



COORDINATION CENTER  
FOR TLD .RU/.RF

# Universal Acceptance Outreach

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Universal Acceptance Day, 28 March 2024



[cctld.ru](https://cctld.ru) | [кц.рф](https://cc.rf)



# IDN ccTLD .PH

**.PH** delegated on 12 May 2010

> **777,000** registered domain names  
**15,000** new registrations per month  
**325,000** registrants

**95%** delegated domain names

**~70%** in “positive” use:

26% sites

27% web-applications, landings

14% only email

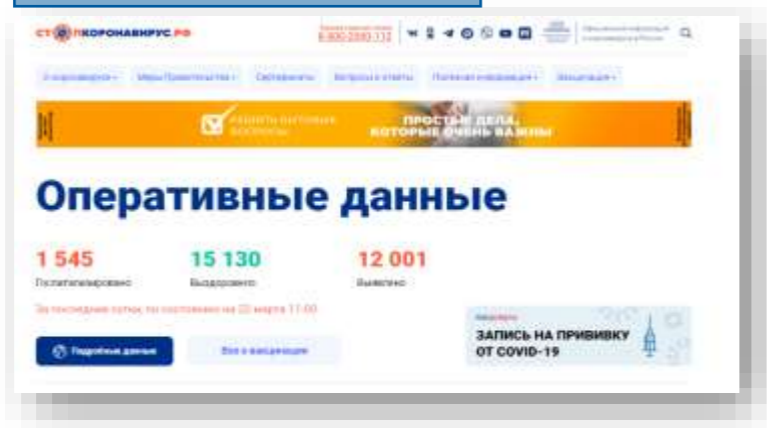
Growth rate per year **+13,7%**



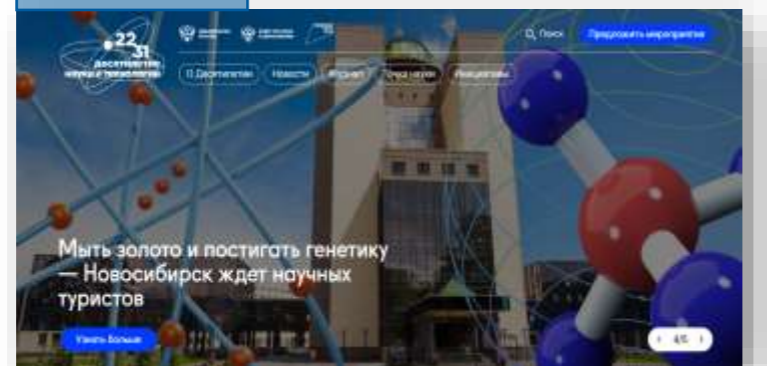
# IDN popularity

## State projects

стопкоронавирус.рф



наука.рф

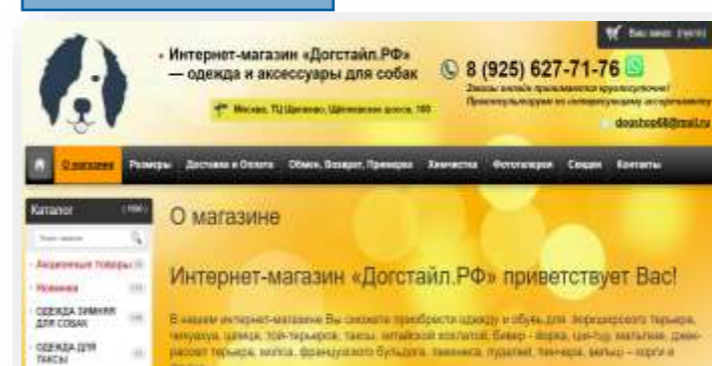


## Business projects

духи.рф

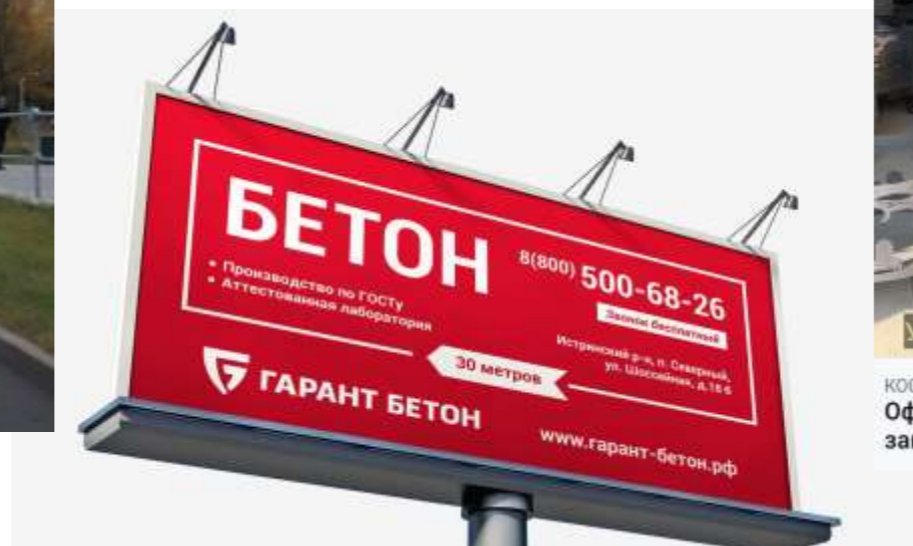


догстайл.рф



# IDN for marketing campaigns

- Offline (billboards, cars, shops, flyers, etc.)
- Online (banners, social media, PPC ads, etc.)
- Video Ads
- Audio Ads



Cyrillic IDNs – take less then **0.8 sec** to remember; **3 sec** to remember forever

# Universal Acceptance by ccTLD manager

We use **Cyrillic IDNs and emails** in our projects

We **updated our software ecosystem** to become IDN and EAI Ready

*Mail server, ticket system, websites, etc. Planning to implement EAI support in the registry database.*

We developed “**Guidelines on how to implement support for internationalized domain names and email addresses in .RF**”

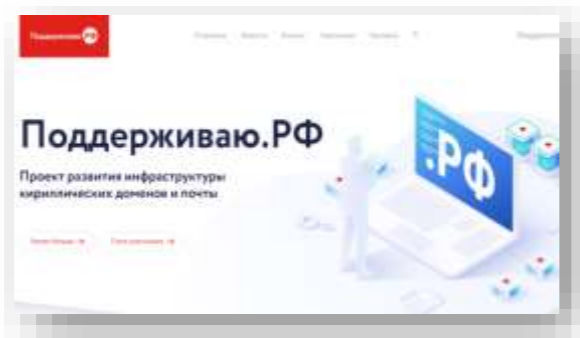
We launched special project for tech community – **Поддерживаю.RF**

We joined to **expert working groups for global and regional collaboration**: UASG, Regional Coordination Group on Universal Acceptance of CIS and Eastern Europe countries, Russian Working Group on Universal Acceptance

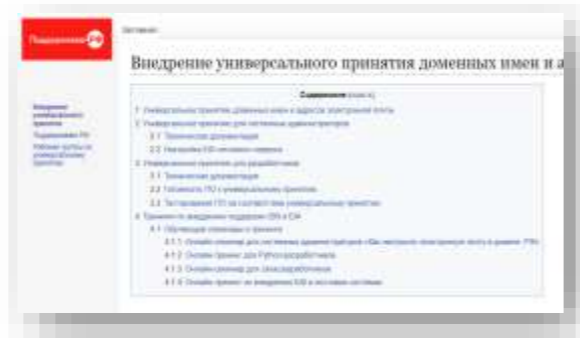


# Universal Acceptance Outreach

## Technical support on IDN/EAI standards adoption in software



поддерживаю.рф

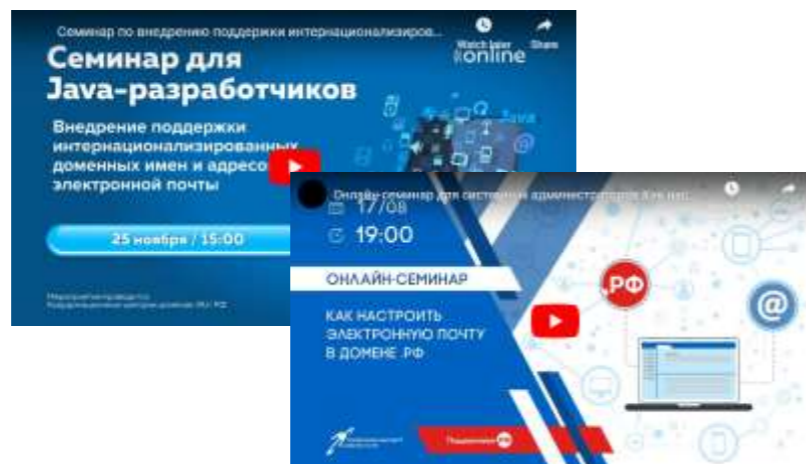


Wiki Knowledge Base



EAI Testbed

## Workshops, trainings and hackathons for tech community



# Universal Acceptance Outreach

## Publications on UA/IDN/EAI topics

For general public (popular online editions, mass media, etc.)

## Quizzes on UA/IDN/EAI (at social media, onsite events)

Interactive format to learn about UA, IDNs, coding, etc.

## Day of Slavic writing and culture, Russian Language Day

Discussions and lectures on internationalization of web content and internet identifiers, Russian language on the internet

## Russian Summer School on Internet Governance

Workshops on UA and multilingual internet

## Internet industry Local events

UA and IDN sessions at numerous local events

## Special Award for IDN&UA projects

Special nomination for .PH projects at the biggest annual award “Premia Rунet” in Russia



# Academic Engagement Efforts

## Collaboration with 7 Universities in Russia

Lectures and workshops for students of technical science and programming

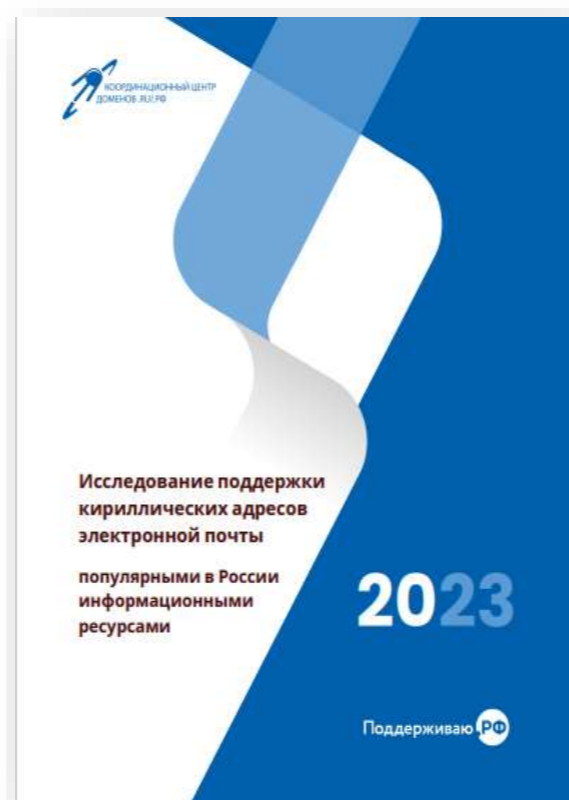




# Studies on IDN and EAI

## Annual reports on evaluation of IDN and EAI current support level

Studies to measure EAI acceptance by popular sites, SMTPUTF8 by mail servers



# IDN support progress

## IDN display

Still in social media  
networks, browsers, etc.

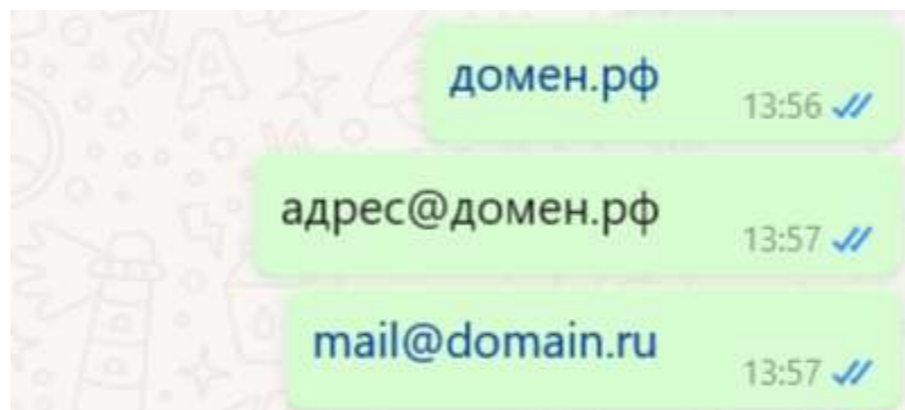
<https://поддерживаю.рф/участникам/полезные-сервисы/>



<https://xn--80adfafgo7bio2n.xn--p1ai/%D1%83%D1%87%D0%B0%D1%81%D1%82%D0%BD%D0%B8%D0%BA%D0%B0%D0%BC/%D0%BF%D0%BE%D0%BB%D0%B5%D0%B7%D0%BD%D1%8B%D0%B5-%D1%81%D0%B5%D1%80%D0%B2%D0%B8%D1%81%D1%8B/>

## IDN/EAI linkification

Still in messengers, office  
applications, etc.



# EAI support progress

## EAI mailbox creation/send/receive

Email service providers to support EAI Level 1  
(e.g., Яндекс, VK);

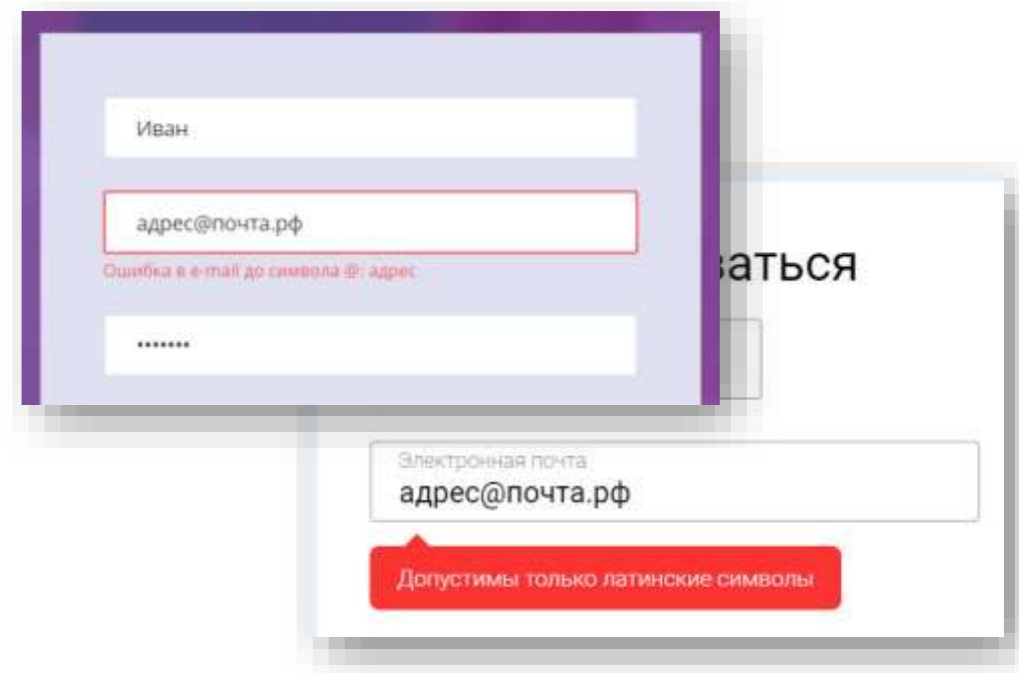
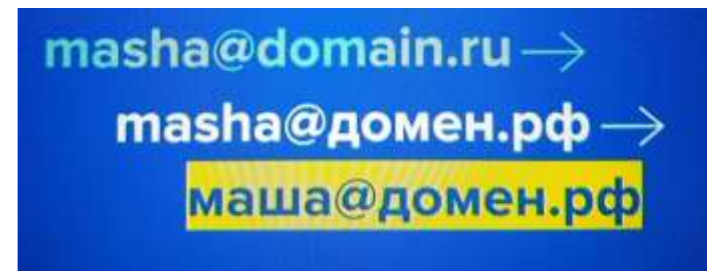
Hosting providers to support EAI Level 2

## Low EAI acceptance

By sites and popular online services  
Technology stack problems

## Lack of knowledge on EAI standard

How it should work and what to fix



# Role of ccTLD manager in encouraging UA adoption

## In Summary:

- ✓ Lead by example
- ✓ Research to measure current level of IDN/EAI support
- ✓ Develop and provide useful tips and tools
- ✓ Share best practices & consulting for local tech community
- ✓ Education materials and trainings for students
- ✓ Awareness raising and user digital literacy improvement
- ✓ Global and regional collaboration

**We'll continue our efforts...**





# Thank you!

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