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Foundation for Assistance for Internet
Technologies and Infrastructure Development

.MOSCOW: the Perspectives of City TLD Implementation for Russian Capital

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Sofia, November 7, 2011

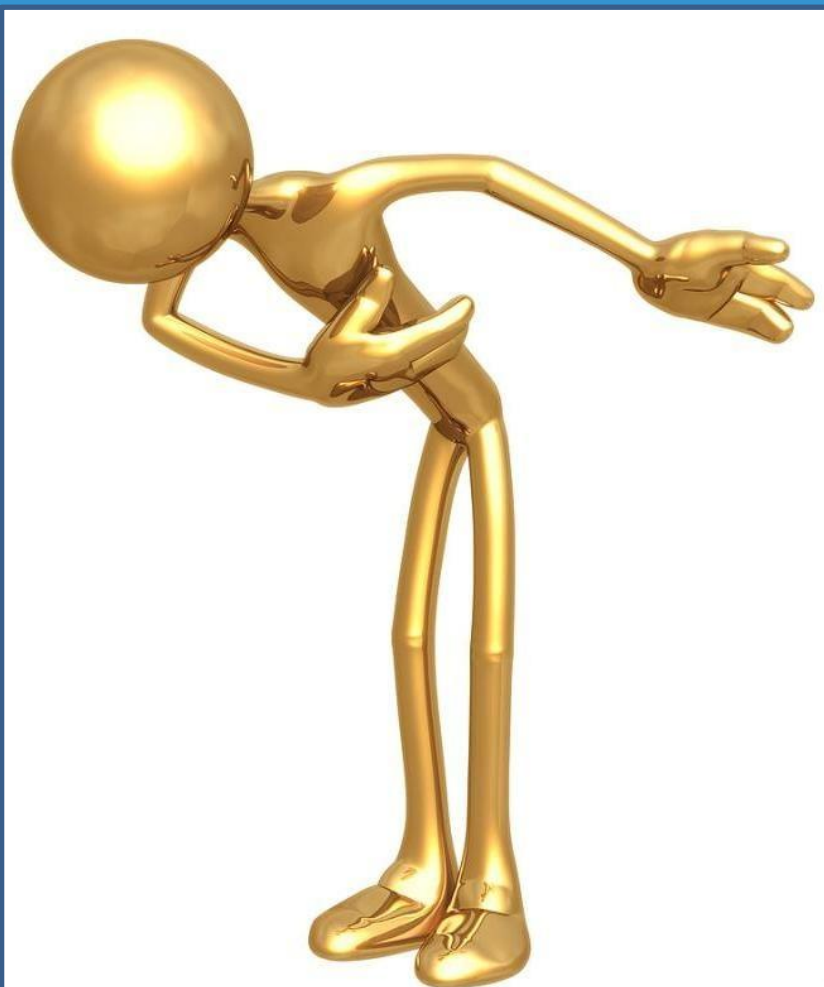


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Who We Are

- Non-profit organization
- Includes all interested parties
- New gTLD projects:
RUCLID, Russian geographical top-level domains



www.faitid.org



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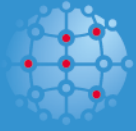
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MOSCOW
МОСКВА
TLDs for Russian Capital

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.MOSCOW at First Sight

- Started by RU-CENTER in 2010
- ASCII and Cyrillic
- Pilot Project



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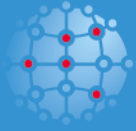
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Why?

- To create the brand of the city in the Web
 - To attract additional target audience on websites related to Moscow
 - To give one more boost for Internet technologies development in the city
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- Finally: to enhance investment attractiveness of the city



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Current Status

- Official website (www.domainmoscow.org)
- A collection of signatures
- Promotions in the Internet community and among citizens
- Governmental Support
- A member of dotCities interest group
- Preparation of an application to ICANN



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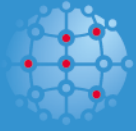
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Promotional Activities



- Several actions were held in Moscow to make citizens aware of the project



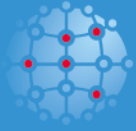
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Grounds for Success



- Moscow has the most developed economy in Russia
- 40% of .RU domains are registered in Moscow and nearby (about 1,4 million)
- .MOSCOW/.MOCKBA will have competitive pricing model



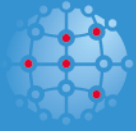
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Some Policy Points

- Reservation for government
- Reserved second-level domains (.SCHOOL .MOSCOW, etc.)
- Priority for Moscow residents at initial stages of registration (Sunrise, Landrush – TBD)
- No restrictions in the long run





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Any Questions?



Thank you!