

# IDN.*PΦ* for Russia

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## IDN .РФ for Russia IT WORKS!

- April, 22 – the ICANN Board of Directors approved 4 requests for delegation of the IDN ccTLD
- May, 12, 17:40 MSK –IDN .РФ delegated  
first two sites to work:  
*президент.рф*  
*правительство.рф*  
followed by *кц.рф* and *тци.рф*
- May, 25 – .РФ zone file generated  
247 domains delegated first  
hour, 576 first day

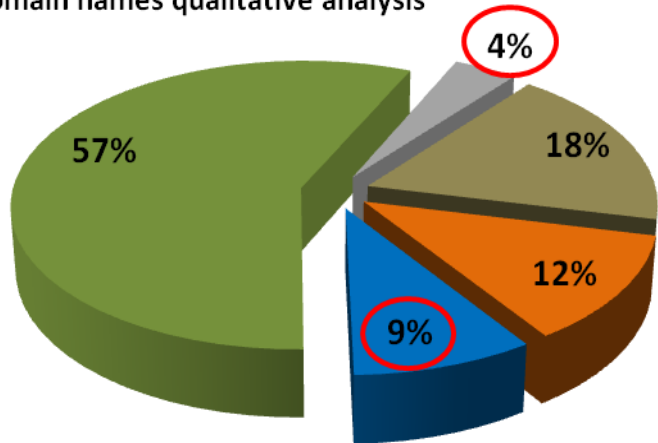




# IDN .PФ for Russia Sunrise statistics

➤ **Registered 13 441 domains, including 4% for gov-t needs and 96% trademarks**

Domain names qualitative analysis



■ State needs

■ TMs consist of a few words written with "-"

■ TMs consist of a few words written together

■ TMs consist of one common word

■ Others (names of the people, animation heroes' names, movie names (local, foreign), foreign names, geo names, word cuts, medicine terms, containing numbers, etc.)

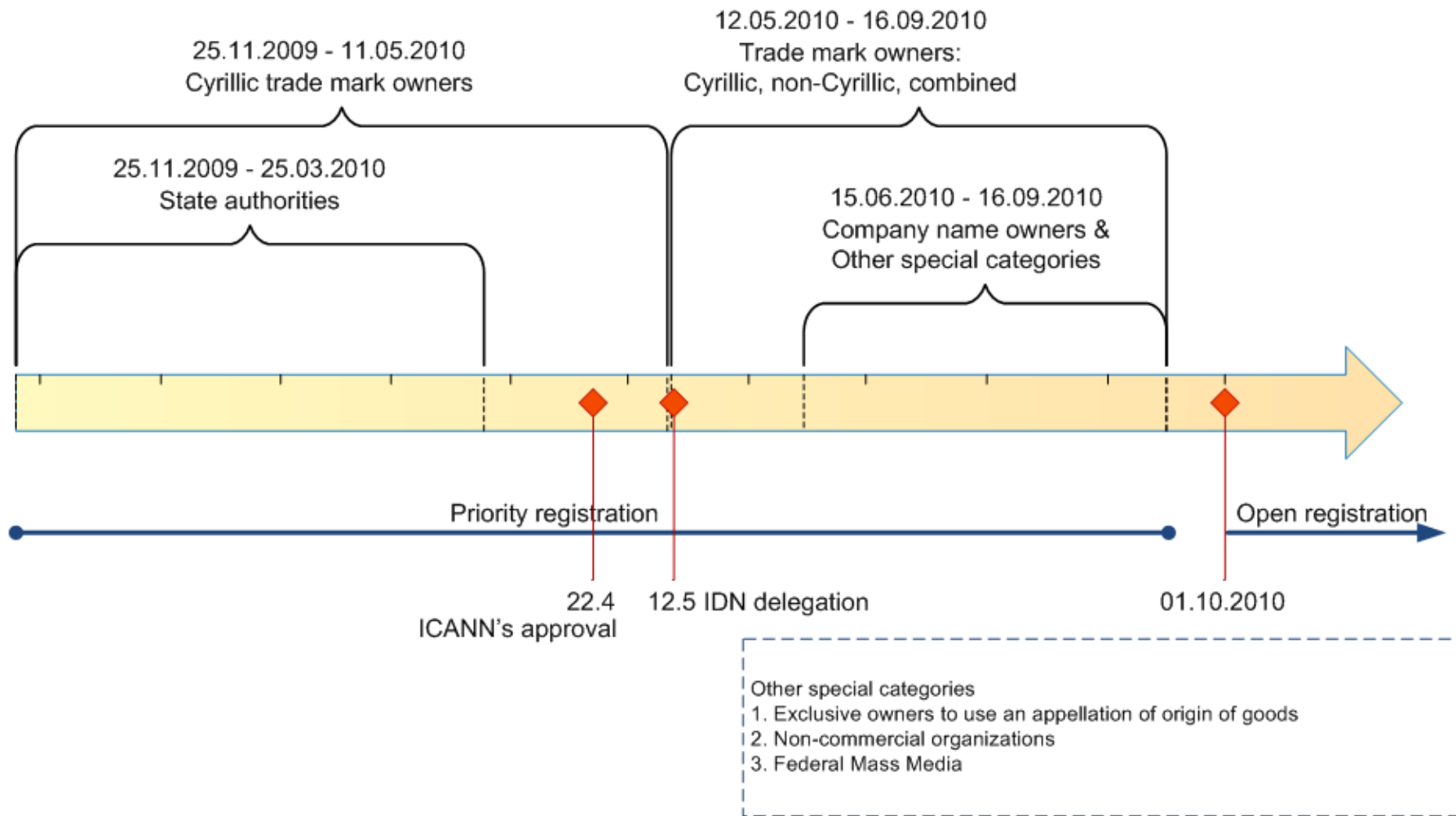
➤ **Delegated 2 938 domains**





## IDN .PΦ for Russia Lessons learned

- General
  - Risky to start sunrise prior the string approval, but pays off: priority registration perceives zone launch
  - It is important to have high level governmental support
- TM issues
  - Cyrillic domain – Cyrillic priorities?
  - All trademarks should be treated equally.
  - Unexpected TMs stir confusion: sex, hosting, 9% of TMs are simple words
  - TM squatting is much larger business vs. domain squatting (specific of Russia?)





# IDN .PФ for Russia Browsers test results

	IE 8	IE 6 & earlier	Mozilla Firefox	Google Chrome	Opera 10	Safari	Opera mini
<a href="http://президент.рф">http://президент.рф</a>	OK	†	xn--	xn--	OK	xn--	xn--
<a href="http://президент.рф">президент.рф</a>	OK	†	xn--	search results	OK	xn--	xn--
<a href="http://президент.рф">http://президент.рф</a>	search results	†	error page	error page	error page	error page	error page
<a href="http://президент.рф">http://президент.рф</a>	search results	†	.COM	error page	.COM	error page	.COM
<a href="http://президент.рф">президент.рф</a>	search results	†	error page	error page	search results	error page	error page
<a href="http://президент.рф">президент</a>	search results	†	search results	search results	search results	.COM	search results



## IDN .PΦ for Russia Browsers behavior

xn-- confusing alien's script

Redirect to .com – why? Redirect to IDN ccTLD? IDN gTLD? Who has more rights? Must be “not found” for any `http://IDN_keyword` request

Various search engine results = various deals with search engines



IDN .PΦ for Russia  
What's next?

LANDRUSH

With series of preconditions...