

Cyrillic TLDs

Barriers and Potential

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CORE Association

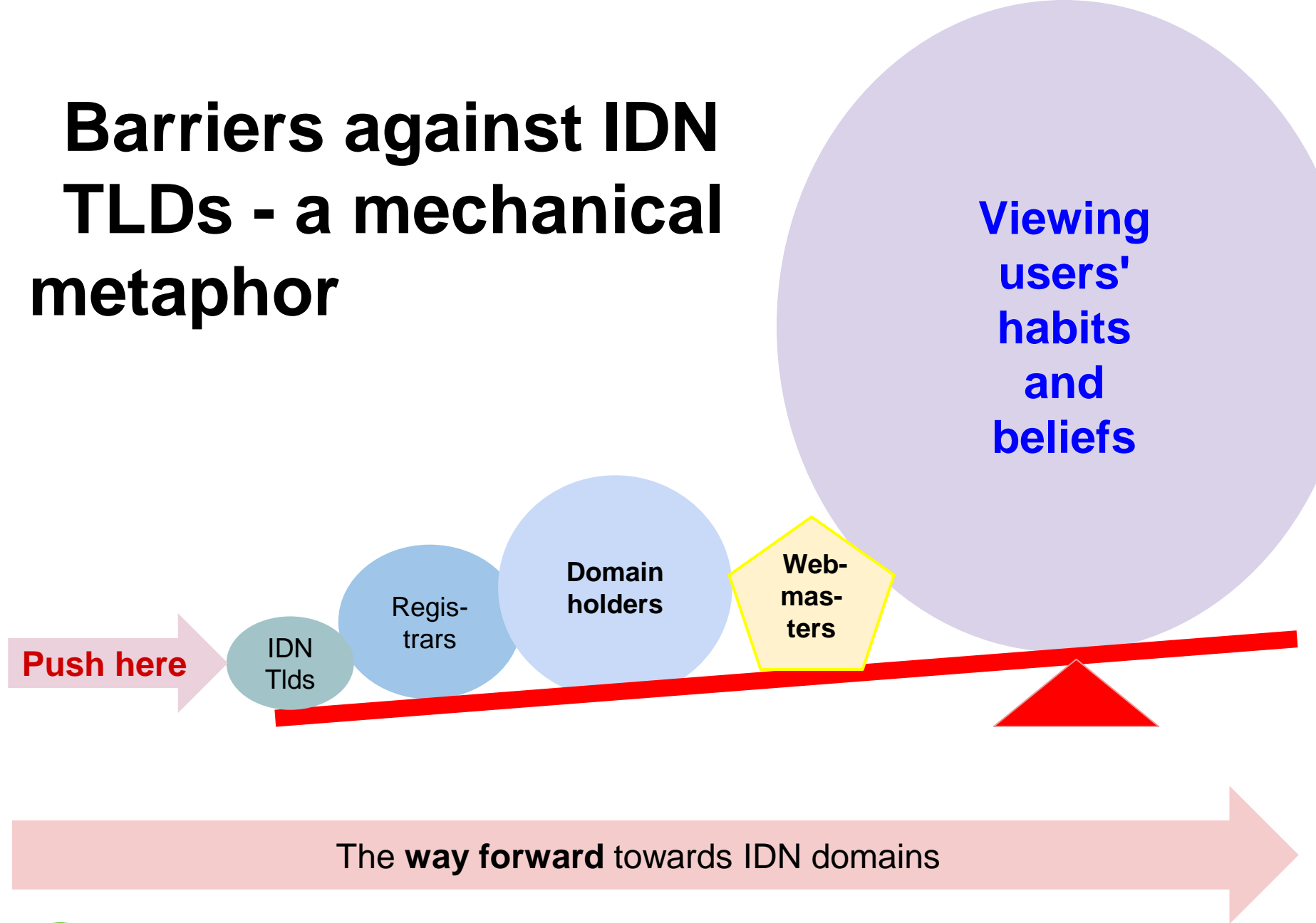
**International conference for ccTLD registries and registrars of CIS,
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Small barriers can be enough to stop big potential

Big Potential
Domains in users' own language , avoid <i>spelling</i> uncertainty
Extend users population to those who who are not used to typing in ASCII
Local brands can communicate online under their own name
Locals can read the domain more easily
Locals can remember the domain more easily

Small Barriers
Publishing users' habits
Viewing users' habits
Browser behaviour, lack of email solution
Registrars' systems
Webmasters' and ISPs habits

Barriers against IDN TLDs - a mechanical metaphor



Unlearning is harder than learning

- People hardly see Cyrillic domains
- Many users believe Cyrillic domains are not domains
- Many users believe Cyrillic domains do not work
- Domain holders believe that users believe that Cyrillic domains do not work
- Registrars believe that domain holders believe that users believe that Cyrillic domains do not work
- Other registries believe that registrars believe that domain holders believe that users believe that Cyrillic domains do not work

Existing and upcoming cyrillic TLDs

ccTLDs:

.рф .срб .қаз .укр .мон
(.бг)(.ею)

gTLDs:

.ком .дети .орг .москва
.сайт .онлайн .рус

Things to do for IDN TLDs

- Common standards between Cyrillic-script registries
- Achieving visibility together
- Registrar channel activities
- Promotions
- Marketing for IDN
- Best practices for sysadmins
- ...

Parallel naming

илия.сайт

iliya.site

виваком.онлайн

vivacom.online

CC-G Registrar Channel Cooperation

Typical case: a Cyrillic gTLD registrant also needs a cyrillic ccTLD domain or vice versa.

The registrant would not like to start again from zero for the registration process.

The bright side: no contention on Cyrillic

TLD	Applied for by:
.site	<ol style="list-style-type: none">1. Charleston Road Registry Inc. (Google)2. Corn Mill, LLC (Donuts)3. Top Level Domain Holdings Limited4. DotSite Inc.5. Interlink Co., Ltd.
.сайт	<ul style="list-style-type: none">• CORE Association
.online	<ol style="list-style-type: none">1. Namecheap Inc.2. Bitter Frostbite, LLC3. Tucows TLDs Inc.4. DotOnline Inc.5. I-REGISTRY Ltd., Niederlassung Deutschland6. Dot Online LLC
.онлайн	<ul style="list-style-type: none">• CORE Association

