



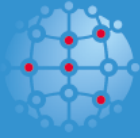
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Technologies and Infrastructure Development

GEO TLDs, Experience and the Future

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.MOSCOW and .MOCKBA

- Planning: well in advance of the Application
- Local Ecosystem: Additional Special periods of Registration for: local trade/service mark holders, trade name holders, right holders for local products of origin, non-for-profits, registered mass media, for State and Municipal Authorities of Moscow , State Authorities, Municipal and Federal entities.
- Qualified Launch Program for benefit of the City of Moscow.

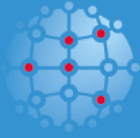


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new gTLD GEOs

- Between two worlds (ccTLDs - GEO TLDs – new gTLDs – gTLDs)
- Contract with ICANN as a new gTLD Registry
- Obligations before local government, like ccTLDs
- Numbers can not be compared to ccTLDs, but Ok for new gTLDs (Example 40K vs 5M for us)
- Longer periods of planning (cities have annual life cycles, and procurement is regulated)



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new gTLD GEOs

- Local market focus
- Ratios of ASCII TLD .moscow to IDN TLD .xn--80adxhks is close to 1:1 (local language is important)
- Cities represent Public Interest (in most current GEO TLDs live millions of citizens)
- Continuous work with the stakeholders is a key



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Questions?

Thank you!

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