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Foundation for Assistance for Internet
Technologies and Infrastructure Development

The .MOSCOW and .MOCKBA TLDs: Webinar for Registrars

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www.faitid.org

About us

- FAITID – Russian non-for-profit organization established in 2011
- FAITID coordinates the implementation of the .MOSCOW and .MOCKBA TLDs with the official support of the Moscow City Government
- Managing bodies of FAITID include the representatives of the local Internet community, government and private sector – this multistakeholder approach guarantees the operation of the .MOSCOW and .MOCKBA TLDs in the public interest



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The .MOSCOW and .MOCKBA Project 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 to websites related to Moscow
 - To give one more boost to Internet technology development in the city
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- Finally: to enhance investment attractiveness of the city



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Current TLDs' Launch Timeplan

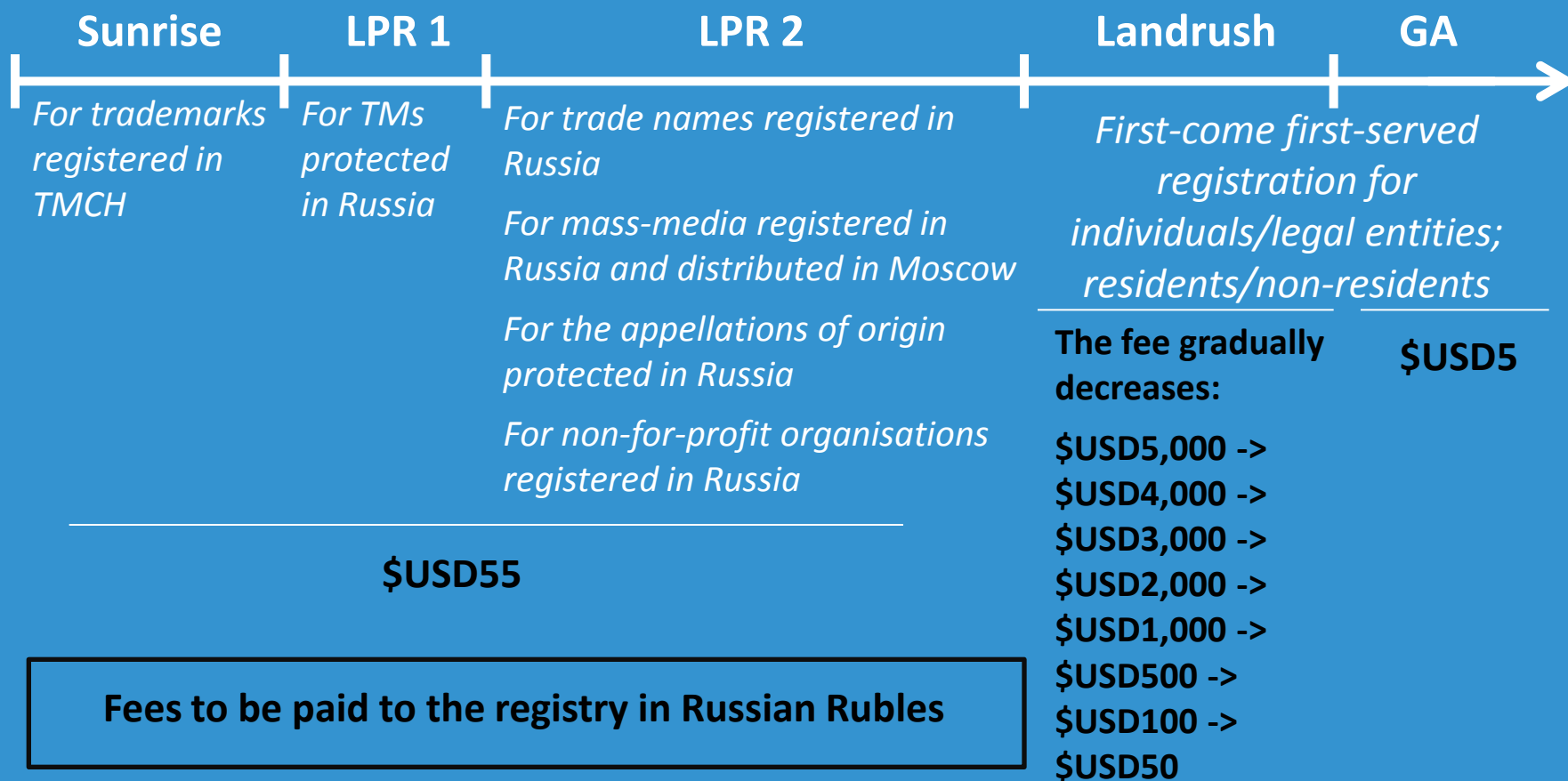




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TLDs' Launch Phases & Fees*





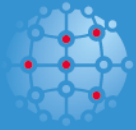
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Phases' Duration



- Sunrise – 1 month
- LPRs – at least 1 month each (the .MOCKBA LPRs may be longer in order to complete them at the same time with the .MOSCOW LPRs so the subsequent periods could be started simultaneously for both strings)
- Landrush – 2 months



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Policy overview

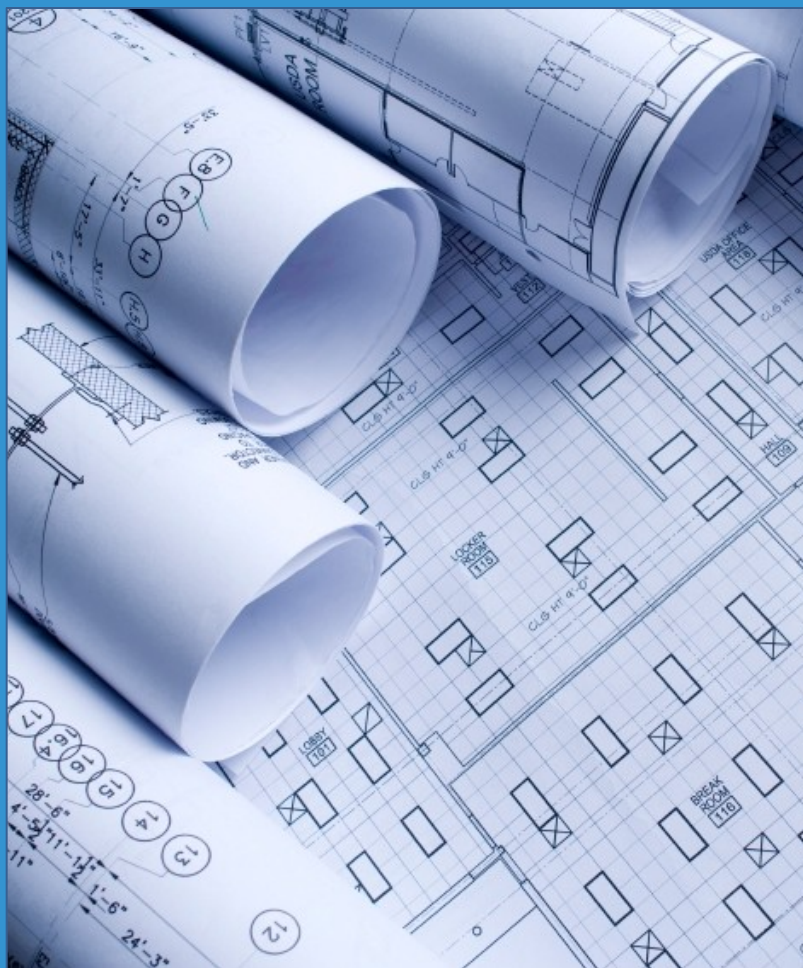


- Anyone can apply starting from Landrush (no residential restrictions etc.)
- Only ASCII registrations in .MOSCOW, only Cyrillic registrations in .MOCKBA
- Some names will be reserved for governmental and local community needs
- Eligibility checks for LPRs to be performed by registrars
- .COM Lifecycle



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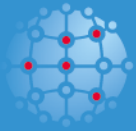
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Update on Policy Work

- Drafts of Reservation, Sunrise, LPR and GA policies are posted on FAITID website:
<http://en.faitid.org/projects/moscow/documents>
- Drafts of Launch policy and Landrush policy will be posted by the end of 2013
- SDRP, DRP for LPRs to be posted in early 2014



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TLDs' Marketing: Among Registrants

- The strings will be promoted as an ideal space for the content related to Moscow
- We look forward to your contribution to the strings promotion among your customers. We consider offering you two core types of marketing programs:
 - Partial registration cost refunds in case you reach agreed target number of registrations
 - Direct funding you can spend on the TLDs' promotion (we welcome any ideas)

Detailed description of the marketing programs available will be provided to the accredited registrars closer to the TLDs' launch



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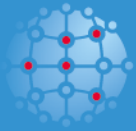
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TLDs' Marketing: Among End Users

- Our goal is to make the .MOSCOW and .MOCKBA extensions visible to end users (so that when they look for Moscow-related content the corresponding TLDs come up to their mind)
- The plans of the local government to use the strings for its websites will contribute to this goal
- Additionally we're running local awareness campaign that after the TLDs' launch will be complemented with global online promotions (e.g. we consider to promote the extensions on major websites for travelers etc.)



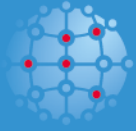
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Accreditation process: what's next



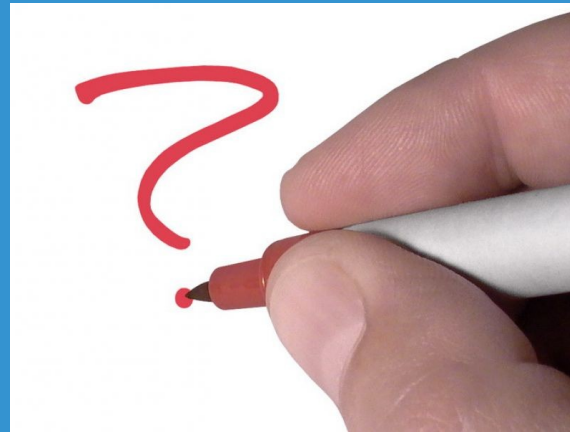
- First step is to sign an NDA with us
- We will provide you the RRA by the end of 2013
- We will keep you updated once technical documentation and integration tests are available



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Any questions?



Thank you!