Cyrillic & the Internet: in Serbia & Worldwide

On the second anniversary of the .СРБ country code top-level domain, on **27th January**, RNIDS organised a panel debate called **"Cyrillic and the Internet, in Serbia and Worldwide"** at the Centre for the Promotion of Science. It is easy to forget in Serbia that the issue of Cyrillic in digital technologies is not just a local problem, but a problem faced by many other countries that use Cyrillic as an official script, and that other peoples and countries with scripts other than the English alphabet have similar issues. Representatives of the academic and professional communities from both at home and abroad participated in the discussion which was moderated by T**amara Vučenović**, journalist and editor of the Digitalne Ikone ('Digital Icons') radio programme.

Dr Biljana Dojčinović, a lecturer at the Philological Faculty in Belgrade, was first up, presenting the Književstvo Online project (www.knjizenstvo.rs), which is dedicated to the theory and history of women's literature in the Serbian language up to 1915.

Dr Žarko Mijajlović, full professor at the Faculty of Mathematics in Belgrade, spoke about the work of the National Centre for Digitisation (www.nbcd.org.rs) and its projects, such as the Virtual Library and the Electronic Catalogue of Monuments of Culture in Serbia.

Milenko Vasić, IT journalist and associate of the Board for Standardisation of the Serbian Language at the Serbian Academy of Sciences and Arts, gave an overview of his vast experience in editing and publishing computer magazines in Serbia and all the problems that come with this: character encoding, fonts and transcription of English words into Serbian among others. His conclusion was that many problems could have been overcome much earlier had the state shown more interest in the question of the national script in Serbia.

Swiss guest at the panel discussion was **Werner Staub**, member of the Executive Committee of the CORE Association (www.corenic.org), an organisation which serves as the register

of the Cyrillic generic top-level domains .сайт and .онлайн, which are intended for the Russian, Bulgarian and similar markets, since websites on Cyrillic domains are more easily found with Google using country-specific searches in countries where Cyrillic scripts are used.

Sašo Dimitrijoski, director of MARnet (www.marnet.mk), the Macedonian national Internet register, noted that Macedonia would soon gets its own Cyrillic IDN domain, .МКД, and was planning activities similar to those that RNIDS conducted two years ago, and that Macedonia had similar problems to Serbia with the use of Cyrillic on computers, such as the lack of Cyrillic keyboards.

Dušan Stojičević, Chair of the RNIDS Board of Governors, one of the hosts of the event, answered numerous questions from journalists and the audience. He explained that the biggest problem with the .СРБ domain, as well as the other IDN domains around the world, is the current technical barrier to having non-English alphabet letters to the left of the @ sign in e-mail addresses. The problem can be solved locally but a global solution for all world scripts is still needed.
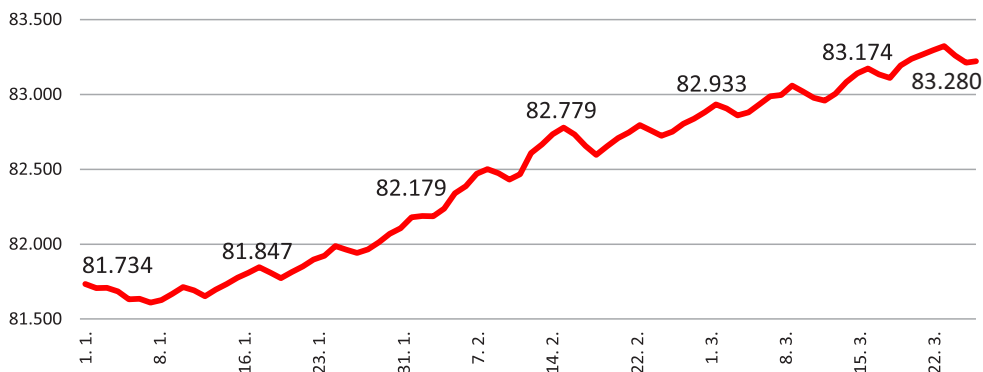
RNIDS Award for Elementarium

This year for the first time RNIDS partnered with the PC Press computer magazine for the 17th consecutive **WebTop50 awards** ceremony for the best websites in Serbia, which was held on **31st January** in the ceremonial hall of the Belgrade City Assembly.

The popular science portal of the **Centre for the Promotion of Science**, called Elementarium (**www.elementarium.cpn.rs**), was proclaimed the best in the Science and Education category and was also the recipient of the RNIDS Award for the best website on the national Internet domain. This website sets itself apart first and foremost with its high-quality and interesting content in all scientific fields, but also with its very clear and attractive design. RNIDS Director **Danko Jevtović** handed the award to the editor of the Elementarium portal, **Slobodan Bubnjević**.
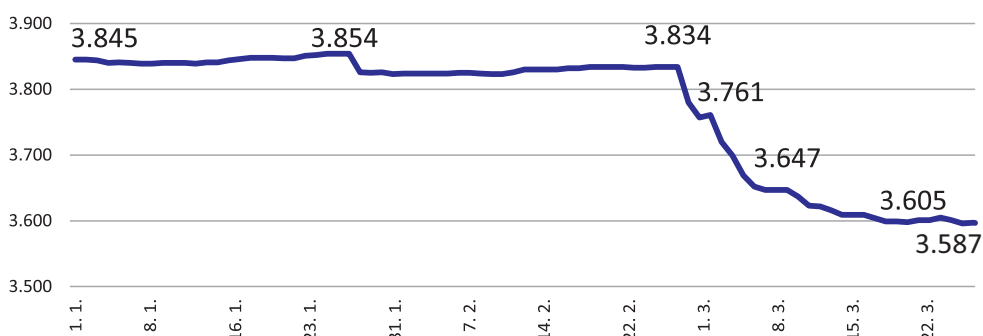
ALL WebTop50 WINNERS: www.pcpress.rs/web-top-50-2013

Domain statistics

Number of registered .RS domain names, Jan-Mar 2014

83.500
83.000
82.500
82.000
81.500

81.734 81.847 82.179 82.779 82.933 83.174 83.280

1. 1. | 8. 1. | 16. 1. | 23. 1. | 31. 1. | 7. 2. | 14. 2. | 22. 2. | 1. 3. | 8. 3. | 15. 3. | 22. 3.

Number of registered .СРБ domain names, Jan-Mar 2014

3.900
3.800
3.700
3.600
3.500

3.845 3.854 3.834 3.761 3.647 3.605 3.587

1. 1. | 8. 1. | 16. 1. | 23. 1. | 31. 1. | 7. 2. | 14. 2. | 22. 2. | 1. 3. | 8. 3. | 15. 3. | 22. 3.

ICT sector news

Service availability Jan-Mar 2014

Service	Downtime	Availability
DNS service	No downtime	100%
RsReg application services	No downtime	100%
Financial services	No downtime	100%

6th CENTR Security workshop

The 6th CENTR Security Workshop was held in Brussels on 28th and 29th January, with RNIDS officially represented by **Aleksandar Kostadinović**, System Administrator in the ICT Services Department. The meeting was about ISO 27001 certification and took the form of a practical workshop through which ISO-certified national registers were able to pass on their knowledge to those just starting the process.

MORE INFORMATION: www.centr.org/Secur6

31st CENTR Administrative workshop

CENTR organised its 31st workshop for administrators in Salzburg on 19th February, and RNIDS was represented there by **Stefan Kovač**, Domain Name Registration and Analysis Coordinator. He used the opportunity to present news from RNIDS and the projects the organisation has planned for the upcoming period. The workshop covered six topics, the most interesting of which were the experiences of national registers in revoking registrar accreditation and up-to-date and accurate data on domain name registrants in the databases of the national registers.

MORE INFORMATION: www.centr.org/admin31

RNIDS in brief

The **Register of National Internet Domain Names of Serbia** (RNIDS, for short) is a professional, non-governmental, not-for-profit foundation established to manage the .RS and .СРБ country code top-level domains in a way that serves the general interests of all Serbian citizens while adhering to the principles of quality, efficiency, independence and transparency.

RNIDS has **60 Co-founders** and **40 accredited registrars**, and currently there are about **83,000 .RS domain names** and about **3,500 .СРБ domain names** registered in a total of 14 domain name spaces.

Accredited .RS and .СРБ domain registrars throughout Serbia:

- Absolut OK (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
- Bolji Biznis (Kragujevac) - www.boljibiznis.com
- 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
- Panet (Pančevo) - www.panet.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
- Hosting90 Systems (Belgrade) - www.hosting90.rs
- HostingMania (Belgrade) - www.hostingmania.rs
- Cloud Telecommunications (Bgd) - www.cloudserbia.com
- Complus Visual Communication (Bgd) - www.complus.rs
- Connect (Novi Pazar) - www.connect.rs
- CRI Domains (Belgrade) - www.cridomains.rs
- Yellow Pages (Belgrade) - www.yellowpages.rs
- Yunet International (Belgrade) - www.yunet.rs

Evolution of the Internet

On **20th March** the **Centre for the Promotion of Science** (CPN) held a forum called **"Evolution of the Internet: What's Next"** in the SANU (Serbian Academy of Sciences and Arts) Gallery of Science and Technology. It was held to mark the creation of the World Wide Web by CERN computer expert **Tim Berners-Lee** 25 years ago in March 1989. Zoran Stanojević from Radio-Television Serbia, Petar Kočović, the director of Gartner in Serbia, and Slobodan Marković from RNIDS spoke at the forum which was moderated by Slobodan Bubnjević from the Centre for the Promotion of Science.

Petar Kočović presented the gradual development of the Internet, noting a number of crucial moments, which began in the early 1960s and started moving in today's direction with Timothy Berners-Lee's creation.

Slobodan Marković shared experiences from the time when the Internet began developing in Serbia through the academic network. He recalled that because of Serbia's isolation in the 1990s, it was late in joining in with rest of the world, but that the Internet became popular amidst civil protests. Recalling the fact that in the first years the Internet was reserved for the academic segment of the population, Marković explained how the Internet became massively popular in the mid-2000s.

Zoran Stanojević reminded the audience of the early years of the Internet in Serbia which in the era of civil protests became a "free zone', but that the situation changed significantly later on. Stanojević also noted the differences between the conventional media and the Internet, as well as the ways in which the Internet has changed how we live our daily lives. Petar Kočović recalled new technological trends, as well as the Internet of Things Initiative, while Marković presented a series of potential Internet development scenarios, including the "national Internet" issue. The speakers emphasised in particular that the Internet is "perhaps more important than territory" for a country. Both Marković and Kočović agreed with the assessment that the development of the Internet market cannot be entirely predicted, but that it partly rests on the "faithful" of individual brands.

On the other hand, Stanojević explained how "reporting" on social networks could not replace classic journalism and recalled how the era of privacy has come to an end, but also he also spoke about the issue of the "bubble" that Internet users create around themselves, closing themselves in their own "virtual space" by choosing like-minded friends and content that suits them. "If we only wait, we will never get," underscored Stanojević, recommending users first and foremost think about the real needs that new technological solutions meet.

RNIDS at Webiz 2.0

The Webiz 2.0 conference on business usage of the Internet was held from **20th to 23rd March**, in the Vojvodina Hotel in Zrenjanin. The organisers adopted a new approach in order to address the businesspeople and entrepreneurs present, aiming to provide them with information on how to increase their online visibility and how to improve their business performance. Accordingly, Webiz 2.0 was divided into two parts – a conference part and a business part.

The business programme was in the form of a two-day training session intended for representatives of small- and medium-sized companies, as well as entrepreneurs. A registration fee was paid to attend this part, and the lecturers on the first day included **Vojislav Rodić**, Chair of the Conference of Co-founders of RNIDS, and **Predrag Milićević**, Chief Marketing and Business Development Officer, whose lectures complemented one another in the sections concerning domain names and their use.

Predrag Milićević gave a lecture on **"Brand Touch"**, underscoring the importance of domain names in branding. The lecture was based on an explanation of how important user experience – i.e. every point where a user comes into contact with a brand – is for brand creation. The emphasis was on two very important brand touchpoints - the website and e-mail address, both of which are based on the Internet domain. There was a particular emphasis on the importance of choosing the right domain name, one which matches the target market and takes into account the importance which Google places on the domain name in the search results.

A total of 600 people visited the conference as a whole(visitors, delegates, lecturers, the media), while a further 1,600 people watched a live stream over the Internet. RNIDS was the partner of the Webiz 2.0 conference.

DIDS 2014 held

The traditional **special edition of RNIDS News** (issue 18) was published to mark the 5th anniversary of our Internet conference, DIDS 2014, containing an overview of what took place in the Metropol Palace Hotel in Belgrade on **10th March**.

DOWNLOAD:
www.rnids.rs/data/MEDIJI/RNIDS%20vesti/RNIDS-News18.pdf

International activities

49th ICANN Meeting

A RNIDS delegation participated in the 49th meeting of the Internet Corporate for Assigned Names and Numbers (ICANN), held from the **23rd to 28th March** in Singapore, with about 2,000 representatives of organisations, companies and the civil and academic sectors from all over the world. **Dušan Stojičević**, Chair of the Board of Governors, and **Danko Jevtović**, Director, officially represented RNIDS. The meeting focused on the March 2014 decision by the US Department of Commerce to begin a key globalisation phase in Internet governance, where the US will no longer have control over the IANA functions, and thus the primary servers of the IDN system. A plan for how ICANN will respond to the US decision was agreed on, involving global consultations on how the new "multistakeholder" model of Internet governance will look. ICANN President and CEO Fadi Chehadé underscored that this was a historic moment and an affirmation of the idea that people around the world can come together and govern this global resource which knows no borders. The RNIDS delegation was involved in the discussion about the ICANN Strategy for Europe and was particularly active in the session held for ccNSO representatives. The formation of a working group within ICANN to look at the development of the use of Cyrillic on the Internet was confirmed, and RNIDS representatives were officially invited to join its work.

MORE INFORMATION: http://singapore49.icann.org

13th CENTR Marketing workshop

Thirty-three representatives of national registers and registers of generic top-level domains attended the 13th CENTR Marketing Workshop, which was held in Frankfurt am Main between **27th and 28th February**. The marketing campaigns of individual national registers, their experiences as well as the results of their research were presented. Two topics stood out in particular during the panel discussion: the launch of new generic top-level domains and their effect on the development of the market, and ICANN's "Greasing the Wheels of the Internet Economy" report. A number of national registers testified that implementing examples of best practice is a very efficient way to approach the promotion of domains. A domain is not a simple product that is easy to advertise, and the humanisation of domains through personal experiences and examples of online businesses is a good promotional solution.

MORE INFORMATION: www.centr.org/Market13

New Office employees

Two new members joined the RNIDS Office professional team in early 2014.

Slobodan Marković became Advisor for ICT Policy and Internet Community Relations within the office of the RNIDS Director. He is tasked with monitoring global and national policies which are related to or in some other way associated with the registration of domain names or Internet governance. He will also maintain ties with all significant stakeholders in the local Internet community, especially with state bodies and organisations involved in ICT.

Jelena Ožegović became Marketing and Communications Associate in the Marketing and Business Development Department. Her duties are focused on the creation of content and administration of RNIDS pages and profiles on social networks. Her other duties mostly pertain to marketing and PR activities.

New logos for the domains and ARs

The project to create new logos for the national domains and a sign for accredited registrars (ARs) has been completed by the **Metropolis agency**. Of the some 20 designs offered, the best three were selected and sent to all employees in the Office to vote on. The chosen designs will soon be used for all standard in-house graphics and other visual communications of RNIDS.