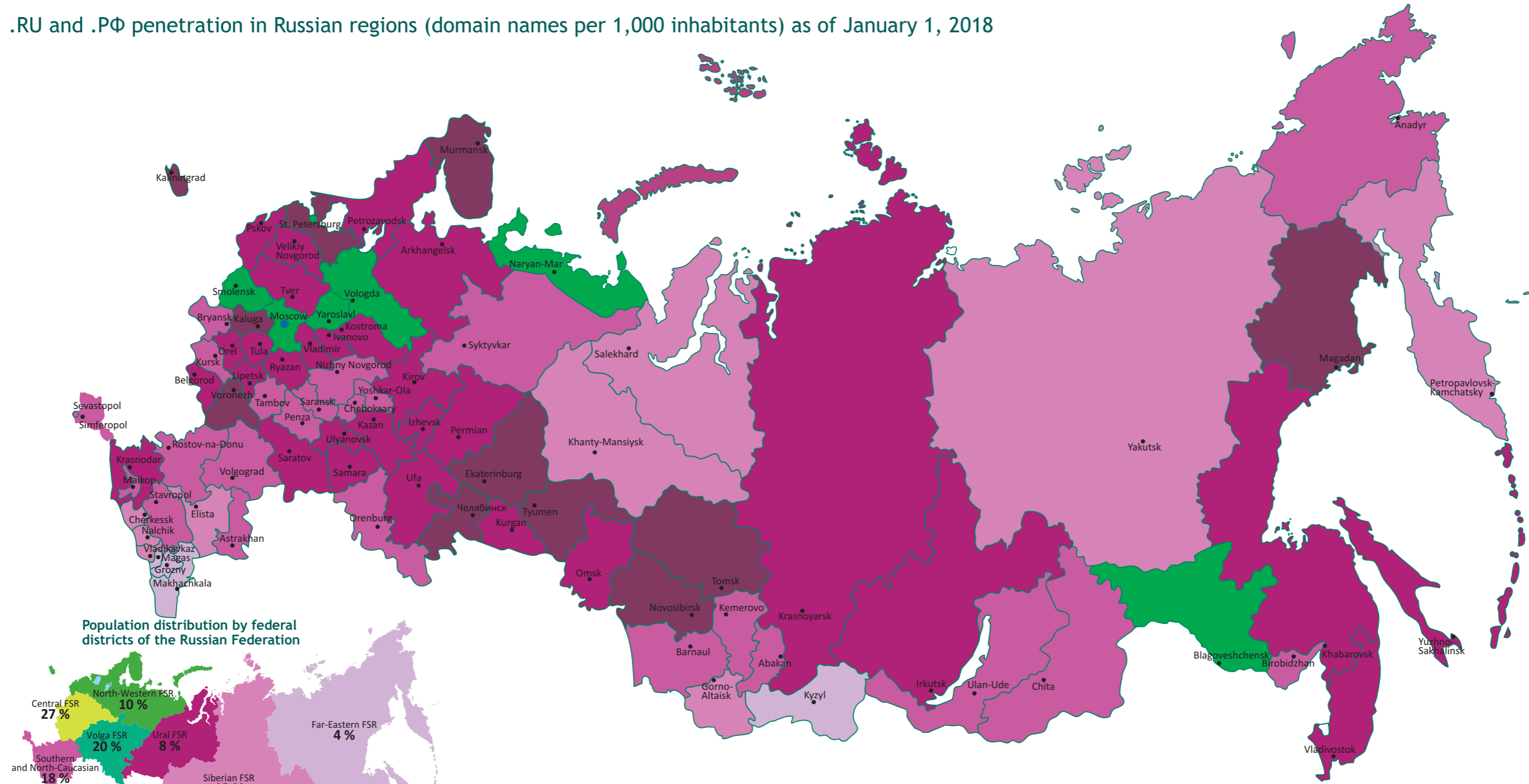
Source: Coordination Center for TLD RU/PФ, statdom.ru

8% respectively. The research has shown that only 1.2% of domains are protected under trademarks, which may entail a number of dangers for the rest of the TM owners. If the trademark was registered after the domain name, it might be an attempt of an unfair "recapture". If the trademark was registered before the domain name, the claim will be absolutely legitimate. If the entrepreneur has both – a registered domain name and a trademark – they will avoid some of the listed problems.

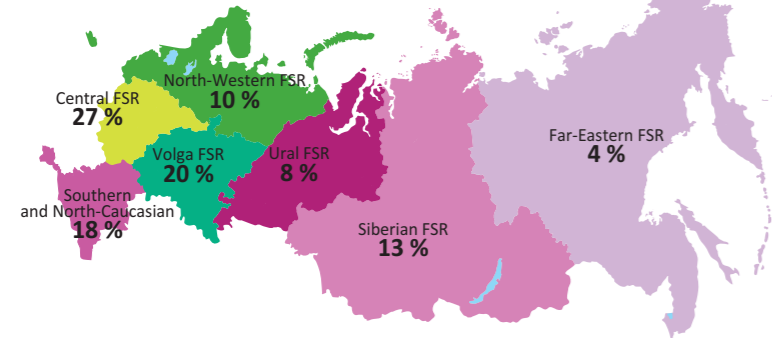
The domain, as it should be, serves to address the website on the Internet, while the trademark confers the right of the businessman to the set of symbols that form the domain name. However, this mechanism of protection is available only for legal entities and sole proprietors, while 84% of domain name registrants in .RU and .PФ are individuals. In the legal entities sector only 21 thousand domain names are protected with a trademark and in 75% of the cases the registrant of the domain and the owner of the trademark are different. Each discrepancy like this is a potential litigation, in which the trademark owner usually has a stronger position than the domain registrant.



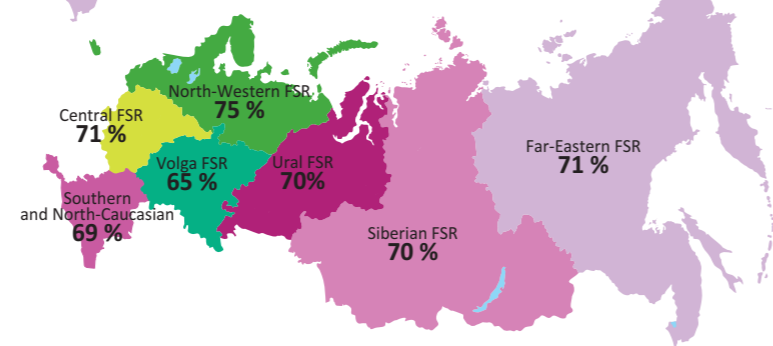
## .RU and .PФ penetration in Russian regions (domain names per 1,000 inhabitants) as of January 1, 2018



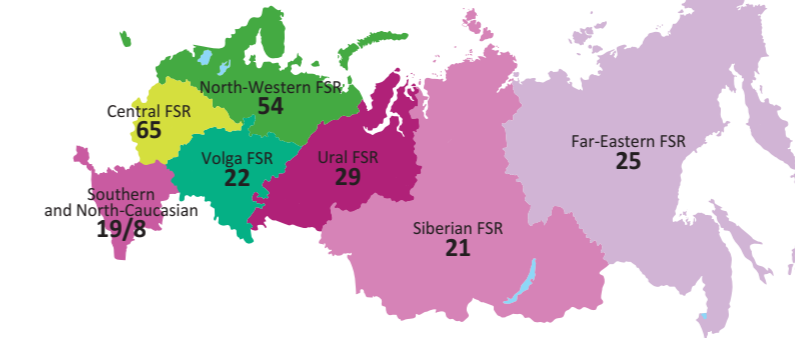
Population distribution by federal districts of the Russian Federation



Internet penetration by federal districts of the Russian Federation



.RU and .PФ penetration in Russian federal districts (domain names per 1,000 inhabitants)



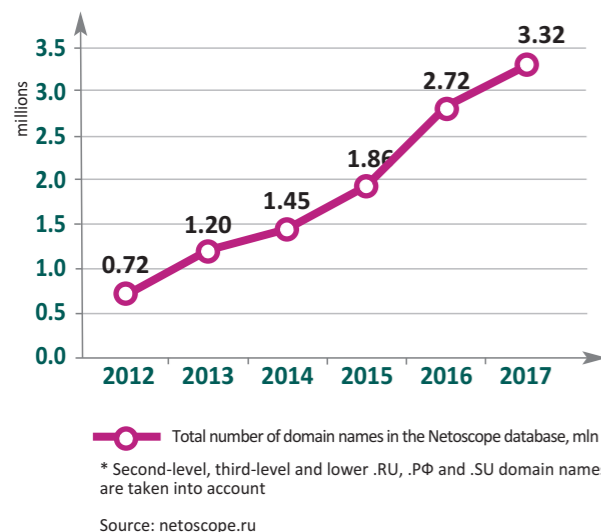
- >100 domain names per 1,000 inhabitants
- 50-100 domain names per 1,000 inhabitants
- 30-50 domain names per 1,000 inhabitants
- 20-30 domain names per 1,000 inhabitants
- 10-20 domain names per 1,000 inhabitants
- 5-10 domain names per 1,000 inhabitants
- 1-5 domain names per 1,000 inhabitants

Sources: Russian Federal State Statistics Service, Public Opinion Foundation (fom.ru), Coordination Center for TLD RU/PФ, statdom.ru



## Security in the Russian domain space

### Total number of domain names in Netoscope database\*



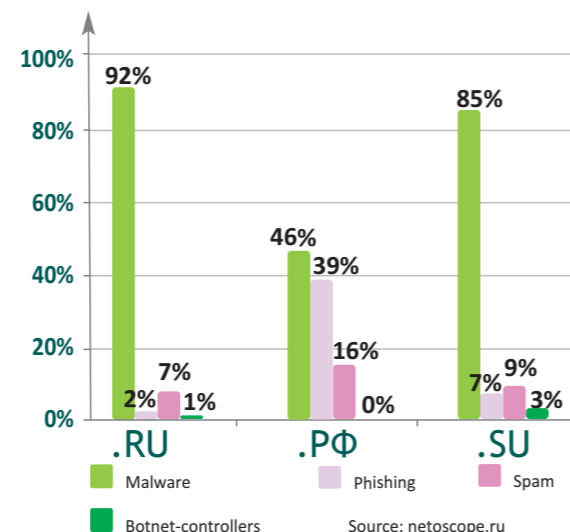
In 2017, four new members joined the Netoscope project: SURFnet, iThreat Cyber Group Inc., SkyDNS and the MasterCard Members' Association. Two of these are foreign companies, which means that Netoscope has reached the international level.

As of December 31, 2017, there were 3,317,798 domains in the Netoscope base, including 1,076,874 second-level domains: 204,914 domains described as "malign" still exist, with 9,914 confirmed malign. In December 2017, the balance between existing and non-existing domains changed drastically because SkyDNS added to the project base malign domains that had not been registered but were already in use. This was a new approach for the Netoscope project.

According to MSK-IX, today about 20 billion queries are recorded each day from unregistered domains. Recently, DNS system has often been attacked from unregistered domains generated by domain generation algorithms (DGA) used for spreading botnets.

Currently the Coordination Center works with eight competent organizations: the Safe Internet League, Group-IB, Kaspersky Lab, RU-CERT, ROCIT (Regional Public Center of In-

### Malicious domain names by category (by the end of 2017)



ternet Technology), the Federal Service of Supervision of Communications, Information Technology and Mass Media (Roskomnadzor), BIZon and the Bank of Russia. Any user can report malign use of a domain via their hotlines, and they will take measures immediately.

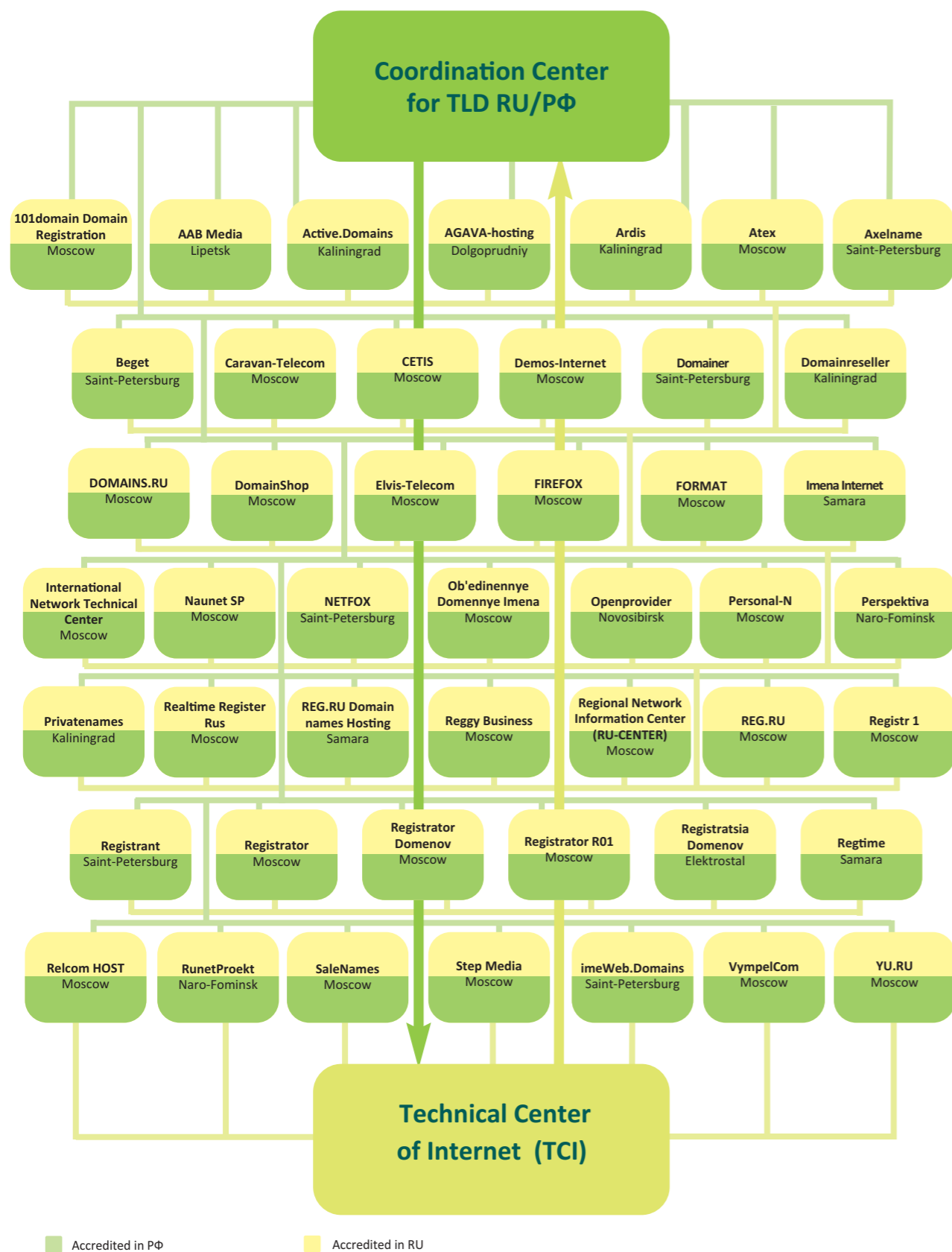
The number of requests the organizations submit to registrars has a steady growth every year. After the requests are processed, the delegation of most domains (over 93 percent) is cancelled. Domains can also be blocked by hosting providers (less than one percent). Sometimes users eliminate the mistakes that can result in blocking (both before the delegation is cancelled, and afterward which includes restoring it later). In total, users eliminate such mistakes in six percent of cases.

One of the main trends of 2017 was illegal use of domains that haven't even been registered. Malware that infects users' computers contains automatically generated domain names, the details of which are not in the registry yet. Requests for these domain names create a semblance of a DDoS attack on the DNS system – a large number of responses about a non-existent domain lead to heavy loads on servers. In the future, these domain names could be registered and used to manage a botnet and update malware.

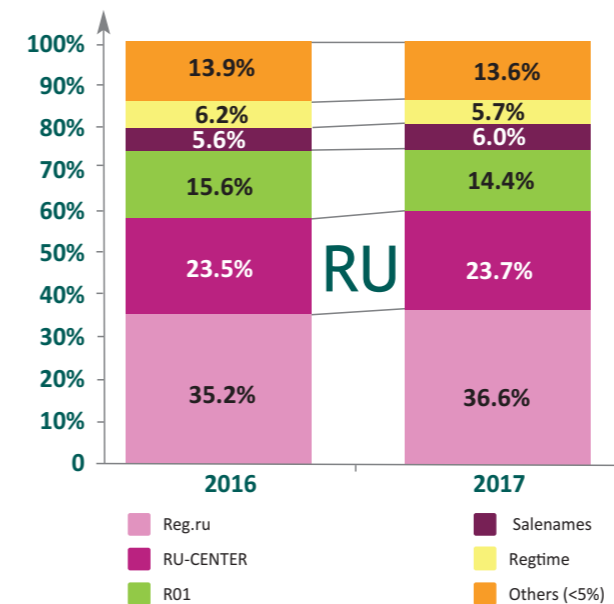
## Russian domain name registrars



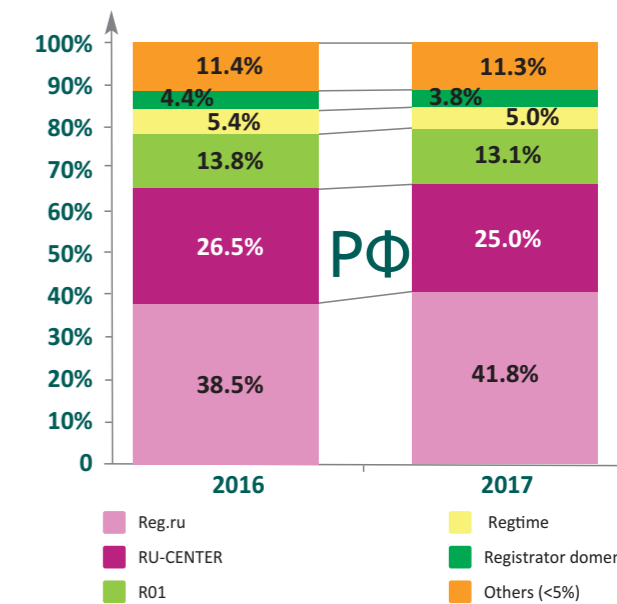
## Structure of Russian ccTLD Registry



## Russian domain name registrars in .RU and .PФ (by the end of 2017)



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

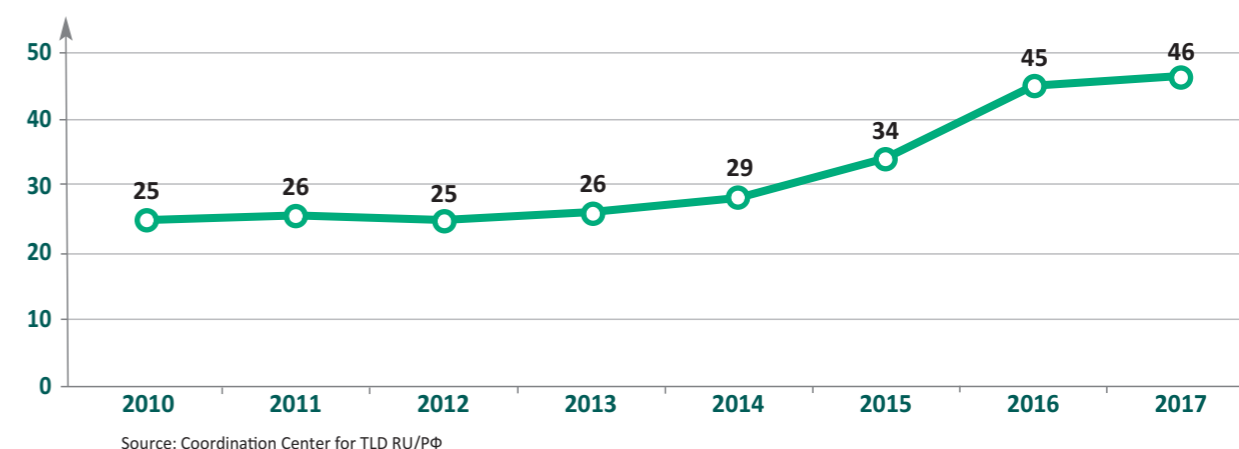


Source: Coordination Center for TLD RU/PФ, statdom.ru

As of December 31, 2017, there were 46 accredited registrars in .RU and .PФ, with all providing service in both Russian TLDs. In 2017, one new registrar started working in .RU and .PФ, TimeWeb .Domains, based in St. Petersburg. As of the end of 2017, 86.4 percent of all registered domains in .RU were held by the top five registrars, compared to 88.7 percent in .PФ. The

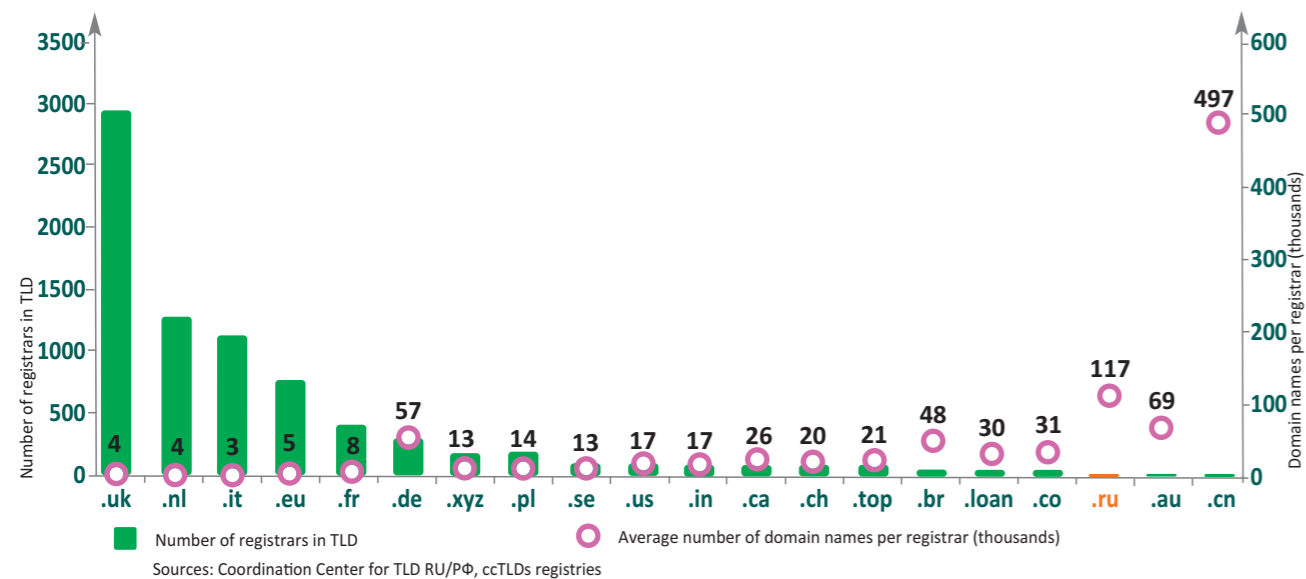
share of small registrars fell by 0.3 percent points for .RU and 0.1 percent points for .PФ compared to 2016. REG .RU has the most domains in .RU for the third year in the row (36.62 percent); its share grew 1.4 percent points last year. REG.RU is also the leading registrar in .PФ, with 41.8 percent; this share grew 3.3 percent points in 2017.

## Number of accredited registrars



Source: Coordination Center for TLD RU/PФ

## Domain names per registrar in the TOP-20 of ccTLDs and new gTLDs (2017)



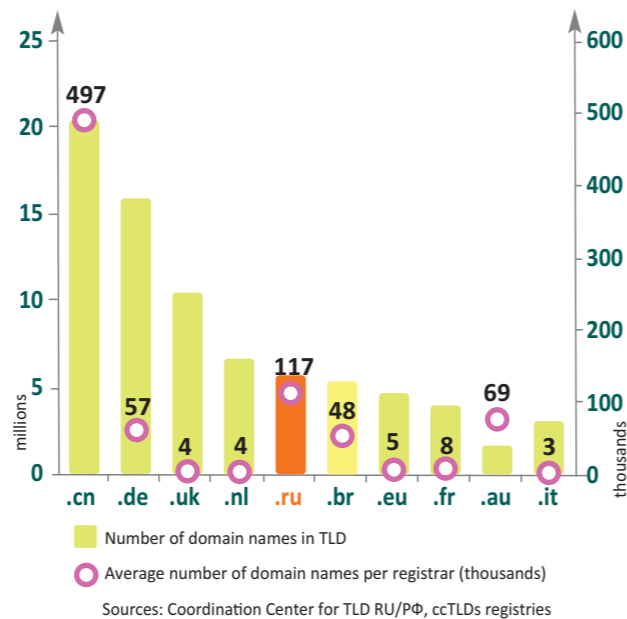
Most of the largest ccTLD registries register domain names through their partner companies (registrars, authorized agencies, etc.). The same trend is common to the new gTLDs, some of which have already caught up with the largest ccTLD domains. For example, in the .XYZ domain, one registrar serves 13,000 domain names while there is a total of 193 registrars offering registration services in this new top-level domain. The average number of domain names per registrar in .XYZ has gone down by 49%, which is due to significant drop-off from .XYZ and limited growth in the number of accredited registrars (8%). There are 101 registrars in the .TOP domain, with around 21,000 domain names per registrar. The third largest new gTLD is served by 81 accredited registrars, each accounting for 30,000 domain names.

The Russian national domain .RU had 117,000 domain names per registrar as of the end of 2017, which is only 3% lower than its 2016 rate (121,000). This was due to a general decrease in the total number of .RU domain names and the accreditation of one more registrar.

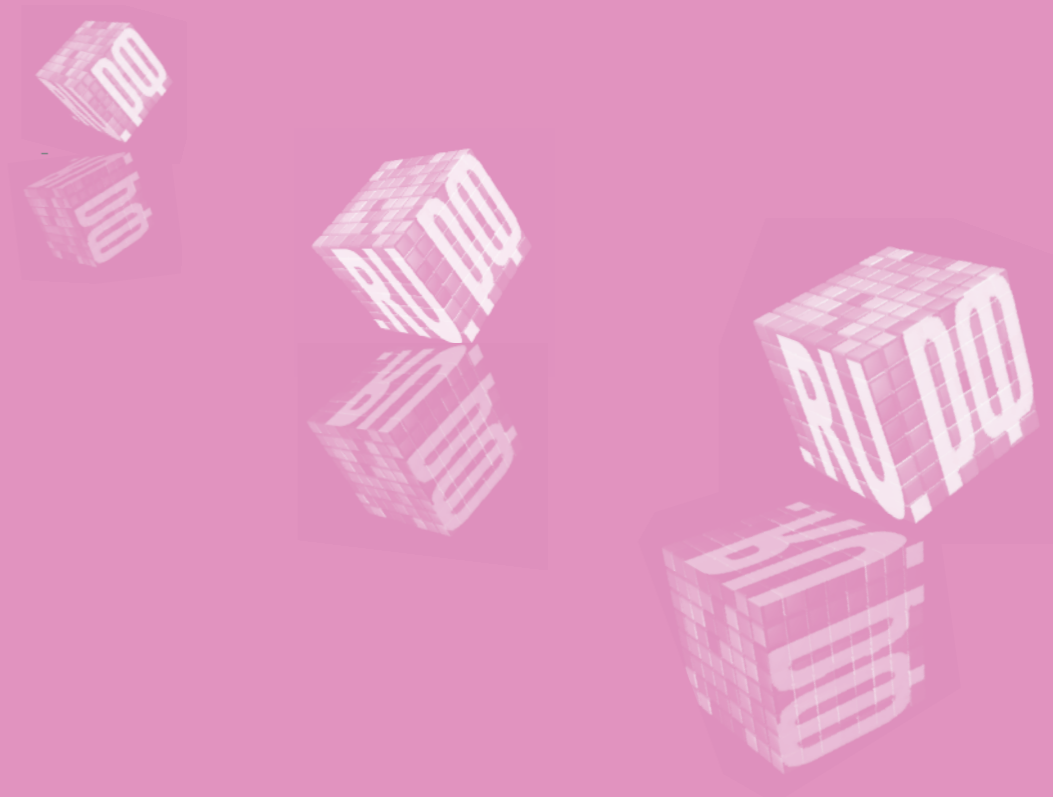
China (.CN) remains the leader for the mean number of domain names per registrar (497,000). Also, Germany (.GE) and

Australia (.AU) have quite significant rates, 57,000 and 69,000, respectively. Overall, the figures indicate in which countries domain name registration is a thriving business and in which it is only an auxiliary service in addition to website hosting.

## Registrars in the TOP-10 of ccTLDs and new gTLDs (2017)



## Coordination Center's social and marketing programs





## February 7, 2017



## Cyber Security Forum 2017

The Cyber Security Forum (CSF 2017) is one of the largest cyber security events in Russia. The forum takes place during the Safer Runet Week, the official Russian series of events marking Safer Internet Day. The Coordination Center for TLD .RU/.РФ was the official partner of CSF 2017. Coordination Center representatives spoke during sessions and roundtable meetings.

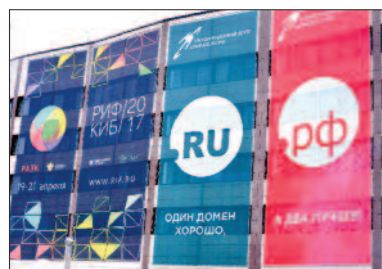
## April 7 2017



## RIGF 2017

In 2017, the Russian Internet Governance Forum took place outside Moscow for the first time. The eighth forum was hosted by Innopolis, Tatarstan. Actively engaging the younger generation in internet governance was the year's main trend, which is why Russia's youngest and most innovative city, with the youngest population, was chosen as the forum host. Before the official opening on April 6 the forum speakers met with young participants at universities and colleges of Tatarstan's capital, Kazan.

## April 19-21, 2017



## RIF+KIB 2017

The 21st RIF+KIB Russian Internet Forum took place in the Moscow Region. The Coordination Center for TLD .RU/.РФ was the event's official sponsor. The Coordination Center's experts also participated in the business program of the forum. The Russian ccTLD Domains .RU and .РФ pavilion was opened for visitors throughout the event. There were several registrars, including ATEX, R01, RU-CENTER, 101Domain, REG.RU, Fast Engine Registrar (FE.RU), represented in it.

## September 6-7, 2017



## TLDCON 2017

The 10th international conference for ccTLD registries and registrars for the CIS, Central and Eastern Europe (TLDCON 2017) took place in Kazakhstan's capital Almaty. Almost 140 participants from 17 countries registered to attend. Among the conference's main topics were top level domain regulation and information security.

## November 1-3, 2017



## RIW 2017

In 2017, the Coordination Center of TLD .RU/.РФ was the official partner of RIW 2017. The Center was represented with .RU and .РФ showy booth where the accredited registrars consulted participants of the event. The participants could also take photos with a hot air balloon decorated by .RU and .РФ logos and the slogan "Launch yours" prompting to create more internet projects using domain names in .RU and .РФ.

## Explore the Internet & Govern It!

On May 23, 2017, the Explore the Internet & Govern It! educational project marked five years. Organized by the Coordination Center for TLD .RU/.РФ and Rostelecom, the project has around 90,000 users, internet beginners, from across Russia. Every year, some 15,000 schoolchildren representing the majority of Russian regions compete in the Explore the Internet & Govern It! national online championship. In 2017, the online championship, held for the sixth time, was dedicated to the Internet of Things (IoT). Some 14,000 children registered to participate in the competition, over 4,000 of whom teamed up in 634 groups from all over the country.

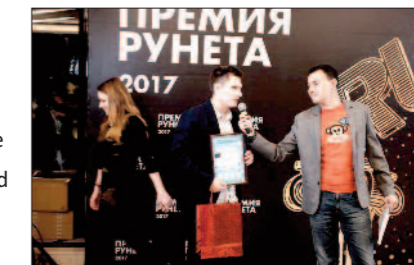


## "Domain Names and Trademarks in Runet"

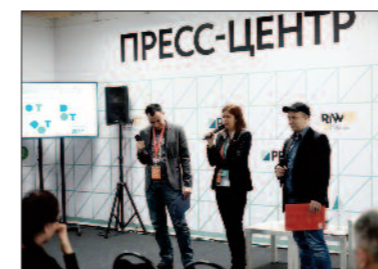
Coordination Center for TLD .RU/.РФ together with Online Patent conducted the first ever research "Domain Names and Trademarks in Runet" on the correlation between domain names in country code TLDs .RU and .РФ and trademarks registered in Russia. At the moment, there are over 6.3 million names registered in Russian country-code domains (ccTLDs) .RU and .РФ, which puts them on the 8th position in the general ranking of top-level domains. At the same time, according to the national procedure, almost 634 thousand trademarks have been registered in Russia; this is 13th place in the world. The average annual growth for domains and trademarks is over 5% and 8% respectively. The research has shown that only 1.2% of domains are protected under trademarks, which may entail a number of dangers for the rest of the trademark owners.

## Positive Content

Winners in the 2017 Positive Content national contest of internet projects were announced during the Runet Awards ceremony. More than 500 online projects, including websites, video channels, online media outlets, social network communities, blogs, educational and gaming apps competed in the contest, organized for the seventh time by the Coordination Center. The largest number of entries came in the best educational or cultural website category. The award went to the Kemerovo Region Children's Library. Another popular category established by .ДЕТИ registry was the best website for children.



## DOT Journalism

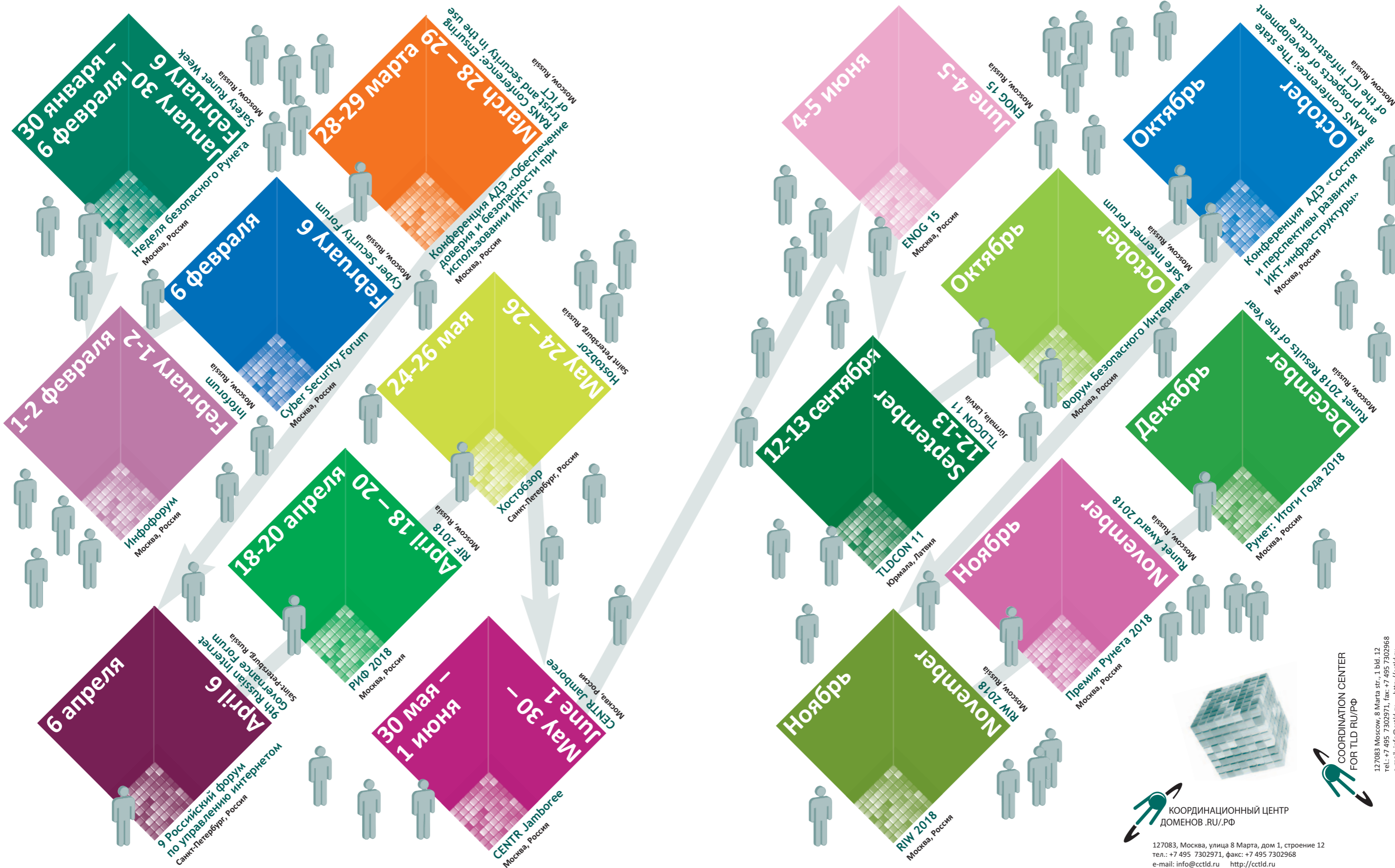



On November 1, 2017 winners of the 5th DOT Journalism annual contest for journalists writing about domains and other internet addressing systems were honored at RIW 2017. Organized by the Coordination Center for TLD RU/РФ and with the support of the Russian Association for Electronic Communications (RAEC), the contest aims to encourage journalists covering current issues and trends of the modern domain industry in their articles, analytics, videos and radio reports. Another important objective of the contest is to promote the domain industry among internet users. In 2017, DOT Journalism attracted contestants from all over Russia as well as foreign countries.

## Website Formula

In 2017, the Coordination Center once again took part in the Website Formula seminar series. Over the year, CC's experts spoke at free events in 18 cities across Russia, from Kaliningrad to Khabarovsk. The Website Formula was organized by 1C-Bitrix with the support of the CC for TLD .RU/.РФ, Yandex, Mail.ru Group, VKontakte and others. Speeches were given by leaders and experts in the IT industry and e-commerce. CC's speakers primarily focused on personal data processing and Russian law in this area. They also spoke about domain name terms of use, domain disputes, and the relationship between domain names and trademarks.






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