

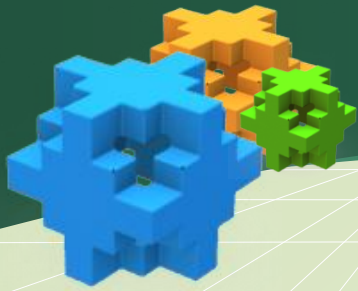
Russian IGF + ...

.РФ

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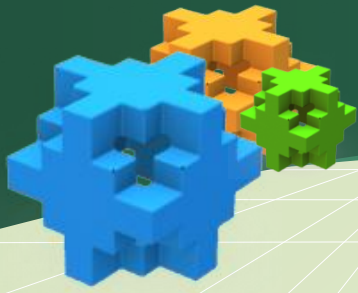
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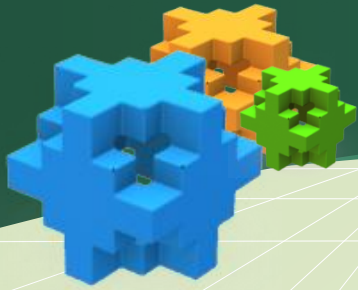
Media-coverage



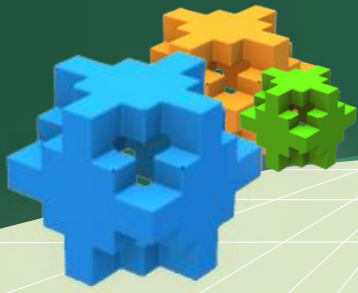
.РФ as Suffix

- ❖ РФ is number one “brand suffix” in Russia;
 - The most common abbreviation for and in Russia;
 - «Премьер министр РФ провел совещание...»
- ❖ One step beyond suffix to top level domain name;
- ❖ It is very natural, logical and easy

Communicating the idea



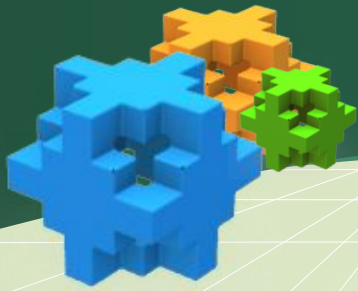
- ❖ High level support
 - Mr.Medvedev, Mr.Schegolev;
 - Ministry of communications as a partner
- ❖ With high level support goes top media coverage
- ❖ Events - show must go on
 - Internet development, IDN, accessibility;
 - Social influence (Safer Internet program, online conference Minister Schegolev with users, ...)



Events to support the IDN

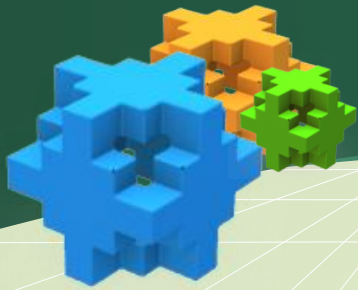
- ❖ Work with local community:
 - Russian Internet Forum (spring 2009);
 - Russian Internet Week (autumn 2009);
 - The year of Safe Internet program (2009)
 - Online-conference with Minister Schegolev
- ❖ Do your own events:
 - Russian IGF - .RU IANA delegation at the opening;
 - International conference for ccTLDs (every autumn)
- ❖ Press, TV, radio, internet: keep it going

Russian IGF – why?



- 1.If Russia turns away from the process of developing methods of Internet governance in all its parameters/baskets, we are faced with the fact that the developed rules will not take into account the realities of our country
- 2.Till now Russia was not represented in international organizations, dealing with Internet governance, and although the process has begun, it is important to bring more and more attention to it – not only the government, but also internet-community, business-community, civil society.
- 3.Till this spring there was no the common ground for discussion the global issues of internet governance in Russia. Once started Russian IGF did not compete with any of the numerous conferences on the Internet in Russia, because none of these sites had not intended to discuss global issues of Internet Governance.

Russian IGF – why ccTLD.RU?

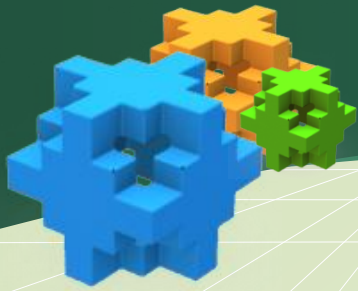


Someone should start this work (discussion) and for ccTLD.RU it was most naturally corresponds to its statutory goals and objectives.

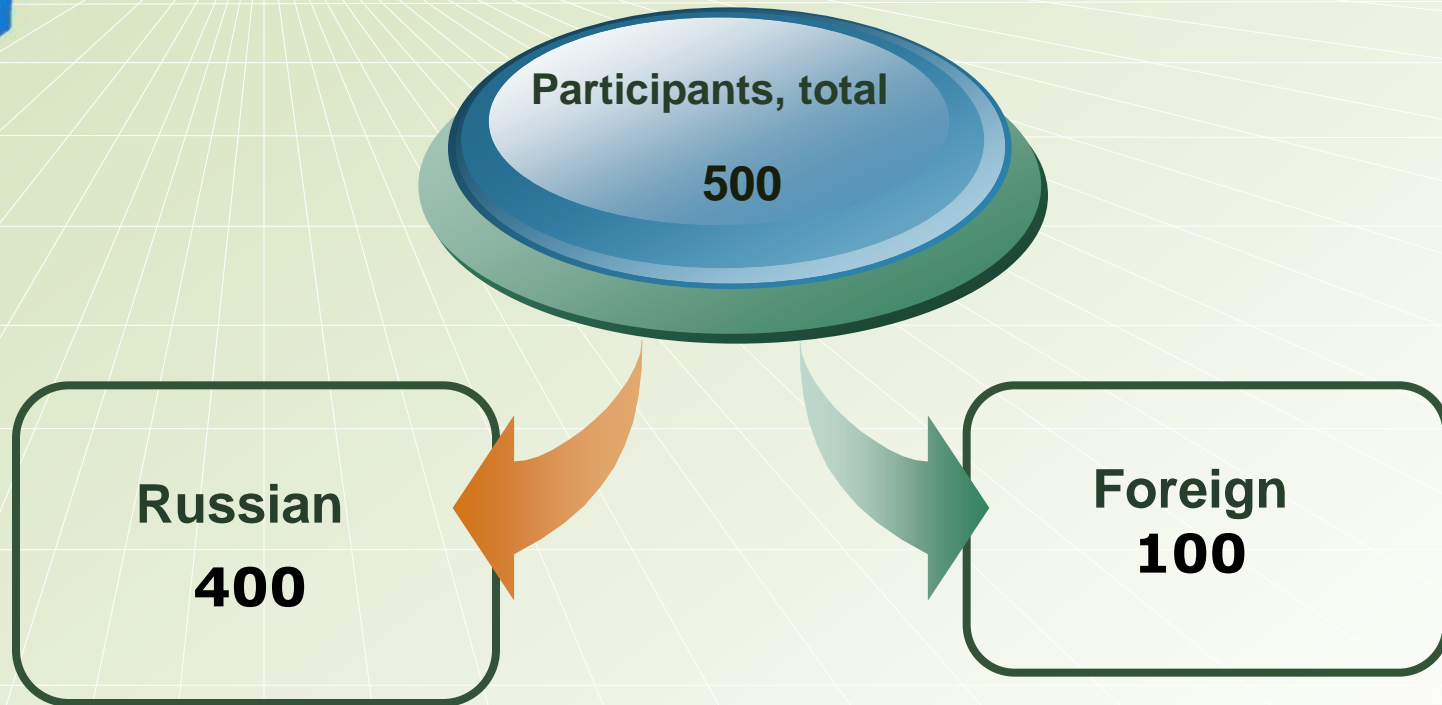
We see no other organization that can raise the subject, but very glad to invite discussion, all parties concerned.

In particular, one of the goals of the first Russian forum was to identify such “zainteresantov” (interested parties) :-)

Russian IGF – how it was?

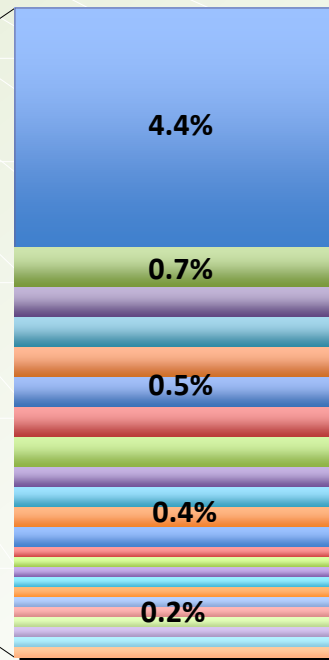
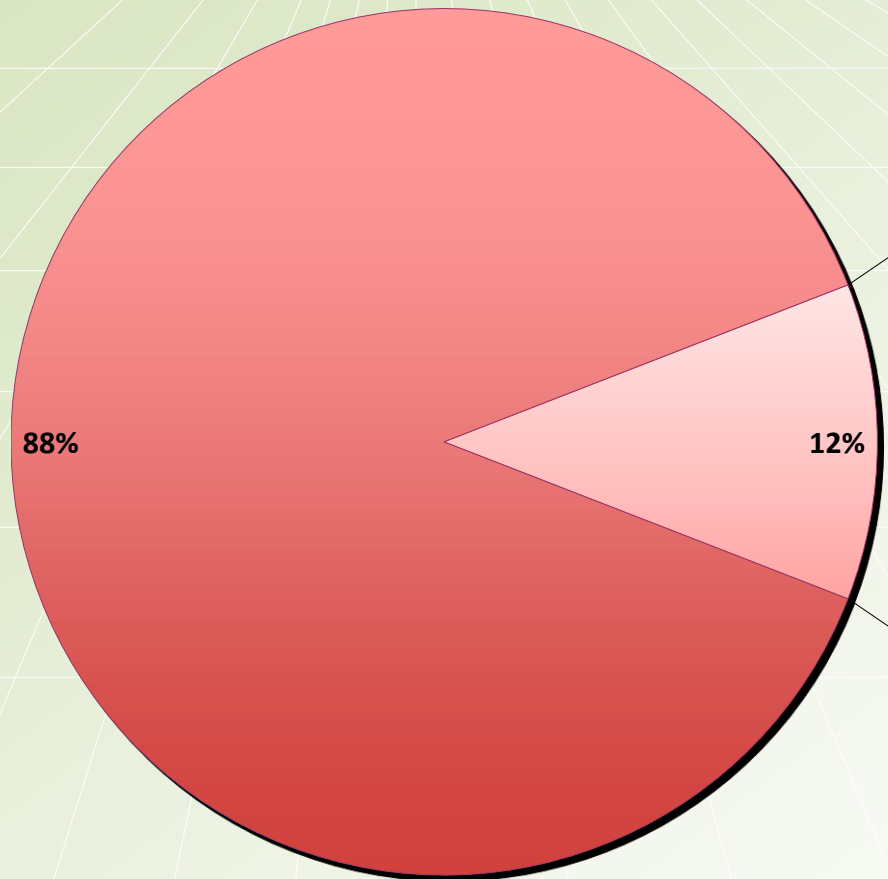
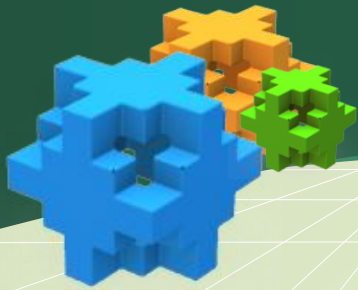


RIGF attendees – who are they?



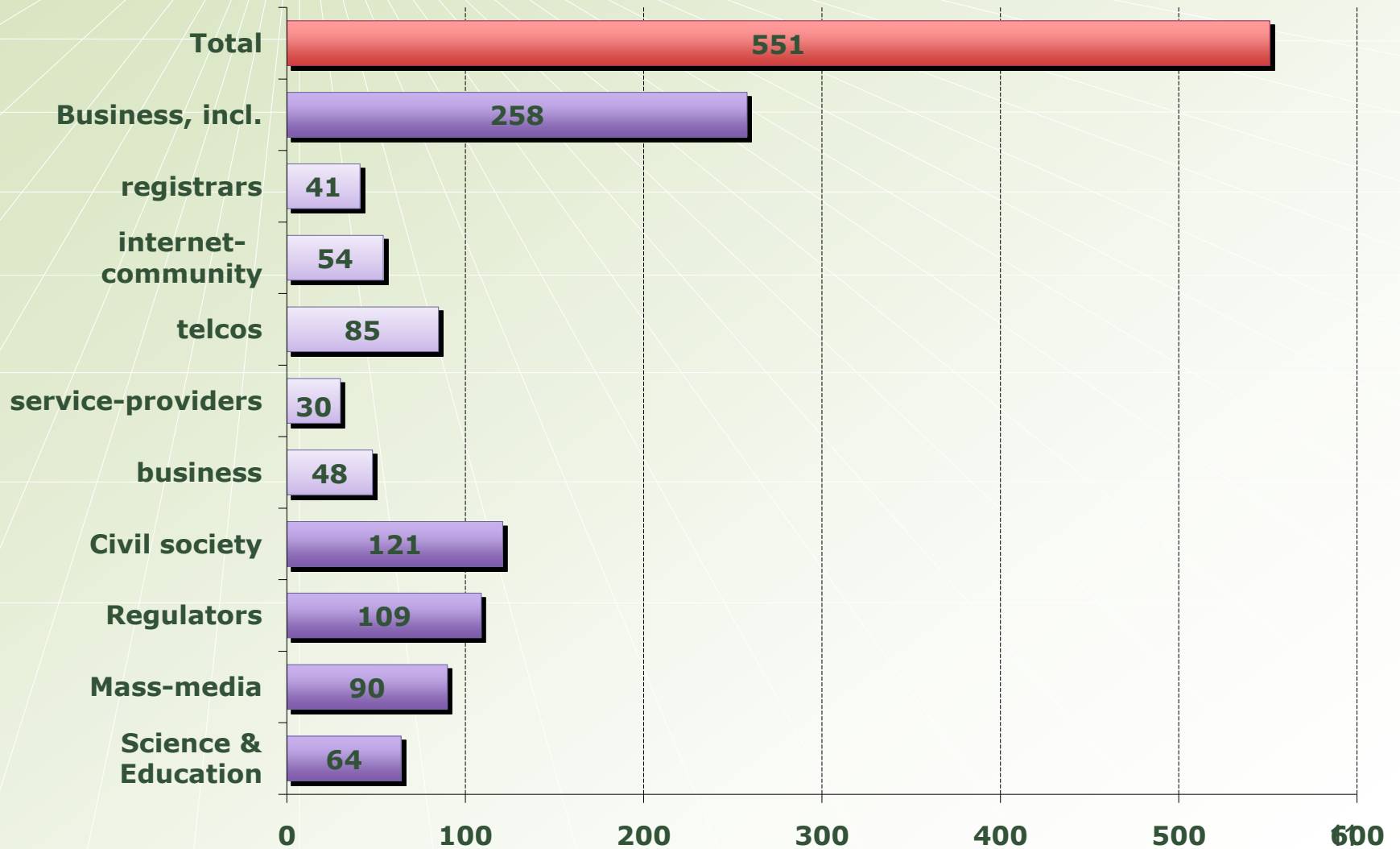
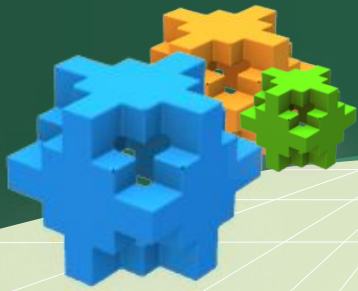
1. Goal was to invite a discussion of key players of business, government, civil society
2. Expected – 300 attendees, came – more than 500
3. We've got a very representative audience from different countries, different sectors

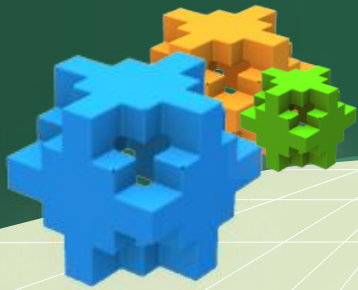
RIGF attendees – by countries



- Russia
- USA
- Netherlands
- Bulgaria
- Czech
- Finland
- Kyrgyz Republic
- UK
- Serbia
- France
- Germany
- Switzerland
- Belorussia
- Australia
- Belgium
- China
- Denmark
- Latvia
- Lithuania
- Malta
- Moldova
- Republic of Korea
- Romania
- Slovenia

RIGF attendees – by sectors





THE MEDIA HIGHLIGHTS

Over 100 publications in mass media about the Forum and the Cyrillic ccTLD .PФ

RIA Novosti .PФ must have a chance to influence global issues in the Internet

Novaya Gazeta [Do the US control the Internet?](#)

Private correspondent [Where is the Internet's "Red Button"?](#)

Computerra Tutors for the Internet

Rossiyskaya Gazeta 22 hands on one button

RIA-Novosti [Schegolev calls for joint fight against cybercrime](#)

ITAR-TASS The First Russian Forum on the Internet regulation in Moscow

Private correspondent Alexey Soldatov: "Like any other organized environment, [the Internet is governed by law](#)"

Echo of Moscow: the First Russian Internet governance forum and the launch of Cyrillic TLD .PФ

Shots of central TV-channels:

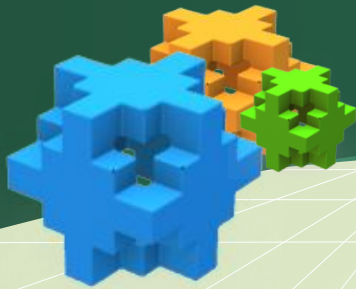
1st Channel, NTV, Vesti, Russia-24, 5th channel - breaking news

"Podmoskovie" the [Future of the Internet in Russia](#)

5th channel [Президент.рф became the first web-site in Cyrillic root zone](#)

Medvedev is pleased with development of telecommunications in Russia

Summary

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- ❖ .PФ and RIGF started together May 12, 2010
 - ❖ .PФ project is number one internet project in Russia – no internet projects has got equal attention
 - ❖ First open discussion about Internet Governance in Russia (just beginning)
 - ❖ Supported on the top government level
 - ❖ Good media-coverage and interest to the topic “To manage or to govern”
 - ❖ Started by Coordination Center for .RU
 - ❖ Very representative audience



Thank You !

Julia Ovchinnikova, ccTLD.RU

