



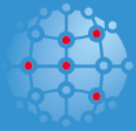
FAITID

Foundation for Assistance for Internet
Technologies and Infrastructure Development

.MOSCOW and .MOCKBA: Launch Plan, Policy Overview and Marketing Ideas

Dmitry Burkov,
Chairman of the Board,
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Berlin, March 21, 2013



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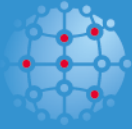
www.faitid.org

What is FAITID?

- Russian non-profit organization
- Multistakeholder model.
Managing bodies include representatives of:
 - Internet community
 - Government
 - Private sector
- New gTLD initiatives:
 - .MOSCOW and .MOCKBA
[.MOSKVA] TLDs

Further rounds:

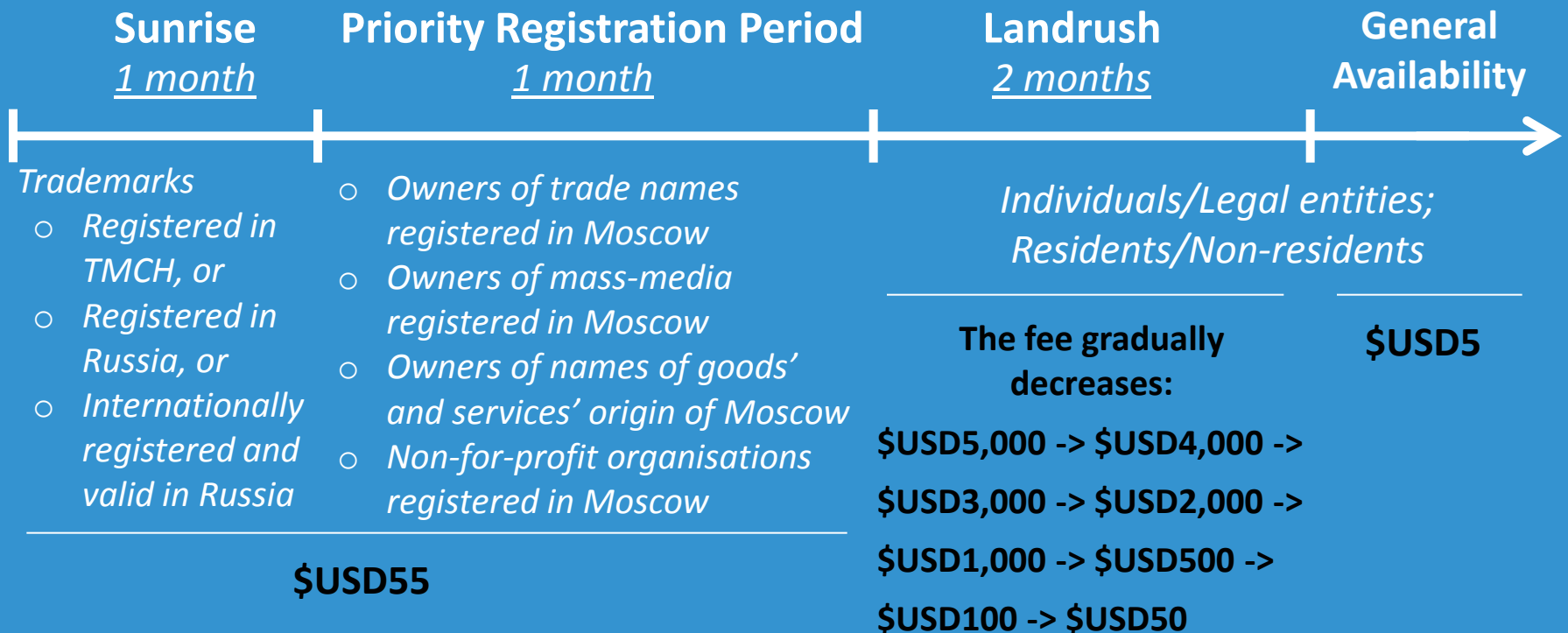
 - Other Russian geographical TLDs
 - Russian cultural and linguistic top-level domains



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.MOSCOW and .MOCKBA: Launch Plan & Fees*



**The wholesale fees for registrars*



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The Draw Issue

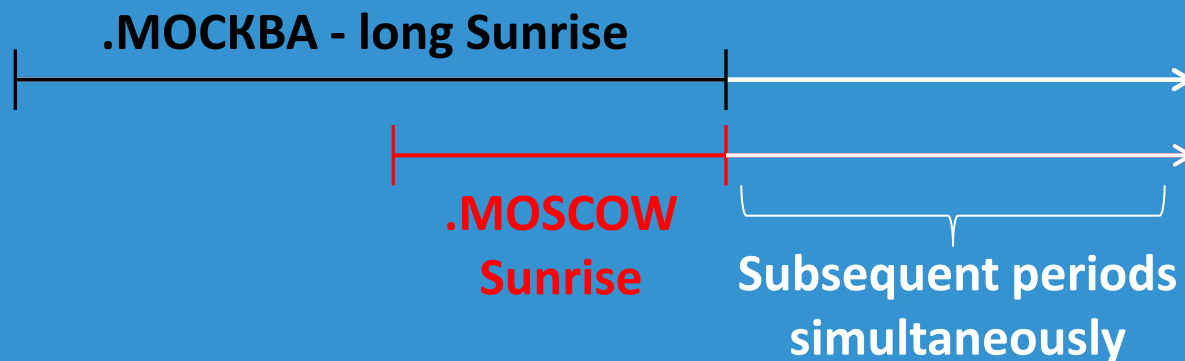
**Initial
Plan**

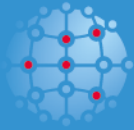
Simultaneous launch

The Draw

**.MOCKBA – 69
.MOSCOW – 881**

**Potential
solution**

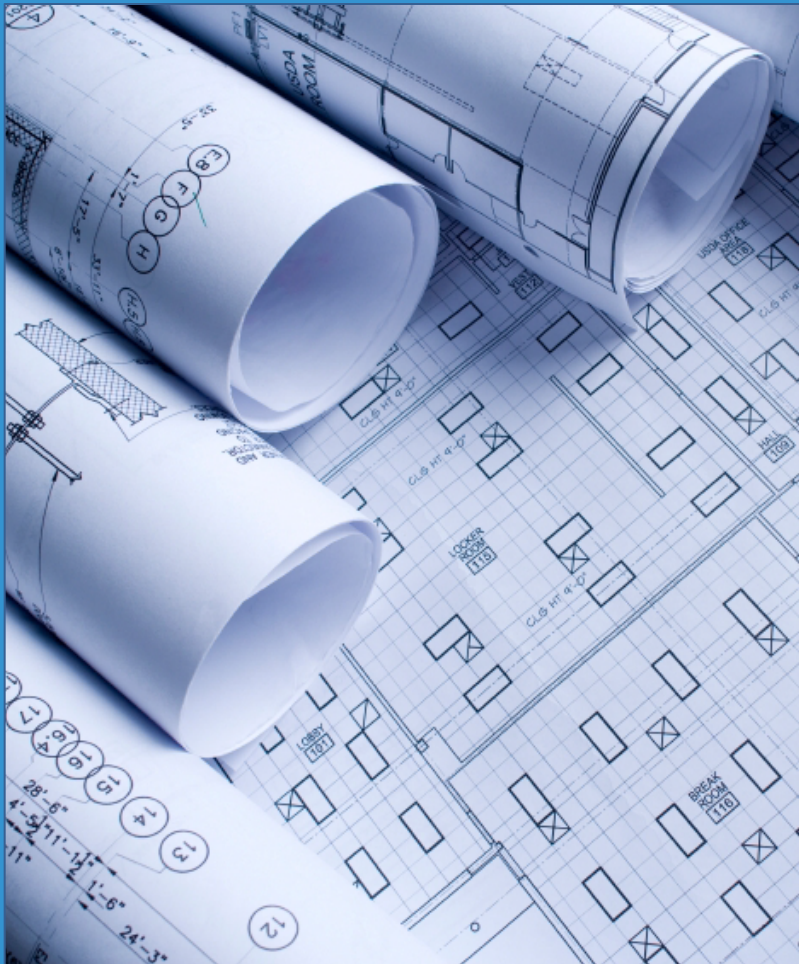




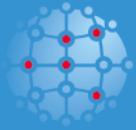
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Policy Overview



- Will be based on the respective Concept currently posted for the community input
- A number of domains will be reserved for governmental and community needs
- First-come first-served registrations
- Unrestricted registrations starting from Landrush
- .MOSCOW – only ASCII names
.MOCKBA – only Cyrillic names



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Marketing Message

#1: Why We Do the TLDs for Moscow

- 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



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Marketing Message #2: Integral Information Space of the City

- Use by the local government for its online presence (e.g. government.moscow)
- Use for the community needs (e.g. hospital.moscow)



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Marketing message #3: Useful for Business



BRAND.MOSCOW

КОМПАНИЯ.МОСКВА

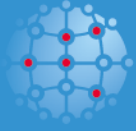
Company.moscow

ПРОДУКТ.МОСКВА

Product.moscow

SERVICE.MOSCOW

EXAMPLES



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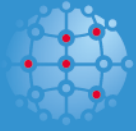
Marketing Message #4: Benefits to Users



Easy to find



Easy to identify



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Any questions?



Thank you!