



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

.MOSCOW and .MOCKBA: a Basis for United Information Space in Russian Capital

Dmitry Burkov,
Chairman of the Board,
info@faitid.org

CeBIT, March 7, 2012



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development



www.faitid.org

What is FAITID?

- Russian non-profit organization
- Multistakeholder model. Managing bodies include representatives of:
 - Internet community
 - Government
 - Private sector
- New gTLD projects:
 - .MOSCOW and .МОСКВА [.MOSKVA] TLDs
 - Russian cultural and linguistic top-level domains
 - Russian geographical TLDs



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

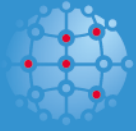


TLDs for Russian Capital

www.faitid.org

dotMOSCOW Project at First Sight

- Started in 2010
- Two domains:
 - In Latin script – .MOSCOW
 - In Cyrillic – .MOCKBA
[.MOSKVA]
- Domains to be approved by ICANN – international organization responsible for allocation of Internet address resources



FAITID

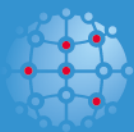
Foundation for Assistance for Internet
Technologies and Infrastructure Development



www.faitid.org

Key Goals

- To create online brand of the city
 - To make a basis for unified information space of the city
 - To provide a tool for attraction of audience on websites related to Moscow
 - To give one more boost to Internet technologies development in the city
-
- Finally: to enhance investment attractiveness of the city



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

Use by Government



МЭР.МОСКВА
Mayor.moscow

ПРАВИТЕЛЬСТВО.МОСКВА
Government.moscow



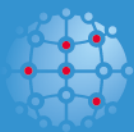
.МОСКВА

ГОСУСЛУГИ.МОСКВА
E-Government-services.moscow



**ДОРОЖНОЕ
СТРОИТЕЛЬСТВО
.МОСКВА**
Roads-construction.moscow





FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

Use for Community Needs

ШКОЛА.МОСКВА

School.moscow



1276.ШКОЛА.МОСКВА

SchoolNumber.School.moscow

MUSEUM.MOSCOW



PUSHKIN.MUSEUM.MOSCOW

THEATER.MOSCOW



BOLSHOY.THEATER.MOSCOW

www.faitid.org



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

Use in Business



BRAND.MOSCOW

КОМПАНИЯ.МОСКВА

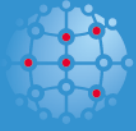
Company.moscow

ПРОДУКТ.МОСКВА

Product.moscow

SERVICE.MOSCOW

EXAMPLES



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

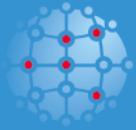
Benefits to Users



Easy to find



Easy to identify



FAITID

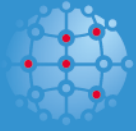
Foundation for Assistance for Internet
Technologies and Infrastructure Development



www.faitid.org

Current Status

- Official website (www.domainmoscow.org)
- A collection of signatures
- Promotions in the Internet community and among citizens
- Support of Moscow Government
- dotCities interest group membership
- Application to ICANN



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

Promotional Activities

- Actions are being held in Moscow to make citizens aware of the project





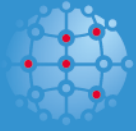
FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development



Some Policy Points

- A number of domains will be reserved for governmental needs
- List of reserved second-level domains for public needs for further registration on the third level (e.g. .SCHOOL.MOSCOW)
- A priority for registrants from Moscow at initial stages of registration
- Everyone can participate in General Availability period



FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

Any questions?



Thank you!